

# CORPORATE PROFILE



East India Securities Ltd

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# Background

- Incorporated in 1995
- Presence in all verticals of financial services –
  - ✓ Broking – Equity & Equity Derivatives, Fixed Income, Currency & Commodity Derivatives
  - ✓ Depository Participants – NSDL / CDSL
  - ✓ Distribution - Mutual Funds, Primary Issuances of Equity & Fixed Income Securities
  - ✓ Advisory – Corporate Finance, Risk management
- One of the largest Clearing Member for Equity Derivatives in NSE and Currency Derivatives in NSE/MCX/USE in Eastern India
- Well capitalized: Net Worth ₹ 2010 mn. as on Mar'14



# Operations at EISL



# NSE Operations

- Member of the Capital Market Segment of NSE since November, 1995
- Member of Futures & Options Segment of NSE since July, 2000
- Member of Currency Derivative Segment of NSE since Sept, 2008
- Executed the first Option contract on 4th July, 2001 when NSE launched Nifty options
- Executed the first Currency futures contracts and Currency options contract on NSE at the launch
- Total Turnover (Cash, Equity Derivatives segment & Currency Derivatives) for FY 14 is ₹ 2,254,917.9 mn



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# Depository Operations

- One of the pioneering DPs of NSDL/CDSL since their inception
- Assets under custody, ₹ 31, 400 mn
- Over 125 active CM Pool Accounts
- Over 1456 active corporate clients
- Handling over 1000 instructions per day

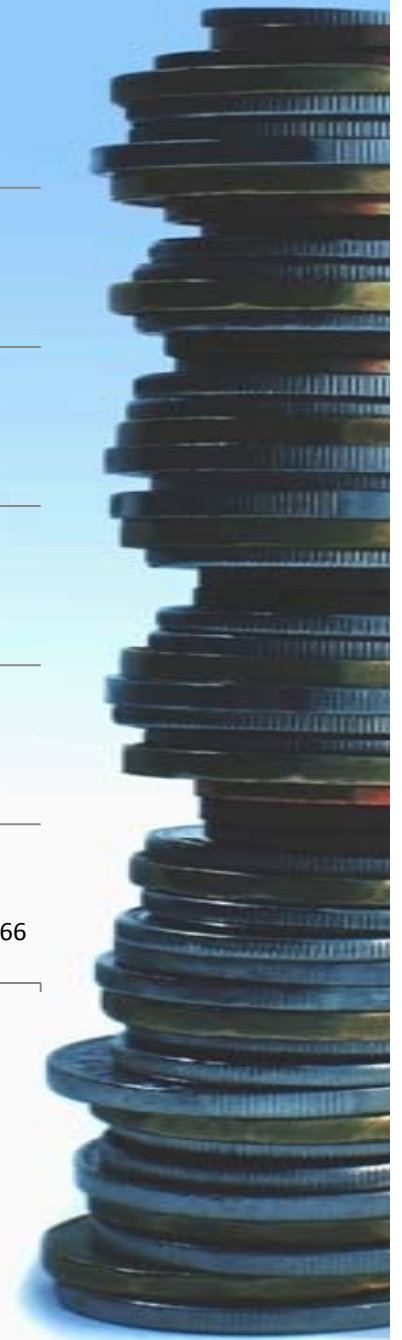
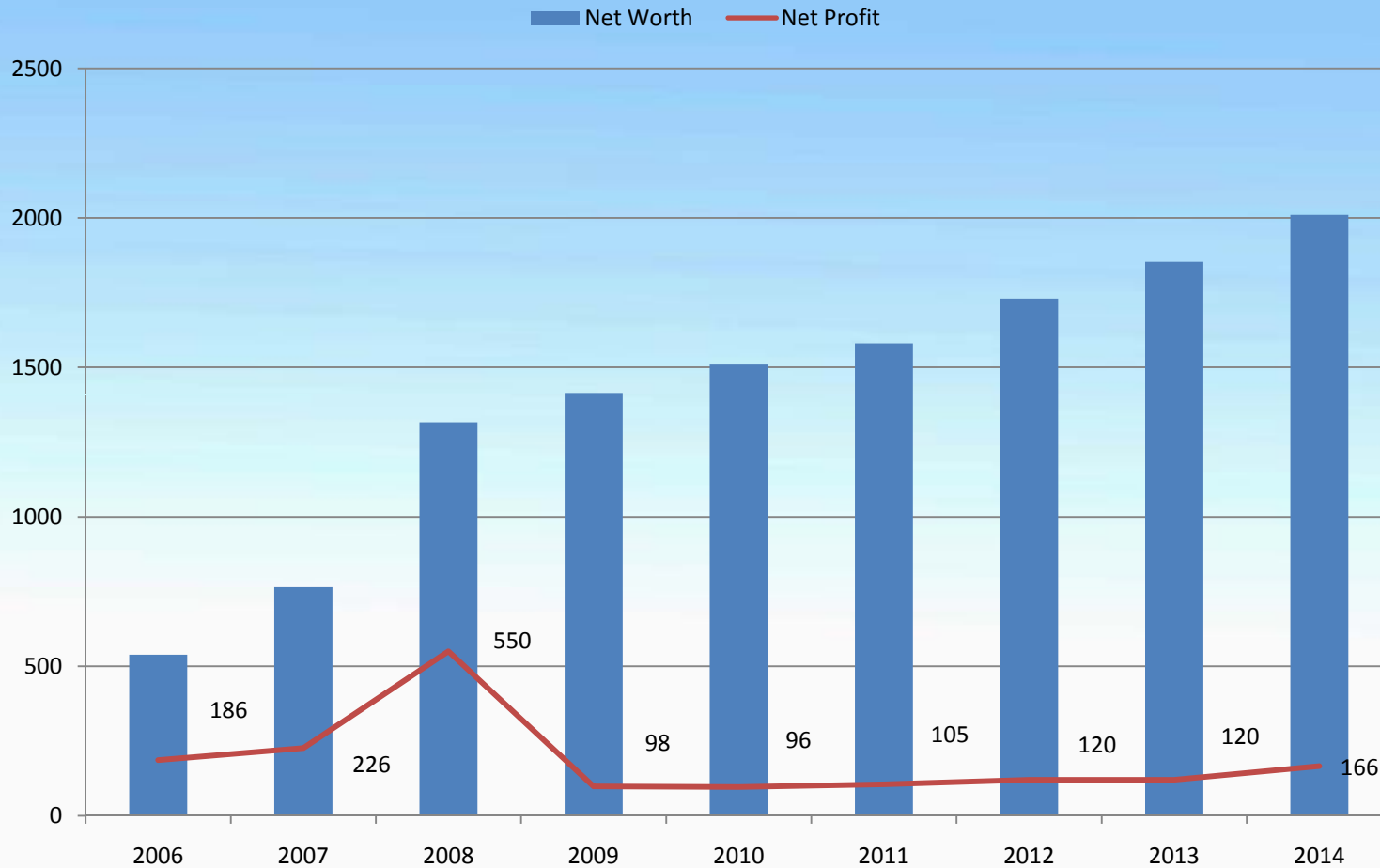


# Branch Network

- Kolkata
- Mumbai
- Chennai
- Delhi



# Net Worth & Net Profit of EISL (₹mn)



# EISL's Institutional Equities Desk

- EISL has a dedicated Institutional Equities Desk in Mumbai to exclusively service Institutional Investors
- Research, Dealing & Sales team in place, each being headed by professionals having more than 14 years experience in capital markets
- We aim to create Visibility & Space for ourselves through:
  - Quality research inputs & stock ideas
  - Proactive inputs from the trading desk on market & stock related developments
  - Our clients include Public/Private Banks/Insurance companies, Domestic Mutual funds and FIIs



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# EISL's Debt Desk

- EISL has set up a Fixed Income Broking Desk in Mumbai to cater to the range of market participants like Banks, Financial Institutions, Mutual Funds, Insurance Companies, Retirement trusts, Corporates, HNI and Retail clients
- Debt team headed by professionals having more than 15 years of experience in Fixed Income Vertical
- Member on the Wholesale Debt Market (WDM) Segment of BSE & NSE
- One of the few brokers who have successfully participated in the auction of debt investment limits for FII's



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# EISL's Corporate Finance Desk

- The company has forayed into Corporate Finance vertical covering
  - Debt raising
  - Credit Rating Advisory
  - Factoring Services
  - Promoter Funding
  - Structured Products
- We advise clients to price and manage their risk
- We help clients to reduced their cost of funds
- We educate clients to avail various incentives offered by the government, particularly for the MSME sector
- We have strong relationship with banks & financial institutions



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# EISL's Fx Risk Advisory

- Fundamental Analysis of Global FX and Interest Rate environment
- Evolving Technical trends in major currencies
- Medium to long term FX forecast
- Evolving regulatory environment in FX market and its impact
- Regular update on global economic data points
- Update on Indian Money Market and prevailing opportunities
- Case Studies

Market  
Advisory

Strategic  
Risk  
Advisory

Advisory  
on Trade  
Finance

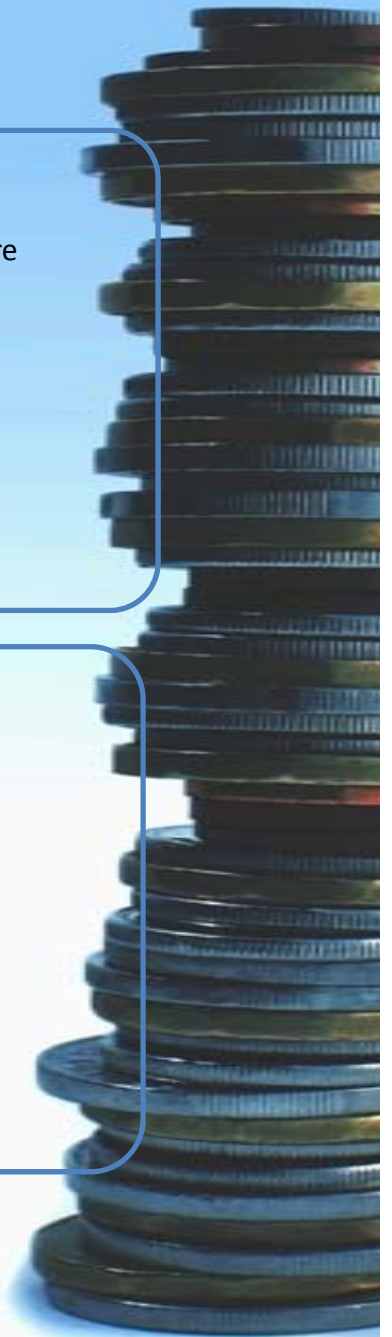
FX Risk  
Advisory

- Articulation of ERM and treasury's role
- Risk Identification, measurement, monitoring and management
- Hedge strategies and instruments
- Effective control framework for compliance
- Align risk appetite and hedge strategies
- Performance evaluation and benchmarking
- Comprehensive MIS framework
- Guidance on Accounting and Documentation

- Debt Structuring and Liability Management
- Derivative Valuation & Hedge Accounting
- Defining Blueprint for Treasury IT Infrastructure
- Review of Treasury Operations
- Understanding of Trade Finance products
- Advising on financial aspect of contracts
- Current and Capital Account Remittances
- Suitability or otherwise of suppliers/buyers credit
- Advise on Export Credits



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# Some of Our Clients

- First International Group
- SBI Life Insurance
- Reliance Mutual Fund
- Life Insurance Corporation of India
- HDFC mutual fund
- Axis Bank



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# Branch Contacts

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# Thank You

For any details or information please contact

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# Looking Forward to a *Successful* association



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