



IIFL Holdings Limited

Press Release

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IIFL Securities to acquire ~15% strategic stake in Trendlyne

IIFL Holdings Ltd today said its subsidiary **IIFL Securities Limited**, one of India's leading securities trading and financial products distribution firms is in the process of acquiring 15% strategic stake in Bangalore-based fin-tech startup **Trendlyne ("Giskard Datatech Private Ltd")**, a stock market analytics platform for retail investors, analysts, fund managers and advisors.

IIFL Securities is a part of diversified financial services conglomerate IIFL Group, a leading disruptor in the financial services space in India through use of technology. IIFL Securities has 3.7% share of daily cash turnover in Indian markets and its mobile app 'IIFL Markets' has over 2.1 million users.

Founded by Mr. Amber Pabreja and Ms. Devi Yesodharan, Trendlyne.com aims to simplify investing via its cloud-based, proprietary always-on data-engine strategies that processes hundreds of millions of rows of data to give powerful insights in real-time. This technology powers an entire suite of products, including back-testing, stock screeners, DVM scores (Durability, Valuation and Momentum), portfolio power analysis, and a customizable alerts system. DVM scores are the first proven stock scores available in India which outperformed NIFTY significantly.

The investment will allow IIFL and Trendlyne to mutually partner and integrate superior user features like Superstar Portfolios and Stock Screeners. IIFL's investment in Trendlyne is a natural extension of its focus towards providing superior investment solutions.

Commenting on the acquisition, **Aniruddha Dange, Digital Strategy Head, IIFL Group** said, "While online retail investors have grown by 50% in the last year, a large segment of investors still trade on the basis of 'tips' through unverifiable sources. Our aim is to provide them with reliable structured data which have been time-tested. While most of our growth has been organic, we have always been open to aligning and investing with the right partners in the business. Trendlyne offers retail investors access to



advanced analytical tools – screeners, deep analytics, powering features like complex querying, backtesting, DVM scores, custom alerts and superstar portfolio”.

Amber Pabreja of Trendlyne said, “We are happy to associate with the IIFL brand, which is renowned for its unmatched offerings across the financial services space of lending, capital markets and wealth management. This move gives us the opportunity to make technological advancements and venture into new avenues. We look forward to persistently build innovative products, with a focus on the stock market analytics business and help the investor community.”

Having approximately 3 million Monthly Page Views, Trendlyne is fast emerging as the analysis platform of choice for stock market investors and is a lightweight, competitive alternative to more expensive offerings like Bloomberg. Its API engine for B2B users and product platform for B2C users offer a comprehensive answer to the data challenges that investors face.

Trendlyne is an Oracle Startup Accelerator alumnus, winner of the Top 20 Fintech Startups from IAMAI, and winner of the Next Big Idea Contest 2018 from the Canada government.

About IIFL

IIFL Holdings Ltd (NSE: IIFL, BSE: 532636) is a leading player in the Indian financial services space. IIFL is engaged in the business of loans and mortgages, asset and wealth management, retail and institutional broking, investment banking and realty services through its various subsidiaries. IIFL Holdings Ltd is headquartered in Mumbai with overseas offices in London, New York, Toronto, Geneva, Hong Kong, Dubai, Singapore and Mauritius. Started as a research firm in 1995, IIFL is a first generation venture. Today, IIFL is a diversified financial services group with a consolidated net-worth of Rs 5,639 Cr as on September 30, 2018, offering a gamut of services to more than 50 lakh customers across various business segments and is continuously building on its strengths to deliver excellent service to its expanding customer base.

IIFL is featured in the prestigious Forbes list of 'India's Super 50 Companies' in 2017, a benchmark to identify Indian companies that exhibit high growth in profitability, sales and shareholder returns. IIFL is also among the 'Outlook Business Outperformers' - a prestigious list of eight companies which have beaten the Sensex over a five-year period. IIFL is ranked as the #1 Investment Banker in Equity Issuances for CY2016 and CY2017 YTD (January 2016-December 2017) by PRIME Database. IIFL won 'The Best Private Banking Services Overall, India' award at Euromoney Private Banking and Wealth Management Survey, 2017. IIFL was recognized as 'India's Most Trusted Financial Service Brand (Non-Bank)' by the Brand Trust Report India Study, 2016. IIFL Group bagged 'Best Customer Service in the Financial Sector' by World Quality Congress - service quality awards in 2015. IIFL received 'India's Most Promising Brand' 2014 award at WCRC Global India Excellence Summit in London, in 2014.

IIFL/ India Infoline refer to IIFL Holdings Ltd and its group companies.

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