

**13 August 2009**

## **IL&FS Investsmart is now HSBC InvestDirect**

IL&FS Investsmart was today renamed and rebranded as HSBC InvestDirect.

Under its new name, HSBC InvestDirect (India) Limited will be aligned with the HSBC brand, one of the strongest in the world.

Today, HSBC InvestDirect customers who walk in to any of its 77 branches or 151 franchisee outlets will enjoy the HSBC brand experience. All customer touch points including the branches, the franchisee offices and the new look website [www.HSBCInvestDirect.co.in](http://www.HSBCInvestDirect.co.in), will bear the HSBC InvestDirect look and feel.

Speaking on the occasion, Naina Lal Kidwai, Group General Manger and Country Head, HSBC India said, "I am delighted that our customers can now benefit from a complete suite of financial products and services under the HSBC brand umbrella. The acquisition of HSBC InvestDirect has offered HSBC's banking customers an option to avail retail broking services while providing us with the enhanced reach to offer our wealth management products like mutual funds and insurance through its over 200 outlets."

Manasije Mishra, Managing Director and Chief Executive Officer, HSBC InvestDirect added: "The HSBC brand added to a strong network, and a loyal and growing customer base will make HSBC InvestDirect one of the strongest names in the industry. Over the next few months, we look forward to building this brand and offering our customers some exciting new products and services."

HSBC had acquired 93.86% stake in leading Indian brokerage firm IL&FS Investsmart (now HSBC InvestDirect) in September 2008, and has recently initiated the process to delist the company from the stock exchanges.

The acquisition of InvestDirect was in line with the HSBC Group's strategy to increase its operational base in India, which is one of the Group's fastest growing markets in the world. HSBC plans to leverage HSBC InvestDirect outlets across the country to increase the reach of its financial product and service offerings in the wealth management, life insurance, and asset management segments to customers.

HSBC InvestDirect services over 160,000 customers in India through products and services comprising Advisory, Trading and NRI Services.

Globally, the HSBC Group has been named the No. 1 Bank by The Banker in 2008 and ranked as the sixth most valuable brand, valued at USD 33.5 billion by Brand Finance in 2009.