

## Press Release

### **HDFC securities becomes the first broking house to extend its services on Google Home, Google Assistant and Amazon Alexa.**

- First broker in the country to roll out virtual assistant service through voice based IoT devices.
- With Google Home skill, anyone can now get information on a Google Home device or Google Assistant – on smartphone, to engage with HDFC Securities about account opening and investment ideas in equities & mutual funds. The same functionalities are available on Alexa powered devices as well.

**3rd May 2018:** HDFC securities, a leading broking firm rolls out voice based services on Google Home, Google Assistant and Amazon Alexa.

Customers are now looking for an omni channel and seamless on-demand experience. These voice skills will provide them a self-service digital channel to interact with HDFC securities. A customer can now get assistance in account opening, investment ideas in equity and MF's through 'Arya' – India's first virtual assistant to offer services through voice IoT devices in the broking space. In some time, Arya will also be available on HDFC Securities mobile trading app and website.

#### **User can do the following with Google Home, Google Assistant and Amazon Alexa:**

•**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 get investment options on stocks and mutual funds.

- **Investment in stocks:** If the user selects investment option in stocks, HDFC securities via 'Arya' would present the user with the latest stock recommendations. The user has an option to go through them and invest accordingly. If the user chooses to invest, then a smart link will be sent across to the HDFC securities' customer's mobile number from where he can complete the transaction.
- **Investment in Mutual funds:** If the user selects to invest in mutual funds, 'Arya' would present the user with a choice to select schemes based on the investment need. Once the selection is made, Arya would forward the link of **Digify** (which is HDFC securities' paperless mutual fund platform) on the user's mobile to complete the transaction.

Mr Dhiraj Relli, MD and CEO – HDFC securities said "It is our continuous endeavour to offer a simplified experience to our customers. Our latest offering reflects our philosophy that disruptive technologies could lead to an enhanced customer experience. In our view, broking via voice based IoT is a path breaking innovation and would create new standards in the industry. Such technologies will help us improve convenience to invest in markets and get us closer to our organizational goal of being completely digital".

Announcing the deployment, Mr Nandkishore Purohit, Head Digital Business & Strategy, HDFC Securities, added, "In today's fast-paced, tech-driven world, customers are looking for an on-demand experience. While we are the first in India amongst brokers to enable broking services via voice IoT devices, we believe that voice is the next leg of growth for service oriented companies. A study

suggests that by year 2020, 50% of the searches will be voice based, which will help us in generating business going forward.”

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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.