

**Nifty represents the Indian capital market: Ms. Chitra Ramkrishna, MD & CEO, NSE**



Ma'am good morning, great to have you with us here, thanks very much for joining us, this is Prashant Desai here and let me wish you and your family and team NSE a very Happy Diwali from all of us here at NDTV thanks very much for taking your time out.

Chitra: Good Morning Prashant and a very very happy Diwali to you and all your viewers and a prosperous Dhanteras too.

Thanks very much Ma'am thank you. I must say that this is a rarity for us to have you here on our show. We all are pleased to have you here. Ma'am this is an important day for NSE. All the NSE indices get rebranded today. It's a big step in terms of projection that NSE is taking here. For our viewers can you explain us what's happening and why is this happening?

**Chitra:** So as we speak from today, the Dhanteras day, the entire family of NSE indices will be Nifty something. So Nifty 50 is of course the mother index and all other indices will be Nifty Bank, Nifty IT, and Nifty Next 50 and so on...

The idea really is that you know this year we completed 20 years of Nifty and its been a great journey, its really been part of the growth of the capital markets. And today Nifty is perhaps the only proxy for an Indian investments. So it's become a national brand and it is a global

brand. With the kind of credibility and standing & recognition it has, we felt that it is time that we leverage that to the advantage of the markets and from now going forward look at Nifty as umbrella brand around which all our indices will be crescent.

The idea really is to be able to project that confidence, trust and efficiency of our markets to every investor small or big comes to the Indian markets.

**So for our viewers CNX Nifty is now going to be Nifty 50, CNX Nifty junior is going to be Nifty next 50, CNX 100 is Nifty 100 just some of the example CNX 200 is Nifty 200, Nifty Midcap 50 I think remain the same. CNX auto, CNX banks they have all become Nifty auto and Nifty bank and soon. It is standardisation and Nifty essentially going to be the first what and then of course ...**

So the Nifty has become the part of your life. Whatever you do in the markets.

**Ok just one question that are you strengthening your image of Nifty which is already very strong or you think it is going to help you in the area where you needed help. It is just to strengthen the position of Nifty and recognition it already enjoys. Or you have to do this in the face of competition or whatever.**

You know Nifty has earned its spurs over the last 20 years and how do we consolidate and leverage that strength that it has already built as a brand. The best way to do that is to move from product specific brands to universal brands. So nifty as a universal brand for any index that we roll out is really what its trying to do and as I said, so it's no longer only for those who trade in nifty 50, now whatever you do in the markets there will be nifty with you.

**Far enough, I think if we look at some of the global exchanges as well in developed market this is the way a lot of indices are branded as well. Can you talk to us what can we expect from the NSE from here maa'm you know in terms of new product, new initiatives, what are you really looking at because last 18 months also we have seen resurgence of that local small guy coming back in to the markets. Almost billions in a month have been coming in that money is being handed over to mutual fund managers. And in turn it flows back into the market. The FII participations were always there but now we have seen a resurgence of that local investor coming back in as well. What is NSE doing to kind of sort help that along.**

Absolutely the entire story of growth of Indian capital market is how you can galvanize more and more savers to benefit from the prosperity of the market. What we have seen in the last 2 decades is an incredible growth in the Indian markets we would like this growth and prosperity be shared with a larger number of savers. It is infact with this in view that some where about 10 years ago we started investing, researching and putting our effort behind ETF as a product. Nifty ETF have taken ten long years in some sense to gain maturity, gain traction. But today as we speak, there is a lot of interesting retail money that comes in as regular saving in to Nifty ETF. It's really our endeavour and hopes that we have a mass universal product like ETF which is low cost, which is passive investment vehicles, so that more and more savers can

truly benefit from the growth and expansion in our market. That said we will of course continue to keep our eye having a diverse set of new products which will also meet the appetite of institutional investor whether foreign or domestic. So that India and NSE continue to be most attractive destination.

**So as a product category NSE is sort of putting its weights behind the ETF category, the cheapest and the simplest kind of way to get equity exposure.**

Yes, Absolutely.

**Maa'm in terms of asset classes and type of products would you say that you got it mostly all covered or is there a area which you think still need focus ,need products. I am not talk about evolution but revolution. I mean new class of product which you are working on that we should steal from going forward in near future.**

No, I think revolution comes in many ways. It ofcourse also comes in form of product innovation. It also comes when we are able to broad-base the growth into a lot more saving getting channelized in to the markets. Technology that will help bring that savings into the markets but talk of asset classes I think we truly have something to be proud of in India because we have the entire variety of asset classes; currency, interest rates, equity and all of that under one roof and there are few exchanges in the world who can really have mutli-asset classes under one roof and the entire credit goes to our regulator who made that possible. When you look at the other asset classes like fixed income and ofcourse currency, there is definitely a lot of innovation growth that is still left to come into these markets. That's really part of the product life cycle development and we do see that these category of asset will grow tremendously in the years to come, having said that, equity will ofcourse grow because you are currently looking at only 5 % or less than 5% equity savings coming into the markets which we all aspire will be bigger and more broad based as the year goes by.

**Thank you very much, Maa'm great speaking with you appreciate you joining us with that perspective. Happy Diwali to you once again from all of us here. Thanks Indeed.**