

Press Release

‘Conversational investing’ in mutual funds through Arya

07th June 2018: HDFC securities recently launched their virtual assistant ‘Arya’, through which now, investing in mutual fund is practically as easy as chatting with friends on social media. A first of its kind in the industry, this functionality will drastically reduce the complications as found in legacy platforms for investments and directly allow customers to allocate money (including defined tenures for SIP) in mutual funds of their choice. This would be particularly helpful for new investors who would typically shy away because of complexities of product and investment platform while seeking human help to initiate investment.

Here are the steps –

- Invoke Arya on HSL website
- Choose “Invest in Mutual Funds”
- Choose the type of investment – Lumpsum or SIP
- Select MF schemes as per need
- Invest in selected schemes

Currently this is available on HDFC website and the same will be launched on Facebook messenger and mobile trading app.

Commenting on this development, Mr Nandkishore Purohit – Head, Digital Strategy and Analytics says “This feature is in line with our endeavour to not only suggest the right product to our customers but also to empower them with a simple and intuitive platform experience. Hence, we have imbibed the level of convenience expected from us and have introduced this concept of ‘conversational investing’, starting with mutual funds. While our capable IT infrastructure will handle the query complexities at the back end, we will enable our customers to only focus on investing in a way they understand and easily comprehend. We plan to make the journey of customers convenient across all investment products and make them take ownership of their own investment strategy and planning. We are gearing up to deliver accordingly”.

For further information, please contact:

Venkat Raman | +91- 90297 92600 | venkat.raman@hdfcsec.com

Navanil Sengupta | +91- 99207 67977 | navanil.sengupta@hdfcsec.com

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.