



Referrer Onboarding Manual

What are smallcases?

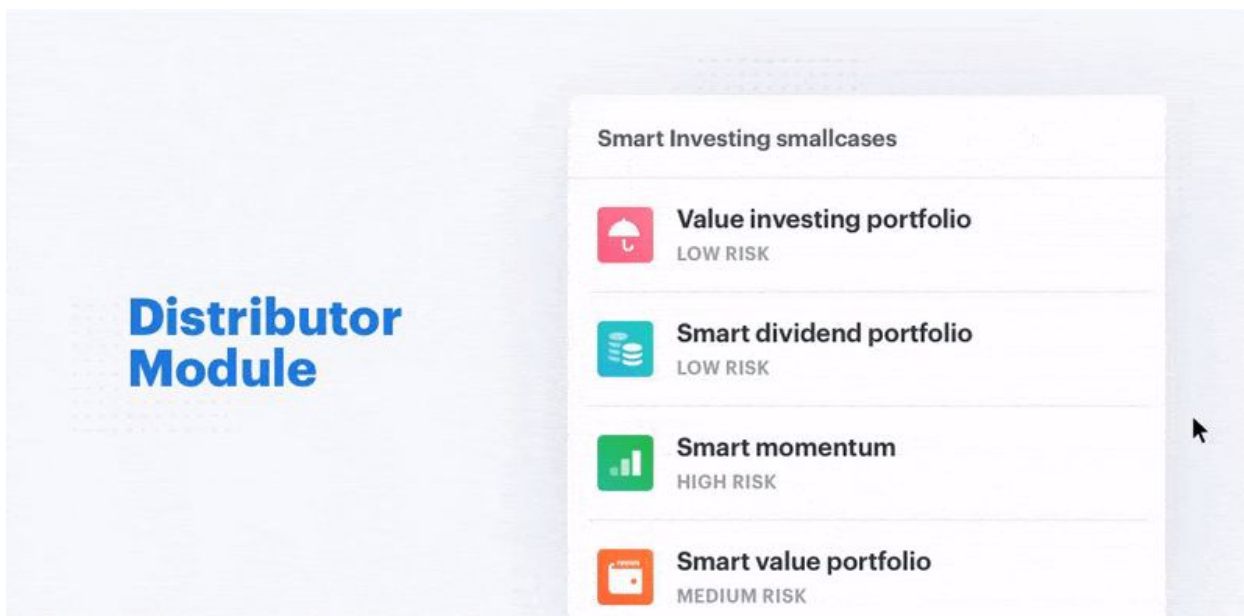


Created by SEBI registered professionals, each smallcase is a ready-made basket of stocks/ETFs that reflects a idea, theme or strategy

Advantages of smallcases over Single Stocks :

- smallcases reduce company-specific risks by adding multiple stocks in one basket and provide diversification benefits
- smallcases are created by experienced SEBI registered professionals, so investors don't have to spend time & effort researching on their own
- Invest in multiple stocks in one click. - investors can invest in portfolios of up to 50 stocks/ETFs and track them all in one smallcase
- No separate account required - investors can use their existing broker accounts to invest in smallcases and receive stocks & dividends directly in their demat & bank accounts
- Easy tracking & monitoring - receive timely updates on changes in your portfolio and apply them in few clicks

How to become a Referrer?

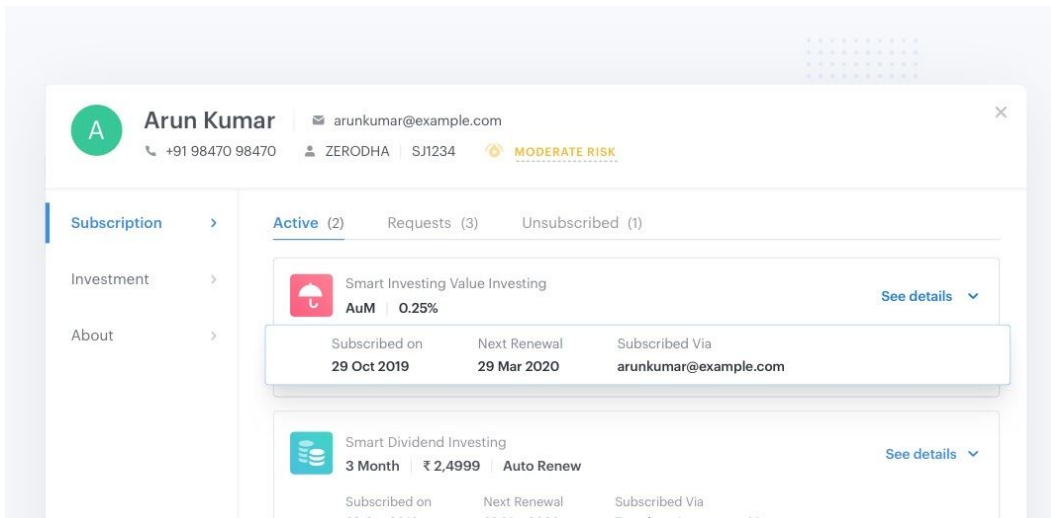


Referrercan refer smallcases (portfolios) managed by smallcase Managers to their clients after getting into a referrer agreement with the smallcase Manager

Steps to become a Referrer :

- Referrers should reach out to the smallcase Manager whose smallcases are of interest
- Based on the discussions with the smallcase Manager, select the smallcases and decide commercial arrangement - referral fee
- Referrer needs to get into a referrer agreement with the smallcase Manager
- smallcase Manager with the help of the Publisher team will get Referrer on boarded on the Publisher platform

Referrer Onboarding

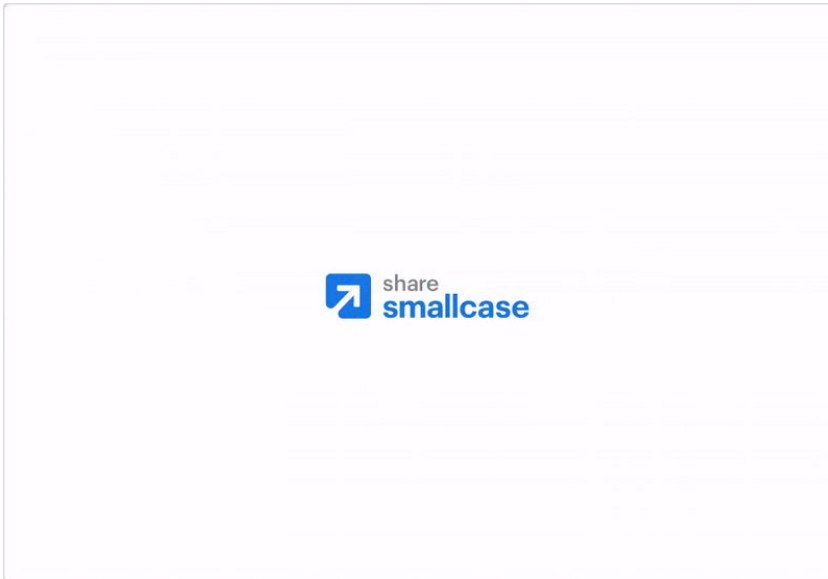


Referrers will get access to an admin portal known as the [smallcase Publisher](#) platform, which will allow them to :

- **Select smallcases** : Relevant info including past performance, pricing, etc. of the smallcase will be available to the Referrer on the Publisher platform for making an informed decision
- **Manage Relationship Managers (RMs)**: RMs are client interfacing team members of the Referrer who will be onboarding clients. Referrers will be able to manage RMs by uploading their details onto the Publisher platform. The flow for RMs is explained in detail in the next section
- **Track RM attribution & client details** : Referrers will be able to track the RM for each smallcase subscription on the Publisher platform. Additionally, they will also be able to track the investment & subscription details of the clients

Demo Video : To better understand the flow please refer to the demo video [here](#)

RM Onboarding



As mentioned earlier, RMs are client interfacing team members of the Referrer who are responsible for onboarding the clients.

RMs will get a dedicated portal called the [share platform](#) which would allow them to :

- **Generate links with in-built attribution** : RMs can generate unique links for fresh subscription, subscription renewal, SIP, rebalance, etc. with their details embedded in the link, i.e., whenever a client subscribes or invests through these links the referrer's email gets automatically mapped to the subscription or investment.

Auto-attribution for subscription helps in the following ways :

- Referrers can track which referrer has acquired a particular subscription
- smallcase Managers can track the Referrer from which the subscription has come from
- **Track subscription & investment details of clients** : RMs can track the subscription details (subs. status, plan, renewal date, etc.) and the investment details (networth, PnL, pending actions like rebalance, SIP due, etc.) directly on the share platform
- **Demo Videos** : To better understand the flow please refer to the demo video [here](#).

FAQs

- **Which brokers are supported for smallcases?**

smallcases can be bought by any client of these brokers - Zerodha, HDFC Securities, 5Paisa, IIFL Securities, Edelweiss Broking, Alice Blue, Trustline, Kotak Securities and AxisDirect. We have more large & fast growing brokers in our pipeline

- **What if my clients don't have an account with any of smallcase's broker partners?**

An account with any of our broking partners is mandatory for subscribing and investing in smallcases. An account with our partner brokers allows clients to benefit from the seamless transaction experience including 1-click portfolio execution, setting up SIP, rebalance, etc.

Clients can opt from opening their demat account directly through the smallcase Manager's micro-site as well by expressing their interest in their preferred broker. In the background we would provide details to the brokers and they would reach out to the clients to help with the account opening process

- **Can Referrers execute the transaction on behalf of their clients?**

No, clients have to execute the transactions on their own

- **What kind of links can be created through the share platform?**

Through the share platform, we can generate 2 types of links :

- **Subscription links** : New subscription and subscription renewal
- **Investment links** : Invest More, Setup a SIP, Edit a SIP & Rebalance