

Press Note

HDFC Securities launches “Quick Apply” for IPO investments

- The facility help customers to complete 3-step bid process in 45 seconds* or less*
- 24X7 IPO bids participation is possible due to off-market mode
- Allows easy modification / cancellation features for orders

09 February 2017: HDFC Securities, the leading stock broking company in India, announced the launch of “Quick Apply,” a unique feature for the customers that allows them to seamlessly carry their IPO, bid 24X7, in a three – step process.

In a paradigm shift from providing ease in applying for IPOs and helping the retail customers enter the capital markets space, HDFC Securities has simplified the bidding process in just 45 seconds* or less* through this feature, which is available on android and iOS mobile devices.

Quick Apply is an initiative to draw a large number of customers to the primary market and allow them to reap the benefits of initial stock listing. Quick Apply, the newly launched facility is available in the HDFC Securities app that allows customers to place orders 24x7, while using ‘the off-market’ order mode. The bids can be placed via this feature a day before an IPO opens for a subscription. The feature also allows easy modification/cancellation of the orders.

The launch of this facility is in line with the digital initiatives undertaken by the company. This feature has received great response from the customers wherein one of the recently concluded IPOs; it has attracted more than 18,000 first time investors. For them, investing in the IPO has been made quicker than buying a movie ticket.

Note:

*Process speed is dependent on the strength of internet connectivity

Click [here](#) to download the HDFC Securities app for Android and iOS

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About HDFC securities

HDFC securities is one of the leading stock broking companies in India and a subsidiary of HDFC Bank- a renowned private sector bank.

As a stock broking company, we have completed 16 plus years of operations. We offer a suite of products and services across various asset classes such as equity, gold, debt and real estate. Be it stocks, derivatives, mutual fund, fixed deposits, NCDs, insurance, bonds, currency derivatives or PMS, we have a product that suits each of your investment needs.

HDFC securities offers web 2.0 technology to trade and our state-of-the art technology enables seamless trading experience on both the exchanges BSE and NSE.

With a decade of experience in trading and a rating of A1+1, we have a proven pedigree in the financial services industry. We cater to the investment needs of customers through our 260 plus branches.