

REF: CIL/CC/33/2022-23

August 04, 2022

To, The Department of Corporate Services, The BSE Limited, P. J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 531358	To, The Department of Corporate Services, The NSE Limited 5 th Floor, Exchange Plaza Plot No. C/ 1, G Block, Bandra – Kurla Complex, Bandra (East), Mumbai – 400 051 Scrip Code: CHOICEIN
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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, 2022.

Kindly take the above document on your record.

Thanking You,

Yours Truly,

For Choice International Limited

(Karishma Shah)

Company Secretary & Compliance Officer



Commitment to provide Financial Excellence

Choice International Ltd.
(BSE: 531358, NSE: CHOICEIN)

Q1 FY23 Earnings Presentation

Choice
The Joy of Earning



A diversified mix for sustainable business

Choice International Limited stock listed on NSE from April 8, 2022 under scrip symbol "CHOICEIN"



Broking & Distribution

- Number of Demat Accounts increased by 21% in the last quarter to 558K
- Choice ranks at No. 16 as per NSE's active UCC list, the Active Clients increased by a CAGR of 38% during last 5 quarters to 273K
- Assets held by stockbroking clients totalled to Rs. 160 billion, surging 82% YoY. Slight reduction during the quarter due to Market Volatility
- Assets under Management for Mutual Funds stood at Rs. 3176 Mn
- Insurance premium generated grew by 69% QoQ to Rs. 118 million
- State of the art features of Jiffy Signal, Basket, Stratezy rolled out during the quarter for investors



NBFC

- Loan Book grew by 13% YoY to Rs. 3.22 Bn
- Net Interest Margin (NIM) in Q1 FY23 is 6.37%
- 130+ employees dedicatedly working under various roles of IT, credit, operations, marketing and sales
- Launched Digital lending for MSMEs with a focus on Tier 3-5 cities. A retail loan book of Rs. 22.3 Mn was created within 15 days of initiation with average ticket size of Rs. 300K
- Fastest development of Tech Stack and User App (Choice Finx-Loans) across the Industry

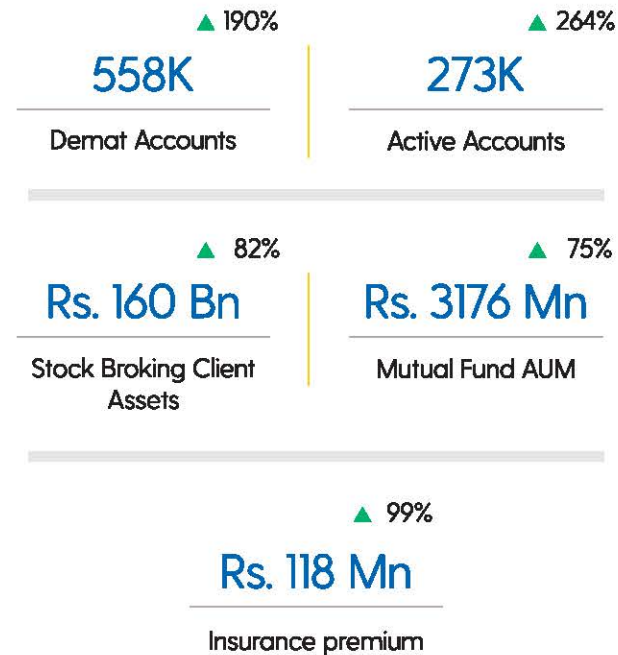


Advisory

- Focused contract execution of Jal Jeevan Mission projects during the quarter
- Segment Revenue increased by 25% on YoY to Rs. 207 Mn from Rs. 166 Mn
- Advisory operations being carried out in 10+ States

A diversified mix for sustainable business

Broking & Distribution •



Advisory

10+ States

Operations

Rs. 2.95 Bn

Order Book

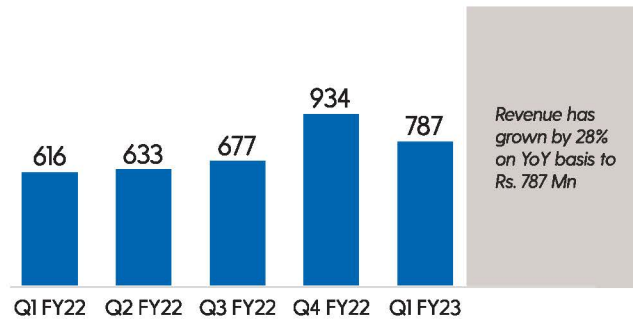
• NBFC



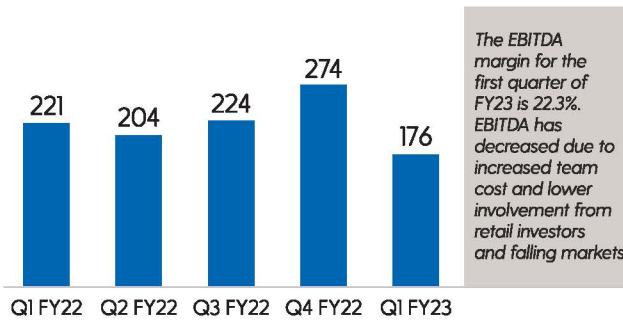
- NSE Active UCC List as on 30th June 2022
- Arrows and Figures indicate YoY change

Q1 FY 23 Highlights

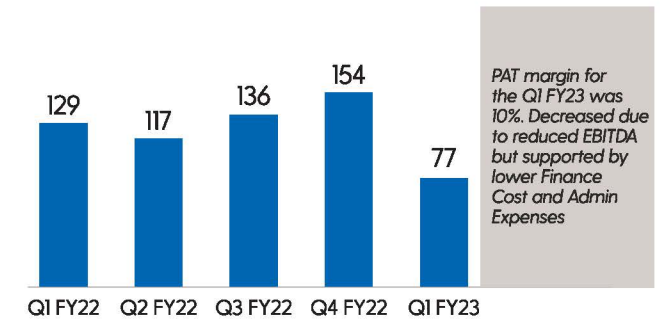
Revenue (Rs. Mn)



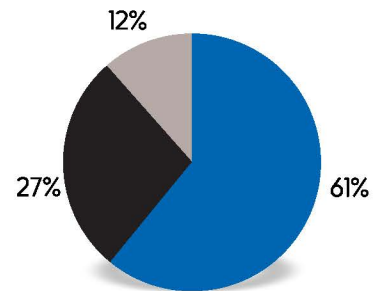
EBITDA (Rs. Mn)



PAT (Rs. Mn)

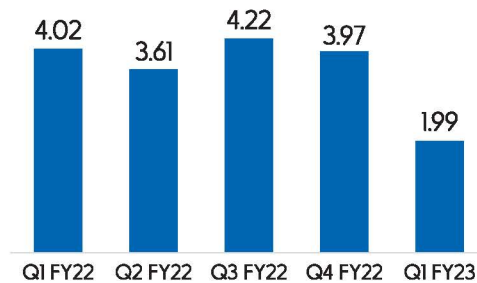


Revenue Share



■ Broking Services ■ Advisory Services ■ NBFC Services

EPS (Rs.)



MD's Note

Building on our stellar performance during FY22, we recorded a strong start of the fiscal year 2023. We at Choice are confident of continuing our growth journey driven by our resilient business model due to the diverse nature of our business. I am glad to showcase our achievement during the Q1 FY23.

Customer confidence on Choice broking service continued to remain strong reflected through increase in number of Demat accounts by 21% and number of Active clients by 7.5% on GoQ basis. Choice ranked 16th as per NSE's active UCC list. Further to this assets held by our stock broking clients increased to Rs. 160 Bn a growth of over 80% YoY. Similarly, AUM for mutual funds stood at Rs. 3,176 Mn. We generated insurance premium of Rs 118 Mn, a growth of 99% YOY.

NBFC business was one of our prime focuses during the quarter and we continue to build a strong team to facilitate our transformation from institutional lending to retail lending which is expected to be one of primary driver for future growth. We started digital lending for retail during the quarter with a focus on Tier 3-5 cities, which received a very encouraging initial response. Our retail Loan book stood at Rs 22.3 Mn within the first 15 days of launch. During the quarter our total Loan Book grew by 13% YoY to Rs. 3.22 Bn.

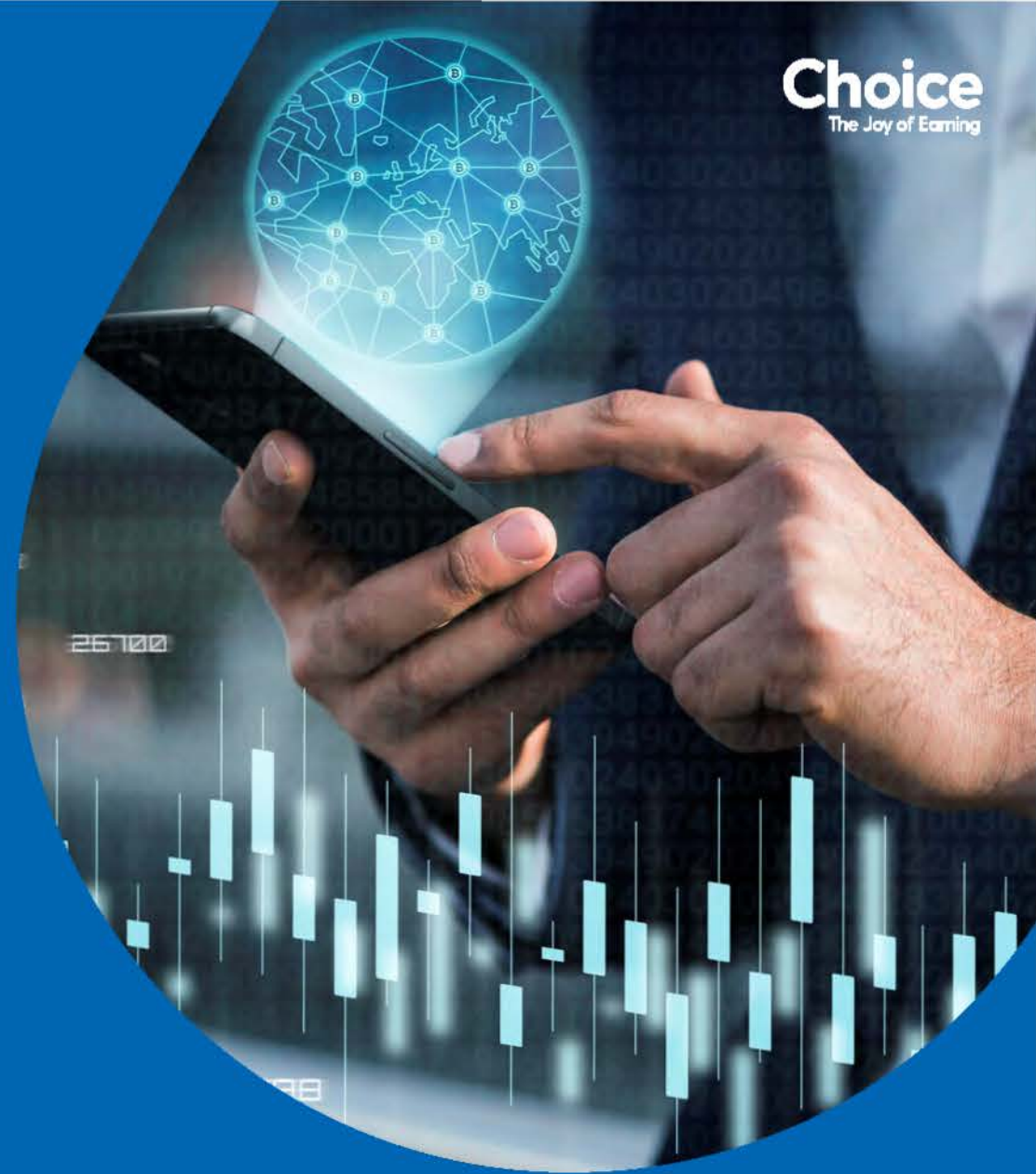
The execution of Jal Jeevan mission project during the quarter was in line with our expectation, which is part of our Advisory business. During the quarter we experienced growth of 25% YoY for this segment to Rs. 207 Mn.

During the quarter, our revenue recorded a robust growth of 24.1% to Rs. 745 Mn and expect this growth trajectory to continue going forward. Our consolidated EBITDA and PAT for Q1 FY23 was Rs. 176 Mn and Rs. 77 Mn, respectively. Our consolidated margins during the quarter were impacted due to higher fixed cost on account of launch of new retail lending business during the quarter, we expect the margins to normalize on full year basis.

CA Kamal Poddar
Managing Director



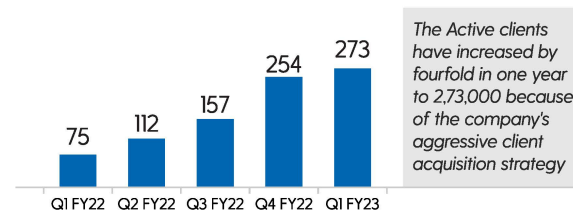
Businesses



Stock Broking Services

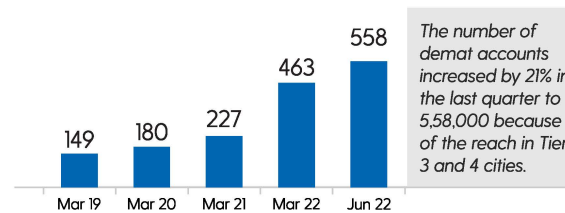
An end-to-end broking ecosystem for capital markets access

of Active Clients (000)



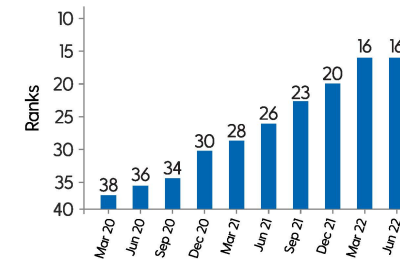
■ No. of Active Clients

of Demat Accounts (000)



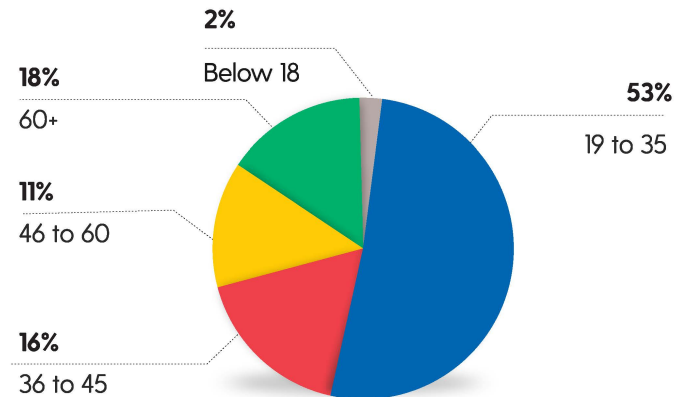
■ No. of Demat Accounts

Ranking as per NSE's active UCC List



■ Choice's Ranking

Age Group



- Our clientele is made up of about 53% young people, aged 19 to 35, who are familiar with technology and have longer investment life cycles.
- With no dependents, young earners typically have more disposable income.
- Savings grow and become a source of investment as people age.
- This significant young population originates from regions with little economic growth or access to financial products. Our revenue will increase tremendously as financial services in these locations become more developed
- Better understanding of financial products has been achieved as a result of social media and internet exposure.

Key Services

Equity Trading

Commodity Trading

Derivative Trading

Demat Services

Institutional Desk

Debt Market Instruments

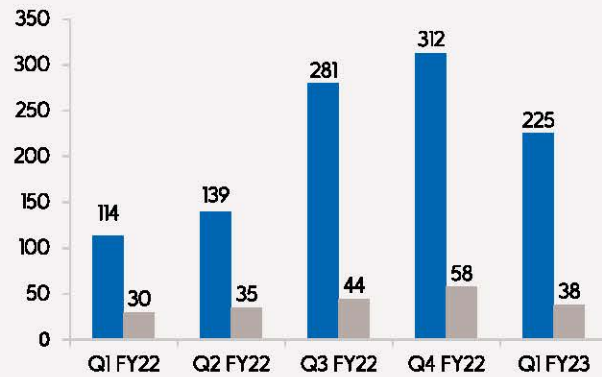
Portfolio Management

Research & Analysis

IPO / OFS / Other Issues

Stock Broking Highlights

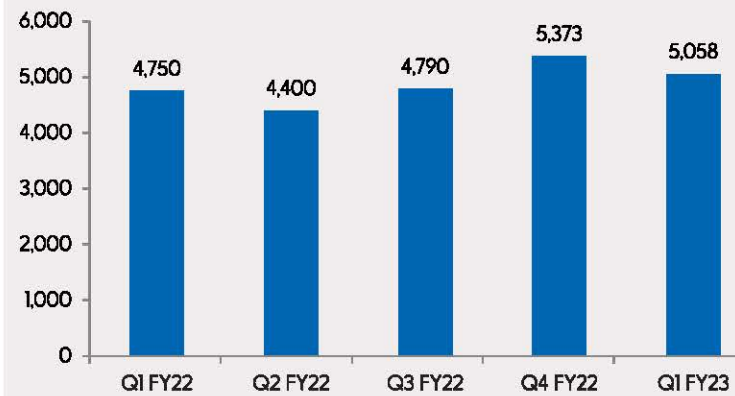
Jiffy Active Users (000)



■ MAU ■ DAU

On a year over year basis, Jiffy Monthly Active Users have increased by almost 100%.

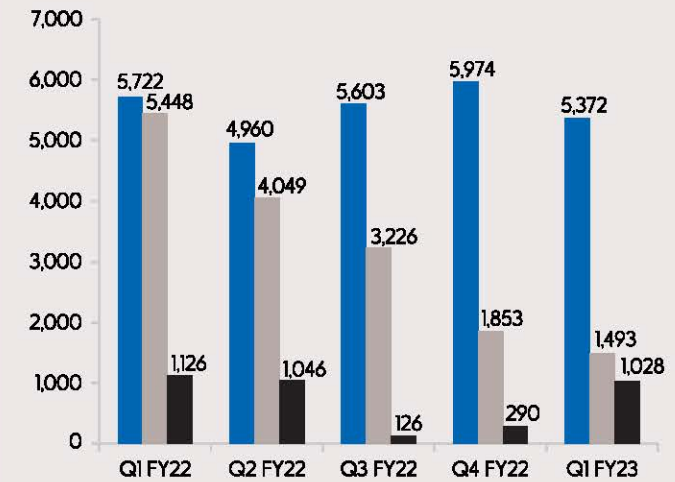
Total number of Transactions (000)



■ No. of Transactions

On an annual basis, there has been 6.5 percent more transactions.

ADTO (Rs.Mn)



■ Equity ■ Commodities ■ Currency

ADTO has marginally fallen driven by falling markets and less participation from retail investors

Key features added in Jiffy



Jiffy Signal

Jiffy Signal:

- It is an automated research analysis tool that assesses stocks using a variety of timeframes and indicators to find the best intraday and short-term trading opportunities with potential pricing.
- The fact that Jiffy Signal is a fully automatic engine with no human interface is its most crucial feature.

Basket:

A portfolio diversification feature curated by our experts to invest in stocks from Large-Cap and Mid-Cap sectoral themes.

Key highlights

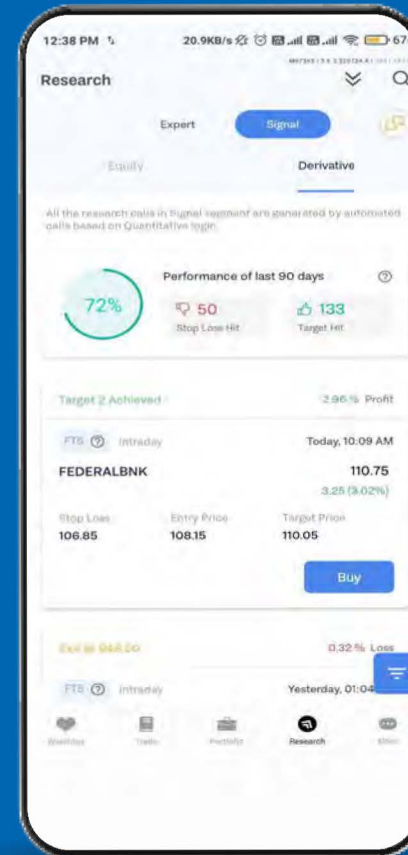
- Simple to understand basket that reflects an idea
- Low investment amount
- Performance tracker
- Quarterly rebalance updates

Stratezy:

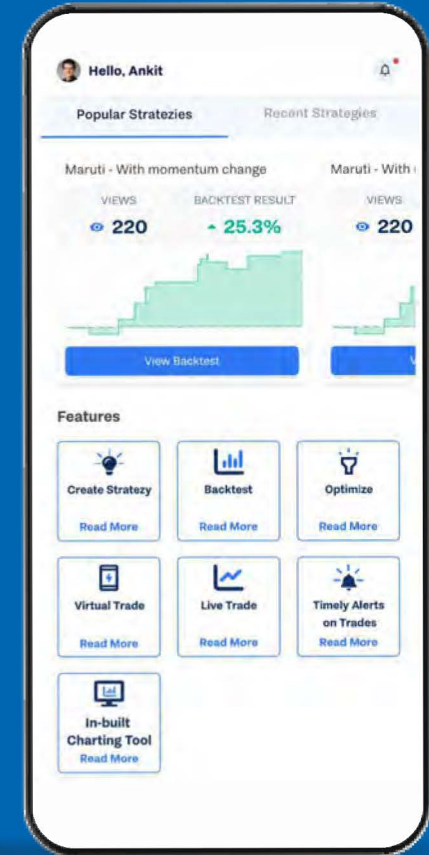
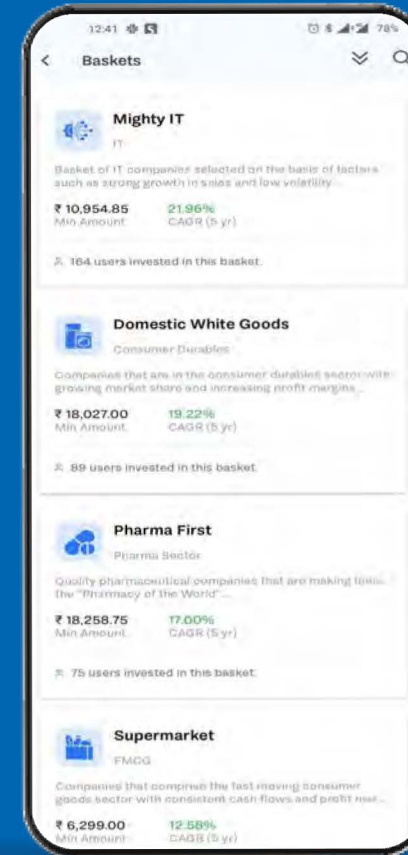
- An innovative Algo trading software to create, backtest, validate and execute trading ideas by executing virtual and real trades without any extra effort or time.
- Backtest the ideas on more than 70 technical indicators & 1 Lac+ variation of technical parameters with since inception data



Basket



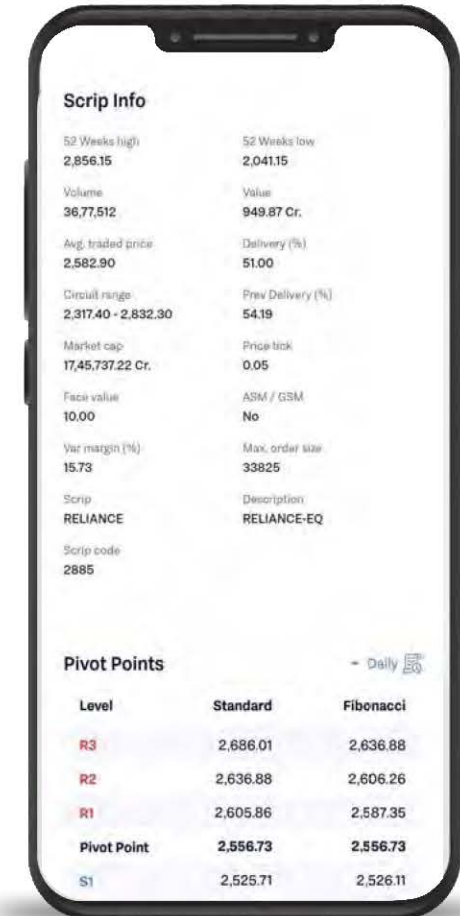
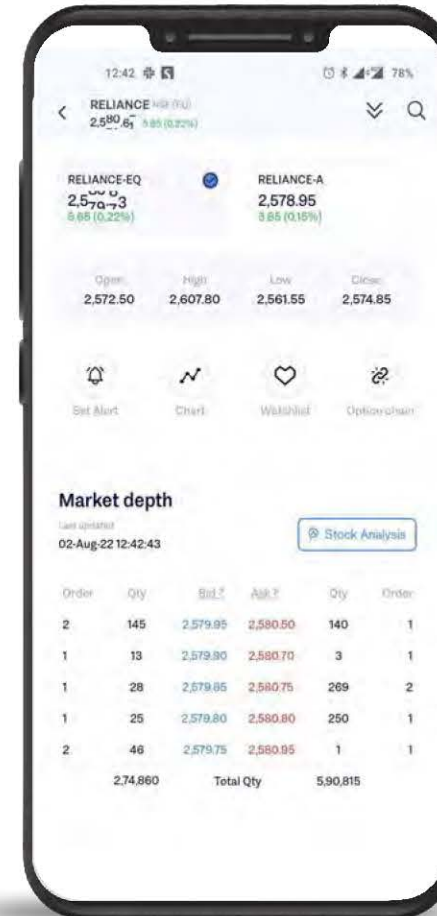
Stratezy



Simplified UI / UX

Insights Company Page :

- A screen that allows users to quickly and easily analyse the spread between Cash, Future, and the money CE PE
- More than 80% of users trade at the money CE/PE, and they discover that users take an average of 5 seconds, which slows down their trading pace. Jiffy's company page provides this information in a flash, at the tip of your finger.
- The availability of all necessary information on a single page enables users to make better trading and investment decisions.



Insurance Broking Services

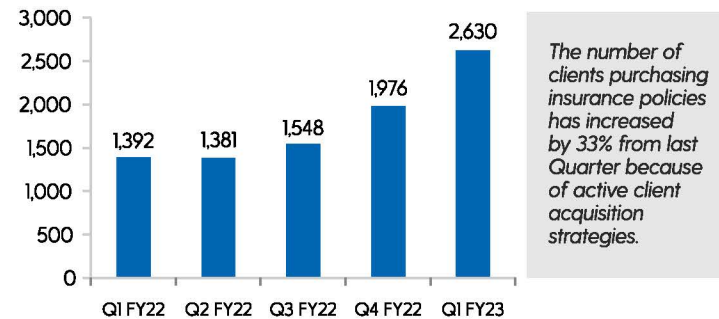
Rapid expansion via new branches, Steadily increasing client base including marquee corporates

- Online Platform for motor and health insurance products for instant quotes, comparison and policy issuance
- Focus on building Product Specific Specialized Teams to ensure suitable Advisory and Support throughout the policy period for both Corporate and Retail Clients
- Home and Appliances Insurance - Home Insurance is a very new concept. This covers client from damages caused by electricity load, floods, theft, etc. Further extended warranties on white goods are high in cost and people generally don't prefer that. We are working towards Insurance product which can cover such faults/damages and its offering such as insurance with OEM tie-up.
- Small ticket Health Insurance - With so much awareness caused by Covid-19, a lot of people plans to buy health Insurance for their family but the premiums are out of budget for them. We are working on health insurance plan which has the right mix of coverage and is affordable too.

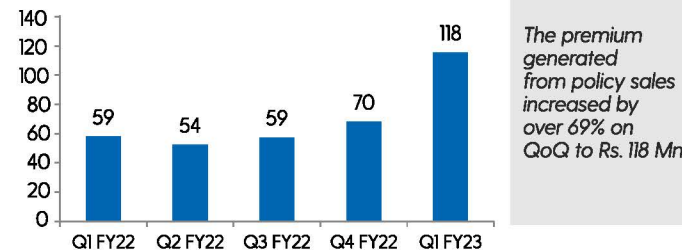
Key Partners



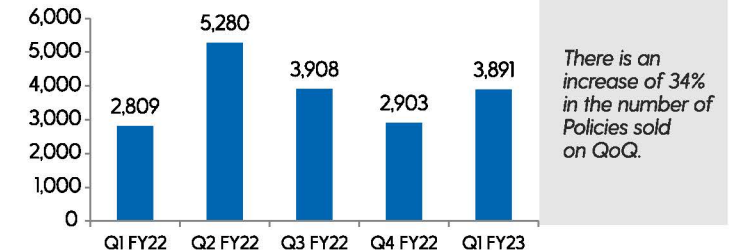

of Clients



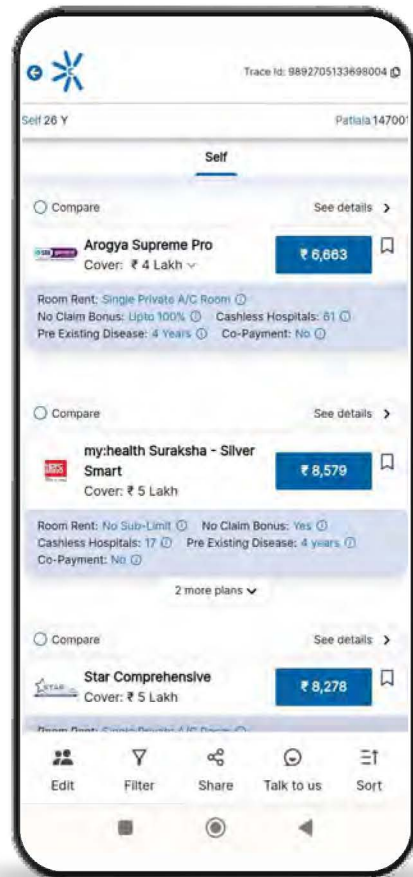
Premium Generated (Rs. Mn)



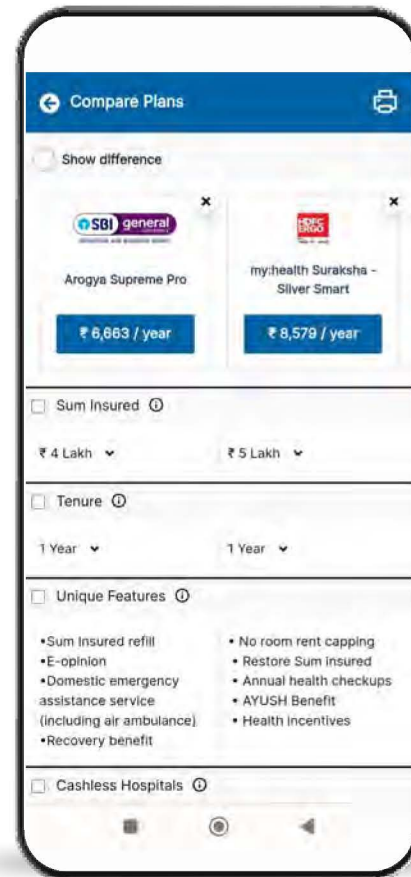
of Policies Sold



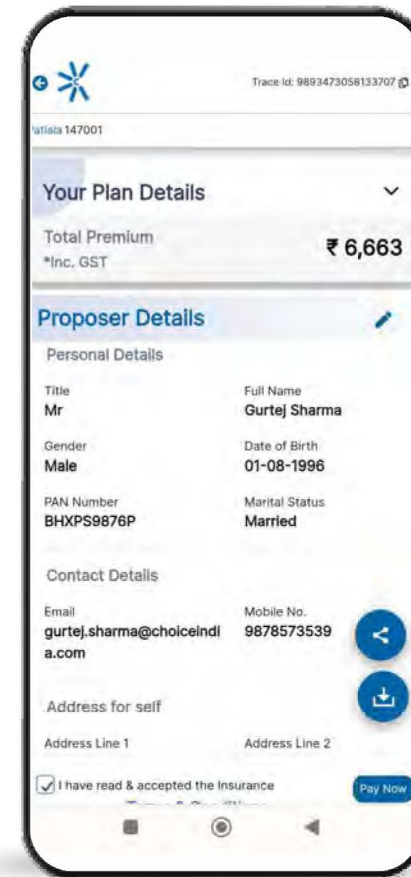
Seamless User Journey



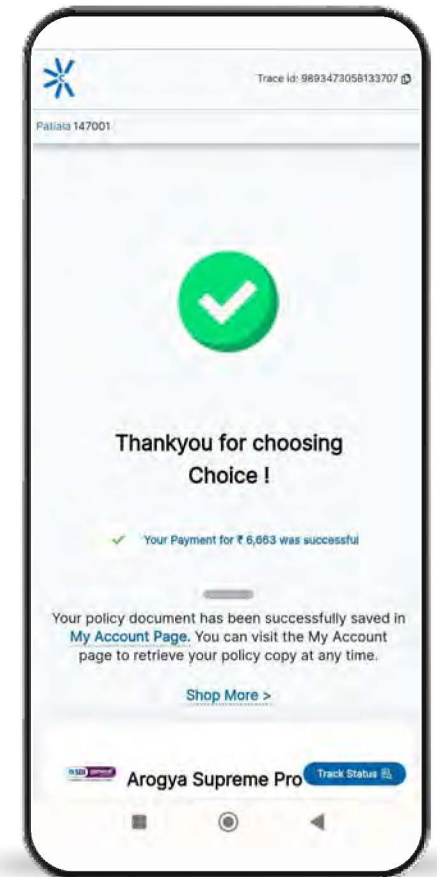
Quote



Compare



Payment



Policy Issued

Wealth Services

Diverse product mix for better investments

- A trusted advisor and AMFI registered mutual fund distributor
- Strong research team to support client advisory
- State of Art App "Investica" provides end to end services for Wealth Management and investment in Mutual Funds

Key Services

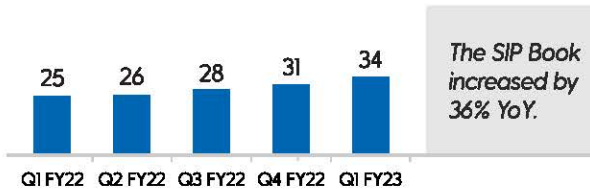
 Mutual Fund
 Advisory and
 Distribution

 Financial
 Planning

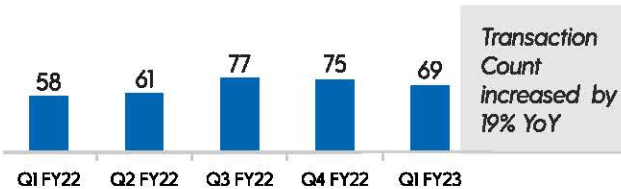
 Research and
 Analysis

 Bond Advisory
 and Distribution

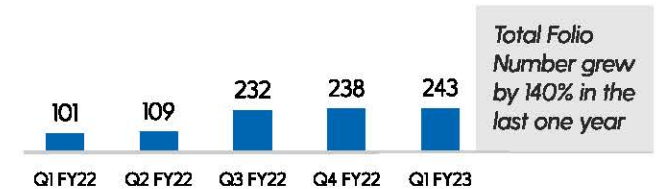
SIP Book (Rs. Mn)



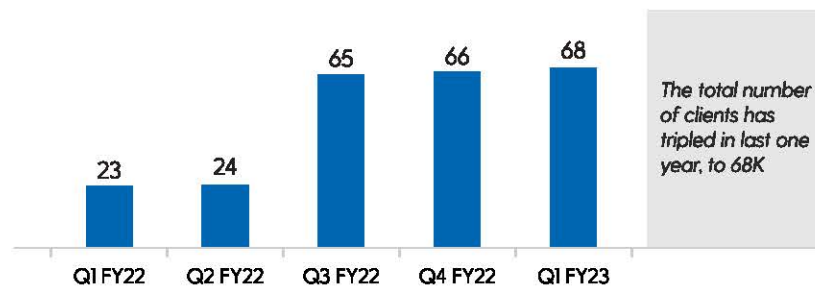
Transaction Count (000)



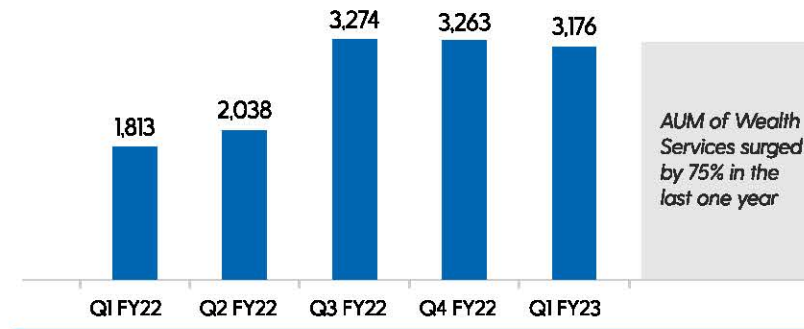
Total Folio (000)



of Total Clients (000)



AUM (Rs. Mn)



In-house Technology Expertise

In-house technological arm to build digital products for all our business divisions

- Certified with ISO 9001:2008, ISO/IEC 27001:2013, CMMI Level 3
- Indigenously built apps "Jiffy", "ISMOS", "Investica" and constant updates from the team to keep up with trends
- Proactive identification of gaps and error (if any) with timely and effective resolution of the same to ensure a smooth user experience
- Dedicated team of over 145+ members focused on enhancing customer experiences

Technical Innovation during the Quarter :

Ops Automation:

- We have significantly reduced the amount of redundant work by 20% and automated 50% of our operations job, thanks to robotic process automation (RPA). Without adding more staff, this activity enabled us to manage three times as much client ops work.

Onboard to client Conversion Time:

- 90 percent less time is spent from onboarding to creating clients because of full automation and end-to-end interaction with all exchanges and depository
- Automating the process resulted in a reduction of the manual process- 3 man hours to just 1 minute.

Brief milestone of the performance of our home-grown products

20 Million+

Requests served per day

620K+

Clients Onboarded

170K+

Transactions facilitated daily

Strengths



Software Development



DevOps



Data Analytics



Cloud Architecture



IT security

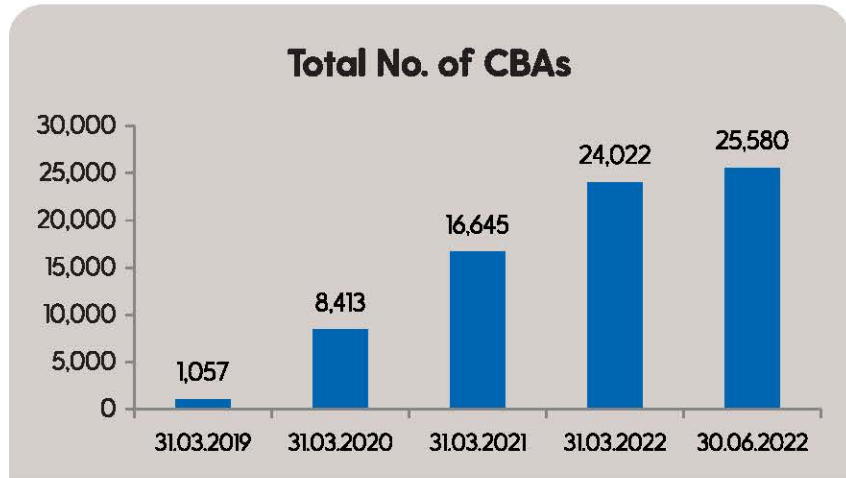


Design Thinking

Choice Connect

To enable individual agents to become full service financial advisors with the help of proprietary engine, engaging trainings and digital execution of services

- As a company we are strong believer of Human Touch in Financial Services and hence we are working in Phygital Mode to acquire and service clients.
- To make the business sustainable and to reach the real Bharat we are started tweaking our distribution approach and hence Choice Connect was born.
- In Choice Connect we aggregate all the services of Choice at one place and make it accessible to our Business Associates so there Earning Capacity multiplies.
- Since Choice Connect is an Asset Light Model it increases our reach without impacting any fixed cost.
- In addition to enhancing Jiffy we are constantly working on Choice Connect too to make it more easier, simpler and transparent to use.



Array of Financial Products for CBAs



Stock Broking



Mutual Fund



Insurance



Sovereign Gold Bonds



Corporate Fixed Deposits

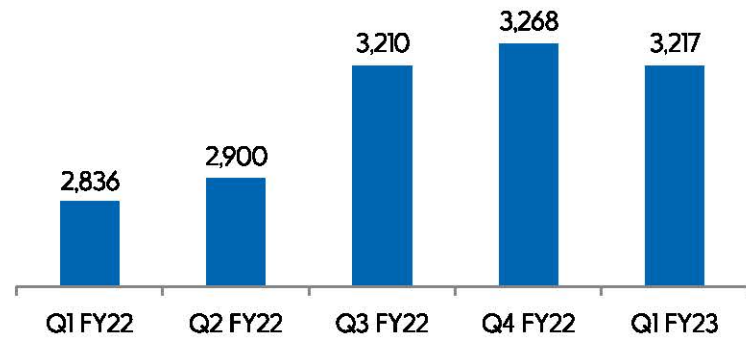


Saving Bank Account

NBFC Business

MSME focused digital lending and payment solutions

Loan Book Value (Rs. Mn)



Book Value

Retail
Rs. 22.3 Mn → Recorded Digital Lending Loan Book in just **15 Days** of Launch

Our Offerings

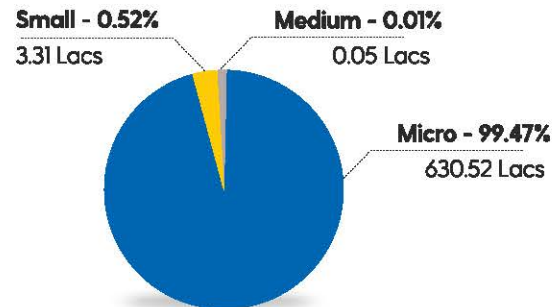
MSME Flexi Credit for Micro Enterprises

MSME Term Credit for Micro Enterprises

MSME Supply Chain Finance

Vehicle Finance - MSME's Commercial Vehicle

MSME Classification



Mission



Serve the Underserved



Digital Documentation



Machine learning based Credit Underwriting



End-to-End Digital Process

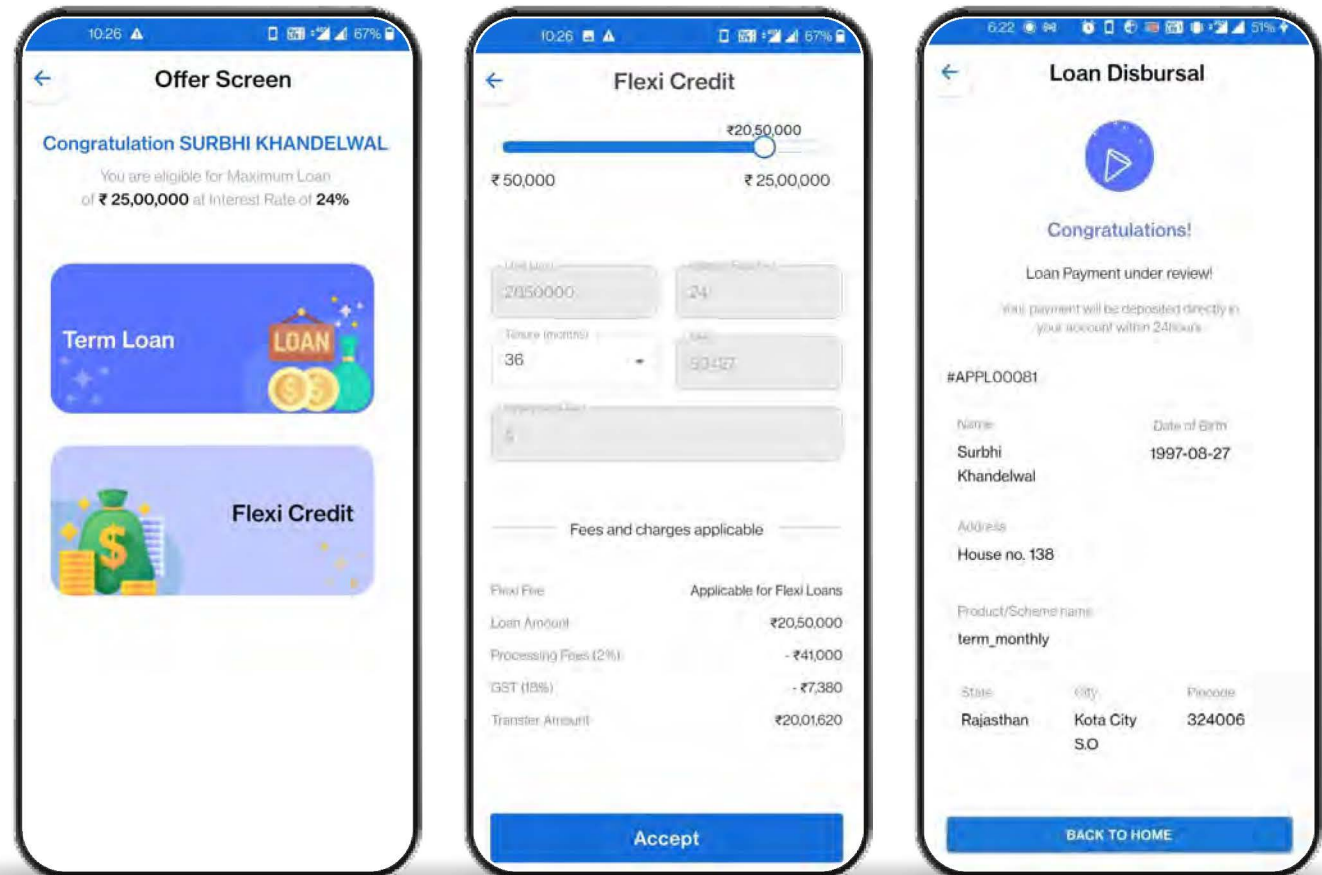


Moving MSME to Digital Payments

NBFC Business

Fastest in-principal sanction

- Data is collected from multiple alternate sources.
- Phone number is verified and terms & condition are shown to customer. PAN details are auto fetched from NSDL and Bureau is also called on for basic underwriting. Bank statement is analyzed to understand applicants business turnover
- We run BRE on the information collected and offer screen is shown to applicant
- Customer has option to choose a term loan or a flexi credit loan
- Applicant has option to choose the loan amount according to their need and accept the offer
- Credit reviews the overall offer from the back end and the revised offer is shared with applicant
- Post customer accept the final offer, sanction letter is generated
- eNACH or pNACH option are given to customer based on the loan amount
- Agreement is eSigned along with other need documents
- Post documents are signed successfully loan is marked disbursed and money is disbursed to customer account



Advisory Services



Management Consulting

- Includes business advisory, transaction advisory, taxation, business restructuring, overseas business set-up
- Customized solutions to support various business requirements



Investment Banking

- SEBI registered category-I merchant banker offering IPO advisory, valuations, corporate finance and pre-IPO support
- Focus on providing need-based solution through innovative structures



Infrastructure Consulting

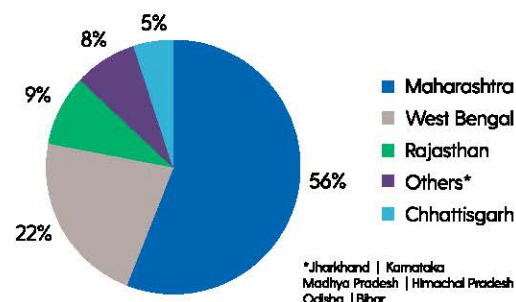
- Provides feasibility assessment and detailed project report for water management, road & highway, affordable housing and waste management
- Also provides project management and monitoring services



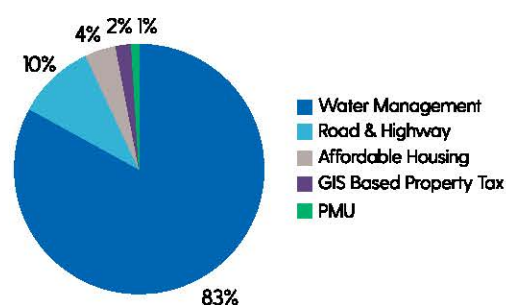
Government Advisory

- Expert advisory services to government on various social initiatives
- Association with over 500 Urban Local Bodies, 25 State Departments and 10,000+ Panchayati Raj institutions

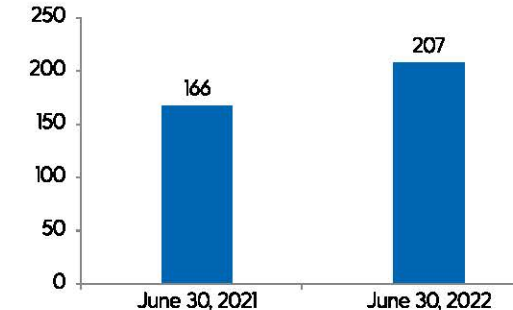
Statewise - Order Book



Infra Consulting - Sector Allocation



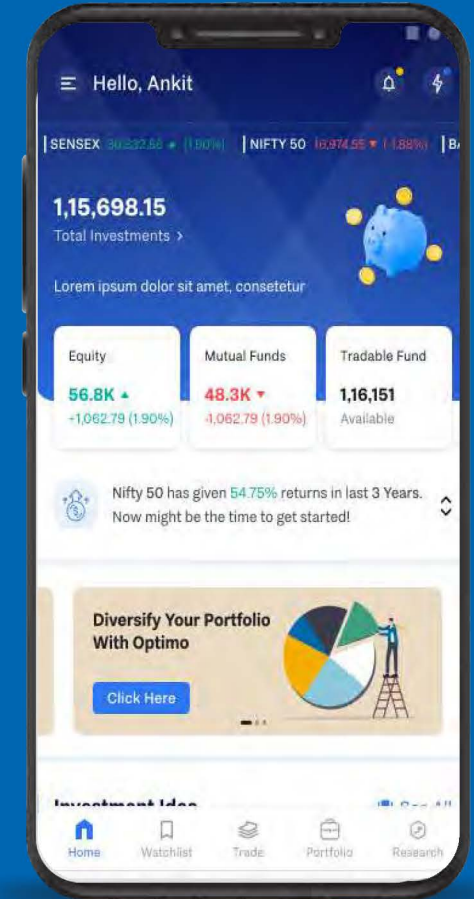
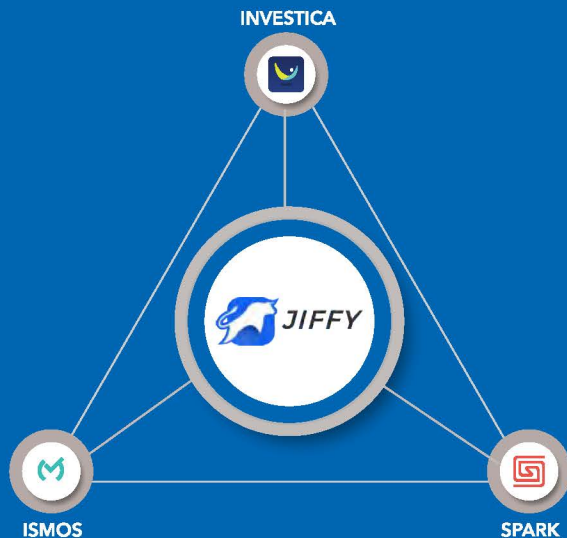
Segmental Revenue (Rs. Mn)



Jiffy Super App

One Customer, One Platform

- Our efforts are into upgrade Jiffy in Super App which understands client's behavior and then guide them for their best suited financial plan with the help of Optimo - our AI powered behavioral engine
- Our aim is to make the lives of our clients simpler and easier. The power of choice, a seamless experience, and loyalty will be at the center of product. With this we will deliver an ultimate Choice Experience to our clients.
- With the Super App we will be able to show a client's total network to him and impact of his actions on his network. This transparency will create a positive bias towards us and will help us in better client retention.
- With Jiffy, Client will be able to seamlessly access all the services of Choice like Stock Market, Mutual Fund, Insurance, Loan, Fixed Income Investments.



Financial Performance



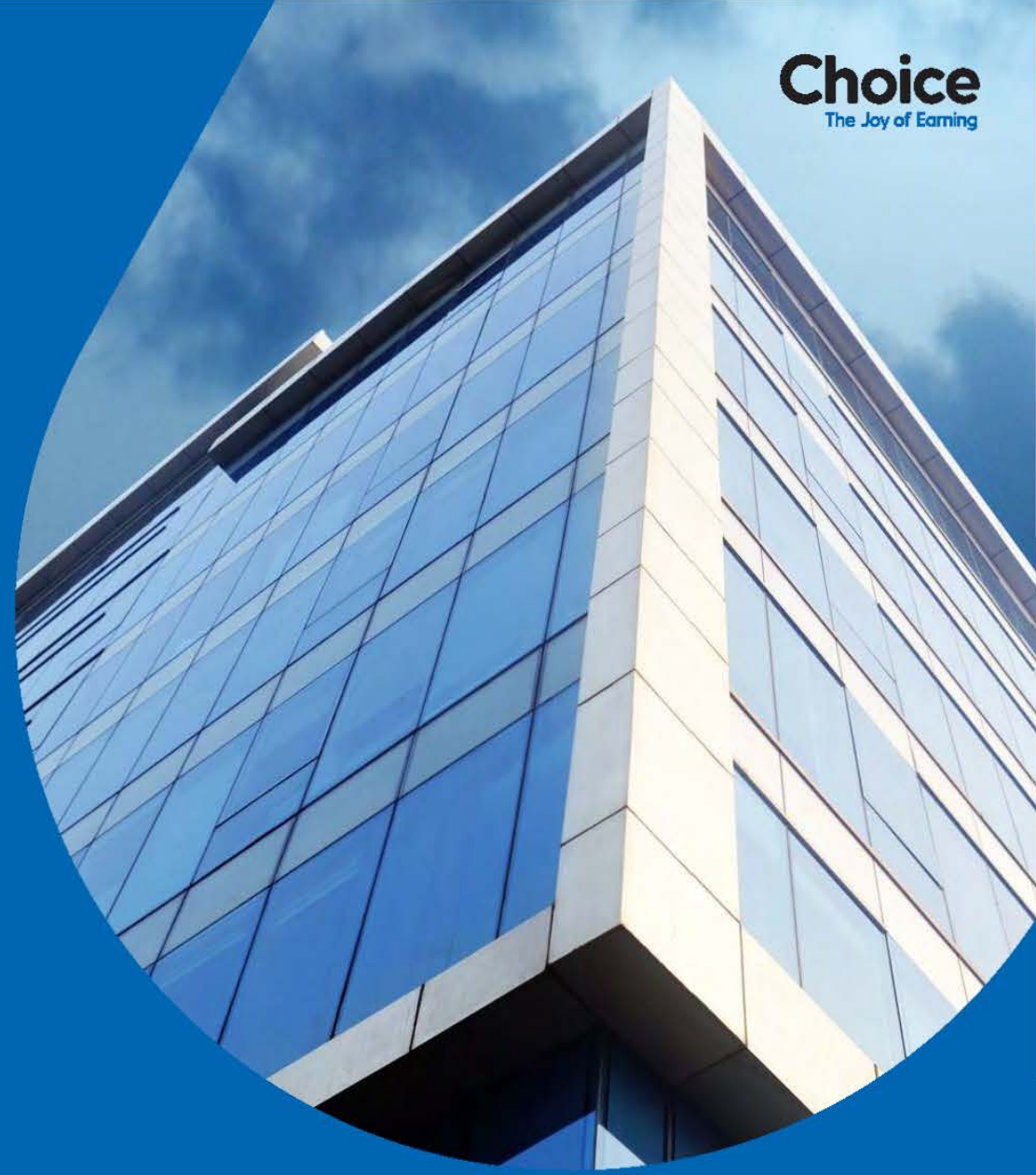
Consolidated Financial Performance - Quarterly

Particulars (Rs. Lakhs)	Q1 FY23	Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22
Revenue from Operations	7,448	6,000	6,110	6,589	8,483
Other Income	423	156	219	183	855
Total Income	7,871	6,156	6,329	6,772	9,338
Operating Expenses	3,130	2,388	2,502	2,534	3,812
Employee Benefit Expenses	2,088	1,173	1,268	1,422	1,832
Finance Costs	485	332	338	339	524
Depreciation and Amortisation Expenses	101	74	74	95	96
Administrative and Other Expenses	896	385	516	571	957
Total Expenses	6,700	4,352	4,698	4,961	7,221
PBT	1,171	1,804	1,631	1,811	2,117
Tax Expenses	402	510	461	452	581
Share of Profit from Associate					
Loss on Disposal of Associate					
PAT	769	1,294	1,170	1,359	1,536
Other Comprehensive Income	1	8	4	4	(20)
Total Comprehensive Income	770	1,302	1,175	1,363	1,516

Consolidated Financial Performance - Quarterly

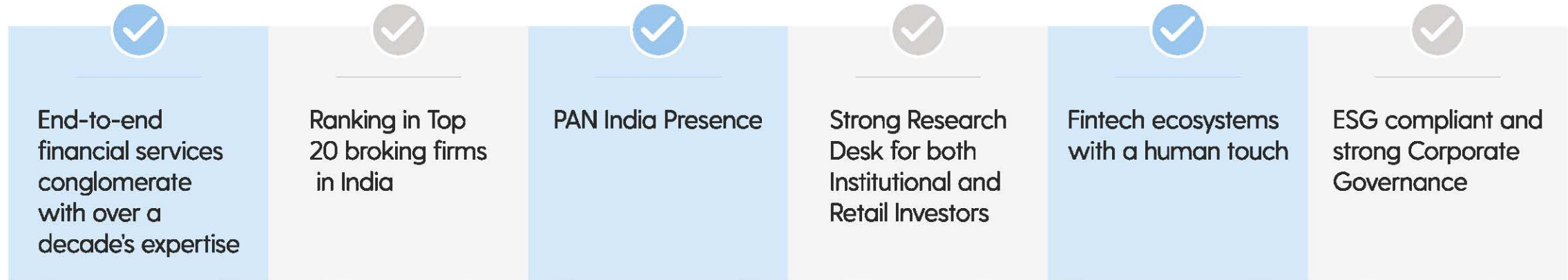
(Rs. Lakhs)	Q1 FY23	Q1 FY22	Y-o-Y Growth (%)	Q4 FY22	Q-o-Q Growth (%)
Revenue from Operations	7,448	6,000	24.1%	8,483	(12.2%)
Other Income	423	156	170.4%	855	(50.5%)
Total Income	7,871	6,156	27.9%	9,338	(15.7%)
EBITDA	1,757	2,210	(20.5%)	2,737	(35.8%)
EBITDA Margin	22.3%	35.9%		29.3%	
EBIT	1,656	2,137	(22.5%)	2,641	(37.3%)
EBIT Margin	21%	34.7%		28.3%	
PBT	1,171	1,804	(35.1%)	2,118	(44.7%)
PBT Margin	14.9%	29.3%		22.7%	
PAT	769	1,295	(40.6%)	1,536	(49.9%)
PAT Margin	9.8%	21%		16.5%	
Basis EPS	1.99	4.02	(50.5%)	3.97	(49.8%)

Group Info



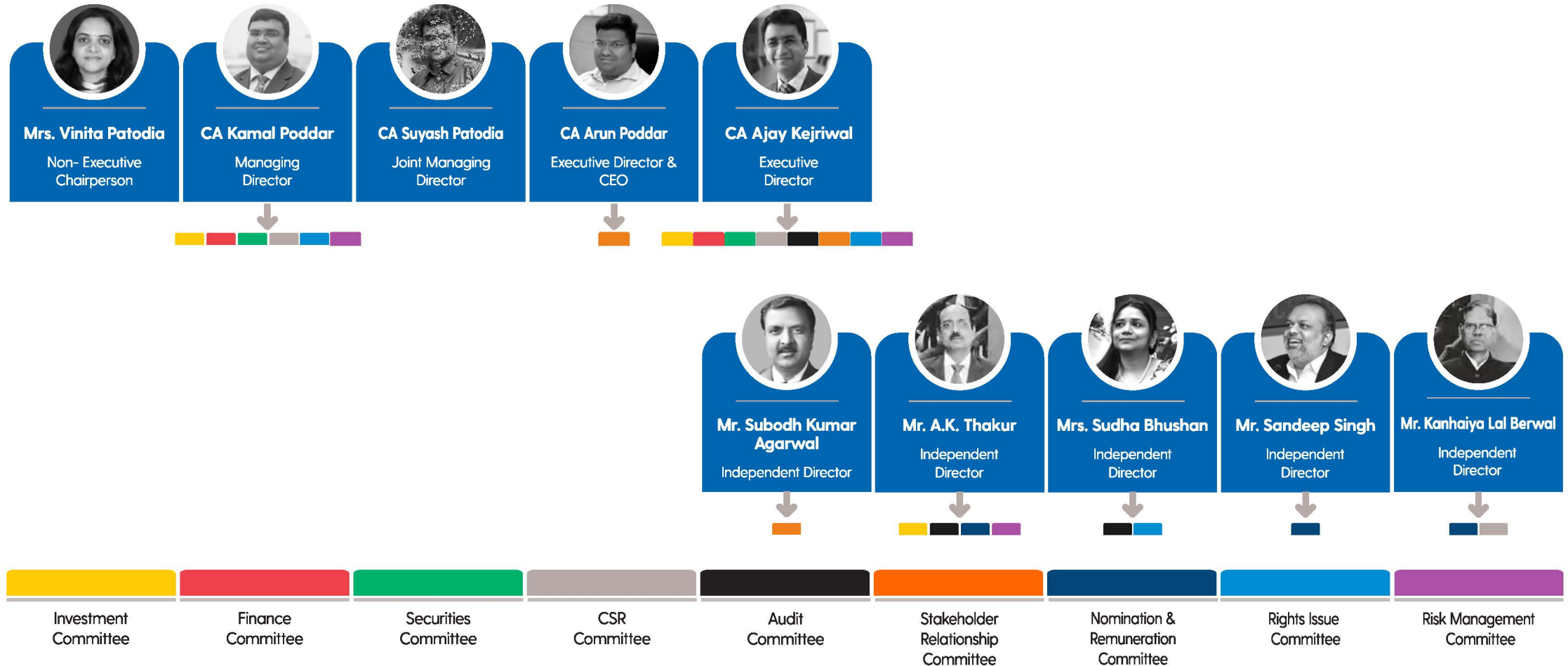
Company Overview

One of the leading financial conglomerate providing tech-led financial services

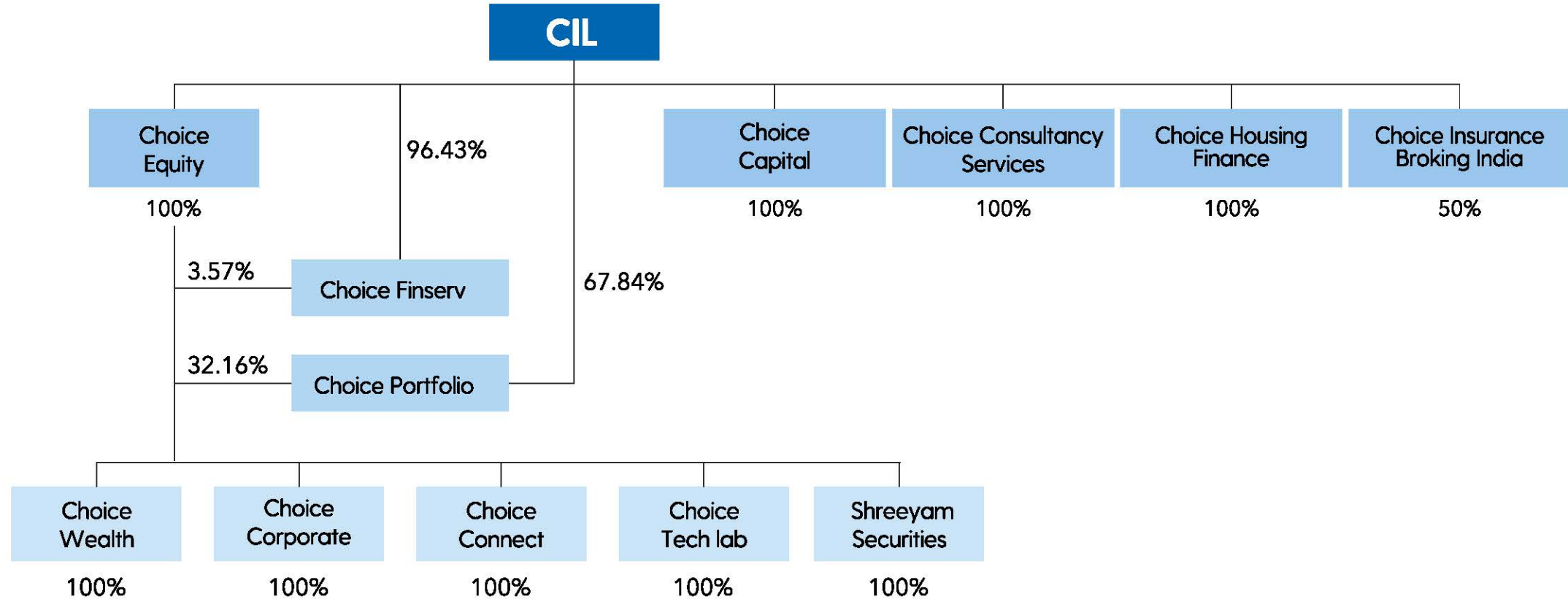


Board Members

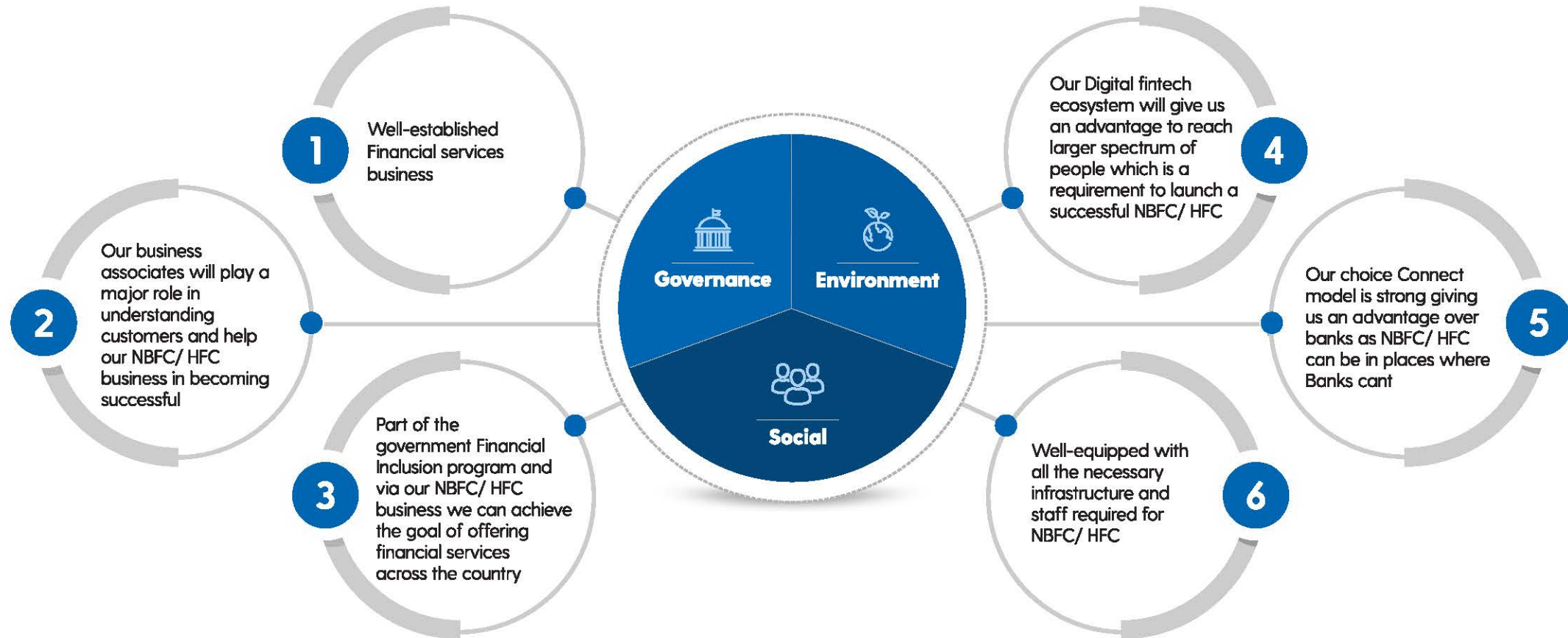
Board with extensive experience across businesses



Current Entity Structure



Environmental, Social and Governance



Geographical Presence

Mumbai - (Head office)

Ahemdabad	Daman	Kolkata - 2	Rajahmundry
Agra	Erode	Kottaramattom	Ranchi
Aluva	Gwalior	Kottayam	Salem
Angamaly	Hubli	Kozhikode	Secunderabad
Aurangabad	Indore	Madurai	Sikar
Bangalore	Jaipur - 1	Mangalore	Surat
Baroda	Jaipur - 2	Marol (Mumbai)	Thrissur
Bhilai	Jhunjhunu	Mysore	Tirunelveli
Bhopal	Kaloor	Nagpur	Tiruvalla
Bhubaneswar	Kanjirappally	Pala	Trichy
Chennai	Kannur	Palakkad	Trivandrum
Coimbatore	Kadavanthra	Patna	Vishakhapatnam
Delhi - 1	Kolhapur	Pune	
Delhi - 2	Kolkata - 1	Raipur	



55 OFFICES IN **16** STATES ACROSS INDIA

Media Presence

Constant updates on Social Media platforms

News and Print Media

Q1 FY23

310
 Hours on various
 TV channels
 covering Choice
 & our Analyst

Follow Us on:-

44.7k Subscribers

Choice



117K Followers

Choice



15.7K Followers

ChoiceHQ_Social



6.3K Followers

choicehq_social



4.4K Followers

Choice



Memberships and Certifications

Registered across exchanges in India

Memberships And Registrations



Certifications



Auditors

Deloitte
Haskins & Sells LLP

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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Thank you