



PRESS RELEASE

Choice Capital Advisors Pvt Ltd registered by SEBI to carry on the merchant banking business

October 7, 2011, Mumbai: Choice Capital Advisors Private Limited, a wholly owned subsidiary of Choice International Limited has been registered by Securities Exchange Board of India (SEBI) to carry on the business as a Merchant Banker.

Speaking at the occasion, **Mr. Kamal Poddar, Managing Director, Choice International Ltd** said "We are happy to get the necessary approvals for carrying the activities as a merchant banker. This approval is another footstep towards achieving our vision to become the leader in Global Financial Services Industry. Further our expert team of professionals with experience in varied business streams will be instrumental in providing customized approach to our clients."

About Choice Group:

Choice Group, with a net worth of over Rs 3150 lakhs and a pre-tax profit of Rs 462.09 lakhs for the FY 11, has chartered out its path to emerge as a leader in the Global Financial Services Industry. Choice Group offers a large range of products and services. Its business is broadly divided into Investment Banking, Broking & Distribution and Outsourcing services. The broking business has paved the way for Choice to cater to the large retail and HNI client segment. At the core of strength is the team of finance professionals comprising of Chartered Accountants, Cost Accountants, Company Secretaries and MBAs. Currently Choice Group is having presence in seven big cities across India viz. Mumbai, Bangalore, Jaipur Kolkata, New Delhi, Ahmedabad and Jaipur and in the further expansion mode.

To know more about the Choice Group, please visit www.choiceindia.com.