

REF: CIL/CC/07/2023-24

April 24, 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
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**Sub: Disclosure of Material Event/ Information under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Dear Sir/ Madam,

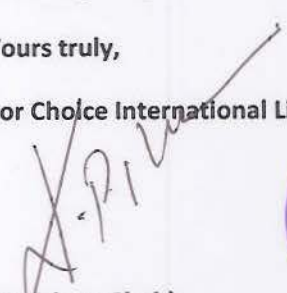
In accordance with the requirements of Regulation 30 and other applicable Regulations of the SEBI (Listing Obligations and Disclosure Requirements), 2015, kindly find attached the Press Release detailing the expansion plan of the "Choice Group" in the states of North India.

Enclosed is the detailed Press Release providing further Information related to above.

Thanking You,

Yours truly,

For Choice International Limited

  
(Karishma Shah)

Company Secretary & Compliance Officer



**“Choice” Group to Expand Operations in Northern India, Bringing Financial Empowerment to More Communities and Pursuing New Market Opportunities.**

**New Delhi, April 24<sup>th</sup>, 2023** - Choice International Limited, a prominent financial services provider listed on NSE and BSE in India, through its subsidiaries herein referred to as “Choice Group” has announced its plans to expand its operations in North India by launching 10 new locations in the first half of FY 23-24. The company is dedicated to strengthening its presence in the region and providing exceptional financial services to its customers.

The new branch locations are Delhi NSP, Delhi Rajendra Place, Delhi Connaught Place, Noida, Faridabad, Gurugram, Lucknow, Chandigarh, Ambala, and Panipat.

**Commenting on the launch of these branches, Mr Kamal Poddar- Managing Director Choice International said,** *“Our expansion in North India is a strategic move for us, we feel there is an immense potential for growth and demand for financial services in these cities and towns, and we see this expansion as a key growth driver for our business. Our innovative financial solutions are aimed at meeting the evolving needs of customers in the region and building financial awareness about investing in the stock market and mutual funds, rather than falling prey to Ponzi schemes. With the launch of our new locations, we aim to contribute to the development of these markets and establish a strong presence in the region. We are committed to investing in the talent and resources necessary to achieve this goal, and we look forward to working with our customers and partners to make this expansion a success.”*

To support these new locations, the group plans to hire 250 employees for broking, mutual funds, and insurance, in addition to the existing 150-member team in Delhi and NCR. In the coming 1-2 quarters, Choice Group plans to open ten more branches, including Dehradun, Kanpur, Allahabad (Prayagraj), Saharanpur, Ludhiana, Jalandhar, Jammu, Amritsar, Shimla, and Bareilly. Overall, the company aims to have 500 employees in North India, including those in the upcoming branches for broking and distribution.

Choice Group has a strong commitment to providing innovative and comprehensive financial services to its customers. As part of this commitment, the company is also expanding its subsidiary, Choice Finserv Private Limited (CFPL), which started its retail lending from July 2022 with use of latest technology as support for the lending. CFPL presently offers loans for MSME Business Loans, Wheels, and Supply Chain Finance. During 2023-24, loans for solar financing will be extended to customers.

This expansion in North India follows Choice Group's recent expansion in the state of Madhya Pradesh, where the company aims to set up offices in every district within the next two years. Choice Group has a strong reputation in the market in the major verticals like Equity Broking, NBFC, Insurance and Government Advisory, and with its expansion in Rajasthan and Bhopal, the group has established a strong presence in the region.

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**ABOUT CHOICE INTERNATIONAL LTD.:**

Choice International Limited is one of India's leading financial services conglomerates with a national and worldwide presence. Incorporated in 1992, Choice group provides tech-led financial services. It finds its legacy in resolving financial problems and bridging gaps for individuals, institutions, and governments. For more than two decades, Choice group has been committed to helping its clients achieve their financial aspirations and promote value creation for society. The company is listed on the Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) and has a current market cap of approximately Rs 3200 Cr. The company has three major verticals including Stockbroking, government advisory and NBFC.

For further information, please contact:

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