



**GEOJIT**  
PEOPLE YOU PROSPER WITH

08th March, 2018

To,  
The Manager,  
Listing Department,  
National Stock Exchange of India Limited,  
'Exchange Plaza', C-1, Block - G,  
Sandra-Kuria Complex,  
Sandra (E), Mumbai - 400 051  
Ph.No.022-26598100  
Scrip Code: GEOJITFSL- EQ

To,  
The Manager,  
Listing Department,  
Bombay Stock Exchange Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001.  
Ph. No.022-22721233  
Scrip Code : 532285

Dear Sir/Madam,

Sub: Press Release

Please find enclosed herewith the press release regarding launch of Funds Genie app by our Company, Geojit Financial Services Limited.

Kindly take the above on your records.

Thanking You,  
For Geojit Financial Services Limited

for

Liju K Johnson  
Company Secretary

## **Geojit launches Funds Genie app**

### **Clever use of technology makes MF investments easy**

**Kochi, March 08:** Leading investment services company, Geojit Financial Services today launched **Funds Genie**. It is an innovative app that uses advanced technology to enable investor son board instantly and start investing in Mutual Funds.

Funds Genie was launched by Aruna Sundararajan, Chairman, Telecom Commission & Secretary, Department of Telecommunications, Government of India in the presence of C J George, founder and Managing Director of Geojit, Satish Menon, Executive Director of Geojit and A Balakrishnan, Managing Director of Geojit Technologies.

Targeting the investor community, Funds Genie's salient features include, instant on-boarding in just two minutes with zero paperwork, a choice of 14,000+MF schemes, access to Geojit's recommended list of MF schemes, portfolio performance tracking, comprehensive reports and SIP calculators. It is embedded with aRobo advisory feature that allows one to do advanced goal planning, tax planning and goal tracking. To open a Funds Genie account, all an investor requires are PAN and Aadhaar numbers.

"With technological advancements, reducing cost of data and increasing accessibility to mobile and online platforms, more people prefer online transactions. Geojit has chosen the right time to launch Funds Genie MF investing application. It will offer superior user experience and help people invest in Mutual funds," said Aruna Sundararajan.

**"With the new generation being extremely comfortable in using mobile app, Funds Genie fits in easily. When it comes to guidance and advice from Geojit, our clients again stand to win, as they can depend on our years of experience", said C J George.**

Geojit, a pioneer in technological innovations in the capital markets industry, was the first in the country to launch online trading in 2000 and mobile trading in 2010, this gave the company the first mover advantage.

“Today, Geojit has become one of the top distributors of mutual funds in the country because of our domain knowledge in financial advisory services, which help our clients choose the right financial product. Out of over 14,200 mutual fund schemes we recommend only 56 funds. This shows that we offer our clients the best in the market and we guide them to investment options that match their unique requirements,” said Satish Menon.

Funds Genie mobile application can be downloaded from Google Play Store. The desktop version can be accessed from <https://fundsgenie.in> iOS version will be launched soon.

### **ABOUT GEOJIT**

Geojit Financial Services ([www.geojit.com](http://www.geojit.com)) is one of the leading investment services companies in India, with a strong presence in the Gulf countries. It has over 9,00,000 clients, a network of 500 offices and has Assets Under Custody and Management worth over Rs. 41,000 crore. BNP Paribas, C J George - Founder and Managing Director of Geojit, Kerala State Industrial Development Corporation (KSIDC) and Rakesh Jhunjunwala are the prominent shareholders of the company.

Geojit Financial Services has an extensive presence in the Middle East region via joint ventures and partnerships: Barjeel Geojit Securities in UAE, Aloula Geojit Capital Co., in Saudi Arabia, BBK Geojit Securities KSC, in Kuwait and QBG Geojit Securities LLC in Oman. The company also has a presence in Bahrain through a business partnership with Bank of Bahrain and Kuwait.

Geojit Technologies Pvt. Ltd. (GTL) is an SEICMMI Level 5 software solutions provider engaged in conceptualizing, designing and implementing end-to-end business solutions.

For more information, please contact, Elizabeth V, Corporate Communications, 9995800438, [elizabeth\\_v@geojit.com](mailto:elizabeth_v@geojit.com).