



SAMCO launches The ‘Indian Trading League™’ (ITL™) - the country’s first capital market league

The Winner of the League gets the title of “India’s Smartest Investor and Trader”, Rs. 1 crore cash prize and an opportunity to manage \$1 million dollars;

The Firm raises over \$ 3 million in Series-A funding as the venture attracts Kapil Dev, Siddharth Mehta of Bay Capital as investors

Mumbai May 7, 2015: SAMCO Ventures, promoter and holding company of SAMCO Securities, a Mumbai based discount broking firm, today launched the country’s first capital market league called the ‘Indian Trading League™ a unique proposition for traders and investors across India.

The Indian Trading League™ (ITL™) was launched by Kapil Dev, former Indian cricketer, who also started his first innings as an investor in the venture at an event held in Mumbai.

The League takes trading and investing to a whole new level of experience, which involves real money, real markets, real people and real returns. This annual championship is open to all, may it be investors, intraday traders, positional traders, commodity traders, system traders and women. Winner would be one who generates the highest percentage net return or what is also called the Absolute Return on Net Funds (ARONF), a proprietary methodology owned by the group.

The first edition of the league will begin from the 19th of May, 2015 and will conclude on the 31st of March, 2016 with 4 formats in the first edition – The Indian Trading League, The Indian Investors League™, The Indian Commodities League™ and the Indian Women League™.

All one has to do is open an account with the ITL™ through the execution broker SAMCO, fill in an electronic KYC form, bring in an initial minimum capital of Rs 25,000 and start trading in the asset class of one’s choice viz. equities, derivatives, commodities or currencies on bourses.

The winner - gets the coveted title of being India’s ‘Smartest Investor and Trader, wins Rs. 1 crore cash prize, along with an opportunity to manage \$1 million.

The championship will rank, announce winners and give different prizes on weekly, monthly, quarterly and yearly basis. It also makes investing and trading a social experience where investors and traders can connect their Facebook accounts to ITL™ accounts and check their friend’s rankings.

The discount broking model brings in far more benefits to the investors as it only charges a flat fee of Rs 20 per transaction irrespective of the order size, resulting in savings of over 90 per cent in brokerage costs.



Commenting on the occasion Mr. Jimeet Modi, CEO, SAMCO Ventures said, “The concept of ‘Indian Trading League™’, Dimag Ki League, not only brings in element of discipline and preparation to making money, but also allows investors and traders to gauge their performance through comparison and benchmarking. This novel experience will be available to participants at absolutely no extra cost.”

He further explains “The biggest component of cost for a trader or investor in the market today is Brokerage. In the broking industry, the discount broking model is the only way forward and brings in much needed disruption by eliminating costs and passing on the entire benefit to the investors.”

The venture, which was being sculpted over the last one year, has already witnessed investor attention with Kapil Dev, London based Bay Capital Founder Siddharth Mehta and other investing USD 3 million as Series A investors.

Commenting on the investments Mr. Vipul Modi Chairman, SAMCO said, “The investment in SAMCO only reiterates our confidence and the investor’s trust in the Indian Trading League™ and the unique proposition for Indian investors.”

Kapil Dev Former Indian cricketer too says, “I have always taken all the decisions from my heart, but ye dimaag ki league intrigued me and I feel that disruption what one day match and IPL brought to cricket, Indian Trading League™ coupled with SAMCO’s discount broking would bring to investors and traders in Stock Market. While I always wanted to be a stock market investor, I have come close to being one by investing in the company itself, which has come out with a brilliant concept for the stock and commodity markets.”

The website www.indiantradingleague.com goes live today for registrations.

About SAMCO Securities Limited

SAMCO Securities Limited is a leading Discount Brokerage in India offering flat fee per trade services. SAMCO is a low-cost, technology driven stock broker offering its broking services across all leading exchanges in India – NSE, BSE, MCX, NCDEX and MCX SX.

Established in 1993, SAMCO Securities is a part of the Samruddhi group and has been in the securities business for over 20 years and its promoters and management have over 50 years of combined experience of the capital markets.

SAMCO aims is to disrupt the broking industry by offering world class solutions and technology to its consumers at a low cost.

SAMCO Securities Limited Headquartered in Mumbai, India. Please visit <https://www.samco.in/> for further details.



About SAMCO Ventures Private Limited

SAMCO Ventures Private Limited is the holding company of SAMCO Securities Limited and Samruddhi Finstock Limited. SAMCO Ventures Pvt. Ltd along with its associates and subsidiaries asserts its intellectual property (including applicable trademark, copyright and patent) ownership on The Indian Trading League, its website, the formats, trophy and other content not mentioned herein.

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