

June 17, 2021

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,
Dalal Street,
Mumbai - 400 001.

Symbol: ANGELBRKG

Scrip Code: 543235

Dear Sirs,

Subject: Press release - With 5 Million Strong Clientele, Angel Broking receives thumbs up for tech-driven hike towards the pole position

Please find enclosed press release dated June 17, 2021 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
Membership no. A22506

Encl: As above



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Angel Broking Limited
CIN: L67120MH1996PLC101709
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.

With 5 Million Strong Clientele, Angel Broking receives thumbs up for tech-driven hike towards the pole position

The fintech broker has made deeper inroads into tier 2, tier 3 cities as more millennials and Gen Z individuals join the platform to learn about new-age investments

Mumbai, June 17, 2021: Fintech broker, Angel Broking, continues its client addition stride in June 2021, following record monthly gross client acquisition in the previous month. As the stock market receives overwhelming participation in India, Angel Broking has also resonated with the market's vigor. It has successfully crossed the '5 Million Clients' milestone with an accelerated monthly client addition rate.

Angel Broking clocked its highest-ever monthly gross client acquisition in May 2021 as it onboarded ~0.43 million clients, which was over twice the monthly average recorded in the last fiscal. Its client addition rate has consistently increased quarter after quarter, growing more than 14 times to 0.96 million in Q4 FY 2021 from less than 0.10 million in Q1 FY 2020. Angel Broking has further reached a record Average Daily Turnover (ADTO) of approximately Rs. 4.8 trillion, which is nearly 19 times as compared to Rs. 253 billion in Q1 2020.

This stellar growth is a result of the company's increased focus on leveraging Artificial Intelligence and Machine Learning for across-the-board processes. The fintech broker has ensured a superior and seamless client experience, thereby making deeper inroads into the tier 2, tier 3 markets and beyond. It has developed a user-friendly interface with service availability across the broadest spectrum of digital channels including mobile apps, web platforms, and specialized software suites. Angel Broking's superior tech infrastructure has also decreased its average client onboarding time to 5 minutes.

Speaking on the milestone, **Mr. Prabhakar Tiwari, Chief Growth Officer, Angel Broking** said, "In the past couple of years, Angel Broking has industriously traveled through the path of digital transformation. It is great to see that our concerted efforts are generating the desired results. However, we believe that the journey has only begun. The retail participation in India is still slightly above 4%. So, the kind of response that we are receiving is merely the tip of the iceberg. The industry has to prepare for an impending storm of investors in the coming few years. This generation will settle for nothing less than perfect."

Since commencing its digital transformation in 2016, Angel Broking has developed several state-of-the-art digital properties that strike the perfect chord with aspirational millennial and Gen Z investors. For instance, its rule-based investment engine ARQ Prime has outperformed the BSE 100 index by a healthy margin of more than 60% in its first year. The fintech broker further conducts workshops for investors and traders through its educational platform, Smart Money. It also caters to the needs of India's new-age traders with its free-to-integrate API platform 'SmartAPI'. Using SmartAPI, investors can drive automated trades using a prebuilt strategy or create advanced charts while leveraging Angel Broking's extensive historic data. Startups and Financial Institutions can also use SmartAPI to build trading-related platforms.

Mr. Narayan Gangadhar, Chief Executive Officer, Angel Broking said, “Angel Broking is on a mission to emerge as India’s largest, most trusted, and most revered fintech company. The 5 million clients’ milestone is a testament to the fact that we are headed in the right direction. We are ensuring maximum client satisfaction by curating an entire ensemble of services that are technologically evolved, yet easy to use. The idea is to empower people by making technology an indispensable element of investments in India. Our vision is to include this asset class in every Indian’s investment portfolio.”

Angel Broking has built an extensive suite of products, services, and platforms including innovative solutions of other fintech players. Building on its open architecture, it has partnered with several fintech platforms such as Streak, enabling its clients to develop and deploy their strategy by using simple language. The frontier-tech stockbroker has also joined hands with ‘smallcase’, which offers curated portfolios of stocks and exchange-traded funds. The services of U.S.-based investment platform ‘Vested’ and India’s leading options trading platform ‘Sensibull’ are also available with Angel Broking alongside others.

About Angel Broking Limited:

Angel Broking Limited (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 15,000 Authorized Persons.

ABL had more than 9.2 mn downloads of Angel Broking mobile application and over 1.1 mn downloads of Angel BEE mobile application, which enable clients to avail services digitally. Our customer outreach spans across approximately 97.9% or 18,854 pin codes in India. ABL manages ~₹ 292,040 mn in client assets and over 4.1 mn operational broking accounts.

For information, please contact:

Company :

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