

PRESS RELEASE

CAMS launches edge360 mobile application for easy access on the go

- A convenient and user-friendly mobile application for MF distributors & advisors for transactions, real-time tracking and monitoring revenue, that enables anywhere anytime access
- Records large traction from distributors & advisors in B 30 cities (Tier I & II cities)
- Rapid scaling in transaction volume

Computer Age Management Services (CAMS) Limited, India's premier IT enabled service partner to Mutual Funds, AIFs and Insurance companies, now announced the launch of edge360 mobile app for mutual fund distributors and advisors. edge360 is a comprehensive portal launched in 2019 that brought transformational change in the way mutual fund distributors and advisors manage their day-to-operations. With the launch of edge360 mobile app, users will be able to manage business operations seamlessly on the go.

edge360 is a next generation portal that facilitates seamless transaction initiation, faster access to transaction status, generate investor statements, and monitor brokerage revenue using multiple parameters. Distributors can also map their operations at an organization and hierarchical levels. The portal's differentiated features such as real time transaction tracker, lost revenue dashboard, SIP management, data re-use facility and transactions for NRI investors fostered rapid adoption and usage by intermediaries.

Anuj Kumar, Whole Time Director & Chief Executive Officer - CAMS, elaborated "In 2020, digital adoption had become imperative and we saw edge360 grow in preference with the intermediary community. With over 30,000 registered distributors, advisors, mostly from B 30 cities (Tier I & II cities), there is rapid scaling of transaction volumes as well. Continuous enrichment of the portal with innovative features has been our focus and introduction of mobile app version is another step in that direction."

"Our deep understanding of the distributors' business and their day to day operational problems have helped us to differentiate the product by providing valuable features to solve these problems" added **Mr. Anuj Kumar**.

The edge360 mobile app is designed to bring greater convenience for the Mutual fund intermediaries to grow their business and serve their investors from anywhere at any time with speed and ease. Features such as real time transaction tracker will help submit the initiated transactions seamlessly. A range of instant services for investors will assist them to delight their investors.

The edge360 mobile application is currently available for Android users who can download and use the services from the Google Play Store.

Computer Age Management Services Limited

Member of the Registrars Association of India (RAIIN)

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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% during December 2020, based on AAUM serviced. Its mutual fund clients include all top five mutual funds as well as nine of the fifteen largest mutual funds based on AAUM during December 2020. With the initiative of creating an end-to-end value chain of services, the Company has grown its service offerings and currently provide a comprehensive portfolio of technology based services, such as transaction origination interface, transaction execution, payment, settlement and reconciliation, dividend processing, investor interface, record keeping, report generation, intermediary empanelment and brokerage computation and compliance related services, through our pan-India network to its mutual fund clients, distributors and investors. The Company also provide certain services to alternative investment funds, insurance companies, banks and non-banking finance companies.

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Place : Chennai

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