

# Company Profile



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# History / Background

**Richelieu Financial** is a financial advisory firm based in Dubai, specializing in CFD trading consultation. We have gained the trust of our clients by providing expert guidance from our professional analysts who have a track record of over 80% accuracy in market predictions.

“Money At Work” is our motto and we encourage sound decision making, excellent discipline and solid capital management in a positive trading environment. We provide expert consultation on trades with a sole focus on helping our clients gain profits. Our market analysis and strategic advice contribute to making markets more efficient.

Integrity is at the core of our trading strategies while being innovation-driven and heavily invested in developing the competencies of our people.

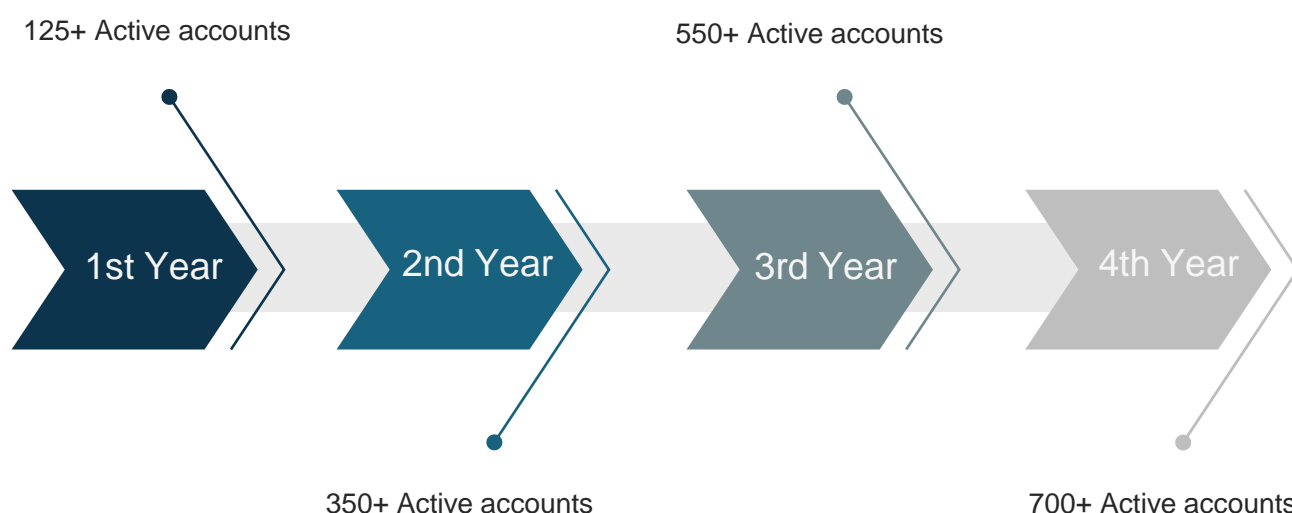
## Clientele

### Overview of Client Base

As **Richelieu Financial**, we are proud to share our journey in providing expert financial advisory services: We began with just 3 clients seeking our trading advice, and within one year, our dedication to exceptional service and results saw us growing our client base to over 125+ active accounts.

To date, we have proudly advised more than 1200 clients, including active and non-active accounts. The relationship we have with our investors and partners have been instrumental in our growth and success.

### Clientele Growth





# Richelieu Financial At A Glance



**Hiral Jani:**  
**Visionary Founder & COO**

Hiral Jani is an award-winning professional who brings extensive and diversified experience working in the financial services industry across different levels. He has been recognized for his achievements with back to back awards for revenue generation and client acquisition in his previous organizations. After working for 10+ years in brokerage services with organizations like Anand Rathi and Angel Broking, Hiral has founded Richelieu Financial with an objective to reach out to investors based out of GCC, to confidently invest in financial

products like Stocks, Commodities, Indices, Forex and various other investment products. He analyses risk, identifies opportunities and consults with clients on a diversified portfolio.

**Deepanshu Choudhary:**  
**Co-Founder and CEO**

Deepanshu Choudhary is a top-performing sales, marketing and business development professional with proven ability to drive business expansion through visionary sales initiatives that deliver revenue growth, market share and market penetration. A strategic thinker who can plan and implement sales, marketing and business initiatives to support corporate objectives. In his previous organizations he had successfully mastered a very sharp learning curve in a short period of time, achieving the highest sales closing ratio, while being consistently ranked among top performers, expanding customer base while maintaining excellent client rapport despite intense market competition and a

tumultuous economic climate. He possesses particularly strong relationship management, team building and general business acumen, a verifiable track record of success driving unprecedented revenue and profitability within highly competitive industries and markets. Ambitious and intensely focused on bottom-line results.



# Our Team & Work Ethics



## Client-Centric Approach

We believe that our clients are at the heart of everything we do. Richelieu Financial team is dedicated to understanding each client's unique needs and crafting personalized solutions to meet their financial goals. This client-centric approach has earned us a reputation for trust and reliability, fostering long lasting relationships with our clients.

## Collaborative Culture

Collaboration is a core value at Richelieu Financial. Our team works closely together, sharing insights and strategies to tackle challenges and seize opportunities. This collaborative culture not only strengthens our internal processes but also translates to more cohesive and effective service for our clients.

## Integrity and Transparency

Integrity and transparency are the pillars of our business practices. Our team upholds the highest ethical standards, ensuring that our clients can trust us with their financial well-being. We believe in open communication and honest dealings, providing our clients with clear, accurate information at every step.

## Expertise

Our team is a collective of financial experts, market analysts, risk managers, and customer service professionals. Each member brings a wealth of knowledge and experience in their respective fields, ensuring that our clients receive the highest level of service and insight.

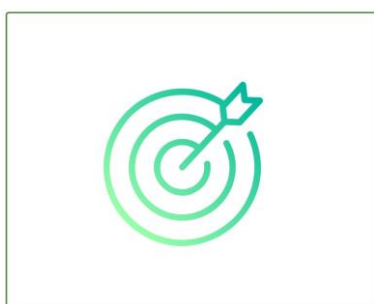
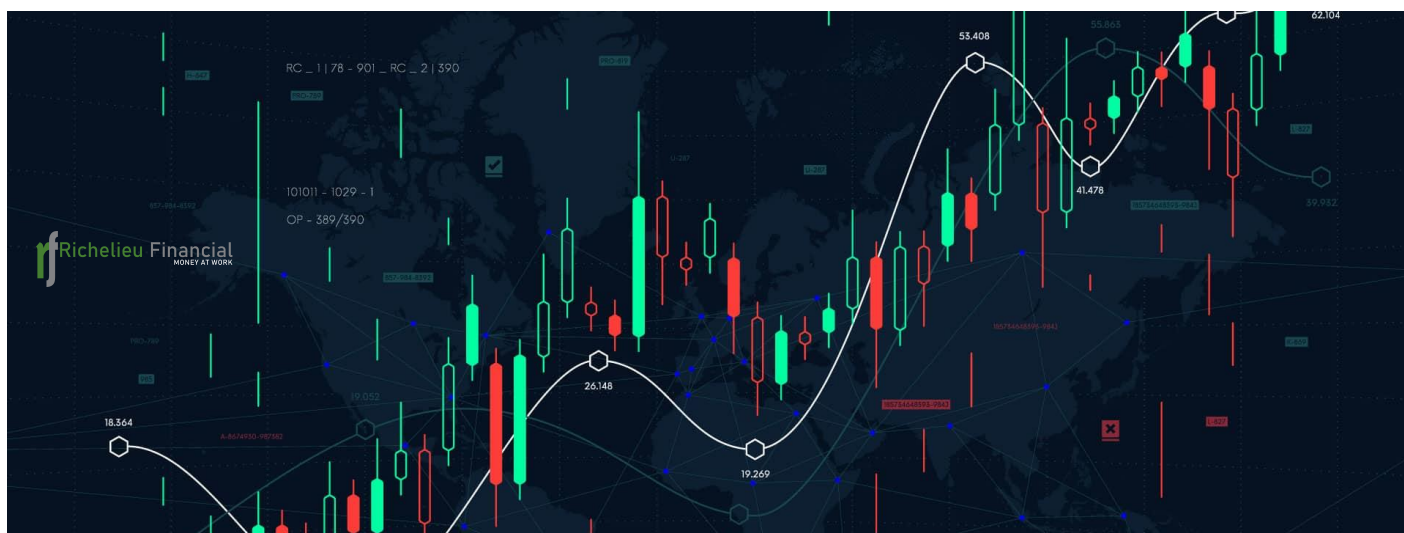
## Innovative Mindset

Innovation is key to staying ahead in the financial industry, and our team embraces this mindset wholeheartedly. From developing advanced trading platforms to implementing the latest financial technologies, our team is always on the lookout for ways to enhance our services and deliver superior results for our clients.

## Education and Training

Continuous learning and professional development are integral to our team's success. We invest in regular training and development programs to ensure our team remains at the forefront of industry trends and regulatory changes.





## Mission

As the world reshapes itself from the pandemic stage, we have seen lives getting impacted due to the dependence on salaries and a 9-5 work mode. We want to reach out to all of those who want to make their money work harder.



## Vision

We have created a value-based organization which can be relied upon by investors to make their money work for them. We want to change the notion that to make money, only hard work is the key. We have created a smarter way to make money



## Values

We rely on our commitment to our clients, stakeholders and those who trust us with their money earned through sweat and hard work. We value the trust and commitment placed with us and that is what inspires our company to grow every day.

## Company Objectives

- Introduce customers to financial markets and products like trading in CFDs, Indices, Commodities, Forex, Bullion, Crypto currencies etc.
- Provide portfolio management advice to clients while bringing strong risk awareness.
- Provide technical training support and services (including seminars, charting support, platform support, programming services, software and hardware support, research material and mentoring).
- We provide consultancy services to customers for trading activities.
- Maintain business records for the specified services
- Provide client support while dealing with leading brokers in the financial services industry.

# Why Choose Us?



When it comes to Contracts for Difference (CFD) trading, choosing the right financial service provider is crucial for success. Richelieu Financial stands out as a premier choice advisory for CFD trading, offering clients a host of compelling advantages. Here are the key reasons why you should choose Richelieu Financial for your CFD trading:

## Regulated & Trustworthy

As a regulated financial service provider, Richelieu Financial adheres to stringent regulatory standards, ensuring the highest level of security and integrity.

## Cutting-Edge Trading Platforms

We provide access to advanced trading platforms equipped with state-of-the-art tools and features. These platforms offer real-time data, and seamless execution, ensuring a superior trading experience.

## Customizable Trading Experience

Understanding that partners and investors have unique needs, Richelieu Financial offers customizable trading solutions. We can tailor their trading environment to suit their preferences, ensuring a personalized, efficient trading experience.

## Expertise & Experience

Richelieu Financial boasts a team of seasoned professionals with in-depth knowledge and expertise ensure that investors and partners receive top-notch advice and guidance, helping them make informed trading decisions.

## Innovative Trading Solutions

Richelieu Financial is at the forefront of innovation, continually enhancing its offerings to meet the evolving needs of investors. We aim to provide innovative solutions that cater to both partners and investors.

## Robust Risk Management Tools

Risk management is crucial in CFD trading, and Richelieu Financial offers a suite of robust tools to help investors and partners manage their risks.



# Facts About CFDs

CFDs have become one of the widely used trading styles for diversifying investments and also for obtaining fast profits due to the manipulative nature of this type of investment. CFD trading consultancy with Richelieu Financial has a number of interesting facts, the knowledge of which may not only surprise, but also encourage you to be part of the growing community.



## Higher Leverage

CFDs provide higher leverage than traditional trading. Standard leverage in the CFD market is subject to regulation. It once was as low as a 2% maintenance margin (50:1 leverage) but is now limited to a range of 3% (30:1 leverage) and could go up to 50% (2:1 leverage). Leverage with reputed broker now can go to 1:400. Lower margin requirements mean less capital outlay for the investor / partner and greater potential returns; however, increased leverage can also magnify a trader's losses.

## Variety of Trading Opportunities

Richelieu Financial currently offers stock, index, treasury, currency, sector, and commodity CFDs enabling clients interested in diverse financial vehicles to trade CFDs as an alternative to exchanges.

## No Shorting Rules or Borrowing Stock

Certain markets have rules that prohibit shorting and require the investor / partner to borrow the instrument before selling short, or have different margin requirements for short and long positions. CFD instruments can be shorted at any time without borrowing costs because the investor / partner doesn't own the underlying asset.

## Expiration Time

One of the most important advantages of trading CFDs is that most CFDs do not have an expiration date. At the same time, some assets usually have expiration dates, so by trading CFDs, investor / partner can close their positions at any time. This is a huge advantage because market participants can enter into very long trades and not have to worry about them being closed due to expiration dates before traders are ready to do so themselves.

## Global Market Access from One Platform

As an investor, you can trade CFDs on a wide range of worldwide markets and Richelieu Financial helps you to choose the best platform which have access to global market.





# Richelieu Secure

*"We enhance security by providing post-dated checks for both your principal investment return and quarterly profits. Our formal agreement ensures clarity with authorized signatures".*



## RICHELIEU SECURE

- Contract Period: 18 MONTHS
- Payouts: QUARTERLY (3%)
- Secured Profit: 18% in 18 MONTHS



## YOUR PROTECTION

- Secured Principal
- Secured Profit



## HOW WE DO IT

- Strategic Reinvestment
- Trading in International Financial Markets
- Safeguarding Your Investments using risk management tools



# RICHELIEU SECURE:

## Frequently Asked Questions (FAQs)

### 1. How does **RICHELIEU SECURE** Product work?

**RICHELIEU SECURE** is an investment product by **Richelieu Financial**, offering fixed guaranteed returns of 1% per month, contributing to a potential total return of up to 18% over the 18-month investment period.

### 2. Can you explain further with the aid of an example?

**INVESTMENT VALUE:** USD 100,000

**INVESTMENT TENURE:** 18 Months

**MONTHLY PROFIT RATE:** 1.0%

When the Investor invests USD 100,000 for a tenure of 18 months with regulated broker suggested by **Richelieu Financial LLC**, a profit return of USD 1,000 is paid monthly to the investor for 18 months, totaling to USD 18,000.

The original capital of USD 100,000, is withdrawn by Investor at the end of the Investment tenure in Month 18. Investor earns 18% returns over 18 months.

### 3. Who can take advantage of the **RICHELIEU SECURE** Product?

Both Individual and Institutional investors can take advantage of **RICHELIEU SECURE** Product. Each client would receive secured profit payments, providing them with above market returns even in a highly volatile economic condition.

**RICHELIEU SECURE** Product works on the premise of deploying an investor's capital to work for a long period of time, allowing the capital to generate passive income for the Investor.

### 4. Why should I choose **RICHELIEU SECURE** Product?

The benefits of investing in **RICHELIEU SECURE** Product are multi-fold.

- Guaranteed Passive Income
- Value Added Asset Creation
- Expense Offset Planning
- Future Savings Plan
- Improving Lifestyle
- Retirement Planning

### 5. How do I take advantage of the **RICHELIEU SECURE** Product?

Clients can take advantage of **RICHELIEU SECURE** Product in 3 simple steps:

- **CONSULTATION:** Meeting or Zoom Meeting to discuss in detail about all features of the product and the process.
- **AGREEMENT:** Agreements between the Client and Richelieu Financial LLC will be drafted, agreed, and signed.
- **PAYMENT:** All payment cheques towards the Monthly returns would be issued to the Client.



## 6. How long does **RICHELIEU SECURE** Product been available?

**Richelieu Financial LLC** introduced **RICHELIEU SECURE** Product in the early 2022 and hundreds of clients have benefited through **RICHELIEU SECURE** Product over the last 3+ years.

## 7. Would I be able to get a reference from an existing **RICHELIEU SECURE** Clients?

**Richelieu Financial LLC** has multitude of clients from different Nationalities and different backgrounds. As a potential Investor in **RICHELIEU SECURE** Product we are happy to refer one of our many satisfied Clients.

## 8. Is there a Guarantee on the returns in **RICHELIEU SECURE** Product?

**Richelieu Financial LLC** guarantees the quarterly returns in **RICHELIEU SECURE** Product. Apart from a **SECURE** Contract, clients will also receive post-dated cheques for their Quarterly returns on the same day of Investment.

## 9. Can an Investor outside of UAE, invest in **RICHELIEU SECURE** Product?

Yes, they can **RICHELIEU SECURE** Product has attracted investors from different parts of the globe and from over 50 different nationalities.

## 10. How is my principal secured in **RICHELIEU SECURE**?

Client principal is safeguarded through a structured approach where funds are deposited into client's own regulated trading account in the UAE. **Richelieu Financial** issues postdated cheques for monthly returns as a security measure. We follow robust trading and arbitrage strategies to protect the principal. In case of losses, **Richelieu Financial** will replenish the funds to maintain the initial investment amount.

## 11. Is there a minimum Investment amount in **RICHELIEU SECURE** Product?

**RICHELIEU SECURE** Product has been designed and structured to cater for any size of portfolio, allowing investors to start from as little as USD 100,000 and above.

## 12. Who will bear the profits if any in client's trading account?

**Richelieu Financial** bears both the profits and the risks associated with the client's trading account. Any profits generated in the trading account must be transferred to **Richelieu Financial** bank account, as **Richelieu Financial** have already issued cheques for the guaranteed returns to clients. This ensures that the risk and the profit responsibility lies with **Richelieu Financial**.

## 13. Who will bear the profits if any in the trading account?

If a client wishes to cancel the **Richelieu Secure** agreement before the 18-month lock-in period, they must return all pending payout cheques to **Richelieu Financial**. Additionally, any losses in the trading account at the time of cancellation must be borne by the client. This ensures that financial agreements and security measures are upheld and that the client takes responsibility for early termination.



# Market Expertise

A contract for differences (CFD) is an agreement between an investor and a CFD broker to exchange the difference in the value of a financial product (securities or derivatives) between the time the contract opens and closes. It is a method of speculating on the underlying price of an asset – like shares, indices, cryptos, commodities, forex and more – on a trusted and regulated trading platforms. At **Richelieu Financial** we provide expert advice on navigating these complex financial instruments.

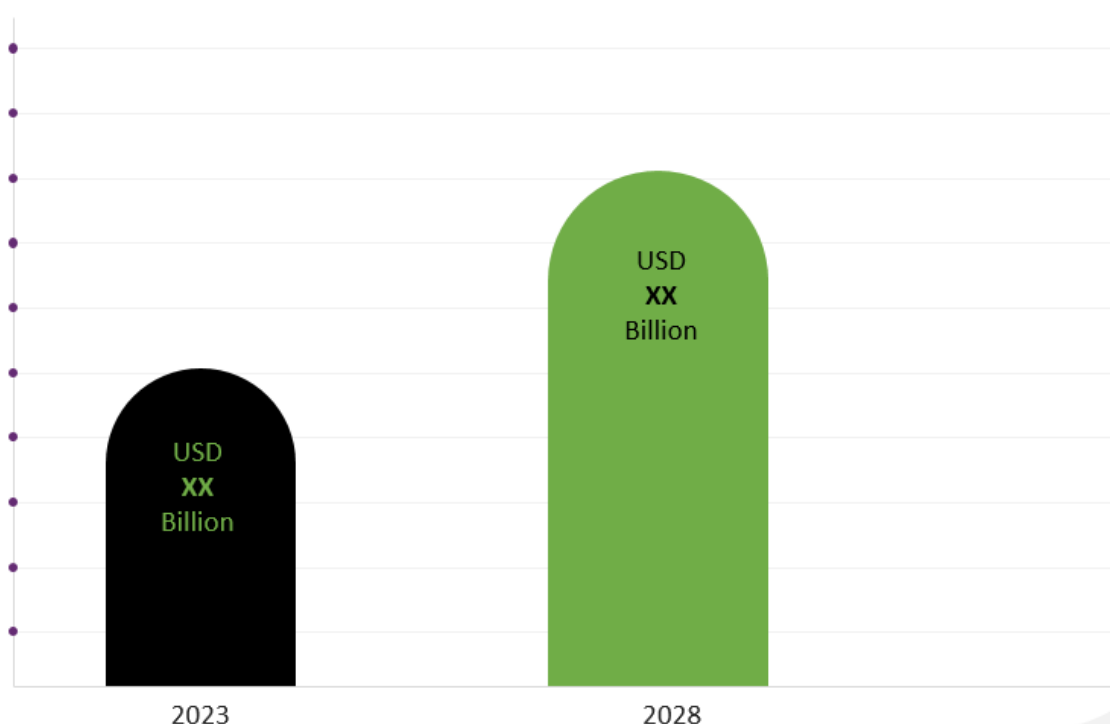
CFDs allow traders and investors an opportunity to profit from price movement without owning the underlying assets. The value of a CFD does not consider the asset's underlying value, only the price change between the trade entry and exit. Our team at **Richelieu Financial** offers an in-depth analysis and guidance to help you understand and capitalize on these price movements.



## Global Contract For Difference (CFD) Market Size

The global contract for difference (CFD) market is expected to grow at a CAGR of 4.3% from 2023 to 2028. Trading in CFDs (Contracts for Difference) has grown significantly in popularity in recent years. The global contract for difference (CFD) market is a popular and accessible form of trading that offers various advantages over traditional share trading. CFD trading covers valuable sectors of the global economy including share CFDs, Forex CFDs, commodity CFDs, and treasury CFDs.

The **Global Contract of Difference (CFD)** market is expected to grow at a CAGR of 4.3% from 2023 to 2028



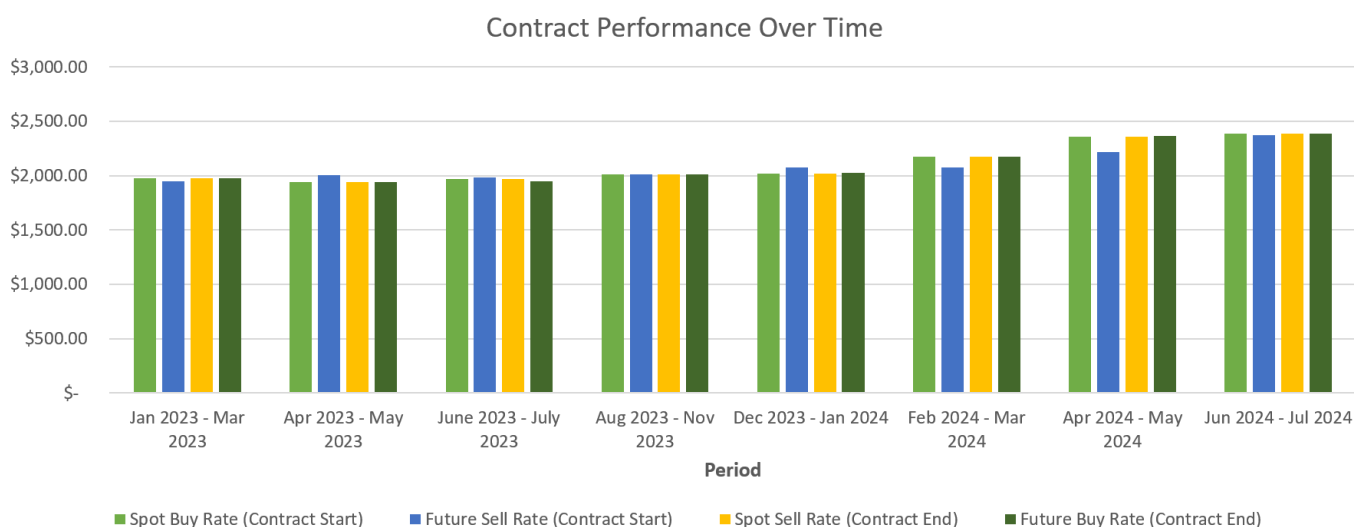
## Monthly Commitment Overview

**Richelieu Secure** investment structure is designed to provide our clients with a secure and predictable profit commitment on an investment of \$100,000 USD, as demonstrated in the chart for the period from February 2021 to May 2022. Each client benefits from a standard contract period of 18 months, during which they receive a 3% payout on a quarterly basis. This structure ensures a total secured profit of 18% over the full 18-month term. The graph below illustrates our consistent commitment to delivering on these promises, showcasing the monthly amounts paid to our clients over the specified timeframe. The spike in July 2021 reflects a particularly successful period, further emphasizing our robust financial management and the reliability of our investment strategies.



## Contract Performance Over Time

The graph below illustrates the performance of various contract rates over time, covering the period from January 2023 to July 2024. Understanding these metrics is crucial for evaluating the effectiveness of our contract management strategy. The data presented in this graph supports our ability to predict market trends and secure favorable rates, while also highlighting the importance of continual monitoring and adjustment of our strategies in response to market movements.



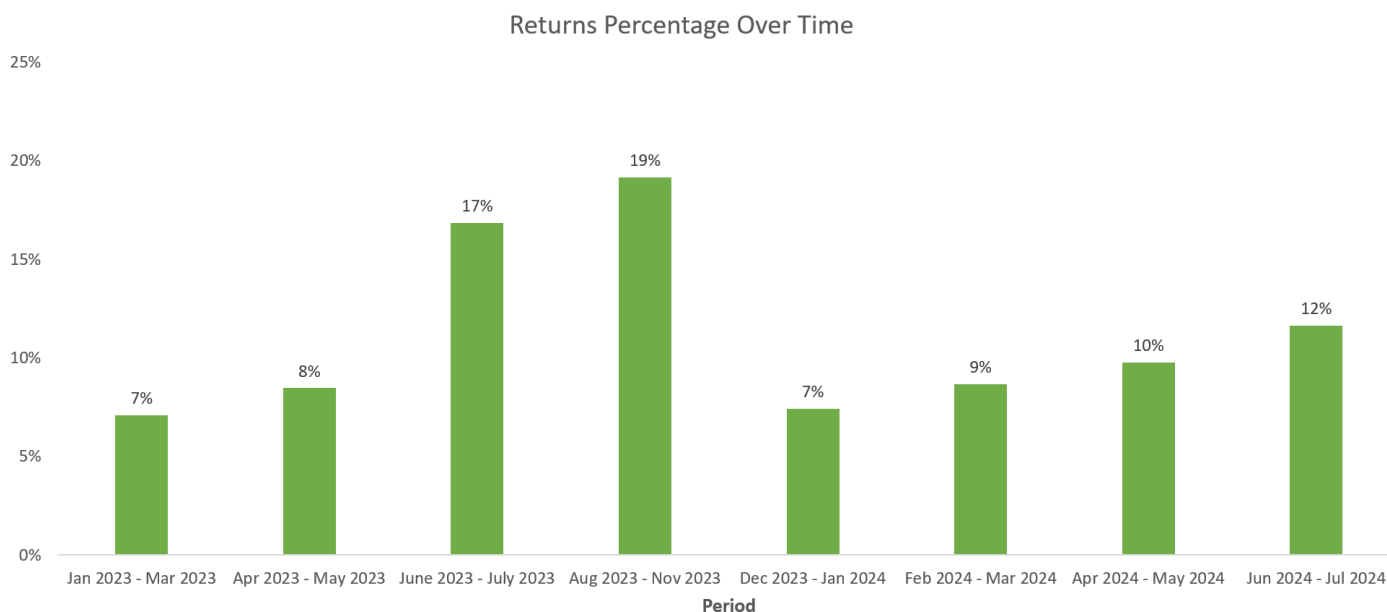
## Contract Performance Over Time

The graph below demonstrates the substantial gains achieved through our strategic trading contracts over the period from January 2023 to July 2024. It compares the Monthly Commitment against the Net Profit for each period. These achievements highlight the robustness of our trading strategy and our commitment to delivering consistent, high returns for our clients.



## Returns Percentage Over Time

The graph illustrates the percentage returns generated from our trading contracts over the mentioned periods. The data highlights our success in achieving high returns on investments over time. The consistent performance, particularly during challenging market conditions, underscores our commitment to delivering exceptional value to our clients. Our ongoing strategy refinements are poised to sustain and potentially increase these returns in future periods.





# Technology & Innovation

## Technological Advancements

The development of CFD trading has been significantly influenced by technological improvements. Investors can easily access their trading accounts from any location at any time. In order to take advantage of market opportunities, traders now have access to real-time price updates, sophisticated charting tools, and algorithmic trading skills that are already standard.

## Innovations in Business and Technological Progress

The CFD trading market is still developing as a result of technical improvements. To improve the trading experience, brokers and trading platforms are always adding new features and tools. This includes the integration with other financial products, such as crypto currencies, sophisticated order types, and tools for real-time market analysis.



## Media Mentions & Accolades



**Richelieu Financial** grows to a \$7.5 million portfolio in a year: Emerging from modest beginnings to charting out a gem-strewn path for themselves, financial doyens-Hiral Jani and Deepanshu Choudhary with their unfaltering perseverance have come a long way in their journey. Misbaah Mansuri catches up with

[Learn More](#)






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