

Press Release

Now Kotak Securities customers can trade via WhatsApp

Mumbai, January 22, 2018: We all know that WhatsApp is today the most common and widely used messaging app people use to chat with family and friends. The app is permanently on in everyone's smartphone, and has changed the way and frequency with which people communicate with each other. Now, Kotak Securities has launched "Chat to trade" for its customers that simplifies trading as easy as chatting. It is the first broking firm in the BFSI sector to accept trades from customers on WhatsApp & Telegram messaging apps.

Commenting on the launch, **Kamlesh Rao, Managing Director & CEO, Kotak Securities**, said, "Chat to Trade reinforces our customer centric approach by creating ease of accessibility and customer convenience through technological innovation. It combines the technology and human interfaces offering a convenient and secure option for placing trades."

"Our customers are already on WhatsApp. We are offering them yet another convenient and secure option for placing trades, in addition to trading via our app, website and calling dealers", added Rao.

Customers can place trade in equity and derivatives segment in the live market via dealer. They can start trading via Chat to Trade by sending a WhatsApp or Telegram message on 7400 102 102 from their registered mobile number. A once-in-lifetime authentication is required, which is done by bots without any human intervention. Authentication process is a two-step process, where the customer has to answer three out of our standard eight security questions followed by generation of login access code. The authenticated chat is then handed over by the system to their respective dealers.

Further, existing customers can also request for fund transfer, margin requirement, portfolio value, and other service related queries.

Chats transcripts are recorded and stored in pdf format, thereby making it un-editable and ensuring complete transparency.

About Kotak Securities

Kotak Securities Limited is a subsidiary of Kotak Mahindra Bank Limited and is the stock broking arm of the Kotak Mahindra Group. With 1160 branches, franchisees representative offices, and satellite offices across in 363 cities, Kotak Securities processes over 3,00,000 secondary market trades every day and has a customer base of more than 13,60,000 customers. Awarded Best Equity Broking House and Depository Participant of the year - Dun & Bradstreet Equity Broking Awards 2013-14, Kotak Securities offers a wide range of financial products for its investors, including Stocks and Shares, Derivatives, distribution of IPOs, Mutual Funds and Insurance.

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