

## Video transcript

### Flourishing through generations

00:06 The association with HSBC really started almost from the beginning.

00:11 Mr. Hormusjee Ruttonjee | Founder, H. Ruttonjee & Son, Ltd.

00:11 Hormusjee came to Hong Kong in 1884 and joined the grocery business.

00:16 Mrs. Purviz R. Shroff, MH | Permanent Managing Director, Ruttonjee Estates Continuation Limited

Mr. Noshir Shroff | Director, Ruttonjee Estates Continuation Limited

00:16 In 1887, he set up his own grocery business and he needed capital. And HSBC were there to provide that.

00:25 Mr. Jehangir Hormusjee Ruttonjee | Founder, Hong Kong Brewery & Distillery Ltd.

00:25 When the son, Jehangir finished school, he joined his father.

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00:35 The family was very much into wines and spirits. Grocery shops started to expand into brewery, he needed finance for that.

00:42 So it was a close association with HSBC.

00:46 Jehangir and Sir Arthur Morse, he was the Chief Executive of HSBC, were very close. The brewery business went well and, after the war, they decided to concentrate on property.

01:00 In 1954, Jehangir set up the first family trust with HSBC Trustee. The idea was to set up a governance structure and to keep the shares in the trust and in the family, so that it would be for the future generations.

01:16 In 1983, HSBC Trustee advised the family to redevelop Rutton Building and Dina House into what is now Ruttonjee Centre.

01:24 There needed to be a theme. And the Trustee, together with my uncle Rusy, came up with an idea of having a 'Design Showcase'. So there were top level furniture shops, as well as art galleries. And that really has remained to this day.

01:41 Yes, you always need two hands to clap. Right? To do it together.

01:51 Where HSBC Trustee have been instrumental is three things.

01:56 Firstly, it is the property. So they are involved in day-to-day decisions together with our property managers and in consultation with the family. The second, investments, that HSBC Private Bank looks after these investments and grows them. And the third one is setting up the Rusy and Purviz Shroff Charitable Foundation.

02:21 In 2011, my uncle called me to his office. I sat with my uncle and my aunt. And they asked me to join the business. I grabbed that opportunity.

02:32 Yes, he is a very dear nephew of ours. I have spoiled him also, you know? Have I?

02:38 Yep. Too much.

02:39 So we wanted to carry on with the family, you know. And he is very close and dear to us. And we trust him so much. And always will.

02:54 And none of us have looked back, right?

02:56 Right.

02:57 We are so blessed that we made the right decision.

03:01 My husband said Hong Kong is my ship. And I am the captain. And a captain never abandons his ship. He sinks and he sails with the ship. He really loved Hong Kong. And his ship really sailed. And we are doing so well, right? I love my Hong Kong. It's such a lovely city.

03:27 "I pray that the generations continue in our footsteps. Continue working with the bank, continue working with the trustee. I pray and hope that this continues forever."

Mr. Rusy Motabhoy Shroff, BBS MBE  
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