

November 26, 2020

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051.

Department of Corporate Service
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalai Street,
Mumbai - 400 001.

Symbol: ANGELBRKG

Scrip Code: 543235

Dear Sirs,

Subject: Press release – Angel Broking enables API integration with the launch of SmartAPI

Please find enclosed press release dated November 26, 2020 for the captioned subject.

This is for your information and records.

Kindly acknowledge the receipt.

Thanking you,

For Angel Broking Limited

Naheed Patel
Company Secretary and Compliance Officer

Encl: As above

CSO & Corporate Office:

6th Floor, Ackruti Star, Central Road,
MIDC, Andheri (E) Mumbai-400 093.
Tel: (022) 40003600 | Fax: (022) 39357699

Regd Office:

G-1, Ackruti Trade Centre, MIDC, Road No-7,
Andheri (E), Mumbai - 400 093.
Tel: (022) 68070100 | Fax:(022) 68070107
E-mail: support@angelbroking.com,
Website: www.angelbroking.com

Angel Broking Limited

CIN: U67120MH1996PLC101709
SEBI Registration No Stock Broker: INZ000161534, CDSL: IN-
DP-384-2018, PMS: INP000001546, Research Analyst:
INH000000164, Investment Advisor: INA000008172, AMFI
Regn. No. ARN-77404, PFRDA, Regn. No.-19092018.



Angel Broking enables API integration with the launch of SmartAPI

Enables Algo Trading and one-click trade with support for Python, Nodejs and Java alongside others

Mumbai, November 26, 2020: In a boost to the investing prowess of the Indian retail investors, Angel Broking has opened itself to API integration via SmartAPI. The free-to-integrate feature enables any platform, including startups and stock advisories, to execute real-time trades via Angel Broking while also empowering algo traders to deploy their programs in 5 programming languages.

At present, the platform supports Python, Nodejs, Java, R, Go. SmartAPI has paved the way for the development of end-to-end trading services for over 2.83mn Angel Broking customers (as of Oct'20).

Angel Broking customers who would like to create algorithm in any of these languages will be able to execute order directly to their account through SmartAPI. For instance, customer-facing algo trading platforms can now integrate with Angel Broking platform and help their customers execute trades via the brokerage firm seamlessly.

Commenting on the launch Mr. Vinay Agrawal, CEO, Angel Broking Ltd said, *“Angel Broking has always been at the forefront of tech-driven innovations. Today, we are proud to announce another milestone in this regard with SmartAPI. SmartAPI will not only empower its users to build robust platforms and drive algo trading seamlessly, but also unlock the next wave of ultramodern services aimed at our customers. We have ensured that the platform supports the broadest range of programming languages and are working towards adding more in the near future.”*

With the introduction of a reliable platform like SmartAPI users, such as stock advisories and recommendation platforms, can now make their platform trading-ready with real-time trading functionalities. Using SmartAPI, traders can now implement a customized trading algorithm to drive automated trades at speed and scale without any cost. The SmartAPI platform will empower Angel Broking customers allowing them to compete with professional investors through automating trade investments, with minimal lines of coding.

“We are very excited to introduce this platform to our customers and have an immense faith that they will find the platform to be both comprehensive in scope while offering a clear path to profitability and superior user experience.” said **Mr. Prabhakar Tiwari, CMO, Angel Broking Ltd.**

The platform not only enables customers to provide APIs in multiple coding languages but also assist them in getting their queries clarified by our panel of experts through a dedicated forum.

About Angel Broking:

Angel Broking Ltd (ABL) is one of the largest retail broking houses in India in terms of active clients on NSE. ABL is a technology-led financial services company providing broking and advisory services, margin funding, loans against shares and financial products distribution to its clients under the brand “Angel Broking”. Broking and allied services are offered through (i) online and digital platforms, and (ii) network of over 11,000 Authorized Persons.

ABL had more than 5.7 mn downloads of Angel Broking mobile application and over 1.0 mn downloads of Angel BEE mobile application, which enable clients to avail services digitally. Our customer outreach spans across approximately 96.8% or 18,635 pin codes in India. ABL manages ~₹ 192,830 mn in client assets and over 2.7 mn operational broking accounts.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information, please contact:

Company :

Investor Relations Advisors :



Angel Broking Ltd.

CIN – U67120MH1996PLC101709

Mr. Vishesh Sharma - Head- Corporate
Communications / Mr. Hitul Gutka- Head IR

[corpcomm@angelbroking.com/](mailto:corpcomm@angelbroking.com)

hitul.gutka@angelbroking.com

www.angelbroking.com

Strategic Growth Advisors Pvt. Ltd.

CIN - U74140MH2010PTC204285

Mr. Shogun Jain / Mr. Shrikant Sangani

shogun.jain@sgapl.net / shrikant.sangani@sgapl.net

+91 77383 77756 / +91 79774 15681

www.sgapl.net
