

Geojit launches bespoke WhatsApp Channel to simplify stock trading and mutual fund investment

Using registered mobile numbers, clients can chat with the dealers for stock trading, invest in Mutual Fund, track fund transfer, view Geojit research reports and much more through the WhatsApp Channel

Kochi, 07 August, 2020: Geojit Financial Services Ltd., one of the leading investment services companies in India, announced the launch of a one-of-its-kind WhatsApp Channel for its clients which will offer the convenience of stock trading by chatting with the dealers, investing in Mutual Funds, tracking funds transfer details and other essential reports, at their fingertips.

The WhatsApp channel developed by Geojit Technologies, also gives a superior trading and investment experience to the clients of Geojit, helping them manage their dealings within the safety and comfort of their homes in this pandemic phase.

While making trading as simple as WhatsApp chatting, Geojit has ensured that all communications on its WhatsApp Channel are logged so that the trade confirmations through this channel have legal acceptance. The WhatsApp Channel of Geojit has the added advantage of safety features such as customer authenticity, traceability and self-service.

Commenting on the launch of this distinctive service for the clients on WhatsApp, Jones George, Chief Digital Officer of Geojit said, “The launch of the WhatsApp Channel is a key milestone in our mission to further enhance customer convenience by combining our in-depth industry knowhow with technology intervention. Especially during the time of Covid, as everybody continues to work from home, our aim is to provide the most seamless yet compliant customer-dealer interaction without requiring any additional effort from the customer. Our simplified trading mechanism has not only made trading effortless, it has emerged one of the safest, banking on a secure authentication process.

“With our new innovative WhatsApp Channel, no additional application download is needed in order to trade and keep track of financial transactions. As the segment is dynamic and rapidly evolving, we’ll continue to add more features to our WhatsApp Channel, as we go forward.”

The clients can access the WhatsApp Channel by sending a WhatsApp message to +91 99955 00044 from their registered mobile numbers. After successful

authentication, they can access three customised services on WhatsApp – Chat with Dealer, Self-Service and Statement and Reports.

Through Chat with Dealer, after the verification process, a client can chat with a dealer associated with her/his branch to trade in equity and derivatives. All communications between the client and the dealer are saved in the servers, thus enabling Geojit to collect trade confirmations through WhatsApp.

Jayadev M Vasantham Vice President of Geojit Technologies said, "WhatsApp has revolutionized the way we communicate and it is the de-facto communication app everyone has on their phones. For sure, our Whatsapp channel will unleash the gargantuan possibilities of conversational commerce and augmented customer engagement."

With Self-service module, clients holding FundsGenie Mutual fund investment platform account can invest in Mutual Funds, view Mutual Fund recommendations as well as their Mutual Fund portfolios. On the other hand, the Statements and Reports facility allows clients to view ledger, fund transfer details and access research data from Geojit. In addition, the clients have the option to add unregistered numbers to the WhatsApp Channel as well.

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**Note to editor:
ABOUT GEOJIT**

Geojit Financial Services (www.geojit.com) is one of the leading investment services companies in India, with a strong presence in the Middle East. It has over 10,56,800 clients, a network of 464 offices and has Assets Under Custody and Management worth over Rs. 37,000 crore. BNP Paribas, C J George - Founder and Managing Director of Geojit, Kerala State Industrial Development Corporation (KSIDC) and Rakesh Jhunhunwala are the prominent shareholders of the company. Geojit Financial Services has an extensive presence in the Middle East region via joint ventures and partnerships: Barjeel Geojit Financial Services LLC in UAE, BBK Geojit Securities KSC, in Kuwait and QBG Geojit Securities LLC in Oman. The company also has a presence in Bahrain through a business partnership with Bank of Bahrain and Kuwait.

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