



Anand Rathi

ANAND RATHI
INVESTMENT SERVICES

ABOUT THE GROUP

- The Anand Rathi group came into **existence in year 1994**.
- **Mr. Anand Rathi and Mr. Pradeep Kumar Gupta** laid the **foundation** of the Anand Rathi Group.
- With roots over 25 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, Broking and NBFC.
- A **customer-first approach** coupled with digital innovation helps us contribute to the client's financial wellbeing.
- Holds **Networth of more than Rs. 2,500 cr as on date** with employee strength of more than 4,000.

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

OUR JOURNEY





Anand Rathi

Founder & Group Chairman

- Mr Anand Rathi is **the founder and the soul** of the Anand Rathi Group.
- **Gold Medallist chartered accountant**
- **Leading financial and investment expert** in India and the broader South-East Asian region.
- In 1999, Mr Rathi was appointed the **president of BSE** (Bombay Stock Exchange).
- Rapid **expansion of BOLT - the BSE Online Trading System**, speaks high for his farsightedness.
- **Set up the Trade Guarantee Fund**
- Played a vital role in setting up the Central Depository Services (CDS).
- An esteemed member of the ICAI with **experience of 53 years** across sectors.



Pradeep Gupta

Co-Founder & Group Vice Chairman

- Mr Pradeep Gupta is the co-founder
- Started career with a family-owned textile business, stepped into the financial world with Navratan Capital & Securities Pvt. Ltd. Later on, Mr Gupta later joined hands with Mr Anand Rathi to establish the Group.
- Played a **vital role in the success of the Institutional Broking and Investment Services arms**
- Driving force behind the **strong network of franchisees and branches** across the country.

ANANDRATHI

Anand Rathi Share & Stock Brokers Ltd.

ANANDRATHI
INVESTMENT SERVICES

anandrathi.com

A large green circular graphic on the left side of the slide, containing a faint image of skyscrapers. The text 'INVESTMENT SERVICES' is overlaid on this graphic. 'INVESTMENT' is in white, and 'SERVICES' is in a bold, gold color. Below the text, there are several thin, curved gold lines that sweep across the bottom of the green circle.

INVESTMENT SERVICES

- We call ourselves as “Investment Services” entity
- We cater to the financial requirements of clients with a **focused approach**.
- Provide **Expert Research** in various Asset classes like Equity, Commodities, and Currency
- Offer **wide array of products** across various asset classes.
- Offer **high-tech digital apps and platforms** as well as physical touch points through which Client can Invest in desired asset class.



ROOP BHOOTRA

CEO, Investment Services

- Mr. Roop Bhootra is the CEO of the Investment Services wing at Anand Rathi Group.
- A rank holder Chartered Accountant and began his career with the Anand Rathi group in the year 1995.
- He has over 25 years of Capital Market experience in the field of Building businesses, Creating Business Strategies, Sales, Operations, Process management, Accounting, Risk Management, and Technology upgradation.
- His core focus includes Business expansion, People Management, Key Partnership Development, and Tactical market planning.
- Under his spearheading leadership, the Broking & Distribution business has grown at a rapid pace



VISHAL LADDHA

CEO, Institutional Equity

- Mr. Vishal Laddha is the CEO of the Institutional Equity wing at Anand Rathi Group.
- A Chartered Accountant with three decades of experience and began his career with Anand Rathi group in the year 1994.
- He has over 28 years of Capital Market experience, one of the most well-known and trusted sales traders in the industry.
- His unique ability to source and place relatively illiquid stocks at low impact cost drives a large part of the Group's institutional equity
- Under his spearheading leadership, the IE business has grown at a rapid pace

HEAD OF DEPARTMENTS



Deepak Kedia

Senior Vice President -
Compliance



Devang Mehta

Marketing Head - Marketing



Gautam Agarwal

Senior Vice President-
Business Development



Jinesh Jasapara

Executive Vice President –
Retail Product



Jiten Shah

Vice President - MTF & LAS



Manavi Prabhu

Vice President - Debt



Mitali Bharati

Senior Vice President - NRI



Naveen Mathur

Director - Commodity



Mayur Shah

Vice President –
Portfolio Management



Roshan Moondra

Executive Vice President-
Operation and IT



Rakesh Taparia

Associate Director –
Business Partner



Rajesh Jain

Associate Director –
PCG Equities



Siddharth Sedani

Executive Vice President -
Equity Sales



Thomas Stephen

Associate Director - Preferred



Tarak Shah

Chief Financial Officer -
Finance



Vineet Jain

Chief Business & Digital
Officer - Internet Broking



OUR NETWORK STRENGTH

1

Presence in over **370+** Locations

2

1700+ Direct Employees

3

85+ Own Branches

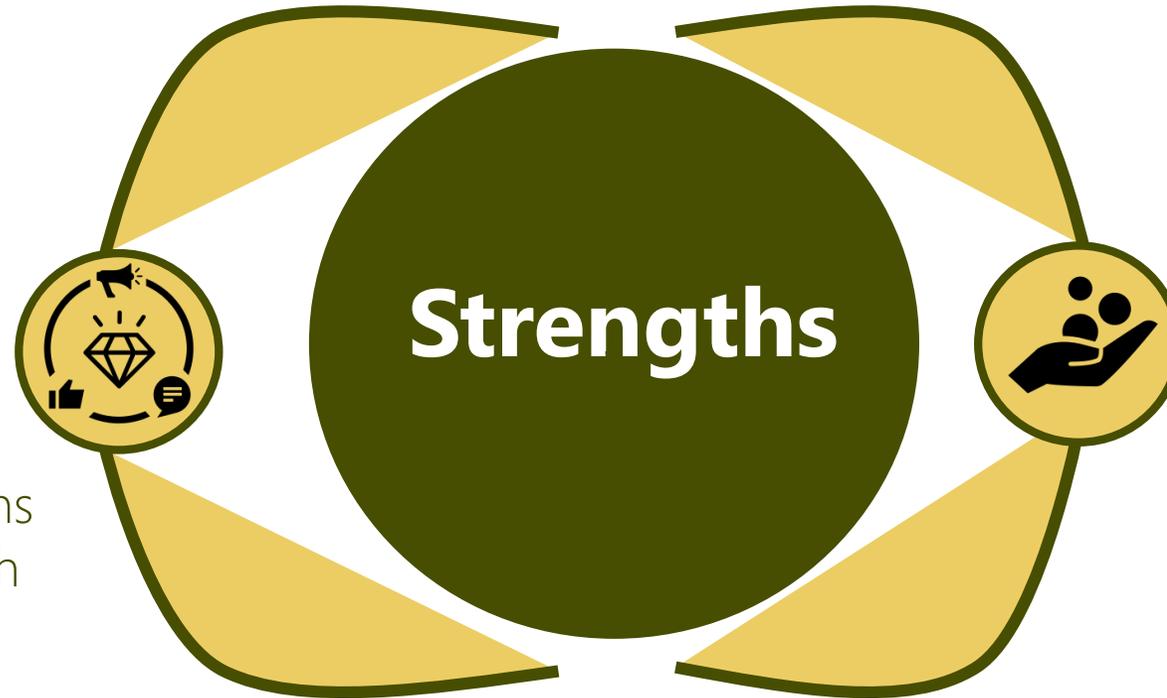
4

Strength of **2500+** Partners

5

6 Lacs + Registered Customers

Key Strengths



Strong Research

- ❑ Holding Strong Research wing
- ❑ Data backed Recommendations
- ❑ Basket of research products

Multiple Product Offerings

- ❑ Broking: Equity & Derivatives | Commodities | Currency Futures | Forex Advisory
- ❑ Distribution: MF - SIP & Lumpsum, Deposits, Bonds, IPO's, Loans etc
- ❑ Fixed Income Investment Products
- ❑ Portfolio Management Services
- ❑ Funding Services : Margin Trade Finance Facility
- ❑ Algo Trading
- ❑ Equity Unicron- Investment in Unlisted entities

Key Strengths



Strong Brand Image

- ❑ Holds Strong Brand Image in Financial Services Segment

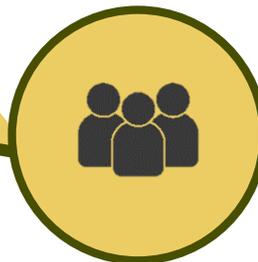
Human Capital with high vintage

- ❑ CEO in the business for more than 25 years
- ❑ Employees in Leadership role carry vintage of 8 years
- ❑ Employees senior role carry vintage of 7 years
- ❑ Junior members in the organization carry vintage of 4 years



Relationship based Business

- ❑ Every Client holds Relationship Manager



Our Bank Partnerships



Our Technology

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AnandRathi Mobile Applications

TradeMobi App



Our TradeMobi App helps you to Invest in Equities & Derivatives with utmost ease and convenience

Mutual Funds App



Our MF App helps you to Invest in Mutual Funds with utmost ease and convenience

FEATURES

- ✓ Comprehensive Dashboard that gives snapshot of your trading account
- ✓ Track and Manage Portfolio – Real-time
- ✓ Trading tools to take informed decisions
- ✓ Real-time Quote, charts & analytics
- ✓ Detailed Market Information
- ✓ Easy & Secured User Interface
- ✓ Hassel Free Paperless On-boarding
- ✓ Invest in 4000+ schemes
- ✓ Track and Manage Family Portfolio – Real-time
- ✓ Ready to invest MF Baskets
- ✓ Trading or Demat A/c – Non Mandate

Digital Innovation Focused On Building Customer Experience



Online KYC / Onboarding

Complete Digital Account Opening Journey for Clients as well as for PMS Clients

Customer Experience | Process efficiency | Data Management



Payment Gateway

Invest through UPI via TradeMobi App; IPO & NCDs. Add Funds using Net banking, UPI, ECMS, Online Transfer etc.

Ease of investing | Highly secured | Real-time limit updation



Add-on Features in TradeMobi App

Investment Baskets, Stock Lab, WhatsApp Chatbot, Pre – IPO / AMO. Live News Feed, Bonds/NCDs, Portfolio Evaluation. Research Ideas, Live Charts – Historical, Intraday & Technical Indicators.

Better Insights | Growth Strategies | Reporting & Management



In-house Software

In-house CRM, E-HR, Kuber – it is a portfolio management software which shows amount invested. Nexus – call recording for Quality Check.

Democratize data usage | Efficiency | Reliability

01

Business Intelligence Tool **ARJIT (TruBI) Platform**

It meets the reporting, dash boarding business needs at Anand Rathi.

- ✓ Serves as a single Data-Output Management
- ✓ Data-Analysis, Reporting & Dash boarding platform for generating reports
- ✓ Publishing and accessing integrated flexible reports
- ✓ Dashboards & forecasting models from multiple data sources.



02

Unlisted Shares - Software

Below are the Major Modules of the Platform

- ✓ On boarding of Clients through DIY Journey, Assisted Journey via Employees/Sub Brokers
- ✓ Transaction Module - Online Payment integration for completing the Transactions
- ✓ Reporting Module - Investors Specific Portfolio, Transactions & Capital Gain Reports and MIS
- ✓ Reports for Employees Commission/Brokerage Calculation &, Sub Brokers and Reporting

03

Research

Jamoon – Advisory Robot (JARO)

A software robot curated from Jamoon platform.

- ✓ Management of complete Research Life Cycle
- ✓ Robotic process automation on advisory-to-client engagement
- ✓ Monitoring and diagnosis capabilities



04

B2B Digital On-boarding

Partner Portal & E-KYC For Authorized Person.
Authorized Person Mobile App for MIS & Analytics.

- ✓ AP On-boarding Journey
- ✓ Referral Partner Journey
- ✓ Complete MIS & Analytics For Employee & Partners



Our Research

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Various Research Reports with Frequency

BTST	Buy Today Sell Tomorrow	STT	Short term Trading (3-15 days)*
ITT	Intraday* Technical Trading (Intraday)	Momentum	Short term Trading (3-10 days)*
PowerPick	5 Days* call (T+5)	T20	1 Month* timeframe
Bazar Bulletin	3 to 6 months Timeframe	Stockmovers	1-3 months* Timeframe
MTF Ideas	1 month Timeframe	Pick of month	1 month Timeframe

PRODUCTS & SERVICES



BROKING

Equity | Derivatives | Commodities | Currency/Futures | IPO | Algo Trading



DISTRIBUTION

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



FINANCING

Margin Trading Facility



RESEARCH

Basket | Wills & Trusts | Forex



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Focused Equity Products

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Focused Equity Products

VALUE PICK

Value Pick
ITF: 12 months

INTELLECT IDEAS

Intellect Ideas
ITF: 12 months

MOMENTUM BUY

Momentum Buy
ITF: 3-15days

SHORT TERM TECHNICAL TRADING

Short Term
Technical Trading
ITF: 3-15 days

STOCK OPTIONS

Stock Options
ITF: 3-15 days

POWER PICK

Power Pick
ITF: T + 5 days

STOCK MOVERS

Stock Movers
ITF: 1-3 months

PICK FOR THE MONTH

Pick for the month
ITF: 1 month

T20

T20
ITF: 1 month

INVESTMENT baskets

Investment Baskets
Short/Medium/Long term

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on the top edge. The image has a warm, golden-yellow color cast. The building's glass facade reflects the sky and clouds. The name 'ANANDRATHI' is written in a serif font along the top edge of the building.

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Investment Baskets

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Investment Baskets

Investment Baskets are a Portfolio of Stocks with the blend of the Thematic Equities. Each basket differs in its Goals. Basket is curated using efficient strategies and in-depth analysis.

Types of Investment Baskets?



Technical baskets are momentum & theme based investment baskets with medium to short term Investment horizon.



Fundamental basket are theme based investment baskets with medium to long term investment horizon.

Features of our Investment Baskets



Power Of Discretion



No Lock-in period



Single click to invest



Dynamic
Research Based
Stock Allocation



Periodic Review



Live
Performance
tracking

Our Top 10 Baskets

1

Umang Utsav

2

Miles Ahead

3

Samasya Ka Samadhan

4

Route to Recovery

5

Shubharambh

6

Connecting India

7

Consumption Carnival

8

Unsung Heroes

9

Earnings Beat

10

Small Pack Big Impact

and many more...

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on the top edge. The image has a warm, golden-yellow color cast. The building's glass facade reflects the sky and clouds. A dark green rectangular box is overlaid on the right side of the image, containing the company logo.

Fixed Income Instruments

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Fixed Income Instruments*

A fixed-income instrument is a debt instrument issued by a government, corporation etc. to finance & expand their operations through fixed periodic payments and eventual return of principal at maturity.

Key Benefits



**Lower risk
v/s Equity**



**Lower volatility
v/s Equity**



**Stable
Return**



**Capital
Protection**



**Diversification across
asset classes**

Fixed Income Instruments **We offer**



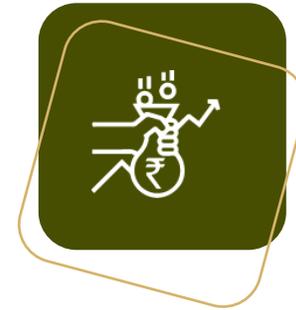
**Corporate
Fixed Deposits**



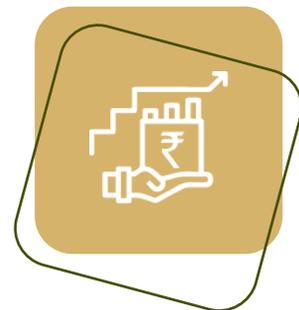
**Market Linked
Debentures**



**Debt
Mutual Funds**



**Debt Alternative
Investment Funds**



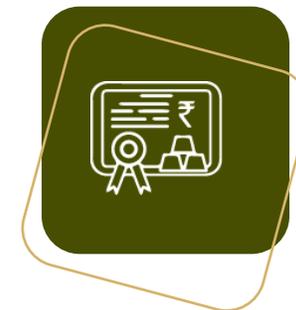
**Tax Free
Bonds**



**Corporate
Bonds**



**Capital
Gain Bonds**



**Sovereign Gold
Bonds**

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Portfolio Management Services

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Portfolio Management Services

PMS is a financial service provided to the clients by the fund manager where the fund manager designs a product that caters to the investment objectives and needs of the clients.

Key Benefits



Dedicated RM to advise and guide you



Periodic updates to review your investment portfolio



Diversified strategy to churn out maximum yield from your investments



Easy access to fund manager

Our Offerings



Third Party Offerings





Mutual Funds

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Mutual Funds*

Mutual Fund is an investment pool wherein money is collected from various investors to make a pooled investment in various asset classes like equity stocks, bonds, money etc.

Types of Mutual Funds



Debt Mutual Fund



Hybrid Mutual Fund



Equity Mutual Funds

Ways of Investing in Mutual Funds

Systematic Investment Plan (SIP)

A systematic investment plan allows the investor to invest a fixed amount in the selected Mutual Fund periodically, usually monthly on a specific date selected as per their convenience.

Key Benefits



Rupee Cost Averaging



Convenience & Discipline



Power of Compounding



Low Initial Investment

Lumpsum Investment

This is a method of investment in which you invest a single sum of money in a Mutual Fund in one go.

Key Benefits



Beneficial for Long Term



Market Timing

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Funding Services

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Our Offerings

Margin Trading Facility (MTF)

Margin trading is a facility under which investor is allowed to buy stocks by paying a marginal amount of the actual value of shares. This margin can be paid either in cash or in shares as security.



Increases Investment Capacity



Additional Exposure on Investment



Easy Online Activation



Optimum Interest is Charged



Enjoy Dividends and other benefits

Securities Lending & Borrowing Mechanism

Securities Lending and Borrowing Mechanism (SLBM) is a way through which investors can borrow or lend shares to other market participants.



Additional Income



No Counter Party Risk



No Physical Settlement



Enables Short Sell



Algozy

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Algozy

The Future of Trading

Algozy is a robust API (Application Programming Interface) that assists you to build trading systems & strategies easily and smartly. Our Algozy API gives you free access to live Market data, Orders, Real-time execution with few lines of code.

Key Benefits



Simple API integration process



Connect any front-end application



Integrate with third-party tools



Algozy APIs are free of cost

Algo Front-End Applications



TRADETRON
ALGO STRATEGY MARKETPLACE

TRADETRON is a web-based Algo strategy marketplace and there are 1000+ pre-define strategies with back-tested data analysis available for a client which they can deploy & execute in live market and users can build their own Algo strategies with few line of codes



GREEKSOFT
TRADE FAST . TRADE SMART

Greeksoft Application is a market leader in Automated Trading Software & Risk Management Industry. The Application provides trading platform equipped with in-built intelligence and low latency. Besides Front end execution trading solutions, they also specialize in risk management tools that help to get insights on trading risks in exchange-traded derivative instruments.



TOXXO

STOXXO will act as an advanced bridging application between the execution platform & API. It will also help to execute the strategies through Trading view, AmiBroker, Ninja Trader, MT4, etc.



FOX
TRADER

FOXTRADER is a new trading platform with advanced charting & trading strategy development on manual and automated trading. In the Fox Trader application, there are 450+ study indicators, 15+ signal scanners, and predefined ready strategies are available.



Commodities

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Commodities

Commodity derivatives are investment tools that allow investors to profit from certain commodities without possessing them. The buyer of a derivatives contract buys the right to exchange a commodity for a certain price at a future date. The buyer may be buying or selling the commodity.

Advantages of Investing in Commodities



Lower Margin

The margin can be close to 5-10% of the total value of the contract. This is much lower than the margin required for other asset classes.



Liquidity

It is easy to buy and sell commodity futures. An investor can liquidate his position whenever required.



High Returns

The investors can take larger positions while investing lesser amounts of capital. This also helps increase the potential for higher profits.



Protection against inflation

The demand for goods and services rise. It leads to an increase in the price of the goods and services as the cost of the raw materials i.e. commodity increases



Diversification

Commodities have negative or low correlation with stocks. Due to this negative correlation, where an increase in commodity prices drives down stock prices, the losses incurred by stocks can be adjusted against the gains made by commodities derivatives.



Currencies

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Currencies

Currency derivatives are contracts that derive their value from their underlying asset, the currency. Currency derivatives help protect against price volatility of the underlying asset in the future and are widely used by traders as a risk management financial instrument.

Benefits of Currency Derivatives



Hedging

Hedging is a risk management instrument against any undesirable fluctuations in currency rates in the future



Highly Liquid

The most liquid market in the world is said to be the foreign exchange market. This is due to the availability of numerous traders and buyers.



No Manipulation

Due to the giant size of the market and numerous players involved, it's impossible to manipulate the market.



Fixed Lot Size

A lot size means the number of currency units per lot. The biggest advantage to this is that traders who participate in these contracts can trade multiple lots per contract.



Low Margin

You can just pay 2-3% of the value while trading currency derivatives instead at the full traced value. The percentage value is called the margin amount.



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Premium Subscription Services

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Value Added Scheme (VAS)

VAS is a new and innovative scheme that is a win-win for us as well as clients. We win because we get fixed brokerage as subscription and clients win as they benefit from lower brokerage.



Exclusive access to
our Telegram
Channel



Exclusive Call &
Trade Facility



Exclusive access to
every Research report
that we publish



Free One time Portfolio
Evaluation Service



Stock Lab

Stock Lab is a subscription-based comprehensive evaluation and analysis tool that helps you evaluate your current holdings and highlights the nonperforming stocks in your portfolio.

Periodic Review



Seamless Execution



ADVANTAGES

Helps you eliminate
poor performing stocks



Extensive Analysis



RIA Baskets (External Advisory)



Abakkus is an alpha focused boutique asset manager managing roughly INR 10,000 crores* in long only strategies for Indian equities.



In order to achieve superior risk-adjusted returns over a long period, Narnolia adheres to the "growth in value" investment philosophy.

AWARDS & ACCOLADES



AWARDS & ACCOLADES



www.anandrathi.com

ANAND RATHI SHARE AND STOCK BROKERS LTD.

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