

REF: CIL/CC/21/2023-24

June 09, 2023

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 <sup>th</sup> Floor, Exchange Plaza Plot No. C/ 1, G Block, Bandra – Kurla Complex, Bandra (East), Mumbai – 400 051  Scrip Code: CHOICEIN
---	---

**Sub: Disclosure of Material Event/ Information under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Dear Sir/ Madam,

In accordance with the requirements of Regulation 30 and other applicable Regulations of the SEBI (Listing Obligations and Disclosure Requirements), 2015, kindly find attached the Press Release detailing the expansion plan of the "Choice Group" in the state of Kerala.

Thanking You,

Yours truly,

For Choice International Limited



(Karishma Shah)  
Company Secretary & Compliance Officer

## **“Choice” Group Expands Operations in Kerala, Reinforcing Commitment to Exceptional Financial Services**

---

**Kochi, June 9<sup>th</sup>, 2023:** Choice International Limited, a prominent business conglomerate listed on the NSE and BSE through its subsidiaries herein referred to as "Choice Group," is excited to announce the expansion of its operations in Kerala. The company is dedicated to strengthening its presence in the region and providing exceptional financial services to its valued customers. With an already extensive reach, serving over 76,000 satisfied customers in Kerala through 153 offices, Choice Group aims to expand its office network to 300 and on-board 200,000 clients by 2025

Having actively operated in Kerala for over 29 years, Choice Group has established a strong presence in all the major districts of the state. In 2018, the group acquired the broking business of Inditrade, previously known as JRG Securities in Kerala, further solidifying its position. Now, the company is committed to expanding its services and reaching tier 2 to tier 6 cities, recognizing the immense growth potential these areas hold. To facilitate this expansion plan, Choice Group has already formed partnerships with three professional colleges in Kerala for talent acquisition, ensuring a skilled workforce to fuel growth.

Choice Group takes pride in its well-established network of branches, franchises, and Choice Business Associates (CBA) across Kerala. At present, the company operates through 15 direct branches and has 138 active franchisees situated in key towns across the state. The group's mission is to double these numbers, empowering growth associates to achieve their financial aspirations through an extensive range of products, including tax filing and financial planning. Furthermore, Choice Group has a proven track record of providing partners with industry-standard commissions and ensuring prompt pay-outs, building strong and mutually beneficial relationships.

"As we expand our operations in Kerala, we are excited to strengthen our presence and offer exceptional financial services to our valued customers," said Arun Poddar, CEO of Choice International Ltd. "Kerala has been a crucial market for us, and this expansion is a testament to our commitment to serve the people of this vibrant state. We are determined to enhance our reach to untapped markets, recruit new talent, and empower growth associates. With our diverse range of financial products and the seamless application, ChoiceFinX, we aim to help our customers achieve their financial goals."

Backed by a team of competent and knowledgeable professionals, Choice Group is dedicated to providing customers with a comprehensive range of financial products and services to help them accomplish their financial aspirations. The all-inclusive application, ChoiceFinX, serves as a seamless platform catering to various financial needs, allowing customers to buy shares, invest in mutual funds, government bonds, and treasury bills.

Choice Group's expansion in Kerala marks a significant milestone in its journey towards empowering individuals, businesses, and communities with exemplary financial services. The company remains committed to delivering excellence and ensuring customer satisfaction across all its operations.

---

## **ABOUT CHOICE INTERNATIONAL LTD:**

Choice International Limited is one of India's leading financial services conglomerates with a national and worldwide presence. It finds its legacy providing tech-led financial services and bridging gaps for individuals, institutions, and governments. Choice Group is registered with SEBI, RBI, NSE, BSE, MCX, NCDEX, AMFI, and is a depository participant with CDSL & NSDL. The company ranks among the top 16 brokers with a pan-India presence, serving over 7 lakh clients and having more than 30,000 trained business associates. The company is listed on the Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) and has a current market cap of approximately Rs 3750 Cr.

For more information, please visit <https://choiceindia.com/>

Manthan Khakharia – 8015353053

[Manthan.khakharia@adfactorspr.com](mailto:Manthan.khakharia@adfactorspr.com)

Adfactors PR