

Investor Charter – Equity Guru MS

SEBI Registered Research Analyst – INH000019497

Vision

Invest with knowledge & safety.

Mission

Every investor should be able to invest in right investment products based on their needs, manage and monitor them to meet their goals, access reports and enjoy financial wellness.

Details of Business Transacted by the Research Analyst

- To publish research report based on the research activities of the RA
- To provide an independent unbiased view on securities
- To offer unbiased recommendation, disclosing the financial interests in recommended securities
- To provide research recommendation, based on analysis of publicly available information and known observations
- To conduct audit annually
- To ensure that all advertisements are in adherence to the provisions of the Advertisement Code for Research Analysts
- To maintain records of interactions with all clients including prospective clients (prior to onboarding), where any conversation related to the research services has taken place

Details of Services Provided to Investors

- **Onboarding of Clients:**
 - Sharing of terms and conditions of research services
 - Completing KYC of fee-paying clients
- **Disclosure to Clients:**
 - To disclose information that is material for the client to make an informed decision, including details of its business activity, disciplinary history, terms and conditions of research services, details of associates, risks and conflicts of interest, if any
 - To disclose the extent of use of Artificial Intelligence tools in providing research services
 - To disclose, while distributing a third-party research report, any material conflict of interest of such third-party research provider or provide web address that directs a recipient to the relevant disclosures
 - To disclose any conflict of interest of the activities of providing research services with other activities of the research analyst
- To distribute research reports and recommendations to the clients without discrimination

- To maintain confidentiality w.r.t publication of the research report until made available in the public domain
- To respect data privacy rights of clients and take measures to protect unauthorized use of their confidential information
- To disclose the timelines for the services provided by the research analyst to clients and ensure adherence to the said timelines
- To provide clear guidance and adequate caution notice to clients when providing recommendations for dealing in complex and high-risk financial products/services
- To treat all clients with honesty and integrity
- To ensure confidentiality of information shared by clients unless such information is required to be provided in furtherance of discharging legal obligations or a client has provided specific consent to share such information

Details of Grievance Redressal Mechanism

- Investor can lodge complaint/grievance against Research Analyst in the following ways:
 - **Internal:** Investor may approach the concerned Research Analyst who shall strive to redress the grievance immediately, but not later than 21 days of receipt
 - **SCORES 2.0:** <https://scores.sebi.gov.in>
 - Email to designated email ID of RAASB
 - Two level review:
 - First review done by designated body (RAASB)
 - Second review done by SEBI
 - If unsatisfied, option to file complaint on SMARTODR platform for online conciliation/arbitration
 - Physical complaints may be sent to:
Office of Investor Assistance and Education,
Securities and Exchange Board of India,
SEBI Bhavan, Plot No. C4-A, 'G' Block,
Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051

Rights of Investors

- Right to Privacy and Confidentiality
- Right to Transparent Practices
- Right to fair and Equitable Treatment
- Right to Adequate Information
- Right to Initial and Continuing Disclosure
- Right to Fair & True Advertisement

- Right to Awareness about Service Parameters and Turnaround Times
- Right to be informed of the timelines for each service
- Right to be Heard and Satisfactory Grievance Redressal
- Right to have timely redressal
- Right to Exit from Financial product or service as per agreed terms
- Right to receive clear guidance and caution notice when dealing in Complex and High-Risk Financial Products and Services
- Additional Rights to vulnerable consumers - Right to access services suitably even if differently abled
- Right to provide feedback on financial products and services used
- Right against coercive, unfair, and one-sided clauses in financial agreements

Expectations from Investors (Responsibilities)

- **Do's**
 - Always deal with SEBI registered Research Analyst
 - Ensure the Research Analyst has a valid registration certificate
 - Check for SEBI registration number: [SEBI Registered Research Analysts](#)
 - Pay attention to disclosures made in research reports before investing
 - Pay Research Analyst through banking channels only and maintain signed receipts; CeFCoM can be used if applicable
 - Before buying/selling securities or applying in public offer, check the research recommendation
 - Ask relevant questions and clear doubts before acting on recommendation
 - Seek clarifications on complex/high-risk financial products/services
 - Be aware of right to stop availing services as per agreed terms
 - Be aware of right to provide feedback on services received
 - Not bound by any clause contravening regulatory provisions
 - Inform SEBI about RA offering assured/guaranteed returns
- **Don'ts**
 - Do not provide funds for investment to the Research Analyst
 - Do not fall prey to luring advertisements or market rumors
 - Do not get attracted to limited period discounts, gifts, or incentives offered by RA
 - Do not share login credentials/passwords of trading, demat, or bank accounts with the Research Analyst

