



Institute of management

Summer Internship Project Report

on

Analysis of services provided by Angel Broking Ltd.

Submitted by:

Utkarsh Kataria

Batch 2016-19

Faculty Guide

(Dr. Ashwini Sharma)

CERTIFICATE

This is to certify that the project titled "*study on Share Trading in Angel Broking .*" Is a bonafied work carried out by Mr. Utkarsh Kataria in partial fulfillment of the requirement for the award of the degree of Bachelor of commerce from J.K Lakshmipat university.

Internal Guide:


24/7/18 (NS)

TM

Angel Broking Limited



RSE Sebi Regn No : INB 010996539 / CDSL Regn No: IN - DP - CDSL - 234 - 2004 / PMS Regn Code: PM/INP000001546

Branch Office: 1st Floor, Above Raymond Showroom, City Power House, Jaipur Road, Ajmer - 305 001.
Tel: (0145) 2627 642 E-mail: feedback@angeltrade.com Website: www.angeltrade.com.

Date : 3 July, 2018

TO WHOMSOEVER IT MAY CONCERN

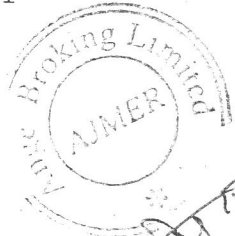
This is to certify that Mr. Utkarsh Kataria student of BBA - JK LAKSHMIPAT UNIVERSITY, JAIPUR has under taken training in our organization from 2 May 2018 to 2 July 2018 on the Project Titled "Analysis of services provided by Angel Broking"

As per our assessment and reporting structure, we found him hard working and excellent performer during the training program

We wish him all the success for his future.

Branch Manager - DEBODAYAL SHARMA

Signature



Acknowledgement

It is almost inevitable to incur indebtedness to all who generously helped by sharing their invaluable time and rich experience with me, without which this project would have never been accomplished.

No task can be achieved alone, particularly while attempting to finish a project of such magnitude. It took many very special people to facilitate it and support it. Hence, I would like to acknowledge all of their valuable support and convey my humble gratitude to them.

First of all I would like to thank the Indian marketers and advertisers who have without failure produced, Surrogate Ads which we so often debate about. At least they gave me a topic to work on and even realize the issue of surrogate ads which I did not notice till now.

I would like to acknowledge my sincere gratitude to Mr. Chinmay Sakhalkar (Branch Manager, Angel Broking Ltd. Ajmer Branch) for sharing his valuable ideas, constructive criticism and motivation, which were the guiding, light during the entire tenure of this work.

Thank you all for supporting me in making this projects a reality.

DECLARATION

I, Utkarsh Kataria do hereby declare that the project report titled “*study on Share Trading in Angel Broking*” is a genuine research work undertaken by me and it has not been published anywhere earlier.

Date:

Place:

Project Summary

The summer internship at “**Angel Broking**” undertaken by us has given us an exposure into the investment scenario in India. The project that we were involved with while working at “**Angel Broking**” includes advisory services i.e. educating the existing and potential investors about stock market as an alternative source to investment. This involves catering to the queries of the investors about the concept of stock market, the various options that an investor can invest his money into, funds management of investors.

Analyzing the investors’ behavior includes understanding the concerns a person has towards Stock Market, his stages in life and wealth cycle, the effect of the investments made by the peer groups, effect of the profession he/she is in, education qualification, importance of tax benefits, the most preferred saving tool etc. and this all is analyzed with the help of a schedule prepared.

Through the systematic investment plan invest a specific amount for a continuous period, at regular intervals. By doing this, the investor get the advantage of rupee cost averaging which means that by investing the same amount at regular intervals, the average cost per unit remains lower than the average market price.

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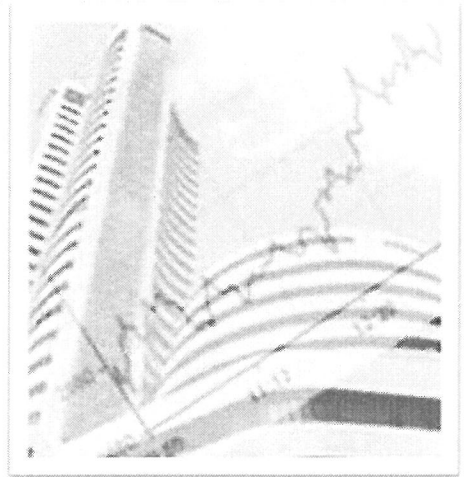
S.NO.	TOPIC NAME
1.	INDUSTRY OVDERVIEW : ➤ A Brief History of stock exchange ➤ Online Trading process.
2.	COMPANY PROFILE : ➤ Introduction to Angel Broking ➤ About the Angel Broking ➤ Products of Angel Broking ➤ Investment Advisory Services ➤ Commodity ➤ Department Study ➤ Brokerage ➤ SWOT Analysis ➤ Procedure of client acquisition

3.	COMPETITOR'S ANALYSIS : ➤ ICICI Direct.com ➤ Indiabulls.com ➤ Competitor's Comparison
4.	RESEARCH METHODOLOGY : ➤ Objectives of study ➤ Research methodology ➤ Data sources ➤ Significance of the study ➤ Managerial usefulness of the study ➤ Limitations of the project ➤ Scope of the study
5.	CONCLUSION AND RECOMMENDATION : ➤ Conclusion ➤ Recommendation
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INDUSTRY OVERVIEW

A BRIEF HISTORY OF STOCK EXCHANGES :-

Do you know that the world's foremost market place -New York Stock Exchange (NYSE), started its trading under a tree (now known as 68 Wall Street) over 200 years ago? Similarly, India's premier stock exchange Bombay Stock Exchange (BSE) can also trace back its origin to as far as 125 years when it started as a voluntary non-profit making association.



You hear about it any time it reaches a new high or a new low, and you also hear about it daily in statements like 'The BSE Sensitive Index rose 5% today'. Obviously, stocks and stock markets are important. Stocks of public limited companies are bought and sold at a stock exchange. But what really are stock exchanges? Known also as News on the stock market appears in different media every day. The stock market or bourse, a stock exchange is an organized market place for securities (like stocks, bonds, options) featured by the centralization of supply and demand for the transaction of orders by member brokers, for institutional and individual investors. The exchange makes buying and selling easy. For example, you don't have to actually go to a stock exchange, say, BSE - you can contact a broker, who does business with the BSE, and he or she will buy or sell your stock on your behalf. All stock exchanges perform similar functions with respect to the listing, trading, and clearing of securities, differing only in their administrative machinery for handling these functions. Most stock exchanges are auction markets, in which prices are determined by competitive bidding

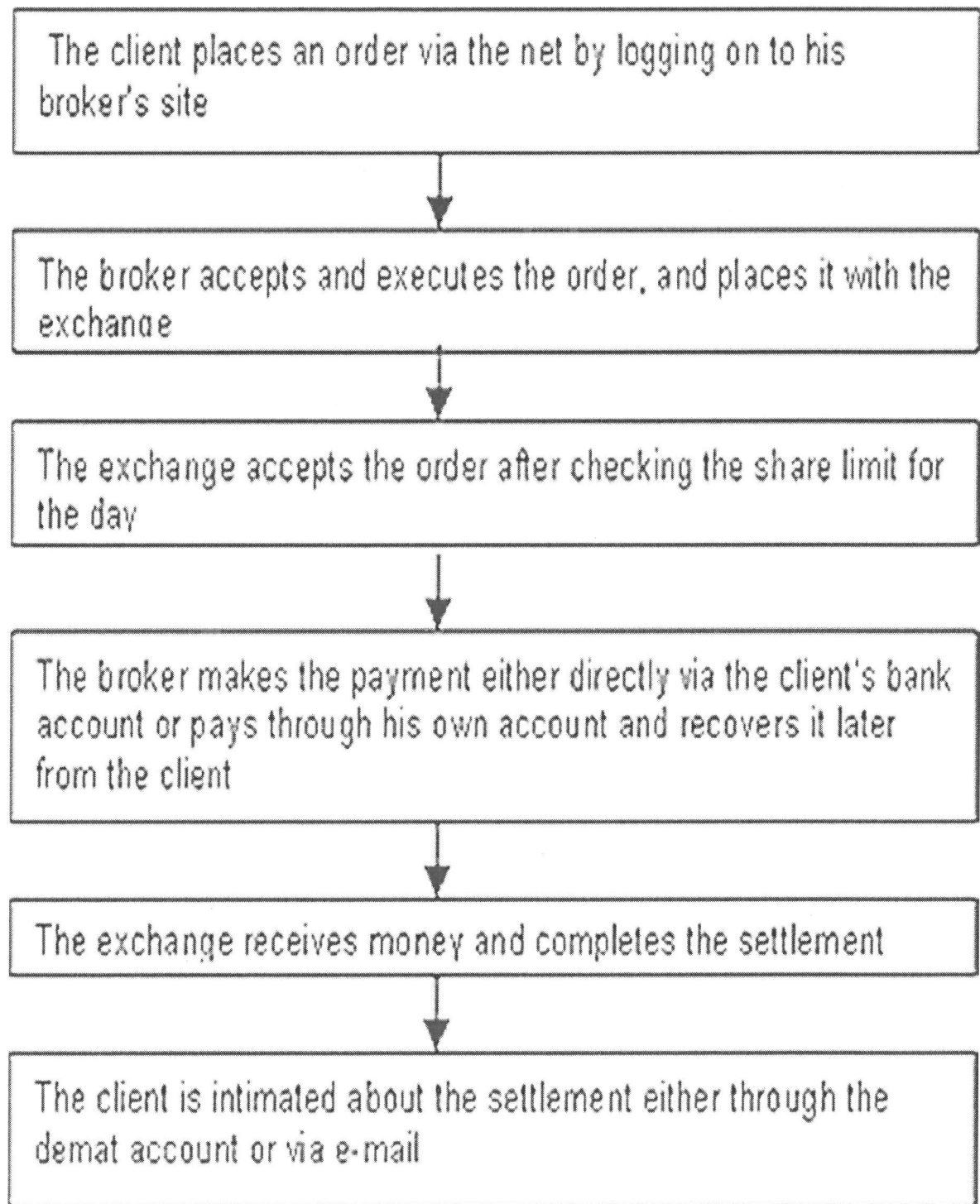
Online Trading is a service offered on the Internet for purchase and sale of shares. In the real world, you place orders on your stockbroker either verbally (personally or telephonically) or in a written form (fax). In Online Trading, you will access a stockbroker's website through your internet-enabled PC and place orders through the broker's internet-based trading engine. These orders are routed to the Stock Exchange without manual intervention and executed thereon in a matter of a few seconds.

There are 2 types of online trading service: discount brokers and full service online broker. Discount online brokers allow you to trade via Internet at reduced rates. Some provide quality research, other don't. Full service online brokerage is linked to existing brokerages. These brokers allow their clients to place online orders with the option of talking/ chatting to brokers if advice is needed. Brokerage rates here are higher. **Indiainfoline.com, ICICIDirect.Com, IndiaBulls.Com, AngelBroking.com, Angel broking.Com, HDFCSecurities.Com** is some of the online broking sites in India.

ONLINE TRADING PROCESS :-

The various transactions involved in online trading can be shown from the point of view of the

- ☐ Client
- ☐ Broker
- ☐ Stock Exchange.



Online trading process

COMPANY PROFILE

INTRODUCTION TO ANGEL

In a short span of 22 years since inception, the Angel Group has emerged as one of the top five retail stock broking houses in India, having membership of BSE, NSE and the two leading Commodity Exchanges in the country i.e. NCDEX & MCX. Angel Broking is also registered as a Depository Participant with CDSL.

The group is promoted by Mr. Dinesh Thakkar, who started this business as a sub-broker in 1987 with a team of 3. Today the angel group is managed by a team of 1937 direct employees and has a nationwide network comprising of 21 Regional hubs, 124 branches and 6810 sub brokers & business associates. Angel is 100% focused on retail stock broking business unlike any other larger national broking house. The group currently services more than 5.9 thousand retail clients.

Angel habitually generates value added features without the cost burden being passed on to the clients as they strongly believe that better understanding of client's needs and wants is their top priority. Their e-broking facility is one such effort, which gives the client a platform to access state of the art trading facility at the click of a button.

Angel has always strived for delivering customer delight and developing strong long term bonds with its clients as well as channel partners. Angel thrives on a vision to introduce new and innovative products and services constantly. Moreover, Angel has been among the pioneers to introduce the latest technological innovations and integrate them efficiently within its business.

About the Angel

Angel Booking's tryst with excellence in customer relations began more than 20 years ago. Angel Group has emerged as one of the top 3 retail broking houses in India and incorporated in 1987. Today, Angel has emerged as a premium Indian stock-broking and wealth management house, with an absolute focus on retail business and a commitment to provide "Real Value for Money" to all its clients.

Angel Group Companies

Angel Broking Ltd. Member on the BSE and Depository Participant with CDSL

Angel Capital & Debt Market Membership on the NSE Cash and Futures & Options Ltd. Segment

Angel Commodities Broking Ltd. Member on the NCDEX & MCX

Angel Securities Ltd. Member on the BSE

- Incorporated :1997
- BSE Membership :1997
- NSE membership :1998
- Member of NCDEX and MCX
- Depository Participants with CDSL

Angel's presence :-

- Nation- wide network of 21 regional hubs
- Presence 124 cities
- 6800 + sub brokers & business associates
- 5.9 lakh + clients

Products of Angel Broking

1. Online Trading
2. Commodities
3. DP Services
4. PMS (Portfolio Management Services)
5. Insurance
6. IPO Advisory
7. Mutual Fund
8. Personal loans
9. Quality assurance

Online- Trading

Specially designed for the net savvy traders and investors who prefer operating from their home or office through the internet. 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.

ANGEL DIET

- ☐ Application based product for Traders.
- ☐ Application based ideal for traders.
- ☐ Multiple exchanges on single screen
- ☐ Online fund transfer facility
- ☐ User friendly & simple navigation
- ☐ BSC, NSC, F&O, MCX & NCDEX

ANGEL ANYWHERE

- ☐ Application based product for Traders with Charts.
- ☐ Application-based platform for day traders
- ☐ Intra-day/historical charts with various indicators
- ☐ Online fund transfer facility
- ☐ BSC, NSC, Cash & Derivatives

ANGELTRADE

- ☐ Browser based product for Active Investors.
- ☐ Browser based for investor
- ☐ No installation required
- ☐ Advantage of mobility
- ☐ Trading as simple as internet surfing
- ☐ BSC, NSC, F&O, MCX & NCDEX

ANGEL INVESTOR

- ☐ User-friendly browser for investors
- ☐ Easy online trading platform
- ☐ Works in proxy and firewall system set up
- Integrated Back office: Access account information – anytime, anywhere
- ☐ Streaming quotes
- ☐ Refresh static rates when required
- ☐ Multiple exchanges on single screen
- ☐ Online fund transfer facility

Investment Advisory Services

To derive optimum returns from equity as an asset class requires professional guidance and advice. Professional assistance will always be beneficial in wealth creation. Investment decisions without expert advice would be like treating ailment without the help of a doctor.

- Expert Advice: Their expert investment advisors are based at various branches across India to provide assistance in designing and monitoring portfolios.
- Timely Entry & Exit: Their advisors will regularly monitor customers' investments and guide customers to book timely profits. They will also guide them in adopting switching techniques from one stock to another during various market conditions.
- De-Risking Portfolio: A diversified portfolio of stocks is always better than concentration in a single stock. Based on their research, They diversify the portfolio in growth oriented sectors and stocks to minimize the risk and optimize the returns.

Commodity

A commodity is a basic good representing a monetary value. Commodities are most often used as inputs in the production of other goods or services. With the advent of new online

exchange, commodities can now be traded in futures markets. When they are traded on an exchange, Commodities must also meet specified minimum standards known as basic grade.

Benefits at Angel

- Three different online products tailored for traders & investors.
- Single Screen customized market-watch for MCX / NCDEX with BSE / NSE.
- Streaming Quotes and real time Rates. Intra-day trading calls.
- Research on 25 Agro Commodities, Precious and Base Metals, Energy products and Polymers.
- An array of daily, weekly and special research reports.
- Highly skilled analysts with professional industry experience.
- Active relationship management desk.
- Seminars, workshops and investment camps for investors

Depository Participant Services

Angel Broking Ltd. is a DP services provider through CDSL. We offer depository services to create a seamless transaction platform to execute trades through Angel group of companies and settle these transactions through Angel Depository services.

- Wide branch coverage
- Personalized/attentive services of trained a dedicated staff

Portfolio Management Services

Successful investing in Capital Markets demands ever more time and expertise. Investment Management is an art and a science in itself. Portfolio Management Services (PMS) is one such service that is fast gaining eminence as an investment avenue of choice for High Net worth Investors (HNI). PMS is a sophisticated investment vehicle that offers a range of specialized investment strategies to capitalize on opportunities in the market. The Portfolio Management Service combined with competent fund management, dedicated research and technology, ensures a rewarding experience for its clients. Angel PMS brings with it years of experience, expertise, research and the backing of India's leading stock broking house. At Angel, experienced portfolio management is the difference. It will advise you on a suitable product based on factors such as your investment horizon, return expectations and risk tolerance.

□ INVESTMENT ADVISORY DESK:

At Angel, they have a dedicated Investment Advisory Desk :-

- ✓ To help manage client's equity portfolio and create wealth
- ✓ To help client understand their risk profile and define investment goals realistically
- ✓ To minimize client's risk and maximize their returns

- ✓ To help client decide what to buy / sell and when to buy / sell
- ✓ To help client's understand macro-economic trends and sectoral / company developments
- ✓ To help client restructure their portfolio based on sound research

□ **PORTFOLIO MANAGEMENT SERVICES :**

Angel offers discretionary PMS to investors in order to assist them in managing their funds amidst continuous changing market dynamics and increasing complexities of investing. Investing in equity market requires in-depth knowledge and thorough analysis coupled with clear understanding of domestic and international economies. Investors need the services of an expert to manage their funds and deliver good returns in diverse market conditions. Continuous wealth creation with and emphasis on capital preservation is essential in today's complex markets.

In order to systematically diversify the holdings of clients across varied sectors and with and intention to give them handsome returns, Angel devised the concept of the Model Portfolio :-

- ✓ Angel came out with its first Model Portfolio in August 2002
- ✓ Since then it has come out with Model Portfolios which have consistently outperformed the Sensex YOY
- ✓ In fact the latest model portfolio by Angel has successfully outperformed the Sensex by a whopping 80%

Angel's Portfolio Advisory Team had a successful track record of assisting its clients in managing their portfolios for over 4 years.

The Portfolio Management Process starts with understanding each investor's risk appetite and return expectations. The Portfolio Management Team not only draws support from Angel's in-house research team for new investment ideas but also has its own stocks picking by adopting bottom up research.

Salient features of PMS schemes are 100% discretionary, time horizon 12-18 months and Wealth creation at minimum risk.

Benefits of Angel PMS :

- ✓ Understanding risk : At Angel, utmost emphasis is given to understanding the risk profile of an investor.
- ✓ Periodic Evaluation : Periodic evaluation of the Model Portfolio is carried out and market movements are cashed upon.

- ✓ Administrative Convenience : Angel focuses on providing hassle free administrative / operational support and customized services.
- ✓ Transparency : Regular statements and updates as well as online access to information required for investment.
- ✓ Regular Analysis and Monitoring : Investments undergo regular monitoring and analysis to check any deviation from the structured goal ensuring creation of wealth over a period of time.
- ✓ Professional Management : PMS is provided to professional management by experts on equity with an aim to optimize returns.

Angel PMS – Ideal For :

Portfolio Management Services from Angel are essential for investor who needed

- ✓ Long term wealth generation
- ✓ Personalized service
- ✓ Investment opportunities in Indian equities
- ✓ Fundamental research based investment decisions

In essence, all investor who have faith and belief in the Indian growth story and robust corporate performance would find Angel PMS most suitable to meet their objectives.

□ ANGEL GOLD :

In a volatile market it is very difficult for an investor to pick up value stocks which will give decent returns in the long run. We at Angel Gold realize your need for a professional financial advisor and hence are here to assist you in making wise and profitable decisions.

We strongly believe that right decisions taken at the right time are always beneficial and that's why our entire research team comprising of 12 sector specialists along with our

research head will understand your need, return expectation, risk profile and time horizon to design your portfolio accordingly. This portfolio will be tracked regularly and our efforts would be to optimize your returns in the long run.

Features of the Angel Gold :

- ✓ A premium service for clients who need professional guidance on long term investments.
- ✓ Minimum fund / portfolio of Rs. 1 lakh and maximum of Rs. 4 lakh eligible for Angel Gold.
- ✓ Appropriate risk profiling before taking investment decisions
- ✓ Periodic group meetings and seminars in branches.
- ✓ Monthly Newsletter from the desk of -Angel Goldl .
- ✓ Browser based back-office software.

□ COMMODITIES SERVICES :

✓ Agro Tech Speak :

Mainly gives the investors insight into and a forecast for agro commodities viz. pulses (urad, channa etc); reports on oil complex (soybeans castor etc.) along with spices with reports on kapas guar seed.

✓ Call Evaluation :

A report designed for evaluating the calls given by the angel research team where the reports are classified in 3 broad categories viz. achieved, triumph, not achieved along with the trade recommendations.

✓ Commodities Tech Speak :

This report mainly equips the investors dealing in MCX segment in commodities like gold, silver, crude oil, copper etc with the market insight and expert recommendation on the trading strategies

□ Angel Commodity Advantages :

✓ Top Quality Research :

- Professionally qualified analysts with rich industry experience
- Research on 25 agro commodities, precious metals, base metals, energy products and polymers

✓ E-Broking :

- Single screen customized market watch for MCX / NCDEX with BSE / NSE
- Streaming quotes and intraday calls

✓ DP Facilities in Commodities Trading on CDSL

✓ 24x7 Online Back-office

✓ Efficient Risk Management

✓ Competitive Brokerage Rates

□ **MUTUAL FUND DISTRIBUTION AND ADVISORY :**

To enable clients to diversify their investment in the right direction, Angel Broking has added another product in its range with mutual funds :

- ✓ Customized investment solutions based on specific individual's financial goals aligned with client's risk appetite.

- ✓ Access to in-depth research and proper selection from diversified funds based on client's preferred criteria.
- ✓ Customized reports at desired frequency.
- ✓ Rating and Rankings of all Mutual Funds from in-house expert analysts.
- ✓ Current and historical performance of different funds enabling comparisons.
- ✓ News and alerts for client's Mutual Fund Portfolio and performance tracking with watch lists.
- ✓ Online Mutual Funds applications (NFO or existing) / Online order status tracking / online updating of unit holdings at latest NAV / Online dividend payout and re-investment facility.
- ✓ Single point customer query handling.

□ **IPO DISTRIBUTION AND ADVISORY :**

- ✓ Wide network of branches for better customer reach.
- ✓ Dedicated Research Teams generating sector related reports.
- ✓ Ease in investing with informed decision making.
- ✓ Advisory Help Desk for all IPO related queries.

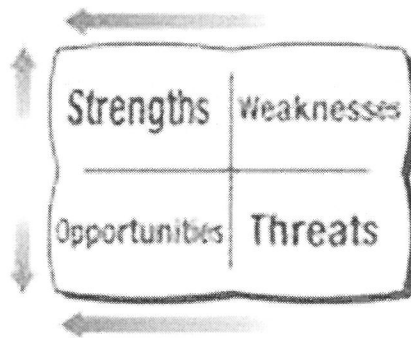
□ **DEPOSITORY PARTICIPANT SERVICE :**

Angel Broking Ltd. is a DP Service provider through CDSL. They offer Depository Services to create a seamless transaction platform to execute trades through Angel Group of Companies and settle these transactions through Angel Depository Services.

- Hassle free automated pay-in of client's sell obligations by Angel Broking Ltd. / Angel Capital & Debt Market Ltd.

- Instant disbursement of non-cash benefit like bonus and rights
- Wide Branch coverage
- Personalized / Attentive services of trained and dedicated staff
- Centralized billing and Accounting
- Acceptance and Execution of instructions on –fax
- –Zero upfront payment and lowest transaction charges
- Daily statement of transactions and holding statements on e-mail
- No charges for extra transaction statement and holding statement

SWOT Analysis :-



A SWOT analysis focuses on the internal and external environments, examining strengths and weaknesses in the internal environment and opportunities and threats in the external environment.

STRENGTH

- Service
- Distribution network
- Marketing
- Products

WEAKNESS

- Customer Satisfaction
- Branding
- Competition from Banks

OPPORTUNITIES

- Ever increasing market
- Improving technology
- Unfulfilled needs of customers.
- Education level

THREATS

- New competitors
- Technology based business

PROCEDURE OF CLIENT ACQUISITION :-

- ☐ In the first phase we are given training and we are explained about different things of market about Angel Broking Ltd, its introduction, products and services offered by Angel Broking Ltd. We have been trained by their well experienced Staff.
- ☐ After that we are trained to cope up with the customers, through there well experienced Sales Executives.
- ☐ They provide us leads and we make calls. Three types of leads are provided to us :-
 - People who registers themselves on Angel Broking website willing to be client of Angel broking and want to know about its product.
 - People who have Demat account already with any another broker. (competitors Data)
 - People who are totally unknown to this market.
- ☐ Then after that we have to provide details of product and convince them. People who have already demat account; we have to convince them by giving information about Angel Broking services & benefits.
- ☐ And people who are unknown to share market, we tell them about Angel Broking first step program for fresher.
- ☐ Then we have to visit them and get the formed filled from them.
- ☐ We collect all-important documents from client.

PROCEDURE FOR OPENING A DP ACCOUNT WITH ANGEL BROKING :-

- ☐ You can open a Depository Participant (DP) account, either through an Angel Broking branch or through an Angel Broking Franchisee center.
- ☐ There is no fee for opening DP accounts with Angel Broking. However a nominal deposit (refundable) is charged towards services which will be adjusted against all future billings.
- ☐ All investors have to submit their proof of identity and proof of address along with the prescribed account opening form.

IN DP ACCOUNT OPENING FORM :-

1. Minor details like name of the branch, name of the client & address and other details of the client required to be mentioned in the form and Agreement.
2. Signatures are required on all pages of the agreement.
3. All the details (Name & address of the client) must be filled.
4. Name, Address & signature of the witness are compulsory. (Please note that 1 witness is required to sign on behalf of the client)
5. Please note that if the signature on the form & the proof provided differs, the form will be liable for rejection. In such cases the client has to get his signatures verified by the banker.
6. Nominee details must be supported by 2 witnesses (Name, Address & signature).
7. Minor accounts, HUF accounts, Corporate accounts, and Accounts having 3 holders cannot have nominees in a DP account.
8. Please note that joint accounts cannot be opened in case Minor accounts and HUF accounts.
9. In case of any corrections on the application form & agreement holders have to counter sign at place of the correction.

ACCOUNT OPENING REQUIREMENTS UNDER VARIOUS HEADS :-

(i) Proof of Identity (Any one of the following) :-

1. Photocopy of Valid Passport (Page containing the date of expiry also to be attached)
2. Photocopy of Voters Identity card.
3. Photocopy of Valid Driving License (Page containing the date of expiry also to be attached).
4. Photocopy of Pan card
5. Photocopy of MAPIN card
6. Identity card/document with applicant's Photo, issued by

- a) Central/State Government and its Departments,
- b) Statutory/Regulatory Authorities,
- c) Public Sector Undertakings,
- d) Scheduled Commercial Banks,
- e) Public Financial Institutions,
- f) Professional Bodies such as ICAI, ICWAI, ICSI, Bar Council etc., to their Members;
and
- g) Credit cards/Debit cards issued by Banks.

(ii) Proof of Address (Any one of the following) - (Provided the entire address written on the form matches with the proof):-

1. Photocopy of Ration card.
2. Photocopy of Valid Passport (Page containing the date of expiry also to be attached).
(Copy of expiry date also to be submitted)
3. Photocopy of Voters Identity card.
4. Photocopy of Valid Driving License (Page containing the date of expiry also to be attached). (Copy of expiry date also to be submitted)
5. Photocopy of Telephone or Electricity bill. (Government entity only & should not be more than 3 months old)
6. Photocopy of Leave-License / Purchase Agreement.
7. Photocopy of Voters Identity card.
8. Photocopy of Bank Passbook or latest Bank statement.
9. Self-declaration by High Court & Supreme Court judges, giving the new address in respect of their own accounts.
10. Identity card/document with address, issued by
 - a) Central/State Government and its Departments,
 - b) Statutory/Regulatory Authorities,
 - c) Public Sector Undertakings,

- d) Scheduled Commercial Banks,
- e) Public Financial Institutions and
- f) Professional Bodies such as ICAI, ICWAI, Bar Council etc., to their Members.
- (iii) Photocopy of cheque leaf of bank account number mentioned on the form to verify the Bank MICR No.
- (iv) Latest photograph signed by the client.

FOR H.U.F ACCOUNT OPENING REQUIREMENTS :-

1. Signed Photograph of the Karta is required.
2. Proof of Identity of the Karta
3. Pan card of HUF
4. Proof of Address
5. Photocopy of cheque leaf of bank account number mentioned on the form to verify the Bank MICR No.
6. HUF Stamp is required wherever the client signs on the agreement.
7. Letter from the Karta operating the Demat account with the two witnesses of coparceners.
8. No joint names & nominees allowed for HUF accounts.

FOR MINOR ACCOUNT OPENING REQUIREMENTS :-

The account opened in the name of the minor cannot have second and third holders. Further there can be no nominee for minor account. The Guardian has to sign on behalf of the Minor.

1. Birth Certificate of the Minor.
2. Guardian's Proof of Address.
3. Guardian's Proof of Identity.
4. Photograph of the Minor & Guardian.
5. Photocopy of cheque leaf

FOR N.R.I. (NON RESIDENT INDIAN) CLIENT :-

1. Latest photograph signed by the client.
2. Photocopy of Valid Passport (Page containing the date of expiry also to be attached)
3. Proof of Local Address
4. Proof of Foreign Address
5. Photocopy of cheque leaf of bank account number (NRE or NRO) mentioned on the form to verify the Bank MICR No.

FOR PARTNERSHIP FIRM :-

The account cannot be opened in the name of a partnership firm. It has to be opened in the name of the partners, as an individual account. Maintaining dairy of clients and contacting them at regular basis. To get feedback from them about Angel Broking services.

	ANGEL BROKING	ICICIDIRECT .COM	INDIABULLS
A/C OPENING CHARGES	750/- (web based online), 1000/- (software based online), 460/- (offline)	750/-(waive off if trading is more than Rs. 1 lakh)	1000(offline & web based) 1750(software)
DEMAT A/C CHARGES	FREE (1 ST YEAR) AND 300/-P.A. FROM 2 ND YEAR ONWARDS	FREE FOR 1 ST YEAR AND 500/- P.A. FROM 2 ND YEAR ONWARDS	NO AMC
TYPE OF A/C	3(off line, fast trade & speed trade)	Web based	Web based & software
TRADING THROUGH WEBSITE OR SOFT- WARE	BOTH	WEBSITE	BOTH
NSE/BSE/ DERIVA- TIVES/ ARBIT- RAGE/ MUTUAL FUNDS	NSE/BSE/ DERIVATIVES/ COMMODITIES/IPO'S / MUTUAL FUNDS/ INSUARANCE	NSE/BSE/ MUTUAL FUNDS/ Derivatives	NSE/BSE DERIVATIVES
SOFT- WARE CHARGES	500/-P.M. (NEGOTIABLE ON BROKERAGE)	N.A.	N.A.

DAIL-N-TRADE	UNLIMITED	On 21 st call Rs 20/- per call(P.M.)	RM NUMBER PROVIDED FOR TRADING
DEMAT TRANSAC- -TION CHARGES	NIL (THROUGH ANGEL BROKING)	INCLUDING IN BROKERAG(Rs35)	RS. 17/- PER TRANSACTION (ON SELLING)
TIE UP WITH BANKS	NINE BANKS (DETAILS ARE GIVEN EARLIER ON PROJECT)	ICICIBANK ONLY (COMPULSORY)	HDFC BANK,
BUY TODAY SELL TOMOR- ROW	YES	YES BUT ONLY ON 127 SCRIPS OF NSE	YES
SMS ALERTS	YES	YES	YES
MINIMUM MARGIN EXPO-SURE	4 TO 8 TIMES	4 TIMES	4 TIMES ONWARDS
MINIMUM MARGIN	Nil	5000/-	500 BLOCKED BY THE SYSTEM
Volume requirement	Nil	Nil	NIL

BROKE- RAGE	.04%(INTRA) .4% (DELIVERY)	.07% (INTRA-DAY) .75% (DELIVERY)	.04%(INTRA) .4% (DELIVERY)
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RESEARCH 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 OF THE PROJECT ARE :-

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

SECONDARY OBJECTIVE :-

1. To study the “ANGEL BROKING” competitors strengths and weaknesses.

RESEARCH METHODOLOGY :-

Research Methodology – -Systemized Method to gain knowledgel. 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 ANGEL BROKING LTD.

DATA SOURCES :-

- ☐ Primary Data,
- ☐ Secondary Data

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 Angel Broking.

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.

SIGNIFICANCE OF THE STUDY :-

Every research is conducted to fulfill certain objective and these objectives in turn fulfill some purpose. BBA curricular is designed to give more practical exposes to the student so that he can make use of theoretical knowledge in the real life situation, with this thrust dissertation study has been included which provides opportunity to research to gain practical insight of the market. This hand on experience helps him in identifying the critical factor of consumer buying behavior. This rich experience will be great help in researcher's future endeavors and it also solves the purpose for the partial fulfillment of BBA curriculum.

I sincerely believe that road to improvement is never- ending and one always learns from a new experience. This project is a step towards gaining knowledge about real world and putting the theory of practice. I shall look forward to and gratefully acknowledge all suggestion on this small step I have taken.

The report consists of a step-wise efforts towards meeting the objectives of the study. It covers the step-wise collection of data collection and the representation of the data together with the analysis. It also includes some suggestions put forward hoping it would help the company achieve its vision.

MANAGERIAL USEFULNESS OF THE STUDY :-

The marketing department can use this study to enhance their marketing strategies for better sales. This report helps marketing department in taking decision to what change in distribution channels and what should be done so that marketing problem could be sorted out and how to sell their range of product in the competitive market.

The very essence of every project related to marketing is providing a view to management for chalk out the organization. So that they can maintain a viable fit between the organization objective, skill and resources and its changing market opportunities. Also give proper shape to the company business target profit and growth. It provides a feedback to the organization about their sales, sales schemes and what impact dose it has on the retailers and consumer. Every market research proves useful suggestion to the organization. Marketing research helps the firm in every component of the total marketing task. It helps the firm acquire a better understating of the buyer, the competition and marketing environment. It also aids the formulation of the marketing mix, product, distribution and pricing needs marketing research support. It also in taking the information of competitor's strategies and their impact on the buyer. The study revels may fact that have come up during the project and these facts can either be used as opportunities in exploring and expending the business as well as can be used as safeguard against threats by the competitors to prepare an effective marketing strategy. Every market research proves usefulness to the organization. Marketing research helps the firm in every component of the total marketing task. Its helps the firm acquire a better

understanding of the consumer, the competition and the marketing environment. It also aids the formulation of marketing mix, decision on each element of marketing mix, product, distribution and promotion and pricing etc need the support of marketing research.

LIMITATIONS OF THE PROJECT :-

- Services of competitors :- We cannot give proper comment on competitor's services till we use it. But I try to collect as accurate information as possible. As we all know services are intangible and we cannot predict its quality, it is a thing to feel not to see.
- No proper assurance of right information :- The main data sources are websites, telephonic information and offices visit.
 - The data on websites might be possible, not get updated.
 - The marketing person might be possible, is not through with all concepts to which I contacted.
 - Sometimes, they try to hide information.
- Lack of awareness of Stock market :- Since the area is not known before it takes lot of time in convincing people to start investing in shares primarily in IPO's.
- Mostly people comfortable with traditional brokers :- As people are doing trading from their respective brokers, they are quite comfortable to trade via phone.
- Lack of Techno Savvy people and poor Internet penetration :- Since most of the people are quite experienced and also they are not techno savvy. Also Internet penetration is poor in India.
- Some respondents are unwilling to talk :- Some respondents either do not have time or willing does not respond, as they are quite annoyed with the phone call.
- Inaccurate Leads :- Sometimes leads are provided which had error in it which varies from only 5 digit phone number to wrong phone number
- Misleading concepts :- Some people think that Shares are too risky and just another name of gamble but they don't know it's not at all that risky for long investors.

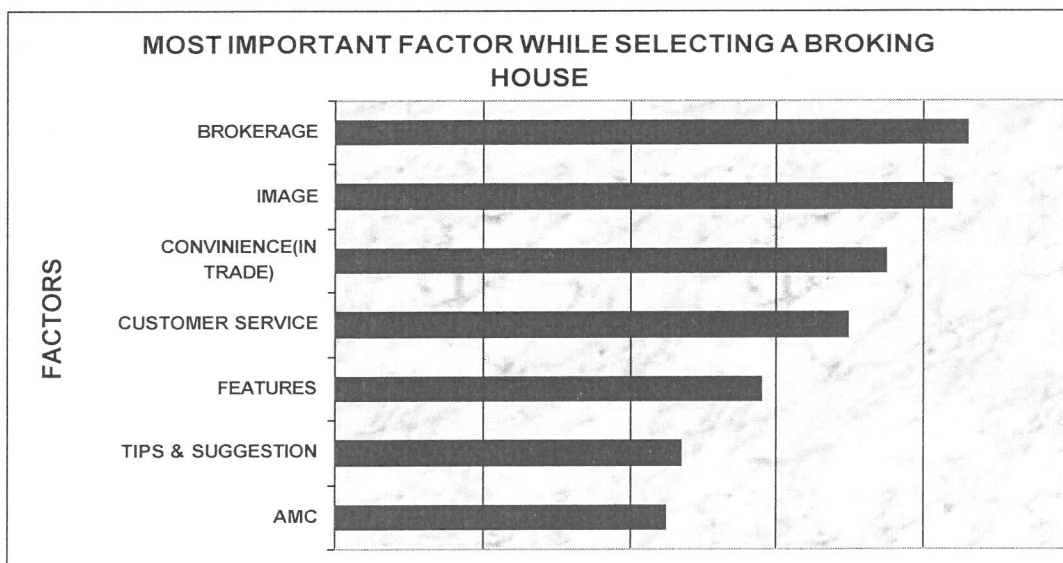
SCOPE OF THE STUDY :-

These are some of the following scope of the study :-

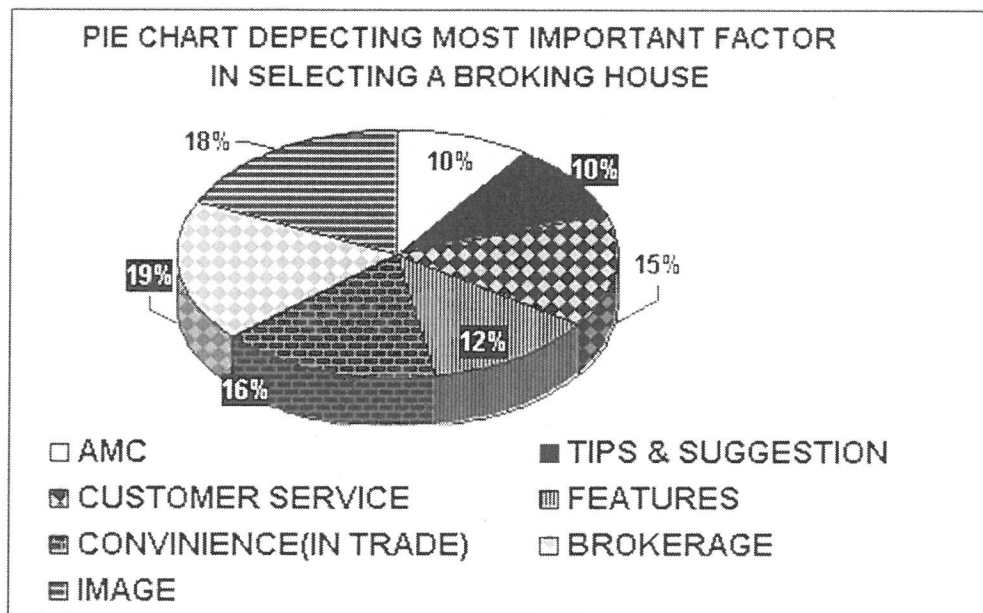
1. The present study can be extended to assess the present marketing condition of stock market.
2. The study can be used to design a proper product, price, place & promotional strategy for stock market.
3. From the present study we can know the market share of different by-products and accordingly formulated strategy to enhance it.
4. The result of marketing success of different by-product can be interpreted to assess the rate of employee's satisfaction in that department (marketing).
5. This study can be applied to find out an effective distribution channel to enhance the sale of by-product of **"ANGEL BROKING"**.

CONCLUSION & RECOMMANDATIONS

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.



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 ANGEL BROKING Customer why they opted for same, we got to know it was because of image ANGEL BROKING carries in the market, followed by its competitive brokerage, convenience in trade, features, customer service, tips and suggestions, and AMC.

Angel Broking Continuous increases its growth percentage as shown in the Graph & becomes one of the India's Topmost Online Trading Service Provider.

CONCLUSION :-

In online trading "**ANGEL BROKING**" have mainly competition with icicidirect.com, HDFCsec.com, 5Paisa.com India bulls. "**ANGEL BROKING**" comes at no. 2 retail broker. It has an advantage of being in this industry for more than 8 decades. It has launched its website in 2000 and was among the first player in the online share trading. The "**ANGEL BROKING**" has decided to spend its advertisement budget through four media i.e. Television, Print, Web and Outlets. Mr. Boman Irani was the first brand ambassador for "**ANGEL BROKING**" on television media. From the above analysis we can point out some points:-

1. ANGEL BROKING account opening charges are little higher than other competitors. ANGEL BROKING is less flexible to cut down its account opening charges on the

other side; some of the brokers are offering free account opening to High Net Worth customers.

2. The charges of Demat account are reasonable at 300 p.a. but India bulls are offering pool account with no Annual Maintenance charges.
3. ANGEL BROKING provides trading in NSE, BSE and Derivatives. It also launched online Mutual Funds & Online IPO Bidding. Arbitrage facility is not available to customers.
4. ANGEL BROKING is the only one that does not have any Demat transaction charges either on buying or selling.
5. Unlimited toll free calls service is provided to customer in ANGEL BROKING.com.
6. ANGEL BROKING accept offline payment from other banks also but icicidirect.com, HDFCsec.com clients have compulsion to open an online account.
7. IPO Online service is better provided in ANGEL BROKING as compared to others.
8. ANGEL BROKING is only broker in which no margin needs to keep.
9. ANGEL BROKING research reports come in client e-mail at free of cost around 5-6 times in a day. But some brokers charged for it and some provide it only at once in a day, while it is paid in Indiabulls, icicidirect.com and 5paisa.com.
10. In brokerage, 5paisa.com have an edge on others with lowest brokerage .25% on delivery and .05% on intraday

To sum up, we can say that computerization and automation are not to be avoided. Technology has been able to make the stock markets accessible to every individual. It has also led to positive developments in terms of reduced costs and fewer errors. But, as some experiences have indicated, IT cannot be applied as a panacea for all problems. Regulation and knowledge dissemination are still important. The use of technology should be preceded by a detailed study and assessment of all other alternatives. The key to successful use to technology is the appreciation of its constraints.

RECOMMENDATION :-

We suggest following measures, which ANGEL BROKING could take so as to take on heavy competition from INDIABULLS and ICICIDIRECT.COM

1. To identify regions where promotions are required. ANGEL BROKING lacks visibility in northern region where as it is a well known name in western region. Even then, its promotional campaign focuses on western region where as northern region is still waiting for promotional campaigns.
2. Try to reduce cost, so that benefits can be passed on to customers. Senior managers at ANGEL BROKING keep on telling that it is difficult to reduce cost, because of services we provide. But the fact is, India being a price sensitive market, people at times go for monetary benefits rather than for long term non- monetary benefits.
3. If charges can't be reduced because of costs involved, make the services customized, so that services are provided to only those customers who are willing to pay the price for services they are getting and let the other customers enjoy costs benefits without getting services.
4. Concept of margin funding should be introduced, as more and more people are asking for it.

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