



ELIXIR CAPITAL LTD.

(FORMERLY AXIS CAPITAL MARKETS (INDIA) LTD.)

October 24, 2019

The Manager –Dept. of Corporate Services
BSE Ltd.
P. J Towers
Dalal Street
Mumbai 400 001

Dear Sir,

Re: Launch of a Research Advisory Portal

Our subsidiary Elixir Equities Pvt. Ltd. is pleased to announce the launch of our research advisory portal www.elixir.co.in on 27th October, the auspicious day of Diwali, which marks the beginning of the Hindu calendar year Vikram Samvat 2076.

This is a unique product offering where an investor can upload their equity portfolio and our proprietary algorithm will instantly analyze and provide a recommendation of “Buy”, “Hold” and “Sell” rating for each holding along with precise quantities for trade execution. The trade sheet can then be emailed by the investor to his/her stock broker for execution.

An investor can maintain a maximum of 8 portfolios per login and after a 90 days free trial, a subscription plan can be bought online.

The dashboard provides accurate portfolio returns based on xIRR formula and facilitates benchmarking returns against the index. An industry wise exposure is also provided to the investor for risk diversification.

The portal is ideal for small investor wanting to manage their portfolio in a more systematic and disciplined manner.

Thanking you,

Yours faithfully,

For Elixir Capital Ltd.

Dipan Mehta
Whole Time Director