

JOSH



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A quarterly magazine by Swastika Investmart Ltd.



CHAK DE! SWASTIKA

SWASTIKA 2.0

Shifting gears towards hockey stick growth

www.swastika.co.in



EDITORIAL

Swastika 2.0: A New Era of Centralized Growth A Leap Forward in Our Journey

A major turning point in our journey is marked by Swastika 2.0 as we start this exciting new chapter. On November 11, 2024, we made a strategic decision to change from a decentralized to a centralized operating model, which will let us achieve unheard-of levels of achievement and growth.

While our decentralized model was effective, it had its limitations. Fragmented efforts, inconsistent standards, and slower decision-making processes often hindered our progress. By centralizing our operations, we have streamlined processes, unified teams, and empowered leadership to make swift, informed decisions.

Despite the numerous advantages of centralization, we remain committed to nurturing the entrepreneurial spirit and innovative mindset that have always been at Swastika's core. We believe that striking the right balance between centralized control and decentralized innovation is key to long-term success.

As we move forward, we are confident that Swastika 2.0 will usher in a new era of growth, prosperity, and impact. We are poised to reach new heights and build a brighter future for our organization and stakeholders.

We believe that a balance between centralized control and decentralized innovation is key to achieving long-term success.



**SAGAR
PANDEY**

HEAD HR

EXPERT INSIGHTS

What inspired the need for restructuring, and what are the primary objectives of this initiative?

Our growth formula is: Growth = Execution ^ Strategy × Market. While our growth has been decent over the last three years, we now aim to grow 10x. We first developed a strategy focused on delivering exceptional research and assistance for our customers. To drive this strategy, we needed exceptional execution capabilities. Our previous structure, with five different zones, wasn't optimized for efficient execution. To address this, we leveraged our existing leadership team's skills and assigned each leader ownership of a complete problem statement, enabling end-to-end execution. This restructuring aims to enhance our execution capabilities and drive growth.

What were some of the biggest challenges the organization faced prior to the restructuring, and how will the new structure address these challenges?

The biggest problem faced before the restructuring was that different teams were working in very different directions, even when their targets were similar. Some teams excelled at one aspect, while others excelled at another, but common learnings were not shared. Since everyone was thinking and communicating differently, the Swastika brand identity wasn't clearly conveyed to customers and stakeholders—it varied across zones and regions. We wanted a unified brand identity and a company-wide strategy, which is what we aim to achieve through this organizational change.

How will the new structure impact employees' day-to-day work, and what benefits can they expect?

With the new structure, employees can expect greater clarity and focus in their daily work. They'll have clear targets, understand the company's expectations, and see a clear path for growth and development. This clarity will help them understand expected outcomes and visualize their future roles and career paths within the organization.



PARTH
NYATI

Whole Time Director

Continued...

EXPERT INSIGHTS

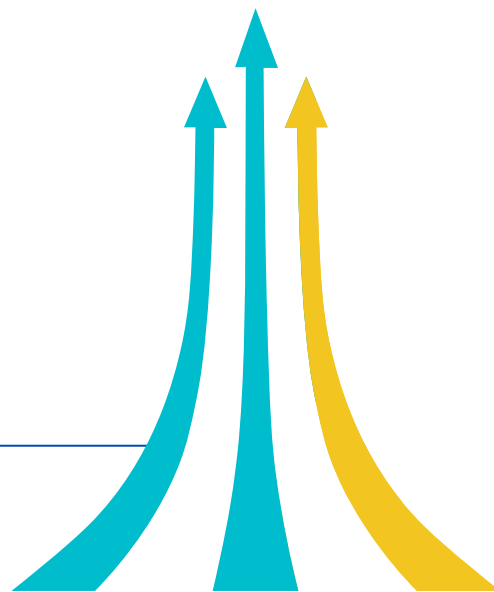
What message would you like to convey to employees, customers, and stakeholders about the future of the organization?

We've identified our niche in research and assistance, and we're committed to delivering exceptional services to our customers. To achieve this, we'll be making targeted changes to our business, including our structure, technology, and products, in terms of team training and team targets. We've also separated our B2C and B2B businesses into distinct verticals, enabling us to better serve our customers and partners. With this focused approach, we're confident that we'll achieve 10X growth and become a leader in our industry.

Together we drive focused growth and exceptional execution towards becoming industry leaders

How will the leadership team communicate the changes & a vision to employee and what support mechanisms will put in place?

Effective communication is crucial for any organizational change. We're using multiple channels to communicate the changes, including town hall meetings, 'Ask Me Anything' sessions, emailers, and WhatsApp updates. We understand that change can be challenging, especially in a large, geographically dispersed organization like ours. We're committed to explaining the reasons behind these changes and addressing any questions or concerns that arise. Our goal is to be open, transparent, and supportive throughout this transition.



THE THREE PILLARS OF SWASTIKA

Let's see what our business unit heads have to say

Aapke top priorities growth vertical ke liye kya hain, aur unhe achieve karne ka plan kya hai?

Chief Growth Officer ke roop mein, mera primary focus hai hamare growth vertical ko scale karna customer-centric solutions ko enhance karke, technology ka use karke, aur market penetration ko deepen karna. Is goal ko achieve karne ke liye maine kuch priorities set ki hain:

- Lead Conversion Maximize karna: Har lead ko nurture aur convert karna ek structured aur data-driven sales process ke zariye. Ismein regular training sessions, advanced analytics ka use, aur follow-ups ko streamline karna shamil hai taaki turnaround time kam ho.
- Client Acquisition Channels Expand karna: Traditional aur digital platforms ka use karke unserved markets ko capture karna. Hamara focus Tier II aur Tier III cities mein presence ko strong banana aur tech-savvy investors ke liye digital outreach ko optimize karne par hoga.

Aap business vertical ke employees se kya expectations rakhte hain, aur ve vertical ki success meh kaise contribute kar sakte hain?

Hamari strategy customer base expand karne aur market share badhane ke liye teen key points par focused hai:

- Geographical Expansion: Underserved markets ko target karna digital channels aur localized campaigns ke zariye, taaki diverse demographics ke naye customers onboard ho sakein.
- Digital Acceleration: Hamare online presence ko enhance karna performance marketing, SEO, aur customer-friendly landing pages ke zariye jo account opening journey ko simplify karein.
- Client-Centric Innovations: Alag-alag customer segments ke liye tailored products aur services launch karna, jaise retail investors se lekar HNIs tak, taaki unki specific financial needs address ho sakein.

Innovation, efficiency, aur personalization ke zariye, hum trust build karenge aur competitive market mein apne aap ko differentiate karenge.

Aapki creativity, resilience, aur determination Swastika ki success ki foundation hai

Growth vertical ke employees ko aap kya message dena chahenge taaki wo motivate aur inspire ho sakein?

Growth vertical ki meri exceptional team ke liye mera yeh message hai:

Growth sirf numbers ke baare mein nahi hai; yeh ek impact create karne ke baare mein hai. Har campaign, strategy, aur customer interaction hamare bade vision ka hissa hai - financial independence ko empower karna. Aapki creativity, resilience, aur determination Swastika ki success ki foundation hai. Hum milkar apne customers ke liye ek brighter financial future shape kar rahe hain.

Challenges ko embrace karte rahiye, successes ko celebrate kariye, aur passion aur purpose ke saath boundaries push kariye. Yaad rakhiye, har chhoti effort monumental outcomes la sakti hai jab hum ek team ke roop mein kaam karte hain. Future hamare haath mein hai, to aaiye ise remarkable banate hain!



DEEPAK

SOMANI

Chief Growth Officer

Let's see what our business unit heads have to say

Business vertical ke samne kya kya challenges hain, aur aap inhein kaise address karenge?

Dekha jaye to Koi bada challenge nahi hai. Naye target areas mein team ko adopt karne aur hierarchy mein badlaav ko samay lagta hai, lekin lagataar mehnat karne se yeh 2-3 mahino mein smooth ho jayega.

Aap kaise ensure karenge ki business vertical meh customer service aur support ki quality banaye rakhe?

Customer support aur services hamesha se humari priority rahi hai. Hum team ke saath lagataar touch meh hain aur unhein yeh ensure karne ke liye instruct kiya hai ki customer service par koi asar naa padhe. Hum help desk department ke saath bhi coordination meh hain taaki business vertical meh customer service ki quality banaye rakhi ja sake.

Aap business vertical ke employees se kya expectations rakhte hain, aur ve vertical ki success meh kaise contribute kar sakte hain?

Humare paas bahut hi experienced aur energetic team hai. Team ke paas sabhi verticals meh kaam karne ka experience hai, ab unhein retail aur HNi client servicing meh focus karna hai. Hum team se ummeed karte hain ki ve wealth manager ke roop meh clients ke saath kaam karenge aur clients ke investment pie ko poora manage karenge, jismein broking, mutual funds, PMS, insurance aur financial planning shaamil hai.

Humare paas bahut hi experienced aur energetic team hai.



**VINIT
RATHI**

Chief Business Officer

Continued...

Let's see what our business unit heads have to say

Hamari B2B partnership aur sahyog ke vistaar ke liye aapki kya strategy hain?

- Hamari primary strategy yhi hai ki hum achhe partners ko acquire kare. Hum ek Solid partnership model banate hain jisse hum apne partners ke saath parasparik vridhi ko badhava de sakte hain.
- Humne apne partnership vertical ko teen hisson mein divide kiya hai - naye clients acquire krna, maujooda partners ke saath majboot sambandh banana, aur hassel-free operations ko ensure karna.
- Hum apni brand value ko majboot karne ke liye trustworthy aur innovative partners ke saath jud rahe hain. Trust aur relationship ko strong karna humari priority hai.

Aap B2B sector mein nayi business opportunities ko kaise pehchaanenge?

- Capital Market mein B2B business ke liye bahut saari avsaroon ki sambhavana hai, kyunki hum poore Bharat mein apni upastithi badha rahe hain, jahan hamaare paas kaushal pradarshit industry professionals hain jo behtar prayaas aur pahunch ke liye taiyar hain. Dusri aur, naye SEBI compliances ke kaaran, kai bade brokers aur banks ne apne B2B segment ko band kar diya hai, jahan Swastika abhi bhi complied business ke liye prayasrat hai.
- Iske alawa, hum apne utpadon jaise ki Mutual fund, Insurance POS, Wealthbag ko apni pratidvandvita vishleshan ke aadhar par khola rakhte hain.

Aap apne B2B partners ko kya ese unique benefits denge ki wo market mein apne competitors se stand out kare?

- Hum apne business partners ko inovation, trust, aur growth ke saath samriddh banana chahte hain. Hamari industry ki visheshagyaata aur network humein ranneetik margdarshan aur samarthan pradan karne mein saksham banate hain.
- Hum inovation ko bhi priority dete hain, jismein partners ke vishesh jarooraton ke anusaar samadhaan taiyaar kiye jaate hain. Customers ki pratikriya aur bazaar ki validation humari performance ko relevant aur prabhavi banaaye rakhne ke liye important hain.

Trust aur relationship ko strong karna humari priority hai.



SAURABH
Nuwal

Chief Partnerships Officer

BUSINESS UPDATE

Investment Banking

Quarter 3 (Oct'24 - Dec'24)

Swastika's Merchant Banking Team had achieved new milestones in Q3 of 2024-25. Following are the details regarding the deals that were completed /signed in the for the quarter:

IPO

- Filed: 4
 - ▶ HCIN Networks Ltd.
 - ▶ Multiplier AI Ltd.
 - ▶ Curis Life Sciences Ltd.
 - ▶ Neelkanth Realtors Ltd.
- Opened: 1
 - ▶ United Heat Transfer Ltd.
- In DRHP stage: 22
- New Mandate Signed: 6



PRIVATE EQUITY FUNDING: 2

- Candy Toys Corporate Pvt. Ltd., Indore: Rs 110 crores. This is a largest deal in this sector in India
- Sagar Asia Pvt. Ltd., Hyderabad : Rs 51 crore



VALUATION

- 20+ enterprise valuation reports done in this quarter



PROMOTIONS

YOUR GROWTH IS OUR GROWTH



Jignesh
Bhatt

Assistant Vice President,
B2B



Sandeep
Mitra

Assistant Vice President,
B2B



Alka
Arya

Assistant Vice President,
Sales & Marketing



Neha
Ingle

Assistant Vice President,
Sales & Marketing



Shyam
Maheswari

Assistant Vice President,
Sales & Marketing



Vaibhav
Palod

Assistant Vice President,
Marketing



Abhishek
Gaud

Assistant General Manager,
Help Desk



Abhishek
Kumar

Chief of Staff,
Business Management



Kush
Yadav

Assistant General Manager,
Dealing



Manan
Singh Gandhi

Product Manager 1,
Product



Vaibhav
Chimote

Technical Project Manager 2,
Technology



Sunil
Tiwari

Distinguished Engineer,
Technology



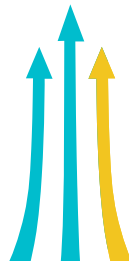
Mayank
Jaiswal

Staff Software Engineer,
Technology



Yash
Sulaniya

Assistant Manager,
KYC



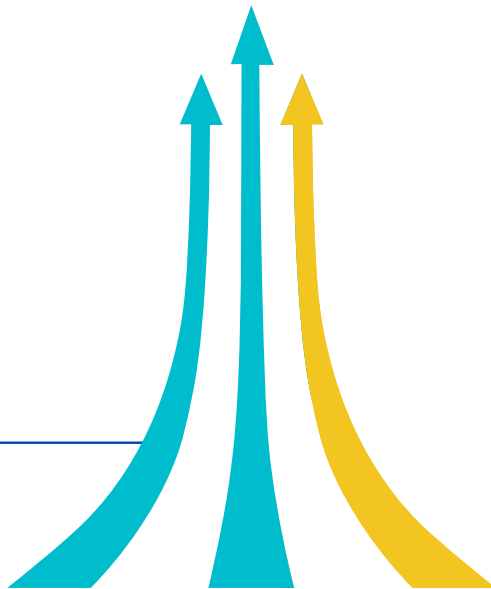
WHAT'S NEW

Mutual Funds & Back Office in Jarvis

Manage investments and operations seamlessly on one platform

The screenshot displays the Jarvis CRM client interface. At the top, there are navigation and status elements including 'Last updated on: 4:30 PM 01/01/2025', 'Live DTC: 5581/403804', 'Avg. DTC: 6545.75/403804 (Last 4 Wednesdays)', 'Live TO: ₹2,00,65,95,403', and 'Avg. TO: ₹2,52,33,97,317.75 (Last 4 Wednesdays)'. Below this, there are buttons for 'SIP WITHOUT AUTOPAY', 'NOT TRADED TODAY', 'MY CLIENTS', and 'MISSED CALLS'. A search bar with the text 'search field is required' is visible. The main content is a table with the following columns: CALL, MUTUAL FUND, BRANCH NAME, CLIENT TYPE, SOURCE, SUB SOURCE, REGISTRATION DATE, BUSINESS TYPE, BACK OFFICE, HOLDING AMOUNT, LEDGER BALANCE, and FIRST DEPOSIT. The 'MUTUAL FUND' and 'BACK OFFICE' columns are highlighted with red boxes. The table contains several rows of data, including client names like 'A. MUKATI', 'SAMA', 'HAR', 'OKRAO K...', 'ORA', 'AR SONI', and 'BDAIYA'.

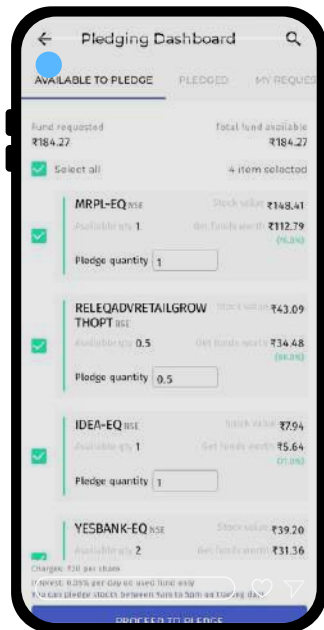
| CALL | MUTUAL FUND | BRANCH NAME | CLIENT TYPE | SOURCE | SUB SOURCE | REGISTRATION DATE | BUSINESS TYPE | BACK OFFICE | HOLDING AMOUNT | LEDGER BALANCE | FIRST DEPOSIT |
|------------|-------------|-------------|-------------|------------------|------------------|-------------------|---------------|-------------|----------------|----------------|---------------|
| A. MUKATI | ₹ 200k | PAM1 | Premium | Bulk Upload | My Contacts | 19/12/2024 | Indirect | BO → | ₹ 2,005.935 | ₹ 0 | ₹ 0 |
| SAMA | ₹ 1000 | DTSM | Premium | Facebook | Nifty Two Iphone | 10/12/2024 | Direct | BO → | ₹ 1,491.758 | ₹ 333 | ₹ 15,000 |
| HAR | ₹ 964 | PAM3 | Premium | Personal Contact | ABDAXK | 07/12/2024 | Indirect | BO → | ₹ 958.427 | ₹ 0 | ₹ 0 |
| OKRAO K... | ₹ 91 | | Discounted | eKYC by RM | AMRVTSRB | 03/12/2024 | Indirect | BO → | ₹ 97.059 | ₹ 0 | ₹ 0 |
| ORA | ₹ 9649 | AMBL | Premium | Emp Referral | AMBZ203079 | 30/11/2024 | Direct | BO → | ₹ 9,649.488 | ₹ 15,654.2 | ₹ 30,000 |
| AR SONI | ₹ 91 | | Premium | Ekyc by AP | KTAKTE | 29/11/2024 | Indirect | BO → | ₹ 97.059 | ₹ 0 | ₹ 100 |
| | ₹ 964 | HSR | Discounted | Personal Contact | SIL2688 | 28/11/2024 | Direct | BO → | ₹ 955.039 | ₹ 0 | ₹ 0 |
| BDAIYA | ₹ 200k | PAM1 | Premium | Personal Contact | VJNGOJN | 25/11/2024 | Indirect | BO → | ₹ 2,504.015 | ₹ 0 | ₹ 0 |



WHAT'S NEW

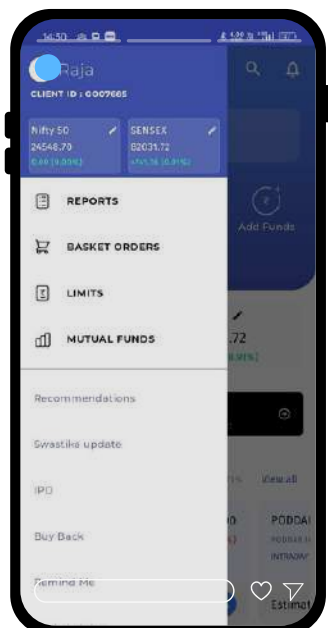
Simplified Pledging

No more confusion between Normal and MTF pledging. Now, the user will just have single pledging, which will simplify the user experience.



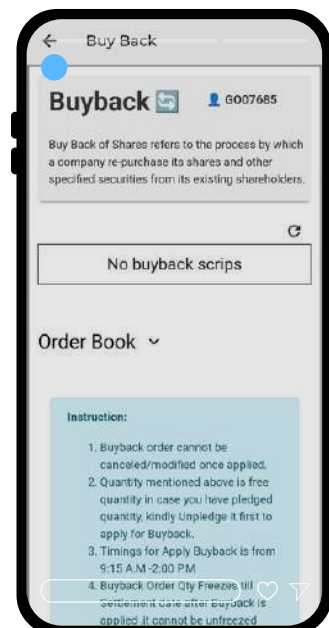
Buyback

Effortless and transparent buyback participation for investors



Corporate Actions - Buyback

As demanded, now clients can directly place buyback orders from mobile application



MANN KI BAAT

*6 Saal Ka Safar: Growth, Learning,
aur Success ke Saath Swastika Mein...*

Maine Swastika Investmart Ltd. mein 6 saal poore kiye hain, aur main iske liye bahut khush aur abhari hoon. Mera safar Sales Manager se Assistant Vice President tak bahut hi incredible raha hai, aur maine is dauran bahut kuch seekha hai.

Maine ek amazing team ke saath kaam kiya hai, aur humne milkar kuch remarkable milestones achieve kiye hain. Humne ek majboot client base banayi hai, sales growth ko badhaya hai, aur innovative strategies develop kiye hain jo client satisfaction ko badhate hain.

Lekin sabse zyada, main is baat ki abhari hoon ki humne apne safar mein kuch mahatvapurn values ko maintain kiya hai - resilience, adaptability, aur client-first approach. Ye values mujhe apne limits se aage badhne aur excellence ke liye strive karne ke liye prerot karte hain.

Humne apne safar mein kuch mahatvapurn values ko maintain kiya hai - resilience, adaptability, aur client-first approach

Jaise main pichhle 6 saalon ko dekhti hoon, mujhe yaad aata hai ki success keval milestones achieve karne ke baare mein nahin hai, balki woh log jo aap inspire karte hain aur jo impact aap apne raaste mein daalte hain.

Mein is amazing team ka hissa hona ke liye abhari hoon, aur main aage aur bhi growth, learning, aur inspiration ke saal dekhti hoon.

ALKA
ARYA
AVP-Growth



CREATIVE CORNER



Charcoal Pencil
Portrait by
Anupam Barasia
Data Analyst,
Product



Photography by
Shivani Pardeshi
Senior Executive,
Digital Marketing

EVENTS AT A GLANCE



Fasting For Global Unity



'Cyber Surakshit Bharat' Seminar on Cyber Security by Mr. Pranay Chauhan



Swastika honored specially-abled children with appreciation awards for their creative talents



Sundarkand Path



Christmas Celebration

AND THE HAPPINESS CONTINUES...

JOSH

**By
Swastika Investmart Ltd.**



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