

Edelweiss launches Trader's Lounge

Next Generation, analytics led, web-based trading platform providing the speed of a trading terminal

Unique features of the Trader's Lounge:

- Analyse identify and trade on one platform - news, data, analytics, speed of execution, technical charts, fundamental data, et al
- First ever trading terminal on the web enabling you to place instant trades from anywhere anytime
- Actionable news and sentiments data for the retail category
- Configurable Watchlist with real-time filtering and hot columns, eg., Technical indicators & signals, Events, Sentiments, Implied Volatility, etc
- Insightful analytics on client portfolio with various slices and dices to help make smarter decisions
- Company dashboards – Spot and F&O data in a single window, along with fundamental data and financial health

Mumbai, April 5, 2016: Edelweiss Financial Services, India's leading diversified financial services group, today launched **Trader's Lounge**, an analytical trading platform on the web for traders. Trader's Lounge offers a 360 degree view of news, data analytics, technical charts, fundamental data, et al so traders can analyze, identify and trade on a single platform.

Trader's Lounge empowers individuals with high speed trading on the web. The key aspects of this web platform are access to real-time market data, actionable news and sentiments analysis, a terminal like faster trading experience, portfolio analytics, one view spot and derivative snapshot, a configurable watch list, and advanced technical charting. In short, it is a panoramic view of the market with analytical parameters, to trade fast and transact smart, in a single click with the use of short keys across the platform, without having to switch between windows.

Talking about the launch, **Mr. Rahul Jain, Head of Retail Advisory, Edelweiss Financial Services**, said, "We believe that Trader's Lounge will provide a high speed trading

platform, especially for high frequency users, enabling them to spot opportunities, analyse data available across the internet, and place trades at the speed of a trading terminal, from anywhere in the world. With the increasing use of the internet and net banking, we see immense opportunity in the web trading space in India, especially led by increasing retail participation."

"With new-age traders increasingly becoming tech-savvy and more discerning, technological advancement has become the need of the hour. Thus, in order to provide greater convenience and accessibility to our consumers, we have launched Trader's Lounge, which will provide high speed real-time news and trading, and also help with next generation portfolio analytics. Web trading terminals like Trader's Lounge, which combines the speed of a trading terminal and intelligence of

various research software, is therefore, the future of trading in India”, added **Mr. Riyaz Ladiwala, SVP – Digital Transformation, Edelweiss Broking Ltd.**

About Edelweiss Group:

The Edelweiss Group is one of India's leading diversified financial services conglomerates providing a broad range of financial products and services to a substantial and diversified client base that includes corporations, institutions and individuals. Edelweiss's products and services span multiple asset classes and consumer segments across domestic and global geographies. Its businesses are broadly divided into Credit Business (Mortgages including Housing Finance, Structured Collateralised Credit, Distressed Assets Credit, SME and Agri Finance, Rural Finance and other loans), Non-Credit Business (Financial Markets, Asset Management, Commodity Intermediation Services and Balance Sheet Management Unit) and Life Insurance. Edelweiss has an asset base of ₹31,000 crore with revenue of ₹3,777 crore and net profit of ₹293 crore for 9MFY16. Its consistent performance is evidenced by a PAT CAGR of 37% over the last three years and 30% over the last ten years till FY15.

The Group's research driven approach and proven history of innovation has enabled it to foster strong relationships across all client segments. The Group has sizeable presence in large retail segment through its businesses such as Life Insurance, Housing Finance, Mutual Fund and Retail Financial Markets. It serves its 7,30,000 strong client base through 6,156 employees based out of 233 offices (including eight international offices) in 120 cities. Together with over 4,700 strong network of Sub-Brokers and Authorized Persons, Edelweiss Group has presence across all major cities in India.

Edelweiss Financial Services trades under the symbols NSE: EDELWEISS, BSE: 532922, Bloomberg: EDEL.IN, Reuters: EDEL.BO. Edelweiss stock is covered by sell side research analysts of Network Stockbroking, First Call and Maybank Kim Eng Securities. To learn more about the Edelweiss Group, please visit www.edelweissfin.com.

Edelweiss Financial Services Limited Corporate Identity Number: L99999MH1995PLC094641

Broking services are offered by Edelweiss Financial Services Limited through its subsidiary Edelweiss Broking Limited under SEBI Registration No.: INZ000005231.

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