

Press Release

StoxBox plans to target 1 lakh subscribers with its AI-Powered StoxBox WhatsApp Trader (SWT).

- *First-of-its-kind initiative in the country by a broking firm*
- *StoxBox aims to achieve a subscriber base of 100,000 in the next 3 to 6 months*
- *Introduces three cutting-edge offerings: Professional Traders Program, StoxBox Mobile App, and the innovative PowerTrader (web-based) platform*

National, 19th January 2024: StoxBox, a subsidiary of BP Wealth, breaks ground with the launch of the AI-powered StoxBox WhatsApp Trader (SWT), the first of its kind in India. Targeting 100,000 subscribers in 3-6 months, StoxBox also introduces three innovations: the Professional Traders Program, StoxBox Mobile App, and the PowerTrader platform. All features, from beta to production, were live within a record three months.

Mr. Yuvraj A. Thakker, Managing Director of StoxBox said, *"We are delighted to introduce a first of its kind AI powered solution in the stock broking industry. Contrary to a few industry experts, who feel that use of AI is a marketing ploy, we envision that this AI Powered trading platform on whatsapp will truly democratise the stock market investing culture in India."*

StoxBox Mobile App and PowerTrader platform provide traders with advanced charting, watchlists, one-click orders, and innovative features for efficient market engagement. ProTips, StoxBox's flagship product, offers trading recommendations at Rs 499/month, with zero brokerage for subscribers. The Professional Traders Program addresses the industry-wide issue of knowledge gaps and skill deficits, offering extensive training and mentoring for traders, aiming to reduce losses among 90% of traders.

StoxBox addresses industry-level challenges by providing extensive training and live mentoring for both beginner and advanced traders. This initiative is strategically designed to counteract the widespread lack of knowledge and skills, aiming to mitigate losses experienced by over 90% of traders in the market.

Mr. Vamsi Krishna, CEO of StoxBox, comments, "StoxBox WhatsApp Trader (SWT), integrates Natural Language Processing (NLP) tools that interpret the text and voice inputs in the chat and takes the relevant action, for the users. Customers can get detailed information on any stock, execute buy-sell transactions, receive ProTips recommendations, and even open a Demat and Trading accounts directly via WhatsApp chat. The platform's multilingual capability ensures ease of communication for users conversing in their preferred language, including voice messages."

StoxBox aims to disrupt the Indian broking Industry, with its unique value broking business model, subscription-based pricing, and advanced trading platforms.

About StoxBox (<https://stobox.in/>)

StoxBox, a subsidiary of BP Wealth, one of India's oldest stockbroking firms, operates on a value-broking business model. The platform addresses several challenges faced by the investment industry, including biased advice, financial illiteracy, unregistered financial advisors, and the influence of social media personalities. By offering a wide range of investment products, such as stocks, ETFs, options, and futures, along with expert-led video courses, personalized coaching, ProTips, and resources, StoxBox strives to provide a seamless and user-friendly investment experience for its clients.

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