



POWERFUL

Prabhudas Lilladher

SCRIPTING GROWTH STORIES

Established as a registered stock broking company in India in 1944 by Mr. Prabhudas Lilladher Sheth with a vision of rising up to become India's leading financial services provider, the financial services firm Prabhudas Lilladher (PL) has established itself as a renowned brand, powering financial growth of its customers for the last seven decades. The firm's long journey of success is based on its strong adherence to ethics, uncompromising dedication

to quality and an attitude of excellence – these founding principles are deeply entrenched in its corporate culture, constantly guiding it towards the pinnacle of success.

PL has steadily evolved from a standalone brokerage firm to a one-stop shop to individuals and companies for all financial services over the years and provides a comprehensive gamut of financial advisory services in the Institutional and Retail domains with a team of dedicated experts and a nationwide distribution network of branches, franchisees and associates.

The firm's offerings are initiated, conceptualized and executed by an experienced and dedicated team of experts, comprising professionals from diverse financial backgrounds who continuously strive to power the clients' financial growth and are backed by its excellent technical infrastructure which is the best in the industry – ensuring speed, accuracy, security and 24x7 services and support to its 75,000+ clients.



COMPREHENSIVE PRODUCT SUITE

PL's award-winning research forms the heart of their wide range of services. PL is ranked as no. 1 (out of over 40) in Mid-cap & Small-cap segments and no. 3 (out of 47) in Large-cap by www.marketsmojo.com and has consistently achieved excellent rankings in Asiamoney Polls with 11 PL analysts finding a place amongst the Top 20 analysts in Asiamoney 2016 Polls.

PL's broad range of businesses includes Capital Markets Business and Fund Based Business. The Capital Markets business is divided into Institutional Business, Wealth Management and Retail Business. PL is one of the top Institutional Brokers in India serving 150+ leading domestic & international institutional investors in equity markets with a strong global outreach and robust research. PL's clientele include



prominent Mutual Funds, Hedge Funds & Bank Treasuries from India, UK, Europe, USA, Hong Kong & Singapore. PL provides cutting-edge Investment Banking and Corporate Advisory services to corporate clients in India & abroad.

On the Retail side PL provides Equity, Commodity, Currency & Derivative Trading (online & offline), Mutual Funds, InvestActive, IPOs, Real Estate, Home Loans, NRI Services, Bonds, Fixed Deposits and Alternative Investment Funds (AIF). PL's reputed Portfolio Management Services have delivered a CAGR in excess of 25% since 2013. The Funds Based business provides Margin Funding, Loans Against Shares /Property/Insurance through its NBFC arm PLFS.

Offering multiple trading modes (offline and online) to its clients through a nation-wide network of 360+ locations, PL comes across as a trustworthy financial companion for them. In addition, PL offers its customers the convenience of mobile trading which allows them to take decisions on buying and selling of their equity on the move. A host of other features like instant access to Net Position report, Live Advice and Top Gainers/Losers are also provided and the clients can synchronize their transactions with various media like Web, Desktop, CNT and others.

PL's path-breaking product InvestActive aligns customer portfolios to PL Research through a unique strategy. It allows customers to instil the virtues of balance & discipline in their portfolio to take advantage of both long-term growth and short-term gains. PL's Portfolio Tracker gives clients a seamless and comprehensive view of their holdings with PL so they always have the relevant information at their fingertips.



QUANTUM LEAPS

- PL's clientele comprises 150+ leading investors from Singapore, Hong Kong, USA & UK
- PL's research is known to be the best in the Indian financial industry as evidenced by many awards & accolades