

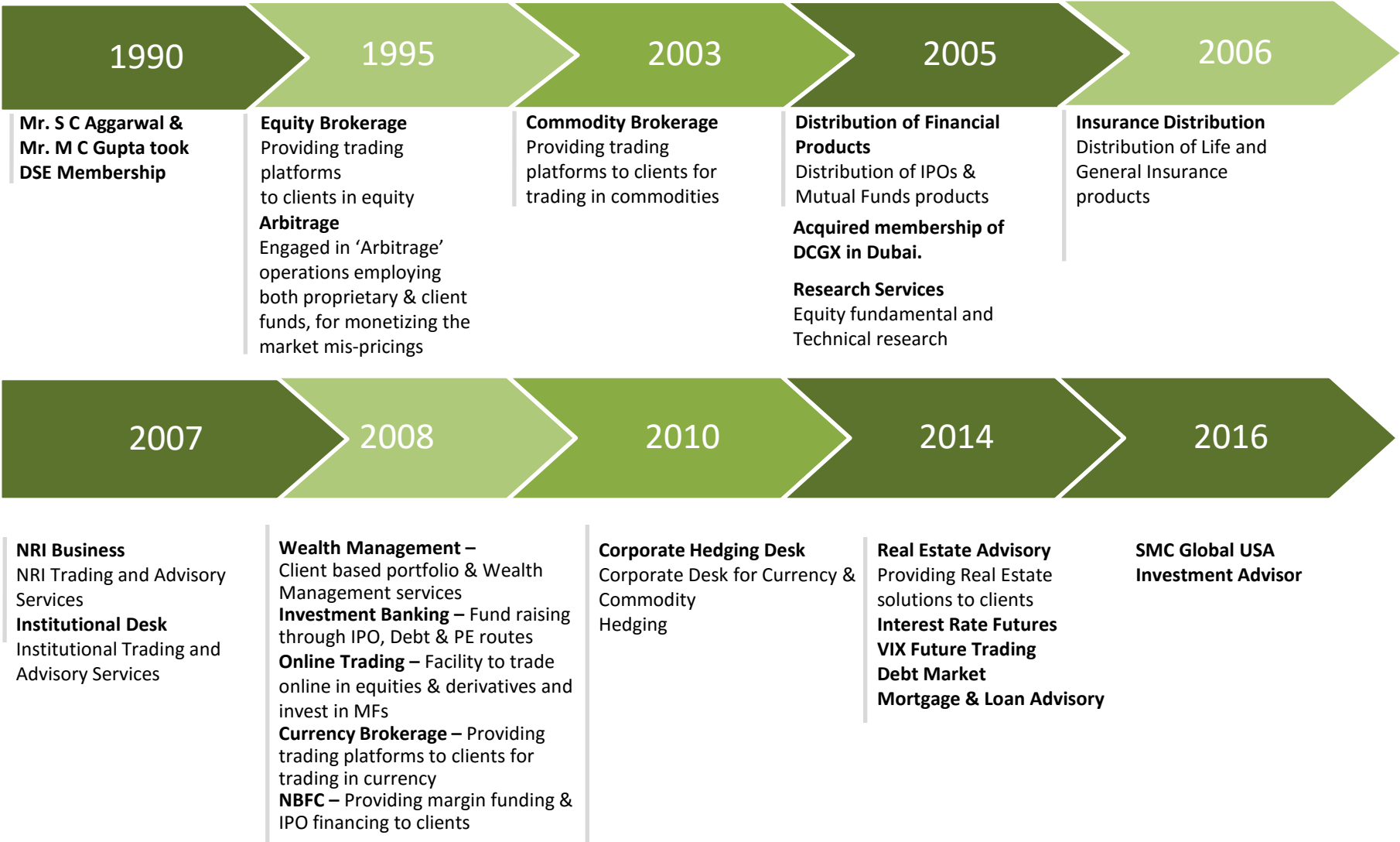
SMC Group



<p>2016 Best NBFC- North</p> 	<p>2015 Best Financial Service Provider</p> 	<p>2015 Property Consultant of the Year - Residential</p> 	<p>2015 Corporate Broker of the Year - National</p> 
<p>2014 Best Merchant Banker for Capital Restructuring Services</p> 	<p>2014 Best Commodity Broking House</p> 	<p>2014 Best Equity Broking House in Derivatives Segment</p> 	<p>2014 Best Market Analyst Award in Commodity Fundamentals</p> 
<p>2013 Best Equity Broking House - Derivative Segment</p> 	<p>2013 Emerging SME Investment Banker</p> 	<p>2013 Fastest Growing Equity Broking House – Large Firm</p> 	

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Evolution



SMC at a Glance

Broking- Retail & Institutional Desk



Trading and Clearing member on BSE, NSE, MCX, NCDEX, DGX, MSEI

5% contributor of NSE & BSE and 4% of MCX & NCDEX turnover

Wealth Management



PMS and financial planning, Investment advisory and Wealth Management Services
AUM of Rs. 4897.0 Mn

Arbitrage Desk



Dedicated desk for exploiting market inefficiencies using ALGO and HFT trading.

Team of 275 employees

Insurance Broking



Life & General Insurance Broking for Retail & Corporate clients. Policies sold are 671000 and 6000 under Non-life Business & life business.

Distribution



Distribution of IPOs & Mutual Funds, Bonds Instruments and Corporate Fixed Deposits.

MF's AUM is Rs 18650.0 Mn

Depository Services



Depository services for both equity & commodities
Client Base over 3 lakhs

NRI/ FPI Services



Providing services to NRI /FPI clients

Investment Banking



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

Financing



Providing Loan against Securities/ Commodities/ Mortgage; Financing retail clients in IPO/ NCD's

Real Estate Advisory



Real Estate Advisory services to End users, Investors and Developers .

No. of deals - 1650

Mortgage/ Loan Advisory



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

42 tie-ups with Banks & NBFC's
AUM of Rs. 5098.0Mn

Total No. of deals - 1723

Fixed Income Securities



Procuring and placement of various Debt Papers with Institutions and HNIs.

Presence in

550

Cities

2

Subsidiary Company
(Dubai And New York)

77

Branches (India)

Through

2,400+

Sub-brokers

Supported by

14000+

Channel Partners

Workforce of

3,000+

Dedicated employees

15,00,000+

Customer base

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*figures as on March 31, 2016

Experienced Board and Management Team

Promoters

Mr. Subhash Chand Aggarwal
Chairman & Managing Director
Fellow Member, ICAI; Chairman of India EU
Business Promotion Council, ASSOCHAM
Total Experience of more than 25 years in
Capital Markets

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

Executive Directors

Mr. Anurag Bansal
Member, ICAI
Total Experience of more than 18 years in Capital
Markets

Mr. Ajay Garg
Member, ICAI
Total Experience of more than 18 years in Capital
Markets

Non Executive Directors

Mr. F. Jacob Cherian
MBA, St. John's University, New York

Mr G. S. Sunderarajan
Nominee Director, Sanlam

Key Management Personnel

Mr. Vinod Kumar Jamar
Group CFO
Fellow Member, ICAI

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

Independent Directors

Mr. Narain Dass Gupta
Fellow Member, ICAI; Ex President, ICAI

Mr. Hari Das Khunteta
Fellow Member, ICAI; Former Chairman & MD, RECL

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

Mr. Chandra Wadhwa
Fellow Member, ICAI & ICSI;
Ex President, Institute of Cost Accountants of India

Mr. Satish Chandra Gupta
Former Chairman & MD of PNB

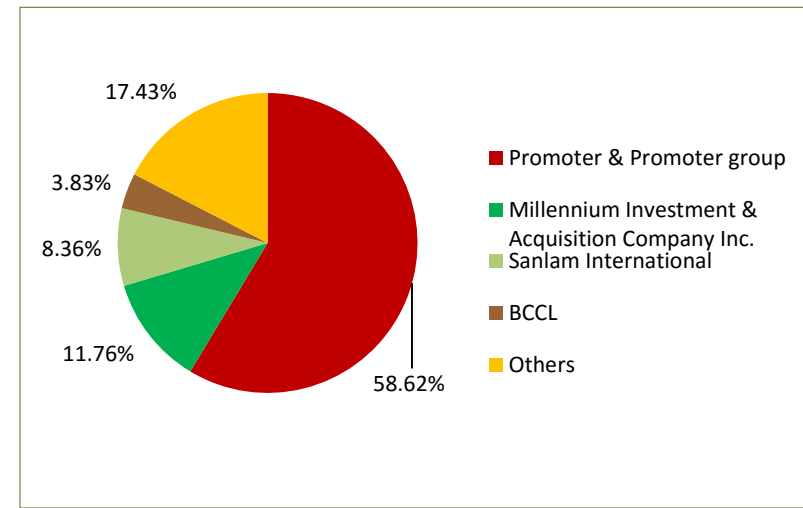
Mr. Kundan Mal Agarwal
Fellow Member, ICAI;
Partner in K. Prasad & Company (a leading CA firm)

Dr. Madhu Vij
Professor, FMS, DU; Former Independent Director with
MOIL Ltd., Author of various books.

Group Profile and Structure

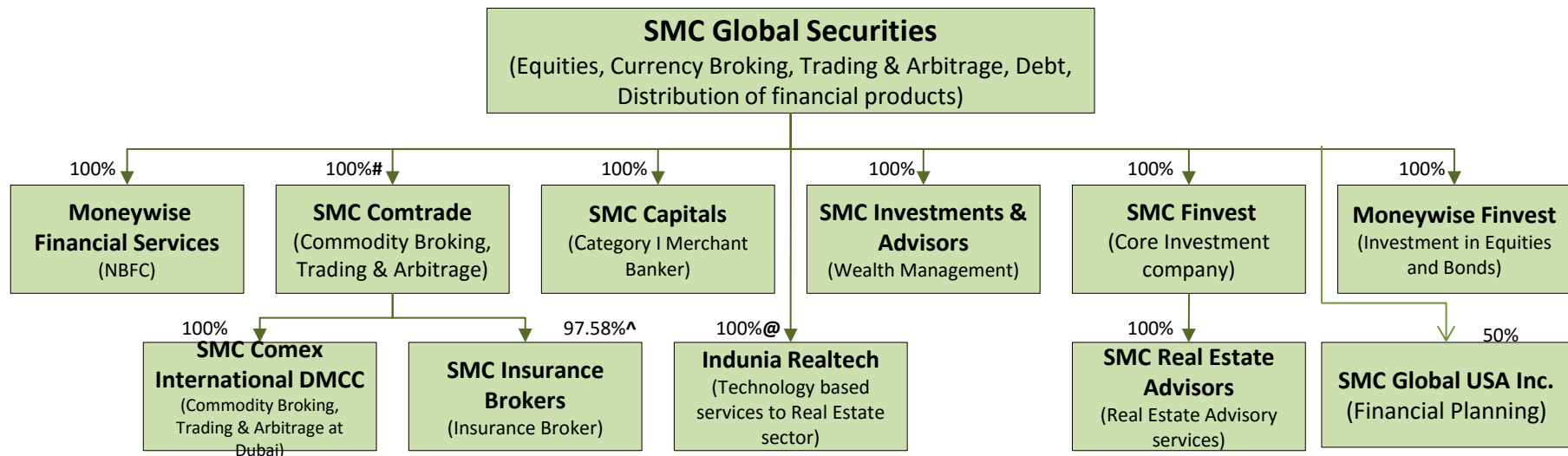
- Incorporated in the year 1994, SMC is a diversified financial services company.
- Our vision is to be a global organization having dominant position in Financial & Investment services through customer centric approach.
- Our mission is to help people make the right Investment, the right way.

Shareholding Structure*



*As on June 30, 2016

Group Structure



85% through SMC Global and 15% through SMC Finvest for Internal Circulation only.

Key Strategic Partnerships/ Tie ups



Strategic Partner

- Sanlam is 2nd largest listed life assurer and one of the largest financial services group in South Africa
- Sanlam Group holds 8.36% stake in SMC Global
- SMC seeks to benefit from the financial expertise with Sanlam on Board



Advertising Partner

- Bennett, Coleman & Co. (one of the largest Media Houses in India) holds 3.83% in SMC Global
- SMC receives the nationwide print and media advertising through the tie-up



Exclusive Pan India Insurance Broker

- Exclusive Pan India broker for Honda Cars under Honda Assure
- SMC sold 346,000 policies during FY15 from Honda car retail outlets



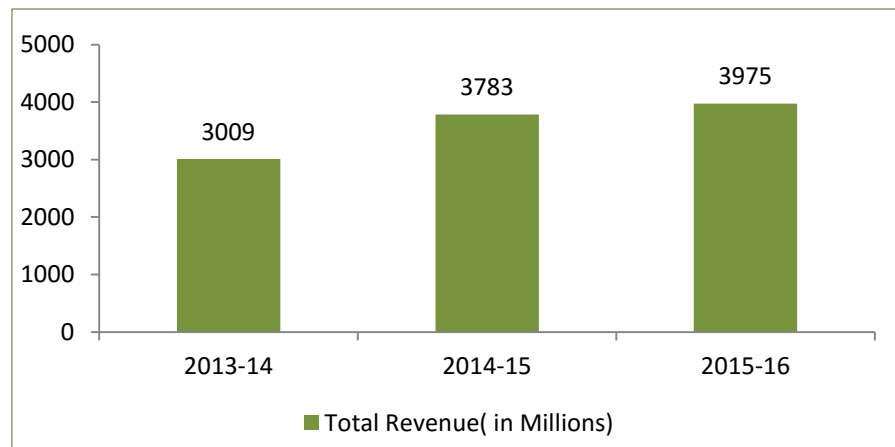
SMC Trading Services

- PNB is one of the largest banks in India with around 85 MM accounts
- SMC provides trading facilities into equities, derivatives, IPOs and MFs to PNB customers
- SMC currently services 30,000 Trading accounts of PNB customers

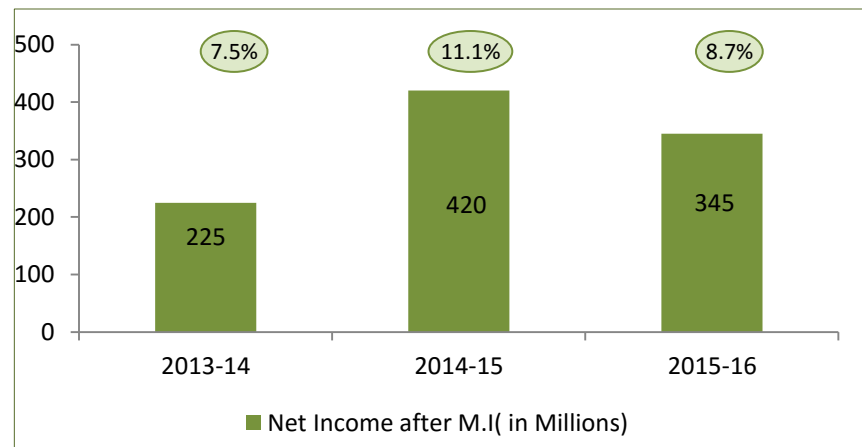
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Financial Overview of SMC Group (I-GAAP)

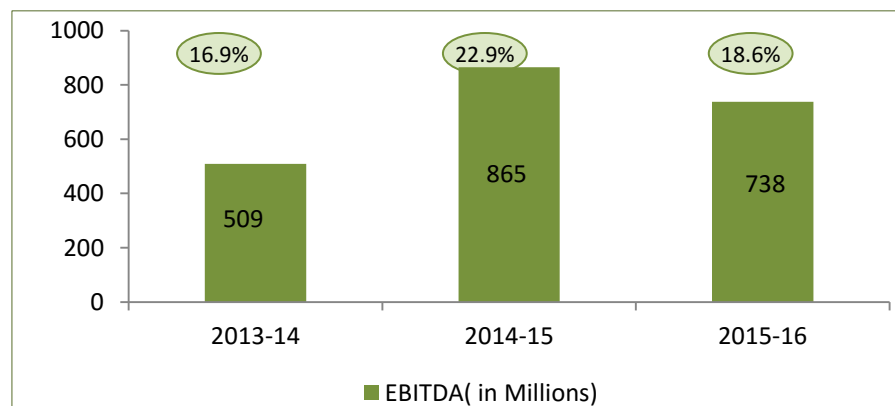
Total Revenue (Amount in Rs.)



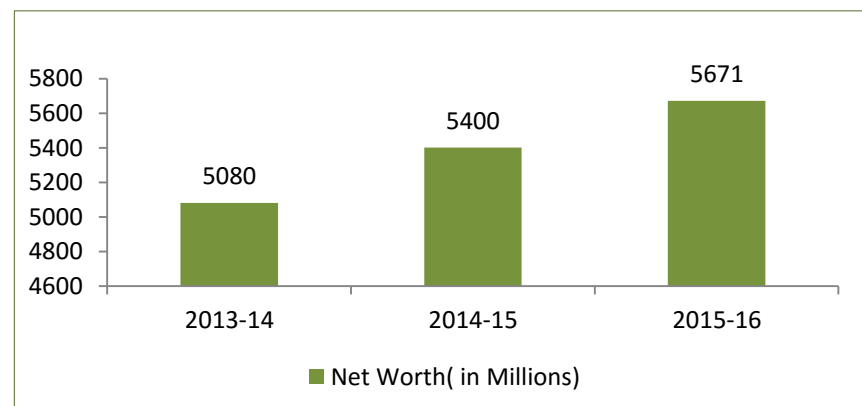
Net Income after minority interest (Amount in Rs.)



EBITDA (Amount in Rs.)



Net Worth (Amount in Rs.)



Strong and Well Established Brand

Reinforced by numerous awards



S No.	Award	Year	Source
1	Best NBFC in Northern Region	2016	ASSOCHAM Awards
2	Best Real Estate Broker of the Year	2015	ASSOCHAM Awards
3	Corporate Broker of the Year – National	2015	7 th Annual & National Estate Summit & Awards 2014, organized by Franchise India & ET Now
4	Best Financial Service Provider	2015	ASSOCHAM Awards
5	Property Consultant of the Year – Residential	2015	ABP News
6	Commodity Fundamental	2014	Zee Business India's Best Market Analyst Awards
7	Best Merchant Banker for Capital Restructuring	2014	ASSOCHAM SME Excellence Awards
8	Best Commodity Broker of the year	2014	ASSOCHAM Excellence Awards
9	Best Equity Broking house in Derivative Segment in India	2014, 2013, 2012	BSE IPF-D&B Equity Broking Awards
10	Fastest Growing Equity Broking House -Large Firm	2013	BSE IPF-D&B Equity Broking Awards
11	Emerging Investment Banker of the year	2013	ASSOCHAM - SMEs Excellence Awards
12	Best Equity Broking House in India	2012 & 2010	BSE IPF - D&B Equity Broking Awards
13	Best Currency Broker in India	2012 & 2010	Bloomberg - UTV Financial Leadership Awards
14	Broking House with the Largest Distribution Network in India	2012, 2011 & 2010	BSE IPF-D&B Equity Broking Awards
15	Best Research Analyst Award in Equity Fundamentals -Infrastructure	2013	Zee Business - India's Best Market Analyst Awards
16	Best Equity Research Analyst in IPO segment and Best Commodity Research Analyst- Viewer's Choice	2012	Zee Business India's Best Market Analyst Awards
17	Award for Continuous Innovation in HR Strategy at Work	2013	World HRD Congress
18	Learning and Talent Technology Excellence Award	2012	Star News HR and Leadership Awards
19	India's Best Wealth Management Company	2011	Business Sphere
20	Fastest Growing Retail Distribution Network in Financial Services	2010	Business Sphere
21	Major Volume Driver Award	2006-07, 2005-06 & 2004-2005	BSE

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Moneywise Financial Services Private Limited (MFSPL)

CIN: U51909WB1996PTC078352

(RBI Registered Non-Banking Financial Company)

Milestones

2008

- Acquired Sati Sales Private Limited
- Raised Rs. 250 Mn of equity from Parent co.
- Introduced Loan against Shares(LAS) in product suite

2009

Introduced IPO Funding

2011

Introduced NCD funding and Loan against Commodity(LAS) in product suite.

2012

Introduced Loan against Bonds(LAB) in product suite.

2013

Raised Rs. 200 Mn of equity from Parent co.

2014

- Achieved Loan Book of Rs. 500 Mn
- Introduced Earnest Money Funding in product suite

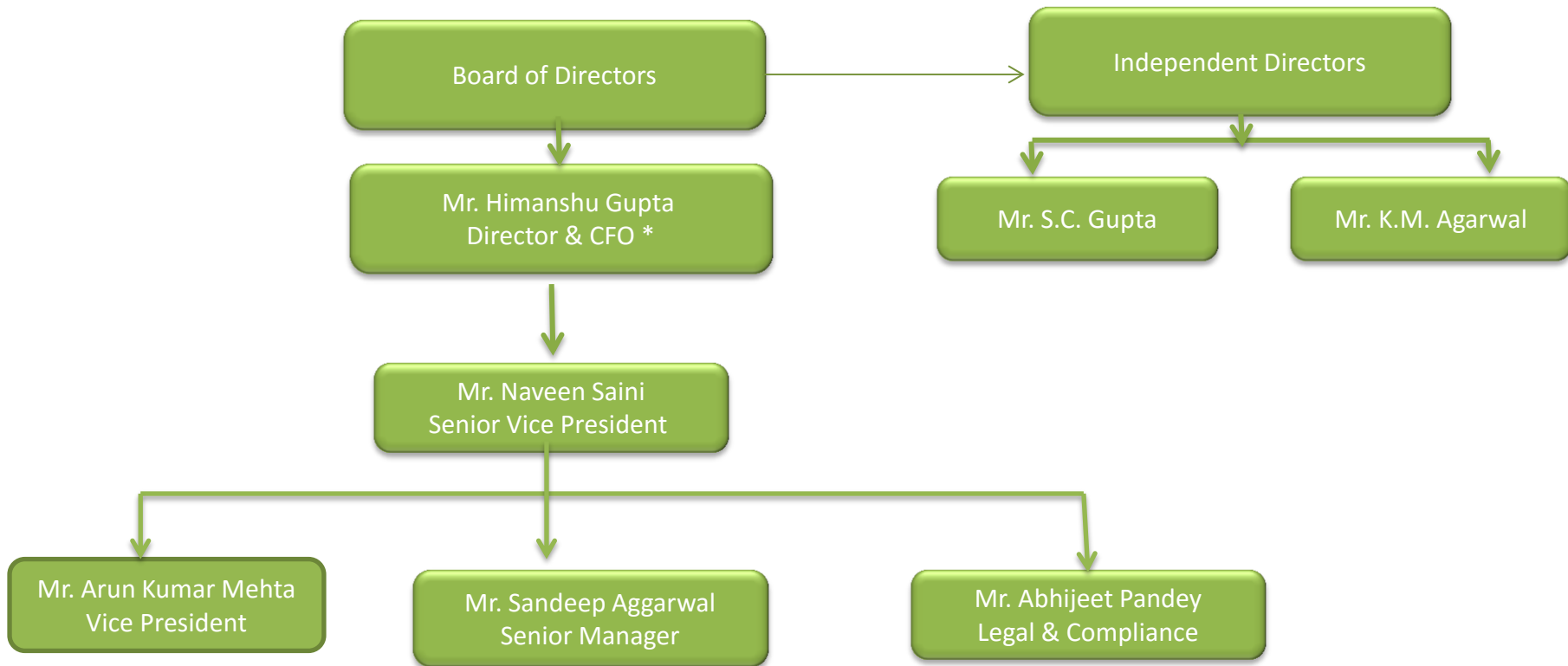
2016

- Achieved Loan Book of Rs. 2800 Mn
- Raised Rs. 400 Mn of equity from Parent Co.

2017

Raised Rs. 200 Mn of equity from Parent Co.

Organization Chart



* w.e.f January 1, 2016

- **Himanshu Gupta**
Director & CFO*

He is a member of the Institute of Chartered Accountants of India and also a graduate in B.Com (Hons.) from Delhi University. Mr. Gupta is a young, dynamic and versatile personality and he plays a key and active role in core strategic business decisions of SMC Group. He began his career with SMC in 2011 as Senior Vice-President (Operations) and he administers overall operations of the Company including finance, accounts & taxation, risk management & surveillance and other back office operations. He leads the expansion of the group's financing business (through its NBFC arm, Moneywise Financial Services Pvt. Ltd.) and development of Bullion and Fixed Income Securities businesses.

- **Mr. Ajay Garg**
Director

Mr. Ajay Garg is the Fellow Member of the Institute of Chartered Accountants of India (ICAI) having wide and rich experience of more than 18 years in securities and commodities market. His key roles & responsibilities at SMC Group include business development, risk management, technological up-gradation & development and administration of day to day activities at SMC Group. He played vital role in the development of SMC's state-of-art web portal & internet based trading platform. He takes care of the brand building and marketing activities of the entire Group. Mr Garg has been awarded with 'Entrepreneur of the Year' during 4th Entrepreneur India Awards, 2014 organised by Franchise India.

- **S.C. Gupta**

- **Independent & Non-Executive Director**

- He is a commerce graduate from Agra University, Master of Commerce from Meerut University and also a certified associate of Indian Institute of Bankers. He has over 44 years of experience in banking. He was also the Chairman & Managing Director of Punjab National Bank and Indian Overseas Bank.

- **K.M. Agarwal**

- **Independent Non-Executive Director**

- He is a fellow member of the Institute of Chartered Accountants of India and has over 40 years of experience in taxation and corporate matters including over 23 years experience in securities market

- **Naveen Saini**

- **Senior Vice President and Head**

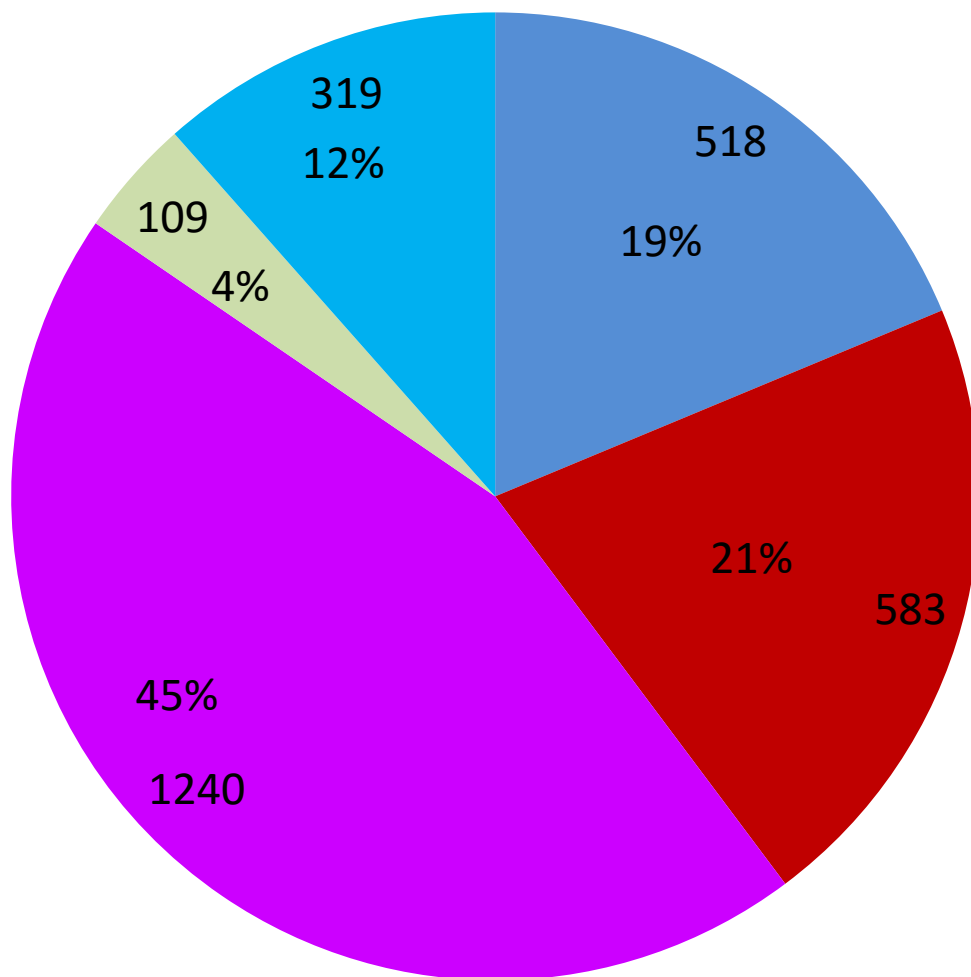
- Mr. Naveen Saini is B.Com (Hons.) , Rank holder M.B.A., CAIIB and NCMP Level 3 Certified having wide and rich experience of more than 16 years in banking in India and abroad. He has diversified experience in handling liabilities as well as assets portfolio in the bank , key roles & responsibilities being business development, credit / risk management, product development and compliance management for the department. Mr Naveen has won several awards been awarded by MD & CEO to his credit.

- Moneywise is registered with Reserve Bank of India (RBI) as Non-Deposit taking Non-Banking Financial Company (NBFC-ND) with record of consistent growth & profitability.
- Net Worth is Rs. 1352.64 MN as on June 30, 2016.
- Loan Book of Rs. 1604.96 MN as on June 30,2016.
- High asset quality over the years. Gross NPAs and Net NPAs stood at 3.74% and 3.34% respectively as on June 30, 2016.
- Product Suite is as follows:-
 - ✓ Loan against Securities (LAS);
 - ✓ Loan against Commodity
 - ✓ Retail IPO/NCD Financing;
 - ✓ Construction Loan for Real Estate Developers;
 - ✓ Loan against Property (LAP);
 - ✓ Earnest Money funding in low cost housing;
 - ✓ Small Business Loans
- Our client base is over 9000+ spread majorly across Northern India

Business Segment	Product Segment	Target segment	LTV Ratio	Rate of Interest (per annum)	Loan amount (in INR MM)	Tenure
Capital Market	Loan against Securities (Equity)	Traders/ Investors	Up to 50%	14 - 18%	0.10 to 150	up to 2 years
	Loan against Securities (Debt)	Traders/ Investors	Up to 90%	14 - 18%	Up to 50	up to 1 year
	Loan against Commodity	Traders/ Investors	50 to 75%	14 - 16%	10 to 50	up to 6 months
	IPO/ NCD Funding	Retail Individuals	90 to 100%	16 - 24%	up to 1	Up to 30 days
Property Loans	Loan to Real Estate Developers	Corporate	30 to 50%	16 - 24%	20 to 100	1 to 4 years
	Affordable Housing/ Application financing	Retail Individuals	75 to 100%	18 – 24%	up to 0.20	3 to 6 months

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Asset composition



Loan Book as on March 31, 2016

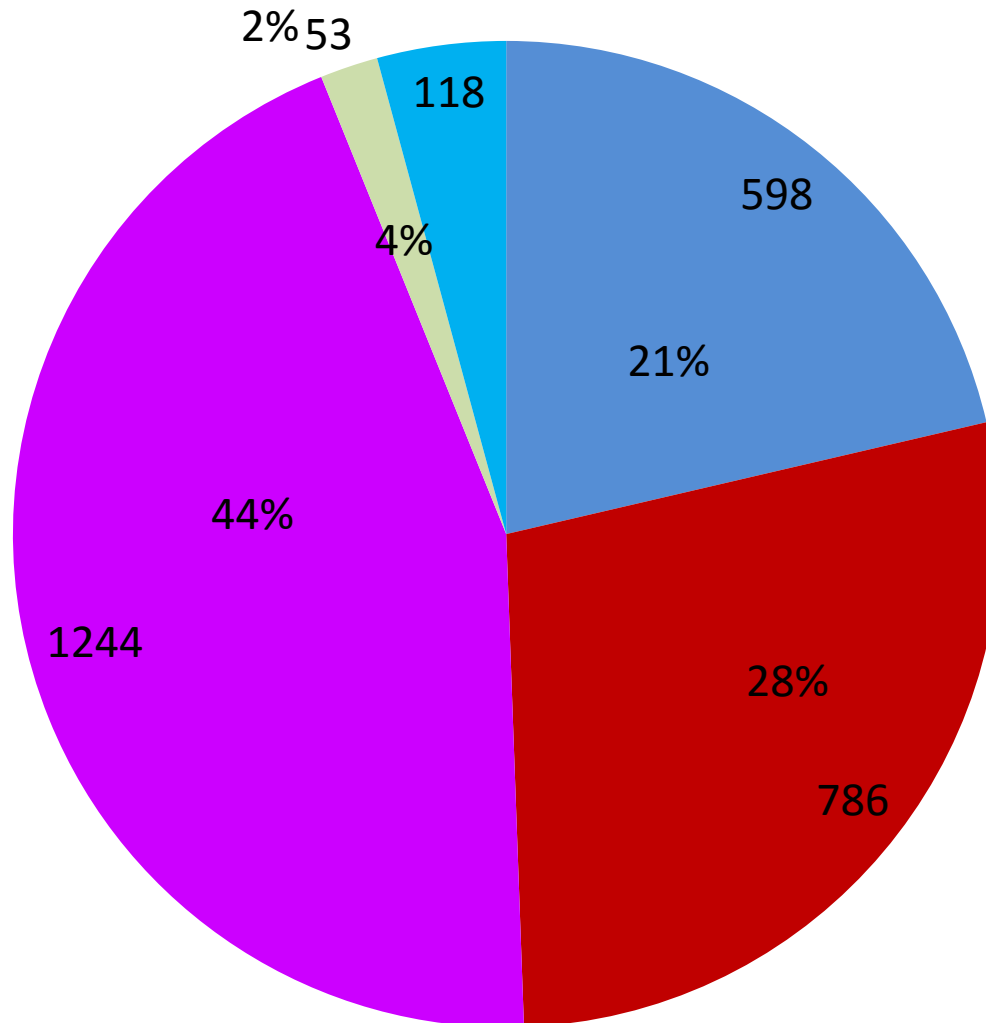
Amount in Million (Rs)

- Loan Against Property (LAP)
- Loan Against Securities (LAS)
- Public Issue Financing (Short Term)*
- Housing Application Financing
- Other Loans

Total Loan Book is 2769 Mn

* NCD financing constitute entirely 100% of public issue financing

Asset Composition Contd.



Loan Book as on August 16, 2016

Amount in Millions

- Loan Against Property (LAP)
- Loan Against Securities (LAS)
- Public Issue Financing (Short Term)*
- Housing Application Financing
- Other Loans

Total Loan Book is 2799 Mn

* NCD Financing constitutes 99.96% of Public Issue Financing

for Internal Circulation only.

Financial Strength	Business Management
<ul style="list-style-type: none"> • Primarily check for repayment sources through detailed analysis of cash flows • Interest and debt service cover • Revenues, margin and profitability • Net Worth and leverage • Key financial parameters 	<ul style="list-style-type: none"> • Business sector and sectoral prospects • Business duration and track record • Experience and qualification of promoters and proprietors • Management credentials and experience • Personal interaction with borrower • Adherence to local zoning and planning permissions
Collateral Quality	Credit History
<p><u>In case of immovable property</u></p> <ul style="list-style-type: none"> • Title Verification (from panel lawyers) • Encumbrance verification <ul style="list-style-type: none"> - CERSAI - CIBIL Mortgage checks - RoC Charge Masters - Sub-Registrar records • Independent Valuation of Property <p><u>In case of securities (LAS/IPO Funding)</u></p> <p>Independent opinion is taken from SMC's in-house research team about VaR and margin requirement</p>	<ul style="list-style-type: none"> • Debt service track record • Credit bureau checks • RBI willful defaulter list • Reference checks from third parties

- Robust Underwriting Procedures– as discussed earlier
- Concentration norms
 - ✓ Exposure on single group of borrowers – Max. 15 % of Owned Funds
 - ✓ Exposure on single security (shares) – Max. 10 % of Owned Funds
- Reduce systemic risk through Diversification of Loan Book
 - ✓ Limit exposure on single line of product from current 65% to up to 50% (of AUM)
 - ✓ Regional Diversification by expanding in other territories
- Credit assessment team is independent of sourcing/sales team
- Independent Internal Audit which report to Audit Committee chaired by Independent Director

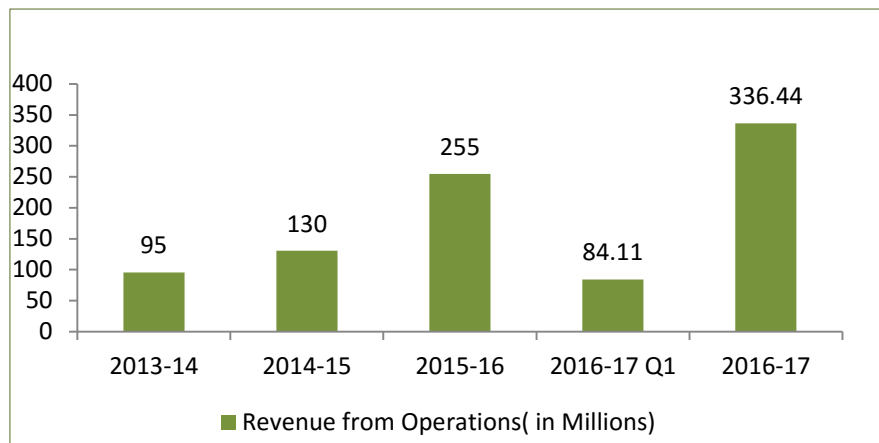
Overall Company Position

Amount in Million Rs.

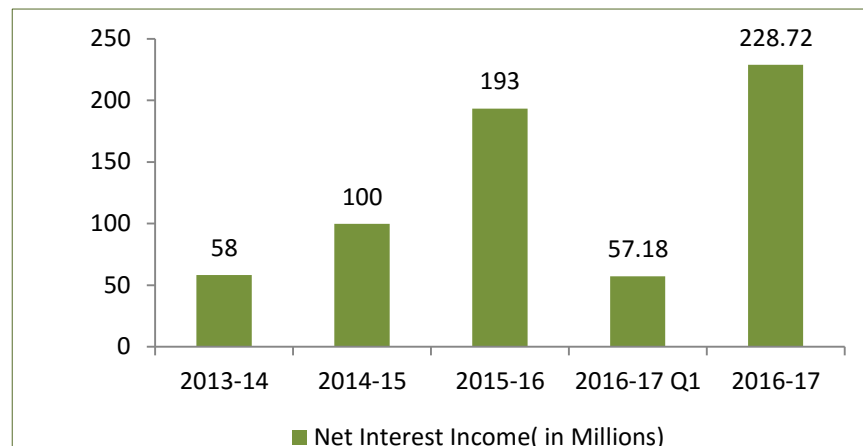
	FY 2015-16	FY 2014-15	FY 2013-14
Capital Employed	1319.68	804.34	754.60
Net Interest Margin (NIM)	10.9%	11.71%	
Net Interest Income (NII)	193.13	99.79	52.75
Provisions	6.28	4.87	4.50
PAT	115.38	49.81	32.47
Gross NPA	1.98%	0.42%	1.60%
Net NPA	1.75%	0.00%	0.62%
ROE	8.74%	6.20%	4.30%
ROA	6.50%	5.85%	
Loan Book	2769.18	1164.63	460.69

Key Financial Highlights

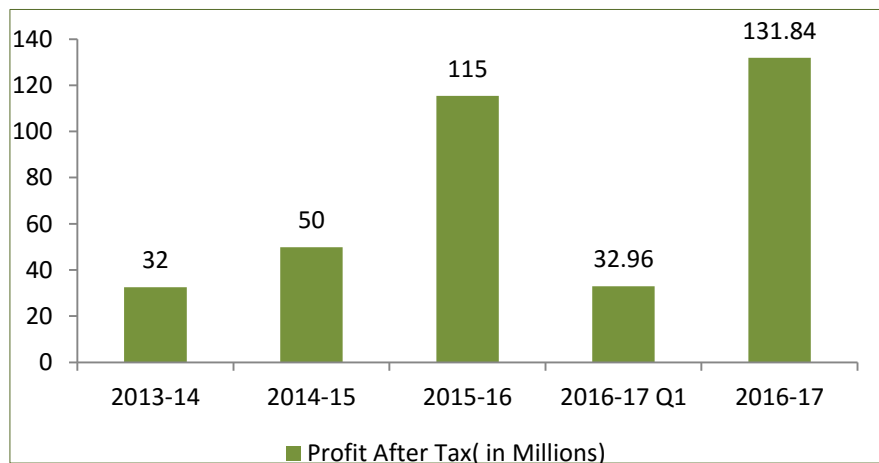
Revenue from Operations



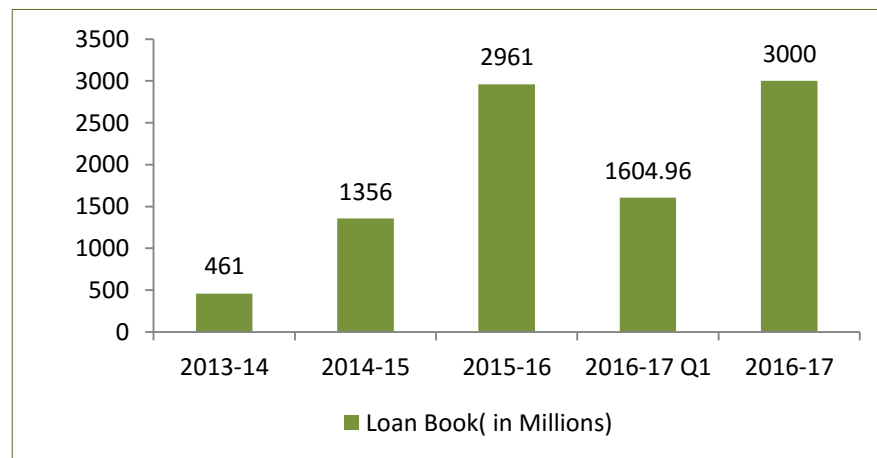
Net Interest Income



Profit After Tax



Loan Book



*All figures as per I GAAP In INR

Key Financial Highlights.... Contd.

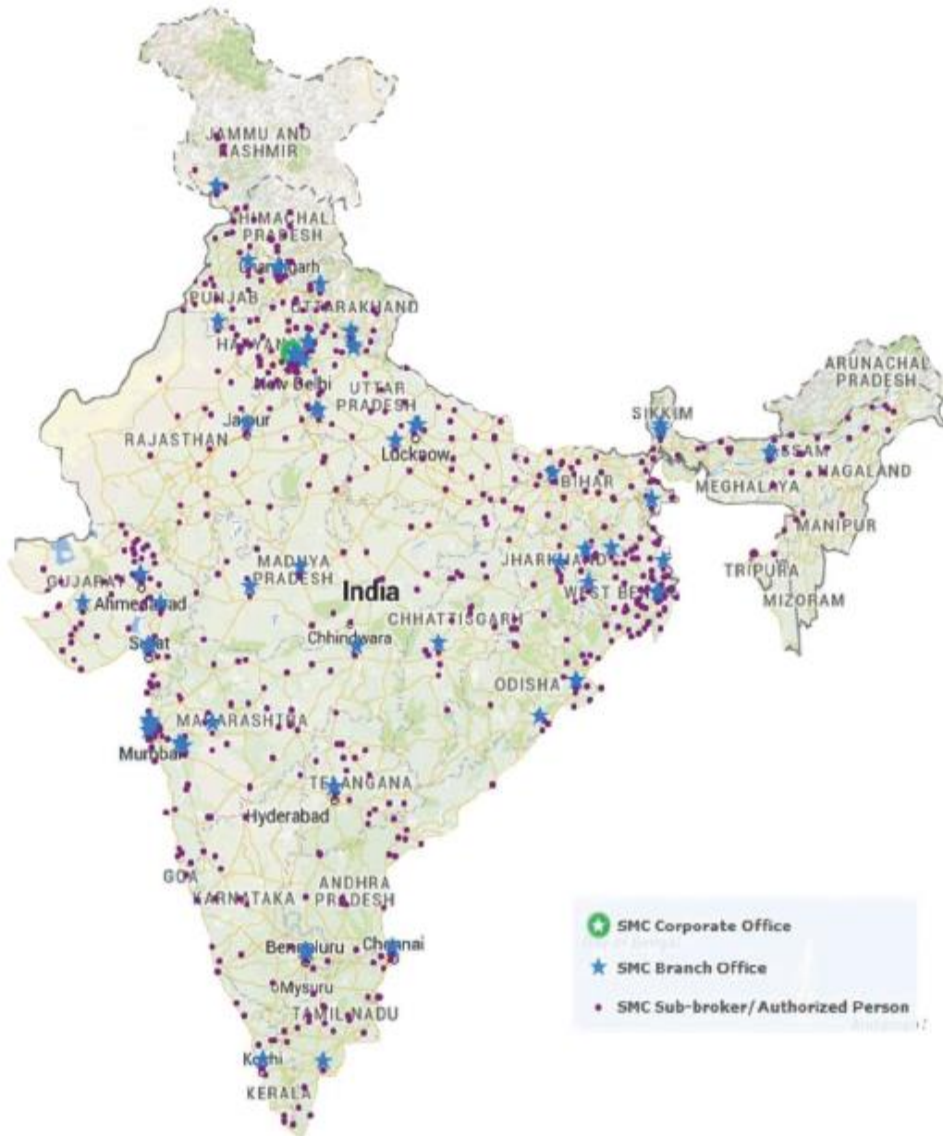
1. PAT of Rs. 115 Millions in FY 2015-16
2. CAGR of 53.17% over last 2 years
3. Consistent growth in profits over last 3 Years

Strength-Nationwide Strong Distribution Network

- Present in 550 cities (77 branches/2,4000+ sub-brokers)
- 2 overseas Subsidiary in Dubai and USA
- Over 14000+ registered marketing associates for third party product distribution
- Customer base of over 15MN across India

Region	Broking Revenues*
North India	42%
East India	26%
West India	22%
South India	10%

* Approximate figures

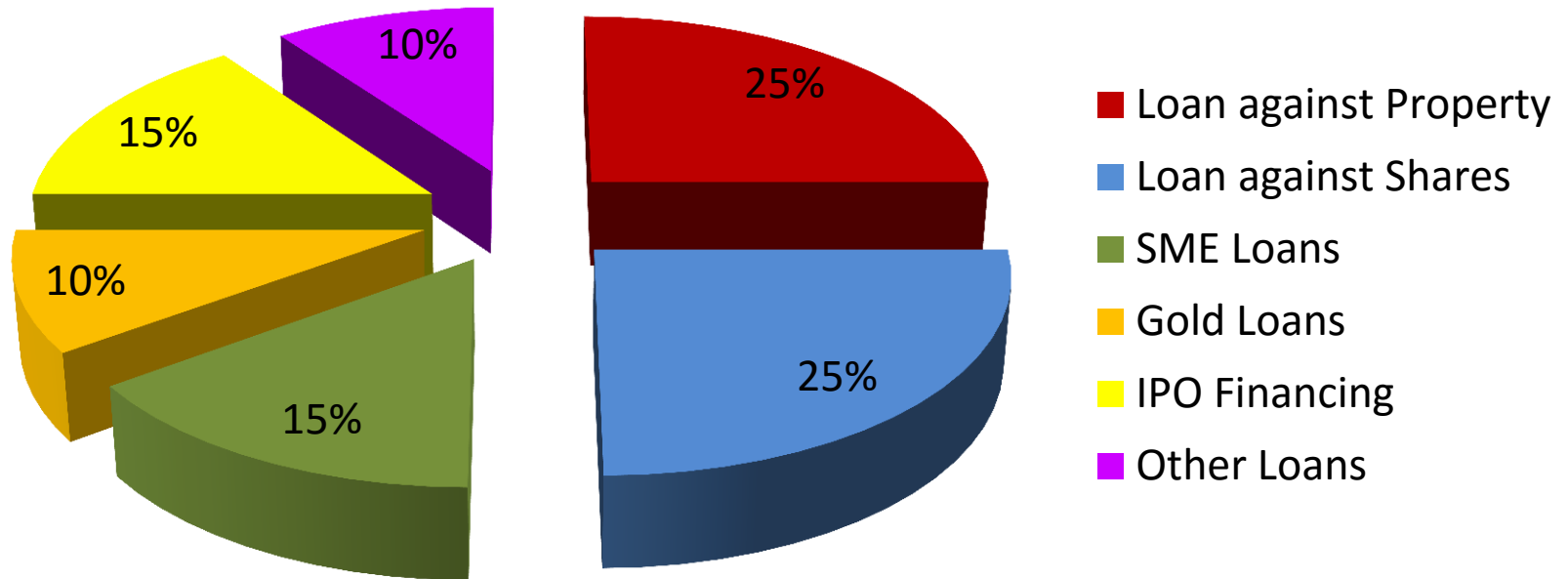


Strengths & Opportunities

- Cross selling to other segment customers
 - ✓ Equity/ Commodity Traders
 - ✓ Real Estate Advisory Customers
 - ✓ Mortgage & Loan advisory Customers
 - ✓ Accessibility to Financial behavior of the existing clients
- Established Brand helps in easy accessibility to Bank funding
- SARFAESI Act (Loan recovery law) which empowers faster recovery of loans by taking over client assets - we expect to be covered under the act with increased the Asset size.

- Equity Infusion of Rs.200 Crores in FY 2016-17 from parent company
 - Intend to leverage loan book (by way of Term loans/NCDs/CPs) by 2000 Cr over period of next 2-3 years.
 - Higher leverage would increase overall return on Equity.
 - Cost of funds to be within 9-10.5% per annum
 - In the process of being accredited.
- Deployment of funds by advancing loans to existing as well as new products, which would result in diversification of portfolio.

Future Loan Book



Thank You

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