

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No.)\*

Bridge Investment Group Holdings Inc.

-----  
(Name of Issuer)

Class A Common Stock

-----  
(Title of Class of Securities)

10806B100

-----  
(CUSIP Number)

December 30, 2022

-----  
(Date Of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1745 (3-06)

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-----  
1. NAME OF REPORTING PERSON:

I.R.S. IDENTIFICATION NO. OF ABOVE PERSON:

Morgan Stanley  
I.R.S. # 36-3145972

-----  
2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP:

(a)

(b)

-----  
3. SEC USE ONLY:

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4. CITIZENSHIP OR PLACE OF ORGANIZATION:

Delaware.

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NUMBER OF 5. SOLE VOTING POWER:  
SHARES 0

BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH: 6. SHARED VOTING POWER: 8,056 7. SOLE DISPOSITIVE POWER: 0 8. SHARED DISPOSITIVE POWER: 1,920,731 9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON: 1,920,731 10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES: [ ] 11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9): 6.6% 12. TYPE OF REPORTING PERSON: HC, CO

1. NAME OF REPORTING PERSON: I.R.S. IDENTIFICATION NO. OF ABOVE PERSON:

Morgan Stanley Smith Barney LLC I.R.S. # 26-4310844

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP:

(a) [ ] (b) [ ]

3. SEC USE ONLY:

4. CITIZENSHIP OR PLACE OF ORGANIZATION:

Delaware.

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH: 5. SOLE VOTING POWER: 0 6. SHARED VOTING POWER: 0 7. SOLE DISPOSITIVE POWER: 0 8. SHARED DISPOSITIVE POWER: 1,912,675

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON: 1,912,675

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES: [ ]

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9): 6.5%

12. TYPE OF REPORTING PERSON: BD, IA

Item 1. (a) Name of Issuer:

Bridge Investment Group Holdings Inc.

(b) Address of Issuer's Principal Executive Offices:

111 EAST SEGO LILY DRIVE SUITE 400 SALT LAKE CITY UT 84070 UNITED STATES OF AMERICA



(iv) Shared power to dispose or to direct the disposition of:  
See the response(s) to Item 8 on the attached cover page(s).

Item 5. Ownership of Five Percent or Less of a Class.

Not Applicable

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

Not Applicable

Item 7. Identification and Classification of the Subsidiary which Acquired the Security Being Reported on By the Parent Holding Company.

See Exhibit 99.2

Item 8. Identification and Classification of Members of the Group.

Not Applicable

Item 9. Notice of Dissolution of Group.

Not Applicable

Item 10. Certification.

(1) By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

\* In Accordance with the Securities and Exchange Commission Release No. 34-39538 (January 12, 1998) (the "Release"), this filing reflects the securities beneficially owned, or that may be deemed to be beneficially owned, by certain operating units (collectively, the "MS Reporting Units") of Morgan Stanley and its subsidiaries and affiliates (collectively, "MS"). This filing does not reflect securities, if any, beneficially owned by any operating units of MS whose ownership of securities is disaggregated from that of the MS Reporting Units in accordance with the Release.

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Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 08, 2023

Signature: /s/ Christopher O'Hara

Name/Title: Christopher O'Hara/Authorized Signatory, Morgan Stanley

MORGAN STANLEY

Date: February 08, 2023

Signature: /s/ David Galasso

Name/Title: David Galasso/Authorized Signatory,  
Morgan Stanley Smith Barney LLC

Morgan Stanley Smith Barney LLC

EXHIBIT NO.

EXHIBITS

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99.1 Joint Filing Agreement 7

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\* Attention. Intentional misstatements or omissions of fact constitute federal criminal violations (see 18 U.S.C. 1001).

EXHIBIT NO. 99.1 TO SCHEDULE 13G  
JOINT FILING AGREEMENT

February 08, 2023

MORGAN STANLEY and Morgan Stanley Smith Barney LLC hereby agree that, unless differentiated, this Schedule 13G is filed on behalf of each of the parties.

MORGAN STANLEY

BY: /s/ Christopher O'Hara

Christopher O'Hara/Authorized Signatory, Morgan Stanley

Morgan Stanley Smith Barney LLC

BY: /s/ David Galasso

David Galasso/Authorized Signatory,  
Morgan Stanley Smith Barney LLC

\* Attention. Intentional misstatements or omissions of fact constitute federal criminal violations (see 18 U.S.C. 1001).

EXHIBIT NO. 99.2

ITEM 7 INFORMATION

The securities being reported on by Morgan Stanley as a parent holding company are owned, or may be deemed to be beneficially owned, by Morgan Stanley Smith Barney LLC, a wholly-owned subsidiary of Morgan Stanley.