

02nd February 2022

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 – CAMS launches Insta Purchase for liquid and overnight schemes

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 to take the above on records.

Thanking you,

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

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CAMS launches Insta Purchase

To enable Mutual Fund purchase instantly

Chennai, January 31, 2022: Computer Age Management Services Limited (CAMS), India's largest registrar and transfer agent of mutual funds (a SEBI regulated entity) has announced its launch of Insta Purchase to enhance the service experience of investors in liquid and overnight scheme categories.

Over the years the Mutual Fund industry has vastly reduced the transaction processing timelines, keeping pace with the secondary market settlement cycles and faster money movement from banks and payment aggregators. Mutual fund unit allotment follows a complex trade settlement process with a NAV cycle which is skewed towards the end of the day. This results in settlement (and confirmation with statement of accounts) taking almost a day from the time an investor places a purchase order and the money leaves his bank account. Investors, especially new entrants, sometimes view this as a delay and begin to believe that service standards could be better.

Explaining the background to launching Insta purchase, **Mr. Anuj Kumar, Managing Director – CAMS**, said "We recognized that the urge for instant gratification amongst consumers continues to go up, given the formats of execution in many new products including ride hailing, airline ticket booking and stock trading. It is important now for the MF industry to offer an experience which, despite the multiple complexities involved, is able to deliver to consumers similar real time experience and superior fulfilment of their service requirements."

In this brand-new initiative Insta Purchase, CAMS serviced funds will now be able to deliver confirmation of all those trades where purchase of a scheme is based on historical (previous day) NAV. This will apply to liquid and overnight schemes of all mutual funds where the trade settlement confirmation will be delivered to the investors within hours of the origination of trade and remittance of the money. While this will happen within the ambit of the current rules of MF which require compulsory sighting of credit as a pre-condition to allot a trade, investors will not have to make any additional steps during the purchase process to get instant allotment.

Mr. Anuj Kumar, added, "CAMS, a fore-runner in the area of making process execution more and more sophisticated in the mutual fund arena, has built advanced algorithms and mechanisms to settle trades and recognize payments in quick time despite the issues involved. Insta Purchase is yet another path breaking development leveraging our technology to elevate the service experience for investors in the liquid and



overnight scheme categories. They will now be able to receive their trade confirmation within hours rather than waiting until next morning.”

The innovative process will be a significant leap forward in building augmented means for subscribing to MF schemes and will serve the industry well.

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

CAMS is a technology-driven financial infrastructure and services provider to mutual funds and other financial institutions with over two decades of experience. The Company is India’s largest registrar and transfer agent of mutual funds with an aggregate market share of approximately 70% based on mutual fund average assets under management (“AAUM”) managed by its clients and serviced by them. Over the last five years, the Company has grown its market share from approximately 61% during March 2015 to approximately 70%, based on AAUM serviced. Its mutual fund clients include all top five mutual funds as well as ten of the fifteen largest mutual funds based. The Company is market leading service partner to alternative investment funds and portfolio managers with full-stack digital and fund administration services. CAMS is the primary Payments services provider for Mutual funds and several NBFCs. Services to insurance companies and eInsurance services are provided via the subsidiary CAMSRep. The company has recently launched account aggregator service CAMSfinserv, a path-breaking initiative for consent-based data sharing.

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