

Press Clipping

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Rel Money launches mobile trading

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Reliance Money, part of the Reliance Anil Dhirubhai Ambani Group, on Tuesday, launched mobile trading in equities and commodities across all platforms, independent of device, operator and the underlying carrier technology.

Towards this, the company unveiled its mobile trading portal. The initiative will enable the company to tap approximately 347 million telecom users in the country.

The announcement regarding the launch was made by Sudip Bandyopadhyay, director and CEO, Reliance Money along with Brett Nulf, director Asia Pacific, Volantis, Anurag Mehrotra, vice-president, UBER relationships, Wipro and Rudi Pecker, country manager, Religare Technova Global Solutions Ltd, the technical partners for the initiative.

Any Reliance Money customer who has internet access through GPRS or CDMA enabled on his mobile phone can

log in to the Reliance Money website using his existing user id and security token number and trade in equities and commodities.

The platform works on over 6,000 different mobile phones, claimed the company.

Volantis has provided the platform used for creating device independent and operator independent mobile applications. The device database is updated dynamically, as new devices are released to the market, the company said.

Wipro has provided the development expertise on the Volantis application and architected, designed and implemented the solution; Religare Technova has provided support for integration of the Volantis application to the trading engine. "India is the fastest growing mobile market in the world, and the mobile phone is the next battleground for consumer mind share. Mobile banking is a growing market globally and Asia is at the centre of this innovation," said Nulf.