

**Media Release**

## **Kotak Neo Brings Traders Café to Indore**

*A dynamic trader-connect initiative by Kotak Securities offering immersive learning and real-time market engagement*

**Indore, 18 June, 2025** — Kotak Neo, Kotak Securities’ digital trading app, proudly brings Traders Café to Indore—its flagship trader-connect initiative designed to empower the vibrant trading community in Indore and the rest of Madhya Pradesh through real-time learning, expert interactions, and immersive product experiences.

Traders Café is an initiative to build a community of traders and culture around trading. With the rise of retail participation in India’s capital markets, Kotak Neo is stepping forward to offer traders with modern trading tools and comprehensive learning opportunity.

Regarding the initiative, Ashish Nanda, Chief Digital Officer, Kotak Securities, said, “Traders have always been a critical part of the capital market and through Traders Café, we are nurturing this dynamic community with advanced digital tools and insights. Powered by the cutting-edge technology of Kotak Neo, Traders Café is a space for traders to learn, connect, and grow together.” He further added, “Madhya Pradesh is fast emerging as a vibrant hub for retail trading, driven by rapid digital adoption and the rise of mobile-first investors. Indore, in particular, stands out with its growing base of active traders. That’s why we’ve chosen the city for this initiative in the state — to enhance the trading experience and empower the next generation of Indian investors.”

Over 300 participating traders from the city will get live guidance through interactive sessions with market experts and analysts. They will also get tech-driven tools and hands-on experience with Kotak Neo’s advanced trading features. The event will offer them networking opportunities with fellow traders along with expert insights through panels and workshops on strategies, risk management, and market trends.

Madhya Pradesh ranks among the top ten states in India’s capital markets, with over 55 lakhs registered investors as of April 2025. Demonstrating consistent growth, the state has added more than 2.2 lakh active investors since January 2025 alone. The state also has one of the largest young populations signaling a high demographic dividend. Indore, as the commercial and financial nucleus of Madhya Pradesh, has emerged as a key growth hub for retail trading. Its strong inclination for digital innovation and rising financial literacy make it an ideal location for initiatives like Traders Café.

Kotak Neo is the next-generation trading app by Kotak Securities, built for modern traders. With intuitive design, powerful analytics, and seamless execution, it’s redefining how India trades. The platform offers intraday trading for active traders. Users can take advantage of the Trade free plan with free account opening and ₹10 per order brokerage on all intraday trades.

To know more about Trade Free Plan, visit: <https://www.kotaksecurities.com/pricing/trade-free-plan/>

### About Kotak Securities Limited

Kotak Securities Limited (KSL), a subsidiary of Kotak Mahindra Bank, is a full-service stock broking firm catering to retail and institutional investors across all segments of the capital market. Through a tie-up with partner brokers, the company also provides direct access to the US markets. Supported by a strong research team, robust digital trading platform, large branch network & franchisee base, and referral coordinators spread across Kona of India, KSL processes lakhs of secondary market trades every day. As of 31<sup>st</sup> March, 2025, KSL has a national footprint of 155 branches, 988 franchisees and satellite offices across 309 cities in India serving an active client base of 57.15 lakh. KSL provides a wide array of investment options in equities, derivatives (equities, commodities, currency). It also offers depository services and third-party products like insurance and mutual funds.

For more information, please visit <https://www.kotaksecurities.com>

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