



## Press Release

### MSE Reinforces Identity with New Brand Expression and Digital Transformation

- **Launch of a dynamic new logo video reflecting modern identity**
- **Migration to new domain for stronger digital presence**

April 6, 2026, Mumbai, India – The Metropolitan Stock Exchange of India (MSE) today announced a significant step forward in its evolution with the unveiling of a refreshed brand identity and migration to its new digital domain, [www.mseindia.com](http://www.mseindia.com)

This transformation reflects MSE's clear strategic direction: to deliver a faster, more reliable, and technology-led market infrastructure that meets the evolving expectations of investors, intermediaries, and issuers across India.

At the core of this evolution is a strengthened technology backbone, including a state-of-the-art data centre designed to support enhanced execution speeds, operational resilience, and scalability. These upgrades are aligned with MSE's commitment to providing a seamless and efficient trading experience for all market participants.

The shift from *msei.in* to *mseindia.com* signifies more than a digital upgrade—it underscores the Exchange's true and simplified identity as "MSE," while proudly aligning with its national character as an Indian exchange.

The newly launched logo reflects MSE's defining attributes of being Young, Agile and Futuristic.

#### **About MSE:**

Metropolitan Stock Exchange of India Limited (MSE) is the youngest Exchange of the Country. MSE holds recognition and license from SEBI to operate as a Stock Exchange in Equity, Equity Derivatives, Currency Derivatives and Debt Segment. The Exchange has embarked on an audacious goal for creating innovative customized products across asset classes and leveraging a distribution strategy in the country by partnering with ecosystem players to increase participation from various echelons of the society.

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