

September 2015



# CDSL *e-Infoline*



CDSL is ISO 27001 certified



## Thank you Investors

Together We Grow, Together We March Ahead

We have crossed **1,00,00,000** Demat Accounts

Register for CDSL's internet facilities *easi/easiest* for any time - anywhere access to your demat account.



Electronic Access to Securities Information



Electronic Access to Securities Information and execution of Secured transactions

Register for SMART and obtain SMS alerts for debit transactions.



Sms Alerts Related to Transactions

Make Every Vote Count



STQC Certified

To know more, visit CDSL's website [www.cdslindia.com](http://www.cdslindia.com) or contact your DP.

*For Private Circulation Only*



## IMPORTANT MILESTONES...



July 15, 1999: Honourable Union Finance Minister, Shri Yashwant Sinha flags off the operations of CDSL.



April 2002: Shri G. N. Bajpai, SEBI Chairman launches CDSL's internet facility 'easi' (electronic access to securities information).



March 2004: Shri G. N. Bajpai, SEBI Chairman launches CDSL's internet facility 'easiest' (electronic access to securities information & execution of secured transaction).



November 2009: Honourable Minister for Corporate Affairs, Shri Salman Khurshid launches CDSL's e-Voting platform.

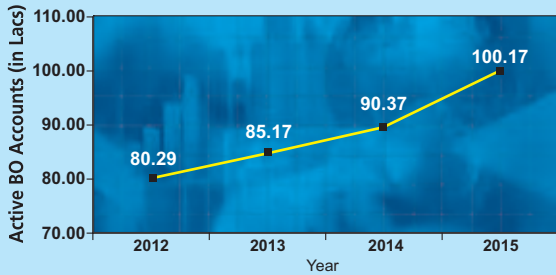


January 2010: Shri. P S Reddy, MD&CEO, CDSL (extreme right) signing the agreement with Shri. Shanker Man Singh, (extreme left) CEO & GM, The Nepal Stock Exchange Limited (NEPSE), in the presence of Shri. S.M. Krishna, Minister of External Affairs, Government of India (centre right) and Smt. Sujata Koirala, Deputy Prime Minister, Nepal (centre left) to set-up a Depository and Clearing & Settlement system in Nepal.



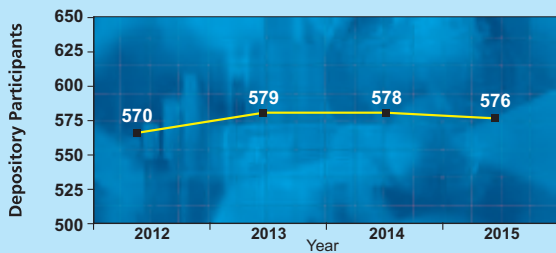
January 2012: Shri U.K.Sinha, SEBI Chairman Launches CVL KRA, India's first and largest KYC Registration agency.

**Beneficial Owners**



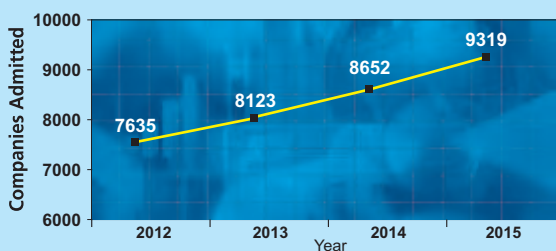
During the last 12 months, the number of active BO accounts with CDSL has increased from 90.37 lakh as on August 31, 2014 to 100.17 lakh as on August 31, 2015, which indicates growth of 10.84%.

**Depository Participants**



As on August 31, 2015 CDSL has 576 DPs offering DP services from over 12,000 locations across the country. These DPs comprise of Clearing Members, Banks, NBFCs, Custodians, etc.

**Unique Companies Admitted**



The securities of almost all listed companies have been admitted with CDSL for demat. Further, a large number of Private Limited and unlisted companies are also admitted with CDSL. As on August 31, 2015, the securities of 9319 unique companies have been admitted for demat with CDSL.

**CDSL CROSSES 1 CRORE DEMAT ACCOUNTS**

CDSL is pleased to announce that the number of active demat accounts opened with it as at the end of August, 2015 has crossed 1 crore. It is a significant milestone for CDSL in its operations. With an average incremental market share of 54% during the past decade, today CDSL commands approximately 42% market share in the total accounts opened in demat space.

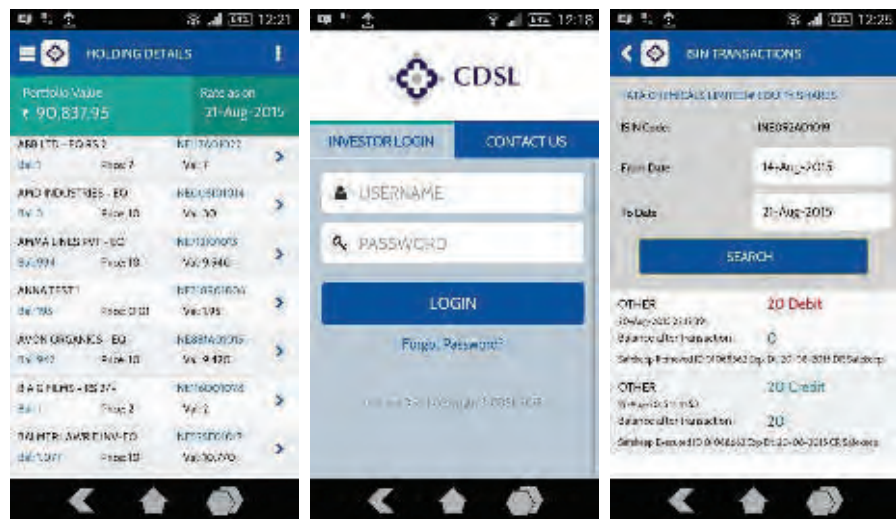
On this occasion, Shri. N. Rangachary - Chairman, CDSL said "The advent of CDSL in the capital market has done what precisely the competition was expected to deliver: Nil custody charges, Nil charges for incoming securities into demat account, Reduction in tariff per debit transaction, product innovation and above all substantial improvement in quality of service delivered by the DPs and Depositories in the Capital Market". He further added "Thanks to the technological innovations, CDSL has the least cost structure for setting up of a large DP network which helped in spreading the demat culture across the country. With advancements in technology, the impact on the cost structure is bound to become more market friendly."

As a Market Infrastructure institution with the vote of confidence of 1,00,00,000 investors, the next phase of development is to work with the Government and regulators in financial sector to make operational single demat account for all financial assets a reality.

On this occasion, Shri. P. S. Reddy - MD&CEO, CDSL said that "We are confident that in the years to come the dominance in the industry will be redefined and will be determined only by quality of service rendered, aided by constant adoption and upgradation of technology with a resilient infrastructure. CDSL shall continue to play its role as a Market Infrastructure Institution for greater financial inclusion driven by financial literacy across the country."

**CDSL LAUNCHES MOBILE APPLICATION - Myeasi**

CDSL is pleased to launch its mobile App - Myeasi to provide an anytime - anywhere access for CDSL demat account holders. Myeasi is designed with adaptive technology such that it fits in all Smartphone/ tab screen sizes. Investors can log-in to Myeasi using their easi/easiest login credentials.



The brief features of the Myeasi are:

- **Holding Details:** View details of your holdings with Valuation.
- **Transaction Inquiry:** View transactions for the last 7 days in your demat a/c.
- **Corporate Announcement:** Monitor corporate announcements for the securities held in your account and of 25 additional ISINs of your choice.
- **Set up Transaction (Trusted mode):** easiest users can transfer shares using trusted mode to any four CDSL accounts, pre-notified by the BO.
- **Freeze / Unfreeze Transactions:** easiest users can view and set up freeze and unfreeze transactions.

## • Miscellaneous:

- Edit profile (e-mail ID and mobile number).
- Upgrade your account to easiest facility.
- Edit grouping (i.e. view multiple demat accounts through a single login ID).
- Register for CDSL's SMART (SMS Alert) facility.
- Download Holdings in PDF format.

Myeasi is currently available on the Google play store for Android users and will be launched for Windows and iOS versions, shortly.

## ENROLMENT OF CDSL AS KYC SERVICE AGENCY (KSA)/ AUTHENTICATION SERVICE AGENCY (ASA) WITH UIDAI

CDSL is pleased to inform its enrolment as KYC Service Agency (KSA)/ Authentication Service Agency (ASA) with UIDAI to facilitate eKYC of investors.

Today, customers provide physical documents as verification of the Proof of Identity (PoI) and Proof of Address (PoA) which are key requirements for access to financial products. The Aadhaar e-KYC service of UIDAI provides an instant, electronic, non-repudiable proof of identity and proof of address along with date of birth and gender. In addition, it also provides the resident's mobile number and email address to the service provider, which helps further streamline the process of service delivery.

The resident servicing agency is called the KYC User Agency (KUA)/Authentication User Agency (AUA). The KUA accesses the e-KYC service through a registered KSA/ASA. Intermediaries desiring to register with UIDAI as KUA/AUA and engage the services of CDSL as the KSA/ASA are requested to contact Ms. Latha Nair at 022-22725062 or write to [lathan@cdslindia.com](mailto:lathan@cdslindia.com).

## NISM DEPOSITORY OPERATIONS CPE PROGRAM

As an NISM accredited CPE Provider for conducting the Depository Operations Program, CDSL has conducted CPE training program in Kolkata on August 14, 2015.

## SEMINAR ON ANTI MONEY LAUNDERING

CDSL had organized seminar for DP officials to update them about Prevention of Money Laundering Act (PMLA) guidelines. Queries of the participants were addressed by officials from FIU-IND present in the seminar. The seminar was organised in Mumbai on August 7, 2015.

## SUCCESSFUL FACILITATION OF ELECTRONIC VOTING

CDSL's e-Voting System enables investors to cast their votes pertaining to company resolutions through the internet till the closure of an e-Voting event. At present, 3947 companies have signed the agreement with CDSL for availing of its e-Voting facility of which 3251 companies have used CDSL's e-Voting platform to conduct electronic voting for AGMs and postal ballot resolutions on 4924 occasions. We are pleased to inform you that many prominent Clubs and Trade Organizations have signed the agreement with CDSL for availing e-Voting facility. To register your company for eVoting, please contact Mr. Anand Tirodkar on 022-22728153, [anandt@cdslindia.com](mailto:anandt@cdslindia.com) or Mr. Ankit Bandivadekar on 022-22728634, [ankitb@cdslindia.com](mailto:ankitb@cdslindia.com).

## GREEN INITIATIVE FOR CORPORATES

CDSL's 'Go Green' service enables corporate entities to communicate to their shareholders through e-mail. As the name suggests, Go Green aims to use 'greener' electronic practices of

## INVESTOR AWARENESS PROGRAMS (IAPs)

During August 2015, CDSL BOPF Trust has conducted 30 IAPs across India. DPs/CMs also Participated in these IAPs. These programs were directed towards educating the investors about depository services, financial planning, online trading, advantages of holding Mutual Fund units in demat account, Rajiv Gandhi Equity Savings Scheme (RGESS), 'Do's and Don'ts' in dealing in Capital Markets, etc. For details on forthcoming IAPs, kindly visit [www.cdslindia.com](http://www.cdslindia.com).



Mr. Kunal Talreja of India Infoline Limited addressing the audience at an IAP conducted at Bangalore, Karnataka on August 7, 2015.



Mr. J. David of Aditya Birla Money Limited addressing the audience at an IAP conducted at Pattukkottai, Tamilnadu on August 22, 2015.



IAP conducted for BSF Jawans at Jalandhar, Punjab on August 28, 2015 with SBICAP Securities Limited.



Mr. Suvajit Ray of ICICI Securities Limited addressing the audience at an IAP conducted at Lala Lajpatrai College Mumbai, Maharashtra on August 25, 2015.

communication over the conventional printing and posting of physical documents. Companies can use this inexpensive and efficient service for sending any communication to their shareholders, which would result in reduced costs and contribute to a greener environment. To register your company for Go Green, please contact Mr. Anand Tirodkar on 022- 22728153, [anandt@cdslindia.com](mailto:anandt@cdslindia.com) or Mr. Ankit Bandivadekar on 022-22728634, [ankitb@cdslindia.com](mailto:ankitb@cdslindia.com).



IAP conducted at Haldia ,West Bengal on August 27, 2015.

## DP ADMITTED IN CDSL

DPID	DP NAME
12081600	ZERODHA SECURITIES PRIVATE LIMITED

## CHANGE IN NAME OF DP

DPID	OLD NAME	NEW NAME
79500	ASHTAVINAYAK STOCK BROKING PRIVATE LIMITED	TRADEDEAL FINANCIAL SERVICES PRIVATE LIMITED

## RECENT AWARDS AND RECOGNITION RECEIVED BY CDSL:

AWARD	CATEGORY
<p><b>IDG's CIO100 Awards: Received on 03/09/2015</b></p> <p>The awards celebrate and recognize the Versatile 100. At a time when the business landscape changes rapidly, CIOs and organizations need to be versatile in adapting to change. CIO100 is the platform to acknowledge these visionaries, share their success and set the discourse for what lies ahead. The award is an acknowledged mark of enterprise IT excellence.</p>	CIO
<p><b>IDG's Security Supremo Special Awards: Received on 03/09/2015</b></p> <p>The Security Supremo Special Awards acknowledge the standout Indian enterprises that have best addressed the security, risk, governance and compliance landscape to keep business value high. Winners need to have kept their businesses secure using a comprehensive strategy combined with the right tools.</p>	Security, risk, governance & compliance
<p><b>Dataquest Business Technology Awards: Received on 19/08/2015</b></p> <p>The Dataquest Business Technology Awards, instituted by Dataquest, India's premier IT Magazine, recognizes the excellence in the implementation and use of technology for business benefits by Indian companies. Nominations from Indian enterprises are sought for the Dataquest Business Technology Awards across different categories.</p>	a. Datacenter /Networking b. Enterprise Security c. Enterprise Application d. Storage / BCP / DR
<p><b>Innovative CIO Awards: Received on 24/07/2015</b></p> <p>The Innovative CIOs Awards recognizes India's most forward thinking &amp; innovative CIOs. The award recognizes IT innovation that has enabled organizations to compete more effectively in today's digital business environment.</p>	CIO
<p><b>InfoSec Maestros Awards: Received on 11/04/2015</b></p> <p>Infosec Maestros Awards is an initiative to inspire the innovative, talented and hardworking information security professionals across industry verticals. Information Security is no more a mere solution or isolated component of entire IT strategy; it is today an integral part of IT strategy.</p>	Information Security

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17th Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001.

Editor : Mr. Yogesh Kundnani