

2017-2018



Choice

Nurturing Financial Excellence



GOVERNMENT ADVISORY

Building integral solutions for creating tomorrow's milestones.



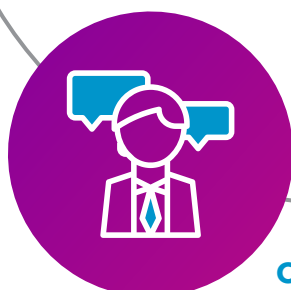
MANAGEMENT CONSULTING

Helping companies to navigate in turbulent business environment.



BROKING & DISTRIBUTION

One stop financial hub for all your investment requirements.

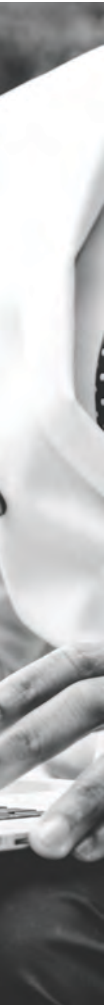


CAPITAL ADVISORY

Assisting in fund raising, valuations and strategic planning.



WELCOME TO ANNUAL REPORT 2018





BUILDING A TEAM TO LEAD US TO THE FUTURE

Choice International Limited has modelled into striving for excellence and build teams and nurture individuals that shall be creating 'the way forward' for us. The leadership and the management has been building new leaders and new managers who will be playing a role of importance for us to excel across domains. This is the growth towards our future!

As a group, Choice has been one who believes truly in its name and stands by the ideology of having its values reflect in its name itself. Thus today, Choice translates to Commitment, Honesty, Optimism, Innovation, Consistency and Empowerment. For Choice, it is all about the commitment to provide supreme customer service, honesty in dealing with clients, optimism for the future and the economy, innovative solutions to make financial services easier and faster, and consistency in all of our services, modules and team quality, and finally, empowering customers to pursue their financial goals. And, to further carry forward this thought, Choice Group has also coined a belief system for everyone around which are basically words to live by for the entire team! It being **‘आप कीजिए कामयाबी की तैयारी, बाकी हमारी जिम्मेदारी’**, which inspires individuals and businesses to partner and collaborate with us while we do the hard work of handling their compliance & financial management, supporting their business & expansion plans and guiding them with sound advisory & consultancy to grow.



THE VISION OF BECOMING " सर्वश्रेष्ठ "

Challenging the standard practices and endeavouring a path of ultimate excellence, Choice Group has nurtured a dream. A dream of being 'India's Most Respected & Trusted Financial Services Company' and that is the eventual vision and mission for us. It's what the team is working towards with zest, skill and dedication.

But, having said all of the above, what truly inspired us is to be 'The Best' at what we do. Every member, every division, every partner and the entire management team have to put their best foot forward to give clients a service which truly exceeds their expectations! This has been the way forward for Choice Group.

Thus, to conclude, here's the Annual Report 2018.

STRENGTHENING CHOICE



CREATING NEW BENCHMARKS
IN SERVICE DELIVERY

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LETTER FROM MANAGING DIRECTOR

Dear Stake Holders,

It gives me enormous bliss to present the 25th Annual Report of your Company, with the year narrating our fruition story of our ambition on mounting towards becoming the India's One Stop Financial Hub for one's every kind of financial need or advice ranging from a tiny solution to their Fiscal needs to understanding ones grave financial crises, from securing ones asset by managing the same or advising on managing your Financials, each member here at the group "Choice" welcomes you to address your any kind of Financial solutions!!!

By each passing day, we are getting larger in the terms of range of services offered and the time horizon within which the services are delivered with Client Satisfaction at the apex, each employee here at "Choice" have added to the our growth story by their strong perseverance and belief in the organisation.

We at "Choice" acutely believe that earning Income is just one part of the game, but managing the Income in a way that ultimately creates Wealth is the other part of the game which is even more imperative and Vital than the first part. Here at "Choice" vigorous efforts are made to create wealth for our clients by providing them our array of financial services.

On the path of creating wealth for our clients, equal attention is given to the methodologies adopted without compromising on our ethical values!!!

The effort is to offer a host of financial services under one gable, the objective is to be the most preferred institution providing eminent services. For the Financial Year 2017-18 your company has booked a Profit of Rs. 1224.39 Lakhs as compared to profits amounting to Rs. 629.01 Lakhs in the year 2016-17.

Your Company totally backs the Vision of our respected Prime Minister on "Digital India", embracing his vision your company has Launched Online Investment Platform on Mutual Fund named "Investica" and is on the verge of launching its online Mobile & Web based Trading Platform named "JIFFY".

During the Financial year 2017- 18 your company has propelled an innovative way of catering its services by establishing "Choice Kendras" at various places, by on boarding the Clients through our retail outlets. All the Financial services provided by the company

can be made available through our Retail Outlets i.e through our "Choice Kendras", to facilitate our clients at their ease!!

The Services provided by your Company is detailed in the Management Discussion & Analysis Report in depth. The core business activities of the group includes Broking & Distribution, Mutual Fund Distribution, Portfolio Management, Merchant Banking, Debt Syndication, Management Consultancy, Cross Border Consultancy, NBFC Lending, Retail Loans, IT Solutions.

All the above stated activities can be reached through our "Choice Kendras".

We look forward to FY 2018 - 19 bringing in new growth prospects giving us an opportunity of narrating one more year to narrate our growth journey.

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 ahead, the impulses of uncertain environment would continue to confront all the business. The Company is capable of steering 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 our Journey with the vision of being सर्वश्रेष्ठ.

I further take this chance of apprising our client with a statement :

**AAP KIJIYE KAMYABI KI TAYAARI,
BAAKI HAMARI ZIMMEDARI**

**With best wishes,
Thanking You,**

KAMAL PODDAR
Managing Director
DIN No: 01518700

