

## Press Release

# HDFC securities goes digital with Niki.ai partnership: Integrating AI with social media for equity investing

- First brokerage house to introduce such a service
- Blending social network with financial services

**07<sup>th</sup> February 2018:** HDFC securities, one of the leading stock broking company in India, today announced its new initiative of integrating stock search with HDFC Bank's Facebook Messenger Chatbot. This new feature, in collaboration with Niki.ai - An Artificial Intelligence Company, makes HDFC securities the first in the industry with such a unique arrangement.

Essentially, this feature allows the user on HDFC Bank's Facebook messenger to search/track stock prices via their chatbot, from where customer can trade in stocks using HDFC securities platform.

Recent trends giveaway that a considerable amount of time is largely spent on social networking sites. Owing to which HDFC securities would also be equipping users with some more additional features soon on the chatbot which is already equipped with utility bill payments and entertainment services among others. The brokerage house looks at enhancing the software, which would then allow investors to directly create portfolios, stock watch lists, buy and sell stocks on chat, get stock trends, receive recommendations for investments etc.

Nandkishore Purohit, Head – Digital Business and Strategy at HDFC securities added “Nothing can be more exciting if business is translated into a social language. Integrating with HDFC Bank's Facebook Messenger, we are optimistic to introduce a millennial appeal of investing in equities through one of the largest social media platforms. With a simple user interface, this unique offering will make checking a stock quote and investing in it as casual as a friendly conversation over messenger.”

Sachin Jaiswal, CEO - Niki.ai said “Expanding to transactional financial services, Niki.ai has developed a complete new way of trading over chat, making it much more simpler and quicker for a user to search share prices and trade on HDFC Bank OnChat Facebook Messenger. It is as simple as saying "Tell me the stock's price of HDFC Bank Ltd." With the high response of 40% repeating customers, we'll be building more use cases like tracking stocks, creating a portfolio, setting up a watchlist etc.”

### For further information, please contact:

Venkat Raman | +91- 90297 92600 | [venkat.raman@hdfcsec.com](mailto:venkat.raman@hdfcsec.com)

Navanil Sengupta | +91- 99207 67977 | [navanil.sengupta@hdfcsec.com](mailto: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 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.

## About Niki.ai

The company provides a simple and easy to use chat interface to shop for numerous products and services like movie and bus ticket booking, hotel and cab booking, utility bill payments, mobile recharges, local deals and laundry service, to name a few. To the businesses, it provides a plug and play technology in the form of Niki SDK that can be easily integrated everywhere including operating systems, on messaging platforms like Facebook Messenger, and on the brand's applications (app and web).

Started in 2015, and backed by Mr. Ratan Tata, Unilazer Ventures and SAP.iO among other investors, Niki.ai envisions to provide one shop for everything commerce. Niki makes the whole journey from discovery to transaction fast, convenient and extremely simple.

With a 55% month-on-month revenue growth, the company has 50+ partners on board, with many more in the pipeline. On the customer front, the company has more than 1Mn customers using Niki. The company plans to integrate many more services on its platform including that of a stockbroker and insurance agent, so that for most of the needs that a consumer may have, Niki is the first thing that strikes his mind. Speech recognition, which is in the making, will provide users the ability to simply speak to Niki and get tasks done on the go.

Niki is already available on iOS, Android, Facebook and Web platform, with more partnerships inline, the company aims to ubiquitous - present everywhere and for everything transactional.

For more details on Niki's SDK, visit: [resellers.niki.ai](https://resellers.niki.ai)

For media queries, contact: [press@niki.ai](mailto:press@niki.ai)