

MEDIA RELEASE

63 moons Announces Gen-Next Innovations on ODIN

Mumbai, December 2, 2016:

Continuing its journey of being a pioneer in introducing cutting-edge innovations, 63 moons technologies limited (formerly known as FTIL) today announced the next generation of digital disruptors that it believes will be the new trendsetters in Fintech space.

These innovations are based on the future that we envisage around Artificial Intelligence (AI); Social, Mobile, Analytics & Cloud (SMAC); Cognitive Computing and Natural Language Processing (NLP). With this, the Company plans to revolutionise the way brokerage services are offered and investments are done.

Speaking on the occasion, **Mr Keshav Samant, President & CEO – Brokerage Technology Solution of 63 moons** said, “**ODIN Voice** and **ODIN Bot** are examples of how AI based conversational user interfaces will completely disrupt the way people transact in the future. This brings together the power of AI, Cloud Computing, NLP & Analytics to create a very simple and intuitive experience to an otherwise complex task of investments in the market. These innovations have the potential to create a massive social impact by democratising quality advisory services to the masses, thus resulting in financial inclusion and immense value creation for the retail investors.”

“We are also launching products and services like **ODIN Wave** which is the cutting-edge mobile trading platform; **ODIN VAS** is our value-added service offering; **ODIN eKYC** that allows instant account opening and client registration and **ODIN Joytrader** which is a new way of trading that brings gamification and speed together,” he added.

63 moons has been offering ‘Made In India’ technology IP in the Fintech sector for over two decades, since mid-90’s. List of its innovations include highly successful products and platforms such as ODIN, iWin, Net.net, STP Gate, MCX, IEX, SMX & DGCX. The Company created new solutions, platforms and segments where none existed.

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