

HDFC Securities expanding Digital Centres to onboard and assist digitally native investors

- **Hired over 600 employees for 10 digital centres across the country**

May 19, 2022, Mumbai: HDFC Securities, one of the leading stock brokerages in India, today announced opening multiple Digital Centres in India to massively boost digital adoption for its customers. This announcement is a part of the company's commitment to empower its clients with the latest technological solutions to ease their trading journey, while helping them to take charge of their own investments.

Thousands of new investors entered the stock market in the wake of the COVID-19 pandemic. This new generation of investors has a very different investment ethos than their predecessors. A large percentage of these traders are millennials and Gen Zers, who are not just tech-savvy, but are also digital natives.

These digitally native investors want uninterrupted journeys with an ease of investing available at their fingertips. However, periodically, they also need some handholding in understanding the processes and how they can be leveraged for maximum gains – before operating on a complete DIY mode. To address this need, HDFC Securities is gearing up to operate 13 Digital Centres across India, acting as propellers for customers to get more out of their digital engagement with HSL platforms. The number of such centres may grow based on the requirement.

Dhiraj Relli, Managing Director & Chief Executive Officer at HDFC Securities said *"Today's customer is not just tech-savvy, they expect cutting-edge technology solutions for almost everything they do. To be able to attract and retain this new generation of investors, we need to focus on digital transformation in a way that eases the customer's entire trading lifecycle. We have more than 600 relationship managers mapped to our Digital Centres, most of whom belong to the 25-28 age group, who are digital natives themselves and can speak the financial language of the current generation. They are also equipped with an extensive product and process training and have the skills to support customers through latest technology solutions. Armed with our curated offers (value plans, plans for women, millennials and senior citizens) for all type of investors and industry best research, we believe our Digital Centres are perfectly poised for greater engagement and value addition for our customers."*

Of the digital centres in the pipeline, 10 of them are already operating in Mumbai, Thane, Navi Mumbai, Noida, Nasik, Cochin, Ahmedabad, Kolkata, Jaipur & Indore while the remaining are gearing to be operational across various other identified places PAN India.

Adding to this development, Mufaddal Matcheswala, Chief Growth Officer at HDFC Securities, commented "During the pandemic, we have many first time investors flocking to the capital markets with their disposable income. The fabric of our Digital Centres is such

that it imbibes the financial aspirations of the modern generation into clear actions on our digital channels, helping investors optimise their porTolios while driving higher activation. This journey will have active digital engagement with customers, goal and risk based porTolio recommendations, customer feedback inclusion and a progressive push of various plaTorm features designed to enrich the trading experience.”

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About HDFC Securities

A subsidiary of HDFC Bank, HDFC securities is one of the leading stock brokers in India. With over 20+ years of experience in the Indian equity market, the company serves more than 2 million retail and institutional investors through a suite of products and services. It has 210+ branches in 147 cities in the country.

HDFC securities offers investments and direct trading services through buying and selling of equities, along with currency derivatives, mutual funds, NCDs, fixed deposits, bonds, basket investing, global investing and more - to suit the diverse investment needs of Indians. With a robust understanding of the personal finance space, HDFC securities specializes in asset allocation, portfolio structuring and realignment, and goal-based investing.

Committed to provide 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 while driving more value out of their trading accounts.

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.

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

RSVP – corporate.communication@hdfcsec.com