

# ANAND RATHI

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## COMMODITIES



**Commodity Futures benefit a wide spectrum of people such as investors, importers, exporters, producers, companies, etc.**

### Why Commodities ?

- ★ **Portfolio Diversifier**
- ★ **Inflation Hedge**
- ★ **Pure Demand/Supply Play**
- ★ **Leveraged Returns**
- ★ **Long - Term Cycle**

### Commodities that are actively traded

*Gold, Silver, Copper, Crude Oil, Nickel, Lead, Zinc, Aluminum, Steel, Natural Gas, Soya Bean, Soy Oil, Mustard, Jeera (Cumin Seeds), Black Pepper, Kapas (Cotton), Red Chillies, Turmeric, Guar, Chana, Potato, Mentha Oil, Wheat and many more.*

### GOLD - One Commodity For All

*For thousands of years, Gold has been valued as a global currency, a commodity, an investment or simply an object of beauty. Gold's extensive appeal and functionality, including its characteristics as an investment vehicle, are underpinned by the supply and demand dynamics of the gold market.*



### Looking to Buy Gold ?

**We can help you buy in a very efficient manner and at a better price, of course.**

**Get in touch with us. Our relationship manager will explain the process to you.**

### Unlocking the Potential Of Commodity Futures

#### A Great Diversifier

*Commodity futures are one of the most active forms of investment trading today. Some investors choose to engage solely in commodity futures as a means of generating revenue from an investment portfolio. Others choose to vary investments somewhat including stock and bond options alongwith commodity futures in their investment strategies. Commodities have very little or negative correlation with other asset classes such as equities, which makes them a good*



*diversifier to reduce the volatility of returns in a portfolio. They are widely used to balance a trading portfolio.*

*With fewer factors at play, commodity markets are easy to understand.*

*For long, the investment universe for Indians consisted of stocks, jewellery, real-estate and bonds. Yet another avenue has now opened up. Commodity markets are easier to understand than one imagines; unlike equities, commodities touch everyday life. Also, unlike equities, commodities do not carry management risks.*

**With fewer factors at play in the commodities market, it is easier to forecast the direction of prices.**



## Why AnandRathi ?

### Cutting Edge Research

1 Good trading advice from an experienced team of analysts is what makes us stand out from competition.



### Better Execution

2 Our expert dealers and dedicated Relationship managers make possible smoother and efficient trade executions for offline clients.



### State-of-the-Art Trading System

3 Our online platform is a state-of-the-art system, which makes it possible to trade stocks, commodities and other asset classes across exchanges with one login, and provides advanced tools such as Charts and News for online clients.



### 24x7 Back-Office Access

4 High level of end-to-end transparency is available by the 24x7 access to the back office. This renders it easy for you to be updated.



### Corporate Desk

5 We understand that companies need specialized services and we are geared to provide that with dedicated relationship managers and specialized dealing desks. And last but not least, the cutting edge research, which helps you take informed decisions.



One Stop for All



*Is commodity volatility affecting your profit margins?  
"Get in touch with us, at Anand Rathi"  
We are committed to make hedging simpler and smoother!*

### **For Commodity Traders**

- ★ *Understanding of business objectives and production / consumption patterns to identify risk*
- ★ *Analyzing future cash flows, using sophisticated models*
- ★ *Implementation of RIGHT hedging strategies*
- ★ *Integrated Spot & Futures platforms provide the best combination of hedging possibilities*
- ★ *Long-term fundamental research, Quarterly reports and Crop surveys provide a valuable input for informed decisions*



### **Spot Exchanges**



*The recently-launched spot exchanges in commodities provide the unique feature of convenience in buying at a mandi, at the same time removing all counter-party and quality-related risks. Whether you wish to buy a coin of gold or a truck of chana, the system is simple and transparent. If you happen to be a stockist/producer of a commodity, this offers a nationwide market for your produce and secures you the best possible price for your commodity.*

*So come, unleash the power of an electronic spot market with our expertise of over 6 years of delivering on the commodity futures exchange.*

**Visit your nearest Branch at**



**BEST DOMESTIC PRIVATE BANK**  
**ASIAMONEY POLLS** ★★★★★  
2009, 2010 & 2011

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**EXCHANGE & FMC REGISTRATION NOS:** MCX – 10875 / 0525; NCDEX – 147 / 0178; NMCE – NMCE/TCM/CORP/0049; NATIONAL SPOT EXCHANGE- 10570; NCDEX SPOT EXCHANGE - CR-10-10050; ICEX – 1132 / ICEX/TCM/CORP/0124;

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