

## Angel Broking Launches M-Connect Services

Angel Broking, one of India's premier stock broking and wealth-management houses, has launched the Angel M-Connect Service for Retail Investors. In so doing, Angel Broking has become India's first broking house to offer its clients a direct connection to the entire back office and portfolio via their mobile phones, a unique feature offered only with M-Connect! This service enables Angel's clients to get updates on Equity, F&O, Commodities, and Mutual Fund rates, and monitor their portfolio status by checking ledger and open positions and the status of their holdings through their mobile phones.

The service empowers clients to connect to the markets anywhere at any time, and make crucial investment decisions on the go. Angel M-Connect is unique because it offers the widest range of features through a single platform. Clients can get stock updates and analysis, as well as market statistics and news on the move. This value-added service also allows Angel Broking's clients to view local and global indices, and track their favorite stocks through a personalized watch list. International Finance Corporation (IFC), an investment arm of the World Bank, recently acquired a 12.35% stake in Angel Infin, the holding company of the Angel Group, for Rs.152Cr. The Angel Group is a leading integrated financial services provider, with a network of branches and intermediaries in more than 250 cities. This is the first time IFC has invested in equity broking and wealth management, and it clearly reflects the firm's conviction that Angel's vision and business focus are compatible with its philosophy of spreading investor education. Speaking at the launch of M-Connect, Angel Broking's Chairman and Managing Director, Mr. Dinesh Thakkar said: "The evolution of our e-business and its success have underscored my belief that a host of services like M-connect can add value to clients' experience with us. This service will provide our clients unlimited, easy access to their accounts and our research, and they will also be able to track the performance of their favorite stocks in real time.

Mr. Vinay Agrawal, Executive Director, Equities Broking, said: "With the tremendous increase in usage of value added services like GPRS in mobile we felt a need to provide entire market information everyone associated with financial markets. Angel M-Connect is the result of that need. Now clients will be able to access all the market information including Equity, derivative, commodities and mutual funds. Angel's clients will also be able to access their back-office information like holdings & open positions, margin obligations, etc." "Going ahead mobiles will be a very important and powerful source of information. We like to explore that space and provide as much information to our customers as we can. So this is just a beginning and going forward there will be lot many services offered in this product".

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