

REF: CIL/CC/88/2022-23

March 14, 2023

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.

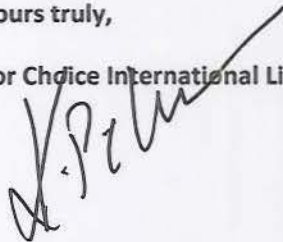
Dear Sir/ Madam,

In accordance with the requirements of Regulation 30 and other applicable Regulations of the SEBI (Listing Obligations and Disclosure Requirements), 2015, kindly find attached the Press Release detailing the expansion plan of the "Choice Group" in the state of Madhya Pradesh.

Thanking You,

Yours truly,

For Choice International Limited



(Karishma Shah)

Company Secretary & Compliance Officer

“Choice” Group Expands its Footprint in Madhya Pradesh

- *Aims to Set up Offices in Every District in 2 years*
- *Plans to provide employment to 5000 people within the state*

Madhya Pradesh, 14th March 2023: - Choice International, a leading business conglomerate through its subsidiaries herein referred to as “Choice Group” has announced its expansion plans in the state of Madhya Pradesh (MP). The group aims to set up offices in every district of the state within the next 2 years, thereby strengthening its presence in the region. Choice International through its subsidiaries has a strong reputation in the market in the major verticals its expansion in Madhya Pradesh, the group expects to provide direct and indirect employment opportunities to over 5000 people within the state. Currently, the group has **nearly 15 to 18 percent of the total client base from Madhya Pradesh from cities like Bhopal, Indore, Ujjain, Gwalior and Jabalpur**

In Madhya Pradesh , Choice Group plans to grow its revenue by 300% from the state in the coming two years. The organization aims to enhance its reach in Madhya Pradesh from 5 districts to 55 in the next few years. Choice Group also plans to hire 5000 employees in the region.

Choice Group plans to host free financial education camps across all 23000 gram panchayats of the state with an aim to empower masses on the modern day instruments of savings and investments. For this exercise Choice group would be conducting in person free education seminars across the state with certified trainers.

Commenting on the occasion, Choice International’s CEO- Mr Arun Poddar said, "*We are quite excited to expand our presence in MP to provide our customers with a convenient and accessible way to access financial services. As an intermediary of financial services, we see this exercise as our responsibility of empower people with the knowledge of financial markets, so that they can access right financial services which are highly transparent and regulated than the traditional savings and investment methods prevalent at the semi urban and rural areas. We see it an important step towards the financial inclusion journey of our nation.*"

Choice Group provides equity broking, wealth, insurance and loan services through various branches and digital mobile App i.e. ChoiceFinX. The group is committed to providing its customers with a comprehensive range of financial products and services to help them achieve their financial goals. The group is also enhancing digital lending through its Choice Money app, making the loan process completely online and convenient for customers

ABOUT CHOICE INTERNATIONAL LTD.:

Choice International Limited is one of India's leading financial services conglomerates with a national and worldwide presence. Incorporated in 1992, Choice group provides tech-led financial services. It finds its legacy in resolving financial problems and bridging gaps for individuals, institutions, and governments. For more than two decades, Choice group has been committed to helping its clients achieve their financial aspirations and promote value creation for society. The group is listed on the Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) and has a current market cap of approximately Rs 2774 Cr. The group has three major verticals including Stockbroking, government advisory and NBFC.

For further information please contact:

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