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December 22, 2010

All Registered Intermediaries of ISS

Dear Sir / Madam,

Sub.: Launch of ISS new website www.isesec.com

We are pleased to launch **ISS website on Wednesday 22nd December 2010** with a new change in look, contents and presentations.

New ISS Website: www.isesec.com

- Members/Clients can also access ISS back office through this website.
- The Customer Care section in the website will allow all our clients to register their client code as user Id and PAN number as the password.
- Through the Customer Care clients can view and take printouts of their data/ECNs in a secured way.

Recommendations from Capital Market – Telefolio Services with 50% discount :

Capital Market provides recommendations with experienced and unbiased advice in Stock market. Investors who do not have time, resources or skill to identify the right investment can benefit by subscribing through Telefolio services.

A detailed write-up on Telefolio services and how to use the services have been provided in **Annexure 1**. We have discussed in detail with regard to the recommendations provided by Telefolio. We felt it will be helpful to our Members/Clients hence we have impressed upon the capital market management to provide the Telefolio research recommendations at a discounted price to our Members/Clients and they have obliged to provide at 50% of their tariff structure (the details of pricing are available in our website). Our Members/Clients may make use of this facility by registering through our website and making direct payment to Capital Market.

Kindly provide your suggestions and valuable feedback for the improvement to Ms. Nayana Karande at 67941109 and mail at nayanak@iseindia.com.

Thanking you,

Yours faithfully,
For **ISE Securities & Services Limited**.

K. M. Sivaraman
CHIEF EXECUTIVE OFFICER

Encl: As above.

Telefolio

Subscribe to Telefolio and get one well researched BUY every Wednesday & Friday (after market closing). You will be given a secret telecode number. You can dial our Interactive Voice Recording (IVR) system at **Capital Market** Mumbai office. You will be asked to identify your secret code. Punch the same in a 'tone' telephone receiver. Immediately, you can listen to the latest recommendations made by **Capital Market**'s team of analysts. The whole operation will take less than three minutes of your valuable time, but has the potential to benefit you for a lifetime!

Subscribers to this service will also be given login name and password, which will give them access to Telefolio recommendations as well all the new features on **Telefolio** . **These new features are as follows.**

Scrip watch to make selection easy

You can invest in our recommendations at your convenience and comfort.

telefolio now lists all the selections of the past year with the price at which the stock was recommended, current price and high/low.

You can check the logic behind the recommendation and EPS projection by clicking the Telefolio button next to the company name. This will allow you to invest in these scrips whenever the volatile market throws up opportunities. You can also create your own Systematic Investment Plan (SIP) to buy these stocks on a regular basis.

Keep yourself updated

Stock selection is not a seasonal activity. You need to keep track of the developments about the stocks in your portfolio on a regular basis. We have made this task much easier. For each Telefolio company you can also see News, Financial Results, Quarterly Updates, Corporate Actions and Price Charts.

Tracking operational, financial and stock price performance of the companies was never easier than this.

Telefolio **Plus**

Wednesday & Friday Telefolio

Subscribers to **Friday & Wednesday Telefolio Plus** can also avail of the detailed research report backing the recommendation as well as many premium online tools.

Subscribers to this service will be given login name and password, which will give them access to **Telefolio**

Besides giving detailed reasoning for the recommendation, the research report will also give industry trends, latest results and a financial snapshot (including projections). This will help in gaining greater confidence about the recommendation. See [Sample Research Report](#).

Besides the research report, Telefolio also gives you the following additional premium tools.

Trade based on price movement

Track online top gainers and losers from the Telefolio scrips and decide to buy/sell based on the price movements. Set price levels as alerts and get Mobile SMS on set price levels to help you remind about buying/selling.

Prepare yourself for upcoming corporate actions

See all the upcoming Corporate actions (like board meetings, AGM dates, book closures, ex-bonus dates, ex-dividend, etc) of Telefolio companies scheduled in the next 30 days and choose to buy/sell based on these triggers.

Act on the news

Get live news (including stock exchange announcements) of all Telefolio companies and act on the news.

React to the results

Get detailed Quarterly updates after each quarterly result to help you assess the financial progress of each Telefolio company to help you add/reduce accordingly.

Analyse and keep updated

For each Telefolio company the following data and information are available.

Profiles & Results
Telefolio
Research Report
AGM #
AM Report #
Balance Sheet
Co. Background
Co. Snapshot
Corporate Actions
Director's Report
Mgmt. Discussion
News
Profit & Loss
Quarterly Results (8 Quarters)
Quarterly Updates
Share Holding Pattern
Share Price - Daily

Available for select few companies

This will help you do a detailed analysis as well as keep yourself fully updated with operational, financial and stock price performance of the Telefolio companies.

Select IPOs

An IPO diary to keep you updated with scheduled IPOs as also our Rating on each important IPO.

How to subscribe Telefolio service?

Login to www.isesec.com/research section

Enter your ISS Client code and 10 digit pancard number. A detailed page describing telefolio services will lead you to subscription information.

You can subscribe in two ways (a) **Online Payment** (b) **by Cheque / DD**

Select the payment mode and you will be directed to the product selection page.

Select your desired telefolio product and add to your shopping cart after providing your name and email id.

You can also make multiple purchases by adding telefolio products in your shopping cart [Editing of the shopping cart is also possible].

Once you have selected your products, you can proceed to the online payment section where the subscription form has to be filled and you select the payment mode once again [i.e . By Cheque/DD or By Online Payment]

a. If you are subscribing By Cheque/DD, subscriber details forms will be published with the Order ID. Please take a printout of the form and mail it to the address mentioned in the form.

Your account userid and password will be delivered through a confirmation mail in the mail id provided in the subscription form, once the payment is received.

b. If you are subscribing through online payment, you will be directed to online payment gateway where you have the payment options like netbanking, credit card etc.

If the payment transaction is successful you will get the confirmation mail in your mail id provided in the subscription form with telefolio userid and password.

How to access Telefolio service after subscription ?

Login to www.isesec.com/research section

You will be required to enter your ISS Client code and 10 digit pancard number to be taken to the login page of telefolio.

Enter the userid and password received through mail in the login page.

After successful login you will be directed to the subscribed telefolio section where you will get all the desired information.

Please contact at **financeshop@capitalmarket.com.** for any type of clarifications.