

Choice
Nurturing Financial Excellence



SERVICES



BROKING DISTRIBUTION

One Stop Financial
Hub For Your
Investment
Needs



MANAGEMENT CONSULTING

Helping Companies To
Successfully Navigate In
Turbulent Business
Environment



INVESTMENT BANKING

Assisting in fund
raising, valuations
and strategic
planning



E-COMMERCE

Connecting Consumers
And Service Providers
Via World-class
Online Platform

CHOICE INTERNATIONAL LIMITED

Established in the year 1993, Choice International Limited is an integrated financial service provider firm, founded with a vision to create new benchmarks in financial services Industry. Choice offers Investment Banking, Stock Trading, Management Consulting and E-Commerce services to its clients.

The group derives its strength from the diversity of skills and strengths of the members of the Leadership Team. Our leadership has extensive experience in Indian financial markets. Average experience of our leadership team members is 26 years. Members have worked in key positions with prominent financial services firm for decades.

Our leadership is supported by a strong team of 500+ professionals which includes Chartered Accountants, CFAs, CSs, MBAs and CFPs.

Choice group extensively focuses on research and technology as core areas to shape our growth and improving client satisfaction. The group has built a robust infrastructure to meet growing requirements of our clients and to offer time bound delivery of quality services. We maintain a high degree of professionalism and ethical standards in all our business activities.

We combine superior execution capabilities, meticulous research, rich transaction experience and a network of global partnerships to help our clients close a variety of strategic and financial transactions. Our team of seasoned professionals has extensive experience in a variety of disciplines.

We are committed to operating as a socially responsible business, to be the trusted partner for our stakeholders. We are mindful of the social issues around us and our obligation and ability to make a positive contribution to society and the environment.

Choice International Ltd. is headquartered in Mumbai, India and has offices at 200 locations in India



LEADERSHIP

CA SUNIL PATODIA



CA Sunil Patodia is the Chairman of WIRC - ICAI. he has been the guiding light for the Group through its two decades of operations. His professional career personifies the quality orientation that the Group has aspired for and has modeled its service delivery process on. CA. Sunil Patodia is also a prominent and well respected figure in the trade, industrial & social circles in India. He is presently Council member of WIRC of the ICAI for the third consecutive term from 2013 to 2016 and has served as its Secretary in 2007-2008. An eminent speaker, CA. Sunil Patodia regularly delivers lectures at professional seminars on finance and other related subjects. He is also the Vice District Governor of Lions Club International.

Mr. VIKASH AGARWAL



Mr. Vikash Agarwal heads the Investment Banking vertical, has more than 10 years of experience in the field of Project Financing, Initial Public Offers (IPOs) and Corporate Advisory. He is heading the Investment Banking Division of the Group. He has worked on several large and complex Assignments in Debt Syndication, Private Equity and M&A. He believes in providing innovative solutions to clients ensuring maximum value to them. He has an extensive network in IB, IMS, Banks, Funds and other financial institutions.

CA KAMAL PODDAR



CA Kamal Poddar, a Fellow Member of the Institute of Chartered Accountants of India, is the Managing Director of Choice International Limited. He is a visionary and is currently working on the vision of creating our Country's first Nation level financial services hub. His vision has resulted into the rapid and multifold growth of Choice Group. He has been instrumental in converting a CA practice firm into a full fledged financial service hub providing all the financial services to its clients. He is involved in all the strategic decisions of the group. Under his leadership, Choice has grown significantly and today, Choice is one of the few financial services firm having the fastest growing customer base.

CA AJAY KEJRIWAL



CA Ajay Kejriwal heads Broking and Distribution vertical. He is a fellow member of Institute of Chartered Accountants of India and also holds a degree of DISA Issued by ICAI. With over 15 years of rich experience in Financial Markets, he has played a pivotal role in setting up Choice Group. He has an extensive experience in analyzing financials of companies and fund management. With his business acumen, the Choice Group has setup franchisee business and branch network across India.

LEADERSHIP

DR. KALI MOHAN BHATTACHARYA



Dr. K.M. Bhattacharya has served in top executive positions, such as Chief General Manager in State Bank of India, Executive Director in IndusInd Bank and Managing Director of the erstwhile Bank of Rajasthan Ltd. He has served as a Member of the Governing Body of the Indian Banks Association, Maharashtra State Financial Corporation, and Vice President, Rajasthan Chamber of Commerce. He was Economic consultant to the Multi Commodity Exchange Ltd. (MCX) and Advisor to Asset Reconstruction Corporation of India Ltd. (ARCIL). Previously, he was Dean of ICFAI Business School, Mumbai and Vice Principal State Bank Staff College, Hyderabad.

DR. DEB KUMAR GOSWAMI



Dr. Debkumar Goswami, a Bachelor of Mechanical Engineering, MBA and CAIIB. He served at SBI & SBI capital for twenty years and, subsequently, joined Ashok Leyland Investment services Limited in the capacity of CEO and President. He has also held the position of senior Vice-president at UTI Bank Ltd. for a period of four years. He was also an advisor to StandardChartered Bank, HSBC & ARCIL Limited. He is presently associated with Uttam Galwa Group of Companies as their Group Corporate Advisor. He has been a guest lecturer at several IIMs and regularly contributes articles to leading financial dailies like The Financial Express.

CA ARUN PODDAR



Mr. Arun Poddar heads the Management Consulting vertical, a chartered accountant by profession, is working towards building the Group into a leading professional service provider in India. He believes in challenges and sets high standards and strives to establish a niche for Management Consultancy at global levels. He has been instrumental in putting together a leadership team with diverse skill sets and a common goal of offering holistic solutions to clients in the Management Consultancy division. Maintaining goodwill among clients and assuming responsibility for development of a cohesive team with core competencies in audit for various Industrial sectors are a few of the other capabilities of Mr. Poddar.

Mr. YOGESH JADHAV



Yogesh Jadhav heads the E-commerce vertical, has done MS Computers and Information Security with Management studies from London and a graduate in BE Computers from Mumbai University. His ability to make prompt decisions; business acumen and dynamic personality makes him the perfect leader. He is a sincere and hardworking member of the core team and believes in timely delivery of work. He has been responsible for spear heading many pivotal projects and has created some lasting relationships in the regional as well as global markets.

INVESTMENT BANKING

Choice is a SEBI registered **Category-I Merchant Banker**, offering investment banking services. A team of more than 25 professionals at Choice Capital Advisors has a collective experience of more than 80 years of fund raising & advisory.



We have concluded more than 100 Capital Market & Advisory transactions and raised close to INR 20,000 crores (USD 3.25 billion). We are dealing with a large number of banks, NBFCs, DIIs, FIIs, and various Financial Institutions.

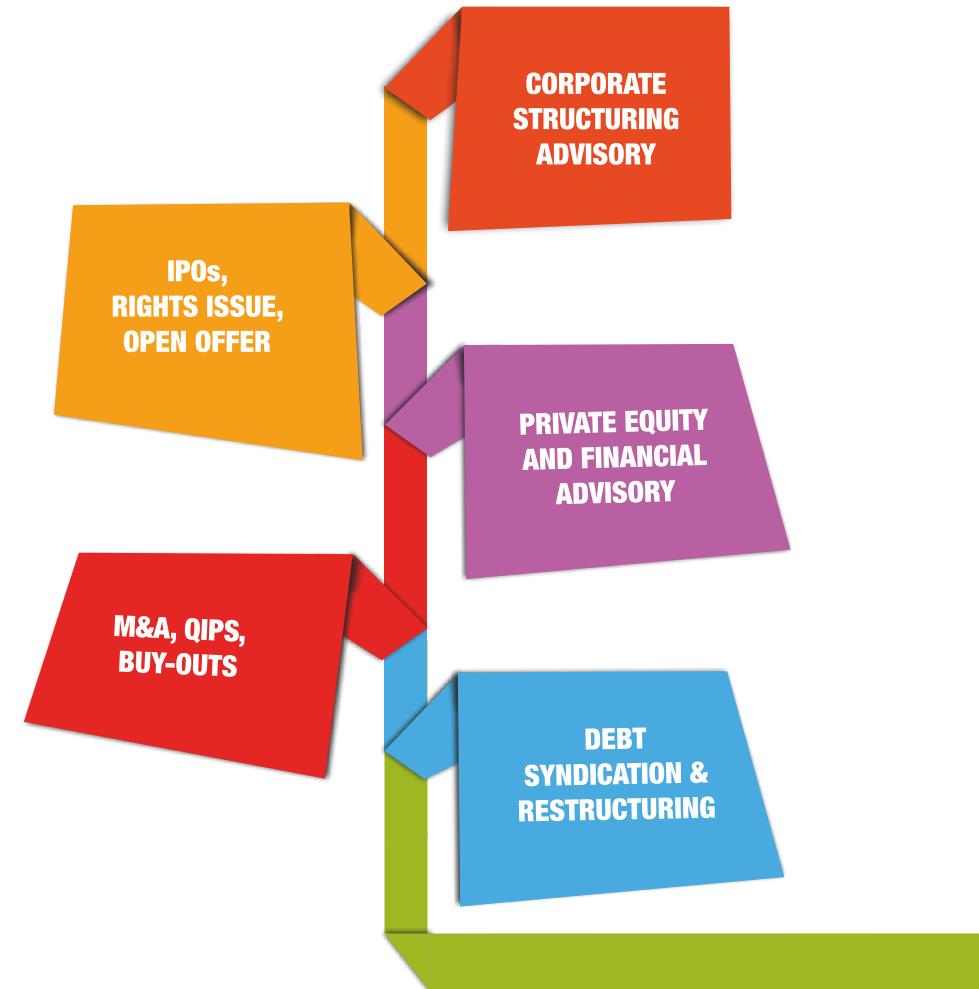
We provide our clients with need based solutions through our innovative structure and experience.

Whether anybody is looking for a Private Placement or Private Equity, Domestic or International listing, Debt Syndication or Financial Advisory, we are your one stop shop solution.

Our team is experienced in handling complex transactions ranging from ECM & DCM, IPO's, Rights Issues, Private Equity, M&A, Debt Restructuring, QIPs and Buy-outs. Our advisory team is well versed with the dynamics of such transactions and our understanding of the financial market enable us to choose the appropriate parties to successfully close the transactions.

SOME OF THE INDUSTRIES SERVICED BY US INCLUDE:

- ENERGY & RESOURCES
- TECHNOLOGY, MEDIA & TELECOM
- REAL ESTATE & INFRASTRUCTURE
- FINANCIAL SERVICES, NBFC
- LIFE SCIENCES AND HEALTHCARE
- MANUFACTURING & LOGISTIC
- TEXTILE
- EDUCATION SECTOR
- CONSUMER BUSINESS & TRANSPORTATION



OUR SERVICES

PRIVATE EQUITY Private Equity	CAPITAL MARKETS IPOs QIPs Offer for Sale Right Issues	MERGERS & ACQUISITION Merger & Acquisitions Sale / Divesture Joint Ventures & Strategic Alliance Acquisition Finance
CORPORATE FINANCE Project Finance Asset Based Bank Loan Structured Finance Restructuring Advice International Finance	VALUATION Financial Modeling Business Valuation ESOP Valuation & Certification Fairness Opinion	CORPORATE ADVISORY Direct Listing Takeover Delisting Offer Buybacks Revocation of Suspension

TAILORED SERVICES FOR EASY CAPITAL MARKET ACCESS

CHOICE FIRST

CHOICE FIRST provides complete end-to-end solution for the IPO value journey which spans 12-15 months. CHOICE FIRST allows the organization, preparing for an IPO, to maintain focus on core operations and business while we help the organization to get ready for the IPO and help to:

- Implement changes throughout organization and corporate culture;
- Help save time and reduce costs by adopting a structured approach to the journey;
- Help to develop systems and functions like Internal Control, Risk Policies, Compliance Management, Committees required pre and post IPO;
- Achieve the readiness required to ensure a strong debut in Capital Markets;
- Ensure transaction certainty through the right TEAM, PLANNING and PRICING.
- Launch the IPO at the RIGHT TIME.

CHOICE SMART

CHOICE SMART provides one stop shop for all the needs of financial services and compliances of an organization throughout its growth cycle from Startup -to- SME -to-Mid Corporate -to- Large Corporate. Through CHOICE SMART, the organization can avail various expertise and services required in day-to-day operations and in their growth story like:

- MIS & Financial Reporting for Corporate Governance;
- Bank Compliances and Finance Cost Optimization as part of Risk Compliances;
- Compliances with regulatory authorities and maintenance of statutory registers
- Mentoring in the Growth Plans and Capital Structure advisory and optimization.

BROKING AND DISTRIBUTION

Choice is a member of NSE, BSE, MCX-SX, MCX, NCDEX and a depository participant with CDSL. Choice is also registered with AMFI as a distributor of Mutual Funds.

We offer a range of financial products and services to Corporate Institutions, HNI and Retail Investors. Our offerings are designed to cater to a range of investment needs of our clients. From asset allocation support, trading of securities to specialized investment vehicles, we offer a comprehensive suite of investment solutions. We are committed to our client centric approach. We offer dedicated relationship managers to our clients who offers timely advice on their exposure and update them about market trends and expectations.

Our robust research team complements our offerings by issuing insightful reports and recommendations on securities and other investment products, which enables our clients in making informed investment decisions. Our analysts follow robust research processes and frameworks of valuing securities and have access to prominent information-research products & services which offers real time insights and data comparison & charting.

Choice is a leader in market making in SME Segment. Our Trading services in commodity and currency derivatives help our clients to hedge their exposure against any adverse impact due to price fluctuations.

We are committed to building awareness and promoting the benefits of investing and financial planning. We realize that many of us are challenged by the world of investments, it is our endeavour to clear these complexities and create value for investors.



EQUITY TRADING

- » Member of BSE and NSE, MCX-SX offering trading services in Cash and Future segments
- » Trade Online via trading website and mobile application
- » Dedicated research teams offering technical and fundamental research on companies
- » Equity Coverage includes both value and Growth companies
- » Daily and Weekly newsletters on market trends and expectations
- » Portfolio Tracker application for a quick view on status and P/L of your account
- » Conduct your own research via Fundamental Screeners and Advanced Charting tools
- » Bulk and Block Deals

COMMODITY DERIVATIVE TRADING

- » Member of MCX, NCDEX
- » Trading in Agriculture Commodities, Energy, Base and Precious Metals
- » Trade online, over the phone, at our branches or on your mobile
- » SMS for intra-day technical calls
- » In-depth research on commodities of your interest
- » Assistance in implementing trading strategies
- » Daily, weekly & detail research reports on commodities
- » Daily & Weekly Newsletter
- » Reports on Whatsapp platform
- » Call Trackers

FINANCIAL PLANNING

- » Online Platform for financial planning
- » Advice from experienced CFP professionals on allocation of funds
- » Comprehensive financial plan by experts to achieve long term and short term Goals
- » Tracking of performance of all your instruments bought and their impact towards achieving your financial goals.
- » Advice on Investment funds and insurance products based on risk appetite of individual

CURRENCY FUTURES TRADING

- » Trading service at NSE & MCX-SX Platforms
- » Research Reports & Newsletters on currencies
- » Assistance in implementing Hedge and Arbitrage trading strategies
- » Dedicated relationship officer to help in faster execution
- » Daily & Weekly Newsletter
- » Reports on Whatsapp platform
- » Call Trackers

FUND DISTRIBUTION

- » Buy Mutual Funds, Bonds, FDs and NCDs Online, Offline
- » Compare Funds on our website
- » Research & insights on Funds & their performance
- » Assistance from certified Investment Wealth Counselors
- » Get Timely update on performance of your funds

STRUCTURED PRODUCTS

- » Tailored Investment products for HNI clients
- » Uses Advanced hedging & diversification strategies
- » Investors can select products which suits their risk return expectations
- » Provides better returns than traditional investment vehicles

MANAGEMENT CONSULTING

INTRODUCTION

Our Management Consulting services focuses on identifying and resolving most critical issues for our clients and preparing them for future opportunities. Our 360 degree approach helps businesses in achieving sustainable and efficient improvement on operations.

We serve clients at various levels, we work with top management closely and advise them on challenges and opportunities faced by the business due to internal and external factors, we also work with their front line teams and assist them in increase their effectiveness by implementing best practices. We create teams with the most appropriate experience and expertise for our clients.

We help clients develop strategic business plans and then convert these plans into action. We integrate strategies and business plans with proven financial and risk management processes to provide organizations with a holistic approach to business planning. We take a hands-on role to ensure that solutions are not only conceived, but also delivered with sustainable benefits.

We assist businesses in developing a finance vision and strategy which includes thorough analysis of existing processes, capabilities, structures, governance and external business environment. We support the decision making processes and reporting and planning requirements. Our teams constantly track changes in external business environment to anticipate future challenges and opportunities.



AUDIT AND ASSURANCE SUPPORT

- » IFRS Implementation & Reporting
- » Internal Audit & Risk Assurance
- » Regulatory Compliance
- » Implementation of Best Practices



TAX

- » Corporate Tax Planning
- » Tax Advisory and Opinion
- » Tax controversy and dispute resolution
- » Representation
- » Tax Policy & Administration



CONSULTING

- » Transaction Advisory
- » Financial Management
- » Business Performance Services
- » Strategy and Operations
- » Internal Audit, Risk & Compliance



CROSS BORDER TRANSACTION SUPPORT

- » FEMA Advisory & Compliances
- » Transfer Pricing
- » Taxation Advisory Services



KPO

- » Assistance in various Tax Returns
- » Registration, Documentation and assessment of liabilities
- » Assistance during departmental audits
- » Return filing, accounting and record keeping



OPINION AND DUE DILIGENCE

- » Tax Laws and Procedures
- » Business & Brand Valuation
- » Financial Due Diligence



COMPLIANCE

- » Compliance check and Assurance
- » Statutory accounting, bookkeeping and payroll compliance
- » Compliance of industry specific statutes
- » Compliance process, technology & controls advice



E-COMMERCE

INTRODUCTION

Our E-commerce business invests in building unique online platforms which connect Businesses and Consumers. Our projects aim to cover white spaces which exist in Indian E-Commerce business by offering state of the art platforms and services. We keep innovation at the core of all our projects which includes using latest technology, simple and friendly interface, high level of security and 24*7 personalized support.

Our projects tend to focus on segments/businesses which are not yet covered by Indian E-commerce industry. We focus on creating our presence in specialized niche which are difficult to replicate and requires specific expertise.

Our Concept team focuses on identifying segments wherein consumers and businesses facing difficulty in transact with each other due to lack of a robust online platform which not only bridges the two but also offers assurance on quality of service, turnaround time and proactive support.

We have launched exclusive projects like -



wheresmypandit.com D-Aashanacouture.com Motormistri.com

WHERESMYPANDIT:

WMP fulfills the need of those who wants to follow the practice of Hinduism in today's time constrained world. In other words, WMP is a one stop window to access Panditji for Puja & Puja Samagri. Here we provide Pandits & deliver Puja Samagri for various Hindu Pujas to our customers along with various other services related to Hindu religion.

SERVICES:

- » Pandit Services
- » Puja Samagri
- » Organize a Puja
- » Holy Store
- » Tirtha
- » E-Puja
- » Hotel Bookings



D AASHANA COUTURE

D Aashana Couture - a designer house that is renowned for the most exquisite and elegant Indian ethnic couture, celebrates womanhood in all its glory. D Aashana Couture brings you end-to-end couture services, right from understanding the latest trends to custom-made solutions. Our eclectic mix of the trendy, sophisticated and contemporary style mesmerizes through our stunning six yard drapes (sarees), gorgeous lehengas, elegant salwar kameez and chic anarkalis, making D Aashana Couture, the ultimate destination for your online ethnic shopping needs.

SERVICES:

- » Ready to Ship
- » Deja-Vu
- » Design Studio – Be your own DESIGNER

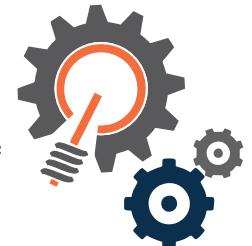


MOTORMISTRI

MM is India's leading virtual garage for Cars & Bikes. MM is the threshold which connects vehicle owners directly with experts and pioneers in the field of Automobiles. As an informative expert we provide our guests the most updated insights in the world of machines.

SERVICES:

- » Automobile reviews
- » List of garages along with the services they provide
- » Modification & alteration, Accessories
- » Rescue Services such as 24x7 Towing Services



CREDENTIALS

 <p>GRASIM INDUSTRIES LIMITED</p> <p>RECORD KEEPING</p>	 <p>LIBERTY VIDEOCON GENERAL INSURANCE CO. LTD.</p> <p>COMPLIANCE CHECK & ASSURANCE</p>	 <p>ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.</p> <p>INTERNAL AUDIT & COMPLIANCE</p>	 <p>WELSPUN RETAIL LIMITED</p> <p>ACCOUNTING & RECORD KEEPING</p>	 <p>RELIGARE HEALTH INSURANCE COMPANY LIMITED</p> <p>MARKETING & BRANDING SUPPORT</p>	 <p>RELIANCE INDUSTRIES LIMITED</p> <p>BFSI CONSULTING</p>	 <p>CG POWER SOLUTION PVT. LTD.</p> <p>DEMERGER CONSULTING & TRANSACTION ADVISORY</p>
 <p>FUTURE GENERALI INDIA INSURANCE CO. LTD.</p> <p>MARKETING & BRANDING SUPPORT</p>	 <p>BHAGERIA DYE CHEM LTD.</p> <p>TRANSACTION ADVISORY</p>	 <p>KAYA MIDDLE EAST FZE</p> <p>ESOP VALUATIONS</p>	 <p>PURANIK BUILDCON PVT. LTD.</p> <p>PROJECT FINANCE CONSULTING</p>	 <p>MANIKARAN POWER LTD.</p> <p>DEBT ADVISORY</p>	 <p>HATSUN AGRO PRODUCT LTD</p> <p>NSE LISTING</p>	 <p>PRICEWATERHOUSECOOPERS INDIA PVT. LTD.</p> <p>SALES TAX SUPPORT</p>
 <p>PIPAVAV DEFENCE AND OFFSHORE ENGINEERING COMPANY LTD.</p> <p>DEBT ADVISORY</p>	 <p>ROHA DYECHEM PVT. LTD.</p> <p>COMPLIANCE CHECK & ASSURANCE</p>	 <p>NAVKAR CORPORATION LTD.</p> <p>IPO DUE DILIGENCE</p>	 <p>CHEMTECH INDUSTRIAL VALVES LTD.</p> <p>SME IPO</p>	 <p>VAKRANGEE LIMITED</p> <p>COMPLIANCE CHECK & ASSURANCE</p>	 <p>SHEKHAWATI POLY-YARN LIMITED</p> <p>IPO CONSULTING, DEBT ADVISORY</p>	 <p>TLG INDIA PVT. LTD.</p> <p>VALUATION TAX ADVISORY & OPINION</p>



CHOICE HOUSE

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