

JOSH

A quarterly magazine by Swastika Investmart Ltd.

Issue 8 / October 24

Driving change through insights?

HARSHIT

How are we innovating?

DEVASHISH

Building
a Brighter
Future

Meet the
Tech team



Editorial



Josh's 8th edition arrives at a time when the world is experiencing a seismic shift in the financial landscape, driven by the relentless march of technology. As we celebrate our share price reaching an all-time high of ₹1149, it's fitting to reflect on the role of technology in catalyzing this remarkable growth.

Fintech, a portmanteau of "financial technology," has emerged as a powerful force reshaping the way we interact with money. From mobile banking and digital payments to artificial intelligence-driven financial advice, fintech innovations are disrupting traditional financial institutions and offering consumers unprecedented convenience, accessibility, and efficiency.

At Swastika, we believe that utilizing technology to its full potential means building a financial system that is more accessible and inclusive, not just about keeping one step ahead of those around you.

We really hope that reading this edition of Josh will provide you with insightful knowledge about technology and its significant effects at Swastika.

Let's welcome the digital age and create a financial landscape that is more prosperous and sustainable.

Happy Reading!

Sagar Pandey
Head - Human Relations

Swastika's Tech Products

1 TRADING APP

Enjoy fast mobile trading & investing right from your fingertips, available for both iOS & Android.

2 TRADING PRELOGIN

Lets leads experience a sneak peak of our super fast trading platforms.

3 CONTROL PANEL

A personalized panel for users to easily manage their profiles and settings.

4 IPO PANEL

It gives a quick glance of the ongoing IPOs and an option to apply or track IPO applications.

5 SWASTIKA & TRADINGO WEBSITES

Our public websites which attract the world towards our offerings.

6 RM PANEL

A complete toolkit for relationship managers & associate partners to simplify the KYC process.

7 KYC PANEL

A secure system for KYC team to validate and authorize customer profiles efficiently.

8 RESEARCH PANEL

Equipping research teams with real-time tools to provide data-driven recommendations and monitor performance.

9 JARVIS

In-house smart CRM designed to transform how we manage customer relationships.

Achievers of Spot Bonus

Meet our Spot Bonus awardees - exceptional team members who embody excellence, dedication, and innovation. We proudly recognize their outstanding contributions, tireless work ethic, and commitment to our organization's success. Their achievements set a high standard for us all. Join us in congratulating these deserving individuals!



Game Changer

Sunil Tiwari

Principal Solutions Architect,
Technology



Game Changer

Isha Chitnis

Software Engineering
Manager 1, Technology



Game Changer

Vaibhav Chimote

Technical Project Manager 1,
Technology



Dedication

Pravesh Gour

Assistant Manager,
Research



Dedication

Anubhuti Mishra

Research Analyst and
Financial Content Creator,
Research

Business Updates



A big achievement!

Merchant banking Division (Q2 July-Sept) -
Signed 5 equity funding and IPO deals within 10 days.

SME IPO Completed in Q2



**Aditya Ultra
Steel Limited**

IPO size- 45.88 cr.

**Subscribe
10.58x**



**Resourceful
Automobile Limited**

IPO size- 12 cr.

**Subscribe
418.82x**



**Bulkcorp
International Limited**

IPO size- 20.78 cr.

**Subscribe
264.90x**



**Ideal Technoplast
Industries Limited**

IPO size- 16.03 cr.

**Subscribe
116.75x**



6

**SME IPOs Filed on
exchanges for
approval**

13

**IPOs under
structuring & DRHP
creation phase**



20+

**Enterprise Valuation
reports Done**

2

**Private Equity
Deals completed**



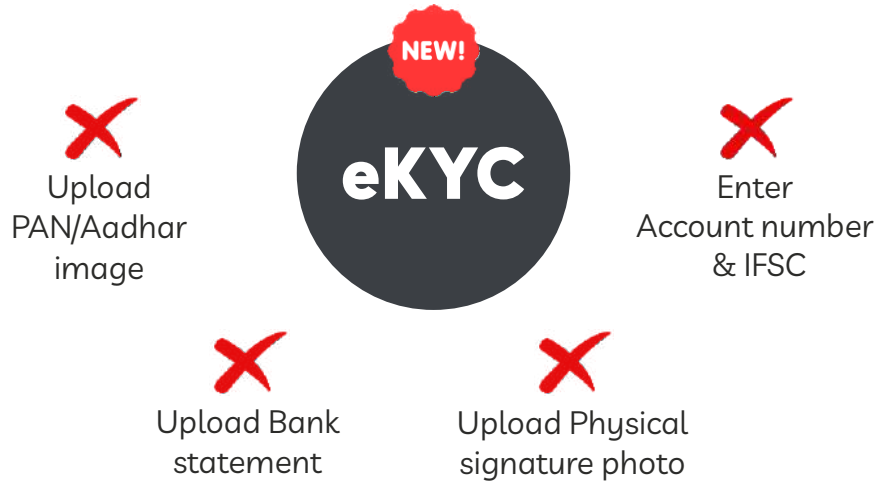
**Rays Power Experts
₹20 cr.**



**Workie Pvt Ltd
₹13 cr.**

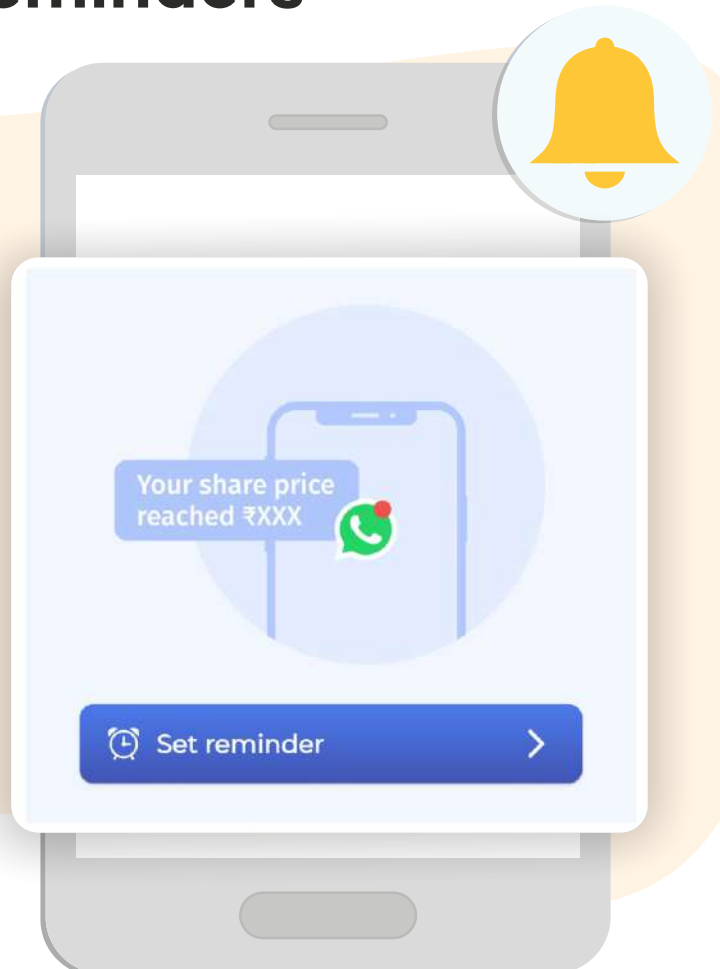
Say 'Hello' To

Document Less eKYC



Set Reminders

Automatic
Call & WhatsApp
triggers for price alerts



Expert Insights

How do you see the technology landscape evolving in the next few years?

In the coming years, many innovations will emerge, but I want to focus on two key areas: AI and cybersecurity.

AI in Decision-Making:

In our industry, AI will greatly influence decision-making in both sales and investing. In sales, AI can analyze customer data to identify trends and preferences, enabling businesses to tailor their strategies for better engagement, better assistance and conversion rates. In investing, AI algorithms can assess market data in real-time, helping investors make informed decisions quickly.

Cybersecurity:

As cyber threats and scams grow, cybersecurity will be more crucial than ever. Companies will need strong defenses to protect data and prevent fraud. Regulatory Tech will support this by helping businesses stay compliant with evolving regulations, ensuring they meet security standards while keeping customer data safe.

Can you talk about a major technological shift that your team has successfully navigated?

Two major technological shifts our team successfully navigated was the transition of **problem-solving** and **agile development**.

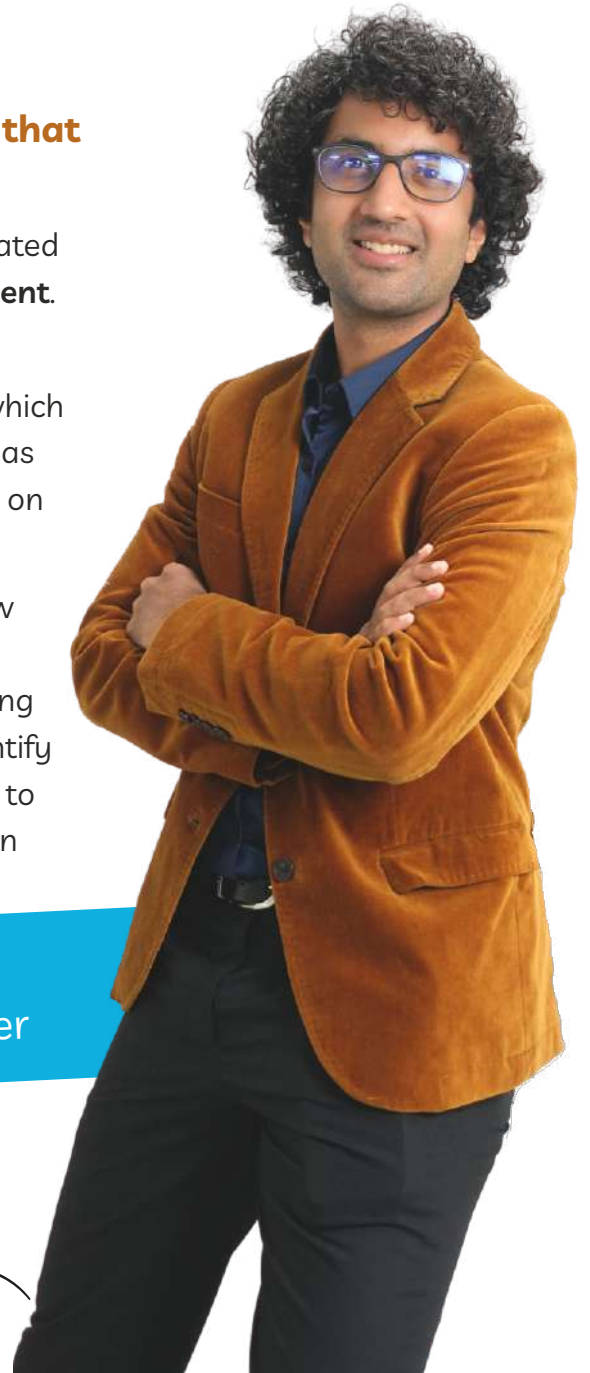
Enhanced Problem Identification: Our team has become significantly better at identifying problems and analyzing which ones to address based on their potential impact. This shift has been a game changer, allowing us to focus more effectively on the problems we solve.

Improved Planning Processes: We've also transformed how we plan our work, moving from daily tasks to long-term strategies. Our new approach includes regular sprint planning and retrospectives, where we assess our successes and identify areas for improvement. This structured planning enables us to align our efforts more effectively, ensuring we are heading in the right direction.

Devashish Nyati
Chief Technology Officer



aka
Virus



Can you discuss a recent technological advancement we've implemented and its impact on the company?

One of the recent technological advancements we've implemented is the use of **proactive tools for alerts** (*Prometheus Alert Manager for Tech Geeks*).

This proactive approach enables our team to address problems before they escalate, minimizing downtime and ensuring smoother operations. For example, there have been instances where we received an alert that one of our vendor services was down, allowing us to quickly shift to alternative services and maintain continuity.

The impact is straightforward. We can identify issues and resolve them before our customers notice them which aligns with our core value - **Customers are our priority number one**.

How do you foster a culture of continuous learning and innovation within the teams?

At Swastika, we foster a culture of continuous learning and innovation, especially within our tech team, as it's one of our core values.

We promote learning through **knowledge-sharing sessions** every alternate Friday, where team members can share insights and discoveries, regardless of their size. This creates an open environment where everyone can contribute and learn from one another.

We believe that learning is a win-win for both the team and Swastika, encouraging personal growth and driving innovation. By valuing every contribution, we empower our team to stay curious and continuously improve.

Can you share an example of how technology has directly contributed to our business' success?

Technology has played a crucial role in contributing to Swastika's success and growth. A prime example is our decision to build our trading application in-house and invest heavily in our CRM, Jarvis.

These technological advancements have directly impacted our operations, enhancing efficiency and user experience.

As a result, we have achieved impressive milestones: today, we have around 4.5 lac app installs, 2.65 Cr orders placed via the app, 3 lac accounts opened through our eKYC process, and 2 Cr calls generated via Jarvis.

These achievements highlight how technology has not only ensured our survival but also propelled Swastika's growth in a competitive market.

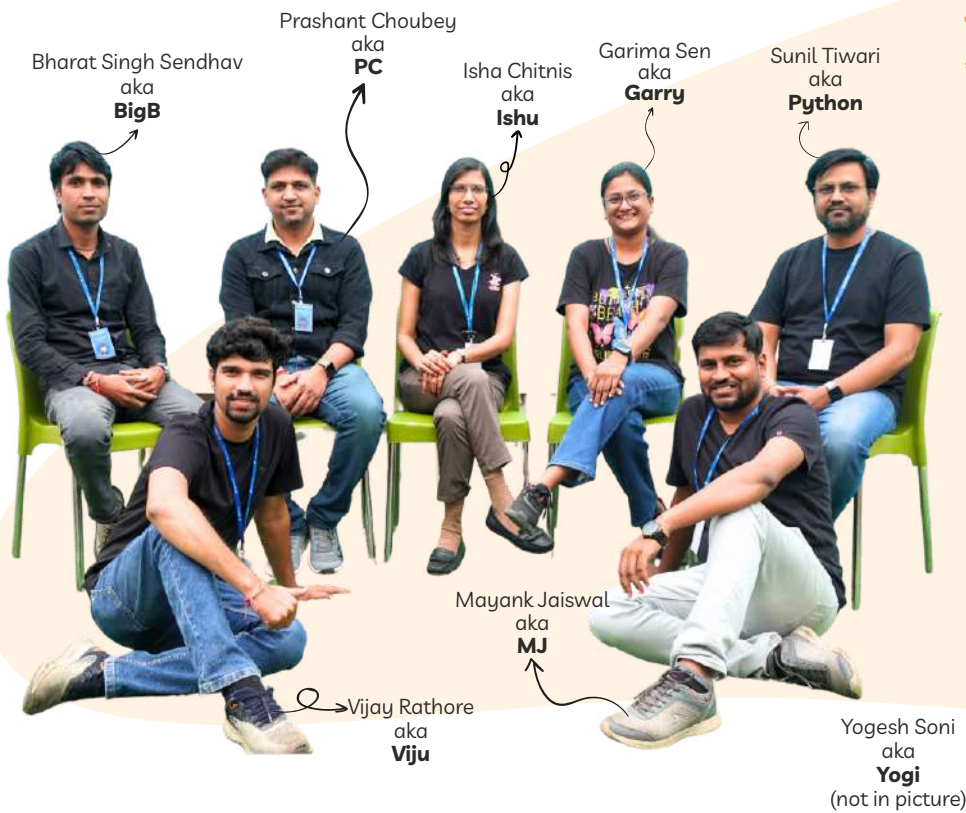


Meet Our Tech Team



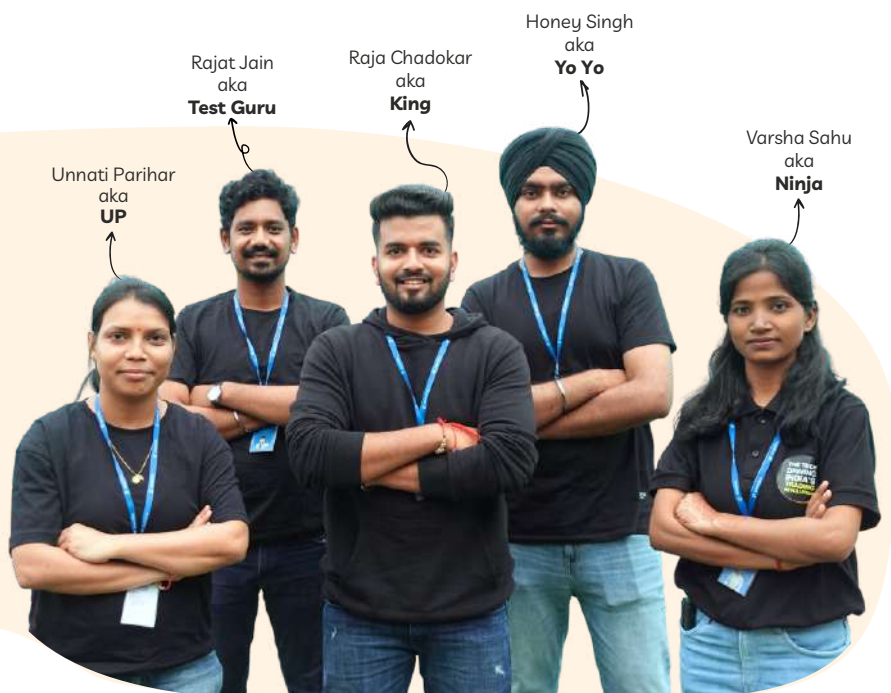
CS Team

The Customer Solutions (CS) Team develops products that enhance our customers' experience, including our core Trading Application. Known for their commitment to excellence, this team also manages other customer-facing platforms, such as our websites, IPO panel, etc.



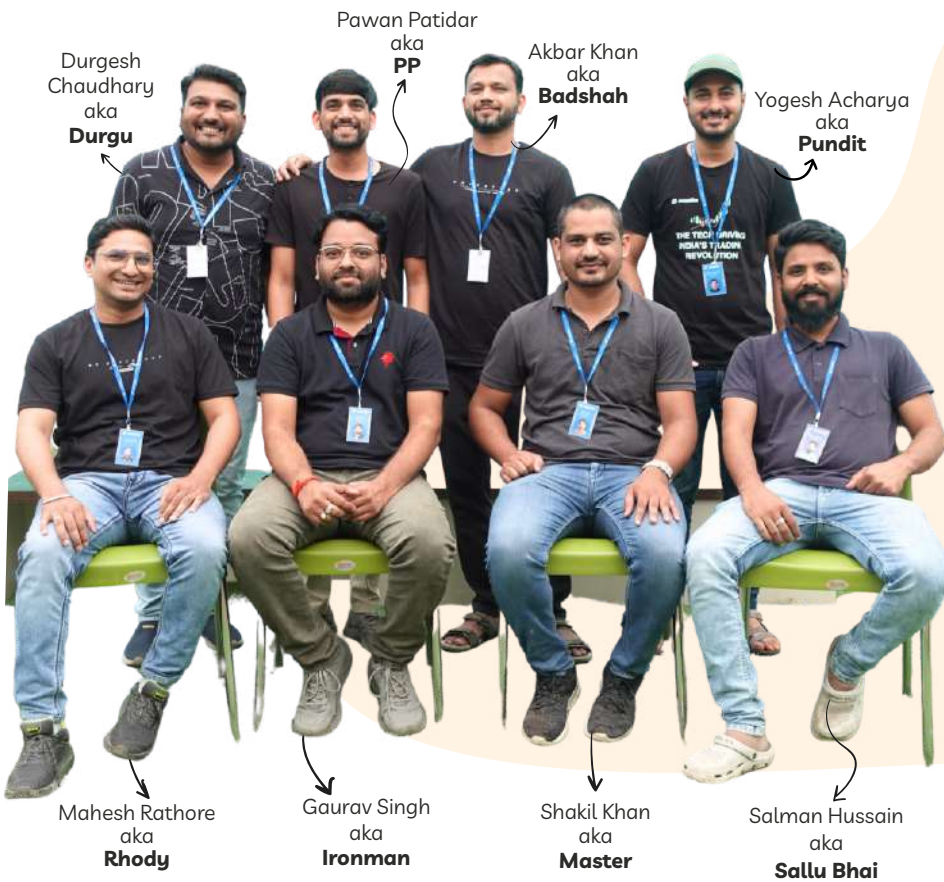
QA Team

The Quality Analyst (QA) Team is dedicated to ensuring that all our products are free of bugs and function smoothly. Their thorough testing and attention to detail help maintain the high standards our customers expect.



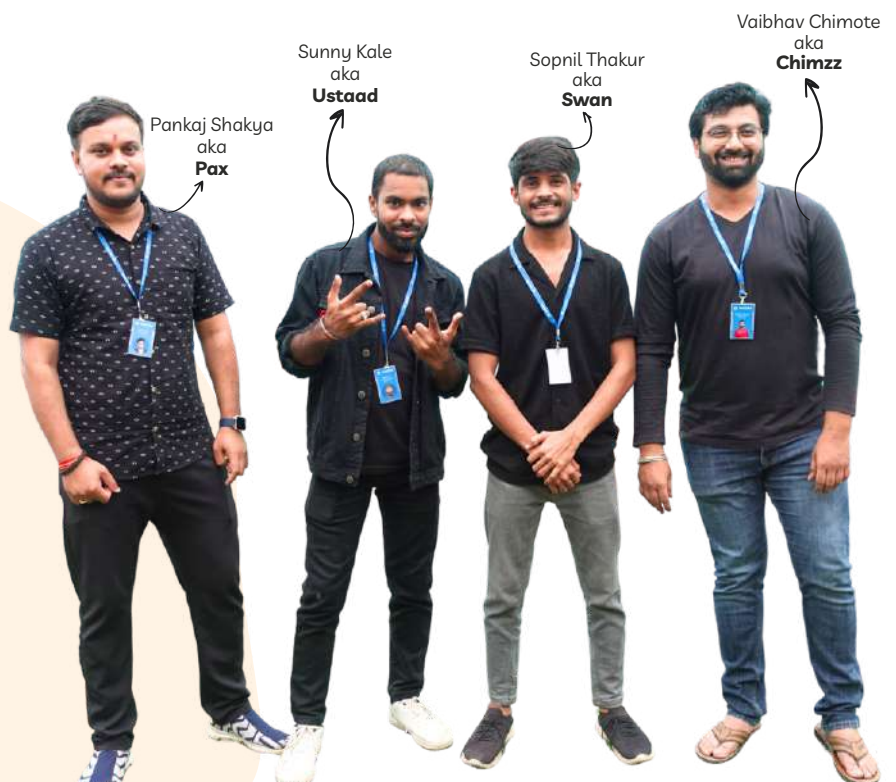
ETA Team

The Enterprise Tooling and Applications (ETA) Team is dedicated to creating innovative products tailored specifically for Swastika employees. This talented team has developed essential tools such as eKYC, Jarvis, KYC Panel, and APeKYC Panel, etc ensuring that they meet the unique needs of our workforce.



TOPs Team

The Tech Operations (TOPs) Team makes sure that every task is well-planned and every issue is properly resolved. They handle project planning, technical support, and other operations to keep our technology running smoothly and efficiently.



IT Team

The IT department is essential for managing an organization's technology infrastructure and ensuring smooth operations. Our key responsibilities include:

- Network Management
- Technical Support
- System Administration
- Cyber security
- IT Strategy



Built at Swastika Technology

We are really proud that **JPs** from non-tech department to tech department have been thriving here. Filled with our core values - open to learn & determined to honour commitments, these 6 superheroes have upskilled themselves & built the strongest support system for the tech team.



When I joined the technology team, we were just two members, and I was the third. It has been an amazing journey growing from a team of 3 to over 50. Along the way, we've not only reached numerous milestones and achieved remarkable success, but we've also created unforgettable memories that I will always cherish.



Sunil Tiwari
Principal Solutions Architect

Transitioning from a service-based company, where we shipped products without knowing if customers actually used them, to Swastika, where even a second of downtime is significant, fills me with pride. At 9:15 AM, our products effectively handle a surge of requests, showcasing their reliability. It's rewarding to be part of a team that prioritizes customer satisfaction.



Isha Chitnis
Software Engineering Manager 1

Engineering Experts

Swastika made me an offer I could not refuse. I learned project management here and I am astonished to see how project planning and retros can make developments so efficient. Big fan of the hard work team puts in here. Following simple motto - start your day with a smile, work really hard and always give something back.



Vaibhav Chimote
Technical Project Manager 1

I have been with Swastika for the last 18 years, and I've learned so much during my time here. Every day brings new experiences, and I truly enjoy my work. We have a great and experienced team, and I'm committed to contributing fully to Swastika's continued growth.

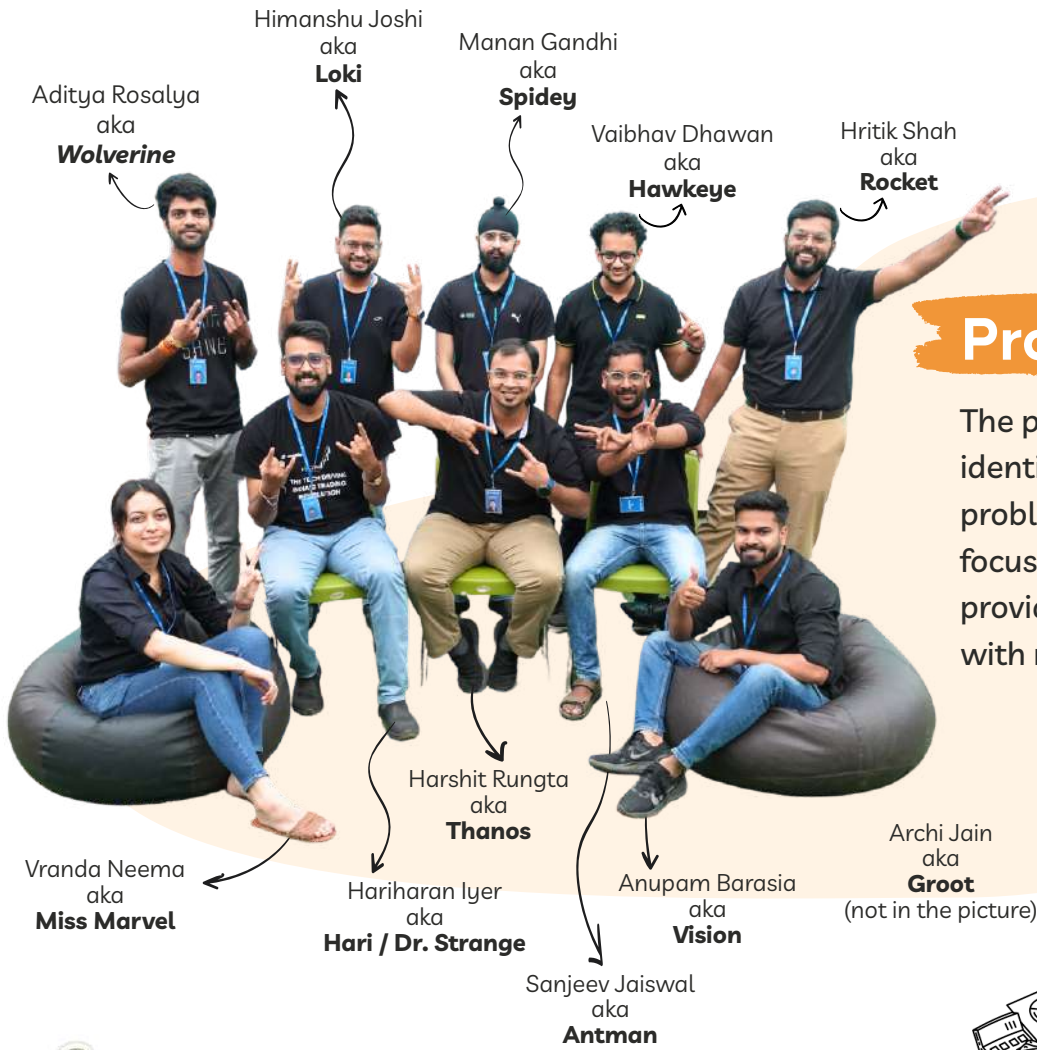


Vivek Deshpande
Manager, IT

It's been an amazing journey since I joined Swastika. Working on a product like Jarvis and leading the ETA team gives me a real sense of purpose. I'm really looking forward to adding artificial intelligence into Jarvis!



Gaurav Singh
Software Engineering Manager 1



Product Team

The product team identifies and prioritizes problems to solve, focusing on solutions that provide maximum impact with minimal effort.



The Journey from Vada Pav to Poha

Relocating from Mumbai to Indore, I'll never regret. Joining Swastika has been an exciting journey—facing challenges with analytical thinking and innovation. The leadership's vision and opportunities for product innovation have been highly rewarding, especially over the past 3.3 years as our products have thrived. Though I miss Mumbai's vada pav, Indore's poha has made up for it! The shorter commute has improved my work-life balance, helping me focus better and achieve milestones like being named Best Employee twice. The everyday collaborations and continuous learning make this role truly fulfilling.

Hari



Commerce wala tech mein?!

Coming from a commerce background, adapting to technology was initially challenging. When I joined Swastika, I knew little about tech and wasn't interested in product management—I actually wanted to join the research team. However, with the support of the product team, especially Hari, the transition became smooth. We started with four members and have grown to almost 15. I've seen the team evolve from taking on tasks without much analysis to now having a deep understanding of our users, the purpose behind our products, and their long-term impact.

Manan

Expert Insights

What's your vision for product in Swastika?

While putting it in words, it is as simple as it can get - that we provide the best value to our clients who want research & assistance at Swastika. But the industry that we are working in and the scale where we want to reach, bring in a lot of complexities and that's where product team's main work comes into the picture - planning & prioritization. My vision for the product as a team is that we are able to plan and prioritize the application of the company's resources and energy in such a way that we squeeze out the maximum impact out of our solutions. **"Chhoti team bada dhamaka"** is my motto for my team.

We also need to internalize at Swastika that a solution does not necessarily mean a tech solution. A solution can be a process led solution too. Important is the solution.

What qualities do you look for when building and leading a high-performing Product Team?

First & foremost, it is **communication & logic**. Logic is what is required for you to understand the problem's depth & decide whether a proposed solution is going to get the right impact or not. Product serves as the navigator of the ship and hence keeping the captain, the drivers & the passengers aligned is utmost critical - expert in communication.

There is **no room for fear and laziness** in our team. It is very important to be blunt in speaking the truth and ensuring to keep a note of everything we discuss. We **cannot "not note"** just out of laziness. Else both these things lead to repetition of the meetings and not reaching the solution.

Last and equally important - **affinity towards numbers & problem first approach**.



Harshit Rungta
Chief Product Officer



aka
Thanos

Can you share an example of how user insights have influenced a product decision or feature development?

My latest favourite is the set reminder feature that we enhanced in the month of August. We used to get feedbacks from our clients that they need a call when their stock reaches a certain price. We even got complaints that RMs did not call them and inform them about price triggers. How about, let clients set alerts themselves and we simply send an automated call & a WhatsApp? No human intervention. This is not something a lot of brokers are offering, wherein we are offering this **FREE OF CHARGE!!**

Now let's talk about impact. Within a month, more than 10% of our daily active clients on trading app have already used this feature. We have more than **18,000 reminders set already**, and still counting. The repeat rate of the usage of this feature too has been immense. Now we are contemplating bringing this in Jarvis too.

Can you share an example of a successful experiment or innovation that has driven business impact?

Of course. As you might know, we recently launched "Documentless eKYC" journey for the users. Earlier we used to see KYC rejections to the level of 22-23%. It has already come down to 12% and with a few more modifications it is expected to reach 5-6%. Also, 80% of the clients are finishing their KYC journey within 2 days now, which earlier used to be 3 days.

There is another ongoing experiment where we are trying to improve efficiency of our assistance team. We are trying to optimize the client calling list for our RMs and what to talk about. We have applied machine learning in our data & done some client profiling. This should lead to more relevant calls for clients as well, leading to a better call pickup ratio. I would like to personally thank the Tradingo team here as we are doing this experiment with one of the RMs there. His call pick ratio has **almost doubled**.

Are there any exciting new projects or initiatives on the horizon that you can share with us?

We are working on several projects. We are trying to improve the delivery of research **recommendations** to our clients. We also want the right recommendations to reach the right clients, so we are also doing a lot of client profiling - its automation is in progress right now. We are bringing a better solution for the **problem of liquidity** for our clients through BNPL (buy now pay later) sort of offering. As I said earlier, we are actively working on improving the efficiency of our assistance team, so we will be working on scaling things up there as well. Most difficult part here would be knitting all these projects together, as all of them are deeply linked with each other. As per the demand from a lot of clients & assistance team, a solution for applying **buybacks** shall come soon too.

.....

Chhoti team
bada dhamaka

Mann Ki Baat

Starting my journey as an Assistant Manager, Merchant Banking and Company at Swastika has been an incredible learning experience, filled with growth, challenges, and rewarding milestones. It began when I first joined the organization in 2017, with a mixture of excitement and curiosity. Little did I know how transformative the experience would be, both personally and professionally.

The initial days were all about adapting to a new environment, learning about the company's culture, and understanding the nuances of my role. I was fortunate to work under the guidance of a team that valued collaboration and innovation. With the guidance of mentors and supportive colleagues, I quickly found my footing. The learning curve was steep, but it helped me build a strong foundation in the Merchant Banking field.

As I gained more experience, I was entrusted with more responsibilities. This was the phase where I truly began to challenge myself. Whether it was working on high-impact projects, solving complex problems, or leading cross-functional teams, every experience was a stepping stone toward my growth. The company's focus on continuous learning allowed me to take advantage which helped hone my skills.



One of the most fulfilling aspects of my journey has been the opportunity to contribute meaningfully to the company's success. From Assistant Manager to Manager and to Compliance Officer, Investment Banking, these achievements have been milestones in my career. It's been rewarding to see the tangible impact of my work and to collaborate with incredibly talented people who inspire me daily.

As I continue my journey at Swastika, I look forward to the challenges and opportunities that lie ahead. My time here has not only shaped me as a professional but has also given me the confidence to take on bigger responsibilities. I am excited about the future, knowing that Swastika continues to provide the platform for growth, innovation, and success.

In retrospect, my journey at Swastika has been nothing short of transformative, and I am grateful for the experiences and the people who have been part of this incredible journey.

Mohit Goyal
Compliance Officer,
Investment Banking

Events At A Glance



Awarded by MCX for Leading in
New Client Acquisition

Independence Day Celebration



Ganesh Chaturthi Celebration



Creative Corner



Anupam Barasia

Data Analyst, Product

कुछ किताबें संदूक में बंद ही रह गई
कुछ किताबें पहले पन्ने से बहुत कुछ कह गई
कुछ पढ़ते रहे बस पड़ने के शॉक से
कुछ ना कुछ तो सीखा होगा मैंने किताबों में
अपने आप को झोंक के
समय से पहले काम कर लेना
शॉक को समय देने के लिए
शब्दों की डोर से खुद को बांधे रखना
असल दुनिया से परे रहने के लिए
कुछ कवियों ने लिखा कुछ खयालों ने लिखा
जो नहीं लिखा वो भी पढ़ लिया है मैंने
इतनी किताबें इकट्ठी कर ली थी के
उन्हें बेच के नया घर लिया है मैंने

-Mansi Malviya

Assistant Manager, Investment Banking



Dhruv Agrawal
Technical Research Trainee, Research



Creative Corner

वजह हज़ारों जहाँ मायूस होने की, पल राहत के भी वहाँ बहुत हैं
माना ग़म बहुत ज़माने में, ढूँढो तो खुशियाँ भी यहाँ बहुत हैं
बेशक दीदार-ए-दर्द किया है तुमने, सज़ा दगा की खाई है तुमने
किया जो बेइंतहा ज़माने पर, यकीन वो कहीं खोया है तुमने,
पर अगर जो बदलो तुम नज़रिया अपना, जिंदगी में आस की किरणें बहुत हैं
एहसास छूट ना जाए ना-उम्मीद होकर, कि गिरकर उठने में मज़ा बहुत है
ख़्वाब बिखरे भी हैं अगर, दोबारा उड़ान भरने का दम भी तो बहुत है
वजह हज़ारों जहाँ मायूस होने की, पल राहत के भी तो वहाँ बहुत हैं



- Rinky Jethwani

Assistant Manager, Investment Banking



Stuti Awasthi

Assistant Manager, Investment Banking



Aparna Pathak
HR Recruiter



JOSH

Editorial Team



INVEST HERE ► GET THERE

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