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30
Years

EZEE PARTNER

with Us

**Be a business builder,
not just a partner**

all through your phone, your workplace

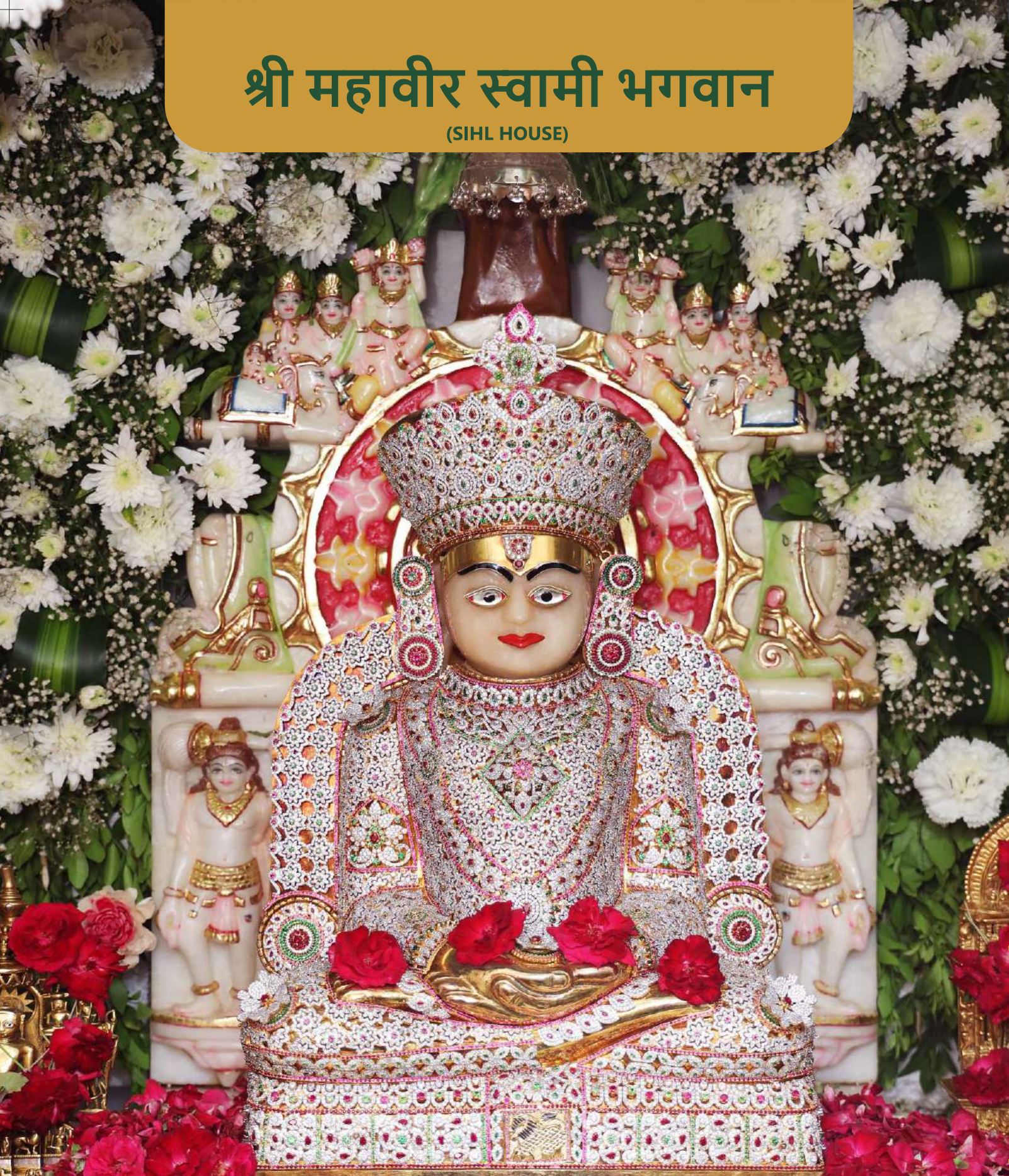


- 
Broker to Sub Broker
- 
Digital
- 
Transparent Payout
- 
Revenue Sharing
- 
Back Office Support

www.sihl.in

શ્રી મહાવીર સ્વામી ભગવાન

(SIHL HOUSE)



નમો અરિહંતાણં, નમો સિદ્ધાણં, નમો આયરિયાણં, નમો ઉવજ્જાયાણં,
નમો લોએ સવ્વ સાહૂણં । એસો પંચ નમોક્કારો, સવ્વ પાવ પ્પણાસણો ।
મંગલાણં ચ સવ્વેસિં, પઠમં હવઈ મંગલં ।



About Us

A Firm You Can Trust

"Since 1994, Shah Investors has established itself as a trusted leader in financial services, offering valuable opportunities to our clients in the most stable way. We commit to provide personalized financial guidance to support goals of our clients and manage wealth their wealth with exceptional care at every stage of life. We value our client relationship as one of our own, and the advisory is created with your financial goals in mind.

Our success lies in your financial well-being. Some of our clients speak for us. Their goals and disciplined investments have helped them happily achieve their milestones.

Our Vision

Our vision is to simplify investing through expert market knowledge and technical expertise. We envision the seamless integration of various financial services and products to create an educated and satisfied class of investors. SIHL started the Authorized Person Model to partner with trading community members to increase its reach. This model is based on the brokerage sharing concept. You help others trade with SIHL and make profits for yourself.

Our Mission

Shah Investor's Home Ltd is your one-stop destination for trustworthy financial services. We endeavour to provide customized wealth creation and growth solutions that will result in higher satisfaction with uncompromising integrity. With our help, managing one's financial future can be easy, worry-free, and more exciting. We are on a mission to encourage young and ethical people to join us as partners and grow with us in each financial product under one roof of Shah Investors Home Ltd.

Board Of Director



Upendra Shah, SIHL

Mr. Upendra T. Shah is the Founder, Chairman, and Director of Shah Investor's Home Limited. He has a bachelor's degree in commerce and an LLB and is the promoter of Shah Investor's Home Limited. He entered the stock broking business by joining ASE in 1980 for his proprietary firm.

He formed Shah Investor's Home Limited in October 1994 to serve investors in a transparent and trustworthy manner and provide all financial services under one roof. The visionary in Mr Upendra Shah also ensured that SIHL was the first broking house in Ahmedabad to offer trading in the NSE F&O segment and the first DP in Gujarat to offer Depository services in NSDL. With his ultimate management & accounting skills, the company's performance has always shown an upward trend. Under his leadership, the company has been profitable and has generated positive results by staying on the path he charted. Building a long-term business by giving back more to investors, employees, and society is his main "Mantra".

Purnima Shah, SIHL

Mrs. Purnima U. Shah is a Director of Shah Investor's Home Limited. She has a Master's in Statistics from Gujarat University. She is a promoter of the Shah Investor's Home Limited and has been part of the senior management team since the inception of the SIHL Group. She has also been the motivating force behind SIHL. Her qualifications and rich professional experience have always provided the board with the guidance and input needed for the company's growth. Mrs. Purnima Shah actively monitors the administrative aspects of various segments at SIHL. She has been instrumental in setting up transparent accounting systems, enabling rich long-term client relationships. The company's performance has also witnessed consistent benefits through these practices.



Tanmay Shah Managing - Director, SIHL

Mr. Tanmay U. Shah is the Managing Director (MD) & Chief Financial Officer (CFO) of Shah Investor's Home Limited. A Commerce graduate, he joined SIHL in 2003 and has been instrumental in its growth over the past 20 years. He has played key roles in brand building, strategy development, and creating the company's logo, making SIHL a household name in Gujarat. He also established the institutional trading business in Mumbai.

Under his leadership, the Equity Research team has delivered valuable investment insights, driving profitable strategies with limited downside, ensuring strong returns in both bullish & bearish markets.

OUR CORE TEAM



Rajesh Punjabi GM SIHL

Mr. Punjabi is the founding member and Director of the SIHL group and has more than 45 years of experience in the Financial Markets. He started his career with Mr. Upendra Shah after his HSC exams in Financial Markets. His knowledge and expertise is in all segments of capital markets, viz. cash, F&O, Currencies, derivatives, and commodities. He helped the company grow while managing risk at all times. Mr. Rajesh Punjabi leads the Equity and Commodity Broking business, which comprises business development, operations, and risk management. He oversees all financial activities for the group. He has helped the company form and build administrative decisions at all crucial times, including risk-managed growth. Mr. Punjabi is also Director in various advisory bodies, including the Metropolitan Stock Exchange Ltd. He is recognized for his mentorship and dedication to nurturing young talent in the organization. His strategic vision has helped SIHL adapt to changing market dynamics. He is actively involved in various industry forums, contributing to policy discussions and regulatory improvements.

Utpal Shah SIHL Director

Mr. Utpal Shah is a director of the SIHL Group Company. Mr. Utpal Shah holds a BE in Electronics and Communications Engineering from Gujarat University and an MS in Electrical Engineering from the University of Florida, USA. Before joining his current position in 2008, he worked with Intel Corporation, USA, for 8 years in various roles related to project and product management. He has set up new business verticals like Distribution, Financial Planning, and International business, as well as a dedicated NRI investment desk. Global Investment Advisory and International Exchange memberships at GIFT IFSC are one of the latest initiatives he is spearheading for the company. He has played a vital role in digitizing SIHL's services and client engagement platforms. Utpal is passionate about fostering innovation and technology adoption within the group. He is also a regular speaker at industry conferences and seminars.



Kamal Thakkar, CBO SIHL

Mr. Kamal Thakkar is the Chief Business Officer at Shah Investor's Home Limited. He holds a B.Com, LL.B., and an MBA in Finance and Marketing. He brings over 25 years of experience in the broking industry and has a good command over all aspects of financial products, team building, and overall business expansion. With his vast business development and strategic work expertise, he plays a key role in driving SIHL's expansion and strengthening its market presence. Kamal is known for his hands-on approach to leadership and operational excellence. He has successfully led several cross-functional teams in achieving organizational goals. His deep industry network has been instrumental in forging valuable partnerships for SIHL.



ACCESS TO

WIDE RANGE OF INVESTMENT PRODUCTS



Equities



Commodities



Algo Trading



Mutual Funds



NRI Investments



Global Investing Advisory



Stock Lending & Borrowing



Unlisted Shares



MTF



Wealth Management



AIF



Bonds & Debentures

EZEE – PARTNER IN PROSPERITY

SIHL invites individuals with the zest of entrepreneurship for partnership. Join SIHL As an Ezee Partner & Build your Own Client's Network as an Entrepreneur. You can make your self a part of the fastest-growing network of India's most trusted full-service broking house serving financial solutions to clients. Work from the comfort of your home or office and get access to the research and knowledge team of SIHL.

Key Benefits:

Low Entry Cost	Just ₹3,000 registration fees – that's it! – Minimum refundable deposit
No Office Required	Work from anywhere – your home, café, or while traveling.
No Terminal Needed	All you need is a phone or laptop – our team handles the rest.
Lifetime Revenue Sharing	Earn up to 30:70 to 40:60 sharing, depending on your business volume.
Complete Back-end Support	From account opening to research, advisory & service – we've got you covered
Exclusive Training & Tools	Access to marketing material, digital onboarding, and growth insights.



CONTINUE GROWING



DIGITAL FOOTPRINT

Over time, SIHL has developed a robust presence in the digital domain. SIHL's Money Maker application has an equal number of users. SIHL also has a prominent presence on various social media platforms such as Facebook, LinkedIn, Instagram, Twitter, and YouTube.



SIHL CRM



Personalized & Shareable Content



Personalized Website



SIHL Money Maker Mobile App



SIHL FundsPro Mobile App

Social Media Support : Trade Equity Calls | Trade Derivative Calls | Market Update | Economic Calendar | Market Buzz | Auto Sales Creative | Mutual Funds | Festive Creative | Article IPO Snapshot | IPO Info | Quarterly Updates | Fund Updates | NFO Info | Trade Triumphs | Quarterly Result At glance (sector wise) | Top Performers



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BUSINESS PROPOSAL

FROM SIHL

Particular	Employee 2 Ezee Partner Program
Refundable Securities Deposit	₹ 10,000/-* Securities
Brokerage Sharing	Depends on Business
Registration	Digital
Registration Fees	2999/-*
Terminal Access	No
Digital Marketing	Yes
Investment Advisory	Yes
Call Recording	No
Induction + Webinar	Yes
Front office & back office software	Yes
Marketing/Stationery cost/Interior	Upto ₹ 5k
Commission on Loans/ MF / FD	Yes
Service Manager	Yes
Query Resolution	Yes
KYC	Yes
Scheme/Contest	Yes

* Fees as per SEBI for registered APs are non-refundable.
Total Accounts 50 with min. margin of 50k each
AUM in Wealth Product 5cr.
Monthly Revenue min. 50k Gross Brokerage
Management can change cond. on bases on performance

Value Added Services

Particular	Employee 2 Ezee Partner Program
MF/AP Can make new MF/AP & EP Can make new RA & get commission	Yes
Stock Market training	Yes
Visiting cards & Banner (Sign Board)	Yes
Branding	Yes

SIHL'S CONSTANT MENTORING & HAND HOLDING

SIHL provides its Privilege Partnership to Corporates with access to constant support, mentoring and handholding. Connected via the physical and digital landscape, SIHL constantly innovates and resolves the processes and queries based on the Ezee Patners, Corporate business-partners and client's feedback and suggestions.

SIHL also provides access to well-researched insights and quality content from its research team via various digital platforms. Assistance on queries and issues is quick and user-friendly, backed by quality IT solutions.

LIMITS AND MARGINS

SIHL follows strong mandate from regulators in the market and segments, hence we have strong yet flexible margin system suitable to the clients and in-line with the regulatory guidelines.

REQUIREMENT FOR REGISTRATION



DOCUMENTS REQUIRED

- ✓ PAN Card
- ✓ Aadhaar Card
- ✓ Educational Proof
- ✓ Residential Address Proof
- ✓ Office Address Proof
- ✓ 5-Photographs
- ✓ Partner Application Form
- ✓ Same Name Affidavit
(if there is a mismatch, then it should be on a ₹ 10 stamp paper)

ALL THE DOCUMENTS SHOULD BE ATTESTED BY NOTARY
Corporate requirements on case to case bases

"SIHL FundsPro"

Simplifying Mutual Fund Choices for You.

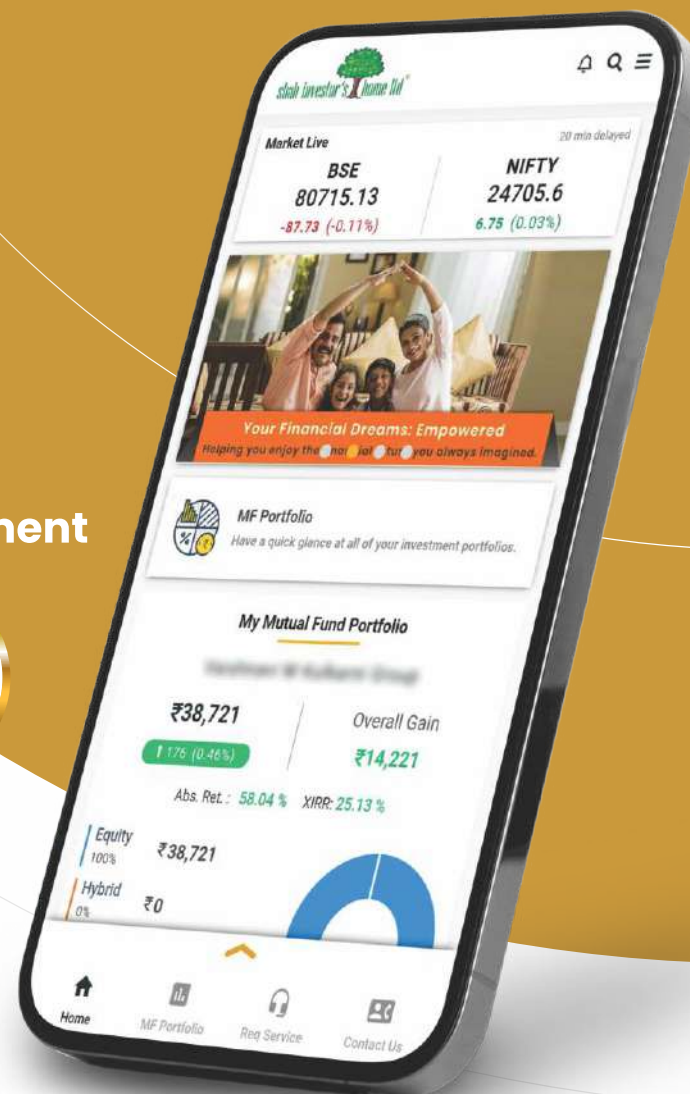
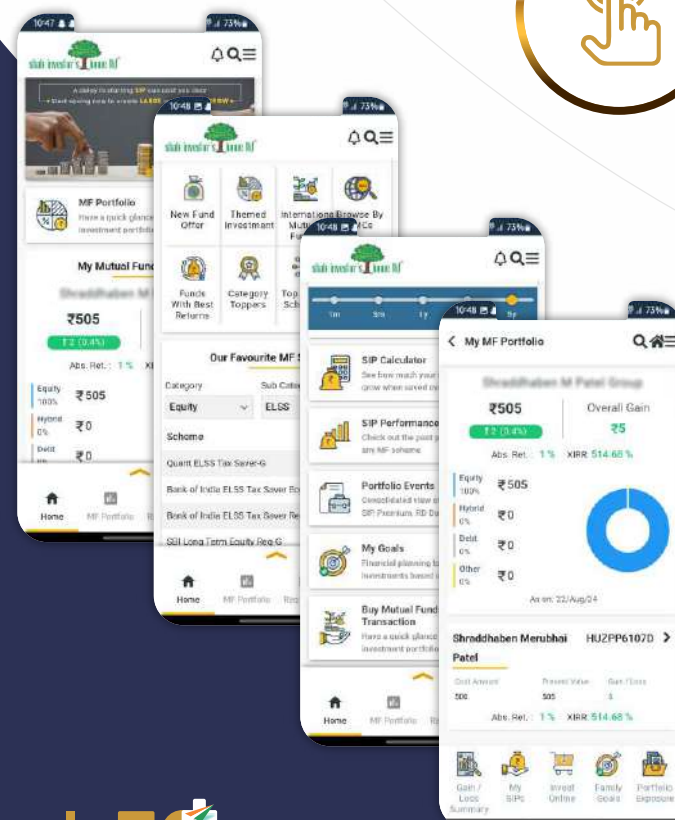
SIP Calculator

300+ MF

Portfolio

Easy Investment

Advance Features



SIHL FUNDS PRO (MutualFund App.)

"SIHL MoneyMaker"

with smart investments and Perfect saving plans



Branches 38+



Franchisees 158+



Registered Users 100k+



SIHL MONEYMAKER APPLICATION (Trading App.)



SEBI Regn.no. INZ000167335

CORRESPONDENCE OFFICE

SIHL HOUSE, Opp. Ambavadi Jain
Temple, Nehrunagar Cross Road,
Ahmedabad-380015.

REGISTERED OFFICE

810, X-Change Plaza, DSCCSL (53E),
Road 5E, Block 53, Zone 5, Gift City,
Gandhinagar-382050

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(Trading App.)



SIHL FUNDS PRO
(MutualFund App.)

