

## WHY CHOICE

Choice is one of the fastest growing financial service firms in the Country. We are constantly evolving our services and delivery platforms to provide outstanding client experience and satisfaction. We assist our clients in taking informed decisions with research and insights that is easy to understand.

### 360° FULL SERVICE BROKER

- Financial Planning
- Investment Advice
- Invest in IPOs
- Mutual Funds
- Structured Products
- Bonds



### RESEARCH SUPPORT

- Morning Tea
- Pick of the week
- Economic Outlook
- Aaj ka Trend
- Currency Highlights
- Equity Bazaar
- Detail Company Reports
- IPO Updates
- Techno Buy
- IIP and CPI Update



### CUSTOMER SERVICE

- Dedicated Relationship Manager
- Hassle free online account opening
- Call & Trade Facility
- Daily Call Tracker
- SMS confirmation of trades
- Free Trading Account



### ACCESS ANYWHERE

- Trade via Mobile app
- Trade online via choiceindia.com
- Research Reports on Whatsapp
- Track your holdings and gains on the move

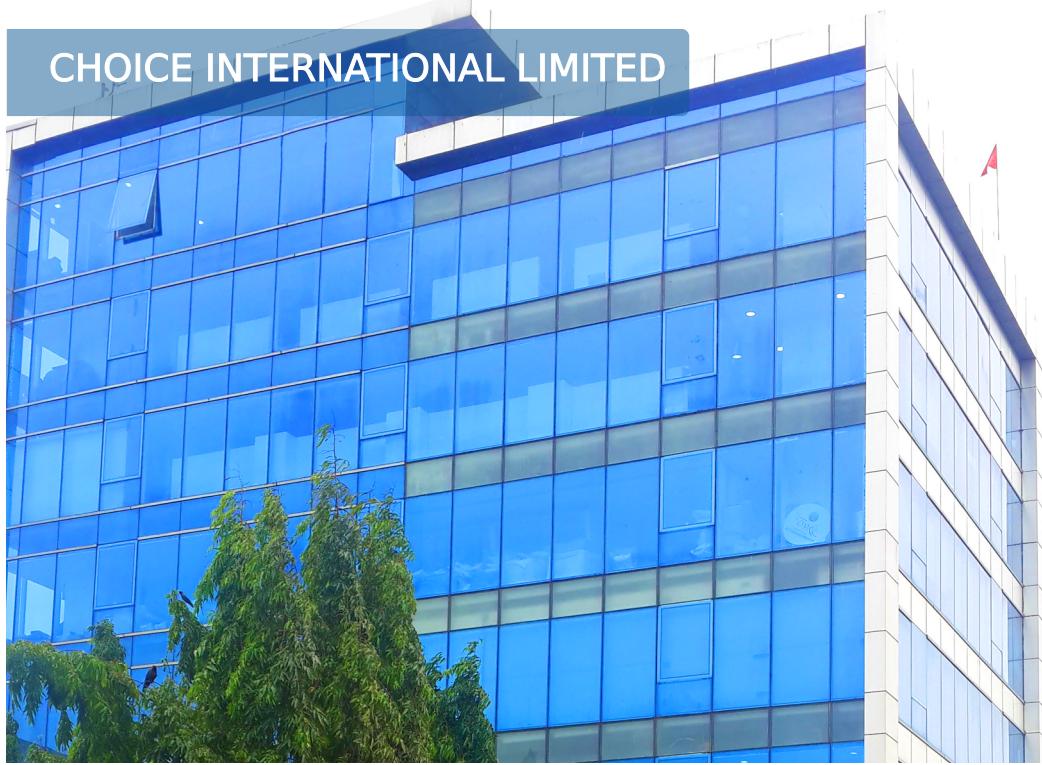


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## INTRODUCTION



- Full service financial firm
- Established in 1993
- Listed on Bombay Stock Exchange (BSE)
- Experienced leadership team, 26+ years of average experience in financial markets
- Strong Team of 500+ Professionals
- 200 offices across India



## BROKING & DISTRIBUTION

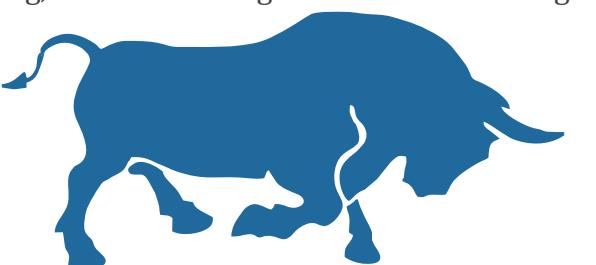
Choice is a member of NSE, BSE, MCX-SX, MCX, NCDEX and a depository participant with CDSL and is registered with AMFI as a distributor of Mutual Funds. It is also the largest SME market maker in the country.

Since beginning Choice has been working towards being a trusted advisor and wealth creator for its clients and not just a pure broking company. From asset allocation support, trading of securities to specialized investment vehicles, Choice offers a range of financial products and services designed to cater to a range of investments needs of its clients.

Choice extensively focuses on research and technology as core areas to shape its growth and improving client satisfaction. It has built a robust infrastructure to meet growing requirements of its clients and to offer time bound delivery of quality services.

Choice Institutional desk is active in Equities and WDM (Debt) segments. It is empanelled with many Banks, DIIs and foreign institutions as a broker. The desk is focused on providing superior execution services along with in-depth and insightful research to its clients.

Choice has full-fledged fundamental and technical Research desks engaged in providing insightful research & analysis on Macro economy, Industry and on companies. The research unit is led by a core team of experienced analysts focused on providing sustainable, selective and scalable stories to its clients. Choice research has been acknowledged by Institutions and Retail Investors for its in-depth modeling, width of coverage and investment insights.



Superior **EXECUTION** Capabilities

A team of experienced **RESEARCH** professionals

## ONE STOP FINANCIAL HUB

