

Deal Release

Way2Wealth, the wealth management and financial services arm of Coffee Day Co. has signed definitive agreement with Techno Shares & Stocks Limited (Techno), a mid size securities broking firm with predominantly western Indian presence. This strategic partnership will assist Way2Wealth in synergizing their capabilities, wide product offering and Techno's presence in serving the Indian markets better.

About the transaction

Way2Wealth today formally announced the partnership with Techno Shares & Stocks Limited (Techno), to achieve higher penetration in the Indian markets, provide wider portfolio of products and services to their clientele, and stronger organization capabilities. Consummation of this partnership is subject to appropriate regulatory approvals to be obtained.

Equirus Capital acted as the exclusive financial advisor to Way2Wealth for the transaction

"We are excited on this strategic partnership. We hope this coming together will synergize with our existing financial services capabilities and extend a wider spectrum of services and enhanced transactional experience to Techno's customers. Techno's team has long standing experience in the securities industry and this partnership will deepen our reach, strengthen our presence in the western region and help us building a robust and diversified securities brokerage business.", **said M R Shashibhushan, CEO, Way2Wealth**

"Our association with Way2Wealth will provide a stronger platform to Techno clientele with a wider product portfolio, larger brand and institutional parentage. The stronger platform will benefit all our stakeholders including our clients, partners (franchisees, sub-brokers) and our employees", **said Jaydeep Mehta, CEO, Techno**

"Retail securities brokerage business in India is highly fragmented with few large players. Consolidation among mid-size players enables the industry to evolve across products and geographies and bring efficiencies in the value chain. This is leading to emergence of larger entities with stronger capabilities to service the Indian clients and stronger balance sheet to handle market fluctuations", **said Ajay Garg, MD, Equirus Capital**

About Way2Wealth Brokers Private Limited

Established in 1984, Way2Wealth today has established itself as one of India's 'Premier Investments Consultancy Firms', having 296+ branches spread across 108 locations. Way2Wealth offers a wide range of investment products/services and even access to International markets. Way2Wealth is part of the 'Coffee Day Co.', more popularly known for creating businesses such as 'Amalgamated Bean Coffee Trading Company Ltd' and 'Café Coffee Day'.

About Techno Shares & Stocks Limited

Techno is one of the leading equity and commodity broking house having pan India presence with more than 50 branches.

About Equirus Capital:

Equirus Capital is an Investment Bank and a Category I Merchant Bank offering advisory services in the areas of Mergers and Acquisition, Private Equity, Merchant Banking and Structured financing