



Press Release

HDFC Securities guides in securing the investors' financial future with InvestPlus!

Through its recently launched #FaydeKeFeatures initiative, HDFC Securities is empowering its customers with various investment tools that help in making informed trading decisions.

Mumbai 6th December 2021: The world of stock market can be rather complex and intimidating at times for a newbie as well as a seasoned trader. Even while actively searching for the right tools and guidance, chances are that one wouldn't exactly know where to begin. To address this predicament, HDFC securities - one of the leading stock brokerage firms has introduced #FaydeKeFeatures initiative to help its customers navigate smoothly through the stock market. Within the #FaydeKeFeatures series - '**Trade Smart and Fast**' offerings gained wide acceptance and appreciation that helped customers gain more value out of their trading accounts. Now, with '**InvestPlus**' making its foray, investors will not only make optimum use of their capital and investments, but will also be able to leverage the various order placing features to maximise their earning potential.

Explaining the features of InvestPlus, **Mr. Dhiraj Relli, MD & CEO at HDFC Securities** said, "We are always looking out for ways to facilitate our customers in their investment journey. Whether it is about price discovery or placing orders as per their convenience, we will most certainly go that extra mile to make their life easier. Our #FaydeKeFeatures was initiated precisely with this purpose in mind. These features will empower the traders to be firmly in control and make sound investment decisions. The **Invest Plus** features are designed to ensure that every time investors place orders, there are some key levers in order placement that would help them reap benefits from our distinguished offerings."

Take a look at how the exciting new features of InvestPlus can guiding the customers to trade smartly

Order Slicing

A newly introduced feature, it gives the traders the advantage of dividing a large quantity order into multiple child orders. Termed as an important aspect of trading, if it is not done then a single large quantity order can have direct implication on market liquidity and price discovery. All the sliced orders are treated

independently and placed one after the other in a loop. One of the prime reasons for Order Slicing is to minimize and have control on Cost of Carry for holding a position.

Off-Market Orders

No worries if one misses to place their order during the market hours. Now there is a provision to place an off-market order even when the exchange is closed. It will be executed on the next trading day. It has to be ensured that the order is placed within the Limit Price in the Cash and Margin Segment as mandated by the exchange. Moreover, the order can be cancelled/modified but on the condition that it is done before the price is triggered.

Bracket Order

A useful tool that helps in minimizing the risk, the Bracket Order is a type of cover order where a profit and stop loss order can be placed while entering the first position of buy/sell at market price. A BUY order is essentially bracketed by a high-side sell limit order and a low-side sell stop order and vice-versa for a SELL order. When either of the order (profit or stop-loss) is executed, the other automatically gets cancelled. Plus, it comes with Trailing Stop Loss functionality that helps in further minimizing the losses.

Smart Order Routing (SOR)

This feature is almost like a boon in itself. Not only does it save valuable time by eliminating the manual effort required to search for the best price, but it is also cost-effective as there are no extra charges attached. On placing orders via the SOR, the system automatically compares various stock prices across exchanges and gets the best price almost instantly. Available only for equity orders, it can be used to Buy/Sell in Cash/Margin/Intra-day/E-margin.

Basket Order

Just like the popular phrase 'Having all your eggs in one basket', this feature lets the customer place order for multiple scrips at one time. Whether the orders are for same or different securities, it can be clubbed together in a single basket and the order is placed at a single go. 5 such baskets, each with 15 scrips can be created and they work after market hours as well. Partial execution of the basket can also be done on a need basis.

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.

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

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