



Dubai, 17 June 2021

MEDIA RELEASE

INTERNATIONAL CRICKET COUNCIL UNVEILS UPSTOX AS AN OFFICIAL PARTNER

- *Partnership will encompass all ICC events until the end of 2023*

The International Cricket Council (ICC) today announced a major long-term partnership with Upstox (aka RKS SV Securities India Private Limited), one of India's largest investment platforms. The association, which runs to the end of the ICC's current commercial rights cycle, begins with the inaugural ICC World Test Championship Final between India and New Zealand this month (18-23 June, Southampton, UK).

Established as RKS SV Securities India Private Limited in 2009, Upstox has grown rapidly over the years to become one of the largest online investment platforms in India. With 4 million+ customers onboarded, this collaboration with ICC will be pivotal in taking Upstox to the next phase of growth. Engaging with millennials has been the focus of Upstox's strategy, as the brand continues to execute its vision of making financial investing easy, equitable, and affordable for all.

Speaking on the association, Anurag Dahiya, Chief Commercial Officer, ICC, said: "We are extremely pleased to welcome Upstox as an Official Partner of the ICC. As our marquee events around the world continue to attract a wide and passionate fanbase, this association provides Upstox with an unrivalled platform to educate and engage both existing and new customers. We look forward to supporting Upstox's next phase of growth throughout 2021-23, a period in which the ICC will host no fewer than 5 senior level World Cups across Men's and Women's cricket.

RKS SV Securities India Private Limited

Registered Office: 807, New Delhi House, Barakhamba Road
Connaught Place, New Delhi-110001. CIN: U74900DL2009PTC189166
Tel/Fax: 23753793-94, 23318038-39
E-mail: contact@rksv.in, Compliance Officer: hiren.thakkar@rksv.in
RKS SV Securities: NSE/BSE- INZ000185137 | CDSL: IN-DP-CDSL- 00282534 | NSDL: IN-DP-NSDL-11496819 | CDSL: IN-DP-CDSL- 00283831 | NSDL: IN-DP-NSDL-11497282

Corporate Address

30th Floor, Sunshine Tower,
Senapati Bapat Marg,
Dadar (West)
Mumbai-400013



Commenting on the partnership, Ravi Kumar, Co-Founder & CEO, Upstox, said: “We are delighted to be the official partner of the ICC. There are parallels that can be drawn between various facets of cricket and investing. Just like a consistent and determined performance in cricket gets the team winning, the same attributes in investing can help to build a stronger investment portfolio. Upstox’s collaboration with the ICC will play a significant role in spreading financial awareness and building an equity investment culture in India. We want to empower our customers by helping them maximize the potential of their investments with our tech-enabled and intuitive platform.”

Besides the ICC World Test Championship Final 2021, the events covered under the partnership are: ICC Men’s T20 World Cup 2021, ICC U19 Men’s Cricket World Cup 2022, ICC Women’s Cricket World Cup 2022, ICC Men’s T20 World Cup 2022, ICC Women’s T20 World Cup 2023, followed by the ICC World Test Championship Final 2023, ICC Men’s Cricket World Cup Qualifier 2023 and the ICC Men’s Cricket World Cup 2023.

ABOUT THE ICC

The ICC is the global governing body for cricket. Representing 105 members, the ICC governs and administrates the game and is responsible for the staging of major international tournaments including the ICC Men’s World Cup and Women’s World Cup and the ICC Men’s and Women’s T20 World Cups as well as all associated qualifying events.

The ICC presides over the ICC Code of Conduct which sets the professional standards of discipline for international cricket, playing conditions, bowling reviews and other ICC regulations. The Laws of the game remain under the auspices of the MCC.

The ICC also appoints the umpires and referees that officiate at all sanctioned Test matches, One Day International and Twenty20 Internationals. Through the Anti-Corruption Unit it coordinates action against corruption and match fixing.

The ICC Development department works with Associate Members to improve the quality of international cricket, build better cricket systems, get more people playing cricket and grow the game

RKSV Securities India Private Limited

Registered Office: 807, New Delhi House, Barakhamba Road
Connaught Place, New Delhi-110001. CIN: U74900DL2009PTC189166
Tel/Fax: 23753793-94, 23318038-39
E-mail: contact@rksv.in, Compliance Officer: hiren.thakkar@rksv.in
RKSV Securities: NSE/BSE- INZ000185137 | CDSL: IN-DP-CDSL- 00282534 | NSDL: IN-DP-NSDL-11496819 | CDSL: IN-DP-CDSL- 00283831 | NSDL: IN-DP-NSDL-11497282

Corporate Address

30th Floor, Sunshine Tower,
Senapati Bapat Marg,
Dadar (West)
Mumbai-400013



ABOUT UPSTOX

Upstox was founded with the vision of making financial investing easy, equitable, and accessible to all Indian investors. It offers online investments in Stocks, Derivatives, Commodities, Currencies, Mutual Funds, and ETFs for investors and traders. It has also ensured full transparency in pricing by offering zero brokerage* on Equity Delivery trades and up to Rs. 20 per order* for Intraday, F&O, Commodities, and Currencies.

For more details, visit - <https://upstox.com/>

SEBI Registration No. INZ000185137. The brand name Upstox and logo are the registered trademarks of RKSV Securities India Pvt. Ltd. Memberships: NSE / BSE INZ000185137 Registered Address: 807, New Delhi House Barakhamba Road, Connaught Place, New Delhi- 110001. RKSV Securities India Pvt Ltd acts in the capacity of a distributor for Mutual Funds having AMFI Registration number- 107930. Mutual Fund Investments are subject to market risks. Please read all scheme related documents carefully before investing.

Disclaimer: Investment in securities market are subject to market risks, read all the related documents carefully before investing.

*The brokerage limit shall not exceed the SEBI prescribed guidelines.

For and behalf of
RKSV Securities India Private Limited

Amit Lalan
Director

RKSV Securities India Private Limited

Registered Office: 807, New Delhi House, Barakhamba Road
Connaught Place, New Delhi-110001. CIN: U74900DL2009PTC189166
Tel/Fax: 23753793-94, 23318038-39
E-mail: contact@rksv.in, Compliance Officer: hiren.thakkar@rksv.in
RKSV Securities: NSE/BSE- INZ000185137 | CDSL: IN-DP-CDSL- 00282534 | NSDL: IN-DP-NSDL-11496819 | CDSL: IN-DP-CDSL- 00283831 | NSDL: IN-DP-NSDL-11497282

Corporate Address

30th Floor, Sunshine Tower,
Senapati Bapat Marg,
Dadar (West)
Mumbai-400013