

# Company Profile

> **STOCKHIFI ADVISORY SERVICES PVT LTD**

> **TRADEHIFI STOCK BROKING PVT LTD**



The Chennai based Company operates two company's namely STOCKHIFI ADVISORY SERVICES PRIVATE LIMITED and TRADEHIFI STOCK BROKING PRIVATE LIMITED.

The organization is spearheaded by talented and confident Mr.Srigopal Bajaj, recognised as the best in marketplace for his in-depth knowledge, inherent entrepreneurial and professional abilities. Possessing highly acclaimed and admired market understanding, Mr.Srigopal Bajaj and the Team of analysts has a unsurpassed experience in operating in the Indian financial market and possesses 2500+ active clients.



**StockHifi** [STOCKHIFI ADVISORY SERVICES PVT LTD]  
.com

**STOCKHIFI ADVISORY SERVICES PRIVATE LIMITED** operates two core units

- **StockHifi.com** - covering the Equity market
- **CommoHifi.com** - covering the Commodities section

Both these unities offer a range of services for individuals, small businesses, institutions and corporations with a theory of Knowledge Unbound!

**StockHifi**  
.com

A Unit of StockHifi Advisory Services Pvt Ltd, StockHifi.com has been successfully operating for the past 8 years with 1600 client base and has maintained a data call success rate of 87%.

StockHifi.com provides array of services to suit all kinds of players in stock market vis-à-vis Speculator, Investor, Arbitrages, HNI's and Portfolio Advisory services.



> **STOCKHIFI ADVISORY SERVICES PVT LTD**

> **TRADEHIFI STOCK BROKING PVT LTD**



**CommoHifi**  
.com

A unit of StockHifi Advisory Services Pvt Ltd, CommoHifi.com is one of the foremost to start advisory services for commodities market in India has been operational for the past six years with a 800+ client base with a data call success rate of 85%, providing services through technical analysts and alerts by tracking and analysing

- Local mandi's for agro commodities for supply/ demand situations
- International market for bullions & base metals
- Mix mandi data with technical chart reading
- NCDEX / MCX / COMEX / NYMEX / LME in tandem to find arbitrage opportunities

CommoHifi.com also provides "ARBITRAGE" opportunities between Indian and International Market in commodities, between NCDEX and MCX, between different months contract in the same exchange and between physical commodities and futures contracts.



**TradeHifi** [TRADEHIFI STOCK BROKING PVT LTD]  
.in

**TRADEHIFI STOCK BROKING PRIVATE LIMITED**, another company held by the Promoters, was started in the year 2008. Although very new to the field, TradeHifi's Strong work ethics & Professional background leveraged with Information Technology enable us to deliver quality Broking services in the shortest possible time.

TradeHifi combines competitive brokerage rates & Solid Research, supported by Internet Technology besides Investment advice from an experienced Pioneer team of Stockhifi.com. Our Research Advisory is our key differentiator. TradeHifi's credit is defined by its mission to succeed, passion for professionalism, excellent work ethics & customer centric values.

The company helps grow its clients businesses through competitive market knowledge and an insider's view of marketplace, enriching each client relationships through disciplined services, innovation and seamless execution.



# Company Structure

## STOCKHIFI ADVISORY SERVICES PRIVATE LIMITED

### ADVISORY SERVICES

- o STOCKHIFI.COM
- o COMMOHIFI.COM
- o FOREXHIFI.COM

### COMMODITIES BROKING

- o Member of MCX
- o Member of NCDEX

## TRADEHIFI STOCK BROKING PRIVATE LIMITED

### EQUITIES BROKING

- o Member of NSE (CM, FO & CDS Segment)

### CURRENCY BROKING

- o Member of MSX



# Service Offering

A complete suite of products, offering wholesome Investments solutions

## Equity Broking :

TradeHifi Provides an end-to-end equity trading solutions to retail Investors. TradeHifi is a Trading member of the National Stock Exchange (NSE) both in the Equities & Derivative Segment.

SEBI Regn : NSE - INB231309239 (CM), INF231309239 (F&O), INE2231309239 (CDS)  
NSE Member Id : 13092

## Commodity Broking :

Commodity derivatives are now also growing in popularity as an Trading & Investment tool. We provide services with respect to Commodities through our Group Company "StockHifi Advisory Services Pvt Ltd " which is a main member of Multi Commodity Exchange (MCX) & National Commodity Exchange (NCDEX) .

FMC CODE : MCX/TCM/CORP/1464  
MCX Member Id : 35375  
NCDEX Member

## Currency Broking :

Currency Derivatives is a new addition in Indian Financial Field & we are not left behind. TradeHifi is also a Trading member of MCX Stock Exchange (MCX-SX) for the Currency Segment.

SEBI Regn : INE2231309239  
MSX Member Id : 10400



# Why Us?

## Higher Returns with Low cost Trading

With Brokerage as low as 0.005%\*, you start to make money, by saving money\*. Gain higher returns with lowest cost of trading.

## Innovative Product Offerings

We understand everyone has different investment requirements. Here, we are committed to product innovation and came up with a suite of product offerings designed just for your thought. You will find what's best suit your investment objective and requirements.

## Free Access to Excellent Advisory & Research of the Elite [Stockhifi.com](http://Stockhifi.com) / [CommoHifi.com](http://CommoHifi.com) / [ForexHifi.com](http://ForexHifi.com)

Needless to say, [StockHifi.com](http://Stockhifi.com) & [CommoHifi.com](http://CommoHifi.com) are pioneer leaders of India in Equity & Commodities research respectively.

Our team of finest Technical & financial analysts bring you intensive research reports on how the stock & commodities markets are faring, winning investment ideas, entry and exit strategies, sector and economic outlook.

As a TradeHifi customer you get access to a wide range of research resources and tools to help you make right Investment decisions

## Technology that guarantees seamless connectivity

Enjoy Hassle-free Online Trading through Internet, with speed as good as VSAT.

## Round the Clock Support

Our dedicated customer support representatives are here to assist you on products and any issue pertaining to online trading. No matter where you are or what level of assistance you need. Rest assured, we are here to support you all the way.

## 24 x 7 Online Back Office System

Break free from conventional way of managing your trades. Now you can enjoy immediate confirmation and real time settlement convenience through our trading portal. View your account Online without having to call or wait for statements to arrive.

\* Conditions Apply





## Copyright / Responsibility

### COPYRIGHT

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### RESPONSIBILITY FOR USE OF INFORMATION

Acting on the information given on **www.stockhifi.com** | **www.commohifi.com** | **www.tradehifi.in** and our other inter-linked sites to buy, sell or hold securities shall be done by the customer on his/her/their own risk & responsibility and **STOCKHIFI ADVISORY SERVICES PRIVATE LIMITED / TRADEHIFI STOCK BROKING PRIVATE LIMITED** shall not be liable for any consequences thereof.

Such information should not be taken as any recommendation or solicitation to buy, sell or hold securities. The information contained herein is from sources believed reliable. **STOCKHIFI ADVISORY SERVICES PRIVATE LIMITED / TRADEHIFI STOCK BROKING PRIVATE LIMITED** do not represent that it is accurate or complete and it should not be relied upon as such.



**SKIRMISH CONFLUENCE**  
New Scheme's  
on  
**OFFER**

Saturday, May 8, 2010  
**The Park Hotel, Chennai**





\*Condition Apply

PARTICULAR	NSE / BSE FO	NSE / BSE CASH	MCX / NCDEX
<b>HNI - I *</b>			
INT FREE DEPOSIT	2 LAC**	2 LAC **	2 LAC (Per Exchange)**
BROKERAGE	FUTURES   0.006% / Rs.6 Per LAKH	INTRADAY   0.006% / Rs.6 Per LAKH	0.006% / Rs.6 Per LAKH
	OPTIONS   Rs.40 / LOT	DEL   0.10% / Rs.0.03 (whichever higher)	
SOFTWARE & CHARGES	NOW - FREE	NOW - FREE	ODIN DIET- Rs.250 / Month (Per Exchange)
	ODIN DIET- Rs.250 / Month	ODIN DIET- Rs.250 / Month	
OTHER CHARGES	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	MCX Transaction Charges & all other Charges as applicable from Govt of India
MARGIN	SPAN MARGIN As Applicable	NA	SPAN MARGIN As Applicable
EXPOSURE ON MARGIN	3 TIMES	3 TIMES	3 TIMES
EXPOSURE ON INT FREE DEPOSIT	50%	50%	50%
MTM / DEBIT	TO BE CLEARED DAILY	TO BE CLEARED DAILY	TO BE CLEARED DAILY
PENALTY IF MTM / DEBIT NOT CLEARED	18% INT TO BE CHARGED ON MTM DEBIT	18% INT TO BE CHARGED ON TOTAL DEBIT	18% INT TO BE CHARGED ON MTM DEBIT
PENALTY IF MTM / DEBIT GOES ABV 1.5 LAC	CLIENT TO BE PUT ON SQUARE OFF MODE	CLIENT TO BE PUT ON SQUARE OFF MODE	CLIENT TO BE PUT ON SQUARE OFF MODE
PENALTY IF MTM / DEBIT REMAINS ABV 1.5 LAC FOR 5 DAYS	24% INT TO BE CHARGED ON DEPOSIT	24% INT TO BE CHARGED ON DEPOSIT	24% INT TO BE CHARGED ON DEPOSIT
REVERSAL TO SUB-BROKER	15%	15%	15% (Per Exchange)
ADVISORY SERVICE	FREE	FREE	FREE
** Deposit can be in terms of Collateral in the ratio (50 cash : 50 collateral) and Collateral will attract 30% haircut & the stocks have to be under NSE's approved list.			







\*Condition Apply

PARTICULAR	NSE / BSE FO	NSE / BSE CASH	MCX / NCDEX
<b>HNI - II *</b>			
INT FREE DEPOSIT	1 LAC**	1 LAC**	1 LAC (Per Exchange)**
FLAT BROKERAGE	Rs.50000 / Month#	Rs.50000 / Month#	Rs.50000 / Month (Per Exchange)#
SOFTWARE CHARGES	NOW - FREE	NOW - FREE	ODIN DIET- Rs.250 / Month (Per Exchange)
	ODIN DIET- Rs.250 / Month	ODIN DIET- Rs.250 / Month	
OTHER CHARGES	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	MCX Transaction Charges & all other Charges as applicable from Govt of India
MARGIN	SPAN MARGIN As Applicable	NA	SPAN MARGIN As Applicable
EXPOSURE ON MARGIN	3 TIMES	3 TIMES	3 TIMES
MTM / DEBIT	TO BE CLEARED DAILY	TO BE CLEARED DAILY	TO BE CLEARED DAILY
PENALTY IF MTM / DEBIT NOT CLEARED	18% INT TO BE CHARGED ON MTM DEBIT	18% INT TO BE CHARGED ON TOTAL DEBIT	18% INT TO BE CHARGED ON MTM DEBIT
PENALTY IF MTM / DEBIT GOES ABV 1.5 LAC	CLIENT TO BE PUT ON SQUARE OFF MODE	CLIENT TO BE PUT ON SQUARE OFF MODE	CLIENT TO BE PUT ON SQUARE OFF MODE
PENALTY IF MTM / DEBIT REMAINS ABV 1.5 LAC FOR 5 DAYS	24% INT TO BE CHARGED ON DEPOSIT	24% INT TO BE CHARGED ON DEPOSIT	24% INT TO BE CHARGED ON DEPOSIT
REVERSAL TO SUB-BROKER	10% OF 1 LAC OR (10,000)	10% OF 1 LAC OR (10,000)	10% OF 1 LAC OR (10,000)
ADVISORY SERVICE	FREE	FREE	FREE

\*\* Deposit can be in terms of Collateral in the ratio (50 cash : 50 collateral) and Collateral will attract 30% haircut & the stocks have to be under NSE's approved list.

# Valid Upto 200cr turnover. Beyond that every 1cr would attract Rs.250 brokerage.





\*Condition Apply

PARTICULAR	NSE / BSE FO	NSE / BSE CASH	MCX / NCDEX
<b>SUB-BROKER I</b>			
INT FREE DEPOSIT	2 LAC**	2 LAC**	2 LAC (Per Exchange)**
BASE BROKERAGE	FUT 0.005% / Rs.5 Per LAKH	Intrady 0.005% / Rs.5 Per LAKH	0.005% Rs.5 Per LAKH
	Options   Rs.25/ Lot	Del   0.10 % / min=0.05 paise	
SOFTWARE & CHARGES	NOW - FREE	NOW - FREE	ODIN - Rs.500 / Month Per Exchange
	ODIN Rs.500 / Month	ODIN Rs.500 / Month	
OTHER CHARGES	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	MCX Transaction Charges & all other Charges as applicable from Govt of India
EXPOSURE ON INT FREE DEPOSIT SUB-BROKER OWN A/C	50%	50%	50%
MTM / DEBIT OF ALL CLIENTS	TO BE CLEARED DAILY	TO BE CLEARED DAILY	TO BE CLEARED DAILY
PENALTY IF MTM / DEBIT NOT CLEARED	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON MTM DEBIT ON INDIVIDUAL CLIENT BASIS	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON TOTAL DEBIT ON INDIVIDUAL CLIENT BASIS	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON MTM DEBIT ON INDIVIDUAL CLIENT BASIS
PENALTY IF MTM / DEBIT GOES ABV 2 LAC	SUB-BROKER TO BE PUT ON SQUARE OFF MODE	SUB-BROKER TO BE PUT ON SQUARE OFF MODE	SUB-BROKER TO BE PUT ON SQUARE OFF MODE
PENALTY IF MTM / DEBIT REMIANS ABV 2 LAC FOR 5 DAYS	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER
ADVISORY SERVICE	FREE	FREE	FREE
CERTIFICATION	NSE DERIVATIVES MARKET MODULE	NSE CAPITAL MARKET MODULE	-
<p>** Deposit can be in terms of Collateral in the ratio (50 cash : 50 collateral) and Collateral will attract 30% haircut &amp; the stocks have to be under NSE's approved list.</p>			





\*Condition Apply

PARTICULAR	NSE / BSE FO	NSE / BSE CASH	MCX / NCDEX
<b>SUB-BROKER II</b>			
NON REFUNDABLE ONE TIME DEPOSIT	50000**	50000**	50000 (Per Exchange)**
INT FREE DEPOSIT	50000**	50000**	50000 (Per Exchange)**
BASE BROKERAGE	FUTURES 0.006% / Rs.6 Per LAKH	INTRADAY 0.006% / Rs.6 Per LAKH	0.006% / Rs.6 Per LAKH
	Options   Rs.25/ LOT	DEL   0.10% / min=0.05 paisa	
OTHER CHARGES	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	MCX Transaction Charges & all other Charges as applicable from Govt of India
SOFTWARE & CHARGES	NOW - FREE	NOW - FREE	ODIN - Rs.500 / Month Per Exchange
	ODIN Rs.500 / Month	ODIN Rs.500 / Month	
EXPOSURE ON INT FREE DEPOSIT	NIL	NIL	NIL
MTM / DEBIT OF ALL CLIENTS	TO BE CLEARED DAILY	TO BE CLEARED DAILY	TO BE CLEARED DAILY
PENALTY IF MTM / DEBIT NOT CLEARED	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON MTM DEBIT ON INDIVIDUAL CLIENT BASIS	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON TOTAL DEBIT ON INDIVIDUAL CLIENT BASIS	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON MTM DEBIT ON INDIVIDUAL CLIENT BASIS
PENALTY IF MTM / DEBIT GOES ABV 1 LAC	SUB-BROKER TO BE PUT ON SQUARE OFF MODE	SUB-BROKER TO BE PUT ON SQUARE OFF MODE	SUB-BROKER TO BE PUT ON SQUARE OFF MODE
PENALTY IF MTM / DEBIT REMIANS ABV 1 LAC FOR 5 DAYS	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER
ADVISORY SERVICE	FREE	FREE	FREE
CERTIFICATION	NSE DERIVATIVES MARKET MODULE	NSE CAPITAL MARKET MODULE	-

\*\* Deposit can be in terms of Collateral in the ratio (50 cash : 50 collateral) and Collateral will attract 30% haircut & the stocks have to be under NSE's approved list.





\*Condition Apply

PARTICULAR	NSE / BSE FO	NSE / BSE CASH	MCX / NCDEX
<b>SUB-BROKER III</b>			
INT FREE DEPOSIT	1 LAC**	1 LAC**	1 LAC (Per Exchange)**
FLAT BROKERAGE	Rs.50000 / Month#	Rs.50000 / Month#	Rs.50000 / Month (Per Exchange)#
SOFTWARE & CHARGES	NOW - FREE	NOW - FREE	ODIN - Rs.500 / Month Per Exchange
	ODIN Rs.500 / Month	ODIN Rs.500 / Month	
OTHER CHARGES	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	MCX Transaction Charges & all other Charges as applicable from Govt of India
EXPOSURE ON INT FREE DEPOSIT	NIL	NIL	NIL
MTM / DEBIT OF ALL CLIENTS	TO BE CLEARED DAILY	TO BE CLEARED DAILY	TO BE CLEARED DAILY
PENALTY IF MTM / DEBIT NOT CLEARED	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON MTM DEBIT ON INDIVIDUAL CLIENT BASIS	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON TOTAL DEBIT ON INDIVIDUAL CLIENT BASIS	18% INT TO BE CHARGED TO SUB-BROKER / CLIENT ON MTM DEBIT ON INDIVIDUAL CLIENT BASIS
PENALTY IF MTM / DEBIT GOES ABV 1 LAC	SUB-BROKER TO BE PUT ON SQUARE OFF MODE	SUB-BROKER TO BE PUT ON SQUARE OFF MODE	SUB-BROKER TO BE PUT ON SQUARE OFF MODE
PENALTY IF MTM / DEBIT REMAINS ABV 1 LAC FOR 5 DAYS	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER	24% INT TO BE CHARGED ON DEPOSIT TO THE SUB-BROKER
ADVISORY SERVICE	FREE	FREE	FREE
CERTIFICATION	NSE DERIVATIVES MARKET MODULE	NSE CAPITAL MARKET MODULE	-

\*\* Deposit can be in terms of Collateral in the ratio (50 cash : 50 collateral) and Collateral will attract 30% haircut & the stocks have to be under NSE's approved list.

# Valid Upto 200cr turnover. Beyond that every 1cr would attract Rs.250 brokerage.





\*Condition Apply

PARTICULAR	NSE / BSE FO	NSE / BSE CASH	MCX / NCDEX
<b>BRANCH I</b>			
INT FREE DEPOSIT	1 LAKH		
MATERIAL TO BE PROVIDED BY H.O	Two Computer (includes TFT Monitor, CPU, Keyboard, Mouse)		
RENUMERATION FROM H.O	Rs.10,000 for Branch Manager Rs.5000 for Rent Rs.7000 for Operator		
RENUMERATION REVIEW	Every Month End		
MIN BROKERAGE FOR ANY CLIENT	Not less than 0.02 paisa for Intraday Not less than Rs.75 per Option	Not less than 0.02 paisa for Intraday Not Less than 0.20 paisa for Delivery	Not less than 0.02 paisa for Intraday
OTHER CHARGES	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	MCX Transaction Charges & all other Charges as applicable from Govt of India
ADMINISTRATIVE CHARGES (Like Electricity, Telephone & Other Charges)	To be borne by Branch, H.O will not pay the same		
REVERSAL TO BRANCH	30%		

Terms & Conditions of Branch schemes

1. Minimum Commitment of either Volume of 75cr or Rs.1.5 Lakh Net Brokerage per month to qualify to get the monthly remuneration. Else no remuneration will be paid.
2. In case a Branch doesnt require computer we can reduce the deposit from 1 lac to 50,000
3. Deposit can be in terms of Collateral in the ratio (50 cash : 50 collateral) and Collateral will attract 30% haircut & the stocks have to be under NSE's approved list.





\*Condition Apply

PARTICULAR	NSE / BSE FO	NSE / BSE CASH	MCX / NCDEX
<b>BRANCH II</b>			
INT FREE DEPOSIT	50,000		
MATERIAL TO BE PROVIDED BY H.O	Two Computer (includes TFT Monitor, CPU, Keyboard, Mouse)		
RENUMERATION FROM H.O	Rs.8,000 for Branch Manager Rs.4000 for Rent Rs.6000 for Operator		
RENUMERATION REVIEW	Every Month End		
MIN BROKERAGE FOR ANY CLIENT	Not less than 0.02 paisa for Intraday Not less than Rs.75 per Option	Not less than 0.02 paisa for Intraday Not Less than 0.30 paisa for Delivery	Not less than 0.02 paisa for Intraday
OTHER CHARGES	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	Nse Transaction Charges, IL&FS Clearing Charges, SEBI Charges & all other Charges as applicable from Govt of India	MCX Transaction Charges & all other Charges as applicable from Govt of India
ADMINISTRATIVE CHARGES (Like Electricity, Telephone & Other Charges)	To be borne by Branch, H.O will not pay the same		
REVERSAL TO BRANCH	20%		

Terms & Conditions of Branch schemes

1. Minimum Commitment of either Volume of 75cr or Rs.1.5 Lakh Net Brokerage per month to qualify to get the monthly remuneration. Else no remuneration will be paid.
2. Deposit can be in terms of Collateral in the ratio (50 cash : 50 collateral) and Collateral will attract 30% haircut & the stocks have to be under NSE's approved list.

