

# **“A TECHNICAL ANALYSIS IN STOCK MARKET WITH SPECIAL FOCUS ON FINSKOOL”**



SUBMITTED BY

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UNDER THE GUIDANCE OF

INTERNAL GUIDE:  
Mr. Ramakrushna Mishra

CORPORATE GUIDE:  
Mr. Jayant kwatra

*In partial fulfilment of Award of the Degree*  
**OF**  
**MASTER OF BUSINESS ADMINISTRATION**



**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT**

# **PREFACE**

The research report entitled, “**A TECHNICAL ANALYSIS IN STOCK MARKET WITH SPECIAL FOCUS ON FINSKOOL**” was really a great interest to do. I really enjoyed working on it. The topic was so interesting that it aroused my interest to do more and more work regarding it.

The first real insight of an organisation for management student comes only during the preparation of project work because student first interacts with real practice work. This is the first introduction to industry and its working. This project work synthesize theoretical concept learn in the classroom and its practical orientation in organisation.

Research reports are backbone of any management education program. The tools that we learn in the classroom, we apply them in the project work. A management master should frequently do research work during his/her entire course plan.

The research report is divided in four chapters and each chapter has its own importance. Together show the entire picture of “**A TECHNICAL ANALYSIS IN STOCK MARKET WITH SPECIAL FOCUS ON FINSKOOL**”.

The first chapter deals with the introduction of the topic and the stock market. The objective and scope of this research is also mentioned in section of the project work. The second chapter deals with 3C report i.e. **Company analysis**, **Competitor analysis** and **Customer analysis**. The third chapter deals with the review of literature. The last chapter which is chapter 4, concluded with bibliography and annexure.

Place: Bhubaneswar

Date:

**Pritishna Jena**

# **ACKNOWLEDGEMENT**

The satisfaction Euphoria that accompanies the successful completion of any work would be incomplete unless we mention the name of the person who made it possible, whose constant guidance and encouragement served as a beckon of light and crowned our efforts with success. I consider it a privilege to express through the pages of this report, a few words of gratitude and express to those who guided and inspire me in the completion of this project on **“A TECHNICAL ANALYSIS IN STOCK MARKET WITH SPECIAL FOCUS ON FINSKOOL”**.

I would thank the entire **Management of Finskool** for giving the wonderful opportunity to work on a **45 days** internship report in their esteemed organization.

I would like to thank **Dr. P. K. Tripathy, our honourable Principal** for giving me a chance to gain an exposure in the corporate world.

I would also like to thank **Mr. K. Chandrasekhar, Asst. Prof. (Head of Our Training & Placement Group)** for his kind cooperation and providing me with the academic support.

I would be grateful to express my gratitude to **Mr. Ramakrushna Mishra, Associate Prof. (Finance) who is my internal guide** and all the faculties of **BIITM** for their guidance and constant supervision as well as for providing necessary information regarding the project and their constant support for completion of the project report.

Last but not the least, I would like to thank my **BIITM** for blessing e and making this project a success.

## **DECLARATION**

I do hereby declare that the project report on “**A TECHNICAL ANALYSIS IN STOCK MARKET WITH SPECIAL FOCUS ON FINSKOOL**” submitted by me as a partial fulfillment of the requirement of the degree of **MASTER OF BUSINESS ADMINISTRATION**. It is an original piece of work carried out by me under the guidance as well as the supervision of **Mr. Ramakrushna Mishra**. The information has been collected from genuine and authentic means sources. The work has not been submitted for any award of any degree elsewhere in full or in part.

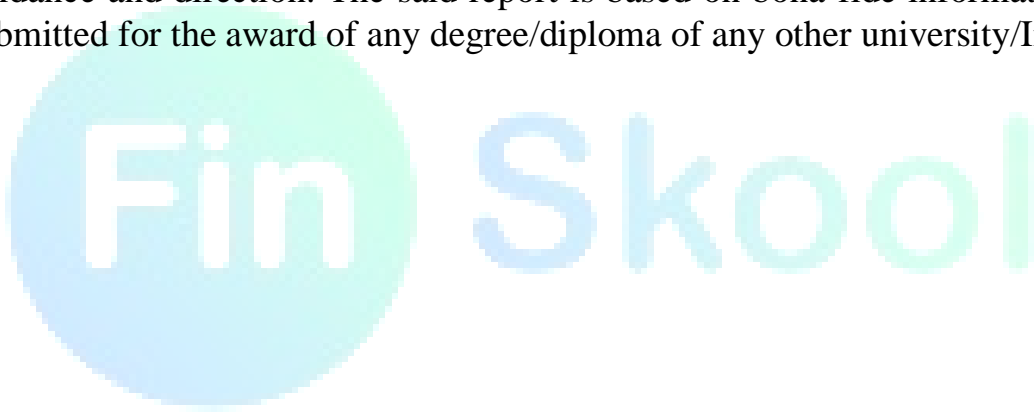


Place: Bhubaneswar  
Date:

**PRITISHNA JENA**  
Regd no 2006258147  
BIITM, BBSR, ODISHA

# **CERTIFICATE**

This is to certify that **PRITISHNA JENA**, Regd No. – **2006258147** has completed her work on the given topic of “**A TECHNICAL ANALYSIS IN STOCK MARKET WITH SPECIAL FOCUS ON FINSKOOL**” and has submitted the report in partial fulfillment of 2 years full time course **MASTER OF BUSINESS ADMINISTRATION** for the academic year **2020-2022** under my guidance and direction. The said report is based on bona-fide information and not submitted for the award of any degree/diploma of any other university/Institution.



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Place: Bhubaneswar

Date:

signature

certificate



# **TECHNICAL ANALYSIS IN STOCK MARKET WITH SPECIAL FOCUS ON FINSKOOOL**

Ms. Pritishna Jena

## **ABSTRACT:**

In my report, I have given the daily and weekly activities being performed by me in the Finskool during my training period. As I was working as “EQUITY ADVISOR”, I have also opened demat account of customers for trading.

Finskool is a subsidiary of Sanguine Capital which is an e-learning venture of the finance and investment program. It is a mixture of learning with technology for a better approach along with to see every individual financially sound and independent. It is associated with many industry leaders like Motilal Oswal, Narnolia, MoneyLife Advisory, ICICI AMC, Weekend investing for Education and Advisory to those Investors who wish to enter into the market and at the same want to create their own wealth. Sanguine capital is also honoured as a Top 10 Startup Wealth Management in 2019.

Number of pages in DOCK/PDF file:

Keywords:

Stock market, technical analysis, Demat account, Investment program.

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## **CHAPTER:1**

### **INTRODUCTION**

# OVERVIEW ON STOCK MARKET

A stock market, equity market or share market is the aggregation of buyers and sellers of stocks. It refers to the collection of markets and exchanges where the issuing and trading of equities, bonds and other sorts of securities takes place either through formal exchanges or over-the-counter markets. Here trading of company stocks and derivatives takes place at agreed price. Stock is also known as share/equity. It represents a fraction of ownership in a business. Ownership of shares is documented by a legal document that specifies the amount of shares owned by shareholders. A shareholder or stockholder is an individual or company that legally owns one or more shares of a company. They basically vary from individual stock investors to large hedge fund traders. Now-a-days the stock certificates have been dematerialized. The process of converting physical shares into electronic format is called Demat account. An investor who wants to dematerialize his shares needs to open a demat account with depository participant.

A stock market is one of the most important source for companies to raise money. It allows businesses to be publicly traded or raise additional capital for expansion by selling the shares of ownership of the company in a public market.

Most of the trading in the Indian stock market takes place on two stock exchanges. They are – The Bombay Stock Exchange (BSE)

The National Stock Exchange (NSE)

Stock market analysis enables investors to identify the intrinsic worth of a security even before investing in it. All the stock market tips are formulated after thorough research by experts. There are two types of analysis are present- Fundamental Analysis & Technical Analysis. By using stock analysis, investors and traders arrive at equity buying and selling decisions.

Fundamental analysis is a method used to determine the value of a stock by analyzing the financial data that is fundamental to a company. It is a stock valuation method that uses financial and economic analysis to predict the movement of stock prices.

Technical analysis is the attempt to forecast stock prices according to the market derived data. Here the experts generally look at price, volume and psychological indicators over time. They are looking for trends, patterns, peaks, bottoms and other factors in the data that indicate future price movement.

The three golden rules of technical analysis are:

- 1) The market discounts everything.
- 2) Prices move in trends.
- 3) History repeats itself.

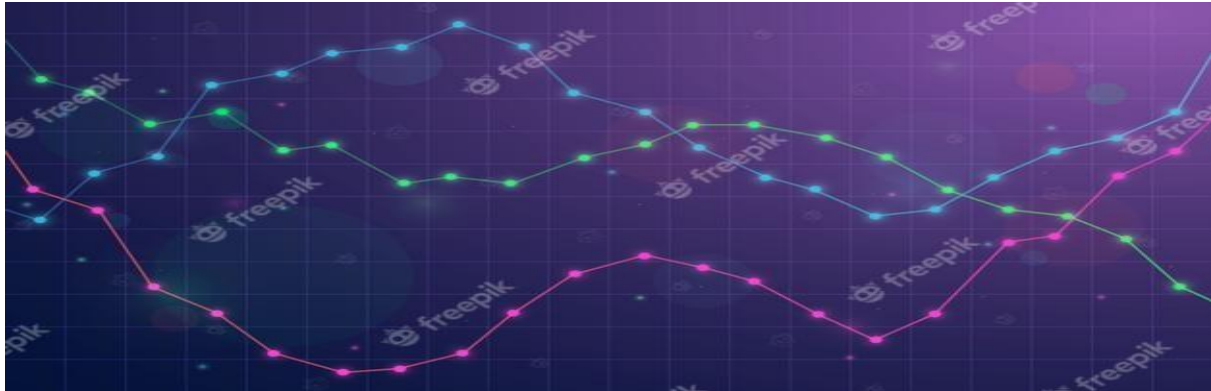
Technical analysis is the oldest form of security analysis that started in 17<sup>th</sup> century Japan. It uses so many charts like Bar chart, Line chart, Candle stick charting, Point and Figure Chart.

### **BAR CHART:**



- Most popular type of chart.
- It is a graph with rectangular bars.
- It shows the high, low, open and close for each day.
- Bar charts allow traders to analyze trends, spot potential trend reversals and monitor volatility as well as price movements.
- There are 4 types of bar graph- Vertical Bar Graph, Horizontal Bar Graph, Stacked Bar Graph and Grouped Bar Graph.

### **LINE CHART:**



- It is a graphical representation of an asset's historical price action that connects a series of data points with a continuous line.
- It is the most basic type of chart used in finance.
- It typically depicts a security's closing prices over time.
- It is used to visualize the value of something over time.

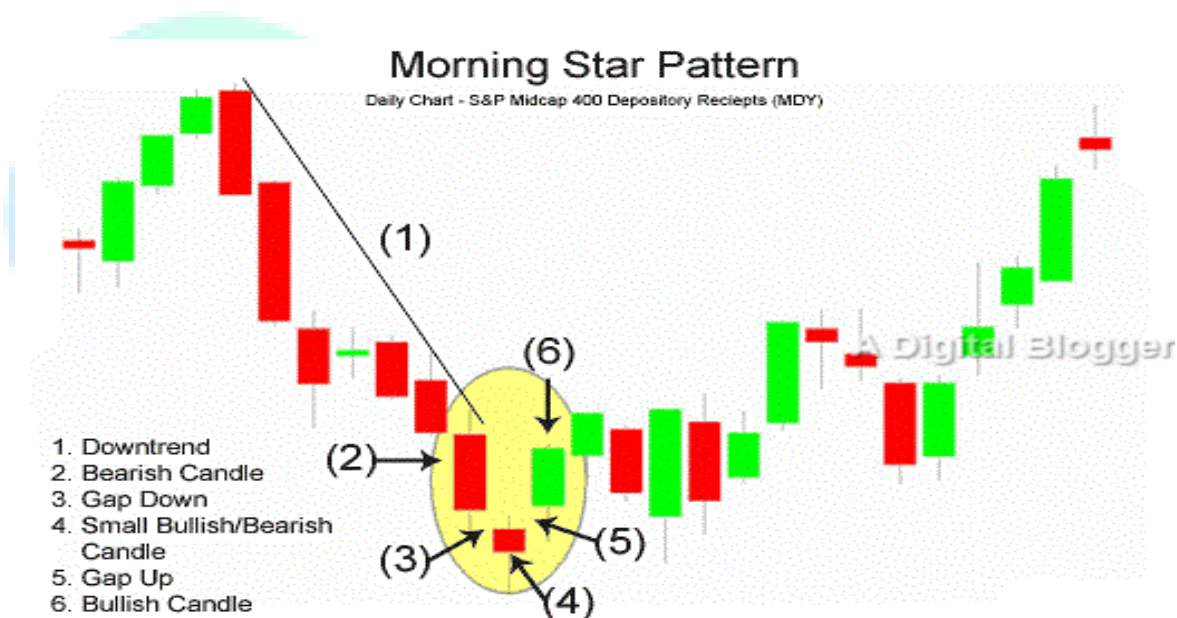
#### CANDLE STICK CHART:



- It is a movement in prices shown graphically on a candlestick chart that predict a particular market movement.
- The real body represents the price range between the open and close of that particular day's trading.

- When the real body is filled in or black, it means the close was lower than the open.
- Different components of candle stick are-
  - The opening price in the morning
  - The closing price at the end of the day
  - Body(difference between the 2 prices)
  - Hollow candle moved higher through the day
  - Filled candle moved lower through the day
  - Highest price of the day shown by the top shadow.
- There are different types of candle stick patterns are present : Morning Star, Shooting Star, Evening Star, Hammer, Doji

### Morning Star:



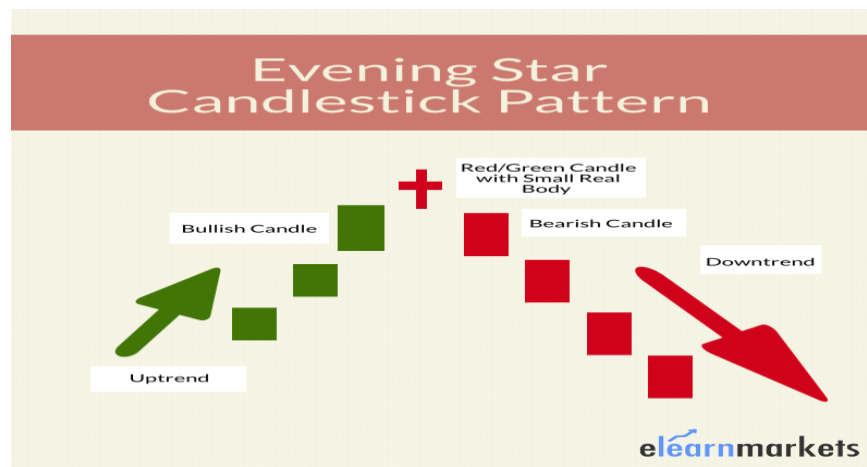
It is a visual pattern consisting of 3 candlesticks that are interpreted as Bullish signs by technical analysts. It forms following a downward trend and it indicates the start of an upward climb. It is a sign of a reversal in the previous price trend.

### Shooting Star:



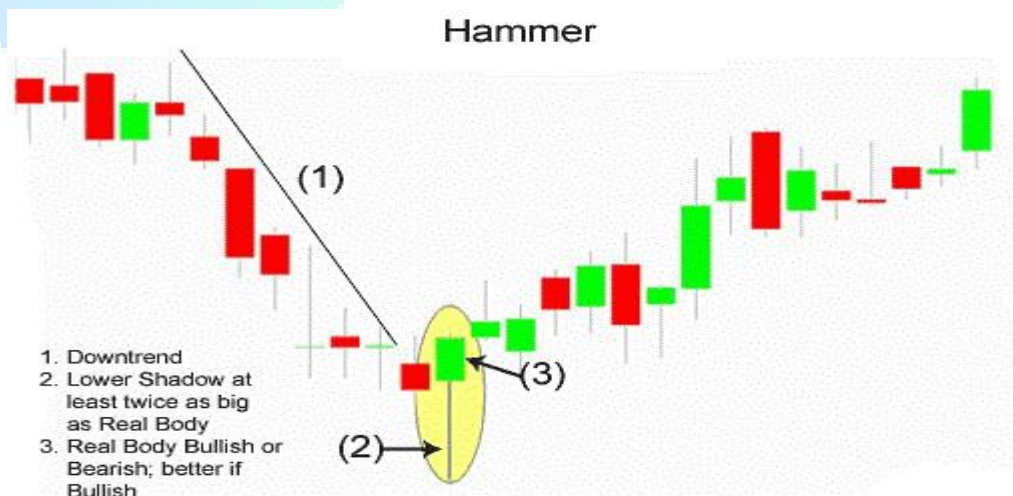
It is interpreted as a type of reversal pattern presaging a falling price. It looks exactly same as the hammer but it is found in an uptrend. It is made up of a small lower body, little or no lower wick and a long upper wick that is atleast two times the size of the lower body.

### Evening star:



An evening star is a stock price chart pattern used by technical analysts to detect when a trend is about to reverse. The pattern rarely appears but it is considered as a reliable bearish indicator. It is associated with the top of a price uptrend, signifying that the uptrend is nearing its end.

### Hammer:



It is a type of bullish reversal candlestick pattern made up of just one candle. It looks like a hammer as it has a long lower wick and a short body at the top of the candlestick with little or no upper wick. The lower wick must be two

times greater than the size of the body portion of the candle. The body of the candle must be at the upper end of the trading range.

### **Doji:**

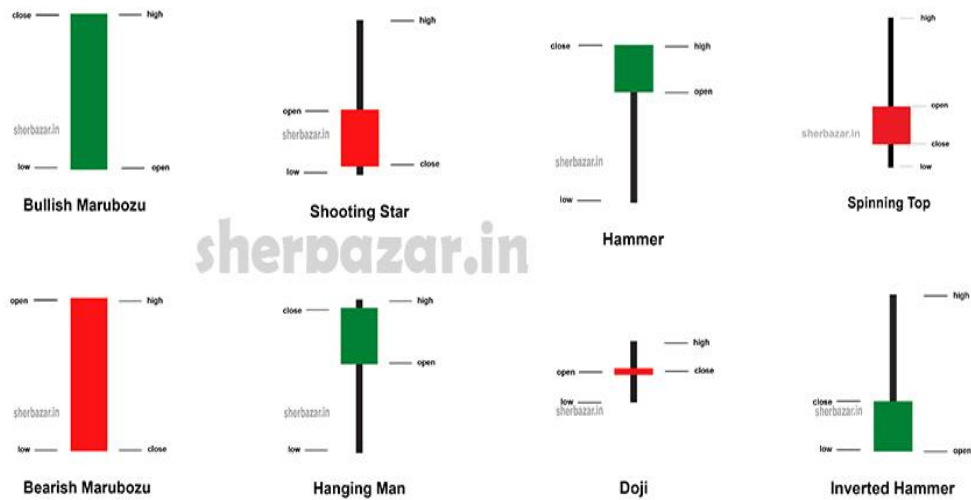


It looks like a cross as the opening price and the closing prices are equal or almost same. It indicates that neither the buyer nor the sellers are gaining. It's a sign of indecision.

### **Single Candlestick Pattern:**

These patterns are Japanese candle stick formations composed of just one candlestick. They help in predicting price reversals. They can be traded independently and come in three main types, each of which has a bullish and bearish version.

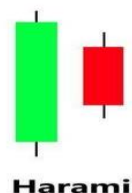
# Single Candlestick Patterns



## Double Candlestick Pattern:

The double candlestick pattern is a bearish candle followed by a larger bullish candle. The reason this is an indicator for an uptrend is that bulls are showing more strength than bears. The change in strength with the bulls shows a reversal of momentum that will likely continue into the future.

# DOUBLE CANDLESTICK PATTERNS

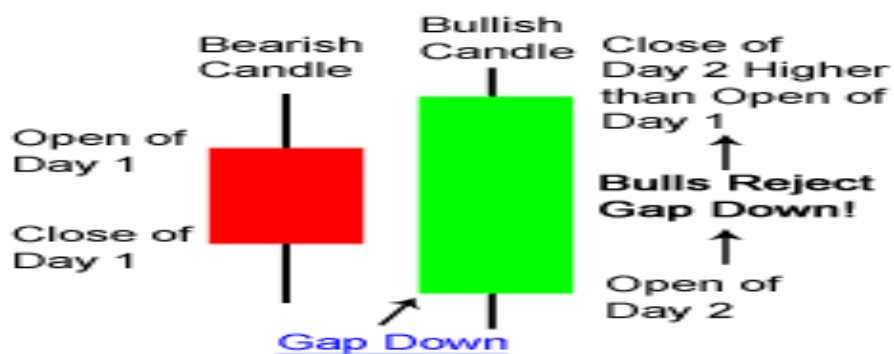


THE SIGNALYST

## Bullish Engulfing:

A Bullish Engulfing pattern is a candlestick pattern that forms when a small black candlestick is followed the next day by a large white candlestick, the body of which completely overlaps or engulfs the body of the previous day's candlestick.

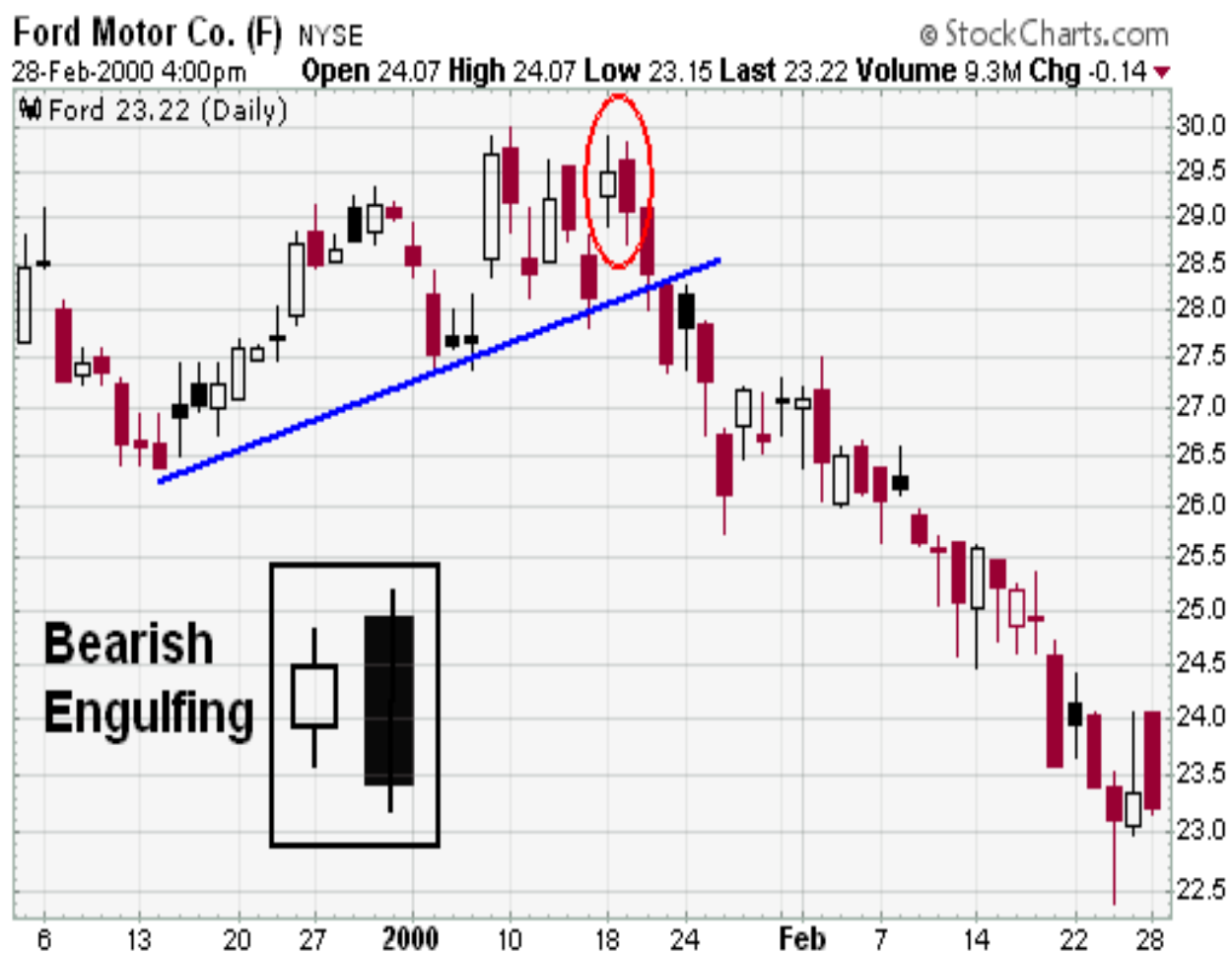
## Bullish Engulfing Pattern



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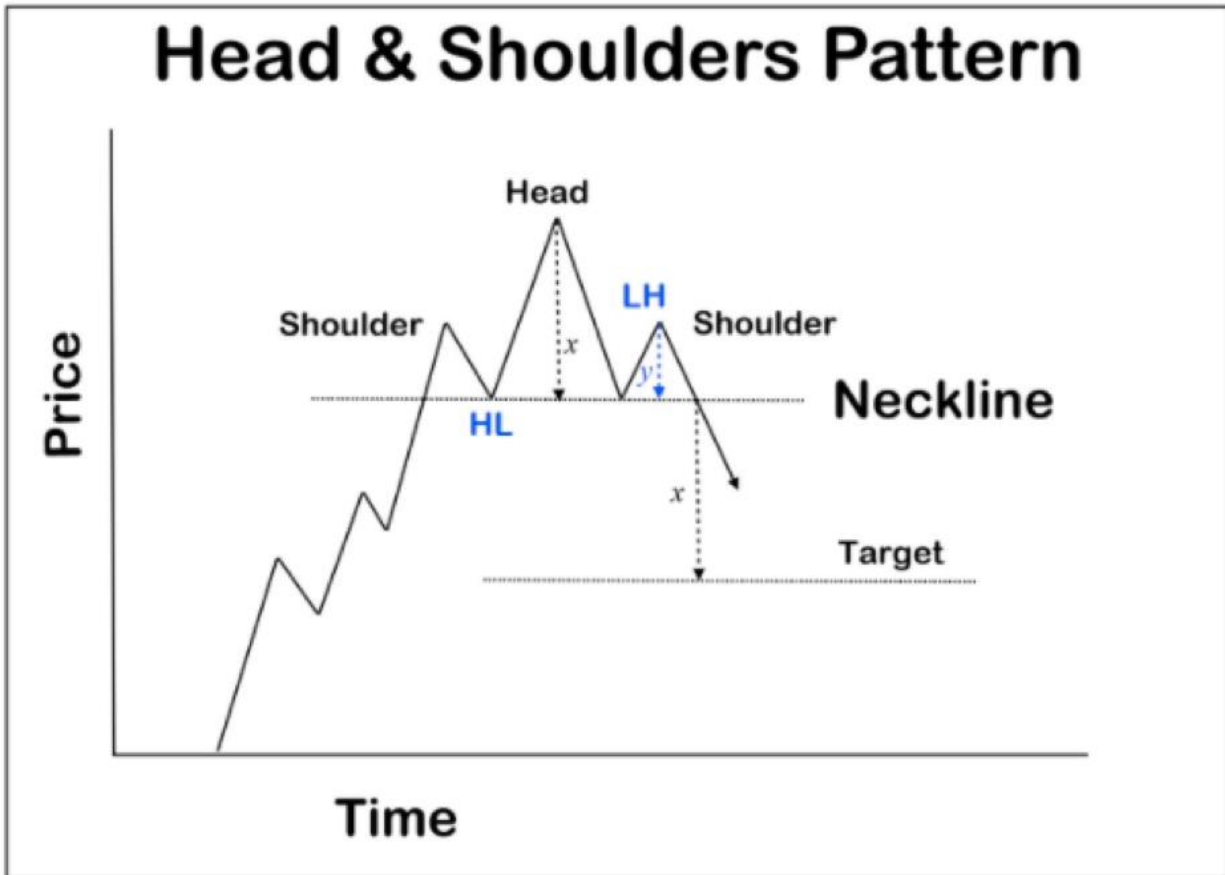
## Bearish Engulfing:

A Bearish Engulfing pattern is a technical chart pattern that signals lower prices to come. The pattern consists of an up (White or Green) candlestick followed by a large down (Black or Red) candlestick that eclipses or engulfs the smaller up candle.



**Head & Shoulders:**

On the technical analysis chart, the Head & Shoulders formation occurs when a market trend is in the process of reversal either from a bullish or bearish trend, a characteristic pattern takes shape and is recognized as reversal formation. Most of the time Head & Shoulders are not perfectly shaped. This formation is slightly tilted upward or downward.



**SCOPE OF THE STUDY:**

Within the Stock Market, we can choose to work in Broking and Distribution, asset management, trainer, financial advisor etc depending upon our interest. No doubt it is an emerging place to start the career because it is getting bigger gradually and many startups are setting upm everyday in the country. The well known opportunity for stock market is being an entrepreneur. If someone has the passion and can understand the market, then this is the best way to go for.

Carrer options availablein the stock market are:

- ✓ Market maker
- ✓ Research analyst
- ✓ Stockbroker
- ✓ Personal finance expert for clients of broking house
- ✓ Trader for hedge funds
- ✓ Risk mitigation

## **OBJECTIVE:**

The objective of stock market study is to formulate policies for easy transactions and providing protection to the investors and companies. It shows the investment direction. Technical analysis of stock market is one of the best strategy to forecast stock prices on the basis of market derived data. It helps to gain profit from trading by observing market patterns and statistics to know when to enter and exit a market.

## **ADVANTAGES OF INVESTING IN STOCK MARKET:**

If you manage the risks, you can take advantage of the stock market to secure the financial position and earn money.

### ➤ HIGH LIQUIDITY

Investors can buy and sell shares through the stock exchanges within seconds.

### ➤ INVESTMENT GAINS

One of the primary benefits of investing in the sock market is the chance to grow the money. Investing in many different stocks will help build your wealth by leveraging growth in different sectors of the economy, resulting in a profit even if some of your in dividual stocks loss value.

### ➤ DIVIDEND INCOME

Some stocks provide income in the form of a dividend. Dividend income can help fund a retirement or pay for even more investing as you grow your investment portfolio over time.

➤ **DIVERSIFICATION**

For investors who put money into different types of investment products a stock market investment has the benefit of providing diversification.

➤ **OWNERSHIP**

Buying shares of stock means taking an ownership stake in that particular company. Owning stock in the company you work for can be a way to express loyalty and tie your personal finances to the success of the business as a whole.

## **DISADVANTAGES**

➤ **RISK**

You could lose your entire investment in the stock market. This type of risk is always associated with it.

➤ **TIME**

It's a very time consuming work because you must research each company to determine how profitable you think it will be before you buy its stock. You also must learn how to read financial statements and annual report and follow your company's developments in the news.

➤ **VOLATILITY**

Investments in the share market are considered risky since the markets are volatile and shares can fluctuate and even hit lower circuits.

➤ **STOCK HOLDERS ARE PAID LAST**

When a company is wound up, stock holders are the last one to get paid whereas bond holders and creditors of the company get paid first.

## **METHODOLOGY**

With the popularity of online trading and availability to the financial markets, several Indian traders are making their way and stepping their foot into the world of trading.

In earlier times, people had to physically go towards the counter to start a trade. But now there is an option of demat account which is called “Dematerialized account”. Here financial securities like bonds, shares, government securities and others are stored in electronic format to facilitate easy and safe trade for all the users.

There are some steps required to start trading with a demat account. They are as follows:



### STEP 1: Opening of demat account

For opening of demat account, your Aadhar Card should be linked with valid phone number and verify all the documents. A link will be there through which you have to open the demat account by filling all the necessary information.

### STEP 2:

After opening an demat account, a trader has to place an order through this to start their trading. The broker will connect the trader to the relevant exchange.

### STEP 3:

The order is then processed at the exchange. The exchange will check all the details related to the transaction and also relevant details of a trader's demat account.

### STEP 4:

Once the order is processed, the shares or securities will be instantly credited or debited from its demat account.

### **DATA COLLECTION:**

Data can be collected through 2 methods. 1) Primary Data  
2) Secondary Data

### **PRIMARY DATA:**

The actual survey has to be done in offline mode, but due to this Covid-19 pandemic situation, we did our research and interaction with the customers through online mode by providing google forms to them. Primary data is the real time data that done through surveys, observations, questionnaire, personal interview but unfortunately we missed the chance and did the research based upon the past data.

### **SECONDARY DATA:**

Secondary data means the data collected by someone else earlier. It is based upon the past data. This data are collected through existng surveys and analytics, study, facts which are already available in the online websites like in internet and other sources.

Some of them are:

- 1) Website
- 2) Social media like LinkedIn, Instagram, Facebook etc.
- 3) Company Information Brochure



## **CHAPTER: 2**

# **COMPANY ANALYSIS**

# Sanguine Capital



## **BRIEF INTRODUCTION:**

- It was incorporated in 2017 by Mr. Jayant Kwatra, Ms. Aarti Khatri & Mr. Vishal Gupta.
- It is India's best advisory firm that offers Education as well as Advisory Services Of Financial Market.
- It is headquartered in Faridabad, Haryana.
- It is a diversified financial services company in India offering brokerage services across the asset classes of equities, commodities & wealth management, distribution of third party financial products.
- It is a member of all the leading equity, commodities, derivatives, currency & spot commodity exchange of India.

## **MARKET SEGMENT:**

The securities market has 2 independent segments. 1) Primary market  
2) Secondary market

### **Primary Market-**

- ✓ It is the channel for creation of new securities that issued by public limited companies or government agencies.
- ✓ In the primary market, the resources are mobilized either through public issue or private placement route.
- ✓ It is a public issue if everybody can apply for this, but when it is available to the selected group of person then called private placement.
- ✓ The new securities issued in the primary market are traded in the secondary market.

### **Secondary Market-**

- ✓ The secondary market enables participants who hold securities to adjust their holdings in response to changes in their assessment of risk and return.
- ✓ The secondary market operates through 2 medium-
  - (A) OTC(Over-the-counter) : Informal market where trades are negotiated.
  - (B) Exchange Traded Market: Here trade uses the infrastructure provided by the stock exchange.

### **SANGUINE CAPITAL MARKET POSITION:**

- It is India's one of the best advisory firm which offers Education & Advisory Services of Financial Market.
- Sanguine Capital's credit is defined by it's mission to succeed, passion for professionalism, excellent work ethics and customer centric values.
- Services that Sanguine capital constantly upgrade and improve are because of company's skill in leveraging technology.
- It's success is due to the faith reposed in company by valued investors and customers all over the country.

- As it's network touches every corner of the country, the most remote investor can easily access Sanguine capital's services and benefit from it's expert advice.

### **VISION STATEMENT:**

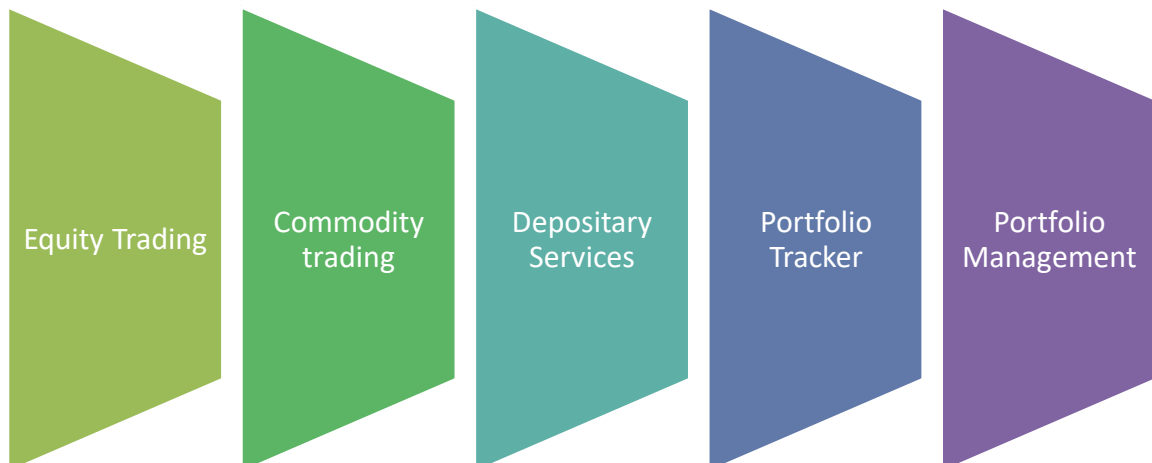
- Company's vision is very crystal : - “ To Educate & Empower our clients and help them achieve Financial Independence”.
- Company believes in creating long term relationship & become the financial advisor for the generation.

### **ADVANTAGES IN TRADING WITH SANGUINE CAPITAL:**

- Research support and timely advice by our high-tech research wing.
- A perfect blend of latest technology and rich experience of over 10 years.
- Transparency and fairness you can find here.
- Personalized solution and attention offered to each investor.
- An extensive network of branch offices across the country.

### **PRODUCT & SERVICES PROVIDED BY SANGUINE CAPITAL:**

- Sanguine Capital provides some key products like :





- **Recovery of Mutual Funds**
- **IEPF Claim**



- **Dematerialization of physical shares**
- **Signature mismatch**



- **Misplaced share certificates**
- **Transmission of shares**

## **[SERVICES OF SANGUINE CAPITAL]**

### **RECOVERY OF MUTUAL FUNDS:**

- + Sanguine Capital provides service in redemption of Mutual fund which remain unclaimed due to some reasons.
- + Even if you don't have details of your mutual fund, but you remember the name of mutual fund houses where the investment is made, Sanguine Capital can assist in retrieval of information and recovery of those unclaimed mutual funds.

### **IEPF CLAIM:**

- + As per section 124(6) of Act, 2013 all the shares in respect of which dividend remains unpaid or unclaimed for 7 consecutive years have to be transferred to Investor Education & Protection Fund(IEPF).
- + For claiming any of these shares, the applicant needs to file an application with the IEPF Authority along with the necessary documents, Sanguine Capital helps in speedy recovery from IEPF Authority.

## **DEMATERIALIZATION OF PHYSICAL SHARES:**

- ✚ As per SEBI, shares can be transferred or sold only in demat form. You can keep the physical share certificate only till the time you don't want to sell or transfer them to someone else.
- ✚ To sell or transfer the shares you would first need to dematerialize them and then initiate the required transaction.
- ✚ Sanguine Capital offers complete solution to the clients for dematerialization of physical share certificates & their sale or transfer.

## **SIGNATURE MISMATCH:**

- ✚ Most of the clients use multiple signatures for security reasons & at that time they forget which signatures are used while purchasing a particular stock.
- ✚ Such & many more reasons lead to mismatch of signature of the customers.
- ✚ Sanguine Capital experts help in the process of updating of new signature in Company's record to avoid delays.

## **MISPLACED SHARE CERTIFICATES:**

- ✚ Physical documents are always prone to be misplaced. This leads to a high risk of losing hard earned money.
- ✚ Sanguine Capital experts help in recovering such duplicate share certificates from the company in a hassle free manner.

## **TRANSMISSION OF SHARES:**

- ✚ Sometimes share Transmission becomes very clumsy. It can create problems if you are not seeking proper professional advice.
- ✚ Sanguine Capital is offering assistance to the respected clients on various issues regarding share Transmission.

# INDUSTRY ANALYSIS



## **ENVIRONMENTAL ANALYSIS (PESTEL):**

PESTEL Stands for Political , Economic, Social, Technological, Environmental & Legal Factors.

### **POLITICAL FACTORS:**

- ✓ Intellectual property protection.
- ✓ Favoured trading partners.
- ✓ Level of corruption especially levels of regulation in service sectors.
- ✓ Pricing regulations
- ✓ Mandatory employee benefits.
- ✓ Product labelling and other requirements in security & protection services.
- ✓ Industrial safety regulations in the service sector.
- ✓ Trade regulation and tariff related to services.
- ✓ Taxation- Tax rates and incentives.

### **ECONOMIC FACTORS:**

- ✓ Exchange rates & stability of host country currency.
- ✓ Comparative advantages of host country and services sectors in the particular country.
- ✓ Educational level in the economy.
- ✓ Economic growth rate.
- ✓ Inflation & Interest rates.
- ✓ Unemployment rate.
- ✓ Labor costs and productivity in the economy.
- ✓ Infrastructure quality in security & protection services industry.
- ✓ Government intervention in the free market and related services.

### **SOCIAL FACTORS:**

- ✓ Demographic and skill level of the population.
- ✓ Leisure interest.
- ✓ Entrepreneurial spirit and broader nature of the society.
- ✓ Educational level and education standard in this security.

## **TECHNOLOGICAL FACTORS:**

- ✓ Impact on cost structure in security and protection servicesw industries.
- ✓ Technology's impact on product offering.
- ✓ Rate of technology diffusion.
- ✓ Recent technology developments by SMC Global securities ltd.

## **ENVIRONMENTAL FACTORS:**

- ✓ Weather
- ✓ Changes in climate
- ✓ Recycling
- ✓ Waste management in service sectors
- ✓ Laws related to environment pollution
- ✓ Attitudes through "green" or ecological product
- ✓ Support for renewable energy

## **LEGAL FACTORS:**

- ✓ Discrimination law
- ✓ Employment law
- ✓ Health and safety law
- ✓ Data protection
- ✓ Consumer protection and e-commerce
- ✓ Anti-trust law in security and protection services industry

## **SWOT ANALYSIS:**

SWOT stands for strength weakness opportunity and threat.

### **STRENGTH:**

- ✓ Strong customer relationship.
- ✓ Wide range of product and services.
- ✓ Qualified and experienced employees.
- ✓ Broad networking having several branches across the country.

**WEAKNESS:**

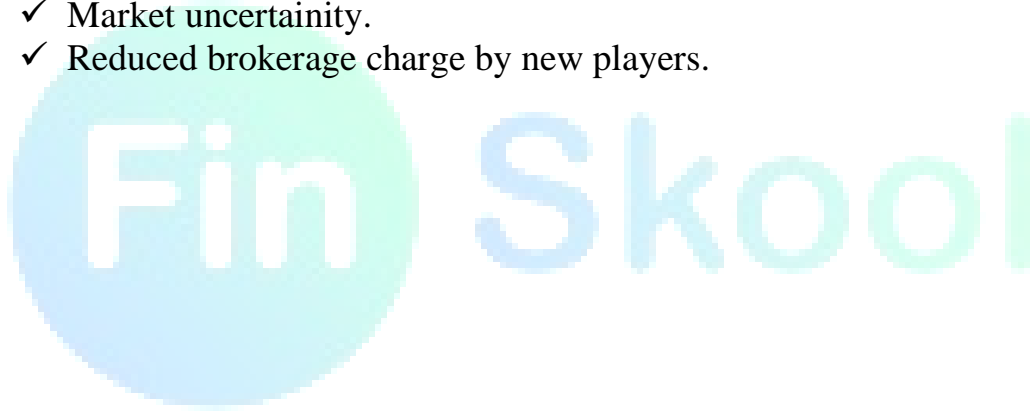
- ✓ Lack of loyal client.
- ✓ Company turnover generally depend upon the market performance.
- ✓ Lack of proper advertisement.

**OPPORTUNITY:**

- ✓ Marketing at urban area.
- ✓ Continuous growth of consumer awareness regarding equity market.
- ✓ Positive outlook of people towards financial products.

**THREATS:**

- ✓ Market uncertainty.
- ✓ Reduced brokerage charge by new players.





## **COMPETITOR ANALYSIS**

Sanguine capital has so many competitors. Out of them 3 major competitors are:

- 1) Zerodha
- 2 ) ICICI Securities
- 3) Sharekhan

## **(1) ZERODHA :**

- Zerodha Broking Limited is an Indian Financial service company.
- It provides currencies, retail brokerage mutual funds, bonds etc.
- It is the largest retail stockbroker in India having active client base of 5 million users.



Skool

---

### **➤ ABOUT :**

- Type – Private
- Industry- Stockbroker
- Establishment – August 15, 2010
- Headquarters: Bangalore, Karnatak
- URL – [www.zerodha.com](http://www.zerodha.com)
- Users- 5 million above

### **➤ PRODUCTS:**

- Equities – Investment in stocks of listed companies
- IPOs- Investment in Initial public offerings

- MFs- Investment in mutual funds including equity, tax savings, hybrids etc.
- Derivatives – speculate on the price movement of stocks or index through its derivative products.

### ➤ **SERVICES:**

- Delivery trades in equity are free of cost.
- For industry trades of any size, a flat fee of Rs. 20 or 0.03% per executed order is charged across all segments.

### ➤ **RECOGNITION:**

- Largest retail stockbroker in India
- It won the bse – Dun & Bradstreet Emerging equity Broking House Award In 2014 & 2015
- NSE Retail Broker Of The Year in 2018
- Economic Times Startup Awards 2020
- Bootstrap Champ Award 2016

## **(2)ICICI SECURITIES:**

- It is a technology based firm offering a wide range of financial services like investment banking, retail broking, institutional broking etc.
- It is also associated with financial product distribution activities like dealing in securities and corporate advisory services in the united states.
- It is the 2<sup>nd</sup> largest non bank mutual fund distributor.



***ICICI Securities***

### ➤ **ABOUT:**

- Type- Private
- Industry- Financial services
- Establishment- 9 March 1995
- Headquarter- Mumbai
- URL- [www.icicidirect.com](http://www.icicidirect.com)
- Parent organization- ICICI Bank

### ➤ **PRODUCTS & SERVICES:**

- ICICI offers 3-in-1 account for the most convenient way to invest in share market in India.
- The 3-in-1 account is the combination of 'ICICI Bank Saving Account', 'ICICIDirect Demat And Trading Account'.
- IPOs- invest in Initial Public Offering
- Bonds, NCDs & Corporate FDs- Invest in fixed income instruments like bonds, NCDs, Corporate funds etc.
- Derivatives- Speculate on the price movement of stocks or Index through its derivative products viz. Futures and Options.
- ETFs- Invest in Exchange traded funds.
- SIPs- Systematic investment plan that allows automated investments.

### ➤ **RECOGNITION:**

- It won the Gold Award in the 'Retail Broker Of The Year' at the Outlook Money Conclave 2020.
- It was awarded the 'Workplace Excellence Award' under the Corporate Real Estate category by iNFHRA.
- It won the Bronze Award at the Advertising Club Bangalore's Bing Bang Awards for media & wellness.

### **(3)SHAREKHAN:**

- It was founded by Mumbai based entrepreneur Shripal Morakhia in 2000.
- It pioneered the online retail brokerage industry and leveraged on the first wave of digitalization, when demat of securities came into effect.
- The company has 1.4 million customer base and executes more than 4 lakh trades per day.
- It is present over 575 cities through 153 branches.

#### **➤ ABOUT:**

- Type- Private
- Industry- Financial Services
- Establishment- February 2000
- Headquarter- Mumbai
- CEO- Jaideep Arora
- URL- [www.sharekhan.com](http://www.sharekhan.com)



## ➤ **PRODUCTS & SERVICES:**

- IPOs- invest in Initial Public Offering
- Bonds, NCDs & Corporate FDs- Invest in fixed income instruments like bonds, NCDs, Corporate funds etc.
- Derivatives- Speculate on the price movement of stocks or Index through its derivative products viz. Futures and Options.
- ETFs- Invest in Exchange traded funds.
- SIPs- Systematic investment plan that allows automated investments.
- Equities- Invest online in stocks of listed companies.
- Mutual Funds- Invest in MFs like equity, hybrid, tax saving or debt schemes from asset management companies.
- Small cases- Invest in accurate basket of stocks based on a market trend.

## ➤ **RECOGNITION:**

- It is the largest standalone retail brokerage in the country and the 3<sup>rd</sup> largest in terms of customer base after ICICI Direct & HDFC Securities.
- It won NSE Market Achievers Award in 2018.
- NSDL Star performer Award in 2018.
- Best Commodity Retail Broking House Award in 2018 & 2019.



## **CUSTOMER ANALYSIS**

## ABOUT CUSTOMERS:

- ✓ Customers of Sanguine Capital can be anyone.
- ✓ Anyone can invest in equities but basically business organization and salaried employees are major customers of mutual fund.
- ✓ Almost 3.7% of people have already invested in equity market and rest 96.3% are unaware about its benefits.
- ✓ The focus of this entire service is in the satisfaction level of customers.
- ✓ Some most prominent stockbrokers in the list are ICICI securities (15.80 lakh clients), Angel Broking(15.64 lakh clients), HDFC Securities(9.57 lakh securities), Groww(7.80 lakh clients) etc.
- ✓ For attracting more and more customers you have to always update your website, recontact old customers, offer new customers discounts and promotions etc.



## **CHAPTER: 3**

### **REVIEW OF LITERATURE**

## **A SYSTEMATIC REVIEW OF TECHNICAL ANALYSIS OF STOCK MARKET PREDICTION**

Isaac Kofi Nti, Adebayo Felix Adekoya, Benjamin Asubam Weyori

The stock market is a key pivot in every growing and thriving economy in which numerous studies have been conducted by using technical and fundamental analysis through various soft computing techniques and algorithms. The result revealed that 66% of documents reviewed were based on technical analysis while 23% and 11% were based on fundamental analysis and combined analysis respectively.

### **HOW REWARDING IS TECHNICAL ANALYSIS? Evidence from Singapore stock market**

Wing-Keung Wong, Meher Manzur, Boon-Kiat Chew

This paper focuses on the role of technical analysis in signaling the timing of stock market entry and exit. It is found that member firms of Singapore Stock Exchange (SES) tend to enjoy substantial profits by applying technical indicators. This could be the reason why most member firms do have their own trading teams that rely heavily on technical analysis.

### **APPLICATION OF NEURAL NETWORK TO TECHNICAL ANALYSIS OF STOCK MARKET PREDICTION**

Hiroataka Mizuno, Michitaka Kosaka, Hiroshi Yajima, Norihisa Komoda

This Paper presents a neural network model for technical analysis of stock market and its application to a buying and selling timing prediction system for stock index.

### **TECHNICAL ANALYSIS AND STOCK MARKET PROFITS**

Richard Schabacker

Richard W. Schabacker's great work, Technical analysis and stock market profits is a worthy addition to any technical analyst's personal library or any market library. Richard presents technical analysis as a totally organized subject and

comprehensively lays out the various important patterns, formations, trends, support and resistance areas and associated supporting technical detail.

## **TECHNICAL ANALYSIS OF STOCK TRENDS**

Robert D Edwards, John Magee, WH Charles Bassetti

Technical analysis of Stock Trends help investors make smart, profitable trading decisions by providing proven long and short term stock trend analysis.

## **IS TECHNICAL ANALYSIS PROFITABLE ON A STOCK MARKET WHICH HAS CHARACTERISTICS THAT SUGGEST IT MAY BE INEFFICIENT?**

Ben R Marshall, Rochester H Cahan

This paper considers the returns to technical analysis on the New Zealand stock market. The return to technical analysis in New Zealand follow a similar pattern to those in large offshore markets.

## **HOW REWARDING IS TECHNICAL ANALYSIS IN THE INDIAN STOCK MARKET?**

Subrata Kumar Mitra

This paper analyses the profitability of moving average based trading rules in the Indian Stock market using four stock index series. The study finds that most of the technical trading rules are able to capture the direction of market movements well and gives significant positive returns both in long and short positions. Profit opportunities from technical analysis continue to remain an interesting and debatable issue in the Indian Stock Market.

## **THE USE OF TECHNICAL ANALYSIS IN THE FOREIGN EXCHANGE MARKET**

Mark P. Taylor

Technical analysis of financial markets involve providing forecasts or trading advice on the basis of largely visual inspection of past prices. This paper reports the results

of a questionnaire survey, conducted on behalf of the Bank Of England among the chief foreign exchange dealers based in London.



## **CHAPTER: 4**

### **CONCLUSION**



To be a successful investor in stock market, it requires complete understanding of the Indian Stock Market and also the psyche of the small investors. It is observed that many people have fear in investing their money in stock market because they feel their money will not be secure here because it deals with a lot of risk and uncertainty. So they need the knowledge of Stock market and terms related to it. Many people have not yet invested in stock market due to the lack of awareness and perfect knowledge although they have money to invest. Brand image plays an important role for the investment as well. People open their demat account for trading in those companies where they have faith or they are familiar with. Financial advisors also play a great role in generating lead. They can convince the investors easily by their innovative and convincing way of talking.

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