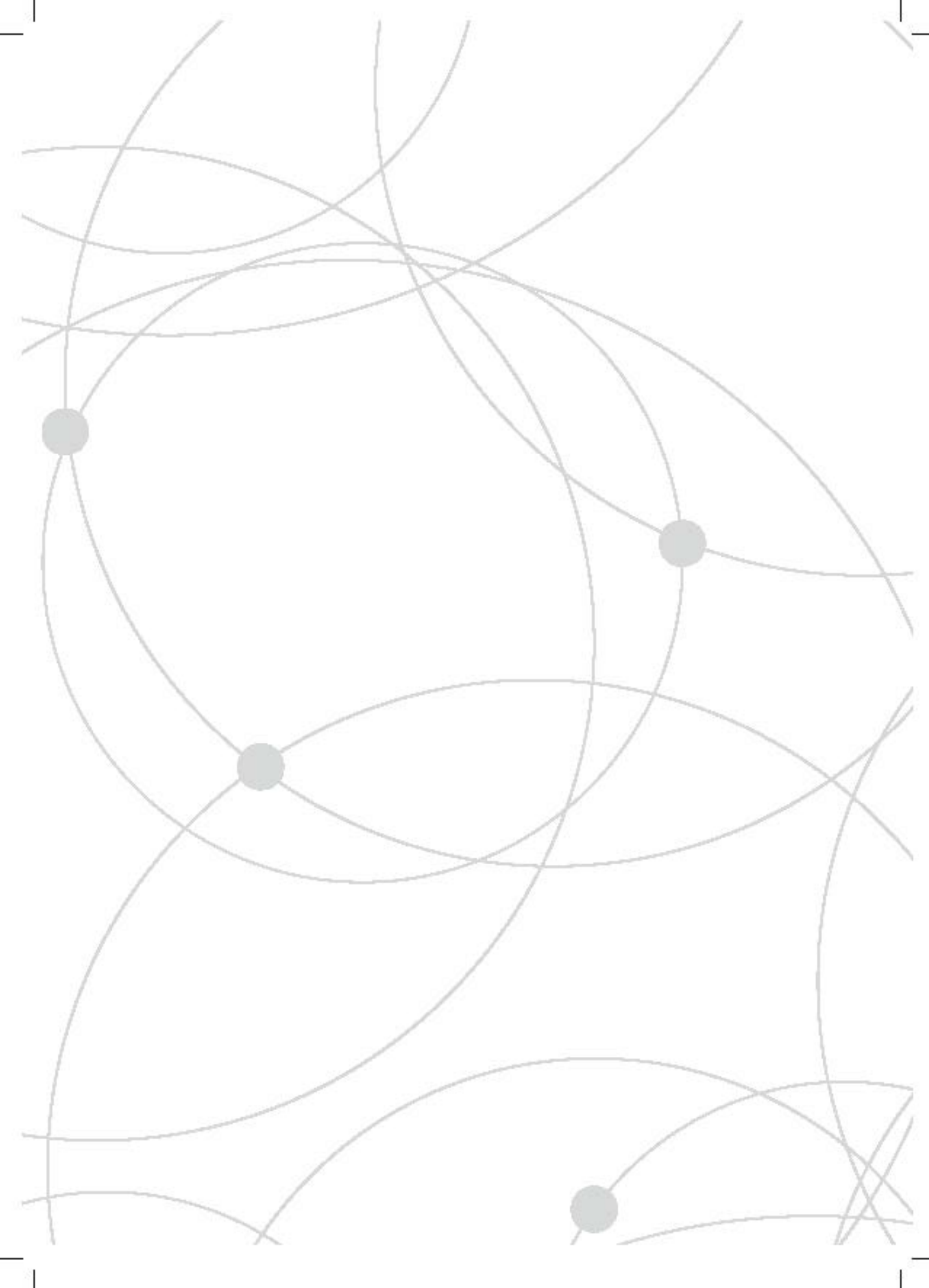


ANNUAL REPORT 2017





**INVESTMENT
BANKING**

**BROKING &
DISTRIBUTION**



**MANAGEMENT
CONSULTING**

**E-COMMERCE &
TECHNICAL
SERVICES**



WELCOME TO ANNUAL REPORT 2017



II THE VISION OF BEING सर्वश्रेष्ठ II

Established in the year 1993, Choice International Limited is the financial hub, catering in a widespread financial segments viz. Investment Banking, Broking & Distribution, Management Consultancy, E-Commerce, IT Solution, Cross Boarder Consultancy, to its clients.

Your Company which began with a small foundation, went on to being one of the most proficient financial center of the Country and ventured to materialize the vision of being सर्वश्रेष्ठ by setting new yardsticks and holding the faith and conviction which you had shown in your Company.

The group derives its strength from the diversity of skills and strengths of the members of the Leadership Team. Our leadership has extensive experience in Indian financial markets. Average experience of our leadership team members is 27 years. Members have worked in key positions with prominent financial services firm for decades. Choice group extensively

focuses on research and technology as core areas to shape our growth and improving client satisfaction. The group has built a robust infrastructure to meet growing requirements of our clients and to offer time bound delivery of quality services.

We maintain a high degree of professionalism and ethical standards in all our business activities. We combine superior execution capabilities, meticulous research, rich transaction experience and a network of global partnerships to help our clients close a variety of strategic and financial transactions. Our team of seasoned professionals has extensive experience in a variety of disciplines.

Over the years, your Company has garnered such goodwill in the market that clients today lay their complete trust and confidentiality on us thus perpetuation the same we believe in our mantra-

“आप कीजिए कामयाबी की तैयारी.... बाकी हमारी जिम्मेदारी”

We believe in working in a socially responsible environment wherein client satisfaction and meticulous work are the chief ingredients required to craft the growth of our company in becoming one of the topmost Companies in the country and to further take a step forward in fulfilling the dream of being the unsurpassed.

Commitment, perseverance, teamwork and a far fetched vision are the four wheels which keep the vehicle of Choice moving forward to attain endless heights...and with this we cordially present the Annual Report of 2017.

conte

*Creating new
benchmarks in
service delivery*



pg
08

*Letter from
Managing Director*

pg
20

*Director's
Report*

pg
50

*Management
Discussion &
Analysis*

pg
126

*Consolidated
Auditor's
Report*

pg
131

*Consolidated
Financial
Statements*

pg
161

*Notice for
AGM*

nts



pg
73

**Corporate
Governance**

pg
92

**Standalone
Auditor's
Report**

pg
97

**Standalone
Financial
Statements**



**“At Choice we
Nurture Financial
Excellence, without
compromising on our
ethical values”**

LETTER FROM MANAGING DIRECTOR

Dear Stakeholders,

It gives me immense pleasure to present the 24th Annual Report of your company with another year receding our journey of going Stronger & larger by each passing day.

The aim is to be India's one of the largest One Stop Financial Hub providing an array of Financial Services under one roof. The "Choice" group has the most comprehensive pool of Financial services & is one of its kind for instituting an extensive spread with its clients compared to its peer groups.

The company strongly believes in generating wealth for each of its clients and stakeholders, thus provides Financial services for Creating wealth for itself and its valued stakeholder.

The drive is to be the only "Choice" of the client for availing all the mottled Financial Services under one ridge. The objective is to be the most preferred Financial establishment providing high quality products and services to our clients, business partners and society.

The Financial Year 2016 - 17 was a distinctive year both for the Nation as well as our business, even in the changing dynamics of the law of the land & government policies, demonetization etc, your Company has managed to Book Increase in Consolidated Profits from Rs. 4,29,73,654/- in the year 2015-16 to Rs. 6,29,01,062/- in the Financial Year 2016-17.

The Core Business activities of the Company includes Broking & Distribution, Management Consultancy, Capital Advisory & E - Commerce - Technical Services, most of the verticals of the Company have come out with new Business Regime, Increase in Cliental & also offering investor friendly way of creating wealth, the detail working of each of

our Business vertical is explained in the Management Discussion & Analysis Report. We at Choice are building awareness and promoting benefits of financial planning and thus stimulating wealth creation for all its stakeholders.

At Choice we look forward to FY 2017-18 as a very vigorous year ahead. We shall remain committed to delivering value for our Shareholders, employees & other stakeholders through our diversified portfolio of Financial services.

I express my gratitude for the sound guidance and contribution of my fellow Directors. I commend my team as everyone at Choice has contributed to the Company's growth and their commitment and dedication and sheer hard work is an indeed an inspiration. As we move forward, the caprices of uncertain environment would continue to confront all the business. The Company is poised of navigating these uncertainties and would continue to invest in its capabilities to deliver sustainable long term performance.

I take this opportunity to thank all our stakeholders for the faith rested in the Company and look forward to your continued support in the journey.

With Best wishes,
Thanking You,



KAMAL PODDAR
Managing Director

DDM No: 0980700

CORPORATE CULTURE

A group of people, primarily women in blue sarees with gold borders and men in white shirts, are standing in a line. They are performing a traditional Indian ritual, likely a puja, with their hands pressed together in a 'namaste' gesture. The setting appears to be indoors with warm, ambient lighting. The women are adorned with traditional jewelry, including necklaces, bangles, and flower garlands in their hair. The men are wearing white shirts with dark belts. The overall atmosphere is solemn and respectful.

“

**Hire great people
and give them
the freedom to
be awesome**

— Andrew Mason