



*Anand Rathi*

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**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. Lateron, 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.*

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**ANANDRATHI**  
INVESTMENT SERVICES

**anandrathi.com**

A large green circular graphic on the left side of the slide, containing a faint image of a city skyline. 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 concentric, thin gold arcs that sweep across the bottom left corner of the slide.

# 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

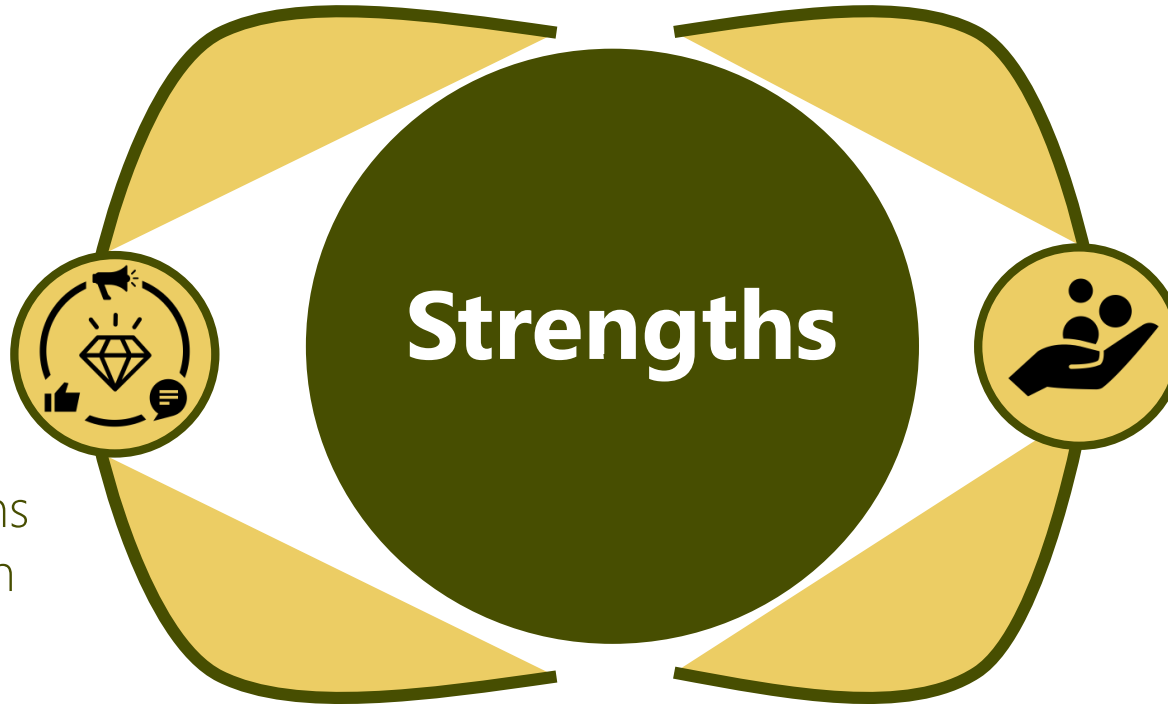
Strength of 2500+ Partners

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



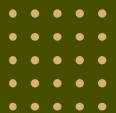
# Our Bank Partnerships



## *Our Technology*

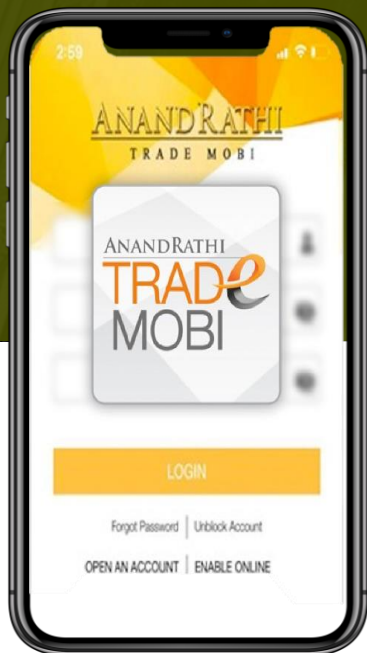
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**ANAND RATHI**  
INVESTMENT SERVICES



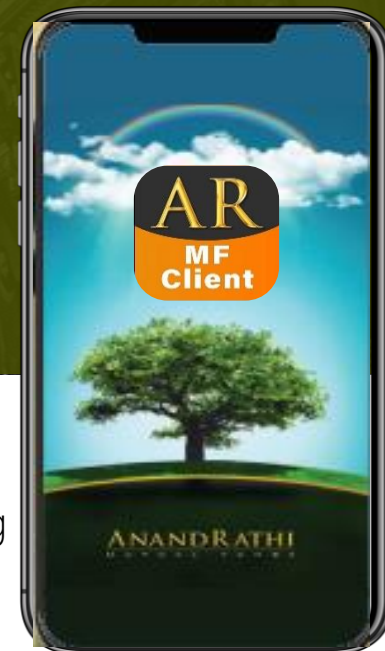
# AnandRathi Mobile Applications

## 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

# Digital Platforms

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

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on its upper corner, set against a dramatic, cloudy sky at sunset or sunrise. The image has a warm, golden-yellow color cast.

## *Our Research*

**ANAND RATHI**  
INVESTMENT SERVICES

# Various Research Reports with Frequency

**BTST**

Buy Today Sell Tomorrow

**ITT**

Intraday\* Technical Trading  
(Intraday)

**PowerPick**

5 Days\* call (T+5)

**Bazar  
Bulletin**

3 to 6 months Timeframe

**MTF Ideas**

1 month Timeframe

**STT**

Short term Trading (3-15 days)\*

**Momentum**

Short term Trading (3-10 days)\*

**T20**

1 Month\* timeframe

**Stockmovers**

1-3 months\* 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

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on the top edge, set against a cloudy sky. The image has a warm, golden-yellow color cast. The building's glass facade reflects the sky and clouds.

*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 its upper corner, set against a cloudy sky. The image has a warm, golden-yellow tint. A dark green rectangular area on the right side contains the company logo.

# *Investment Baskets*

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**ANANDRATHI**  
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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...*

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# *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**



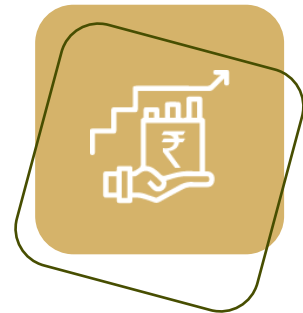
**Market Linked  
Debentures**



**Debt  
Mutual Funds**



**Debt Alternative  
Investment Funds**



**Tax Free  
Bonds**



**Corporate  
Bonds**



**Capital  
Gain Bonds**



**Sovereign Gold  
Bonds**

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on its upper corner, set against a golden-hued sky with clouds. The image has a warm, monochromatic gold tint.

# *Portfolio Management Services*

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INVESTMENT SERVICES

# 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



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

*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

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Hybrid Mutual Fund

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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

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on its upper edge, set against a cloudy sky. The image has a warm, golden-yellow color cast.

*Funding Services*

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**ANANDRATHI**  
INVESTMENT SERVICES

## 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

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on its upper edge, set against a golden-hued sky with clouds. The image has a warm, monochromatic gold color scheme.

*Algozy*

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**ANANDRATHI**  
INVESTMENT SERVICES

# 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**



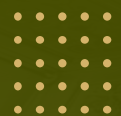
**Connect any front-end application**



**Integrate with third-party tools**



**Algozy APIs are free of cost**



# Algo Front-End Applications



TRADETRON is a web-based Algo strategy marketplace and there are 1000+ pre-defined 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 lines of code.



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.



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.



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.

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*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.

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on its upper corner, set against a golden-hued sky with clouds. The image has a warm, monochromatic gold tone.

# *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.

A photograph of a modern glass skyscraper with the name 'ANANDRATHI' on its upper corner. The building is set against a sky with soft, golden clouds. The entire image has a warm, golden-yellow color cast. A dark green rectangular area is positioned on the right side of the image, containing the company's logo.

*Premium Subscription Services*

**ANAND RATHI**  
INVESTMENT SERVICES



# Value Added Scheme (VAS)

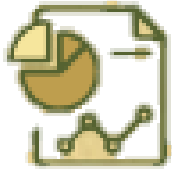
VAS is a new and innovative scheme that is a win-win for us as well as clients. We win because we get fixed brokerage as subscription and clients win as they benefit from lower brokerage.



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



**The Great Indian  
Digital Marketing  
Campaign of the Year**

Kitne Mein Diya  
Campaign at The Great  
Indian Marketing Awards  
2021



**Best Video  
Marketing  
Campaign (Special  
Mention) Award**

World BFSI Congress  
And Awards'20



**Dream  
Companies to  
Work for Award**

29th World HRD  
Congress 2021



**CEO of the  
year Roop  
Bhootra**

World BFSI Congress  
And Awards'20



**Rap Song wins  
Silver in Marketing  
Innovation**

11<sup>th</sup> ACEF Asian Leader  
Awards'22



**Best BFSI  
Brand 2022**

The Economics  
Times

*[www.anandrathi.com](http://www.anandrathi.com)*

**ANAND RATHI SHARE AND STOCK BROKERS LTD.**

Express Zone, 9<sup>th</sup> Floor, A Wing, Western Express Highway,  
Goregaon (E), Mumbai - 400 063, Maharashtra.



**ANAND RATHI**