

Upstox Kicks-off IPL Innings With 'Start Karke Dekho'

- First stockbroking firm to partner with IPL, Upstox aims to drive equity investment culture in the country.
- Its multimedia marketing campaign includes commercials on television, OTT, digital, and social media platforms.

Mumbai | April 09, 2021: Upstox (also known as RKS Securities India Pvt Ltd), one of India's largest investment platforms, today launched its Indian Premier League campaign 'Start Karke Dekho.'

The goal of the campaign is to promote better financial participation in the country by speaking to the fact that sometimes it's all about just taking the first step: things are usually easier than expected once you start. It emphasizes that with Upstox, investing is extremely simple and effortless, right from the first step. It features a series of videos capturing insights from everyday situations. People find it difficult to do regular tasks such as touching one's toe and taking an escalator but find investing through Upstox easier and more engaging. The campaign's underlying objective is to create financial awareness and foster an investment culture across the country.

Mr. Ravi Kumar, Co-founder & CEO, Upstox said, *"We believe that there's a lot to be done in terms of fostering a culture of investment in the country. The most important aspect of the campaign is that it gives first-time users confidence to start their investment journey. At Upstox, we want to refresh the way investing is done in India, just like IPL has reinvented cricket as a sport in India. We believe that our campaign 'Start Karke Dekho' will create a significant impact on the millions of young people who want to manage their funds better."*

The multimedia marketing campaign includes commercials on television, OTT, digital, and social media platforms. While digital and OTT platforms are employed to reach out to target segments in metros and big cities, television dominates the media mix for Tier-2, Tier 3, and Tier 4 towns. The campaign will run till the IPL Final on May 30.

Upstox is the first broking firm that has partnered with IPL since the cricket league was launched in 2008. The company currently has close to 3 million customers and aims to reach users deep within the country. Its vision is to make financial investing easy, equitable, and affordable to all so that everyone can do more with their money.

Enjoy the videos here: [Video 1](#) | [Video 2](#) |

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.

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