CHOICE EQUITY BROKING PVT LTD

WRITE UP ON :

Order Receipt & Execution

SEBI vide its circular dated 2017-09-26 SEBI - Prevention of Unauthorised trading has specified that pre-trade confirmation should be available in the form of:

a. Physical record written & signed by client,

b. Telephone recording,

c. Email from authorized email id,

d. Log for internet transactions,

e. Record of SMS messages,

f. Any other legally verifiable record.

When dispute arises, the burden of proof will be on the broker to produce the above records for the disputed trades.

Accordingly all the branches have been equipped with voice recorders at dealer desk and client should either call us or the dealer should call the client and take his consent before placing a trade.

Similar facility is being planned for all Authorized Person (A.P) also. Currently A.P are collected signed physical form from client before placing an order.

Order is also taken over sms / whatsup or email on exception basis mostly for NRI clients or clients who are travelling. When client calls from a number not registered with us the dealers are asked to check client details to verify his identity before placing an order. If he calls from registered number client name and code flashes on the terminal of the dealer through a software installed .

Once the order is executed at the end of the day contract note is sent as ECN to client registered email id and trade details to his registered mobile number. Further we have an automated calling system whereby the susyem calls the client inform his trades executed and asks if he accepts or rejects the trade. Any trade rejected is immediately escalated to the trade confirmation department , who contact the client next day and if needed escalate it to compliance\ investor grievance department.

ERROR   code:

When there is a genuine errors error as specified below . the concerned dealer inform RMS department giving details of the error , the RMS in consultation with RMS head changes the code to ERROR code from where the position is squared off . No further code change from ERROR to client is permitted.

The following shall be classified as genuine errors:

I. Error due to communication and / or punching or typing such that the original client code / name and the modified client code / name are similar to each other

II. Modification within relatives ('Relative' for this purpose would mean as defined under Companies Act, 2013)

Proprietary trades will not be allowed to be modified as client trades and vice versa.

The dealer then proceeds to place trade in the correct code.