

Choice Broking's Plan for 2020

Next 10 years road map for Choice Broking



Mumbai, Jan 23, 2020 (Issuewire.com) - 2020 has a happy ring to it. Be it the short version of the Gentleman's game or otherwise it's a psychologically satisfying number. This makes it marketing-friendly.

Companies from all sectors are having great plans this year and one company which has silently progressed under the Radar is - Choice International Ltd. The last decade laid the foundations of Choice

International Ltd's - Choice Broking division and there has been no looking back.

Choice Broking has an interesting history, Mr. Sunil Patodia founded S.K Patodia and Associates which acquired Choice International Ltd, a listed company to make it an all-inclusive financial service firm in 2009-10.

While the world was still reeling under the 2008 Global Financial Crisis; S.K.Patodia and Associates took an audacious bet with Choice Broking – A premium end-to-end financial services company. In the 10 years that followed [Choice Broking](#) expanded to:

- 2 Lakh Clients
- Over 48 locations across India
- Presence in 88 Countries

Mr. Kamal Poddar, MD, Choice Broking elaborates what the name stands for, “We want CHOICE to resonate our values and the Choice our customers can get from us. CHOICE stands for Commitment – Honesty – Optimism - Innovation – Consistency - Empowerment ”

Choice Broking steadfastly abides by its moral and ethical code which makes it a reliable partner. They work with 13 different state governments - 150 Corporate Clients and 680 ULBs (Urban Local Bodies)

So far so good, what's the Mission for 2020 and the subsequent decade for [Choice Broking](#)?

[Choice Broking](#) is currently at 38th position in Broking Industry as per NSE. Aims to be in the Top 20 in the next 10 years.

Management has outlined a plan for its 2000+ employees and 8000 + associates. The focus is on being a disrupter with a disciplined approach.

1. Planning and Time Management (Cause Goal with a plan is just a wish!)
2. Effective Communication
3. Continuous Learning
4. Teamwork with team-spirit
5. Never say die attitude

and last but not the least, Technology. [Choice Broking](#) has always given impetus to Technology as the main agent of change for a brighter future. Some of its proprietary platforms are,

Investica: A smart Mutual Fund Investment platform with Goals and Robo-advisory (Optimo)

Jiffy: Trading / Investing App of the Future

ISMOS: Insurance platform (To be released soon)

So what does [Choice Broking](#) finally aim to be with its motto of “Sarva-Shrestha” in 2030?

“To be a One-Stop Financial Hub” – Says Mr. Poddar.

Media Contact

choice_broking

rkale4662@gmail.com

8824242424

Choice House, Shree Shakambhari Corporate Park, Plot No: -156-158, J. B. Nagar, Andheri (East)

Source : choice_broking

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