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Submitted by

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Under the Guidance of

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Estd. 1999

BIJU PATTNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
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Summer Project Report

Management

TO STUDY THE TECHNICAL ANALYSIS IN STOCK MARKET

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Rosalin Pattanayak

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

No : F/2021/00148

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

CERTIFICATE OF THE GUIDE

WHOM SO EVER IT MAY CONCERN

This is to certify that the Project Work titled “**To study the Technical Analysis of Stock Market**” is a bonafide work of **Miss Rosalin Pattanayak** Enroll/Reg. No: **2006258167** carried out in partial fulfilment for the award of degree of Master In Business Administration for the Session (2020-2022) of **Biju Patnaik, University of Technology, Odisha** under my guidance. This project work is original and not submitted earlier for the award of any degree/ diploma or associate ship of any other University / Institution. The Thesis:

- Embodies the work of the candidate herself
- Has duly been completed
- Fulfils the requirements of the rules and regulation of the summer internship of the institute
- Is up to the standard both in respect to content and language for being referred to the examiner.

Place:

Signature of the Guide

Date:

DECLARATION

I **Miss Rosalin Pattanayak** hereby declare that the Project work titled “**To study the Technical Analysis of Stock Market**” is the original work done by me and submitted to **Biju Patnaik University of Technology, Odisha**, in partial fulfillment of requirements for the award of Master of Business Administration under the supervision of **Mr. Ramakrishna Mishra**

Regd No.: **2006258167**

Date:

Signature of student

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INTRODUCTION TO STOCK EXCHANGE

The Stock Exchange in India under the supervision of regulatory authority, the Security and Exchange Board of India (SEBI), provide a trading platform where buyers and sellers can meet to transact securities. The trading platform provided by NSE and BSE is an electronic one and there is no need for buyers and sellers to meet at of physical location to trade. Now day trading is done through the computerized trading screens available with the NSE and BSE Trading members or the interest-based trading facility provided by trading members of NSE and BSE.

INTROCTION OF BSE AND NSE:

BSE:

The Stock Exchange Mumbai, popularly known as 'BSE' was established in 1875 as "The Native Share and Stock Brokers Association". BSE provides an efficient and transparent market for trading in equity, debt instruments, derivatives, mutual funds. More than 5500 companies are listed on BSE making it world's No.1 exchange in terms of listed members. The companies listed on BSE command and total market capitalization of USD 1.68 Trillion. The primary index of BSE in BSE Sensex comprises 30 stocks.

NSE:

NSE was incorporated in 1992 and was given recognition as a stock exchange in April 1993. It started operations in June 1994, with trading on the wholesale Debit Market Segment. NSE has played a catalytic role in reforming the Indian securities market in terms of microstructure, market practices and trading volumes. NSE has the S & P NSE 50 Index (NIFTY), Which consists of fifty stocks.

INTRODUCTION TO THE MARKET:

FINANCIAL MARKET

MONEY MARKET:

The Money Market refers to the market where borrowers and lenders exchange short-term funds to solve their liquidity needs.

CAPITAL MARKET:

The Capital market is a market for financial investments that are direct or indirect claims to capital.

SECURITIES MARKET:

It refers to the market for those financial instruments/obligations that are commonly and readily transferable by sale. It has two inter-dependent and inseparable segments, the new issues(primary) market and the stock (secondary) market.

PRIMARY MARKET-

Securities generally have two stages in their lifespan. The first stage is when the company initially issues the security directly from its treasury at a predetermined offering price. This is a primary market offering. It is referred to as the initial Public Offering. In primary market, securities are offered to public for subscription for the purpose of raising capital or fund.

SECONDARY MARKET-

Secondary market refers to a market where securities are traded after being initially offered to the public in the primary market and listed on the stock exchange. Majority of the trading is done in the secondary market. Secondary market comprises of equity markets and the debt market.

ADVANTAGES AND DISADVANTAGES IN STOCK EXCHANGE

ADVANTAGES:

1. Takes advantage of a growing economy: As the economy grows, so do corporate earnings. That's because economic growth creates jobs, which creates income, which creates sales.
2. Best way to stay ahead of inflation: Historically, stock have averaged an annualized return of 10%. That's better than the average annualized inflation rate. It does mean you must have a longer time horizon, however. That way, you can buy and hold even if the value temporarily drops.
3. Easy to buy: The stock market makes it easy to buy shares to companies. You can purchase them through a broker or a financial planner, or online. Once you've set up an account, you can buy stocks in minutes.
4. Makes money in two ways: Most Investors Intend to buy low then sell high. They invest in fast- growing companies that appreciate in value. That's attractive to both day traders and buy -and-hold investors.
5. Easy to sell: The stock market allows you to sell your stock at any time. Economists use the term "liquid" to mean that you can turn your shares into cash quickly and with low transaction costs.

DISADVANTAGES:

1. Risk: You could lose your entire investment. If a company does poorly, investors will sell, sending the stock price plummeting. When you sell, you will lose your initial investment. If you can't afford to lose your initial investment, then you should buy bonds.

2. Stockholders paid last: Preferred stockholders and bondholders or creditors get paid first if a company goes broke. But that happens only if a company goes bankrupt. A well-diversified portfolio should keep you safe if any company goes under.

3. Time: If you are buying stocks on your own, you must research each company to determine how profitable you think it will be before you buy its stock. You must learn how to read financial statements and annual reports and follow your company's developments in the news.

4. Emotional roller coaster: Stock prices rise and fall second by second. Individuals tend to buy high out of greed, and sell low out of fear. The best thing to do is not constantly look at the price fluctuation of stocks, and just check in on a regular basis.

5. Professional Competition: Institutional investors and professional traders have more time and knowledge to invest. They also have sophisticated trading tools, financial models, and computer systems at their disposal.

TOPIC:**A STUDY ON “TECHNICAL ANALYSIS IN STOCK MARKET”****OBJECTIVES:**

1.To forecast future price- Technical analysis is a method used traders to forecast future price movement of stocks by analysis past trading activity. Chart patterns and statistical numbers are used extensively by technical analysis.

2.Stock prices move in trends- Technical analysis believes that the fundamental elements of stock's value are already representation in the stock price. In addition, they believe that stock price move in identifiable trends over a period of time.

METHODOLOGY:**OBJECTIVES OF THE STUDY:**

The objective of my project is to gain knowledge about how an organization works and in particular setup of a stock broking house.

PRIMARY OBJECTIVES -

1. To learn about company routine working.
2. To learn the marketing techniques that is used to acquire a client.

SECONDARY OBJECTIVES -

1. To study the “SANGUINE CAPITAL” competitors' strengths and weakness.

RESEARCH METHODOLOGY:

Research Methodology- “Systemized Method to gain knowledge.”

The Systemized Method to gain knowledge”. The technique deployed to analyze and interpret the data for the purpose of hitting the target objective plays a crucial role. The effective research technique has a significant contribution for effective objective achievement. Throughout this project, a combination of secondary and primary research was undertaken to SAN LTD.

DATA SOURCES: -

- Primary Data,
- Secondary Data

i. PRIMARY DATA: - Primary data is a data that is collected for the first time in the processing of the analysis. The researchers have adopted the contact through telephone for the purpose of collecting Primary data. The researchers discuss with Team Manager and employees of the company to get information about competitors of Sanguine capital.

ii. SECONDARY DATA: - Under Secondary sources, we tapped information from internal & external sources. We made use of Internet (such as search engine www.google.com, www.icicidirect.com, www.indiabulls.com and miscellaneous sources (such as brochures, pamphlets, library) under external sources.

ANALYSIS: -

To make our research project most effective in a given time period of two months surveyed the information of the competitors. We undertook both Explorative as well as Conclusive Research Design. The data has been collected from both Primaries as

well as Secondary sources and we also did the fieldwork for which utmost care has been taken to keep project unbiased from personal opinion.

LIMITATION: -

1. Absence of restriction on the membership of the stock Exchange.
2. Lack of uniformity and control pf stock exchanges.
3. Failure to control unhealthy speculation.
4. Allowing more than one exchange in a place.
5. No proper regulation on the listing of securities.

Technical analysis has the same limitation of any strategy based on particular trade triggers. The chart can be misinterpreted. The formation may be predicated on low volume. The periods being used for the moving averages may be too long or too short for the type of trade you are looking to make.

CHAPTER – 2

COMPANY ANALYSIS



“PADH KAR INVEST KAR”

BEIEF INTRODUCTION:

- Finskool is e-learning app-based platform aimed to help people learn and understand the concepts of finance & Investment for every Indian.
- Incorporated in 2017 by Mr. Jayant Kwatra, Ms. Aarti Khatri & Mr. Vishal Gupta.
- Headquartered in **Faridabad, Haryana**.
- Providing a wide range of financial services and investment solutions as well as financial Market Education.
- **Sanguine Capital** is a member of all the leading Equity, Commodities, Derivatives, Currency & Spot Commodity Exchange of India.
- In 2017 Aim to give good knowledge about Financial Market. Started with offline Class of 15 students.
- In 2018 Successfully reach base of 200+ students, helping professional alone with students with right technique with customize programs.
- Finally in 2020 launched Finskool App, start making Finskool App in Jan 2020.
- Expanding In Pan India level with mission of “**Padh Kar Invest Kar**”.

WHAT THEY PROVIDE:

•Financial Planning

Everyone who has a dream, wants to plan his/her retirement, be prepared for contingencies or simply wants to take control of his/her finances, needs comprehensive financial planning. Sanguine Capital expert engage with their clients & create a unique financial plan based on their risk profile, income & expense.

•Mutual Funds

Fixed deposits are inevitable for any investor as they ensure fixed returns over the given period of time. Another source of regular income & safe investment for investors are debt funds. Choose from among the best deposit schemes & debt funds to complete your portfolio & get experts' advice at Sanguine Capital.

•Fixed deposits/ Debt funds

Fixed deposits are inevitable for any investor as they ensure fixed returns over the given period of time. Another source of regular income and safe investment for investors are debt funds. Choose from among the best deposit schemes & debt funds to complete your portfolio & get experts' advice at Sanguine Capital.

•Stock market education

We provide extensive courses on the stock market ranging from Fundamental to advance levels along with assistance in career-oriented NSE, NISM & MCX certifications via classroom sessions, online videos & pen-drive. We strongly believe in imparting knowledge via practical & real-life case studies give industry trained & fully equipped professionals.

•Portfolio Management Services

We specialize in providing personalized portfolio management services. PMS not only involves diversification of funds to maximize returns & minimize risk but also involves continuous monitoring to weed out slow investments.

•Recovery of Shares

Sanguine Capital brings to you the complete solution of any issues with the physical documents of shares or debentures. Our experts assist clients in resolving doubts/queries related to share transfer, claims by nominee, name deletion/modification etc. We have experts to help you recover the unclaimed amount from lost or damaged share certificates as well.

MISSION:

To see every Individual Financially Sound & Independent.

VISION:

Make Knowledge accessible to common man.

APPROACH:

Mixed blend of learning with technology for better approach.

STRATEGY:

Good industry content for growing India.

‘SANGUINE CAPITAL’ 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 of 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 services and benefit from company’s expert advice.

Advantages in Trading with Sanguine Capital:

- Sanguine Capital offers a complete package of Financial Services which starts from Financial Planning, Portfolio Management of their clients.
- Sanguine Capital is one of the leading players in providing the finance & Investment based e-learning.
- Large revenues of investment solutions and financial services under one roof.
- Personalized solution and attention offered to each investor.
- An extensive network of branch offices.
- Honestly, transparency and fairness imbibed in all dealings.
- A perfect blend of latest technology and rich experience of over 10 years.

Why to trade with Sanguine:

Sanguine capital offers complete package of Financial Services ranging from NSE certified courses on Financial Markets to overall portfolio management of our clients (as a Business Partner of Motilal Oswal). We are one of the leading players in providing the NSE certified financial sector trainings with an aim to help our clients gain Financial Independence.



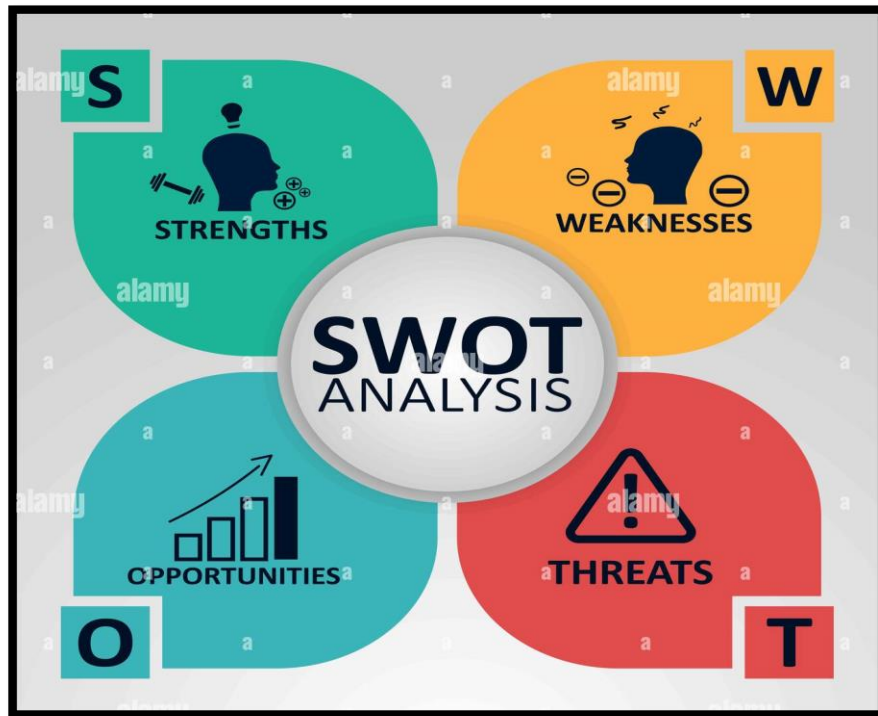
CHAPTER – 3

INDUSTRY ANALYSIS

INDUSTRY ANALYSIS:

Industry analysis has wide variety of geographical condition will have explain by help of SWOT Analysis.

SWOT FRAMEWORK:



STRENGTH:

- Qualified and experienced work force.
- Strong customer relationship.
- Wide range of products & services.
- Strong teamwork.
- Wide spread branches & brokers network

WEAKNESS:

- Lack of loyal client.
- Not even advertisement.
- The company turnover is depending on market performance.

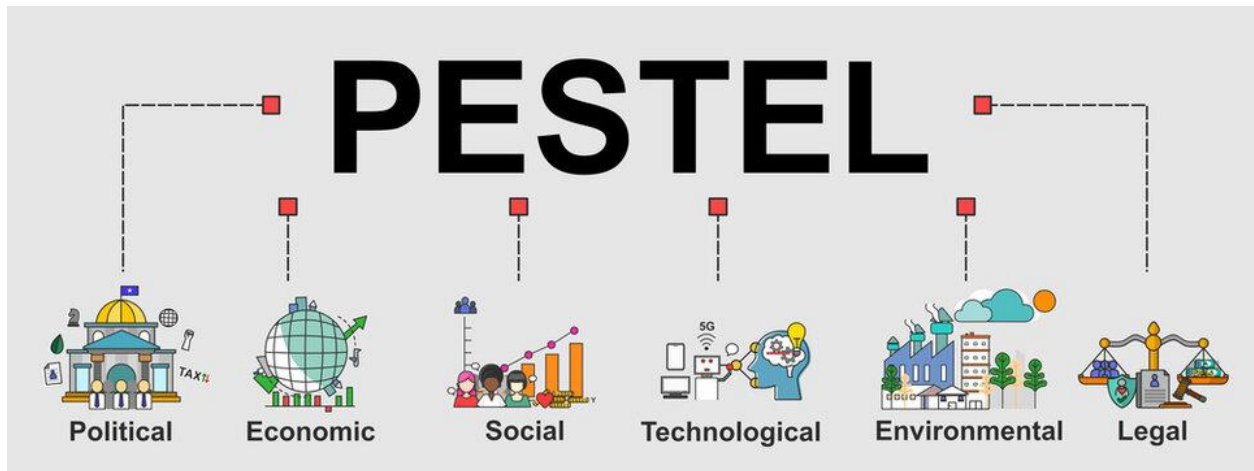
OPPORTUNITY:

- Marketing at urban areas.
- Positive outlook of people towards financial products.
- Growing consumer awareness about equity market.

THREATS:

- Market uncertainty.
- Reduced brokerage charges by new players.

ENVIRONMENTAL ANALYSIS(PESTEL):



Political Factors:

- Product labelling and other requirements in security & protection services.
- Industrial safety regulations in the service sector.
- Mandatory employee benefits.
- Work week regulations in security & protection services.
- Risk of military invasion.
- Favored trading partners.
- Legal Framework for contract enforcement.
- Trade regulation and tariff related to service.
- Pricing regulation- are there any pricing regulatory mechanism for services.
- Political stability and importance of securities & protection services sector in the country's economy.

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.
- Unemployment rate.
- Economic growth 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.
- Leisure interest.

Technology Factors:

- Recent technology developments by SMC Global securities ltd.
- Technology's impact on product offering.
- Impact on cost structure in security & production services industry.

Environmental Factors:

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

Legal Factors:

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

CHAPTER – 4

COMPETITOR ANALYSIS

Sanguine Capital has many competitors out of which 3 major competitors are:

1. HDFC Securities
2. ANGEL BROKING
3. ZERODHA

1.HDFC SECURITIES:

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. **cts and Services:** 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.
 - Value Added Services - Provides investing and trading ideas, along with financial tools and calculators, tax solutions, will planning and robot advisors.
 - MCX - Invest in bullion, metals, energy and agricultural commodities.
 - Smallcases - Invest in accurate basket of stocks based on a theme or market trend.
- About: 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



2. ANGEL BROKING

Angel One Limited, formerly known as **Angel Broking Limited**, is an Indian stockbroker firm established in 1996. The company is a member of the Bombay Stock Exchange, National Stock Exchange of India, National Commodity & Derivatives Exchange Limited and Multi Commodity Exchange of India Limited. It is a depository participant with Central Depository Services Limited (CDSL). The company has more than 8500 sub-brokers and franchisee outlets in more than 900 cities across India.

The company's services include online stock broking, depository services, commodity trading and investment advisory services. Personal loans and insurance are also delivered by this company. In 2006, Angel Broking also started its portfolio management services, IPOs business and mutual funds distribution arm.

Headquarters: India

CEO: Narayan Gangadhar (26 Apr 2021–)

Founded: 8 August 1996

Revenue: 742.78 crores INR (US\$100 million, 2019–2020)

Assets under management: 13,254 crores INR (US\$1.9 billion, June 2020)

Total assets: 2,159.21 crores INR (US\$300 million, 2019–2020)

Subsidiaries: Angel Broking Private Limited, Asset Management Arm, Angel Broking Private Limited, Research Division

URL: www.angelone.in



3. ZERODHA

Zerodha Broking Limited is an Indian financial services company offering retail brokerage, currencies and commodities trading, mutual funds, and bonds. With an active client base of 5 million users, Zerodha is the largest retail stockbroker in India, contributing more than 15% of daily retail volumes across all Indian stock exchanges.

☐ Products

- Equities – Investment in stocks of listed companies
- Mutual Funds – Investment in mutual funds including equity, hybrid, tax saving or debt schemes from asset management companies
- IPOs - Investment 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
- Smallcases - Investment in a curated basket of stocks based on a theme or market trend.

☐ Services Delivery trades in equity are free of cost; however, for intraday trades of any size, a flat fee of ₹20 or 0.03% (whichever is lower) per executed order is charged across all segments (i.e., across NSE, BSE and currency).

☐ Recognition

- Zerodha won the BSE-Dun & Bradstreet Emerging Equity Broking House award in 2014 and 2015.
- Zerodha won the Bootstrap Champ award at the 2016
- NSE Retail Broker of the Year in 2018.
- Economic Times Startup Awards 2020.

□ About Type: Private Industry: Stockbroker Founded: August 15, 2010
Headquarters: Bangalore, Karnataka, India Founder: Nithin Kamath & Nikhil
Kamath

URL: www.zerodha.com



CHAPTER – 5

COSTUMER ANALYSIS

About the company:

Customers of Sanguine Capital can be anyone. Which means anyone can invest in equities but basically salaried employees and business organization are major customers of mutual fund.

Almost 3.7% of people have already invested equity market and rest 96.3% are unaware about the benefits and also about the return provided by equities in India. As anyone can invest in equity market for different categories of customers such as instrumental Investors, business organization, agricultural investors or any other individuals.

To help client restructure their portfolio based on sound research Products of Sanguine Capital: 1. Online Trading 2. Commodities 3. DP Services 4. PMS (Portfolio Management Services) 5. Insurance 6. IPO Advisory 7. Mutual Fund 8. Currency Trading Online- Trading It is specially designed for the net savvy traders and investors who prefer operating from their or office through internet or telephone. The investor can access state of the art technology with three different e- broking products and voila trading on BSE, NSE, F&O, MCX and NCDEX. The various transactions involved in online trading can be shown from the point of the view

- Client
- Broker
- Stock Exchange

The Client Places an order via the net by logging on his/her broker's site Or to via Sub-broker through Telephone. The broker makes the payments either directly via client's bank account or pays through his own account and recovers it later from the client The exchange accepts the order after checking the share limit for the day. The broker accepts and executes the order, and places it with the exchange The Client is intimated about the settlement either through the Demat account or via e-mail. The Exchange receives money and completes the settlement.

CHAPTER – 6

FINDINGS

FINDINGS: -

1. According to the data that have been collected all the people who were surveyed are aware of share market and trading.
2. Most important factor while selecting a broking house are tips & suggestion features customer service convenience (in trade) image brokerage factors
3. Survey shows that the nearly 79% people prefer the online trading rather than that of offline trading through broker
4. People like to invest more in equity rather than other investment sectors.
5. The best preferred broking firm among the people is ICICI direct with 22% rather than other broking firms.
6. Friends, Newspaper and Internet are the most preferred mode for awareness of the broking firms and share trading on surveying various people who are involved in share trading both as trader as well as investor, we found that brokerage is the most important factor on which people select / opt a broking house, followed by image, convenience in trading, customer service, features, tips & suggestion & AMC.
7. What is interesting to note is the weighted contribution of these factors towards decision making. Although brokerage leads the pack it has only 19% contribution, and is closely followed by broking houses' image with 18% and convenience in trade with 16%. AMC & tips & suggestions having only 10% contribution each towards decision making end up the pack. On surveying SANGUINE CAPITAL Customer why, they opted for same, we got to know it was because of image SANGUINE CAPITAL carries in the market, followed by its competitive brokerage, convenience in trade, features, customer service, tips and suggestions, and AMC. SANGUINE CAPITAL Continuous increases its growth percentage as shown in the Graph & becomes

one of the India's Topmost Online Trading Service Provider. PIE CHART DEPECTING MOST IMPORTANT FACTOR IN SELECTING A BROKING HOUSE 19% 16% 12% 15% 10%10% 18% AMC TIPS & SUGGESTION CUSTOMER SERVICE FEATURES CONVINIENCE (IN TRADE) BROKERAGE IMAGE

TECHNICAL ANALYSIS OF VARIOUS COMPANIES









CHAPTER – 7

CONCLUSION

CONCLUSION: -

To be a successful investor in stock market, it requires understanding of the Indian stock market and also the psycho of the small investors. It is observed that many 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 investment as well. People open their demant account for trading in those companies where they have faith or are familiar with. Financial advisors are also play a great role in generating lead. They can convince the investor easily by their innovative and convincing way of talking.

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ANNEXURE

QUESTIONNAIRE

1.Are you interested in share trading?

- a) Yes
- b) No

2.Which mode of trading would you prefer?

- a) Online
- b) Offline

3.Which type of product do you invest in?

- a) Mutual fund
- b) Equity
- c) Commodity
- d) Insurance
- e) Others

4.If you trade in future, which broking firm would you prefer?

- a) Share khan
- b) India Bulls
- c) Angel broking
- d) ICICI Direct
- e) Microsec
- f) Others

5.How did you come to know about the broking firm?

- a) Newspaper
- b) Journals
- c)TV Advertisement
- d) Friends
- e) Internet
- f) Others

8. How important do you think these factors influence in choosing a broking firm?

- a) Low brokerage Not very important 1 2 3 4 5 Extremely important
- b) better customer service Not very important 1 2 3 4 5 Extremely important
- c) Brand loyalty Not very important 1 2 3 4 5 Extremely important
- d) Margin money Not very important 1 2 3 4 5 Extremely important
- e) Good trading tips Not very important 1 2 3 4 5 Extremely important
- f) Timely research report Not very important 1 2 3 4 5 Extremely important
- g) Friends' recommendations Not very important 1 2 3 4 5 Extremely important

NAME:

AGE:

GENDER:

CONTACT NO: