

**Date: September 23, 2021**

To,  
Corporate Relations Department,  
The BSE Limited,  
PJ Towers, Dalai Street  
Mumbai - 400001.

**Subject:** Business Update – Launch of MFCentral - India's first interoperable Investment Management platform

Scrip Code: 958387

Dear Sir/Madam,

KFin Technologies (KFinTech) and CAMS, today, announced the launch of MF Central, a one-of-its-kind digital solution for enhanced service experience for mutual fund investors. The platform expects to transform investor experience with the mutual fund industry through its single window view across all mutual funds.

MFCentral is a collaborative effort of KFinTech and CAMS, the Mutual Fund Registrar & Transfer Agents in association with AMFI. For the first time ever in the industry, MFCentral offers digital access to investor lifecycle engagement with the entire MF industry under one roof. The platform aims to render all conceivable transaction types across the industry participants in a highly automated and digitized manner. The platform's underlying strengths include standardized and uniform processes, inter-operability and future ready architecture for scale and speed.

In addition to a single portfolio view, the platform strives for complete fungibility of physical and digital services. It offers investors the added convenience of generating reports on unclaimed payments and raising service requests for non-commercial transactions (Digital and Scan based), such as nominee change and address update

The platform is conceptualized to go live in three distinct phases, all of which are planned to go live by the end of this calendar year. The first phase, going live today, covers non-commercial transactions (service requests of investors), financial portfolio view, and consolidated account statement amongst other features. The next two phases will see the launch of a mobility platform, financial transactions, and integration with ecosystem partners for several value-added services.

Speaking on the launch, **Mr. Sreekanth Nadella, CEO, KFinTech** said, *"The launch of MF Central is a milestone moment in the Indian MF industry. At the heart of the platform lie four fundamental objectives – 1. Step change in ease of doing business for Investors, Intermediaries and AMCs 2. Lay foundation for a secure, resilient and hyperscale processing infrastructure to meet exponential growth expected in the MF industry 3. Construct an Info superhighway to provide best in class analytics to the Regulator, AMCs and ecosystem partners and 4. Rationalize redundancy in industry's efforts and costs"*

**KFin Technologies Private Limited**

(Formerly known as "Karvy Fintech Private Limited")

**Registered & Corporate Office**

Selenium Building, Tower-B, Plot No- 31 & 32, Financial District, Nanakramguda, Serilingampally, Hyderabad, Rangareddi, Telangana, India, 500032.

Ph : +91 40 6716 2222, 7961 1000 | <https://www.kfintech.com> | CIN : U72400TG2017PTC117649

A joint press release with CAMS has been released today in this regard.

You are kindly requested to take the aforesaid on your records.

Thanking you.

**For KFin Technologies Private Limited  
(Formerly known as Karvy Fintech Private Limited)**

*Alpana.*



**Alpana Kundu  
Company Secretary and Compliance Officer  
M. No.: F10191**