REF: CIL/CC/73/2025-26

October 23, 2025

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 5th Floor, Exchange Plaza Plot No. C/ 1, G Block, Bandra – Kurla Complex, Bandra (East), Mumbai – 400 051 **Scrip Code: CHOICEIN**

Sub: Press Release on "Expansion in wealth management segment via multiple acquisitions"

Dear Sir/ Madam,

Please find enclosed the press release on the expansion in wealth management segment via multiple acquisitions. The details of the acquisition are enclosed in the form of "press release".

Kindly take the above document on your record.

Thanking You,

Yours Truly,

For **Choice International Limited**

KARISHMA PRAFUL SHAH Digitally signed by KARISHMA PRAFUL SHAH Date: 2025.10.23 10:34:30 +05'30'

Karishma Shah
(Company Secretary & Compliance Officer)

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Choice International Adds ₹635 Crore AUM; Expands Aggressively in Wealth Management via multiple acquisitions

Mumbai, October 23, 2025: Choice International Limited (BSE: 531358 | NSE: CHOICEIN), one of India's leading diversified financial services groups, has announced a series of strategic acquisitions marking a significant leap in its journey to scale and strengthen its wealth management business.

Through its subsidiaries, the company has entered into definitive agreements to acquire the **distribution business of the Fintoo Group**, which includes the distribution of **Wealth Products, Insurance Products, Alternative Investment Funds (AIFs)**, and **Portfolio Management Services (PMS)** currently operated under **Mihika Financial Services Private Limited** and **Mihika Insurance Marketing Firm LLP**.

This acquisition will contribute an **incremental AUM of approximately ₹300 crores** to Choice's wealth management business. Additionally, the company has acquired Fintoo's insurance distribution business, encompassing its client portfolio, team, IT systems, and supporting infrastructure.

Further strengthening its distribution footprint, Choice has also acquired the **distribution business of Glory Prime Wealth Private Limited**, a Pune-based wealth products distributor managing an **AUM of ₹210 crores**. This acquisition enhances Choice's presence in Western India and broadens its client base among affluent and emerging affluent investors.

The company has also formed a **strategic business association with** four mutual fund distributors based in Himachal Pradesh, under which **they have merged their wealth management business with Choice**, contributing an **additional AUM of ₹125 crores**.

Expanding Horizons in Wealth Management

These strategic initiatives collectively underscore Choice's accelerated expansion in the wealth and investment management space. The company is focused on building a **tech-driven, multi-channel wealth platform**, integrating **Fintoo** and **Glory Prime's strong distribution network** to deliver comprehensive, personalized, and scalable investment solutions.

Mr. Arun Poddar, Group CEO, Choice International Limited, commented: "This investment aligns perfectly with our strategy of expanding Choice's presence across the wealth and investment management value chain. Fintoo's digital-first approach and strong client base, coupled with the robust distribution franchise of Glory Prime, will accelerate our plans to build a scalable, integrated platform that delivers superior value and convenience to investors. We continue to explore more such synergistic opportunities to strengthen our leadership in the wealth management space."

ABOUT CHOICE INTERNATIONAL LIMITED

Headquartered in Mumbai, Choice Group is a decade-old, diversified conglomerate offering services across finance, engineering, and consulting domains. The Group holds memberships and regulatory registrations with key financial authorities including SEBI, RBI, IRDAI, NSE, BSE, MCX, NCDEX, AMFI, and is a depository participant with both CDSL and NSDL.

As a fully integrated financial services firm, Choice has rapidly evolved into a holistic financial powerhouse, driven by cutting-edge technology and innovative client-centric solutions. The Group is "Great Place to Work" certified and also holds ISO certifications, reflecting its strong commitment to employee well-being, data security, and operational excellence.

With a robust Pan-India presence, Choice ranks among the top 20 brokers in the country, serving over 14 lakh clients via its 211 branch offices and empowering a network of more than 63,000 trained business associates.

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Choice International Limited