



# **TRADE SMART SECURITIES (PVT.) LIMITED**

TREC Holder/Broker Pakistan Stock Exchange Ltd  
TREC Holder/Broker Pakistan Mercantile Exchange Ltd

# Company

# Brokerage

# Ownership

Trade Smart Securities (Private) Limited, formerly known as H. M Idrees H. Adam (Pvt.) Ltd, we are committed to excellence in the financial services sector. As a reputable Private Limited Company, we operate under the regulatory framework of the Companies Act and are registered with the Securities and Exchange Commission of Pakistan (SECP) under the Securities Broker Regulations 2016.

With our proud designation as a Trading & Self Clearing entity and the holder of Trading Right Entitlement Certificates (TREC) from both the Pakistan Stock Exchange (PSX) and the Pakistan Mercantile Exchange Limited (PMEX), we specialize in offering comprehensive securities broking and allied services. Our expertise extends to futures trading, governed by the Futures Market Act 2016.

At Trade Smart Securities, our mission is to provide our clients with reliable, transparent, and efficient financial solutions. We prioritize regulatory compliance, integrity, and client satisfaction in every aspect of our operations.

Join us as we navigate the complexities of the financial markets, delivering excellence and value to our clients every step of the way.

# Company

# Brokerage

# Ownership

## Core Business Philosophy

We Believe in

Impact

Effective Teams

**Attract and retain  
strong individuals with a track record of  
outstanding performance**

Depth

Processes

**Deliver consistent performance and service**

Reliability

Control

**Of total business risk;  
Strong compliance culture**

Security

Partnership

**With customers to deliver**

Flexibility

Team Spirit

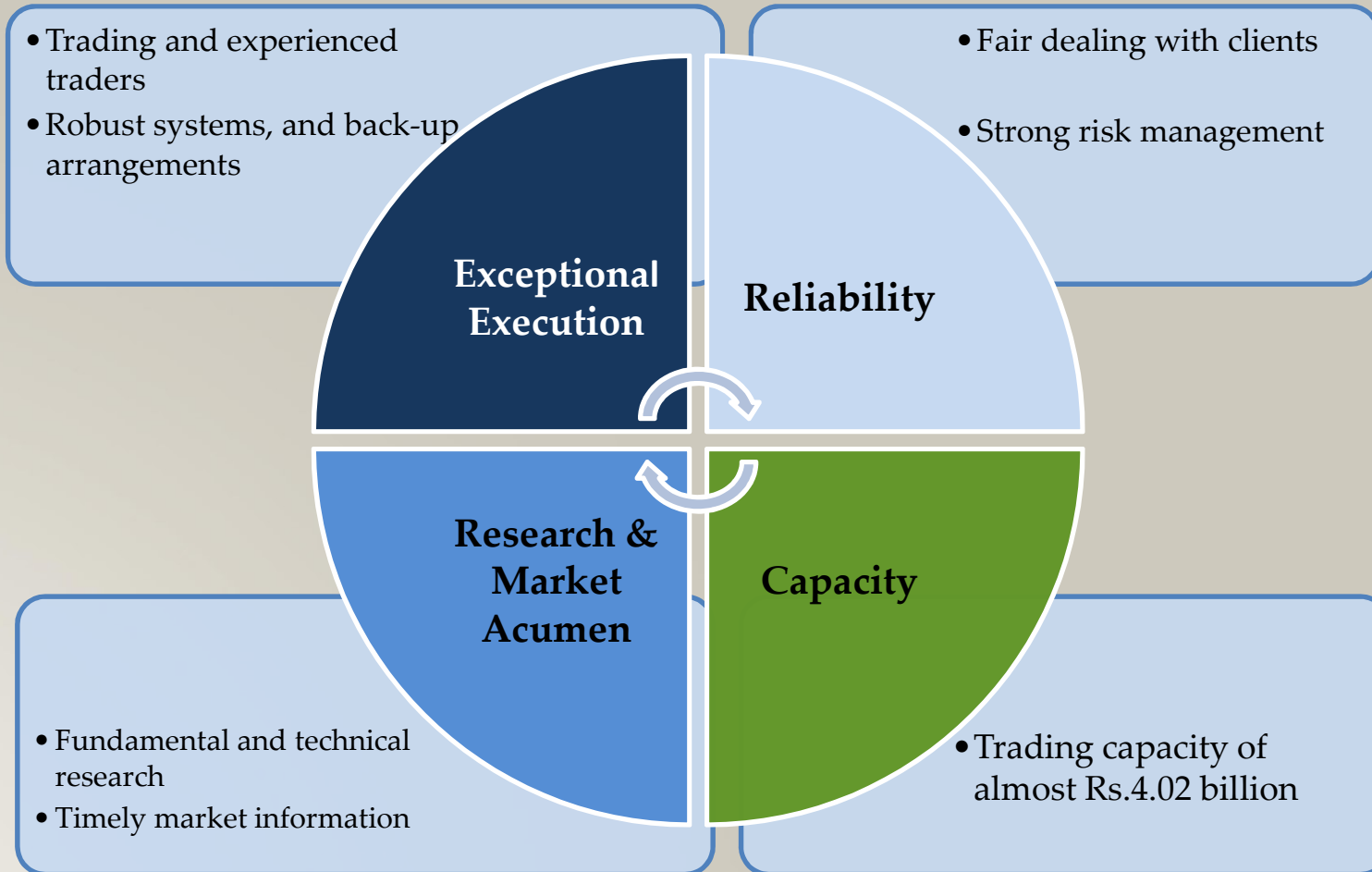
**Positive team spirit environment**

Client  
Satisfaction

# Company

# Brokerage

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Basic Financial Numbers of TSSL as of June 30, 2023

Authorized Capital	Rs. 470.00 Million
Paid-up Capital	Rs. 446.00 Million
Equity	Rs. 462.00 Million
Balance Sheet Size	Rs. 471.00 Million
Liquid Capital Balance (June 30, 2023)	Rs. 268.00 Million
Trading Limit (June 30, 2023)	Rs. 4.02 Billion

# Company

# Brokerage

# Ownership

**Naveed Idrees**

**Chief Executive Officer /  
Sponsor**

**Directors**

Mr. Naveed Idrees serves as the CEO / Executive Director of M/s: Trade Smart Securities (Pvt) Ltd (formerly H.M Idrees H. Adam (Pvt.) Ltd). His journey in the financial realm began in 1998 when he became an Individual Member/Broker of KSE/PSX. Over the years, he diligently navigated the intricacies of the stock market, culminating in the establishment of M/s: Naveed H.M Idrees (SMC-Pvt) Limited in March 08, 2013. Recognizing the need for professional management practices, the brokerage house transitioned to a private limited company, M/s: Naveed H.M Idrees (Pvt) Ltd, on June 07, 2017. In a strategic move to foster a corporate identity, Mr. Naveed surrendered TREC M/s: Naveed H.M Idrees (Pvt) Ltd on Oct 13, 2017, and assumed the role of Director at M/s: H.M Idrees H. Adam (Pvt) Ltd, subsequently rising to the position of CEO / Executive Director. The company rebranded as Trade Smart Securities (Pvt.) Ltd on September 25, 2023, signaling a transition from a family-oriented entity to a corporate powerhouse. Mr. Naveed's expertise is underlined by certification from the Institute of Financial Markets of Pakistan (IFMP).

# Company

# Brokerage

# Ownership

**Imran Idrees**

Executive Director

## Directors

Mr. Imran Idrees currently holds the position of Executive Director/Company Secretary at M/s Trade Smart Securities (Pvt.) Ltd (formerly known as H.M Idrees H. Adam (Pvt.) Ltd), a role he has fulfilled since its inception on June 07, 2017. With a wealth of experience spanning many years in the stock market, Imran initially served as an Agent at H.M Idrees H. Adam from April 1999 to May 2013. He then progressed to the position of Director at H.M Idrees H. Adam (SMC-Pvt.) Ltd, which later transitioned to a private limited company. Imran's journey within the organization culminated in his current designation as Executive Director/Company Secretary. Notably, on September 25, 2023, the company rebranded from H.M Idrees H. Adam (Pvt.) Ltd to Trade Smart Securities (Pvt.) Ltd, reflecting a shift from a familial to a more corporate identity. Imran's professional credentials include certification from the Institute of Financial Markets of Pakistan (IFMP).

# Company

# Brokerage

**Zarar Haider**

Director

Directors

Mr. Zarar Haider serves as Director at M/s: Trade Smart Securities (Pvt.) Ltd (Formerly H.M Idrees H. Adam (Pvt.) Ltd), leveraging over two decades of experience as a Bank Manager and more than 15 years in equity client relations. His diverse background underscores his deep understanding of financial markets and client needs. Graduating from the University of Baluchistan with a degree in Arts, Zarar Haider further fortified his expertise by earning certification from the Institute of Financial Markets of Pakistan (IFMP).



# Company

# Brokerage

**Abdullah Naveed**

Senior Equity Dealer / Head of Sales

Abdullah boasts a rich career spanning more than 7 years within Pakistan's dynamic financial landscape. His journey includes pivotal roles at esteemed brokerage firms, notably Naveed H.M Idrees (Pvt.) Ltd. During his tenure, he wielded influence as Director, meticulously aligning operations with the stringent regulations of the Pakistan Stock Exchange and the Securities & Exchange Commission of Pakistan. His strategic acumen was instrumental in revitalizing institutional sales strategies, crafting and executing comprehensive business plans that propelled sales growth and fortified market presence. Abdullah's dedication to excellence extends to his academic pursuits; he holds a degree of Graduation from Greenwich University and is certified by the Institute of Financial Markets of Pakistan (IFMP).

<http://www.tradesmart.pk/>

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## TRADE SMART SECURITIES (PRIVATE) LIMITED

TREC Holder/Broker Pakistan Stock Exchange Ltd  
TREC Holder/Broker Pakistan Mercantile Exchange

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