



Ashika Stock Broking Limited

Ashika Group Profile



Ashika Group - Vision

Ashika Group aims to be a globally recognized financial services provider and to achieve its goals, it adheres to ethos, values and principles which acts as a firm foundation for Ashika's evolving culture.

Our Vision

To be a globally recognized financial service provider, leveraging the best of technology, people and ideas

Our Mission

To reach our vision with integrity, honesty and fairness to all stakeholders viz. Clients, Employees, Business Associates, Regulatory Authorities and the Society



Ashika Group - Ethos

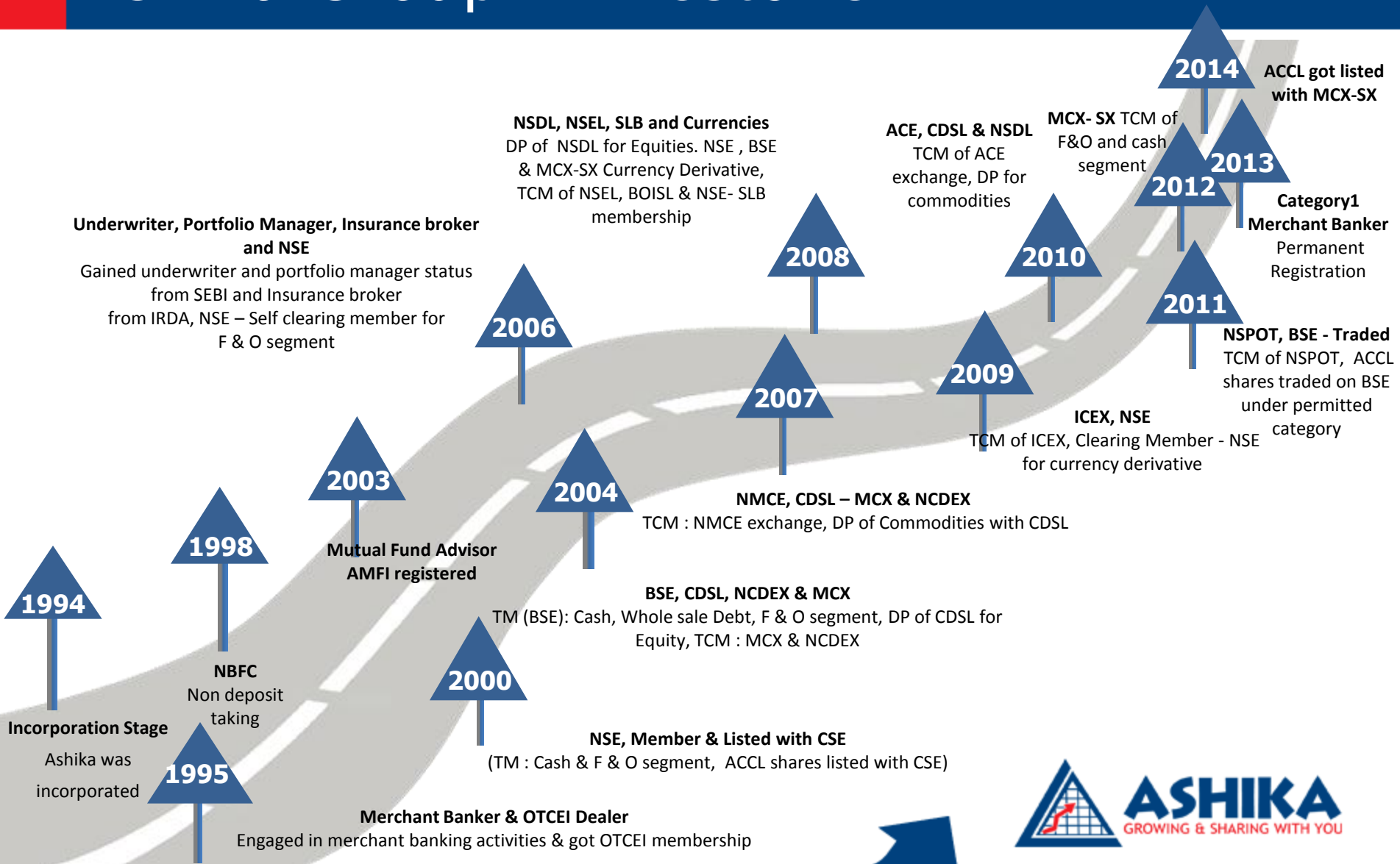


Ashika Group - At a Glance

- **Incorporated in 1994** by Mr. Pawan Jain and Mr. Daulat Jain
- Leading **integrated financial services company** with a strong presence in Eastern India
- Offers a range of financial products – equity, commodity & currency trading, distribution of financial products, merchant banking, Corporate Lending (ICD), Depository Services
- Pan India **network of 400+ business locations across 100 major cities & more than 17 states** with strong presence in Eastern India
- Increasing **client base of more than 95,000**
- **Net worth of more than Rs. 2,000 million**
- The Group is committed to ensuring compliance with **the best practices in Corporate Governance**
- Our Group Company **“Ashika Credit Capital Ltd”** is listed with CSE & MCX-SX and trades on the **Bombay Stock Exchange**
- Employee Strength of **150+ members**



Ashika Group - Milestone



Ashika Group of Companies

Ashika Group - Financial Services Conglomerate



Ashika Stock Broking Ltd.

- An integral part of the Ashika Group
- Incorporation Date: 12th August, 1994
- Member of NSE, BSE & MCX-SX
- Depository Participant of CDSL & NSDL
- AMFI registered Mutual Fund Distributor
- One of the largest equity brokerage house in Eastern India with over 95,000 Clients at more than 400 sub-brokers/authorised persons



Ashika Group - Founders



Mr. Pawan Jain **Chairman**

Pawan Jain, Chairman of Ashika Group, has over 2 decades of experience in financial services in India. Prior to founding Ashika Group, he was a practicing Chartered Accountant. The Group has grown into a large diversified financial services house offering a gamut of services which includes Broking, Debt Capital Market and Lending services to a wide range of Institutional, Corporate and Individual customers under the able leadership of Mr. Pawan Jain. He is a Fellow Member of the Institute of Chartered Accountants of India and has completed the prestigious OPM (Owner/President Management Program) at the Harvard Business School, USA.

He has served on various honorary posts in different organizations namely:

- Director Member of Merchants' Chamber of Commerce;
- Member of 'Committee on Accounting Standards' at the Institute of Chartered Accountants of India;
- Member of 'Technological Development Committee' of ANMI [Association of National Exchange Members of India] - EIRC [Eastern India Regional Council].



Ashika Group - Founders



Mr. Daulat Jain

Director

Daulat Jain is a Fellow Member of the Institute of Chartered Accountants of India and is the co-promoter of Ashika Group. He has over 18 years of experience in Corporate Finance, Investments, Taxation, Audit and Corporate Law.

He has played a key role in setting up several businesses and functions for Ashika Group including Asset Management, Credit, Group Treasury and Balance Sheet unit. He manages the finances of the Group including the adoption of policies and monitoring of liquidity risk.

Ashika Group – Management Team



Mr. Bajarang Lal Banthia

Managing Director, Commodity Business

B. L. Banthia has a rich experience of more than 25 years and versatile knowledge in the field of Foreign Exchange Trading, Portfolio Management, Accounts, Finance, Security Market operations and related activities. He has secured All India Rank in Chartered Accountant & Company Secretary examinations. He is MD of Ashika's Commodity Business from 1 July, 2013 and holds Directorship in Ashika Stock Broking Ltd and other corporate.



Mr. Chirag Jain

CEO, Investment Banking

Chirag Jain currently heads the Merchant Banking division at Ashika. Prior to this, he had a 2 year stint in the equity broking division. He is a Chartered Accountant and has graduated in Commerce from St. Xavier's College, Kolkata.



Mr. Amit Jain

Group CFO & Director – Finance & Accounts

Amit Jain is Chief Financial Officer (CFO) of Ashika Credit Capital Ltd and holds directorship in Ashika Stock Broking Limited, Ashika Commodities & Derivatives Pvt. Ltd. & Ashika Global Securities Pvt. Ltd. He has rich experience of over 15 years in finance, accounts, taxation and audit. As part of the organization, he is responsible for preparation of all types of Financial and Budget reports. His vast banking and finance experience helps the organization in achieving high degree of corporate governance and reporting standards.



Ashika Group – Management Team



Mr. Manish Jain

Whole Time Director - Surveillance & RMS, Equity & Commodity

Manish Jain has a rich experience of 11 years in the fields of finance, accounts, banking, risk management, surveillance, broking and allied services. He is serving as a Whole Time Director of Ashika Stock Broking Ltd and Director of Ashika Commodities and Derivatives Pvt. Ltd. His rich experience has helped to strengthen the risk management practices in the Group and also improved the overall service delivery levels.



Mr. Niraj Sarawgi

Senior Vice President , Corporate Affairs

A seasoned professional with 9 years of experience in the broking industry. He has set up the HNI Desk at Ashika Stock Broking Ltd and is majorly involved in streamlining processes in various areas like Back Office, KYC, Finance and Accounts. Presently, he is responsible for managing business development division in Merchant Banking business of the Group.



Ms. Anju Mundhra

Group Company Secretary & Executive Director – Legal

Anju Mundhra is Executive Director – Legal , Company Secretary & Compliance Officer of Ashika Credit Capital Ltd. She has experience of more than 10 years and a deep understanding of Secretarial, Legal and Compliance functions. Her responsibility areas ensure that the Group complies with standard financial and legal practices and maintains good standards of corporate governance.



Ashika Group – Services



Ashika Group - Integrated Financial Services Provider

Self-Clearing membership of NSE
SEBI Approved Depository Participant
AMFI Registration for Mutual Fund Distribution
Membership – BSE, NSE , MCX – SX, NSDL , CDSL
MCX, NCDEX, ICEX, NMCE, ACE, NSPOT,
Registered with RBI as Non Deposit Taking NBFC



Ashika Group – Infrastructure & Network

- **Infrastructure** – Our Head Office is at Kolkata and our corporate office is located at the Nariman Point, a prime financial and business area of Mumbai. Our Offices spread over an area of more than 30,000 sq ft.

The entire back-end support system of the group is located at Kolkata head office ensuring fastest possible turn around time. The Institutional desk is located at Mumbai office, ensuring ease of access to big institutions and corporate.

- **Strong Network** – The company has vast network with around 400+ business locations across India to cater to its increasing customer base (95000+).



Why Ashika Equity

- Client Services
- Research Capabilities



Why Ashika

- Professional Service-oriented Organization

Necessities – What every broker provides

- Zero Account Opening Charges
- Informative Customer Communication
- New Informative User-friendly Website
- Internet Based Trading through NOW
- Call Logger Facility



Why Ashika

- Professional Service-oriented Organization

Necessities – What every broker provides

- Dedicated Dealer
- Free Research and Trading Calls
- Complete Technology Support
- 24*7 Online Back Office System
- Dedicated Customer Care Support
- Competitive Brokerage Rates



Why Ashika

- Professional Service-oriented Organization

Comforts – What only Top Brokers like us provide

- Online Fund Transfer Facility
- Open 5 Accounts through 1 set of documents
- Online Access to Group Policies
- Offline IPO distribution
- Research Chat Facility
- Client Level Mutual Fund Portfolio Tracker
- World-Class Monthly Research Magazine: Insight



Why Ashika

- Professional Service-oriented Organization

Luxuries – What only Ashika provides



Real-time Trade
Confirmation Facility
like Bank ATMs



Interactive Voice Response
System for Customer Care
on toll-free number 1800-
212-2525



Free of Cost
Research SMS,
Mobile Trading &
Back-office

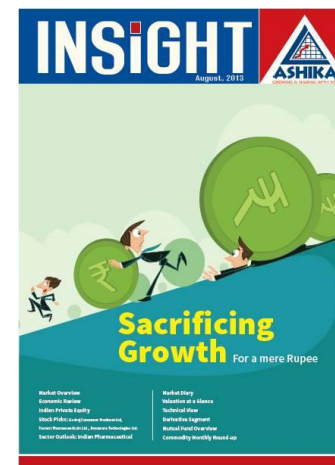
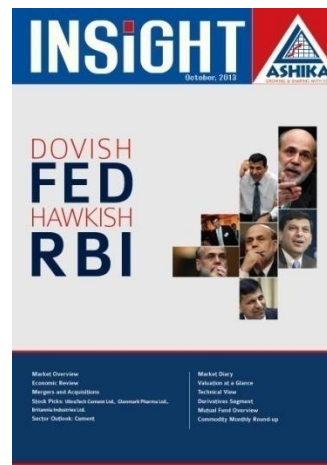


Why Ashika - Research Capabilities

- ASBL has a strong foundation of research to all its advisory services which provide comprehensive insights into financial markets and facilitates its clients to take informed decisions on their investments
- **Dedicated Team:** ASBL has dedicated, well-qualified and experienced research and advisory team. Extensive research on stocks on both fundamental & technical basis, catering to various sectors and to both institutional and retail clients.
- **Cutting Edge Technology:** ASBL's research is supported by state of the art technical platform and sound network infrastructure providing an unrivalled view on global, economic and industry trends, coupled with sophisticated tools to seize opportunities for its clients to facilitates a real time information access and knowledge dissemination.

Ashika Research Offerings:

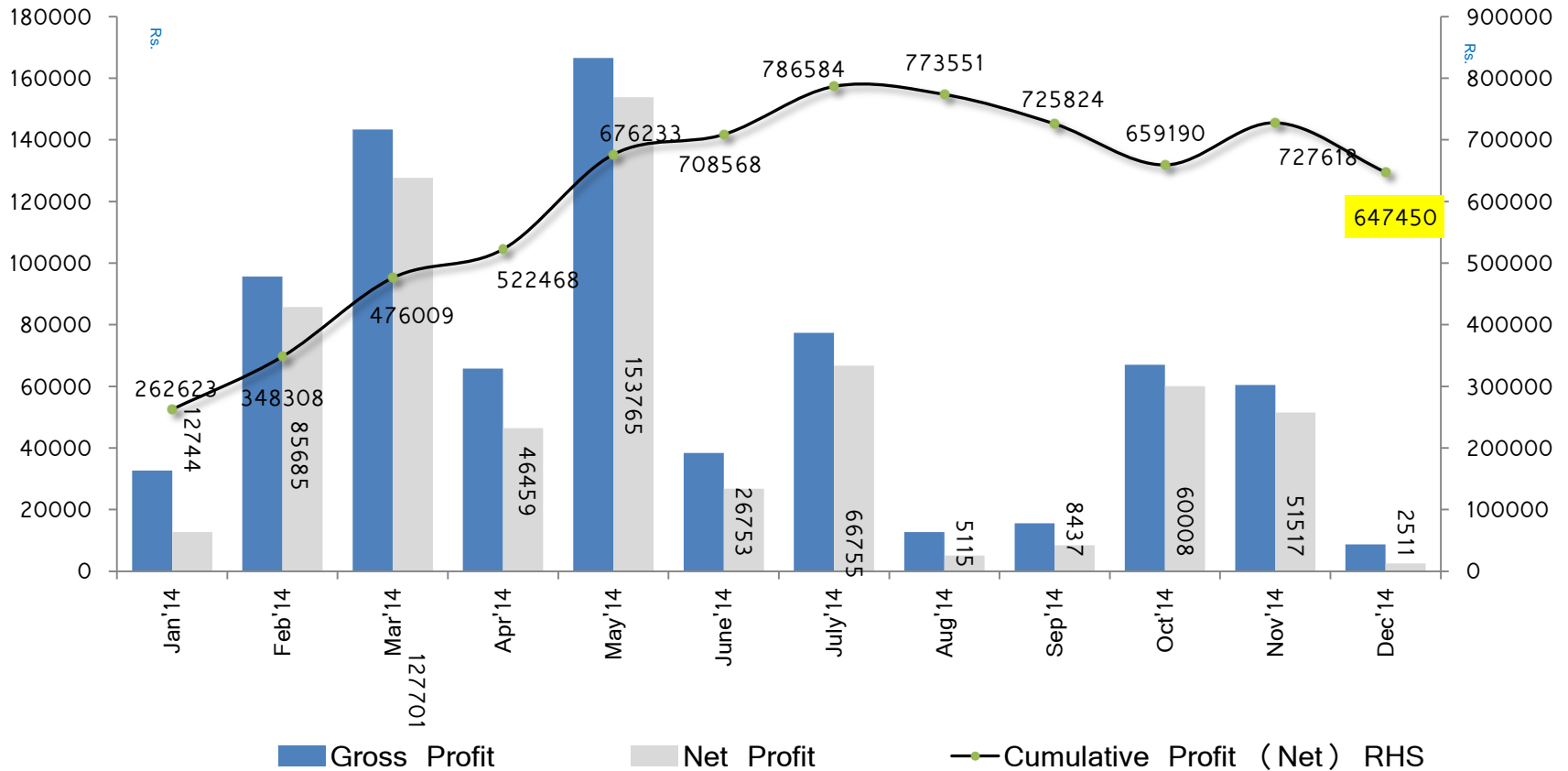
- Morning Fundamental & Technical Report
- Daily Free Trading Calls
- Monthly Delivery Picks
- Fin-o-logue on Social Media
- Insight Monthly Magazine
- Weekly Round-up Report
- Direct interaction with Research team on Toll-free number



Why Ashika

- Research Performance – Daily Calls

Trading Call Status(Jan 2014 to Dec 2014)



Why Ashika

- Research Report – Summary of Trading Calls

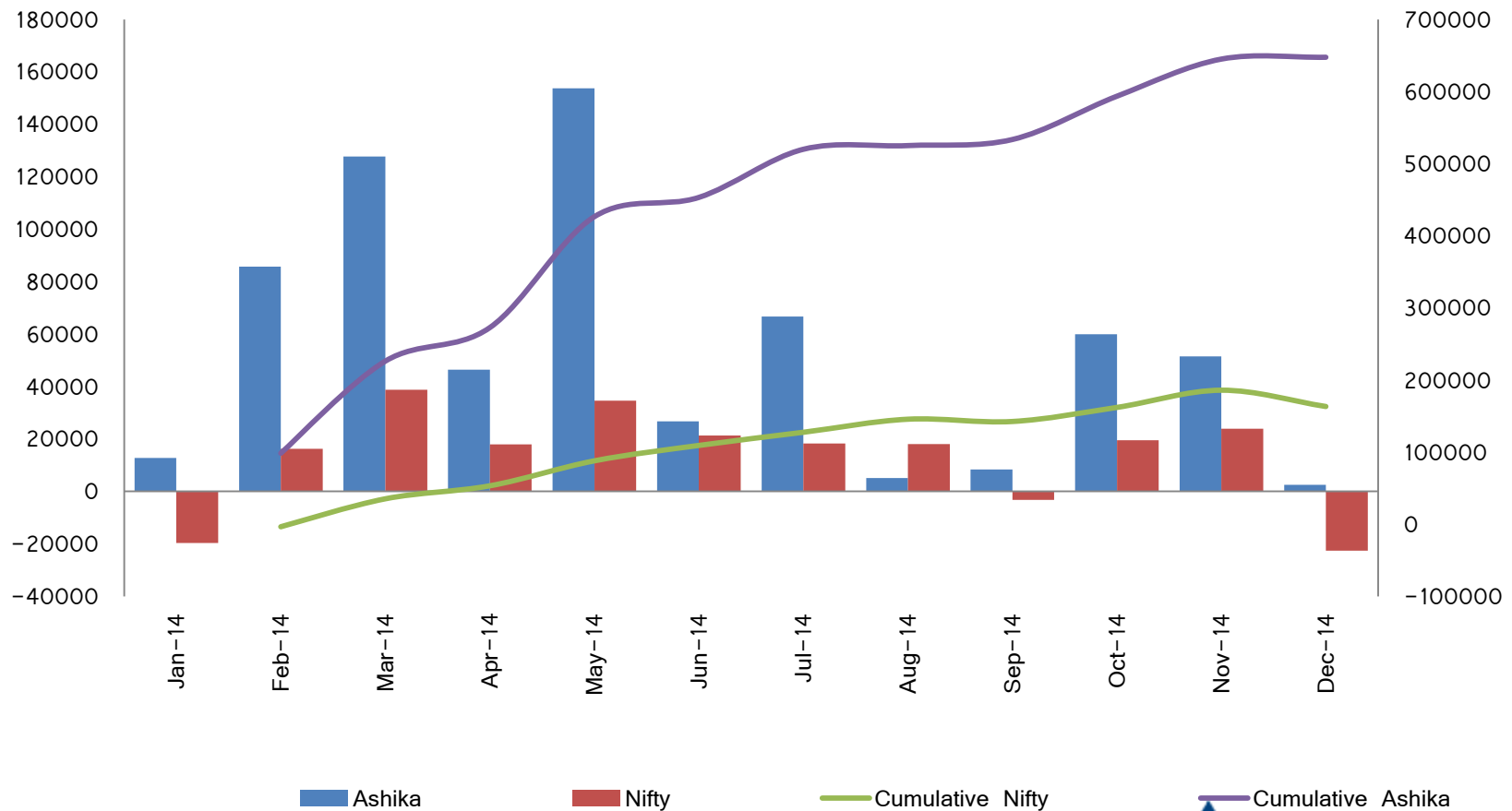
Trading Call Statistics (Jan'14 - Dec'14)

Particulars	Jan'14	Feb'14	Mar'14	Apr'14	May'14	June'14	July'14	Aug'14	Sep'14	Oct'14	Nov'14	Dec'14	Cumulative
No. of Trading Days	22	19	21	19	24	21	25	20	20	25	21	22	247
Total No. of Calls	88	42	62	84	144	139	108	92	88	86	116	78	915
Profit Booked (nos.)	42	27	34	47	91	80	53	46	42	49	55	33	522
Loss Booked (nos.)	46	15	27	36	47	57	55	41	46	37	61	45	381
Strike Ratio(%)	47.7%	64.3%	54.8%	56.0%	63.2%	57.6%	49.1%	50.0%	47.7%	57.0%	47.4%	42.3%	57.0%
Gross Profit (Rs.)	32675	95625	143325	65805	166563	38331	77347	12721	15538	67002	60451	8692	869841
Total Expenses(Rs.)	19931	9940	15624	19346	12798	11578	10591	7606	7101	6994	8935	6181	161273
Net Profit (Rs.)	12744	85685	127701	46459	153765	26753	66755	5115	8437	60008	51517	2511	708568
Average Margin Required (Rs.)	245975	159670	270028	167027	423500	108999	148006	78677	107528	600000	600000	600000	

Why Ashika

- Relative Performance Nifty And Ashika Calls

Trading Call Statistics (Jan'14 - Dec'14)



Why Ashika

- Relative Performance Nifty And Ashika Calls

Trading Call Statistics Summary (Jan'14 - Dec'14)

	Ashika	Nifty	Cumulative Nifty	Cumulative Ashika
Jan-14	12744	-19620		
Feb-14	85685	16320	-3300	98429
Mar-14	127701	38760	35460	226130
Apr-14	46459	18000	53460	272589
May-14	153765	34620	88080	426354
Jun-14	26753	21360	109440	453107
Jul-14	66755	18240	127680	519862
Aug-14	5115	18120	145800	524977
Sep-14	8437	-3180	142620	533414
Oct-14	60008	19500	162120	593422
Nov-14	51517	23880	186000	644939
Dec-14	2511	-22620	163380	647450

*Considering Brokerage & Taxes @ 0.03%

Cash Calls are calculated on a margin of Rs. 1,00,000

Comparative Analysis done on a n average investment of Rs. 6,00,000



Thank You



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Registration Details

Registration Nos.

BSE : INB010833433 / INF010833433

NSE : INB230833437 / INF230833437 / INE230833437

MCX-SX : INE260833437

CDSL : IN-DP-CDSL-250-2004 / DPID : 12034500

NSDL : IN-DP-NSDL-306-2008 / DPID : IN303591

OTCEI : INB200833435

Mutual Fund ARN-12417



**TRADING • DEPOSITORY
DISTRIBUTION • CORPORATE LENDING
INVESTMENT BANKING**



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