

A platform for fixed income investment options

Bondskart.com is a fully customized platform offers functional efficiency and is available in web and on mobile app:

JM Financial is one of India's prominent financial services groups, specializing in providing a spectrum of businesses to corporations, financial institutions, high net-worth individuals, and retail investors. Asset management, Wealth management, and Securities business (Platform AWS) of JM Financial provides an integrated investment platform to individual clients and includes wealth management business, broking, PMS, and mutual fund business. JM Financial has integrated the Platform AWS businesses to focus on individual customer segments' investment and savings needs. The Platform AWS business is actively investing in various digital initiatives to enable rapid growth and top-quality customer experience.

The platform, meant for customers desirous of RBI Direct Retail Scheme, is in the early stages of adoption by JM Financial. Ajay Manglunia, Managing Director & Head - Institutional Fixed Income, explains: "We have been meticulously marketing this platform to our investors and the response has been fantastic to say the least. Our guess is that most of the fixed income investors would like to on-board and deal on this platform of direct access. We will be in a position to collate the specific contours of the platform after some time has elapsed."

LIKING FOR LIQUID PAPERS

The platform is security agnostic and the entire universe of traded Government securities including Gsec, SDL (State Development Loan) and SGB (Sovereign Gold Bond), have been made available to retail investors for both primary and secondary trades. Ajay updates: "From the preliminary discussions that we have had with the investors, it can be said the proclivity has been towards the



Ajay Manglunia is highly optimistic about the success of the RBI Direct access platform

benchmark liquid papers."

GOOD FOR LONG TERM INVESTOR

The investor class encompasses a diverse range of investors including salaried, self-employed and business owners. Ajay advises: "The main target segment here would be individuals looking to invest in government securities or risk-free securities for regular cash inflows or coupon. While this may apply to almost all categories of investors, Gsec and SDL are good instruments especially for long term investors like senior citizens, retired individuals and NRIs, who wish to lock into long term interest rates for regular income with minimum risk and income fluctuation."

IN-HOUSE ANALYTICS

JM Financial has recently launched a retail bond platform Bondskart.com, which aims to become a go-to platform

for both retail as well as HNI investors, who wish to invest in corporate debt instruments. Ajay elaborates: "Bondskart.com features diverse 360-degree fixed income investment options across rating categories, yields and instrument types such as plain vanilla bonds, sub-debt/ tier 2 & perpetual bonds, aided by in-house analytics and data driven technology platform. The fully customized platform runs on minimum human intervention, offering excellent time and functional efficiency. It is available on web as well as on mobile app - on Android as well as iOS."

MANY PROSPECTIVE CUSTOMERS

JM Financial has already taken efforts to make its customers aware to take benefit of the retail direct platform so that they could participate in primary issuances and secondary market trading of all kinds of government bonds. Ajay states: "With a sizeable number of retail, HNI and similar individual investors being catered by our group, we expect a sizable number of our customers to take benefit of the RBI Direct access platform."

QUERIES FROM INVESTORS

To reiterate, it is still too early for JM Financial to comment on the numbers or the volume of transactions involved. Ajay argues: "If we were to look at the broad numbers, the government securities segment is at the moment completely dominated by institutional and large investors. The aim here would be to at least be able to make the retail investors significant participants in this segment in the short to medium term (double digit numbers in terms of holders of security). We have been getting a lot of queries from our investors regarding the platform and we are highly optimistic about the success of this initiative."

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