

## Long term investors gained from investing in stock market: Ms. Chitra Ramkrishna, MD & CEO, NSE

First of All I would like to congratulate you and wish you a happy Dhanteras. We have move ahead in our career watching Nifty from past 20 years and 15 years watching Nifty Futures. How your journey & What comes to your mind when we say yet lot of things are required to be delivered, a lot of milestones are yet to be achieved?



Firstly I wish this channel and all your viewers Happy Diwali and Happy Dhanteras. As you said, in this journey of 20 years, Nifty have become the proxy for Indian market. It has become a National Brand and it has become a global brand. Today when we talk about nifty, it inspires confidence, even for small investor, when he thinks of coming into the markets. So for us this entire rebranding exercise was really about consolidating this confidence, trust, that nifty has created in the markets. It's only logical therefore that Nifty becomes the umbrella brand now for all the indices. So the CNX nifty today will be Nifty 50, Bank Nifty becomes Nifty Bank, Nifty Junior becomes Nifty Next 50 and so on. So it's the mother brand on which the entire indices will go forward. The motive is that today if there is one proxy for the Indian market i.e the Nifty Brand, then we want to use that to the advantage to build the market for domestic investor as well as Institutional investor whether domestic or foreign. Going forward if we think about it, Nifty in last 5 years has actually return 16% plus. So as we see today, we are creating new assets like Nifty ETF which can truly become vehicle for even the small savers to participate in the market and benefit from it prosperity. Today if you see lot of EPFO as well as other funds, all investing in Nifty based products. So Family of indices will make it easier and give diverse choices for people to invest in the markets.

**If we talk about retail participation, what will be NSE's strategy to increase retail participation and on the auspicious occasion of Diwali what message would you like to give to the retail investor?**

In last 20 years, markets have grown so much. A lot of people who participated in the market and stayed here for the long term have benefited. So how do we ensure that more and more savers

participate in the prosperity of the market in the long run. That is the purpose to look at the product like ETF which is passive investment vehicle where you can invest through SIP regularly and build our saving in the market and in the long run participate in the wealth that is been created. So this purpose, in fact more than 10 years we had this journey with the ETFs; through awareness programme, field level programme making retail aware about this product. I think the effort of these 10 years is beginning to bear fruits and today you are seeing an increased participation through SIPs and others in the ETF story. This is really the way we see retail participating and benefiting from the market in a big way over the next 5 years.

**We need to encourage common people to trade in the market. Mobile trading has increased in a big way over the years. Few challenges like somewhere we need to build trust along with encouraging people with smallest saving and every corner of the country to trade in the market. How will you increase the mobile trading in next few years? And this algorithm trading has reduced the trust people had in the market. Retail investor's interest goes on backfoot. What are your views on that?**

Our markets serves diverse investors we serve the retail, small large all of them that is the beauty of Indian market where you to be versatile and flexible to serve a large number of participants. As you rightly said we have to provide technology platform's access by which small investor can easily come in to the markets. In last 5-10 years internet was one of the medium but it still remains under penetrated from the market perspective. But if you see, over the last few years we are already seeing the trend where is mobility helping more and more investor access the market. We as an exchange will continue to provide technological interface ability to people to participate. In fact we have platform like now which make it easy for small broker's investor etc to access the exchange. This will be our focus that how do we provide more versatile platform that serve the major multiple investor. We will try to keep technology simple in the front end for the investor and we will keep the complexity in the backend for us.

**Since you're talking about versatile platform, if we see from past 6 months lot of big steps are taken for start ups, SEBI has relaxed start up listing norms so that there is growth and maturity in primary markets. What steps have NSE taken to facilitate these starts up.**

Infact these framework which SEBI implemented we are working extensively with small medium enterprise, start up enterprise. We need to reach out these starts up to bring them in, we need to make them understand the frame work and then ensure that they can use these platforms to their advantage. Infact over the last few years we have had assembly outreaches with the regulator and on our own in more than 100 groups and meeting. Idea is to get the feedback. The idea is to see how can we incorporate the challenges that they are facing and onboard them and this is work in progress. And with the new framework there are significant of feedback and meeting we are doing. And we do hope we are able to onboard them in the near medium term.