

REF: CIL/CC/56/2024-25

October 22, 2024

To,

The Department of Corporate Services,

The BSE Limited, P. J. Towers, Dalal Street,

Mumbai- 400 001

To,

The Department of Corporate Services,

The NSE Limited

5th Floor, Exchange Plaza Plot No. C/ 1, G Block,

Bandra - Kurla Complex,

Bandra (East), Mumbai - 400 051

Scrip Code: 531358

Scrip Code: CHOICEIN

Sub: Investor Presentation

Please find enclosed a copy of Investor Presentation on the Un-Audited Financial Results of the Company for the Quarter & Half Year ended September 30, 2024.

Kindly take the above document on your record.

Thanking You,

Yours Truly,

For Choice International Limited

Karlshma Shah

(Company Secretary & Compliance Officer)



Company Overview



One of the leading financial conglomerates with over a decade's expertise providing tech-led services

Business Footprint & Expertise

Financial Growth Snapshot (CAGR FY 21-24)



Branch Offices	Project Offices	Clientele	In-House Tech Experts	Choice Business Associates	Team Strength	
168	51	1.1 Mn+	220+	44K+	5.4K+	

Our Diversified Financial Offerings

Stock	Wealth	Insurance	MSME	Government	Investment
Broking	Products	Distribution	Lending	Advisory	Banking



Core Competencies

PAN India Institutional & Retail Priority Sector Gov	ernment Tech Enabled Fintech Ecosystem
	in lech Lindbied Tilliech Leosystein
Presence Research Desk Lending Part	nerships Operations with Human Touch

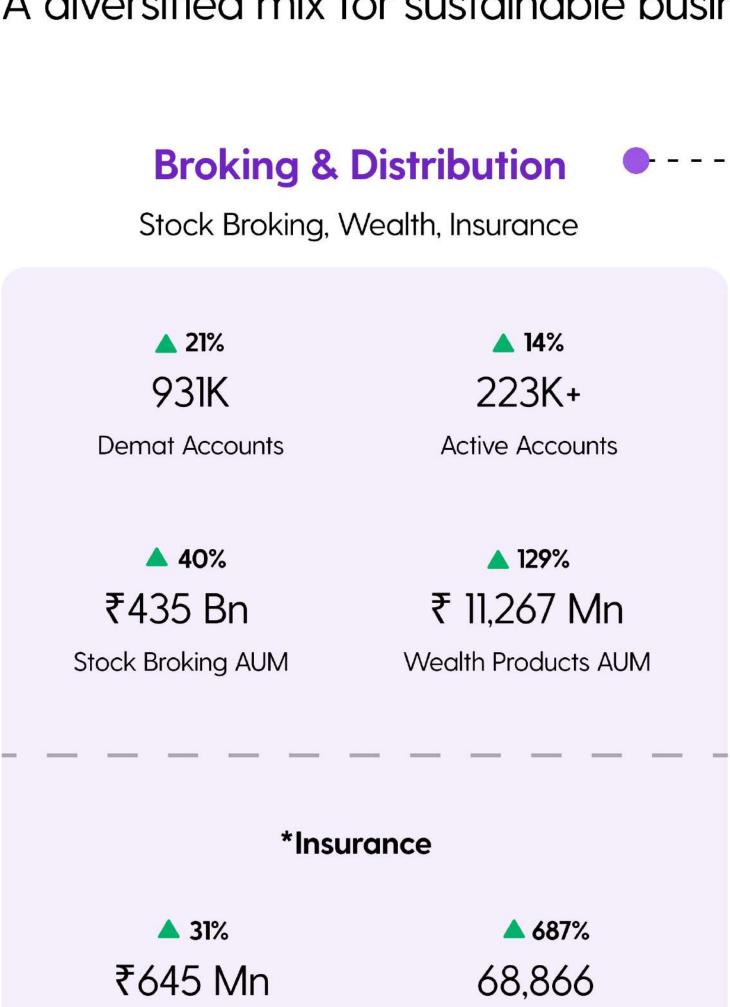
PAT



Key Highlights

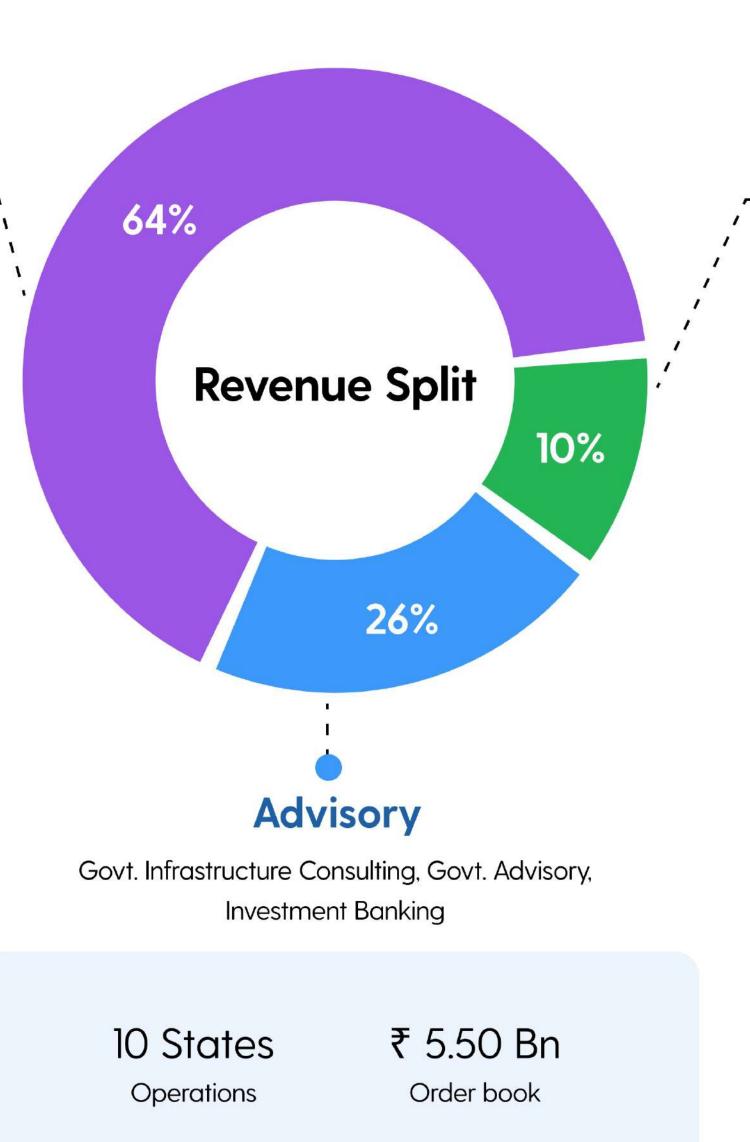


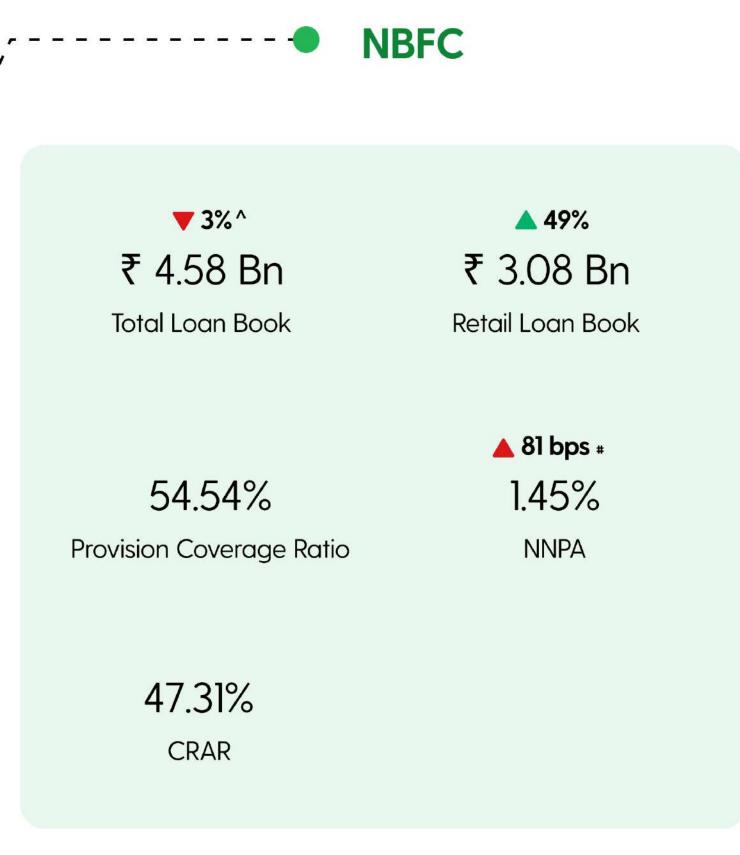
A diversified mix for sustainable business



Insurance Premium

No. of Policies sold



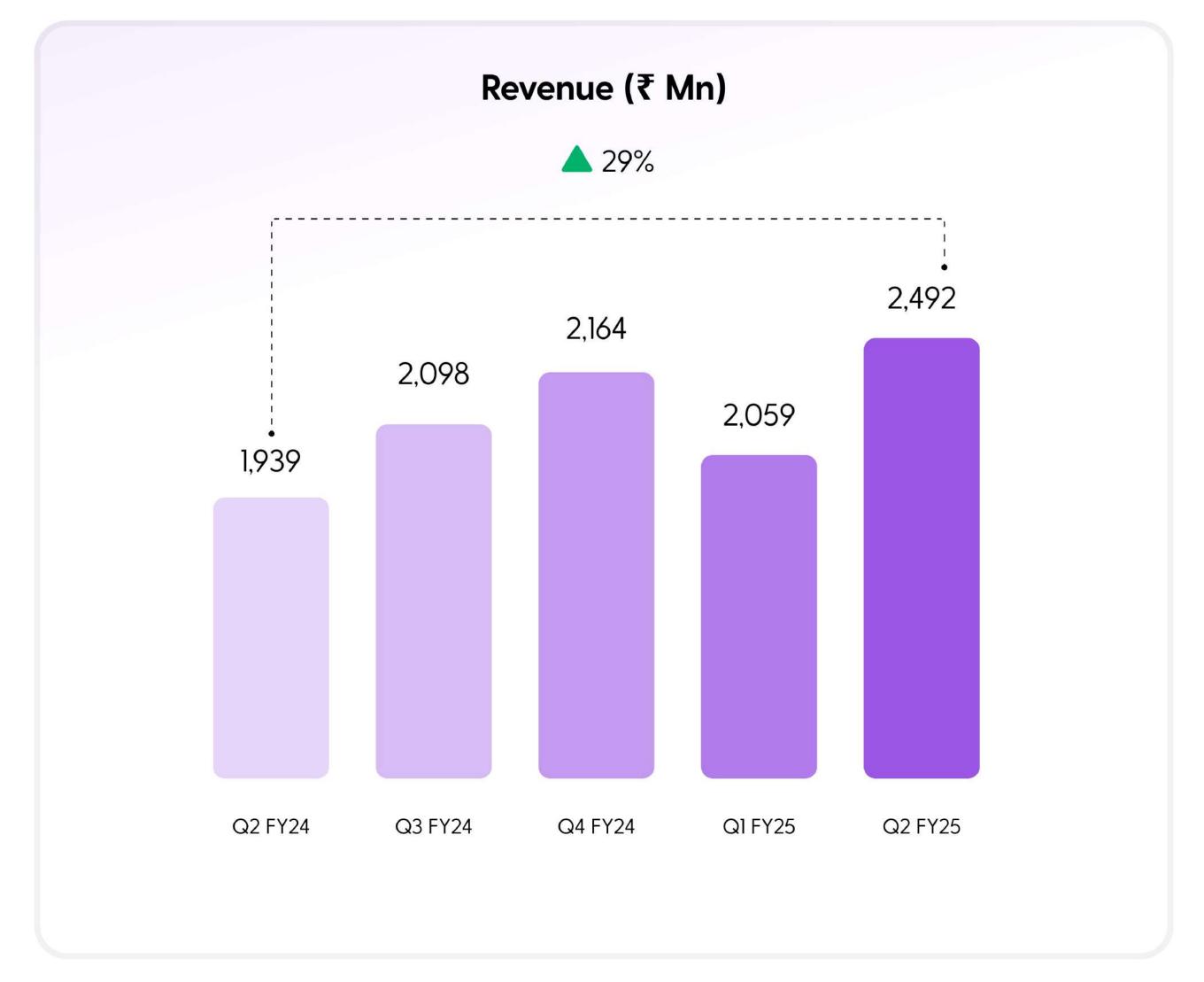


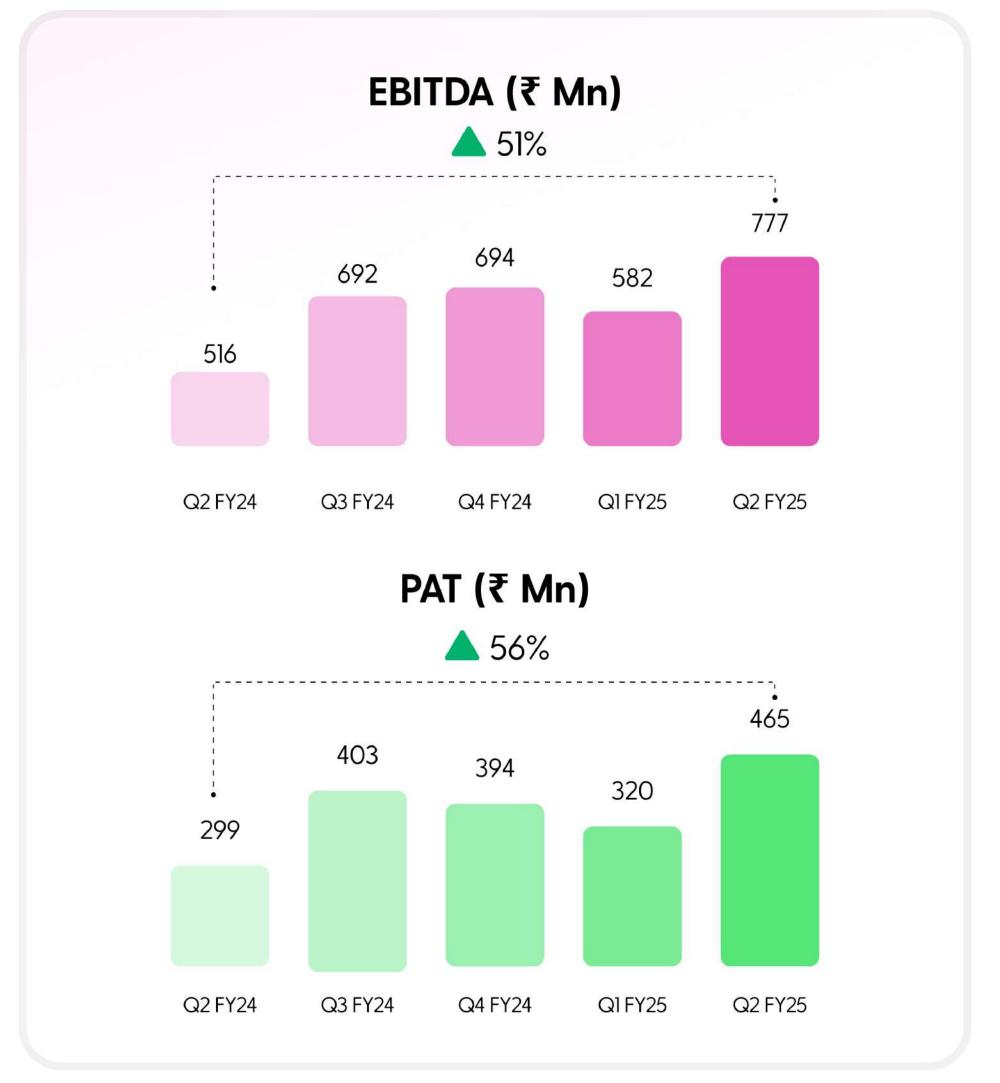
- NSE Active UCC list as on 30th September 2024
- Arrows and figures indicate YOY change
- *Numbers are for Q2 FY25

#Increase is due to seasoning of Retail Loan Book (Refer NBFC slide)
^Due to downsizing of Wholesale Loan Book

Q2 FY25 Highlights

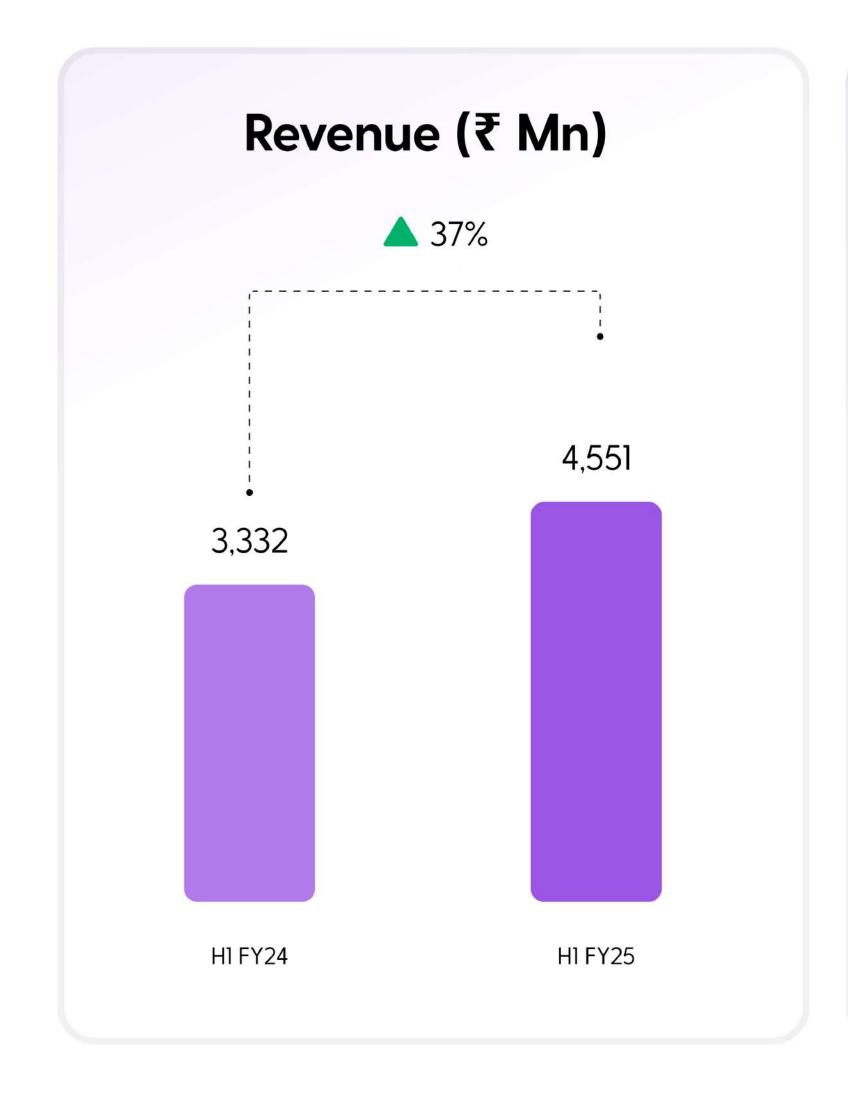


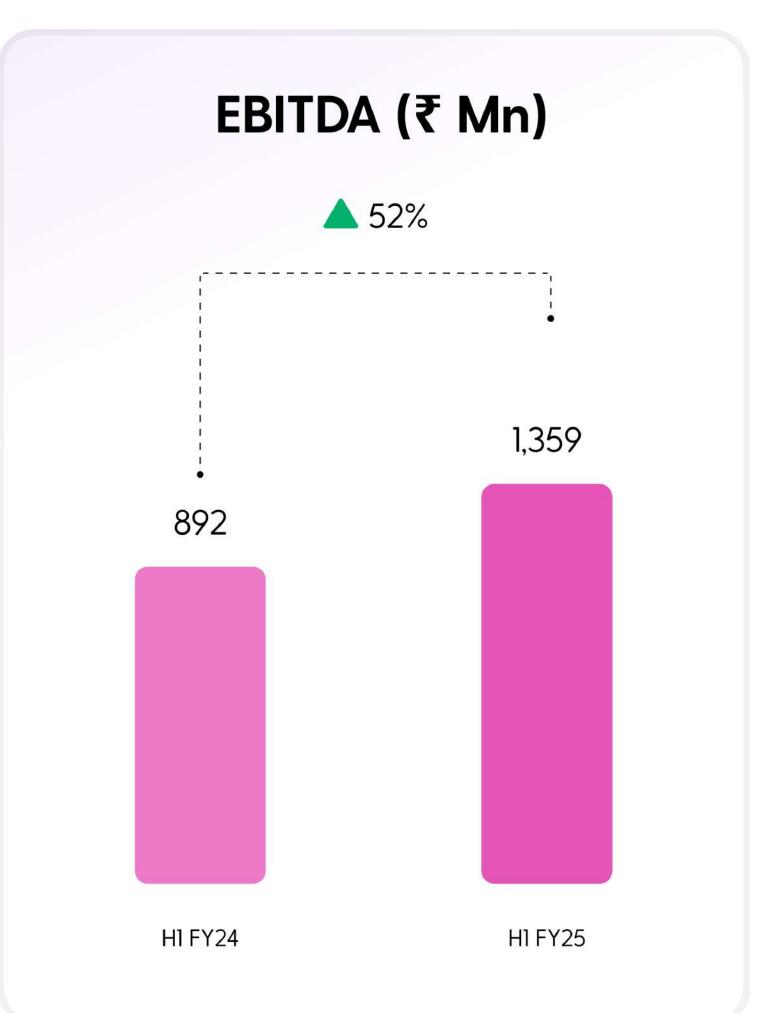


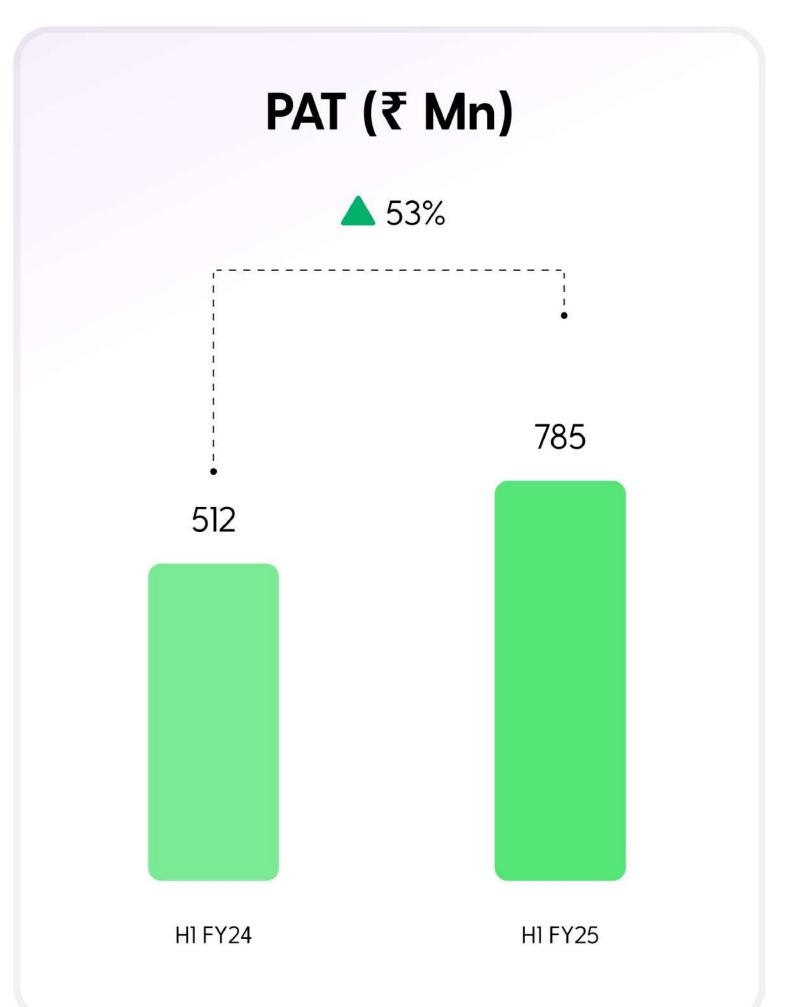


H1FY25 Highlights



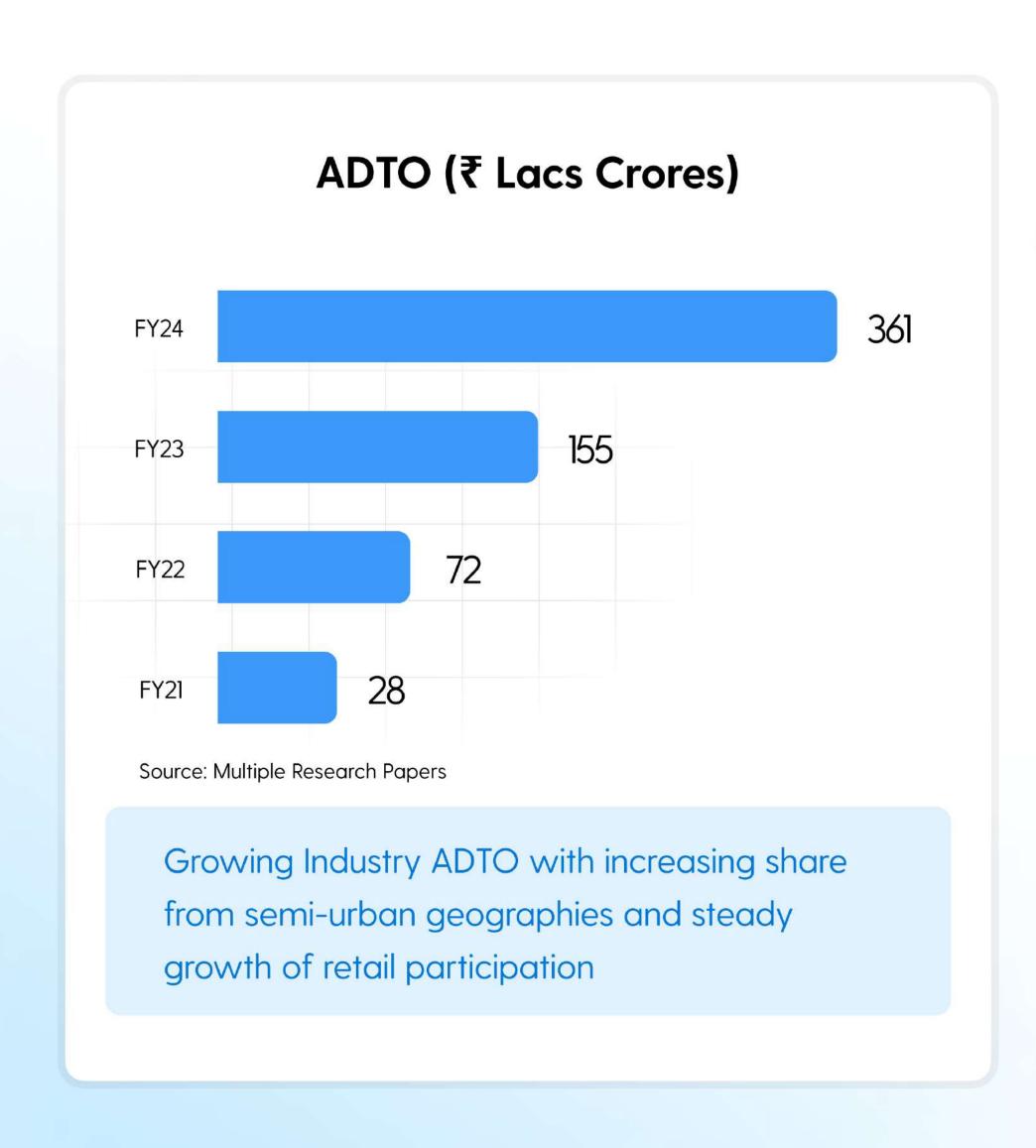






Stock Broking - Industry Overview





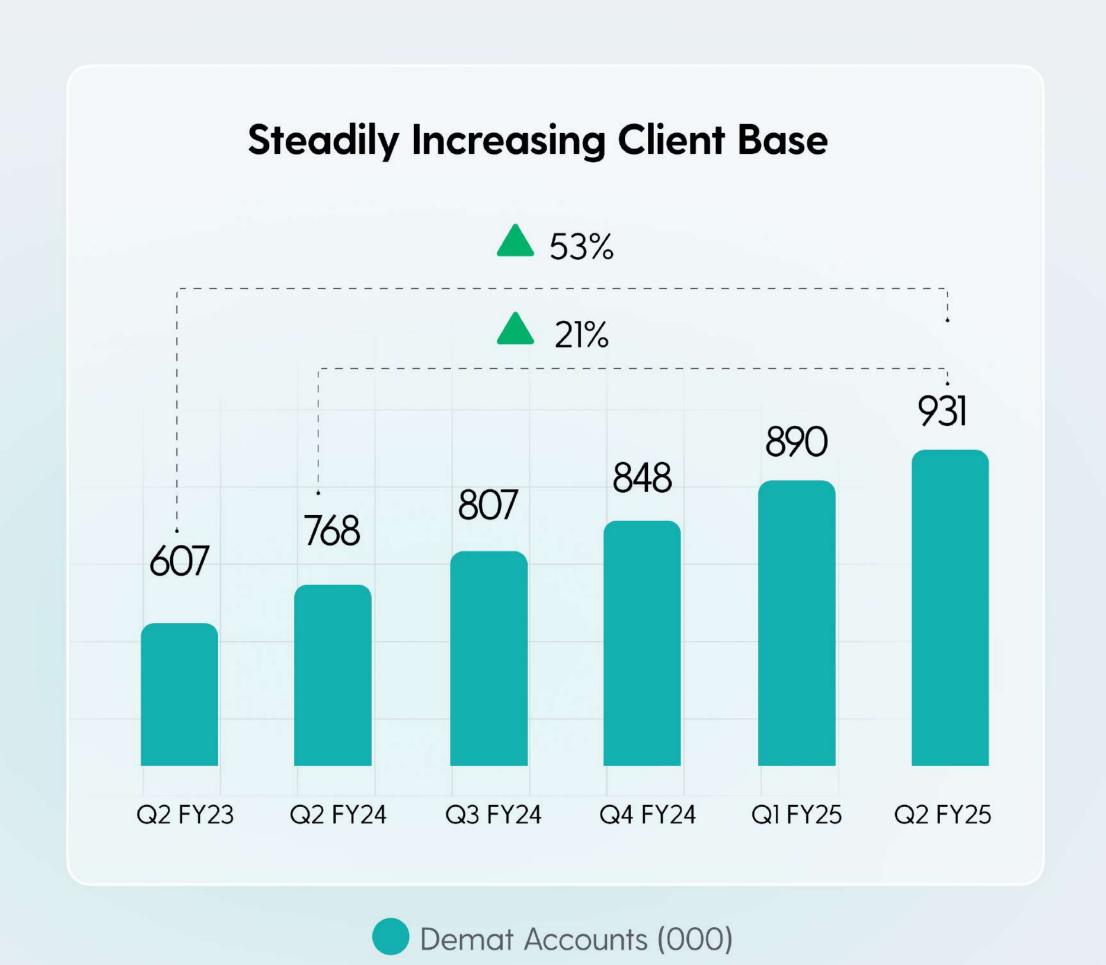


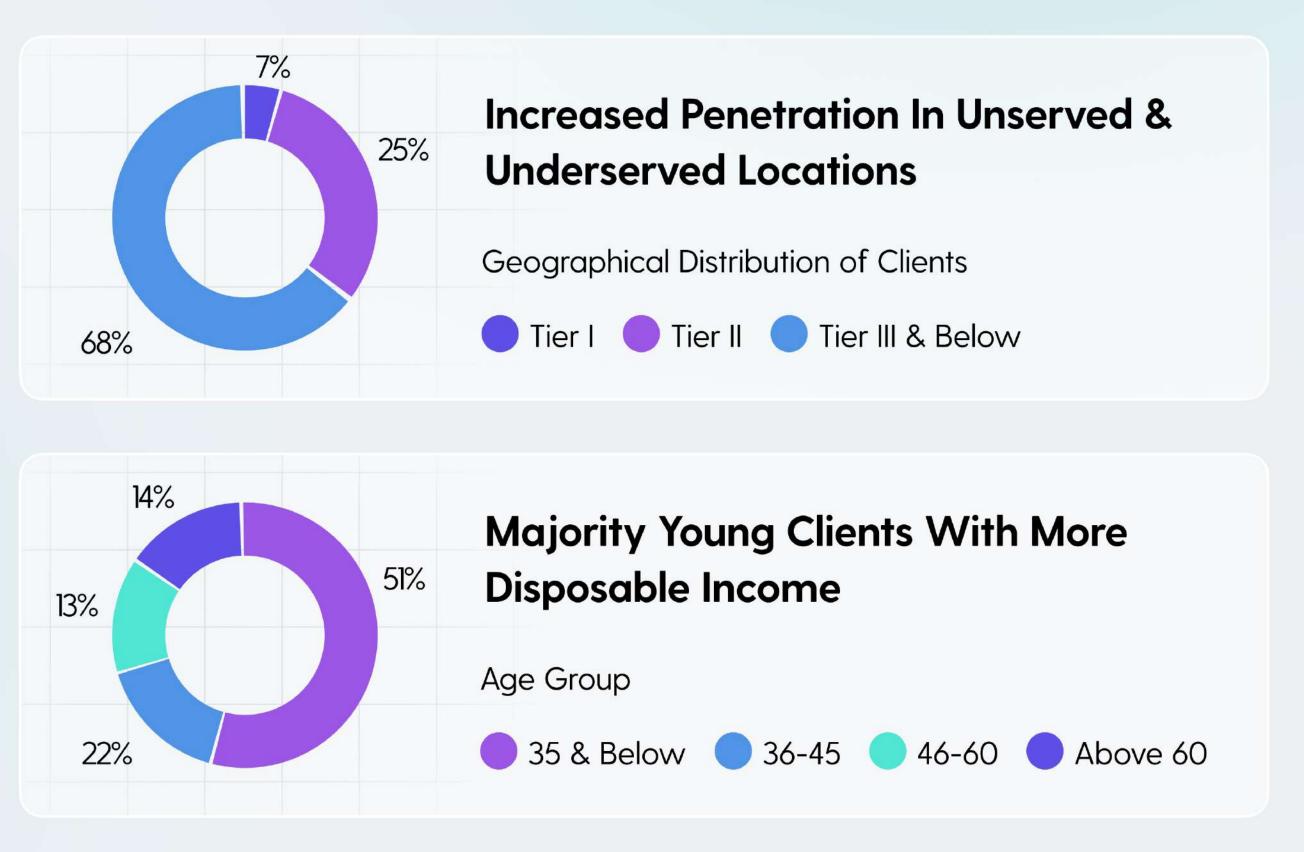
Beneficial for Choice, being industry leader with:

- Enhanced Revenue Streams through diversification
- Cross Sale Capability with low client acquisition cost
- Focused on Tier 3 & below geographies with physical presence on ground
- Technology at core for increased operational efficiency
- Focus on Value Added Services like Wealth Products Distribution, Research, Advisory and Financial Planning to maximize Customer Engagement.

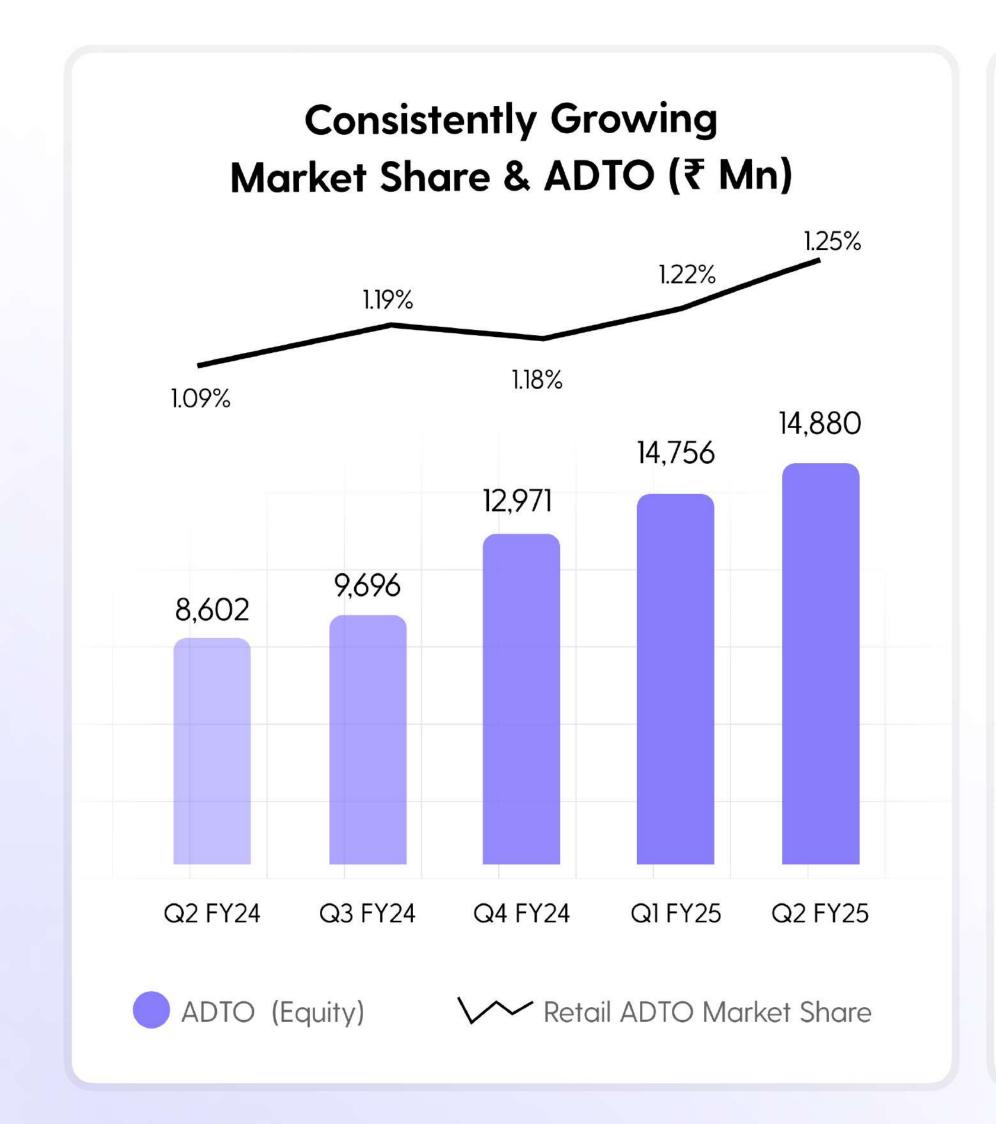
Choice
The Joy of Earning

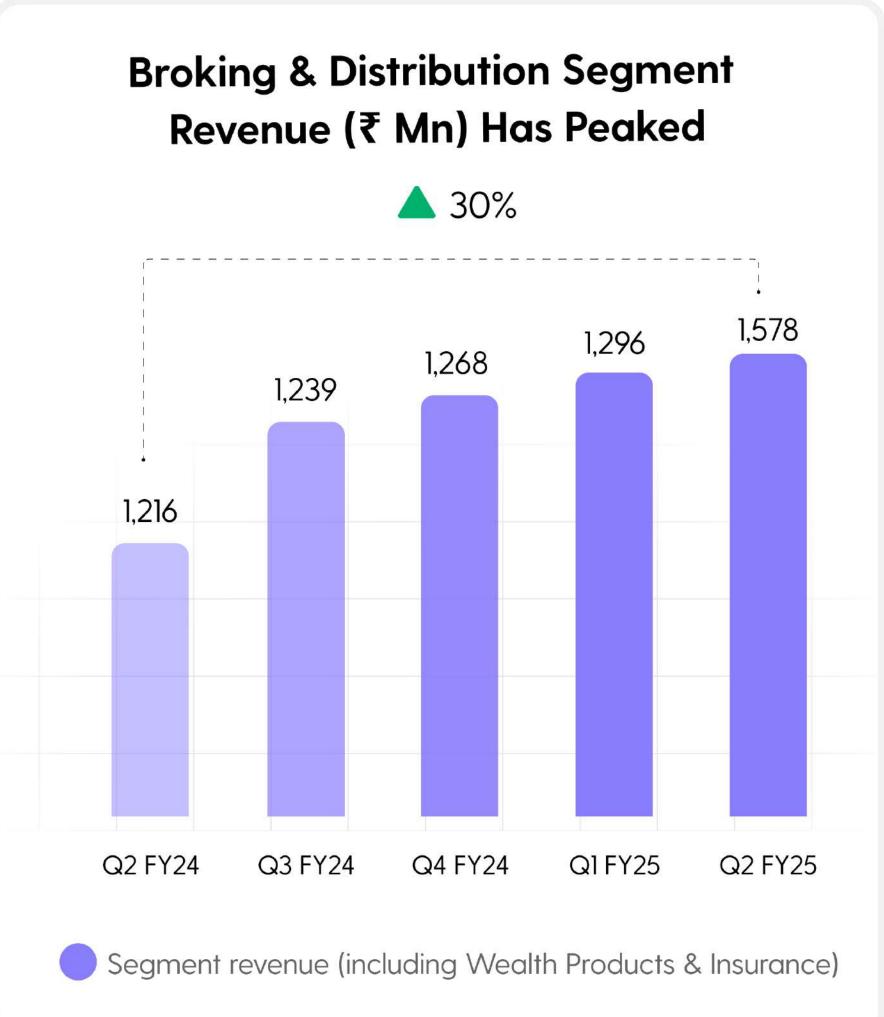
Expanding our PAN India reach and client demographic



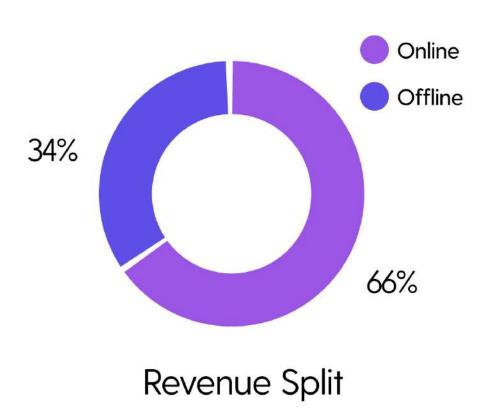




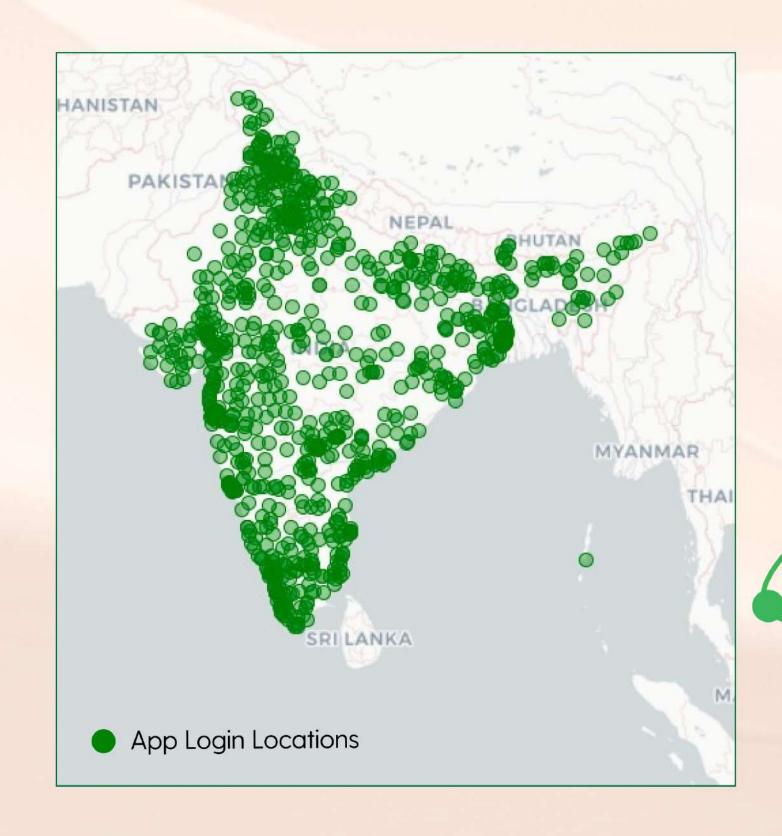


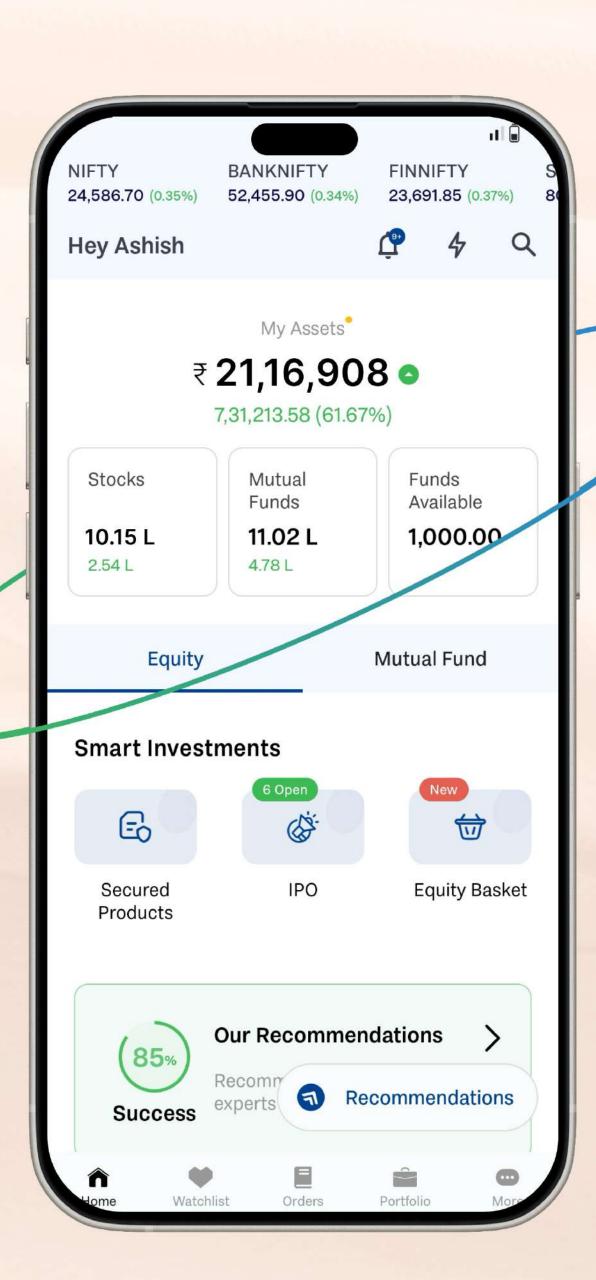












36 Mn+
API requests
served per day

1.76 Mn+
App Downloads

- Simple User Interface
- Recommendation
- ✓ In-app Curated Baskets
- ✓ Diverse Investment Products
- Multi-Lingual App
- Algo Trading



Simple User Interface, In-app Curated Baskets, Diverse Investment Products

Plan my Investments

We are pleased to announce the Plan My Investments feature, which enables users to automatically plan and optimize mutual fund investments with ease. It provides personalized expert recommendations tailored to meet unique needs based on risk preferences.

Improved Investment Journey in Mutual Funds

We have enhanced our existing journey for mutual funds, which now shows estimated returns, reduces steps, and enhances decision-making.

Portfolio Insights in Mutual Fund Holdings

We have introduced Portfolio Insights in mutual funds, focusing on providing a comprehensive overview, performance metrics, and actionable insights.

Corporate Event Tag

We are pleased to announce the Corporate Event Tag in the watch-list and Portfolio sections, which helps improve user awareness of important events, aids in timely decision-making, and assists in managing portfolios effectively.

Chatbot Implementation

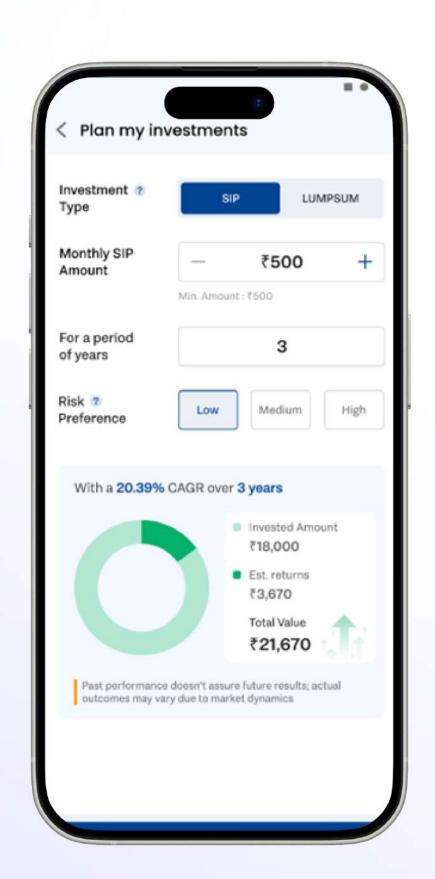
We have implemented a chatbot for instant support, offering quick and efficient customer service. This reduces response times and enhances the user experience by providing immediate access to information and clarifications on reports and investment updates.

UPCOMING ENHANCEMENTS

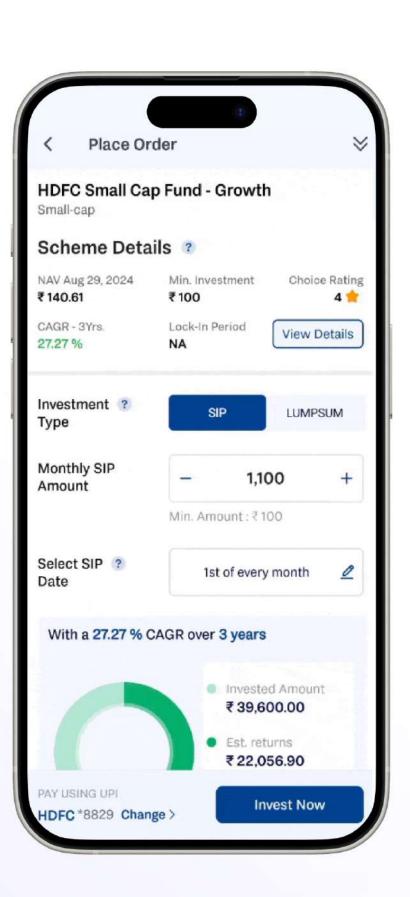
- Cover Orders
- Customisation based on user behaviour
- · Simplified auto-pay journey
- Family mapping feature



Simple User Interface, In-app Curated Baskets, Diverse Investment Products

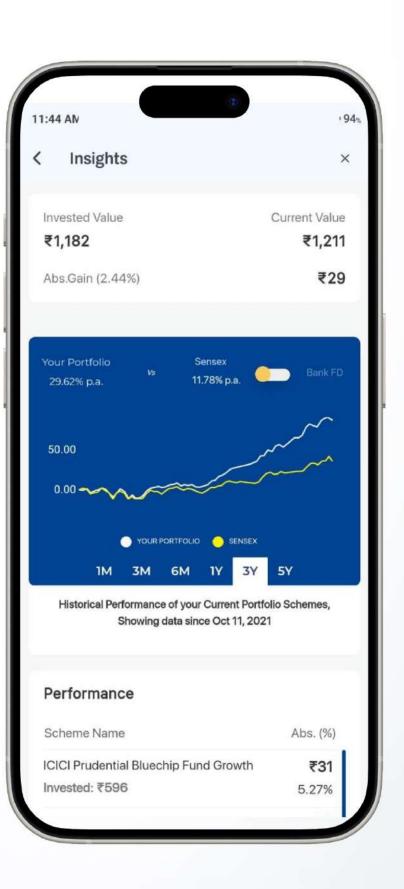


Plan My Investments

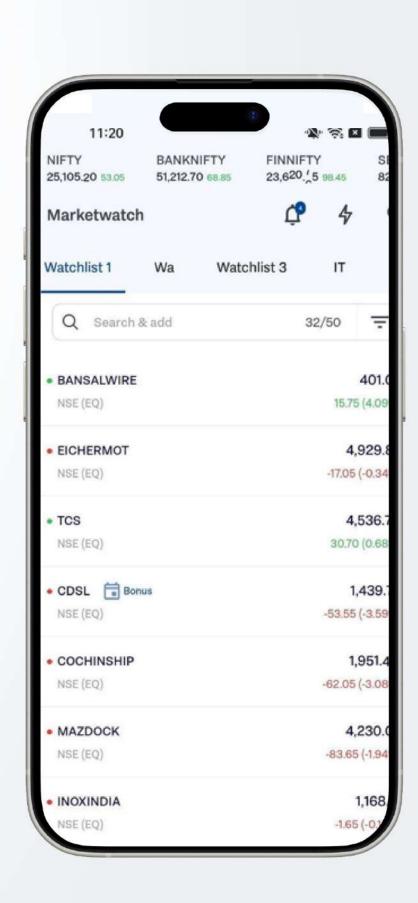


Improved Investment

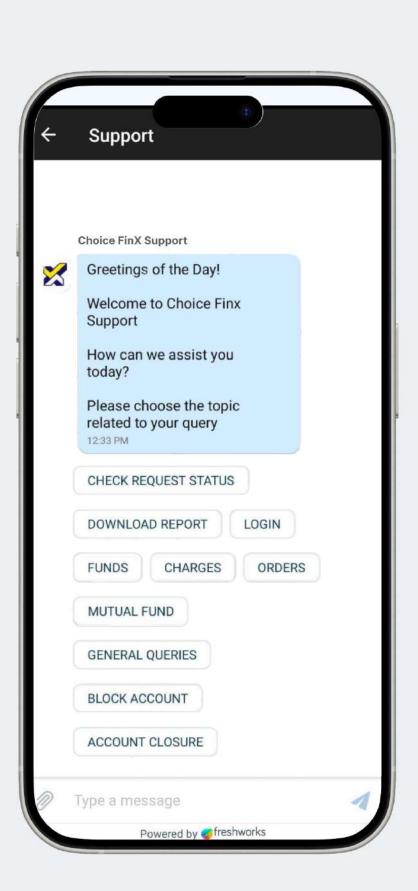
Journey in Mutual Funds



Portfolio Insights in Mutual Fund Holdings



Corporate Event Tag

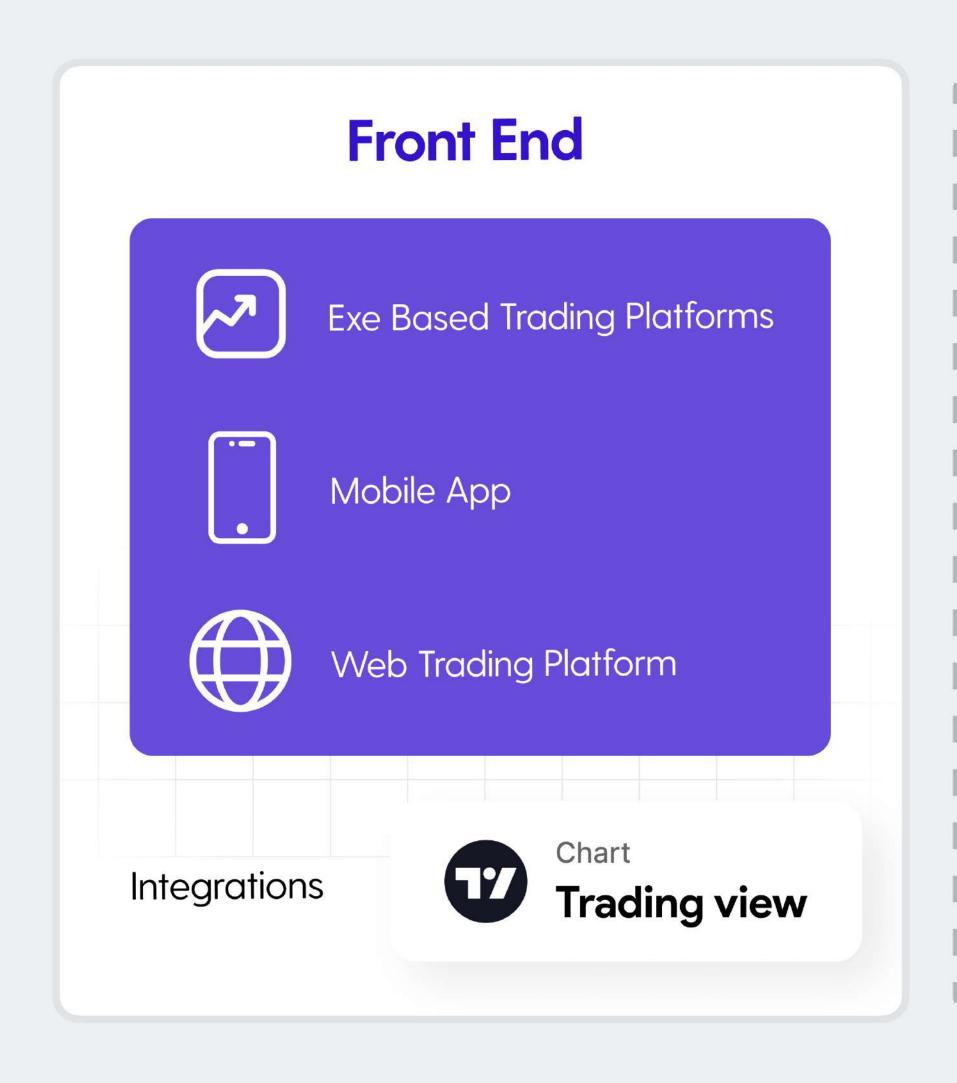


Chatbot Feature

Tech Insights



Seamless collaboration, cutting - edge features



Middle Layer

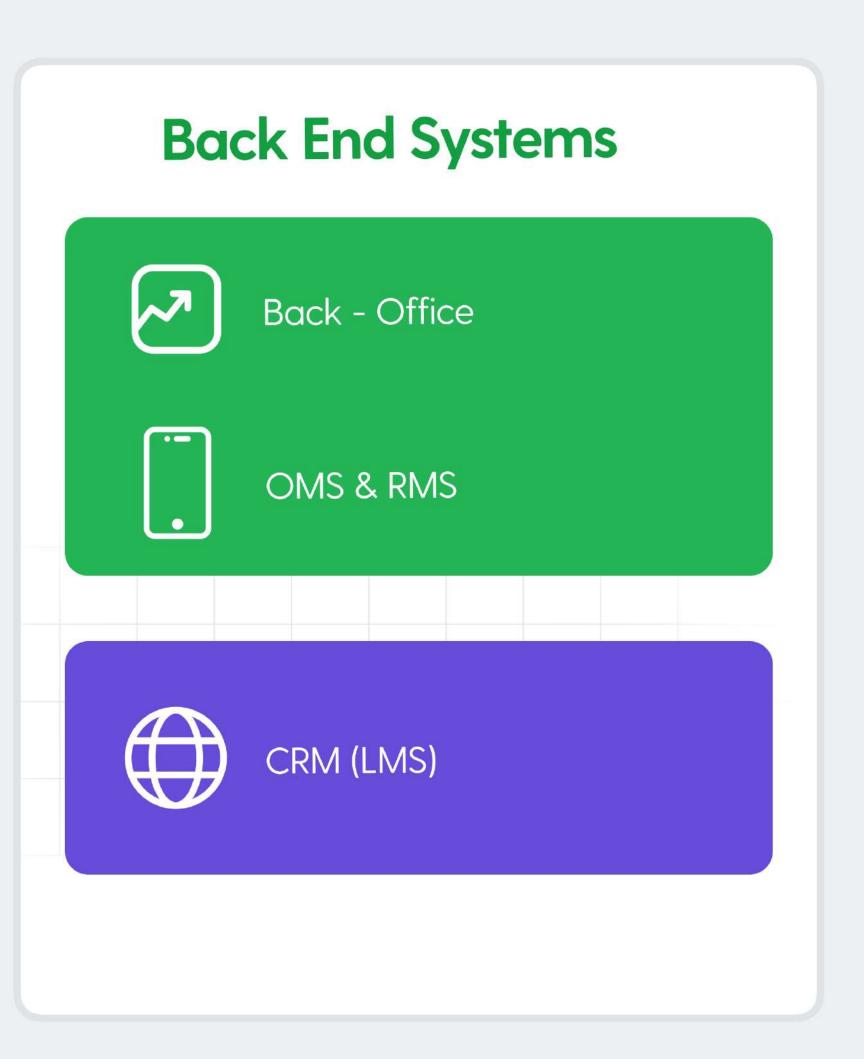
(Custom Interface Layer)

Usage Of Middle Layer

- · GTT
- Charts
- Orders
- Reports
- MIS

Benefits Of Middle Layer

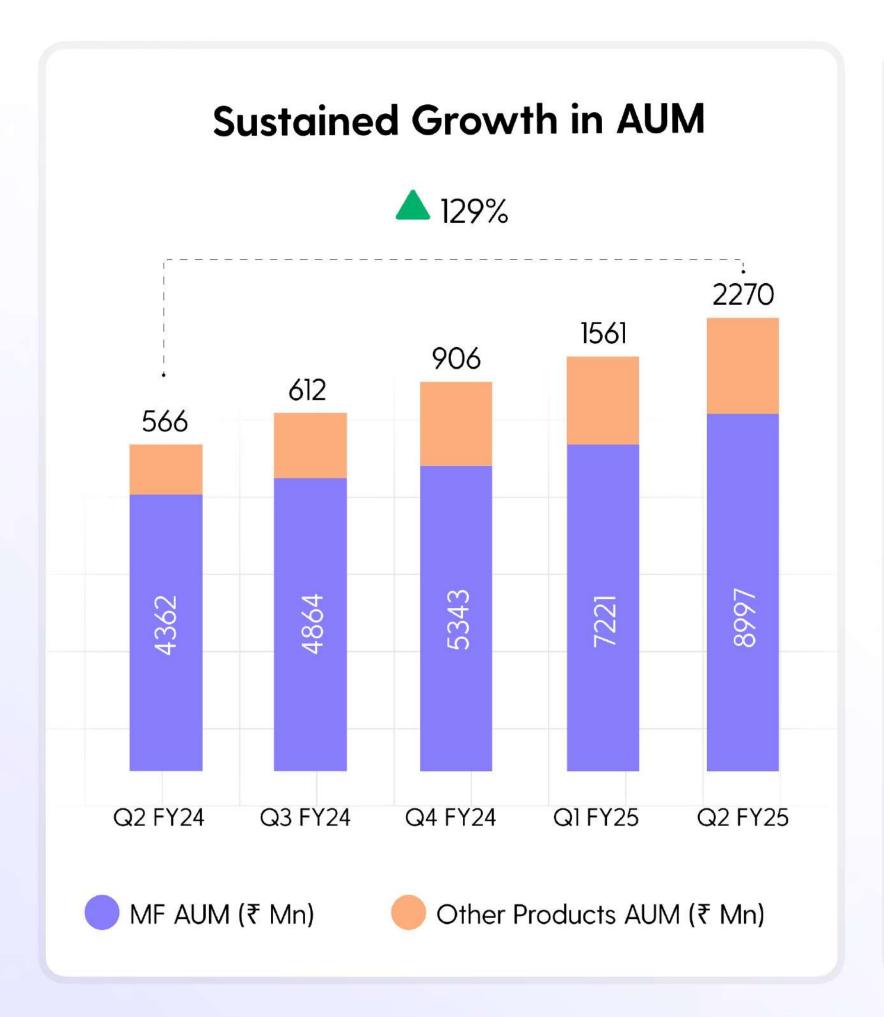
- No need to reinvent the traditional systems
- Easy Customization
- Quick Iterations

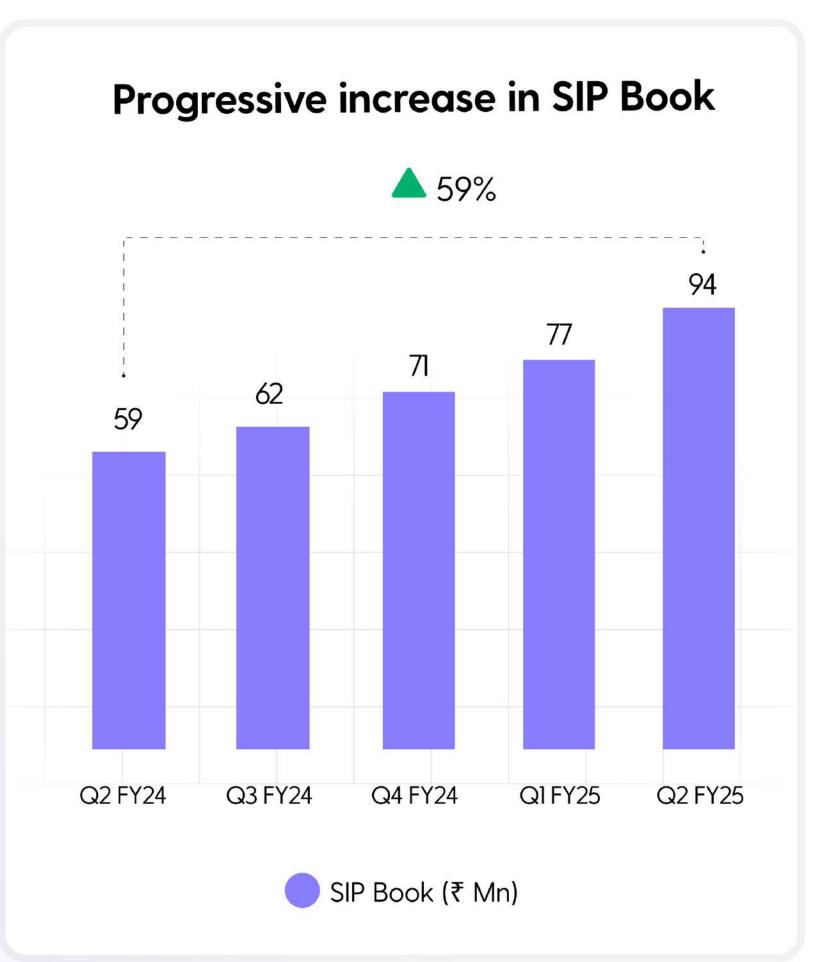


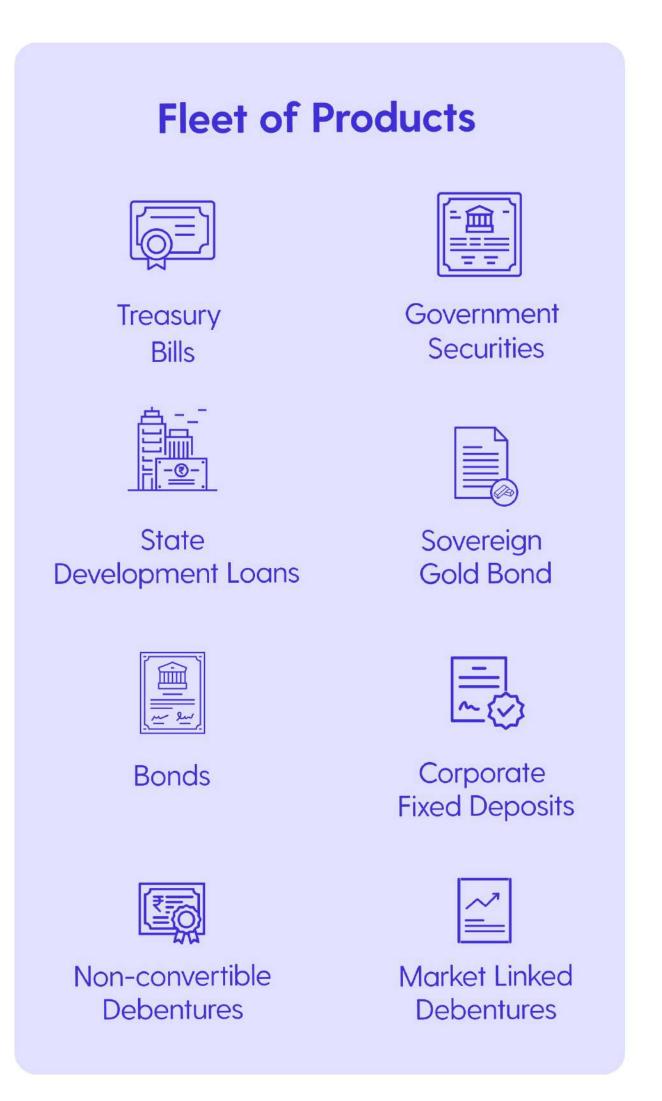
Stock Broking - Allied Products



Maximising growth of portfolio with a mix products

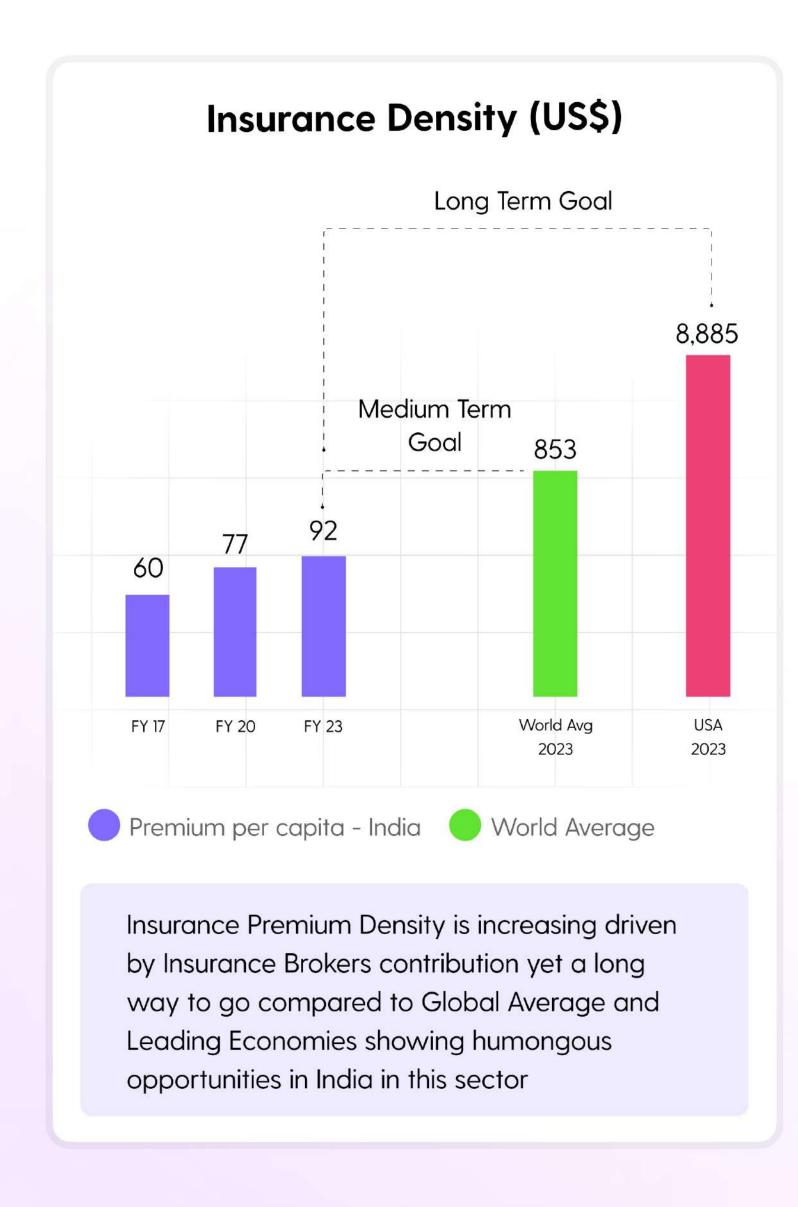


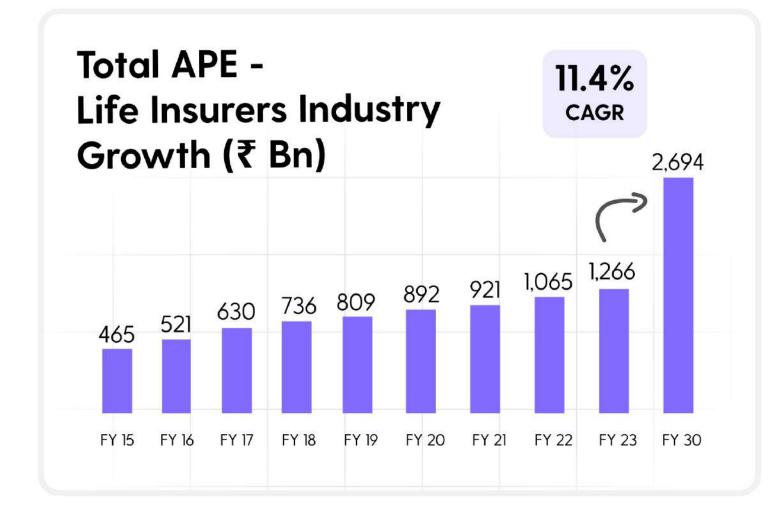




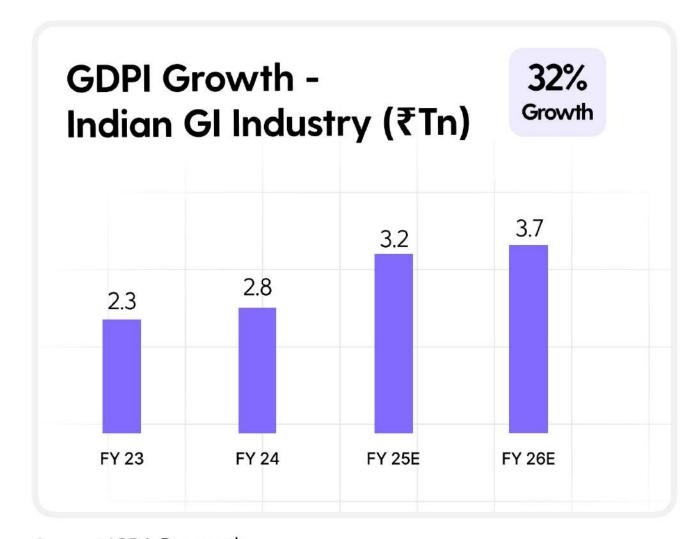
Insurance - Industry Overview



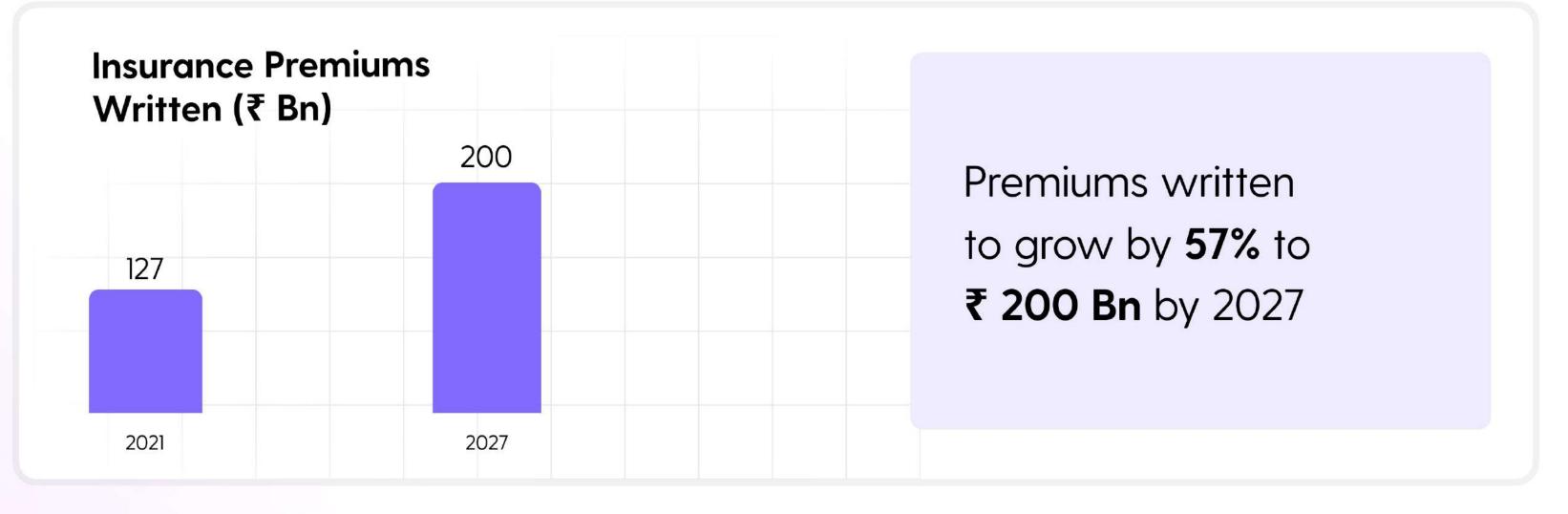




Source: Life Insurance Council Data (Apr 2024)



Source: ICRA Research



Insurance - Industry Overview



Key Growth Factors in the sector

Myriad Of Initiatives

IRDAI has also undertaken various initiatives towards boosting the insurance penetration, such as permitting insurers to conduct video-based KYC. launching standardized insurance products and allowing insurers to offer rewards for low-risk behaviour

Mission Insurance

Mission of 'Insurance for All by 2047 which is expected to lead to a significant increase in insurance penetration and would help in bolstering the ease of doing business and will aid in making the sector more investment-friendly

3 Commission Regulations 2023

Payment of Commission Regulations 2023, the insurance regulator has replaced the earlier individual cap on commission payments on insurance products with an overall cap on expenses of management of insurers leading to higher Insurance Payouts to brokers.

Insurance Distribution



Catering to SMEs and Retail Customers



Corporate Direct

Premium 27%



Premium 44%



Premium 9%



Premium 20%

Key Offerings



Property & Projects



Liability





Employee Benefits



Health Insurance



Life Insurance



Motor Insurance



Home Insurance

Solutions Bouquet

Risk Advisory analysis & inspections

Risk Management & Risk Transfer Solutions

Portfolio Administration and **GAP Analysis**

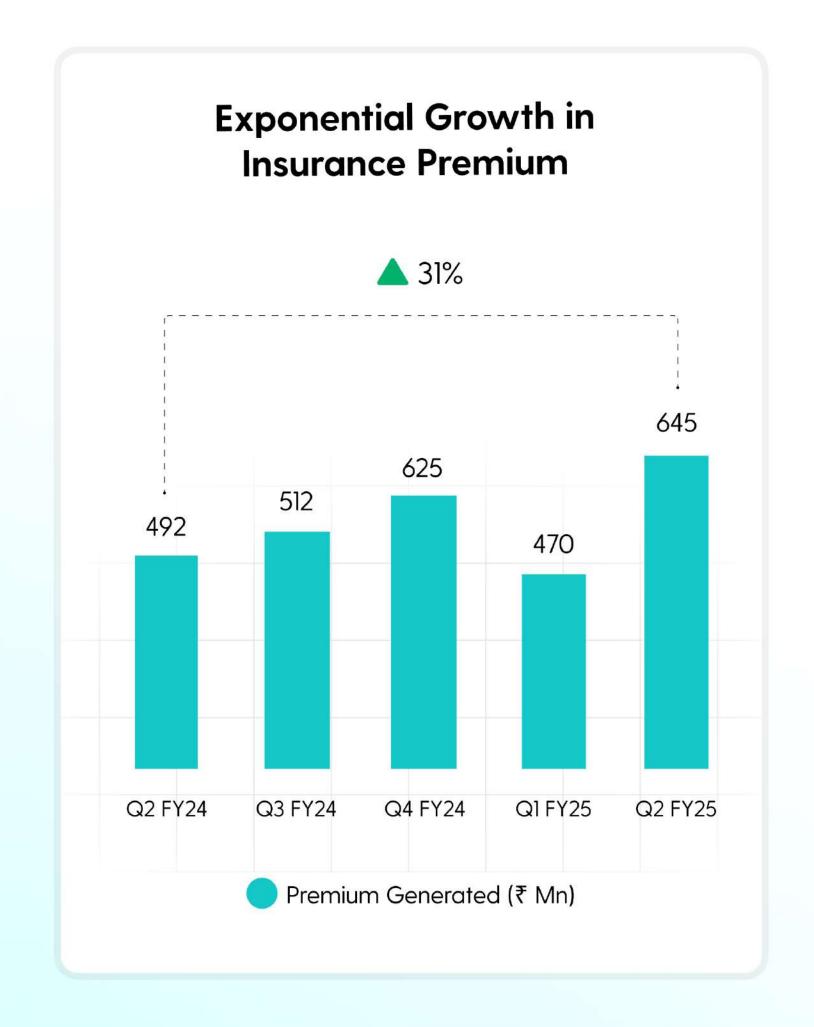
Tailor made solutions for large risks

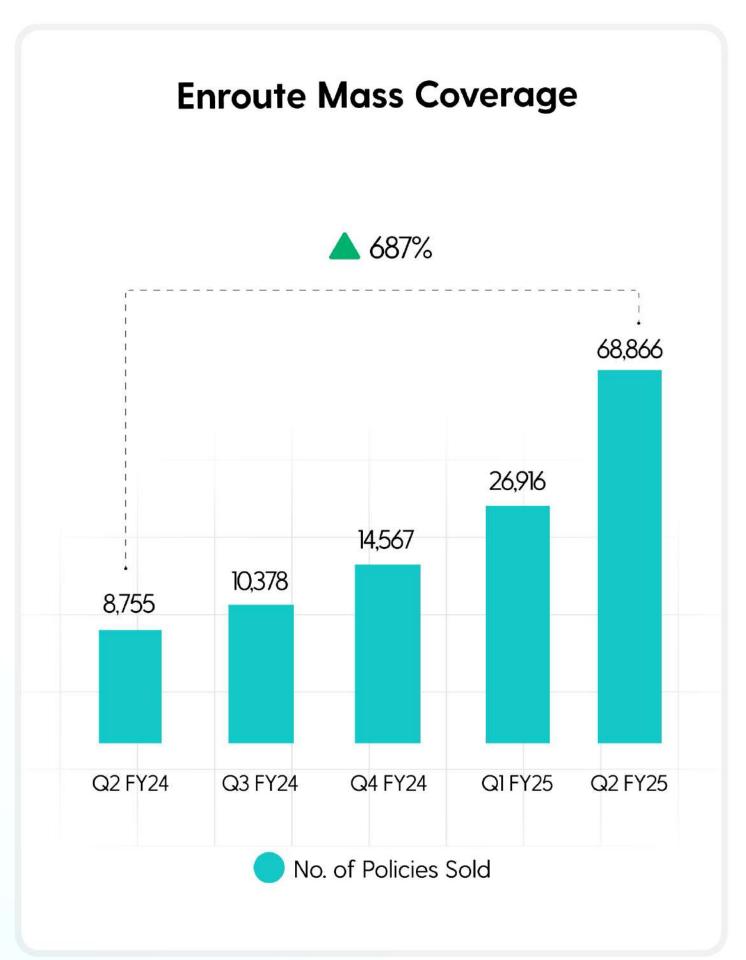
Claims consultancy for corporates and SMEs

Industry upadates and Knowledge sharing

Insurance Distribution















220%

YoY Surge In Inquires Generated

























Insurance Distribution





Key Initiatives



The Employee Benefit
Platform has been rolled out
for enterprises.



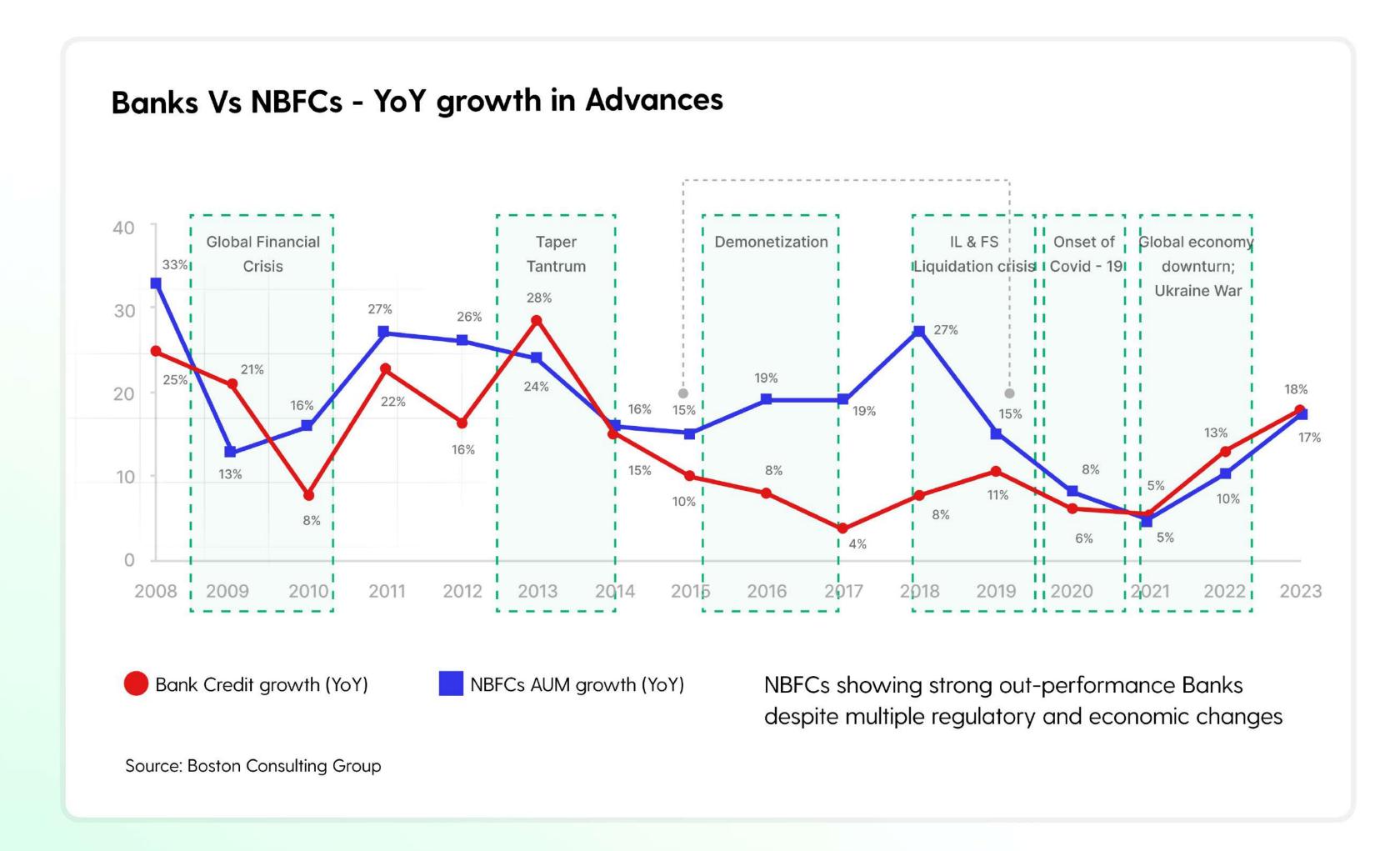
The online module has been made live for onboarding and training of POSPs.

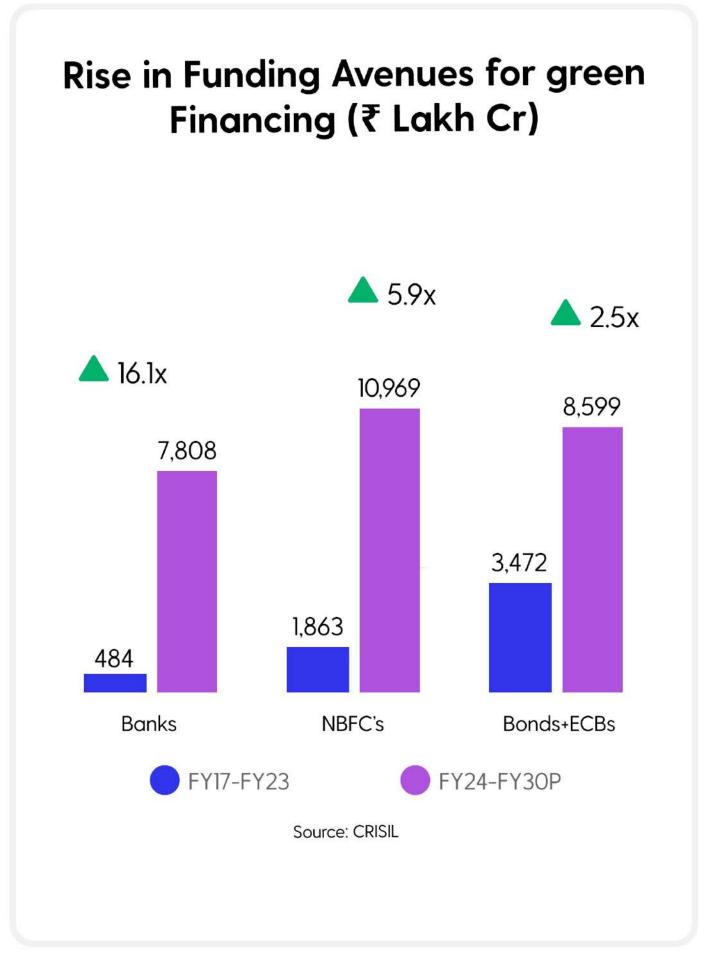


There is a continuous focus on Broker Qualified Persons (BQP) and trained POSPs to ensure a better customer experience.

NBFC - Industry Overview







Growth Prospects for NBFCs

- Digital Transformation
- Regulatory Framework
- Wider & Effective reach

- Schemes by Government
- Robust Risk Management
- Innovative Products

Strategic Acquisition: Expanding the NBFC Footprint



Choice Finserv Private Limited, our NBFC vertical has announced the acquisition of retail lending business of Paisabuddy Finance Private Limited and Sureworth Financial Services Private Limited.

This strategic move significantly expands Choice Finserv's presence in the retail loan segments as well its assets under management (AUM). These acquisitions will be done under a slump sale transaction which will be subject to requisite approvals.

Key Highlights of Paisabuddy



₹ 2.79 Bn



Number Of Loans

6.8K+



Branches



Employees

451

Key Highlights of Sureworth



₹ 0.65 Bn



Number Of Loans

1K+



Branches

38



Employees

193

Post-Acquisition Highlights



AUM

₹ 8.02 Bn



Number Of Loans





Branches

168



Employees

1180

Disclaimer: The above acquisition is being done under Slump Sale transaction on a going concern basis subject to requisite approvals.

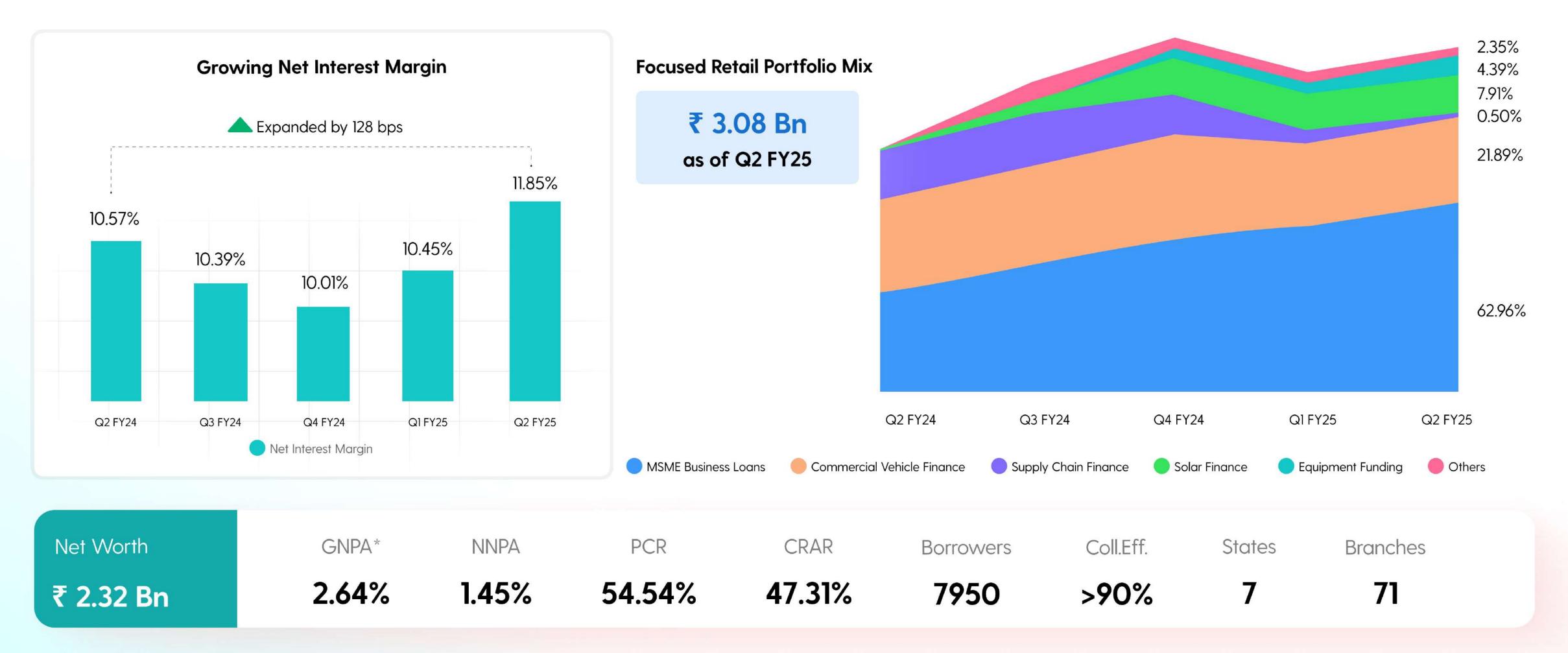


Empowering MSMEs through retail lending tailored specifically for the dynamic semi-urban and rural landscapes





Empowering MSMEs through retail lending tailored specifically for the dynamic semi-urban and rural landscapes



Abbreviations

[•] GNPA - Gross Non Performing Assets • NNPA - Net Non Performing Assets • PCR - Provision Coverage Ratio • CRAR - Capital Risk Adequacy Ratio • Coll. Eff - Collection Efficiency

^{*}The increase in GNPA is due to seasoning of unsecured Retail Loan book. The delinquency is largely concentrated towards turmoil in the garments industry.



Robust Underwriting Processes



1. Real-time Credit **Bureau checks**

In addition to own scorecard for individual clients for better screening



2. Multiple Database Checks

Dedupe Check on more than 15 databases



3. Centralized **Credit Team**

KYC verification, IVR, TVR, ensuring uniform processes



4. Geo-tagging

of 100% branches and centers and 100% customers' houses



5. Cashless **Operations**

via penny drop verification along with strict KYC compliance

Well-diversified Liability Profile

Banks





































Financial Institutions



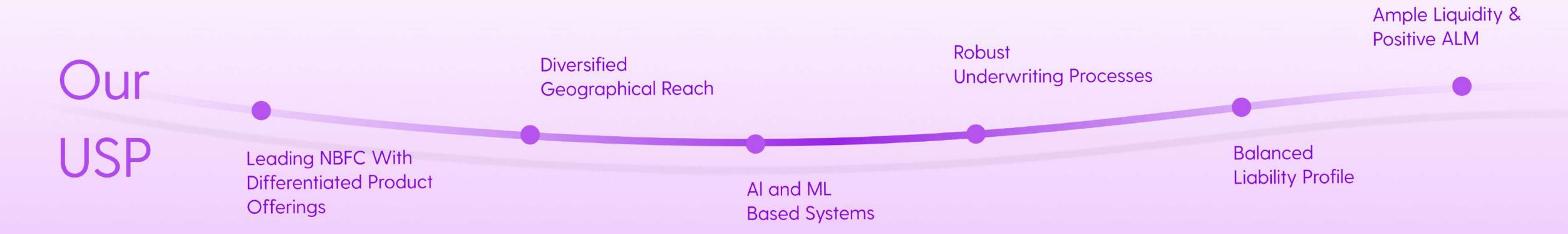






Wide range of product offering to cater multiple customer segments in priority sector

Products Name	MSME Business Loans (Secured)	Solar Loan
Ticket Size	Upto ₹ 5 Mn	Upto ₹ 5 Mn
Tenor (in Months)	Upto 120	Upto 60
ROI Range	16-22%	18-24%
Security Coverage (%)	40-80	100
Processing Fee	Upto 2%	Upto 2%
Average Ticket Size	₹ 800K	₹ 700K
Repayment Frequency	Monthly	Monthly



Choice Matters: Impacting Tomorrow



MSME Credit Gap:

Out of over 640 lakh MSMEs in India, only 14% have access to credit & the overall credit gap in the MSME Sector is ₹ 25 lakh crores in India.

With our aim to serve the underserved, we have developed a robust and 100% digital process to eliminate challenges faced by MSMEs.

Green Energy Credit Gap:

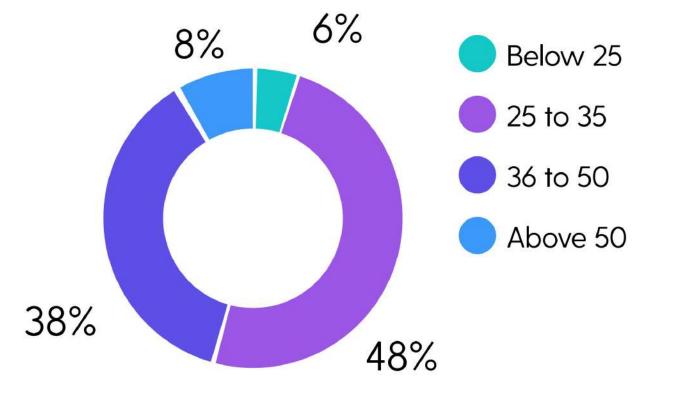
India's energy sector is experiencing a transition but the green energy sector is getting only 25% of the annual financing it needs to meet the energy transition goals. There is a funding gap of USD 170 Bn/ year through 2030.

Further, the Indian EV market is also projected to USD 114 Bn by 2029.

High School (Upto 12th) Graduate Post Graduate Professional (CA. CS, MBA, Dr., etc.) 26% 62%

Educational Background of Borrowers*

*Based on a sample study conducted internally on 31st Dec 2023



Age Group of Borrowers

% of Loans advanced towards MSMEs & **Green Energy**

% of Loan Portfolio less than ₹ 10 Lacs

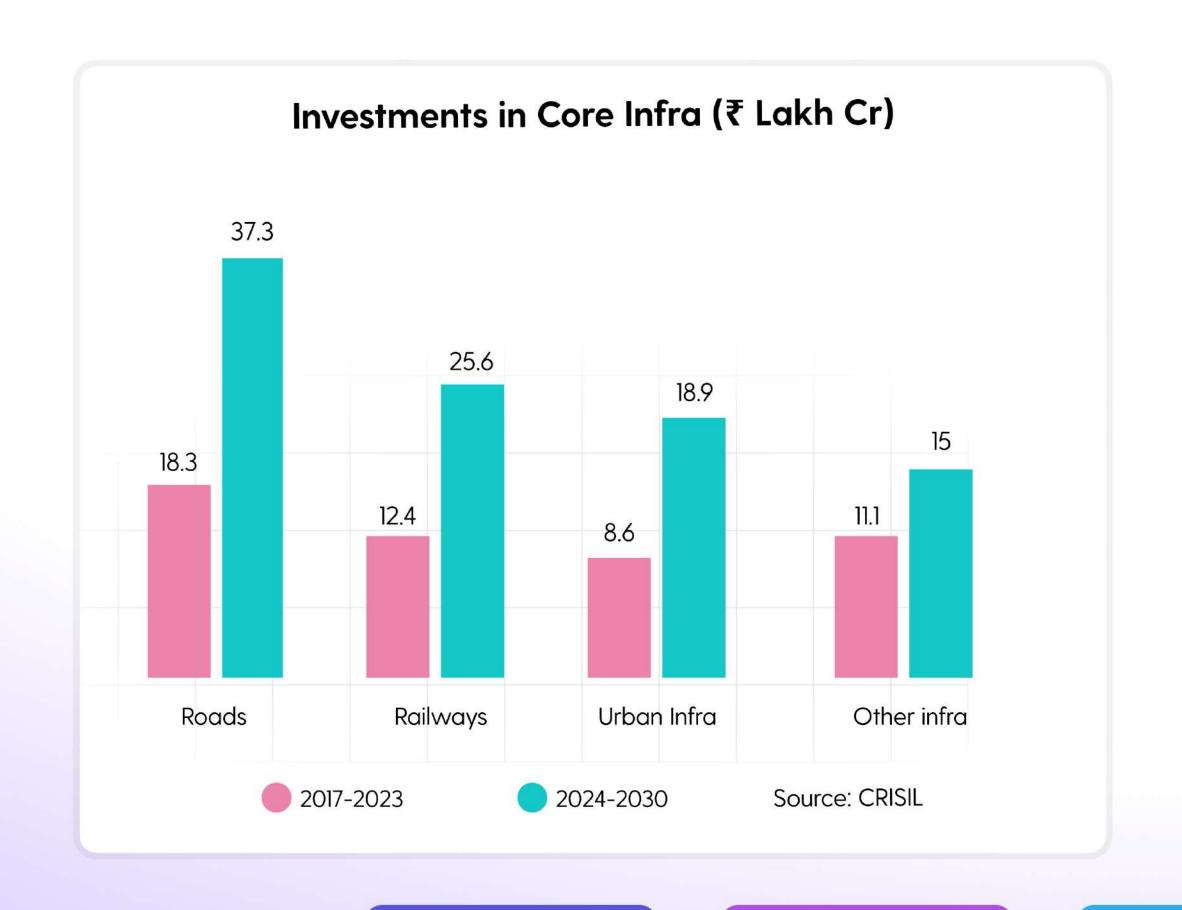
Retail Loan Book Tier II-VI cities

upto

Rooftop Solar Finance

Advisory Services - Industry Overview









	Road &
	Highways
Projects	3,758
Value (US\$ Bn.)	404.08

Water
Resources
635
155.81

Logistics
Infrastructure
272
13

Electricity
Generation
926
325.39

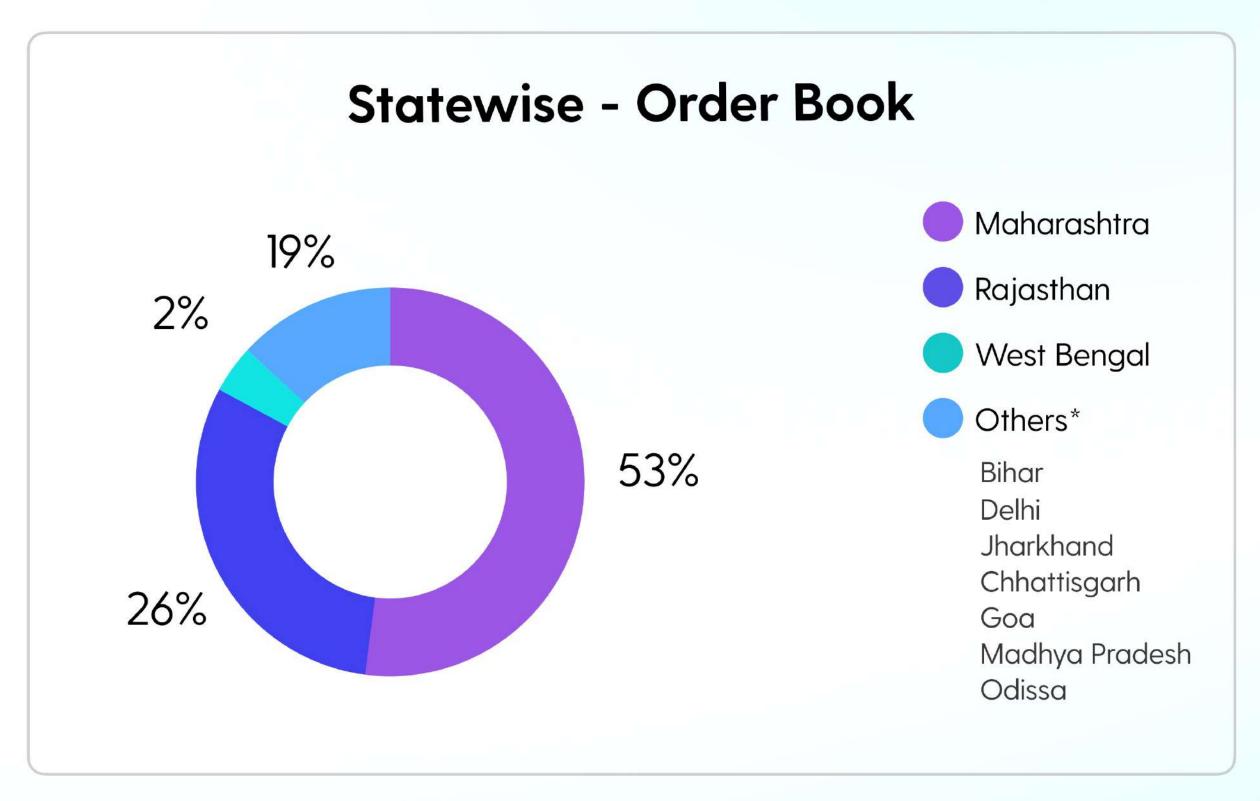
Transmission
Distribution
424
119.5

Railways
756
244.72

Advisory Services







3K+ Km

Road Design & Monitoring across India

50+

Project Offices

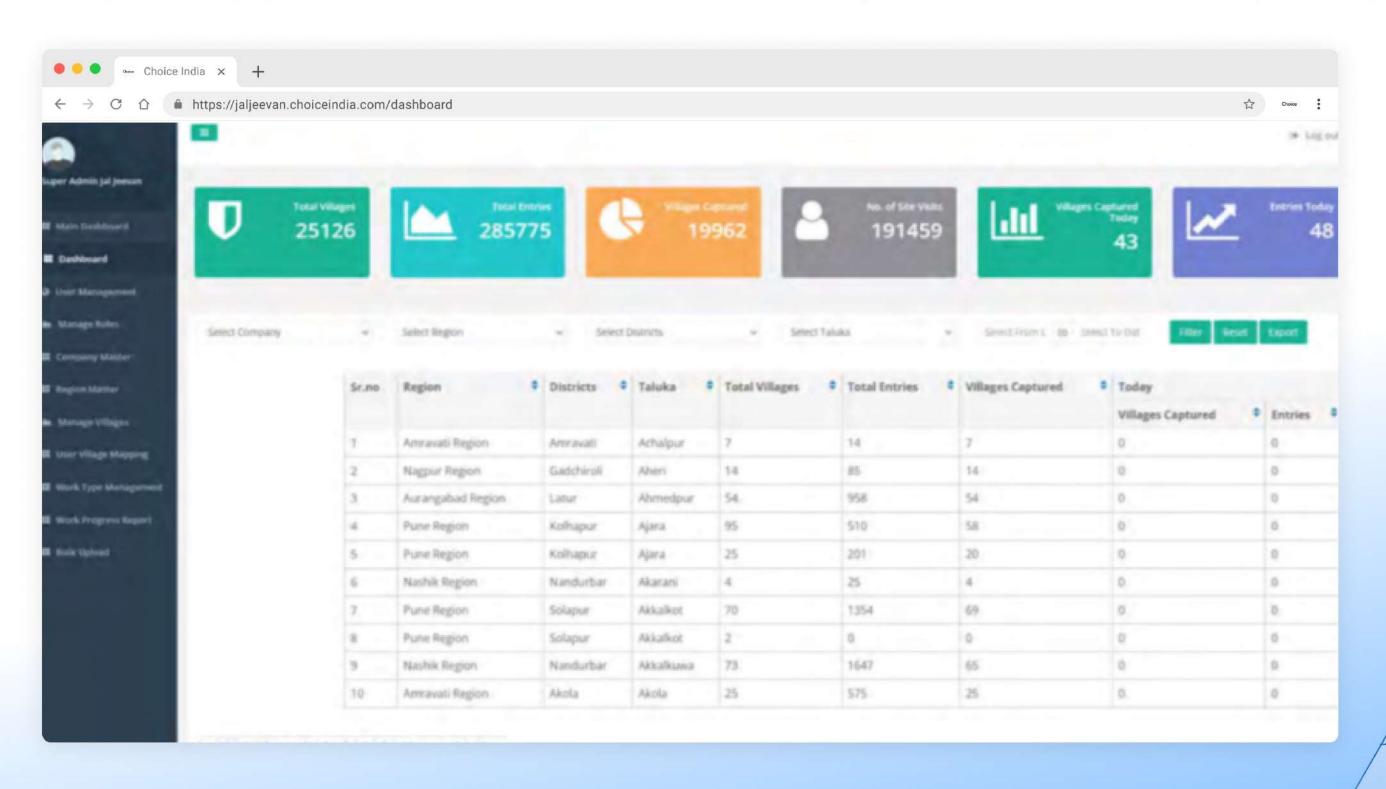
200K+

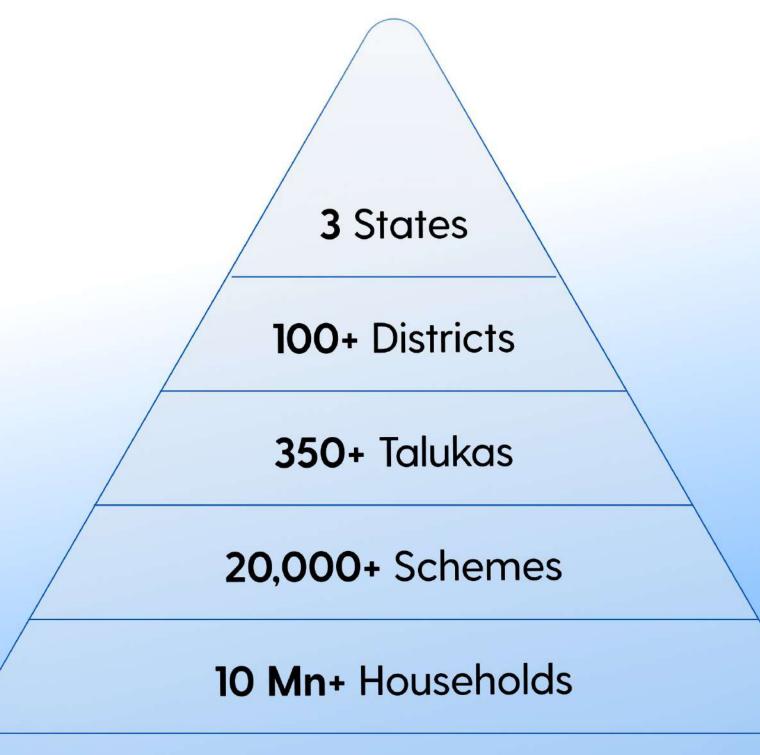
PMAY Beneficiaries Served

Choice Matters: Impacting Tomorrow



Proprietary platform for real time monitoring and to ensure timely completion of projects.





Projects











Impact Of Flagship Projects

55 Mn+ Beneficiaries

₹ 430 Bn+ Project Cost



Choice Matters:

Impacting Tomorrow

Choice is committed to actively participate in India's remarkable growth story and leveraging our resources, expertise, and innovative solutions to make a meaningful impact on various aspects of Indian life, from economic development and employment opportunities to social well-being and environmental sustainability.

We aim to be a catalyst for positive change, aligning our success with the progress and prosperity of the nation and its people.

Partnership with Rajasthan State

Developing and executing a comprehensive strategy to bolster the state's investment ecosystem, drive economic growth and foster social inclusivity.

System Integration for computerization of PACS in Bihar, Maharashtra, Haryana, Tamil Nadu & Punjab:

With our commitment to driving innovation and positive change in the rural financial landscape, we are set to digitize PACS (Primary Agricultural 7,500 PACS to be computerized 7,500
PACS to be computerized

Advantages of PACS computerization

Increased Transparency

Nodal centre for Schemes

Employment Generation



Investment Banking



Choice Capital Advisors, a SEBI-registered Category-I merchant banker with a team of 30 experienced professionals, offers a range of services including IPO advisory and valuations. Our company has effectively advised clients across multiple sectors, achieving successful transaction outcomes.

Key Highlights

IPO Transactions
Successfully
Concluded in
Last One Year:











Ongoing Assigments



Ongoing IPO Mandates



Tentative Fund Raising

Key Offerings

- · IPOs
- Rights Issues
- · Open offers, Buybacks
- Pipe Deals
- M&A
- Transaction Advice
- Valuations

Choice Connect



To enable individual agents to become financial advisers with the help of proprietary engine, engaging trainings and digital execution of services

Helping Agents

- Web, Android and iOS platform to work from anywhere
- Wide range of product basket
- Both recurring and non-recurring revenue stream
- Start with zero investment
- Unlimited Earnings
- Subject Matter experts to support and guide
- Complete Digital process to do business
- Use of Proprietary algos to support CBAs and generate business opportunities

Focus On CBA Experience

Business Support

- Personalized assistance from Relationship Managers and regular expert training.
- An easy-to-use web and app platform with quick access to business insights.

CBA Onboarding

- 100% Digital on-boarding process: Allowing them to start business on the fly
- Sarvashreshtha Aarambh Program: Providing detailed induction to CBAs to increase familiarity with the company

Future Focus

- Streamlining CBAs and developing algorithms for product suggestions
- Adapting to regulatory changes effectively

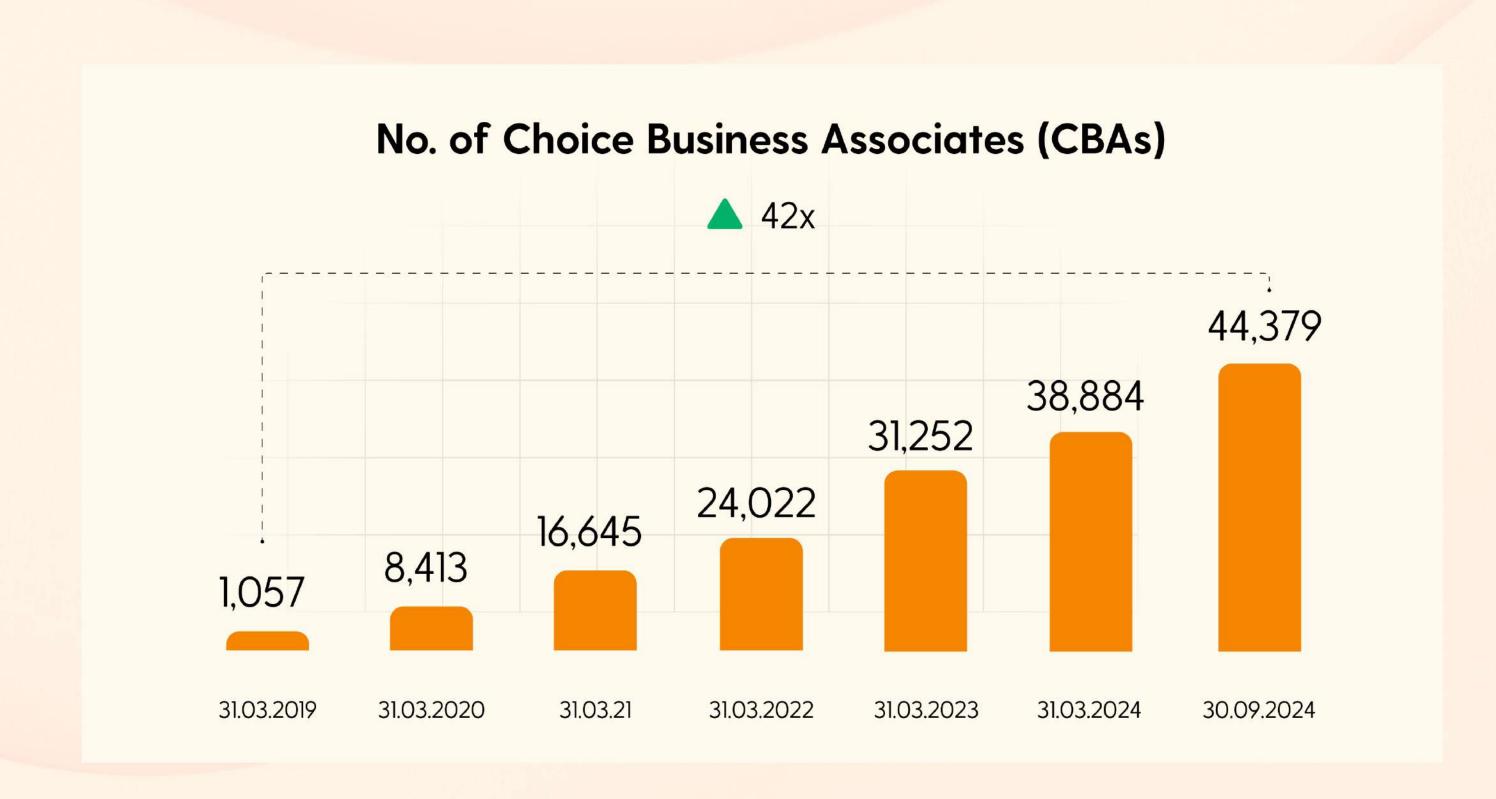
Growth Support

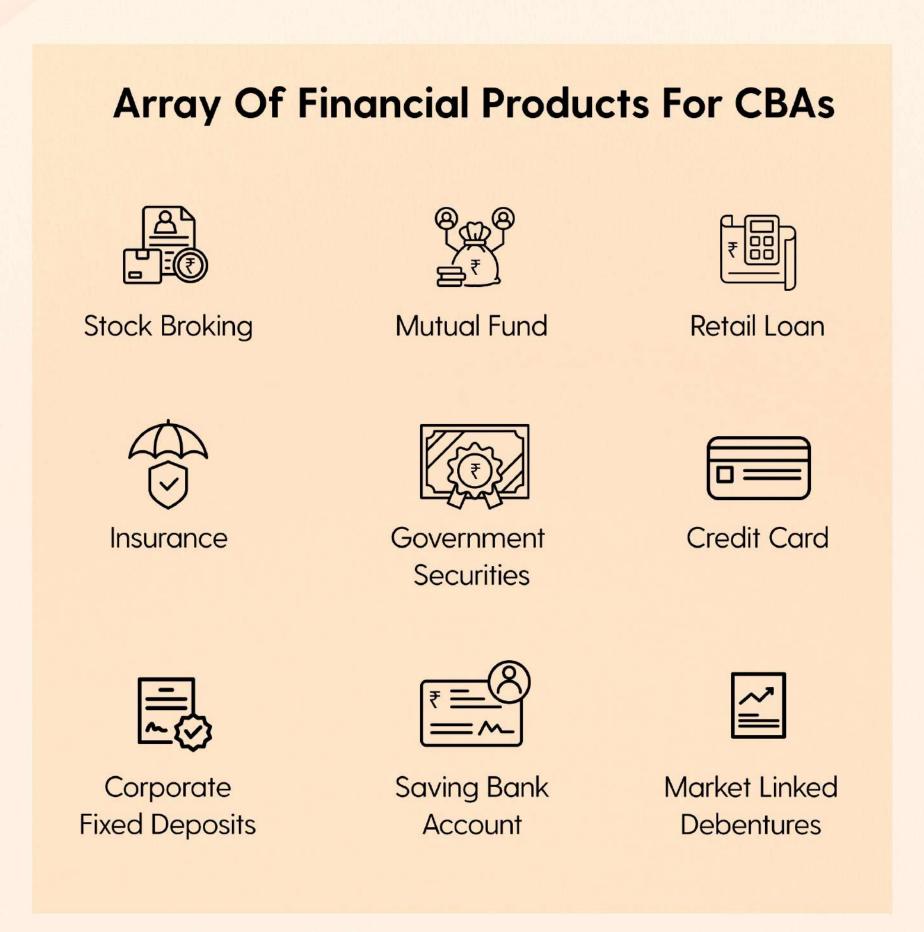
- Detailed product reports and personalized marketing materials for effective lead generation.
- A no-cost web and app platform offering regular lead and renewal reminders.

Choice Connect



To enable individual agents to become financial advisers with the help of proprietary engine, engaging trainings and digital execution of services





Choice Connect



To enable individual agents to become financial advisers with the help of proprietary engine, engaging trainings and digital execution of services

150+

CBA Trainings Conducted during the Quarter

6.7K+

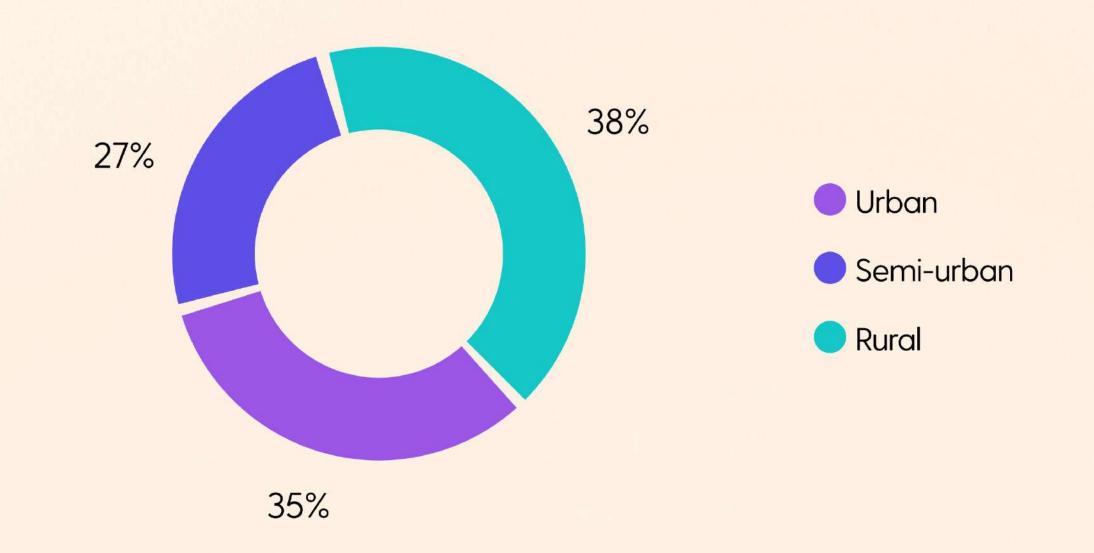
CBAs received Payouts

6.5K+
CBAs Trained

166K+

No. of Business Leads generated by CBAs

Expanded Reach in Unserved and Underserved Areas



Consolidated Financial Performance - Quarterly



Particulars (₹ Lakhs)	Q2 FY25	Q2 FY24	Y-o-Y Growth (%)	Q1 FY25	Q-o-Q Growth (%)
Revenue from Operations	24,739	19,095	29.56%	20,064	23.30%
Other Income	181	293	(-38.23%)	529	(-65.78%)
Total Income	24,920	19,388	28.53%	20,593	21.01%
EBITDA	7,766	5,158	50.56%	5,824	33.34%
EBITDA Margin	31.16%	27.00%		28.28%	
EBIT	7,569	4,983	51.90%	5,656	33.83%
EBIT Margin	30.37%	26.00%		27.46%	
PBT	6,064	4,000	51.60%	4,340	39.73%
PBT Margin	24.33%	21.00%		21.07%	
PAT	4,645	2,992	55.25%	3,201	45.12%
PAT Margin	18.64%	15.00%		15.54%	

Consolidated Financial Performance - Quarterly



Particulars (₹ Lakhs)	Q2 FY25	Q2 FY24	Y-o-Y Growth (%)	Q1 FY25	Q-o-Q Growth (%)
Revenue from Operations	24,739	19,095		20,064	
Other Income	181	293		529	
Total Income	24,921	19,388	28.54%	20,593	21.01%
Employee Benefit Expenses	6,957	5,399		6,795	
Finance Costs	1,505	984		1,316	
Depreciation and Amortisation Expense	es 197	175		168	
Administrative and other Expenses	10,197	8,830		7,975	
Total Expense	18,856	15,388	22.54%	16,254	16.01%
PBT	6,064	4,000	51.60%	4,339	39.76%
Tax Expenses	1,419	1,008		1,139	
PAT	4,645	2,992	55.25%	3,200	45.16%
Other Comprehensive Income	(68)	(8)		(22)	
Total Comprehensive Income	4,577	2,984		3,178	

Consolidated Financial Performance



Particulars (₹ Lakhs)	H1 FY25	H1 FY24	Y-o-Y Growth (%)
Revenue from Operations	44,803	32,886	
Other Income	710	427	
Total Income	45,514	33,313	36.62%
Employee Benefit Expenses	13,752	10,103	
Finance Costs	2,821	1,657	
Depreciation and Amortisation Expenses	365	322	
Administrative and other Expenses	18,172	14,292	
Total Expense	35,110	26,374	33.12%
PBT	10,403	6,939	49.92%
Tax Expenses	2,558	1,821	
PAT	7,845	5,118	53.29%
Other Comprehensive Income	(90)	(13)	
Total Comprehensive Income	7,755	5,105	

Consolidated Balance Sheet



Particulars (₹ Lakhs)	30.09.2024	31.03.2024
Assets		
Non Current Assets		
a) Property, Plant and Equipment	11,256	10,367
b) Capital Work-In Progress	11	· -
c) Investment Property	159	159
d) Goodwill	825	825
e) Other Intangible Assets	234	2,015
f) Intangible Assets Under Development	807	689
g) Financial Assets		
i) Investments	2,819	2,170
ii) Loans	21,392	19,549
iii) Other Financial Assets	2,218	2,391
h) Current Tax Assets (net)	1,059	831
i) Deferred Tax Assets	331	112
j) Other Non Current Assets	3,354	254
k) Goodwill on Consolidation	-	-
Total Non Current Assets	44,464	39,362
Current Assets		
a) Financial Assets		
i) Securities Held for Trade	483	137
ii) Investments	773	150
iii) Trade Receivables	25,078	18,744
iv) Cash and Cash Equivalents	8,724	14,507
v) Bank Balances Other Than Above	36,818	24,100
vi) Loans	24,416	27,881
vii) Other Financial Assets	87,222	54,384
b) Other Current Assets	4,098	1,343
Total Current Assets	1,87,613	1,41,246
Total Assets	2,32,076	1,80,608

Consolidated Balance Sheet



		31.03.2024
Equities and Liabilities		
Equity		
a) Equity Share Capital	19,938	19,938
b) Other Equity	51,686	43,204
c) Non Controlling Interest	1,181	880
d) Money Received against Share Warrants	17,341	5.
Total Equity	90,145	64,022
Liabilities		
Non Current Liabilities		
a) Financial Liabilities		
i) Borrowings	15,376	22,436
ii) Other Financial Liabilities	1,023	2,389
b) Provisions	824	715
c) Deferred Tax Liabilities	430	438
d) Other Non Current Liabilities	_	-
Total Non Current Liabilities	17,652	25,978
Current Liabilities		
a) Financial Liabilities		
i) Borrowings	34,440	23,109
ii) Trade Payables		
 Total outstanding dues of micro enterprises and small enterprises 	48	77
 Total outstanding dues of creditors other than micro enterprises and small enterprises 	2,358	2,629
iii) Other Financial Liabilities	78,570	60,207
b) Other Current Liabilities	6,844	3,502
c) Provisions	1,018	632
d) Current Tax Liabilities (Net)	1,000	452
Total Current Liabilities	1,24,279	90,608
Total Equity and Liabilities	2,32,076	1,80,608

Board Members



Board with extensive experience across businesses



Mrs. Vinita Patodia Non- Executive Chairperson



Mr. Kamal Poddar Managing Director



Mr. Suyash Patodia Joint Managing Director



Mr. Arun Poddar Executive Director & CEO



Mr. Ajay Kejriwal Executive Director

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Mr. Subodh Kumar Agarwal Independent Director



Mr. A.K. Thakur Independent Director

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Ms. Sudha Bhushan Independent Director



Mr. Sandeep Singh Independent Director



Mr. Kanhaiya Lal Berwal Independent Director



Mr. Shobhag Mal Jain Independent Director

Investment Committee

Finance Committee

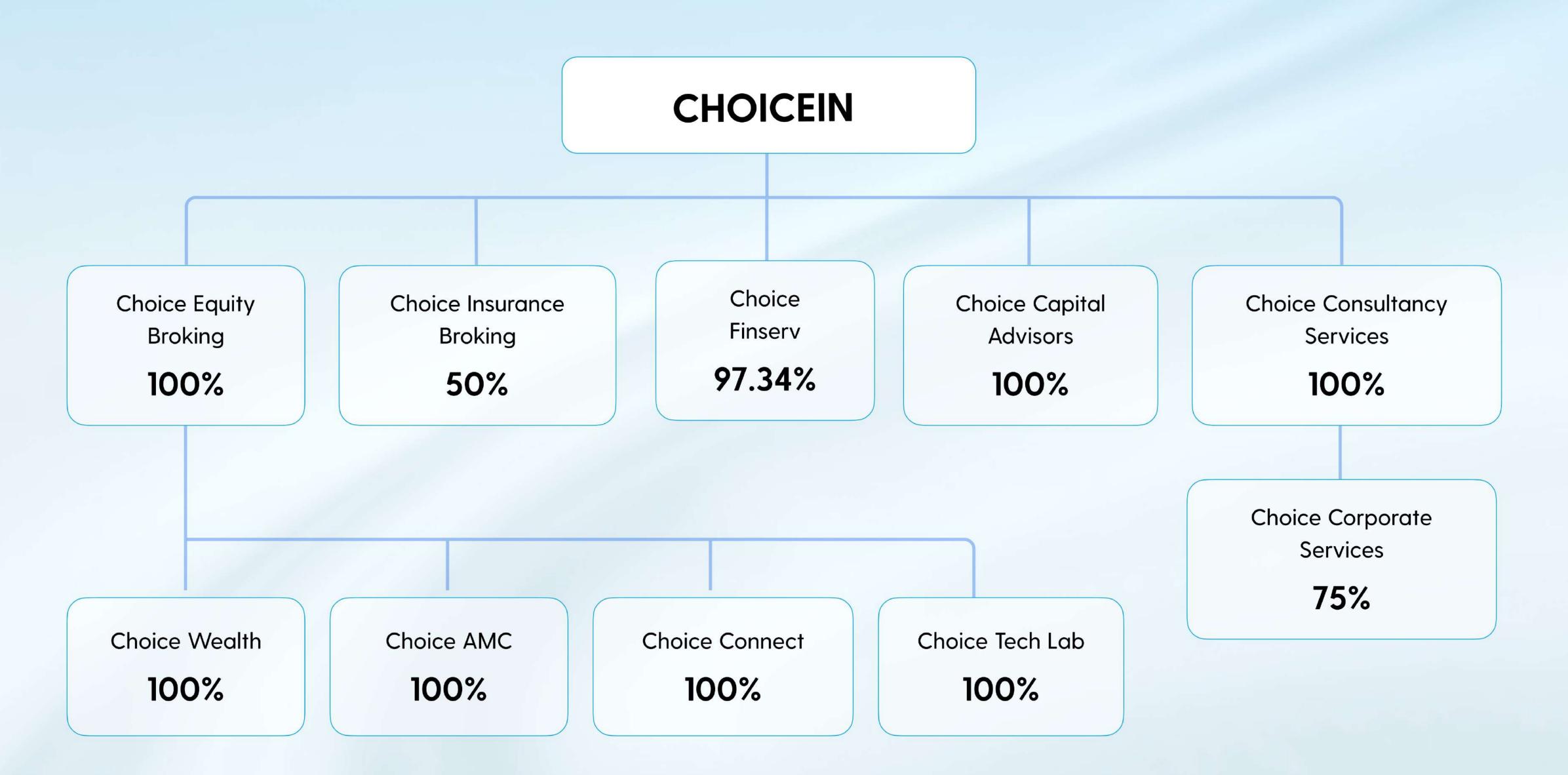
Securities Committee

CSR Committee

Audit Committee

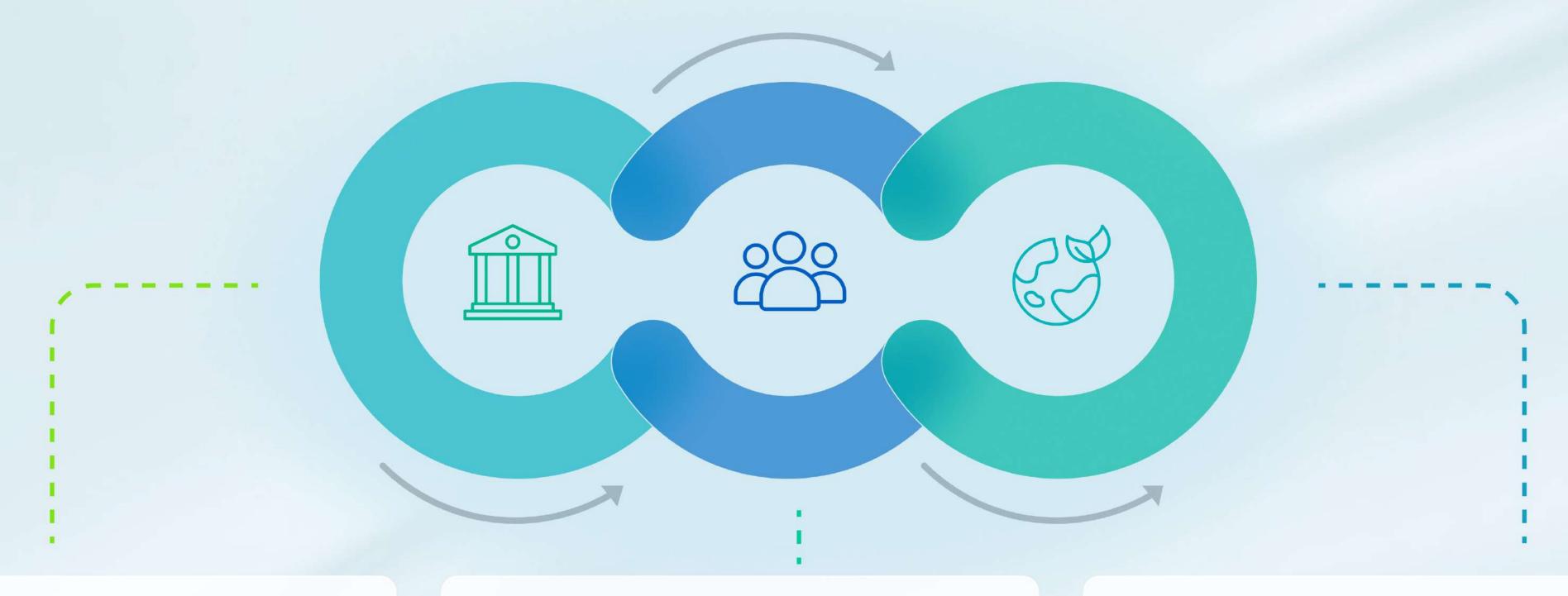
Current Entity Structure





Environmental, Social and Governance





Governance

- Well-established Financial services business. Implementing anti-bribery management system.
- Improving equal opportunity practices by increasing participation of women & people with disabilities in its workforce.

Social

- Providing and facilitating access to products and services for the visually impaired/ physical disability customers.
- Disclosure of its environmental and social performance in the public domain and mapping it with UNSDG.

Environment

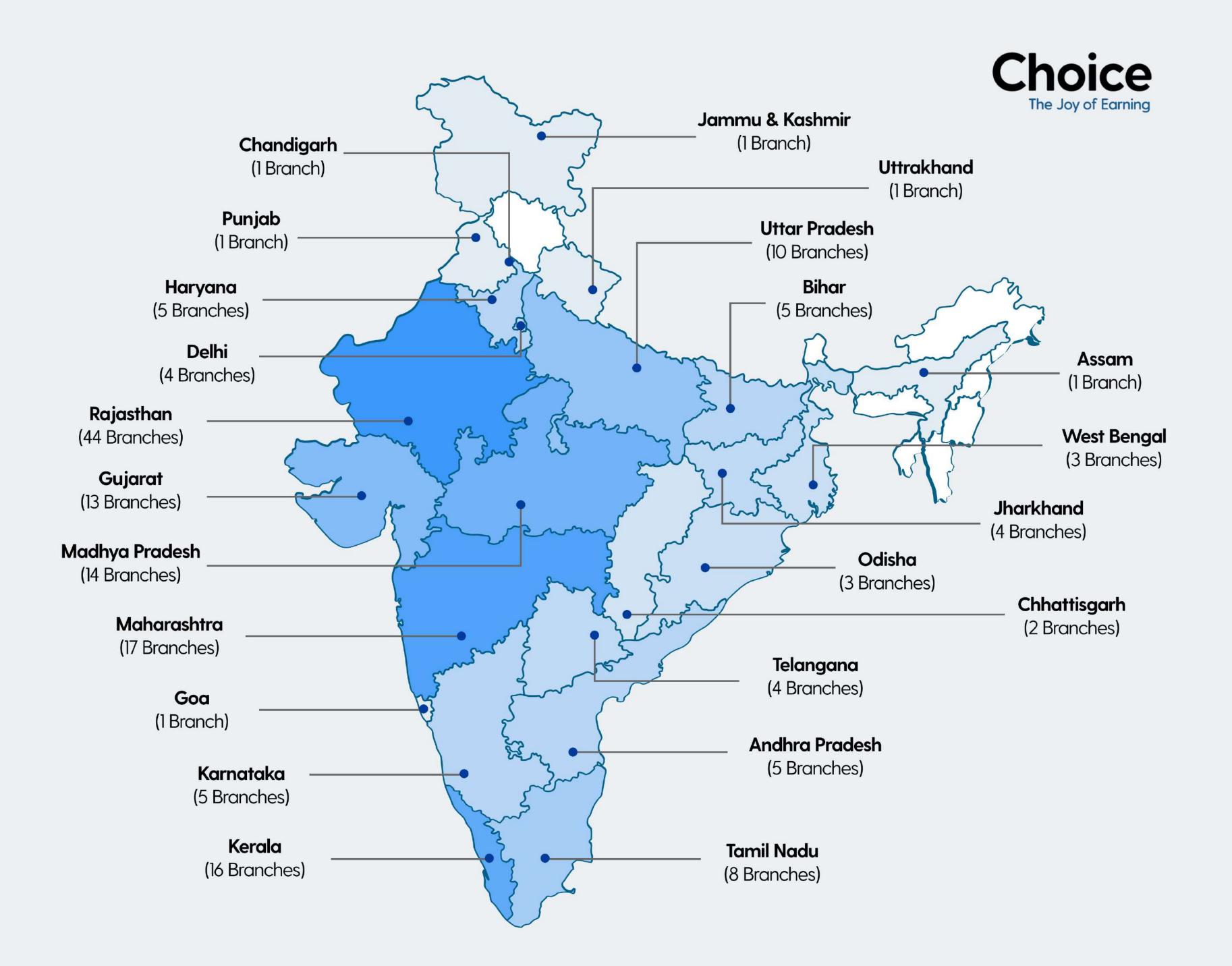
- Conducting operations in energy efficient manner by operating in green or environmentally friendly offices i.e. offices which are LEED or BREEAM certified among others.
- Adopting policies to mitigate the company's carbon emissions and to reduce overall energy usage and waste management.

Geographical Presence



168 51 23

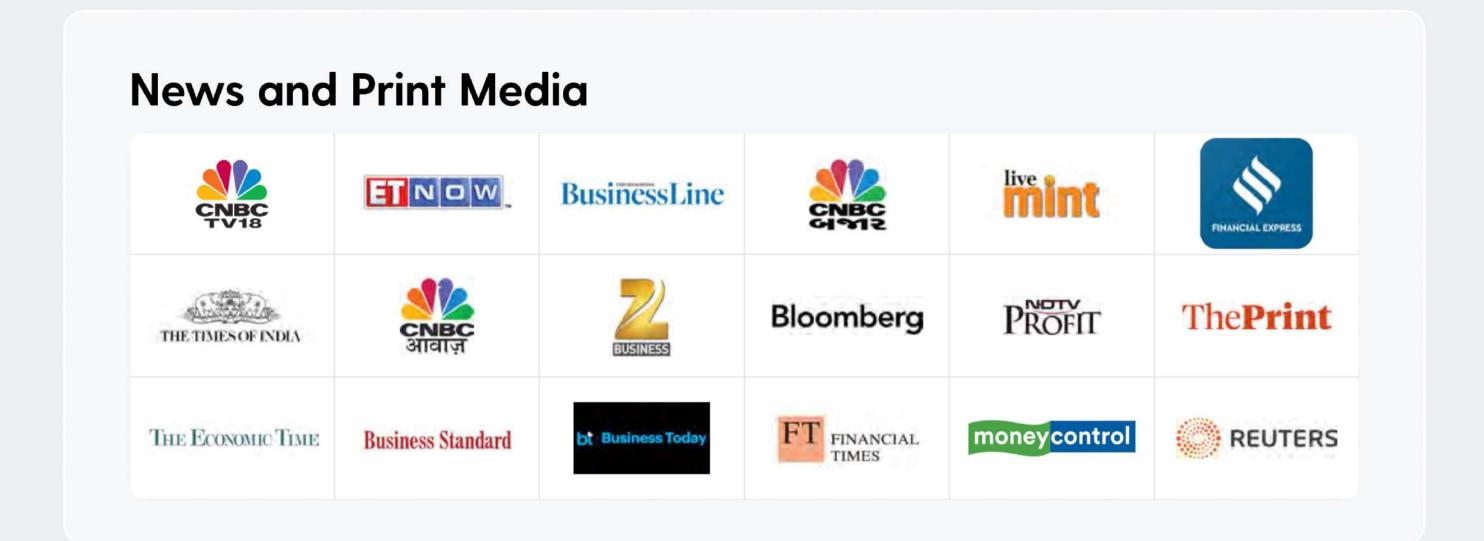
Branch Project States
Offices Offices & UT



Media Presence



Extensive coverage by Television, Digital, Print and Social Media





Hours on various TV channels covering Choice & our Analyst

Follow us on











Membership and Certifications



Registered across exchanges in India

Memberships and Registrations





















Certifications





Auditors

MSKA & Associates **Chartered Accountants**

· A Member firm of BDO

Disclaimer



Certain statements in this presentation concerning our future growth prospects are forward looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements.

The company's results may be affected by factors including, but not limited to, the risks and uncertainties in research and development; competitive developments; regulatory actions; the extent and duration of the effects of the COVID-19 pandemic; litigation and investigations; business development transactions; economic conditions; and changes in laws and regulations.

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