

Dear Trader

Post the news of misappropriation of client's funds and securities in Karvy Broking, we have been receiving calls/emails from clients on our support desk regarding the safety of their funds with SAS Online.

We would like to share a few points and assure you that there is no reason for concern with SAS Online and your funds are completely safe.

1. We have been profitable since the very first year. Frankly, ours is an asset-light model built to help save 90% of trading costs for traders without the bitter experience of dealing with relationship managers telling you what to buy/sell. We are pretty frugal in our approach and have chosen the path of slow and steady growth via referrals and abstained from over the top media campaigns or investing in fancy software.

2. We have been very particular when it comes to the handling of clients' funds/securities. We have multiple internal processes to reconcile funds and securities on a daily basis. Further, we are extremely rigorous when it comes to compliances such as quarterly settlement. Though clients were initially really inconvenienced as their funds/securities got transferred back to their Bank / DP accounts but we shared the relevance behind the same and are fully compliant.

3. At SAS we feel very strongly that the crux of the broking business is managing RISK. We have been very conservative when it comes to proving leverage for Intra-day trades. Whatever leverage we have given is via CO/BO orders which come with mandatory stop loss thus considerably mitigating the risk to the overall system. We have said NO to many prospective clients asking for higher leverage in order to ensure the overall stability of the system.

4. We are very well funded internally and have adequate internal accruals year on year. We even keep funds aside in case there is an adverse market movement so we can honor exchange obligations and client payouts easily. On top of that, we run on a T+0 settlement basis in the equity segment and provide same day payout to all clients.

5. We have less than 0.02% investor complaints over that last 5 years. Moreover, all concerned regulators (MCX, BSE, NSE, NSDL) have carried out regular inspections over the last 1 year and found 100% compliance with zero observations.