

28.07.2023

To,  
The Manager,  
Listing Department,  
National Stock Exchange of India Limited,  
'Exchange Plaza', C-1, Block – G,  
Bandra-Kurla Complex  
Bandra (E), Mumbai – 400 051  
Ph. No. 022-26598100  
Scrip Code : GEOJITFSL - EQ

To,  
The Manager,  
Listing Department,  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001.  
Ph. No.022 22721233  
Scrip Code : 532285

Dear Sir/Madam,

**Sub: Earnings Update Q1 FY24 - Shareholders' Presentation**

Pursuant to Regulation 30 and 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 a copy of the presentation on Earnings Update – Q1FY24 is enclosed herewith.

Thanking you,  
For **Geojit Financial Services Limited**



**Liju K Johnson**  
Company Secretary

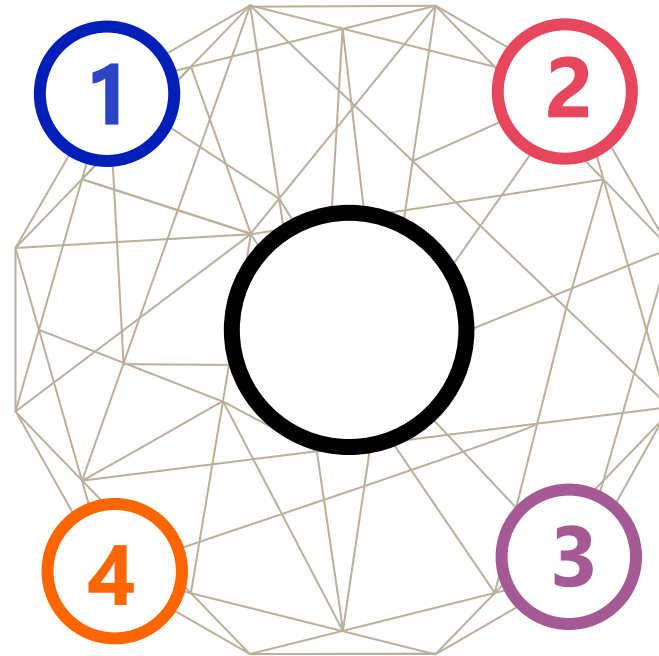




**GEOJIT**  
PEOPLE YOU PROSPER WITH

**INVESTOR PRESENTATION – 28<sup>th</sup> JULY 2023**

# Our Approach



## 1. Wealth creation for customers

Our purpose of existence is to help our customers to create long term wealth. We discourage investors from becoming gamblers in the market by creating awareness that 'Gambling is injurious to wealth'.

## 2. Environmental empathy, Social responsibility and Governance (ESG)

Geojit is at the forefront of bringing positive change in society with initiatives focused on empowering communities, promoting education, safeguarding health and protecting environment.

## 4. Corporate Governance

Geojit strives to achieve business excellence and enhance the value for its Stakeholders thereby making a significant contribution to the economy. We endeavour to achieve the highest levels of transparency and integrity through independent and engaged Board Oversight and by following the best practices in Corporate Governance. Out of the thirteen directors on the Board of the company, seven are independent directors.

## 3. Strengthen the technology edge

Technology is helping us to reduce operational costs, create a scalable growth model, and deliver superior experience to customers. We continue to invest in upgrading our technology platforms.

# Our legacy and what we have built

## Multichannel and wide range of products

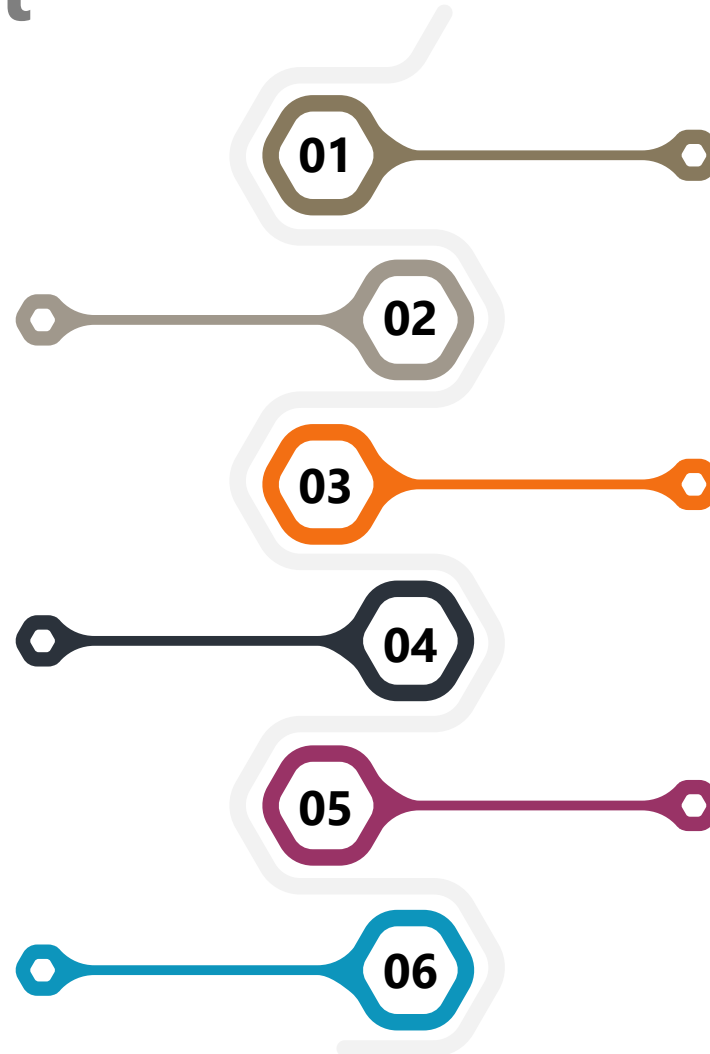
Clients can trade using Internet, phone, WhatsApp, or through branch network. We offer various trading and investment products and solutions, guidance from certified financial advisors to help clients find the right financial solution.

## Pioneer in online trading

We started online trading in 2000. In 2010, we launched mobile trading and enjoyed the first-mover advantage. We use cutting-edge technology to create customized online trading platforms and other services.

## Strong Promoters and Shareholders

We are backed by strong promoters - BNP Paribas, Mr. C. J. George and KSIDC. Mrs. Rekha Rakesh Jhunjunwala is our major shareholder.



## 36 years in the Indian capital market

Geojit has 498 offices and Rs 73,882 crore AUM and Custody as on end of Q1FY24. This is a reflection of the trust reposed in our expertise and transparency.

## Help to develop the craft

We assist our clients to take charge of their investments with guidance from research department and excellent customer care support.

## Specialist in NRI services

We are the pioneer in offering services to Non-Resident Indians as Geojit is the first Indian broker to establish presence in Gulf Cooperation Council Countries. We have dedicated service for NRIs residing in the U.A.E, Bahrain, Kuwait and Oman to participate in the India growth story through our JVs and partnership.

# Geojit - Milestones

**1987**

C J George founded M/s C J George and Co., a proprietary firm at Ravipuram, Kochi, Kerala

Company was renamed Geojit and Co.

**1988**

**1995**

Geojit and Co. becomes a Public Limited Company named Geojit Securities Ltd.

Launch of Portfolio Management Services with SEBI registration

**1997**

**2000**

Geojit launched India's first internet trading facility

Geojit signed MoU with Barjeel Shares and Bonds LLC, a part of Al Saud Group, UAE.

**2001**

**2005**

The company sets up two subsidiaries Geojit Credits and Geojit Technologies

Geojit joined hands with the French banking giant, BNP Paribas

**2006**

**2010**

Launched FlipMe, India's 1st mobile trading app

Company's new corporate office at Cochin was inaugurated

**2012**

**2015**

Launched advanced trading platform- Selfie

Company renamed as Geojit Financial Services Ltd. Geojit Online Financial Planning tool launched

**2017**

**2018**

FundsGenie – online mutual fund app launched

**2020**

STEPS- financial planning division launched

Partner Program launched

**2021**

**2021**

Launch of Geojit Global Investment

Launched digital Loan Against Shares by Geojit Credits

**2022**

**2023**

Launched digital Loan Against Mutual Funds by Geojit Credits

# Our Unique Propositions

## Hybrid Model

- Extensive offline platform with network of 498 offices
- Strong presence in Tier II & III cities
- Maintains strong relationship with customers

## Diversified Products

- Equity
- Commodity
- Mutual funds
- Insurance (Life, Health & General)
- PMS
- Global investments
- Software
- Loans

## Advisory Services

- Strong team of Certified Financial Planners
- Research and advisory team with decades of experience
- Investor awareness programs to educate investors

## Digitization Drive

- Robust trading and investment platforms
- Best technology solutions
- Digitization to enhance process efficiency and customer experience

# Products and Services

## BUILD WEALTH

- Financial Planning
- Portfolio Analysis

## INVEST

- Equity
- Commodities
- Mutual Fund
- Global Investment
- SGB, Gold ETF

## PROTECTION

- Life insurance
- Health insurance
- General insurance



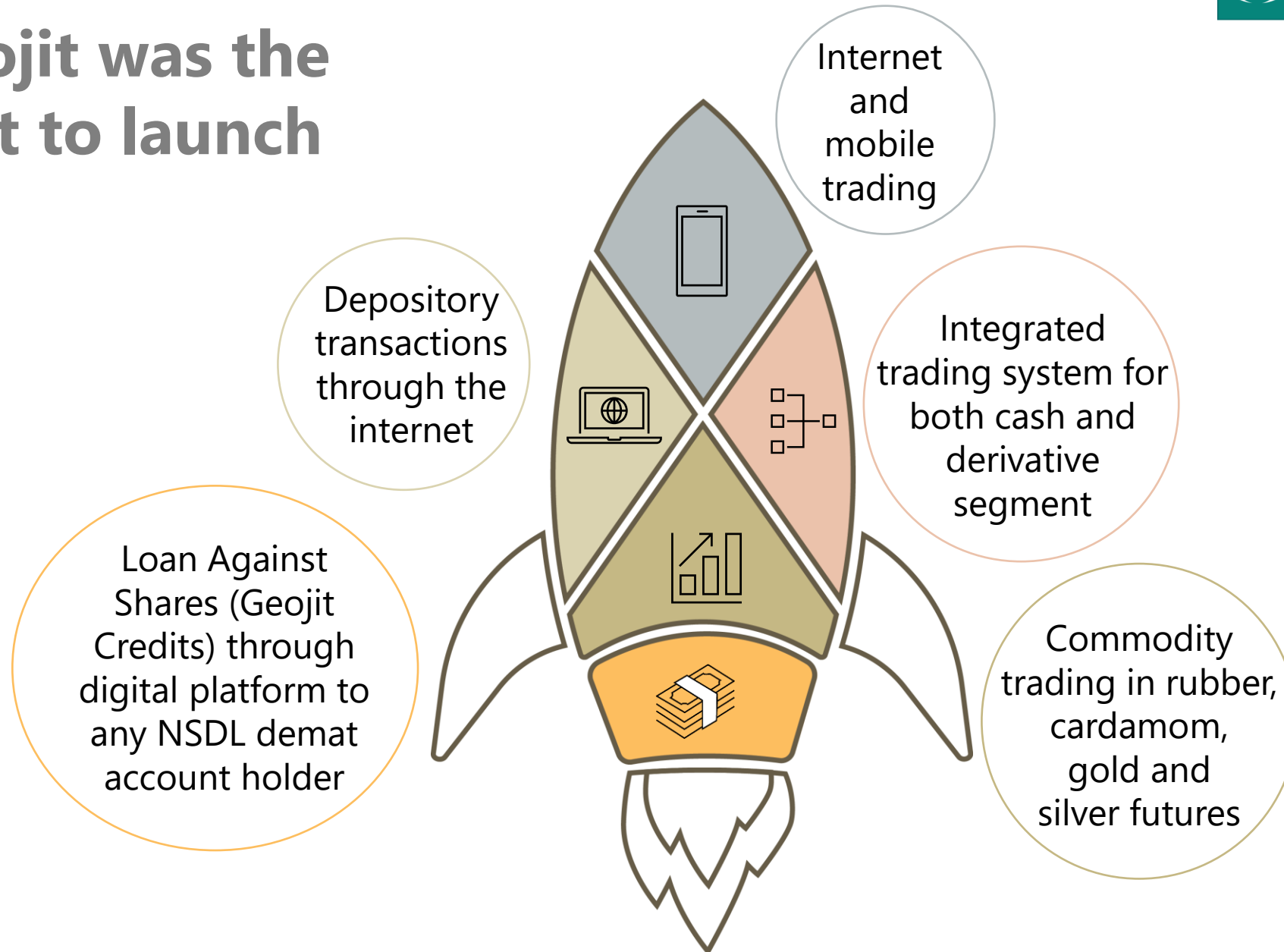
## LOANS

- LAS/MF – physical and digital by Geojit Credits
- MTF
- 3<sup>rd</sup> party loan distribution

## MANAGE WEALTH

- PMS
- Equity SIP
- Smartfolios
- Wealth Management

# Geojit was the first to launch





# Investment Platforms



## MF Investment platform

Cutting-edge platform to analyze and invest in mutual funds. It provides a user friendly, clutter-free experience.



## Digital Loan Against Shares

Investors can avail Loan Against Shares in a few minutes through our platform. Fast, easy, seamless and totally paperless, it was launched in association with NSDL.

## Baskets of stocks

Smartfolios offers baskets of stocks selected by professionals and driven by data intelligence to make investments easy. The stocks in these portfolios are selected based on parameters like quality, financial trend, valuation, technical, moving averages and liquidity. Investors can select baskets based on their risk appetite.

## Trading Platforms

Selfie, FLIP and TraderX make investing easy, reliable and helps one take informed choices. They are available across devices including installable desktop software, HTML trading platform and mobile App.

## Financial planning

Experts at STEPS will guide clients with well-structured financial management strategies to help them achieve their financial goals.



# Smartfolios - Stock Baskets

- Smartfolios' baskets of stocks are selected, created and given proper weightage to reflect risk appetite / strategy or theme.
- Review of the recommendations are done as per the investment strategy and sent to clients for their confirmation.
- Investors can add money to the existing investments or withdraw it at any time.
- Launched in 2019, around 12,400 Active folios in Smartfolios, and AUM of Rs.275 Crores (end of June.23).

## Aggressive

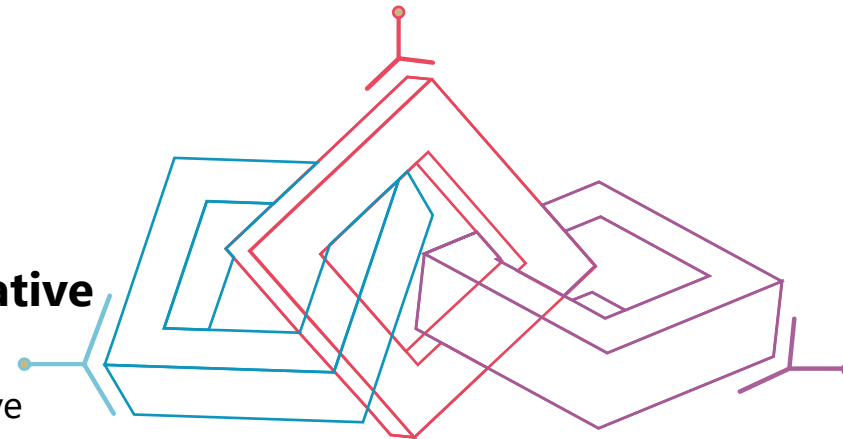
- Prestige
- Ace
- CANSLIM
- Southern Icons
- Ethical
- Select
- LV Growth

## Conservative

- Prime
- Defensive
- LV Value

## Moderate

- Magic
- Classic
- Vision
- Alpha
- Guru
- LMS



# Wealth Management

## PMS

We offer four unique types of PMS portfolios:

- Advantage Portfolio
- Freedom Portfolio
- Dakshin Portfolio
- Ethical Portfolio

Our PMS Portfolios have outperformed their respective benchmarks in most of the periods.

Our below PMS Strategies have been recognized by PMS Bazaar for their performance in the quarter ended 31/12/2022.

- **Freedom Portfolio**     **5 Star**
- **Advantage Portfolio**     **4 Star**
- **Dakshin Portfolio**     **2 Star**

The above rating is powered by CRISIL



## Financial Planning

Financial planning business is under our exclusive Investment Advisory division called STEPS. Geojit provides professional fee based Financial Planning service through certified and experienced financial planners.

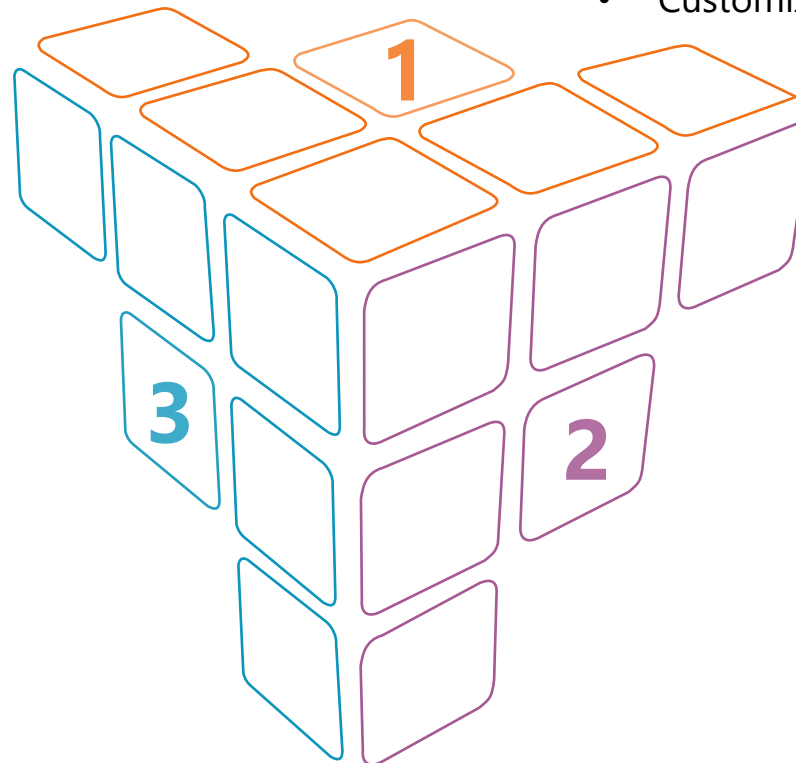
## Research

We offer research driven recommendations. In fundamental research, total coverage is 200+ companies of which 40% is large cap, 30% mid cap and 30% small cap.

# One-stop shop for all investment needs

## Broking Services

- Online and offline support
- Research on 200+ stocks across multiple sectors and economy and technical research
- State-of-the-art trading and investment platform powered with latest web technology and designed to maximize user experience
- Margin Funding
- Depository Services



## Advisory Services

- Strong team of Certified Financial Planners (CFP) supported by advanced technologies
- Customized and personalized solutions

## Financial Product Distribution

- Advanced MF platform / app FundsGenie
- Extensive distribution network collaboration with ICICI Prudential, HDFC Life and PNB MetLife for Life Insurance
- ManipalCigna Health Insurance Company and Star Health Insurance Company for Health Insurance
- Collaboration with Bajaj Allianz General Insurance, ICICI Lombard, GoDigit for General Insurance

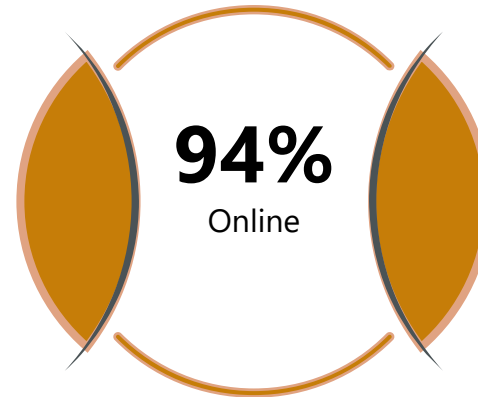
# B2B Partnerships

For trading in the capital market, we currently have institutional tie-ups with prominent banks.

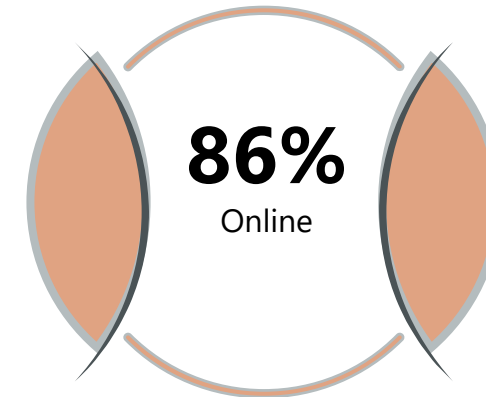


# Technology Edge: Digital Transformation

## CLIENT ONBOARDING #



## TRADING & OPTION VOLUME \$



### Digital Marketing

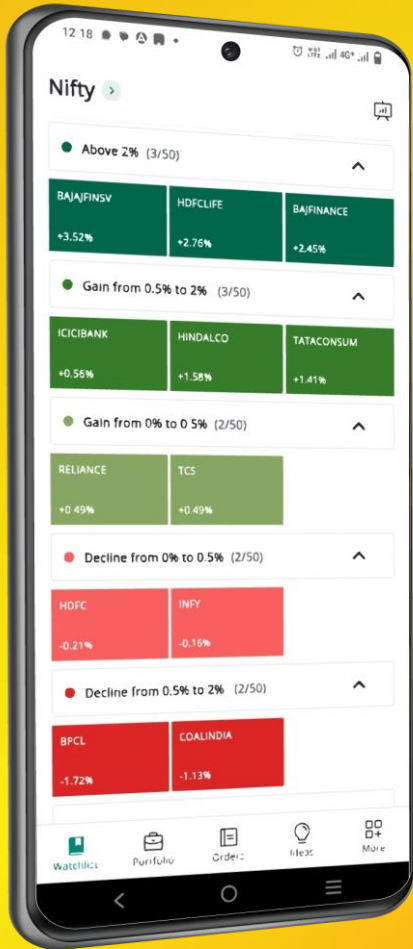
- Automated environment for campaigns, measuring effectiveness and end-to-end integration
- New Interfaces – Partner Portal, Customised Communication, Cloud Telephony

### CRM

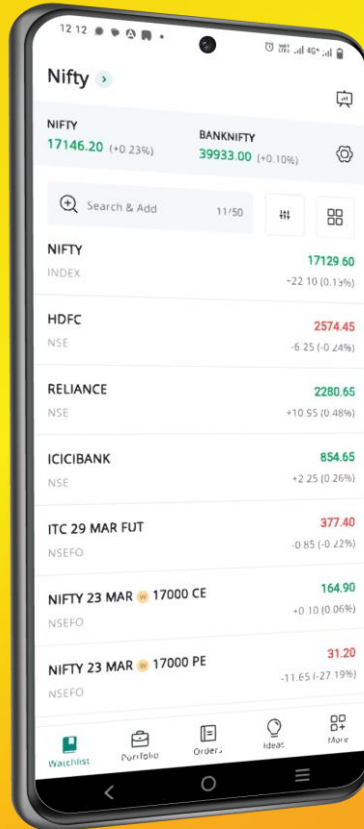
- Sales Cloud
  - ✓ Comprehensive Lead and Sales Management
  - ✓ Campaign – Lead- Sales matrix, Dashboards to monitor
- Service Cloud
  - ✓ End-to end multi-channel service integration with CRM
  - ✓ 360-degree view of customers

- Cloud Telephony, Email integration with CRM – Collaboration with Customers
- Employees Collaboration and Productivity tools
- RPAs for recurring and redundant processes

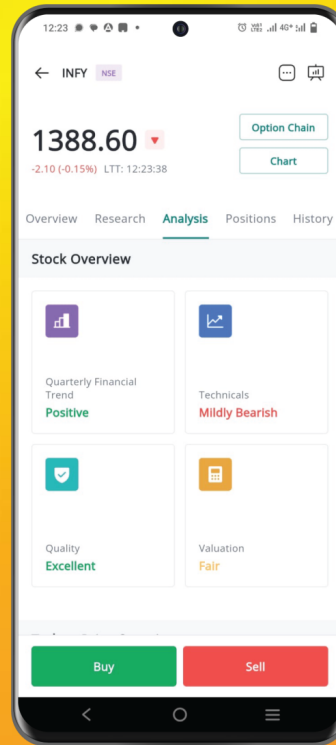
# In Q1FY24, 94% of new accounts are opened in digital mode  
 \$ In Q1FY24, 85% of trading (intraday) and 86% of option volume are online.



**HEATMAP VIEW**



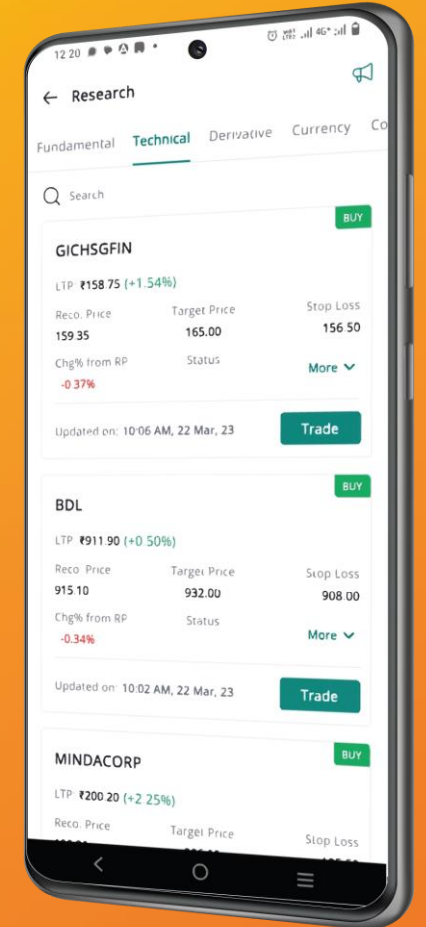
**WATCHLIST**



**ANALYSIS**



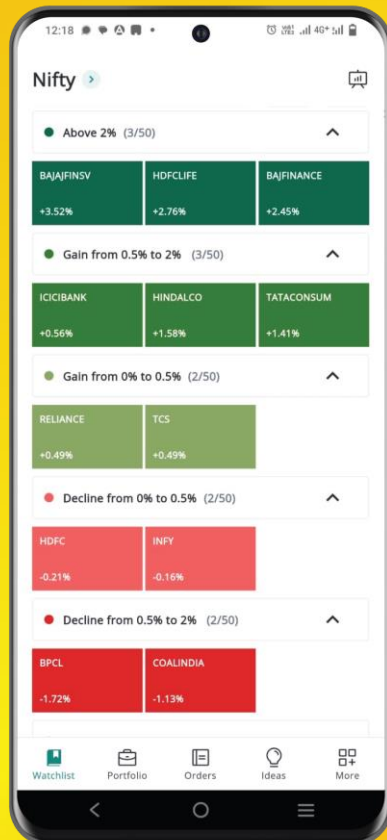
**OPTIONS CHAIN**



**RESEARCH**

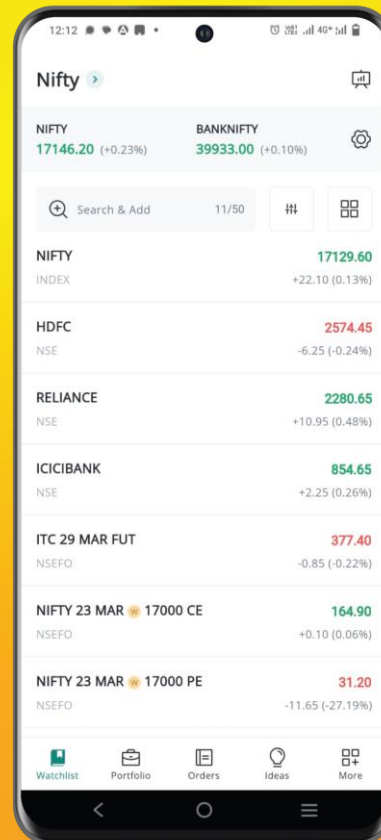


## HEATMAP VIEW



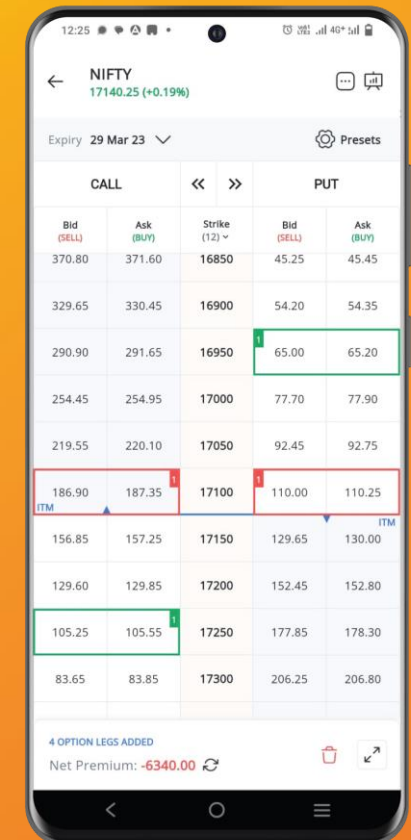
The "Heatmap View" allows for a quick visual representation of the Percentage Changes in the symbols on the list.

## WATCHLIST



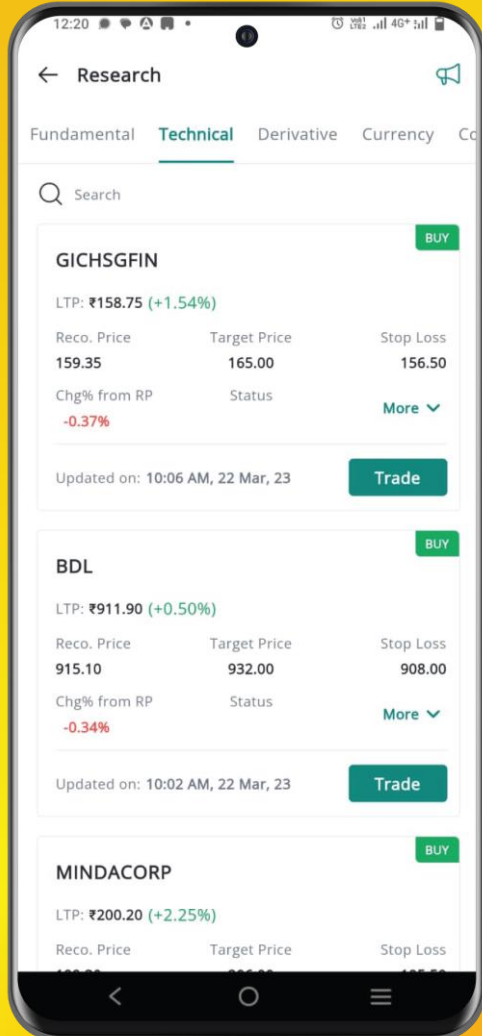
Watchlist is a useful tool for investors because it allows them to easily monitor the performance of specific securities in real-time.

## OPTIONS CHAIN



"Option Chain" is a listing of all options for a specific Security that provides information on Price, Volatility and Other Metrics to help investors and traders make informed decisions.



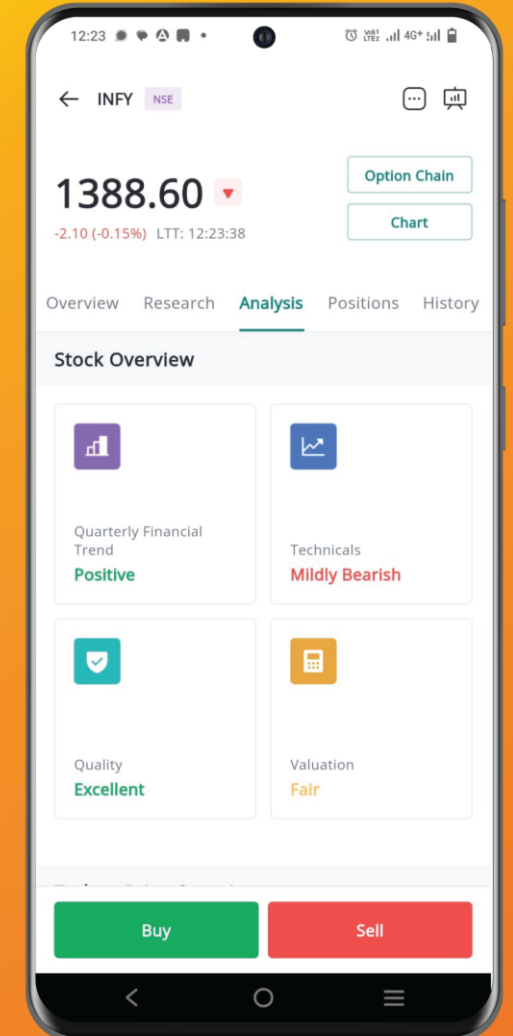


## RESEARCH

The "Research" tab on a Security Page is a dedicated section that provides you with the Geojit's Research Recommendations for that particular security.

## ANALYSIS

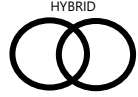
The "Analysis" tab provides a range of information to help investors understand the Technical & Fundamental aspects of the security.



# Sustained Wealth Creation for Customers

Provide diversified mix of products with advisory and personalized attention to help customers protect and grow their wealth, while developing long-term relations to facilitate cross-sales.

SOLUTIONS ARE OFFERED TO MEET THE DIVERSE NEEDS OF CUSTOMERS USING OUR UNIQUE PHYGITAL MODEL



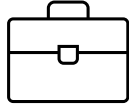
**Phygital Model**

Our offline platform with extensive branch network facilitates closer reach to customers and maintain deep relations with them. Our strong investor-oriented technology platforms enable customers to make seamless and hassle-free investments online.



**Customer Service**

Key differentiator in customer service is our robust technology platform. We are also equipped to address our clients' needs right from sourcing to transactions by providing portfolio evaluation, robotic advisory and financial planning.



**Work Ethics**

We nurture our skilled people and ensure customer centric and ethical work culture.

# Geographic Presence

**498 Offices across India & GCC countries**

**In India, we have presence in 19 States and 2 Union Territories**

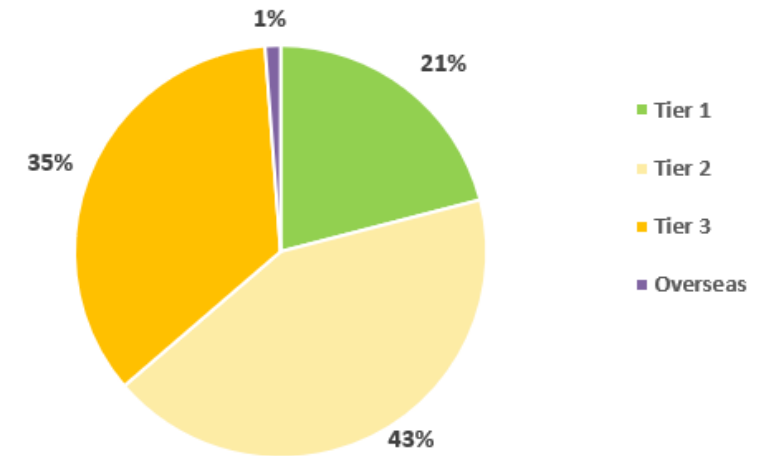


**We have presence in four GCC countries:**

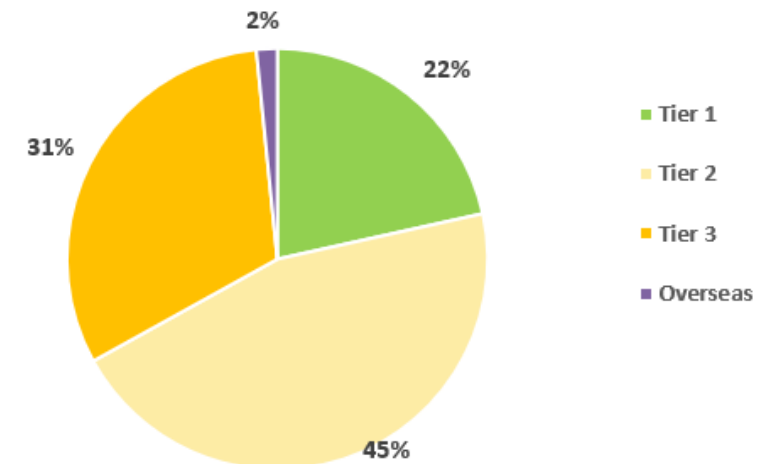
- Kuwait
- Bahrain
- UAE
- Oman



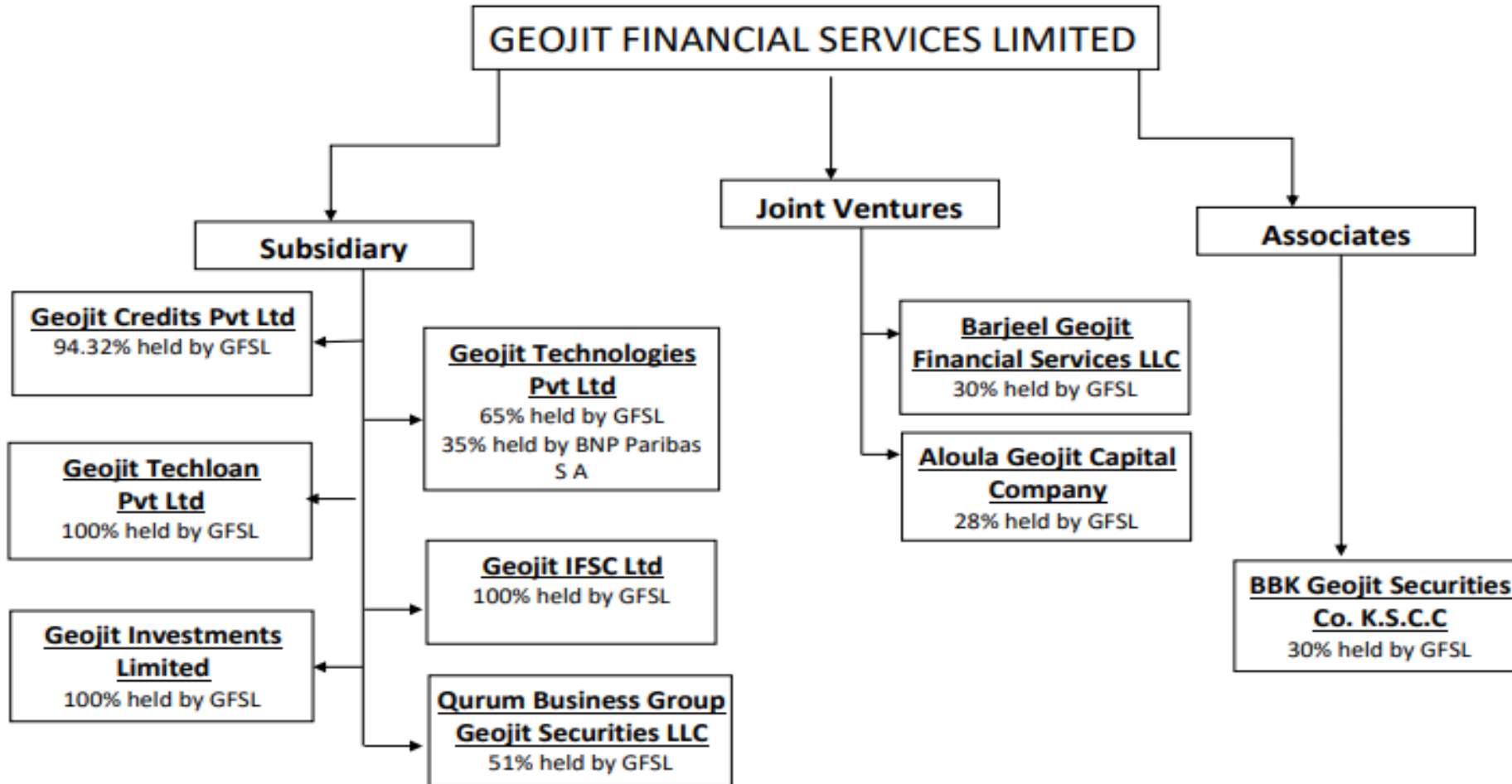
**78% of the branch network is based in Tier II and Tier III cities**



**76% of the clientele is based in Tier II and Tier III cities**



# Present Company Structure



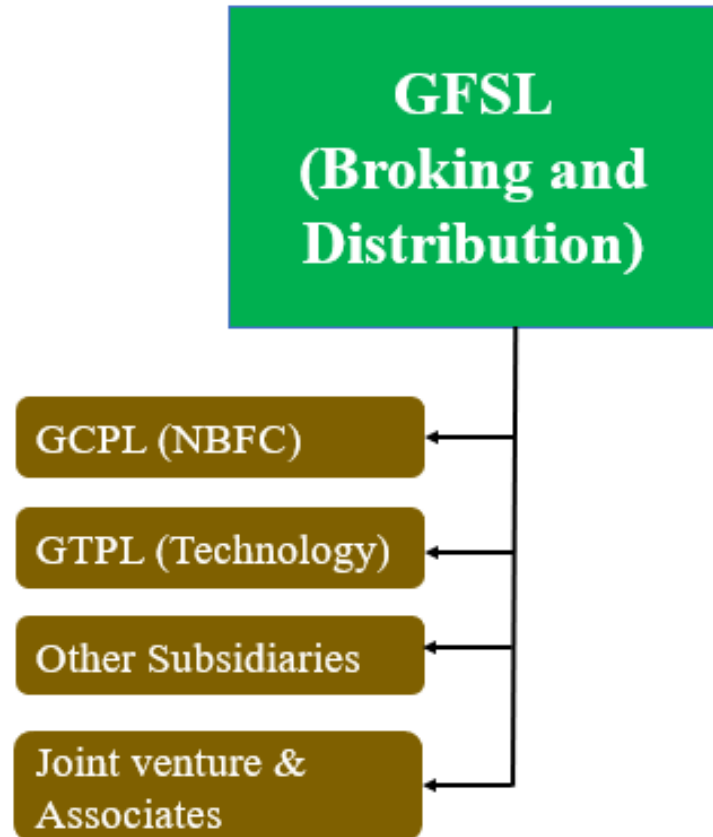
# Transferring Broking and allied business to the wholly owned subsidiary



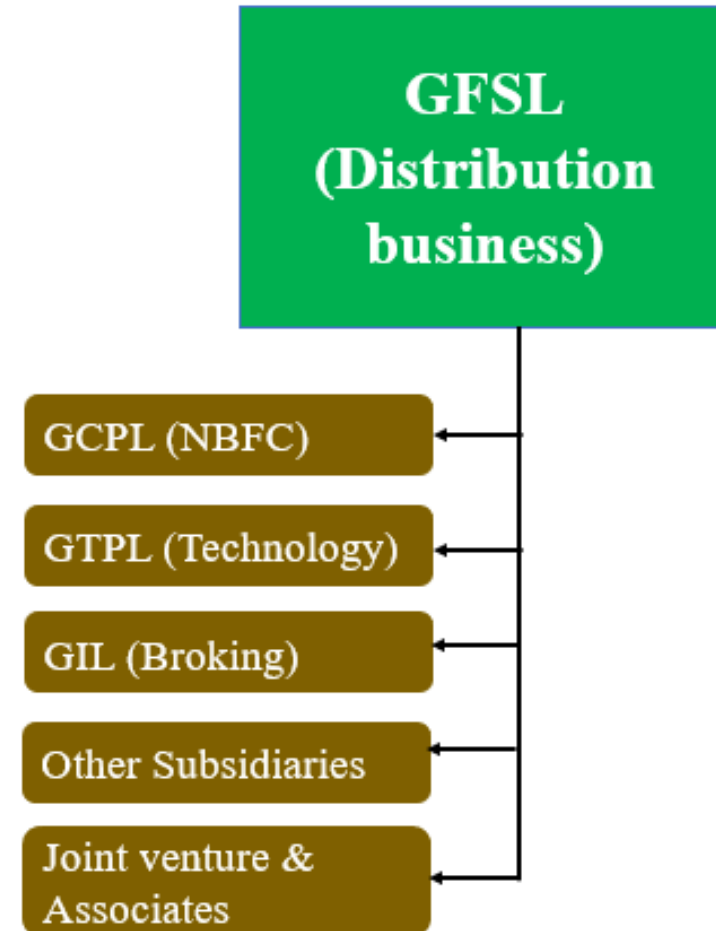
- NSE Circular 02/2022 dated January 7, 2022, prohibits a member of stock exchange from investing in other companies engaged in businesses other than securities/ commodities derivative businesses, or businesses incidental/ consequential to such securities/ commodities derivative businesses.
- Hence, it is regulatory imperative to restructure Company's business to become compliant with the NSE Circular.
- Subject to Shareholders approval, the Board gave its consent to transfer Broking and allied business carried on by the Company as a going concern on a 'slump sale basis' to Geojit Investments Limited, wholly owned subsidiary.
- The suggested restructuring solely involves the holding company and its wholly owned subsidiary, with no impact at a consolidated level.

# Restructuring Schematic

## CURRENT STRUCTURE



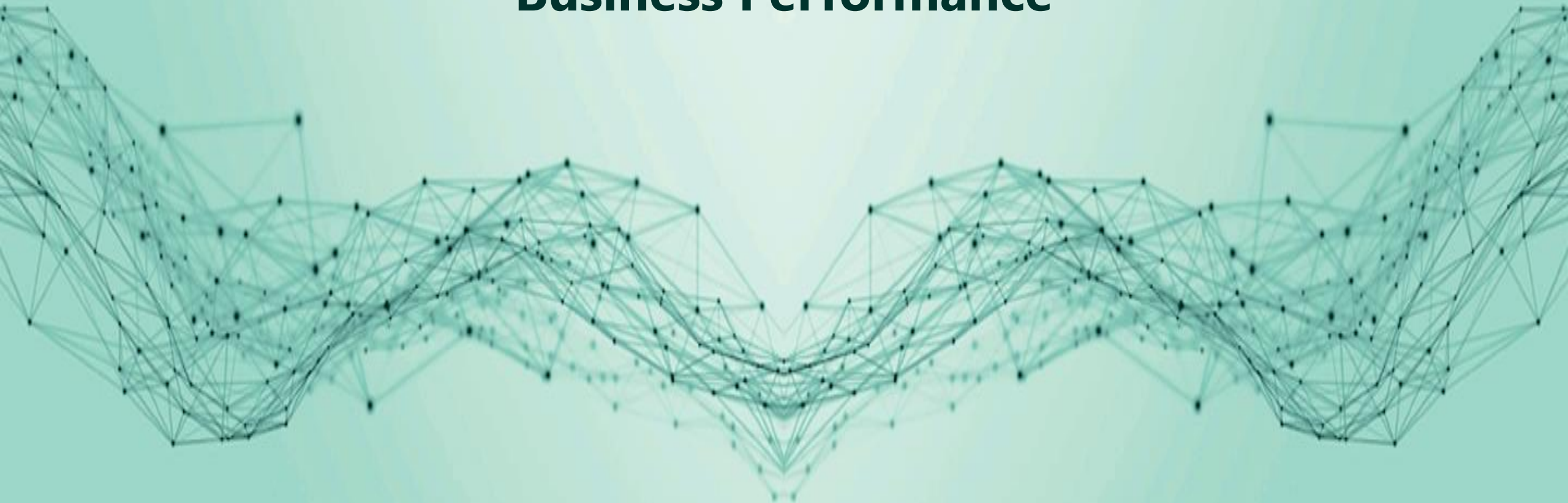
## PROPOSED STRUCTURE



GFSL will retain the "Retained Business" which would include the Distribution Business, Wealth, Investments in JVs, IFSC and PMS.



# Business Performance



# Key Performance Indicators –Q1FY24

**CUSTOMER BASE**  
**1.30 MILLION**

**BRANCH NETWORK**  
**498 OFFICES**  
**Across India & GCC countries**

**AUH**  
**Rs 61,393 crore**

**MARKET CAP**  
**Rs 1172 crore**

**NETWORTH**  
**Rs 820 crore**

**MF AUM**  
**Rs 12,489 crore**

**EMPLOYEES**  
**2667**

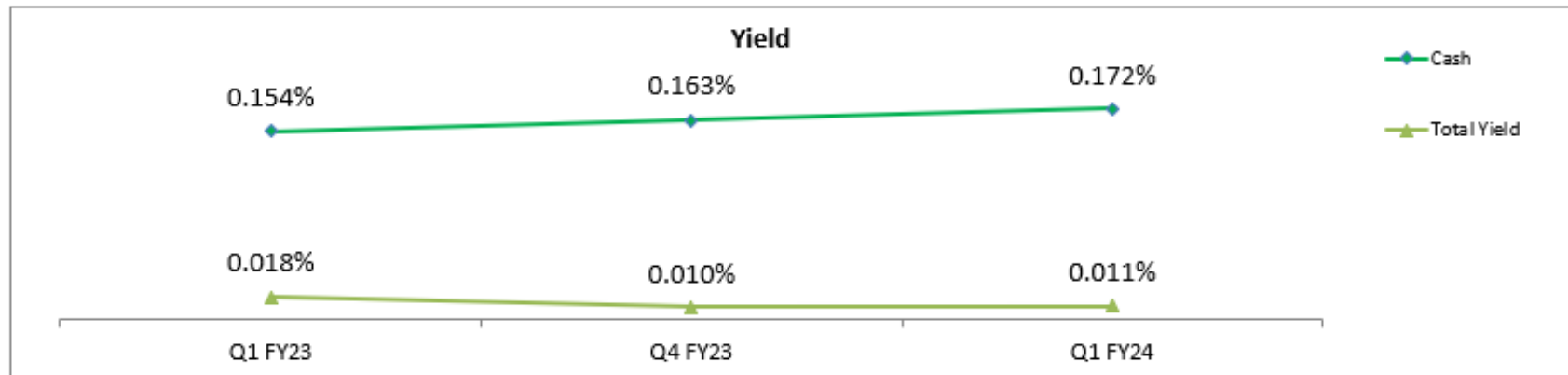
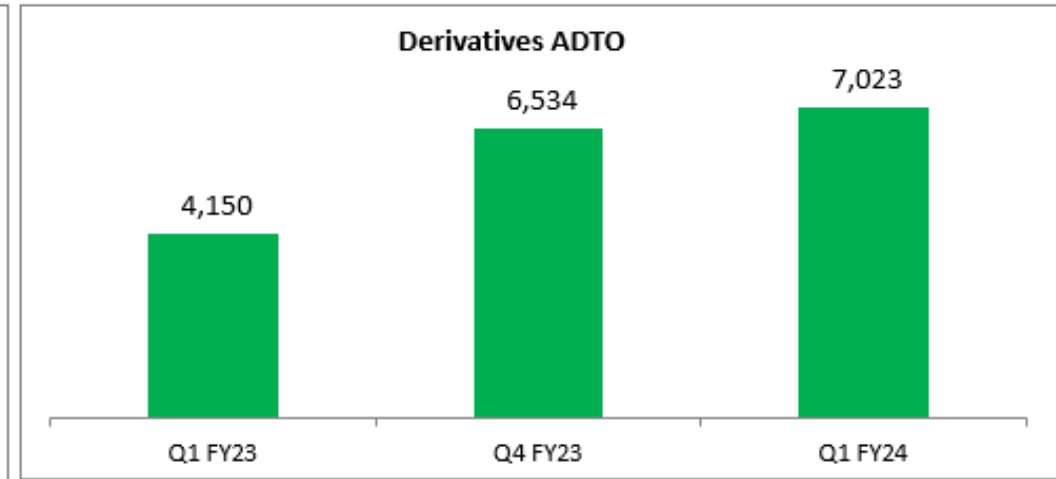
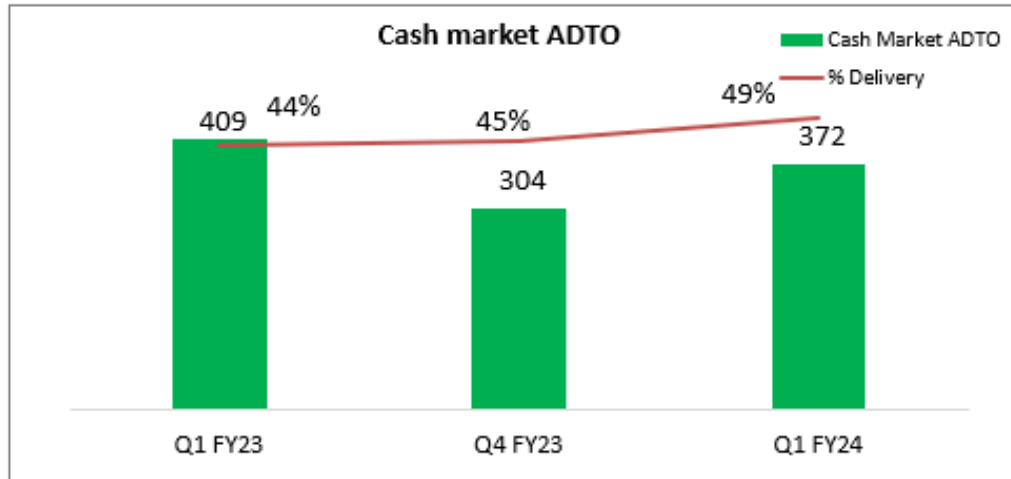
**^ TOTAL REVENUE**  
**Rs 116 crore**

- ❑ As on 30.06..2023
- ❑ ^Total Revenue for the quarter Q1FY24
- ❑ AUH means Asset under holding Equity holding (DP holding) of clients
- ❑ MF AUM -Mutual Fund Asset under management which includes AUM of Geojit clients and 100% of Barjeel clients Indian and Offshore Mutual fund AUM



# Brokerage Business

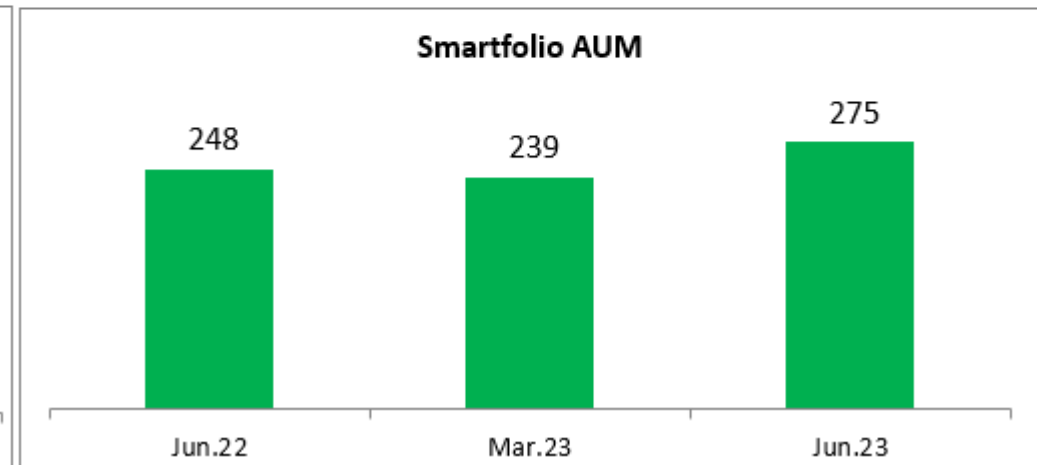
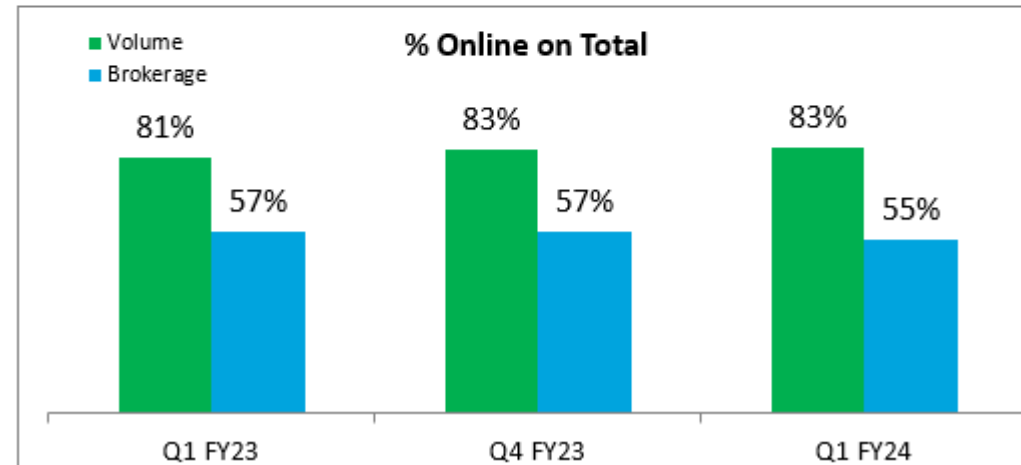
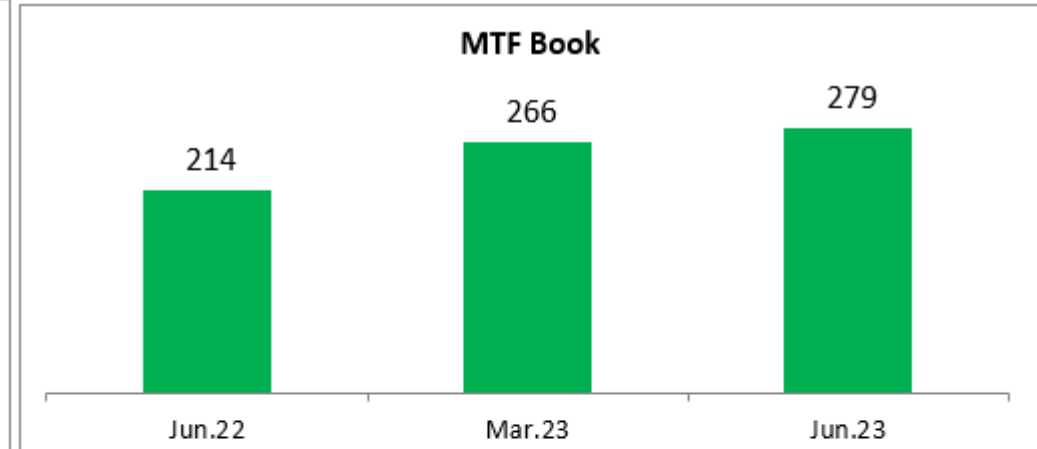
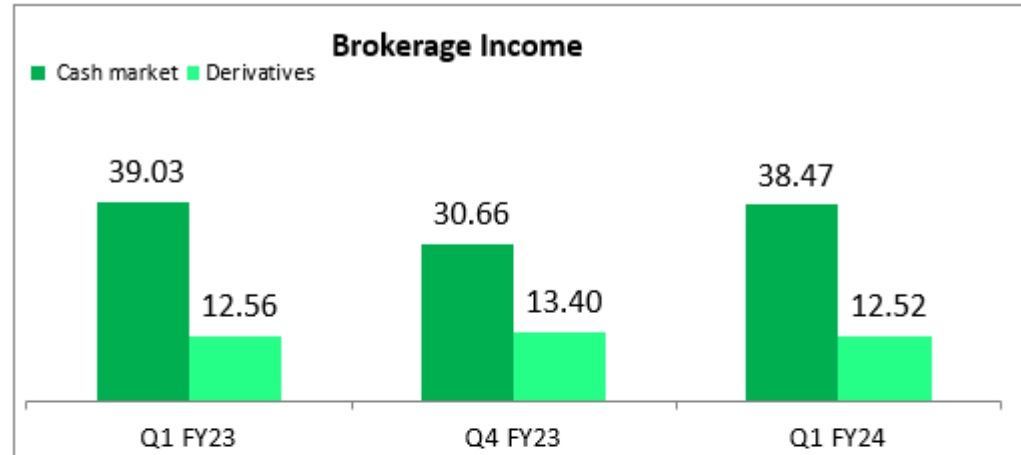
Amount in Crores



ADTO - Average daily turnover. Derivative includes Equity F&O CDS and Commodity

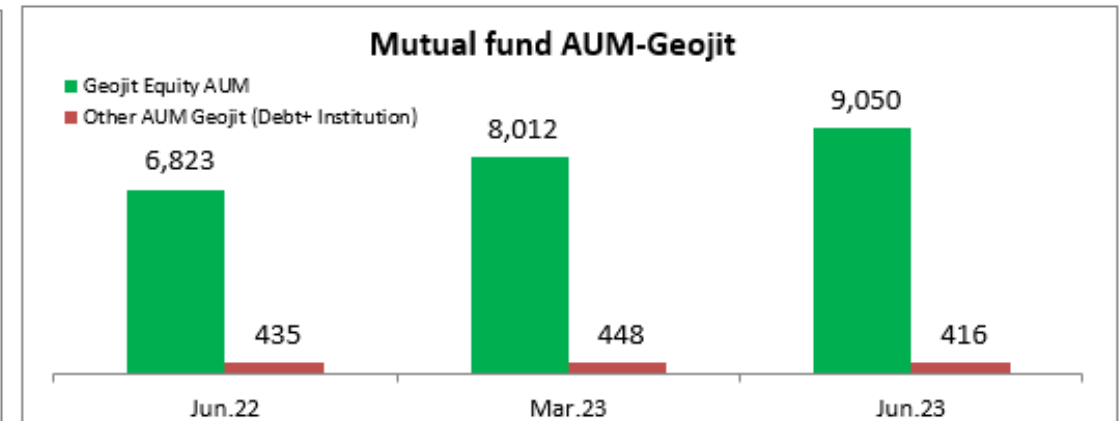
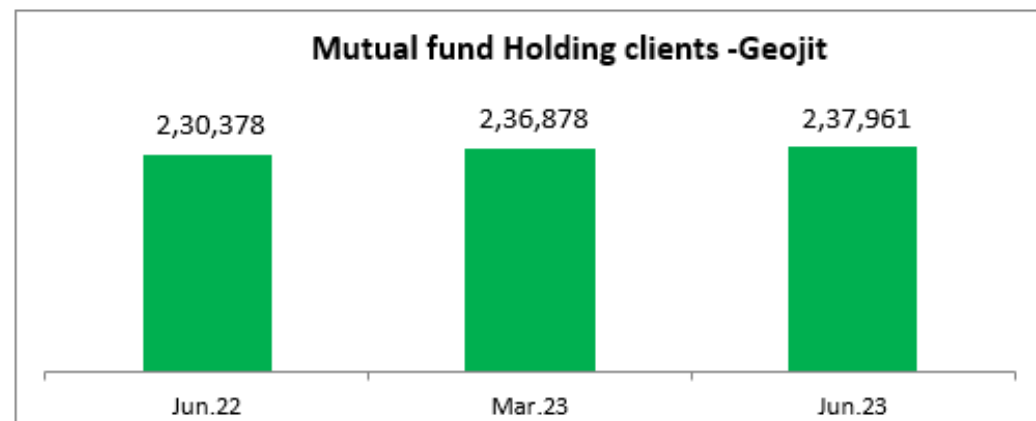
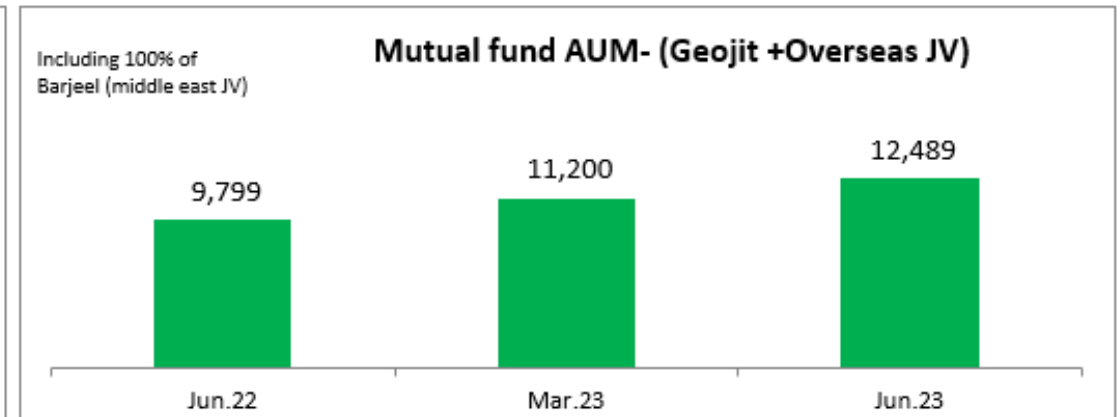
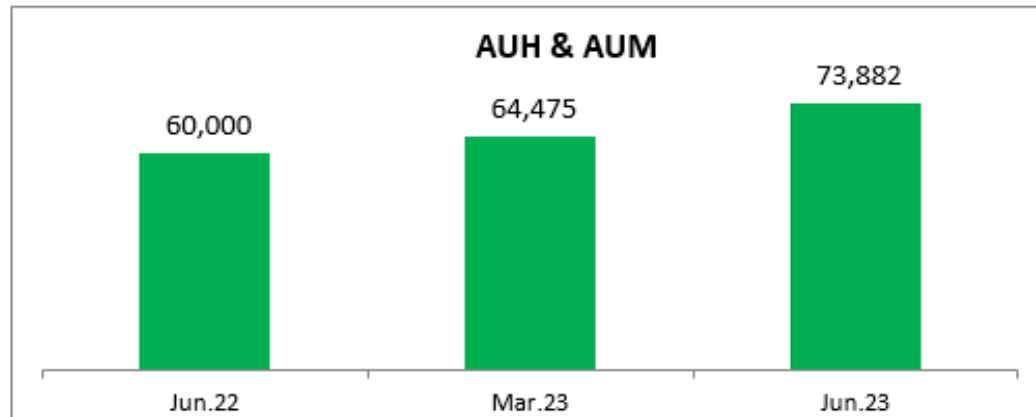
# Brokerage Income, MTF Book and Smartfolios AUM

Amount in Crores



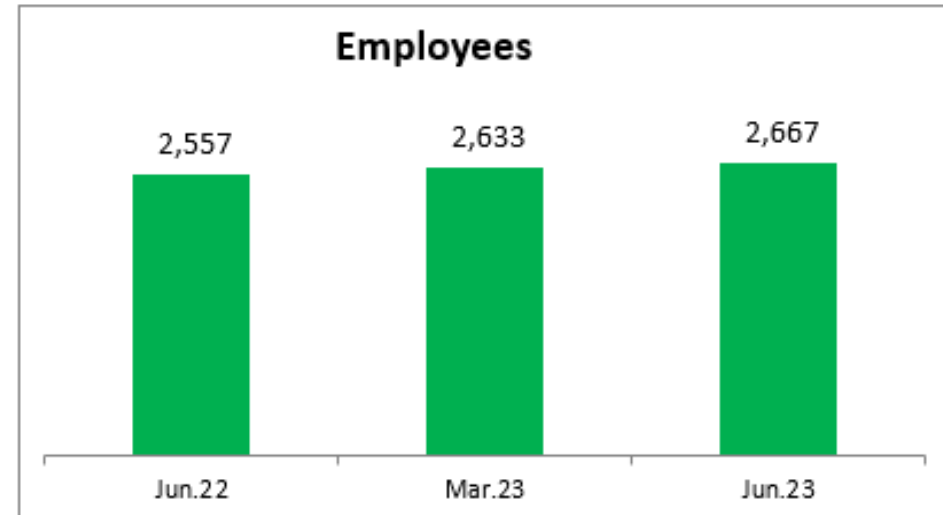
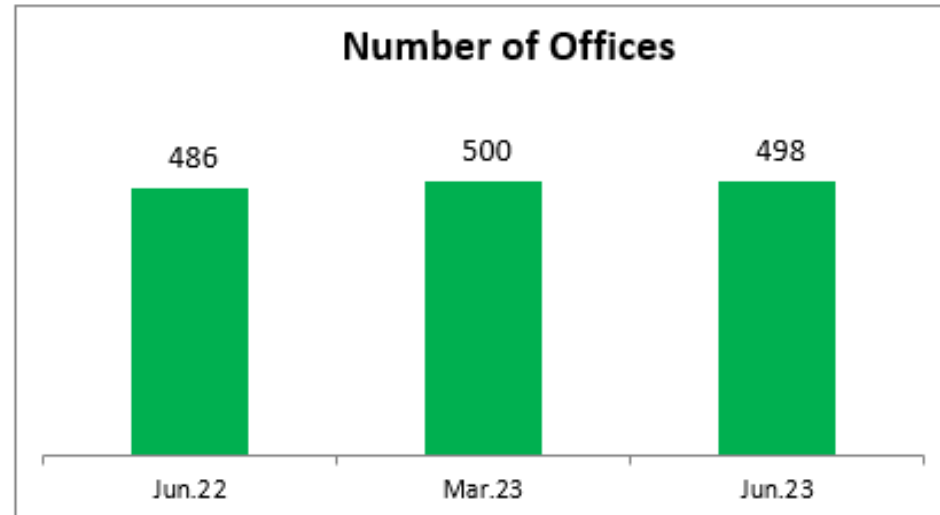
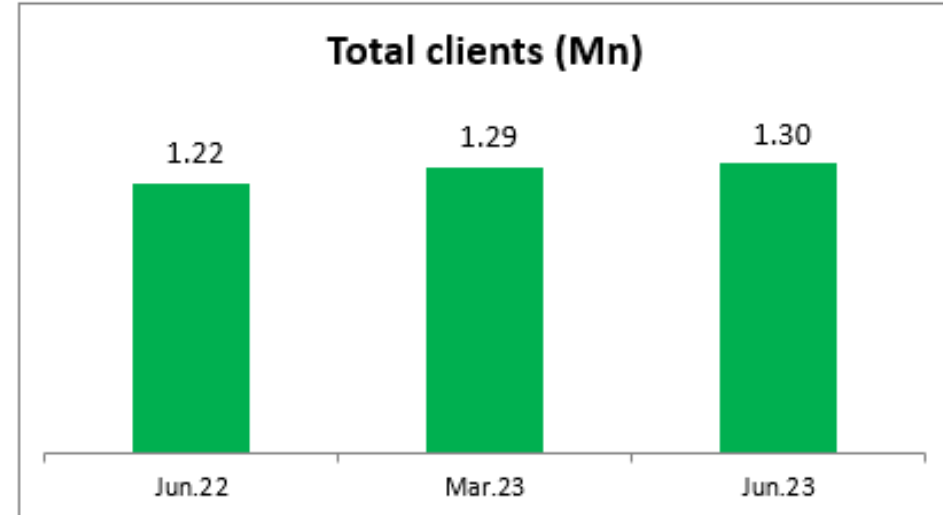
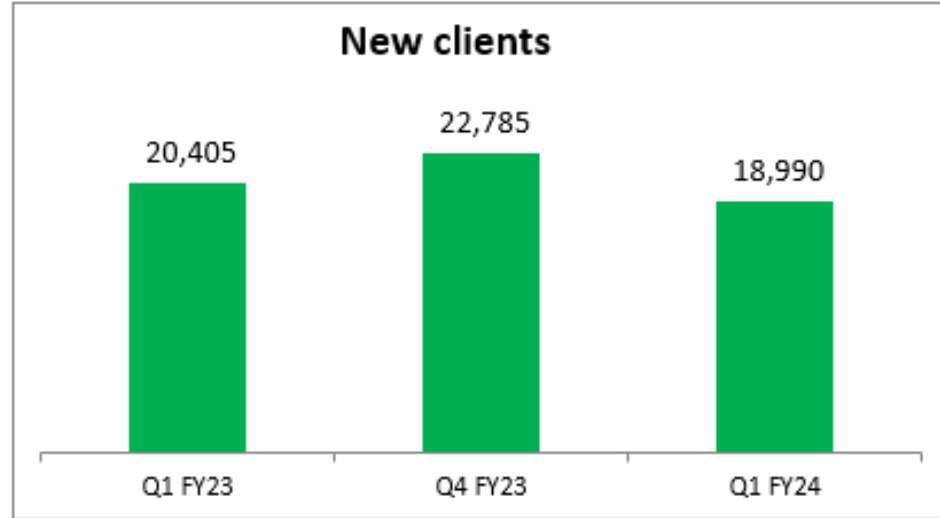
# Assets

Amount in Crores

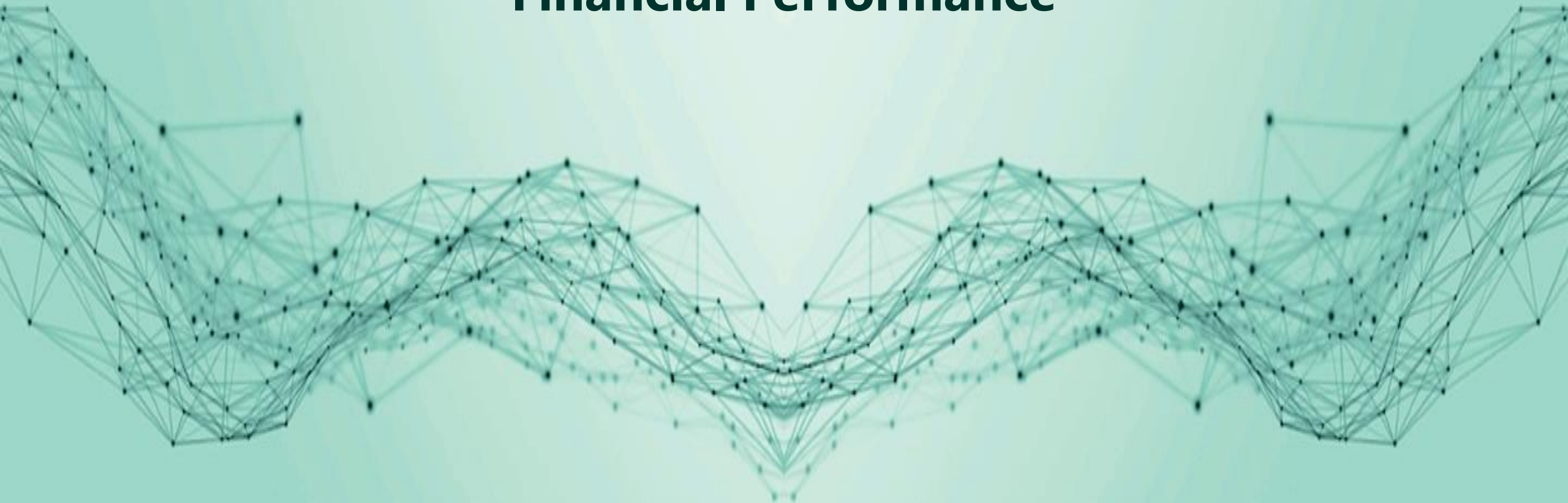


AUH – Asset under holding – Demat holding value of Geojit Clients  
 AUM – Assets under Management – Mutual Fund holding of Geojit Clients  
 Equity AUM includes Equity ,ELSS, Index funds and Hybrid funds excluding Conservative funds and Arbitrage funds.

# Client and Employee count



# Financial Performance



# Consolidated Result

Amount in Lakhs

	Q1FY24	Q4FY23	Q1FY23	QoQ growth	YoY growth
Operational income	10,985	11,082	10,188	-1%	8%
Other income	612	601	14		
<b>Total Income</b>	<b>11,597</b>	<b>11,683</b>	<b>10,202</b>	<b>-1%</b>	<b>14%</b>
Employee benefit expenses	4,417	4,480	3,504	-1%	26%
Fees and commission expenses	1,529	1,373	1,465	11%	4%
Depreciation, amortisation and impairment	722	753	677	-4%	7%
Others	2,016	2,184	1,704	-8%	18%
<b>Total Expenses</b>	<b>8,684</b>	<b>8,790</b>	<b>7,350</b>	<b>-1%</b>	<b>18%</b>
<b>PBT</b>	<b>2,913</b>	<b>2,893</b>	<b>2,852</b>	<b>1%</b>	<b>2%</b>
<b>PAT (Profit for the period)</b>	<b>2,208</b>	<b>3,015</b>	<b>2,202</b>	<b>-27%</b>	<b>0%</b>
Other Comprehensive Income	(5)	(55)	4		
<b>Total Comprehensive Income</b>	<b>2,203</b>	<b>2,960</b>	<b>2,206</b>	<b>-26%</b>	<b>0%</b>

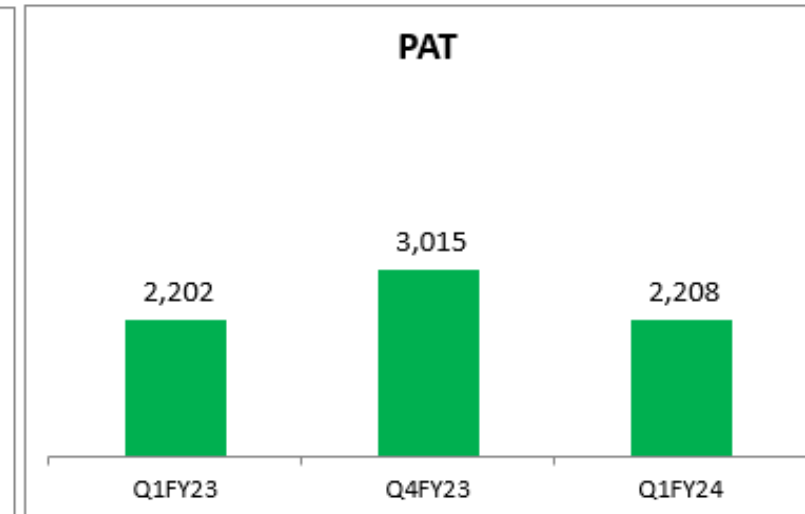
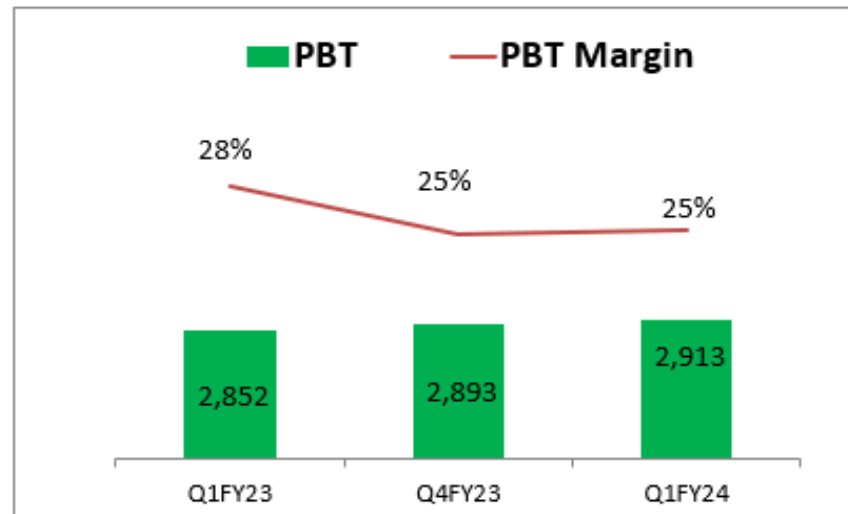
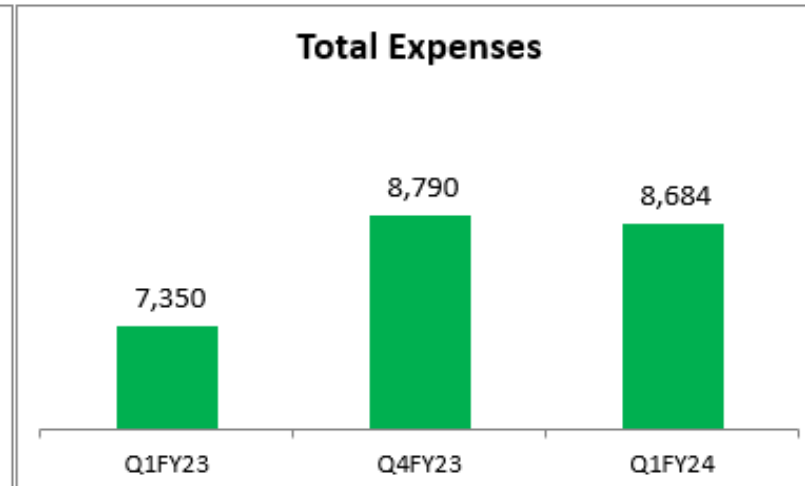
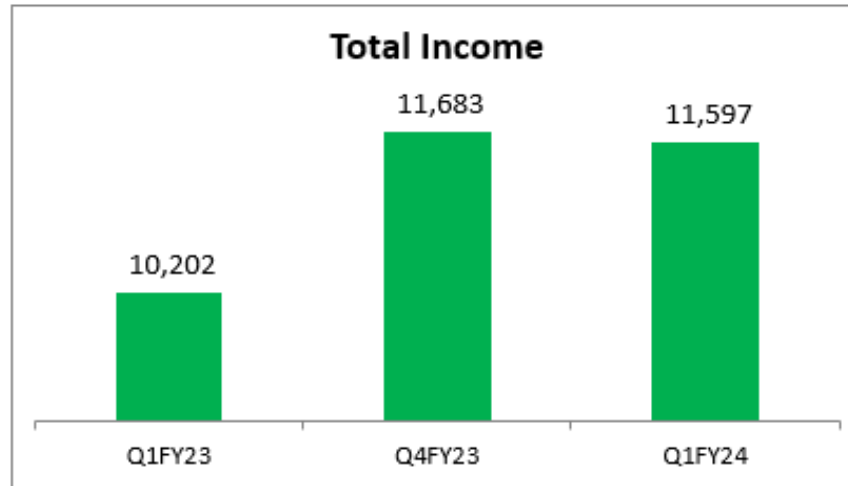
# Consolidated Revenue mix

Amount in Lakhs

	Q1FY24	Q4FY23	Q1FY23	QoQ growth	YoY growth
Equity and Equity related	6,941	6,242	6,972	11%	0%
Brokerage Services	5,084	4,398	5,154	16%	-1%
Depository Services	769	628	678	22%	13%
Interest income from Clients	1,088	1,216	1,140	-10%	-5%
Financial Product income	2,203	3,297	1,892	-33%	16%
Mutual fund distribution	1,871	1,838	1,613	2%	16%
Insurance distribution	266	1,308	204	-80%	31%
Other distribution income	66	151	75	-57%	-13%
Software Income	270	213	269	27%	1%
Other operational income	1,571	1,330	1,055	18%	49%
<b>Total Operational income</b>	<b>10,985</b>	<b>11,082</b>	<b>10,188</b>	<b>-1%</b>	<b>8%</b>
Non operational Income	612	601	14	2%	4360%
<b>Total income</b>	<b>11,597</b>	<b>11,683</b>	<b>10,202</b>	<b>-1%</b>	<b>14%</b>

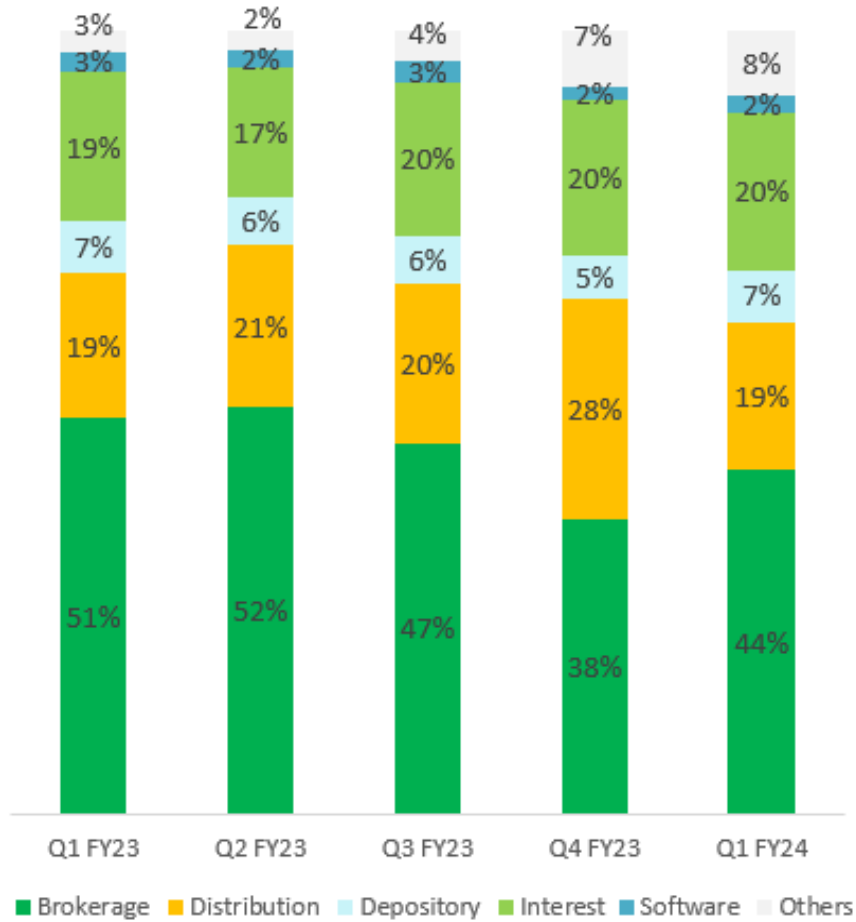
# Financial Trend

Amount in Lakhs

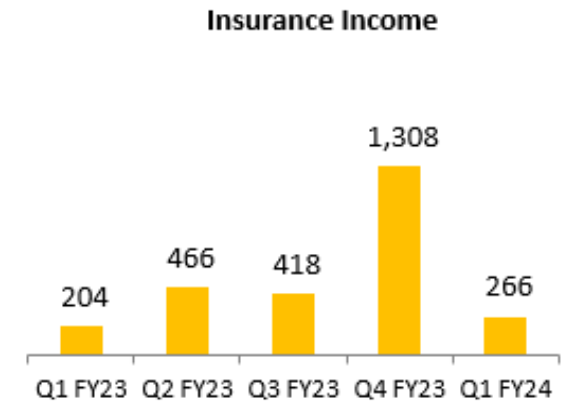
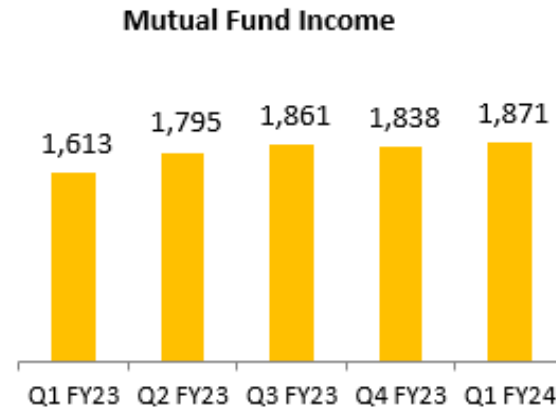
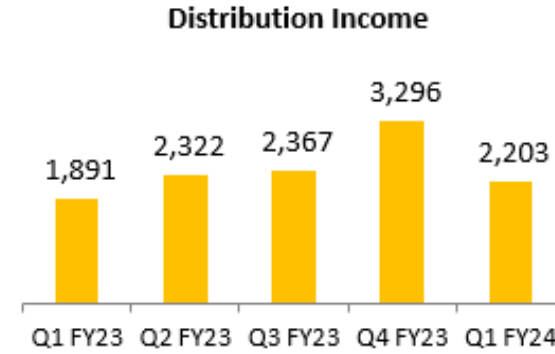




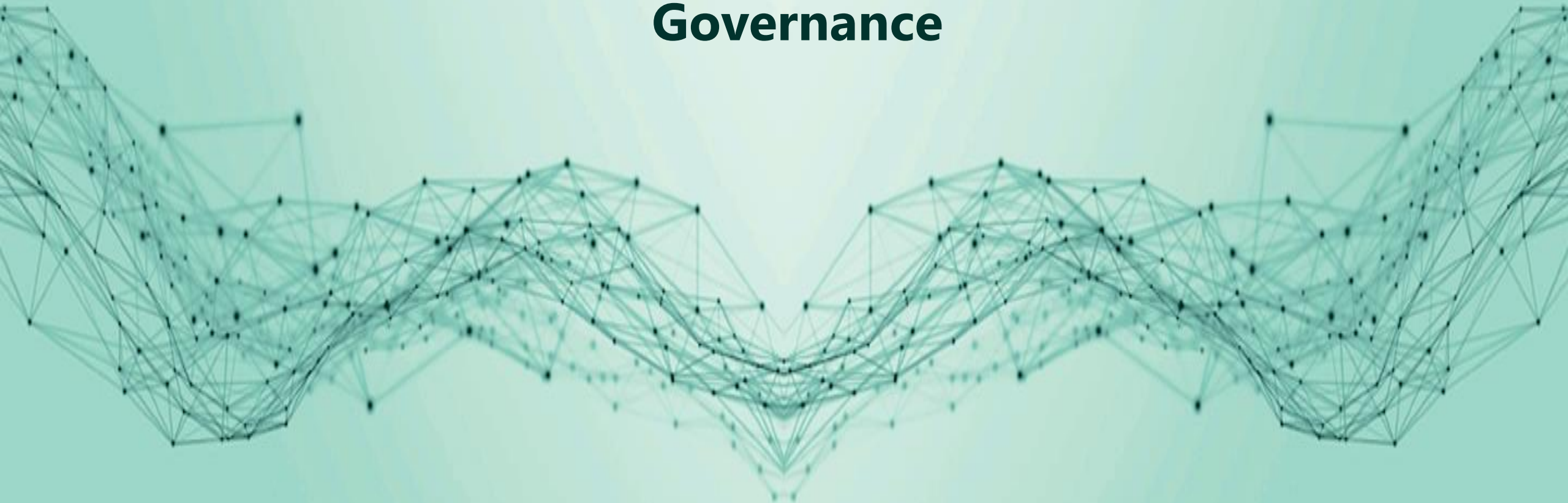
# Revenue Mix



Amount in Lakhs



**Environment  
Social  
Governance**



# ESG – 3 Non-Financial Parameters

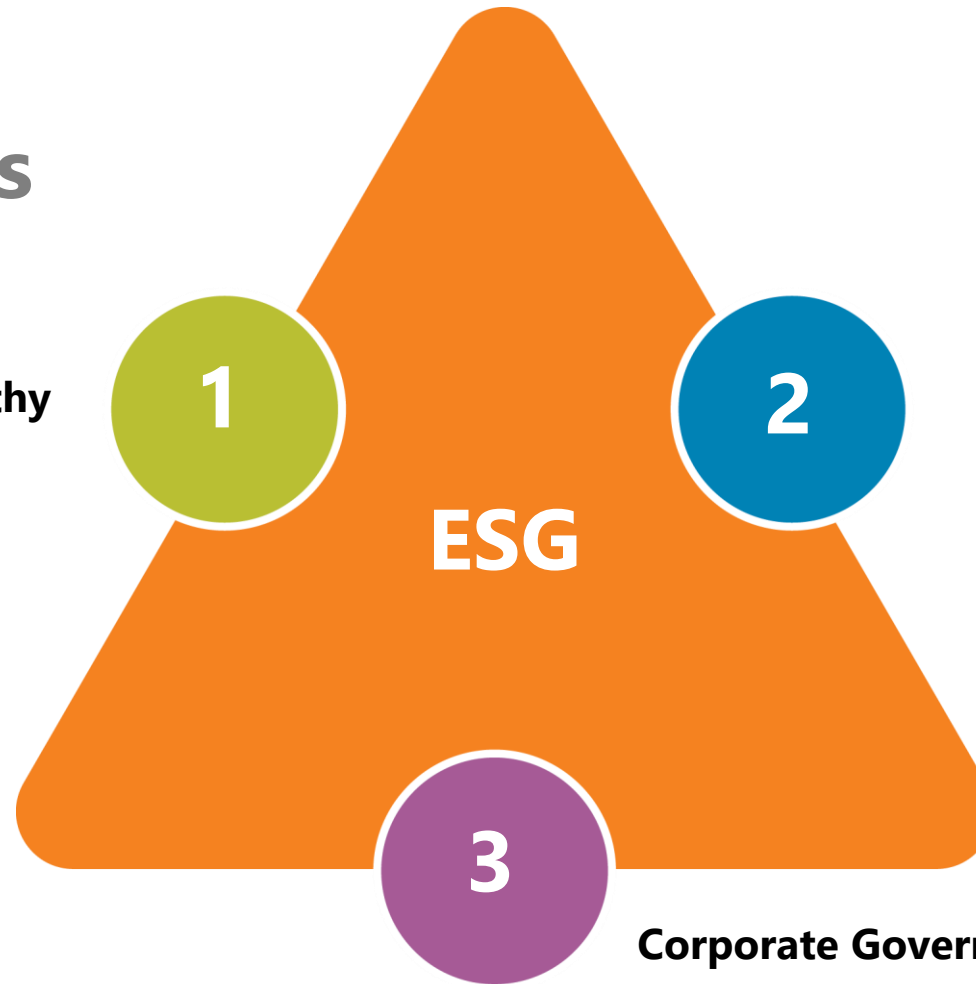
**Geojit is committed towards fulfilling the ESG parameters**



# ESG - our commitments

## Environmental Empathy

- Waste Management
- Conserve Energy
- Conserve Water
- Prevent Pollution
- Address Climate Change



## Social Responsibility

- Quality Products & Services
- Gender Equality
- Woman Empowerment
- Labor Welfare and Rights
- Donation to Social Causes

## Corporate Governance

- Efficient Management
- Ethical Practices
- Strong Internal Controls
- Ensure No Fraud/Illegal Activity

# ESG – our commitments

## Social Responsibility

- ✓ Senior Management Remuneration linked to growth, sustainability and profitability of business with focus on safety and capital management
- ✓ Formula-based plan based on pre-established performance driven metrics
- ✓ To discourage any hard selling of Intraday trading and F&O trading , we reduced the incentive given to Dealers by 50% on such offline business
- ✓ Our Ethics Committee has majority of independent members whose approval is a must for launching any sales contest/campaign to have a check on mis-selling

## Environmental Empathy

- ✓ Greening of Supply chain by integration of ESG aspects in vendor selection and assessment
- ✓ Strategic partnership and development of local vendors
- ✓ Our 100000th sq ft Corporate building is certified as Gold category by Indian Green Building Council.
- ✓ We have waste water treatment plant in our head office building

E

S

G

## Governance

- ✓ 50% of the Board comprises of Independent Directors
- ✓ Board Committees comprise of majority Independent Directors
- ✓ Audit Committee headed by Independent Director

# ESG – Geojit's performance snapshots

**E**

- Green Building accreditation for Corporate office
- Care and protect Biodiversity
- Support low carbon economy
- Water consumption reduction initiatives
- Pollution control
- Conserve non-renewable energy

- Undertake CSR activities in fields of women empowerment, education and health
- Dedicate 2% of our profit for social causes
- Prioritizing a lean, flexible, and highly-engaged workforce
- Diversified pool of talent with due representation of local population
- Inclusive growth of staff along with the organization
- Ensuring safety and well-being of employees/workers

**S**

**G**

- Active oversight from Board of Directors
- Dedicated Board-level Corporate Responsibility Committee
- Executive compensation aligned with ESG metrics
- Highest level of ethical and legal conduct in all business activities
- Zero tolerance for fraud from employees and business associates
- Continuously striving to embrace evolving stakeholder and customer expectations and implement best practices



# THANK YOU

**GEOJIT FINANCIAL SERVICES LTD.**

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