

Zurich, 16 February 2011

### **theScreener and Axis Bank: live in India**

Axis Bank, India's third largest private Bank, has launched AxisDirect, an online trading platform. The platform is designed to appeal to experienced traders as well as beginners. It provides access to a wide range of tools, products, and investment strategies in an integrated environment. AxisDirect is a product of Axis Securities & Sales Ltd., a 100% subsidiary of Axis Bank. The portal can be accessed at [www.axisdirect.in](http://www.axisdirect.in).

AxisDirect offers multiple options to customers for trading in cash, derivatives and IPO through NSE and BSE. The customers also have the benefit of well-researched information about various corporations, access to independent third party research, stock research and analysis tools, and a host of innovative features and functionalities.

Mr. Modan Saha, Joint Managing Director of Axis Securities & Sales Ltd. said, "A critical part of any online broking platform is research and analysis. We have got theScreener on board to fulfil these requirements by providing optimal information on investment opportunities to our customers when they trade online on AxisDirect."

theScreener's evaluation of stocks provides customers of AxisDirect with a consistent overview of individually selected or generally promising stocks. theScreener's application on AxisDirect also offers users alternative stocks within a given sector, a list of recently up and downgraded equities, as well as target prices and trend indicators. Andreas Lusser, CEO of theScreener states: "AxisDirect is one of the most innovative internet brokerage sites currently on the market. We are particularly proud to be part of this project."

#### **About Axis Securities & Sales Ltd.:**

Axis Sales Ltd., an existing 100% subsidiary of Axis Bank, was rechristened Axis Securities & Sales Ltd. in the year 2010 when Axis Bank decided to foray into Retail Broking through Axis Securities & Sales Ltd. The Company has obtained necessary approvals from SEBI, NSE and BSE in the following segments:

- NSE: Capital Market Segment; Derivatives Segment (Trading & Clearing Member); Currency Derivatives Segment (Trading Member);
- BSE: Capital Market Segment and Derivatives Segment (Trading Member and Clearing Member)

#### **About Axis Bank:**

Axis Bank is the third largest private sector bank in India. Axis Bank offers a vast spectrum of services encompassing Large and Mid-Corporate Banking, SME Banking, Agri-Business Banking, Retail Banking and International Banking.

Axis Bank has a network of over 1200 branches and over 4900 ATMs across the country. The branches, spread across more than 680 cities and towns, enable the Bank to reach out to a large cross-section of customers with an array of products and services catering to both the retail and the corporate segment.

Axis Bank has presence in Singapore, Hong Kong, Shanghai and Dubai, and seeks to expand its international presence further. Axis Bank has the largest EDC network, the third largest ATM network in India and also has the fourth largest base of debit cards in the country. Axis Bank has a customer base of over 15 million. The market capitalisation of the Bank as on January 04, 2011 was around USD 12 billion.

The Bank's centralised database enables customers to operate their accounts from anywhere in the country. The Bank's website [axisbank.com](http://axisbank.com) offers comprehensive details about its various schemes.

#### **About theScreener:**

theScreener is the leader in independent equity analysis, and evaluates 5,000 stocks in 39 markets, twice a week, on a rigorously objective basis. theScreener's ratings and analysis are supplied to banks, Internet brokers and financial portals, as well as to institutional investors. More than 10,000 professionals are currently using theScreener's data, and more than 1 million client deposits are evaluated using theScreener's ratings.