

**CASE STUDY:****LYXOR ASSET MANAGEMENT**

Kunjal K. Shah

Chief Investment Officer  
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**WEBSITE:**

[www.lyxor.com/en](http://www.lyxor.com/en)

**INDUSTRY:**

Asset Management

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**ABOUT LYXOR**

Lyxor Asset Management Group ("the Lyxor group"), wholly-owned directly or indirectly by Societe Generale and composed notably of two subsidiaries (1) (2), is a European asset management specialist, an expert in all investment styles, active, passive or alternative. From ETFs to multi-management, with EUR 176.5 billion\* under management and advisory, Lyxor group creates innovative investment solutions to meet the long-term challenges of managing savings. Thanks to its experts and its engineering tradition and research, Lyxor group combines search for performance and risk management.

**ABOUT KUNJAL K. SHAH,  
CHIEF INVESTMENT OFFICER AT LYXOR  
ASSET MANAGEMENT**

Kunjal K. Shah brings more than 20 of experience in hedge fund manager selection, investment due diligence and monitoring. In his role, Mr. Shah develops Lyxor Americas' investment offering to respond to increasing client demand for advice and customised hedge fund solutions.

Kunjal uses AlternativeSoft because of its easy-to-use interface and the ability to make use of a plethora of hedge funds statistics. Kunjal recommended Alternativesoft to: Otpp, Air Canada, British Columbia Asset management and Healthcare Ontario System.

*I have been using Alternativesoft since 2013. Alternativesoft is a very easy to use software with which you can perform any form of statistics and a numerous analysis for a fund, directly on the screen! I found the most useful AlternativeSoft features such as: Database to analyse a hedge fund Peer group, Portfolio proposals with re-balancing, factor analysis on funds. I would recommend Alternativesoft to any investment manager.*

**- Kunjal K. Shah**