



BEING THE  
BEST...





Cover Illustration

'Being the best...' is always an endeavour and never an accomplishment. If you think you have reached the top, look at the stars and you will realise everything that can be accomplished, has not yet been.

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'Being the best..' is the motto of every individual at Team IIFL. Although it is a never ending journey, pursuit of making yourself better at what you do every day is never tiring either. The harder we work to excel, the better and more energized we feel. The journey itself is more rewarding than the ultimate outcome. Then there are these milestones like two prestigious awards for 'Being the best' in the year 2011 itself, which reinforce our commitment to continue the journey with double the vigor.

The key to our success is how efforts of all the team members are integrated towards organizational goal and vision. That's where our unique culture of 'owner mindset' makes all the difference. This is a company where owners work and workers own. Everybody works towards making his or her company the best in delivering value to the customer, making it a better place for fellow owner-worker, produce superior financial returns and earn respect from the society at large. This effort is towards achieving the collective vision of 'Being the Most Respected Company' in financial services space.



In the year 2011 itself, we have received two reputed awards for being the Best Broker in India.

‘Best Equity Broker of the Year’ – Bloomberg UTV, 2011

IIFL was awarded the ‘Best Equity Broker of the Year’ at the recently held Bloomberg UTV Financial Leadership Awards, 2011. The award was presented by the Hon’ble Finance Minister of India, Shri Pranab Mukherjee. The Bloomberg UTV Financial Leadership Awards acknowledge the extraordinary contribution of India’s financial leaders and visionaries from January 2010 to January 2011.



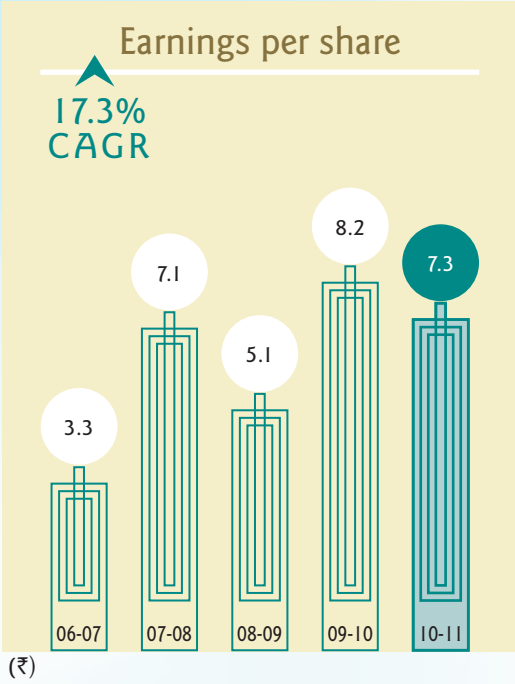
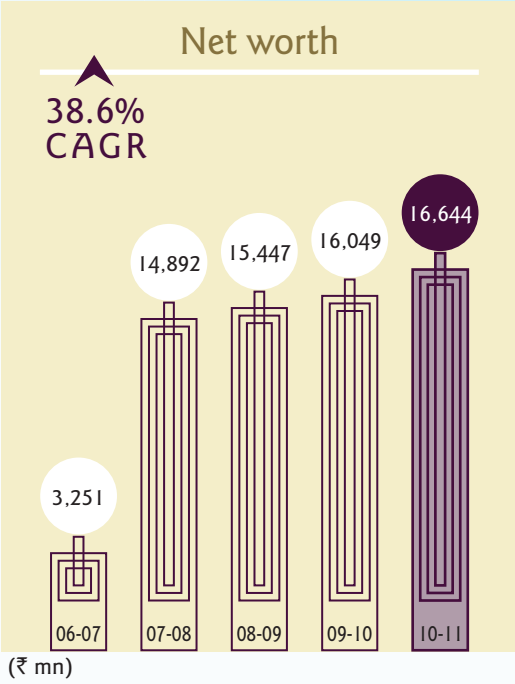
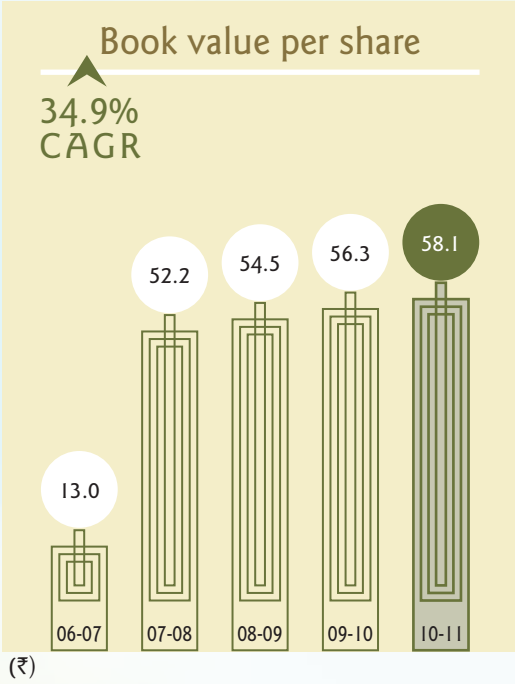
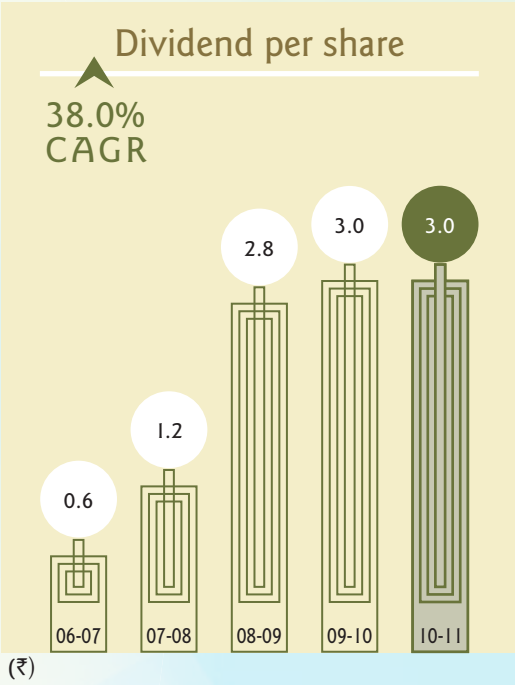
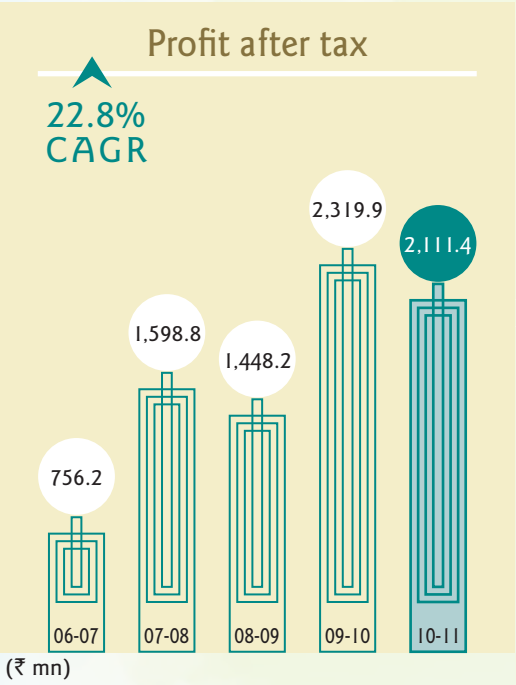
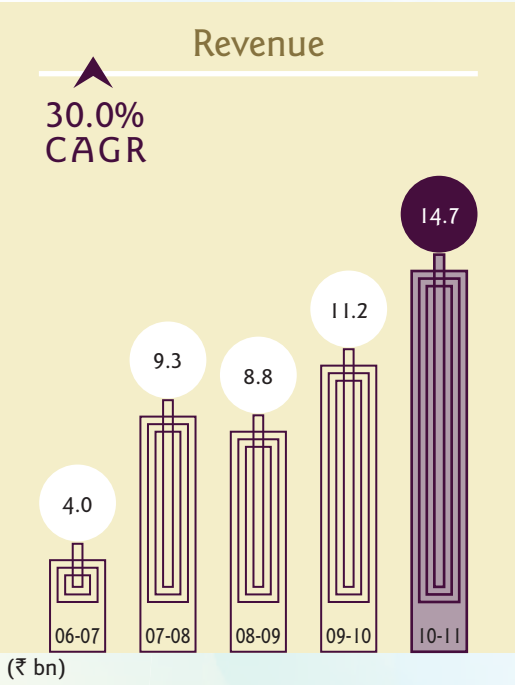
‘Best Broker in India’ – Finance Asia, 2011

IIFL has been awarded the ‘Best Broker in India’ by Finance Asia. The award is the result of Finance Asia’s annual quest for the best financial services firms across Asia, which culminated in the Country Awards 2011.

Other recent awards

- Recognised as the ‘Fastest Growing Equity Broking House - Large firms’ by Dun & Bradstreet, 2009
- Rated amongst the top 3 for ‘Best Brokerage’ in India by AsiaMoney, 2009
- Awarded the Best Market Analyst, 2009 in the ‘Oil & Gas’ and ‘Commodities’ sectors at Zee Business
- Won the ‘Most improved brokerage, India’ award in the AsiaMoney polls, 2008
- Awarded ‘Best Broker in India’ at the Finance Asia Country Awards, 2008









‘Being the Best’ is a journey and not a destination. History is replete with examples of how quickly the pecking order can change in almost all human endeavours. Somebody has aptly put ‘Many of us who are fallen today will be in high esteem tomorrow and many of us who are in high esteem today will be fallen tomorrow’. How else would it have been possible for your Company with barely a decade’s history in broking to be adjudged as the ‘Best Equity Broker’ by likes of Bloomberg UTV and Finance Asia. These awards, however, place an enormous responsibility on the IIFL team to live up to the expectations of customers, employees, shareholders and society in general. There will be occasions when competition outsmarts us. The question arises can your Company remain the best and ahead of others in the decades to come and if yes, how?

Taking examples from large MNCs, we have likes of Procter & Gambles who have remained amongst the best for several decades. There are likes of Apples, who lost the honor but regained it with a vengeance and then there are General Motors, who could not climb the ladder to pinnacle ever again. The successful companies are inspiration for us but not models for blind emulation. This is because we operate in different times, different sectors and a different world in terms of technology, consumer and employee behavior and regulatory regime.

Our vision is to be the ‘Most Respected Financial Services Company’ in India. We can remain true to our vision by being the best and not necessarily the biggest or the fastest. Many-a-time, expectations of employees, customers, shareholders and society seem conflicting, but a deeper insight reveals that they complement one another and in fact, can be achieved only together. For instance, a corporate that does not make itself the best place for employees, will not for too long deliver the best products to customers or best returns to shareholders. Our endeavour is to put in place a robust system with appropriate building blocks glued together by values and culture that will last generations.

With focus on financial services, we endeavour to excel in four key areas, which can be summarised as our ‘STAR’ edge comprising Service, Technology, Advice and Reach.

We are a **service-oriented** organization. For our people with ‘owner mindset’, service comes from the heart and not from manuals or training alone. Traditionally ‘service’ has been understood to fix an issue or information gap and encompass activities like quick resolution of queries, making available information asked for and fixing a quality issue, among others. We endeavour to redefine ‘service’ by not only being proactive, but also being educative and incessantly striving to enhance and enrich customer experience. For instance, our thematic research which does not have buy or sell recommendations, proactive calls by our customer care cell, ‘ask analyst’ for online response on any query about a stock or an investment, providing dedicated equity advisors, portfolio analysis, and so on.

**Technology** is the backbone of our business. Our entire technology, right from the front office i.e. customer trading interface to mid-office which is the risk management and back office that takes care of accounting, contracts and statements, are all proprietary technology.

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Most of our Trader Terminal users can settle for nothing else. Its power works like magic from streaming quotes, instant order confirmation to charts, technical analysis, research and online ledger and bills. Our software has handled over a million trades in a day, i.e. 50 trades per second. As a strategy, we continue to invest in core technology and applications and have outsourced infrastructure and maintenance. We believe that technology is not a product that you buy one time, plug and play, but requires continuous investments to upgrade with changes in business and environment on one hand and progress in technology globally on the other.

Our key service offering is financial **advice**. As an intermediary in the financial services industry, customers pay us for advising them and executing their transactions. With technology, the relative value of execution will decline continuously and therefore advice will make all the difference. Historically, the broking industry built its business model around efficient execution. The radical changes in technology have automated execution considerably and commoditised it. Increasingly, the client will not need any other human intervention given advances in internet and mobile technologies. Interestingly, as a Company, we were founded on an advisory platform and built an execution platform later. We do not want to be complacent with the accolades that we receive for our research. We continue to invest in quality people, training and building the knowledge base to ensure that our advisory skills are second to none.

To be competitive, you have to **reach** out to the customer wherever he or she is. We are present in 3,000 business locations in over 500 towns and cities in India. We also have regulated subsidiaries in six different countries. This makes our reach amongst the widest in financial services companies other than banks. Besides, we reach our customers through internet, mobile and call centers.

None of the above or even all of the above do not guarantee that we can achieve and retain our supremacy forever. The above success drivers will keep changing and will also vary based on the perception and strategy of the incumbent management team. The key to be the best in your Company’s business is simple- to have the best people work for you. It is also important that people fit into the culture and are aligned to the organization. Our culture is to attract smart people who are humble and hard working and give them a trusting and empowering environment. They may make mistakes but they have the humility to change and correct themselves. They quickly adapt to the changing business environment and continuously learn from the competition as well. They also hire similar people to work for them. This is our mantra in the journey of being the best.

**Nirmal Jain**  
Chairman



CUSTOMERS

We put ourselves in the shoes of our customers and enhance their experience with innovative products and proactive services. We believe, the more closely we see our business from the customer's point of view, the more likely we are to meet their evolving needs. We try to provide best value with superior products and reasonable pricing.

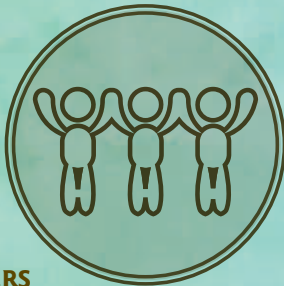


EMPLOYEES

In an ever changing world, there is one constant that can make or break an organisation – its people. We try to provide our people a conducive environment with autonomy to think laterally, question conventions and elevate organisational performance. The result is a deeply fulfilling work experience. IIFL also promotes a culture of fair compensation and ownership with wealth through ESOPs. We provide an enabling environment for continuous skill development through training and varied responsibilities. We reflect on how we can empower our people and expand their horizons.

SHAREHOLDERS

We try to stay ahead of competition and provide superior returns on equity by virtue of sustained growth. Our business model is adequately de-risked owing to adequate exposure across multiple asset classes and an extensive knowledge repository.



SOCIETY

IIFL is a responsible financial services player contributing substantially to national development and wealth creation. The IIFL Foundation will further extend its CSR initiatives to reach a wider cross-section of people. We believe in highest standards of corporate governance and fool proof compliance to all the regulations. A combination of superior products and services, along with a deeply humane approach has strengthened our brand nationally and internationally.



# What it takes to become a frontrunner in financial services

VISION

To become the Most Respected Company in the financial services space in India.

VALUES

Team IIFL adheres to a set of values that can be summarised as GIFTS namely Growth, Integrity, Fairness, Transparency and Service.

GROWTH

We are driven to grow faster than the rest of the industry and encourage calculated risks and empowerment at all levels.

INTEGRITY

We ensure utmost honesty and integrity, in letter and in spirit, in all our dealings with people – internal or external.

FAIRNESS

We believe in fair dealings, devoid of any fear or favour, with all stakeholders including employees, customers and vendors.

TRANSPARENCY

We believe in as much transparency as practically possible, with our stakeholders, media and public at large.

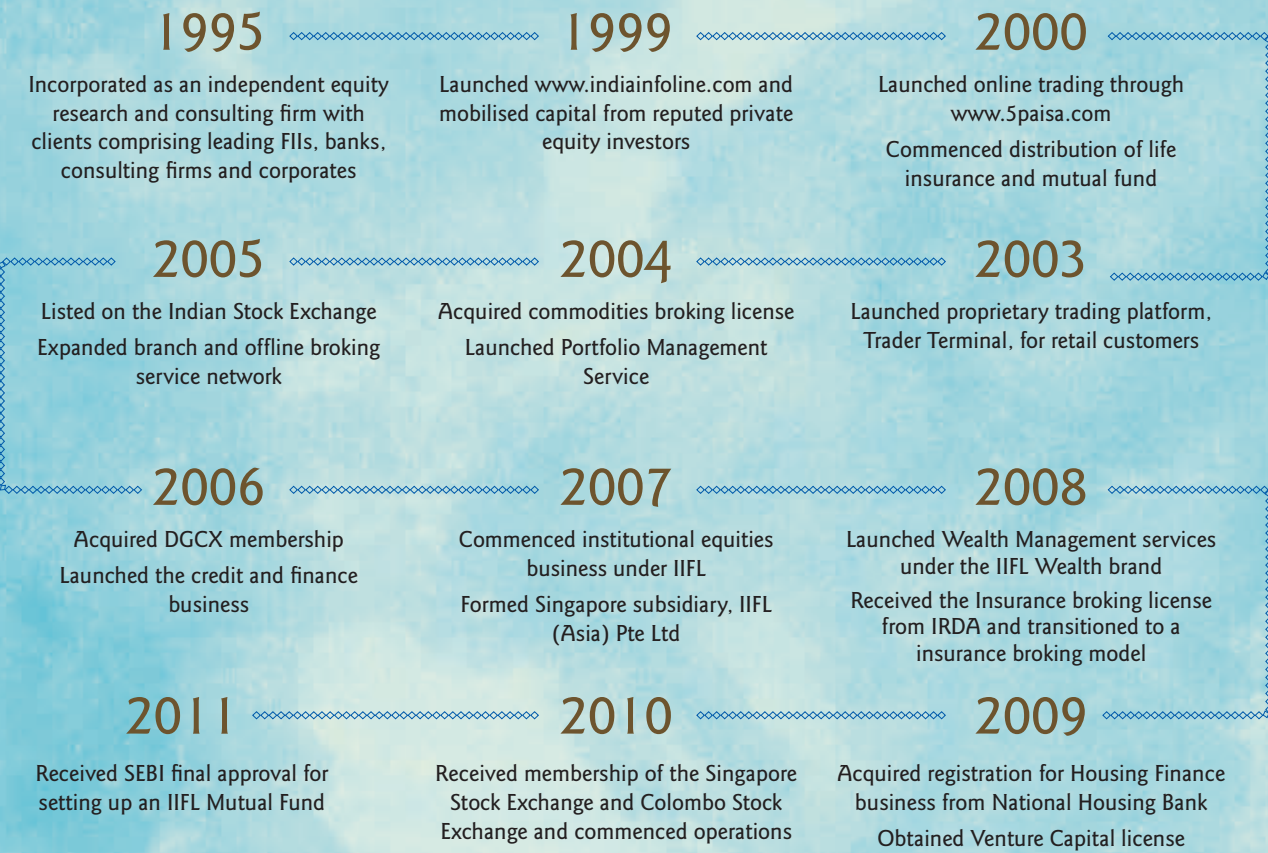
SERVICE

We are a service organisation, committed to delight our customers with superior advice and service, delivered with humility and sincerity.

COMPREHENSIVE PORTFOLIO

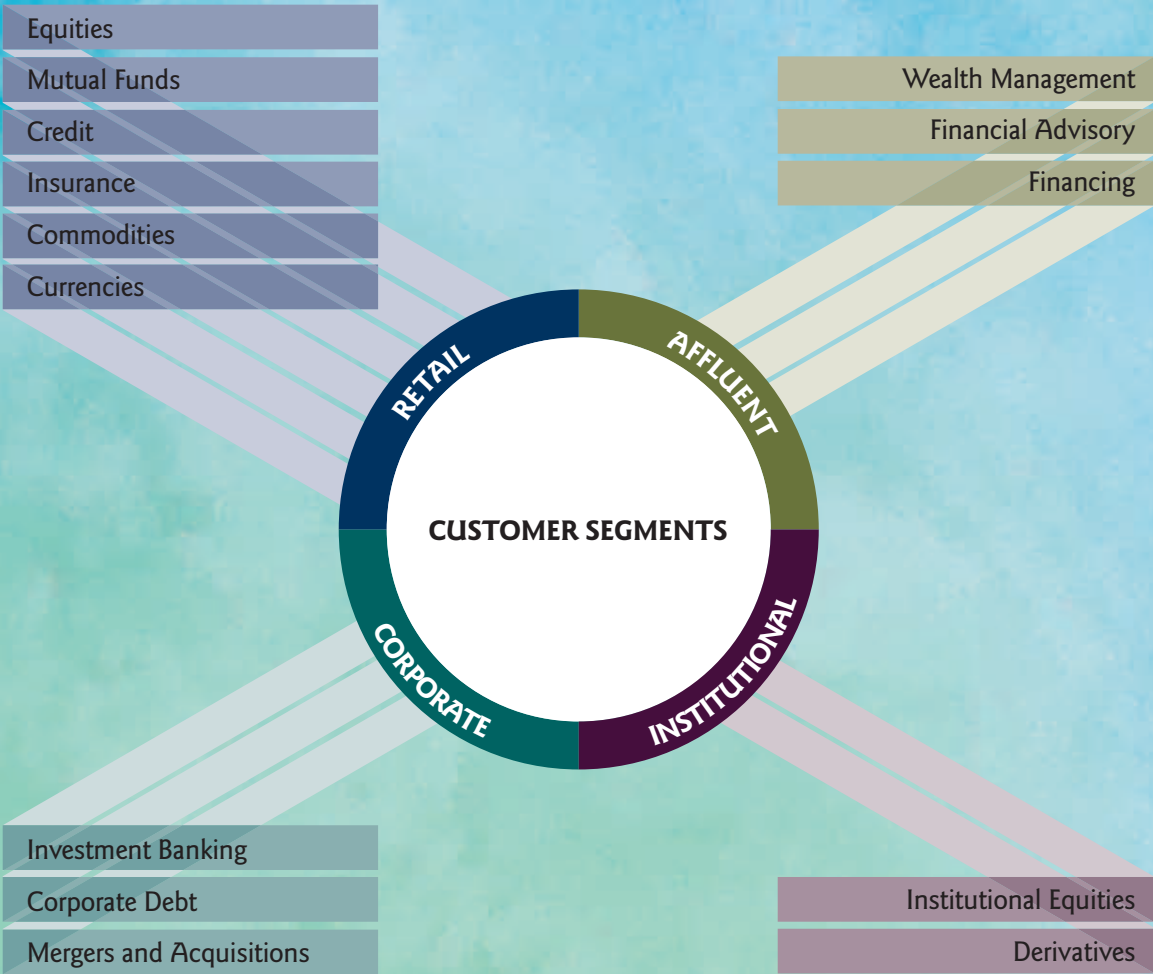
Retail Broking	Institutional Equities	Commodities & Currency Broking	Credit and Finance
Wealth Advisory	Asset Management	Financial Products Distribution	Investment Banking

CUTTING A LONG STORY SHORT





Touching Multiple Customers



Filings and listings

- ☒ IIFL is registered with the Bombay Stock Exchange of India Ltd (BSE) and the National Stock Exchange of India Ltd (NSE) for securities trading (cash and derivatives segment), with MCX Stock Exchange Ltd (MCX/SX) and NSE for currency derivatives segment, with Multi Commodity Exchange of India Ltd (MCX), National Exchange of Commodities & Derivatives (NCDEX) for commodities trading and with Central Depository Services (India) Ltd (CDSL) and National Securities Depository Ltd (NSDL) as depository participants. It is also registered as a Category I merchant banker and as a portfolio manager with Securities and Exchange Board of India (SEBI). Its equity shares are listed on the BSE and the NSE
- ☒ IIFL Securities Pte. Ltd is registered as a Trading and Clearing Member of Singapore Stock Exchange for dealing in Securities and acting as Corporate Advisory under Capital Market Services licence issued by the Monetary Authority of Singapore
- ☒ IIFL's subsidiary in Sri Lanka, namely IIFL Securities Ceylon (Pvt) Ltd, is a member of the Colombo Stock Exchange
- ☒ IIFL subsidiaries – India Infoline Investment Services and Moneyline Credit Limited – are registered with the Reserve Bank of India (RBI) as non-deposit taking, non-banking financial services companies. India Infoline Housing Finance Ltd, the housing finance arm, is registered with the National Housing Bank
- ☒ IIFL Mutual Fund, the India Infoline Ltd sponsored mutual fund, received final regulatory approval from Securities and Exchange Board of India (SEBI) to commence operations
- ☒ IIFL is registered as a Trading and Clearing member of Currency Derivative segment of United Stock Exchange
- ☒ IIFL Capital Limited, the wholly owned subsidiary is registered as a Trading and Clearing member from National Stock Exchange, Bombay Stock Exchange and MCX Stock Exchange

Strategy to stay ahead

Business Strategy	Customer Strategy	People Strategy
Continuously assimilate, analyze and apply knowledge to power superior financial decisions	Drive stickiness through high quality research and service	Attract exceptionally talented and driven people
Focus on core competence in financial services	Maintain cutting-edge proprietary technology	Ensure conducive environment to work in with trust and empowerment
Ensure de-risked business through multiple products and diverse revenue streams	Wide, multi-modal network serving as one-stop shop to customers	Ownership through a generous merit based Employee Stock Option Scheme



# Driving the knowledge edge

At IIFL, our core competence lies in research, which has been assiduously built over the years. We have come out with a number of comprehensive research reports, which have been well received by industry experts. IIFL has separate research teams for the institutional and the retail customer segments. The research is available on international wire services like Bloomberg, Thomson First Call and Internet Securities. The 50 member strong research team is based in Mumbai, Singapore and Colombo and covers 200+ stocks.

Few recent thematic research reports



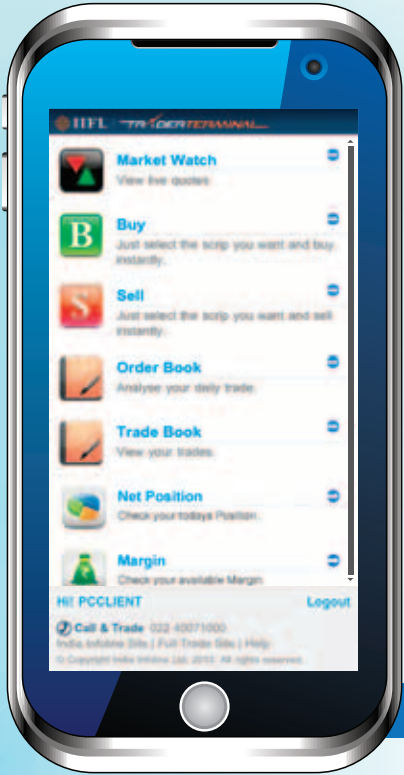
To educate and update the clients, IIFL brings out research reports on a daily, weekly, fortnightly, monthly, quarterly and yearly basis, spanning technical and fundamental research on funds, stocks, indexes, derivatives, commodities, insurance, corporate earnings and SMEs. Very recently, IIFL has ventured into regional research reports and books. During the year, IIFL research articles have been published in many regional newspapers.

IIFL has 'Ask Analyst' feature on its website, wherein clients can ask the research team questions on all sectors, and receive their answers within 24 hours. Another feature which the website carries is the 'Live Chat', wherein clients can call and have discussions with the research team.

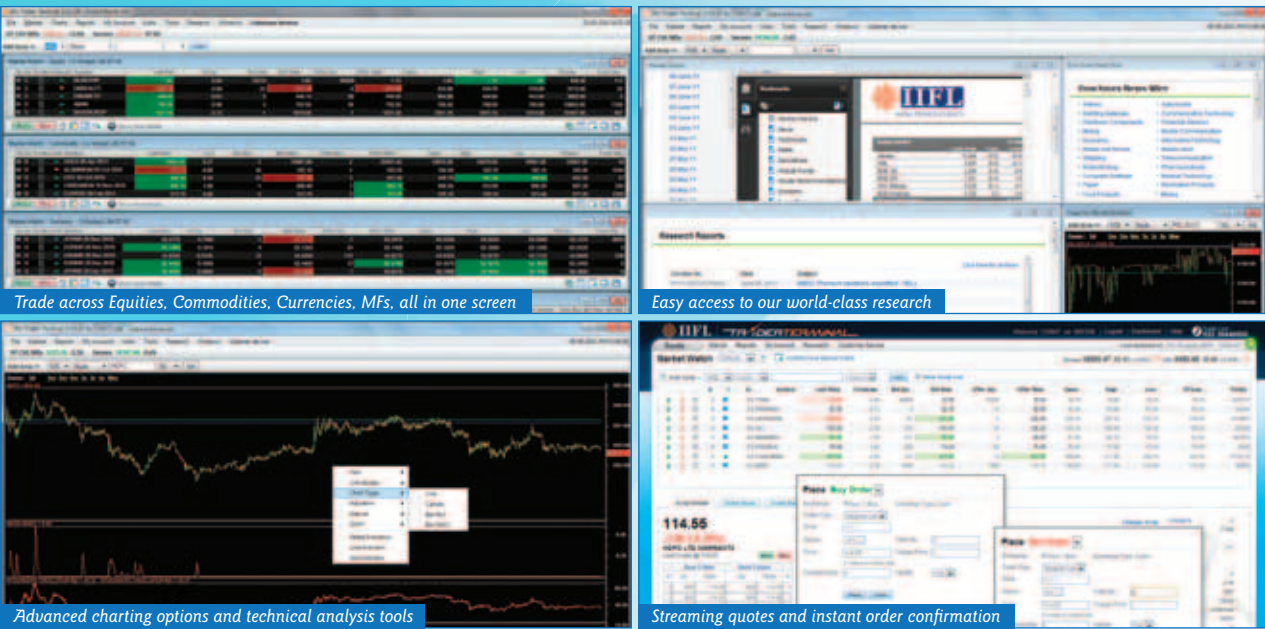
# Trader Terminal

The Trader Terminal is a new world class trading software that provides single-screen products access to Equities, Derivatives, Commodities, Currencies, Mutual Funds and IPOs. The principal advantage is faster execution, multiple options for investors to trade from their desktop, over the web and using their mobiles.

- Some of the features include:
- Real-time scrip updates, market depth, indices and charts, chart types and indicators
  - Single login for desktop, web and mobile
  - New scrip bar to change scrips
  - Commodity charts
  - Enhanced line studies
  - User defined zoom in/out
  - Predefined intervals
  - Independent buy/sell window
  - Global order window
  - Market information from Dow Jones News Wire
  - Links to news and research sites
  - Expandable real-time market depth and best five bids and updates
  - Complete trade information (order confirmation, order book and order details)



Trade on the Trader Terminal through your mobile



Trade across Equities, Commodities, Currencies, MFs, all in one screen

Easy access to our world-class research

Advanced charting options and technical analysis tools

Streaming quotes and instant order confirmation



GLOBAL INVESTOR’S CONFERENCE

IIFL organised a global investor’s conference, ‘Discover Sri Lanka’ in Colombo in July 2010. It was attended by over 50 leading global and major local investors and 25 Sri Lankan corporates, along with senior Government officials.

IIFL also organised a global investor conference ‘Enterprising India – II’ in Mumbai in February 2011. It attracted the participation of over 400 institutional investors from over 75 Indian and Sri Lankan companies and some widely acclaimed speakers. The conference had a strong line-up of quality investors, including a number of marquee long-only funds with estimated investments of over US\$ 100 bn in India.



Dr. Jim Walker, Economist presenting his views on the global and Indian Economy over the course of this year



Dr. Shashi Tharoor speaking on emerging markets and geopolitics and highlighting the importance of India & China



Mr. Gautam Adani, Executive Chairman, Adani Group



Ms. Shikha Sharma, MD & CEO, Axis Bank at the Enterprising India II Conference



Dr. Vijay Mallya, Chairman, UB Group



Mr. Dilip Shanghvi, CMD, Sun Pharma with Mr. Nirmal Jain, Chairman, IIFL



Mr. Shekhar Gupta, one of India's most respected journalists and Editor-in-Chief of The Indian Express



Mr. Keki Mistry, Vice Chairman & CEO, HDFC

400 +

Institutional investors participated in the Enterprising India II Conference

50 +

leading global and local investors attended the ‘Discover Srilanka’ conference