

07th March, 2024

BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street Mumbai 400 001 Scrip Code: 543232	National Stock Exchange of India Limited Exchange Plaza, 5th floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 Trading Symbol: CAMS
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Dear Sir / Madam,

Sub: Press Release titled -“myCAMS mobile app traverses 10 years of serving millions of mutual fund investors”

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by the Company on the cited subject, content of which is self-explanatory.

We request you to take the same on records.

**Yours faithfully,
For Computer Age Management Services Limited**

**G Manikandan
Company Secretary and Compliance Officer**

Computer Age Management Services Limited

Member of the Registrars Association of India (RAIN)

CIN : L65910TN1988PLC015757

Rayala Towers, 158, Anna Salai, Chennai - 600 002. India.

Phone : +91 44 6109 2992 / 2843 2792, E-mail : secretarial@camsonline.com, Website : www.camsonline.com

Regd. Office : New No. 10, (Old No. 178), M.G.R. Salai, Nungambakkam, Chennai - 600 034. India.

myCAMS mobile app traverses 10 years of serving millions of mutual fund investors

- Registered Userbase of 6.5 million
- Acquired AuM Rs.30,000 Cr
- Consistent 4+ Play Store rating across 10 years

Chennai 7th March, 2024: Computer Age Management Services Limited (CAMS), India's largest registrar and transfer agent of mutual funds (a SEBI regulated entity), announced that its mutual fund app myCAMS, an unified portal to service investors across CAMS serviced mutual funds, completed its successful 10 years. The market leading platform myCAMS added 1 million new registered investors within a short span of one year and now has a total of 6.5 million registered users.

myCAMS is amongst the Top 3 apps for the Mutual fund industry acquiring an AuM Rs. 30,000 crore. Even after 10 years and a plethora of other fintech app in the market, myCAMS continues to clock over 2000 registrations a day and enables gross sales of Rs.4,500 crore every year.

Some key highlights during the 10-year journey

- 12,000 downloads in a single day
- Log in sessions of 11.5 million in a month
- Rs.2500 Crore gross sales in a single month during Covid
- Several awards and recognitions as Best Finance app

In the early days of mobile apps and digital, myCAMS offered the unique facility of instant aggregated view of the investor's MF portfolio and introduced folio opening with Aadhar based eKYC. The app then launched transaction facility across mutual funds serviced by CAMS which soon became the USP of the app. The app was revamped with intuitive flow and reuse of data which catapulted the usage. Several first to industry features such as various dimensions of the portfolio, redemption guide, schedule future transaction, digiSIP, e-mandate, digi NFO, voice order, one-click SIP renewal, CAMSPay's multiple payment options were added over the years to enrich the app. The app also enabled transactions for NRIs and became the first MF mobile app to launch CAMSfinserv Account Aggregator integration in the market.

"myCAMS app was launched in 2014 when both digital and mobile apps were at a nascent stage in India. CAMS being at the forefront of leveraging technology and digitization, brought the unique convenience of aggregated view of the MF portfolio, through myCAMS. With growing adoption of digital, the app was soon noticed by MF retail investors for its convenience and ease of use. The app serves 19 million folios and Rs 7.5 lakh crore assets across 6.5 million registered users and has a high engagement index for transactions and portfolio review. We are thrilled to see the growth of myCAMS as an industry leading app in the last 10 years and take pride in our commitment to enhancing investor experience using innovation and technology" said **Mr. Anuj Kumar, Managing Director of CAMS.**

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myCAMS brings digital convenience to manage mutual fund investments. It offers one view of portfolio across 19 Mutual Funds in multiple dimensions, transact to purchase, redeem or switch, open new folio, subscribe to NFO and mange SIPs.

About CAMS Limited (www.camsonline.com) BSE: 543232; NSE: CAMS

CAMS is a financial infrastructure and service partner to the asset management industry and provides platform-based services to BFSI segment. The Company is India's largest registrar and transfer agent of mutual funds with an aggregate market share of 68.1% based on mutual fund average assets under management ("AAUM"). The Company has grown its market share from approximately 61% in March 2015 to 68.1%, based on AAUM serviced. Its mutual fund clients include ten of the fifteen largest mutual funds as of Dec 2023. The Company is the market-leading platform and service partner to alternative investment funds and portfolio managers serving over 400 mandates of 180 funds with full-stack digital and fund administration services. CAMSPay is the primary Payment services provider for Mutual funds and several NBFCs. Services to insurance companies and eInsurance services are provided via the subsidiary CAMSRep. The company has also forayed into new areas like Account Aggregator and Central Record-Keeping Agency ("CRA") services for National Pension Scheme. CAMS acquired a majority stake in Think360.ai, a full-stack Data Science and AI-focused firm and in Fintuple Technologies, a digital transformation partner for capital market entities.

RSVP:

Saloni/ Ravi

M: 98404 12140 / 93828 87608

Email: saloni.bisani@mslgroup.com / ravishankar.kandarpa@mslgroup.com

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