

VAKRANGEE DIGITAL VENTURES LIMITED

Intimation about new partnership

VAKRANGEE DIGITAL VENTURES ALLIANCE WITH UPSTOX FOR ITS CUSTOMERS TO AVAIL OF THE FINANCIAL SERVICES ("I.E. OPENING OF DEMAT ACCOUNT")

- Customers will get access to a complete range of Investment & Financial solutions such as Demat & Stock Trading Account opening through Digital eKYC process.

Mumbai, December 17, 2021: Vakrangee Digital Ventures Limited (100% Subsidiary of Vakrangee Ltd) alliance with Upstox (RKSV Securities India Pvt. Ltd), one of the fastest-growing investment platforms in India, to offer online trading account opening services through its BharatEasy Mobile app. Vakrangee shall also provide the service from its physical network of Vakrangee Kendras. Vakrangee Digital Ventures Limited is the 100% subsidiary Company of Vakrangee Limited.

This tie-up will provide a complete bouquet of financial solutions to the customers across the country. The collaboration will provide our partner with access to the huge client base & Network that Vakrangee has, helping it tap the untapped market & diversify its base.

Vakrangee through its BharatEasy Super app and Nextgen Kendras will now be able to provide Online trading account opening services in remote areas of the country. By downloading a single Vakrangee's BharatEasy Super App mobile application, our customers would get access to a wide array of products and services which would significantly reduce their requirement to switch between multiple apps. This would lead to superior customer experience and convenience for the customer.

Upstox was founded with the vision of making financial investing easy, equitable, and accessible to all Indian investors. It offers online investments in Stocks, Derivatives, Commodities, Currencies, Mutual Funds, and ETFs for investors and traders.

Commenting on this partnership, **Mr. Dinesh Nandwana, Managing Director & Group CEO, Vakrangee Ltd.** said, *"Vakrangee on its BharatEasy Super App is offering an online trading account opening facility with Upstox. This partnership with Upstox will help to provide access to a wider range of investment & financial services to our customers in the remotest parts of the country through our digital platform as well as physical network of NextGen Vakrangee Kendras. We are extremely excited about our partnership with Upstox which gives us a big opportunity to bring value to our customers. This alliance will further boost our strategy of expanding the bouquet of services."*

He added, "Our franchisees in remote areas of the country can now enhance their revenue stream by offering online trading services too. We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to

all their banking, insurance, ATM, financial services, assisted e-Commerce, e-Governance and logistics. Vakrangee provides these partners with the unmatched reach in remote areas where these brands find the cost of operations too high.

Our Unique Proposition of Digital along with Physical: “Phygital” would help the Digital channel to scale up fast and would significantly reduce the costs related to acquiring customers, physical assistance, order fulfilling and Return management of online orders. Further, leveraging physical presence would result in better customer interaction, strong brand recall and better service experience and trust for the customers.”

Vakrangee currently has ~13,200 Nextgen Vakrangee Kendras spread across 28 States & UTs, 560+ districts and 4,860+ postal codes. More than 70% of these outlets are in Tier 5 and 6 towns. Vakrangee's planned target is to reach at least 25,000 Nextgen Vakrangee Kendras by FY2022 and further enhance it to reach 75,000 Nextgen outlets by FY2026.

The Company has tied up with reputed partners spread across Banking, ATM, Insurance, Financial services, e-Commerce, e-Governance and Logistics verticals to offer its customers best-in-class services and products.

About Vakrangee Digital Ventures Limited

Incorporated on June 14, 2021, Vakrangee Digital Ventures Limited is the 100% subsidiary Company of Vakrangee Limited. The Company has recently launched a Mobile Super App based business platform : BharatEasy App, India ka Super App. By downloading a single Vakrangee’s BharatEasy Super App mobile application, our customers would get access to a wide array of Products and Services which would significantly reduce their requirement to switch between multiple apps. This would lead to superior customer experience and convenience for the customer.

About Vakrangee Limited

[\(BSE Code: 511431; NSE Code: VAKRANGEE\)](#)

Incorporated in 1990, Vakrangee is the unique technology driven company focused on building India's largest network of last-mile retail outlets to deliver real-time banking & Financial Services, ATM, insurance, e-governance, e-commerce and logistics services to the unserved rural, semi-urban and urban markets. The Assisted Digital Convenience stores are called as “Vakrangee Kendra” which acts as the “One-stop shop” for availing various services and Products.

About Upstox:

Upstox was founded with the vision of making financial investing easy, equitable, and accessible to all Indian investors. It offers online investments in Stocks, Derivatives, Commodities, Currencies, Mutual Funds, and ETFs for investors and traders. It has also ensured full transparency in pricing by offering zero brokerage* on Equity Delivery trades and up to Rs. 20 per order* for Intraday, F&O, Commodities, and Currencies. For more details, visit -

<https://upstox.com/>

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