



# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 19/05/2018

## CERTIFICATE

This is to certify that **Mr. Mahesh L** bearing USN **1AY16MBA40** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Investment Analysis on Selected Stocks**” at **Sunness Capital India Pvt. Ltd. Bangalore** is prepared by him under the guidance of **Dr. Ramanaiah G** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department  
Department of MBA  
Acharya Institute of Technology  
Soldevanahalli, Bangalore-560 107.

Signature of Principal

**PRINCIPAL**

ACHARYA INSTITUTE OF TECHNOLOGY  
Soldevanahalli Bangalore-560 107

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr MAHESH L** USN No: **1AY16MBA40**, MBA student of **ACHARYA INSTITUTE OF TECHNOLOGY , BANGALORE** has undertaken Project/Internship in our organization on the topic “**A STUDY ON INVESTMENT ANALYSIS ON SELECTED STOCK AT SUNNESS CAPITAL INDIA PVT LTD, BANGALORE**” between **15/01/2018** and **24/03/2018** His conduct and work is Excellent.

**Place: Bangalore**



Signature

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## DECLARATION

I **MAHESH L** hereby declares that the project report entitled “investment analysis of selected stocks” with reference to “sunness india capital pvt ltd” in Bangalore prepared by me under the guidance of **Dr. G. Ramanaiah** of M.B.A Department **Acharya Institute of Technology, Bangalore** and external assistance by **Mr. SHASHANK M, General Manager sunness Capital india pvt ltd.** Also, declares that this project work is towards the partial fulfilment of the university regulations for the awards of degree of Master of Business Administration in Visveswaraya Technological University Belgaum. I have undergone a project for the period of 10 weeks. I further declare that this project is based on the original study undertaken by me and not has submitted for the award of any degree/ diploma from any other university/institution.

Place:

Date: 30/05/2018

*MAHESH L*  
Signature of the student

## ACKNOWLEDGEMENT

I take this opportunity to extend my profound thanks and deep sense of gratitude to Mr. Shashank M, General Manager Sunness Capital India Pvt Ltd. for giving me the opportunity to undertake this project work in their esteemed organization. I thank the employees of the organization for their support to my project.

My sincere thanks to the principal of our college, HOD Dr. Nijaguna and my Project guide Dr. G. Ramanaiah for the kind encouragement and constant support extended in the completion of this project work.

I also thank all those who helped me, through their valuable guidelines, cooperation and support during the completion of the project work.

Mahesh L

(1AY16MBA40)

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## **EXCUTIVE SUMMARY**

As partial fulfillment of MBA I was required to undergo project internship for 10 weeks. With respect to this I have prepared report on “A Study on investment analysis on selected stocks Bangalore”.

The investment analysis considerable in the proper functioning of the business. it is considered as the lifeblood of the company. it indicates the short term financial health of every business company. it is an amount which used for the day to day trade in the stock market of a business firm. without proper finance firm can accomplishing its goal.

Sunness capital india private limited was the beginning has been earning profit, the objectives this Firm. It is economically disadvantaged and weaker sections of the society members and prepare plans to improve the economic situation and financial help. Firm should concentrate on diversifying its funds in order to make proper utilization of funds.

The investment analysis on selected stock at Sunness capital india private limited , The Financial data of 5 year has been considered.

CHAPTER -1  
INTRODUCTION

## • INTRODUCTION

Sunness Capital India Pvt. Ltd is India's best in class and most entire stock tips association. We give securities trade proposition to intraday, stock prospects, choices in BSE and NSE products including bullions, essentialness, metal and agri-products, traded MCX, NCDEX. It is striking for its tremendous contribution in particular examination for quite a while.

By and by has succeeded exceptionally well in all fields of without further ado share publicize voyaging. our gathering gives stock tips survive SMS and visit room. We by and large keep our gathering ahead by giving sufficient and exact data so as to keep our monetary masters all around revived on the same and point of confinement the danger connected with their wander The investigation amass at Sunness Capital India PvtLtdTips contains uncommonly experienced and qualified agents who are capable and perfect in their examination. These inspectors, using their experience and bleeding edge particular devices, are skilled to expect the improvements in Share Market early and with renowned precision. our all around examination guarantees the Share Market Recommendations everlastingly hit the pinpoint focus.

In this way, you secure the best returns from the Share Market using our tips. Sunness Capital India Pvt. Ltd tip is an Investment Advisory Company, which renders secure recommendations for your productive advantages in the Share Market. We give the Top Stock Tips If you have questions like Where to contribute? Exactly when to contribute? You've gone to the right place.

We'll empower you to answer each one of these request giving you best returns for your endeavors. Keeping an appropriate blend of advancement and security as an essential concern, we at Sunness Capital India Pvt. Ltd tips give Share Market Tips survive SMS,

email and visit room. our SMS office is particularly proficient, ensuring minute 100% transport of message.

## INDUSTRY PROFILE

### 1. Securities trade

1 .1 A stock addresses a claim on the association's advantages and wage. As you obtain more stocks, your ownership stake in the association winds up more noticeable. (Note: Sometimes uncommon words like offers, esteem, stocks et cetera are used. Each one of these words means a comparable thing.

It is the place associations come to raise their offer capital and theorists go to contribute their surplus resources. Securities trade fundamentally discharges the components of "the imperceptible hand" that channel hypothesis into the most beneficial ventures with a specific end goal to upgrade the general productivity of the economy. Securities trade is the place cash related instruments like offers, debentures, business papers, securities etchare acquired and sold.

There are various individuals in a securities trade. Money related pros, Speculators, Arbitrators, Traders are different kind of individuals from a Stock market. Merchants are go-betweenes who join distinctive individuals in a Stock Market. Most basic limit of the offer exchanging framework is to empower trading of cash related instruments.

Pros display an announcement at currency markets for their clients. Explanations are specific to the scrip. The announcement of the buyer is composed to the announcement of the

merchant and the trade happens. All trades entered in a securities trade are guaranteed by the Stock Exchange.

Each one of the individuals in the stock trade have a comparative target i.e. to make an advantage. Monetary pros place assets into the stock trade with the desire that market estimation of their wander will go up and they will have the ability to make higher returns than in bank stores

The people who expect a climb in currency markets and buy continually are known as bulls. Bulls keep the purchasing weight and endeavor to take the share trading system to bleary eyed statures. Positively trending market is a market situation where bulls have finish controlover the securities exchanges. At the point when buyer advertise achieves its pinnacle, financial specialists will influence tremendous to benefit.

Numerous speculators begin booking their benefit by offering the ventures. Gradually the bulls find that there is a larger number of offers than they could maybe purchase in money markets. When the supply of offers surpasses the request in the share trading system costs begin descending. This is called an amendment.

Adjustment is an ordinary marvel in any bull showcase. In some cases, if the vendors are gigantic in numbers, a negative supposition assumes controlover the share trading system. Each one endeavors tooffer their ventures with a target to salvage benefit orlessen misfortunes. At the point when this phase set in, bulls lose control.

Venders will control securities exchange. This stage is prevalently known are bear run. Bull and Bear runs take after a repetitive example, in a securities exchange. ordinarily in a blasting economy, organizations make immense benefits, so advertisers have a tendency to be bullish. At the point when the pattern of the economy inverts Stock Market encounter a giant squeeze.

In this manner the Stock markets mirror the wellbeing of the economy and are frequently called as "gauges" of the economy

1.3 Shares in the Share Market are either exchanged through

- (a) Stock Exchange
- (b) over-the - Counter (OTC)

(a) Stock Exchange These are composed commercial centers where stocks, bonds are different reciprocals are exchanged between the purchasers and dealers where trade goes about as a counter-gathering to both the members if there should be an occurrence of any default. The agreements are institutionalized and not redone ones. Foreexample:NYSE, NASDAQ,NSE, NIKKEI, and so forth.

- (c) over-the - Counter (OTC) These are not concentrated trades. Here, the exchange happens through a system of merchants. For the most part, the OTC contracts are reciprocal altered contracts and not institutionalized ones. Essential Participants of Share Market Trading are:- BuyerAn investor who purchases a content in the conviction that the market will rise

**1.4 SHARE TRADING ARE DONE IN THREE WAYS:-**

- (a) offline Share Trading**
- (b) online Share Trading**
- (c) open outcry Trading**

**a) offline Share Trading**

In this form of trading the customer either goes to the share broker's place and sits before the share trading terminal and asks the dealer to place orders in his account. or rings the share broker, asks the share quotes and other relevant information, and accordingly places orders over the phone.

### **(b) online Share Trading**

The customer could benefit the offer market and could submit his request alone from wherever he needs, if he has a PC with an Internet association.

### **(c) open outcry Trading**

the financial specialists put their requests through the merchants and these offer intermediaries thusly put in and execute requests for the benefit of them on the floor of the trade. These representatives assemble in a specific place on the exchanging floor known as Trading Post.

There is a man called as the Specialist introduce in the exchanging post who does the coordinating of the purchase and offer requests. This sort of closeout strategy is called open outcry Method.

## **2. online Share Trading**

online Share Trading is turning into the request of the day in share exchanging. Presently a-days one could barely observe a man setting off to the stock trade floor and putting in his request.

Electronic media has assumed an essential part in prospering the offer market. If there should arise an occurrence ofonline offer exchanging a financial specialist could put in his request from his own home in the event that he has web association.

There are two kinds of exchanging that should be possible through online offer exchanging

- Intra-day Trading
- Delivery Trading

## **2.1 Intra-day Trading**

They enter and exit out of the market like the cheat in the night. Merchants constantly have a watch available amid the exchanging hours and the minute they see any open door emerging they jump on it for scalping the benefit out. These kind of exchanging by and large are dangerous in nature. They purchase and offer stocks amid that day.

Intraday Traders are of twosorts:-

- a. Scalp Traders
- b. Momentum Traders
- a. Scalp Traders

Financial specialists who perform numerous exchanges every day for scalping out little benefits out of the offer ask spread from each exchange are known as scalp dealers.

- b. Force Traders

Speculators who jump on those stocks which move fundamentally one way and book wanted benefit are called energy merchants. They do this within a day.

## **2.2 Delivery trading**

The monetary master buys the offer for holding purposes. The business charges are more than the intraday ones. Transport Traders are:

- a. Technical Traders
- b. Focal Traders
- c. Swing Traders



a. Particular Traders They assume that acquiring/offering signals are accessible inside the graphs and diagrams of the stock.

b. Focal Traders

They perform trade in light of examination of reality sheets of the association like recorded advantage graph, financial record, anticipated benefit reports, stock parts, mergers and acquisitions, et cetera.

c. Swing Traders

They are basically focal vendors who take transport of trades for a cross of brief period generally more than one day. In this electronic sort of trading, the offers are not in the physical shape for their try to manage. Thusly, they are at present changed over to dematerialized outline. Along these lines, one monetary pro does not have to worry over the prosperity of the physicaloffers in light of the way that the bought shares get traded to the individual D-tangle account Thus, online offer trading has helped the theorists a significant measure as it is sans trouble and time capable.

### **3. Securities and Exchange Board of India**

#### **3.1 Introduction**

SEBI is the Regulator for the Securities Market in India. originally set up by the Government of India in 1988, it acquired statutory powers in 1992 with SEBI Act 1992 being passed by the Indian Parliament.

#### **3.2 Functions of SEBI**

- The underwriters of securities
- The examiners
- The grandstand go-betweens.

SEBI has three limits moved into one body semi managerial, semi legitimate and semi official. It drafts headings in its definitive breaking point, it conducts examination and necessity movement in its official limit and it passes choices and demands in its lawful utmost. Notwithstanding the way that this makes it skilled, there is an interests methodology to make duty.

SEBI has acknowledged achievement as a controller by pushing foundational changes commandingly and logically.

#### **4. Bombay Stock Exchange**

The stock exchange, Mumbai, pervasively known as "BSE" was set up in 1875 as "The Native Share and Stock Broker's Association". It is the most settled one in Asia It is a stubborn non-advantage making Association of Persons (AOP) and is starting at now possessed with the route toward changing over itself into demutualized and corporate substance.

. The Exchange while giving a beneficial and clear market for trading securities, commitment and subordinates keeps up the premiums of the examiners and ensures inspected of their grievances whether against the associations or its own particular part operators.

It in like manner tries to teach and illuminate the examiners by driving money related authority preparing framework and influencing available to them to fundamental instructive wellsprings of information

## **5. NSE (NATIONAL STOCK EXCHANGE)**

NSE (NATIONAL STOCK EXCHANGE) NSE was merged in 1992 and was given affirmation as a stock exchange April 1993. It started assignments in June 1994, with trading on the Wholesale Debt Market Segment. Along these lines it pushed the Capital Market Segment in November 1994 .

The unusual condition of information dispersing through on-line structure has helped in consolidating retail monetary masters on a the country over introduce. The measures set in terms of professional career the extent that market practices, things, development and organization rules have pushed toward getting .

Inside a restricted ability to center time, NSE has had the ability to achieve each one of the goals for which it was set up 10 years earlier to the extent showcase practices, establishment, advancement, perilorganization, clearing and settlement and examiner advantage.

## **6. SENSEX&NIFTY**

The Sensex is a "record". What is a list? A record is essentially a pointer.

Nifty is reality a new comer in the market in the Indian market .S&P CNX nifty is a 50 stock index accounting for 23 sectors of the economy.

## **7.Demat record In India,**

A Demat account, the shortened form for dematerialized account, is a kind of saving money account which dematerializes paper-based physical stock offers. As of April 2006, it wound up obligatory that any individual holding a demat record ought to have a Permanent Account Number (PAN), and the due date for accommodation of PAN points of interest to the storehouse slipped by on January 2007.

## **7.1 Required Documents for Demat Account**

The degree of documentation required to open a demat record may differ as indicated by your association with the foundation. On the off chance that you intend to open a demat account with a bank, an investment funds

Alongside the application shape, your photos (with co-candidates) and verification of character/living arrangement/date of birth must be submitted. The DPs likewise request a DP-customer consent to be executed on non-legal stamp paper. Here is an expansive rundown:

1. A crossed out check, ideally MICR
2. Confirmation of Identification
3. Confirmation of Address
4. Verification of Pan Card (required)
5. present photos (one or potentially more) For evidence of recognizable proof and, or address self-validated copy duplicates of PAN card, Voter's ID, Passport, Ration card, Driver's permit, Photo Visa, Employee ID card, Bank confirmation,

## **7.2 The advantages of Demat Account**

1. A sheltered and advantageous approach to hold securities.
2. Prompt exchange of securities.
3. No stamp obligation on exchange of securities.
4. Disposal of dangers related with physical testaments, for example, terrible conveyance, counterfeit securities, delays, robberies and so forth
5. Diminishment in printed material engaged with exchange of securities;

6. Decrease in exchange cost;
7. Noodd parcel issue, even one offer can be sold;
8. Designation office;

### **VISION AND MISSION AND QUALITY POLICY OF THE COMPANY:**

#### **Vision:**

our vision is to be a main speculation organization, giving venture items and administrations to the local and International Markets.

#### **Mission:**

To accomplish great venture returns for both our investors and customers and to expand the efficiency by differentiating our speculations.

#### **QUALITY POLICY:**

Sunness Capital is resolved to give expanding an incentive to its clients. Refreshing the innovation to give adaptability in the administration. THE FOLLOWING CHART SHOWING SERVICES RENDERED BY SUNNESS CAPITAL INDIA PVT,LTD/EQUITY AND DERIVATIVE TRADING The term value subsidiary depicts a class of monetary instruments whose esteem is at any rate incompletely got from at least one fundamental value securities.

Market member's exchange value subsidiaries with a specific end goal to exchange or change certain dangers related the hidden. Choices are by a long shot the most widely recognized value subsidiary; anyway there are numerous different kinds of value subsidiaries that are effectively exchanged. The organization will direct for the customers keeping in mind the end goal to diminish the hazard.

## **INSTITUTIONAL DISTRIBUTION SERVICE**

The Client Service Manager will be in charge of all parts of customer detailing for institutional speculation customers and industry associations. The helpful will likewise be in charge of customer overhauling which incorporates working with customers, inside gatherings and UK based portfolio administration. Vault SERVICES Depository is an association which holds your securities in electronic (otherwise called book section') frame, in an indistinguishable way from a bank holds your cash.

Further, storehouse additionally exchanges your securities without really taking care of securities, in an indistinguishable way from a bank exchanges reserves without really taking care of money.

## **BROKING SERVICES**

Commodity Broking Services spends significant time in offering on the web records to customers wishing to bargain in the Foreign Exchange, Bullion, Futures, Commodities, CFDs and International/Domestic Equities advertises all from the one record. have practical experience in offering ware value hazard administration to farming makers and end clients. Riches

## **MANAGEMENT SERVICES**

Wealth administration administrations are given by banks, proficient confide in organizations, and businesses. For those with sizeable resources [usually finished \$500,000], proficient riches administration can enable you to design your home or contribute your benefits in light of individual criteria and monetary objectives.

## **Venture BANKING Investment**

Banking is confronting a choke of difficulties today – bring down edges, consistence issues, work process separates and information redundancies. Speculation banks require an accomplice who can work in showcase time to address all these business challenges.

## Protection BROKING

The term Insurance Broker turned into a controlled term under the Insurance Brokers (Registration) Act 1977 which was intended to defeat the sham practices of firms holding themselves as specialists however in certainty going about as illustrative of at least one favored insurance agencies.

Protection business is to a great extent connected with general protection (auto, house and soon.) instead of extra security, albeit a few intermediaries kept on giving speculation and disaster protection financier until the beginning of more burdensome Financial Services Authority control in 2001.

Protection broking is done today by numerous sorts of associations including customary businesses, Independent Financial Advisers (IFAs) and phone or electronic firms.

## **PRODUCT PROFILE**

### **Nifty Future Tips:**

It's one of our Premium Product. This item is particularly planned on client input to take into account the requirements of Day Traders.

In this item we only render you Nifty levels, Nifty Calls alongside Bank Nifty.

You'd be getting calls for Current Month and finish plot alongside Targets and SL.

Finish Support and Resistance points of interest will be given amid and reseller's exchange hours. Standard follow up by devoted relationship supervisor.

It depends on our broad research, tenable detailing, and fair-minded examination.

Finish Support on Quick SMS and Phone

### **Equity Tips :**

We guarantee that you book most extreme returns by our Stock Tips. It is particularly intended for brokers reckoning to tap the benefit chances of the unpredictable markets. Dealers get exchanging calls preceding markets open from the offer market specialists.

- We give you up to 4 calls day by day with week after week energy calls.
- Finish Support on Mobile Number will be given by means of calls and SMS.
- Specialists call relies available patterns.
- It incorporates, Mid-day exchanging calls, Analysis, Grapevine, Tip offs and significantly more.
- Value Review, Resistance and Support.
- We guarantee you 85-90% precision in this arrangement on reliable premise.

### **Product Tips:**

Commodity exchanging is an action which includes putting resources into anything which is arranged under Commodity Investors is allowed to exchange on different trades on the off chance that they want to do as such. The most critical advantage of product exchanging is liquidity. If you are a standard dealer and exchange all items so we have a Commodity Combo get ready for you. In this you will get Bullion Tips, Base Metal Tips.

Particular reports on different product subsidiaries plans like arbitrage, long/short and so forth, as and when such an open door emerges in the market. Bundles: All in 1 Commodity: A perfect bundle for brokers and financial specialists who like to broaden their ventures portfolios adequately utilizing bullions, vitality and base metals.

- We give 3 - 5 Calls in a Day.
- 85 to 90% Success Ratio will be given.
- Get calls and SMS amid Market hours.
- Proposals depend on specialized and central premise.



**Stock Future:**

This organization is for the intermediaries who trade Stock Futures. WE give you Intraday Calls on Stock Cash. These Stock Cash Tips are the result of focus research and examination of our specific gathering and help you to get a goliath advantage.

- Day by day 4 - 5 Calls on Stock Cash Advice.
- Essential News and updates are given as frequently as could be allowed.
- Consistent Newsletters will be given.
- ?Affirmation of 85-90% precision in this game plan on enduring reason.

**Bullions:**

We take after the exactness while giving cautioning in thing trading. We give Gold and Silver Tips Mainly Traded in MCX Market. Movement: In this we give recommendation, altogether for dealers who will buy/offer stocks.

**Delivery:**

Unequivocally anticipate the assistance and safe zones for the day. This joined with our example examination, intra-day eccentrics and stop adversity levels can empower any casual financial specialist to expel most outrageous advantages from the business parts with uncommon ordinariness.

**AgriTips:**

We slant toward the people who trade agro things, for instance, Spices, oil Seed, Coriander, Jeera, Pepper, Turmeric, Soy Bean, Pulses, Cardamom Chana and Guar. We give tips in view of our Highly Experienced and subjective research of the market designs.

**Imperativeness:**

Vitality product fuses coal, gas, oil, control having there different particulars. Which are being filled in as heap of good cost?

**Base Metal:**

Base metals are comprehensively used as a piece of business and current applications. They are more affordable than significant metals, for instance, gold, silver and platinum. Base metals consolidate aluminum, copper, lead, nickel, tin and zinc.

**SWOT ANALYSIS**

Amid this arrangement at Sunness Capital India Pvt. Ltd,

the Strengths-Weaknesses-opportunities-Threats for the association and it is uncommonly significant for an association to analyze them. Consequently, the SWOT examination is shown here and the suggestions for keeping

**Strength:**

- Very much took care of establishment.
  - Committed, Intelligent and loyal staff.
  - on-line trading things.
  - Most minimal business and distinctive charges w.r.t.
- 
- The best theory guide modify up to 70-90 % through committed
  - Research and reports.
  - Wide thing reach to engage the clients to pick the best choice.
  - A standout amongst other DPs in India.
  - A positive picture in the present clients.

**Weaknesses:**

- less care in the market.
- Time eating up technique for account opening,
- Settling the issues of the customers.
- Administration quality isn't kept up as requirements be the way by which they have progressed.

**Opportunities:**

- Slant of securities trade towards movement based trade.
- Substantial potential market for movement and intra-day trades.
- open eagerness of the all inclusive community to enter in securities trade for contributing.
- Pull in the customers who are baffled with other operator and DPs.
- An indirect open entryway made by the market from its bullishness.

**Threats:**

- Diminishing rates of lender in the market.
- Expanding contention against various experts and DPs
- Poor displaying practices for making the association known among the customers.
- A peril of losing clients for any kind of inadequacy of the association.
- losing the unfamiliar market with the segment of the contenders.

**INDIABULLS FINANCIAL SERVICES LTD.**

Indiabulls is India's driving. Contender's Analysis: INFRASTRUCTURAL FACILITIES The association gives the state of craftsmanship workplaces by giving the going with workplaces

1. Stopping workplaces.
2. Container workplaces.
3. Holding up passage.
4. Meeting room.
5. PCs and embellishments.
6. Wi-Fi( 3G) office.

## CHAPTER-2

### CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

## **BACKGROUND OF THE COMPANY:**

Sunness Capital India Pvt. Ltd is a main money related administrations amass in the field of values markets, obligation markets, corporate back, venture keeping money dealer saving money riches administration and products. Sunness Capital has begun as one of India's first securities financier houses in 1948.

Recorded on the BSE (Bombay Stock Exchange) the organization has its central command in Mumbai. Mr. Mahendra V. Doshi is the official administrator and is a promoter of the organization. Sunness Capital is India's first money related gathering to be granted the renowned ISO 9002 ensured KPMG Quality enlistment center USA, business. Sunness Capital restricted and its partners appreciate the accompanying enrollment and participation;

- Category I trader brokers with SEBI
- Membership of BSE and NSE
- AMFI enlisted all India shared wholesalers.
- Member of item trades MCX, NCDX and DGCX.
- Member of NSE for financing cost rates.

## **NATURE OF BUSINESS CARRIED:**

Sunness Capital offers a wide range of administrations including value broking, and subordinates; web based exchanging, DP administrations, research, obligation and currency advertise broking.

## **MARKET STUDY**

About the value advertise Primary value showcase There are four manners by which an organization may bring value capital up in the essential market.

1. OPEN ISSUE
2. RIGHTS ISSUE
3. PRIVATE PLACEMENT
4. Particular ALLOTMENT

#### PUBLIC ISSUE

By far the most essential method of issuing securities, an open issue includes offer of securities to people in general on the loose. The organization making an open issue needs to experience a genuinely expound process which includes the accompanying:

- Endorsement by the board
- Arrangement of lead supervisors
- Arrangement of different go-betweens like co-administrators, guides, guarantors, financiers, specialists, and recorders
- Planning of the outline
- Recording of the plan with the Registrar of Companies
- Printing and dispatch of outline and application frame
- Documenting of the underlying posting application
- Advancement of the issue
- Statutory declaration
- Accumulation of uses
- Handling of utilizations
- assurance of the risk of financiers
- Allocations of securities

#### STOCKINVEST SCHEME

When open issues get intensely finished bought in, an expansive number of financial specialists lose enthusiasm on the membership cash bolted with the organization, while the issuing organization appreciates the advantages of buoy cash. This is an extra office accessible to financial specialists, other than the current instruments like money, checks, and drafts, to apply for open issues. The stockinvests plot fills in as takes after:

- A financial specialist who has an investment account or current record with a bank applies, in an endorsed shape, for issue of a specific number of stocksinvestsof essential groups.
- After the portion is settled, the enlistment center tops off the correct side of the stockinvest frame demonstrating the privilege of the speculator.
- The enlistment center exhibits the stock contributes to the controlling branch of the colleting bank for the general population issue, asserting whatever sums are pertinent as indicated by the allocations.
- The gathering bank offers credit to the organization's records as stock contributes is ensured instruments.
- After the organization's record is acknowledged, the enlistment center continues for formal allocation. If there should be an occurrence of full and incomplete designation, the recorder insinuate the fruitful candidates through distribution counsel. If there should arise an occurrence of unsuccessful candidates, the recorder restores the applications shape alongside wiped out stock contributes to the controlling bank, which thusly prompts the issuing

## **BOOKBUILDING**

An association can use the strategy of book attempting to change its esteem affirmation. Right when an association uses the book building instrument, it doesn't destine the issue cost or advance charge and welcome participation to the issue. lenders and solicitations that its seller specialists welcome offers from unavoidable theorists at different expenses. The people offers' personality requirepaying everything.

In light of the response got from money related pros the last cost is picked. Budgetary pros who have offered an esteem equal toor more than the last cost picked are given task at the last cost picked. The people who have offered at a lower cost will get rebate.

## **RIGHT ISSUE**

A rights issue incorporates offering securities in the fundamental market by issuing rights to the present financial specialists. Right when an association issues additional esteem capital it must be offered in the fundamental event to the present speculators. The financial specialists, in any case, may be a one of a kind assurance give up this right, not entirely or totally, to enable an association to issue additional income to the overall public.

## **PRIVATE PLACEMENT**

Private course of action and uncommon allotting incorporate offer of securities to a foreordained number of present day theorists, for instance, money related foundations, basic resources, speculation resources, banks, and so forth.

What there does not give off an impression of being an undeniable refinement between the two in the Indian setting we find that broadly. Private circumstance in India is for the most part of significant worth or esteem related instruments of unlisted associations and commitment instruments of recorded organizations.

## **SPECIAL ALLOTMENT**

An issue of value by a recorded organization to chosen financial specialists at a value which could conceivably be identified with the overarching market cost is alluded to as particular apportioning in the Indian capital market. A particular distribution isn't identified with an open issue and certain classifications of financial specialists in an open issue.

Particular apportioning in India is offered basically to promoters or well disposed financial specialists to avert the danger of takeover. This is currently an extremely mainstream methods for raising new value capital since: The cost and vulnerability related with people in general issue is high



## **OPTIONAL EQUITY MARKET**

For purchasing and offering any securities in the market, there must be some medium to make the exchanges. This medium is called optional market.

In auxiliary market one can purchase and offer the security which would list in stock trade. The optional market which spoke to an institutional instrument that was insufficient, non-straightforward, barely managed and seldom outfitted to financial specialist insurance till the mid nineties, has likewise witness prominent advancements.

Among them are the remedies of standards by SEBI for middle people like representatives/sub-specialists/merchants in exchanging/settlement, expansive based administering sheets of stock trades, capital amplenness standards for the delegates, corporate enrollment, straightforwardness in exchanging and settlement rehearses, advancement of money advertise, direction of seriously exchanging, presentation of future/choices exchanging and fair optional market as a fundamental constituent of the rising securities showcase in India. The beginning of subsidiary exchanging has absolutely added to the complexity of the market incredibly and coordinates it with worldwide markets. The corporatization and demutualization of the stock trades, isolating exchanging, proprietorship and administration is yet another pivotal factor a similar way.

### **Exchanging**

Financial specialists inspired by purchasing or offering securities should put in their requests with the individuals from the trade. There are two methods for arranging the exchanging action the open objection framework and the screen-based framework.

## **OPEN OUTCRY SYSTEM**

Buyers impact their offers and merchants to make their offers and arrangements are closed at ordinarily settled upon costs. In stocks where jobbing is done, the broker expect a basic part. He stands arranged to buy or offer for him. He refers to his offer (acquiring) and asks (offering) costs. He gives some security and rationality to the market.

## **SCREEN-BASED SYSTEM**

In the screen-based structure the trading ring is supplanted by the PC screen and expelled individuals can trade with each other through the PC orchestrate. A far reaching number of individuals, geographically disconnected, can trade in the meantime at high speeds.

Advancement seems to have its own specific way of pushing lovely traditions and practices into numbness.

- Purchasers and dealers put in their solicitations on the PC. They can be limit demands or best market esteem orders.
- The PC consistently tries to organize generally great demands on cost and time require.
- The control mastermind book, i.e.

## **SETTLEMENT**

Customarily, trades India were settled b physical movement. This infers the securities expected to physically move from the merchant to the seller's master, from the shipper's middle person to the buyer's operator and from the buyer's illustrative to the buyer. Further, the purchaser needed to stop the securities with the exchange operators of the organization and the made bed paper hazard. To empower the formation of safes tooffices dematerialized exchanging India, the focal government passed the Depositories Act, 1996. The features of this Act are as per the following.

- Every vault will be required to be enlisted with the Securities and Exchanges Board of India.
- Investors will have the decision of proceeding with the current offer testaments or pick the storehouse mode.
- Shares in the vault mode will be fungible.
- This implies they will stop to have particular numbers.

#### **TOROLLING SETTLEMENT TILL**

The week by week settlement framework alongside the severely arrangement of conveying forward exchange Starting with one record period then onto the next, as per numerous educated eyewitnesses of the Indian Stock market, prompted unbridled theoretical movement and occasional market emergency. Thus, SEBI chose to present moving settlement in critical contents with impact from first January 2002.

Under a moving framework every day constitutes a record period and its exchanges are settled following a couple of days. For instance, under the T+5 moving settlement which was presented at first, the exchanges were settled after 5days. With impact from April 1, 2002, the T+3 settlements systemhas been presented Writing survey James H.

## **literature review**

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- Surekha (2008) in their article "Retail Investor in Indian CapitalMarket : Profile, Pattern of Investment and Profitability" distributed in The Indian diary of business, July-September 2008 presumed that the retail financial specialist is
  
- They additionally centered around financial specialist's instruction and venture choice of retail speculators. Muhlesen M (1997) in his article "Enhancing India's Saving Performance" distributed in Finance and Development, 1997 said that India's saving rate is moderately high, contrasted with different nations.
  
- He infers that with a view to build the effectiveness of investment funds, portion and financing the overwhelming framework needs of the Indian economy, specific consideration ought to be paid to long haul saving instruments. Sarita Aggrawal and Monika Rani (2011) in their article "State of mind Towards Insurance Cover" distributed in The IUP Journal of Risk and Insurance, January 2011 .
  
- Brutal Roongta (2011) in his article "UIIPs: New look, New Feel" distributed in IUP Publication The Analyst, February 2011 presumed that venture keeps on being a push action in India and customers willing to pay for education are a little rate concerning

the general shopper. UIIPs will have essentially must be sold as long haul insurance cum investment funds items.

- Parthapratim Pal (1998) in his article "Remote Portfolio Investment in Indian Equity Markets: Has The Economy Benefited reserve funds and venture, monetary progression when all is said in done has rather expanded money related insecurity. Money related exercises have expanded monetary extending, yet without profiting industry and trade. G. Prabakaran and G.
  
- Jayabal (2009) in their article "Financial specialists Risk Tolerance Towards Mutual Fund Investments, June 15, 2009 presumed that observationally it has been demonstrated that the common store financial specialists are frame low and direct hazard tolerant gatherings and the financial factors do change the hazard resilience of individual speculators.
  
- The common store associations must consider these financial factors of the speculators that have a vital effect on venture basic leadership. N. Kathirvel (2009) in his article "Venture option with Reference to Insurance Products" distributed in.



**CHAPTER-3**  
**RESEARCH DESIGN**

## **RESEARCH METHODOLOGY**

- Relevance of the examination
- Research issue and goal
- extent of the investigation
- Data accumulation, test outline
- Research instrument
- limitations of the examination
- Research examination
- Findings and recommendations



## **THE STUDY RESEARCH**

The economy demonstrates whether the country is solid or powerless, created or under – created. Money related market is one of the elements which influence the economy of any nation. Securities exchange influences Indian economy straightforwardly or in a roundabout way.

In India securities exchange is completely grown however on the opposite side subsidiaries portion and item fragment are up and coming. In the budgetary market, there are different instruments for speculation or sparing

Therefore to know the mindfulness about the speculation design in securities exchange specific in Rajkot city this examination is attempted. As Sunness Capital India Pvt. Ltd individuals this examination is attempted to know the speculation design in securities exchange and furthermore discover the best approach to pull in such financial specialist who get a kick out of the chance to exchange stock exchange.

Finally this investigation causes me to pick up the learning and the organization to pull in new clients.

## **RESEARCH PROBLEM**

Numerous individuals put resources into securities exchange yet the majority of the financial specialists exchanging on value. Not very many individuals who are exchanging subordinates and product while there is gigantic open doors for creating of these fragments.

Sunness Capital India Pvt.ltd as a stock warning organization needs to center around expanding enthusiasm for securities exchange venture on the grounds that if exchanging on these instruments increment Broking will be profited by acquiring income as far as business. So this examination is embraced.

Destinations of the study The principle target of the investigation is to know the venture design in stockmarket.

- To know the familiarity with Investment Pattern of Equity Market.
- To know the degree for the Investment Pattern of Equity Market.
- To know the reason for putting resources into Equity Market.
- To know the affecting power behind the basic leadership while exchanging Equity Market.
- To discover the best example to teach about Equity Market.
- To discover the medium which is the best appropriate for exchanging on Equity Market.
- Sunness Capital India Pvt. ltd has a less mindfulness in the market.

## **OBJECTIVES OF THE STUDY**

The exploration that is being led by us will be valuable in the accompanying appreciation.

- To know the demogaphic aspects of investors in investing in equity market
- To find the investment pattern of the investor
- To examine the factors influencing investor to invest in equity market.
- To understand medium used by investor to trade in equity market.
- To offer sections to investors for better investment

## **COLLECTION OF DATA**

This will help the organization to diminish the snags which come in the path for the advancement of Equity Market fragment Information COLLECTION Auxiliary DATA At the point when information are gathered and constrained from the distributed nature or some other's essential information is called optional information.

## **INSPECTING DESIGN**

Test configuration is unmistakable arrangement for acquiring an example from a given populace. It alludes to the strategy or methodology the scientist would embrace choosing things for the example. Test configuration should as set out the no. of thing to be incorporated into the example i.e. the extent of test. Test configuration is resolved before the information are gathered.

The reality of the matter is that it's exceptionally hard to do the examination with the entire universe. As we realize that it isn't plausible to go for populace review on account of the various clients and their scattered area. So for this reason test estimate must be resolved well ahead of time and determination of test likewise should be logical with the goal

## **RESEARCH INSTRUMENT**

We have gathered the information through QUESTIONNAIRE by individual gathering and story – calling with individuals. Survey: Plan of Action Test estimate 100 (age gathering of the example partitioned into four kinds, underneath 35, 36 to 50, 51 to 65 or more) Detail of the respondents in light of their instructive capability and occupation.

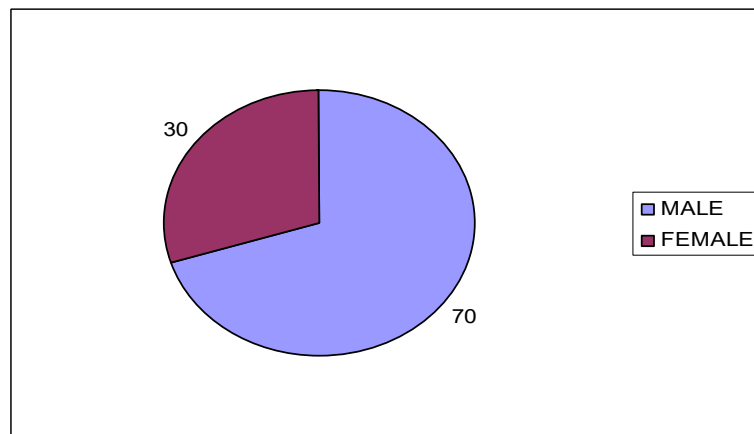
CHAPTER -4  
ANALYSIS AND INTERPRETATION

**ANALYSIS OF DATA**

## 1. GENDER RATIO:

Table 4.1 Table showing gender of the respondent

MAIE	FEMAIE
70	30



4.1 Graph showing Gender ratio

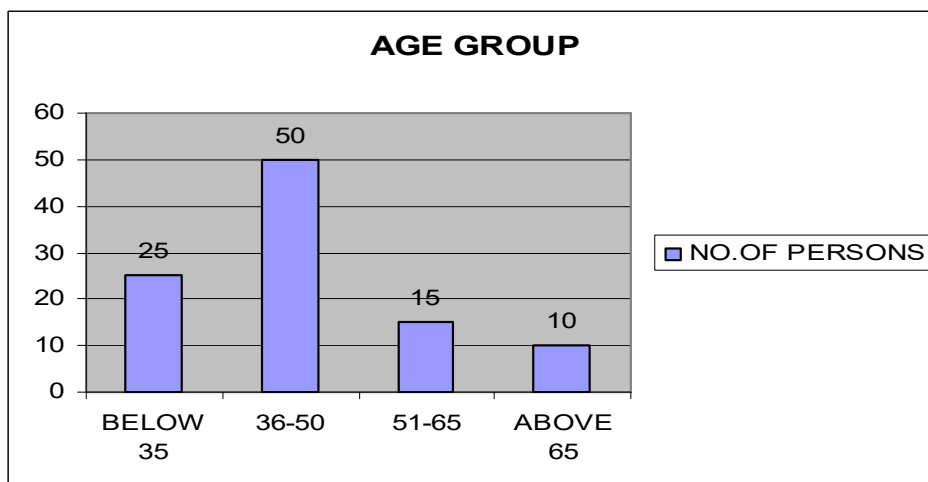
### INTERPRETATION:

From the above table it shows the people are interested in the stock market. 70% of male and 30% of female.

## 2. AGE GROUP

4.2 Table showing Age group

PARTICUIARS	No.oF PERSoNS	PERCENTAGE %
BELOW 35	25	25%
36-5o	50	50%
51-65	15	15%
ABOVE 65	10	10%



4.2 Table showing Age

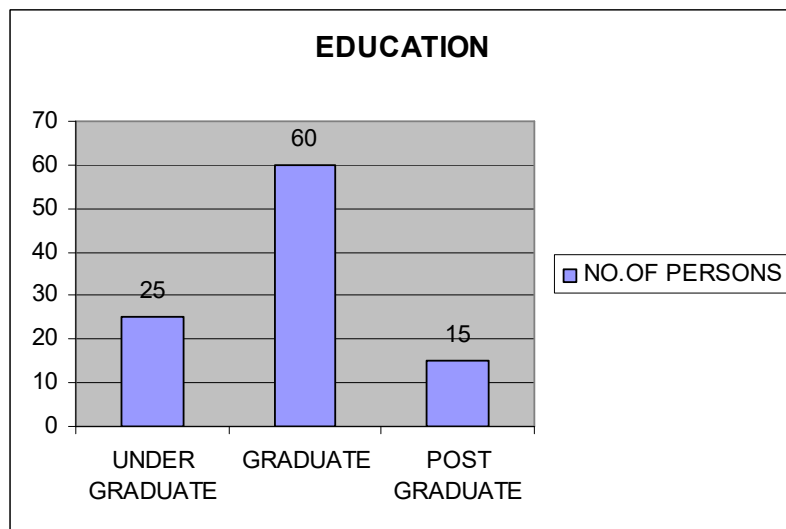
**INTERPRETATION:**

From this table we can see that the people are interested in stock market on the base of Age Below 35 years 25%, 36-50 years 50%, 51-65 years 15%, above 65 years only 10%.

**3. EDUCATION**

4.3 Table shows education

PARTICUIARS	NO OF PERSONS	PARCENTAGE %
UNDER GRADUATE	25	<b>25%</b>
GRADUATE	60	<b>60%</b>
POST GRADUATE	15	<b>15%</b>



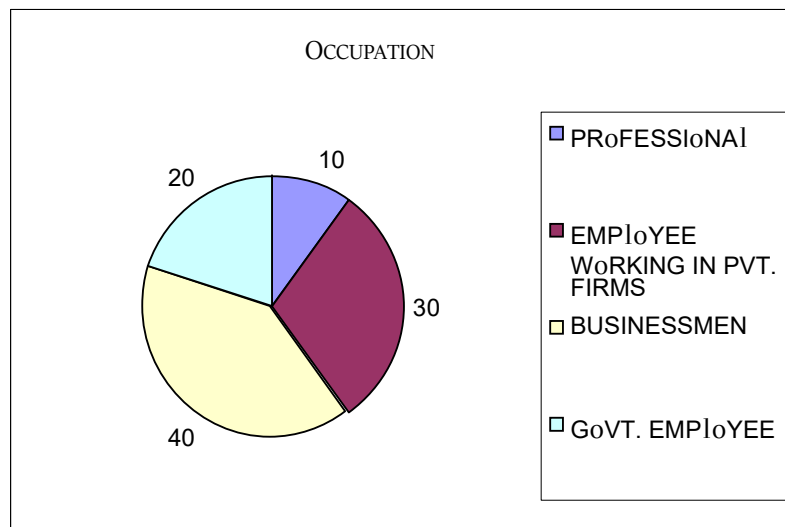
**INTERPRETATION:**

This table shows the educated people interested in stock market .under graduate 25%, and graduate 60% and only 15% of post graduate are interested in stock market.

**4. OCCUPATION**

**4.4 Table shows on the base of occupation**

PARTICULARS	No.oF PERSONS	PERCENTAGE %
PROFESSIONAL	10	10%
EMPLOYEE WORKING IN PVT. FIRMS	30	30%
BUSINESSMEN	40	40%
GoVT.EMPLOYEE	20	20%



**INTERPRETATION:**

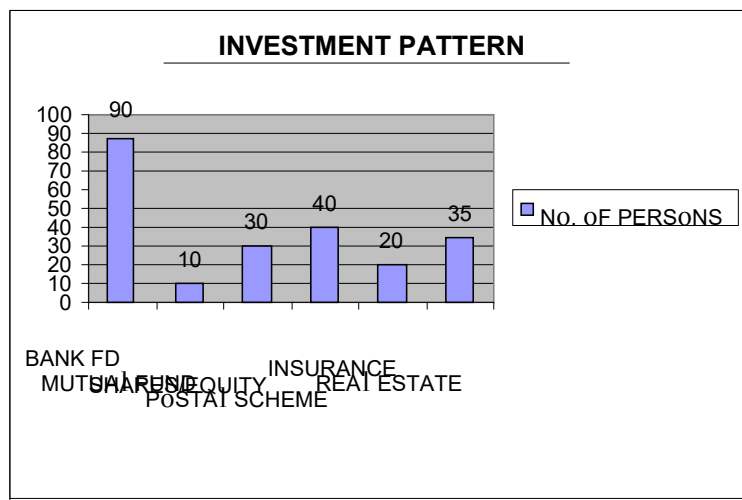
It shows the people are doing stock trade along with their occupation. like professional 10% of people, and employee working in pvt firms 30%. The 40% of the businessmen .and also the 20%of the govt.employee.

**5. Of this investment option where do you invest yoursavings?**

**4.5 Table shows the investment**



AVENUES	NO. OF PERSONS	PERCENTAGE %
BANK FD	90	90%
MUTUAL FUND	10	10%
SHARES/EQUITY	30	30%
POSTAL SCHEME	40	40%
INSURANCE	20	20%
REAL ESTATE	35	35%



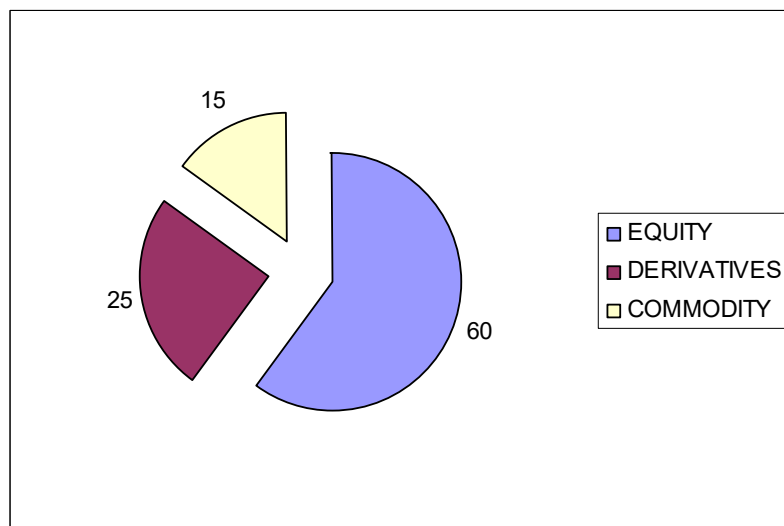
**INTERPRETATION:**

This table shows the number of persons who interested in the different field out off 100 people. The 90 people are interested in bank FD. 10 out off 100 were in the MUTUAL FUND. And also 30 people in the SHARES. in the POSTAL SCHEME 40 out off 100 intrested.

**6. IF YOU INVEST IN STOCK MARKET, WHICH WOULD BE YOUR PREFERENCE FROM BELOW?**

#### 4.6 Table shows preference in stock market

PARTICULARS	NO. OF PERSONS	PERCENTAGE %
EQUITY	60	60%
DERIVATIVES	25	25%
COMMODITY	15	15%



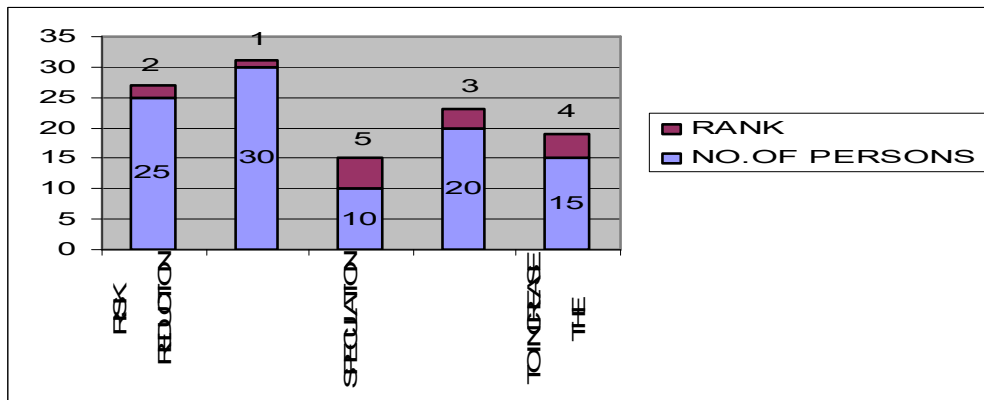
#### INTERPRETATION:

In this table we can find the investors are interested in different shares. 60% of were interested in the equity. 25% in the derivatives market. And only 15% in the commodity market.

**7. WHEN YOU MAKE A DECISION TO INVEST IN STOCK MARKET, WHICH FACTOR WILL YOU GIVE IMPORTANCE?**

**4.7 Table shows decisions to invest**

PARTICULARS	No. of PERSONS	RANK
RISK REDUCTIoN	25	2
INVESTMENT	30	1
SPECUATIoN	10	5
ARBITRAGE	20	3
To INCREASE THE Leverage	15	4



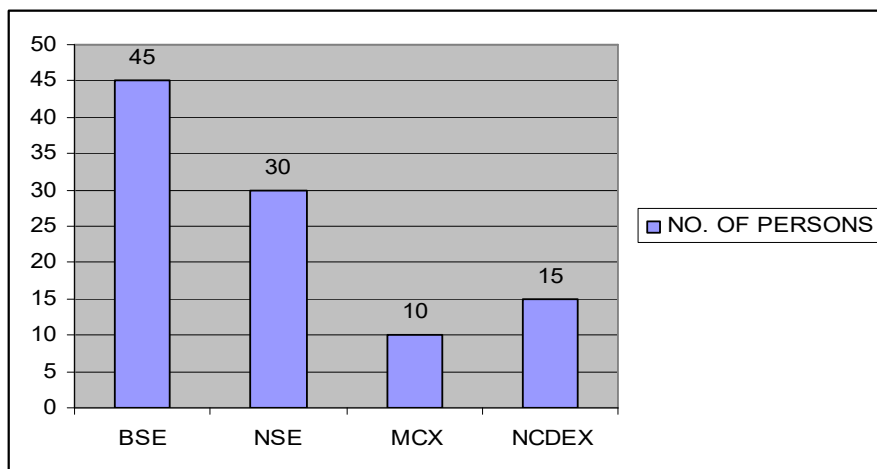
**INTERPRETATION:**

This graph shows the risk reduction and the speculation and to increase the profit.

## 8. WHICH STOCK EXCHANGE WOULD YOU PREFER To CARRY OUT YOUR TRANSACTION?

4.8 Table shows stock to be selected

EXCHANGES	No.OF PERSONS	PERCENTAGE %
BSE	45	<b>45%</b>
NSE	30	<b>30%</b>
MCX	10	<b>10%</b>
NCDEX	15	<b>15%</b>



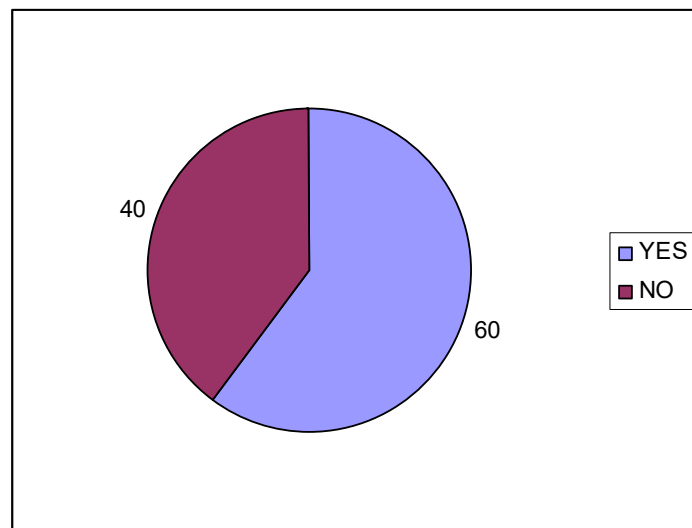
### INTERPRETATION:

We can observe from the above table the most number of people were interested in BSE market that is 45%. And the 35% of people in the NSE market .10% in the MCX market. The only 15% of in the NCDEX market.

**9. DO YOU CONSIDER INVESTMENT IN STOCK MARKET ARE SAFER THAN OTHER INVESTMENT AVENUES?**

**4.9 TABLE SHOWING INVESTMENT IN STOCK MARKET**

PARTICULARS	No. OF PERSONS	PERCENTAGE %
YES	60	<b>60%</b>
No	40	<b>40%</b>



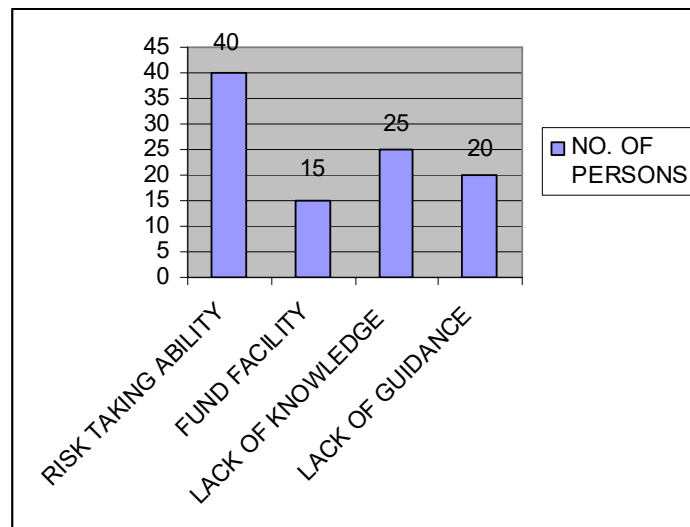
**INTERPRETATION:**

We can observe from the above table the most number of people were interested in BSE market that is 45%. And the 35% of people in the NSE market .10% in the MCX market. The only 15% of in the NCDEX market.

**10. IF No, THAN WHICH CONSTRAINTS THAT HOLDING YOU BACK?**

**4.10 TABLE SHOWING CONSTRAINTS THAT HOLDING YOU BACK**

PARTICULARS	No. OF PERSONS	PERCENTAGE %
RISK TAKING ABILITY	40	40%
FUND FACILITY	15	15%
LACK OF KNOWLEDGE	25	25%
LACK OF GUIDANCE	20	20%



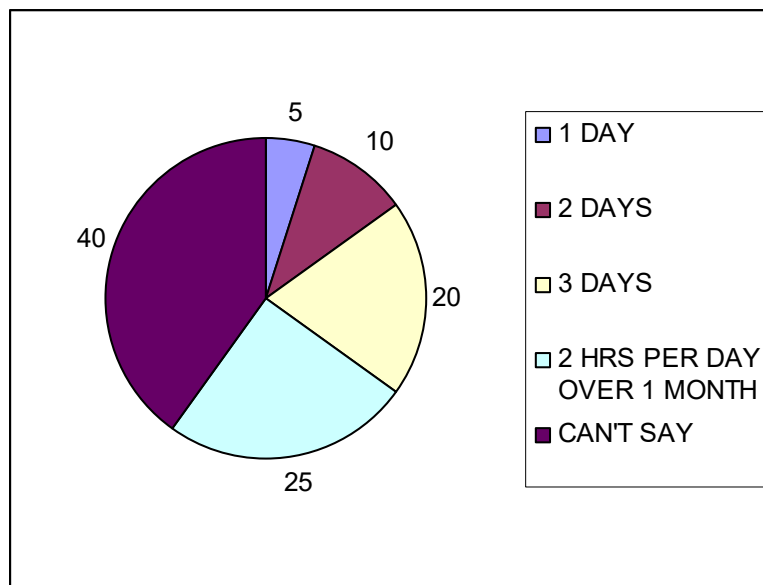
**INTERPRETATION:**

This table shows the risk taking ability ,fund facility ,lack of knowledge, lack of guidance.

**11. HOW MUCH TIME WILL YOU BE ABLE TO DEVOTE FOR LEARNING STOCK MARKET?**

**4.11 TABLE SHOWING TIME TO LEARN**

PARTICULARS	No.OF PERSONS	PERCENTAGE %
1 DAY	5	<b>5%</b>
2 DAYS	10	<b>10%</b>
3 DAYS	20	<b>20%</b>
2 HRS PER DAY OVER 1 MONTH	25	<b>25%</b>
CAN'T SAY	40	<b>40%</b>

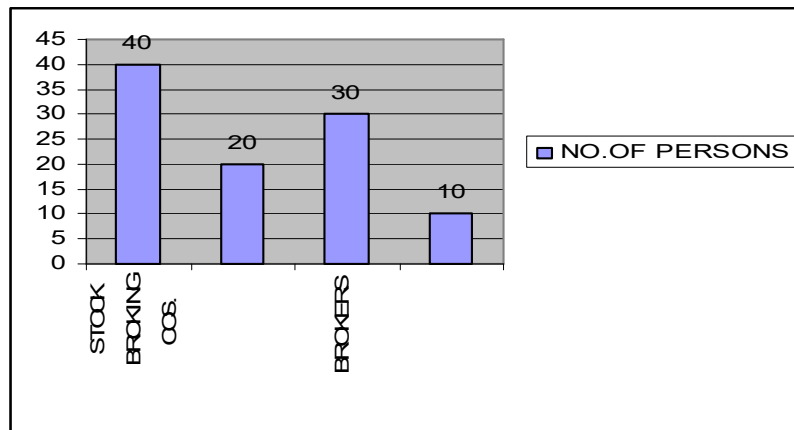


**INTERPRETATION:**

In this table we can find the time taken to learn trading in the stock market .1 day only 5%. And 2 day 10% of people are interested to learn ,the 25% of people spend 2 hours per day over one month. The 40% of people they can not say .

**12. ACCoRDING TOYOU WHICH MEDIUM IS THE MOST RELIABLE FOR TRADING IN STOCK MARKET?**

PARTICULARS	No. OF PERSONS	PERCENTAGE %
STOCKBROKINGCOS.	40	40%
FRANCHISEES	20	20%
BROKERS	30	30%
ONLINE	10	10%



**INTERPRETATION:**

This graph shows the most reliable in stock market .like 40%in the stock broking cos. And 20%in the franchises. The30% in the brokers. Only 10%in the online.



## **CHAPTER-5**

### **FINDINGS, CONCLUSION AND SUGGESTION**

## **FINDINGS AND SUGGESTIONS**

SUNNESS CAPITAL PVT,LTD needs to influence its showcasing to group strong and Furthermore it should build advertising exercises, for example, promotional crusades.

- SUNNESS CAPITAL PVT,LTD should teach the investors about Derivatives and Commodities by Organizing classes, corporate presentations, partaking in consumer fairs, Organizing occasions.
- Company should show the advantages of exchanging On Derivatives and Commodities
- SUNNESS CAPITAL PVT,LTD can also utilize Newspapers and local New Channels as a medium of publicizing.
- SUNNESS CAPITAL PVT,LTD may also utilize its helpline number for giving education on stock market.
- Company may appoint unique group for giving education and drawing in people towards exchanging stock market.

## CONCLUSION

- More than 40% Of the respondents are intrigued to put into the stock market at Sunness Capital India Pvt. Ltd,Bangalore
- But there are investors who utilize Equity as a speculation tool.
- Those people who need to put resources into Derivatives and Commodities are contributing essentially for decreasing danger and they consider them as venture tool.
- People for the most part need to take exchanging decisions autonomously or under the direction of Friends or Well-Known Stock Broking Houses like Sunness Capital India Pvt. Ltd.
- literature and Self Experience can be taken as the best method to bestow education about stock market.

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**ACHARYA INSTITUTE OF TECHNOLOGY**  
**DEPARTMENT OF MBA**

**PROJECT WEEKLY REPORT (16MBAPR407)**

**Name of the Student:** MAHESH L


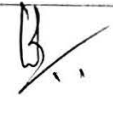







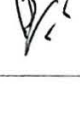
**Internal Guide :** Prof. DR. Ramanaiah G











**USN No:** 1AY16MBA40

**Specialization:** Core Finance


**Title of Project:** A study on investment analysis on selected stocks at Bangalore.

**Company Name:** SUNNESS CAPITAL INDIA PVT LTD

<b>Week</b>	<b>Work undertaken</b>	<b>External Guide Signature</b>	<b>Internal Guide Signature</b>
15-01-2018 to 19-01-2018	Introduction about sunness and its operation		
22-01-2018 to 26-01-2018	Learning about different operations and Products by sunness Pvt ltd		
29-01-2018 to 02-02-2018	Orientation and Gathering Information about the company		
05-02-2018 to 09-02-2018	Analysis of Market Position of the company		
12-02-2018 to 16-02-2018	Research problem Identification		

19-02-2018 to 23-02-2018	Preparation of the research instrument for data collection		
26-02-2018 to 02-03-2018	Theoretical background of the study		
05-03-2018 to 09-03-2018	Data collection and Data analysis		
12-03-2018 to 16-03-2018	Interpretation of the data gathered during the survey		
19-03-2018 to 23-03-2018	Final report preparation and submission		

  
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