

VAKRANGEE TO PROVIDE COMPLETE ONLINE STOCK TRADING SERVICES ACROSS ITS PLATFORM (PHYSICAL NETWORK & DIGITAL MOBILE APP)

- Vakrangee Kendra will be the one-stop-shop for all Online trading service requirements across the value chain for its customers.
- Customers will be able to get access to a complete range of Online trading service such as Demat Account opening through eKYC and stock trading services.

Mumbai, November 26, 2021: Vakrangee Limited alliances with Choice Equity Broking Private Limited to offer complete online trading services across its platform (physical network & digital app).

This tie-up will provide a complete bouquet of financial solutions to the customers across the country. The collaboration will provide our partner with an access to the huge client base & Network that Vakrangee has, helping it tap the untapped market & diversify its base.

Vakrangee through its Nextgen Kendras and BharatEasy Mobile Super app will now be able to provide wide range of Online trading services in remote areas of the country. With 70% of Nextgen Vakrangee Kendra outlets in Tier-5 and 6 towns. Also, Nextgen Vakrangee Kendras exclusively offer a comprehensive range of products and services across banking, insurance, ATM, assisted e-Commerce, e-Governance and logistics.

The Jiffy Trading App by Choice Equity provides key services such as Equity Trading, Derivatives Trading, Currency as well as Commodity Trading. The Highlights of Jiffy Trading App include Zero Account Opening fees, Instant Paperless Account Opening, Free Technical & Fundamental Research by Experts as well as Dedicated Relationship manager.

Commenting on this partnership, **Mr. Dinesh Nandwana, Managing Director & Group CEO, Vakrangee Ltd.** said, *“In order to evolve as a vibrant organization matching customer expectations with various innovative banking and financial products, Vakrangee is now launching on-line trading facility through Jiffy Trading App by Choice Equity. Our partnership strengthens and enhances Vakrangee reach to provide comprehensive Finance solutions to a widespread customer base.*

Our endeavor is to provide the best of products and services to customers in both urban as well as rural remote areas. We are extremely excited with our partnership with Choice which gives us a big opportunity to bring value to the customers. This alliance will further boost our strategy of expanding the bouquet of services available at our exclusive Nextgen Vakrangee Kendras.”

He added, "Our franchisees in remote areas of the country can now enhance their revenue stream by offering online trading services too. We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to all their banking, insurance, ATM, financial services, assisted e-Commerce, e-Governance and logistics. Vakrangee provides these partners with the unmatched reach in remote areas where these brands find the cost of operations too high. We are aspiring to be the most trustworthy physical as well as online convenience store across India, positively moving towards Vakrangee Kendra's new brand philosophy of 'AB Poori Duniya Pados Mein'."

Vakrangee currently has ~13,200 Nextgen Vakrangee Kendras spread across 28 States & UTs, 560+ districts and 4,860+ postal codes. More than 70% of these outlets are in Tier 5 and 6 towns. Vakrangee's planned target is to reach at least 25,000 Nextgen Vakrangee Kendras by FY2022 and further enhance it to reach 75,000 Nextgen outlets by FY2026.

The Company has tied up with reputed partners spread across Banking, ATM, Insurance, Financial services, e-Commerce, e-Governance and Logistics verticals to offer its customers best-in-class services and products.

About Vakrangee Limited

(BSE Code: 511431; NSE Code: VAKRANGEE)

Incorporated in 1990, Vakrangee is the unique technology driven company focused on building India's largest network of last-mile retail outlets to deliver real-time banking & Financial Services, ATM, insurance, e-governance, e-commerce and logistics services to the unserved rural, semi-urban and urban markets. The Assisted Digital Convenience stores are called as "Vakrangee Kendra" which acts as the "One-stop shop" for availing various services and Products.

About Choice Equity Broking Private Limited

Choice Equity Broking Private Limited is a subsidiary company of Choice International Limited engaged in broking services for all types of financial investment products include – Equity trading, Public offer, Bond and Debentures, currency derivatives trading, commodity derivatives trading and others.

CEBPL is SEBI registered stockbroker, member of NSE, BSE, MCX, NCDEX and a depository participant with CDSL and NSDL and is registered with AMFI as a distributor of Mutual Funds. CEBPL has total clientele base of over 3.5 lakh investors out of which around 1,10,000 are active customers.

- Proprietary trading platforms:- Jiffy and Alphabee
- Best in quality research both technical and fundamental (Highest success ratio in industry)
- Free trade and call facility
- Widespread presence across India through 52 own offices and more than 3000 business partners

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