



RR Financial Consultants

April 2010





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Introduction

Our Mission

"To be the most efficient and diversified service providers in the Indian Financial and Insurance Markets."

"Making Money requires hard work, investing money requires knowledge & becoming wealthy requires hard work, knowledge, patience and self control."

Rajat Prasad

" Our Priorities

**Customers
Vendors
Employees
Shareholders**

By Order."

Our logo comes from the initials of the Promoter(s). The alphabet RR is written in the Indian language Hindi and superimposed on rising Sun. RR also represent the Hindu Gods of "RAMA RAMA" and "RADHEY RADHEY". RR embodies in itself two flying birds against the Sun giving hope and depicting the sign of achievement and ambition. The color blue and yellow depict Hindu Goddess Laxmi (of Wealth) and Kuber (Guardian of wealth)





Who We Are

RR is a 24 year old company promoted by Sh. Rajat Prasad, a qualified Chartered Accountant, who is the chief architect of its growth and has steered the group to be a diverse and respected financial and insurance services organization with nationwide presence.

RR is one of the largest independent unbiased financial and insurance players in India. RR is fully integrated and a professionally managed business with the widest product range.

RR has over 24 years of strong relationships with all the major market participants, corporate houses, institutions, banks, asset management companies and investors.

RR is a dominant nationwide distributor with a marketing channel mix of direct Clients, Franchisees & Agents serving retail, HNI and corporate clients.

RR has product strengths and diversities giving it a very stable revenue model with critical mass across all the business verticals based on nationwide reach and brand.

RR has made substantial investments in technology giving a major advantage for its internal ERP/CRM and has enabled it to become a dominant player in the industry.

RR has infrastructure setup of 24 offices spread across the country, has all the applicable registrations and licenses in the financial services space and has a team strength of more than 600 employees with a pan India presence.

Offer all financial and insurance products and services to all clients	Leading brand in Mutual Fund and Fixed Income Distribution with a Pan-India presence	One of the most respected brands in debt capital markets
Among the top ten insurance brokering firms in India	All activities completely supported by strong research	Consistent growth across verticals owing to balanced product mix

Technology

- RR has created and implemented a comprehensive B2B and B2C software for Mutual Funds and Financial Products Distribution.
- RR is the only company to have a complete CRM/ERP and back office of its business through its own software, i.e., One Source.

Product Diversity

- RR is the only financial services player in the country to offer all financial & insurance products to its clients and investors.
- RR, being an independent and unbiased player, offers all the products and services to cater to all investment needs of its clients and investors.



Network Strength

- RR is the only company in the space which can boast of over 10,000 agents in its network with relationships spanning over 24 years.
- The vast network of agents and franchisees gives RR access to more than 10% of the Indian markets.

People

- RR management has a vast experience of over 24 years of changing market scenario.
- RR has a strong personnel strength spread across India which includes an experienced sales team.
- The company consistently re-engineers its HR policies to attract quality manpower.

Inputs

Experienced Management Strong Sales Force Robust Research Wide Network
 Global Outlook Execution Orientation

Activities

Equity Broking Insurance Broking Investment Banking Distribution

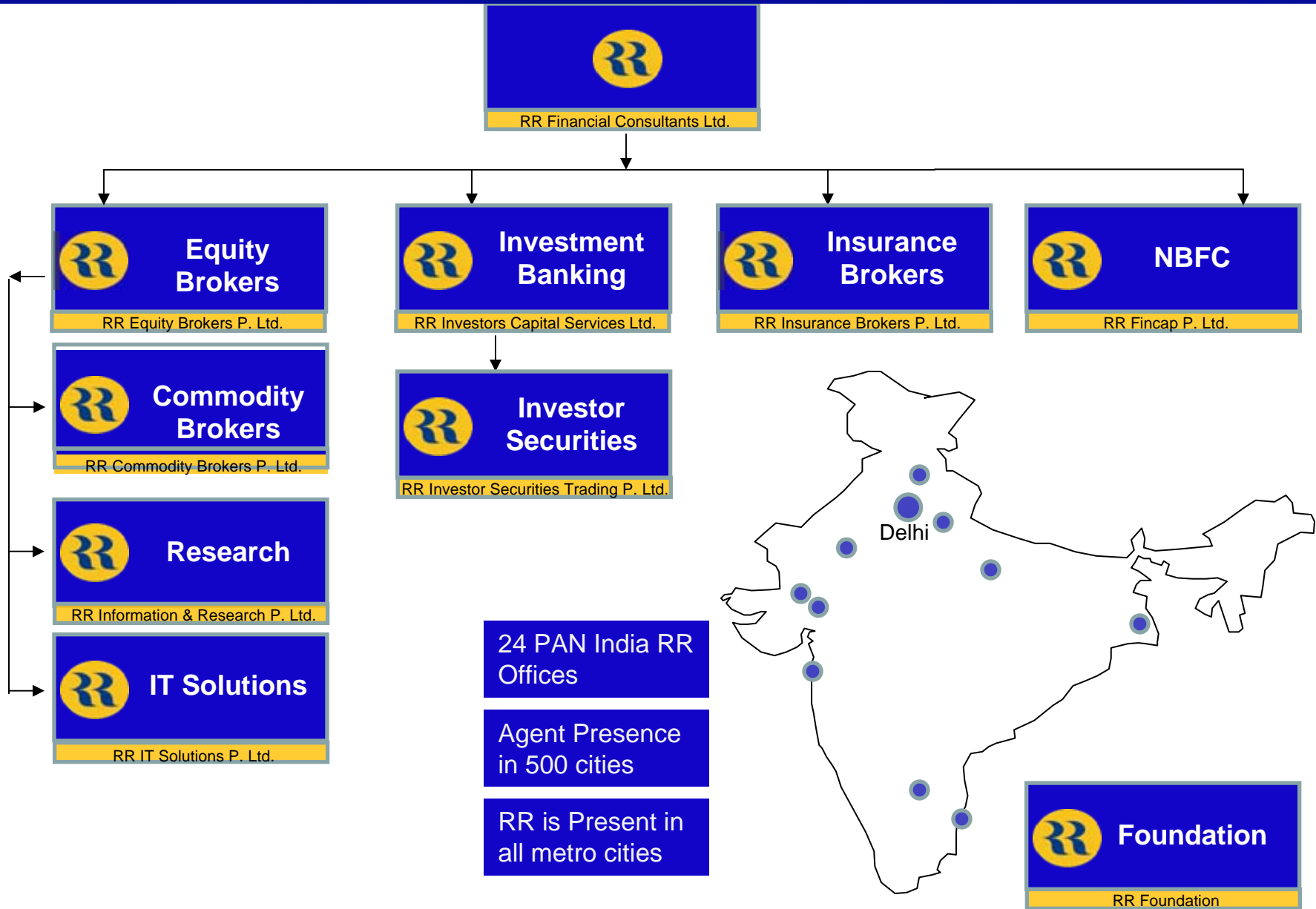
Products

Stock Broking	Corporate Insurance	Debt Capital Markets	Mutual Funds
Commodity Broking	Life Insurance	Corporate Finance	Fixed Deposits
Futures and Options	Retail General Insurance	Equity Capital Markets	Initial Public Offerings
Interest Rate Derivatives	Unit Linked Insurance Plans	Private Equity	Tax Saving Schemes
Currency Derivatives			

Clients

Retail HNI Institutions Corporate

Corporate Structure

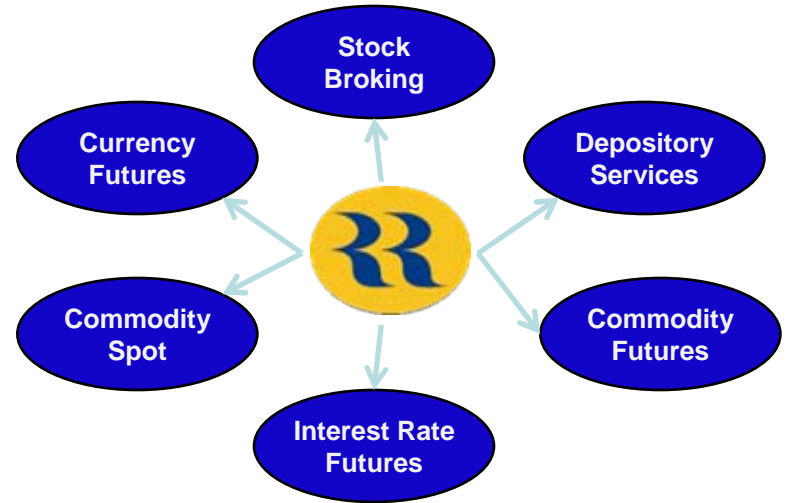




RR Equity and Commodity Brokers

Credentials

- RR Equity Brokers is members of NSE, NSE (F&O), BSE, NCDEX, MCX, N.S.M, MCX-FX and CDSL with over 360 branches for Equity & Commodity Broking business.
- The business operates through all available latest technologies and provides network through VPN, Radio Link, Satellite & internet and uses the best Risk Management Tools.
- Clients are made available our full market expertise along with full-fledged trading facilities and services through our nation-wide offices and franchise partners.
- RR Equity Brokers is supported by a strong market research team which provides periodical sector reports and company reports apart from regular market reports and predictions.



Stock Broking

- RR Equity Brokers is one of the foremost brands in stock broking with a very strong PAN-India franchisee network.
- In the last 3 years, RR has managed to grow the company to reach a critical mass from where it can be catapulted into one of the largest players in the country.

Futures & Options

- RR has a time tested knowledge for trading in futures and options based on quality research and excellent manpower & network strength.
- RR offers full advisory to clients on various strategies on hedging and using futures & options to create more value in portfolio and enhance trading opportunities for clients.

Commodity Broking

- The commodity broking business of the Group has a team of experienced research analysts who track and provide advice to clients.
- The company has an excellent execution platform and a strong franchisee base which ensures top services for retail, HNI and corporate clients.

Credentials

- RR is a SEBI registered Merchant Bank for the last 15 years and has relationship with all the leading Banks, Institutions & Corporate houses.
- RR offers a wide range of products and services through a highly qualified and experienced team with proven track record.
- The company has been amongst the top players in Debt Capital Markets in the last decade and is a respected name in the industry.
- RR has a proactive relationships with major market participants, issuers and investors, expertise in product design and structuring, strong distribution reach – both Wholesale and Retail, and focused Research.
- Amongst the fastest growing advisory teams offering full fledged advisory services in corporate finance, valuations and structured finance.
- RR is an active player in the secondary debt markets. It is an underwriter and trader in bonds and securities through a 100% subsidiary RR Investor Securities.

Debt Capital Markets

- RR has been associated with Debt Capital Markets for over 20 years providing investors with a variety of products and has consistently been ranked amongst the top private placement firms.
- RR's standings are the result of focused investor relationship management approach created with long term perspective of offering superior products and services coupled with a strong sales force.

Corporate Finance

- RR has a long experience in investment banking and transaction advisory with a senior management of more than 20 years of experience across the industry.
- RR offers a comprehensive product range and customized financial solutions to meet all the requirements of clients.



Private Equity

- RR close contacts with leading private equity firms in India and abroad and offers all services to its clients starting from identification of potential investors to deal structuring and deal execution.
- RR assists in identification of growth financing needs, business valuations, due diligence and deal negotiations.

Mergers and Acquisitions

- RR has a long experience in advising on both buy side and sell side transactions.
- RR offers services ranging from identification of targets, valuations, negotiations, framing of deal structure, due diligence and evaluation of potential joint ventures.

Some Recent Transactions



Power Finance Corp.

Lead Arranger
Mar 2010

Private Placement
Bond Rs. 1400 Cr.



Steel Authority of India Limited

Lead Arranger
Nov 2009

Private Placement
Bond Rs 335 Cr



Rural Electrification Corporation Limited

Lead Arranger
Nov 2009

Private Placement
Bond Rs 1938.90 Cr



Punjab State Industrial Development Corp.

Lead Arranger
April 2009

Private Placement
Bond Rs. 52.99 Cr.



Tourism Finance Corporation Ltd.

Lead Arranger
March 2009

Private Placement
Bond Rs. 100 Cr.



Power Finance Corp.

Lead Arranger
Feb 2010

Private Placement
Bond Rs 600 Cr



West Bengal Finance Corp.

Sole Arranger
Jan 2010

Private Placement
Bond Rs. 21 Cr.



Rural Electrification Corporation Limited

Lead Arranger
Sep2009


Private Placement
Bond Rs. 2200 Cr.



Industrial Finance Corporation of India

Lead Arranger
July 2009

Private Placement
Bond Rs 85 Cr



Tamil Nadu Electricity Board

Sole Arranger
March 2009

Private Placement
Bond Rs. 300 Cr.

Credentials

- RR Insurance Brokers is a ten year old company licensed by IRDA and having a Pan-India presence with over Rs. 200 Cr. Premium under management.
- It is a professionally managed company having a competent team of Risk Managers, Engineers and Property and Casualty Insurance Experts.
- RR Insurance Brokers has consistently been amongst the top ten insurance broking companies in India.

RR offers all insurance products of all companies

Life	Health	Property
Marine	Casualty	Travel
Fire	Vehicle	Accident
Home	Liability	Unit Linked

Coverage

RRIB covers all sectors of the Key Risk Management & Insurance Products, i.e., Fire, Property, Marine, Health, Life, Annuity, Casualty, Liabilities and Unit linked plans.

Resources

Dedicated resources for RMIP (Risk Management & Insurance Portfolio) analysis. Expert personnel for documentation and claims management.

Corporate Insurance

- RR has over 100 corporate clients with Relationship Management team structure and dedicated resources to provide complete set of services the customers.
- RR offers full range of products & services to its Corporate customers from Placement, Risk Engineering , RIMP and Claims Management.

Retail General Insurance

- RR offers a complete bouquet of products i.e. Motor, Travel, Health, Household etc. through its offices to its retail customers.
- RR offers online issuance of Policies for some companies and has complete ERP for its internal operations.

Life Insurance

- RR offers the best products to its existing customer base & network in Life Insurance.
- RR has unique advantage of its large customer base for Saving Schemes and also offers Unit Linked products through its network.

The RR Research Edge

- RR Research is a subsidiary of RR Equity Brokers providing unbiased and independent research with highly experienced Research Analysts.
- Research coverage include periodical market updates, WSS and policy commentary along with macroeconomic research and analysis.
- Extensive network of industry contacts with constant monitoring approach to identify and assess market trends and inflection points.
- The company provides:
 - Stock Market Fundamental & Technical Research
 - Money Market & Debt Market Research
 - Intra day Market Commentary & Technical Analysis
 - Mutual Fund Research
 - Company & Industry Research
 - Monthly Magazine "Investor Monitor" which is sold on stands



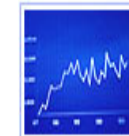
RR research can be viewed at : <http://www.rrfinance.com>

Equity



Put our expertise to work for you. Trade online.

Mutual Fund



Research based advice for all needs.

IPO



Current IPO
Forthcoming IPO

Fixed Income



RR Recommendation
Schemes Fixed
Deposit Calculator

Commodities



Every support you need for trading in commodities.



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