

Press Release

HDFC securities brings superior charting experience to its customers

April 29, 2021, Mumbai: HDFC securities introduces to its customers a one of a kind tool to analyze charts and take decisions based on the patterns of various stock movements. This tool can be personalized based on customer requirement and provides a great experience in data visualization and user interfaces. Moreover, it has seamless integration with any application the user might be using. This introduction of an enhanced charting tool is poised to bring about a differentiated experience to customers, taking the charting activities and insights drawn out of it to a whole new level. Being uniquely stitched to the HDFC securities mobile app with better dimensional / visual layout and driving trading actions on the go, this feature eliminates the legacy industry problems of watching charts on smaller mobile screens.

Charting has been one of the most important tools for traders and technical analysts for assessing various stocks and conclusively taking a call on them. With this integration of a new age technology, customers will be empowered with deep market understanding and actionable insights while having an option of implementing their own learning and expertise into their trading activities. This platform will be extensively used for intraday calls and will be leveraged to book profits from short term trades.

Here are few benefits of the advance charting platform –

1. Capability to handle 50,000 data points in real time to provide accurate information about stocks.
2. Capability to factor data from multiple points (third party or proprietary) and holistically produce on the charts.
3. Superior and consistent experience across mobile, web, tablet or desktop.
4. Ability to trade directly through the charts.
5. Immensely aids in portfolio management and unlocking opportunities.
6. 100+ popular pre-built indicators.
7. Interactive time series charts based on user needs

Key Underlying Technology

1. Robust software development kit with comprehensive APIs
2. Drag & Drop HTML 5 templates
3. Native application wrapper

On the launch, **Gagan Singla, Chief Digital Officer** added “We have always been looking for avenues to elevate customer experience across our platforms and provide value for each feature we introduce. The launch of this advance charting capabilities falls in the same ideology of helping our customers achieve more out of their portfolios. With mobile adaptive interfaces and custom visualization of data, our customers will be assisted with a clear actionable approach towards their buy/sell decisions. Through pre-trade, post-trade analysis along with a great spread over commodities and currency insights, I believe this will bring about a huge difference in our customers’ trading experience.”

About HDFC securities Ltd.

HDFC securities is one of the leading stock broking companies in India and a subsidiary of HDFC Bank- a renowned private sector bank.

As a stock broking company, we have completed 21 years of operations. We offer a suite of products and services across various asset classes such as equity, gold, debt and real estate. Be it stocks,

derivatives, mutual fund, fixed deposits, NCDs, insurance, bonds, currency derivatives or PMS, we have a product that suits each of your investment needs.

HDFC securities offers web 2.0 technology to trade and our state-of-the-art technology enables seamless trading experience on both the exchanges BSE and NSE.

With a two-decade of experience in trading and a rating of A1+1, we have a proven pedigree in the financial services industry. We cater to the investment needs of customers through our 260 plus branches.

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