

A. Know Your Customer

Client Name	rupali
Father Name	dinesh
GST NO.	876456787
DOB	1997-11-20
Nationality	None
PAN No.	hryum7668h
Aadhaar No.	234354233452
Occupation	HR

Contact Details

Contact No.	8877667788
Alternate No.	6677887766
Email	rupali@gmail.com

Address Details

Address	anapurna
City	indore
State	mp
Pin Code	None

B. RESEARCH SERVICE AGREEMENT

This Research Services Agreement is made on 26th day of March 2025 (date) between Pride Trading Consultancy Private Limited, which is a SEBI registered Research Analyst having registration number INH000010362 and having its registered office at 410-411 Serene Centrum Sevasi Road Gotri Vadodara Gujarat 390021 hereinafter called the Research Analyst.

AND

rupali, S/O, dinesh, having its residence at anapurna, hereinafter called the Client.

That the expression of the term, Research Analyst and Client shall mean and include their legal heirs, successors, assigns and representatives, etc.

WHEREAS Research Analyst is been authorised by SEBI to provide research recommendations in terms of SEBI (Research Analysts) Regulations, 2014.

AND WHEREAS Client is desirous of availing the research services from the Research Analyst on the terms & conditions as described hereinafter.

NOW, THEREFORE, in consideration of the mutual covenants contained in this agreement, the parties hereby agree as follows:

(A) In accordance with the applicable laws, client hereby appoints, entirely at his/her/its risk, Pride Trading Consultancy Private Limited to provide research recommendations in accordance with the terms and conditions of the agreement.

(B) Recommendations services provided by the Research Analyst to the client and the client has read and understood the terms and conditions of Research analyst along with the fee structure and mechanism for charging and payment of fee.

(C) Research Analyst does not manage funds and securities on behalf of the client and that it shall only receive such sums of monies from the client as are necessary to discharge the client's liability towards fees owed to the Research Analyst.

(D) Research Analyst does not, in the course of performing its services to the client, holds out any research services implying any assured returns or minimum returns or target return or percentage accuracy or service provision till achievement of target returns or any other nomenclature that gives the impression to the client that the research recommendation provided is risk-free and/or not susceptible to market risks and/or that it can generate returns with any level of assurance.

(E) In consideration for the services to be rendered by Research Analyst, the Client agrees to pay to Research Analyst service charges/fees and the Research Analyst shall issue Invoices against the fees as and when received which shall contain details such as tenure, type of service and amount of fees charged which will be subjected to this agreement. This agreement will be binding on both the parties until it is specifically amended for all the transactions between the parties and all the invoices issued.

(F) The payment of fees shall be through any mode which shows traceability of funds. Such modes may include account payee crossed cheque/ Demand Drafts or by way of direct credit to the bank accounts through NEFT/ RTGS/ IMPS/ UPI or any other mode specified by SEBI from time to time. However, the fees shall not be in cash.

(G) The Research Analyst agrees to provide services to the client as mentioned below:

- Research recommendations on the fee-based model.
- The subject matter of recommendations will be related to the equity market or commodity market.
- Sending updates to the client regarding recommended stocks, whenever Research Analyst thinks necessary/required.

8. Functions of the Research Analyst:

8.1 Research Analyst shall provide research recommendation Services to the Client during the term of this Agreement as permitted under applicable laws and regulations governing Research Analyst. The services rendered by the Research Analyst are non-binding and non-recourse in nature and the final decision on the type of instruments; the proportion of exposure and tenure of the investments shall be taken by the Client at its discretion.

8.2 Research Analyst shall be in compliance with the SEBI (Research Analysts) Regulations, 2014 and its amendments, rules, circulars and notifications.

8.3 Research Analyst shall be in compliance with the eligibility criteria as specified under the SEBI Regulations at all times.

8.4 Research Analyst shall get annual compliance audit conducted as per the SEBI (Research Analysts) Regulations, 2014.

8.5 Research Analyst undertakes to abide by the Code of Conduct as specified in the Third Schedule of the SEBI (Research Analysts) Regulations, 2014. Research Analyst shall not receive any consideration in any form if the client desires to avail the services of intermediary recommended by Research Analyst.

9. Objective and guidelines:

Research Analyst would provide recommendations in listed Equity Shares (Large cap/ Mid-Cap/ Small Cap). Further, Client expressly understands and agrees that Research Analyst is not qualified to, and does not purport to provide, any legal, accounting, estate, actuary, investment or tax advice or to prepare any legal, accounting or tax documents. Nothing in this Agreement shall be construed as providing for such services. Client will rely on his or her tax attorney or accountant for tax advice or tax preparation.

10. Liability of Research Analyst.

Except as otherwise provided by law, Research Analyst or its officers, Directors, employees or affiliates will not be liable to Client for any loss that:

- a. Client may suffer by reason of any depletion in the value of the assets, which may result by reason of fluctuation in asset value, or by reason of non-performance or under-performance of the securities/funds or any other market conditions;
- b. Client may suffer as a result of Research Analyst's recommendations or other action taken or omitted in good faith and with the degree of care, skill, prudence and diligence that a prudent person acting in a similar fiduciary capacity would use in conducting an enterprise of a similar nature and with similar objectives under the circumstances;
- c. Caused by following Client's written or oral instructions;

11. Adherence to grievance redressal timelines

Research Analyst shall be responsible to resolve the grievances within the timelines specified under SEBI circulars. In case of any query or grievance, client shall contact through the following medium:

Tel No.: 81410-54547 | Mail id: compliance@pridecons.com

12. Means of communication

The Research Analyst will render its recommendations by SMS. Client shall only accept such recommendations provided to him/her by SMS. Research Analyst shall not be liable if the client accepts recommendations provided by any other means. Further, the client shall acknowledge any communication via mail through compliance@Prideresearch.com or the Prideresearch.com domain only. Research Analyst will not be liable for any email received from any other domain.

13. Terms & Conditions

A. Expectations from the investors (Responsibilities of investors)

Do's

- Always deal with SEBI registered Research Analyst.
- Ensure that the Research Analyst has a valid registration certificate.
- Check for SEBI registration number.
- Please refer to the list of all SEBI registered Research Analysts available on the SEBI website at the following link: [SEBI Registered Analysts](#).
- Always pay attention to disclosures made in the research reports before investing.
- Pay your Research Analyst through banking channels only and maintain duly signed receipts mentioning the details of your payments.
- Before buying securities or applying in public offers, check the research recommendation provided by your Research Analyst.
- Ask all relevant questions and clear your doubts with your Research Analyst before acting on the recommendation.
- Inform SEBI if any Research Analyst offers assured or guaranteed returns.
- Do not make any payments into personal accounts of any employee or Analyst. All payments shall be made only in authorized bank accounts.

Don'ts

- Do not provide funds for investment to the Research Analyst.
- Don't fall prey to luring advertisements or market rumors.
- Do not get attracted to limited period discount or other incentive, gifts, etc. offered by Research Analyst, if any such services or offers are made bring it to the notice of the company immediately within 48 hours by email at compliance@pridecons.com
- Don't take decisions just because of repeated messages and calls by Research Analyst.
- Trade only on recommendation provided through companies authorised communication channels
DO NOT TRADE ON ANY CALL PROVIDED OVER TELEPHONIC CONVERSATION BY ANY EMPLOYEE, IF ANY SUCH ACTIVITY IS DONE BRING IT IMMEDIATELY TO COMPANIES NOTICE WITHIN 48 HOURS OF SUCH ACTIVITY BY EMAIL AT compliance@pridecons.com, if client trades on any personal recommendation without bringing it to companies notice the company will hold no liability of any profits or losses arising out of such trades.
- Don't rush into making investments that do not match your risk taking appetite and investment goals.
- Do not share login credential and password of your trading and demat accounts with the Research Analyst.

B. Refund Policy

We value our customers and are committed to providing best services. Our clients need to realise that we do not offer a 100% guarantee on our calls and hence cannot offer any refund on subscriptions regardless of the individual client's performance. Once a service has been subscribed to and a payment has been made for the same, it can't be canceled or refunded. If for some unforeseen reason, the client is not satisfied with our services, they may call us to seek direction on future calls. We will give our best effort to increase the satisfaction levels in such cases. In exceptional cases if a refund has to be considered it will strictly be made only according to the following policy:

This Agreement may be terminated under the following circumstances, namely a. Voluntary / mandatory termination by the Research analyst after giving 30 days written notice however the refund amount will be reduced by service active period, notice period time of 30 days and all deducted applicable taxes on the full amount.

b. Voluntary / mandatory termination by the client after giving 30 days written notice however the refund amount will be reduced by service active period plus the amount due for the corresponding quarter in which such termination has taken place plus notice period time of 30 days and all deducted applicable taxes on the full amount.

c. Suspension/Cancellation of registration of Research Analyst by SEBI however the refund amount will be reduced by service active period, plus the amount due for the corresponding quarter in which such termination has taken place plus notice period time of 30 days and all deducted applicable taxes on the full amount.

d. Any other action taken by other regulatory body/ Government authority however the refund amount will be reduced by service active period, plus the amount due for the corresponding quarter in which such termination has taken place plus notice period time of 30 days and all deducted applicable taxes on the full amount.

e. The client shall not be entitled for any service after the completion of the notice period of 30 days, within which the client will be required to either liquidate all positions or take charge on his own.

We strongly recommend that before making a payment, our visitors and potential clients, please:

- Read all information about our services and support given to our clients.
- Read our Terms and Conditions.
- Read our Privacy Policy and Refund Policy.
- There is no refund possible in any case whatsoever.

C. Privacy Policy

We at Pride Trading Consultancy Pvt. Ltd. understand the confidentiality of your personal information and maintain it forever. We understand that the information which you have given us is to be kept private and confidential, and we keep up the promise that we will safeguard the information of our clients whether old or new. The information like your name, mobile no, email id, address etc are required for the company as well as the client as it helps in better communication of the services. Following policy has been implemented for safeguarding the information. For more details kindly visit our website pridecons.com Kindly make the payment after reading all terms and conditions, disclaimers and refund policy.

14. Disclosure

The particulars given in this Disclosure Document have been prepared in accordance with SEBI (Research Analyst) Regulations, 2014.

The purpose of the Document is to provide essential information about the Research and recommendation Services in a manner to assist and enable the perspective client/client in making an informed decision for engaging in Research and recommendation services before investing.

For the purpose of this Disclosure Document, Research Analyst of Pride Research Analyst, (hereinafter referred as “Research Analyst”)

- Descriptions about “Research Analyst”
- History, present business, and background

Research Analyst is registered with SEBI as a Research Analyst with Registration No. INH000010362.

For more details, kindly visit our website pridecons.com

15. Disclaimer

We do not receive any consideration by way of remuneration or compensation or in any other form whatsoever, by us or any of our associates or subsidiaries for any distribution or execution services in respect of the products or securities for which the Research advice is provided to the client. Investment in stock or commodity markets is subject to market risk, though best attempts are made for predicting markets, but no surety of return or accuracy of any kind is guaranteed, while the performance sheet of various products is available but should not be considered as a guarantee for future performance of the products/services. Clients are advised to consider all the advice as just an opinion and make investment decision on their own.

Research Analyst does not, in the course of performing its services to the client, holds out any Research recommendation implying any assured returns or minimum returns or target return or percentage accuracy or service provision till achievement of target returns or any other

nomenclature that gives the impression to the client that the research recommendation is risk- free and/or not susceptible to market risks and or that it can generate returns with any level of assurance.

For more details, kindly visit our website pridecons.com

16. General Risk Factor

The Client hereby agrees to undertake the risks pertaining to the investments as stated herein or an indicative list of the risks associated with investing:

- a) Investment in equities, derivatives, mutual funds and Exchange Traded Index are subject to market risks and there is no assurance or guarantee that the objective of the Investment Strategy will be achieved.
- b) Past performance of the Research Analyst does not indicate the future performance. Investors are not being offered any guaranteed returns.
- c) Client may note that Research Analyst's recommendations may not be always profitable, as actual market movements may be at variance with anticipated trends.
- d) The Research Analyst is neither responsible nor liable for any losses resulting from its research services.
- e) The names of the products/nature of investments do not in any manner indicate their prospects or returns. The performance of equity related Research strategies may be adversely affected by the performance of individual companies, changes in the market place and industry specific and macro-economic factors.
- f) Price/Volatility Risk: Equity market can show large fluctuations in price, even in short period of time. Investors should be aware of this and only invest in equity or equity related products if their investments horizon is long enough to support these important price movements.
- g) Clients are not being offered any guaranteed/assured returns
- h) The value of asset may increase or decrease depending upon various market forces affecting the capital markets such as de- listing securities ,market closure,etc. Consequently we make no assurance of ant guaranteed returns.
- i) Not following the recommendations or allocation may impact the profitability of the portfolio.
- j) System/Network/Technical congestion: Recommendation communicated via electronic modes i.e. via SMS or client portals exits a possibility of delivery failure, which may be beyond our control.
- k) Changes in Applicable Law may impact the performance of the Portfolio.

17. Miscellaneous

Each party agrees to perform such further actions and execute such further agreements as are necessary to effectuate the purposes hereof.

IN WITNESS WHEREOF, the parties hereto have executed the Agreement on the date(s) set forth below, and the Agreement is effective on the date of acceptance by the Research Analyst.

Most Important Terms and Conditions (MITC)

1. These terms and conditions, and consent thereon are for the research services provided by the Research Analyst (RA) and RA cannot execute/carry out any trade (purchase/sell transaction) on behalf of the client. Thus, the clients are advised not to permit RA to execute any trade on their behalf.
2. The fee charged by RA to the client will be subject to the maximum of amount prescribed by SEBI/ Research Analyst Administration and Supervisory Body (RAASB) from time to time (applicable only for Individual and HUF Clients).
 - 2.1. The current fee limit is Rs 1,51,000/- per annum per family of client for all research services of the RA.
 - 2.2. The fee limit does not include statutory charges.
 - 2.3. The fee limits do not apply to a non-individual client / accredited investor.
3. RA may charge fees in advance if agreed by the client. Such advance shall not exceed the period stipulated by SEBI; presently it is one quarter. In case of pre-mature termination of the RA services by either the client or the RA, the client shall be entitled to seek refund of proportionate fees only for unexpired period.
4. Fees to RA may be paid by the client through any of the specified modes like cheque, online bank transfer, UPI, etc. Cash payment is not allowed. Optionally the client can make payments through Centralized Fee Collection Mechanism (CeFCoM) managed by BSE Limited (i.e. currently recognized RAASB).
5. The RA is required to abide by the applicable regulations/ circulars/ directions specified by SEBI and RAASB from time to time in relation to disclosure and mitigation of any actual or potential conflict of interest. The RA will endeavor to promptly inform the client of any conflict of interest that may affect the services being rendered to the client.
6. Any assured/guaranteed/fixed returns schemes or any other schemes of similar nature are prohibited by law. No scheme of this nature shall be offered to the client by the RA.
7. The RA cannot guarantee returns, profits, accuracy, or risk-free investments from the use of the RA's research services. All opinions, projections, estimates of the RA are based on the analysis of available data under certain assumptions as of the date of preparation/publication of research report.

8. Any investment made based on recommendations in research reports are subject to market risks, and recommendations do not provide any assurance of returns. There is no recourse to claim any losses incurred on the investments made based on the recommendations in the research report. Any reliance placed on the research report provided by the RA shall be as per the client's own judgment and assessment of the conclusions contained in the research report.

9. The SEBI registration, Enlistment with RAASB, and NISM certification do not guarantee the performance of the RA or assure any returns to the client.

10. For any grievances, follow the steps below:

Step 1: Contact the RA using the details below:

Designation	Contact Person Name	Address	Contact No.	Email-ID	Working Hours
Customer Care	Ms. Anjali	Vadodara, Gujarat	+91-9981919424	compliance@pridecons.com	Mon-Fri 10 AM – 05 PM
Compliance Officer	Mr. Ajay Kumar	Vadodara, Gujarat	+91-9981919424	compliance@pridecons.com	Mon-Fri 10 AM – 05 PM
Principal Officer	Ms. Apeksha Bansal	Vadodara, Gujarat	+91-9981919424	info.prideconsultancy@gmail.com	Mon-Fri 09 AM – 05 PM

Step 2: If the resolution is unsatisfactory, the client can also lodge grievances through SEBI's SCORES platform at www.scores.sebi.gov.in

Step 3: The client may also consider the Online Dispute Resolution (ODR) through the Smart ODR portal at <https://smartodr.in>

11. Clients are required to keep contact details, including email ID and mobile number/s updated with the RA at all times.

12. The RA shall never ask for the client's login credentials and OTPs for the client's Trading Account, Demat Account, and Bank Account. Never share such information with anyone including the RA.

Details of Services

"Pride Trading Consultancy Private Limited." is a Research Analyst having a team consisting of highly qualified analysts who are skilled and impeccable in their analysis. These analysts, using their experience and latest software tools, are able to predict movements in the share market on time with high accuracy. As a result, using our tips, We provide recommendations for Stocks – Cash and F&O traded in NSE & Commodities including Bullions, Metals, Energy, and Agro-commodities traded in MCX, NCDEX.

We also provide daily and weekly reports having overview of commodity market which helps the investors understand the trends of the market and aids in taking wise decisions. Always trade in the calls given only through SMS. It is mandatory to trade in all the provided calls and always trade as per the level provided in the call. Always trade with equal investment in all the call. Always trade with uniform number of lots in all the calls – for example, if you are trading in the Derivative Market (Futures, Options, & Commodity), then each call can be with the same quantity. Initially, for at least one month you should trade with 1 lot & then increase the number of lots as per your investment and risk taking capacity.

Please keep enough space in your message inbox to receive trading messages on time. Always maintain stop-loss (SL) while trading in all calls even if anyone asks to eradicate SL. Avoid trading without stop-loss. Keep booking partial profits at 1st and 2nd target as messages received from research team. Revise your SL once you start booking profit as per company's follow up message. Do not enter in the trade if prices are significantly higher than the given price; please call us for assistance.

Also, the medium of our services is only SMS. Thus, please do trade only on SMS provided by Pride Trading Consultancy – Research Analyst. Please do not trade on verbal calls. Telephonic support provided, if any, will only be to confirm the calls/tips provided through SMS. No separate calls/tips are provided through telephone. We provide advice only through our registered SMS Channel. Kindly insist on SMS or Messenger services from your business analyst. DO NOT Trade on Telephonic calls.

Also, we would request you to read our Refund Policy, Disclaimer, Disclosures, Terms & Conditions etc. mentioned on our website www.pridecons.com before proceeding for the services, as further company will not be responsible for any confusion or inconvenience caused to client. Pride Trading Consultancy Private Limited. provides only advisory services NOT any Brokerage or Demat. By taking our services you are agreeing that you will get our SMS and Telephone call on your DND numbers too.

*Investment in market is subject to market risk.

*Accuracy mentioned is as per past record and may vary as per market conditions.

*Please read all disclaimer, disclosure, and terms & conditions prior to subscribing to services.

Client Signature:

Research Analyst (Principal Officer):

Date: 15-07-2025

Date: 15-07-2025