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Kotak Securities breaks new ground with Mobile Trading Services

by Pravinsharma4 June 06, 2011



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In an effort to enhance investor's trading experience, Kotak Securities Limited, India's oldest and the leading brokerage firm from the house of Kotak Mahindra Bank, has introduced its Mobile Stock Trader (MST) Application in an effort to reach out to the consumer on the go. This application is downloadable free of cost.

The major selling points of this pioneering feat by Kotak Securities is that this application allows one to place trades on the go, keep track of their portfolio and account details, get real-time market updates, indices updates, stock quotes and much more. Trades placed from a mobile phone can be altered from any platform (KEATPro X, Website, Xtralite, Call-and-Trade). Non-customers can also access live streaming of data, create a virtual portfolio and watchlists via the option of guest login. Another plus is that this application works on not only Symbian and RIM operating systems but also on the very latest handsets that run on Android OS and iPhones. This allows them to cover a staggering 95% of the mobile consumer base, making this application available to almost everyone.

Kotak Securities has been one of India's most sought after broking firms known for its four primary areas of business: Institutional Equities, Retail (equities and other financial products), Portfolio Management and Depository Services. This latest feat is a realization of their vision to reach out to the Tier II segment of India that largely remains untapped. The idea behind the introduction of MTS application was to expand the investor base from 2% to a level covering nearly half of the population of the segment. "We expect our user friendly application to significantly increase penetration and help build financial inclusion in the tier II cities and towns," noted B. Gopkumar, Executive Vice President, Kotak Securities.

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