

JOSH

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33

**Years of Trust &
Transformation**

www.swastika.co.in

EDITORIAL

33 Years of Trust and Transformation

Dear Team Swastika,

Welcome to the 11th edition of Josh! This one is truly special—because this year, Swastika Investmart completes 33 incredible years of building dreams, delivering promises, and embracing change.

33 years—it's not just a number, it's an emotion. It's a journey of *bharosa* (trust) and *badlav* (transformation). What began in a single office with a handful of passionate people is today a growing family with a pan-India presence and a bold digital vision.

From the days of physical forms and offline trading to today's world of e-KYC, AI-powered platforms, mobile apps, dashboards, real-time analytics, and even virtual meetings—Swastika has embraced technology at every step. We haven't just adopted change—we've led it.

And while technology has transformed how we work, trust remains the reason why we work.

- Trust of our clients, who believe in us to safeguard and grow their wealth
- Trust of our team members, who give their best each day
- Trust of our leadership, who dare to dream bigger, together

What sets us apart is that even in the race to adapt and modernize, we've held on to our roots—our values of integrity, empathy, performance, and innovation. *Yeh hi toh asli Swastika spirit hai—“technology ke saath dil bhi hai.”*

In this edition, you'll read stories that reflect how far we've come and how excited we are for what's next—voices from the floor, journeys of change, tech highlights, and a glimpse into our shared vision for the future.

So let's take a moment to celebrate this milestone—33 years of trust, transformation, and technology—and recharge ourselves for the road ahead.

Thank you for being part of this journey. Together, we're not just making progress—we're making history.

Happy Reading



Sagar Pandey

Head-Human Relations



Sunil Nyati

Founder & Managing Director

1. Swastika began its journey in 1992 with a strong vision. What was your primary focus area when you started the organization, and how did it guide the company's early direction?

I came into the business in 1983 with a very small automobile dealership and consumer durable showroom in Kota with a very little investment with my elder brother Mr. Anil Nyati. We didn't have much experience in the business but our passion was great. Being in the retail business for 7-8 years I very well understood the client's needs and their behavior, during 1985-1990 period, the finance companies entered into retail financing and they started vehicles and consumer loans to retail consumers. I also observed the vast potential in financing and started a small financing firm at Kota to provide loans to our dealership clients. Later with a strong vision, I migrated with Anita and 3 year old baby Parth to Indore in the year 1992, to explore other opportunities in the future. Here in Indore, I Joined one Investment Banking firm as trainee and got experience in the Merchant Banking and Investment Banking space.

I started my new career in the Financing and Capital Markets with very small capital and a 40 Sq Ft office at Indore and registered a Public Limited Company with a registered office at Mumbai with a great vision to get it listed in later years. The vision of listed company was given by my father in law Sh. S N Maheshwari ji and Anita gave me her whole hearted support and cooperation to fulfill my dreams. Our prime focus area was to provide best services to my clients with fulfilling their requirements and demands in complied manner. Since, the transparency and focus towards compliance did not exist in the business at that time, our company got early direction towards a strong vision. There were several regulatory changes happened in the overall business environment and we adopted all of them very sincerely.

2. Over the past 33 years, how has your vision for Swastika evolved with changing business dynamics and market landscapes?

Since, our vision was to provide the best services in complied way to our customers, it was always aligned in the changing market dynamics. We don't have to change our Vision, it is always focused on providing the best services with trust and transparency. From time to time we adopted all the regulatory or markets changes keeping our long term vision intact.

“ Our vision remains steadfast, focused on delivering excellence with trust and transparency. ”



3. Every successful organization goes through testing times. Could you share a challenging phase that deeply impacted you as a leader, and how you steered the organization through it?

There were numbers of times we faced liquidity crises due to severe market conditions in the year 2004, 2008, 2014 and during covid period but God grace we managed to arrange the fund and never defaulted in any Pay-in and clients Pay outs, and Banks supported always in difficult time due to company's reputation and our commitments. In the year 2010 there was a big loss due to client default in commodity division, Silver contracts, our CFO Mr Mahendra Sharma and his team handled it and managed the tough time. We are still facing one NBFC client default but fortunately we have the collateral assets for more than the value of the loan amount. In difficult situations I always motivated my team and always was with them.

4. Which core values have remained non-negotiable since the beginning, and how do you see them reflected in the culture of today's Swastika?

Our basic core values, working with ethics, clients' trust and transparency in our working remained non negotiable since the beginning and it is reflected in our culture of today's Swastika.

5. As you pass on the leadership to the next generation, what emotions do you carry with you, and what message would you like to leave for the people who will shape Swastika's future?

I am not passing the leadership to the next generation, they have joined with me, shoulder to shoulder. My energy is doubled and with positive emotions we will work together for a great future of Swastika.



Memory Lane :

A Journey Through the Lens of Change

1992

Year of
Incorporation



1995

Successfully launched
IPO & listed on BSE



2005

BSE Membership with BSE
Shares worth ₹5.20 Crore,
which bought in just ₹10000/-



2000

Started Stock Broking
Business with NSE
Membership.



2007

PAN India Branch expansion
in various states, our CBO
Mr. Vinit Rathi was the driving
force of this expansion.



2014

NBFC license in and entering
into financing business again.



2017

Started discount Broking firm
Tradingo in the year by Parth who
joined Swastika in 2013.



2020

During COVID, the team worked
enthusiastically from home, leading
to record-high company revenue.



2021

Establishment of Technology Division and inhouse Mobile App, eKYC and CRM software



2022

Starting IB Division in full swing



2023

Devashish joining the Tech team



2024

₹32.50 Cr infused as capital by Share India Group and promoters, the very first dilution in equity since listing.



2025

Mr. Parth Nyati appointed as CEO and restructured the Broking Business and team



Celebrating the 30 golden years of listing with Market capitalization of more than ₹250 Cr.



Parth Nyati

CEO

1. Swastika has been built on a strong foundation laid over three decades. As CEO, how are you carrying forward that legacy while adapting to today's business environment?

Swastika has always stood on the pillars of transparency, trust, and customer service. These values remain timeless, and they continue to guide every decision we take. At the same time, we are reimagining how we serve our customers by leveraging technology and AI. Our focus now is to build intelligent, efficient, and personalized systems that make our offerings more relevant and impactful. It's about staying rooted in who we are, while evolving to meet the demands of a dynamic, tech-driven world.

2. How do you envision the next phase of Swastika's growth, and what new strategic perspective are you bringing to the organization?

We've always been a strong player in retail broking—but now, we're aiming to increase the wallet share of every customer. That means offering more comprehensive financial solutions through wealth products like PMS, AIFs, unlisted shares, fixed income, and mutual funds under our new brand, Avisa Wealth.

Alongside this, our strategic bet is on AI. We want to solve a very complex but powerful problem: delivering the right research to the right customer, at the right time, through the right channel. This requires a combination of intelligent systems, constant upskilling, and deep customer insight. My personal belief is that hyper-personalization is the key to stronger customer relationships, higher retention, and long-term value creation.

3. Striking a balance between a high-performance culture and continuous innovation is crucial. How do you ensure this balance within teams and leadership?

We recently restructured our organization to focus sharply on key business areas like customer growth, business growth, and our franchise network. This has created clarity and purpose across teams—and early results are promising.

At Swastika, experimentation is a core part of the culture. We openly encourage our people to try new things, take calculated risks, and iterate fast. It's okay to fail—as long as we're learning and moving forward. This mindset keeps the energy high and innovation alive, while staying outcome-focused.

4. On the occasion of Swastika completing 33 years, what is your key message to the team that will lead the company into its future?

Swastika is not just a company—it's a family. That sense of belonging is what makes us special, and it's something we must hold onto even as we grow and transform. As we step into our next phase, my message to the team is simple: stay curious, stay bold, and stay together. The future is full of opportunities—and with our shared energy, values, and hunger to learn, I believe we're just getting started.

“Efficiency, smart tech, and sharper execution will define our next phase. We're not just evolving services—we're transforming relationships into lasting financial partnerships.”



WHAT TRANSFORMED

Work Culture & Values

Shift from hierarchical to collaborative work culture

Then ➔ **Now**

In our early years, decision-making flowed from the top, leaving little room for cross-functional input.



But today, we've embraced a collaborative mindset — where ideas flow freely, feedback is encouraged, and every voice matters. This cultural transformation has sparked innovation, improved team morale, and accelerated our growth journey.



Introduction of HR initiatives

With the introduction of HR initiatives like townhalls, structured engagement activities, and open forums, we've shifted from isolated effort to unified energy. A growing culture of feedback, transparency, and empowerment is now driving how we connect, collaborate, and grow — as individuals and as a team.

Then ➔ **Now**



Limited communication and scattered initiatives



Low engagement and unclear expectations



Feedback was rare, and trust was limited



Regular townhalls and open forums ensure clarity



Transparency and empowerment drive performance and trust



Employee engagement activities boost morale and bonding

Performance Driven Culture

We've transitioned from a state of unclear goals and limited accountability to a culture where performance thrives on clarity, ownership, and continuous improvement. With clearly defined targets, empowered individuals, and regular feedback cycles, we are fostering a high-performing, accountable, and goal-driven environment.

Then ➔ **Now**



Confusion



Low Accountability



Rare Feedback



Clear Targets



Ownership Mindset

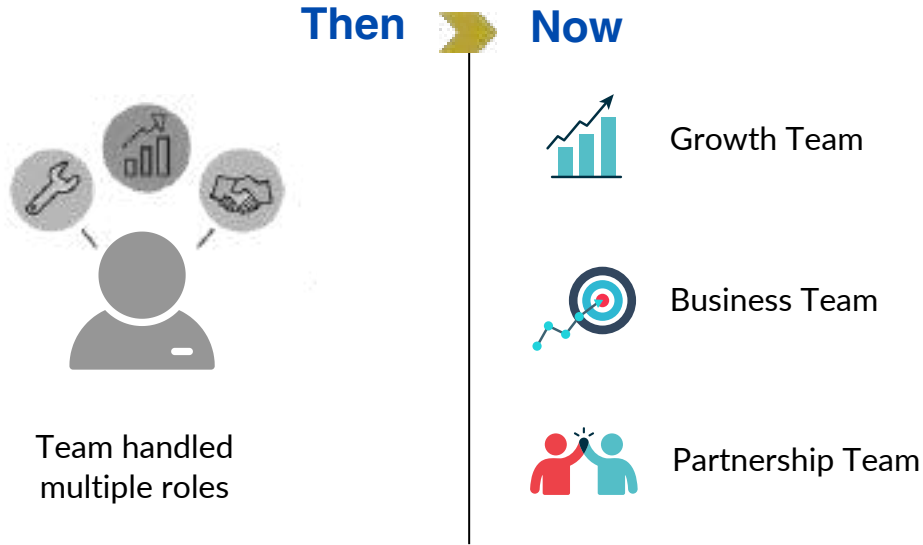


Frequent Review Cycles

Business & Strategy

From Generalists to Specialists Structuring for Scale

As we evolved, so did our structure. What once relied on generalists juggling multiple roles has now transformed into dedicated verticals. This shift has brought sharper focus, reduced burnout, and enhanced both accountability and client experience.



Diversification of Services

What began as a focused service model has now evolved into a diverse portfolio. This diversification reflects our ability to adapt to market needs, serve a wider client base, and create more value at every touchpoint.

● STOCK TRADING

● ALGO TRADING

● NBFC

● INSURANCE BROKING



MERCHANT BANKING ●

MUTUAL FUND ●

RESEARCH ●

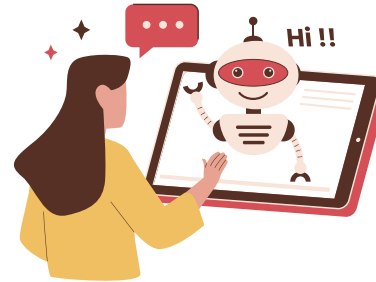
Client Engagement & Trust

Building Bonds, Not Just Portfolios

Then ➔ Now



Earlier, customer service was reactive and transactional.



We've evolved into a proactive, tech-enabled ecosystem focused on lasting relationships – with SWIFT support, AI chatbot, and personalized trading calls. It's not just service; it's connection, care, and clarity.

Technology & Digitization: From Chalkboards to Dashboards

Then ➔ Now



- Manual entries
- Phone-based client communication
- Offline ledgers & record-keeping
- Dependency on vendors



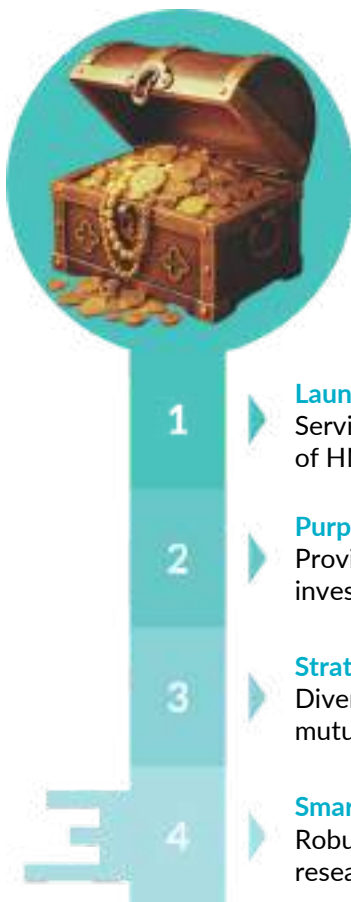
- We have now built an in-house tech system
- CRM & client tracking tools
- Real-time trading platforms
- AI-driven alerts & automation

We've transitioned from handwritten records and manual workflows to intelligent systems that empower speed, precision, and personalization. From deploying CRM tools and AI-powered trading platforms to automating internal processes – technology is no longer just a support, but a core driver of our business.

WHAT'S NEW

Launch of Avisa Wealth

In our continuous pursuit of innovation and value creation, we are proud to announce the launch of Avisa Wealth – a dedicated financial services group crafted to cater to the unique needs of High-Net-Worth Individuals (HNI) and Ultra-High-Net-Worth (UHNW) clients. Avisa Wealth offers bespoke, premium investment solutions, blending deep market insight with a personalized approach. Our mission is clear: to serve the sophisticated financial aspirations of our elite clientele with discretion, integrity, and strategic foresight. With Avisa, we're not just managing wealth – we're building legacies.



Key to unlocking Hidden wealth

1 Launched Avisa Wealth

Serving sophisticated financial aspirations of HNI and UHNW individuals

2 Purpose

Provide access to curated investment opportunities

3 Strategy

Diversify globally with curated stock baskets, mutual funds, ETFs & fixed income bonds

4 Smart technology, trusted guidance

Robust tech platform and a seasoned research team to support at every step

PROMOTIONS

Your GROWTH IS Our Growth



Amit Pamnani

Vice President
Investment Banking



Babita Pareek

General Manager Accounts
& Taxation, Accounts HO



Raina Dosi

Manager Accounts
& Taxation, Accounts HO



Shakil Khan

Software Engineer 2
Technology



Yash Thakur

Manager
Human Resource



Anuja Joshi

Senior Manager
Partnerships



Sachin Soni

Sr. Executive
Human Resource



Sunny Kale

Tech & Product Analyst,
Technology

MANN KI BAAT

A Journey of Togetherness with Swastika

As Swastika Investmart Ltd. completes a glorious journey of 33 years, I feel immense pride in having been a part of this incredible organization for the last 20 years. This isn't just a workplace for me—it's an extended family that has shaped my professional and personal growth in more ways than one.

Over the years, Swastika has stood as a shining example of resilience and consistent growth. Like any long journey, ours too has seen its share of ups and downs. But what sets us apart is our unwavering spirit to bounce back stronger, to evolve, and to achieve new milestones every year.

The top management and board of Swastika have played a vital role in nurturing this culture. **Their vision and integrity have ensured that every stakeholder—be it employees, clients, or partners—feels valued and cared for.**

Our Managing Director and Chairman, Mr. Sunil Nyati, deserves special mention. His energy, clarity of vision, and hands-on leadership have propelled Swastika to new heights. Under his able guidance, the company has not just grown—it has transformed, taking every team member along on the path of success. Further with the joining of new generation capable leadership of Mr. Parth Nyati and Devashish Nyati, company has set new vision and is now transforming in to one of most trustable Fintech Platform and a Wealth Management company in India with the power of its Technology, Client First Approach, strong Team of qualified finance professionals and Strength of our Partners.

I feel deeply honoured and grateful to have been a part of this enriching journey. As we celebrate 33 years of excellence, I look forward to continuing this journey together—growing, evolving, and achieving many more milestones as one Swastika family.

Vinit Rathi

CEO, Avisa Wealth

“ But what sets us apart is our unwavering spirit to bounce back stronger, to evolve, and to achieve new milestones every year. ”



EVENTS AT A GLANCE



Business Summit 2025



Celebration of Foundation day 2025



Listing Day & Yoga Day celebration



CREATIVE CORNER

Maharashtra bole, "Aamchi Mumbai!"
Kerala kahe, "Nammalude Naadu!"
Yahan MP wale bole,
"Are bhai, samose mein aloo!"

Kahin Tamil ka tadka,
kahin Gujarati fafda,
Humare MP mein toh sab kuch hai changa!
Jabalpur se 'Gawalior' tak,
Bhopal se bhiya, Indore tak!
Yahan language ka nahi,
'Pohe me sev kam hai', iska jhagda hai!

Boli humari har kos pe badalti hai,
Unity lekin har tyohar me milti hai,
Kisi ko chaat, kisi ko samosa,
Kisi ko malpua, to kisi ko dosa!
Daal bhale ladoo aur kadhi me chhoka
Sabke liye yaha hai mauka

Bengali, Punjabi, Kannadiga, Mallu,
Yahan sab apni zubaan mein gaate,
Aur hum MP wale,
Dil se sabko 'Aur bhiya Raam!' bulate!

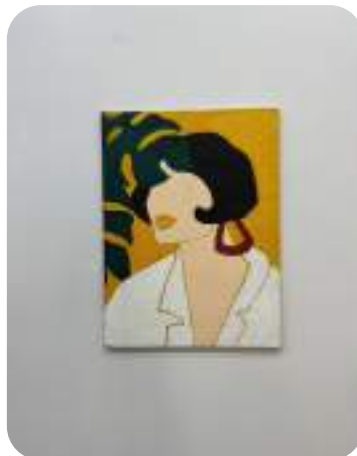
Bharat ka ye dil hai,
Yaha Sabka swagat hai,
Sach me...
MP ajab hai
Sabse gazab hai !



Harshita Sharma
Sr. Graphic Designer



Anushka Malviya
Senior Executive
Human Relations



Saloni Sikchi
Intern, IB

AND THE HAPPINESS CONTINUES...

JOSH

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Swastika Investmart Ltd.**



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