

HDFC Securities Partners with Equitas Small Finance Bank to Offer Demat and Trading Services

Equitas Small Finance Bank Customer can avail broking services with zero account opening charges

July 25, 2022, Mumbai, India: Subsidiary of HDFC Bank and leading stock broking company, HDFC Securities Limited, has announced its partnership with one of the leading SFBs, Equitas Small Finance Bank to provide its clients with a Demat account and its broking/investment services.

With this partnership, Equitas Small Finance Bank will be able to offer its customers a 3-in-1 account that helps them access the services of HDFC Securities. The leading stock broking company will ease the entire journey for Equitas' customers, from account opening to regular share transactions.

Fulfilling Its Commitment to Financial Inclusion

Shortly after announcing the launch of digital centres pan-India, HDFC Securities has taken another step towards empowering Indians to achieve their financial goals with this new partnership with Equitas. All Equitas Small Finance customers would be able open their Demat and trading account for buying & selling shares and trading in Futures & Options/ commodities and even currencies.

Equitas Small Finance Bank has pioneered in creating its banking products predominantly for "Savers" segment of Indian population through superior technology. For the Bank, this tie-up offers an opportunity to provide its customer with additional investment avenues and thereby allowing them to make superior choices while allocating their hard-earned savings across asset classes. With user-friendly digital account opening and zero account opening charges, the Bank's customers will gain access to the latest technology solutions to participate in the stock markets. The digital prowess of HDFC Securities will further add-on to the superlative digital experience that its customers are enjoying.

On this occasion - Mr. Dhiraj Relli, MD & CEO, HDFC securities Ltd. said "Our primary objective in forming this alliance is to empower the customers of Equitas Small Finance Bank with a robust investment platform. We believe that when these customers experience the seamless services offered via HDFC Securities, their confidence and trust in relying on a single relationship with the Bank will be strengthened for all their financial needs. We believe that the future of financial services lies in such single relationship opportunities. I wholeheartedly welcome all customers of Equitas Small Finance Bank to the HDFC securities family with a belief that together, we will weave a life long journey of investments and wealth creation."

Mr. Murali Vaidyanathan, Senior President and Country Head, Branch Banking, Liabilities, Product and Wealth, Equitas Small Finance Bank said *"Equitas Small Finance Bank is known for offering better savings solutions and has been providing attractive interest rates on deposits to help savers grow their money. With the help of HDFC Securities, we will now be able to provide better solutions for our trader and investor segment thereby empowering them further with the 3-in-1 account. HDFC Securities has a long known history of being one of the finest brokerages of the country along with its strong digital services. This partnership will ensure that our customers have a hassle-free way to transact, save and*



invest through a single account, backed by the best facilities, from the comfort of their homes provided by Equitas Small Finance Bank.”

About HDFC Securities

A subsidiary of HDFC Bank, HDFC Securities is a leading stock brokerage in India. With over 20 years of experience, the company serves more than 2 million retail and institutional investors through a suite of products and services.

HDFC securities offers over 30 investment vehicles, spanning asset classes such as stocks, gold, real estate and debt instruments. The company offers investment and direct trading services through buying and selling of equities, along with currency derivatives, mutual funds, NCDs, fixed deposits, bonds, and more, to suit the diverse investment needs of Indians. With a robust understanding of the personal finance space in India, HDFC Securities specializes in asset allocation, portfolio structuring and realignment, and goal-based investing for customer success.

Committed to providing seamless trading experiences, HDFC Securities offers the latest technology tools and future-ready trading platforms (including mobile application, website, ITS and Proterminal) to investors and traders who can access state of the art features to experience a seamless transactional journey, driving more value out of their portfolios.

The company maintains a strong social media presence through which it periodically publishes market updates and capital markets literacy literature. The company is one of the most followed accounts on Facebook, Twitter, Instagram and Youtube, providing investment and broking services in the financial domain in India.

Visit - <https://www.hdfcsec.com/>

About Equitas Small Finance Bank

As a new-age bank, Equitas Small Finance Bank Limited offers a bouquet of products and services tailored to meet the needs of our customers – individuals with limited access to formal financing channels, as well as affluent and mass affluent, Small & Medium Enterprises (SMEs) and corporates. The bank has a well-diversified asset portfolio with a comprehensive retail liability business. With the innovative credit assessment procedure that aligns with our brand positioning of Beyond Banking, the bank extends loans to customers with limited to no record credit or income history, thus empowering the communities that need support to achieve their dreams. The bank believes in the Circle of Life, where the good ones does, comes back to them – When you bank with Equitas, you empower the bank to provide financial support to the lives of millions around, helping them take a step closer to their dreams.

Visit: www.equitasbank.com

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