

June 24, 2021

To,  
Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza, C-1, G Block,  
Bandra Kurla Complex,  
Bandra (East), Mumbai - 400 051.

Department of Corporate Service  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001.

**Symbol: ANGELBRKG**

**Scrip Code: 543235**

Dear Sirs,

**Subject: Press release - Angel Broking launches Smart Store, a collection of avant-garde trading solutions**

Please find enclosed press release dated June 24, 2021 for the captioned subject.

This is for your information and records.

Kindly acknowledge the receipt.

Thanking you,

For **Angel Broking Limited**

**Naheed Patel**  
**Company Secretary and Compliance Officer**  
**Membership no. A22506**

Encl: As above



## Angel Broking launches Smart Store, a collection of avant-garde trading solutions

**Mumbai, June 24, 2021:** Easing the search of tech-driven solutions for Indian traders, Angel Broking has now launched 'Smart Store', a curated ecosystem of avant-garde rule-based solutions. The newly launched ecosystem will serve as a marketplace for fintech-based products and services including rule-based investing solutions and investor education services. Smart Store will also give traders a social forum to interact with each other.

At present, increasing retail participation is seen in India as more investors and traders from tier 2 and tier 3 cities enter the stock market. However, there is limited awareness amongst the masses about apps, products, and tools available for them that can help them trade effectively. Angel Broking aims to solve this challenge by creating an ecosystem with curated services including rule-based investment products, wherein customers can define and execute their trading and investment strategies. Angel Broking clients can become aware of and access these services via Smart Store; FinTech startups, entrepreneurs, and Financial Institutions can also list their offerings on the newly launched platform.

Speaking on the development, **Mr. Prabhakar Tiwari, CGO, Angel Broking** said, "Rule-based trading is a niche segment that is quickly gaining popularity in India. We envision adding to this development and helping it emerge as a mainstream format with the launch of our Smart Store. We invite all fintech players to list their offerings on the new platform, thereby making them easily accessible. At the same time, we also call upon aspiring and seasoned traders to check out the same and maximize their yields with relevant solutions."

**Mr. Narayan Gangadhar, CEO, Angel Broking** said, "The Indian stock market is at an inflection point and is projected to grow robustly in the years to come. The opportunities for everyone from investors to traders are simply unbridled as of now. Leveraging technology, Angel Broking has built an entire suite of services that ensures that all of our clients make the most out of their investments. With Smart Store, we are now taking this approach to the next level and building an entire ecosystem of advanced services. We believe that technology is going to make all the difference going forward and are leaving no stone unturned for our clients on this front."

The newly launched Smart Store will perfectly complement Angel Broking's existing tech-intensive offerings.

To know more about Smart Store, please visit <https://smartstore.angelbroking.com/>

### About Angel Broking Limited:

Angel Broking Limited (ABL) (NSE: ANGELBRKG, BSE: 543235) is the largest listed retail stock broking house in India, in terms of active clients on NSE. ABL is a technology-led financial services company providing broking and advisory services, margin funding, loans against shares and distribution of third party financial products to its clients under the brand "Angel Broking". The broking and allied services are offered through (i) online and digital platforms and (ii) network of Authorized Persons.

ABL extensively uses Artificial Intelligence and Machine Learning to create a superior digital experience. ABL has built a host of digital properties like Angel Broking Mobile App, Angel BEE Mobile App, 'ARQ Prime' a rule-based investment engine, 'SmartAPI' a free-to-integrate API platform, 'Smart Money' an investor education platform, 'Smart Store' a marketplace for fintech products, learning platform and social forums for over 5 million clients.

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**For information, please contact:**

**Company :**

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**Angel Broking Limited**

CIN – L67120MH1996PLC101709

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