

Media Release: Inauguration of CDSL's "TRUST" facility

Mumbai: September 25, 2013

Shri Rajeev Kumar Agarwal, Whole-Time-Member (WTM), SEBI inaugurated CDSL's "TRUST" –(Transactions Using Secure Texting) facility at a function held at the BSE International Convention Hall on Wednesday, September 25, 2013 in the presence of **Shri P.K. Bindlish, CGM, SEBI**

Currently, due to the short period of time available to submit delivery instructions in a T+2 settlement, many investors sign blank slips, which could result in misuse. CDSL has, therefore, introduced **TRUST -TRansactions Using Secured Texting** as an alternative channel to submit delivery instructions, for trades done on a stock exchange. TRUST enables investors to give SMS confirmation of delivery instructions submitted by their brokers through their easiest login.

On this occasion Shri Rajeev Agarwal, Whole Time Member, SEBI said "The TRUST facility is another step in the direction of promoting investor protection as it will rule out the possibility of any misuse of the delivery instructions. It will also help in reducing cost to the investor as he need not visit the DP office to obtain and lodge delivery instruction slips. The new system enables the investor to confirm necessary instructions for delivery from his demat account, from anywhere in the world."

Shri P.S.Reddy, MD & CEO, CDSL said "The mobile revolution has touched every sphere of our lives and the TRUST facility has leveraged mobile technology to enable investors to submit instructions using SMS. This obviates the need of the investor visit the DP to submit delivery instructions, thus resulting in saving on cost and time for the DP and investor."

Shri Ashish kumar Chauhan, MD & CEO, BSE Ltd. said “After experiencing the facility of trading using a mobile, investors expect a similar facility to settle their trades. CDSL’s TRUST facility will now enable them to do so seamlessly in a secure environment.”

About CDSL

Central Depository Services (India) Limited [CDSL] commenced operations in 1999. It is promoted by Bombay Stock Exchange Limited (BSE) and by pre-eminent entities from the banking pantheon in India. CDSL’s enduring focus on delivering quality services and innovative products has propelled it on a high-growth path in recent years. Since the financial services industry has become increasingly IT-reliant, cutting-edge technology is at the heart of CDSL’s strategic vision. Above all, it is the ethos built by CDSL’s management - of user-responsiveness and ability to speedily address new developments.

Presently, CDSL’s services are delivered by 580 Depository Participants to 85.50 lakh depository accountholders from over 10,000 sites across India, in respect of the securities of 11,800 Issuer companies. For more information on CDSL, visit www.cdslindia.com.