

Yes Securities establishes a strong footprint in Udaipur: witnesses 6x growth in Demat accounts

- Demat holdings has increased by 83% in the past one year in Udaipur
- Jaipur, Jodhpur and Udaipur emerge as strong investment hubs
- Witnessed a Y-o-Y double growth in the past decade in the number of accounts opened by the women in the state of Rajasthan

Udaipur, February 09, 2024: Yes Securities, a leading financial services company, has witnessed 6x rise in opening of new demat accounts in Udaipur in the last 4 years. Out of which, investors between the age group of 18-30 account for the highest contributors. In the past one year, demat holdings have increased by 83% which marks a strong growth in investor base in the city. Further enhancing this growth, YES Securities believes that with the Rajasthan Investment Promotion Scheme (RIPS), several sectors are expected to receive a boost in investments in the upcoming years, which would lead to an inclusive ecosystem for investors. Strong GDP growth will boost household income and savings, which in turn, shore up investments.

In terms of demographics, YES Securities has built a strong women investor base in Udaipur which has doubled since 2015. YES Securities is committed to achieving financial independence for women through its focus on enhancing financial literacy. This is also in line with the emphasis on 'Nari Shakti' in the recent interim budget announced on February 01st 2024.

YES Securities also noticed Jaipur to have the highest demat account holdings, followed by Jodhpur and Udaipur in state of Rajasthan. Kota, Dausa and Bhiwadi have shown a gradual increase in investor base, which substantiates the strong growth potential than Rajasthan offers. Supporting this growth, the company is laying out its digital and physical infrastructure to allow investors to invest seamlessly via its trading platform in various asset classes and other research-backed products.

Mr. Anshul Arzare, Managing Director and CEO, Yes Securities said, *"YES Securities has registered a remarkable growth in its business in cities like Jaipur, Jodhpur and Udaipur and we intend to capitalize it further by expanding our operations in other cities. The solution driven approach to be a partner in our customer's wealth creation journey has enabled us to achieve this feat in Rajasthan. Our customised solutions according to individual's risk appetite through financial instruments varying from equity, currency, commodities, F&O, fixed income, offshore investments, etc. will help us in tapping an extensive investor base. The growth we have achieved in women investors in Udaipur has doubled y-o-y since 2015, it is a testament to our ongoing efforts in achieving financial freedom for Women. We have one of the largest research teams in the industry which helps us in achieving this."*

YES Securities will further aim to increase its presence in other regions of Rajasthan such as Bhilwara, Ajmer, Bikaner, Alwar, etc. either directly or via business associates. The company will also focus on revamping investment platform from time to time through new-age digital adoption.

About YES SECURITIES

YES SECURITIES is a wholly owned subsidiary of YES BANK which has commenced its operations in 2013 with a clear vision to be the most preferred partner in the wealth creation journey. The Company has transformed from a transactional broker to a financial services powerhouse in a decade. The Company offers a wide array of customised financial solutions facilitating Retails, HNI/UHNIs and Institutional clients.

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