NEWSLETTER

rupeeseed
Onboarding | Trading | Back-Office | Managed Services

Rupeeseed Technology Ventures Pvt Ltd

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Updates & Insights

By Sandeep Manoharan, CEO

Understanding the market begins with meaningful conversations with the people who shape it. With this belief, we launched our new initiative, the Brokers Leadership Meet, starting with Kolkata, creating a platform for industry leaders to exchange insights, strengthen relationships, and discuss the future of the brokerage ecosystem.

As the financial industry continues to evolve, our focus remains on delivering technology that enables our clients to adapt with confidence and stay ahead of change. Every enhancement we introduce is driven by our commitment to solving real business challenges while ensuring operational excellence, compliance, and scalability.

This edition reflects that commitment—from supporting the industry's first migration from ICCL to NCL through our enhanced CLASSPLUS Back Office System, to introducing Service Flow, our smart service desk platform designed to transform customer support operations. We also continue to strengthen our products with the latest regulatory enhancements, ensuring our clients remain equipped for a dynamic and evolving market.

Thank you for being part of our journey. Discover more about our latest innovations and updates in this edition.

Sandeep Manoharan

Co-Founder & CEO

NEWSLETTER HIGHLIGHTS

Brokers Leadership Meet, Kolkata

Industry leaders united to exchange ideas and shape the future.

Trading

Product Level Enhancement

- BSE CM & BSE FO Regulatory Changes

Onboarding

Product Level Enhancement

- Service flow: one smart service desk

Backoffice

Product Level Enhancement

Brokers Leadership Meet *Glimpse*

KOLKATA

RUPEESEED'S INITIATIVE - BROKERS LEADERSHIP MEET

An engaging evening at the Brokers Leadership Meet – Kolkata, where industry leaders came together to discuss market trends, the evolving brokerage landscape, and future opportunities. The event fostered meaningful networking and collaboration.

EVENT AT A GLANCE

- **30+** Brokerage Leaders
- **6** Expert Speakers
- **Live** Product Showcase
- **Meaningful** Networking Over Dinner
- **Engaging** Panel Discussion

Moments that Inspired

Engaged Audience | Vision for the Future | Leadership Panel

Expert Insights | Thought Leadership | Gratitude & Recognition | Product Showcase

> The future belongs to brokerages that embrace innovation, automation, compliance and client centric digital experiences.

Sandeep Manoharan
Co-founder and CEO, Rupeeseed

BSE CM & BSE FO REGULATORY CHANGES

The latest BSE Cash Market (CM) and BSE Futures & Options (FO) regulatory updates are now live, ensuring compliance with the latest BSE guidelines.

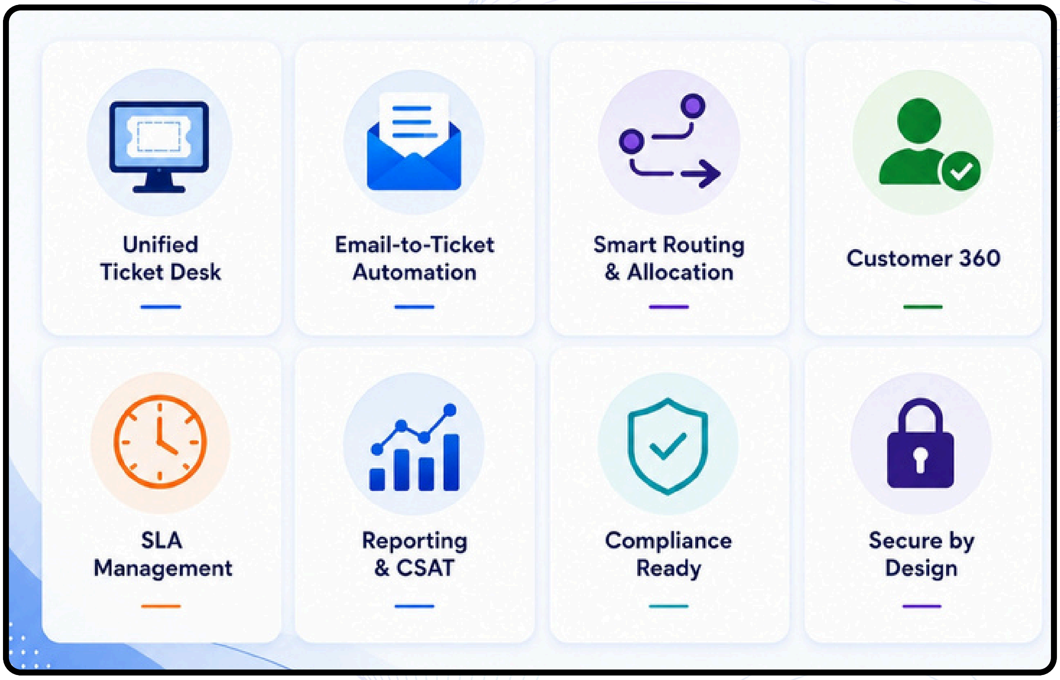
KEY FEATURES

- Algo ID in Mass Cancellation – Added Algo ID in Order & Quote Mass Cancellation messages for better identification of algorithmic orders.
- New Error Code – Introduced a dedicated error code for orders placed by debarred clients.
- Updated Location ID Logic – Revised Location ID identification as per the latest BSE regulatory specifications.

Product Level Enhancement

Onboarding

SERVICE FLOW: ONE SMART SERVICE DESK



KEY FEATURES IN A GLIMPSE

Unified Ticket Desk
Manage all customer requests from a single, centralized platform.

Email-to-Ticket Automation
Convert incoming emails into tickets automatically.

Smart Routing & Allocation
Route tickets intelligently to the right teams and agents.

Customer 360
Access complete customer history and interactions in one view.

SLA Management
Track response and resolution timelines with real-time alerts.

Reporting & CSAT
Measure performance and customer satisfaction with detailed analytics.

Compliance Ready
Ensure secure, compliant operations with role-based access.

Secure by Design
Protect data with enterprise-grade security and encryption.

Product Level Enhancement

Backoffice

POWERING THE INDUSTRY'S FIRST ICCL TO NCL MIGRATION

RTV Tech Systems is pleased to support Bajaj Financial Securities Limited (BFSL) in the industry's first migration from Indian Clearing Corporation Limited (ICCL) to NSE Clearing Limited (NCL) for its clearing and settlement operations.

As this is a first-of-its-kind transition across the capital markets industry, it involves significant operational, technical, and compliance changes across trade processing, clearing and settlement, obligation management, exchange interface integrations, reconciliation processes and regulatory reporting. To facilitate a seamless migration, the CLASSPLUS Back Office System has been enhanced to support NCL's file formats, settlement workflows, configurations, and end-to-end processing requirements. Our implementation team is working closely with BFSL throughout planning, User Acceptance Testing (UAT) and production deployment to ensure a smooth transition with minimal operational disruption while maintaining business continuity and regulatory compliance.

Stay tuned for more updates ahead!!