Harjivandas Nemidas Securities Private Limited

(The text below on Harjivandas Nemidas Securities Pvt Ltd formerly Harjivandas Nemidas & Sons, is an extract from 'Yug Vandana, the 140th Anniversary Magazine of the Stock Exchange, Mumbai, originally published in Gujarati, Translated and reprinted with the prior permission of the Stock Exchange authorities).

Late Harjivandas Broker

Shri Prassanbhai Broker

Shri Kartik Broker

Shri Udayan Broker

The purpose of life is progress, and having adopted and throughout going by this principle, the stock market's nearly 140 years old Harjivandas Nemidas Secutities Pvt. Ltd, enjoys a pride of place with leading financial institutions, banks, mutual funds - both domestic and offshore, as also high networth individuals. It is an age old cliche that the base of all progress is vested in the strengh of its edifice, knowledge and talent, coupled with ethics and experience, are the building blocks of a strong edifice. The 125 years old Harjivandas Nemidas Securities Pvt. Ltd. honorably traces its ambitious and steady progress to its solid foundation of contemporary knowledge, talent and experience.

A little about the promoters and origin. Mr. Nemidas Hemchand, at the young age of 25 years, came to mumbai from Saurashtra in the year 1878. This was at a time when Mumbai was donning on the apparel of a metropolitan, and the Mumbai stock market was gradually making its transition from a nascent existence to an emerging market. Mr. Nemidas Hemchand had come to this city of dreams to achieve his very own dreams. He acquired the stock exchange membership card for just Rs. 5/- An incredibly miniscule amount, considering the crores worth of value that it commands today. Mr. Nemidas Hemchand is among the founder members of the Mumbai Stock Exchange.

With the passage of time, Mr. Nemidas and his firm's popularity also grew by the day. Inspired by this success, Mr. Nemidas took his son, Mr. Harjivandas also into the organisations fold, and

he, in turn, coupled with the popularity, increased the prosperity of the firm manifold. Mr. Harjivandas met with his sad demise in the year 1918. His successor Mr. Pranjivandas, with his acute foresight, also toured the US and European stock markets, and interacted with the Heads of different international stock exchanges. From here flowing the upstream of the firm's success, and today, it enjoys the repute of having evolved among the most successful firms through all the upheavels of the stock markets.

In today's times, wherein the investment markets are in the melting pot, mutual funds are competing cut-throat for market share. In this state of flux as well, this firm's fourth generation entrepreneurs, Mr. Prasann Broker and Mr. Jayant Broker enjoy unflinching trust and respect from the investment heads of financial institutions and mutual funds.To speak the least, the firm's management is further moving on towards establishing cordial relations with the entire plethora of institutions, both domestic and offshore under the supervision of the fifith generation entrepreneurs, Mr. Udayan Broker and Mr. Kartik Broker.

Harjivandas Nemidas Securities Pvt Ltd is also working towards expanding its business with foreign institutional investors and high-rated corproates. Mr. Prasann Broker is of the belief that all cadres of people, ranging from the valued clientele to every employee of Harjivandas Nemidas Securities Pvt Ltd should derive maximum benefit from the ambitious and ethical operations of the firm. The firm with its inhouse quality equity reserach and sophisticated dealing systems, enjoys dexterity in both equity and debt dealings.

Harjivandas Nemidas Securities Pvt Ltd, with its foresighted vision and proactive approach, has a strong equity research cell, run by highly qualified professionals. The research cell has all sophisticated infrastructure and systems in place. The research team works on weekly and monthly extensive research publications, some of which include i) Value Investor-A Weekly Company-Specific Report, ii) Streetz Walk - A Weekly Review On Global Economy, Markets, Events. Some of the firm's pioneering research works have won rave reviews from FIs, FIIs, MFs and banks. Online customized research to institutional clients is also part of the services rendered by the firm.

This ground work of the firm's pedigree of managers now makes it a major beneficiary in the liberalizing world, which is going borderless, with international capital markets opening up. Geared with the most contemporary knowledge, highly sophisticated infrastructure, dedicated and experienced professionals and strong customer relations, Harjivandas Nemidas Securities Pvt Ltd now looks forward to emerging an entity truly commensurate with its name, history and repute.

> If you have trouble imaginning a 20% loss tn the stock market, you shouldn't be in stocks.
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> **- John (Jack) Bogle**

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સમાચાર અને સત્ય, આચાર અને વિચારનાં નીર ક્ષીર
પ્રસ્તુત કરતું નીડર, નિષ્પક્ષ, સ્વતંત્ર ગુજરાતી સાપ્તાહિક

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