Upstox Crosses 2 Crore Customers, Reinforcing Its Position as One of India's Most Trusted Investing Platforms

Over 85% of customers come from Tier 2 and Tier 3 cities; nearly 70% are first-time investors

Mumbai | 20 August 2026: Upstox (RKSV Securities India Pvt. Ltd.) today announced that it has crossed 2 crore fully KYC-registered customers, a milestone that reflects the trust millions of Indians have placed in the platform over the past decade and a half.

When Upstox began its journey, less than 2% of Indians invested in equities. Today, over 85% of its customers come from Tier 2 and Tier 3 cities, and nearly 70% are first-time investors — a reflection of how deeply market participation has widened beyond India's metros.

Trust in financial services is not claimed; it is accumulated. Upstox has built it through transparent pricing, resilient systems through the market's most volatile sessions, and a simple operating principle: always doing the right thing by its customers. Every account on the platform is fully KYC-registered, and as a SEBI-registered broker and member of NSE, BSE, MCX and CDSL, Upstox operates under the full regulatory framework that protects retail investors.

“From welcoming our first customer in a small office in BKC to reaching our 20 millionth customer today, we have come a long way. When we started, our mission was simple: break down the barriers that kept everyday Indians out of the financial markets. We owe deep gratitude to the late Mr. Ratan Tata, who helped us craft the vision that guides everything we do: helping every Indian confidently build their wealth. What started as a simple mission has grown into a platform trusted by 2 crore Indians, and we remain focused on building technology that helps them make better financial decisions.”, ***said Ravi Kumar, Co-founder, Upstox.***

Back then, opening a demat account meant 30–40 pages of paperwork and up to 10 days of waiting. Upstox was among the first in India to introduce paperless account opening, compressing that into minutes. It pioneered new distribution channels beyond metro India and took investing into the cultural mainstream through its IPL-led brand presence — tackling the barriers of access, data and financial education head-on.

The platform brings a comprehensive trading experience into a single app: smarter charts, faster execution and advanced order types, alongside powerful screeners, Option Chain and Strategy Builder. Features such as Trading Insights and Chart 360 help traders analyse their performance, understand their patterns and adapt.

“Trading is about continuously learning and improving. Our focus is on giving traders the tools and insights they need to improve their probability of success. This milestone motivates us to keep innovating for the next generation of Indian investors and traders.”, ***added Ravi Kumar, Co-founder, Upstox.***

For the first-time investor in a Tier 3 town or the salaried professional building a long-term portfolio, the need is not more speed but more clarity. The platform offers mutual funds, goal-based investing and free model portfolios, with plain-language education and risk highlighted alongside returns — so every investor can make a confident, informed decision about their own money.

Upstox views the 2-crore milestone as a stepping stone, and has set an ambition to serve 10 crore customers over the next five years. Every product on the roadmap is guided by the philosophy that has shaped the company from the beginning: financial opportunity should not be reserved for a select few. With India's investing story still being written, Upstox believes the next chapter has only just begun.

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About Upstox

Upstox (RKSV Securities India Pvt. Ltd.) is one of India's leading technology-led investment platforms, offering equities, derivatives, mutual funds, IPOs and more through a single app. Founded in 2009, Upstox serves over 2 crore fully KYC-registered customers across India and is a SEBI-registered broker and member of NSE, BSE, MCX and CDSL.

Disclaimer:

Investment in the securities market is subject to market risks, read all the related documents carefully before investing.*

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