SMC Global Securities Limited



Corporate Presentation

Corporate Ethics



VISION

We aspire to be a global organization having dominant position in financial & investment services through customer centric approach.

MISSION

To help people make the right investment, the right way.

VALUES

Passion

Helping People . Achieve financial goals.

Integrity

Being ethical builds trust.

Relationship

One transaction, lifetime relationship.

Innovation

Being ahead. With research and technology.

Trustworthy

Keeping our promise. Every time.

About SMC



- Established in 1990, SMC is one of the leading Investment solutions companies in India with over 27 years of successful operation, serving a diverse customer base of Retail, Corporates and Institutional Investors;
- SMC with its subsidiaries has a well-diversified financial services business model reflecting a significant presence in almost all the important segments of the financial services section such as Broking, Distribution of Mutual funds, IPOs & other third party products, Insurance Broking, Financing (NBFC), Real Estate Advisory, Wealth Management, Investment Banking, Clearing Services, Depository Participant, Research, NRI and FPI Services etc.
- SMC is having presence in more than 500 cities across India and also in UAE.
- Member of all leading exchanges in India and contributing approx. 3% of total turnover of NSE & BSE combined.
- One of the largest clearing and Broking members of Dubai Gold and Commodities Exchange (DGCX).

Broking- Retail & Institutional Desk



Trading and clearing member Dedicated desk for exploiting of Equity, Commodity and Currency segment of various Indian exchanges and India International and NSE IFSC Exchange in GIFT city

Prop Arbitrage Desk



market inefficiencies using ALGO and HFT trading

Distribution



Distribution of IPOs & Mutual Providing services to NRI Funds, Bonds Instruments and **Corporate Fixed Deposits**

NRI/ FPI Services



/FPI clients (around 1500 NRIs)

Financing



Providing Loan Marketable Securities, LAP, IPO Financing, Receivable Financing; Equipment Financing, Personal Loan, Business Loans etc.

Mortgage/Loan Advisory



against Debt syndication and facilitation to Corporate/HNI and retail clients.

Wealth Management



(PMS) and financial planning, Investment advisory and Wealth **Management Services**

Insurance Broking



Portfolio Management Services Life & General Insurance Broking for Retail & Corporate clients.

Depository Services

Depository services for both equity & commodities

Investment Banking



Advisory in Private Equity, M&A, FCCB and other corporate advisory. Acting merchant banker for Debt, IPO and Rights Issue.

Real Estate Advisory



Real Estate Advisory services to Procuring and placement of users, Investors and Developers for Residential and Institutional & retail clients; commercial





Also doing Institutional broking through WDM on NSE/BSE.

SMC at a Glance



SMC IN NUMBERS

* Number s as of 31/ 03 / 2019 except specified





Large network of



2,500+

sub-brokers & authorised persons



Running SIP's

62,500+

Cumulative AUM under mutual funds



3,000+



Serving over

18,00,000+

unique clients



NBFC Loan book

589

Life Insurance and General Insurance policies

Evolution



1990

1995

2003

2005

2006

Mr. S C Aggarwal & Mr. M C Gupta started equity broking business through Delhi Stock Exchange **Equity Brokerage** Providing trading

platforms to clients in equity

Arbitrage

Engaged in 'Arbitrage' operations employing both proprietary & client funds, for monetizing the market mis-pricings **Commodity Brokerage**

Providing trading platforms to clients for trading in commodities

Distribution of Financial Products

Like IPOs, Mutual Funds, Bonds etc.

Acquired membership of **DCGX in Dubai**

Research Services

Equity fundamental and Technical research

Insurance Broking Broking of Life and General Insurance products

2007

2008

2010

2014

2016

2017

2018

NRI Business

NRI Trading and Advisory Services Institutional Desk

Institutional Desk Institutional Trading and Advisory Services Wealth Management

Client based portfolio & Wealth Management services

Investment Banking – Fund raising through IPO,

Debt & PE routes

Online Trading -

Facility to trade online in equities & derivatives and invest in MFs

Currency Brokerage -

Providing trading platforms to clients for trading in currency

NBFC – Providing loans against securities, loans against property, medical equipment financing, IPO financing, Personal loans etc.

Corporate Hedging Desk

Corporate Desk for Currency & Commodity Hedging **Real Estate Advisory**

Providing Real Estate solutions to clients Interest Rate Futures VIX Future Trading Debt Market Mortgage & Loan Advisory Stock broker & clearing member

Took a Membership of India International Exchange and NSE IFSC Exchange in Gujarat (GIFT City)

Point of Sale Persons (POS)

SMC Insurance POS enroll a new distribution partner POS approved by IRDAI for selling general insurance and life insurance products IndiaKaLoan.com

An online portal that gives consumers access to all types of loans, cards and investment products in India

SMC Gold Desk

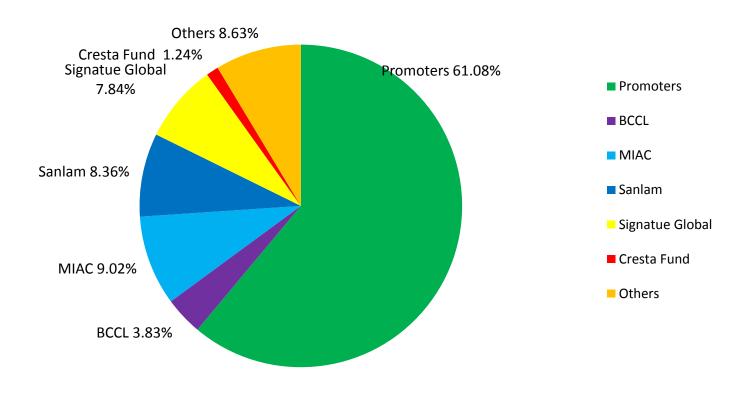
A dedicated HNI client desk for all the investment needs , which aims to provide ultimate service experience

Discount Brokerage

Successfully launched a Discount broking platform under brand name STOXKART

Shareholding Structure

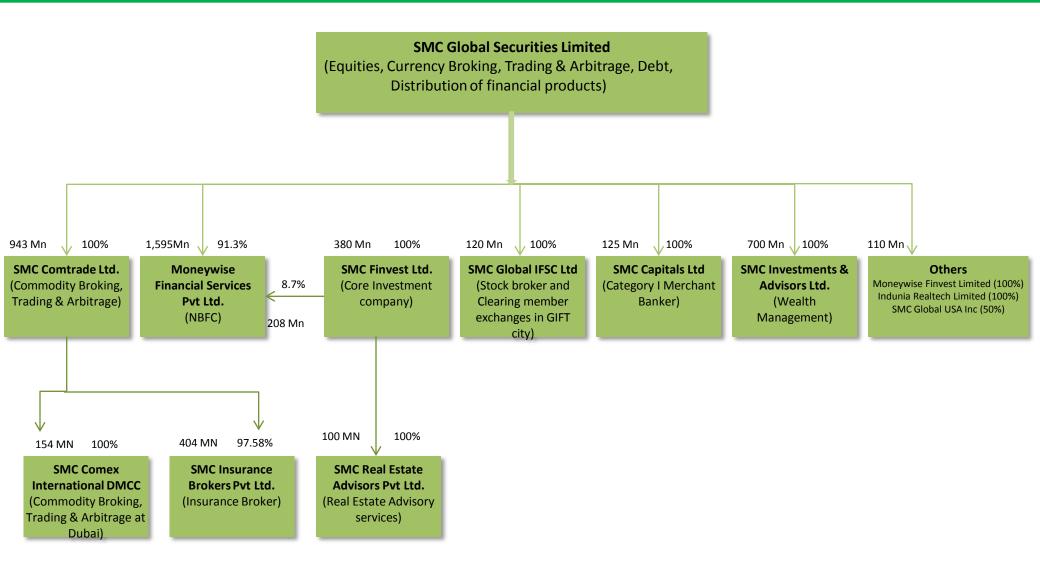




^{*}As of March 31, 2019

Organisation Structure





⁽¹⁾ Group Structure as of March 31, 2019.

⁽²⁾ Figures in INR Mn denotes amount of investment made (at cost); % denotes shareholding

Experienced Board and Management Team



Mr. Subhash Chand Aggarwal Chairman & Managing Director

Fellow Member, ICAI Total Experience in Capital Markets is more than 25 years Mr. Mahesh C Gupta Vice Chairman & Managing Director

Fellow Member, ICAI
Total Experience in Capital Markets is more than
25 years

Mr. Damodar K. Aggarwal
CMD - SMC Investments & Advisors Ltd. &
SMC Capitals Ltd.

Fellow Member, ICAI
Total Experience in Capital Markets is more than
25 years

Mr. Ajay Garg
Director & Chief Executive officer

Fellow Member, ICAI
Total Experience in Capital Markets is more than
20 years

Mr. Himanshu Gupta
Chairman and Chief Executive Officer –
Moneywise Financial Services Pvt. Ltd.

Fellow Member, ICAI, 8 years of total Experience Mr. Anurag Bansal Whole- Time Director

Fellow Member, ICAI,
Total Experience in Capital Markets is more
than 20 years

Mr. Pravin K. Agarwal
Whole-Time Director - SMC Insurance
Brokers Private Ltd.

Total Experience of more than 10 years in Insurance & Financial Industry

Ms. Reema Garg
Director – SMC Investments & Advisors
Ltd.

Chief Human Resource Officer(SMC Global)

Mr. Pranay Aggarwal
Whole- Time Director- Moneywise Finvest
Limited
Associate Member. ICAI

Mr. Ayush Aggarwal
Whole- Time Director - SMC Real Estate
Advisors Pvt. Ltd.

Master's Degree in Family Managed Business from SP Jain institute, Mumbai

Mr. Vinod Kumar Jamar Group CFO,

Fellow Member, ICAI

Mr. Suman Kumar
Executive Vice President (Corporate
Affairs), Company Secretary &
Compliance officer
Fellow Member, ICSI

Independent Directors

Mr. Naveen ND Gupta
Independent & Non Executive Director

Ex. President, ICAI ; Fellow Member, ICAI

Mr. Hari Das Khunteta Independent & Non Executive Director

Former Chairman & MD, RECL ; Fellow Member, ICAI

Mr. Roop Chand Jindal Independent & Non Executive Director

Fellow Member, ICAI; Partner in Bubber Jindal & Co. (a leading CA firm)

Mr. Chandra Wadhwa
Independent & Non Executive Director

Ex President, Institute of Cost Accountants of India; Fellow Member, ICAI & ICSI Mr. Kundan Mal Agarwal
Independent & Non Executive Director

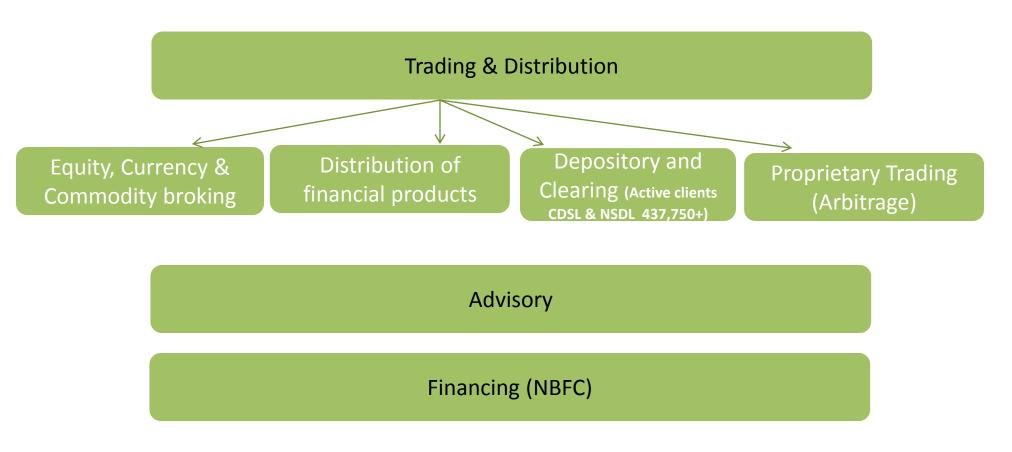
Fellow Member, ICAI; Partner in K. Prasad & Company (a leading CA firm) Mr. Rajendra P Mahipal
Independent & Non Executive Director – SMC
Insurance Brokers Pvt. Ltd.
Fellow Member, ICAI

Dr. Madhu Vij Independent & Non Executive Director

Professor, FMS, DU; Govt. nominee Central counsel member of ICSI., Author of various books.

Businesses





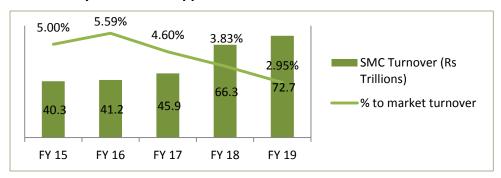
Trading & Distribution



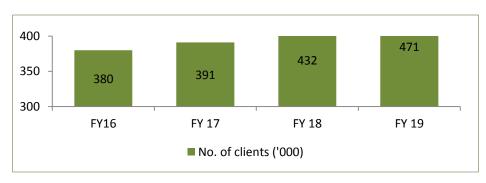
Equity Broking

• Member of NSE, BSE and MSEI in equities (cash and derivatives)

Consistently maintained approx. 3% market share



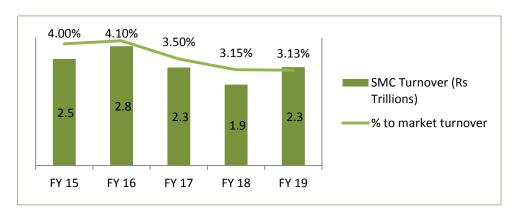
Client base



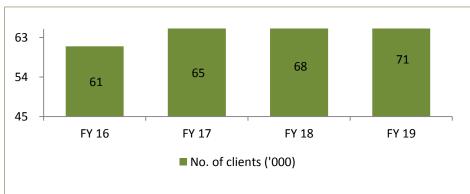
Commodity Broking

• Member of MCX, NCDEX, ICEX and DGCX (Dubai Gold & Commodity Exchange)

Consistently maintained 3% market share



Client base



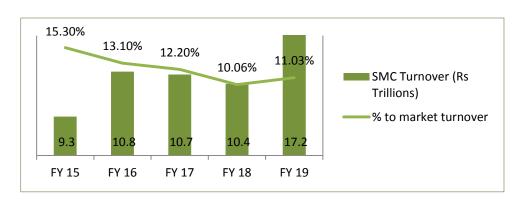
Trading & Distribution



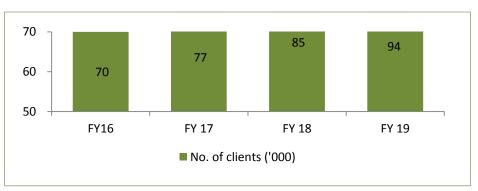
Currency Broking

• Member of NSE, BSE & MSEI

Consistently maintained 10% market share

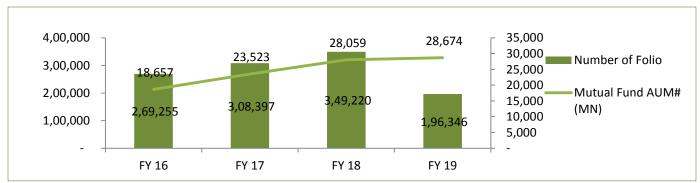


Client base



Distribution of Financial Products

- Offers distribution of various third party financial products such as mutual funds, public offerings of equity/debt, corporate fixed deposits, Invits, ETFs, 54EC Capital Gain bonds, GOI taxable bonds etc. through large distribution network of around 2500+ sub-brokers & 12,200+ Independent distributors spread across India
- Company has acted as syndicate member / lead broker for various debt / equity public issuances
- Registered with the Association of Mutual Funds in India as a mutual fund distributor
- Consistently among Top 10 Mobilizers in IPO segment Retail Category
- Procured more than Rs. 2,275 crores in Corporate FD segment during the year ended March 31, 2019 and established itself among top mobilizers



Proprietary Trading (Arbitrage)



Key Highlights

- A major player in arbitrage business with experience of over 23 years having skilled team of more than 294 arbitrageurs as on March 31, 2019
- A top class infrastructure in terms of technology, people, and risk control systems.
- 3 High -tech ultramodern offices, 2 in Delhi and 1 in Mumbai with more than 16,000 square feet having high Quality of Video Conferencing connectivity.
- HFT Platform: High Frequency Trading is a method to generate short term alpha on the basis of very low latency solutions.
- State of the Art Network Connectivity with various exchanges using up-to 1000 MBPS fiber optic cable with best communication speed available.
- Co-locations of servers in various exchanges, dedicated leased lines including optical fiber lease lines.
- High end software, most technologically advanced ALGO trading front-end and back-end software both in house and outsourced from reputed vendors like
 Omnesys, Algowire, Utrade, Data-man etc., supporting data storage and analytical capabilities and online risk management systems.
- In house team of software professionals, developing various in-house technical and statistical strategies which are important tools for multiplying risk-free returns.
- Use of Reuters, Bloomberg, Meta stock and other high end data providers and technical software's.

Risk Management

- Arbitrage Positions are fully hedged.
- There are 3 layers of Risk Management:-
 - A. Dedicated Risk Management and Surveillance Team at arbitrage division.
 - B. Risk Management at director's level, and
 - C. Risk Management at SMC Global- Head Office (overall control)
- A separate dedicated surveillance division to monitor the arbitrage trades, exposure, MTM and various limits of arbitrageurs on real-time basis.
- Allocating exposure to the trader and enabling the trading ID' to do trades
- Real time monitoring all position whether properly hedged if not then initiating remedial actions to be taken
- Monitoring the MTM profit/loss incurred out of trades, comparing the Actual Margin requirements of traders
- Total Margin available for trader on a one to one basis and initiating remedial actions, if required.
- Risk free arbitrage strategies like Cash to Future Arbitrage; NSE to BSE (Cash to Cash Arbitrage); Call put Parity Arbitrage (Conversion reversal) and Box Arbitrage, Special Situation Arbitrage & Future to Future
- Our risk free strategy has assured 100% profit, neutralizing the market risk to zero loss possibility

Insurance Broking



SMC Insurance Brokers Pvt. Ltd is a direct insurance broker registered with IRDAI.

LIFE INSURANCE

- Telecalling Setup based in Pratap nagar and Noida office.
- Branch Network In Person Selling through 24 branches being operational as at March 31, 2019.
- Gross insurance premium of policies sold were approx. Rs. 601 millions, Rs. 602 millions, Rs. 600 millions & Rs. 681 millions during FY 16, FY17, FY 18 & FY 19 respectively.

GENERAL INSURANCE

- Retail (Personal Line Products offered i.e. Motor, Health, Travel, Home Insurance etc)
- Corporate Tie-Ups with Honda Cars India Limited, BASIX (Financial Institution), FINO (Financial Institution), Leaseplan India Private Limited, DSK Motowheels Pvt Ltd (DSK Benelli) etc.
- Gross insurance premium of policies sold were approx. Rs. 10,152 millions, Rs. 11,899 millions, Rs. 13,028 millions & Rs. 13,035 millions during FY 16, FY17, FY 18 & FY 19 respectively.

POS (Point of sales Person) Model

- SMC Insurance is on a very large scale promoting the POS model for business expansion
- More than 5,000 POS already registered with SMC as on date

Honda Assure Since 2009

- SMC Insurance has a special arrangement as PAN India broker for Honda cars India under Honda Assure.
- Business solicitation as per IRDAI guidelines
- All Honda dealerships covered by SMC employees in person
- Policies sold under the aforesaid arrangement were 444,000, 477,000, 500,100 & 498,100 during FY 16, FY17, FY 18 & FY 19 respectively.

Fixed Income Securities

What we Do

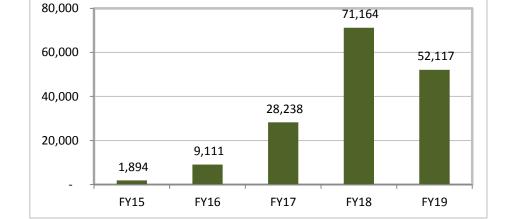
- Engaged in Procuring and placement of various Debt Papers with Institutions and HNIs. Started in Dec-13.
- Presence in Delhi, Mumbai, Chennai and Kolkata.
- Member of WDM Segment in NSE and BSE
- Regular Participation in EBP (Electronic Bidding Platform) NSE & BSE.

Recent Developments

- In process to register as Direct Member of NDS-OM of RBI/CCIL.
- In Process to register as INFINET Membership of RBI.
- We have Placed In-house Commercial Paper

Instruments we deal in

- ✓ Debentures (PSUs, Corporates, NBFCs, Banks)
- ✓ Dated Government securities
- ✓ State Development Loans (SDLs)
- ✓ Tax-Free Bonds
- ✓ Certificate of Deposits / Commercial Papers
- ✓ Treasury Bills
- ✓ Deep Discount Bonds
- ✓ Other Debt Market Instruments



Turnover (in Rs. Mn)

Our Clients

- ✓ Corporate PF/ Gratuity or superannuation trusts
- ✓ Institutions (Banks, Mutual Funds, Insurance Companies Co-operative Banks)
- ✓ Corporate Treasuries
- ✓ HNIs
- ✓ Individuals

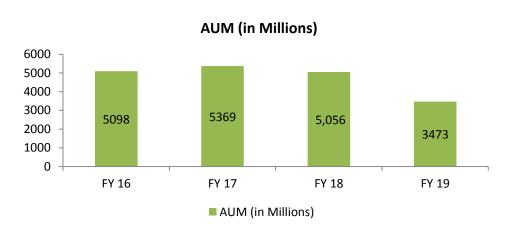
In addition, WDM turnover during FY18 & FY 19 is Rs. 17,466 million & Rs. 46,590 million.

Advisory



Wealth Management

- Established wealth management business in 2008 to complement trading and distribution
- SMC Investments and Advisors Ltd. is registered with SEBI as Portfolio Manager and as sub-broker and with AMFI as Mutual Fund Advisor.
- Awarded Best Wealth Management Company of India by Business Sphere;.
- Total Clients served are 9,780+ as on March 31, 2019.



Mortgage Advisory

- Mortgage Distribution vertical was launched on December 1, 2014 as part of wealth management;
- Advise on a variety of secured and unsecured mortgage product including home loans, property loans, business loans, working capital loans, project & construction finance etc.
- At present, we've 28 plus Tie-ups with all major foreign banks, Private Banks and NBFCs in India
- Strong presence in 10 major cities and 940+ mortgage distribution sub-broker as on March 31, 2019.
- Launched online sourcing platform: indiakaloan.com



Real Estate Advisory



- •Real Estate advisory was started in January 2014 through SMC Real Estate Advisors Private Limited;
- •Dedicated team of over 240+ employees and 1,025+ sub brokers as on March 31, 2019
- •SMC realty mediate between the client and the developers, there is **no inventory** in our hands, no funds therefore are blocked in the deals, risk neutralised.
- •SMC realty has a ready access to vast networks of offices across locations pan India and NRI Investors in Dubai.
- •Introduction of RERA will help the real market to be more regulated and transparent, for SMC real estate having add on advantage is it was already working such environment. Company has obtained Real Estate Regulatory Authority (RERA) registration for 10 states.
- •Fully Integrated Real Estate solution provider for Investor, Corporate and Developers;

Services On offer*

For Investors For Builders
- Buy and sell - Facilitate FSI

- Home loan - Arrange JV and collaborations

- Mortgage - Private equity funding

Construction/ Real estate loans
 End to End advisory
 Leasing of commercial properties
 Finance from banks and NBFCs

- Real estate research

- •Gross Value of Deals for the year ended March 31, 2019 is Rs. 12.07 Billion and total no. of retail transactions were 2,575+.
- •SMC realty is among the few corporate brokers with pan India presence having large number of developers tie-ups, more than 248 developers under its umbrella, like:





















Investment Banking



• SMC Capitals Ltd is a SEBI registered Merchant Banker and operates from its offices at Mumbai and New Delhi.

• Provide services in the areas of Equity Capital Markets, M&A advisory, Private Equity, Debt Syndication and valuation &

financials advisory



BSE Limited

Public Issue of Equity Shares Size: Rs. 12436 Mn BRLM



SREI Infrastructure Finance Ltd.

Public Issue of NCDs (6 Tranches)
Total Fund raised: Rs. 16000 Mn
Co-Lead Manager



Shriram Transport Finance Company Ltd.

Public Issue of NCDs Fund raised: Rs. 7500 Mn **Co-Lead Manager**



VRL Logistics

Private Equity Advisory Size: Rs. 1750 Mn **Sole Advisor**



VLS Finance Ltd.

Buyback of Equity Shares Size: Rs.143 Mn Manager to the Offer



Regency Hospital

Delisting of shares from BSE Limited
Size: Rs. 300 Mn
Manager to the Offer



Coromandel International

M&A Advisory (Acquisition of Liberty Phosphate Group) Size: Rs. 3750 Mn



Muthoot Fincorp Ltd.

Public Issue of NCD (3 Tranches) Total Fund Raised : Rs. 8500 Mn **Sole Lead Manager**



Advised Mahindra & Mahindra Agri business to establish a joint venture with UNIVEG Ltd., a Belgium based Euro 3.2 BN fresh produce company 2014

Financing (NBFC)



Key Highlights

• Became NBFC –ND-SI (**Systematically Important**) in March-18 (Crossed Rs 5000 Mn Loan Book Size).

Rating

✓ Long term rating : ICRA A-(positive)

✓ Long term rating : CARE A(stable)

- Client base of over 12,000+ spread across India
- Entered into new geographies
- New Fintech Tie-ups
- "Best Fastest Growing Commercial NBFC" award at 3rd NBFC 100 Tech Summit held on 27 April 2018, New Delhi.

Strong Financial Risk Profile

- Adequate capitalisation levels for current scale of operations
- Good profitability indicators supported by increasing revenue base, low operating expenses, low NPA's and controlled credit costs.
- Good liquidity profile arising out of a favourable ALM profile and support from parent in case of need
- Complying with all RBI regulatory requirements.

Financing (NBFC)



Financial Summary

(INR in Mn)

Particulars	FY 16	FY 17	FY 18*	FY 19
Total Revenue	271	434	786	988
Net Interest Income (NII)	193	299	530	623
Profit after Tax	115	124	297	310

^{*} Figures regrouped as per Ind-AS

Key Highlights:

- CAGR of 54.12% in Revenue
- Strong Profitability

Operating Matrix

PARTICULARS	For the year ended				
PARTICULARS	Mar-16	Mar-17	Mar-17 Mar-18		
Interest Spread	5.72%	7.02%	7.52%	5.32%	
ROTA (Return on Total Assets)	6.90%	5.17%	6.74%	5.01%	
ROAE (Return on Avg Equity)	10.86%	7.89%	14.11%	12.55%	
OpEX To Average Assets	1.17%	1.49%	1.63%	2.07%	
OpEX To Income	10.18%	11.60%	12.73%	15.06%	

Notes:

ROTA = PAT / Average Loan Book

ROAE = PAT / Average Net Worth

OpEx to Average Assets = Net Opex / Average Loan Book

OpEx to Income = Net Opex / (Total Income- Interest Cost)

Net Opex = Total Expenses -Finance Cost -Provisions/written off -Referral Charges/Commission

Key Highlights:

- Improved Margins primarily due to competitive borrowing cost
- Controlled OpEx
 ROAE 12.55% (FY19) which will further increase with negligible leverage.

Asset Quality

PARTICULARS	For the year ended					
PARTICOLARS	Mar-16	Mar-17	Mar-18	Mar-19		
Capital Aqequency Ratio	34.85%	45.04%	41.74%	42.96%		
Gross NPA	1.98%	3.31%	1.43%	4.09%		
Net NPA	1.77%	2.36%	0.70%	3.21%		

Key Highlights:

- Strong Asset Quality / Controlled NPA's
- Sufficient provisioning considering adequate security
- Effective Mar-17, 90+ DPD basis for NPA recognitio្ព

Financing (NBFC)



Scale & Diversification

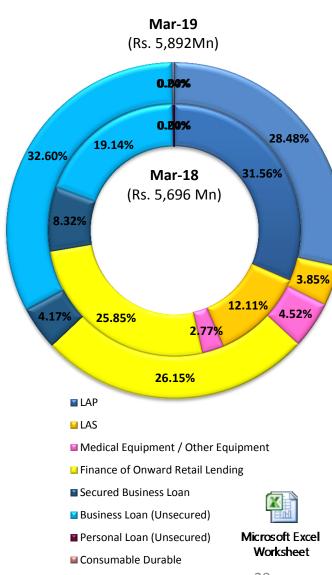
- Product-wise

Key Highlights:

- No Loan Product Contributing more than 33% of Book Size
- Largest Product (LAP) exposure reduced from 31.56% to 28.48%

(INR in Mn)

Product	Mar-18		Mar-	Growth(%)	
	Amount	%	Amount	%	
Long Term					
LAP	1,722.31	31.56	₹ 1,636.83	28.48	-4.96
LAS	660.94	12.11	221.09	3.85	-66.55
Medical Equipment / Other Equipment	151.29	2.77	259.69	4.52	71.65
Finance for Onward Retail Lending	1,410.48	25.85	1,503.22	26.15	6.58
Secured Business Loan	453.99	8.32	239.44	4.17	-47.26
Business Loan (Unsecured)	1,044.53	19.14	1,873.80	32.60	79.39
personal Loan (Unsecured)	13.09	0.24	13.73	0.24	4.89
Consumable Durable	0.18	0.00	-	-	
Sub Total (A)	5,456.81	100.00	5,747.80	100.00	5.33
Short Term					
IPO and other short term loan	238.69	100.00	144.38	100.00	-39.51
Sub Total (B)	238.69	100.00	144.38	100.00	-39.51
Grand Total (A+B)	5,695.50		5,892.18		3.45



Key Partnerships







- Bulk deal with TV 18 for Branding and Business promotions
- SMC receives the nationwide print & media advertising through the tie-up



Sanlam is 2nd largest listed life assurer and

Sanlam Group holds 8.36% stake in SMC

SMC seeks to benefit from the financial

expertise with Sanlam on Board

in South Africa

Global

one of the largest financial services group



SMC Demat Services

- PNB is one of the largest banks in India with over 6,990 branches & over Rs. 6,000 Billion in Deposits
- SMC provides trading facilities into equities, derivatives, IPOs and MFs to PNB customers
- SMC currently services 14,500+ demat accounts of PNB customers





SMC Demat Services

HONDA

Special arrangement as PAN India Broker

- Special arrangement as PAN India broker for Honda Cars under Honda Assure since 2009
- SMC sold 477,000 , 500,100 & 654,100 policies during FY17, FY 18 & FY 19 respectively from Honda car retail outlets



इण्डियन ओवरसीज़ बेंक Indian Overseas Bank आपकी प्रगति का सच्चा साथी Good people to grow with

SMC Demat Services

- Indian Overseas Bank is a strong brand name in South India – having trust of 35 million active customers and strong domestic presence of 3,342 branches & overseas presence with 8 branches
- SMC provides online brokerage services to IOB clients

Robust Technology Setup











Product Offering
Across All
Technology
Platforms

- Internet Based Trading (IBT) across all financial products on all Indian Stock Exchanges
- Online Trading platform "SMC easy trade" through our website <u>www.smctradeonline.com</u>
- Next generation mobile trading platform 'SMC ACE' having feature of SMC Robo Advisory
- Launched 'SMC easy go plus', a B2B mobile back office
- Launched 'SMC easy invest' for mutual funds
- Launched a website for Point of Sale Persons (POS) to register to sell insurance products on our behalf
- **AUTOTRENDER**: A game changer a research based tool to guide traders / investors in live markets
- **SMC Algo Trader**: A Customized automated trading platform, based on Algorithms, which trades automatically.

Effective Risk Management System

- Highly effective risk management software SAVIOUR / SHIELD which enables to identify and mitigate risks, associated with trader's portfolio
- Centralized system for back office. The software FOCUS is capable of dealing with high transaction volumes and have all Reporting and Risk Management capabilities

Financials & Business Growth



SMC Global Securities Ltd (Consolidated)

SMC Global Securities Ltd (Consolidated)



Financial Summary

- Improved profitability (INR in Mn)

Particulars	FY 16	FY 17	FY 18*	FY 19
Total Revenue	4,266	5,339	6,554	7,595
EBITDA	738	1,043	1,341	1,651
Profit after Tax	345	458	517	653
Net Worth	5,662	5,948	6,172	6,715

^{*} Figures regrouped as per Ind-AS

Key Highlights:

- Revenue Growth of 21.2% CAGR FY 16 FY 19
- Continued strong business performance financial improvements YOY

- Reduced Volatility



Our Business Strategy



Intensify client cross-selling



- Formalized cross-selling efforts, implemented new salesforce training and created a committee focused on improving cross-selling
 - Increased cross-selling rate to approx. 10% for current fiscal year

Expand services and product portfolio through continued innovation



- •Started Margin trading funding (MTF) as per latest SEBI guidelines
- Opportunistically introduced financing services, wealth management and real estate advisory
- •Expect to reap future benefits from addition of new products





Further broaden geographic footprint



- Significant opportunity to grow presence in southern and western India
- Focusing on Indian nationals living abroad via our Dubai office







- Opportunity to expand our financing business to address unmet demand for credit.
- Expect strong demand from new product launches such as SME loans and medical equipment loans
- Leverage existing infrastructure and network to generate new business



Pursue additional strategic alliances and acquisitions



- Several existing strategic relationships help drive revenue
- Continue to selectively pursue strategic acquisitions that expand our product offerings and geographic footprint

SWOT Analysis



Strength:

- ✓ PAN India reach, large network
- ✓ Over 27 years' experience and expertise
- ✓ Wide range of financial products under one roof
- ✓ Innovative IT Solution
- ✓ Reputed & well established brand in the Indian financial services sector

Opportunities:

- ✓ Positive economic outlook in long term will lead to growth in the financial services business
- ✓ Decreasing interest rates are going to create opportunities to financing business with higher spread and also for the trading and distribution business in terms lower finance cost
- ✓ Domestic and international expansions
- ✓ Recently launch Discount brokerage platform

SWOT Analysis

Weakness:

- ✓ Lower Institutional broking Business
- ✓ Lower presence in southern part of country

Threats:

- ✓ Global and Domestic political uncertainties
- ✓ Intense Competition
- ✓ Any slackening in the reform momentum (by the government) could result in a more modest or slower pace of recovery.

Thank You











2019

Broking House Non Agricultural Commodities of A

2019

Premier Depository Participant in Gold Category



2019

Fastest Growing MFI North in Best Star MF Online-BSE



2018

"Regional Retail Member of the Year (North)"



2018

Best Fastest Growing Commercial NBFQ



2018

Best Financial Service Provider



2017

Best Online Trading Services Broker

2017

Best Broker with In-House Research In Bullion Industry &



2017

Krishi Pragati Award, 2017



2017

NBFC of the year (Northern region)



2014

Best Merchant

Banker - Capital

2017

Commodity Broker of the Year



2015

Best Financial Service

Provider

ASSOCHAM

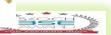
2017

Best Performing Retail Broker of Northern Region



2016

Order of Merit-**Achieving Market** Leadership



2014

ABP न्यूज़ 2014

Best **Best Equity Broking** Commodity House in Derivatives **Broking House** Segment





Property Consultant of the Year - Residential

2015



ETNOW

FRANCHISE INDIA

2015

Corporate Broker of the

Year - National

2014

Best Market Analyst Award in Commodity **Fundamentals**

ASSOCHAM

2013

Best Equity Broking House - Derivative Segment

Restructuring services

2013

Emerging SME Investment Banker



2015

Best Real Estate Broker of the year





2013

Fastest Growing Equity Broking House – Large





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