

Edelweiss Personal Wealth Advisory launches TX3 – an advanced desktop trading terminal for professional and the new-age traders

Looks to grow its trading terminal users by 10X in first 6 months of launch

USPs of TX3:

1. A one stop solution for traders, enabling them to spot opportunities, analyze market data and place trades instantly, from anywhere
2. Provides complete trading and analytical solution to traders with **Speed, Data Analytics and Charting** as the core offering
3. A Free platform for all users to track markets, explore advance charts and much more; and to trade on the platform one needs to be the customer of Edelweiss.

Bengaluru, August 8, 2018: Edelweiss Personal Wealth Advisory (EPWA), the wealth management and broking arm of the Edelweiss Group, one of India's leading diversified financial services, today announced the launch of its desktop trading terminal **TX3**. TX3 is a technology driven trading solution, designed in house by EPWA, to cater to the new age and professional traders.

At the launch, **Mr. Rahul Jain, Head, Personal Wealth Advisory** said, "With new-age & professional traders increasingly becoming tech-savvy and more discerning, technological advancement has become the need of the hour. We see immense opportunity in the desktop trading space in India, led by increasing base of these users. TX3 is our unique offering to empower them to make quick and informed trading decisions."

"TX3 is one of its kind offering in the market with features such as Pre Login, Analytical Markets Data with Seasonality Analysis, Stock Quote page and What if analysis, etc. All analytics are available free of cost on our platform, even to non-customers", he added.

EPWA's digital user base has grown 20 times within 3 years; from 1.5 lakh users in FY15 to over 30 lakh digital users in FY18. 20X over last 3 years. With the introduction of TX3, the company is positive to continue with this growth momentum.

Key benefits of TX3 for the traders:

1. **Advanced Charts** - Live streaming charts with 60+ advanced technical indicator and drawing tools, advanced chart types like Heiken Ashi, Renko, Point and Figure, Kag
2. TX3 helps the users with the facility to use 15 years of **historical EOD data** and 1 year of intraday data, save and load user templates, clutter free and user-friendly UI with an option for to customize shortcut keys as per your comfort
3. **Analytical Markets Data** - The terminal with advanced assistive tools to make quick trading decision, **What If** analysis in Option Calculator that helps decision making simple and fast for 'Option Trading'
4. **Seasonality Analysis** (know how stock has performed each month over year on year)

5. **Stock Quote Page** gives detailed analytical information of individual stock in single window which helps users to do stock specific analysis and take quick trading decision or can get to understand company insights
6. **Live Reports and Live Research views** – users can see all **Research Calls** and download **Research Reports** from dedicated research section helping to execute research calls with single click order execution facility
7. **Pre-Login Facility** through which users can create device watch list even as a guest and track stocks and markets where login is only required to trade
8. **Floating Index Widget** lets the user track the market even when one is working on any other screen in PC making sure that traders are always connected and tracking markets.

About Edelweiss Personal Wealth Advisory

Edelweiss Personal Wealth Advisory is the wealth management and broking arm of Edelweiss Financial services, India's leading financial services group. EPWA has a highly trained and specialized team of over 600 advisors who engage with clients. It has close to 70 offices across the country. EPWA is dedicated to empowering individuals and allowing them to make financial investments in an informed manner by leveraging its digital platform as well as its in-depth cross sectoral research data and insights platforms. The firm understands the financial needs of its customers and recommends a simplified approach to investing across asset classes like equity, derivatives, IPOs, currencies, MFs, gold ETFs etc.

To learn more about Edelweiss Personal Wealth Advisory, please visit www.edelweiss.in.

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Ref: <https://www.quora.com/How-many-online-day-traders-are-there-in-India>

<http://www.businessworld.in/article/Richest-Cities-Of-India/28-06-2017-121011/>

*Edelweiss refers to Edelweiss Broking Ltd.

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