



## Devina Mehra

Founder, Chairperson & MD, First Global, First Global

✦ Most Powerful Women 2025

✦ Most Powerful Women 2022

### About

If investing is an art and science form, then Devina Mehra is both the master artist and the rigorous scientist—blending the intuition of a seasoned strategist with the precision of data-driven analysis. With a career spanning over three decades, Mehra has built a reputation for data-driven investment decisions and a sharp analytical mindset that challenges conventional market wisdom. Under her, asset management firm First Global became a pioneer in using AI and machine learning for investment decisions. In her latest book, *Money, Myths and Mantras: The Ultimate Investment Guide*, she argues that many widely accepted market beliefs—such as the superiority of domestic investments—lack empirical support. Yet, she is not blind to the pitfalls of equity investing. “I have never ever advised 100% equity allocation for even a young person. I have always been an advocate of asset allocation and that includes fixed income products such as fixed deposits,” Mehra tells Fortune India. She maintains a bullish long-term view on Indian equities but warns investors against overconfidence and unrealistic return expectations. Beyond wealth management, she is a strong advocate for financial literacy, empowering individuals to make data-driven investment decisions.

Organization: **First Global**

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