

**22<sup>ND</sup>**  
**ANNUAL REPORT**  
**2 0 1 2 - 2 0 1 3**

**MyMoney<sup>TM</sup>**  
**SECURITIES LIMITED**

# **MyMoney™**

## **SECURITIES LIMITED**

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### **BOARD OF DIRECTORS**

**Smt. Rajni Seth - Chairperson**

**Sh. Vikas Seth - Managing Director**

**Sh. Sanjai Seth - Whole-Time Director**

**Mr. Rajnish Khanna - Independent Director**

### **AUDIT COMMITTEE**

Mr. Rajnish Khanna

Mr. Sanjai Seth

Mrs. Rajni Seth

### **STATUTORY AUDITORS**

M/s. Prem Amar & Co.

301 Dhaka Chambers,

2068/39 Naiwala, Karol Bagh,

New Delhi-110005

### **BANKERS**

Canara Bank

### **BRANCH OFFICE**

Ground Floor, Gopal mansion, Cinema Road

(Behind Metro Cinema), Dhobi Talao, Mumbai – 400 020

### **REGISTERED OFFICE**

10-A Under Hill Lane,

Civil Lines Delhi-110054

Phones 23937870, 23930655, Telefax: 23974857

E-mail: Mymoney@vsnl.com

### **SHARE REGISTRY**

Mas Services Ltd.

T-34, 2nd Floor

Okhla Industrial Area

Phase-II

New Delhi - 110020

Ph.: 011-26387281-83

E-mail : info@masserv.com

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**NOTICE**

NOTICE is hereby given that the 22nd Annual General Meeting of My Money Securities Limited will be held on Monday 30th September, 2013 at 11.00 A.M. at 10-A, Under Hill Lane, Civil Lines Delhi-110 054 to transact the following business:

**ORDINARY BUSINESS**

- (1) To receive, consider and adopt the Balance Sheet as at 31st March 2013 and the Profit & Loss Account for the year ended on that date together with the Reports of Auditors and Director's thereon.
- (2) To Appoint a Director in place of Mrs. Rajni Seth who retires by rotation and being eligible offers herself for the re-appointment.
- (3) To appoint Auditors and to fix their remuneration.

By order of the Board  
For My Money Securities Ltd.

Date : 14/08/2013  
Place : Delhi

Sd/-  
**(VIKAS SETH)**  
Managing Director

**NOTES:**

1. **A MEMBER ENTITLED TO ATTEND AND VOTE AT THE MEETING IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE FOR HIMSELF/HERSELF. SUCH PROXY NEED NOT BE A MEMBER OF THE COMPANY. PROXIES IN ORDER TO BE EFFECTIVE MUST BE RECEIVED BY THE COMPANY NOT LESS THAN 48 HOURS BEFORE THE MEETING.**
2. All the correspondence pertaining to shareholding, transfer of shares, transmission etc should be lodged at the Company's Shares Transfer Agent: M/s Mas Services Limited, T-34, 2nd Floor, Okhla Industrial Area Phase-II, New Delhi-110 020.
3. The register of member and share transfer book shall remain closed from 27th September 2013 to 30th September 2013 (both days inclusive.)

By order of the Board  
For My Money Securities Ltd.

Date : 14/08/2013  
Place : Delhi

Sd/-  
**(VIKAS SETH)**  
Managing Director

## DIRECTORS' REPORT

Dear Shareholders,

Your Directors have pleasure in presenting the 22nd Annual Report of the Company, together with the Audited statement of accounts for the financial year ended 31st March 2013. The highlights of the financial statements are as under:

(Amount in Lacs.)

Particulars	Year Ended March 31, 2013	Year Ended March 31, 2012
Total Income	64.39	60.46
Less: Total Expenditure	46.56	50.98
Profit/(Loss) before Interest & Deprecation	17.83	09.48
Less : Interest	5.14	6.12
Less: Depreciation	2.68	2.76
Profit/(Loss) before Taxation	10.01	0.60
Less: Provision for Taxation	3.22	Nil
Profit/(Loss) after Tax	6.79	0.60
Deferred Tax (Liabilities)/ Assets	0.13	(0.22)
Net Profit/(loss)	6.92	0.38

### OPERATIONS

Your Company being a member of National Stock Exchange (NSE) and MCX Stock Exchange (MSX) is in broking business and the Total income has increased from Rs. 64.39 lacs to 60.46 Lacs despite adverse market condition. The Management is trying to focus on other fee based income to offset the reduction in operational income.

### DIVIDEND

Your Directors for the requirement of working capital do not recommend any dividend for the year under review.

### MANAGEMENT DISCUSSION AND ANALYSIS

The Management Discussion and Analysis Report covering matters listed in Clause 49 of the listing Agreement for the year under review is given as a separate statement in the Annual Report.

### CORPORATE GOVERNANCE

Your Company follows strong governance standards focusing on high level of fairness, transparency, accountability and responsibility in all aspects of its operations. Your Company is committed to maintain the highest standard of Corporate Governance and adhere to the Corporate Governance requirements set out by the Securities and Exchange Board of India (SEBI). Your Directors have implemented all the major stipulations prescribed and ensure its compliance in both spirit and law. Your Company is committed to contribute positively in all the activities pertaining to environmental protection and energy conservation while at the same continuing to create and enhance shareholder's wealth and value by implementing its business plans at appropriate times.

As per the requirements under Clause 49 of the listing agreement with the Stock Exchange, the Report on Corporate Governance together with Auditors Certificate regarding Compliance of the SEBI code of Corporate Governance is annexed herewith.

The Annual Report also contains a separate section on 'Management Discussion and Analysis' which is a part of the Directors Report.

### DIRECTORS

Mr. Jaspinder Singh and Mr. Ankit Gupta both resigned from Board during the year. Mrs. Rajni Seth being liable to retire by rotation and being eligible offers herself for reappointment. There was no further change in the directorship of the company

#### **DEPOSIT**

The Company has not accepted any deposit from the Public/Shareholders or employees of the Company during the financial year ended 31st March 2013 and there is no outstanding unclaimed deposit.

#### **DEMATERIALIZATION OF SHARES**

The company has already commenced the process of dematerialisation of shares. Any member wish to get his/her shares may get the shares dematerialisation.

#### **SUBSIDIARIES**

The company' has one subsidiary My Money Insurance Brokers Private Limited. The subsidiary company is I the business of insurance broking and consultancy. The Balance Sheet as at 31.03.2013 of My Money Insurance Brokers (P) Ltd. is attached with balance Sheet of the company.

#### **AUDITORS REPORT**

There being no adverse remarks in the Auditors' report the comments of the directors are not required.

#### **AUDITORS**

M/s Prem Amar & Co., Chartered Accountants, are liable to vacate their office at the conclusion of ensuing Annual General Meeting and they are eligible for re-appointment. The Company has received a certificate from the auditors to the effect that their appointment, if made, would be in accordance with Section 224(1B) of the Companies Act, 1956. The Board may also be authorized to fix their remuneration. The Board recommends their re-appointment.

#### **DIRECTORS RESPONSIBILITY STATEMENT**

Pursuant to Section 217(2AA) of the Companies Act, 1956 the Director hereby confirm as under:

- a) That in the preparation of annual accounts, the applicable accounting standards have been followed along with proper explanation relating to material departure.
- b) That the directors have selected such accounting policies and applied them consistently and made judgements and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the company at the end of the financial year and of the profit or loss of the company for that period.
- c) That the directors have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the company and for prevention and detecting fraud and other irregularities
- d) That the directors have prepared the annual accounts on a going concern basis.

#### **PARTICULARS OF EMPLOYEES**

As required under section 217(2A) of the Companies Act, 1956, read with the Companies (Particulars of Employees) Rules, 2011, none of the employee was in receipt of remuneration, particulars of which is required to be given in this report.

#### **LISTING OF SHARES**

At present, The Company's Equity Shares are listed at three Stock Exchanges in India i.e. at Delhi Stock Exchange, Jaipur Stock Exchange and Ahmedabad Stock Exchange. 60,00,000/- Equity share which were allotted on the preferential basis were listed on Delhi Stock Exchange, Ahmedabad Stock Exchange and Jaipur Stock Exchange. However trading approval is still awaited.

#### **PARTICULARS REGARDING CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION AND FOREIGN EXCHANGE EARNINGS AND OUTGO**

##### **Conservation of Energy:**

Your company provides services for stock broking & do not have any manufacturing or any other unit & particulars required as per Form A is not applicable. Further the company states that Company consumes energy to operate computers and to run office which is not significant hence no additional investment is required for the conservation of energy.

The company has not taken any steps to conserve the consumption of energy hence no comparison is available.

**Technology Absorption**

The nature of business is Stock Broking, so the technology used is mainly Computers only & Company entails an effective use of that so as to ensure that its services reach the end users. i.e its clients. The only technology of hardware and software the company uses for the business is indigenously available and no import of any technology is required. The company does not have any plan and does not spend any amount on the Research and Development.

**Foreign Exchange Earnings/ Outgo**

- (a) The company has never exported & also has no plans to develop any export market for its services and does not have any plan to export in future.
- (b) There were no earnings and outgo in foreign exchange during the year under review.

**ACKNOWLEDGEMENTS**

Your Directors take the opportunity of placing on record their gratitude to the Company's customers, shareholders, bankers, business constituents and employees for their continued support to the Company.

For and on behalf of the Board  
**My Money Securities Limited**

Place : New Delhi  
Dated : 14/08/2013

**Sd/-**  
**Sanjai Seth**  
Whole Time Director

**Sd/-**  
**Vikas Seth**  
Managing Director

## **MANAGEMENT DISCUSSION AND ANALYSIS**

### **Indian Economic Environment**

Economic activities in India in 2012-2013 remained Weak due to both domestic and global factors. The slowdown in the global growth along with continued recession in the Euro zone hurt sentiment. However, steady monetary easing, aided by fiscal austerity measures in developed economies helped to revive global growth towards the end of the year. India's GDP (Gross Domestic Product) growth decelerated continuously and steeply, moving from 9.2 per cent in the fourth quarter of 2010-11 to 4.5 Per cent in third quarter of 2012-2013, its slowest pace in four years.

### **GPD Growth**

The GDP growth in the first nine months of 2012-13, was 5 per cent as compared to 6.6 per cent in the Corresponding period in previous year. The slowdown in growth was broadbased across sectors. The Manufacturing sector production fell from 3.6 per cent to 1.2 per cent. The growth slowdown was Primarily due to the weakness in industrial activity aggravated by domestic supply bottlenecks, Slowdown in the services sector reflecting weak external demand, high interest rates and low level of capital investments due to drop in overall demand. RBI expects a modest improvement in growth at 5.7 per cent in 2013-2014 with a pick-up likely only in the second half of the year.

### **Industrial Production**

In 2012-13, the index of industrial production (IIP) grew at 0.9 per cent compared to 3.5 per cent in 2011-12 due to supply constraints (particularly in infrastructure) rising input costs and lower external and domestic demand.

### **Current Account Deficit (CAD)**

Imbalance in the external accounts was one of the primary concerns for investors and regulators alike, in 2012-13. CAD to GDP ratio widened to an all-time high of 6.7 per cent in the third quarter of 2012-13, Although, non-oil and non gold imports have moderated in the last few months and decline in the global Prices of gold and oil provided temporary relief in the last quarter, structural impediments still remain. The government has already taken a range of initiatives to attract capital flows in to the country to finance the large CAD, including liberalization of FDI limit in various sectors, policy reforms to attract inflows from foreign investors, relaxation of FII debt limit, sharp cut in withholding tax to 5 per cent from 20 per cent on investments in domestic debt etc.

### **Inflation and Interest Rate**

The headline wholesale price index (WPI) inflation moderated to an average of 7.3 per cent in 2012-13 From 8.9 per cent in 2011-12. WPI inflation of 6.0 per cent in March 2013 was the lowest in the last three years- much lower than RBI's expectation of 6.5 per cent. A combination of factors such as correction in the global commodity prices including oil and gold, range bound exchange rate and erosion of pricing power helped ease inflation pressure in last quarter of 2012-13, But fuel inflation averaged in double digits in 2012-13, largely due to upward revision and deregulation of administered prices and the pass through of high international crude prices.

The retail inflation (CPI) still persists in double digits and remains a key concern RBI expects the inflation to ease in the first half of the year on subdued pricing power of domestic producers and expected lower global commodity prices. However, upside risk to inflation in the near term are still significant in view of sectoral demand supply imbalances, the ongoing correction in diesel prices, incorporation of high coal, electricity prices and pressures from increases in minimum support prices. Inflation could inch upwards in the second half partly due to base effect and a reduction in the output gap. RBI expect WPI to be range bound around 5.5% during 2013-14, RBI will endeavor to bring inflation to a level of 5 per cent by March 2014.

RBI reduced policy interest rate and the statutory liquidity ratio (SLR) by 100 basis point in 2012-13. Also, the cash reserve ratio (CRR) was decreased by 75 basis points. The calibrated reduction in the policy rates and other liquidity easing measures were aimed at stemming the slowdown in growth, restraining inflationary pressure and stimulating demand. Muted growth and softening inflation provided the space for RBI for a third consecutive rate cut in May. However in its forward guidance, RBI remained cautious and indicated that there is little space for further monetary easing?

### Risks and concerns

We are primarily exposed to credit risk, liquidity risk and operational risks, We have constituted Asset Liability Management Committee to manage these risks. This team identifies, assesses and monitors all of our principal risks in accordance with defined policies and procedures. The committee is headed by C.E.O.

### Our Business Streams

#### Business Stream

Broking & Distribution

Currency Trading

Institutional Broking

Wealth Management

Investment Banking

Commodity Broking

#### Primary Products and services

Equity (cash and derivatives)

Distribution of financial products like Mutual Fund, PMS, IPO

Depository services (To be launched Soon)

Dealing and hedging various currencies.

Equity (cash and derivatives) broking

Advisory

Capital raising

M&A Advisory

Private Equity Placements

Corporate Finance Advisory

Restructuring

Focus on Metals / Arbitrage .

### Broking Business

The dismal performance of the economy was reflected in the Stock Markets. The volumes have plummeted to new lows. The HNI segment which is the core of your company client base have remained aloof from the markets. The conviction is lagging and the coming elections have cast its shadow,

The rupee depreciation has negatively affected the returns of FIIs. It will lead to higher oil prices and inflation.

The markets are also in the grip of tapering by US fed by September. The asset quality of banks are under a shadow. The market capitalization of banking stocks have taken a beating reflecting the real state of the economy.

### Our Broking Business

Backed by strong research and advisory capabilities, our broking business covers the entire spectrum of participants in the capital markets ranging from FIIs to Domestic institutions, HNIs to mass retail. This large base is addressed through distinctly positioned business and personal relationships.

The company expects to focus on building relationship with new associates while strengthening the bonds with existing ones.

We would be recruiting fresh blood across various product lines like currency, derivatives, interest rate future etc.

The company had undertaken measures to strengthen its capital base December 2010 ast year. The preferential allotment has got various regulatory listing approvals. Trading approval is pending from Stock exchanges.

The company's focus on high net worth individuals would continue to remain the cornerstone strategy for the company.

We will harness our relationship with corporates and have strategic tie-up in key international markets to strength our niche position in the capital markets. Our endeavor would to have at least 2500 clients with a portfolio at least Rs 2.5 crores each. This would give us a portfolio of a \$ billion a crucial landmark in a \$ trillion market capitalization.

Your company is trying to increase its customer base. It has started focusing on individual clients to stay afloat in volatile markets.

The currency segment has shown same promise. With the recent volatility in the rupee we expect more and more clients to hedge their positions in the future.

### Strong Corporate Access

Corporate access activities were carried out throughout the year. Our strong relationship with managements of leading public sector bank help corporates in the fund raising activities.



India continues to lead as one of the favored investment destinations for global funds. Our strong clientele base spread across the globe and our constant endeavor to provide best in-class research, advice, corporate access and execution support will also help us to tap these emerging opportunities and gain higher market share across all the institutional client segments.

### Asset Management (Distribution)

SEBI's move to allow Stock Exchanges to offer trading platform for Mutual Fund has opened out a complete new segment of intermediation.

### Opportunities and threats

#### Opportunities

- Economy is growing at healthy rate leading to investment / capital requirements.
- Growing Financial Services Industry's share of wallet for disposable income,
- Huge market opportunity for wealth management service provides as Indian wealth management business is transforming from mere wealth safeguarding to growing wealth.
- Regulatory reforms would aid greater participation by all class of investors.
- Leveraging technology to enable best practices and processes.
- Corporate looking at consolidation / acquisitions / restructuring open out opportunities for the corporate advisory business.

#### Threats

- Execution risk
- Slowdown in global liquidity flows
- Increased intensity of competition from local national and global players.
- Unfavorable economic conditions
- Slowdown in Indian Economy.

### Our Business Streams and Outlook:

The Company Plans to undertake fund raising programme. The amount and mode would be finalized in next 3 months timing would depend on markets conditions.

The company has made strategic investments in future business

Sr. No.	Name of the Company	Business	MMSL Shareholding
1.	CAMCO COMMODITIES (P) LIMITED	COMMODITY BROKING	10.91%
2.	MY MONEY INSURANCE BROKERS (P) LTD	INSURANCE BROKING	74.75%

### Real Estate

We also plan to set up a Real-Estate desk. Real estate has shown tremendous potential. Most of our HNI clients portfolios are also skewed towards Real estate. Our clients have been selling real estate assets. We have been able to get some allocation towards our various products like currencies / commodities.

### Wealth Management

#### Industry facts

With stable market performance, the number of HNWI's in India grew 51% to reach 126,700 in 2009. Although it is still less in absolute terms, nevertheless the growth rate was amongst the highest, as compared to that seen in the other BRIC countries or the advanced countries like USA, UK.

Asia Pacific has seen the second highest growth in HNWI wealth amongst regional markets, during 2006 to 2009. In terms of absolute values, it came third after North America and Europe in 2009. with Asian economies on a fast growth

phase the region will witness only further wealth accumulation. The World Wealth Report 2010 forecasts the proportion of equities of total HNWI financial assets allocation to grow from 29% to 35%, between 2009 and 2011, the highest amongst any other asset classes.

The company's Wealth Management platform caters to high Net worth and mass affluent clients through customized offering providing a complete range of financial products best suited to client needs using an advisory model and an asset allocation approach.

A study done by Celent estimates that the players in the unorganized market have approximately 1.5 times the assets under management of the organized sector. This presents both a challenge and an opportunity. With customer needs for products and services getting more sophisticated with growing income levels, organized players will drive the consolidation within this industry.

We are also trying to identify newer areas of investments. We plan to take significant numbers of stocks in growth areas such as entertainment, fitness, education food and beverages, service apartments facility management etc.

For and on behalf of the Board  
**My Money Securities Limited**

Place : New Delhi  
Dated : 14/08/2013

**Sd/-**  
**Sanjai Seth**  
Whole Time Director

**Sd/-**  
**Vikas Seth**  
Managing Director