

KFintech and Dezerv collaborate to digitalize the onboarding process for PMS clients and provide substantial cost savings.

This partnership aims to revolutionise the client onboarding process by emphasizing on customer-first approach, efficiency, and speed.

Mumbai, 10th May 2023:

KFin Technologies Limited ("KFintech") a leading provider of global investor and issuer solutions and **Dezerv Investments Private Limited** ("Dezerv"), one of the leading investment management companies, to introduce a new and innovative approach to the onboarding process for portfolio management clients in India. The novel process is entirely digital and smooth, eliminating the need for physical documentation and minimizing human intervention. This collaboration aims to revolutionize the client onboarding process in India.

PMS onboarding is now made easier, safer and quicker with advanced technologies like AI, Geo-Fencing, Data Capturing, etc..

The new Process of Onboarding a client in PMS account opening, custody account opening and POA process are going to be seamless. Client can be onboarded with assistance digital journey from the relationship manager and it takes to complete the client onboarding process in less than 10 minutes.

The change has had a major impact on the client onboarding process for financial or legal agreements. Specifically, the need for physical signatures for both the PMS agreement and POA documentation has been eliminated. As a result, the time required to onboard clients has been significantly reduced from 3 to 4 days down to less than 20 minutes. In addition, this change has resulted in a significant cost savings of around INR 1,500 per application. This translates into substantial savings for companies.

"We are excited to announce the partnership with Dezerv to transform investor and relationship manager onboarding, transacting and servicing aspects of the wealth management industry. This had been a much needed platform in the industry which is the cusp of achieving greater heights in times to come. By eliminating the physical intervention all the way to last mile, we have created a first in class solution to digitize the entire journey and drive ease of doing business. We expect such enablers to compound the industry growth" said Sreekanth Nadella, MD & CEO, KFintech.

"Our partnership with KFintech represents a significant milestone in the industry as we embrace technological innovation to offer a seamless onboarding experience for our clients. The new digital process will be a testament to our commitment to offer the best possible service and ease of use to our clients" said Sandeep Jethwani, Co-Founder of Dezerv.

By introducing the advanced digital onboarding process, KFintech and Dezerv are at the forefront of the revolution in the portfolio management client onboarding process. This partnership aims to revolutionise the client onboarding process by emphasizing on customer-first approach, efficiency, and speed.

About KFin Technologies Limited

KFin Technologies Limited ("KFintech") is a leading technology driven financial services platform providing comprehensive services and solutions to the capital markets ecosystem including asset managers and corporate issuers across asset classes in India and provide several investor solutions including transaction origination and processing for mutual funds and private retirement schemes to asset managers in Malaysia, Philippines, Singapore, Hong Kong and Canada. In India, KFintech is the largest investor solutions provider to Indian mutual funds, based on number of AMCs serviced as on December 31, 2022, and the largest issuer solutions provider based on number of clients serviced, as on December 31, 2022. KFintech is the only investor and issuer solutions provider in India that offers services to asset managers such as mutual funds, alternative investment funds, wealth managers and pension as well as corporate issuers and is one of the three operating central record keeping agencies for the National Pension System in India. KFintech is listed on the National Stock Exchange of India Limited and BSE Limited. The promoter of KFintech is General Atlantic Singapore Fund Pte. Ltd ("GASF"), a leading global private equity investor.

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

About Dezerv:

Dezerv is an investment management company that combines the expertise of seasoned investment professionals with advanced technology to provide comprehensive investment management solutions. Our team of experts monitor the performance of portfolios and rebalance them if required to ensure long-term success.

Over the past two years, we have analysed over INR 4800 crores of assets and handled over INR 2000 crores of investments entrusted to us by our clients.

At Dezerv, we aim to deliver:

- Comprehensive assessment of your investment portfolio from one of India's leading investment experts.
- Diversified portfolios to help you create long-term wealth using scientific allocation strategies.
- Day-to-day active management of your portfolio and timely corrective actions as and when needed.

Invest with us to unlock premium investment opportunities and create long-term wealth for yourself. Alternatively, you can get started with the Dezerv Wealth Monitor app, where you get recommendations on your mutual fund portfolio from investment experts.

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