



BIJUPATNAIK INSTITUTE OF IT &
MANAGEMENT STUDIES,
BHUBANESWAR.

MBA



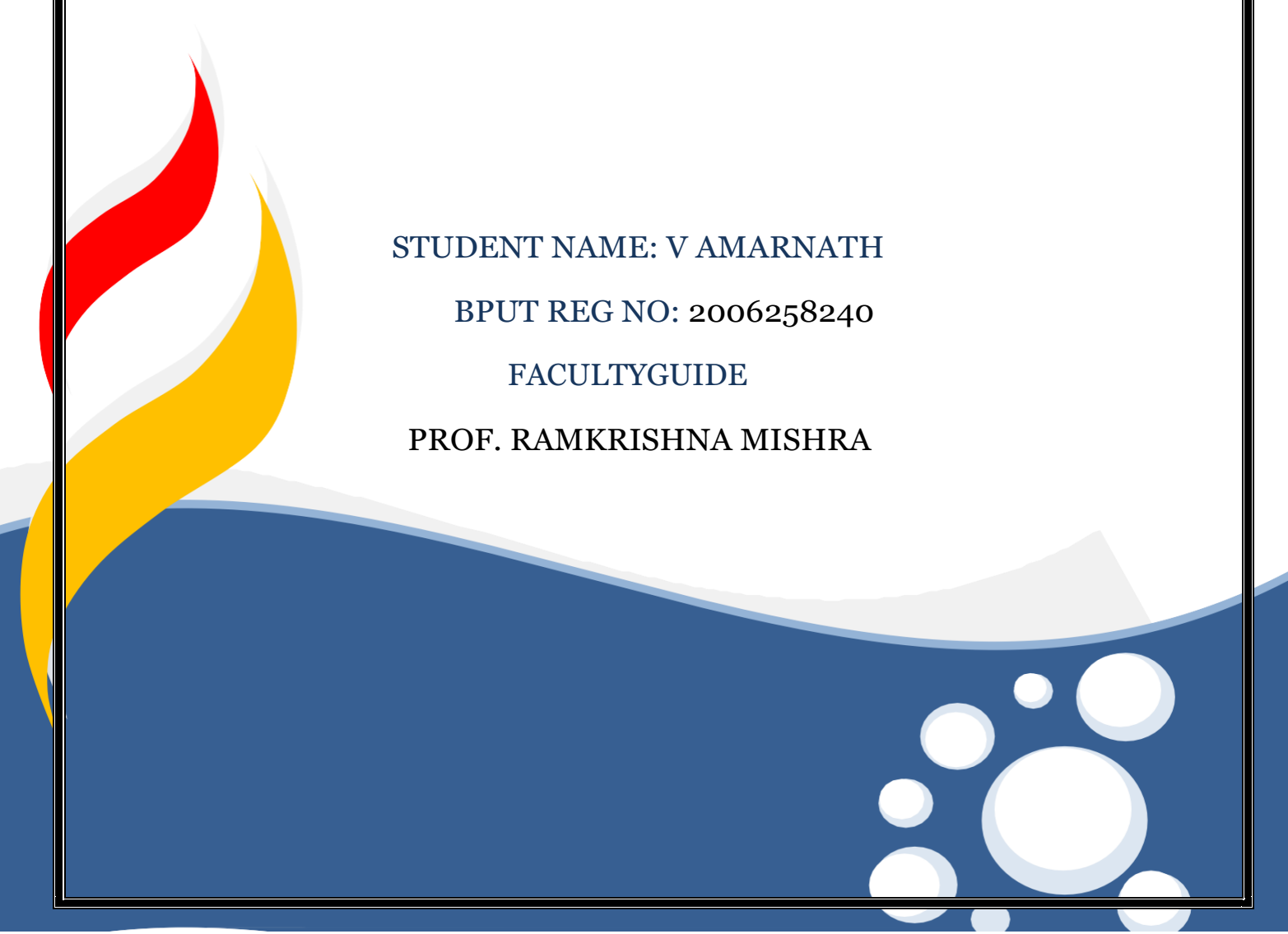
SUMMERINTERNSHIP REPORT2022

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BPUT REG NO: 2006258240

FACULTYGUIDE

PROF. RAMKRISHNA MISHRA





Estd. 1999

Biju Patnaik Institute

of Information Technology & Management Studies

**A
PROJECT REPORT
ON
“TECHNICAL ANALYSIS ON STOCK MARKET
(FINSKOOL)”**



**BY
V AMARNATH
UNDERTHEGUIDANCE OF
PROF.RAMAKRISHNA MISHRA
SUBMITTED TO
BIJUPATNAIKINSTITUTE OF IT & MANAGEMENT
STUDIES(BIITM), BHUBANESWAR
YEAE 2022**

DECLARATION

I, V Amarnath hereby declare that the internship report entitled “**TECHNICAL ANALYSIS IN STOCK MARKET**” with reference to “**FNSKOOL**” prepared by me under the guidance of **Mr. Ramakrishna Mishra** , faculty of Biju Patnaik Institute of Information Technology and Management Studies and external assistance by **Mr. Jayant Kwatra**.

I also declare that this internship work is towards the partial fulfillment of the university regulations for the degree of **MASTERS OF BUSINESS ADMINISTRATION** by Biju Patnaik University Of Technology, Rourkela.

All the information and data in my project are authentic to the best of my knowledge and taken from reliable resources. No part of it has been submitted elsewhere.

ACKNOWLEDGEMENT

The writing of this dissertation has been one of the most significant academic challenges, I have ever had face. Without the support, patience and guidance of the following people, this study would not have been completed. It is to them I owe my deepest gratitude.

First I would like to thank the entire **Management of Finskool** for giving the beautiful opportunity to work for 45 Days of Summer Internship Program in their esteemed organization.

I am grateful to our Principal **Dr. P.K. Tripathy** for his constant support, inspiration and suggestion throughout the study.

I am also grateful to our Head of Training and Placement **Mr. K.Chandrasekhar** for his kind cooperation and providing me with the academic support.

I would like to express my deep sense of gratitude towards my guide **Mr. Ramakrishna Mishra** (Associate Prof. Finance).

PREFACE

The stock market in India has been a kind of mysterious place for many people who think that the persons investing their money in the market are sort of gambling on their money. There is usual misconception in their minds of the common man that because of the volatility of the market, their hard earned money is not safe in the stock market.

However, this fear can be checked by proper research on a share someone is interested to invest on. The market doesn't behave in an arbitrate manner but certain trends are repeated over the time again and again. It is quite responsive towards the economic activities taking place in India as well as around the whole world. The broad objective of the project is to understand “**Technical Analysis In Stock Market (FINSKOOL)**” so that one can understand the movement of the share on a particular trading session as well as the impact of news coming from different quarters of market.

The project will provide a tool in the hands of the investors to take decisions regarding their investment in the shares, when to buy or when to sell the shares. It will also give them the answer that whether it is right time to invest in this share or not, and what could be the best time to invest.



Biju Patnaik Institute of Information Technology & Management Studies

CERTIFICATE

This is to certify that the Summer Project carried out by **V Amarnath** at “ **FINSKOOL**” titled “ **EQUITY EDVISOR**” is a bonafide work in partial fulfillment for the award of degree of Masters of Business Administration by Biju Patnaik University of Technology (BPUT) during the year 2020-2022. It is certified that all corrections/suggestions indicated for internal assessment have been approved as it satisfies the academic requirements in respect of the project report prescribed for the award of Master of Business Administration degree.

Signature of the Guide

(Ramakrishna Mishra)

CERTIFICATE



V Amarnath

For Successful Completion of
Equity Advisor Internship
From 01 June to 15 July 2021

No : F/2021/00163

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

Aarti Khatri
Founder

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

Jayant Kwatra
Founder

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CHAPTER-1

INTRODUCTION

INTRODUCTION

What's this Equity Analysis?

Professional investor will make more money & less loss than, who let their heart rule. Their head eliminate all emotions for decision making. Be ruthless & Calculating, you are to make money. Decision should be based on actual movement of share price measured both in money and percentage term & nothing else. Greed must be avoided.

Patience may be virtue, but impatience can frequently be profitable. In **Equity Analysis** anticipated growth, calculations are based on consider FACTS and not on HOPE. Equity analysis is basically a combination of two independent analyses, namely **Fundamental Analysis and Technical analysis**. The subject of Equity analysis, that is the attempt to determine future share price movement and its reliability by references to historical data is a vast one, covering many aspects from the calculating various **FINANCIAL RATIOS**, plotting of **CHARTS** to extremely sophisticated indicators.

A general investor can apply the principles by using the simplest of tools : pocket calculator, pencil, ruler, chart paper and your cautious mind, watchful attention. It should be pointed out that, the equity analysis does not discuss how to buy and sell shares, but does discuss a method which enables the investor to arrive at buying

and selling decision. The financial analyst always needs yardsticks to evaluate the efficiency and performances of any business unit at the time of investment. Fundamental analysis is useful in long term investment decision. In fundamental analysis a company's goodwill

Its performances, liquidity, leverage, turnover, profitability and financial health was checked and analysis with the help of ratio analysis for the purpose of long term successful investment.

Technical analysis refers to the study of market generated data like prices and volume to determine the future direction of prices movements.

The Technical analysis mainly seeks to predict the short term price travels. The focus of technical analysis is mainly on the internal market data, i.e. prices and volume data. It appeals mainly to short term traders.

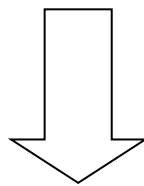
It is the oldest approach to equity investment dating back to the late 19th century.

Assumption for the Equity Analysis.

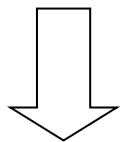
1. Works only in normal share market conditions with great reliability, it also works in abnormal share market conditions, but with low reliability.
2. Equity analysis is purely based on the INVESTMENT PHILOSOPHY, so the investment object has to vital importance associated to return along with risk.
3. Cash management gets the magnitude role, because the scenario of equity analysis is revolving around the term money.
4. Portfolio management, risk management was up to the investor's knowledge.
5. Capital market trend is always a friend, whether it is short run or long run.
6. You are buying stock & not companies, so don't be curious or panic to do post-mortem of companies performance.

7. History repeats: investors and speculators react the same way to the same types of events homogeneously.
8. Capital market has a typical market psychology along with other issues like; perceptions, the crowd Vs the individual, tradition's & trust.
9. An individual perceptions about the investment return & associated risk may differ from individual to individual.
10. Although the equity analysis is art as well as science so, it also has some exceptions.

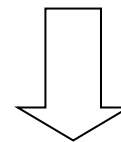
EQUITY ANALYSIS



ENVIRONMENTAL AND ECONOMICAL ANALYSIS



FUNDAMENTAL ANALYSIS



TECHNICAL ANALYSIS

CHAPTER-2

TECHNICAL

ANALYSIS

TECHNICAL ANALYSIS

“ Technical analysis refers to the study of market generated data like prices and volume to determine the future direction of price movements”.

Technical analysis mainly seeks to predict the short term price travels. It is important criteria for selecting the company to invest. It also provides the base for decision making in investment. The one of the most frequently used yardstick to check and analyze underlying price progress. For that matter a variety of tools was considered.

This technical analysis is helpful to general investors in many ways. It provides important and vital information regarding the current price position of the company.

Technical analysis involves the use of various methods for charting, calculating and interpreting graph and chart to assess the performances and status of the prices. It is the total of financial analysis, is not only studies but also reflecting the numerical and graphical relationship between the important financial factors.

The focus of technical analysis is mainly on the internal market data, that is prices and volume data. It appeals mainly to short term traders. It is the oldest approach to equity investment dating back to the late 19th century. It uses charts and computer program to study the stocks trading volume and price movement in the hope of identifying

a trend. Infact the decision made on the basis of technical analysis is done only after inferring a trend and judging future movement of the stock on the basis of the trend. Technical analysis assumes that the market is efficient and the price has already taken into consideration the other factors related to the company and the industry. It is because of the assumption that many think technical analysis is a tool, which is effective for short term investing.

History of Technical Analysis :

Technical analysis as a tool of investment for the average investor thrived in the late 19th century when Charles Dow, then editor of the wall street journal, proposed the Dow theory. He recognized that the movement is caused by the action / reaction of the people dealing in stocks rather than the news itself.

Technical analysis is a method of evaluating securities by analyzing the statistics generated by the market activity, such as past prices and volume. Technical analysts do not attempt to measure the security's intrinsic value, but instead used charts and other tools to identify patterns that can suggest future activity. Just as there are many investment styles on the fundamental side, there are also many different types of technical traders. Some rely on chart patterns others use technical indicators and oscillators, and most use some combination of the two. In any case technical analyst exclusive use of historical price of volume data is what separates them from their

fundamentals counter parts. Unlike fundamental analysts, technical analysts don't care whether a stock is undervalued the only thing that matters is a security's past trading data and what information that this data can provide about where the security might move in the future.

Basic Premises of Technical Analysis:

1. Market prices are determined by the interaction of supply and demand forces.
2. Supply and demand are influenced by variety of supply of demand affiliated factors both rational and irrational.
3. These are fundamental factors as well as psychological factors.
4. Barring minor deviation stock prices tend to move in fairly persistent trends.
5. Shifts in demand and supply bring about change in trends.
6. This shift's can be detected with the help of charts of manual and computerized action, because of the persistence of trends & patterns analysis of past market data can be used to predict future prices behaviors.

Drawbacks / limitations of technical analysis:

1. Technical analysis does not able to explain the reasons behind the employment or selection of specific tool of Technical analysis.

2. The technical analysis failed to signal an uptrend or downtrend time.
3. The technical analysis must be a self defeating proposition.
As more and more people use , employ it the value of such analysis trends to reduce.

Why we use TECHNICAL ANALYSIS?

1. Technical analysis provides information on the best entry and exit points for a trade.
2. On a chart, the trader can see where momentum is rising, a trend is forming, a price is dipping or other events are developing that show the best entry point and time for the most profitable trade. With the constant movement of various currencies against each other in the Forex market, most traders will focus on using technical indicator to find and place their trade.

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IS TECHNICAL ANALYSIS DIFFICULT?

- a. Technical analysis is not difficult, but it requires studying different types of charts such as the hourly or daily charts, knowing which technical indicators to use and how to use them.
- b. Computers and the Internet have made this process much easier. Most brokers provide basic charts and technical indicators for free or at a very low cost.
- c. One way to avoid getting frustrated by all the lines, colors, and graphics is to focus on using only a few indicators that will provide you with the information needed. Try not to clutter your chart with too much information.

Fundamental vs. Technical Analysis

Technical analysis and fundamental analysis are the two main schools of thought in the financial markets. As we've mentioned, technical analysis looks at the price movement of a security and uses this data to predict its future price movements. Fundamental analysis, on the other hand, looks at economic factors, known as fundamentals. Fundamental analysis takes a relatively long-term approach to analyzing the market compared to technical analysis. While technical analysis can be used on a timeframe of weeks, days or even minutes, fundamental analysis often looks at data over a number of years. The future can be found in the past. If prices are based on investor expectations, then knowing what a security should sell for (i.e., fundamental analysis) becomes less important than knowing what other investors expect it to sell for. That's not to say that knowing what a security should sell for isn't important--it is. But there is usually a strong consensus of a stock's future earnings that the average investor cannot disprove. Technical analysis is the process of analyzing a security's historical prices in an effort to determine probable future prices. This is done by comparing current price action (i.e., current expectations) with comparable historical price action to predict a reasonable outcome. The devout technician might define this process as the fact that history repeats itself while others would suffice to say that we should learn from the past.

Usually the following tools & instruments are used to do the technical analysis:

Price Fields

Technical analysis is based almost entirely on the analysis of price and volume. The fields which define a security's price and volume are explained below.

Open – This is the price of the first trade for the period (e.g., the first trade of the day). When analyzing daily data, the Open is especially important as it is the consensus price after all interested parties were able to “sleep on it.”

High – This is the highest price that the security traded during the period. It is the point at which there were more sellers than buyers (i.e., there are always sellers willing to sell at higher prices, but the High represents the highest price buyers were willing to pay).

Low – This is the lowest price that the security traded during the period. It is the point at which there were more buyers than sellers (i.e., there are always buyers willing to buy at lower prices, but the Low represents the lowest price sellers were willing to accept).

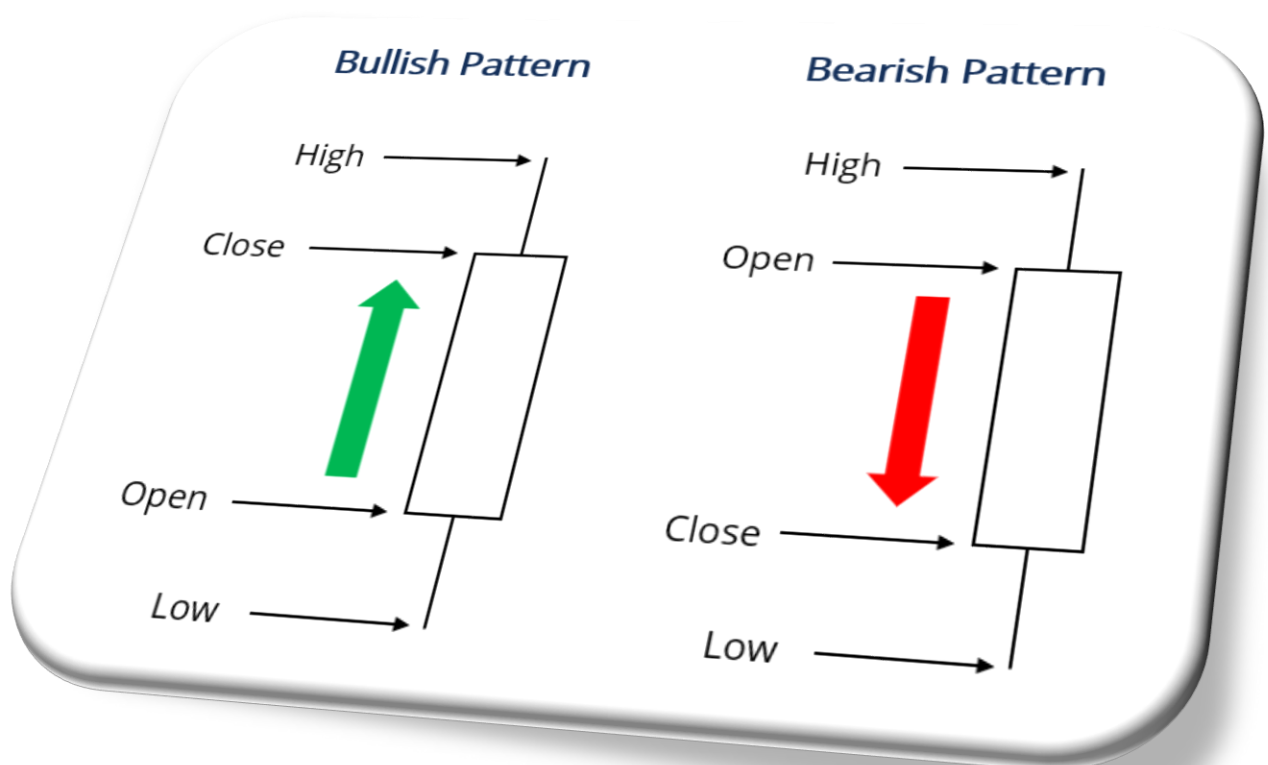
Close – This is the last price that the security traded during the period. Due to its availability, the Close is the most often used price for analysis. The relationship between the Open (the first price) and the Close (the last price) are considered significant by most technicians. This relationship is emphasized in candlestick charts.

Volume – This is the number of shares (or contracts) that were traded during the period. The relationship between prices and volume (e.g., increasing prices accompanied with increasing volume) is important.

Open Interest – This is the total number of outstanding contracts (i.e., those that have not been exercised, closed, or expired) of a future or option. Open interest is often used as an indicator.

Bid – This is the price a market maker is willing to pay for a security (i.e., the price you will receive if you sell).

Ask – This is the price a market maker is willing to accept (i.e., the price you will pay to buy the security).



Price Styles

Price in a chart can be displayed in four styles:

1. Bar Chart.
2. Line Chart.
3. Candlestick Chart.
4. Point and Figure Charts

1) Bar Charts :

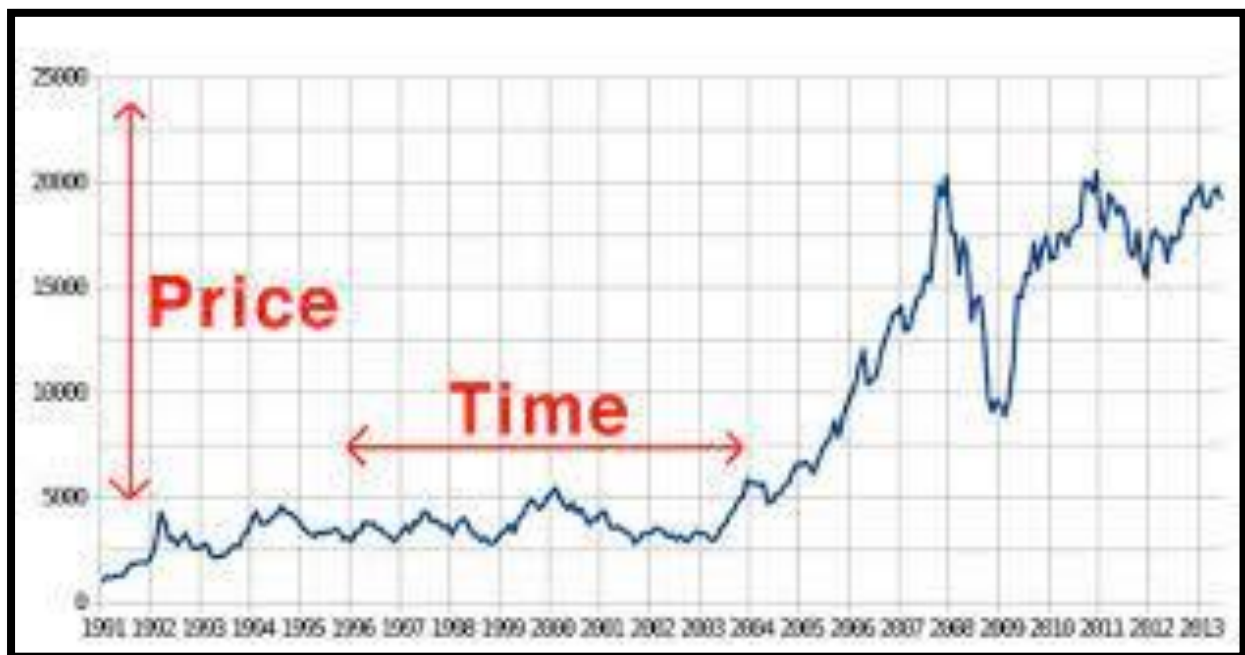
The highs and lows of a foreign currency are plotted in a diagram and the points are joined with vertical lines (bars). A small horizontal tick to the left denotes the opening level while a small horizontal tick to the right represents the closing price of each interval.



2) Line Chart

It gives the detailed information about every aspect.

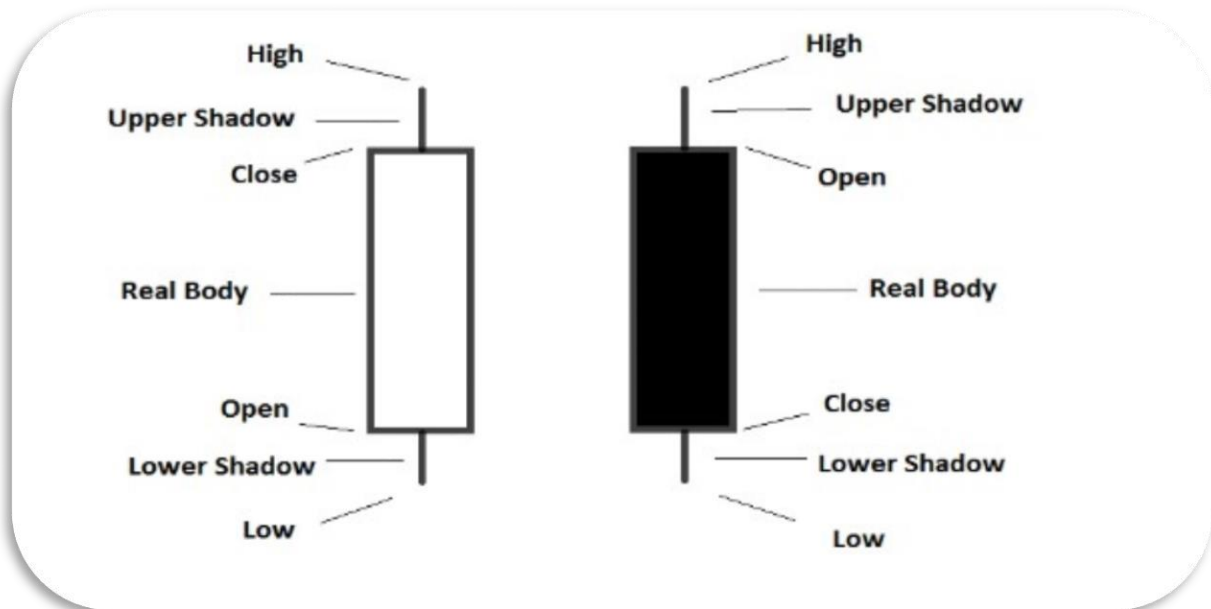
A line chart is the simplest and most basic type of stock chart used to analyze financial markets. The line chart is also known as a close only chart because it plots the closing price of the underlying security. It has a line connecting the dots created by the close price.



The relatively easy handling of line charts is a great advantage. Line chart do not show price movements within a time period. This can be a problem because important information for exchange rate analysis can be lost. This problem was remedied with the development of the bar charts that represent a more sophisticated form of line chart.

3) Candlestick Chart

A Candlestick is a black if the closing price is lower than the opening price. A candlestick is white if the closing price is higher than the opening price.

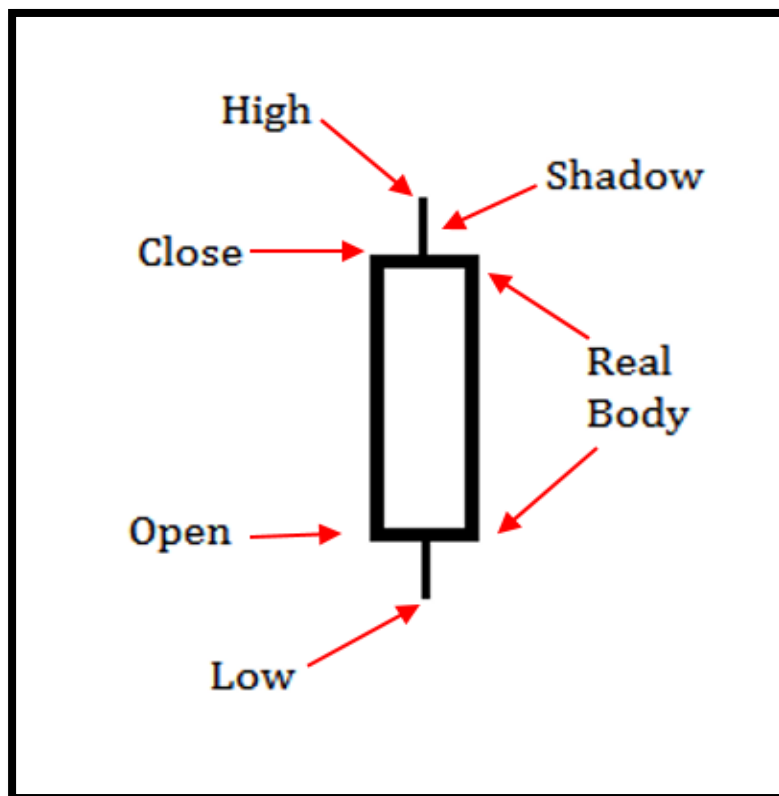


In the 1600s, the Japanese developed a method of technical analysis to analyze the price of rice contracts. This technique is called candlestick charting. Steven Nison is credited with popularizing candlestick charting and has become recognized as the leading expert on their interpretation. Candlestick charts display the open, high, low, and closing prices in a format similar to a modern-day barchart, but in a manner that extenuates the relationship between the opening and closing prices. Candlestick charts are simply a new way of looking at prices, they don't involve any calculations. Because candlesticks display the relationship between the open, high, low, and closing prices, they cannot be displayed on securities that only have closing prices, nor were they intended to be displayed on securities that lack

opening pricesThe interpretation of candlestick charts is based primarily on patterns. The most popular patters are explained below.

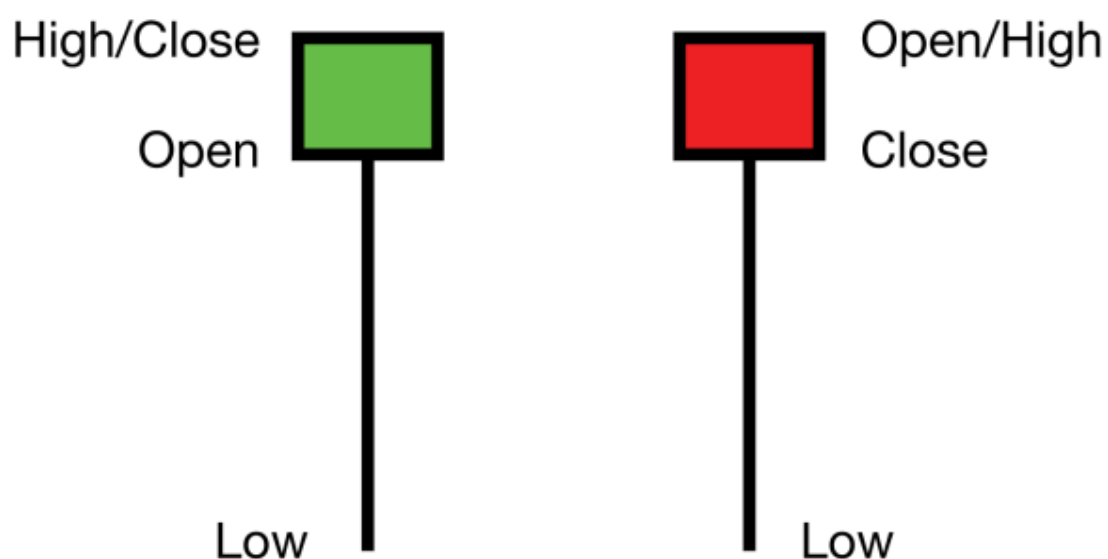
BULLISH PATTERN

- 1) **Long white (empty) line:** This is a bullish line. It occurs when prices open near the low and close significantly higher near the period's high.

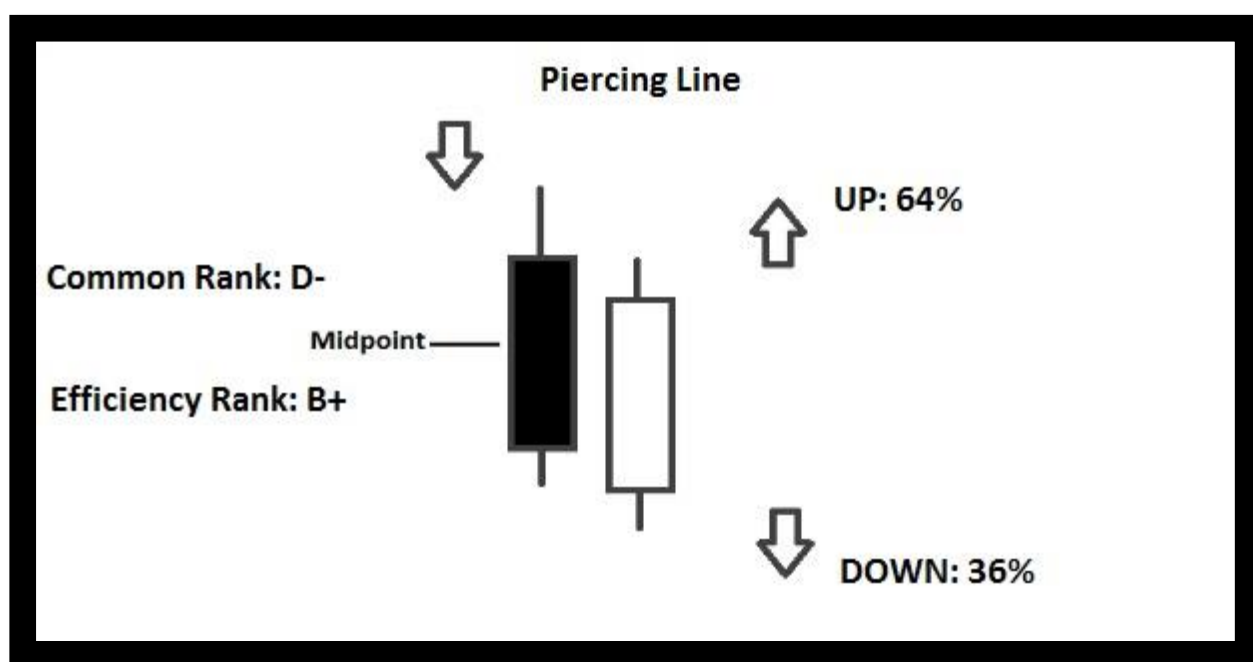


- 2) **Hammer:** This is a bullish line if it occurs after a significant a downtrend. If the line occurs after a significant up-trend, it is called a Hanging Man. A Hammer is identified by a small real body (i.e., a small range between the open and closing prices) and a long lower shadow (i.e., the low is significantly lower than the open, high, and lose). The body can be empty or

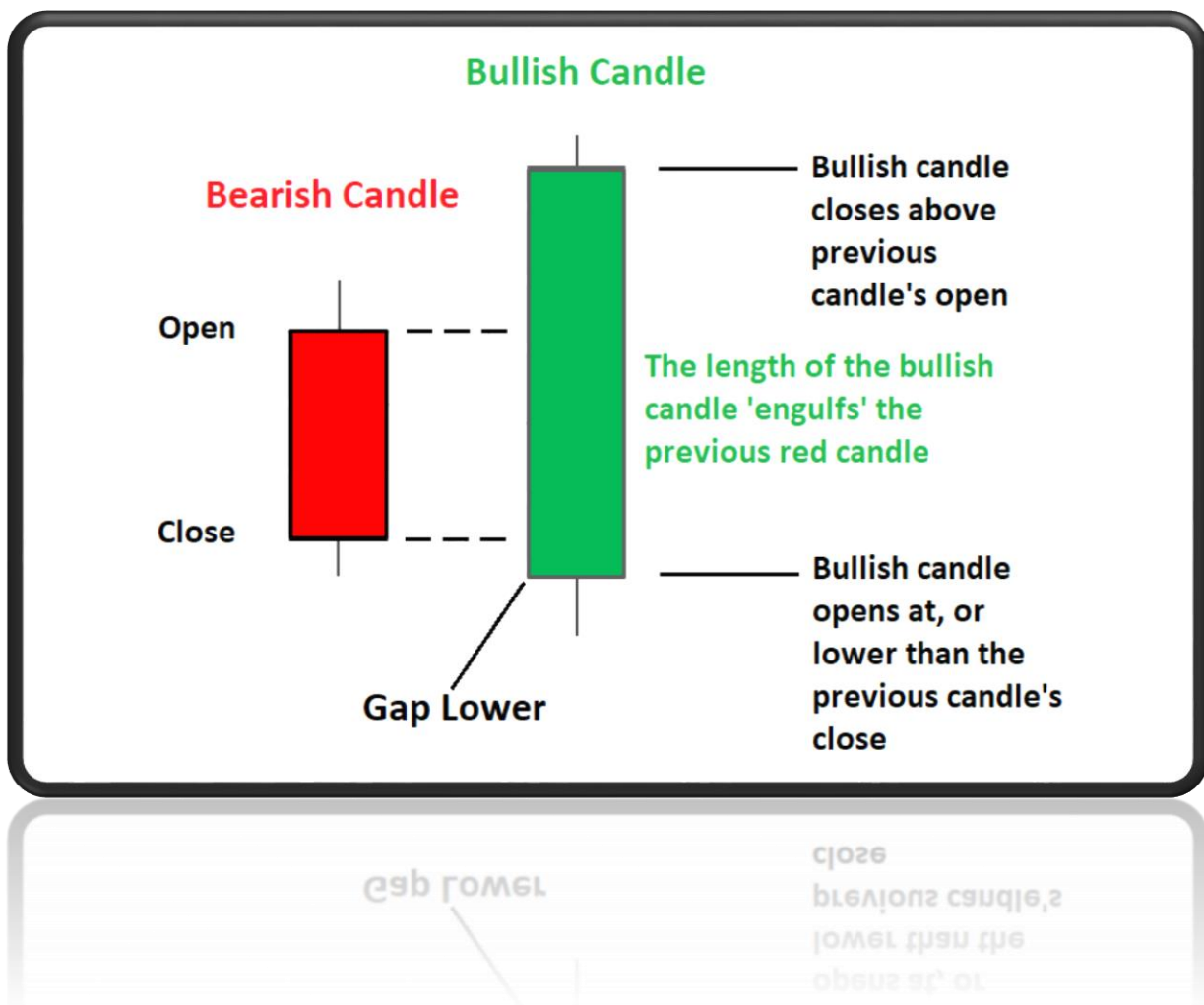
filled-in.



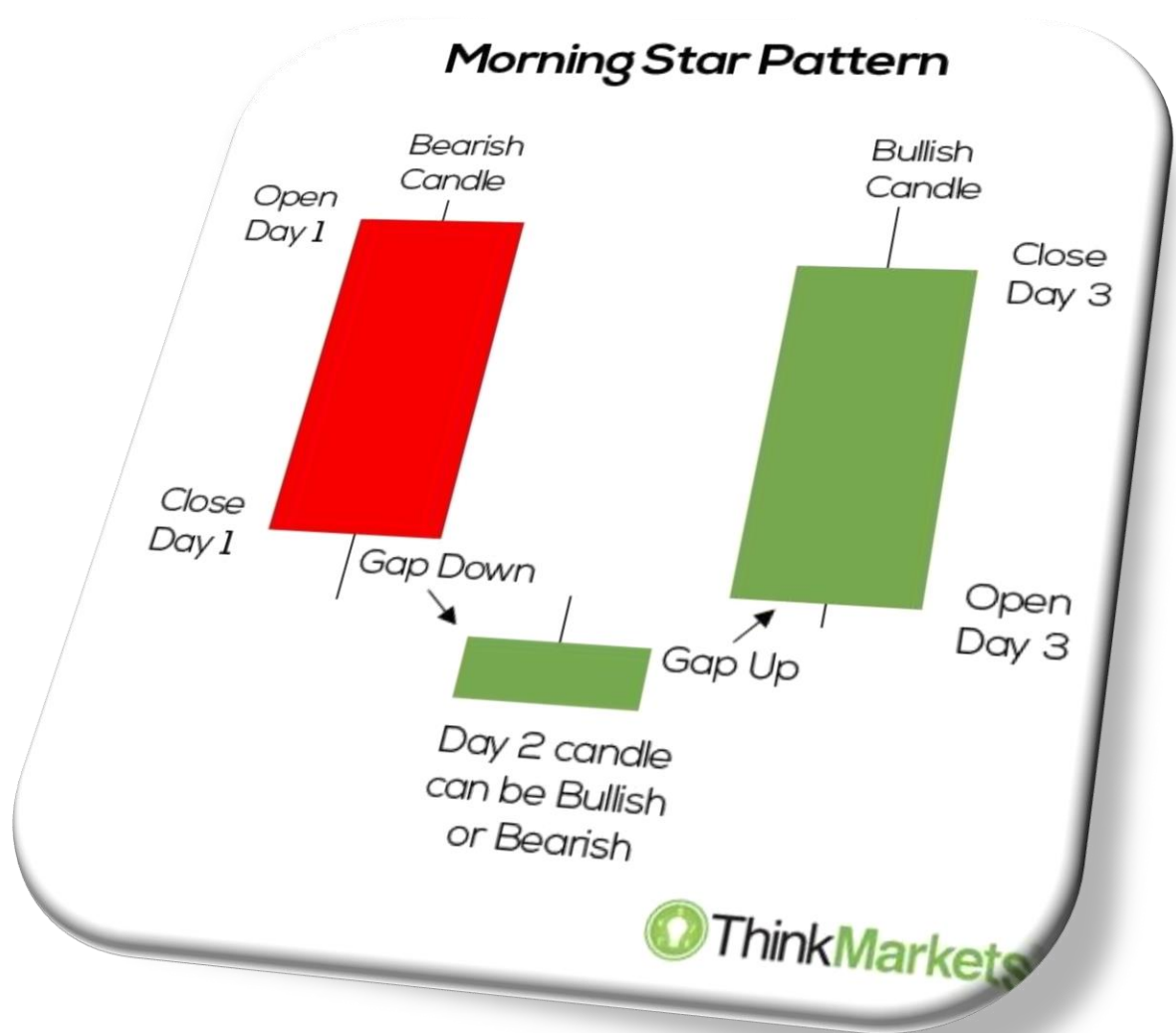
- 3) **Piercing line:** This is a bullish pattern and the opposite of a dark cloud cover. The first line is a long black line and the second line is a long white line. The second line opens lower than the first line's low, but it closes more than halfway above the first line's real body.



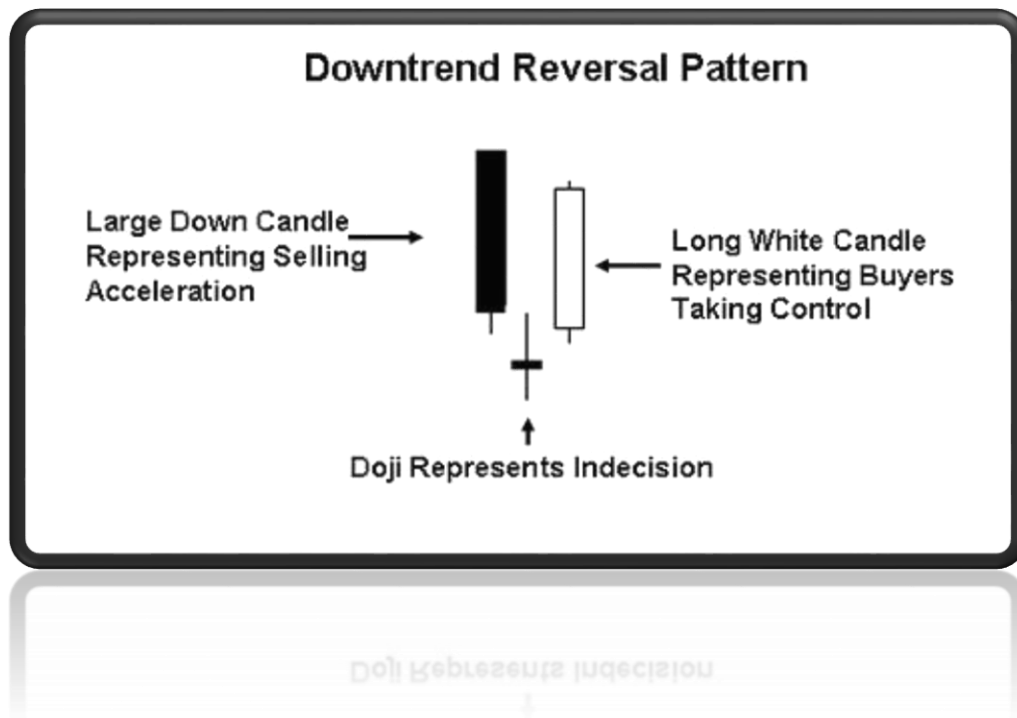
- 4) **Bullish Engulfing line:** This pattern is strongly bullish if it occurs after a significant downtrend (ie, it acts as a reversal pattern). It occurs when a small bearish (filled-in) line is engulfed by a large bullish (empty) line.



- 5) **Morning Star:** This is a bullish pattern signifying a potential bottom. The star indicates a possible reversal and the bullish line confirms this. This star can be empty or filled in.

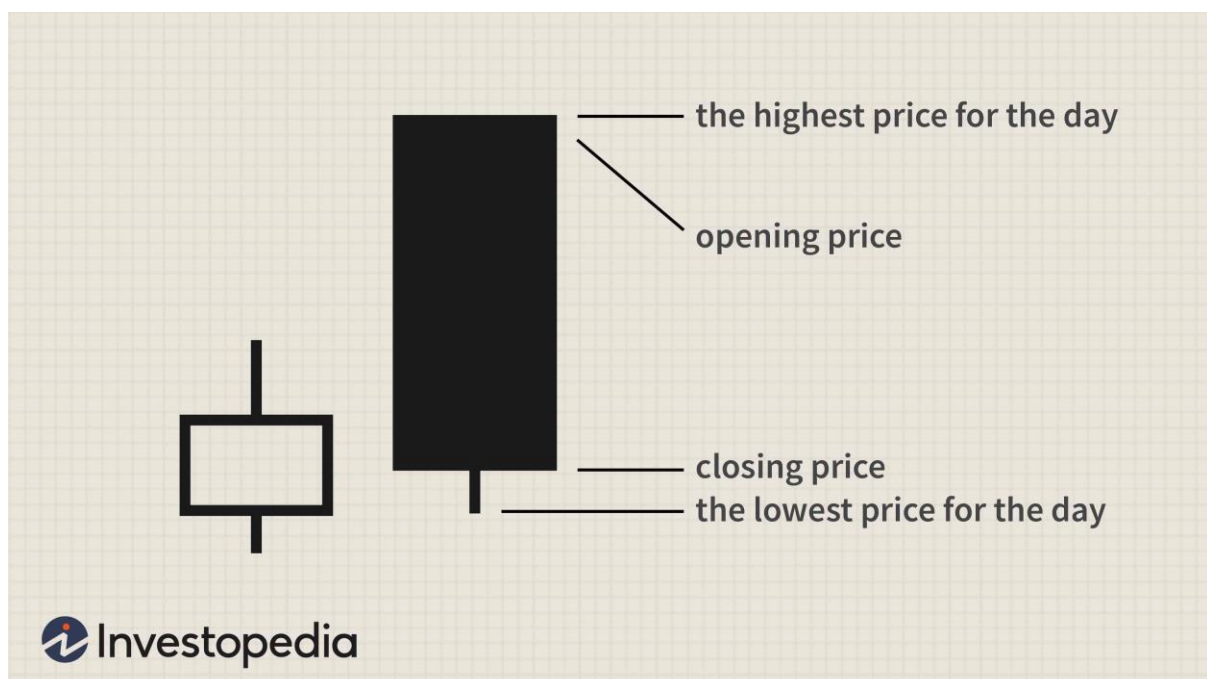


6) Bullish Doji Star: A “star” indicates a reversal and a doji indicates indecision. Thus, this pattern usually indicates a reversal following an indecisive period. You should wait for a confirmation (e.g., as in the morning star and above) before trading a doji star. The first line can be empty or filled.

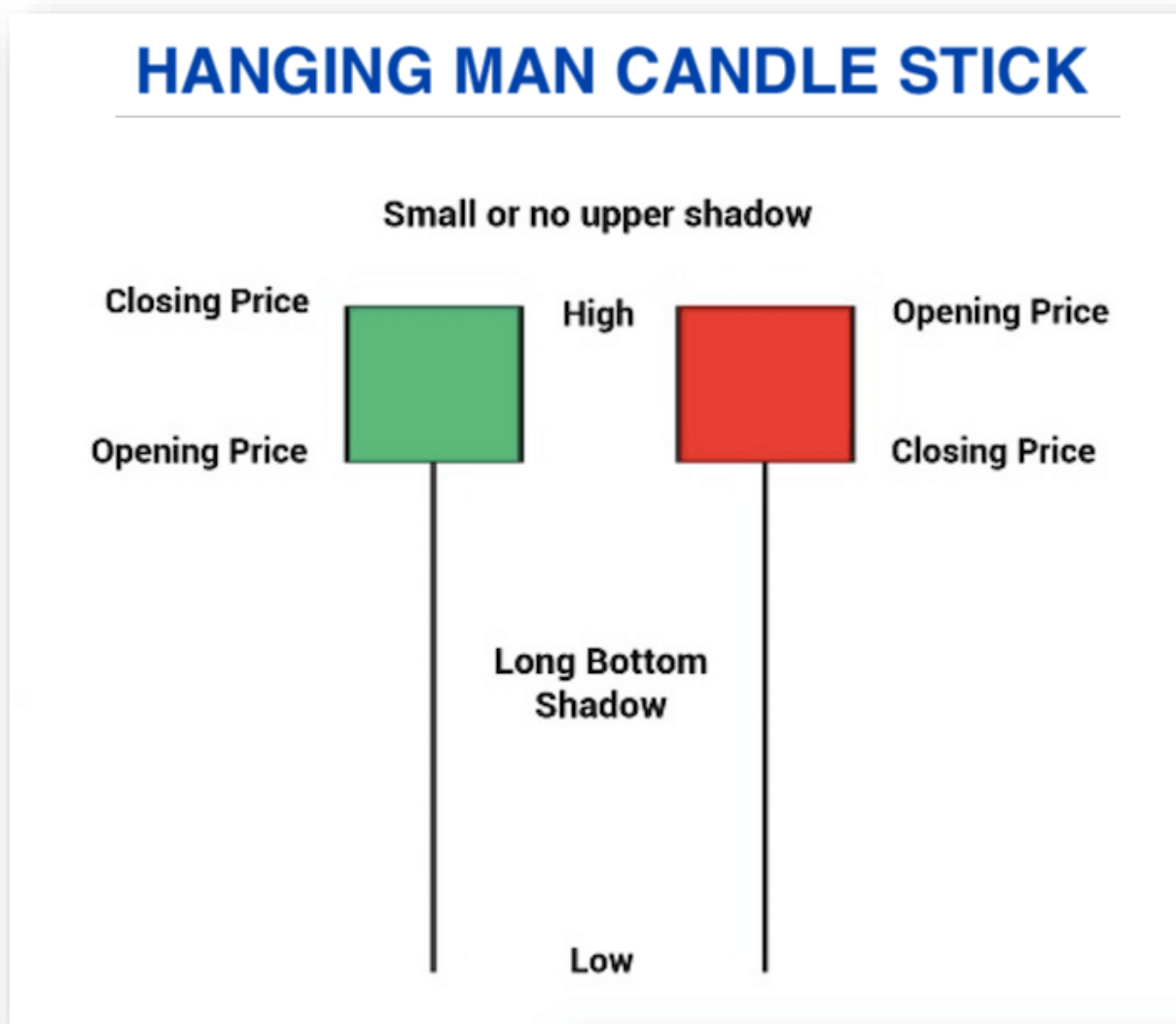


BEARISH PATTERN

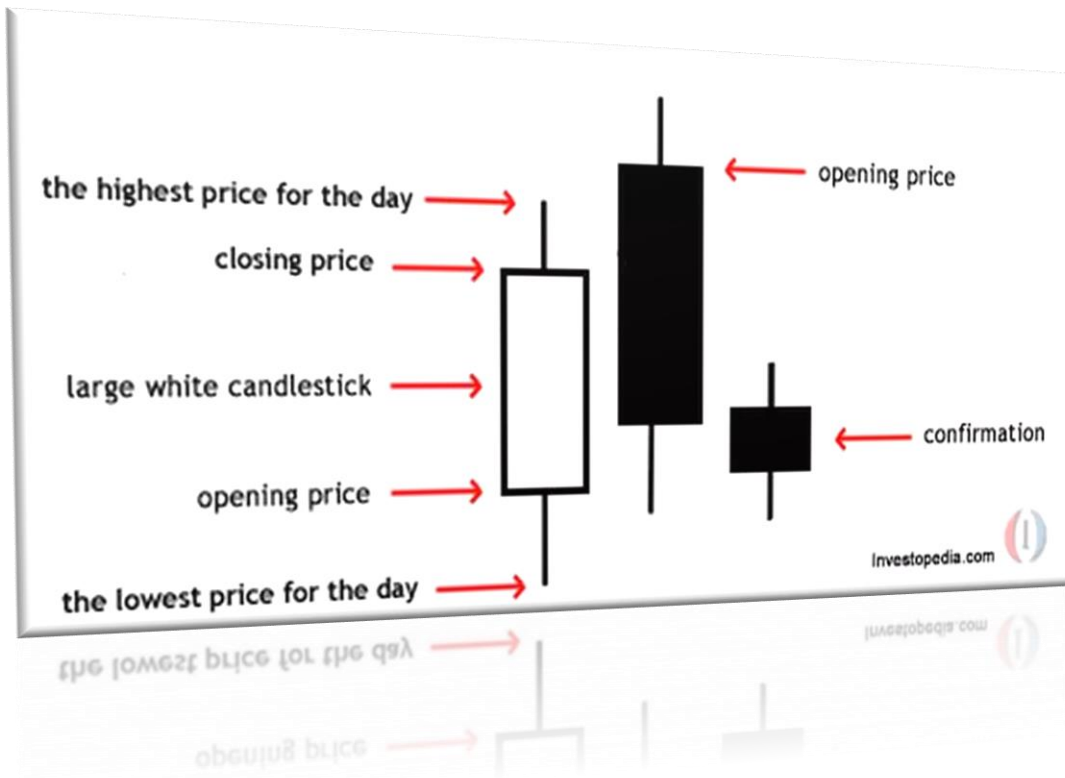
1) **Long Black (filled-in) line:** this is a bearish line. It occurs when prices open near the high and close significantly lower near the period's low.



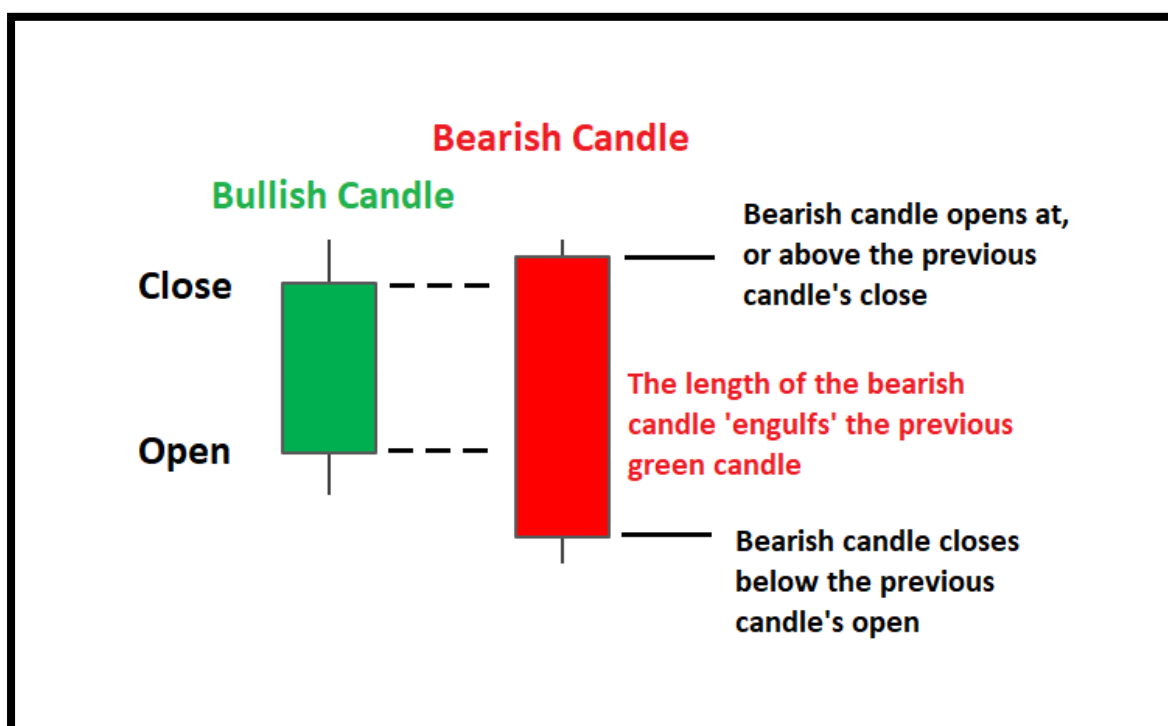
2) Hanging Man: these lines are bearish if they occur after a significant uptrend. If this pattern occurs after a significant downtrend, it is called a hammer. They are identified by small real bodies (i.e., a small range between the open and closing prices) and a long lower shadow (i.e., the low was significantly lower than the open, high and close). The bodies can be empty or filled-in.



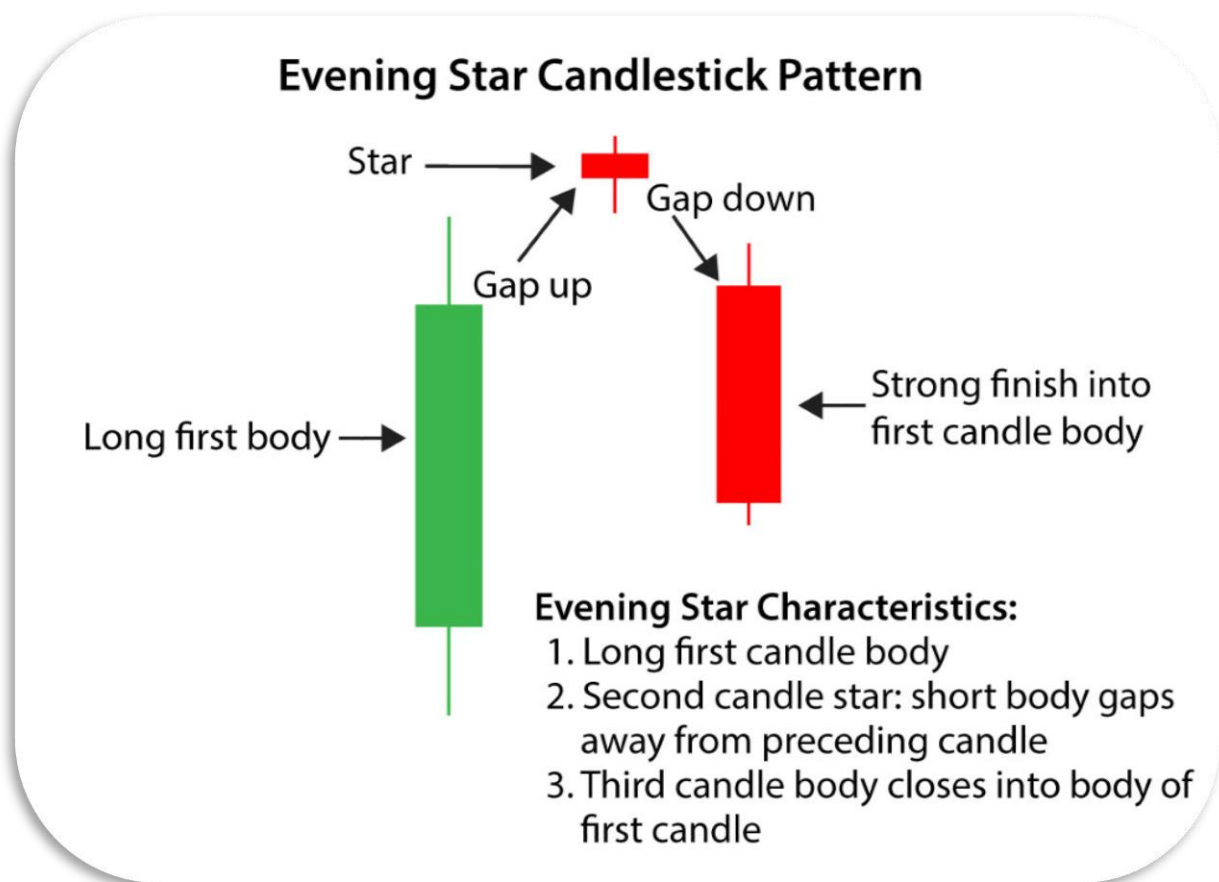
3) Dark cloud cover: this is a bearish pattern. The pattern is more significant if the second line's body is below the center of the previous line's body (as illustrated).



4) Bearish Engulfing lines: this pattern is strongly bearish if it occurs after a significant uptrend (i.e.. it acts as a reversal pattern). It occurs when a small bullish (empty) line is engulfed by a large bearish (filled-in) line.

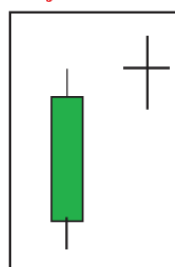


5) Evening star: This is a bearish pattern signifying a potential top. The “star” indicates a possible reversal and the bearish (filled-in) line confirms this. The star can be empty or filled-in.

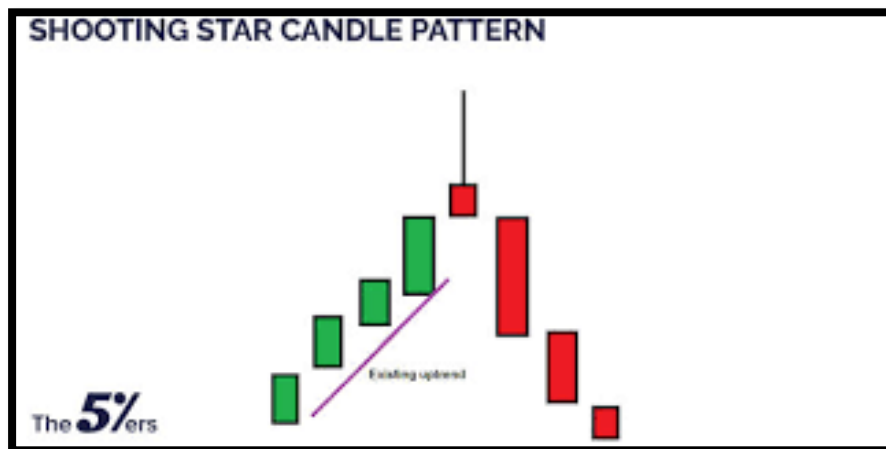


6) Doji star: A star indicates a reversal and a doji indicates indecision. Thus, this pattern usually indicates a reversal following an indecisive period. You should wait for a confirmation (e.g., as in the evening star illustration) before trading a doji star.

• Bearish Doji Star

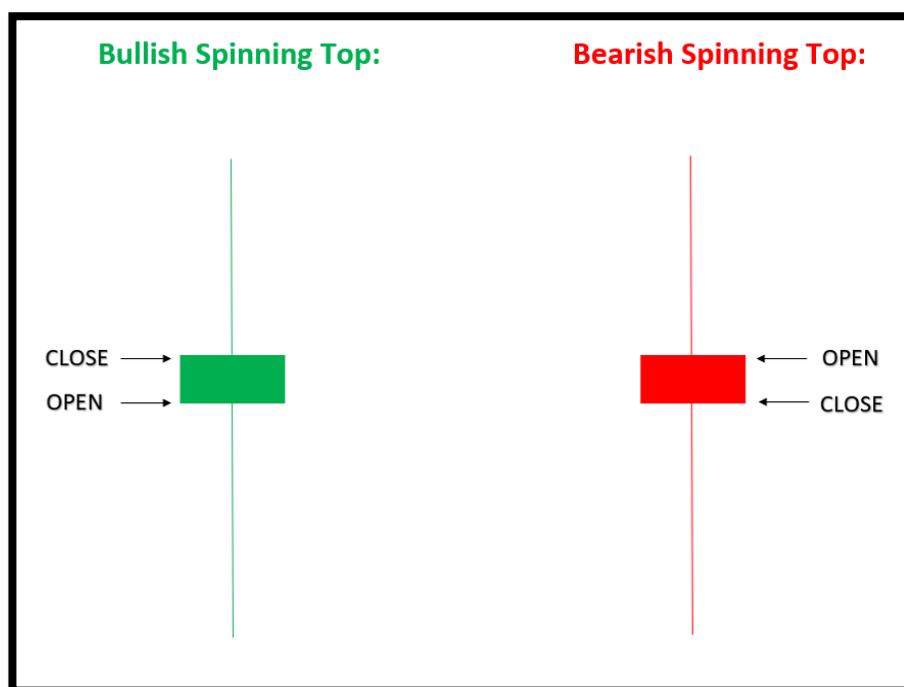


7) Shooting star: This pattern suggest a minor reversal when it appears after a rally. The star's body must appear near the low price and the line should have a long upper shadow.

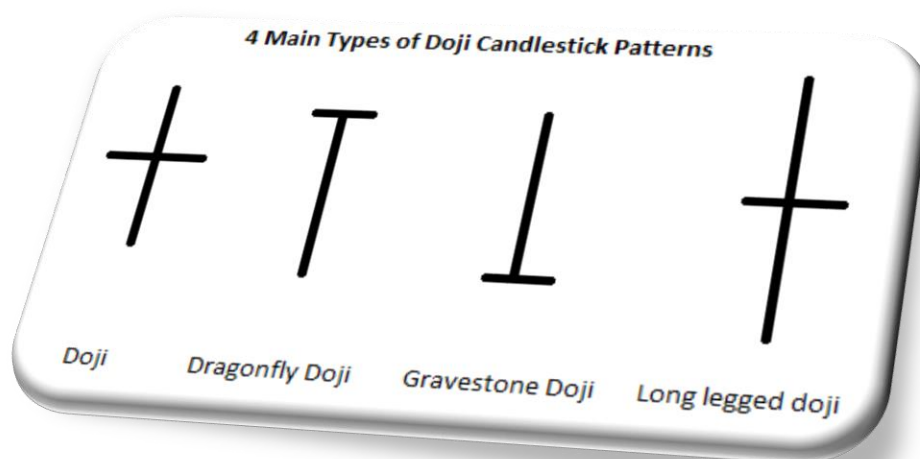


NEUTRAL PATTERN

1) Spinning tops: these are neutral lines. They occur when the distance between the high and the low, and the distance between the open and close, are relatively small.

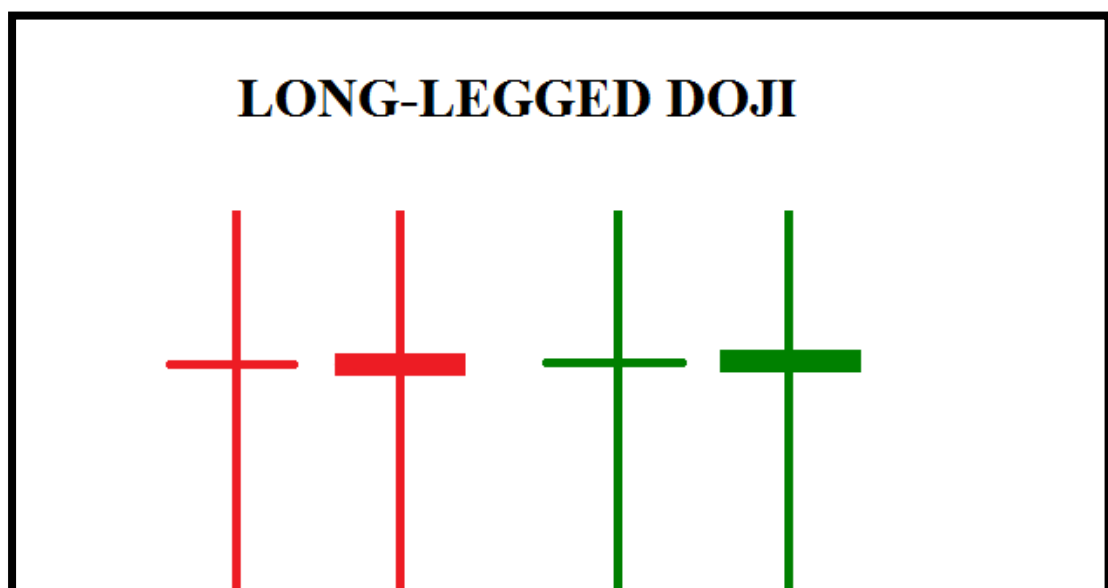


2) Doji: This line implies indecisions. The security opened and closed at the same price. These lines can appear in several different patterns. Double doji lines (two adjacent doji lines) imply that a forceful move will follow a breakout from the current indecision.

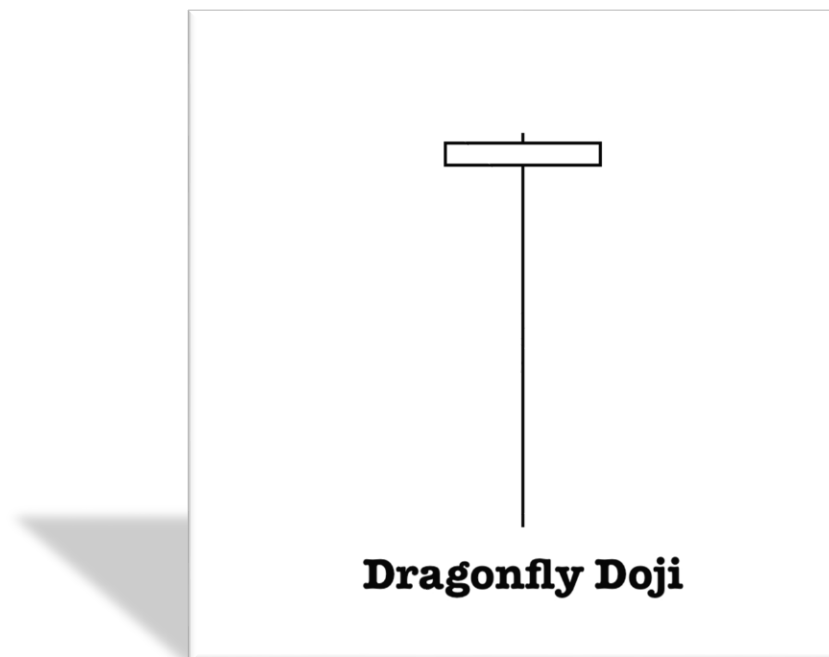


REVERSAL PATTERN

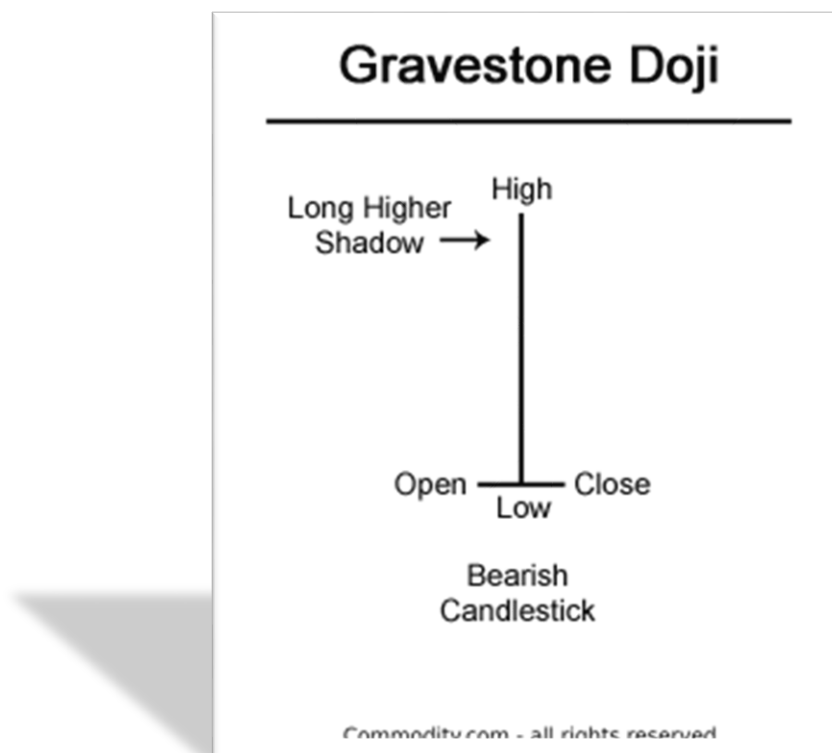
1) Long-legged doji: This line often signifies a turning point. It occurs when the open and close the same, and the range between the high and low is relatively large.



2) Dragon-fly doji: This line also signifies a turning point. It occurs when the open and close are same, and the low is significantly lower than the open, high and closing prices.



3) Gravestone doji: This line also signifies a turning point. It occurs when the open, close and low are same, and the high is significantly higher than the open, low, and closing prices.

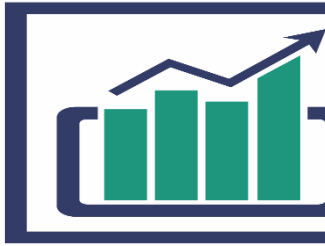


CHAPTER 3

3c

(Company, Competitor, Cusrtomer)

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 board 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 ion 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 last technology and rich experience of over 10year.
- ❖ 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 ShripalMorakhia 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.
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- 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

RECOGNATION

- 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- 4

CONCLUSION

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.

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THANK YOU