

REF: CIL/CC/104/2023-24

February 27, 2024

To, The Department of Corporate Services, The BSE Limited, P. J. Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 531358	To, The Department of Corporate Services, The NSE Limited 5 th Floor, Exchange Plaza Plot No. C/ 1, G Block, Bandra – Kurla Complex, Bandra (East), Mumbai – 400 051 Scrip Code: CHOICEIN
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Sub: Disclosure of Material Event/ Information under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/ Madam,

In accordance with the requirements of Regulation 30 and other applicable Regulations of the SEBI (listing Obligations and Disclosure Requirements), 2015, we wish to inform you that our Company's wholly owned Subsidiary, M/s. Choice Equity Broking Private Limited uncovered a fraudulent website created under the name of "CHOICE".

The detail of the action taken by the wholly owned Subsidiary including the Complaint filed with Police Department and the action taken thereafter by the Department is mentioned in the enclosed press release.

Kindly take the above document on your record.

Thanking You,

Yours Truly,

For Choice International Limited

Karishma Shah

(Company Secretary & Compliance Officer)



Legal Action by Choice against Fraudulent Website; Culprit Arrested

February 27th, Mumbai, India: Choice Equity Broking Private Limited (hereinafter referred to as “the company” or “Choice”), a wholly-owned subsidiary of Choice International Limited, has recently uncovered a fraudulent website created under the name of Choice with a malicious intention of deceiving retail investors. The impostor using the brand name of Choice, has misrepresented the organization's identity.

Upon discovering these fraudulent websites, the company promptly got in touch with the police authorities at the Andheri Police Station and legal agencies to initiate an investigation. Choice appreciates and values the support provided by the authorities in registering the complaint and subsequently filing the FIR in this matter. The aforementioned websites and mobile apps have now been taken down, and the culprits are currently in judicial custody. Choice is actively collaborating with the authorities, offering full cooperation to ensure that entities engaging in such fraudulent activities are punished.

The compliance team at Choice initially identified the presence of the unauthorized website mentioned, following which legal action was promptly initiated. Choice would like to reassure clients, partners, and stakeholders not to consider or use any such fake website or mobile application. The company takes matters of misrepresentation and fraud seriously and will continue to take immediate action to address any such issues. It is important to note that the only official website of the company is <https://choiceindia.com/>.

Mr. Ajay Kejriwal, Chief Executive Officer of Choice Equity Broking Pvt Ltd, affirmed, *"Choice is dedicated to upholding the integrity of our brand and safeguarding the interests of our clients and stakeholders. We value the trust placed in us by our stakeholders, and their confidence remains our top priority. Choice has implemented various internal systems in place to proactively identify any such fraudulent activity in future and take immediate action on them. Rest assured, Choice remains steadfast in our commitment to upholding the highest standards of integrity, transparency, and trustworthiness."*

Mr. Prashant Salian, Compliance Officer at Choice Equity Broking Pvt Ltd, stated, *"We have treated this matter with utmost seriousness, promptly reporting it to all relevant regulatory bodies. Furthermore, we have diligently communicated with our clientele through multiple channels, urging them to verify the authenticity of the mobile application and website prior to engaging in any transactions. We are consistently disseminating links to our official platforms to all our clients."*

As legal proceedings unfold, the company urges anyone encountering suspicious websites or activities falsely claiming affiliation with Choice to promptly report such instances through our official channels. We also encourage our clients and partners to verify the authenticity of any communication or online presence associated with our organization.

ABOUT CHOICE INTERNATIONAL LTD.

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 participants 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 the top 20 brokers with a pan India presence with over 9 lakh clients and approximately 36,000 trained business associates. For more information, please visit <https://choiceindia.com/>

For further information, please contact:

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Choice International Limited