

#### REF: CIL/CC/38/2025-2026

July 21, 2025

To,

The Department of Corporate Services,

The BSE Limited,

P. J. Towers,

Dalal Street,

Mumbai- 400 001

To.

The Department of Corporate Services,

The NSE Limited

5th Floor, Exchange Plaza

Plot No. C/ 1, G Block,

Bandra – Kurla Complex,

Bandra (East), Mumbai - 400 051

Scrip Code: 531358

Scrip Code: CHOICEIN

#### **Sub: Investor Presentation**

Please find enclosed a copy of Investor Presentation on the Un-Audited Financial Results of the Company for the Quarter ended June 30, 2025.

Kindly take the above document on your record.

Thanking You, Yours Truly,

For Choice International Limited

Karishma Shah

Company Secretary & Compliance Officer

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## Company Overview



One of the leading financial conglomerates with over a decade's expertise providing tech-led services

#### **Business Footprint & Expertise**

Branch Offices	Project Offices	Clientele	In-House Tech Experts	Choice Business Associates	Team Strength
▲ 59	<b>▼</b> 4	▲ 0.4 Mn	<b>40</b>	▲ 17K	<b>▼</b> 0.2K
208	48	1.4 Mn+	240+	58K+	5K+

Financial Growth Snapshot (CAGR FY 21-25)



#### **Our Diversified Financial Offerings**

Stock	Wealth	Insurance	MSME	Government	Investment
Broking	Products	Distribution	Lending	Advisory	Banking



#### **Core Competencies**

PAN India Institutional & Retail Priority Sector Government Tech Enabled	Fintech Ecosystem
Presence Research Desk Lending Partnerships Operations	with Human Touch



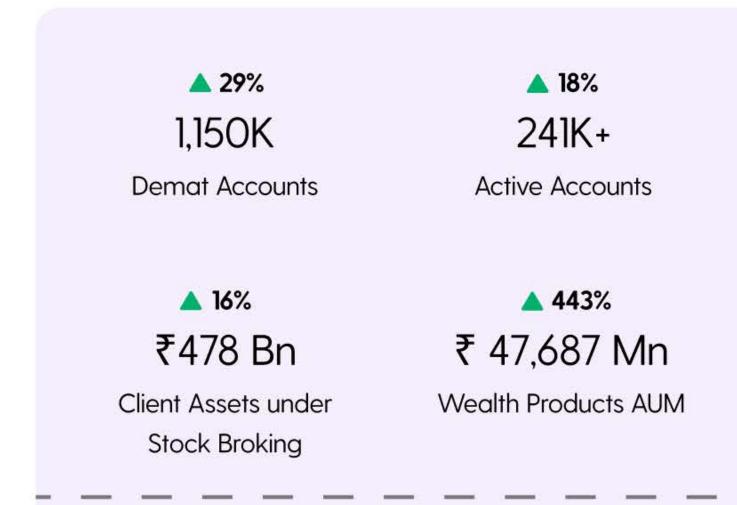
## Key Highlights



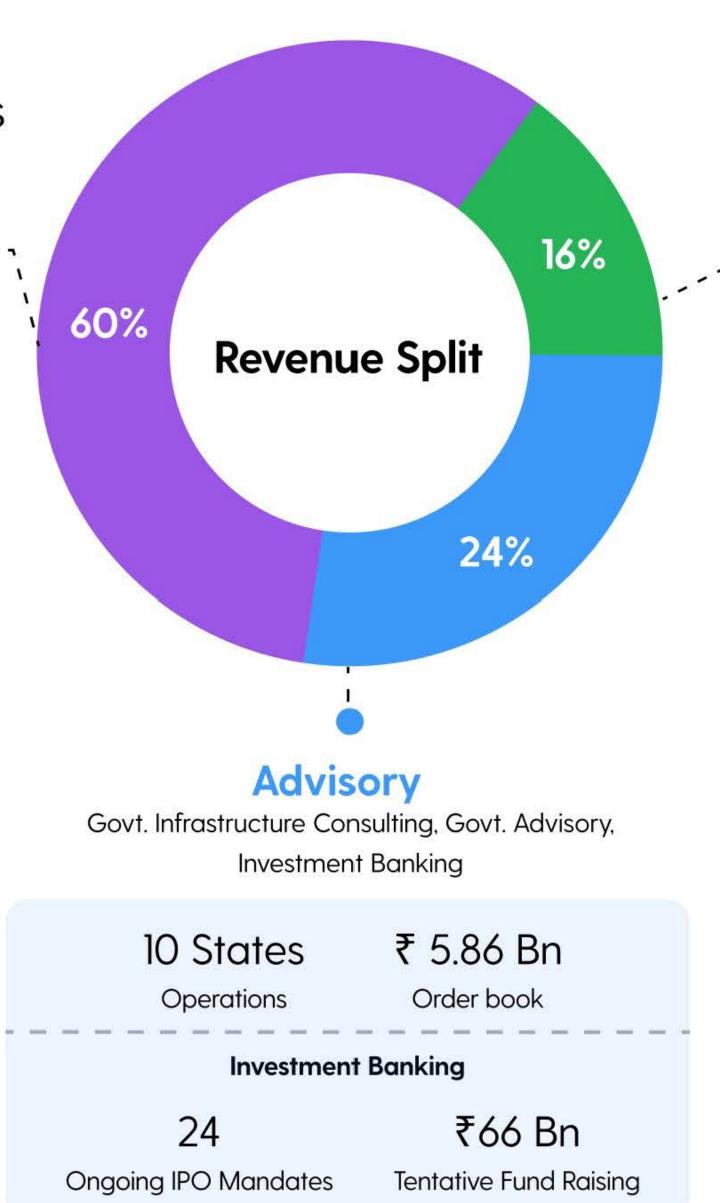
A diversified mix for sustainable business

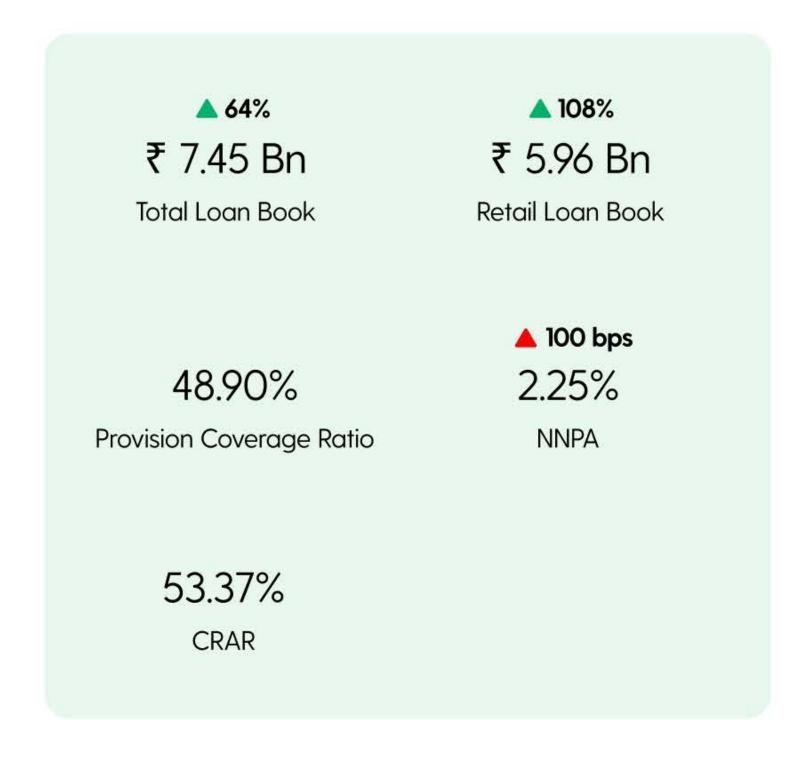
#### **Broking & Distribution**

Stock Broking, Wealth, Insurance







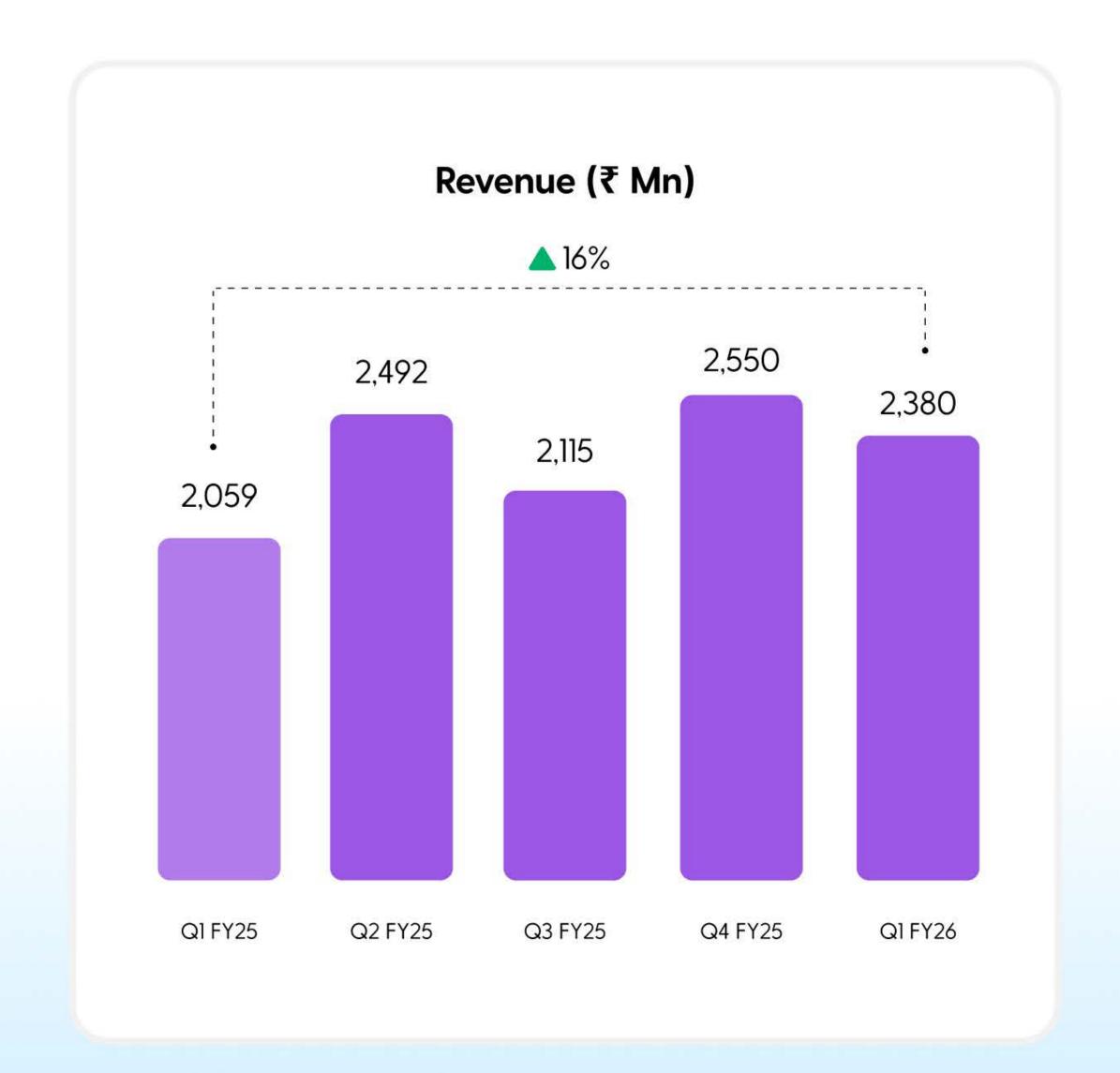


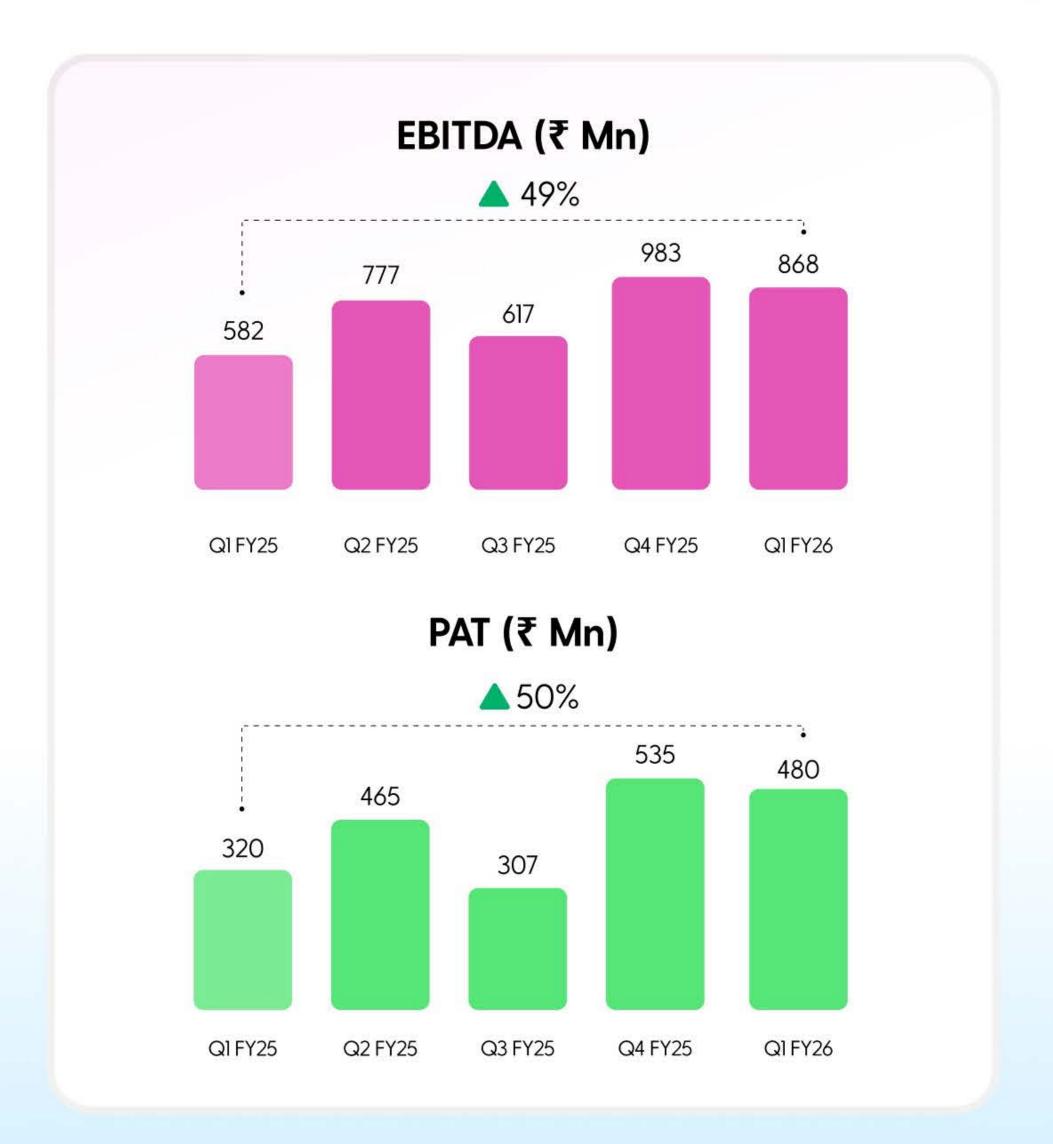
**NBFC** 

- NSE Active UCC list as on 30th June 2025
- Arrows and figures indicate YoY change
- \*Numbers are for Q1 FY26

## Q1 FY26 Highlights



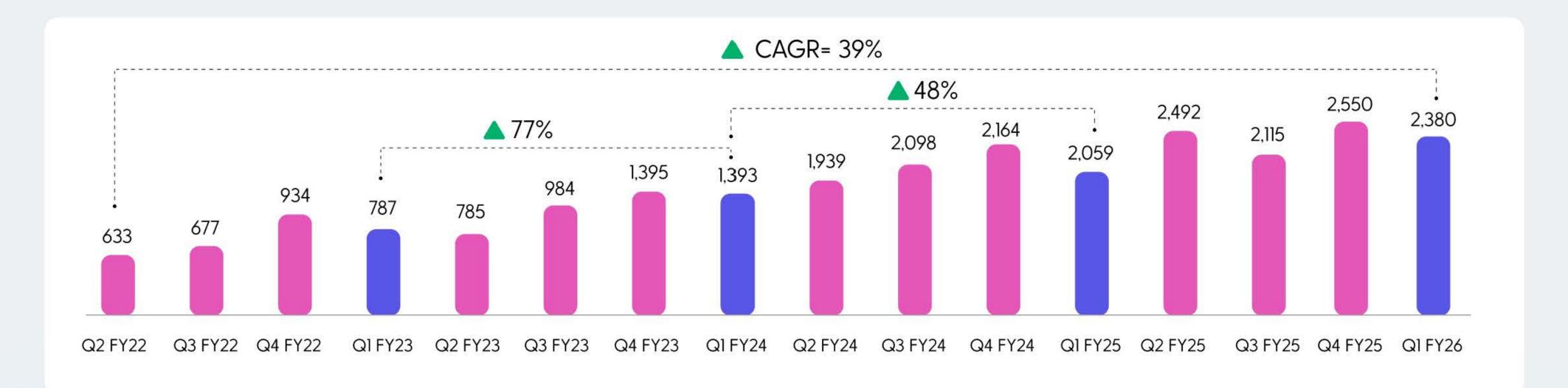




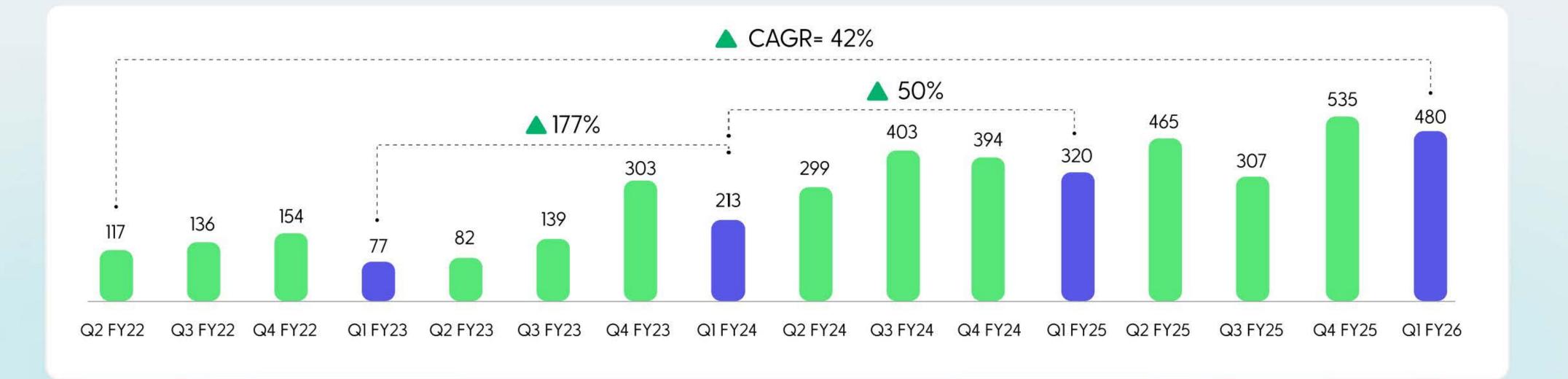
## Key Highlights





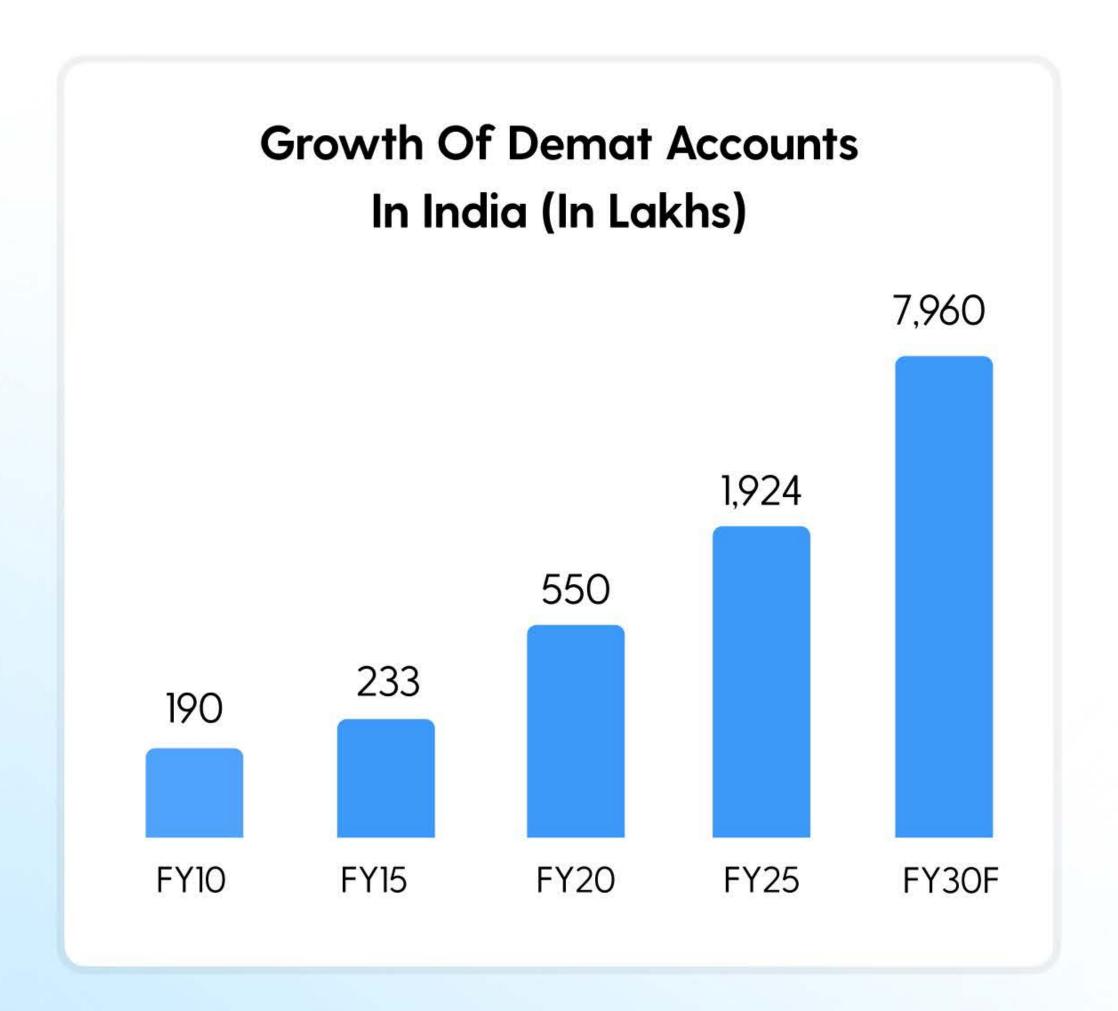


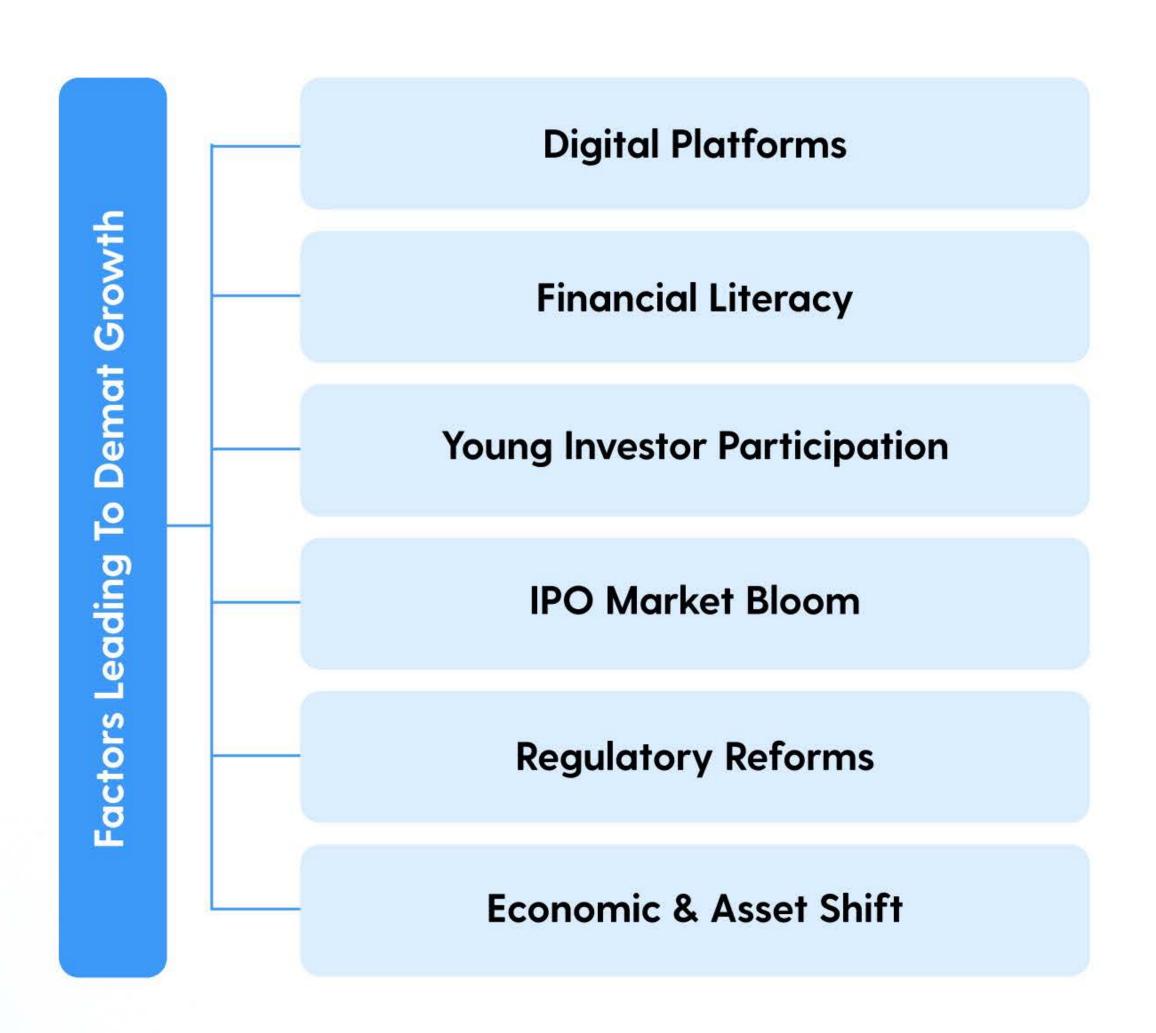
PAT (₹ Mn)



## Stock Broking - Industry Overview



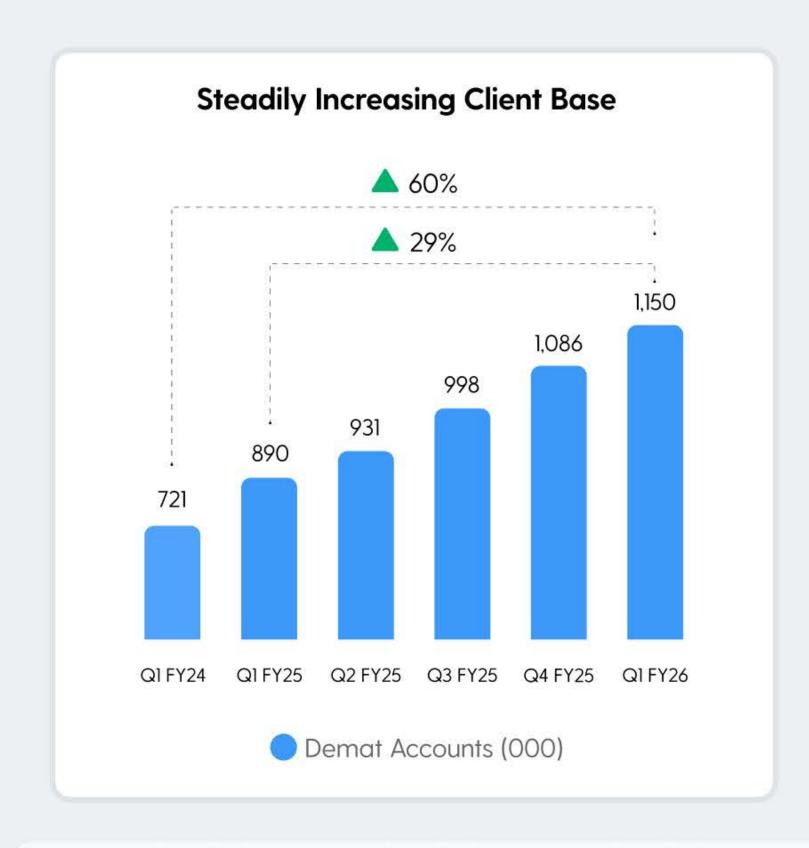


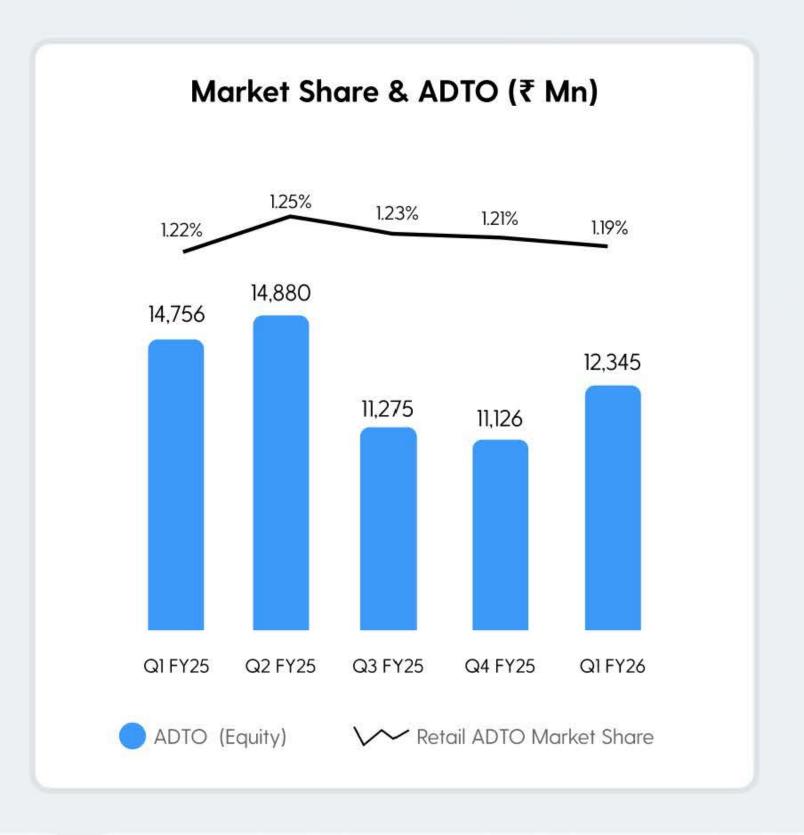


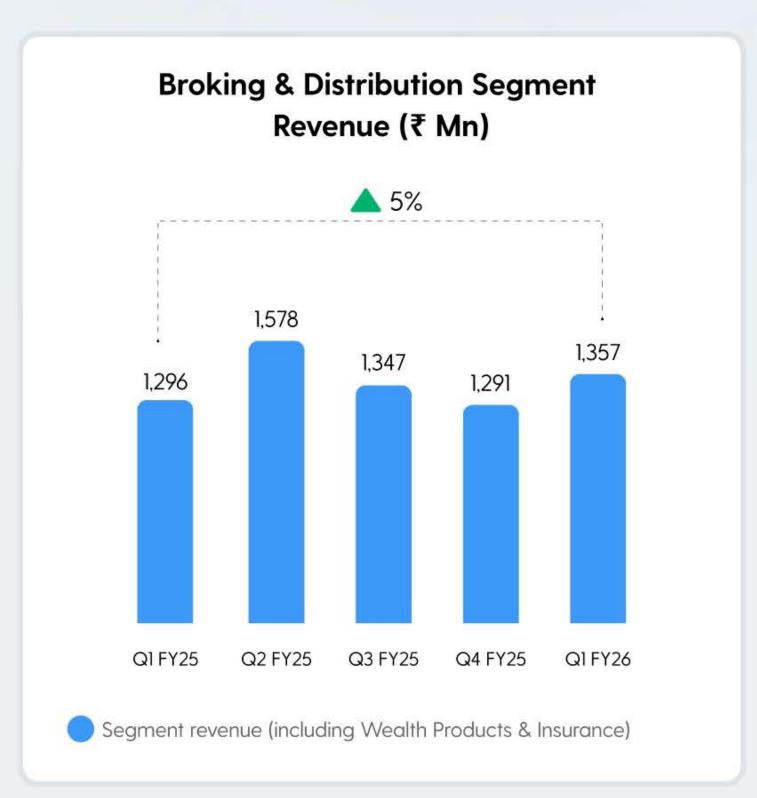
Source: CRISIL

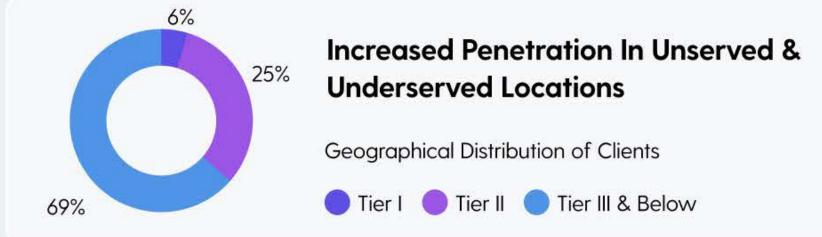


Expanding our PAN India reach and client demographic







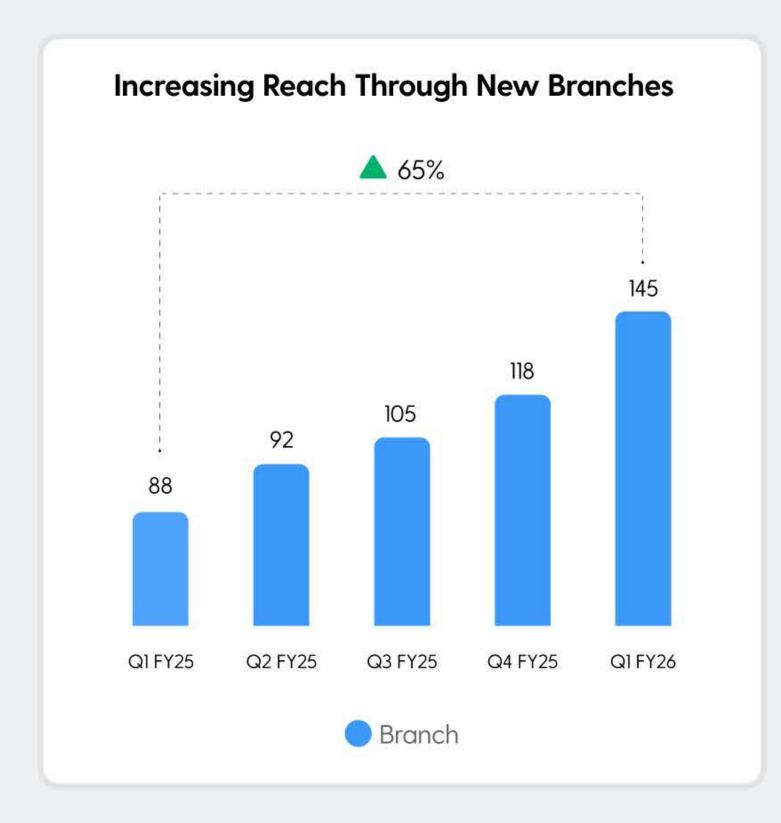


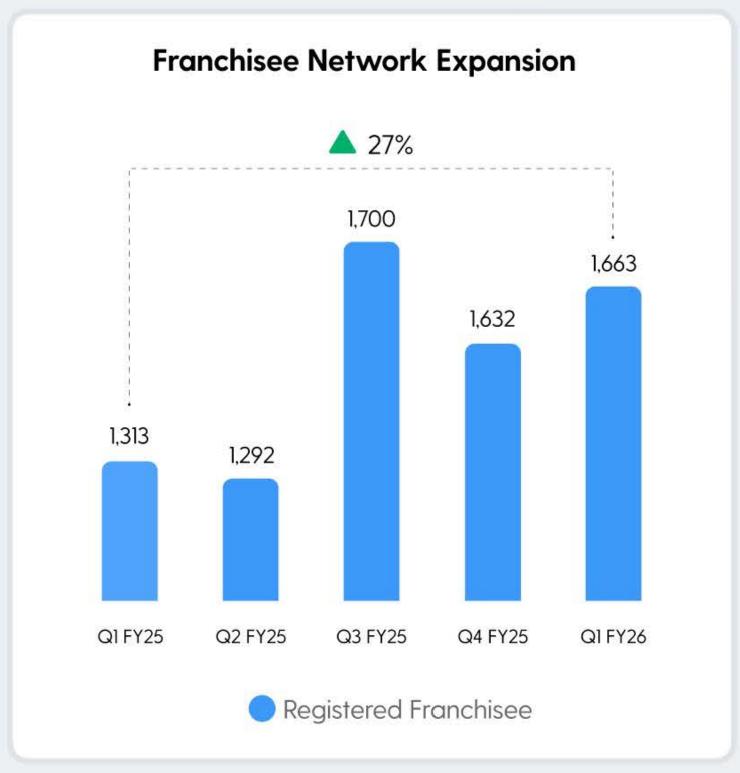




## Strengthening Touchpoints Through Expansion







## Footprint Expansion with Long-Term Vision

- In FY25, evolving market dynamics led to a shift in client preference towards servicedriven brokers.
- To capture this opportunity, we strengthened our on-ground presence and enriched client outreach through data-led lead generation.

#### Our focus remains on sustainable and meaningful expansion with plans to:

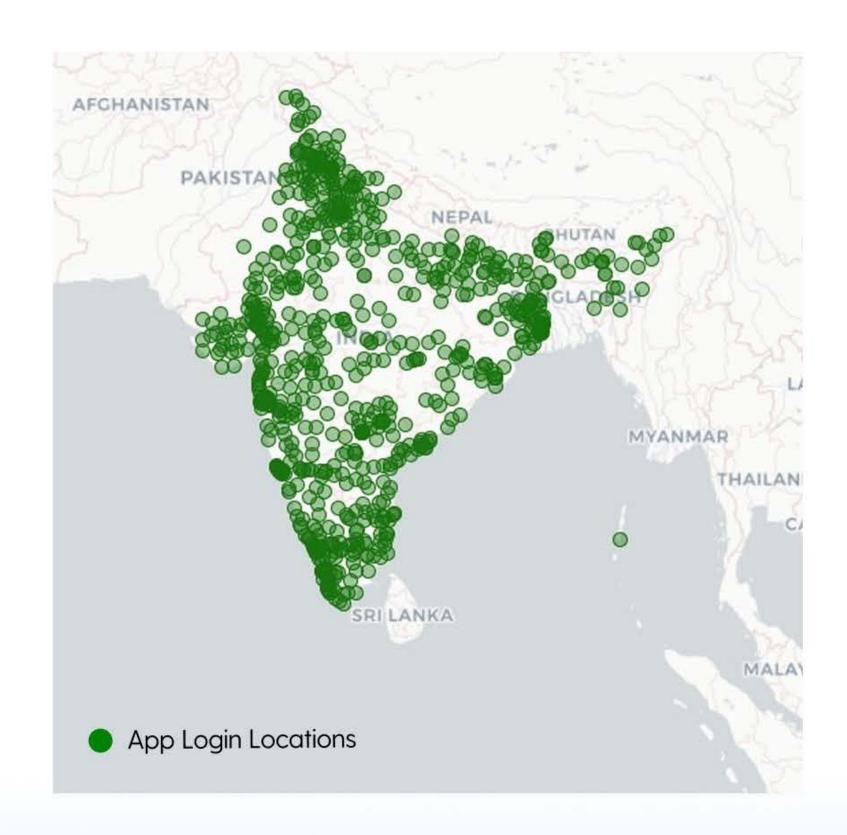


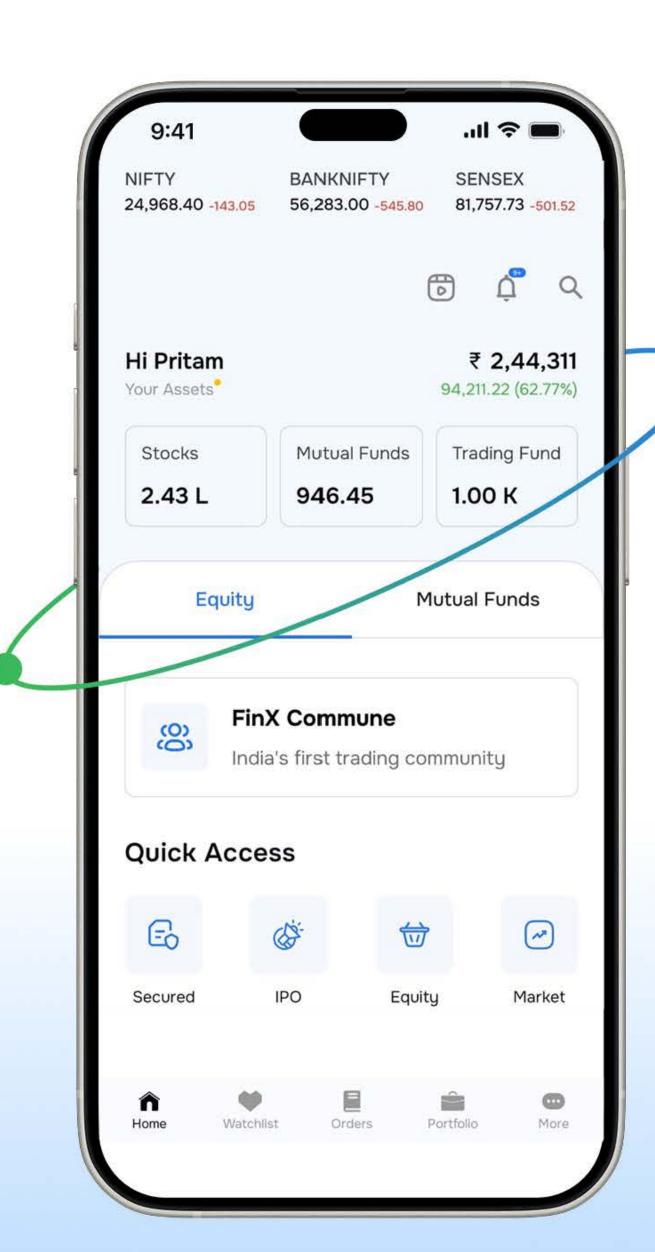




Establish presence in every district over the next 3 years.







23 Mn+
API requests
served per day

2.57 Mn+
App Downloads

- Simple User Interface
- Recommendation
- ✓ In-app Curated Baskets
- Diverse Investment Products
- Multi-Lingual App
- Algo Trading



Simple User Interface, In-app Curated Baskets, Diverse Investment Products

## Hedged Integration: Profitable Strategies at One Click!

We are pleased to introduce
Hedged integration, offering prebuilt, proven strategies with
curated, risk-managed options
trades – no guesswork needed.
With a hedging-first approach
to reduce risk and improve
consistency, users can now
enter, modify or exit trades
instantly through one-click
execution on desktop or mobile.

#### StrikeX - The Pro Trader's Edge

We are pleased to present
StrikeX — a powerful platform
for traders seeking more control
and speed. Place orders with a
simple price ladder, set smart
rules like trailing stop-loss and
manage multiple trades. Trigger
actions based on profit, loss, or
Greeks — all in one clean, fast
and smart interface.

#### FinReels – Invest Smart, One Reel at a Time

We are pleased to launch
FinReels, delivering reels, expertbacked short financial videos
tailored for investors who prefer
insights over lengthy reports.
With engaging content and
direct Buy/Sell options within
videos, it makes investing quick,
informed and seamless.

## Unified Global Search – One Search for All Segments

We are pleased to introduce
Unified Global Search enabling
users to search Equity, Mutual
Funds, Commodities, and
Currency through one seamless
search bar. All segments can be
accessed by selecting the
desired option, with improved
visibility — especially for Mutual
Fund searches, now more
prominent and easier to find.

#### New UI – Built for Simplicity, Speed & Satisfaction

We have rolled out a fresh, clutter-free UI that puts users first. Navigation is faster, actions are clearer, and the experience is smoother — making it easier to invest with confidence. This upgrade addresses user feedback, reducing confusion and improving engagement. It's not just a new look — it's a smarter, cleaner way to invest.

#### **UPCOMING ENHANCEMENTS**

#### **Lightning-Fast Trading**

Powered by a next-gen OMS & RMS for ultra-low latency and stable performance during market peaks.

#### **Hyper-Personalized Experience**

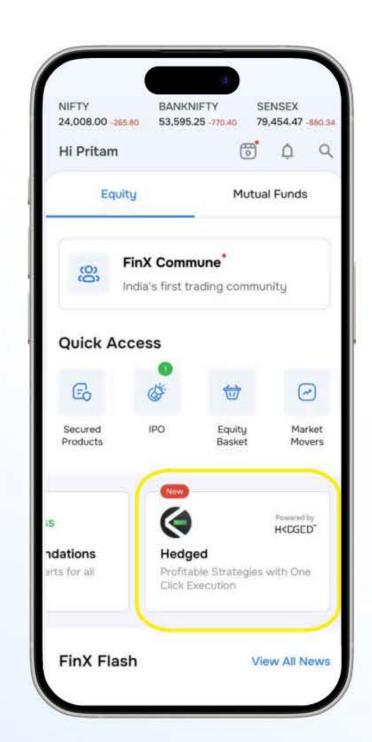
Intelligent dashboards, notifications, and suggestions based on each user's behaviour and portfolio.

#### Simplified Mutual Fund Payment Journey

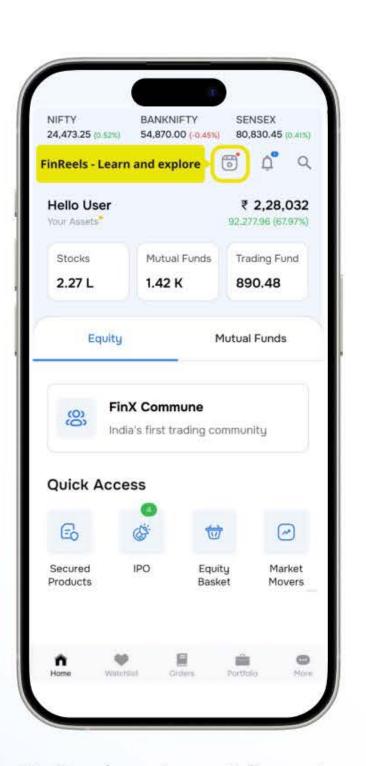
Revamped order-to-payment flow for higher success rates and fewer drop-offs.



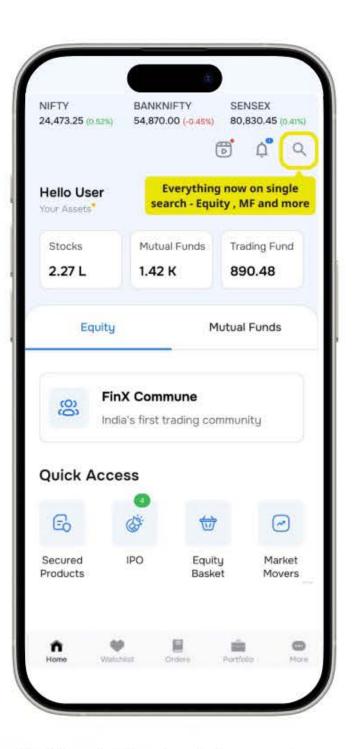
Simple User Interface, In-app Curated Baskets, Diverse Investment Products



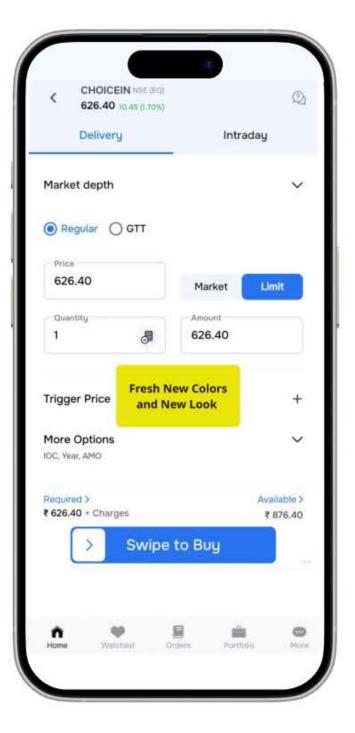
Hedged Integration: Profitable Strategies at One Click!



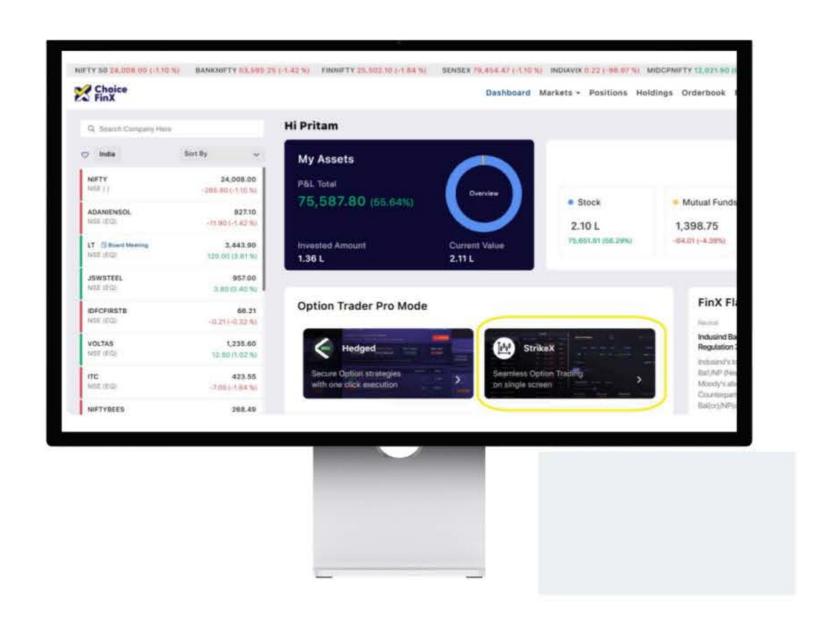
FinReels – Invest Smart, One Reel at a Time



Unified Global Search – One Search for All Segments



New UI – Built for Simplicity, Speed & Satisfaction

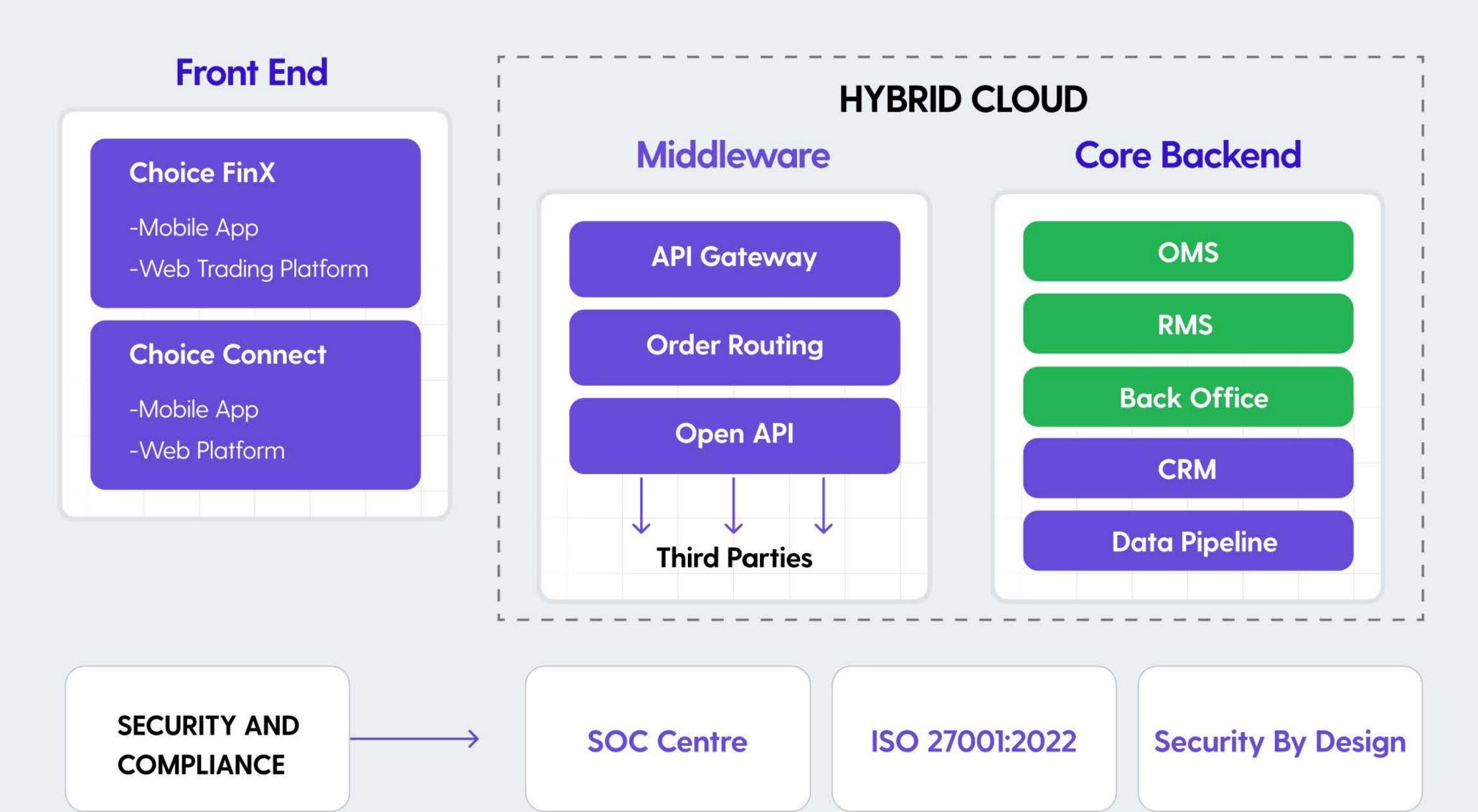


StrikeX - The Pro Trader's Edge

## Tech Insights

Choice
The Joy of Earning

Seamless collaboration, cutting - edge features



## Wealth Distribution - Industry Overview



#### **EVOLVING FINANCIAL LANDSCAPE**

#### **Growing Affluent and Middle Class**

- HNWIs (>USD 1M\*)- estimated to grow from 375K in FY24 to 550K by 2028
- HNWIs (>USD 10M\*)- estimated to grow from 85K in FY24 to 107K by 2028
- UHNWIs (>USD 30M\*)- estimated to grow from 4.5K in FY24 to 20K by 2028

**B30 MF AUM** is expected to grow from ₹13.8Tn to **₹24Tn by 2030** 

#### **Financialization of Savings**

Allocation of household savings to financial asset is growing rapidly

## Emergence of New Products and Alternative Investment

PMS, AIF, Structured Products

Lack of Time & Expertise

First Time Investors with Lack of Financial Knowledge Guidance

And

Support

Need

Lack of Awareness and Accessibility

#### INTERMEDIARIES ASSUME MULTIPLE ROLES

#### **Advisors & Behavioral Managers**

- Help in goal based investing
- Protects against emotional investing
- Guides during market volatility
- Protects against herd mentality

77% of HNWIs/UHNWIs require professional assistance while investing

#### **Channel Partner**

- Played a key role in the growth of the Mutual fund industry in India
- Will be instrumental in distribution and adoption of new age products

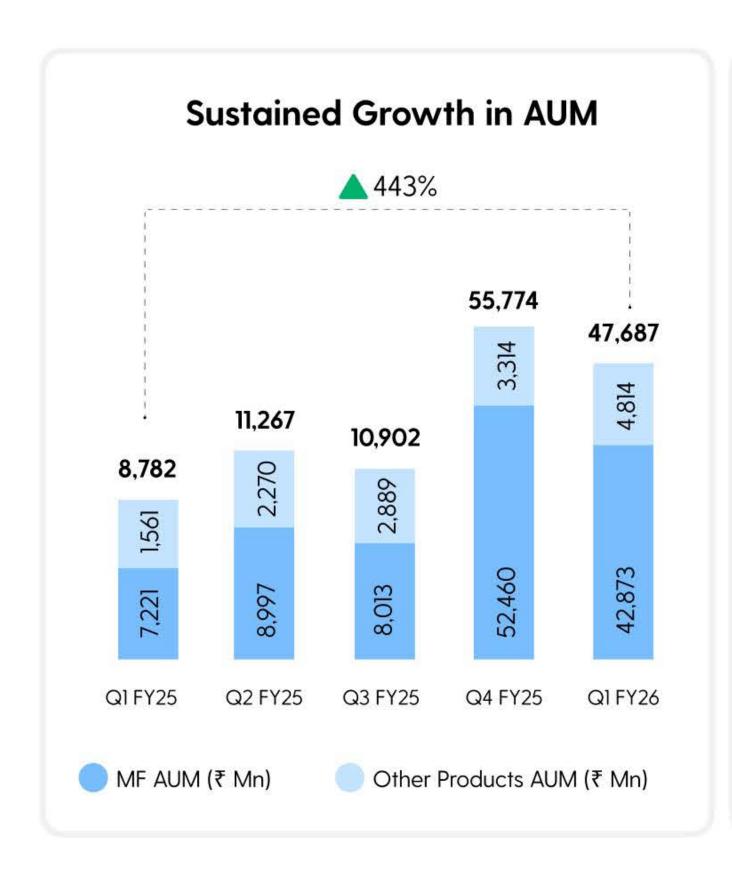
75% of B30 MF AUM is through intermediaries

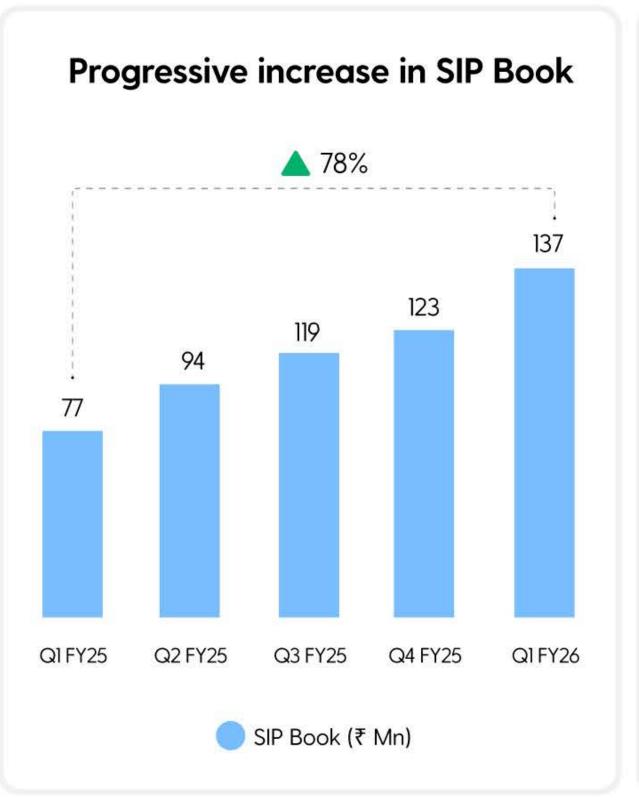
Source: CRISIL, Statista, Capgemini, Knight Frank, Mint, AMFI

## Wealth Distribution

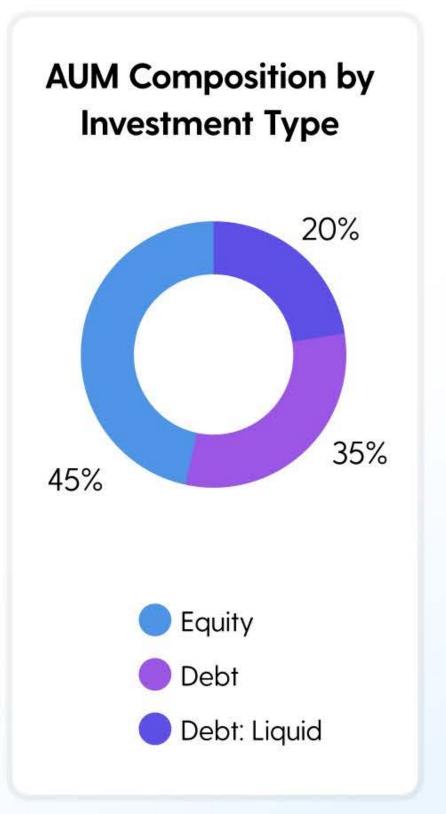


Maximising growth of portfolio with a mix products









## Arete Capital & Choice Wealth



#### MERGER SYNERGIES →

#### Deeper Foray Into Expanded Client Base





**SMEs** 



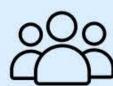
Charitable



Provident Fund & Retirement Funds



Family Offices & HNIs



Individuals/

#### Wider Range Of Products & Solutions To Offer



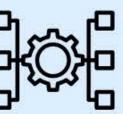
Mutual



PMS &



Tax Free Bonds



Structured



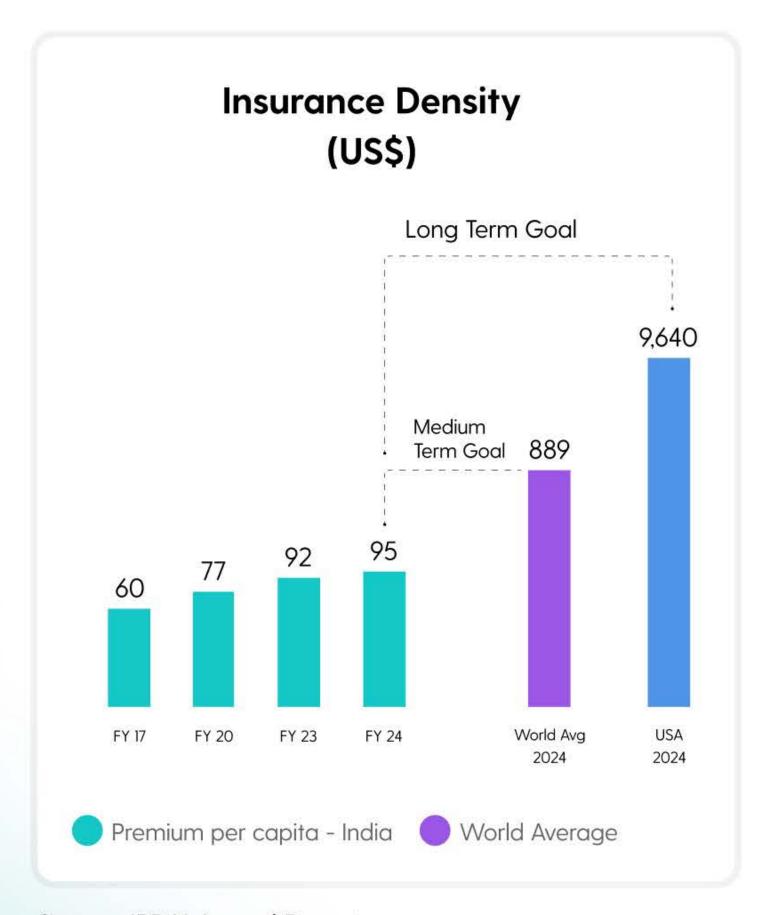
NCDs & Bank Bonds

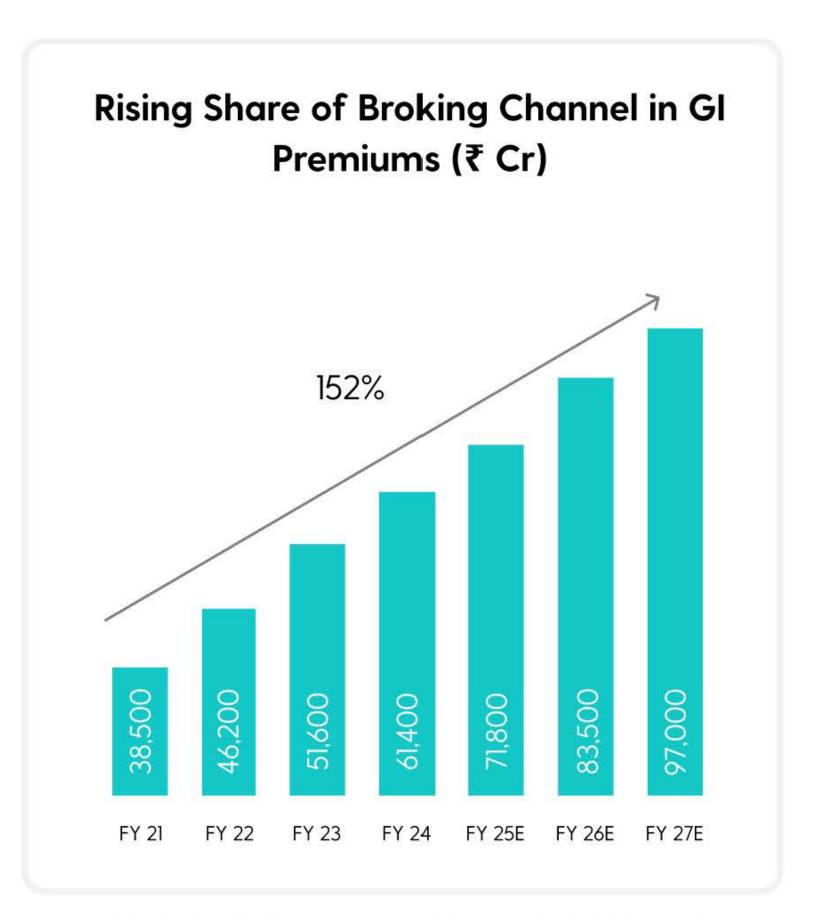


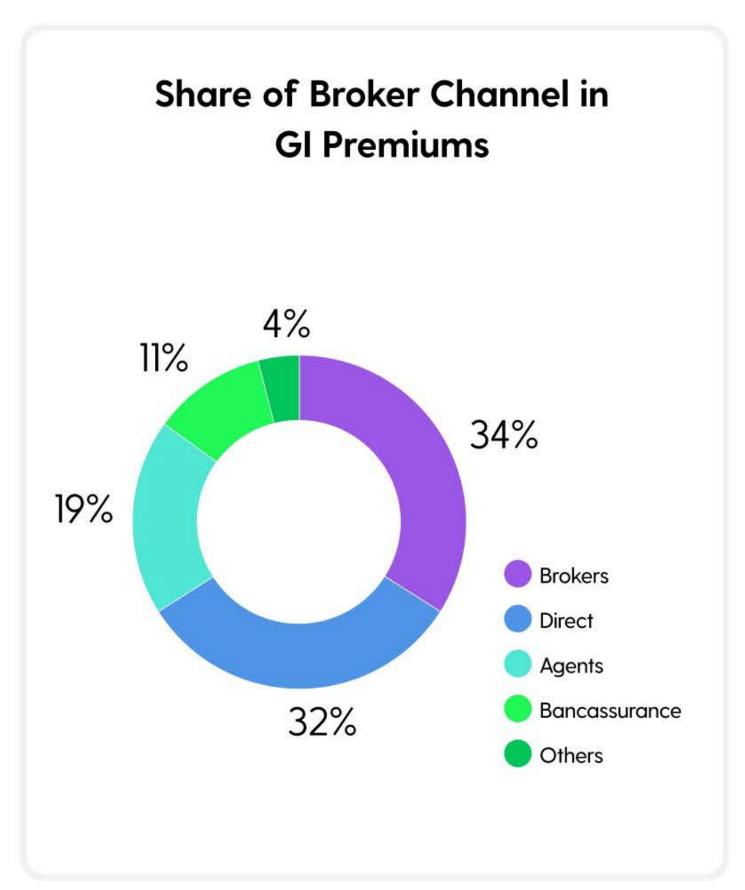
**Fixed Deposits** 

## Insurance - Industry Overview









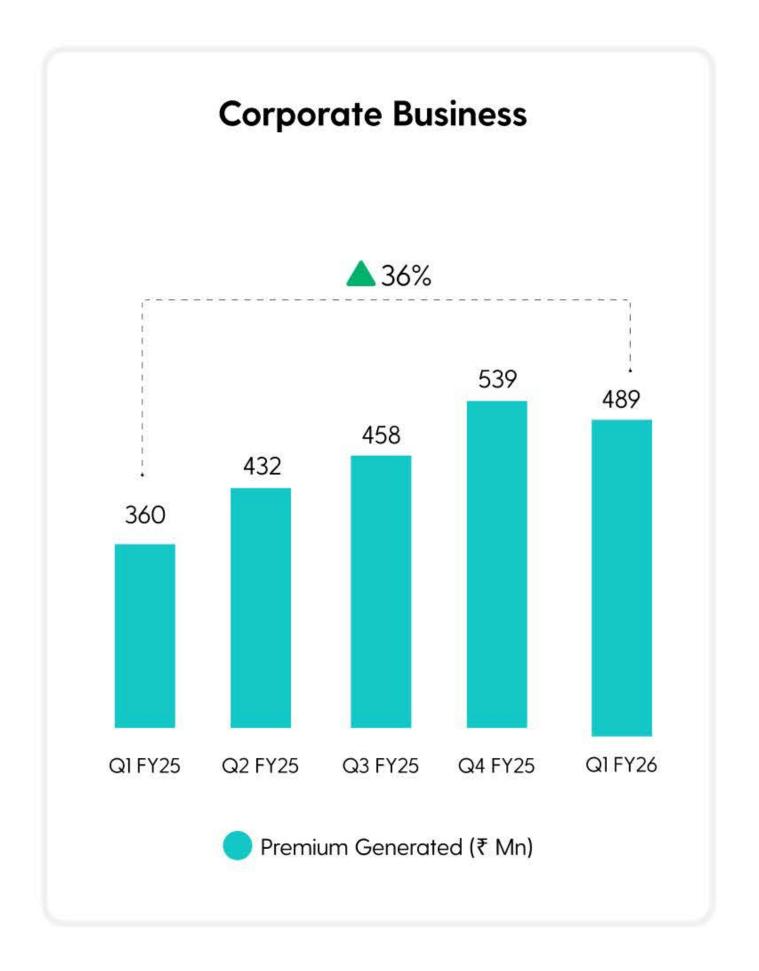
Source: IRDAI Annual Report

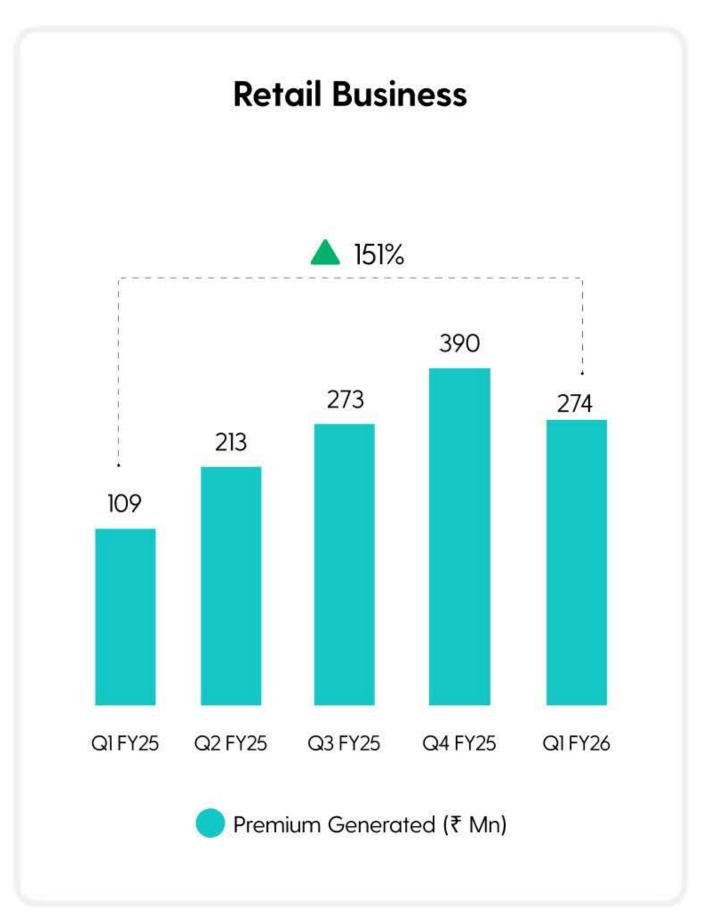
Source: IRDAI Public Disclosures, GI Council, CRISIL Research

Source: GI Council

## Insurance Distribution - Overview









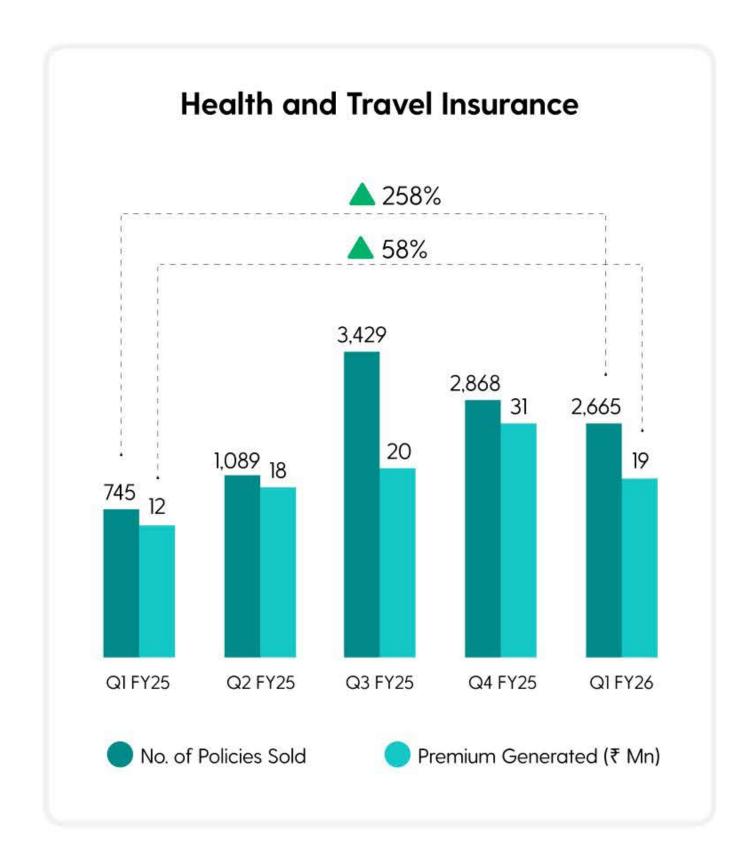
Gaining Strength on the Corporate Business

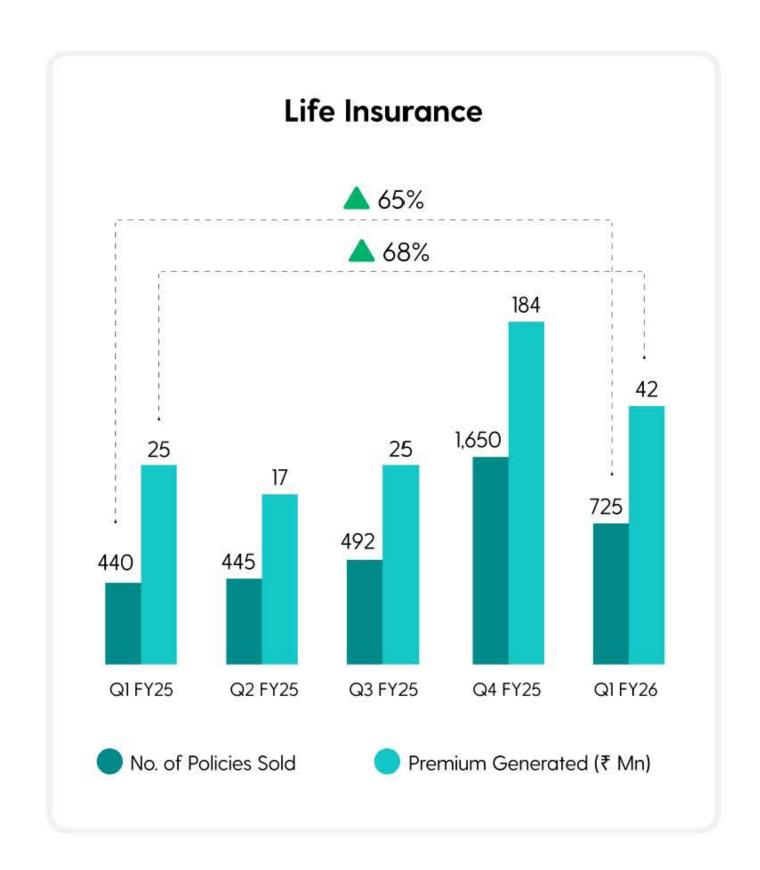
Ongoing Expansion of Retail Distribution Network (POSP)

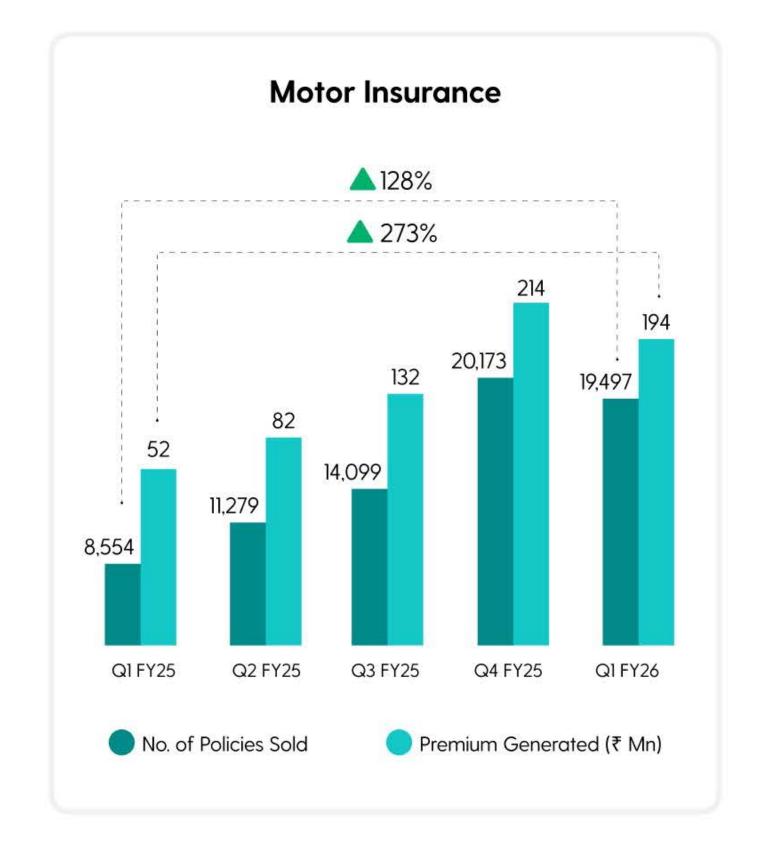
Strengthening Technology for Future Growth

## Retail - Business Overview









91%

Surge In Enquires Generation

42+

Partner Insurance Companies 90%

Increase In Two Wheeler Digital Adoption

## Corporate - Business Overview



Key Offerings



Property & Engineering



Transit



Surety & Credit Insurance



Liability



**Employee Benefits** 



**Speciality Covers** 

Solutions Bouquet Tailor made solutions for large risks

Risk Advisory analysis & inspections

Claims consultancy for corporates and SMEs

Risk Management & Risk Transfer Solutions

Industry upadates and Knowledge sharing

Portfolio Administration and GAP Analysis

1800+

Corporate Policy Placed

65

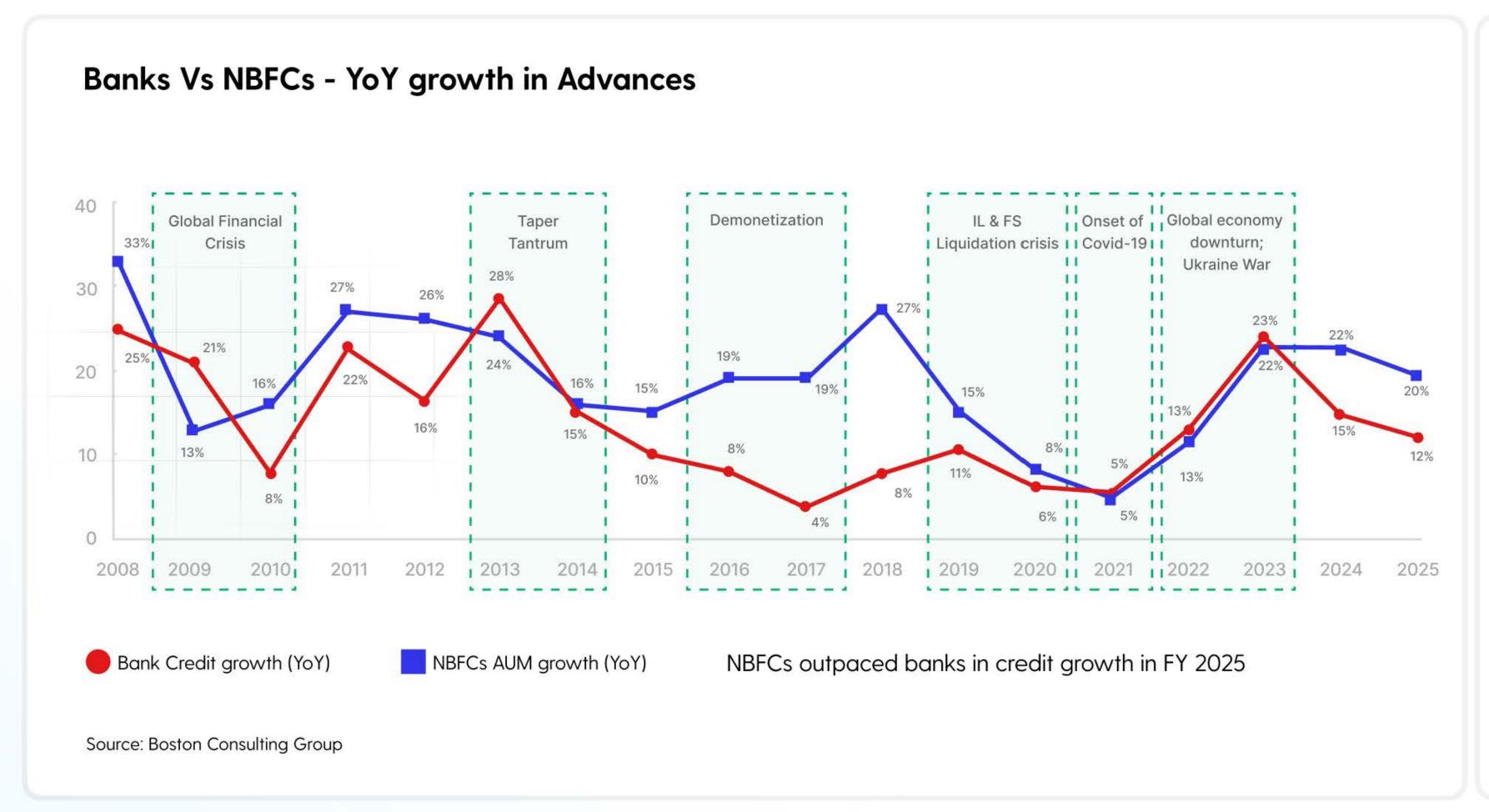
New Project Insurance Customers

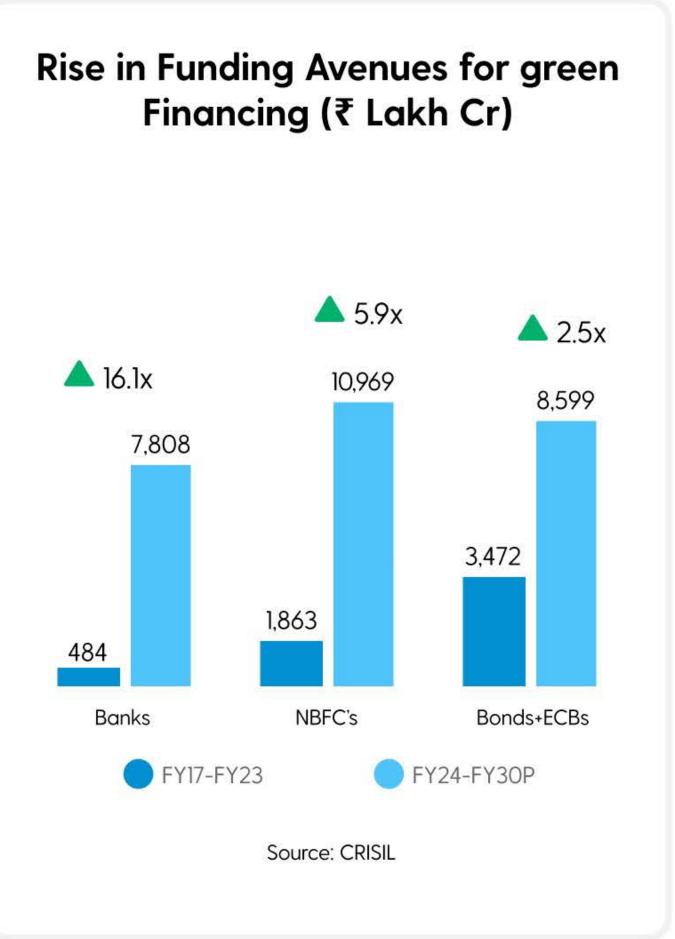
219%

Upsurge In Property & Engineering Insurance

## NBFC - Industry Overview







## Trends Shaping NBFC Landscape

Robust Credit Growth

Improved Asset Quality

- Strong Capital Adequacy
- Diversification into Retail Lending
- Improved Collection Efficiency
- Operational Efficiency



Empowering MSMEs through retail lending tailored specifically for the dynamic semi-urban and rural landscapes



₹ 7.45 Bn

Total AUM

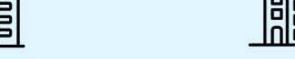
₹ 5.96 Bn

Retail AUM

#### A FOCUSED APPROACH TO SERVE

• Green Finance - Target to reach AUM of ₹10 Bn by 2030







Commerical

Co-operative Housing Society

Residential

MSME Finance - Target to reach AUM of ₹25 Bn by 2030



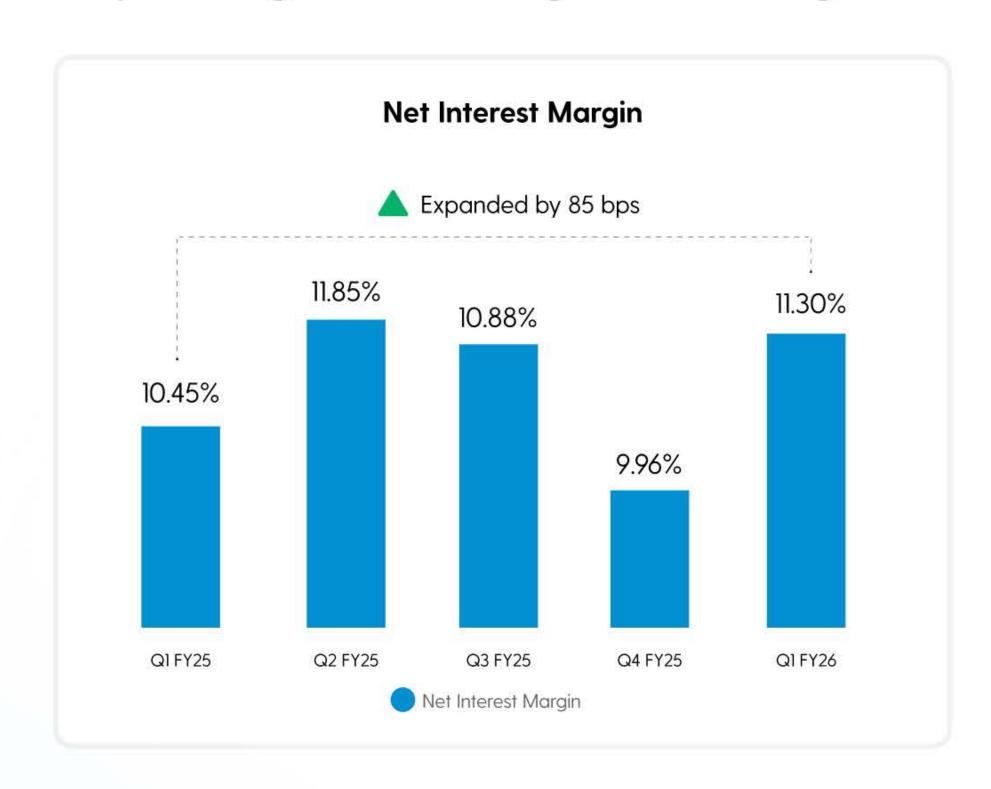


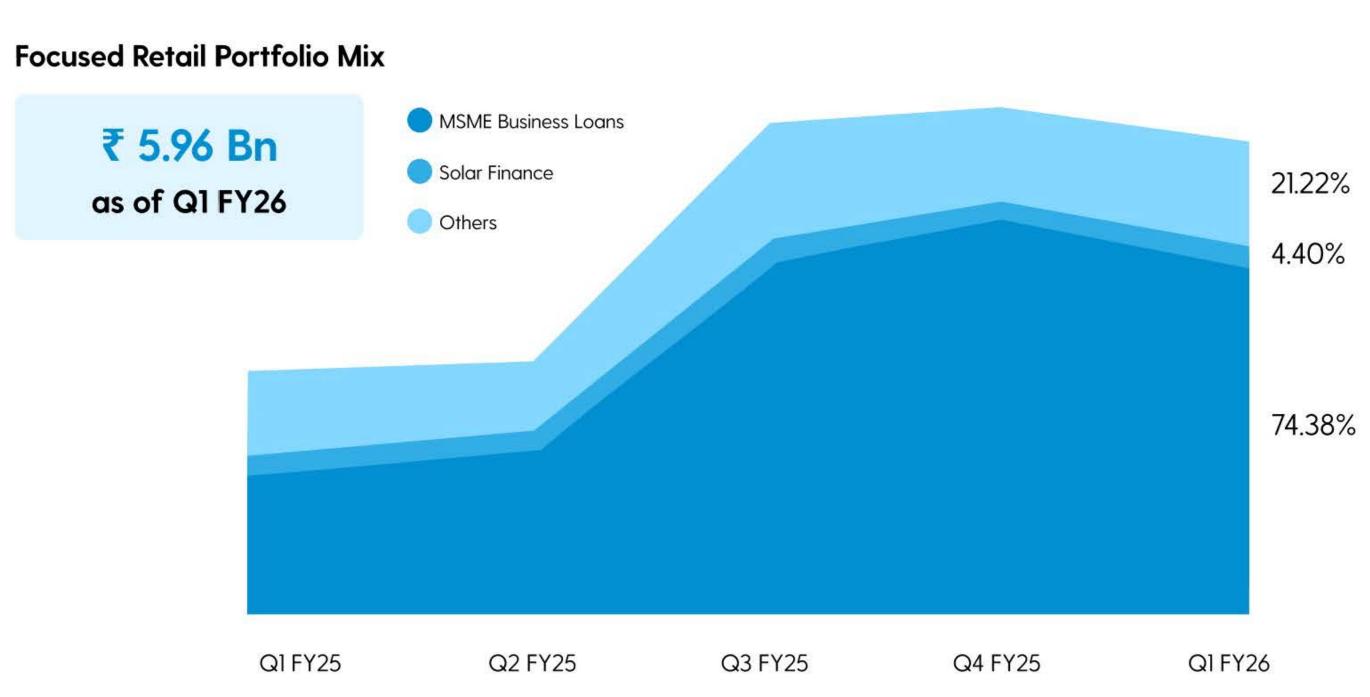
Loan Against Property

Machinery Loan



Empowering MSMEs through retail lending tailored specifically for the dynamic semi-urban and rural landscapes





Net Worth	GNPA	NNPA	PCR	CRAR	Active Loan Count	Coll.Eff.	States	Branches
₹ 4.60 Bn	4.32%	2.25%	48.90%	53.37%	15,770	>90%	8	75

#### **Abbreviations**

• GNPA - Gross Non Performing Assets • NNPA - Net Non Performing Assets • PCR - Provision Coverage Ratio • CRAR - Capital Risk Adequacy Ratio • Coll. Eff - Collection Efficiency



#### Robust Underwriting Processes



#### 1. Real-time Credit **Bureau checks**

In addition to own scorecard for individual clients for better screening



#### 2. Multiple Database Checks

Dedupe Check on more than 15 databases



#### 3. Centralized **Credit Team**

KYC verification, IVR, TVR, ensuring uniform processes



#### 4. Geo-tagging

of 100% branches and centers and 100% customers' houses



#### 5. Cashless **Operations**

via penny drop verification along with strict KYC compliance

#### Well-diversified Liability Profile

**OSB** 





**Banks** 













**Financial Institutions** 

























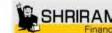








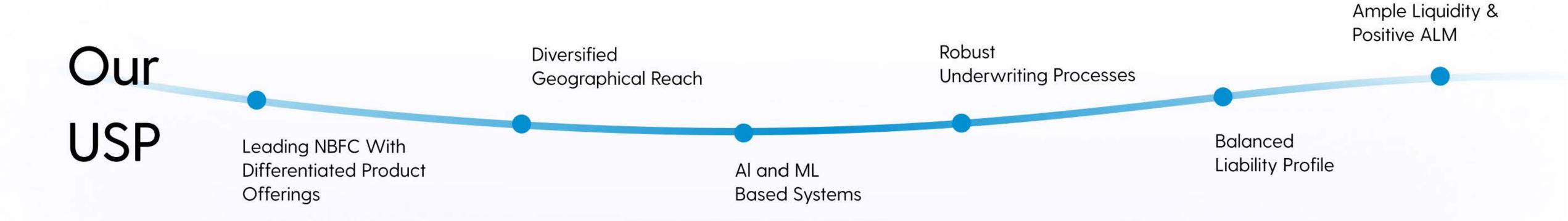






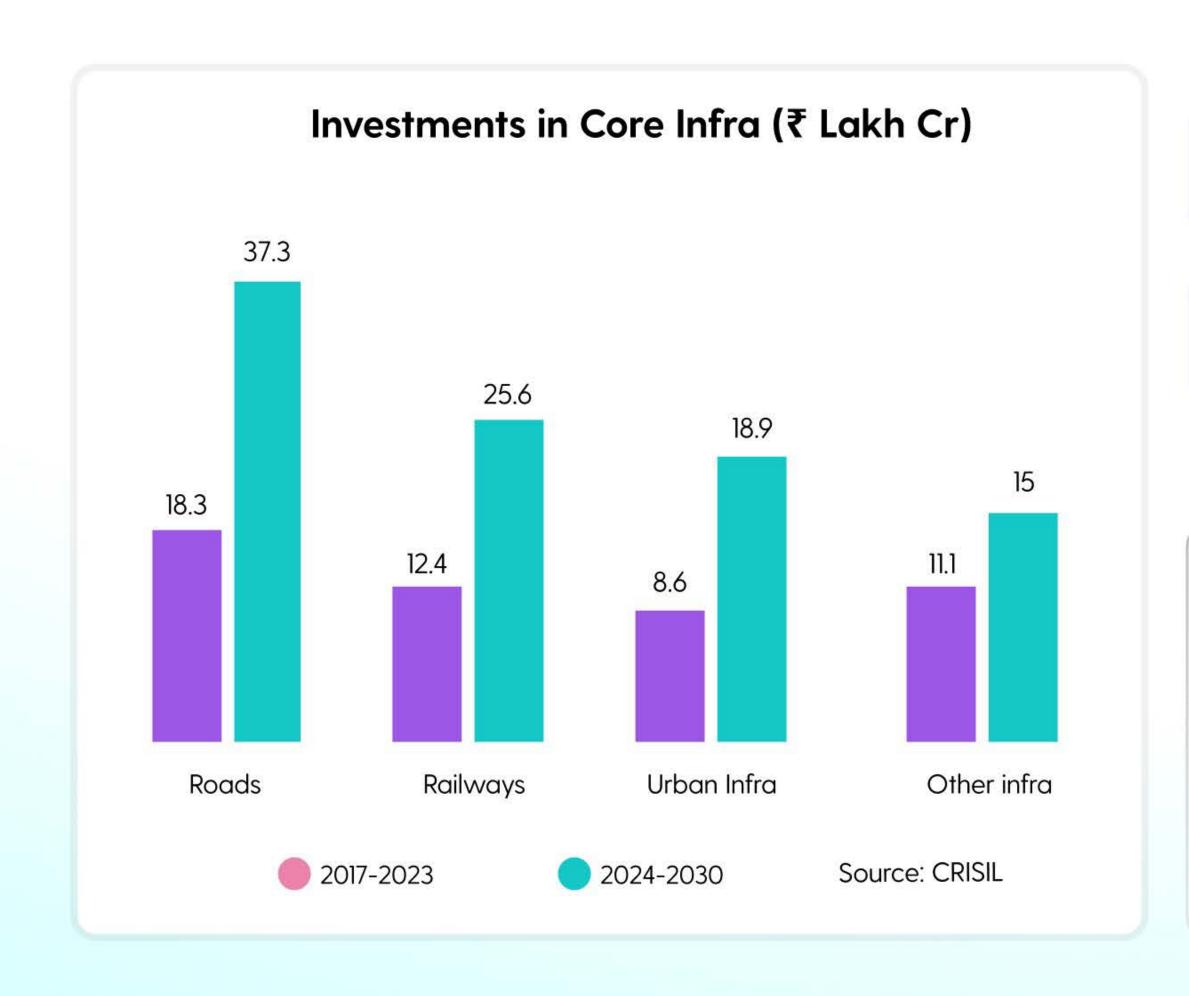
Wide range of product offering to cater multiple customer segments in priority sector

Products Name	MSME Business Loans (Secured)	Solar Loan
Ticket Size	Upto ₹ 5 Mn	Upto ₹ 5 Mn
Tenor (in Months)	Upto 120	Upto 60
ROI Range	16-22%	18-24%
Security Coverage (%)	40-80	100
Processing Fee	Upto 2%	Upto 2%
Average Ticket Size	₹ 800K	₹ 700K
Repayment Frequency	Monthly	Monthly



## Advisory Services - Industry Overview







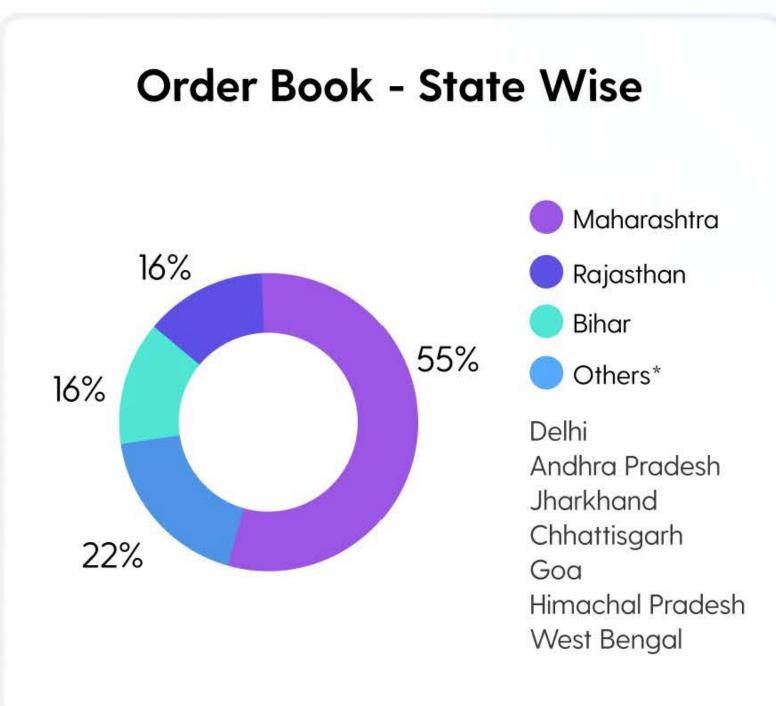
India is building more than infrastructure. It's building confidence, connectivity and a beautiful canvas for every Indian dream.

Shri. Narendra Modi Hon'ble Prime Minister of India

## Advisory Services









Project Offices

1500+

On-Roll Team

## Key New Advisory Projects



#### During the quarter, added these key strategic projects worth \*₹1303 Mn

## Two landmark projects across Maharashtra and Odisha.



- Awarded a work order by MITRA, Government of Maharashtra, under the World Bank-backed MahaSTRIDE Program, to establish District Strategic Units (DSUs) across Chhatrapati Sambhajinagar Division over five years, enhancing institutional capacity and enabling data-driven governance. This initiative reinforce its role in delivering impact-driven, technology-enabled solutions aligned with India's \$5 trillion and Maharashtra's \$1 trillion economic vision.
- Emerged as the H1 (highest-ranked) bidder for a consultancy covering 58 Urban Local Bodies floated by SUDA, Government of Odisha, aimed at advancing urban infrastructure planning.

## New public sector mandates, reinforcing its leadership in rural and digital transformation initiatives.



- Awarded an additional work order from the Office of the Registrar,
   Cooperative Societies, Bihar, for computerizing 3,576 Primary Agricultural
   Credit Societies (PACS). The company continues as the System Integrator,
   driving efficiency, transparency and service delivery.
- In Karnataka, awarded a mandate to digitize 878 PACS, covering data migration, handholding and implementation support.
- Appointed as the Project Monitoring Unit (PMU) for the Amended
   BharatNet Program across West Bengal, Himachal Pradesh and the
   North East, under a engagement involving monitoring, evaluation, vendor coordination and strategic reporting.
- These initiatives align with the Government of India's vision to modernize rural institutions, expand digital access and foster inclusive growth.
- Awarded projects in Himachal Pradesh and Rajasthan to strengthen 10,000+ MSMEs through awareness initiatives, technology upgradation, marketing and branding support and improved access to funding.



## Key Highlights





Serving to 150+ Departments (CG & SG)



1K+ ULBs



50K+ PRIs



Selected to lead the digitalization of 13K+ PACS



Developed Women Entrepreneur Portal for NITI Aayog



Trained 15K+ trainees with 10L+ training hours in 13+ states



Serving to Multilateral Agencies ADB, WB, DFID-UK, UNFPA, EXIM etc.



Flagship Schemes JJM, PMAY, PMJAY, AMRUT, NRLM, RAMP, NFHS etc.



2L+ Affordable Houses under PMAY in 4 states



5.5 Cr.+ Citizen benefitted under JJM in 4 states



Design/Supervision Highways 3000+ KM



26K+ HHs & 13K Villages: World's Largest Health Survey NFHS VI in Chhattisgarh



Choice is committed to actively participate in India's remarkable growth story and leveraging our resources, expertise, and innovative solutions to make a meaningful impact on various aspects of Indian life, from economic development and employment opportunities to social well-being and environmental sustainability.

We aim to be a catalyst for positive change, aligning our success with the progress and prosperity of the nation and its people.

### Partnering in Viksit Bharat through aspirational sector engagements:

#### Co-operative Societies

Touching 30 Mn+ Farmers through Computerization of Primary Agriculture Cooperative Societies in 6 states namely Haryana, Punjab, Bihar, Karnataka, Maharashtra and Tamil Nadu.

#### Agriculture

- a. Helping Himachal Pradesh to uplift their agriculture and allied sector with more value addition and more export potential.
- b. Helping maze farmer of Chhattisgarh to add value in their produce and income through ethanol plant setup under cooperative model.

#### MSME

Helping MSMEs of Maharashtra, Rajasthan, Punjab, Himachal Pradesh, Gujarat, Bihar, Odisha and Jharkhand to get government benefits, upgrade technically, access of fund, markets through better means.

#### Local Governance (Urban and Rural)

Training last mile elected representative on various governance model including how to run gram panchayat, community-based development etc. in Jharkhand, Tripura, West Bengal and Karnataka.

#### Students & Women

Entrepreneurship development program, startup support, capacity building on marketing and branding, quality assurance interventions of rural product, better access to Market including tourist hat modernization.

#### State Empowerment

We are helping states governments to become self-sustainable by end to end consultancy in revenue augmentation for Uttarakhand, Bihar, Jharkhand, Madhya Pradesh and Chhattisgarh.

# Choice Matters:

# **Impacting Tomorrow**



## Investment Banking



Choice Capital Advisors Pvt. Ltd., a **SEBI-registered Category-I Merchant Banker**, specializes in capital market transactions and corporate finance, offering **end-to-end financial solutions from strategy to execution**.

#### **Key Services**

**Main Board IPO** 

**SME IPO** 

**Rights Issue** 

**Open Offers** 

#### **Our USP**

- Strong deal origination capabilities backed by deep industry relationships and proactive sourcing
- ✓ Strict compliance standards ensuring full regulatory adherence and process transparency
- Strong execution capabilities with end-to-end transaction management across all capital market products
- ✓ Boutique approach combined with the strength and experience of a full-service financial institution
- ✓ Unbiased financial advisory offering conflict-free, client-centric solutions

## Key Clientele





IPO-Main Board ₹3,086 Mn



IPO-SME ₹500 Mn



IPO-SME ₹500 Mn



IPO-SME ₹710 Mn



IPO-SME ₹700 Mn



IPO-SME ₹740 Mn



IPO-Main Board ₹1,680 Mn



Navkar Corporation Ltd
Container Freight Stations & Rail Terminals

IPO-Advisory ₹6,000 Mn



IPO-Advisory ₹4,620 Mn



Rights Issue ₹400 Mn



Rights Issue ₹1,250 Mn



Rights Issue ₹4,500 Mn



Open Offer ₹1,690 Mn



Open Offer ₹23,820 Mn

## IPO Performance Highlights



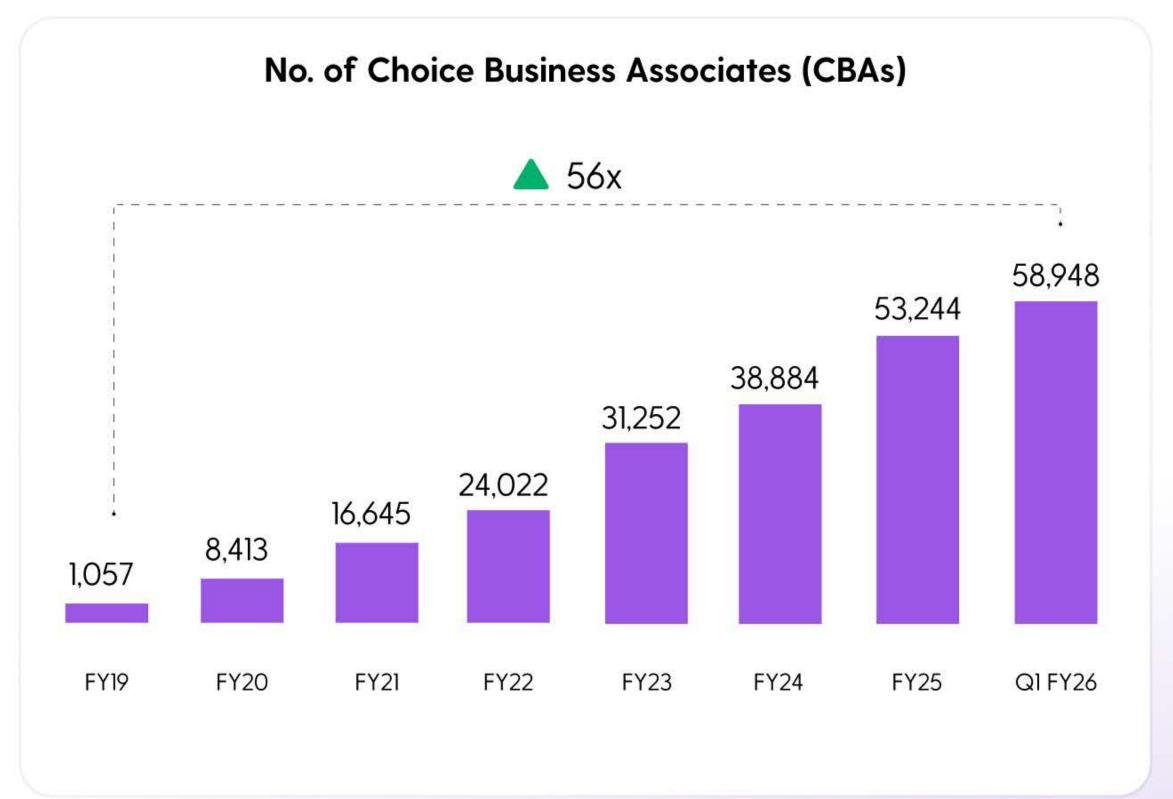
	Main Board	SME	SME	SME	SME	SME	Main Board
Particulars	Prostarm Info System Ltd.	*Shri Ahimsa Naturals Ltd.	Utssav CZ Gold Jewels Ltd.	RNFI Services Ltd.	Esprit Stones Ltd.	Ramdevbaba Solvent Ltd.	Vishnu Prakash R Punglia Ltd.
Fund Raised (₹ in Mn)	1680	740	700	710	500	500	3086
Subscription (x)	97.20x	62.71x	47.58x	221.49x	185.82x	126.21x	87.82x
Issue Price	₹105	₹119	₹11O	₹105	₹87	₹85	₹99
Listing Price	₹125	₹140	₹110	₹199	₹93	₹112	₹165
Current Market Price#	₹215	₹167	₹223	₹268	₹104	₹136	₹180
High	₹224	₹177	₹315	₹321	₹159	₹150	₹346
Listing Date	03-05-2025	02-04-2025	07-08-2024	29-07-2024	02-08-2024	23-04-2024	05-09-2023
Highest Return %	113%	49%	186%	206%	83%	76%	249%

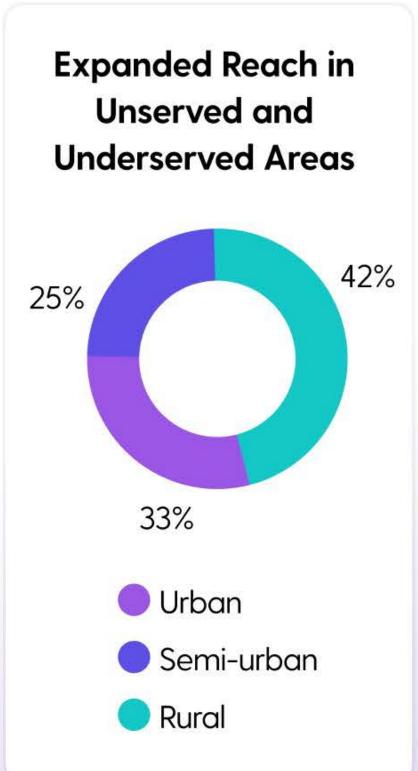
<sup>\*</sup>Acted as an Underwriter to the Issue #Current price is as of 18th July 2025

## **Choice Connect**



Empowering individual agents to become financial advisers with the help of proprietary engine, engaging trainings and digital execution of services

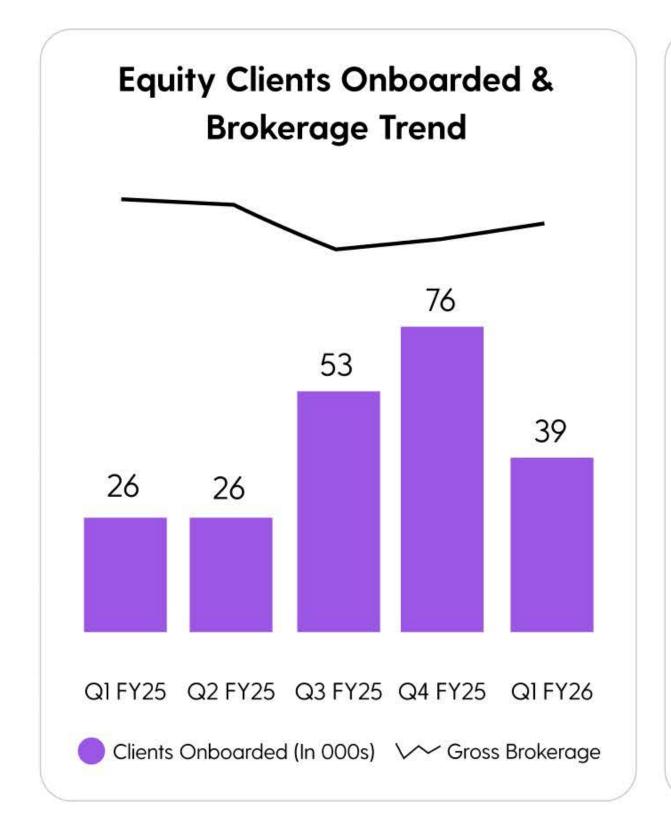


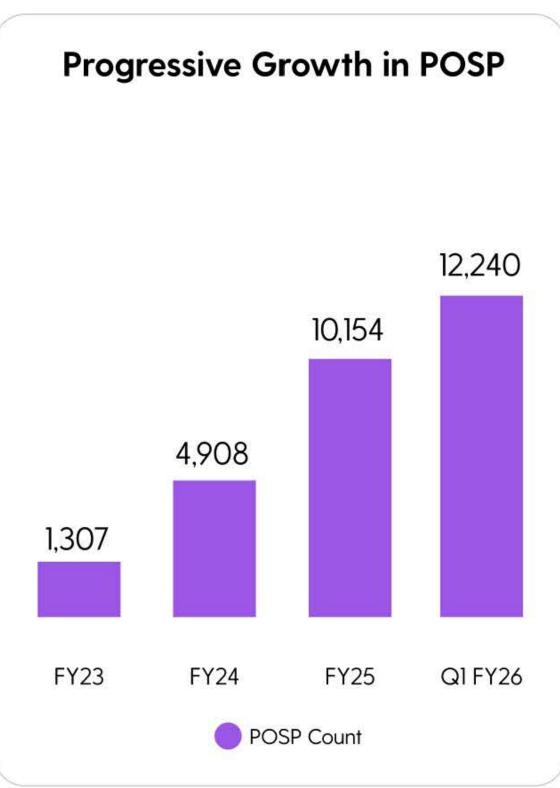


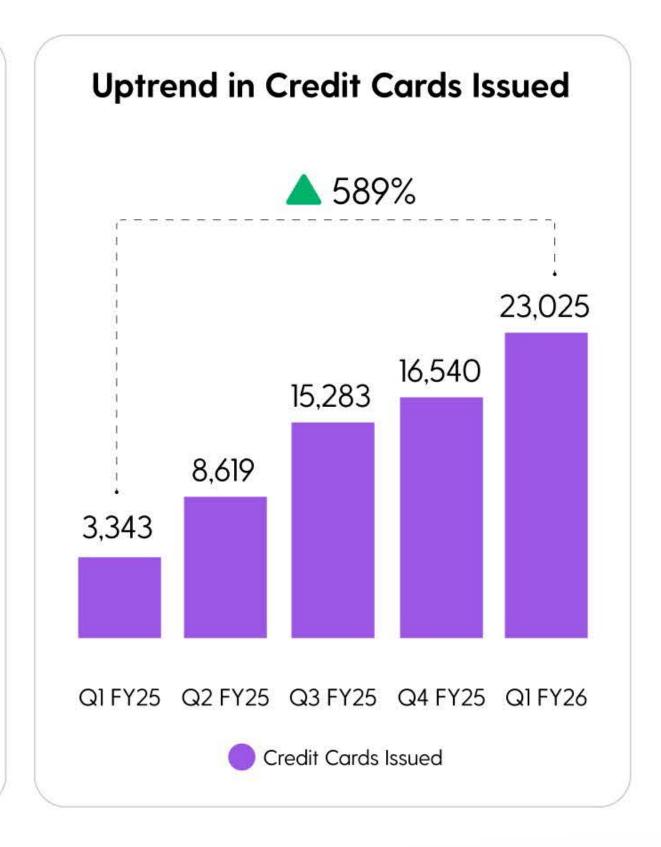


## **Choice Connect**









375K+

No. of Business Leads generated by CBAs

290+

CBA Trainings Conducted during the Quarter

9K+

CBAs Trained 6.5K+

CBAs received Payouts

## Consolidated Financial Performance - Quarterly



Particulars (₹ Lakhs)	Q1 FY26	Q1 FY25	Y-o-Y Growth (%)	Q4 FY25	Q-o-Q Growth (%)
Revenue from Operations	23,388	20,064	16.57%	25,300	(7.56)%
Other Income	407	529	(23.06)%	204	99.51%
Total Income	23,795	20,593	15.55%	25,504	(6.70)%
EBITDA	8,680	5,823	49.06%	9,829	(11.69)%
EBITDA Margin	36.48%	28.28%		38.54%	
EBIT	8,401	5,655	48.56%	9,552	(12.05)%
EBIT Margin	35.31%	27.46%		37.45%	
PBT	6,289	4,339	44.94%	7,395	(14.96)%
PBT Margin	26.43%	21.07%		29.00%	
PAT	4,796	3,200	49.88%	5,352	(10.39)%
PAT Margin	20.16%	15.54%		20.98%	

## Consolidated Financial Performance - Quarterly



Particulars (₹ Lakhs)	Q1 FY26	Q1 FY25	Y-o-Y Growth (%)	Q4 FY25	Q-o-Q Growth (%)
Revenue from Operations	23,388	20,064		25,300	
Other Income	407	529		204	
Total Income	23,795	20,593	15.55%	25,504	(6.70)%
Employee Benefit Expenses	6,998	6,795		7,093	
Finance Costs	2,112	1,316		2,158	
Depreciation and Amortisation Expenses	279	168		276	
Administrative and other Expenses	8,117	7,975		8,582	
Total Expense	17,506	16,254	7.70%	18,109	(3.33)%
PBT	6,289	4,339	44.94%	7,395	(14.96)%
Tax Expenses	1,493	1,139		2,043	
PAT	4,796	3,200	49.88%	5,352	(10.39)%
Other Comprehensive Income	142	(22)		(278)	
Total Comprehensive Income	4,938	3,178		5,074	

## **Board Members**



#### Board with extensive experience across businesses



Mrs. Vinita Patodia Non- Executive Chairperson



Mr. Kamal Poddar Managing Director



Mr. Suyash Patodia Joint Managing Director



Mr. Arun Poddar Executive Director & CEO

...



Mr. Ajay Kejriwal Executive Director



Mr. Subodh Kumar Agarwal Independent Director



Mr. A.K. Thakur Independent Director



Ms. Sudha Bhushan Independent Director



Mr. Sandeep Singh Independent Director



Mr. Kanhaiya Lal Berwal
Independent Director



Mr. Sobhag Mal Jain Independent Director



Mr. Raj Kumar Independent Director

Investment Committee

Finance Committee

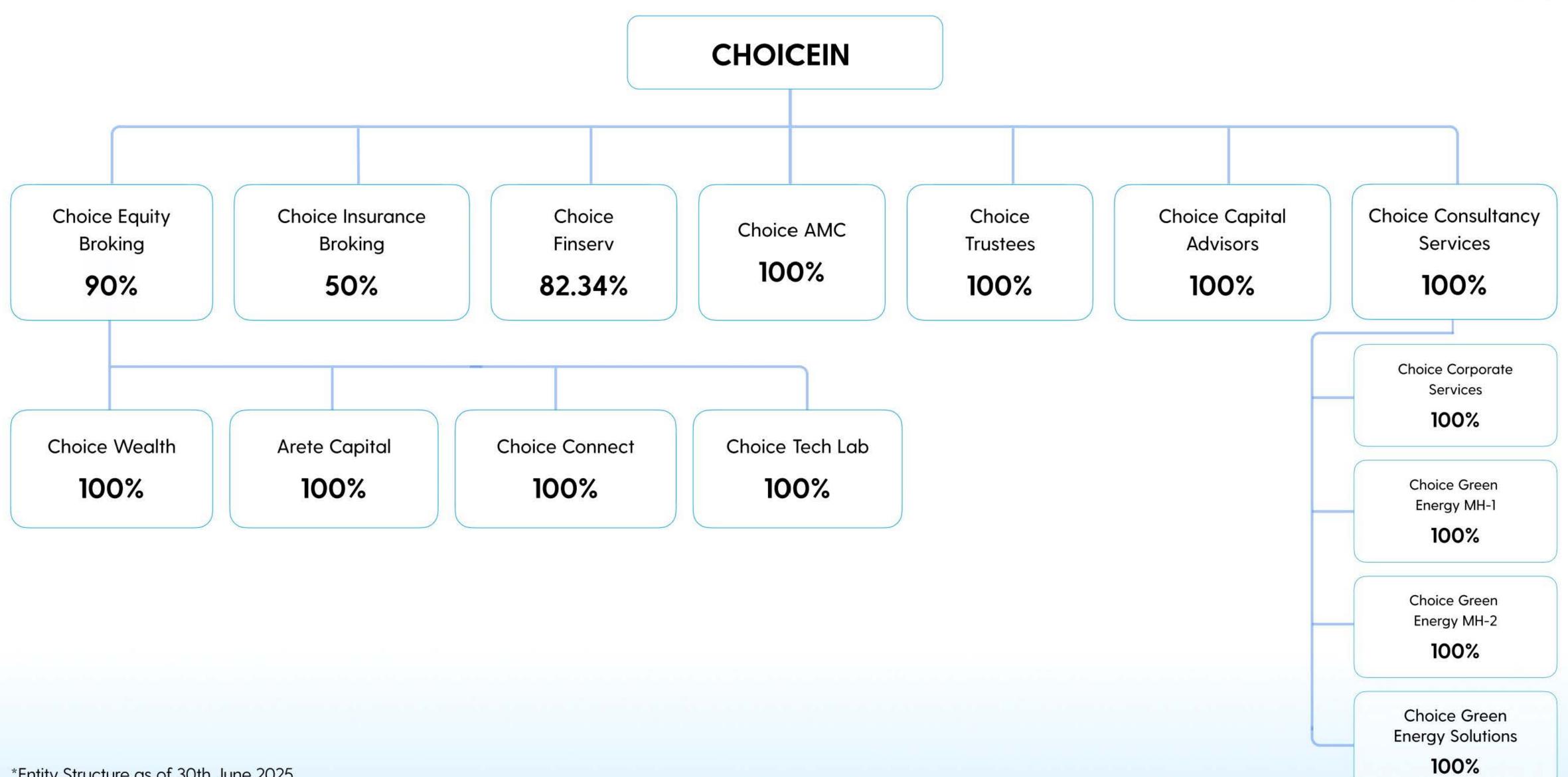
Securities Committee

**CSR Committee** 

Audit Committee

## Entity Structure

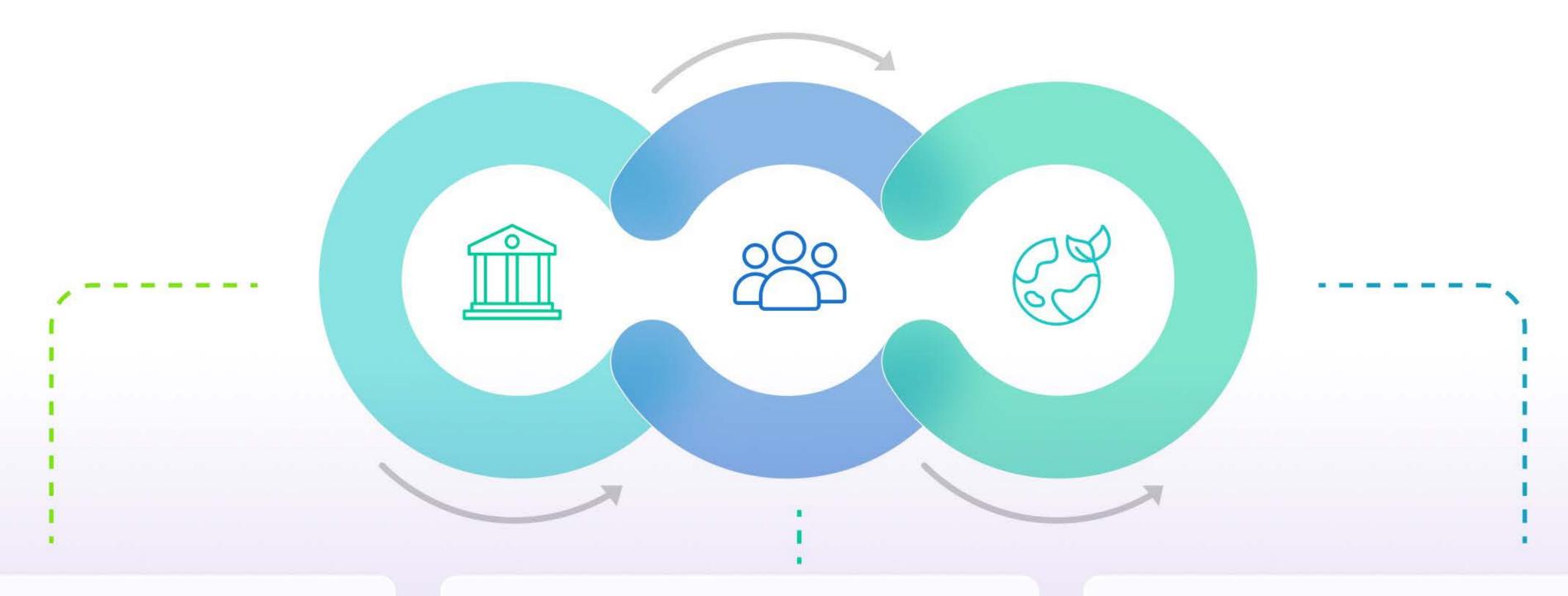




\*Entity Structure as of 30th June 2025

## Environmental, Social and Governance





#### Governance

- Well-established Financial services business. Implementing anti-bribery management system.
- Improving equal opportunity practices by increasing participation of women & people with disabilities in its workforce.

#### Social

- Providing and facilitating access to products and services for the visually impaired/physical disability customers.
- Disclosure of its environmental and social performance in the public domain and mapping it with UNSDG.

#### **Environment**

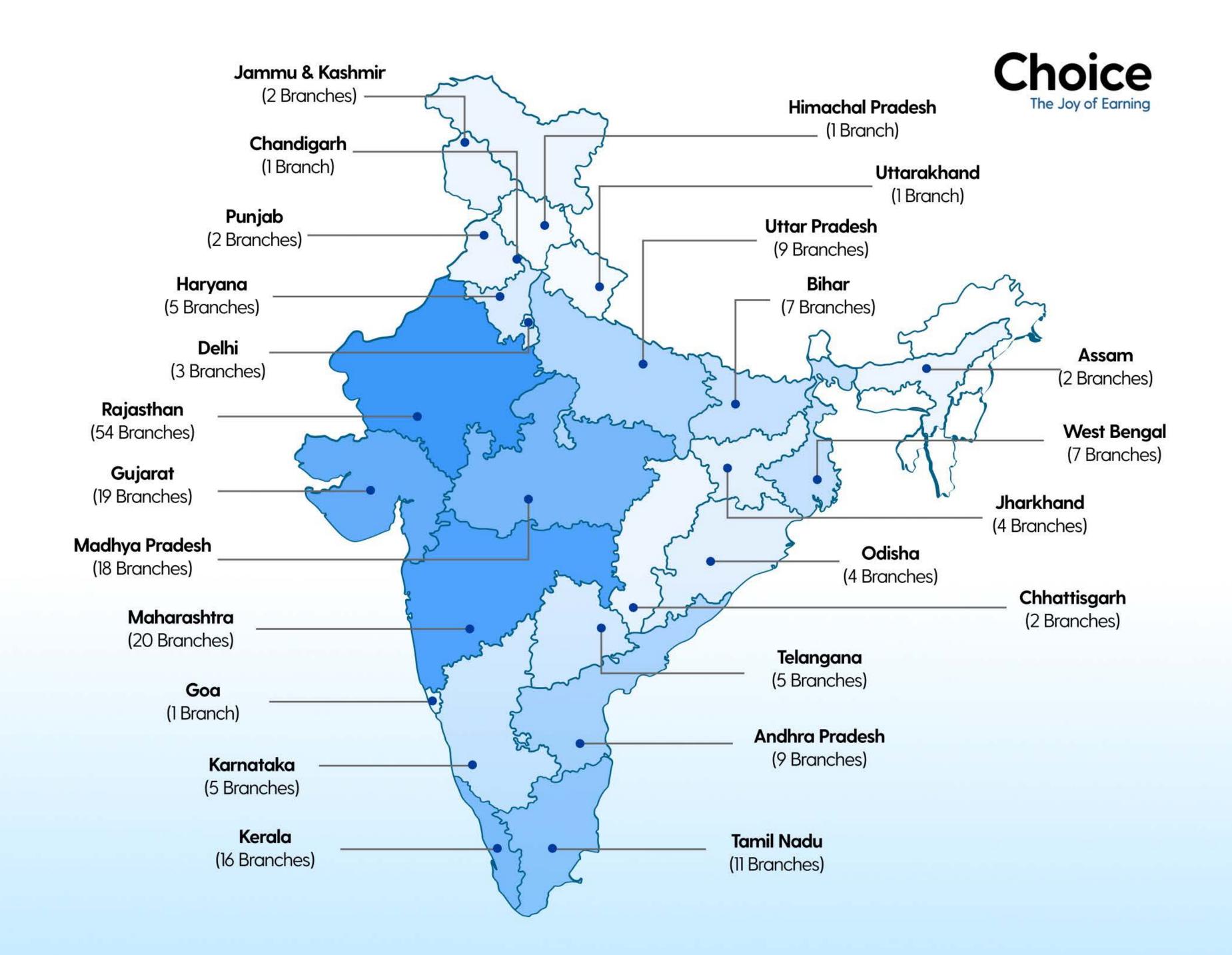
- Conducting operations in energy efficient manner by operating in green or environmentally friendly offices i.e. offices which are LEED or BREEAM certified among others.
- Adopting policies to mitigate the company's carbon emissions and to reduce overall energy usage and waste management.

## Geographical Presence



Branch **Project** States

Offices Offices & UT



## Media Presence



Extensive coverage by Television, Digital, Print and Social Media

#### **Offline Events**





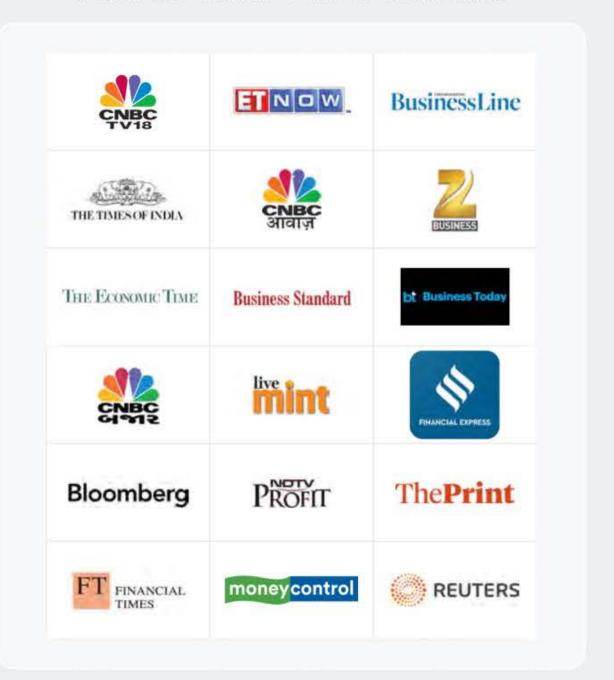








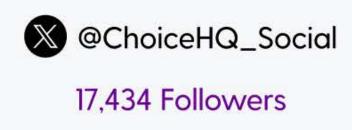
#### **News and Print Media**



#### **Social Media Presence**













Hours on various TV channels covering Choice & our Analyst

## Membership and Certifications



Registered across exchanges in India

#### **Memberships and Registrations**





















#### Certifications







#### **Auditors**

#### MSKA & Associates Chartered Accountants

A Member firm of BDO

## Disclaimer



Certain statements in this presentation concerning our future growth prospects are forward looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements.

The company's results may be affected by factors including, but not limited to, the risks and uncertainties in research and development; competitive developments; regulatory actions; the extent and duration of the effects of the COVID-19 pandemic; litigation and investigations; business development transactions; economic conditions; and changes in laws and regulations.

Choice International will not be responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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