

## Press Release

### HDFC securities launches InvestNow

*A multi asset investment platform exclusively for HDFC Bank customers*

**May 9, 2019, Mumbai** - HDFC securities, which is registered with SEBI as Investment Advisor, announces the launch of InvestNow, a multi asset investment platform exclusively for HDFC Bank customers where they can avail expert recommendations based on their financial needs, goals and risk appetite. Free of any charges, InvestNow account provides a complete online, real time investment journey for HDFC Bank customers which is integrated with their HDFC Bank Net Banking facility. Any resident Indian with a singly held savings account of HDFC Bank can register for InvestNow provided his/her KYC is compliant as per SEBI guidelines by just logging into their Net Banking facility and clicking on Mutual Funds tab.

Following are the benefits of having an InvestNow account:

- Paperless and Instant Registration – No lengthy forms to invest in Mutual Funds
- Handpicked Expert Recommendations – No more confusion on which scheme to invest in
- Goal Planning – Plan your goals for travel, retirement, marriage, education or any specific occasion
- Hassle Free Payment – No need to enter bank account details/OTP. Single click payment
- Advance Portfolio Tracking

Adding to the launch of InvestNow, Mr Dhiraj Relli - MD & CEO, HDFC securities said “We are determined to offer an easy-to-use and cost effective multi asset investment platform to customers of HDFC Bank. One of the key deterrents of mutual funds investment has been the complexity of the processes around it – be it choosing the correct scheme or the procedural annoyances. With the introduction of InvestNow, we plan to make mutual funds as accessible to anyone as possible. All a customer needs to do is to simply register for InvestNow, create financial goals, select a recommended scheme and invest. We are gearing up to expand InvestNow to cover other asset classes like Fixed Deposits, Shares, Bonds and Gold and to offer the service on the HDFC Bank Mobile app. With the growing disposable income of people in the country, especially the millennials, there was a need to offer an investment tool like this which is simple, D-I-Y and completely digital”.

#### 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 19 plus years of operations. We offer a suite of products and services across various asset classes such as equity, gold and real estate. Be it stocks, derivatives, mutual fund, fixed deposits, NCDs, insurance, bonds or 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 250 plus branches.

**For further information, please contact:**

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