



**SCALE UP**  
PROPRIETARY TRADING

Namaste,

January set the tone for 2026 with learning, purpose, gratitude, and meaningful progress across our businesses.

We began this year with optimism, humility, and a renewed commitment to scale responsibly and thoughtfully.

Here's a quick look at everything that unfolded at Scale Up.

Warm Regards,

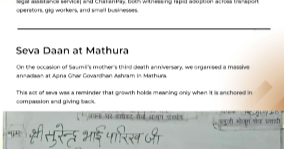
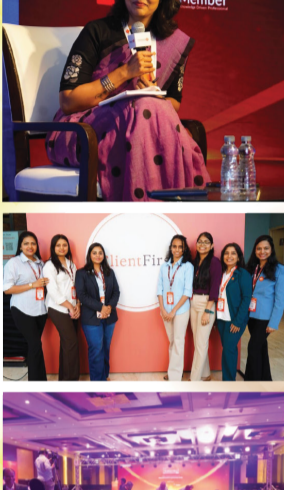
Saumil Surendra Parikh  
Founder, Scale Up



### House of Alpha at Network FP National Summit 2026

Our sister venture, House of Alpha, proudly attended the Network FP (NFP) National Summit 2026, India's largest conference for personal finance professionals, held on January 16-17 at Sahara Star, Mumbai.

The event saw strong participation from the HoA team, with our partner Bhuvana Shreeeram taking on the role of co-host and speaker, contributing valuable insights to the national finance community.



### Startup Portfolio Milestone - Lawyered

As many of you know, we reinvest a portion of our profits into startups, with over 50+ investments to date.

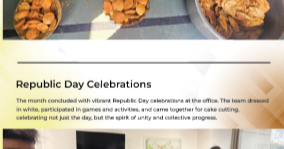
One of our portfolio companies, Lawyered, achieved a landmark milestone by securing the highest funding raised across all shows in India on the business reality show Ideallaz.

The funds will be used to drive product innovation, strengthen technology infrastructure, expand nationwide reach, and grow flagship offerings like LOTS247 (India's first roadside legal assistance service) and ChallenPlay, both witnessing rapid adoption across transport operators, gig workers, and small businesses.

### Seva Daan at Mathura

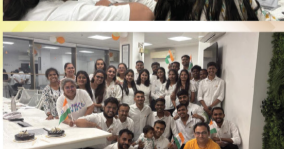
On the occasion of Saumil's mother's third death anniversary, we organised a massive annadaan at Apna Ghar Govardhan Ashram in Mathura.

This act of seva was a reminder that growth holds meaning only when it is anchored in compassion and giving back.



### Republic Day Celebrations

The month concluded with vibrant Republic Day celebrations at the office. The team dressed in white, participated in games and activities, and came together for cake cutting, celebrating not just the day, but the spirit of unity and collective progress.



### #QuoteOfTheMonth

"Iteration, not ideation."

That's all for January!

Keep Scaling Up!

If you wish to get in touch, please feel free to connect at +91 9967289968 or email at [info@scaleupfinancial.in](mailto:info@scaleupfinancial.in).

Jai Hind.

[www.scaleupfinancial.in](http://www.scaleupfinancial.in)

Ethics isn't just one aspect of the game, it is the game.