

# Samco - A Full Stack Wealth Tech Platform

Innovating financial technology for the  
future

**SAMCO**

CORPORATE PROFILE

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## FROM THE CHAIRMAN'S DESK

“

A friendship founded on business is a good deal better than a business founded on friendship.

”

Mutual fund distributors like you are the true strength of this industry. You help the client's make right & sound financial decisions for their better future. We at Samco Group are an enabler to all of your efforts and make the whole process simpler and easier for you.

Samco Group has undergone a remarkable evolution since the day of its launch as we have pursued our mission to provide retail investors access to sophisticated financial technology and make them successful in their wealth creation journey.

Contributing to our success and growth has been a combination of knowledge, use of new technology and team of qualified experts. All coming together to create unique financial products that help our partners & clients in building a strong and sustainable growth.

Taking forward this quest and with our strong investor centric approach we are entering into the actively managed mutual fund space with the launch of Samco Mutual Fund.

I invite you to be a part of this new beginning with us and hope to see you making the most of the platform and achieve greater success.

Thank You



Vipul Jayantilal Modi  
Chairman, Samco Group





# WELCOME TO THE SAMCO GROUP

Samco Group was launched by Mr. Jimeet Vipul Modi, Founder & CEO in the year 2015. It acquired Samruddhi Stock Brokers Limited which was established in 1993 & rebranded it as Samco Securities headquartered in Mumbai.

Samco Group heavily invested to set up a financial technology research & development centre at Chennai to help build products that helps investors make right decisions in trading & investment processes using machine learning algorithms and artificial intelligence.

Samco Group has always been in the forefront in using new technologies for innovating to ensure seamless and easy access of unique trading & investment platforms for everyone.



Samco Securities was awarded as the 'Best Equity Broking House of the Year 2019" at CNBC Awaaz CEO Awards in association with Chhattisgarh Government.



**250,000+**

Growing  
client base



**₹561+** crores

Brokerage  
saved



**660+** Lakhs

Transaction  
processed



**3180+**

Number of cities  
served

## KEY MILESTONES OF SAMCO GROUP

### Established Samruddhi Finstock Limited

Started as a stock broking company by providing retail investors an opportunity to invest in the capital markets with ease.

1993



### Launch of Giga Trading App - StockNote

StockNote is a powerful stock trading & investment platform by Samco, driven by AI & machine learning.

May 2015



### Group rebranded as Samco Securities Limited

Samco Securities - is one of the fastest growing discount broking company giving access to sophisticated financial technology that can assist in creating wealth to retail investors at low-cost.

April 2018



### Launch of StockBasket

StockBasket is an expert-curated ready-made basket of quality stocks designed for the financial needs of investors for the long term. It is India's first long term investment platform.

Nov 2018



### Launch of RankMF

RankMF is one of India's first technology driven proprietary mutual fund research & investment platforms to assist investors choose right mutual funds at the right time to create superior returns.

Sep 2019



### Samco Mutual Fund gets final approval from SEBI

Samco Mutual Fund will focus on creating value for investors using cutting edge financial technology. With our strong investor centric approach we aspire to create ripples in actively managed mutual fund space.

May 2021



### Launch of KyaTrade

KyaTrade is a platform where you can get high-quality researched ideas and recommendations with a predefined target, stop loss, and position sizing which can be traded instantly with a simple swipe on the screen.

July 2021

## THE SAMCO SUITE

**StockNote**  
The Giga Trading Platform

Empowering investors with the power of AI and advanced analytics for stock trading & investment.

**SAMCO**  
Stock Ratings

Analysing more than 20 Mn data points to rate every stock between 1 to 5 stars based on 50+ rating parameters.

### Margin Products

Giving the highest leverage for trading and investing across segments

**SP** Stock Plus  
**CP** Cash Plus  
**BTPT** BUY TODAY, PAY IN TWO DAYS

**StockBasket SIP**  
THE BETTER INVESTMENT

Create wealth with small periodic investments stocks of top Indian companies with StockBasket SIP.

**StockBasket Switch**  
THE BETTER INVESTMENT

StockBasket Smartswitch helps you improve your portfolio score by recommending you to switch your poor quality stocks to portfolios of superior quality stocks.

**SAMCO**  
THE WEALTHY HABIT



**GIGA**  
TRADING ENGINE

**StockBasket**  
THE BETTER INVESTMENT

**RANK MF**  
KAUNSA MUTUAL FUND SAHI HAI

**SmartSIP**

An innovative order execution tool to generate superior returns than a regular SIP.

**SmartSwitch**  
POWER UP YOUR PORTFOLIO

A smart mutual fund portfolio evaluation & recommendation tool to switch poor quality schemes with good quality schemes.

**Basket**

Baskets of best mutual funds to achieve financial goals in a specific time horizon & risk-appetite.

**RANK MF**  
PARTNERS

A complete online ecosystem for mutual fund distributors pan india to acquire new clients and grow AUM.

**KYATRADE**  
Instant Trading Ideas, a Swipe away

### Intraday Ideas

Instant stream of high conviction intraday trading ideas with end to end strategy and execution from buy to sell with targets & stop losses.

### Investment Ideas

Instant stream of high conviction stock investment ideas with a 1:4 risk reward ratio & a 70% accuracy.



## Samco Mutual Fund is sponsored by Samco Securities Ltd.

Samco's mission is to provide retail investors access to sophisticated financial technology that can assist in creating wealth for retail investors at a low cost. Today Samco Securities provides some of the unique products to enable customers to make the most efficient use of their capital. Samco Securities is striving hard to solve the trading and investing industry problems, thereby giving low-cost access to capital markets to every Indian.

As a sponsor, Samco Securities Limited is responsible for discharging its functions and responsibilities towards the fund in accordance with the Securities and Exchange Board of India (MF) Regulations.

“

I am excited to share that SAMCO Mutual Fund has received the final approval from Securities and Exchange Board of India (SEBI) on 30th July 2021 for setting up a Mutual Fund Business in India.

We are focussed on building a technology driven investor-first and investor-centric asset management company to deliver value to millions of Indian retail investors.

The investors of the 21st century are different and more demanding than investors of previous generations.

We intend to bring innovation to empower this 21st-century investor by focusing on innovative equity oriented schemes as key products from Samco Mutual Fund.

Introducing the key members who have been integral towards building Samco Mutual Fund & would play key leadership roles ahead.

Looking forward to your valuable support!”

”



**Jimeet Vipul Modi**

Founder and Director,  
Samco Asset Management Pvt. Ltd.

**Partner with us in the journey to disrupt  
actively managed mutual fund space.**



**Join India's Youngest Asset Management Company**  
**[www.samcomf.com](http://www.samcomf.com)**



# SAMCO TRUSTEE PRIVATE LIMITED

## BOARD OF DIRECTORS



### MR. GHYANENDRA NATH BAJPAI

Independent Director

Mr. G N Bajpai is a distinguished leader in Indian business and is on the Board of Advisors of Indian Army Group Insurance Fund and a Member of Governing Board of National Insurance Academy. Previously he was the Chairman of the Securities and Exchange Board of India (SEBI) and Chairman of the Life Insurance Corporation of India (LIC). He was also the Non-Executive Chairman at National Stock Exchange, Stock Holding Corporation of India, LIC Housing Finance Ltd, LIC International EC Bahrain, and LIC Nepal Ltd. Mr. Bajpai was also the Chairman of Indian's National Pension Trust Board and has served as the Governing Board of Indian Institute of Management, Lucknow.

### MR. PRABHAT KUMAR

Independent Director

Mr. Prabhat Kumar is a retired Civil Servant. An Indian Administrative Service (IAS) of 1963 batch, Uttar Pradesh Cadre. He served as the Cabinet Secretary between 1998 and 2000. He was the first Governor of the newly created State of Jharkhand in November 2000. Mr. Kumar has also served as secretary to the Ministry of Textiles before his appointment as the cabinet secretary.



## **MR. SHAILESH RAMJI GHEDIA**

Independent Director

Mr. Shailesh Ghedia has over 35 years of experience in managing in the field of Direct and Indirect Taxes, Bank Audits, Project Finance and Management Consultancy. For the past 26 years, he has been associated with Investors' Grievance Forum (IGF) a SEBI registered NGO working in the field of investors' protection as founder general secretary.

## **MR. VIPUL JAYANTILAL MODI**

Associate and Non – Executive Director

Mr. Vipul Modi has over 30 years of experience in managing groups of businesses of Corporate and Transaction advisory, Broking and Real Estate with expertise in the field of Corporate Laws, Taxation and Finance. He was also associated as an erstwhile member of (1) SEBI constituted Group on review of Issue Process 2007 (GRIP). (2) SEBI constituted – Primary Market Advisory Committee. (3) SEBI constituted – Committee of delisting which inter alia suggested reverse book building for delisting.



# SAMCO ASSET MANAGEMENT PRIVATE LIMITED

## BOARD OF DIRECTORS



### MR. JIMEET VIPUL MODI

Associate Director

Mr. Jimeet Vipul Modi is a Chartered Accountant, the Institute of Chartered Accountants Of India (Rank Holder), and Chartered Financial Analyst(CFA), USA. He has experience auditing large firms and a deep first-hand understanding of the functioning of large multi-billion-dollar businesses. He subsequently took over the role of VP of Samruddhi Group to manage the varied business interests of the Group. In 2015, After rebranding Samco group, Jimeet spearheaded Samco Securities to solve consumer problems in the capital market space.

### MR. ASHOK KACKER

Independent Director

Mr. Ashok Kacker has more than 3 decades of experience working in the Government as an Indian Revenue Service (IRS – Income Tax) Officer. After seeking voluntary retirement from the Government in 2007 (while working as a Chief Commissioner of Income Tax), he is currently involved in providing Financial Consultancy Services. During his long years with the Government, he has held important senior positions both in Executive Capacities and Policy formulation roles.





## MR. KANU H DOSHI

Associate and Non - Executive Director

Mr. Kanu H Doshi is a senior Chartered Accountant &, at present, Professor Emeritus - Finance, at Welingkar Institute Of Management (now WeSchool Matunga, Mumbai). He teaches Corporate Tax Planning, Investment Banking, and allied subjects in Business Management Courses. Till recently, he was Dean-Finance at WeSchool, having been appointed in the year 2002. He has been an Independent Director for several years on the Boards of many companies. Until recently, he was Independent Director with Reliance Nippon Life Asset Management Limited, Edelweiss Asset Management Ltd, and Motilal Oswal Asset Management Ltd.

## MR. ISHWAR NAIK

Independent Director

Mr. Ishwar Naik is practicing as a Chartered Accountant since 1984, practising in the field of Statutory Audit, Internal Audit, Income Tax, Company Law, FEMA, Mergers & Acquisitions. As a consultant, he is actively involved with various group of Companies having an aggregate turnover of Rs. 500 crores.





# SAMCO ASSET MANAGEMENT PRIVATE LIMITED

## CORE LEADERSHIP TEAM



### MR. UMESHKUMAR MEHTA

Chief Executive Officer

Mr. UmeshKumar Mehta has over 20 years of experience in the financial services industry. Prior to Samco AMC, he headed Samco Group Research Team and managed Public Relations through regular interaction in Business Channels and Print Media. He has extensive experience in analyzing Business Models, assessing Balance Sheets, Profit and Loss accounts and has rated and ranked almost all companies listed on the National Stock Exchange. He is associated with the group for the last fifteen years.

### MRS. NIRALI BHANSALI

Fund Manager - Equity

Ms. Nirali Shah has more than 7 years of experience spanning capital markets and investment research. Her fundamental research and valuation knowledge has previously been showcased in the Bloomberg Quint, Money9 Live, CNBC TV18, and many more through a number of media appearances in print and digital.



### MR. VIRAJ GANDHI

Chief Business Officer

Mr. Viraj Gandhi has over 13 years of experience in stock market, setting distribution channel for online sales with deep knowledge of BFSI sector due to his past role as research analyst with ICICI Securities and ASK investments. He is an MBA in Capital Markets from NMIMS University and his expertise of BFSI sector, public relations and marketing skills will be key to his role for setting up banking, broking and wealth management channel sales for the company. He's associated with Samco group for more than 7 years and growing stronger by the day.





## MR. S V DURGA PRASAD

Head – Investor Services

Mr. S. V. Durga Prasad has over 29 years of total experience, out of which 23 years have been in the Mutual Fund industry in the fields of Investor and Distributor Services, R&T operation, MIS reports, Banking operations and Unit Admin. Prior to the current assignment, he was with IDBI Asset Management Limited as Head Investor & Distributor Services. He has also been associated with Edelweiss Mutual Fund, JM Mutual Fund.

## MR. DHAWAL DHANANI

Fund Manager - Overseas Investments

Mr. Dhawal Dhanani is a Chartered Accountant, the Institute of Chartered Accountants of India. He is an expert in reviewing company reports and analyzing financial statements to develop a fundamental understanding of investible companies. He has good working experience in undertaking comprehensive and in-depth company and industry research and comparable company analysis using key financial ratios.



## MR. SACHIN SHETTY

Head – Operations

Mr. Sachin Shetty brings with him over 15 plus years of extensive experience in financial services covering Asset Management, Customer Service, Banking, Treasury and Investment Operations. He has handled various functions that include audit, Unit Admin, Mutual Fund operations, equity and debt market segment and general management. He is an MBA & currently pursuing an Executive Programme from IIM Lucknow. His last association was with ITI Asset Management as Chief Operation Manager, He has worked with institutions like Kotak Asset Management, Peerless Fund Management.



## SAMCO & RANKMF

# CENTRAL LEADERSHIP TEAM



### MR. OMKESHWAR

Business Head RankMF

With an overall experience of 20+ years in the Mutual Fund Industry, he is responsible for the growth & innovation of RankMF. He is also recognised as the 'Father of BSE StAR MF' platform for playing an integral role in its development.

### MR. ULHAS JOSHI

National Sales Head

Mr. Ulhas Joshi has 15+ years of experience in the Mutual Fund industry, he has a strong and extensive network Pan India.



### MR. CHIRAG JOSHI

Chief Marketing Officer

With 10+ years of experience in core media sales, marketing and automation. He has a strong background of working with A listed media houses in the past and is responsible for all marketing innovations at Samco.



**MR. PRATIK ADANI**

Chief Technical Officer

With 13+ years of experience in software products, he is responsible for driving quality & reliability of our technology platform through new innovations.

**MR. MAHESH MORBIA**

Chief Finance Officer

Mr. Mahesh Morbia is a chartered accountant and is Samco's back bone from past 22 years. He is a stock market veteran who leads Samco's compliance, finances, taxation and accounts functions. He is the custodian of all customer grievances for accounts and settlements at Samco Securities.

**MR. NILESH SHARMA**

Head of Operations

Started his career with Citigroup in planning and executing debt analysis of companies. With over a decade of experience in capital markets he has played an active role in the transformation of Samco Securities operations. Also has been one of the founding members of The Indian Trading League - India's Only Stock Market Competition.



# SAMCO

## DISCLAIMER

**SAMCO Securities Limited** (Formerly known as Samruddhi Stock Brokers Limited) : BSE:EQ,FO,CDS | NSE:CM,FO,CDS | MSEI:EQ,FO,CDS | SEBI Reg. No. INZ000002535

Depository Participant: CDSL: IN-DP-CDSL-443-2008.

Samco Securities is registered as a Research Entity under the SEBI (Research Analysts) Regulations, 2014. SEBI Reg.No.- INH000005847.

SAMCO Commodities Limited(Formerly known as Samruddhi Tradecom India Limited) SEBI Reg. No. INZ000013932

Samco Securities Limited is Mutual Fund Distributor registered with AMFI (ARN -120121)

Registered Address: SAMCO Securities Limited, 1004 - A, 10th Floor, Naman Midtown - A Wing, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013, Maharashtra, India.

For any grievances/complaints Email - [grievances@samco.in](mailto:grievances@samco.in)

Please ensure you carefully read the risk Disclosure Document as prescribed by SEBI.

We do not share client details with any third party and do not sell any tips or recommendations. In case anyone calls you posing as a SAMCO executive offering/inducing you to trade, please send us an email at [grievances@samco.in](mailto:grievances@samco.in)

For any grievances/complaints Email - [grievances@samco.in](mailto:grievances@samco.in)

Client Registration Documents in Vernacular Languages can be download from here.

[http://www.bseindia.com/investors/client\\_regislanguages.aspx](http://www.bseindia.com/investors/client_regislanguages.aspx)

### Filing of complaints on SCORES – Easy & quick

- a. Register on SCORES portal
- b. Mandatory details for filing complaints on SCORES:  
PAN, Address, Mobile Number, Email ID
- c. Benefits:  
Effective communication  
Speedy redressal of the grievances

### Attention Investors:

"Prevent un-authorized transactions in your account --> Update your mobile numbers/email IDs with your stock brokers and depository participants. Receive information of your transactions directly from Exchange or Depository on your mobile/email at the end of the day. Issued in the interest of investors"

"KYC is one time exercise while dealing in securities markets - once KYC is done through a SEBI registered intermediary (broker, DP, Mutual Fund etc.), you need not undergo the same process again when you approach another intermediary."

"No need to issue cheques by investors while subscribing to IPO. Just write the bank account number and sign in the application form to authorise your bank to make payment in case of allotment. No worries for refund as the money remains in investor's account."

Brokerage charged will not exceed maximum limit as prescribed by SEBI.

This is with reference to communication received from SEBI/Exchanges stating that some fraudster entities have been operating throughout India and sending bulk messages to the clients trading on the recognized stock exchanges on the pretext of providing investment tips and luring with hefty profits, all clients are requested not to get carried away by luring advertisements, rumours, hot tips, explicit/ implicit promise of returns, etc.

The modus operandi observed is that once a client pays amount to them, huge profits are shown in his account online inducing more investment. However, they stop responding when client demands return of amount invested and profit earned.

Stock Brokers can accept securities as margin from clients only by way of pledge in the depository system w.e.f. September 1, 2020.

Update your mobile number & email Id with your stock broker/depository participant and receive OTP directly from depository on your email id and/or mobile number to create pledge.

Pay 20% upfront margin of the transaction value to trade in cash market segment.

Investors may please refer to the Exchange's Frequently Asked Questions (FAQs) issued vide circular reference NSE/INSP/45191 dated July 31, 2020 and NSE/INSP/45534 dated August 31, 2020 and other guidelines issued from time to time in this regard.

Check your Securities /MF/ Bonds in the consolidated account statement issued by NSDL/CDSL every month.

Partner with India's Youngest  
Asset Management Company  
Visit [www.samcomf.com](http://www.samcomf.com)



## Contact Information

**Samco Securities Limited.**

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