

Media Release

HDFC securities starts daily 'SIP' in partnership with Bombay Stock Exchange (BSE)

Key Features

- First broking house to introduce such a service
- Launched for HDFC Mutual Fund products
- Minimum investment amount is Rs 500/-
- Provides convenience of investing daily

24th January, 2018: HDFC Securities, the leading stock broking company in India, today announced the launch of daily 'SIP' a new initiative in partnership with Bombay Stock Exchange. This unique service gives investors the option to invest in mutual funds on a daily basis.

This is the first in a series of customer-focused initiatives that HDFC Securities will be rolling out to give more power to investors and help inculcate a disciplined approach to investing.

Dhiraj Relli, Managing Director & CEO, HDFC securities, says, "This is a result of our thorough research on investment patterns and feedback from investors. This tailor-made plan will equip a common investor to adhere to the investment timelines in a flexible way. Daily SIPs will allow investors to have a better control over market volatility. The idea of investing on a daily basis will help investors to utilize their money appropriately"

This unique feature is available for HDFC Securities customers and they can start their daily SIP through the HDFC Securities website, mobile app or through distributors. The customers can start with a minimum amount of Rs 500/- and keep increasing it subsequently.

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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.