

PRESS RELEASE

Launch of “FillEezz”

Mumbai – Tuesday, 09 February 2016

MF Utility started its operations since 21st January 2015 when it was launched by SEBI Chairman Shri U.K. Sinha. MFU provided a convenience for Investors to go through “once-in-a-lifetime” account opening process to open a CAN (Common Account Number) by filling a form and submitting it, to be able to transact in Mutual Fund schemes. As on date more than 26,000 CANs have been opened of which about 700 CANs pertain to Non Individual Investors.

MFU has now launched “FillEezz”, a facility which enables Individual Investors or their distributor to fill up the form online. The filled up CAN form shall be printed, signed by the investor and submitted at any of the MFU Point of Service. The investor / distributor can also save the form electronically for their reference. This eases up the process of form filling.

For those distributors who have large client base, MFU has developed an application in which the customer data can be uploaded and filled up CAN form can be generated in a pdf form. We will be soon moving into online creation of CAN, thus investors will be able to generate instant CAN for transacting. MFU will also launch eKYC process to enable new customers open CAN seamlessly.

Talking about this, Mr V Ramesh, Managing Director & CEO, MF Utilities India Pvt Ltd, said, “FillEezz provides convenient way to open a CAN. MFU is evolving and we are looking at creating more and more convenience to the Distributors in particular”.

Those who want to enter the details now and complete the formalities later, there is a provision to save the details and retrieve it at a later date. Moreover, the investor can also “clone” the data already filled and available in FillEezz when the same investor intends to open another CAN with different combination by reusing the existing data. This helps in avoiding unnecessary effort of re-entering the data when a CAN is opened for another family member.

About MF Utilities

MF Utilities India Pvt Ltd (MFUI) is the Mutual Fund Industry’s “Shared Services” initiative formed by the Asset Management Companies (AMCs) of SEBI registered Mutual Funds under the aegis of AMFI, with an objective of investor empowerment, distributor convenience, consolidation of information to various agencies, operational efficiency for RTAs and benefits to AMCs, thereby benefitting all stakeholders in the industry. MF Utility (MFU) is an innovative initiative of the Indian Mutual Fund Industry that brings significant benefits to all stakeholders, i.e. Investors, Distributors and Asset Management Companies, by leveraging technology. MFU will bring many conveniences to the investors and distributors and allow Mutual Funds to significantly enhance their reach and presence in the country to further the goals of retail penetration.