



## From The Editor's Desk

Dear Reader,

NSDL's depository system safe keeps securities such as shares, bonds, debentures, government securities, mutual fund units, etc. and also facilitates easy transfer and settlement of these securities. It is well known that trading platform of stock exchanges has become automatic, electronic, anonymous, order-driven, nation-wide and screen-based. Shouting and gesticulations have yielded place to punching and clicking. Speed and efficiency are the hallmark of the new systems.

NSDL depository system has played a key role in completely transforming Indian Capital Markets into world-class, efficient and secure custody & settlement systems. Today, NSDL depository holds securities worth more than ₹119 lakh Crore across more than 1.37 Crore investors. NSDL holds around 89% of the securities held in dematerialised form in India through its nationwide network of electronic system infrastructure.

Internet is booming & with its maximum usage by investors for carrying out various activities, NSDL has lived up to the expectations of its investors by making available Internet based services such as SPEED-e facility that enables investors to submit delivery instructions over Internet using SPEED-e website & IDeAS facility (Internet-based Demat Account Statement) which facilitates investors to view the latest balances and transactions in their demat accounts online.

NSDL will be providing a new service to investors termed '**NSDL CAS**' whereby investors will be able to have a consolidated view of all their financial assets and provide an insight of various asset classes held in their portfolio through a single account statement. We would be giving detail information about the various Internet based facilities viz., SPEED-e & IDeAS in this issue of Kaleidoscope. We hope you will find it useful.

Best Regards,  
NSDL

### "Did You Know"

India's mobile Internet user base is likely to reach 480 million by 2017 from 160 million at present.

### "Quote of the month"

"The new information technology...Internet and e-mail...have practically eliminated the physical costs of communications" - **Peter Drucker**

# Click & Find: Do's & Don'ts of Demat

In this issue of Kaleidoscope, we will glance through the Do's & Don'ts of dematerialisation that an investor should look at, the various Internet based facilities that NSDL provides to its investors & some of the diversified investment instruments that an investor can consider to invest in Capital Markets. To begin with, an investor holding a demat account should keep the following Do's & Don'ts in mind for safety & to enjoy the convenience of his demat account.

## Do's of Demat:

- Scrutinize thoroughly both the transaction and holding statement that you receive.
- Accept the DIS book from your Depository Participant (DP) only if each DIS slip has been pre-printed with a serial number & client id is pre stamped.
- Keep the DIS book in a safe custody just as you keep your cheque book in your locker.
- In case of a Joint account, ensure that all demat account holder(s) sign on the DIS.
- Please strike out any empty spaces on the DIS slip while making use of it.
- Cancellations or corrections on the DIS should be initialed or signed by all the account holder(s).
- Submit the DIS ahead of the delivery date for all type of market transactions. DIS can be issued with a future execution date.
- Always mention the details like International Securities Identification Number (ISIN), number of securities accurately. (ISIN details can be checked through [https://nsdl.co.in/master\\_search.php](https://nsdl.co.in/master_search.php) or <https://nsdl.co.in/list-codes.php> on NSDL website).
- Intimate any change of address or change in bank account details to your DP immediately.
- Register for NSDL's internet based facilities viz., 'SPEED-e' & 'IDeAS' to transact & monitor your demat account yourself. You can contact your DP for getting it registered.
- Check the demat performance of the Issuer company with your DP before dematerializing your share certificates. The list of companies whose request are pending for demat is published on NSDL website [www.nsdl.co.in](http://www.nsdl.co.in).
- Before sending securities for demat, record the distinctive numbers of the securities sent.
- Register for NSDL's SMS Alert facility to receive alerts for debit transfers, credits for IPO, bonus & sub-division, failed instructions, Overdue instructions, change of mobile number, change of address, debit of Mutual Fund units, alerts upon invocation of pledged securities to Pledgor Clients, registration and de-registration of Power of Attorney & modification / cancellation of Nominee name in your demat account.
- Before giving Power of Attorney to anyone to operate your demat account, carefully examine the scope & implications of powers being granted.
- The demat account has a nomination facility and it is advisable to appoint a nominee, in case of sole account holders.
- Ensure that, both, your holding and transaction statements are received periodically as instructed to your DP. You are entitled to receive a transaction statement every month if you have any transactions and once in two quarters if there has been no transactions in your demat account.

## Don'ts of Demat:

- Do not leave your Delivery Instruction Slip (DIS) book with anyone else.
- Do not sign blank DIS as it is equivalent to a bearer cheque.
- Do not issue demat Delivery Instruction Slip from any other family members, friend's accounts. Issue the DIS only from your own demat account.
- Avoid over-writing, cancellations, misspellings, changing of the name and quantity of securities.
- Do not give general Power of Attorney (POA). Be specific while giving your POA.
- Do not share your password with anyone. We urge you not to part with your password and other sensitive account information to anyone. This will preserve the security of your account and of your transactions.

# Get Started: Internet Based Facilities SPEED-e & IDeAS

Internet is increasingly becoming an important medium for dissemination of information and for conducting business from anywhere across the globe. Enabling transactions through Internet thus becomes essential as a means to provide better flexibility and convenience to clients and further increasing efficiency of settlement of trades in the capital market. Safety of transactions is however, a very crucial issue in Internet based solutions. This assumes significance in case of depository transactions since it involves movement of high-value financial assets across accounts. Further, depository transactions are also time critical. The lapse or failure to deliver the securities in time for pay-in to the stock exchanges may lead to financial liability. Hence, an Internet application for depository transactions necessarily demands an elaborate and robust infrastructure that ensures efficient execution, secured processing and guaranteed delivery of transactions. To make life simpler of Investors, NSDL offers Internet based e-service products viz., SPEED-e through which investors can submit delivery instructions to their DP's through the Internet and IDeAS through which investors can view their latest balances and transactions in their demat accounts. In detail information about SPEED-e & IDeAS are mentioned below:

## **SPEED-e:**

NSDL's SPEED-e facility is a common Internet Infrastructure that enables the Depository Participants (DPs) to provide depository services to their clients. Demat account holders (including Clearing Members) subscribing to this facility can submit delivery instructions to their DPs through SPEED-e website <https://eservices.nsdl.com>, instead of submitting delivery instruction slips (in paper form) to their DPs. This facility can be availed by any demat account holder provided its DP has registered with NSDL for this purpose.

The most important benefit of SPEED-e is the convenience of submitting delivery instructions. An investor can access the SPEED-e website from anywhere in the world at any point of time, check balances in his/her account, submit the instructions and track its status. SPEED-e eliminates the requirement of having to give the delivery instructions in paper form.

## **Types of Users in SPEED-e facility:**

In a SPEED-e facility, there are two types of users, one is password based user who logs in with his password and can transfer securities only to three pre-specified broker accounts of his choice. The second is the smart card based user whereby access is given on the basis of "What you have" (smart card) and "What you know" (the PIN). The smart card based operation affixes digital signature to the transactions which is non-reputable and authenticates that only the person possessing the smart card and knowing the PIN has submitted the instruction. If an investor wishes to avail this facility, investor has the option of password based or smart card based access to SPEED-e.

## **To register as Password based user:**

For password based access, investor should fill up an online registration form by choosing his own 'User-Id' and 'Password' and then submit the duly filled-in registration form in person to his DP and sign an agreement with the DP. The DP will authorise the request and thereafter investor can start using SPEED-e with the User-Id and password.

## **To register as Smart Card based user:**

For smart card based access, investor should fill up the 'SPEED-e Application form' available on the SPEED-e website or can be obtained from his DP and then submit the duly filled-in form to his DP. After the investor signs an agreement with the DP, the DP will register the investor as a smart card user by assigning a User-Id and help him procure a Smart Card Kit, Digital Signature Certificate (DSC) and Personal Identification Number (PIN). Install the Smart Card Kit on to the computer and with the User-Id, DSC and PIN, investor can start using SPEED-e.

## **Benefits of using a Smart Card:**

- ✓ Smart card users can transfer securities to any account unlike password users where transfer of securities is permitted only upto three Pre-notified Clearing Member (broker) accounts.
- ✓ Single smart card can be used to access all your demat accounts opened with the same DP.
- ✓ Facility of Multiple Authorisation.
- ✓ Your broker receives payment from the Stock Exchange [Clearing Corporation];
- ✓ Freeze / Unfreeze of account(s) / ISIN(s) and / or specific quantity of securities under an ISIN (for Smart Card Clients only).

## **IDeAS**

IDeAS is a facility available on SPEED-e website for clients to view latest balances alongwith the values and transactions that have taken place in their demat accounts during the last 30 days. Clients can download monthwise statement of transaction for the previous months (maximum 12 months) bearing NSDL's Digital signature which can be verified by using a signature verification utility. Brokers can view and download the latest balances and transactions that have taken place in their pool accounts in respect of settlements for the current pay-in date, previous four and next four pay-in dates.

## **To register for IDeAS as SPEED-e user:**

Existing SPEED-e users (i.e. both Password and Smart Card users) can click on the "Change Service" link and choose IDeAS. DP will authorise the investors request and thereafter the investor will be able to access IDeAS with the same User-Id and password/PIN as the case may be.

## **To register for IDeAS as Non - SPEED-e user:**

- ✓ To register as a password user, investor should fill-up an online registration request for IDeAS at SPEED-e website, choose its own User-Id & password and submit duly signed print-out of the form to the DP.
- ✓ Based on the online request and the form submitted by the Client, DP authorises the request and thereafter with the User-Id and password, a Client can start using IDeAS.
- ✓ In case the investor wants to register as a smart card user, he has to download the 'Application form for IDeAS' from SPEED-e website or obtain it directly from his DP. Fill-up all particulars and submit the form to his DP who will assign a User-Id and help the investor procure a Smart Card Kit, DSC and PIN. Install the Smart Card Kit on to the computer and with the User-Id, DSC and PIN, investor can start using IDeAS.

# Understanding Financial lingo

- 1. Commercial Paper (CP) :** Commercial Paper is an unsecured, short-term debt instrument issued by a company, typically for the financing of accounts receivable, inventories and meeting short-term liabilities. Maturities on Commercial Paper rarely range any longer than 270 days. The debt is usually issued at a discount, reflecting prevailing market interest rates.
- 2. Certificate of Deposit (CD):** Certificate of Deposit is a savings certificate entitling the bearer to receive interest. A CD bears a maturity date, a specified fixed interest rate and can be issued in any denomination. CDs are generally issued by commercial banks and are insured by The Federal Deposit Insurance Corporation (FDIC). The term of a CD generally ranges from one month to five years.
- 3. Preference Share:** Company stock with dividends that are paid to shareholders before common stock dividends are paid out. In the event of a company bankruptcy, preferred stock shareholders have a right to be paid company assets first. Preference shares typically pay a fixed dividend, whereas common stocks do not. And unlike common shareholders, preference share shareholders usually do not have voting rights.
- 4. Indian Depository Receipt (IDR) :** An Indian Depository Receipt (IDR) is a financial instrument denominated in Indian Rupees in the form of a depository receipt created by a Domestic Depository (custodian of securities registered with the Securities and Exchange Board of India) against the underlying equity of issuing company to enable foreign companies to raise funds from the Indian securities Markets.
- 5. Capital Gain :** Capital Gain is an increase in the value of a capital asset (investment or real estate) that gives it a higher worth than the purchase price. The gain is not realized until the asset is sold. A capital gain may be short term (one year or less) or long term (more than one year) and must be claimed on income taxes. A capital loss is incurred when there is a decrease in the capital asset value compared to an asset's purchase price.
- 6. Buy Put Option :** Buy a Put option is an option to sell a stock at a specific price on or before a specific date. It gives the buyer right with no obligation to sell the given quantity of an underlying asset, at a given price on or before a given future date. Put implies when an investor is of the opinion that the market will go down. Buy option gives an unlimited potential for the profits and with an advantage of limited loss as investor's only cost is the option premium.
- 7. Buy Call Option :** Buy a call option means an option to buy a stock at a specific price on or before the specific date. It gives the buyer right with no obligation to buy the given quantity of an underlying asset, at a given price on or before a given future date. Call implies when an investor is of the opinion that the market will go up. Buy option gives an unlimited potential for the profits and with an advantage of limited loss as investor's only cost is the option premium.
- 8. Call Auction :** Where participants buy or sell units of a good. At a call auction, participants place orders to buy or sell units at certain buying or selling prices. Orders collected during a call auction are matched to form a contract. Call auction rules vary by auction.

## Blog

By Pooja Wagh

S. K. Somaiya College Of Arts, Science And Commerce

As quoted by Dave Ramsey, "I would not pre-pay. I would invest instead and let the investments cover it."

Payment made in advance is a loss, instead invest it in the market and market will give you returns on your investment, than let your returns make the payment on time and your initial money (investment) will still be with you. Doesn't it sound like magic for new investors? Once you start trading you can also be the magician of market! Investing not only helps you to gain profit but also helps our economy to grow as there is a flow of money in the market.

"I will tell you how to become rich. Close the doors. Be fearful when others are greedy. Be greedy when others are fearful." - **Warren Buffett**

National Securities Depository Limited (NSDL) is the first & the largest Depository in India with national coverage responsible for the economic development of India. NSDL and its Depository Participants hold account of investors in its Depository system called as demat accounts. It is similar to our bank accounts; as we have internet banking and phone banking we can do delivery of shares for settlement online through internet & view holdings & transactions through NSDL Internet based facilities i.e. SPEED-e & IDEAS. A unique login id and password is given to us at the time of opening demat account by our DP's. How simple is that to trade with the help of NSDL without any paper movement involved.





## 1. What is *SPEED-e*?

*SPEED-e* is a common Internet Infrastructure that enables the Depository Participants (DPs) to provide depository services to their clients. Demat account holders (including Clearing Members) subscribing to this facility can submit delivery instructions to their DP's through *SPEED-e* website <https://eservices.nsdl.com>, instead of submitting delivery instruction slips (in paper form) to their DP's.

## 2. How does *SPEED-e* work?

*SPEED-e* is an Internet website that receives the delivery instructions from the registered users. These instructions are downloaded by the DPs, in batches, from the *SPEED-e* website for execution in the DP's depository system. The status of execution of instructions is updated on *SPEED-e* website. The information regarding balances and transactions in demat accounts is available to the subscribers of IDeAS. Thus, you can check balances in your account, submit delivery instructions to your DP and verify the status of execution of those instructions.

## 3. Once I subscribe to *SPEED-e*, does it mean that my DP will stop accepting paper based instructions?

No. You can submit paper instructions to your DP. However, if you have given instructions through *SPEED-e*, you are not required to submit paper instructions to your DP.

## 4. Can a Power of Attorney holder (POA) operate my demat account through *SPEED-e*?

Yes. A POA can operate your demat account through *SPEED-e*. But, for subscribing to *SPEED-e*, the original account holder(s) must sign the agreement and the application form. In fact, you may not find the need for a POA to operate your account as you can now operate your account from anywhere in the world, provided you have access to Internet.

## 5. Can I subscribe to *SPEED-e* facility if my DP has not subscribed to it?

No. *SPEED-e* can be availed only by those demat account holders whose DP has been registered with NSDL for this facility. If the DP has not registered for *SPEED-e*, an account holder can request his DP for subscribing to the *SPEED-e* facility with NSDL as the benefits are further passed on to the account holder.

## 6. If I have several Demat Accounts, can I operate all these accounts through *SPEED-e*?

Yes. You can operate all your demat accounts through *SPEED-e* provided your DP has joined *SPEED-e* and you have registered each of your account separately with distinct User-Ids (applicable for both password and smart card based users). In case you are a smart card user, you can use the same smart card to operate all your demat accounts.

## 7. Can I execute freeze/unfreeze instruction through *SPEED-e*?

Yes. NSDL has introduced this feature on *SPEED-e*, whereby smart card Clients can directly freeze/unfreeze their account(s) / ISIN(s) and / or specific quantity of securities under an ISIN by giving instructions through *SPEED-e*. You can freeze your account by 'Suspending for debit' or 'Suspending for debit and credit'. Freeze request executed by you through *SPEED-e* cannot be unfrozen by your DP.

## 8. What is IDeAS?

IDeAS is a facility available on *SPEED-e* website for clients to view latest balances alongwith the values and transactions that have taken place in their demat accounts during the last 30 days. Clients can download monthwise statement of transaction for the previous months (maximum 12 months) bearing NSDL's Digital signature which can be verified by using a signature verification utility. IDeAS facility has been further enhanced to display the values in respect of Mutual Fund Units (security type code '20') (held by clients in their demat accounts) based on the NAVs (Net Asset Value). Further, the date of the NAV of Mutual Fund Units would also be displayed on IDeAS facility.

## 9. Can I subscribe to Internet Based facilities viz., *SPEED-e* or IDeAS or both?

An account holder can subscribe to Internet based *SPEED-e* facility provided his DP is registered for the *SPEED-e* facility. Further, IDeAS can be availed by any demat account holder including Clearing Members (CMs) who have opened an account with any of the Participants under NSDL system. An account holder can log on to <https://eservices.nsdl.com> & select an option given in the User Registration form for registering for *SPEED-e* or IDeAS or for both *SPEED-e* & IDeAS.

## 10. Once I subscribe to IDeAS, does it mean that my DP will stop sending me the transaction statements?

Yes. SEBI has permitted the DPs to discontinue providing physical transaction statements to their Clients provided the Client subscribes to IDeAS. However, your DP will send a consolidated transaction statement, in physical form, for the entire financial year.

## 11. How frequently IDeAS is updated to reflect the balances and transactions in demat accounts?

The balances and transactions on IDeAS are updated on an online but not real time basis. However, due to some technical reasons, the information may have been updated till the last half an hour. Users must check the latest position with their DPs.

## 12. What should I do if I forget my User-Id?

If you are using *SPEED-e*/IDeAS as a password user and forget your User-Id, you cannot access *SPEED-e*/IDeAS. Approach your DP for revocation of your present User-Id by quoting your Client Id. After revoking your User-Id, you will be required to re-register on *SPEED-e*/IDeAS. If you are a Client using *SPEED-e* as a smart card user, please contact your DP who will provide you the User-Id.

## Footnote for Consolidated Account Statement (CAS) in the Statement of Accounts to be provided to Clients

In view of the requirement notified by SEBI to issue a Consolidated Account Statement (CAS) by Depositories to enable a single consolidated view to all investors having Mutual Fund (MF) investments and holding demat accounts with the Depositories w.e.f. March 2015 w.r.t. transactions carried out during the month of February 2015, Participants were advised to incorporate the following footnote in the next Statement of Accounts sent to Clients for the month ended January 2015 onwards:

“For the benefit of the investors SEBI has directed Depositories to send Consolidated Account Statement (CAS) from February 2015 for the investments of an investor in Mutual Funds (MF) and securities held in demat form with the Depositories. **NSDL CAS will enrich your experience of managing your portfolio effectively and benefit you in many other ways viz. better decision making, simplified monitoring, rich analysis of portfolio etc.** However, if you do not wish to receive the CAS (**not recommended**), you may write to your DP or send your request at noCAS@nsdl.co.in from your email ID registered in your demat account held with NSDL.”

(Ref: Circular No. NSDL/POLICY/2015/0010 dated January 17, 2015)

### One Participant became operational in NSDL during January 2015

In January 2015, following Participant became operational in NSDL:

Sr. No.	Participant Name	City
1	SBICAP Securities Limited (DP ID IN306114)	Mumbai

The above additions take the total number of operational Participants to 273 and the total number of DPM set-ups to 354.

## Investor Education initiatives undertaken by NSDL

### ➤ Regional Investor Awareness Programme with Securities and Exchange Board of India (SEBI):

In order to reach out to masses spread across the country and to apprise them about the facilities available in NSDL depository system, NSDL conducted a Joint Awareness Programme with SEBI in January 2015 at Nagapattinam in Tamil Nadu which was attended by around 45 investors.



Regional Investor Awareness Seminar with SEBI at Nagapattinam, Tamil Nadu during January 2015



Joint Awareness Programme organized by NSDL in association with Peerless Securities Limited at Bankura, West Bengal in January 2015

### ➤ Joint Awareness Programmes with Participants:

In order to reach out to investors that are spread across the country and to apprise them about the facilities available in NSDL depository system and the awareness on stock markets, NSDL conducted four Joint Awareness Programmes in association with ICICI Securities Limited at Akodara in Gujarat, Brahmapur, Duburi & Paradip in Odisha, eight Joint Awareness Programmes in association with India Infoline Limited at Dhubri & Tezpur in Assam, Idar in Gujarat, Tirur & Trivandrum in Kerala, Dombivli in Maharashtra, Allahabad & Varanasi in Uttar Pradesh, three Joint Awareness Programmes with Peerless Securities Limited at Bankura, Burdwan & Rupnarayanpur in West Bengal, a Joint Awareness Programme in association with Guinness Securities Limited at Kalyani in West Bengal & also a Joint Awareness

Programme in association with Network Stock Broking Limited at Dadar in Mumbai during January 2015 which were attended by more than 1,100 investors.

- **Corporate Awareness Programme (CAP):** NSDL conducted a Corporate Awareness Programme (CAP) in association with The Cosmos Co-Operative Bank Limited at Karad, Maharashtra during January 2015 to educate employees and shareholders of Shree Refrigerations Pvt. Ltd. regarding benefits of dematerialisation. This training programme was attended by 75 employees of Shree Refrigerations Pvt. Ltd.
- **Sponsorship in events conducted by Institutions :** In January 2015, NSDL sponsored four college events viz., “Shaastra 2015” at The Indian Institute of Technology Madras, “Techfest 2015” at The Indian Institute of Technology Bombay, “Alcheringa 2015” at The Indian Institute of Technology Guwahati and “Chaos 2015” at The Indian Institute of Management Ahmedabad. NSDL also sponsored an event titled “Beyond Market Investorial” organised by Nirmal Bang Securities Private Limited. More than 2,700 participants visited the NSDL stall at these events. Various aspects on Depository related services were explained to these participants attending these events.
- **Training Programme conducted for college students :** In January 2015, NSDL conducted a training programme for around 36 students representing from NIFM - PGDM (FM) batch. Various aspects on Depository related services were addressed to these students attending this programme.
- **Joint awareness programs for channel partners of BMA Wealth Creators Ltd. :** During January 2015, NSDL conducted an awareness programme for business channel partners of BMA Wealth Creators Ltd. at Kolkata, West Bengal to educate them on the various aspects on depository related services.

## ➤ Events conducted by NSDL during January 2015:

### ❖ NSDL Brand Ambassador:

NSDL had launched an initiative called “NSDL Brand Ambassador (NSDL BA)” for student community education and to popularize demat products and related concepts amongst colleges. In January 2015, NSDL conducted “NSDL Brand Ambassador Contest” for students of Alkesh Dinesh Modi Institute of Management, Mumbai. Mr. Kaustubh Pathak, Ms. Priyanka Gela and Ms. Aakansha Kharjuwekar from Alkesh Dinesh Modi Institute of Management were selected as NSDL Brand Ambassadors after screening them through various rounds of this contest.

## Know more about NSDL's Internet & SMS Based Facilities

Internet has revolutionized the computer and communications world like never before. Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination and a medium for collaboration and interaction between individuals and their computers without regard for geographic location. Internet represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information infrastructure. To follow best practices & to make life simpler for investors, NSDL has narrowed the gap of investors by providing various Internet based facilities such as SPEED-e, IDeAS, SIMPLE etc.

Further, to avail NSDL's SMS alert facility, an Investor need not have a smart phone or a data plan activated on his mobile phone. NSDL sends SMS alerts directly to investors for various transactions carried out by him in his demat account free of cost. We have highlighted some of the key aspects of SMS alerts provided by NSDL to its investors in this issue.

### NSDL's Internet Based Initiatives:

#### e-Voting

Shareholders normally exercise their votes on resolutions proposed by companies through postal ballot. If a company decides to pass any resolution by resorting to postal ballot, it will send a notice to all the shareholders, requesting them to send their assent or dissent in writing on a postal ballot. The process of seeking shareholders' approval through postal ballot is not only time consuming but also involves huge cost such as administration and posting costs, paper work, etc.

Ministry of Corporate Affairs has authorised NSDL for setting up an electronic platform for facilitating shareholders to use this facility. In order to facilitate the Issuers to enable electronic voting, National Securities Depository Limited (NSDL) has developed an internet based “e-Voting” platform, which will enable shareholders / stakeholders to cast their vote on the resolutions proposed by the companies by Postal Ballot. Electronic voting replaces the postal ballot process and saves time and cost of the company. e-Voting is a mechanism through which security holders of companies can vote on resolutions electronically anywhere and at any-time during the period of voting, through the electronic voting system developed by NSDL. In case of e-voting, there is no physical collection and counting of postal ballot papers. Also, there is no need for verification of signatures of the shareholders who have exercised their votes. Till date, more than 1,000 companies have availed the e-voting services of NSDL on 1,625 occasions.

#### SIMPLE (Submission of Instruction through Mobile Phone Login Easily)

SIMPLE is a facility which enables the password based users of SPEED-e facility to submit instructions on SPEED-e website through their mobile phones. The salient features of SIMPLE are as follows:

- This facility is available for password based users of SPEED-e facility.
- Users can submit the client to Clearing Member Pool account transfer instructions on SPEED-e website through their mobile phones. For availing this facility, mobile phones of the Users should be enabled with Internet facility for accessing SPEED-e website.

#### Alerts to Clients through Email (ACE)

ACE is a facility whereby emails will be sent by NSDL to the email address of the account holder(s) in case of change of address.

- Email alerts will be sent to the email address of the account holder(s) available in the NSDL system.
- Account holder(s) will receive email alerts from the email id: nsdl\_alerts@nsdl.com

#### NSDL's SMS Alert facility

NSDL has launched SMS Alert facility for its demat account holders whereby investors can receive alerts for various transactions in demat account. The facility is available to investors who has requested for SMS alert facility and have provided their mobile number to their DP. NSDL provides SMS alert facility free of cost to its investors. As this facility gives an alert to investors for any transactions taking place in his demat account, SMS alert facility plays a crucial role for an account holder in taking precautionary measures in his demat account.

- **Registration for SMS Alert facility** : An investor can register for SMS alert facility by submitting a written request to his DP alongwith his mobile number for availing this facility. This facility is not available to investors who have registered mobile numbers originating outside India.

This facility will be available to investors provided they have given their mobile number to their DPs and the DPs have captured the number in the DPM system and have also enabled (ticked) the SMS flag for receiving SMS alerts in DPM system.

- **Receive NSDL's SMS Alerts** : NSDL provides SMS Alert facility for demat account holders whereby investors can receive alerts directly from NSDL for All Debits (transfers), Credits for IPO, sub-division and bonus, Failed instructions, Overdue instructions, Change of mobile number, Change of address, Debits of Mutual Fund units, Invocation of pledge securities, Registration and De-Registration of Power of Attorney and for Modification/Cancellation of nominee name.

# Read and Win!

What are the different Internet Based Initiatives of NSDL? As an investor how can I benefit from SPEED-e?

Send your replies providing your contact details (Name, address and contact no.) with the subject 'Knowledge Wins Contest - February 2015' to [info@nsdl.co.in](mailto:info@nsdl.co.in)

**Terms and Conditions**

- NSDL shall be solely responsible for the execution and administration of this Contest.
- This Contest is only open to Indian Citizens. (NSDL employees are not allowed to participate in this contest.)
- All personal details submitted must be accurate and complete and are subject to proof upon request by NSDL.
- NSDL reserves the right, at any time, to verify the validity of entries and entrants and to disqualify any entry not submitted in accordance with these Terms or which tampers with the entry process.
- NSDL reserves the right to discontinue the contest at any given point of time without prior intimation.
- All prize drawings will made on a strictly random basis and the decision made by NSDL will be final

# KNOWLEDGE WINS Contest

Lucky 25 Winners will Win Free Goodies



Your suggestions for newsletter are valuable to us. Send in your suggestions mentioning your contact details (contact name, address & contact number) with the subject "Suggestions for the newsletter" to [info@nsdl.co.in](mailto:info@nsdl.co.in)

## NSDL Offices

Head Office	Branch Offices	
<b>Mumbai</b> Trade World, A wing, 4th & 5th Floors, Kamala Mills Compound, Lower Parel, Mumbai - 400 013. Tel.:(022) 2499 4200 Fax:(022) 2497 6351	<b>Ahmedabad</b> Unit No. 407, 4th floor, 3rd Eye One Commercial Complex Co-op. Soc. Ltd., C. G. Road, Near Panchvati Circle, Ahmedabad - 380006 Tel.:(079) - 26461376   Fax:(079) - 26461375	<b>Chennai</b> 6A, 6th Floor, Kences Towers, #1 Ramkrishna Street, North Usman Road, T. Nagar, Chennai - 600 017. Tel.:(044) 2814 3917 / 18   Fax:(044) 2814 4593
	<b>Kolkata</b> 5th Floor, The Millenium, Flat No. 5W, 235/2A, Acharya Jagdish Chandra Bose Road, Kolkata - 700 020. Tel.:(033) 2281 4661 / 2281 4662   Fax:(033) 2289 1945	<b>New Delhi</b> 409/410, Ashoka Estate Building, 4th floor, Barakhamba Road, Connaught Place, New Delhi - 110 001. Tel.:(011) 2335 3815 / 2335 3817   Fax:(011) 2335 3756

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