

SHELTER INFRA PROJECTS LIMITED

The Securities and Exchange Board of India launches Saaṛthi 2.0 mobile app on personal finance for Investors

The Securities and Exchange Board of India (SEBI) has unveiled the latest version of its mobile application, 'Saaṛthi 2.0', aimed at enhancing personal finance management for investors. The launch event was held at SEBI Bhavan in Mumbai, where the app was introduced with new features designed to simplify complex financial concepts for users.

The upgraded Saaṛthi app has a user-friendly interface and comprehensive tools, including financial calculators and detailed modules on KYC procedures, mutual funds, ETFs, and stock market transactions. The app also provides guidance on the investor grievances redressal mechanism and the Online Dispute Resolution (ODR) platform. Educational videos are available to assist investors in their personal finance planning.

Here are some features of the Saaṛthi App which are included in the upgrade are as follows:

1. Financial Calculators: The tool will be helpful for planning investments and calculating retirement savings.
2. Educational Modules: Learn about key investment topics like KYC procedures, ETFs, mutual funds, stock trading, and how to file complaints while facing any issue.
3. Informative videos: Watch engaging videos that provide insights and assist with personal finance planning. This feature assists users in navigating the complexities of the securities market effectively.

Speaking at the launch, Ananth Narayan G, Whole-Time Member of SEBI, highlighted the app's role in providing unbiased and reliable investment information. "In today's era, where social media sometimes provides biased or misleading information, there is a significant need for an unbiased, objective, and trusted source of investment information. The Saaṛthi app serves this purpose by empowering investors with reliable and essential insights into the securities market. This tool can be especially useful for young investors who are at the beginning of their financial journey," he said.

The 'Saaṙthi' app aims to fill this gap by providing trustworthy insights into the securities market.

He also emphasized the app's dynamic content, which allows it to keep pace with the rapidly evolving market conditions. Users receive relevant and up-to-date information, enhancing their investment experience. He invited public suggestions to further refine and enhance the app, ensuring it continues to meet the needs of investors.

Combating the Rise of Online Scams

This launch comes at a critical time as India witnesses a surge in trading scams. Sebi highlights the alarming statistics:

Over 100,000 investment scam cases were reported in 2023.

In the first four months of 2024 alone, Indians lost Rs 120 crore in 4,599 cases of digital fraud. Trading scams accounted for 20,043 cases, resulting in losses of Rs 1,420 crore during the same period. Additionally, Rs 222 crore was lost in 62,687 complaints of investment scams, and dating apps caused a loss of Rs 13.23 crore in 1,725 complaints. The total amount lost to cybercriminals by Indians between January and April 2024 stood at Rs 1,760 crore.

Reliable Information for Young Investors

The Securities and Exchange Board of India (SEBI) emphasizes the importance of 'Saa ṙthi 2.0' in the digital age, where social media can be a breeding ground for misinformation. The app aims to be a reliable and objective source of investment information, particularly for young investors embarking on their financial journeys.

The Saaṙthi app is now available for download on both the Google Play Store and the iOS App Store. By equipping investors with knowledge and resources, The Securities and Exchange Board of India (SEBI) hopes to foster a safer and more informed investment environment in India.



UNLOCK THE **WEALTH OF KNOWLEDGE** WITH **Saaṛthi App**

- User-friendly interface with comprehensive tools aimed at simplifying complex financial concepts.
- Resources and Educational Videos designed to increase investor awareness.
- Unbiased, Objective and Trusted Source of Investment Awareness
- Reliable and essential insights into the securities market.
- Vital for young investors, who are at the beginning of their financial journey
- Access a range of Financial Tools and Calculators,
- Do your Financial Health Check-up,

Empower yourself in the world of investing

