

**REF: CIL/CC/BSE-66/2021-22**

**March 03, 2022**

To,  
The Department of Corporate Services,  
The BSE Limited,  
P. J. Towers,  
Dalal Street,  
Mumbai- 400 001

**Ref: Scrip Code No. 531358**

**Subject: Material Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")**

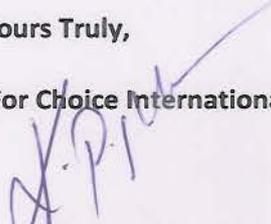
In compliance of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we are glad to inform about the initiative of "Choice Group" on embarking to integrate our fintech platforms into one "Super App" to help our customers access the financial services at one plan with ease.

Enclosed is the Press Release providing further Information.

**Thanking You,**

**Yours Truly,**

**For Choice International Limited**

  
**(Karishma Shah)**

**Company Secretary & Compliance Officer**



## **Choice embarks on integrating its seven apps into one super app to bring investors under one roof**

Mumbai, March 3: In a bid to bring all its investors and customers under one roof, Choice International Ltd (BSE: 531358) has embarked on integrating its seven apps into one super-app – Jiffy.

The Mumbai-based financial conglomerate with pan-India presence expects to roll out the first phase of its super app Jiffy by April 2022 and has set a target to have 1 million users by June.

So far, there are over 6 lakh users across its seven apps that includes Investica for mutual funds, Jiffy and Jiffy Global for domestic and international stock market investors, ISMOS for insurance, Alphabee for long term investors, Spark loans, and e-filex for filing income tax returns.

Commenting on the initiative, Mr. Kamal Poddar, Managing Director, Choice International Ltd, said, “The objective to integrate all apps into one is to simplify the user journey by ensuring hassle free service offerings across financial products with just one login credential as opposed to existing multi-platform logins and verification processes.”

“For us, it will also facilitate cross selling of financial products and effectively reduce the cost of acquiring new customers with wider penetration and adoption in tier III-VI cities,” Mr Poddar said.

The super app is being redesigned from scratch using native technology to guarantee the best performance across variety of devices in Indian eco system. This also enables to store data locally and use local ML (machine learning) models to improve personalization without sharing data across network. The system is deployed across a hybrid cloud to enable auto scaling, better fault tolerance and real time monitoring to provide unhindered service to all investors even during volatile markets.

The Jiffy super app can be easily installed across all categories of smart phones and will also enable customers to borrow finances for their emergency and general needs and will expedite financial inclusion.

### **About Choice International**

Headquartered in Mumbai, Choice Group is a decade old organization, engaged in providing financial services. Choice has its membership and registration with SEBI, RBI, NSE, BSE, MCX, NCDEX, AMFI and depository participant with CDSL & NSDL. An end-to-end financial conglomerate, the group has over the past decade expanded massively to become a holistic financial services firm with ground breaking technologies and innovative methodologies to serve its clients. Choice is among top 20 brokers with pan India presence with over 3 lakh clients and approximately 21,000 trained business associates. *For more information, please visit <https://choiceindia.com/>*

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*Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations. Choice International Limited (CIL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*