

## Press Release

### HDFC securities launches 'Arya' an Omni Channel Virtual Assistant on 'Google Home'

- First broker in the country to roll out virtual assistant service through IoT devices
- 'Arya' to be introduced on Amazon Alexa, HDFC Securities mobile application & website soon
- 'Arya' to enable account opening service and provide investment options in Equities & Mutual Funds to its users in its first phase
- 'Arya' to allow trading & investing via IPOs facilities in its coming phases

**24<sup>th</sup> April 2018:** HDFC securities, one of the leading stock broking company in India, today announced the launch of 'Arya' – India's first virtual assistant to offer services through voice IoT devices in the broking sector in India. Arya currently will be available on Google Home with limited functionalities and later would be introduced on Amazon Alexa, and the mobile app and website of HDFC Securities.

#### In Phase 1, 'Arya' would enable the user to:-

● **Open an account:** User could invoke 'Arya' and select the option for opening an account. The user would get a request to share their mobile number, following which the account opening team would connect and initiate the user's on-boarding process with HDFC Securities.

● **Get Investment Options:** The user would have the choice to either get investment options on stocks or get investment options on mutual funds.

- **Investment in stocks:** If the user selects investment option in stocks, HDFC Securities via 'Arya' would present the user with HDFC Securities latest pick of the week suggestion. The user could choose to either make the investment into the stock recommended or could choose to listen to next stock recommendation.
- If the user selects to listen to more stock recommendation, 'Arya' would present the next stock recommendation to the user. The user could again choose to make the investment or listen to more stock recommendations.
- The user could only ask 'Arya' thrice for stock recommendations. Following which 'Arya' would send a link to the assistant platform of the user's phone which will list all the stocks recommended by HDFC Securities research team.

● **Investment in Mutual funds:** If the user selects to invest in Mutual funds, 'Arya' would present the user with a choice to select a scheme for investing in mutual funds. The schemes have been classified into 4 categories based on the returns percentage and Tax saving scheme. The user could select one scheme type and then listen to the different scheme options under the type. (Similar process applies for investment in Mutual Funds as in case of Stock recommendations).

Announcing the deployment of 'Arya', Mr. Nandkishore Purohit, Head Digital Business & Strategy, HDFC Securities, said, "It is our continuous endeavour to offer a simplified experience to the customers. This reflects our philosophy that disruptive technologies could lead to enhanced customer experience. In our view 'Arya' is a pathbreaking innovation that would create new standard in the broking industry."

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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 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.