



NSE

NMF II

Preface

- SEBI allowed Distributors to access Exchange infrastructure for facilitating mutual fund transactions on October 2013
- SEBI allowed facilitation of non demat transactions through the Exchange platform in December 2014
- Leverage Exchange infrastructure in conjunction with the best practices of mutual funds industry
- Web based application accessible to MF Distributors, investors and AMCs

Access to NMF II

Platform Access

- Distributors / IFAs
- Trading members

Eligibility Criteria

- Individual/ Partnership Firm /Corporate/ LLP / any other entity as permitted by AMFI
- AMFI Registration

Membership Procedure

- Membership process entails limited formalities
- Payment of refundable deposits

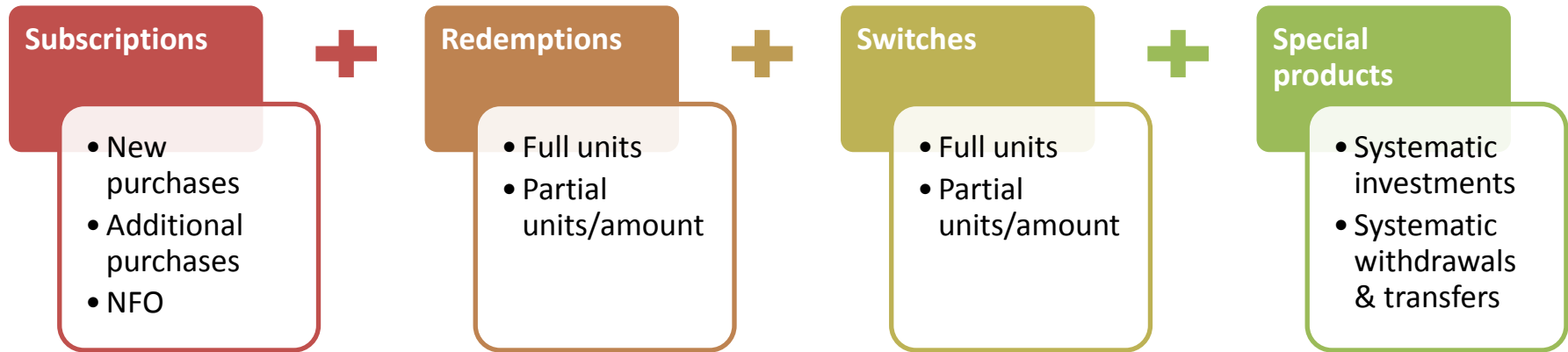
Convenience Delivered

- Browser based, User friendly
- Basic infrastructure requirement Desktop / internet connection
- Expansion into new geographies, a plug-n-play
- Support MFDs in the transition from paper to electronic environment
- Speedy execution and e-transactions
- Conveniently located service centers across the country
- Support system through dedicated helpdesk



Products and Services offered

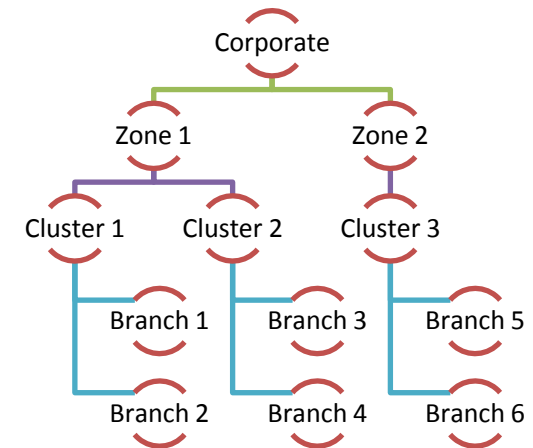
- ☐ All MF products and product features offered



- ☐ Same day purchase and sell facilitated in Liquid funds
- ☐ Non Financial transaction submission and information Updation

Operational Ease

- Transaction initiation through Paper, Online
- Single order entry screen across multiple schemes / AMCs
- Single payment for multiple investments across AMCs
- Multiple modes of payment - Net Banking, Cheque, Debit card & RTGS
- Option to choose Demat / Non Demat allotment option
- Pre-order validation on minimum investment and holding information
- Access investor KYC status through NMF II platform
- Bulk upload - orders and client registration
- Hierarchy based access and privileges
- Tracking of order status



Value Adds

- White labeling of reports
- Manage Transactions through maker checker
- Family wrap statements available on the platform
- Full Admin Control for User Master management
- Standardization of industry practices



Value Proposition – Retail Distributors

- No direct plans
- One time Investor registration
- Concentration on business development due to increase in operational convenience
- Customer Profiling tools
- Reduced logistic requirement with Nil infrastructure cost
- Daily reports –facilitate distributor to provide better customer service
- Member of a premium Exchange

Value Proposition – Aggregators

- Platform integrates all RTAs and AMCs
- Provision to upgrade constantly to incorporate all new developments in industry
- Superior volume handling capacity
- Daily reports to increase operational efficiency

Client Delight - Convenient & Transparent

- One time investor registration – Investor Identification Number (IIN)
- Single cheque across multiple investments
- Single view of entire holdings in the industry
- Facility to view / transact online in MF units held in non-demat mode
- Conveniently trade – online / phone / paper order
- Order status confirmations via SMS / emails on T day
- Redemption proceeds received directly in client's registered bank account

CRM Features

Powerful CRM features

- Generate SOA
- Portfolio statements
- Family wrap statements
- Folio Enquiry
- Online tracker to view transaction status
- End of Day Reports
- Systematic Registration cum ceasure reports
- Pre sales planning tool





Thank You