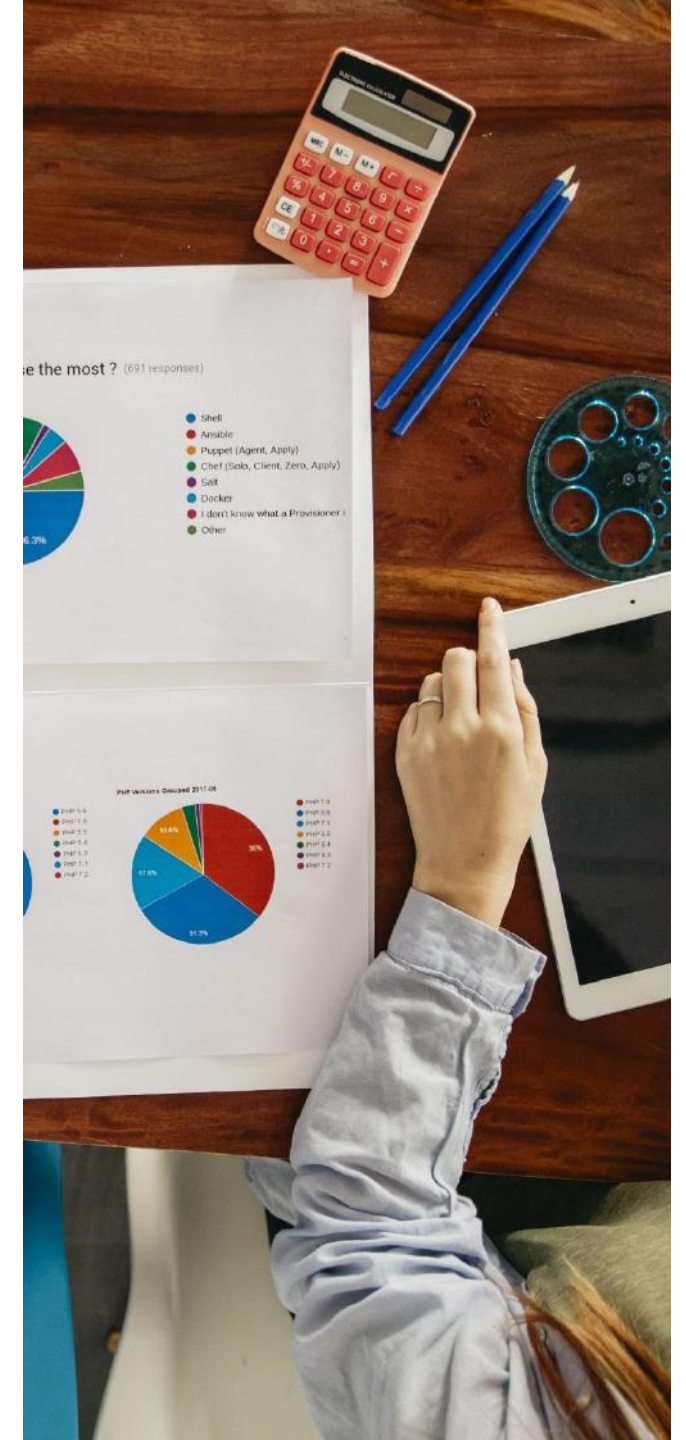


ACHIEVERS EQUITIES LTD

Making money differently

ONE STOP FINACIAL SOLUTIONS



ACHIEVERS EQUITIES LTD

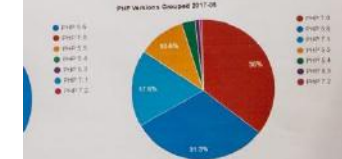
Business Presentation

April 2018



the most? (691 responses)

- Shell
- Anside
- Puppet (Agent, Apply)
- Chef (Solo, Client, Zero, Apply)
- Salt
- Docker
- I don't know what a Provisioner is
- Other



PREFACE



- MD Message & Company Vision Statement
- About Us
- Why us
- Highlights
- Products and Benefits
- People behind

MESSAGE FROM THE MD

We revolutionized the broking industry by saying "Make Money Differently"

"ACHIEVERS EQUITIES LTD, as the name suggests, has a vision to be one of India's leading financial conglomerates, offering complete financial solutions that encompass every sphere of life. Our mission is to become a pioneer in a multinational organization that is customer centric, innovative and unique and responds to the changing needs of our clients."

Mission:

"We aspire to become a pioneering and forward-looking organization that is collaborative, nimble, innovative and responsive to the changing needs of our clients."

Vision:

"It is our vision to be one of India's leading financial conglomerates, offering complete financial solutions that encompass every sphere of life."

We wish to achieve our vision by only doing what is RIGHT.



ABOUT US

With our principles of transparency, honesty and integrity We revolutionized the broking industry. We are customer centric, innovative, unique and responds to the changing needs of our clients. With an objective of being a full service brokerage house and to provide comprehensive advisory services to its clients, which enables managing complete financial planning needs.

Achievers serves over 20,000 & more clients, including corporate and institutions, high net worth families and individuals, and retail investors.

It operates with the network of 300+ trading centers through out India and all these activities are coordinated from corporate office located at Kolkata, West Bengal.





HIGHLIGHTS

850

Clients spanning
across cities, towns
and villages

300+

Trading centers

280

business partners
throughout India

1,000+ Cr

Turnover/day in retail

20,000+

Client base across the
country

400+

Years of collective
experience



MEMBERSHIP



Member National Stock Exchange of India Limited.
Cash REG.NO.-INB231395832
Currency REG.NO.-INE231395832
F&O REG.NO.-INF231395832



Member Bombay Stock Exchange Limited.
Cash REG.NO.-INB011395838
Currency REG.NO.-INE011395838
F&O REG.NO.-INF011395838



Member Multi Commodity Exchange Ltd.
FMC NO.-MCX/TM/CORP/1610



Member United Stock Exchange Ltd.
REG.NO.-INE271395837



Member ACE Commodity Exchange Ltd.
FMC NO.-ACEL/TM/CORP/0194



Member Multi Commodity Exchange Stock
Exchange REG.NO.-INE261395839

 **MEMBERSHIP**



Member of Central Depository Service(India) Limited
DPID: 73100



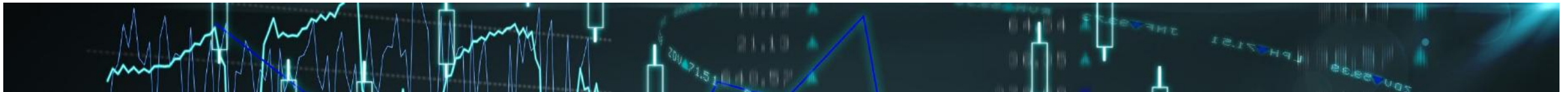
Member Delhi Stock Exchange Ltd.
Exchange REG.NO.-INB051395839



Member of Non-Banking Financial Company
RBI Registered no. :B-05.04264



Member of Association of mutual fund in India
ARN holder No.: 40616
ARN holder No. : 93373



WHY US

We have all the products a customer is looking for

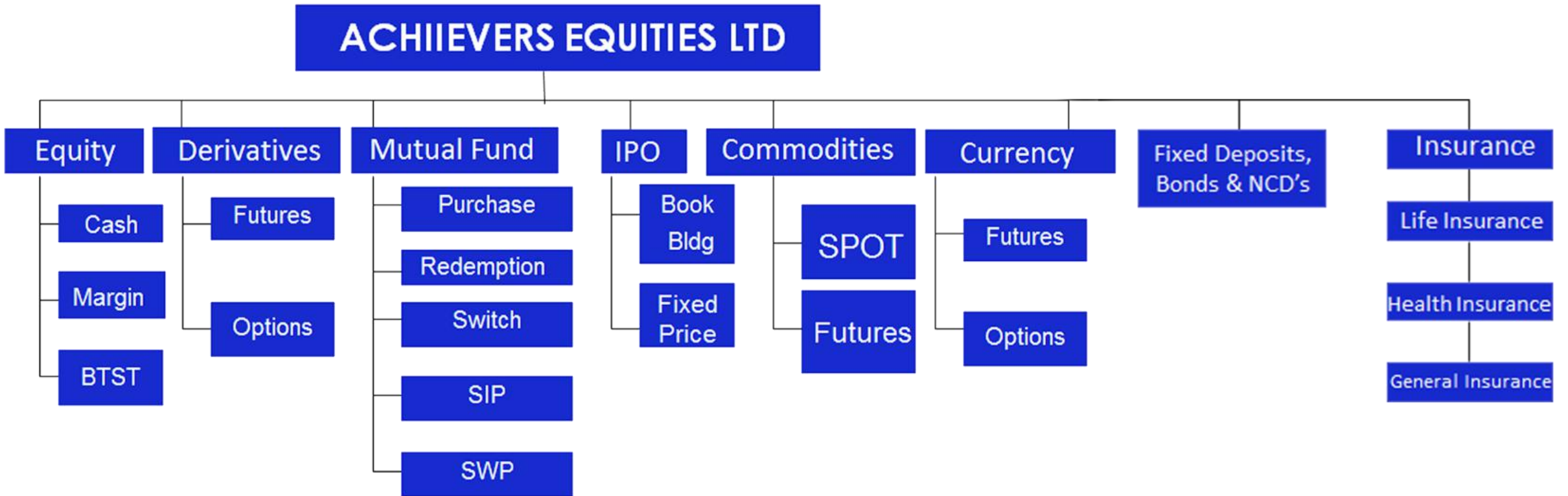
You'll be amazed by the range of products we provide, a pit stop for all, at a price you'd never believe. From equities and derivatives to Gold Loan and Mutual Funds, we covered it all



ONE STOP FINANCIAL SOLUTIONS

- **8X LEVERAGE**
Leverage up to 8 times delivery exposure. We give share as margin against DP holding to clients so that they need not have to bring cash to trade
- **CUSTOMIZED BROKERAGE PLANS**
Achiivers Equities Ltd is the only discount broker in the world who have 4 distinct brokerage plans to cater and suit to different category of investors
- **FLEXIBLE PRICING**
Our plans are simple and Tailored to scale for the needs of our customers to deliver exceptional value
- **RESEARCH**
Diverse research reports for investors as per their needs. Fundamental, Intraday and technical we got everything covered
- **24X7 SUPPORT**
Call and trade facility, along with customer care support, to help customers with all guidelines and trade accordingly
- **Online KYC**
Open an account with us in just 15 minutes with AADHAR. Easy and fast online account opening now at your comfort space.

PRODUCTS OFFERED



EQUITY



- Cash trading in compulsory demat stocks on BSE & NSE
- Margin trading on NSE
 - Stock specific margins
 - Both long and short positions permitted
 - Option to convert Margin Position to delivery
 - Automatic risk control system
 - Compulsory square-off at End-of-Day
 - Intra-day exposure as high as 10 times
- Buy Today Sell Tomorrow (BTST)
 - Helps sell shares on T+1

DERIVATIVES



- Simple and convenient way to trade in both Futures & Options
- Trading permitted in both stocks and index
- Complete online risk management system
- Allows writing of Call or Put Options
- Online Portfolio update
- Investor Friendly Tools



COMMODITY



- Margin trading on Commodity Exchange
 - Commodity specific margins
 - Both long and short positions permitted
 - Option to convert Margin Position to delivery
 - Automatic risk control system
 - Compulsory square-off at End-of-Day
 - Intra-day exposure as high as 10 times
- Simple and convenient way to trade in Futures on MCX & ACE
- Trading permitted in both Futures and Options
- Online Portfolio update
- Investor Friendly Tools

MUTUAL FUNDS



- Online Mutual Fund Plaza
 - No application forms
 - No other paperwork by customer
 - Online confirmations of transactions
 - Enables Switch-in and Switch-out across schemes
 - Online tracking of latest NAV
- Goal Based Investment
 - SIPs and SWPs
 - Comprehensive Research tools for Mutual Fund investments
- Financial Planning Solutions

IPOs



- Site to offer online IPO
 - No application forms
 - No issuing of cheques
 - Direct credit to demat account
 - Single point customer query handling
- Both Book Building and Fixed Price offerings available online
 - *Recent IPO offerings include:
Bandhan Bank Limited, Hindustan Aeronautics Ltd, ICICI securities Limited, Mishra Dhatu Nigam Ltd and etc

TRADING PLATFORMS

- Streamer based trading platform.
- User can feel as if trading on a neat terminal - includes real time quotes and charts of NSE, BSE, NSE Derivatives, MCX & ACE Futures, MCX-SX, USE.
- Special features like market depth, price alerts, tiling, message broadcast, reports etc. available at real time.
- Above all you can save the settings to view the same next time.



Achiivers Mobi

Minimalistic and lightweight mobile application. Easily accessible mobile application for fast and safe trading. From the real time data users can do the technical analysis and provides buy/sell options.



Achiivers Desk

A desktop application for all your trading needs. The fully customized trading application can show the real-time market updates and provides tools like realtime-charting, inbuilt option strategies, bulk trade watch, customised orders and price alerts to analyse market information faster and execute the trade to earn the profit.





Achiivers Web

A browser based, secure and reliable trading application for your ultimate trading needs. The very convenient and superfast application gives realtime data. Supported all the browser available in the market.



VALUE ADDED FEATURES

- SMS alerts – set your price triggers and get an alert on your mobile.
- Digitally signed contract note available online on the same day.
- Portfolio Tracker – gets updated at the end of every day.
- Bills and accounts available online.
- Informative Home Page.
- Comprehensive research tools customized to your needs.
- Online technical chart.
- Minute by minute live news update from:  REUTERS  **Bloomberg**

📈 OTHER VALUE ADDED SERVICES

- Get Daily Equity and Commodity Morning Outlook before trading hours.
- Get trading tips on daily basis.
- Dedicated research team gives you fundamental and technical advice.
- Dealing support from industry experienced dealers.
- Unique Brokerage plans and hassle free account opening process.
- Comparison chart better equips you for stock selection.
- Financial Planning tools for your other investments.
- Separate Back office for checking Ledgers, Statements, and Portfolio.
- Open Account in 15 minutes, with AADHAR





INTREGRATED CHANNELS

Fully integrated ..Transactions visible across channels

- Internet
- Phone (Call N Trade)
- Dealing terminal available at all branches and franchisee locations.

Integrated Customer Service through:

- Customer Service Centre
- Personalized Services for Elite Customers
- Special cell for NRI customers
- 280+ franchisee branches linked for e-invest



VALUE PROPOSITION



- Confidentiality of trading positions – No physical interface even for back office teams.
- Pay-out directly credited on the same day of request placed, through NEFT & RTGS
 - No Follow Up required,
 - No opportunity loss even for cheque clearings.
- All Equity markets at one place.
- Security/Funds remain secured with broker in advance.
- Virtually no back office/settlement team required.
- Complete audit/transaction trail of all actions with time stamp
- Digital contract notes available on site for next 7 years.
- Personalized access to Market Analysts to Select Elite Customers.

TRUST, SAFETY & SECURITY



- Secured Socket Layer with 128 bit encryption from Verisign.
- RSA Secured Token ID for client identification for CallNTrade.
- Time tested product for transaction security by more than 20,000+ investors.
- Macro Security of Bank-Broking-Demat- Mutual Fund A/C integration. Funds/Securities can flow only within your account.
- Coming from Trusted Brand “ACHIEVERS”

THE PEOPLE BEHIND

As the Founder, Managing Director and Chief Executive Officer, Mr. Suman Chakrvarty is the guiding force of the Company.

A graduate in Science and a MBA in Finance from ICFAI University, Mr. Suman Chakrvarty founded one of the leading financial services company in India, *Achievers Equities Ltd* With over nineteen years of financial experience, he has set new standards and established niche operations to bring Achievers Equities Ltd to a position that it has reached today.

He has appeared on several Indian Channels like Zee Business, CNBC TV18, Bloomberg TV India and several other regional language TV Channels.



He was conferred honorary degree of Doctor of Philosophy (PhD) in Management by KEISIE International University, South Korea. Beside Mr.Chakrvarty's work has been recognized & appreciated by leading institutions of India & he has been a guest speaker in different forums of reputed institutes like IIT Kharagpur, Netaji Subhash Institute of Business Management (NSIBM), NSE and BSE, & has also featured in leading financial magazines like Consultants Review, Financial Chronicle, Business Standard and First Post.

Achievers is also recipient of awards from 24MRC in association with Bloomberg TV, IBN7, Bengal Chamber of Commerce, and Karnataka Small & Business Owners Association and from many other institutes. He has been awarded as the **CEO of The Month** in a reputed magazine '**The CEO Magazine**' and also awarded as '**The 10 Most Admired Financial Leaders to Watch in 2017**' by a reputed magazine named **Insights Success**.

The company has now diversified into lending business through its NBFC (Non – Banking Financial Company) arm, ***Achievers Finance India (P) Ltd*** (Achievers Quick Gold Loan) in the form of Gold Loan.

Within five years of operations, *Achievers Quick Gold Loan* has already garnered strong foothold in rural belts of West Bengal and has established a strategic leadership position in the market.

THE PEOPLE BEHIND



Sumana Roy
Co-founder, Executive Director

Ms. Sumana Roy is the Co-Founder & Executive Director since Inception of Achievers Finance India (P) Ltd (Achievers Quick Gold Loan) and currently designated as Executive Director.

She started her Business Career as a Sub-broker in Kolkata since 2006. With her knowledge in the Financial Market, she is the pillar foundation on formation of both Achievers Equities Ltd & Achievers Quick Gold Loan

Ms. Sumana Roy too has given strategic direction to the organisational growth since the company incepted. In her spare time, she loves to indulge in reading fiction.

AWARDS & ACCOLADES

Best Financial Service Provider,
2015



The Bengal Entrepreneurship
Award, 2015



Most Admired Brand for Financial
Advisory in West Bengal, 2016



The Bengal Entrepreneurship Award, 2016
(Achievers Equities Ltd)



Best SME of the Year, 2015



Most Admired Brand for Financial
Solutions in West Bengal, 2015



Most Admired Brand for Gold Loan
in West Bengal, 2016



The Bengal Entrepreneurship Award,
2016 (Achievers Quick Gold Loan)

AWARDS & ACCOLADES

University of Engineering & Management
 Award of Excellence 2017



The 10 Most Admired Financial Leaders to Watch in 2017



Doctor Of Philosophy In Management (HONORIS CAUSA) 2017



Order of Merit Year 2017



Awarded as the CEO of The Month
 'The CEO Magazine' 2016



TESTIMONIALS



Your response was very fast and accurate. I am very satisfied with your services. Best Wishes to your whole office and team.

SHYAMSUNDAR RANJAN SINHARROY



Thank you Achiiivers! your Zero brokerage plan has helped me save on my profit. The timely research reports and morning outlook are of much help.

SHANTONU MONDAL



I have recently switched to Achiiivers and I love their back-end support. Switching to Achiiivers was a good decision.

MITHUN SARKAR



Kudos to you. Great Brokerage plans and an excellent customer service. Very good response time. Thank you Achiiivers.

CHANDAN CHOWDHURY



Best service ever. Lowest brokerage made me save on my profits. Thanks to Achiiivers for all the help and support in taking the right decision.

RITU GUPTA



Got a phone call within 24hours since I visited their website.... Thank you guys

R.S. ROY

OUR STRENGTH IS OUR TEAM



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Fax: +91-33-24075408

Email- info@achieversequitiesltd.com

Website - www.achieversequitiesltd.com



Achievers Equities Ltd



AN ISO 9001:2008 CERTIFIED COMPANY