

A

**SUMMER INTERNSHIP PROJECT
REPORT ON**

**“PRACTICAL ANALYSIS IN STOCK
MARKET”**



SUBMITTED BY: -

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Regd no. – 2006258092

Batch – 2020-22

UNDER THE GUIDANCE OF

INTERNAL GUIDE

Prof. Sudeshna Dutta

CORPORATE GUIDE

Mr. Jayant Kwatra

IN PARTIAL FULFILMENT OF AWARD OF THE DEGREE

OF

MASTER OF BUSINESS ADMINISTRATION (2020-22)

BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT

CERTIFICATE

This is to certify that the SIP Report entitled
“Practical analysis in stock market” is a work of
G SOMYA RANI RAO, Regd: - 2006258092,
carried out in partial fulfillment of the requirement
for the award of the “**MASTER OF BUSINESS
ADMINISTRATION**” For the session (2020-22)
of **Biju Patnaik university of technology,**
Rourkela

Signature of internal guide

PROF. SUDESHNA DUTTA

certificate



G Somya Rani Rao

For Successful Completion of

Equity Advisor Internship

From 01 June to 15 July 2021

No : F/2021/00129

A handwritten signature in black ink, appearing to read "Aarti".

Aarti Khatri
Founder

A handwritten signature in black ink, appearing to read "Jayant".

Jayant Kwatra
Founder

DECLARATION

I **G SOMYA RANI RAO**, bearing regd. no. – 2006258092 do hereby declare that this project report titled “**Practical analysis in stock market**” has been prepared on the basis of my learning through summer internship program under supervision of **Prof. SUDESHNA DUTTA** and submitted to Biju Patnaik University of Technology, Odisha in partial fulfilment of requirement for the award of “**Master of Business Administration**”

Regd. No. - 2006258092

Date. – 20/12/2021

ACKNOWLEDGEMENT

“It is really matter of pleasure for me to get an opportunity to thank all the person who contributed directly or indirectly for the successful completion of the project report, **A PRACTICAL ANALYSIS IN STOCK MARKET**”

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 am grateful and pay my gratitude to my faculty guide Prof. **Sudeshna Dutta** for her valuable guidance and support.

My sincere thanks to **Dr. P.K. TRIPATHY**, Principle of BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES and **Prof. K. Chandrasekhar** Head of placement, for giving me this opportunity.

PREFACE

The research report entitled, “**PRACTICAL ANALYSIS IN STOCK MARKET**” was really interesting to do. I really enjoyed working on it. The topic was profitable as it allowed me to gain much more clear knowledge about stock market and also research about it.

I have expressed my experiences in my own simple way. I hope who goes through it will find it worth reading.

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Chapter	Topic	Pages
1	Introduction Scope of study Advantage Disadvantage	
2	3C Report	
3	Review of literature	
4	Conclusion	

CHAPTER – 1

INTRODUCTION

Introduction: - A stock market, equity market, or share market is the aggregation of buyers and sellers of stocks (also called shares), which represent ownership claims on businesses; these may include *securities* listed on a public stock exchange, as well as stock that is only traded privately, such as shares of private companies which are sold to investors through equity crowdfunding platforms. Investment in the stock market is most often done via stockbrokerages and electronic trading platforms. Investment is usually made with an investment strategy in mind.

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 number 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.

Practical 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. Practical analysis are study of price volume.

What is Demat Account?

A Demat account is also known as Dematerialized account. In other words, converting or dematerializing your physical shares in the electronic format is known as holding a Demat Account. Demat account is used to hold the shares and securities of publicly traded companies in an electronic form. With a Demat account, you can hold a wide variety of investments such as bonds, equity shares, government securities, mutual funds, and exchange traded funds. Similar to a bank account, a Demat account is either credited or debited each time you buy or sell shares of a company.

Major Stock Exchanges in India: -

There are two main stock exchanges in India where majority of the trades take place - Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). Apart from these two exchanges, there are some other regional stock exchanges like Bangalore Stock Exchange, Madras Stock Exchange etc but these exchanges do not play a meaningful role anymore

NSE: - NSE (National Stock Exchange) is the leading stock exchange in India where one can buy/sell shares of publicly listed companies. It was established in the year 1992 and is located in Mumbai.

BSE: - BSE (Bombay stock exchange) is Asia's first as well as the oldest stock exchange in India. It was established in 1875 and is located in Mumbai.

➤ ***RULE FOR PRACTICAL ANALYSIS: -***

There are three rules of practical analysis.

- i.* Price discount everything
- ii.* Price moves in trend
- iii.* History repeats itself

PRACTICAL ANALYSIS



- **Candle stick pattern**
- **Line chart**
- **Heikin Ashi**
- **Symmetrical triangle**
- **H&S Pattern**

CANDLE STICK PATTERN: -

- A *candlestick* is a type of price *chart* used in practical analysis that displays the high, low, open, and closing prices of a security for a specific period
- The real body represents the price range between the open and close of that particular day's trading.



➤ **RED**----- **BEARISH**

➤ **GREEN** ----- **BULLISH**

CANDLE STICK PATTERN

There are three types of candle stick pattern

- I. **SINGLE CANDLE STICK PATTERN**
- II. **DOUBLE CANDLE STICK PATTERN**
- III. **TRIPLE CANDLE STICK PATTERN**

1. SINGLE CANDLE STICK PATTERN: -

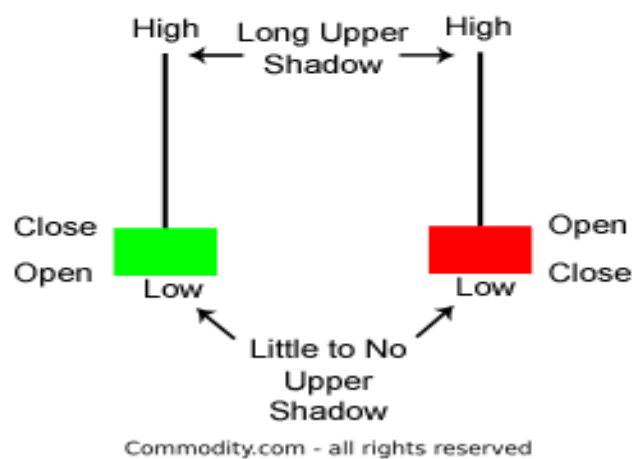
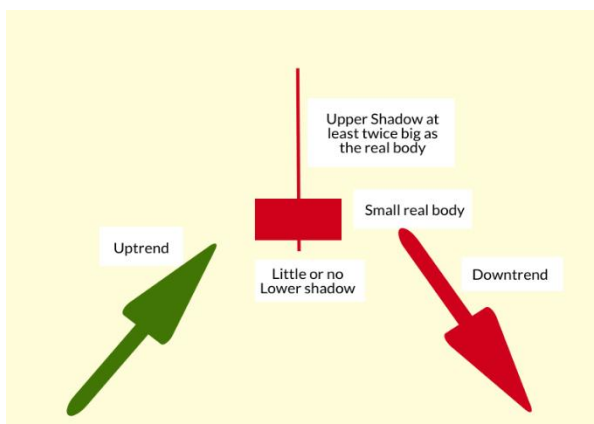
a. HAMMER (Reversed candle)



- There are high and closing price are same it is called hammer candle stick pattern.
- Market should be into a down trend.
- The lower shadow should be at least two times the height of the real body.
- Volume must be rising

b. SHOOTING STAR: -

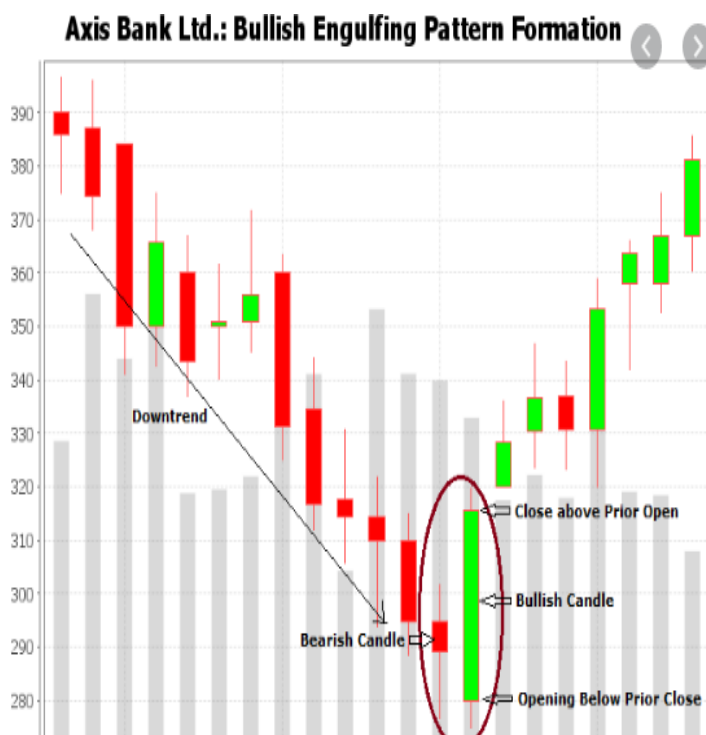
Shooting Star



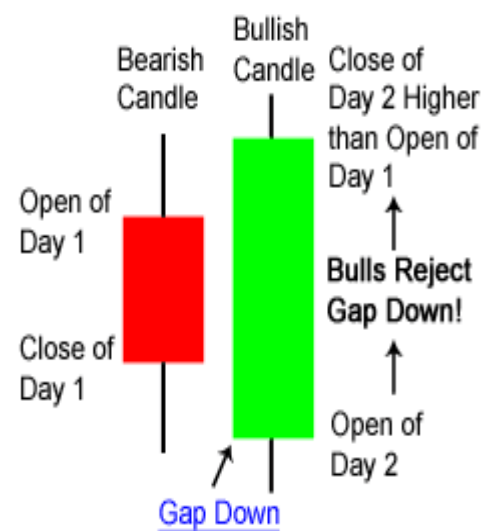
- Here is the closing price and opening price must be same it is called shooting star.
- A *shooting star* is a bearish *candlestick* with a long upper shadow, little or no lower shadow, and a small real body near the day's low.
- The Shooting Star looks exactly the same as the inverted hammer, but instead of being found in a downtrend it is found in an uptrend and thus has different implications. Like the Inverted hammer it is made up of a candle with a small lower body, little or no lower wick, and a long upper wick that is at least two times the size of the lower body.

2. DOUBLE CANDLE STICK PATTERN

a. **BULLISH ENGULFING:** -



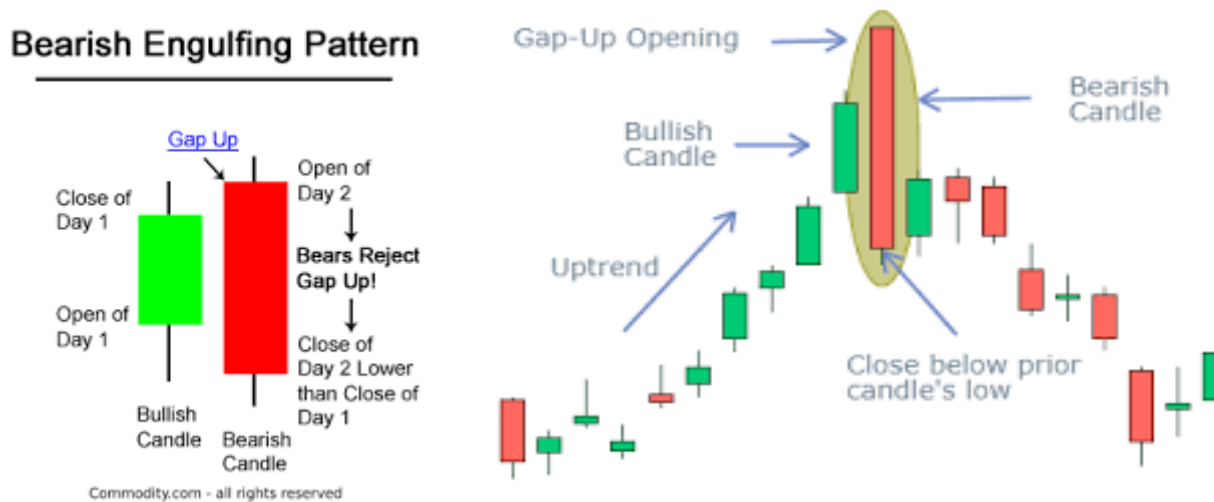
Bullish Engulfing Pattern



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- Here market must be into a downtrend.
- Green candle body shall observe red Candle.
- Bullish engulfing patterns are more likely to signal reversals when they are preceded by four or more black candlesticks.
- In this situation buy first.

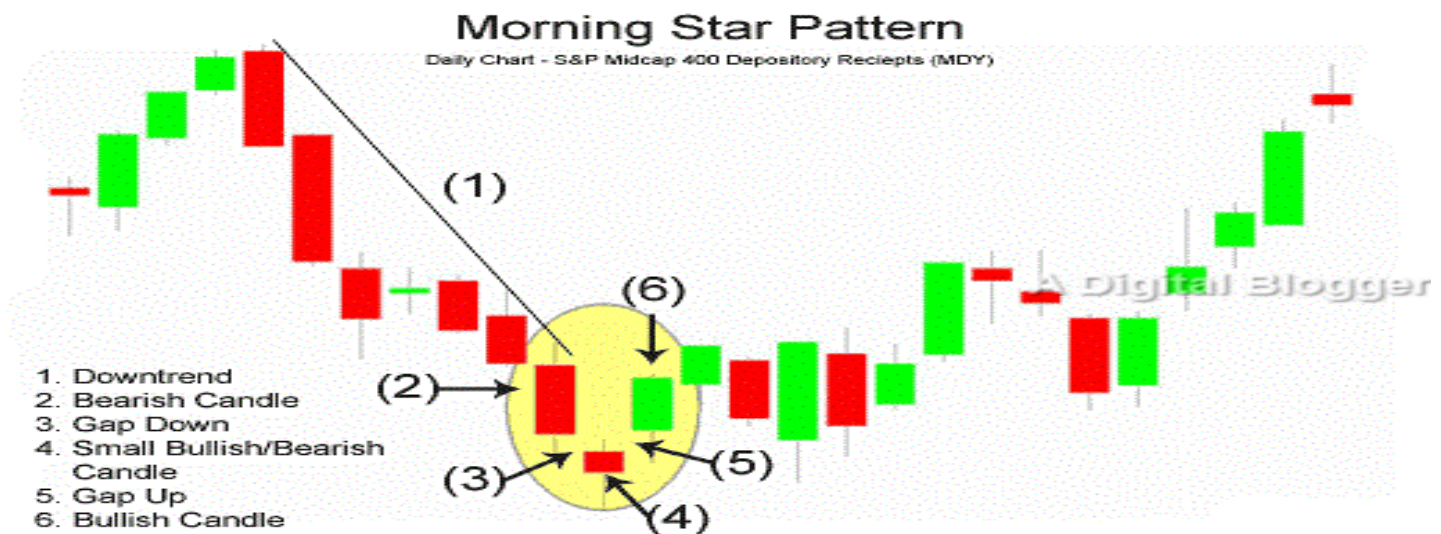
b. **BEARISH ENGULFING:** -



- In this situation sell first buy latter.
- A bearish engulfing pattern is seen at the end of some upward price moves.
- Red candle body observe to green candle body
- A bearish engulfing pattern is a practical chart pattern that signals lower prices to come.

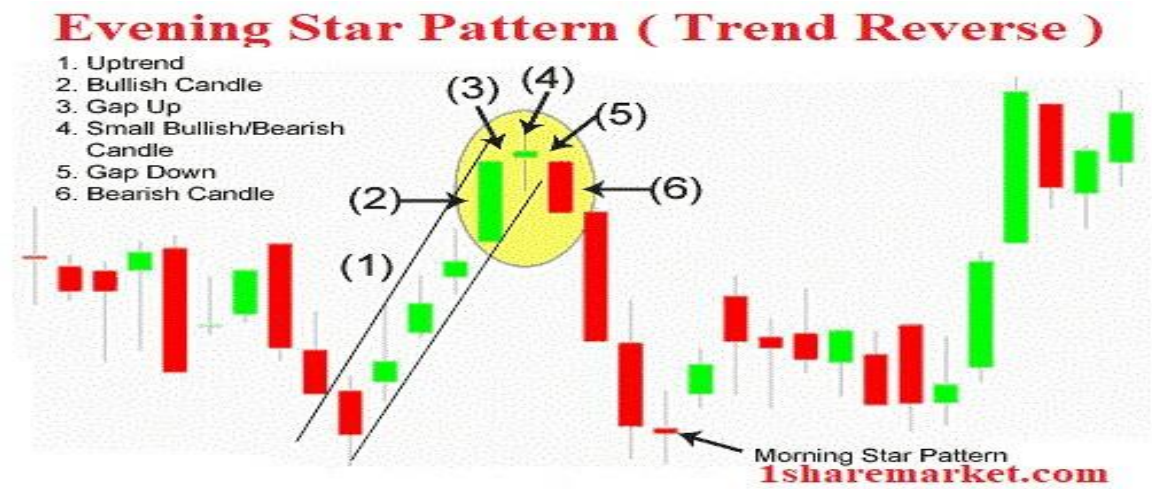
3. TRIPLE CANDLE STICK PATTERN

a. MORNING STAR: -



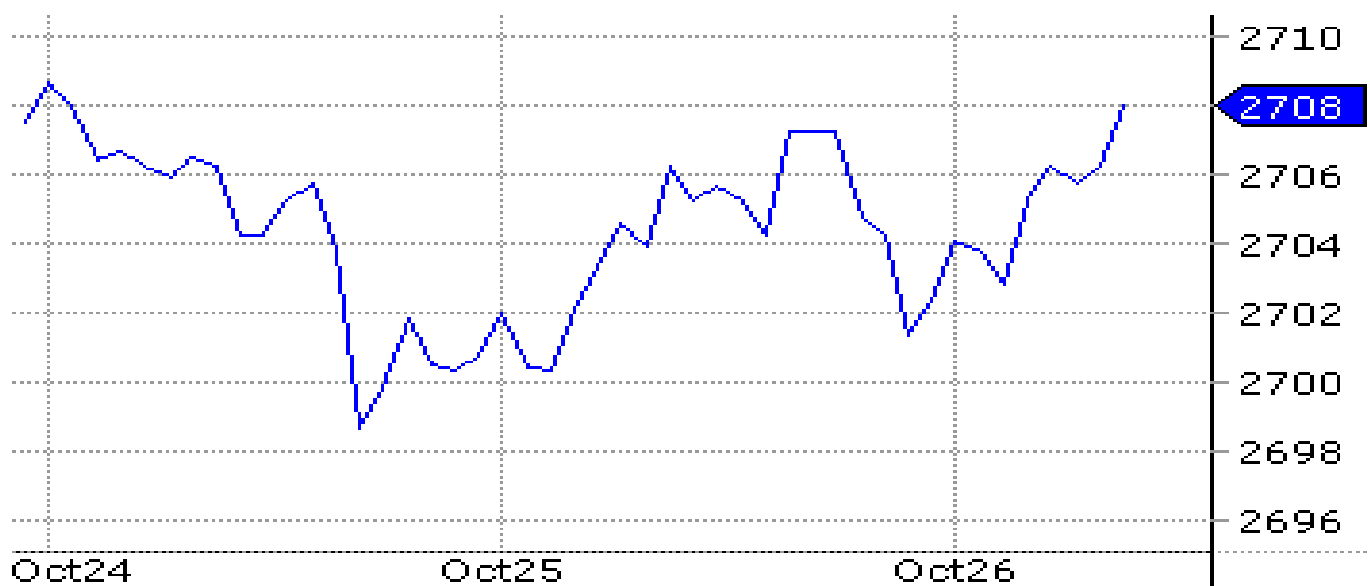
- A morning star is a visual pattern made up of a tall red candlestick, a smaller red or green candlestick with a short body and long wicks, and a third tall green candlestick.
- A morning star forms following a downward trend and it indicates the start of an upward climb. It is a sign of a reversal in the previous price trend.
- Market should be a down trend.

b. EVENING STAR: -



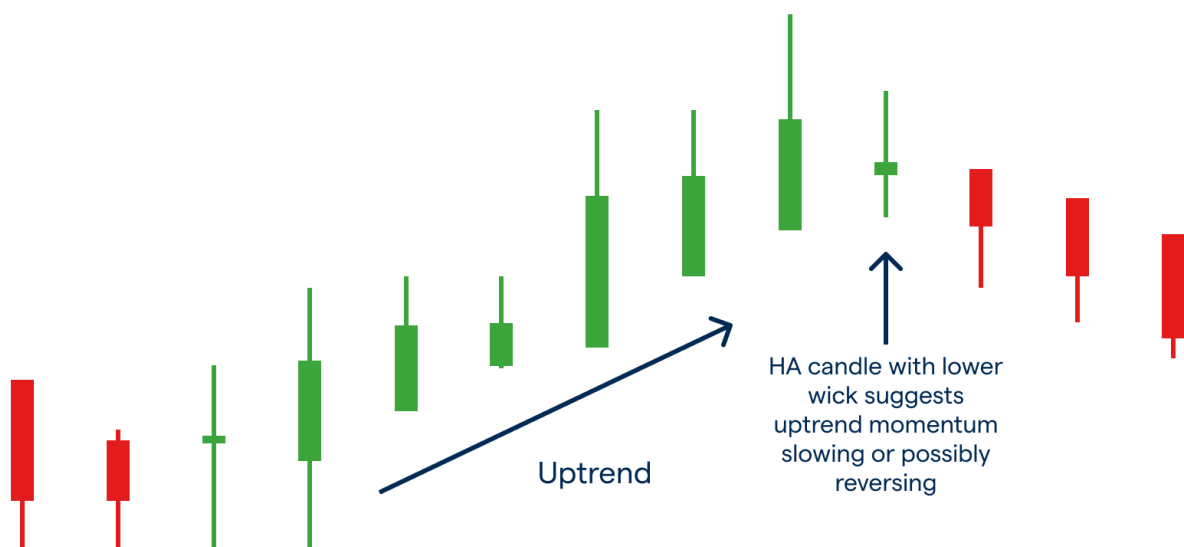
- Evening Star Pattern is also called a stock price chart. It is used by analysts to detect when a trend is in a reverse manner.
- It is a bearish pattern consisting of three candles as large white candlestick, a small body candle then red candle.

LINE CHART: -



- A chart pattern is a graphical presentation of price movement by using a series of trend lines or curves. Chart patterns can be described as a natural phenomenon of fluctuations in the price of a financial asset that is caused by a number of factors, including human behaviour.
- A line chart gives traders a clear visualization of where the price of a security has travelled over a given time period.

HEIKIN ASHI



➔ **IG.COM**

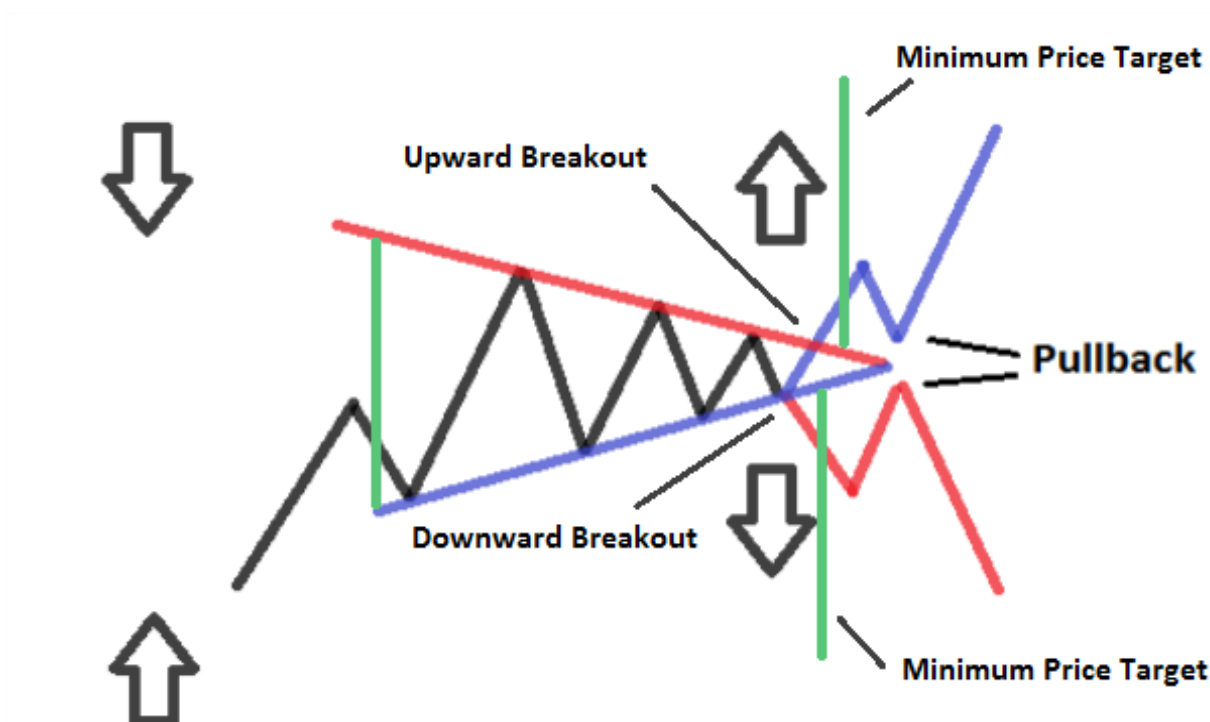
The Heikin-Ashi technique is a Japanese candlestick-based practical trading tool that uses candlestick charts to represent and visualize market price data. It is used to identify market trend signals and forecast price movements. The

Heikin-Ashi method uses average price data that helps to filter out market noise.

Bullish trend: A strong signal for an uptrend shown by the presence of a lot of consecutive green candlesticks without lower shadows.

Bearish trend: A strong downtrend signal is shown by a lot of consecutive red candlesticks without upper wicks.

SYMMETRICAL TRIANGLE

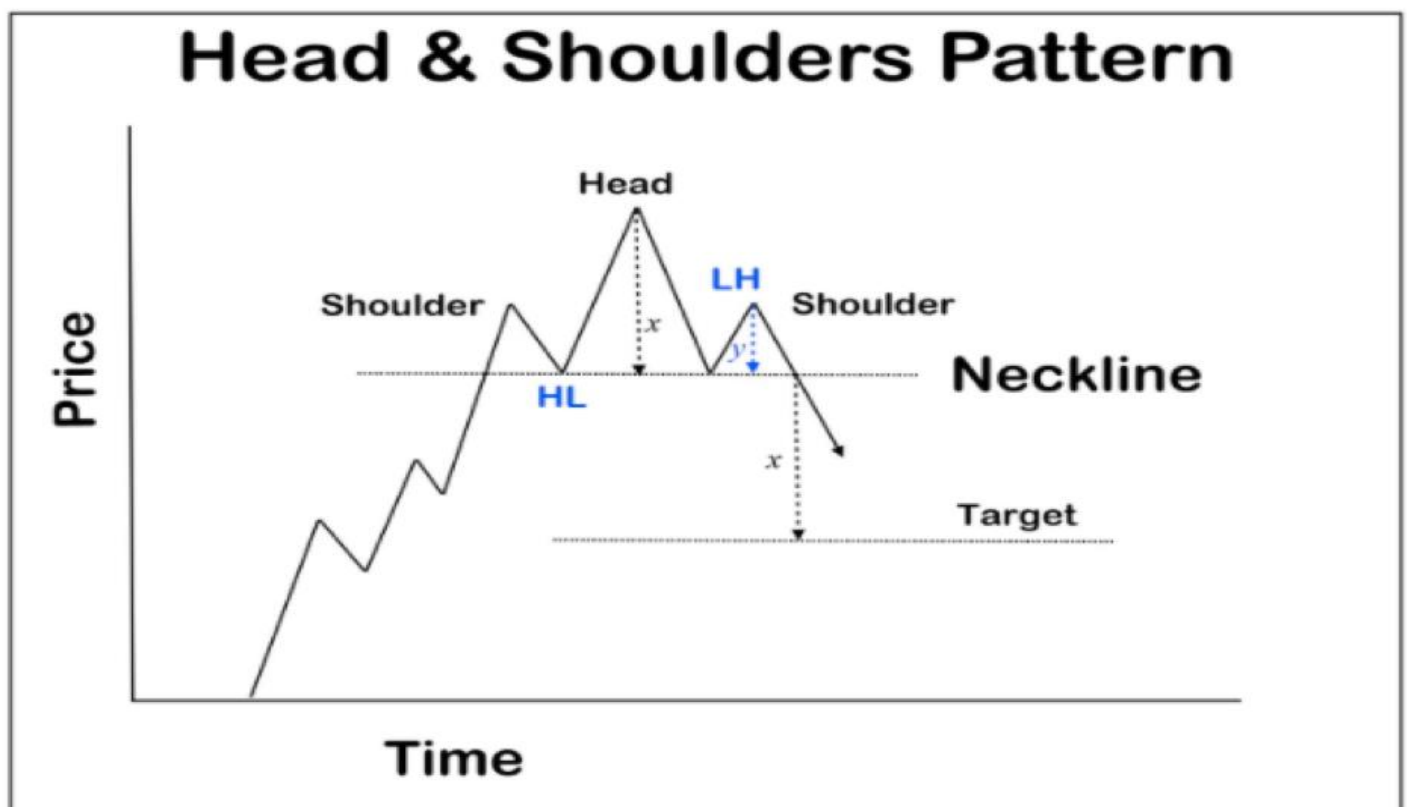


- A symmetrical triangle is a chart pattern characterized by two converging trend lines connecting a series of sequential peaks and troughs. These trend lines should be

converging at a roughly equal slope. Trend lines that are converging at unequal slopes are referred to as a rising wedge, falling wedge, ascending triangle, or descending triangle.

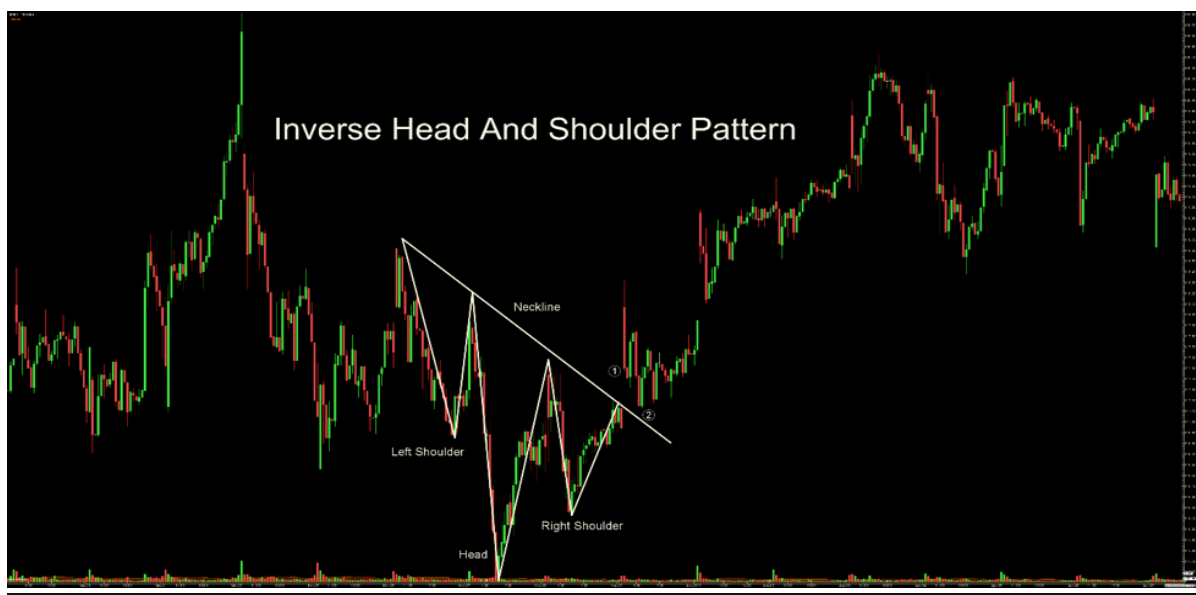
- The breakout or breakdown targets for a symmetrical triangle is equal to the distance between the initial high and low applied to the breakout or breakdown point.
- A symmetrical triangle chart pattern represents a period of consolidation before the price is forced to breakout or breakdown. A breakdown from the lower trendline marks the start of a new bearish trend, while a breakout from the upper trendline indicates the start of a new bullish trend. The pattern is also known as a wedge chart pattern.

HEAD & SHOULDER PATTERN



- A head and shoulders pattern is a practical indicator with a chart pattern of three peaks, where the outer two are close in height and the middle is the highest.
- After long bullish trends, the price rises to a peak and subsequently declines to form a trough.
- The price rises again to form a second high substantially above the initial peak and declines again.
- The price rises a third time, but only to the level of the first peak, before declining once more.
- The first and third peaks are shoulders, and the second peak forms the head.

INVERSE H&S PATTERN



- Contrary to the head and shoulders pattern, the inverse head and shoulders pattern occurs after an extended move down.

- It represents a possible exhaustion point in the market, where traders can begin to look for buying opportunities as the market establishes a bottom and starts to climb higher.
- The pattern is made up of three troughs or three triangles.
- Use weekly candle and use 30days moving average

SCOPE OF THE STUDY: -

The first step towards making a career in the stock market is always checking on how much aptitude you have for the workings of the market. If you have a passion for the numbers and understand the background of the market you are halfway there. There is nothing as hard and fast rule to have a degree in Finance to make a Career in Stock Market. Even if you are a B.Sc/B.Tech or 12th pass out, you have equal chances to become a successful career in this domain.

In India, young people are often reluctant to make the Stock market their Career choice as they get scared by any kind of financial investment required in the process.

But the growth of this industry in the last few decades is phenomenal and one who is passionate can seriously turn their dreams into reality by choosing the right path

Career options available in the Stock Market:

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

OBJECTIVE: -

Stock market analysis enables investors to identify the intrinsic worth of a security even before investing in it. All stock market tips are formulated after thorough research by experts. Studying and evaluating past and current data helps investors and traders to gain an edge in the markets to make informed decisions.

To provide a fair, transparent and efficient securities market to investors using electronic trading system

ADVANTAGE: -

The biggest advantage of share market investment is that it has the potential to generate inflation-beating returns within a short period of time as compared to other investment avenues like bank FDs, saving accounts etc.

- **Ownership stake in the company.**

When you buy shares of a public listed company, no matter how small your share size is, it gives you proportionate control over the company. This ownership of shares will in turn grant you the voting rights and you will receive dividends, bonus, etc.

- **High liquidity**

Unlike other investment avenues, shares do not have any lock-in period. Investors can buy and sell shares through the stock exchanges within seconds.

- **Your rights are well protected by SEBI**

The stock market is regulated by the Securities and Exchange Board of India (SEBI). SEBI strictly monitors market participants like brokers, sub-brokers, advisors and stock exchanges to safeguard the interest of the shareholders.

- **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.

DISADVANTAGE: -

- **Volatility**

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

- **Risk**

Risk is the possibility of an investor experiencing losses due to factors that affect the overall performance of the financial markets. Risks are of two types:

- **Systematic risk**

Systematic risk tends to influence the overall market and it cannot be eliminated through diversification.

Example: Natural calamities, political turmoil, terrorist attacks, etc

- **Unsystematic risk**

Unsystematic risk is unique to a specific industry or a company and it can be diversified.

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: Apply for A Demat Account Online

To open your free demat account through edelweiss app or website, submit your mobile number & email in the form.

Step 2: Submit the KYC Details Online

To register with the DP and open a free demat account online, fulfilling KYC (Know Your Client) formalities is mandatory. You can submit your KYC details on the website or on the mobile application.

Step 3: Get Your Documents Verified

Once you have submitted your KYC details online, your DP client will verify your KYC details to ensure utmost transparency.

Step 4: Acquire Beneficiary Owner Identity (BOID) Upon processing your application, you will receive a unique 16-digit demat account number (BOID) by the DP. Once you get your BOID, you have a successfully opened a free demat account with edelweiss broking ltd.

CHAPTER 2

3c

(Company, Competitor, Customer)

COMPANY ANALYSIS



ABOUT COMPANY: -

Incorporated in 2017 by Mr. Jayant Kwatra, Ms. Arati Khatri & Mr. Vishal Gupta. Headquarter in Faridabad, Haryana.

India's best advisory firm which offers education & advisory service financial market. Providing a wide range of financial service and investment solution as well as financial market education.

Sanguine capital is a diversified financial services company in India offering brokerage services across the asset classes of equities (cash and derivative), commodity and wealth management, distribution of third-party financial products. Sanguine capital is a member of all the leading equity, commodities, derivatives, currency and spot commodity exchange in India.

MARKET SEGMENT: -

The security market has two independent segments

- I. PRIMARY MARKET
- II. SECONDARY MARKET

I. PRIMARY MARKET: -

- Is the channel for creation of new security. These securities are issued by public limited companies or by Govt. agency.
- In the primary market the resources are mobilized either through the public issue or through private placement route.
- It is a public issue if anybody and everybody can be subscribed for it, whereas if the issue is made available to selected group of person it is termed as private placement.
- There are 2 major types of issue of securities, the corporate entity who issue mainly debt and equity instrument and the govt. (central as well as state) who issue debt security.

II. SECONDARY MARKET: -

- the secondary market enable participant who hold securities to adjust their holdings and in response to change in their assessment of risk and return.
- The secondary market operates through two mediums, namely, the Over-The-Counter (OTC) market and the exchange-traded market.
- OTC markets are informal markets where trades are negotiated.
- Most of the trades in the government securities are in the OTC market.
- All the spot trades where securities are traded for immediate delivery and payment take place in the OTC market.
- The other option is to trade using the infrastructure provided by the stock exchanges.

MARKET POSITION: -

Sanguine Capital is a legendary name in financial services. Sanguine Capital's credit is defined by its mission to succeed, passion for professionalism, excellent work ethics and customer centric values.

Today Sanguine Capital is well known as a premier financial services enterprise, offering a broad spectrum of customized services to its clients, both corporate and retail. Services that Sanguine Capital constantly upgrade and

improve are because of company's skill in leveraging technology. What bears ample testimony to Sanguine Capital's success is the faith reposed in company by valued investors and customers, all across the country. Indeed, with Sanguine Capital's wide network touching every corner of the country, even the most remote investor can easily access Sanguine Capital's and benefit from company's expert advice.

ADVANTAGE IN TRADING WITH SANGUINE CAPITAL: -

- Large avenues of investment solution and financial services under one roof.
- Personalized solution and attention offered to each investor.
- Research support and timely advice by our high-tech research wing.
- An extensive network of branch offices.
- A perfect blend of latest technology and rich experience of over 10 years.
- Honestly, transparency and fairness imbibed in all dealing.

SERVICES BY SANGUINE CAPITAL

Sanguine capital customer has the advantage of trading in all the market segment together in the same window, as they understand the need of transactions to be executed with high speed and reduced time.

Sanguine capital offered some key products are as follows: -

- Equity trading
- Commodity trading
- Depository services
- Portfolio tracker
- Portfolio management

SERVICES: -

- 1. Dematerialization of physical shares**
- 2. IEPF claim**
- 3. Transmission of share**
- 4. Misplaced share certificates**
- 5. Signature mismatch**
- 6. Recovery of mutual funds**

Dematerialization of physical share

- At Sanguine Capital we offer complete solution to our clients for dematerialization of physical share certificates & their sale or transfer.
- As per SEBI regularizations shares can be transferred or sold only in demat form. This does not mean that the old share certificates have become redundant. You can keep the physical share certificates 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 & then initiate the required transaction.

IEPF claim

- As per Section 124(6) of Act, 2013 all shares in respect of which dividend remains unpaid or unclaimed for 7 consecutive years have to be transferred to Investor Education and Protection Fund (IEPF).
- The process to get shares retrieved from IEPF suspense account is a tedious one.

Transmission of share

- Sanguine Capital is offering assistance to our respected clients on various issues regarding Share Transmission. Have a look at some of the possible challenges you might face during transmission of share.
- Mixing up transfer of shares with transmission of shares: One of the widely- experienced problems is not to find out the difference between transfer and transmission of shares.

Misplaced share certificates

- Physical documents are always prone to be lost or misplaced. But, when it comes to your investment documents like share certificates, it becomes very tedious to prove your ownership.

Signature mismatch

- Physical documents are always prone to be lost or misplaced. But, when it comes to your investment documents like share certificates, it becomes very tedious to prove your ownership.

Recovery of mutual funds

- Hundreds of crores are lying unclaimed in the forms of redemption amount 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 Funds houses where investment is made, Sanguine Capital can assist in retrieval of information and recovery of those unclaimed mutual funds.

INDUSTRY ANALYSIS

ENVIRONMENTAL ANALYSIS (PESTEL):

Political Factors:

- Political stability and importance of securities & protection services sector in the country's economy.
- Risk of military invasion.
- Level of corruption – especially levels of regulation in services sector.
- Bureaucracy and interference in security & protection services industry by government.
- Legal framework for contract enforcement.
- Intellectual property protection.
- Trade regulation and tariff related to services.
- Favoured trading partners.
- Pricing regulations – are there any pricing regulatory mechanism for services.
- Taxation – tax rates and incentives.
- Work week regulations in security & protection services.
- Mandatory employee benefits.
- Industrial safety regulations in the service sector.
- Product labelling and other requirements in security & protection services.

Economic Factors:

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

Social Factors:

- Demographic and skill level of the population.
- Educational level as well as education standard in this security.
- Entrepreneurial spirit and broader nature of the society.
- Attitudes (health, environmental, consciousness, etc.)
- Leisure interest.

Technological Factors:

- Recent technology developments by SMC Global securities ltd.
- Technology's impact on product offering.

- Impact on cost structure in security & protection services industry.
- Rate of technology diffusion.

Environmental Factors:

- Weather
- Climate change
- Laws regulating environment pollution
- Recycling
- Waste management in services sector
- Attitudes through “green” or ecological product.
- Attitudes towards and support for renewable energy.

Legal Factors:

- Anti – trust law in security & protection services industry and overall, in the country.
- Discrimination law
- Consumer protection and e- commerce
- Employment law
- Health and safety law
- Data protection

SWOT ANALYSIS OF SANGUINE CAPITAL

STRENGTH:

1. Qualified and experienced work force.

2. Wide spread branches & brokers networks.
3. Wide range of products & services.
4. Strong customer relationship.

WEAKNESS:

1. Not enough advertisement.
2. The company turnover is dependent on market performance.
3. Lack of loyal client.

OPPORTUNITY:

1. Marketing at urban area.
2. Growing consumer awareness about equity market.
3. Positive outlook of people towards financial products.

THREATS: 1. Market uncertainty. Reduced brokerage charge by new players

COMPETITOR ANALYSIS

Sanguine capital has so many competitors out of them 4 major competitors are: -

1. ZERODHA
2. SHREKHAN
3. HDFC security
4. ICICI Security

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.

ABOUT ZERODHA: -

- Type – Private
- Industry- Stockbroker
- Establishment – August 15, 2010
- Headquarters: Bangalore, Karnataka
- URL – 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 Start-up Awards 2020
- Bootstrap Champ Award 2016

2. 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.

ABOUT SHAREKAHN

- Type- Private
- Industry- Financial Services
- Establishment- February 2000
- Headquarter- Mumbai
- CEO- Jaideep Arora
- URL- www.sharekhan.com



PROVIDE PRODUCT AND SERVICE

- 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 3rd largest in terms of customer base after ICICI Direct & HDFC Securities.
- It owned NSE Market Achievers Award in 2018.
- NSDL Star performer Award in 2018. Best Commodity Retail Broking House Award in 2018 & 2019.

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.

3. HDFC Security

- HDFC securities Limited is a financial services intermediary and a subsidiary of HDFC bank a private sector bank in India.
- It is one of the leading stock broking companies in India and have completed 19 years of operation.
- HDFC securities was founded in the year 2000 and is headquartered in Mumbai with branches across major cities and towns in India



ABOUT HDFC security

- Type: Private
- Industry: Financial Services
- Founded: 2000
- Headquarters: Mumbai, Maharashtra, India
- Key People: Bharat Shah, Chairman Dhiraj Relli Managing Director & CEO
- Parent: HDFC Bank
- Website: www.hdfcsec.com

Provide types of service

HDFC securities provide a 3-in-1 Online Investment Account which is a combination of HDFC Bank Savings and Demat account along with an HDFC securities trading account.

- Equities – Invest online in stocks of listed companies

- Mutual Funds – Invest in mutual funds including equity, hybrid, tax saving or debt schemes from asset management companies
- SIPs – Systematic investment plan that allows automated investments
- IPOs - Invest in initial public offerings (IPO)
- Derivatives – Hedge or speculate on the price movement of stocks or index through its derivative products viz. Futures and Options
- Bonds, NCDs & Corporate FDs – Invest in fixed income instruments such as bonds, NCDs and Corporate Funds
- ETFs - Invest in Exchange Traded Funds

ICICI Security



PROVIDE PRODUCT AND SERVICE

- 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.

ABOUT ICICI SECCURITY

- Type- Private
- Industry- Financial services
- Establishment- 9 March 1995
- Headquarter- Mumbai
- URL- www.icicidirect.com
- Parent organization- ICICI Bank

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.

CUSTOMER ANALYSIS

ABOUT CUSTOMER: -

- Customer of sanguine capital can be anyone.
- Means anyone can invest in equities but basically salaried employees and business organisation are major customers of mutual funds.
- Almost 3.7% of people have already invested equity market and rest 96.3% are unaware about the benefit and also about the return provide by equities in India.
- As anyone can invest in equities with some knowledge of equity market for different categories of customers such as institutional investor, business organisation, agricultural investor and or any individuals.
- Some most prominent stock broker in the list are ICICI security (15.80 lakh clint), Angle broking (15.64 lakh clint), HDFC security (9.57 lakh security), Groww (7.80 lakh clint) **etc.**

CHAPTER- 3

REVIEW OF LITERATURE

A history of practical analysis: -

The principles of practical analysis are derived from hundreds of years of financial market data. Some aspects of practical analysis began to appear in Amsterdam-based merchant **Joseph de la Vega**'s accounts of the Dutch financial markets in the 17th century. In Asia, practical analysis is said to be a method developed by **Homma Munehisa** during the early 18th century which evolved into the use of candlestick techniques, and is today a practical analysis charting tool.

In the 1920s and 1930s, Richard W. Schabacker published several books which continued the work of Charles Dow and William Peter Hamilton in their books *Stock Market Theory and Practice* and *Practical Market Analysis*. In 1948, Robert D. Edwards and John Magee published *Practical Analysis of Stock Trends* which is widely considered to be one of the seminal works of the discipline. It is exclusively concerned with trend analysis and chart patterns and remains in use to the present. Early practical analysis was almost exclusively the analysis of charts because the processing power of computers was not available for the modern degree of statistical analysis. Charles Dow reportedly originated a form of point and figure chart analysis. With the emergence of behavioural finance as a separate discipline in economics, Paul V. Azzopardi combined practical analysis with behavioural finance and coined the term "Behavioural Practical Analysis".

GENERAL DESCRIPTION

Fundamental analysts examine earnings, dividends, assets, quality, ratio, new products, research and the like. Technicians employ many methods, tools and techniques as well, one of which is the use of charts. Using charts, practical analysts seek to identify price patterns and market trends in financial markets and attempt to exploit those patterns.

Practical analysts also widely use market indicators of many sorts, some of which are mathematical transformations of price, often including up and down volume, advance/decline data and other inputs. These indicators are used to help assess whether an asset is trending, and if it is, the probability of its direction and of

continuation. Technicians also look for relationships between price/volume indices and market indicators.

HOW REWARDING IS PRACTICAL ANALYSIS?

Evidence from Singapore stock market

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

This paper focuses on the role of practical 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 practical indicators. This could be the reason why most member firms do have their own trading teams that rely heavily on practical analysis

PRACTICAL ANALYSIS AND STOCK MARKET PROFITS

Richard Schabacker

Richard W. Schabacker's great work, practical analysis and stock market profits is a worthy addition to any practical analyst's personal library or any market library. Richard presents practical analysis as a totally organized subject and comprehensively lays out the various important patterns, formations, trends, support and resistance areas and associated supporting practical detail.

PRACTICAL ANALYSIS OF STOCK TRENDS

Robert D Edwards, John Magee, WH Charles Bassetti

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

A SYSTEMATIC REVIEW OF PRACTICAL 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 practical and fundamental analysis through various soft computing techniques and algorithms. The result revealed that 66% of documents reviewed were based on practical analysis while 23% and 11% were based on fundamental analysis and combined analysis respectively.

HOW REWARDING IS PRACTICAL 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 practical 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 practical analysis continue to remain an interesting and debatable issue in the Indian Stock Market.

CHAPTER: - **CONCLUSION**

Investment is a financial activity that involves risk. It is the commitment of funds for a return expected to be realised in the future. Investments may be made in financial assets or physical assets. In either case there is the possibility that the actual return may vary from the expected return. That possibility is the risk involved in the investment.

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. Risk and Return are the two most important characteristics of any investment. Safety and liquidity are also important for an investor. The objective of an investor is specified as maximisation of return and minimisation of risk.