

REF: CIL/CC/29/2024-25

July 18, 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: CHOICEIN

Scrip Code: 531358

Sub: Investor Presentation

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

Kindly take the above document on your record.

Thanking You,

Yours Truly,

For Choice International Limited

Karishma Shah

(Company Secretary & Compliance Officer)



Company Overview



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

Branch Offices Project Offices Clientele Inhouse Tech Experts Offices Choice Business Associates Team Strength 149 52 1 Mn+ 200+ 41K+ 5.2K+

Strong Research Desk for both Institutional and Retail Investors

MSME focused lending business with tech-led robust underwriting process

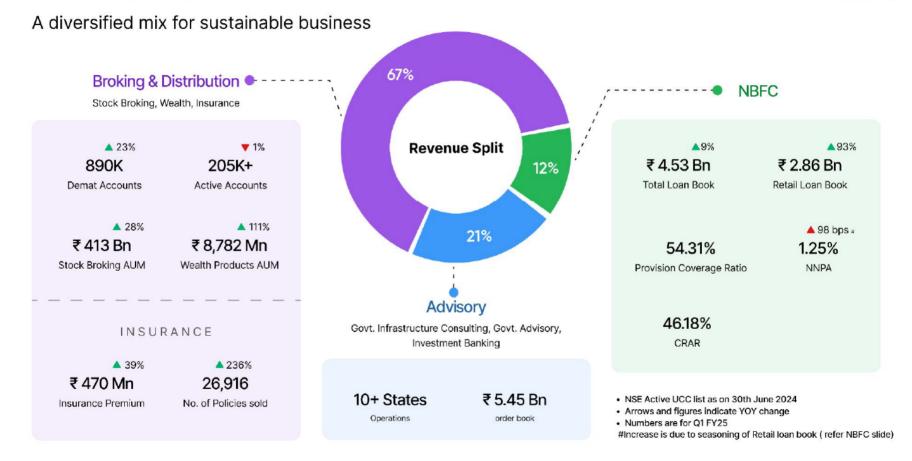
Projects of the Government

PAN India Presence

Fintech ecosystem with a human touch

Key Highlights





Q1 FY25 Highlights







Arrows and figures indicate YOY change

Stock Broking - Industry Overview







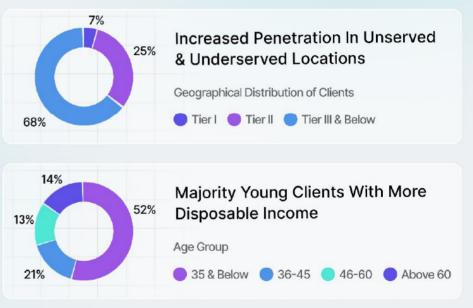
Beneficial for Choice, being industry leader with:

- · 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.



Expanding our PAN India reach and client demographic

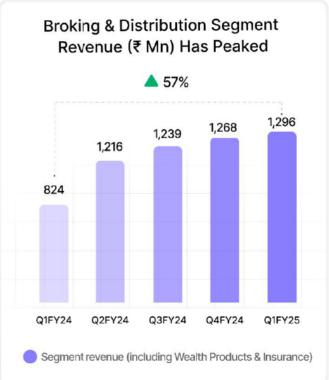






Expanding our PAN India reach and client demographic

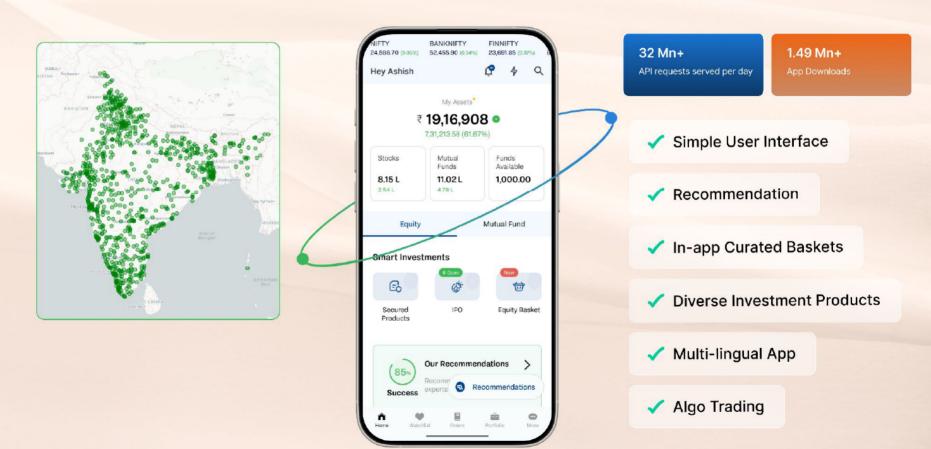




Rising Adoption Of Digital Platforms









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

Advance Order - Bracket Order

We are pleased to introduce the Bracket Order placement process, a comprehensive trading tool designed to streamline your trading strategy. The Bracket Order consolidates three essential components into a single trade order i.e., Initial Limit Order, Target Order, Stop Loss Order

Advance Order - GTT

We are pleased to introduce Good-Till-Trade (GTT) orders, which stay active until executed or manually cancelled, offering enhanced flexibility and reducing the need for frequent order management.

Margin Trading Funding (MTF) Order Type

We've added the Margin Trading Funding order type empowering users with more options for trading strategies

Auto Scalable Architecture

Implemented an auto-scalable architecture that allowed us to increase our system's load capability from 5x to 10x ensuring seamless service even during peak usage times

Simplified Order Placement Journey

We've added the order placement process across our App and Web Platforms for a smoother experience. Additionally, on the Web Platform we've introduced a Draggable order Window feature for traders convenience

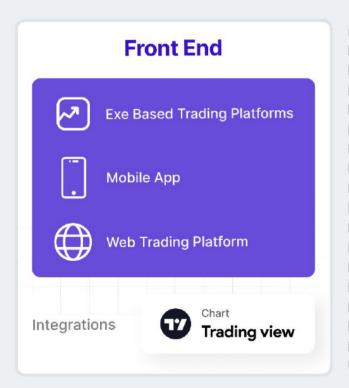
UPCOMING ENHANCEMENTS

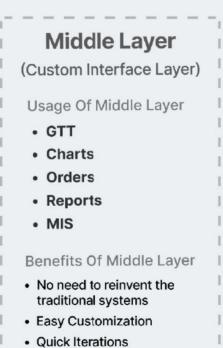
- Advance Orders Cover Orders & Icebergs
- · Customisation based on user behaviour
- · Plan Mutual Funds Investments feature

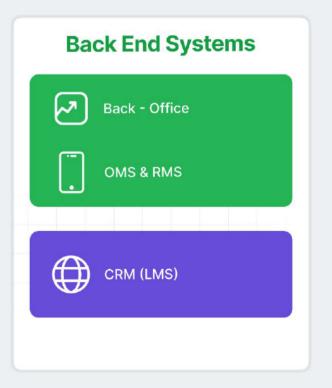
Tech Insights



Seamless collaboration, cutting - edge features

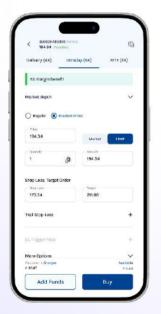








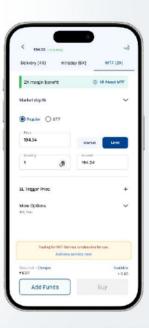
Simple User Interface, Recommendation, In-app Curated Baskets, Diverse Investment Products



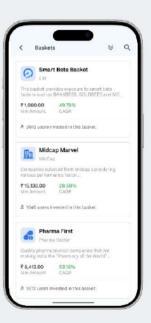
Introduction of Advance
Order - Bracket Order



Introduction of Advance Order - GTT



Introduction of MTF (Margin Trading Facility)



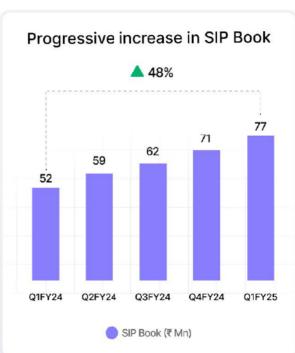
Customise your diversified Investment portfolio

Stock Broking - Allied Products



Maximising growth of portfolio with a mix products

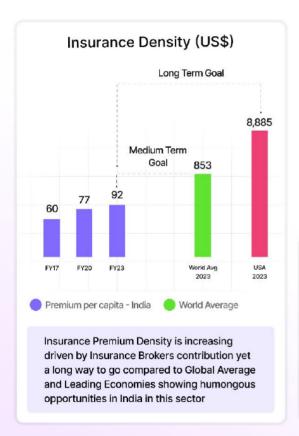


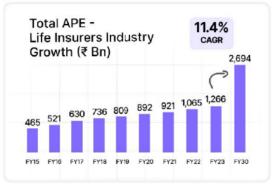


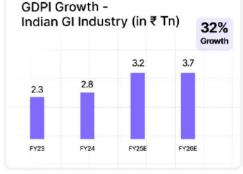


Insurance - Industry Overview









Source: Life Insurance Council Data (Apr 2024)





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

2 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

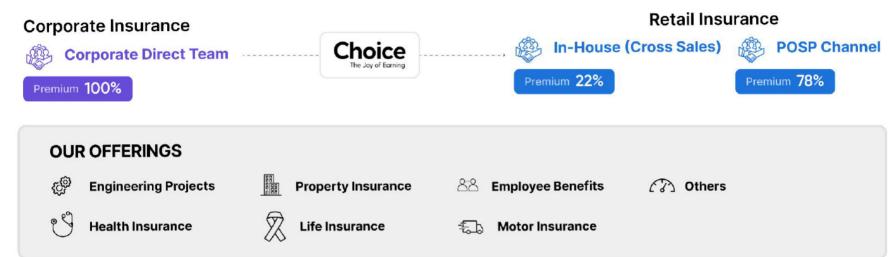
3 Commission Regulations 2023

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



Our Catering to SMEs and retail customers



Solutions Bouquet

Risk Advisory analysis & inspections Risk Management & Risk Transfer Solutions Portfolio Administration and GAP Analysis Tailor made solutions for Large risks

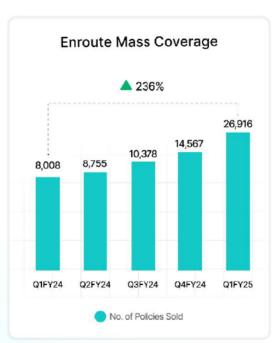
Claims consultancy for corporates and SMEs Industry upadates and Knowledge sharing

Insurance Distribution



Tapping into new territories, Propelled by surge of marquee clients



























Generated





Insurance Distribution



Tapping into new territories, Propelled by surge of marquee clients



₹100 Bn

Project Value assured under Project Insurance

15K+

Total Cattle
Lives Covered

Key Highlights



We have initiated in-house development of motor portal for a seamless online customer experience. We will be one of the few insurance brokers in the industry having an in-house portal.

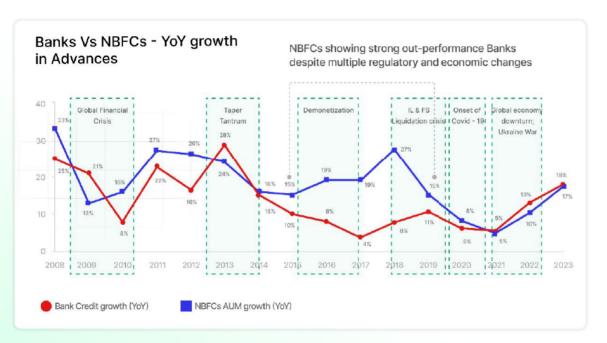


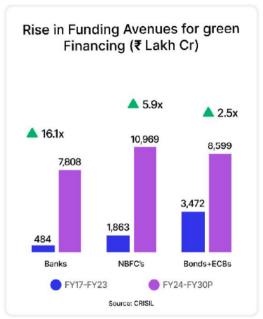
During the quarter, we focussed on consolidating our institutional business and strengthening our collaborations.

NBFC - Industry Overview



Expanding our PAN India reach and client demographic





Growth Prospects for NBFCs

Digital Transformation

· Schemes by Government

- Regulatory Framework
- · Robust Risk Management
- · Wider & Effective reach
- Innovative Products



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.

Choice

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

DCB BANK

arc arc

















9 SBI















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.

>99%

% of Loans advanced towards MSMEs & Green Energy >91%

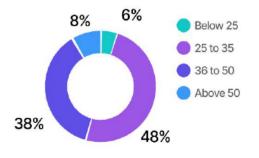
% of Loan Portfolio less than Rs. 10 Lacs 100%

Retail Loan Book Tier II-VI cities upto 100KW

Rooftop Solar Finance



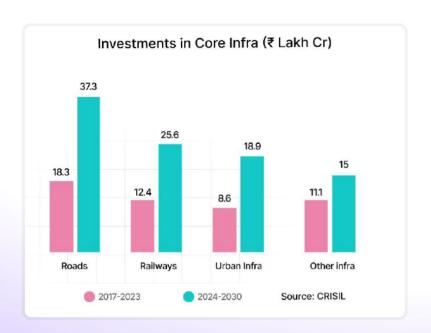
Educational Background of Borrowers



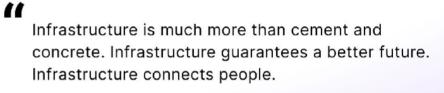
Age Group of Borrowers

Advisory Services - Industry Overview









Shri. Narendra Modi Hon'ble Prime Minister of India

Road &Highways

Projects 3,758

Value (US\$ Bn.) 404.08

Water Resources 635 155.81 Logistics Infrastructure 272 Electricity Generation 926 325.39

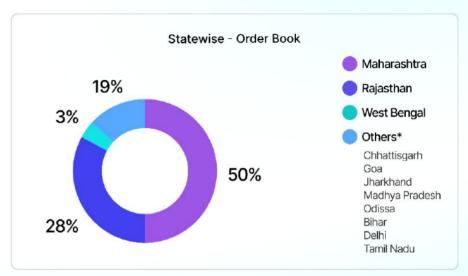
Transmission
Distribution
424
119.5

756

Advisory Services







3K+Km

Road Design & Monitoring across India

45+

Project Offices

200K+

PMAY Beneficiaries Served

Advisory Services



Association with over 500 Urban Local Bodies, 25 State Departments and 10,000+ Panchayati Raj institutions.





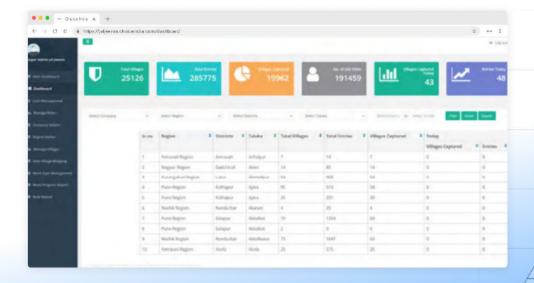
Diverse talent pool of 1K+ professionals including Retired Beaurocrats and professionals from fields like Agriculture, Health, Livelihood, Tribal, Social Sector, Public Policy, Treasury, Capacity Building and Scheme Administration area.

Clients



Choice Matters: Impacting Tomorrow







100+ Districts

350+ Talukas

20,000+ Schemes

10 Mn+ Households

55 Mn+ Beneficiaries

₹ 430 Bn+ Project Cost











Impact Of Flagship Projects



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:

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

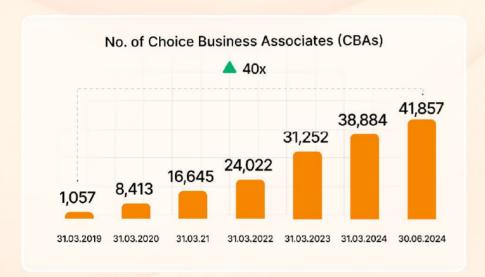
Employment Generation



Choice Connect



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



110+

CBA Trainings Conducted during the Quarter

6.6K+

CBAs received Payouts

7K+

CBAs Trained

140K+

No. of Business Leads generated by CBAs

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 nonrecurring 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

- Dedicated RM for each product helping them on each step
- Easy to use web and app platform helping them to track all the business on the go
- Regular product trainings with Industry experts and Subject matter experts
- · Ready available MIS to understand business momentum

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

- Technological enhancement focusing on reducing efforts on CBAs
- Development of Proprietary Algos for suggesting suitable products
- · Adoption of Regulatory changes

Growth Support

- Research Reports on all the major products along with details of suitable clients: For better prospect identification and conversion
- Personalised marketing materials including WhatsApp shares: To help in lead generation
- · Zero Cost Web and App platform
- Regular reminders on Leads including renewals, SIP dues, Quarterly settlements, etc

Consolidated Financial Performance - Quarterly



20,064 529 20,594	13,791 135	45.49% 292.28%	21,455	(6.48)%
	135	292 28%		
20 594		202.2070	187	183.00%
20,004	13,926	47.88%	21,642	(4.84)%
5,824	3,760	54.90%	6,936	(16.03)%
28.28%	27.00%		32.05%	
5,656	3,612	56.58%	6,763	(16.37)%
27.46%	25.94%		31.25%	
4,340	2,939	47.66%	5,520	(21.38)%
21.07%	21.11%		25.51%	
3,201	2,127	50.53%	3,940	(18.75)%
15.54%	15.27%		18.20%	
	28.28% 5,656 27.46% 4,340 21.07% 3,201	28.28% 27.00% 5,656 3,612 27.46% 25.94% 4,340 2,939 21.07% 21.11% 3,201 2,127	28.28% 27.00% 5,656 3,612 56.58% 27.46% 25.94% 4,340 2,939 47.66% 21.07% 21.11% 3,201 2,127 50.53%	28.28% 27.00% 32.05% 5,656 3,612 56.58% 6,763 27.46% 25.94% 31.25% 4,340 2,939 47.66% 5,520 21.07% 21.11% 25.51% 3,201 2,127 50.53% 3,940

Consolidated Financial Performance - Quarterly



Particulars (₹Lakhs)	Q1 FY25	Q1 FY24	Y-o-Y Growth (%)	Q4 FY24	Q-0-Q Growth (%)
Revenue from Operations	20,064	13,791		21,455	
Other Income	529	135		187	
Total Income	20,594	13,926	47.88%	21,642	(5.09%)
Employee Benefit Expenses	6,795	4,705		6,273	
Finance Costs	1,316	673		1,243	
Depreciation and Amortisation Expenses	168	148		173	
Administrative and Other Expenses	7,975	5,461		8,433	
Total Expense	16,254	10,987	47.94%	16,122	0.81%
PBT	4,340	2,939	47.66%	5,520	(27.19%)
Tax Expenses	1,139	813		1,580	
PAT	3,201	2,127	50.53%	3,940	(23.07%)
Other Comprehensive Income	(22)	(5)		(47)	
Total Comprehensive Income	3,179	2,122		3,893	

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



Mr. Subodh Kumar Agarwal Independent Director



Mr. A.K. Thakur Independent Director

...



Ms. Sudha Bhushan Independent Director

•



Mr. Sandeep Singh Independent Director



Mr. Kanhaiya Lal Berwal
Independent Director



Mr. Shobang Mal Jain Independent Director

Investment Committee

Finance Committee

Securities Committee

CSR Committee

Audit Committee

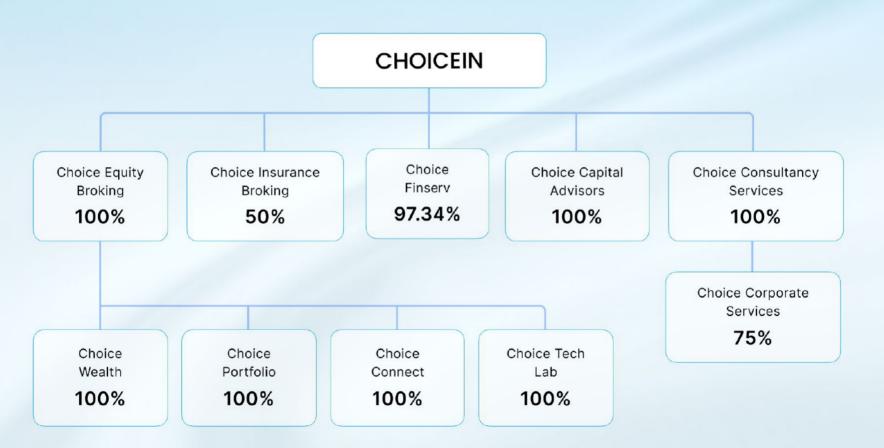
Stakeholder Relationship Committee

Nomination & Remuneration Committee

Risk Committee

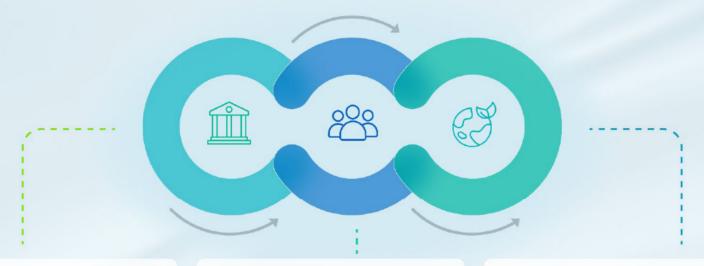
Current Entity Structure





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



Mumbai

Head Office

149 22 52

Project Branch States Offices Offices & UT

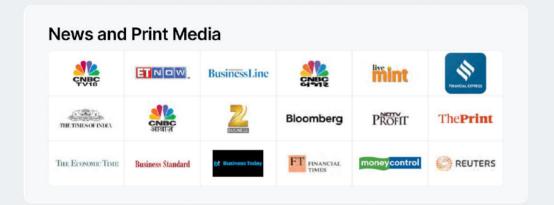
 Agra 	 Chittorgarh
 Ahmedabad-1 	 Cochin
 Ahmedabad-2 	 Coimbatore
 Ahmedabad-3 	 Dehradun
 Ahmednagar 	 Delhi
 Ajmer 	 Deogarh
 Aklera 	 Dewas
 Aluva 	 Dhanbad
 Ambala 	• Dudu
 Angamaly 	 Erode
 Ashta 	 Faridabad-1
 Asind 	 Faridabad-2
 Aurangabad 	 Fatehnagar
 Bangalore 	 Fatehpur
 Beawar 	 Gandhi Nagar
 Belgaum 	 Gangapur
 Bhagalpur 	 Gaya
 Bhilai 	 Ghaziabad
 Bhilwara-1 	 Gurugram-1
 Bhilwara-2 	 Gurugram-2
 Bhilwara-3 	 Gwalior
 Bhopal 	 Himmat Nagar
 Bhubaneswar 	 Hubli
 Bijainagar 	 Indore
 Borivali 	 Jabalpur
 Bundi 	 Jaipur-1
 Chandigarh 	 Jaipur-2
 Chennai-1 	 Jaipur-3
 Chennai-2 	 Jaipur-4
Chirous	Injury E

Agra	 Chittorgarh 	 Jaipur-6 	 Mandalgarh 	 Ranchi-1
Ahmedabad-1	 Cochin 	 Jaipur-7 	 Mandsaur 	 Ranchi-2
Ahmedabad-2	 Coimbatore 	 Jalandhar 	 Mangalore 	 Ratlam
Ahmedabad-3	 Dehradun 	 Jalgaon 	 Mathura 	 Reengus
Ahmednagar	 Delhi 	 Jammu 	 Mehsana 	 Salem
Ajmer	 Deogarh 	 Jamshedpur 	 Modasa 	 Salumber
Aklera	 Dewas 	 Jhalawar 	 Morbi 	 Sambalpur
Aluva	 Dhanbad 	 Jhunjhunu-1 	 Mumbai-Marol 	 Secunderabad
Ambala	 Dudu 	 Jhunihunu-2 	 Mysore 	 Sehore
Angamaly	 Erode 	 Jodhpur 	 Nagpur-1 	 Shamgarh
Ashta	 Faridabad-1 	 Kaloor 	 Nagpur-2 	 Sikar-1
Asind	 Faridabad-2 	 Kalyan 	 Neem Ka Thana 	 Sikar-2
Aurangabad	 Fatehnagar 	 Kanjirappally 	 Neemuch 	• Surat
Bangalore	 Fatehpur 	 Kannur 	 New Delhi-1 	 Thane
Beawar	 Gandhi Nagar 	 Kanpur 	 New Delhi-2 	 Thiruvalla
Belgaum	 Gangapur 	 Kekri 	 New Delhi-3 	 Thrissur
Bhagalpur	 Gaya 	 Kishangarh-1 	 Nimbahera 	 Tirunelveli
Bhilai	 Ghaziabad 	 Kishangarh-2 	 Noida 	 Trichy
Bhilwara-1	 Gurugram-1 	 Kochi 	 Pala 	 Trivandrum
Bhilwara-2	 Gurugram-2 	 Kolhapur 	 Palakkad 	 Udaipur
Bhilwara-3	 Gwalior 	 Kolkata-1 	 Palghar-Vasai Rd 	 Udaipurwati
Bhopal	 Himmat Nagar 	 Kolkata-2 	 Panaji 	 Ujjain
Bhubaneswar	 Hubli 	 Kota-1 	 Panipat 	 Vadodara-1
Bijainagar	 Indore 	 Kota-2 	 Panvel 	 Vadodara-2
Borivali	 Jabalpur 	 Kotputli 	 Patna 	 Varanasi
Bundi	 Jaipur-1 	 Kottaramattom 	 Prayagraj 	 Vijayawada
Chandigarh	 Jaipur-2 	 Kottayam 	• Pune	 Visakhapatnam
Chennai-1	 Jaipur-3 	 Kozhikode 	 Raipur 	 Warangal
Chennai-2	 Jaipur-4 	 Lucknow 	 Rajahmundry 	
Chirawa	 Jaipur-5 	 Madurai 	 Rajsamand 	

Media Presence



Extensive coverage by Television, Digital, Print and Social Media

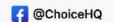


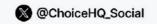


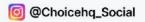
Hours on various TV channels covering Choice & our Analyst

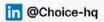
Follow us on











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.

Choice International will not be responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For further information, please contact Choice International Limited Sunil Patodia Tower, J B Nagar, Andheri East, Mumbai - 400 099

Ayush Sharma ayush.sharma@choiceindia.com +91 22 6707 9999

