

PRESS RELEASE



PSX Launches the PSX WhatsApp Service

Karachi, November 6, 2023: Pakistan Stock Exchange (PSX) has introduced a brilliant new service called the PSX WhatsApp Service to make available a whole host of information to capital market customers at their finger tips. This exciting offering provides customers all the basic information they need regarding investment, issuances as well as basics of financial literacy such as articles & blogs, My Portfolio virtual trading web-app, Knowledge Center and market details such as market report, market summary, daily quotations and daily announcements, among several other options and sub-options.

The PSX WhatsApp Service is accessible through a simple and convenient process. Users can scan the following QR code or click on the given link. Thereafter they will get a “Hi” message on their WhatsApp message box which they will need to send to initiate the PSX WhatsApp Service.

Users can scan the following QR Code:



Or click on this link: <https://wa.me/9221111001122?text=Hi>

Speaking about the launch of the PSX WhatsApp Service, the PSX MD & CEO, Mr. Farrukh H. Khan, stated, “We are excited to introduce the PSX WhatsApp Service for the use and benefit of all stakeholders including investors, issuers, media and the general public. Whether they are new to the market or are familiar with it, users can utilise PSX WhatsApp Service to access information on market movement for the day with daily market reports and summaries available; they can learn the ropes of investing by reaching out to us for the Investing 101 course offered by PSX; they can learn about Main Board as well as GEM Board for listing their company and for raising capital; and companies can reach out to PSX for investor education sessions for their staff members, among several other types of information available on this service”.

He added, “PSX continues to leverage technology to digitise its services and offerings and to provide convenience to its customers. This effort is a valuable link in that chain of digitised and convenient facilities offered by PSX. We are confident that this service will prove to be of much benefit to users and stakeholders”.

The PSX WhatsApp Service is part of the efforts of PSX to digitise and promote investor awareness under the umbrella of its Financial Literacy Initiative led by Ms Raeda Latif, Chief Marketing & Business Development Officer of PSX. Speaking about the launch of this service, she said, “The PSX WhatsApp Service complements our efforts on the Financial Literacy Initiative of Pakistan Stock Exchange. Through the PSX WhatsApp Service, we are trying to maximise our outreach on investor awareness through the availability of this digital service available to our customers at their finger tips”.

The PSX WhatsApp Service is powered by E.Ocean which is the technology partner of PSX in this endeavour. Speaking about the partnership with PSX on this service provision, the CEO of E.Ocean, Syed Amir Jafri remarked, “The deployment of the WhatsApp Business Platform for PSX marks a defining moment for

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e.ocean. With its user-friendly interface, the WhatsApp Business Platform is poised to revolutionize how investors make decisions.

PSX's commitment to embracing digital innovation is remarkable as PSX is not only streamlining processes but also ensuring that customer needs are met efficiently and effectively - and we take immense pride in crafting solutions that reshape industries and enhance the daily experiences of our users.”