ANANDRATHI

Celebrating 30 Years

Group Profile

www.rathi.com

ABOUT

Mr. Anand Rathi and Mr. Pradeep Kumar Gupta laid the foundation of the Anand Rathi Group in 1994. From setting up a research desk in 1995 to starting a capital market lending business, we have always kept the client at the centre of our plans.

With roots over 30 years deep, we have carved a niche in the financial services sector. The Anand Rathi Group offers a wide spectrum of services ranging from Investment services across Asset classes to Private Wealth, Institutional Equities, Investment Banking, Insurance Broking and NBFC.

Powered by integrity and an entrepreneurial spirit, we have been able to provide a peerless experience to our clients. We believe every client needs a unique financial solution. A customer-first approach coupled with digital innovation is our answer, which helps us contribute to the client's financial wellbeing.

GROUP PHILOSOPHY

"To be a leader in investment advisory, provide innovative financial solutions & be the first choice for clients and employees"

Vision

"We are client centric, with a clear focus on providing long-term value addition to clients, while maintaining the highest standards of excellence, ethics & professionalism"

Mission

CORE VALUES

Family Culture

Integrity (Ethics)

Entrepreneurial Organisation

OUR JOURNEY

Established 1994

Mr. Anand Rathi and Mr. Pradeep Gupta founded Anand Rathi Group

1995

- Setup a Research desk and empanelled with major institutional Investors
- Introduced Investment Banking Business, Lead Manager First IPO

2001

- Initiated Wealth Management Services

2003

- Initiated Insurance Broking, Commodities Brokerage and Real Estate Services introduced

2005

- Initiated Capital Market Lending Business

2013

5 CONSECUTIVE YEARS
BEST DOMESTIC PRIVATE BANK, INDIA
2009 2010 2011 2012 2013
ASIAMONEY Private Banking Polls

2016

- Initiated Construction Finance Business.
- Acquired Freedom Financial Planners.

2017

- Acquired Religare's Wealth Management Business.
- Initiated Digital Wealth Management Services.
- Initiated SME Finance Business.
- Initiated Anand Rathi IT, Jodhpur.
- Initiated reinsurance Business

2020

- Initiated Global Investing Services through Gift City (IFSC)

2021

- Anand Rathi Wealth Limited got listed on BSE & NSE

2022

- ARSSBL,ARWL & NBFC gets certified as Great Place to Work 2022
- Anand Rathi group gets accredited as one of the Most Preferred Workplace

2024

- ARWL Market Cap crossed $ 2 Bn

OUR REACH

1

Serving over 8 Lakh clients

2

4500+ dedicated employees & 2500+ Associates & Partners

3

140+ Own Branches

31st December 2024

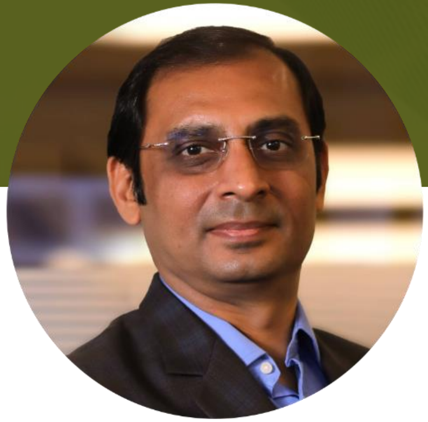
PROMOTER GROUP

Anand Rathi

Founder & Group Chairman

Mr Anand Rathi is the founder of the Anand Rathi Group. The Gold Medallist chartered accountant of 1966 is a leading financial and investment expert in India . Before laying the foundation of the Anand Rathi Group, Mr Rathi had an illustrious and fruitful career with the Aditya Birla Group and DCM Ltd.

Mr Rathi was the president of BSE (Bombay Stock Exchange) during 1999-2001. He spearheaded the task of setting up and expansion of BSE Online Trading System (BOLT). During his tenure of President and member of group Board , major reforms like setting up of Central Depository Services (CDSL), Trade Guarantee Fund, BSE Surveillance System etc. BSE reached new records during his tenure. He was also Central Council Member from 1985-1991.



Pradeep Gupta

Co-Founder & Group Vice Chairman

Mr Pradeep Gupta, is the co-founder of the group. Starting with a family-owned textile business, Mr Gupta stepped into the financial world.

He was instrumental in the faster growth and success of the Institutional Broking and Investment Services arms of the group and remains the driving force behind the strong network of franchisees and branches across the country. He has over 3 decades of experience in financial services. Mr. Gupta is also an active member of Rotary Club of Mumbai. Membership of Jaipur Stock Exchange and later of National Stock Exchange. Mr Gupta is an alumni of Harvard Business School.

PROMOTER GROUP

Priti Rathi Gupta

Board Member

Mrs Priti Rathi Gupta laid the ground for the success of the Commodity and Currency Trading and Forex Advisory Business at Anand Rathi. Mrs Gupta did not limit herself to the financial sector and set up Ishka Films to satiate her entrepreneurial and creative urges.

She utilised her expertise in financial services to give birth to a path breaking venture LXME. The platform helps women achieve financial literacy and investment expertise and produced 2 successful films.

Krishnav Gupta

Associate Director

Krishnav is an engineering graduate from Imperial College London and has spent the last 2 years working at Ripple a leading crypto company in London, where he was responsible for setting up and launching new decentralized finance business verticals enabled by blockchain technology and working alongside Ripple's senior management team to chart strategic decisions.

He is now closely associated with Investment Banking and Institutional Broking business.

ANANDRATHI
Private Wealth. uncomplicated

Wealth Management
(Private Banking)

anandrathiwealth.in

PRIVATE WEALTH

Anand Rathi Wealth Limited, a newly listed company, has, since 2002, been in the business of Private Wealth, catering to high-net-worth individuals (HNIs). We are also registered with AMFI as a Mutual Fund Distributor. We focus on uncomplicating the entire process of Private Wealth for our clients so that they can choose the best investment option available to make the right investment decision. Our focus on building long-term relationships defines our business. Our core values of being fearless, providing data to make decisions, uncomplicated & transparent approach make us a trusted partner in our client's investment voyage. We provide the appropriate financial data for our clients to understand the probability of achieving their decided wealth goals. We help in planning the safety nets to protect one’s wealth from any unforeseen circumstances. We also build an estate plan to ensure near-zero transmission loss while transmitting wealth to the next generation.We have been certified as a 'Great Place to Work', five times in a row, which endorses the culture at our organization.

LEADERSHIP

Leaders

- Rakesh Rawal, Director & CEO at Anand Rathi Wealth Limited
- Over 4 decades of experience in banking, finance, and wealth management
- Formerly with Hindustan Unilever and Deutsche Bank
- Holds a B.Tech from IIT Kanpur and an MMS from JBIMS
- With the group since 2007

Rakesh Rawal

Chief Executive
Officer

- Deputy CEO at Anand Rathi Wealth Limited
- Oversees 18 locations and Rs. 95,000 crores in assets under advisory
- 21 years in banking and finance
- Pioneered Non-Principal Protected Structure Products, achieving a 40% market share
- ·Conducted 2,000+ financial literacy sessions on CNBC-TV18 and ET NOW
- With the group since 2013

Feroze Azeez

Deputy
Chief Executive Officer

OUR NETWORK STRENGTH

FOOTPRINT

Spread across India with over 17 wealth management centres and an office in Dubai

ASSETS UNDER MANAGEMENT

AUM of over **Rs 76,402 + crore**

Relationship Managers

over 383 Relationship Managers operating from 17 locations

CLIENT SET

Serve over 11,426 clients

31st December 2024

PRODUCTS & OFFERINGS

SHARP SEGMENTATION

We focus on the under-served and the less price-sensitive high net worth individual (HNI) segment, with an AUM potential of Rs 5 crore - Rs 50 crore

UNCOMPLICATED & HOLISTIC SOLUTIONS

We provide uncomplicated, holistic & standardised solutions to clients based on an objective-driven approach. It is a top tier non-banking MF distributor, coupled with a presence in MLDs

SAFETY NET CREATION

Creating a liability-free asset to safeguard against external risks, so that the client's family members are protected.

ESTATE PLANNING

Establishing a precise estate plan to ensure near-zero transmission loss of wealth from one generation to the next.

ANANDRATHI
GLOBAL FINANCE

NBFC

anandrathiglobal.com

NBFC
SERVICES

Anand Rathi Global Finance Limited was incorporated on February 3, 1982. The Company is a subsidiary of Anand Rathi Financial Services Ltd. The Company is registered with Reserve Bank of India (RBI) as non-banking finance company (NBFC) and classified as a Credit and Investment Company and categorized as 'Systemically important non-deposit taking non-banking financial company' (NBFC-ND-SI).

ARGFL is mainly offering Loan against Property (SME Funding), Loan against securities (including Shares, Commodities, Mutual Funds, Bonds, ESOPs and other liquid collaterals) and Project Financing. ARGFL has ambitious plans to expand its fund based activities primary to provide value added products / services to the large client base of the Group.

Armed with a team of qualified professional with diversified industry exposure, the company has been growing progressively. Over the last 40 years, the company has witnessed dynamic market cycles, policy changes and evolution of the financial markets. The NBFC arm has been the backbone of the entire group and is growing exponentially.

LEADERSHIP

Leaders

- Jugal Mantri, Director and CEO of Anand Rathi Global Finance (ARGFL)
- Joined the Group in 1994, playing a key role in its growth
- Oversees financial management, fund raising, accounting, treasury, and taxation
- Rank-holder Chartered Accountant with over 30 years of experience
- Career started at Haribhakti & Co. and Tata Finance Ltd.
- Completed the Senior Management Programme at IIM Ahmedabad

Jugal Mantri

Chief Executive Officer & Director

- Simranjeet Singh leads SME & Retail Lending at Anand Rathi Global Finance
- Over 25 years of experience in retail lending
- Drove strong growth, expanding operations in metro and Tier 1 cities
- Achieved over 45% YoY portfolio growth
- Held key roles at SMFG India Credit, Barclays, GE Money, ICICI Prudential, and Cholamandalam Investments
- With the Anand Rathi Group since 2018

Simranjeet Singh

Chief Executive Officer – SME & Retail Business

OUR NETWORK STRENGTH

Footprint – Spread across 13 locations in India

Employee Base - We have an employee base of 500+

The total Asset size of NBFC is about INR ~19250 Cr.

31st December 2024

PRODUCTS & SERVICES

SME:

SME lending was launched in the year 2017 for lending to businessmen, traders, proprietors, manufacturers and professionals. ARGFL began the SME Lending business in Mumbai and has now expanded its footprint in markets like Delhi, Bengaluru, Jaipur, Pune, Jodhpur, Thane, Vashi, Ghaziabad, NSP – Delhi, Kalyan, Kammanhalli – Bengaluru and Surat.

Loan against Securities:

Loan against Shares offers the instant liquidity. It helps in sourcing funds for any personal requirements or to increase holding/ investment in listed collaterals and a person does not have to sell their securities

Construction Finance:

Launched in the year 2016, the Construction Finance arm of ARGFL lends to real estate builders who are in need of funds to complete an ongoing project. We have presence in markets of Mumbai & Pune.

Treasury :

ARGFL has an active treasury consisting of fixed income and equity instruments. The treasury portfolio majorly comprises of Government securities. Also, ARGFL is one of the leading Non-banking financial company present in the G-Sec market.

Financial Institution Lending (FIG) :

Launched recently in Jan 2025 with focus on financing term loans to the credit worthy NBFCs including MFI/Non-MFI/HFC/others which will be used for onward lending by these NBFCs.

ANAND RATHI
INVESTMENT SERVICES

Investment Services

anandrathi.com

INVESTMENT **SERVICES**

We cater to the financial requirements of individual clients with a focused approach. We provide expert research and advisory to increase the probability of maximised returns on client investments.

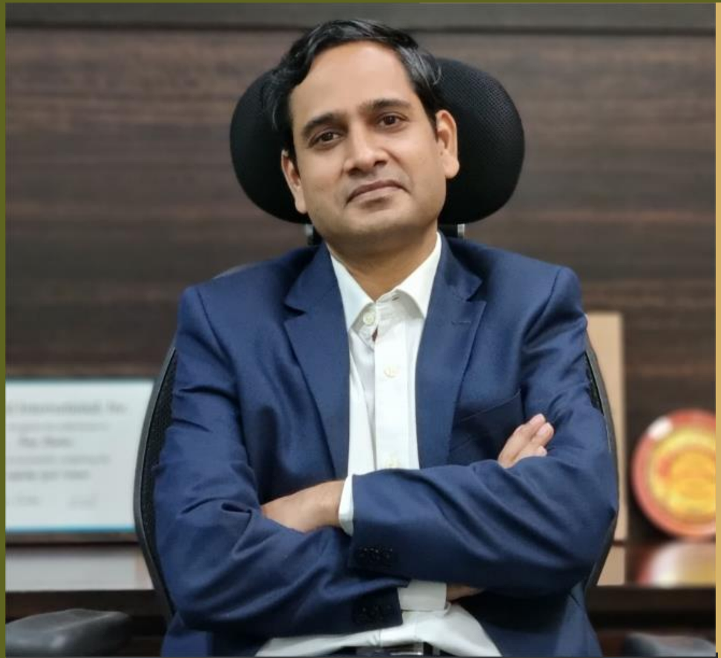
We provide the finest research across segments and meticulous investment assistance so that clients get the right investment recommendations and take calls on their investment strategy.

We offer our customers wide array of products across various asset classes. Our Investment Services caters to wide variety of clients. We offer high-tech digital apps and platforms as well as physical touch points through which our customers can Invest in their desired asset class.

To efficiently cater to the specific requirements of specific client type we have various channels like Online, Branch, PCG, Preferred and Privilege.

LEADERSHIP

- Mr. Roop Bhootra is the CEO of Investment Services at Anand Rathi Group
- A rank-holder Chartered Accountant with over 25 years of experience in capital markets
- Expertise in business building, strategy, sales, operations, and risk management
- Joined Anand Rathi Group in 1995
- Led rapid growth in the Broking & Distribution business, focusing on expansion, people management, partnerships, and market planning



ROOP BHOOTRA
CEO, Investment Services

OUR NETWORK STRENGTH

1. 8.65 Lac + Registered Customers
2. 1990+ Direct Employees
3. 90+ Own Branches
4. Strength of 1200+ Business Associates/Partners

31st December 2024

PRODUCTS & SERVICES

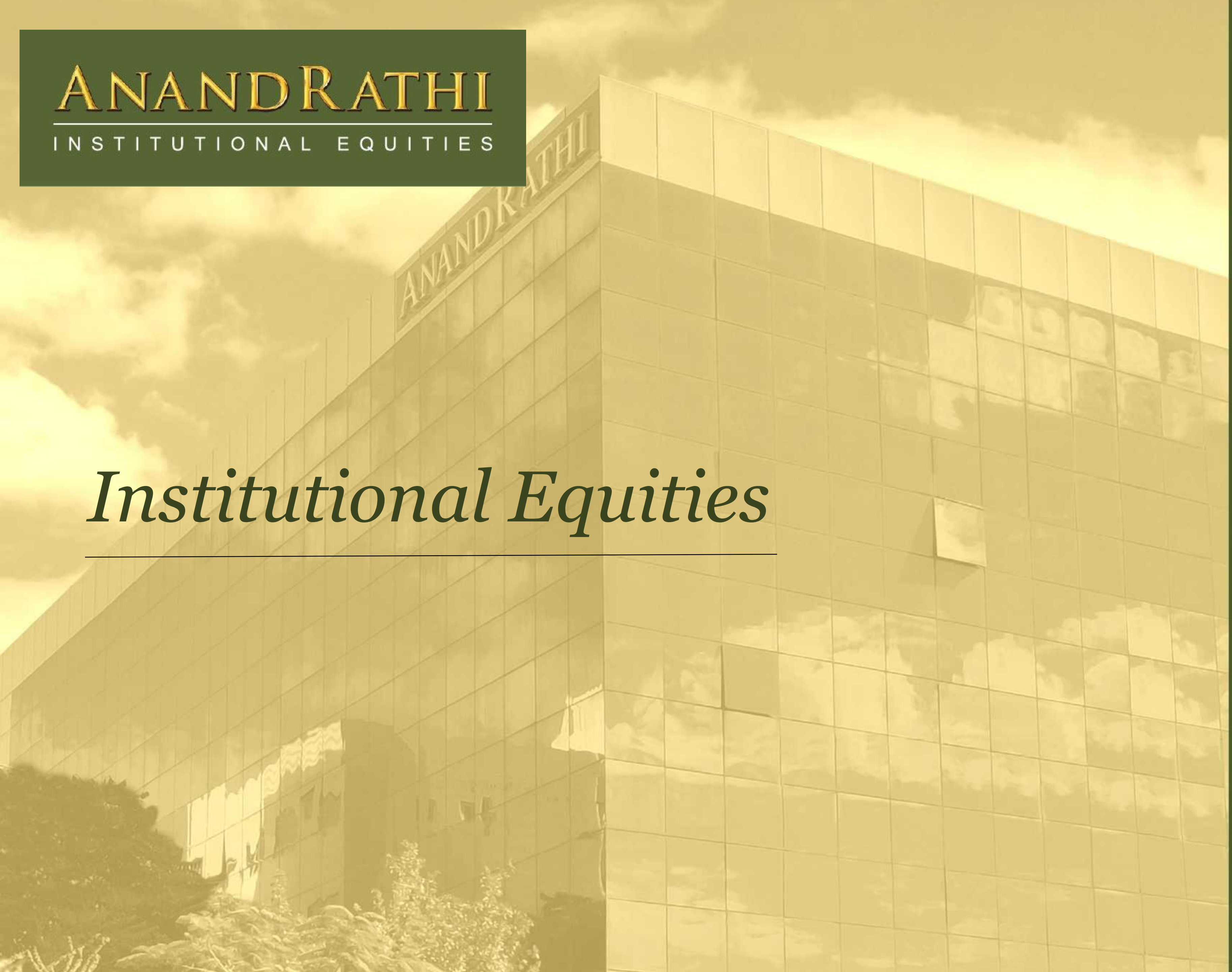
BROKING Equity | Derivatives | Commodities | Currency/Futures | IPO

DISTRIBUTION Mutual Funds | Corporate Fixed Deposits | Structured Products | NCD/Bonds | Portfolio Management Services

FINANCING Margin Trading Facility

ADVISORY Smart Basket | Wills & Trusts | Forex Advisory

ANANDRATHI
INSTITUTIONAL EQUITIES



Institutional Equities

INSTITUTIONAL EQUITIES

Anand Rathi Institutional Equity is a full-service institutional brokerage. Anand Rathi Institutional Equity offers fundamental research in 200 listed companies and execution in both cash and derivatives and platforms such as algorithmic and DMA trading. The firm and the team members are highly rated by most leading institutional investors and score high ranks in polls conducted by independent agencies such as Institutional Investor and Asia Money.

Anand Rathi Institutional Equity mainly focuses on mid-cap companies with strong fundamentals, existing/ potential client interest but substantial information gap between the company and institutional investors due to the lack of quality coverage by other brokers. Deep understanding of business model and financials of coverage companies backed by domain knowledge and interaction with company, partners, competition, suppliers, customers and other stakeholders. Nearly 200 companies are under active coverage. This to go up to 250 in the near-term. Anand Rathi provides end-to-end servicing – objective research, corporate access, channel checks and stock sourcing/ placement – on all these stocks. With institutional clients base, corporate connect, synergies with other Group companies and experienced dealing team, Anand Rathi Institutional Equity has the unique capacity to source/ place relatively illiquid mid-cap stocks at low impact cost.

LEADERSHIP

Leaders

- Vishal Laddha, a Chartered Accountant, with the group since 1998
- Over 27 years in trading, renowned as a trusted sales trader
- Specializes in sourcing illiquid stocks at low impact cost, boosting the Group's institutional equity business
- Developed a strong Trading, Research, and Operations team for Domestic and FII clients

Vishal Laddha

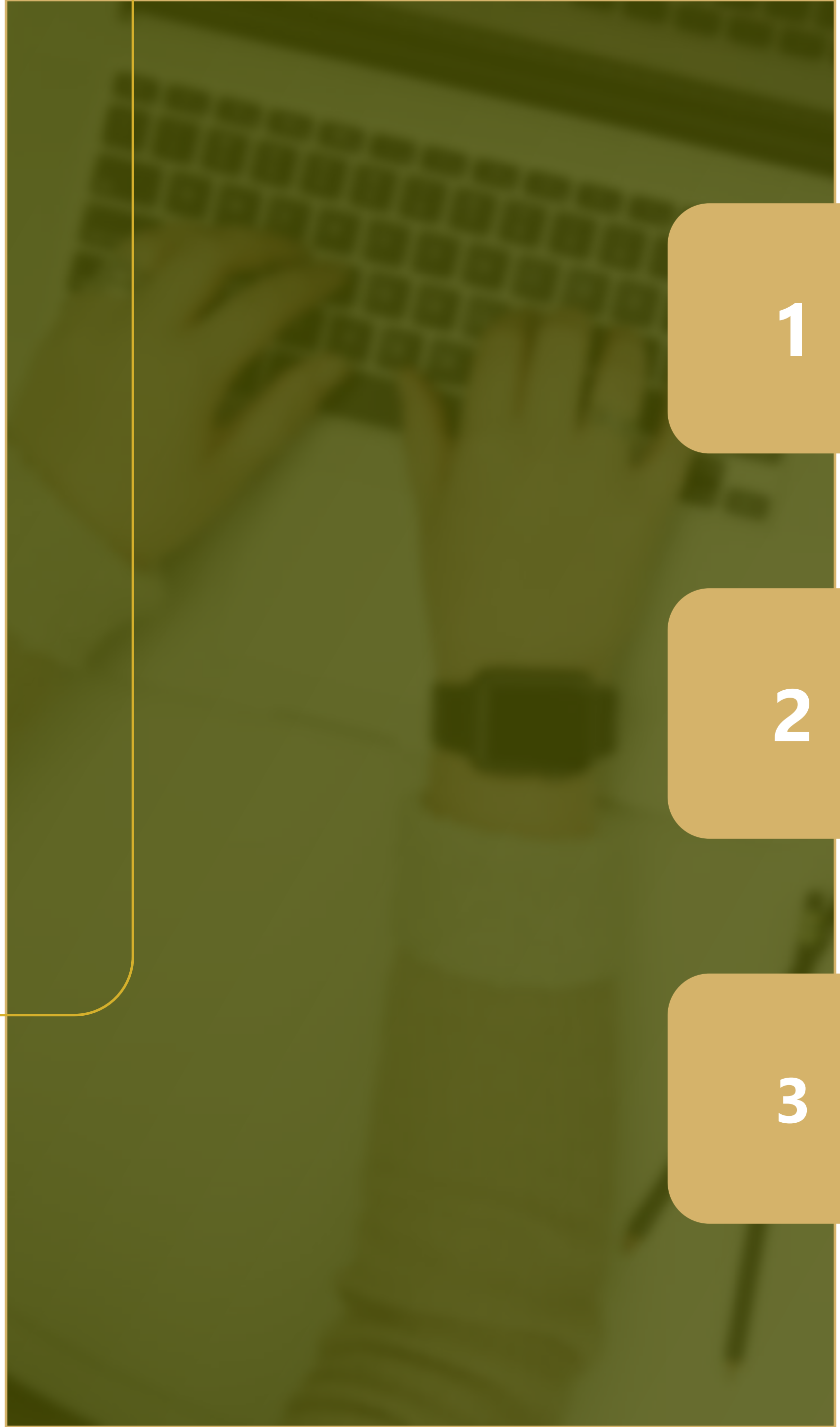
Chief Executive Officer

- Mr. Saboo's determination has been key to the Institutional Equity team's growth
- Played a vital role in expanding clientele and building strong relationships
- Over 17 years of experience in institutional equity sales
- Expert at pitching top ideas to clients
- Holds an MBA in Marketing and joined the group in 2022

Varun Saboo

Head of Equity

OUR NETWORK STRENGTH



1

Employees

Over 100 employees across the function

2

Robust Research

Team of 45 analysts with average experience of 12 years

3

Client Base

Clientele in India, Singapore, Hong Kong & the US

PRODUCTS & SERVICES

Theme/ Sector Report

Medium-term assessment of coverage companies within an industry/ niche. Also cross-sector reports based on a theme (e.g. leverage, export-orientation) or significant event (e.g. policy change). The economy/ strategy team also brings out theme reports with sector analysts

Initiating Coverage Report

Comprehensive coverage of a company including industry dynamics, company positioning, business model, financial performance and prospects, valuation, forensic assessment, management background, corporate governance and price performance

Special Coverage Report

Focus on non-recurring economy-wide, regulatory or industry/ company-specific significant events. The equity team's interactions with a company, experts, stake-holders or any other entities providing new insights into a sector or company also result in special reports

High Frequency Report

Apart from a daily morning note, these reports cover recurring information and data releases by the government, companies or other sources. Even for these reports Anand Rathi focuses on assessment rather than reporting of the new information

ANANDRATHI
INVESTMENT BANKING

Investment Banking

INVESTMENT BANKING

Established in the year 1995, Anand Rathi Investment Banking has evolved as an 'Advisor of Choice' for corporates and investors. A deep understanding of Indian markets and domain knowledge, coupled with strong track record of deal advisory, has positioned our Investment Banking practice as the leading advisor focused on India's vast and growing consumption story.

Anand Rathi Investment Banking over the years has evolved into a leading partner for emerging growth companies. It has acted as a house banker for some of the stellar growth stories that have over time become leaders in their segments within the Indian capital markets. Our approach is to build trusting relationships and provide advice and solutions for our clients that results in value creation for all stakeholders over the long-term.

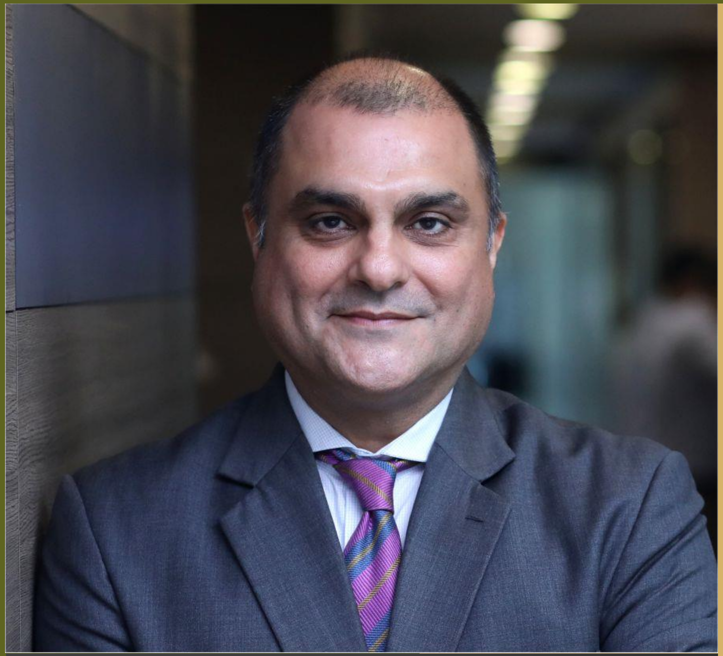
The team consists of seasoned professionals from varied industry backgrounds and with relevant domain knowledge. We have successfully executed some of the most complex and novel transactions to meet specific challenges and opportunities for clients and investors.

Rather than pushing standard products, our strategy is to advise clients with customized solutions after thorough research and analysis. For every situation; the specific needs vary and we work alongside our clients to meet their needs and add value to their business. We help them embark on the right strategy/product which is often customized for each client. Our strong presence across corporate finance and equity capital markets ensures we always recommend what is needed and not limited to what is offered.

With a strong track record of successful transactions backed by stellar institutional research, strong public market distribution, exhaustive sponsor coverage and a global network, the firm has built formidable market credibility. Our best reference is our clients and the relationships we have nurtured with leading growth companies over the years.

LEADERSHIP

- Samir Bahl is the CEO & Head of Investment Banking at Anand Rathi Advisors Limited and a member of the Group's Management Committee
- Previously served as Executive Director & Head of Investment Banking at Centrum Capital and Co-Founder of Polymath Advisors
- Holds an MBA from the University of Rochester
- Held leadership roles at Thomson Financial and Omgeo in the US and India
- Speaker at international capital markets and investor conferences across the US, Europe, and Asia
- With the group since 2013



SAMIR BAHL
CEO, Investment Banking

OUR NETWORK STRENGTH

30 years of rich experience

Over 50 member team of product experts and specialists

Catering to **a wide range of sectors including -**

- Consumer
- Retail
- Education & Sports
- Information & Technology
- Financial Services
- Healthcare
- Cement
- Defence

PRODUCTS & SERVICES

EQUITY CAPITAL MARKETS

Public Issues, Qualified Institutional Placements, Rights Issues, Offer for sale, Buyback, Delisting, Open Offer etc.

PRIVATE EQUITY INVESTMENTS

Raising growth capital from reputed Indian and offshore investors

MEZZANINE/QUASI-EQUITY CAPITAL RAISING

Raising capital through Structured Products such as non-convertible debentures, structured bonds, hybrid instruments etc.

MERGERS & ACQUISITIONS

Domestic as well as Cross-border business sale, takeovers, mergers, acquisitions, brand partnerships, national/international joint ventures etc.

ISO 9001:2015 QUALITY MANAGEMENT CERTIFIED COMPANY

ANAND RATHI
INSURANCE BROKERS
Design. Deliver. Delight.

Insurance Broking

anandrathiinsurance.com

INSURANCE **BROKING**

Anand Rathi Insurance Brokers Ltd. (ARIBL) Licensed by Insurance Regulatory and Development Authority of India (IRDAI) in the year 2003, We are one of the leading Insurance broking houses in India and also have a global presence. We have a strong team of insurance professionals dedicated across major metros in India. We provide customized insurance advisory across industries on the entire gamut of insurance products. Our products include the standard Property & Engineering insurances, bundled products such as Banker's Blanket Bonds, Crime Insurance, Error and Omission Covers, Marine covers, Employee Benefit plans, liability policies such as Directors & Officers Liability, Product Liability, Commercial General Liability and other types of insurance covers across industry sectors like Manufacturing, Infrastructure, Banking and Chemicals Industry.

ARIBL provides end to end solution to our valued corporate clients. We place our clients first and strive to set the highest standard of quality in everything we do. Our client proposition can be summarized as specialized expertise, client advocacy, tailored innovative solutions and service excellence. At ARIBL we have a robust IT platform that possesses the requisite skills to deliver what we promised.

LEADERSHIP

Leaders

- Rrajesh has over 25 years of experience
- Started as Senior Sales Engineer at Premier Irrigation Equipment Ltd.
- Joined Mahindra & Mahindra in 1998 as Manager - Channel Development
- Part of the founding team at Mahindra Insurance Brokers, leading corporate sales, retail, and reinsurance
- Served as Principal Officer in 2019
- With the group since 2021

Rrajesh Sharrma

CEO & Principal Officer

Sumit Dutt joins as Joint CEO with 32+ years of experience.

Leadership roles at Edme Services, Willis Towers Watson, Reliance Composite, Bajaj Allianz, and ICICI Lombard.

Background in business development and FMCG.

Holds a B.Com (Accounting & Finance) and an MBA (Marketing).

Joined the group in 2024

Sumit Dutt

Joint CEO

OUR NETWORK STRENGTH

Footprint – We have 20 branches across the country

Employee Base - We have an employee base of more than 340

Over 20 years of industry experience with over 700+ active corporate clients

Tie up – All Major Insurance Companies in India

31st December 2024

PRODUCT & SERVICES

NON-LIFE INSURANCE

- Pioneer in devising customized solutions for clients through innovative products such as Cyber Insurance, Title etc.
- Recommend risk improvement and loss minimization measures
- Structure product and design covers that meet the specific requirements of customers
- Provide risk management and insurance education
- Flexibility to choose General Insurer of client's choice
- Strong relationship with Insurance Companies
- Pre and Post sales service to customers
- Unbiased; research driven choice of insurance products to all our clients
- Customized Corporate Consultancy backed by strong team of experts

LIFE INSURANCE

- Highly trained team of professionals to get the right solution for all insurance needs
- Full service set up to cater to all insurance requirements including Financial Protection, Child Education, Wealth Creation or Pension Planning
- Tie-up with all the major insurance companies in India
- Flexibility to choose Life Insurer of Customers choice
- Dedicated assistance for claims processing & documentation

Digital Wealth

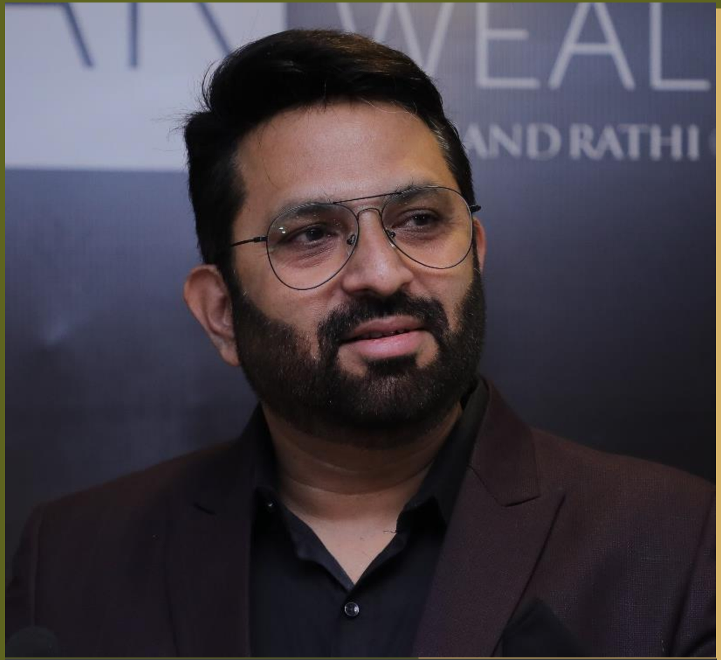
DIGITAL
WEALTH MANAGEMENT

AR Digital wealth ("DW vertical") is a fin-tech extension of our proposition, born from the extensive learnings from experience in the Private Wealth solutions. The idea was to address the large mass affluent segment of the market with a wealth solution delivered through a 'phygital channel' i.e a combination of human distributor empowered with technology. It seeks to build a scalable and profitable model by using this blend of technology capabilities and human interface.

This segment of the business was launched in 2016 and in a short time frame has seen encouraging results in its attempt to build a 'Partner' led distribution model through whom a packaged investment solution is delivered. 'Partners' are IFAs and AMFI registered Mutual Fund Distributors who are seeking to grow their business by taking the Anand Rathi brand, product research, selection and investment insights to their clients through an innovative easy-to-use technology interface. The business is also in the process of building a remote direct sales team that will be able to deliver this proposition using virtual channels and on-board the client through its online account opening process.

LEADERSHIP

- Ketan Shrotri, Associate Director at Anand Rathi Digital Wealth Private Limited
- Holds a Postgraduate Diploma in Marketing Management with over 30 years of experience
- Previously worked at Aditya Birla Finance
- Has made significant contributions to finance and wealth management over 6 years at Anand Rathi
- With the group since 2018

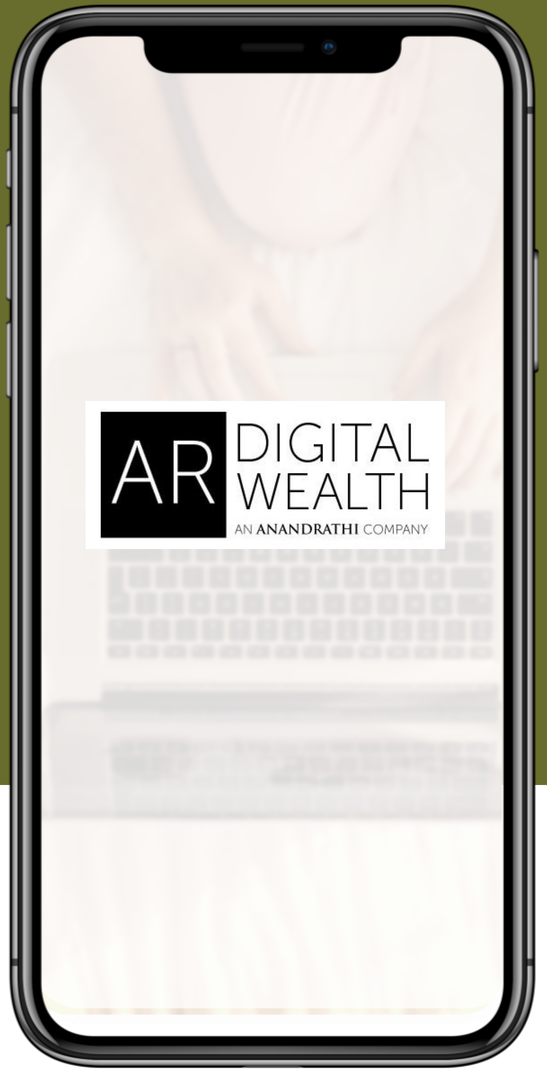


KETAN SHROTRI
Associate Director

OUR NETWORK STRENGTH

AUM	01	About Rs. 1,827+ crores of Assets Under Management
CLIENTS	02	Catering to over 5772+ Clients Managed
PARTNERS	03	Over 481+ Client Engagement Partners
EMPLOYEES	04	34 Member Team

31st December 2024



PRODUCTS & SERVICES

The offering has a *DEDICATED CLIENT MOBILE APPLICATION* and that is the primary mode of engagement between the partner and the client. This enables a single Partner to service a larger number of clients even though the client segment has a lower average AUM size. This results in positive unit economics of the business. We believe this model is highly scalable with a disruptive channel strategy since is not dependent on its geographical presence and can reach cities where physical scalability may not be cost effective

OFA PLUS
Omni Financial Advisor

FIINFRA-OFA

fiinfra.in

- OFA is designed, developed and maintained by FIINFRA which was started in the year 2014 and now a 100% subsidiary of Anand Rathi Group. It is with an aim to empower MFDs digitally for better client engagement. Our mission to forge a long-term partnership with the MFDs by strengthening and growing their business by providing visibility, increasing efficiencies and integrations for smooth communication.

- OFA as a platform is designed to equip MFDs with better and systematic technology to meet the needs of technology enabled investors by assisting them in conducting their manual work – Digitally.

- It is a complete business infrastructure for MFDs who are looking to make a difference in their client's life and create an edge for their business.

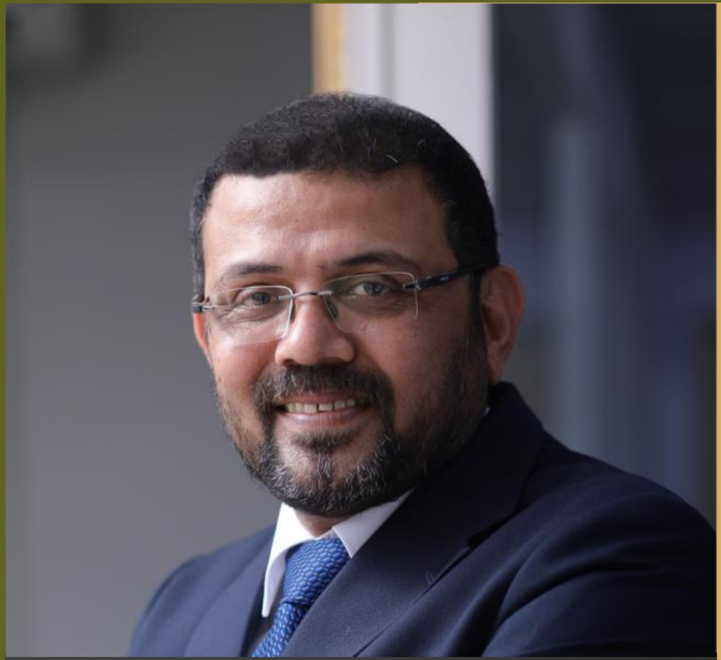
- We thrive to deliver a reliable experience to OFA users as we provide a base for MFDs to work on web-based and mobile application in order to help them stay ahead of competition.

- Automated Query Management System and regional language-speaking service experts constantly engage every subscribed MFD with the features and benefits of the product.

- We are a well-trained and competent team consisting of support, tech, operational and business development to ensure that every MFD is well trained, handled, guided and equipped with our benefits and technology to leverage their business to full extent to achieve their overall business growth and create their own brand value.

LEADERSHIP

- Mr. Sahu, an Engineer and MBA with over 25 years of experience
- Became CEO in 2014
- Prior experience in advertising, marketing, and financial services
- Played a key role in creating the OFA platform for MFDs at FIINFRA
- Known for fostering a customer-centric culture and driving innovation
- Under his leadership, OFA has become one of the fastest-growing platforms for MFDs nationwide



BISHNU SAHU
Co-founder & CEO, OFA

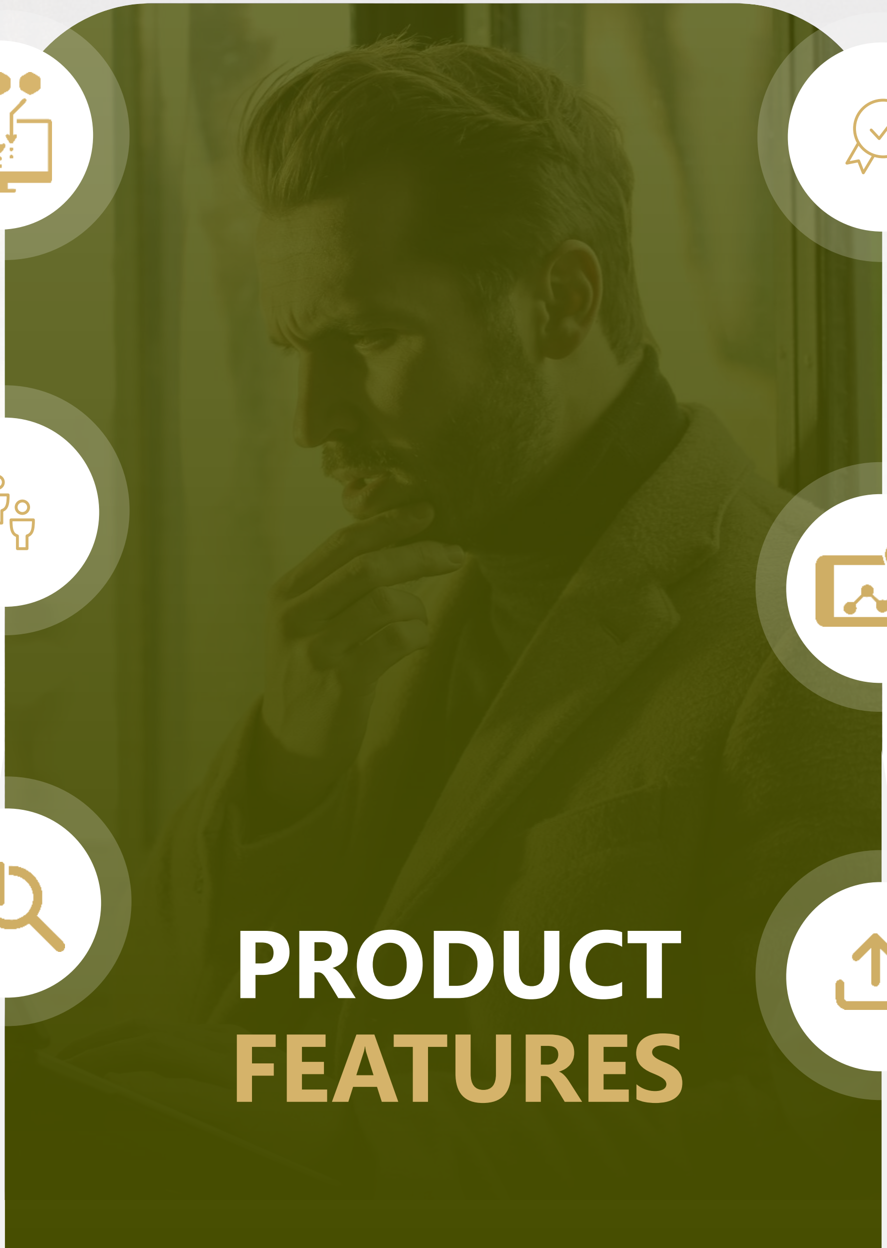
OUR NETWORK STRENGTH

Over 6273+ Subscribed MFDs

Over 21.78L+ Lacs combined Client Base

Over Rs 1,48,185+ Cr combined AUM

3st December 2024



PRODUCT FEATURES

Comprehensive & Diverse Reports

In order to keep track of client's investments, a MFD needs to maintain different statements. The wide range of reports available in OFA Plus, enables an MFD to check valuation of mutual funds, transactions done in the past, SIP details etc

Client Engagement Tools

Every Distributor knows the significance of client engagement as it is the one of the key ways to grow practice and retain clients in the long term. OFA Plus has a comprehensive library of diverse categories especially developed for MFDs.

Business Analytics/Dashboards

The dashboard offers a quick and updated status about various statistics whether it is AUM increase, SIP growth or mutual funds data making it a must for IFAs.

Online MF Transaction

Integrated with prominent online transaction portal such as NSE NMFII & BSE StarMF where distributors can initiate transactions through the portal and app in easy steps. Through this feature, distributor can also finish KYC procedure of clients in a couple of minutes and begin investments.

Goal tracking & Analysis Report

The prime role of a distributor is to make sure their clients achieve their objectives in the stipulated time frame. The goal tracking feature helps to monitor client goals. MFDs can accordingly make changes in the financial plan if needed.

RTA mailback service

With the help of auto-upload facility, MFDs can easily upload transaction files from all RTAs. These files contain records of all transactions done by mutual fund investors.

ANANDRATHI
INTERNATIONAL VENTURES(IFSC)
Global Investments Simplified

GIFT City

anandrathigiftcity.com

GIFT **CITY**

Anand Rathi International Ventures (IFSC) Private Limited aims to become a leader in providing, the "best and simplified" financial solutions, to our esteemed customers for their investment journey in global markets.

GIFT City (Gujarat International Finance Tec-City) is India's 1st Operational Smart City and IFSC. The purpose of setting up the GIFT City is to develop a world class smart city that becomes a global financial hub with the development of an International Financial Services Centre (IFSC).

GIFT City is an emerging global financial and IT services hub, a first of its kind in India, designed to be at or above par with globally benchmarked business districts. It is supported by state-of-the-art infrastructure encompassing all basic urban infrastructure elements along with an excellent external connectivity.

LEADERSHIP

- Niteen has 20 years of experience in Forex, Trade, and Currency Broking
- Held key roles at ICICI Bank, ABN AMRO, Angel Broking, and RBL Bank
- Expertise in business development and team building
- Graduate of FMS New Delhi and IIM Calcutta
- With the group since 2022

Niteen D
CEO & Head

Tech AnandRathi
Transforming Business

Anand Rathi IT

techanandrathi.com

The largest IT services provider in Jodhpur area with 45000 sq. feet of seating area accommodating 1200 seats.

Our objective is to deliver world-class IT services across different business domains leveraging highly skillful team and state-of-the-art infrastructure.

With the client-centric approach, we have been providing cutting edge solutions to our esteemed customers for the past six years by fostering a culture of partnership, entrepreneurship and most of all – integrity. We also provide IT support and remote network management. We help our clients increase productivity and profitability through the use of the best technology available.

ARIT

LEADERSHIP

- Mr. Rama Kishan Purohit has 36 years of experience in Human Resources
- Previously worked with Aditya Birla Group
- Executive Director at Anand Rathi IT Private Limited
- Key in establishing a 500+ employee back-office foundation
- Arjun Awardee and former Indian Volleyball Team Captain
- Also Director at Anand Rathi Power Project Private Limited and Rathi IT Solutions Private Limited

Leaders

Rama Krishan Purohit

Executive Director

- Dr. Hemen Goswami has over 25 years of experience in Technology Innovation and Product Development
- Active in Digital Transformation, AI/ML, and IoT forums globally
- Holds a Ph.D. and Master's in Computer and Electrical Engineering from Florida Institute of Technology, USA

Dr. Hemen Goswani

Chief Technology Officer

KEY SERVICES

- Enterprise Architecture & Strategy
- Application Development & Maintenance
- Mobile Apps Development & Maintenance
- BI & Analytics Implementation
- Application Integration Services
- Application Re-Engineering Services
- Data Migration Services

ANANDRATHI
ADVISORS LIMITED

Advisors Limited

anandrathipms.com

PMS **SERVICES**

Anand Rathi Advisors Limited is a part of the Anand Rathi Group. Anand Rathi Advisors runs Portfolio Management Services (PMS) for HNI and Ultra HNI clients which has a minimum investment amount of Rs. 50 lakhs. Our PMS offerings are designed with different type of risk-reward criteria which is suitable for the requirement of clients.

Our investors have entrusted us to handle their PMS Investments and have laid their trust in our PMS offerings. We welcome you to join our ever-growing family of PMS Investors.

LEADERSHIP

Leaders

Mayur Shah

Principal Officer & Fund Manager

- Over 18 years of rich experience in Investment Advisory, Product Development, and Portfolio Management.
- Working with Anand Rathi since 2007, specializing in Portfolio Management and Private Client Group Equity Advisory.
- Began career with Kotak Securities Ltd in 2005 as an Investment Advisor, later transitioned into Equity Product Development.
- Holds an MBA (Finance) from Mumbai University and a Certified Financial Planner (CFP)

Vinod Vaya

Deputy Vice President

- Over 18 years of rich experience in Investment Advisory, Portfolio Management, and Research.
- Previous experience with Standard Chartered Securities, Religare Securities, and Enam Securities.
- Holds a PGDBM from Mumbai.

OUR NETWORK STRENGTH

AUM Rs. 1250+ crore

Serving over 1116+ clients

31st December 2024

OUR OFFERINGS

IMPRESS PORTFOLIO

Multi cap PMS strategy consisting of 15-20 stocks diversified across sectors with 70% to 80% allocation in Mid and Small cap and a Balance of 20% to 30% in Large cap.

**Performance as on 31st December 2024: 5 Years CAGR of 32.8%*

MNC PORTFOLIO

Large cap PMS strategy consisting of Multi-national companies listed in India which has a foreign shareholding of over 50 or/and the management control is bestowed in foreign companies or/and technological and management know-how brought in by foreign partner investors.

**Performance as on 31st December 2024: 5 Years CAGR of 16.5%*

DECENNIUM OPPORTUNITY

This Mid & Small cap PMS invests in companies that are likely to benefit from the Industrial Revolution new age business favorable policies and companies that are showing visible signs of turnaround with higher growth in their next business upcycle.

**Performance as on 31st December 2024: 3 Years CAGR of 21%*

www.rathi.com

CORPORATE OFFICE:

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