

## Executive Summary

The cessation of 30 year civil war presented a whole new outlook to the Sri Lankan economy through enhanced market activities and establishing the much needed political stability which instilled a business friendly policy framework. In realizing a higher economic growth, the financial services industry contributed substantially and it was the first industry to reap benefits from the economic boom. However, it was noted in analysing specifically the wealth management industry, NDB Wealth Management Limited (NDB Wealth) grew at a much faster pace than the industry.

It was decided to carry out a study in analysing key drivers which fueled the exponential business growth in NDB Wealth during 2009 – 2015 period. Apart from the key drivers identified; expertise in wealth management, tailored financial solutions, distribution channels and service excellence; financial market dynamics was noted as a moderator given its sizeable impact on the relationship between said drivers and the outcome.

A qualitative approach was used for data collection and analysis. In terms of primary data, ten in-depth interviews and two focus group discussions were conducted in line with the case framework. Secondary data were gathered mainly during the literature review and insights obtained were embedded to rationalize key drivers and the moderator.

Based on the information obtained, the authors found undeniable evidence to conclude that expertise in wealth management, provision of tailored financial solutions to the clientele, effective use of distribution channels and service excellence helped NDB Wealth to materialize an exponential business growth during the period under review (2009-2015). It was interesting to note how the moderating variable –financial market dynamics alter the stated relationship between drivers and the outcome. Moreover, the authors found that strategic leadership and the ‘NDB’ brand played an important role.

Finally, from a sustainability point of view, the authors felt the importance of penetrating more in to the discretionary portfolio management compared to the non-granular corporate and private wealth management services.