

Press Release

MCX – SX launches Telugu Website

7th regional language website launched within five months of inception

Aimed to educate Traders, importers, exporters, SME's on currency futures across Andhra Pradesh

Hyderabad, 28th February, 2009: MCX-SX (MCX Stock Exchange), India's new stock exchange, today formally launched its 7th regional website in Telugu (<http://telugu.mcx-sx.com>) on the benefits of currency derivatives market at the hands of Hon'ble Chief Guest, **Mr. J. Ranganayakulu, Executive Director (Law), SEBI** who unveiled the website at Hyderabad. MCX – SX has already launched regional websites in Hindi, Gujarati, Marathi, Tamil, Malayalam and Kannada. 4 more regional websites will be launched by the end of March 2009. The Kannada website was launched yesterday in Bangalore.

At the launch of the website, **Mr. J. Ranganayakulu, Executive Director, SEBI** said, "I appreciate MCX – SX for this initiative. The website may act as a point of interlink between regional investors and currency derivatives market. The traders, importers, exporters and other participants from this region may benefit from this. Hope this initiative may go a long way in popularizing currency futures market among Telugu speaking people."

Mr. U. Venkataraman, CEO, MCX-SX said, "Easy and regional content will make the website an interesting reading for the potential participants who are interested in knowing about the currency derivatives market. The website will help more and more participants by providing them with instant information in the language they can easily comprehend and like to read."

The new websites features a frequently asked questions (FAQs) section, currency futures price ticker, real-time rendering of charts (i.e., without refreshing entire page), online charts with magnification facility, and market and membership-related data at a single location. The websites also offers information updates on price movements; volumes transacted, and contract details.

The exchange has taken several initiatives that are aimed to benefit SME's, Corporate houses, Banks, Importers and Exporters across India. These are in line with exchange's philosophy of developing markets by innovation, information, education and research.

Information: i) MoU with FIEO (Federation of Indian Exporters Organisation, set up by Ministry of Commerce, Government of India) to reach more than 11,000 exporters across India and spread awareness of currency futures to protect against fluctuating currency prices. In addition to this, MoU with 6 other trade associations signed in Rajasthan. ii) First ever websites in Hindi, Gujarati, Marathi, Tamil, Malayalam and Kannada on currency futures launched.

Innovation: Pioneering price updates on currency futures via SMS across all service providers

Education: More than 120 training and awareness programmes across India in association

with FEDAI (Foreign Exchange Dealers Association of India), ICAI (Institute of Chartered Accountants of India), CCRT (Center of Corporate Research and Training) under ICSI (Institute of Company Secretary of India) and others.

Research: Released country's 1st handbook on currency futures

About MCX Stock Exchange (MCX-SX)

MCX Stock Exchange (MCX-SX) is a stock exchange recognised by the SEBI and RBI and has been allowed to operationalize exchange-traded currency derivatives.

The exchange will enable importers, exporters, investors, corporations and banks to hedge their currency risks with greater transparency and safety. With a large number of banks, corporates, brokerage houses and actual users as its trading members, MCX-SX will provide the desired liquidity and depth for all categories of users. Further, MCX-SX will guarantee settlement of all transactions, which will enhance safety by eliminating counterparty risk. Besides large users, MCX-SX will also benefit small and medium enterprises (SMEs) who hitherto did not have easy access to the currency markets. MCX – SX has been promoted by Multi Commodity Exchange of India Ltd. (MCX) and Financial Technologies (India) Ltd (FTIL).

The MCX-SX currency futures trading platform brings a new dynamism and innovation to the foreign exchange market. MCX-SX believes in “systematic development of financial markets in India through education and research” and, accordingly, has taken various measures to ensure that this important financial instrument is used by market participants more effectively.

For further information please contact:

Akshay Jain, Sr. Mgr., Corporate Communications, MCX- SX
Mobile: 09930267907, Phone No.: +91 - 22 – 67318888

Ms. Hetal Shah, Adfactors PR Pvt. Ltd., + 91 9820211246
Mr. Ujjawal Punmiya, Adfactors PR Pvt. Ltd., + 91 9619130947