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**ANTICIPATE.
INNOVATE.
EXECUTE.
EVOLVE.**





Anticipation inspires innovation, and innovation, in turn, powers excellence in execution. This is the mantra underlining our growth story and on which is founded our business ethos. It is the basic tenet and philosophy of all that we do, and the structure on which we have built our vision for the future.

This mantra is the foundation on which we continue to create and expand our innovative product portfolio.

It is the strength through which we are perpetually leveraging our execution skills to nurture excellence.

It is the nucleus around which we are continuously crafting our progress and evolution.

Because, at Centrum, we believe in the power of anticipation to identify the opportunities of tomorrow to innovate today. And because we believe in the power of execution to script the story of our evolution, for times to come.



THE POWER WITHIN

About Centrum Capital Limited

Centrum is one of India's leading financial services group, offering innovative, customised and integrated financial solutions, with decades of experience in providing exemplary financial services. Equipped with state-of-the-art facilities at our corporate office spread over 80,000 sq. ft. in Mumbai, we have a pan-India presence across 84 locations. We have a global footprint extending across New York, Dubai and Hong Kong.

As the group flagship company, Centrum Capital Limited operates through its subsidiaries, joint ventures and associate companies to provide value-added products and services to Institutions, Investors, Corporates and Individuals across the globe, both in the Private and the Public sectors.

Our business interests span Investment Banking (Equity Capital Market, Corporate Finance & Advisory, Debt, Infrastructure & Realty Advisory), Institutional Broking (with research coverage for large and mid-caps) and Retail Financial Services (Broking, Distribution / Wealth Management, Depository, Portfolio Management Services (PMS), Foreign Exchange, Money Changing, Money Transfer, Travel & Tourism), Lending (Loan against Securities, Margin Funding, IPO Funding, Structured Finance).

Our diverse and high-end clientele is spread across:

- Institutional Investors, Hedge Funds, FIs, Domestic Mutual Funds, Insurance Companies, Business Houses and Corporates in India and Asia
- Banks
- Public Sector Units (PSUs) and State Level Undertakings (SLUs)
- Over 1 million High Net Worth Individuals (HNIs) and Retail Investors
- Mid Cap Entrepreneurs
- Trusts (Charitable & Family), Provident Funds

Mission

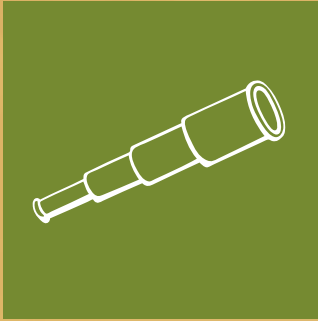


To challenge the 'obvious' solutions and provide financial consultancy and syndicated products, which deliver value beyond customer expectations

To become the first-choice investment banker

To provide uniquely 'tailored' solutions for 100% of the financial service needs of both, Institutions and Individuals





THE POWER OF ANTICIPATION

The one thing that really distinguishes successful corporates is their ability to think ahead, to see opportunities before time and to anticipate futuristic scenarios within which they can grow and evolve as leaders in their respective business domains.

This is an ability that we have carefully nurtured over the years and that has enabled us to leverage our inherent strengths and expertise to think, plan and design solutions to meet future needs even before others have envisioned their potential.

It was this ability that enabled us to restructure ourselves to address the huge opportunity matrix in the debt market ten years ago - an advantage that other financial services providers are only now beginning to understand and exploit. We had long ago begun to appreciate the need to develop a parallel banking institution in the form of NBFCs, and to offer Wealth Management Services for High Net Worth Individuals. Seeing the huge opportunity in wealth management, we restructured our wholly-owned subsidiary, Centrum Investments Limited, in 2010-11 to launch a new platform for our Wealth Management business under the umbrella of Centrum Wealth Management Limited.

Financial retail services is another vital area where we identified opportunities way ahead of our peers and competitors to leverage the early-mover advantage for ourselves.

Our anticipatory strength helps us look beyond today into the realm of tomorrow. Armed with this capability, we are constantly surging ahead with confidence as we strive to make the most of the possibilities for the future.



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THE POWER OF INNOVATION