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Launch of Saaँr thi 2.0

SEBI's Mobile App on Personal Finance for investors

The Securities and Exchange Board of India (SEBI) launched "Saaँr thi 2.0" mobile app at SEBI Bhavan, Mumbai.

The updated "Saaँr thi" app introduces a user-friendly interface with comprehensive tools aimed at simplifying complex financial concepts. It includes financial calculators, and has modules that introduce and explain KYC procedures, mutual funds, ETFs, buying and selling shares on stock exchanges, investor grievances redressal mechanism, and the Online Dispute Resolution (ODR) platform. Additionally, the app features a range of videos designed to assist investors in their personal finance planning.

During the launch, Shri Ananth Narayan G, Whole Time Member, said, "In today's era, where social media sometimes provides biased or misleading information, there is a significant need for an unbiased, objective, and trusted source of investment information. The Saaँr thi app serves this purpose by empowering investors with reliable and essential insights into the securities market. This tool can be especially useful for young investors who are at the beginning of their financial journey."

He added, "The content within the app is dynamic, allowing us to keep pace with the rapidly evolving market conditions. We actively seek public suggestions to further refine and enhance the Saaँr thi app, ensuring it continues to serve our investors."

The "Saaँr thi" app is now available for download on Google Play Store and the iOS App Store.



Saaँr thi

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Mumbai

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