

# BrokerAid-

Transforming Real-Time Compliance  
and Customer Support with AI

**BROCHURE**



# Introduction

BrokerAid is an AI-powered solution designed to help brokerage firms in India adhere to SEBI regulations by providing real-time, accurate responses to customer queries. Hosted on AWS, BrokerAid leverages generative AI to streamline customer service and ensure regulatory compliance through an intelligent chat assistant.

## Capabilities

BrokerAid is an AI-powered solution designed to help brokerage firms in India adhere to SEBI regulations by providing real-time, accurate responses to customer queries. Hosted on AWS, BrokerAid leverages generative AI to streamline customer service and ensure regulatory compliance through an intelligent chat assistant.

### Data Extraction and Processing :

BrokerAid continuously extracts SEBI circulars and updates from the NSE website using AWS Lambda and stores them in an S3 data lake. The system processes these documents, converting them into embeddings stored in FAISS Vector DB, allowing real-time, relevant answers to customer queries.



### Chat Assistant :

The intelligent chat assistant uses AWS Cognito for user sign-up & login, enabling agents to ask questions. Bedrock AI models generate responses, validated by compliance guardrails for accuracy. The chatbot supports follow-up questions, provides citations, & allows circular downloads for a seamless & secure experience.



### Guardrails and Compliance :

Built-in security ensures the chatbot follows SEBI regulations and does not engage in discussions outside its scope (e.g., financial advice or sensitive topics). Guardrails prevent misuse, such as prompt injections or unauthorized queries, ensuring secure and compliant communication.



### Role-Based Access Control (RBAC) :

Access is strictly controlled, allowing only authorized users to view and interact with relevant documents. Administrators can manage roles, ensuring that users interact only with the data pertinent to their department.



### File Uploads :

The chatbot allows end users to upload documents that may not be in the knowledge base. Users can then ask questions, request summaries, or analyze data based on the content of the uploaded documents.



# Use Cases

BrokerAid streamlines compliance and customer support, enabling instant query resolution, department-specific responses, and real-time access to updated regulations and FAQs.



## Real-Time Customer Support

Brokerage firms can leverage BrokerAid to offer immediate and accurate responses to customer queries about SEBI regulations and circulars, improving service efficiency and client satisfaction.



## Regulatory Compliance

Ensure your brokerage operations comply with SEBI's frequently updated rules through BrokerAid's automated data extraction and intelligent query responses.



## Enhanced Agent Productivity

BrokerAid reduces the burden on human agents by handling routine, regulation-based queries, allowing service staff to focus on more complex issues.



## Secure Document Access

With RBAC, users are granted access only to the documents relevant to their role, ensuring that sensitive data is protected, and interactions are aligned with compliance standards.

# Why **NSEIT**?

With 20+ years of expertise in capital markets and compliance, NSEIT delivers AI-powered solutions like BrokerAid,

ensuring efficiency, security, and regulatory adherence for brokerage firms.

## Expertise in Capital Markets



With over two decades of experience in capital markets and regulatory compliance, NSEIT is well-equipped to support financial institutions. Our solutions, like BrokerAid, are designed to address the specific needs of brokerage firms, ensuring regulatory compliance and operational efficiency.



## Cloud and AI-Driven Innovation

NSEIT's AI-driven and cloud-based platforms empower firms to stay agile and competitive in a data-driven world. BrokerAid's integration with AWS ensures a scalable, secure infrastructure to meet the dynamic needs of financial services.

## Trusted by 300+ Clients Globally



NSEIT is the trusted partner for over 300 clients across India, the US, and the Middle East. Our proven track record in large-scale digital transformations ensures that BrokerAid is a reliable and cutting-edge solution for brokerage firms. BrokerAid empowers brokerage firms to stay compliant, improve customer service, and streamline operations with AI-driven insights and automation. Backed by NSEIT's expertise in capital markets and regulatory compliance, BrokerAid is the ideal solution for firms looking to stay competitive in a rapidly changing regulatory landscape.

## About **NSEIT**

**NSEIT Limited** is a digital native technology company that engineers world-class solutions to help our global customers accelerate their digital transformation journeys. Our key service pillars are Application Modernization, Business Transformation, Data Analytics, Infrastructure &

Cloud Services, and Cybersecurity, through which we create intuitive digital experiences and tangible business impact. For over two decades, our innate drive for excellence has made us the partner of choice for global organizations. At NSEIT, we fuel digital progress.

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