

KFintech INSTA Brokerage starts instant commission – UTI AMC leads the way

India, February 16, 2022: KFin Technologies Private Limited (“KFin Technologies”), a leading technology driven financial services platform providing comprehensive services and solutions to the capital markets ecosystem across asset classes in India and South-East Asia, today announced an initiative wherein it will instantly release distributor commissions with **its new INSTA Brokerage plan**. With this innovation, distributors will be able to encash their commissions almost instantly when the unit allocations are completed post the settlements.

Speaking on the occasion, **Sathish Nuggu, Chief of Technology & Operations (CTOO) of KFin Technologies**, said: “We are pleased to launch INSTA Brokerage – an idea that will herald a new era of Ease of Doing Business (EODB) for distributors. The response to the initiative had been very encouraging with our AMC clients in various stages of rolling out shortly. KFintech manages mutual fund operations for 27* out of 44 AMCs.

We will continue to build solutions for the distributors in consultation with both the distributors and our AMC clients. MF Distributors are the backbone of this industry and equipping them with every solution that makes a difference to them is a critical covenant of KFintech’s value system. This solution provides mutual fund distributors with expedited receipt of the commissions thus enabling them to focus on better investor acquisition and engagement

Nuggu further added: “Our aim is to exemplify combination of technology, thought leadership and trust driven Transformation by creating solutions with real world applications. To that end, alleviating financial challenges of the distributors is one of the objectives we fulfilled today.”

Mr. Vinay Lakhotia, Head - Operations, UTI AMC said, “The Distributor fraternity are at the core of our business and we at UTI, have always believed in the spirit of being a true partner to them. UTI AMC, one of the country’s pioneering AMCs has rolled out this initiative for its distributors and it found instant success measured by high adoption rates. Over the last few years, along with KFintech we have been investing in building capacity and computing capabilities by adopting latest technologies to bring in services which are near real time for our investors and partners.”

*2 AMCs are yet to start operations

About KFin Technologies

[KFin Technologies serves the mission-critical needs of asset managers with clients spanning mutual funds, AIFs (alternative investments), pension, wealth managers and corporates in India and abroad. The company provides SaaS based end-to-end transaction management, channel management, compliance solutions, data analytics and various other digital services to asset managers across segments as well as outsourcing services for global players. Kfin's vision is to be the most preferred and proactive solutions provider for investment managers and intermediaries, which helps clients increase their market share by providing an agile platform for product innovation, widest geographical reach and technology enabled omni-channel investor services.

Kfin Technologies is majority owned by funds managed by General Atlantic, a leading global private equity investor. Kotak Mahindra Bank Limited acquired ~9.9% stake in Kfin Technologies in 2021.

For more information, please visit the website: <http://www.kfintech.com>