



# A Symphony of Ideas

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## Contents

Celebrating Creative Genius	3
The Edelweiss Business Principles	24
Our Businesses	25
Letter from the CEO	26
Performance at a Glance	28
Consolidated Financial Statements	30
Company Details	32



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# A Symphony of Ideas

Music - one of the most innovative and creative forms of human expression. It takes its birth in the genius of the mind and finds its voice in various musical instruments that lend it its identity. A single thought, a single note that manifolds into a rich experience of symphonic music.

A symphony can last over an hour, building itself over different notes and instruments. Simpler tunes and songs develop as well, but usually by way of repeating themselves. While symphonic music repeats, it does not do so in exactly the same way. It is those non-exact ways of repeating that makes music symphonic. The more the music develops, the more symphonic it becomes.

At Edelweiss, our existence centers on our ability to develop and nurture a symphony of ideas. Ideas that are long-term in nature, renewable in structure and innovative in their development. To us, the allegory between music that delights and ideas that create is simple. Both resonate, impact, change and make a difference to all who come in contact.

We take this opportunity to celebrate one of the greatest creations of mankind - music.

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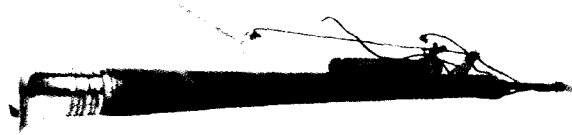


In the following pages, we bring together select Indian musicians who dared to see beyond the obvious and pursue their convictions; an ode to their creative contributions that changed the face of Indian classical and contemporary music. Each of the maestros featured here has revolutionised the music and the instrument he plays, elevating it to a higher realm.

To further enrich this tribute, Edelweiss commissioned young and upcoming artists from across the country to capture each of the musicians in their element, through a series of paintings. These paintings seamlessly mesh the musician with the artist, the latter attempting to evoke the spirit that guides the former.

It is both a privilege and a pleasure to present here an artist's rendition of an artiste.

All efforts have been taken to maintain exclusivity in this piece of work, right from the careful selection of the musical geniuses to the artists who have captured them on canvas. It is to be noted however, that their presence in these pages should not in any way be construed as an endorsement of Edelweiss or its views.



A man of great tenderness and humility, the late Ustad Bismillah Khan brought the sweetness of the Shehnai, a wind instrument, from Indian weddings to the centre stage of Indian Classical Music. Khan was one of the finest musicians of the post-independence era and a symbol of India's religious pluralism and harmony for people of different faiths.

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### Leading the Way

At Edelweiss, winning is not as stimulating as preparing to win. Invigorated by a progressive environment, we have constantly put our ideas and convictions to test. The senior team has strong roots in this young company and has had the opportunity to build and lead different businesses to record growth. Our businesses benefit from the culture of Co-Heads, creating a fusion of strengths and expertise and bringing continuity and stability to the organisation. Our simple belief that the edge will gravitate towards those who possess different ideas on how to do the same things and those who possess the same ideas to do different things, is apparent in our culture.

At Edelweiss, ideas will create and values will always protect.

\* \* \*

One of the fastest growing financial services companies with a 5-year Revenue CAGR of 144% and PAT CAGR of 291%. A record 148% growth in revenue for 2006-07. Amongst top 5 domestic Brokerages and top 3 Derivatives Desks in India. Pioneered Quantitative research in the country. Only full-fledged financial services company to have been created ground up in the last decade.









\* Water Colour on Paper by Nilesh Dillip Jadhav - Mumbai. A JJ Institute of Applied Arts graduate. He holds workshops and exhibitions across the country.



A man ahead of his times, Pandit Ravi Shankar dared to break the shackles of tradition, taking criticism in his stride. The world first witnessed this Sitar maverick's creative streak in 1987, when he introduced New Age music with his unique method of combining traditional instruments with electronics. It is his relentless pursuit of doing something new and innovative that keeps his music exciting.

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### Ahead of the Curve

In the fast transforming trillion dollar economy that is India, efficiently connecting capital to those with ideas is a role that we seek to perform to perfection. We identify and convert new opportunities by thinking big and beyond, an intrinsic part of the Edelweiss DNA. This sheer entrepreneurial aspect of our philosophy is leveraged in our every intent and act. With our clients at the centre of our existence, it is their aspirations that feed our drive to be better, faster and constantly future focused.

\* \* \*

Entry into adjacent business opportunities that optimise existing capabilities and competencies. Pioneered the introduction of arbitrage and derivatives products in India. First Qualified Institutional Placement (QIP). First Alternative Investment Market (AIM) - LSE listing. Leadership in structured finance. Pioneered the concept of quantitative, alternative and thematic research leading to early identification of emerging industry themes. Pioneered the Edelweiss Analyst Programme (EAP) in 2003 - a steadily growing organisation wide pool of high-energy intellectual capital.