



UNMATCHED OFFERINGS AUTOMATED SOLUTIONS





Because Every Paisa Matters

5paisa Capital Limited is among the fastest growing full-service discount brokerage companies in the fintech space. It offers complete automated and personalised solutions to the financial needs of customers through an advanced digital platform and Robo-advisory service.

The cover design depicts diversified service offerings of the Company (securities trading, fintech solutions, online Robo-advisory and other financial services products) through interesting icons. The hand pressing the button at the centre of the circle signifies multiple automated solutions simply at one click.

Between the pages

Corporate Overview

- About the Company 04
- Key Achievements in 2017-18 06
- Unmatched Offerings 08
- Automated Solutions 10
- Educating Customers 12
- Chairman's Message 14
- From the CEO's Desk 16
- Board of Directors 18

Statutory Reports

- Directors' Report 20
- Management Discussion and Analysis 44
- Corporate Governance Report 52

Financial Statements

- Independent Auditor's Report 74
- Standalone Balance Sheet 80
- Standalone Statement of Profit & Loss 81
- Standalone Cash Flow Statement 82
- Notes (Standalone) 83
- Independent Auditor's Report 100
- Consolidated Balance Sheet 104
- Consolidated Statement of Profit & Loss 105
- Consolidated Cash Flow Statement 106
- Notes (Consolidated) 107

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Spaisha Capital Limited gets listed on BSE and NSE on November 16, 2017



Technology and internet have changed the world forever. What started as a revolution has now become a tidal wave of progress. Together, technology and internet have re-invented business models – benefiting society in more ways than one.

Today, the internet has gone from being a mere source of information to the most popular open marketplace. The Gen Y relies and believes in the power of 'touch and tap' for everything. They enjoy the comfort of diverse choices to navigate and select from in a relatively lesser time.

We, at 5paisa Capital, have capitalised on the technological disruptions and converted them into a business opportunity. Our specially-developed platform offers a comprehensive and seamless experience to customers.

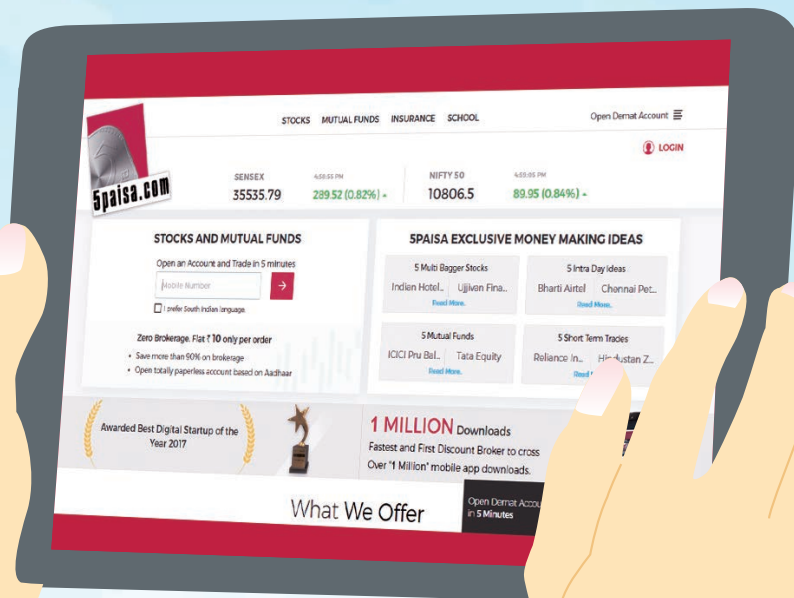
We offer an unmatched, technology-led service through a DIY (Do-it-Yourself) platform. Our fully-automated, intelligent Robo-advisory services help our customers make independent decisions, thereby empowering them with freedom of choice and decision-making.

Innovation is the foundation of our principles. Our aim is to enhance the fintech experience for our customers while improving service quality and creating value for all.



5paisa Capital provides financial products through a state-of-the-art online technology platform and mobile application

Having launched commercial operations in 2016, 5paisa Capital is engaged in providing financial products through a state-of-the-art online technology platform and mobile application. Its services are targeted at retail investors and high-volume traders who actively invest and trade in securities markets and seek DIY services at a low cost.





5paisa pays special attention to innovative offerings based on understanding customer behaviour. The Company constantly strives for technological advancement and superiority. With a dynamically-sturdy trading platform, an advanced mobile application and an artificial-intelligence powered Robo-advisory platform, the Company offers superior technology-led services to its customers. The result is an enhanced customer experience through completely paperless and simplified trading procedures. The Company caters to the diverse financial needs of individuals including online discounted stock broking, depository services, distribution of mutual funds and support for distribution of insurance products among others.

1,000,000+

Downloads of the mobile app

64%

Client base in Tier II
and Tier III cities

₹4,255 Mn

Market Capitalisation as on
March 31, 2018

₹10

Flat brokerage fee for all
transactions

Key achievements in the year 2017-18

LISTED ON STOCK EXCHANGES

NSE: 5PAISA

BSE: 540776

REVENUE GROWTH

Strong and sustained growth – 3 times over the previous financial year



NSE
BSE



CUSTOMER ACQUISITION

6 times growth in customer base over the previous financial year



MARKET SHARE

Achieved 1% share of daily cash turnover within a short span of two years

MOBILE APP

Over 1,000,000 downloads till date (Play store and App store). Trades through the app constitute 70% of the turnover

RECOGNITION

Won the 'Digital Startup of the Year 2017' award at World Digital Marketing Congress for being the fastest growing Digital Financial Company, offering fully digitised platform to its customers

Unmatched Offerings

Dynamic business model offering
diversified financial solutions

