

21<sup>st</sup> August 2023

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

**Sub: Press Release titled - “Mutual Funds enter the Account Aggregator arena with CAMSfinserv”**

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

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

Phone : +91 44 6109 2992 / 2843 2792, E-mail : [secretarial@camsonline.com](mailto:secretarial@camsonline.com), Website : [www.camsonline.com](http://www.camsonline.com)

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

## Mutual Funds enter the Account Aggregator arena with CAMSfinserv

**Chennai 21 August, 2023:** CAMSfinserv, one of the first RBI licensed Account Aggregators (AA) in India, today announced onboarding of all seventeen AMCs (Asset Management Companies) serviced by CAMS as Financial Information Providers (FIPs) on the AA platform, making it the first in the industry to provide access to mutual fund data.

This integration of Mutual Funds with the CAMSfinserv platform will play a significant role in the development of the AA framework in India. Customers will be able to access and share both their mutual fund holdings and bank account transactions from a single and secure platform, track their investments, identify areas where they can save and make better financial decisions in a more convenient and hassle-free way. This will help Asset Management Companies to attract and retain customers by simplifying the access and management of their financial data, improve risk management, ensure compliance, personalize financial offerings, and improve or innovate existing operational processes.

Commenting on the significant milestone, **Mr. Anuj Kumar, Managing Director, CAMS** said, “We are extremely excited with ushering the Asset Management industry into Account Aggregator space with the onboarding of all seventeen Mutual Funds served by CAMS on the CAMSfinserv AA platform. This is a seminal event in the development of the AA ecosystem in India, given its potential to uplift the financial experience of the 2.7 crore MF customers we serve.”

“Onboarding Mutual Funds will also enable faster and easier loan approvals (like pre-approved Loan against Mutual Funds), updated single view of customer asset information, and better investment recommendations by wealth management platforms. Our innovative solution for Bank validation has the potential to replace ubiquitous penny drop-based bank account verification” **Mr. Kumar**, added.

CAMSfinserv is leading Account Aggregator in the country with fifty-four entities (Banks, MFs, Insurers, Depositories, GSTN) live on its platform as Financial Information Providers. This gives CAMSfinserv's hundred-plus Financial Information Users (FIUs) unparalleled reach to the Indian Financial ecosystem to pull citizens' data and build end to end seamless digital journeys based on customer consent, to provide cutting-edge, innovative solutions to their B2B2C journeys and offer hyper personalized, sachet solutions backed by reliable data.

While CAMSfinserv provides holistic solutions to FIPs & FIUs through Account Aggregator services, CAMS's subsidiaries Sterling Software and Think360.ai provide Technology Service Provider (TSP) services and Data Analytics services enabling FIPs & FIUs to bring innovative, world-class, consent driven, secure, reliable and highly efficient digital data solutions to the Indian financial ecosystem. Bank Statement Analyser, Personal Finance Manager and GST Analyser are some of the key offerings of the Data Analytics services of Think360.ai.

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**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 approximately 69% based on mutual fund average assets under management ("AAUM"). The Company has grown its market share from approximately 61% in March 2015 to approximately 69%, based on AAUM serviced. Its mutual fund clients include nine of the fifteen largest mutual funds as of June 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 recently 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.

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