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**years and still going strong**



Broker  
to Sub Broker



Terminal /  
Without Terminal



High Revenue  
Sharing



Back Office  
Support



Transparent  
Payout



## About Us

A Firm You Can Trust

"Since 1994, Shah Investors has established itself as a trusted leader in financial services, offering valuable opportunities to our clients in the most stable way. We commit to provide personalized financial guidance to support goals of our clients and manage their wealth with exceptional care at every stage of life. We value our client relationship as one of our own, and the advisory is created with your financial goals in mind.

Our success lies in your financial well-being. Some of our clients speak for us. Their goals and disciplined investments have helped them happily achieve their milestones.

## Our Vision

Our vision is to simplify investing through expert market knowledge and technical expertise. We envision the seamless integration of various financial services and products to create an educated and satisfied class of investors. SIHL started the Authorized Person Model to partner with trading community members to increase its reach. This model is based on the brokerage sharing concept. You help others trade with SIHL and make profits for yourself.

## Our Mission

Shah Investor's Home Ltd is your one-stop destination for trustworthy financial services. We endeavour to provide customized wealth creation and growth solutions that will result in higher satisfaction with uncompromising integrity. With our help, managing one's financial future can be easy, worry-free, and more exciting. We are on a mission to encourage young and ethical people to join us as partners and grow with us in each financial product under one roof of Shah Investors Home Ltd.

## Board Of Director



### Upendra Shah, SIHL

Mr. Upendra T. Shah is the Founder, Chairman, and Director of Shah Investor's Home Limited. He has a bachelor's degree in commerce and an LLB and is the promoter of Shah Investor's Home Limited. He entered the stock broking business by joining ASE in 1980 for his proprietary firm.

He formed Shah Investor's Home Limited in October 1994 to serve investors in a transparent and trustworthy manner and provide all financial services under one roof. The visionary in Mr Upendra Shah also ensured that SIHL was the first broking house in Ahmedabad to offer trading in the NSE F&O segment and the first DP in Gujarat to offer Depository services in NSDL. With his ultimate management & accounting skills, the company's performance has always shown an upward trend. Under his leadership, the company has been profitable and has generated positive results by staying on the path he charted. Building a long-term business by giving back more to investors, employees, and society is his main "Mantra".

### Purnima Shah, SIHL

Mrs. Purnima U. Shah is a Director of Shah Investor's Home Limited. She has a Master's in Statistics from Gujarat University. She is a promoter of the Shah Investor's Home Limited and has been part of the senior management team since the inception of the SIHL Group. She has also been the motivating force behind SIHL. Her qualifications and rich professional experience have always provided the board with the guidance and input needed for the company's growth. Mrs. Purnima Shah actively monitors the administrative aspects of various segments at SIHL. She has been instrumental in setting up transparent accounting systems, enabling rich long-term client relationships. The company's performance has also witnessed consistent benefits through these practices.



### Tanmay Shah Managing - Director, SIHL

Mr. Tanmay U. Shah is the Managing Director (MD) & Chief Financial Officer (CFO) of Shah Investor's Home Limited. A Commerce graduate, he joined SIHL in 2003 and has been instrumental in its growth over the past 20 years. He has played key roles in brand building, strategy development, and creating the company's logo, making SIHL a household name in Gujarat. He also established the institutional trading business in Mumbai.

Under his leadership, the Equity Research team has delivered valuable investment insights, driving profitable strategies with limited downside, ensuring strong returns in both bullish & bearish markets.

# OUR CORE TEAM



**Preeti Shah - CS SIHL**

Ms. Preeti U. Shah is a Director, Whole-time Company Secretary, and a member of the Management & Stakeholders Relationship Committees at Shah Investor's Home Limited. A qualified Company Secretary (CS) with over 18 years of experience in financial consultancy, compliance, and legal services; she oversees legal and compliance functions, including annual returns, internal audits, board resolutions, investor grievances, arbitration, KYC, and inspections.

She holds multiple NISM/NCFM certifications in derivatives, compliance, mutual funds, and risk management. Her expertise has streamlined internal practices, making SIHL one of the most compliant firms in the industry, with minimal customer complaints and regulatory violations.

**Mrs Trupti Shah, SIHL**

Mrs. Trupti Shah is a Director and a member of the Management Committee at Shah Investor's Home Limited. She holds a BE in Mechanical Engineering from Gujarat University and an MS in Computer Engineering from Florida Atlantic University, USA. Before joining SIHL, she worked in a key management role in factory automation software development at Intel Corporation, USA.



Since joining the board in 2008, she has overseen human resources, employee training & software development, driving communication, teamwork, and customer satisfaction improvements. Her systems for monitoring internal and external communication have enhanced operational efficiency. She also holds multiple NISM certifications in equity and currency derivatives, mutual funds, and insurance distribution.



**Rajesh Punjabi GM SIHL**

Mr. Punjabi is the founding member and Director of the SIHL group and has more than 45 years of experience in the Financial Markets. He started his career with Mr Upendra Shah after his HSC exam in Financial Markets. His knowledge and operational expertise in all segments of capital markets, viz. cash, F&O, Currencies, and commodities, have helped the company grow while managing risk at all times.

Mr. Rajesh Punjabi leads the Equity and Commodity Broking business, which comprises business development, operations, and risk management. He oversees all financial activities for the group. He has helped the company take firm and bold administrative decisions at all crucial times, leading to risk-managed growth. Mr. Punjabi is also Director in various advisory bodies, including the Metropolitan Stock Exchange Ltd.



**Jinal Shah, CTO SIHL**

Jinal Shah heads the Information Technology department at SIHL and is responsible for keeping SIHL at the forefront of technological advances. Mr. Jinal Shah has been associated with the company since 2000 and has held various positions in software development, IT infrastructure setup, branch setup, business process transformation, etc.



**Kamal Thakkar, CBO SIHL**

Mr. Kamal Thakkar is the Chief Business Officer at Shah Investor's Home Limited. He holds a B.Com, L.L.B., and an MBA in Finance and Marketing. He brings over 25 years of experience in the broking industry and has a good command over brand building, team building, product-making policy, and overall business expansion. With his vast business development and strategic growth expertise, he plays a key role in driving SIHL's expansion and strengthening its market presence.



**Sunny Shah, Con. SIHL**

Mr Sunny Shah is a key consulting advisor at Shah Investor's Home Limited, bringing over 15 years of experience across various financial products. With a strong command of regulatory laws, codes of conduct, and compliance frameworks, he plays a crucial role in guiding the firm on governance and industry best practices. A Commerce graduate, he is an integral part of the core team on a consultancy basis, providing strategic insights into financial products and portfolio management. His expertise ensures well-informed decision-making, contributing to the firm's strong financial advisory services and regulatory adherence.



**Mukesh Bajaji SIHL**

Mukesh Bajaji is a seasoned financial professional with over a decade of experience in B2B and B2C sales. He is well-versed in team building, team handling, and B2B sales and servicing. He has driven B2B growth, leveraging his expertise in financial products, strategic sales, and client relationship management to strengthen SIHL's market presence and business expansion.



## ACCESS TO

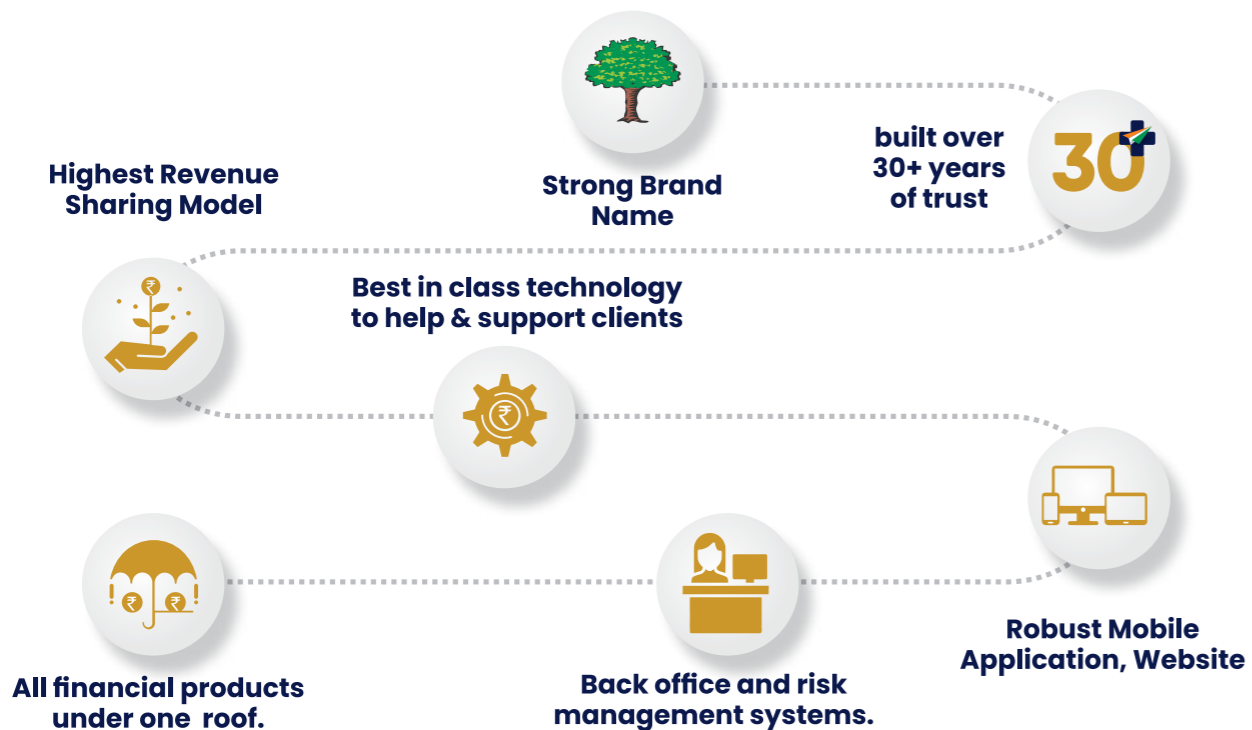
### WIDE RANGE OF INVESTMENT PRODUCTS

|                                                                                                                             |                                                                                                               |                                                                                                                      |                                                                                                                  |                                                                                                                      |                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <br><b>Equities</b>                      | <br><b>Commodities</b>     | <br><b>Algo Trading</b>           | <br><b>Mutual Funds</b>       | <br><b>NRI Investments</b>        | <br><b>Wealth Management</b> |
| <br><b>Stock Lending &amp; Borrowing</b> | <br><b>Unlisted Shares</b> | <br><b>Margin Trading Funding</b> | <br><b>Financial planning</b> | <br><b>Bonds &amp; Debentures</b> | <br><b>AIF</b>               |

## BECOME OUR

### Corporate - PARTNER IN PROSPERITY

SIHL invites individuals with the zest of entrepreneurship for partnership. Join SIHL As an Employee for a short-term period; build your Own Client Network for your Entrepreneur Program today and Become a SIHL Partner. You can make yourself a part of the fastest-growing network of India's most trusted full-service broking house, which serves financial solutions to clients. Work from the comfort of your home or office and get access to the research and knowledge team of SIHL.



## CONTINUE GROWING

### DIGITAL FOOTPRINT

Over time, SIHL has developed a robust presence in the digital domain. SIHL's Money Maker application has an equal number of users. SIHL also has a prominent presence on various social media platforms such as Facebook, LinkedIn, Instagram, Twitter, and YouTube.



|                                                                                                          |                                                                                                                                      |                                                                                                                      |                                                                                                                             |                                                                                                                          |
|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <br><b>SIHL CRM</b> | <br><b>Personalized &amp; Shareable Content</b> | <br><b>Personalized Website</b> | <br><b>SIHL Money Maker Mobile App</b> | <br><b>SIHL FundsPro Mobile App</b> |
|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|

**Social Media Support :** Trade Equity Calls | Trade Derivative Calls | Market Update | Economic Calendar | Market Buzz | Auto Sales Creative | Mutual Funds | Festive Creative | Article IPO Snapshot | IPO Info | Quarterly Updates | Fund Updates | NFO Info | Trade Triumphs | Quarterly Result At glance (sector wise) | Top Performers

# "SIHL FundsPro"

Simplifying Mutual Fund Choices for You.

SIP Calculator



300+ MF



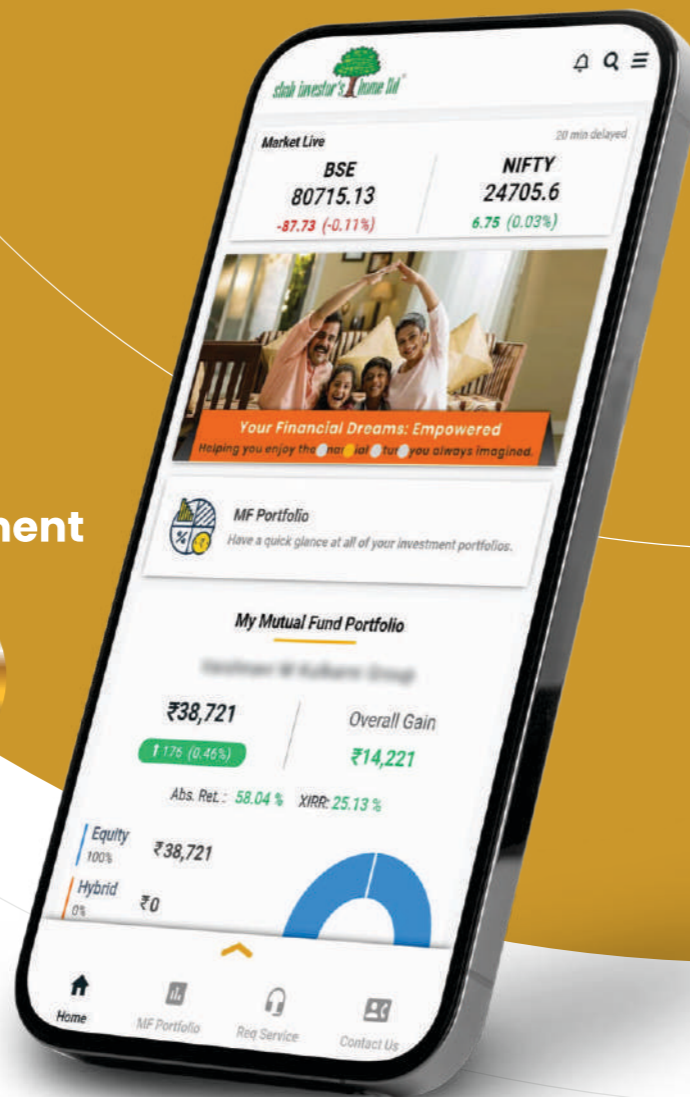
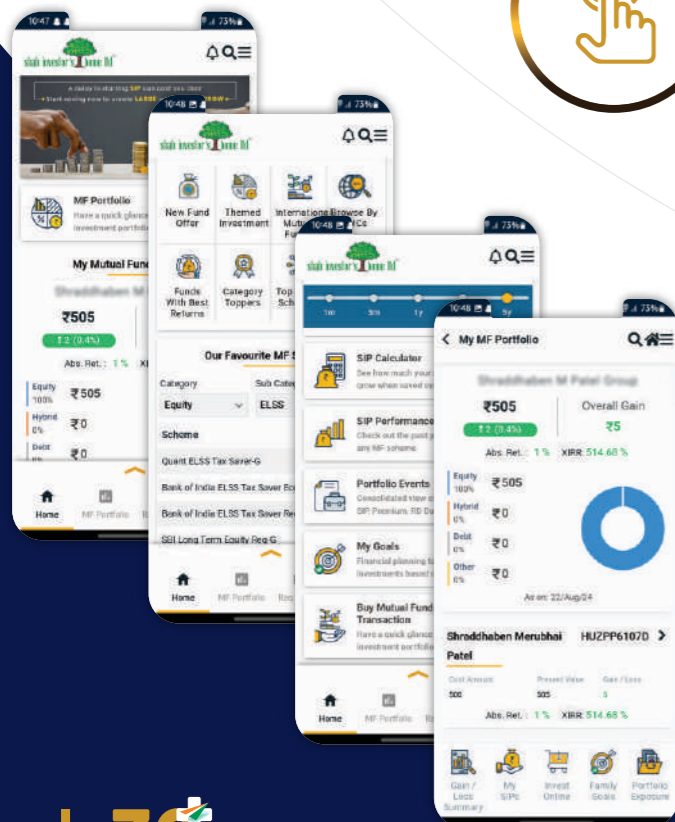
Portfolio



Easy Investment



Advance Features



# "SIHL MoneyMaker"

with smart investments and Perfect saving plans



Branches 38+



Franchisees 158+



Registered Users 100k+



SIHL FUNDS PRO (MutualFund App.)



SIHL MONEYMAKER APPLICATION (Trading App.)

## BUSINESS PROPOSAL FROM SIHL

| Particular                          | AP/ Sub Broker          | Corporate Partner       | Ezee Partner            |
|-------------------------------------|-------------------------|-------------------------|-------------------------|
| Refundable Securities Deposit       | ₹ 1 lakh Securities*    | ₹ 3lakh Securities*     | ₹ 10,000/-* Securities* |
| Brokerage Sharing                   | 70%-30%                 | Discuss in meeting      | 40% - 60%               |
| Registration                        | Phygital                | Physical                | Digital                 |
| Registration Fees                   | 5960/-* Appx. per segm. | 5960/-* Appx. per segm. | 2999/-*                 |
| Terminal Access                     | Yes                     | Yes                     | No                      |
| Digital Marketing                   | Yes                     | Yes                     | Yes                     |
| Investment Advisory                 | Yes                     | Yes                     | Yes                     |
| Call Recording                      | Yes                     | Yes                     | No                      |
| Induction + Webinar                 | Yes                     | Yes                     | Yes                     |
| Front office & back office software | Yes                     | Yes                     | Yes                     |
| Marketing/Stationery cost/Interior  | Up to ₹ 10k             | Upto ₹ 25k              | Upto ₹ 5k               |
| DP sharing                          | Yes                     | Yes                     | No                      |
| Commission on Loans/ MF / FD        | Yes                     | Yes                     | Yes                     |
| Service Manager                     | Yes                     | Yes                     | Yes                     |
| Query Resolution                    | Yes                     | Yes                     | Yes                     |
| KYC                                 | Yes                     | Yes                     | Yes                     |
| Scheme/Contest                      | Yes                     | Yes                     | Yes                     |

\* Fees as per SEBI for registered APs are non-refundable.

\* Financial T&C can review by management on case to case basis

## Value Added Services

| Particular                           | AP/ Sub Broker | Corporate Partner | Ezee Partner |
|--------------------------------------|----------------|-------------------|--------------|
| MF/AP Can make new MF/AP & EP        | Yes            | Yes               | Yes          |
| Can make new RA & get commission     |                |                   |              |
| Stock Market training                | Yes            | Yes               | Yes          |
| Visiting cards & Banner (Sign Board) | Yes            | Yes               | Yes          |
| Branding                             | Yes            | Yes               | Yes          |

## SIHL'S CONSTANT MENTORING & HAND HOLDING

SIHL provides its Privilege Partnership to Corporates with access to constant support, mentoring and handholding. Connected via the physical and digital landscape, SIHL constantly innovates and resolves the processes and queries based on the Ezee Patnrns, Corporate business-partners and client's feedback and suggestions.

SIHL also provides access to well-researched insights and quality content from its research team via various digital platforms. Assistance on queries and issues is quick and user-friendly, backed by quality IT solutions.

## LIMITS AND MARGINS

SIHL follows strong mandate from regulators in the market and segments, hence we have strong yet flexible margin system suitable to the clients and in-line with the regulatory guidelines.

## REQUIREMENT FOR REGISTRATION



NSE – Cash & Derivatives Segment



BSE – Cash & Derivatives Segment











Mcx Commodity Segment



NSDL Demat Services

## DOCUMENTS

### REQUIRED

-  PAN Card
-  Aadhaar Card
-  Educational Proof
-  Residential Address Proof
-  Office Address Proof
-  5-Photographs
-  Partner Application Form
-  Same Name Affidavit  
(if there is a mismatch, then it should be on a ₹ 10 stamp paper)

ALL THE DOCUMENTS SHOULD BE ATTESTED BY NOTARY  
Corporate requirements on case to case bases



**SEBI Regn.no. INZ000167335**

**CORRESPONDENCE OFFICE**

SIHL HOUSE, Opp. Ambavadi Jain Temple, Nehrunagar Cross Road, Ahmedabad-380015.

**REGISTERED OFFICE**

810, X-Change Plaza, DSCCSL (53E), Road 5E, Block 53, Zone 5, Gift City, Gandhinagar 382355

**079-6822-6822 | helpdesk@sihl.in | www.sihl.in**

Scan the QR Code to Download



**SIHL MONEYMAKER APPLICATION**  
(Trading App.)



**SIHL FUNDS PRO**  
(MutualFund App.)

