

Career in Stock Market

Get Certified by NISM / SEBI's Certification



Content

About Us

Why to Save Money

Understand Stock Market

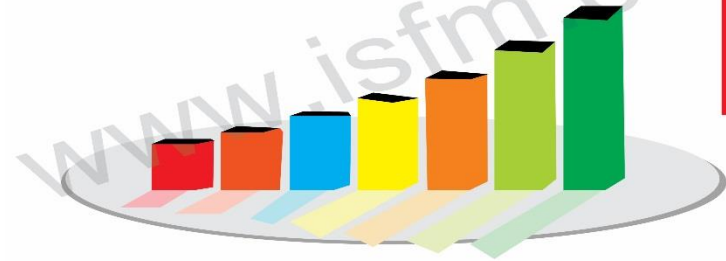
Power of Compounding in Life

Why to Make Career in BFSI

NISM – SEBI Certification

How to Complaint Against Fraud

**Career In
Stock Market**



About Us

- *ISFM is one of the most trusted center for Professional stock market learning in Gurgaon.*
- *Institute provides customize stock trading courses relevant to the current needs of the Investors, Traders*
- *Trained more than 400 Investors and Traders in Stock Market*
- *Conducts Central Government approved Investment Awareness Programs Pan India Level*

Mission

**Increase awareness among
Indians on available
Financial Instruments and
help them to grow their
wealth**

Goal

**Provide professional
training on Securities
Market to at least 50000
people by 2022**



Back To School

3 February 2020

www.isfm.co.in

Our USP

Provide learning through real-life trading experience

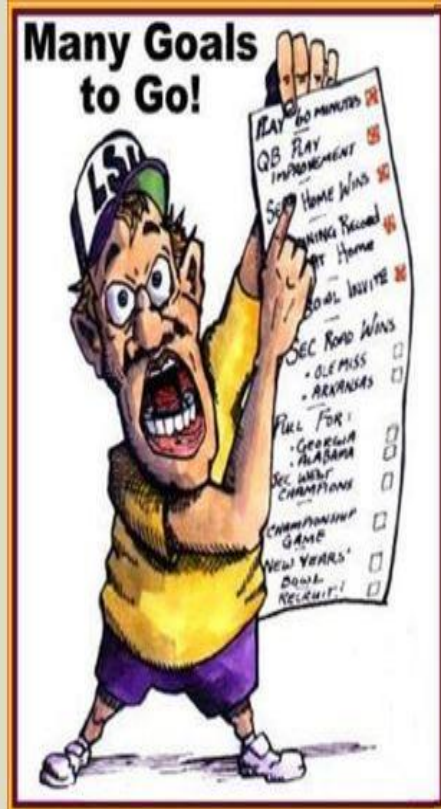
Faculty from premium institutions (IIMs) with live experience

Provide live trading experience through demo platform

Strong emphasis on risk management

Building a community of knowledgeable traders

Why People Save Money



Home



Vehicle



**Your or
your
Child's
Marriage**



World Tours



**Children's
Education**

**Comfortable
Retirement**



Investments

3 February 2020

Is just saving is Enough



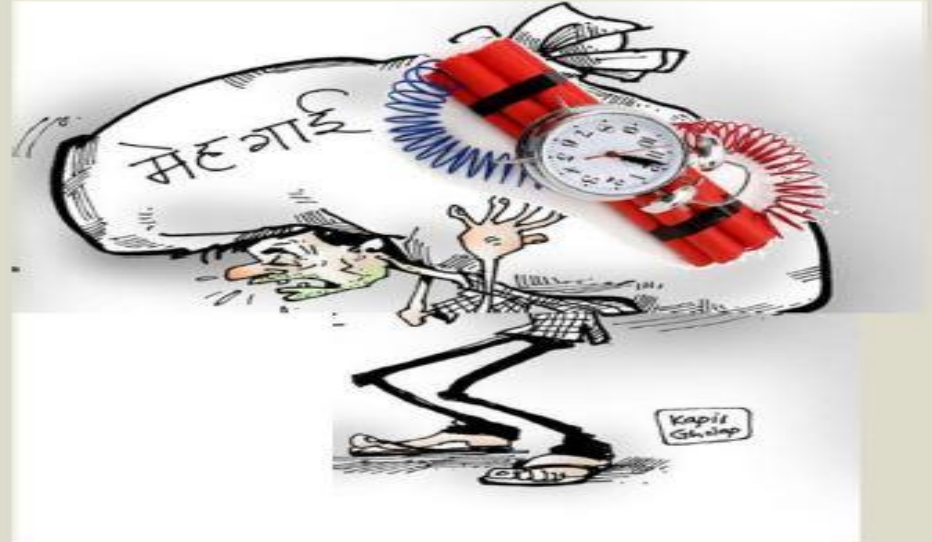
Taxes









**Increase in monthly
bills for payment**

Is your investment can beat the inflation

INFLATION A TIME BOMB



Inflation is Eroding your Money

Rs. 500	Rs. 50	Rs. 50,000	Rs. 50,000
			
500 % ↑	400 % ↑	900 % ↑	900 % ↑
			
Rs. 3000	Rs. 250	Rs. 5,00,000	Rs. 5,00,000

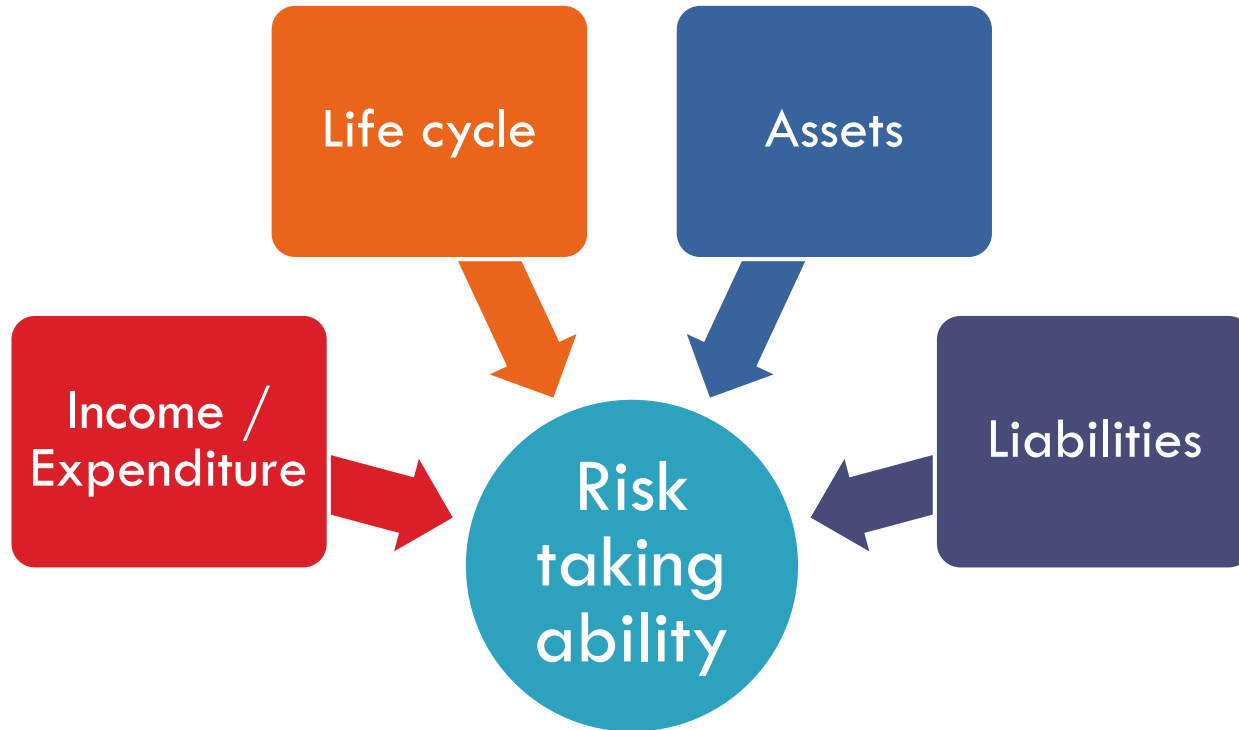
India people are confused what to do ?

SAVE!

INVEST!



Risk



Three types of level Risk

- ❑ Conservative (Never take Risk in their life)
- ❑ Moderate (Medium risk taker people)
- ❑ Aggressive (High risk taking people)

Where People Investing Money



**ARE YOU CHOOSING
THE RIGHT ASSETS**

Common Products

Name of Product	Expected / Nominal Return	Method	Competent to Inflation (10%)
Saving Bank A/c	4 %	Traditional	Not
Gold	20 %	Physical	Yes
Insurance	6 %	Traditional	Not
Real Estate	15-20 % (unexpected)	Traditional	Yes
Post office Scheme	6-8 %	Traditional	Not
New Pension System	12-13 %	Modern	yes

Basic of Securities Market

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Master the Art of Stock Trading



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What is Stock Market

It is a place where shares of public listed companies are traded.

The stock market refers to the collection of markets and exchange where the issuing and trading of equities (stocks of publicly held companies), bonds and other sorts of securities takes place, either through formal exchanges or over-the-counter markets.

Also known as the equity market, the stock market is one of the most vital components of a free-market economy, as it provides companies with access to capital in exchange for giving investors a slice of ownership.

Top Wealth Creator Stock in 2019

Sr. No.	Source	Stock Name	Industry	Price on 1st Jan 2019	Highest Price in 2019	Current Price on 31st Dec 2019	Change in RS	Change in %
1	ISFM - Best Stock Market School in Gurgaon. Reg Office : Sec - 38, Branch Office: Sec 18 - Gurgaon 0124-2200689 9953147497	Adani Green Energy	Power Generation	41	166	166	125	305
2		Reliance Nipon AMC	Mutual Fund AMC	159	386	354	195	123
3		Aavas Financier	Finance	845	1999	1999	1154	137
4		Victory Paper	Paper & Paer Product	36	110	89	53	147
5		HDFC Asset MGT	Mutual Fund AMC	1516	3844	3196	1680	111
6		Manapuram Finance	Finance	92	177	177	85	92
7		Info Edge India	IT / BPO (Naukri.com)	1439	2740	2530	1091	76
8		Relaxo Footwear	Footwear	369	634	615	246	67
9		Dr. Lal Path Lab	Lab	924	1698	1493	569	62
10		SBI Life Insurance	Insurance	598	1030	969	371	62

Calculation is based on 1st Jan 2019 to 31st Dec 2019

Top Wealth Destroyer Stock in 2019

Sr. No.	Source	Stock Name	Industry	Price on 1st Jan 2019	Highest Price in 2019	Price on 26th Dec 2019	Change in RS	Change in %
1	ISFM - Best Stock Market School in Gurgaon. Reg Office : Sec - 38, Branch Office : Sec 18 - Gurgaon	Sai Baba Investment	Finance	19	31	1.75	-17.25	-91
2		Jet Airways	Airline	280	313	20	-260	-93
3		Reliance Infra	Infra	316	318	29	-287	-91
4		R.Com	Telecom	14	14	0.9	-13.1	-94
5		Sintex Plastic	Plastic Products	26	26	1.2	-24.8	-95
6		DHFL	Finance	246	246	16	-230	-93
7		McLeod Russel	Tea / Coffee	115	115	4.6	-110.4	-96
8		Talwakers Better Value	Health	43	66	3.5	-39.5	-92
9		Cox & King	Travel	164	180	1.5	-162.5	-99
10		ILFS	Finance	230	230	16	-214	-93

Calculation is based on 1st Jan 2019 to 31st Dec 2019

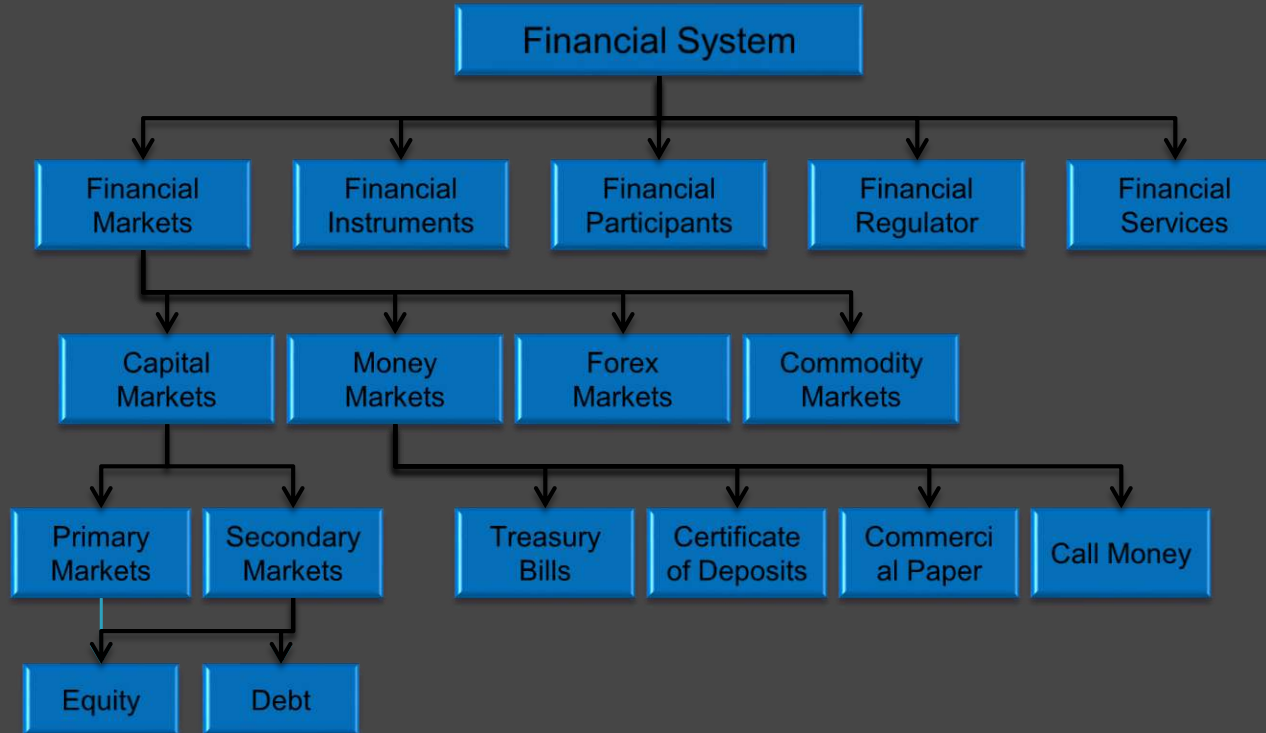
Why to Invest in Stock Market

- ❑ Stock Market investments offer you benefits like
- ❑ Liquidity
- ❑ Flexibility of amounts invested
- ❑ Operated under high level of regulatory framework to safeguard investor rights
- ❑ Technology based Investment
- ❑ High return
- ❑ Capital growth
- ❑ Dividend

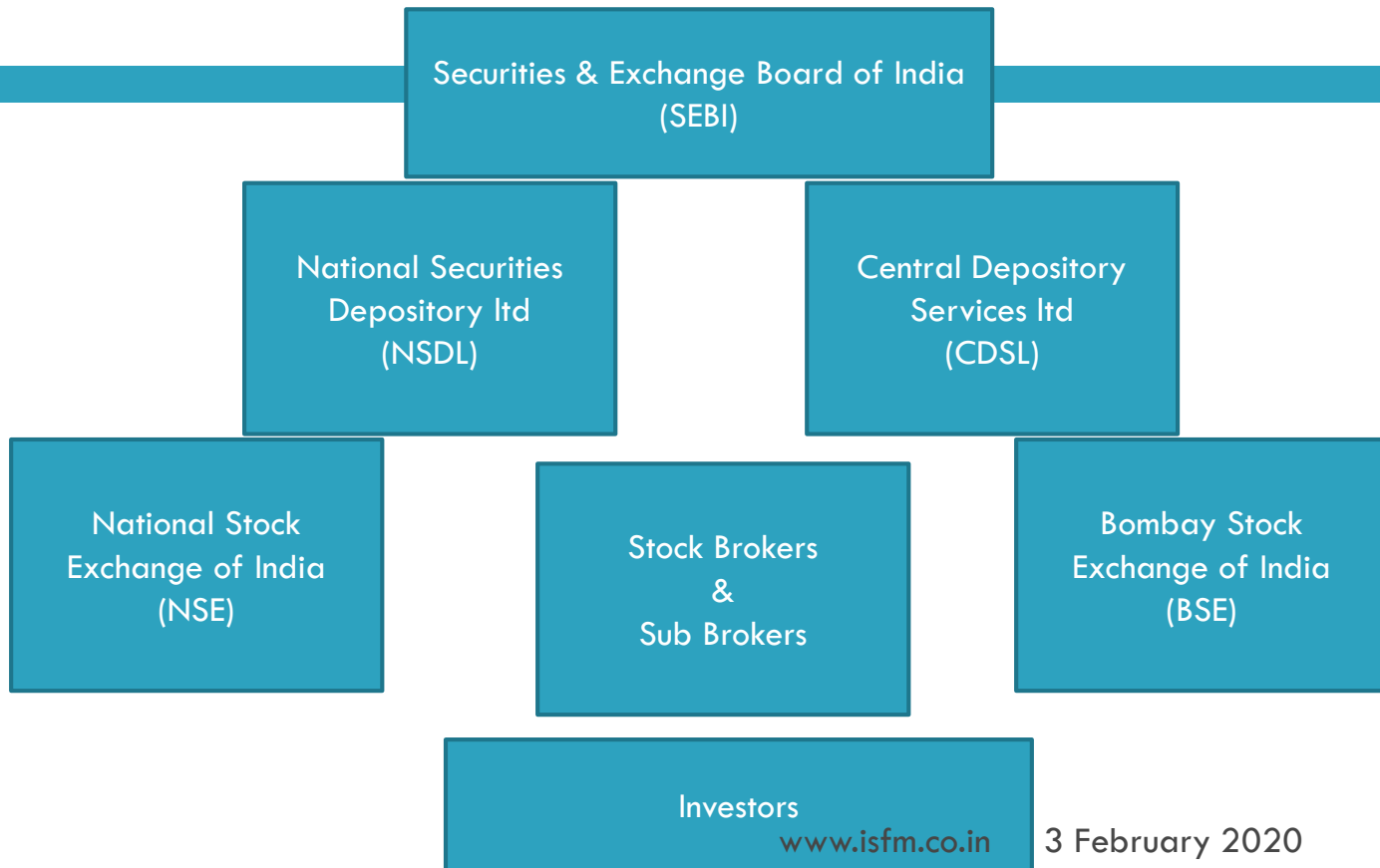
Top Mistakes for investment

- ❑ Trade without learning
- ❑ Trade with small capital with big margin
- ❑ Don't use the stop loss level
- ❑ Fail to calculate risk and reward ratio
- ❑ Missing of analysis knowledge
- ❑ Not able to control greed and emotions
- ❑ Dealing with unauthorized intermediaries

Financial Markets



Hierarchy of Stock Market



Financial Regulators

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**Securities
Market**



Banking



Insurance



Pension



**Commodities
derivatives**

FINANCIAL MARKET

What is Stock Exchange

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- ❑ The stock exchanges in India, under the overall supervision of the regulatory authority, the Securities and Exchange Board of India (SEBI), provide a trading platform, where buyers and sellers can meet to transact in securities. The trading platform provided by NSE is an electronic one and there is no need for buyers and sellers to meet at a physical location to trade. They can trade through the computerized trading screens available with the NSE trading members or the internet based trading facility provided by the trading members of NSE.
- ❑ **What is Demutualisation of stock exchanges?**
- ❑ Demutualisation refers to the legal structure of an exchange whereby the ownership, the management and the trading rights at the exchange are segregated from one another.
- ❑ **How is a demutualised exchange different from a mutual exchange?**
- ❑ In a mutual exchange, the three functions of ownership, management and trading are concentrated into a single Group. Here, the broker members of the exchange are both the owners and the traders on the exchange and they further manage the exchange as well. This at times can lead to conflicts of interest in decision making. A demutualised exchange, on the other hand, has all these three functions clearly segregated, i.e. the ownership, management and trading are in separate hands.

Major Stock Exchange in the World



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1	Country	Name Of Exchange	Index	Current Level	Mkt. Cap(USD bn)	P.E Ratio	No. of companies	Opening time	Closing time	If lunch
2	ISFM - Best Stock Market School - Gurgaon, Contact - 0124-2200689, +91 9540008689, +91 8368025252									
3	India	National stock Exchange of India	Nifty50	10827	2,273	25	1,600+	9:15 AM (IST)	3:30 PM (IST)	NO
4	India	Bombay Stock Exchange	Sensex	36000	2.298	22	5,000+	9:15AM (IST)	3:30 PM (IST)	NO
5	U.S.A	New York Stock Exchange	Dow Jones	22859	24,220	16.9	2,800+	8:00 PM (IST)	2:30 AM (IST)	NO
6	U.S.A	NASDAQ	NASDAQ	6528	11,860	40.5	3,300+	8:00 PM (IST)	2:30 AM (IST)	NO
7	Japan	Japan Exchange Group	Nikkei	20124	6,288	25.7	3,600+	5:30 AM (IST)	11:30AM (IST)	YES(8AM-9AM)
8	China	Shanghai Stock Exchange	SSE Composite	2507	5,023	12.1	1300+	7:00 AM (IST)	12:30 PM(IST)	YES (9AM-10:30AM)
9	European Un	Euronext	Euronext NV	3000	4,649	14.15	1400+	1:30 PM (IST)	10:00 PM(IST)	NO
10	Hong Kong	Hong Kong Stock Exchange	Hang Seng Inde	25581	4,443	9.5	1900+	6:45 AM (IST)	1:30 PM (IST)	YES(9:30AM-10:30AM)
11	U.K & Italy	London Stock exchange Group	FTSE100	6711	4,596	15.4	2500+	1:30 PM(IST)	10:00 PM(IST)	NO

Equity market



Current level : 12248

No. of listed co : 1450

Timing : 9:00 am to 3.30 pm

Duration : Monday to Friday

PE Ratio : 22.66 (24/01/2020)

Market cap : 88 T

52 week H / L : 12430: 10583

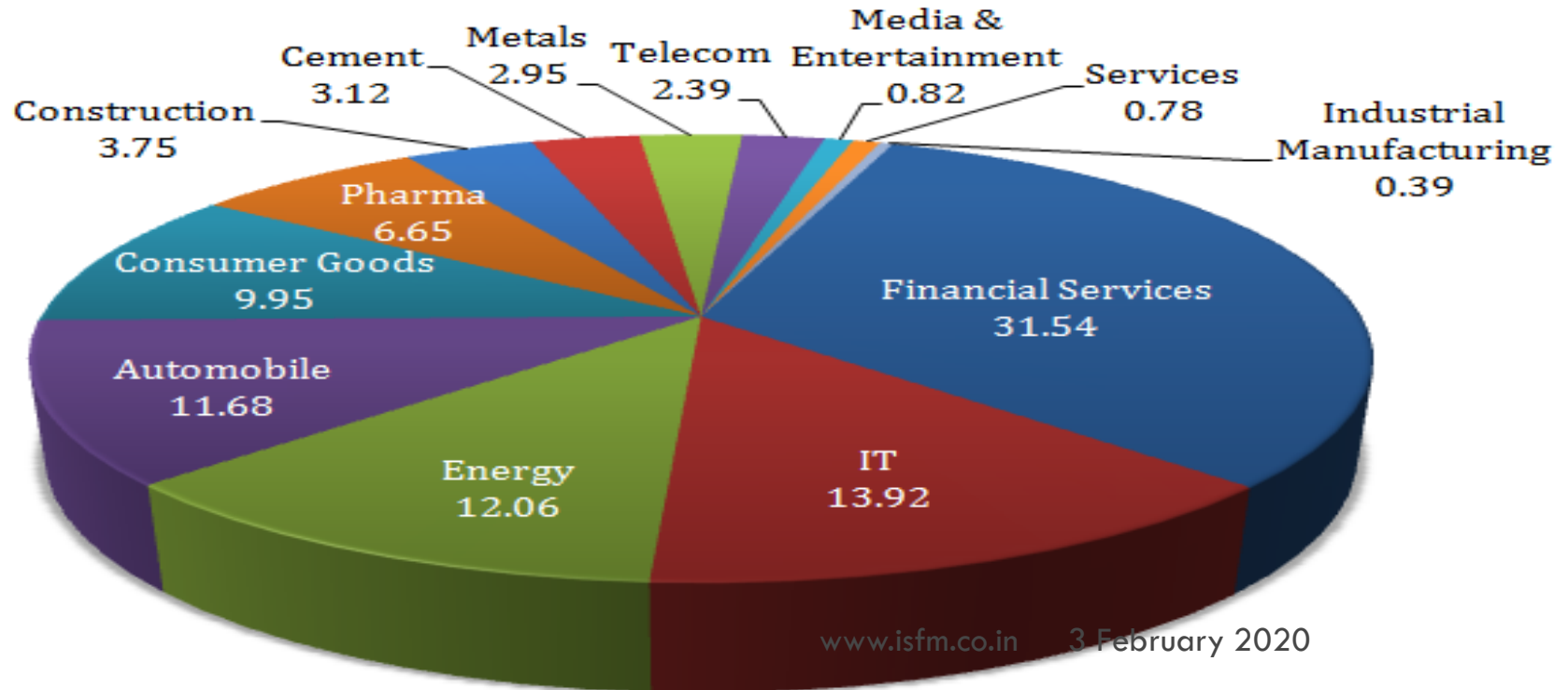
Website : www.nseindia.com

www.isfm.co.in 3 February 2020

Nifty - 50

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Nifty 50 Companies - Sectorwise Weightage (%)



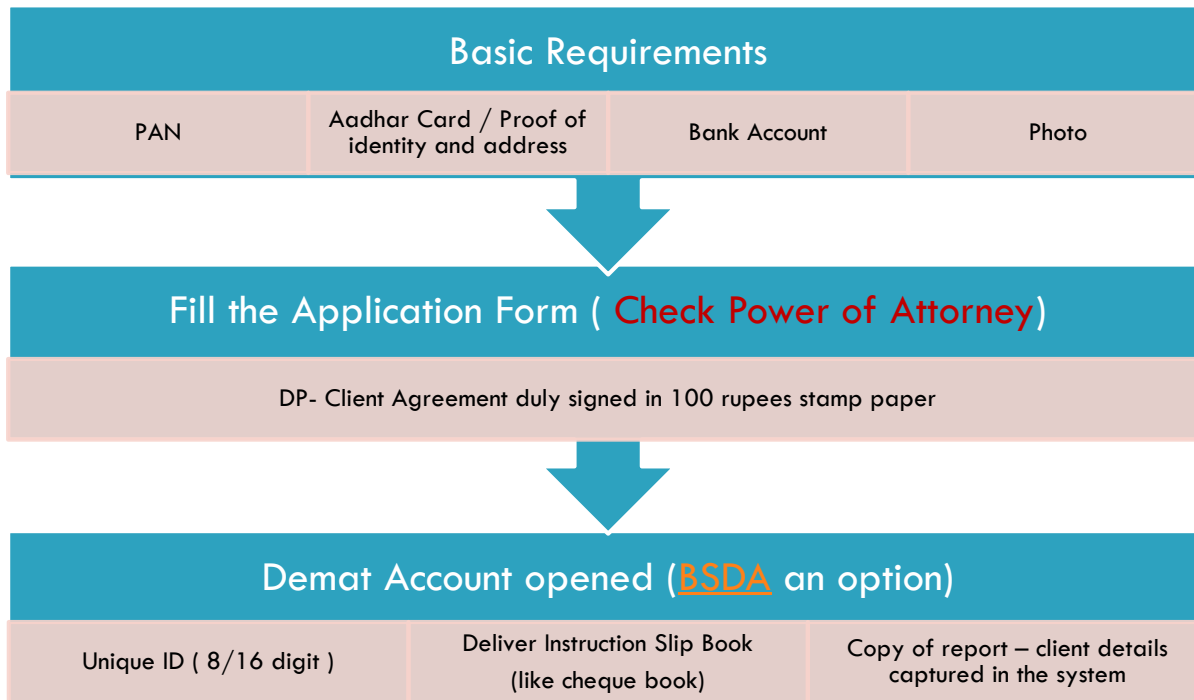
Equity market



Current level : 41613
No. of listed co : 4400
Timing : 9:00 am to 3.30 pm
Duration : Monday to Friday
PE Ratio : 28 (17/11/2019)
Market cap : 72 T
52 Week H/L : 42273 / 35287
Website : www.bseindia.com

How to open a Demat account

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Primary Market

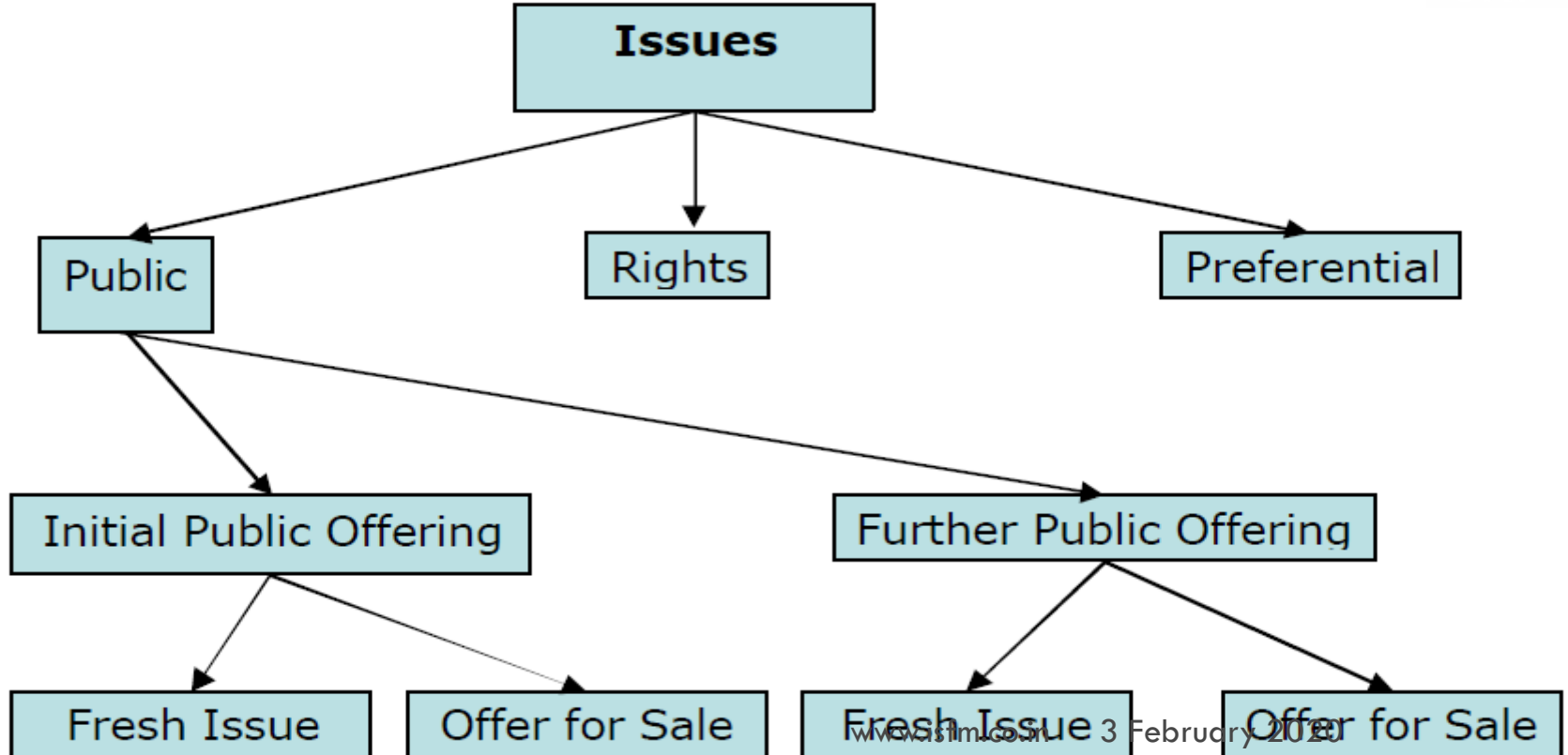
Products :

- **INITIAL PUBLIC OFFER – IPO**
- **FOLLOWING PUBLIC OFFER– FPO**
- **RIGHTS ISSUE**
- **PRIVATE PLACEMENT**
- **PREFERENTIAL ALLOTMENT**

Participants :

Resident Individuals
HUF
Minors through guardians
Registered Societies and Club
NRI
PIO
Qualified Foreign Investor
Banks
Financial Institutions
Association of Person
Companies
Partnership Firm
Trust
FII
DII

Classification of Issues



Secondary Market



**Intraday Trading is like driving on Highway
having RISK ?**

Lets take expert advise before start

0124-2200689



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Classification of Shares



Classification of Securities

- ❑ **Products**
- ❑ **Share**
- ❑ **Bonds**
- ❑ **Debentures**
- ❑ **Commercial Papers**
- ❑ **Treasury bills**
- ❑ **Commodities**
- ❑ **Currency**
- ❑ **Mutual Funds**

❑ CLASSIFICATION OF EQUITY SHARES

- **BLUE-CHIP SHARES**
- **GROWTH SHARES**
- **INCOME SHARES**
- **CYCLICAL SHARES**
- **DEFENSIVE SHARES**
- **SPECULATIVE SHARES**

Stock Trading

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**THE RIGHT
COMBINATION
CAN MAKE A
WINNING TEAM
ASK us for Right Stock**



0124-2200689

Types of the Trading

- ❑ Intraday Trading :
- ❑ When we buy / Sell the share between 09:15 am to 03:30 pm called the intraday trading.
- ❑ Delivery Base Trading :
- ❑ When we buy the share and hold for one day or more than one day called delivery base trading.

Difference

Intra Day Trading

- ❑ You have to square off on the same day
- ❑ Low transaction charges
- ❑ High Exposure for Trading
- ❑ High risk due to less time
- ❑ Low tax applicable
- ❑ You are not owner of the securities

Delivery Base Trading

- ❑ Not mandatory
- ❑ Transaction charges is high
- ❑ Less Exposure for Trading
- ❑ Low risk
- ❑ High tax applicable : STT
- ❑ You are owner of the securities



**Learn online stock trading
& Earn on daily basis from home**
www.isfm.co.in

POWER OF COMPOUNDING

RS. 1CR. V/S RE. 1

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30		Total: 30 Crores		

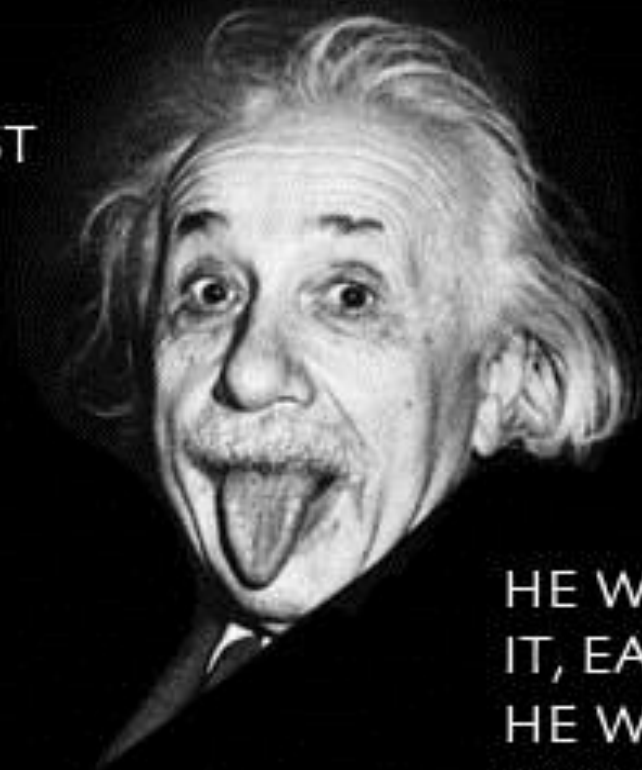
RS. 1CR. V/S RE. 1

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Rs. 1	2 Rs. 2	3 Rs. 4	4 Rs. 8	5 Rs. 16	6 Rs. 32
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

THE DEAL

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	4	8	16	32
64	128	256	512	1,024	2,048	4,096
8,192	16,384	32,768	65,536	131,072	262,144	524,288
10,48,576	20,97,152	41,94,304	83,88,608	1.67 Crores	3.35 Crores	6.71 Crores
13.42 Crores	26.84 Crores	53.68 Crores		Total = Rs. 1,07,37,41,823 (107 crores – 30 crores)		

"COMPOUND INTEREST
IS THE 8TH WONDER
OF THE WORLD...



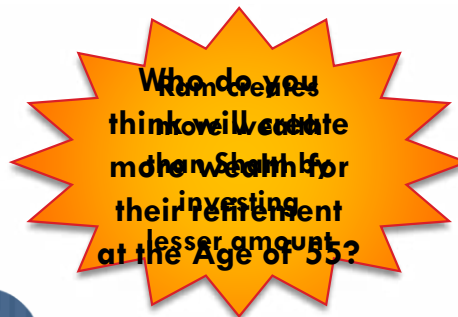
HE WHO UNDERSTANDS
IT, EARNS IT ...
HE WHO DOESN'T ...
PAYS IT"--ALBERT EINSTEIN

Benefit of starting early :



Ram

**Ram Creates Wealth of
Rs. 1.84 Crores
by Investing Rs.36 Lacs**



Sham

**Sham Creates Wealth of
Rs. 95 Lacs
by Investing Rs. 45 Lacs**

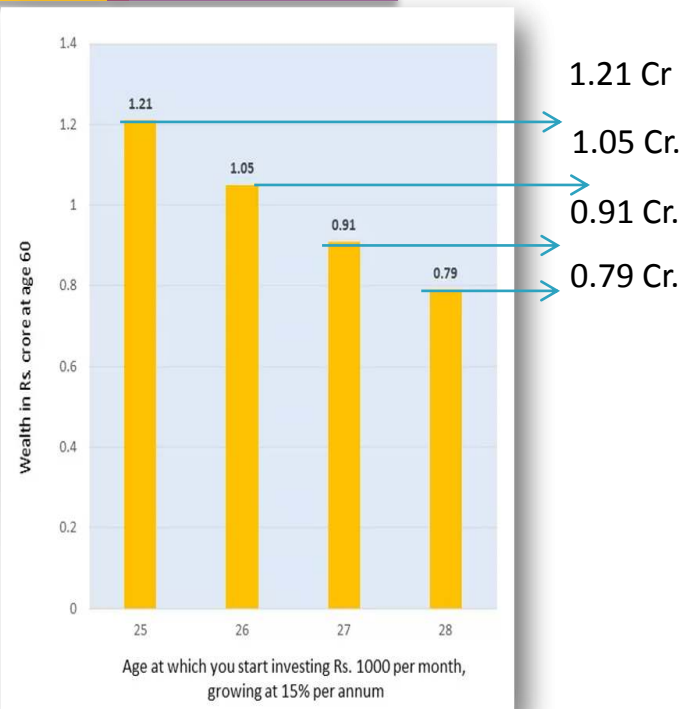
want to
tment f

Longer the term, higher the compounding effect

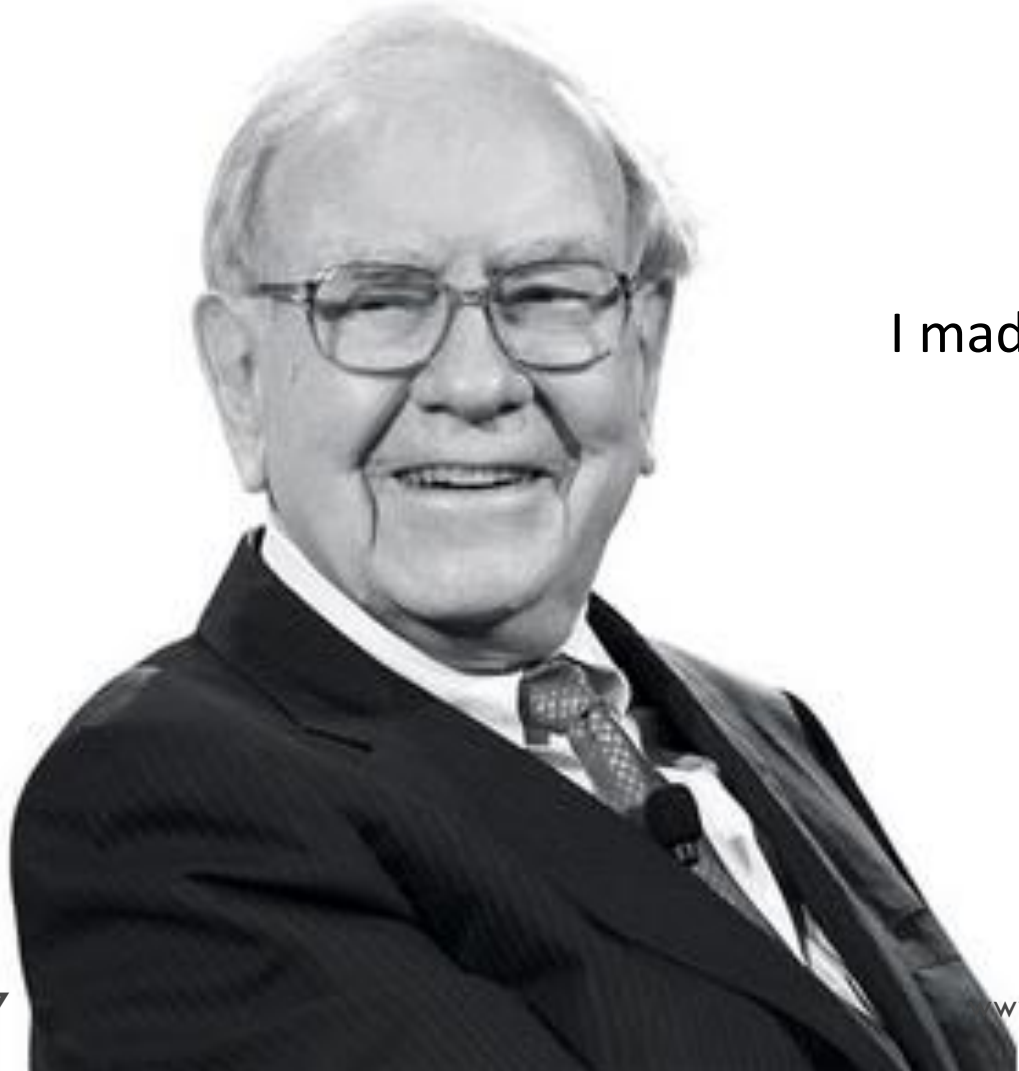
Start investing today!

-35%

Impact on wealth if
one delays investing by
just 3 years



Disclaimer : This calculation is for illustration purpose only. The return shown are XIRR returns. Mutual Fund investments are subject to market risks, read all scheme related documents carefully.



I made my first investment at the age
of 11

I was LATE!

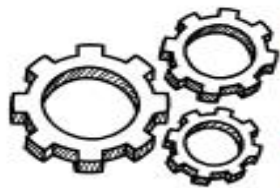
Career in Stock Market

Get Certified by NISM / SEBI's Certification



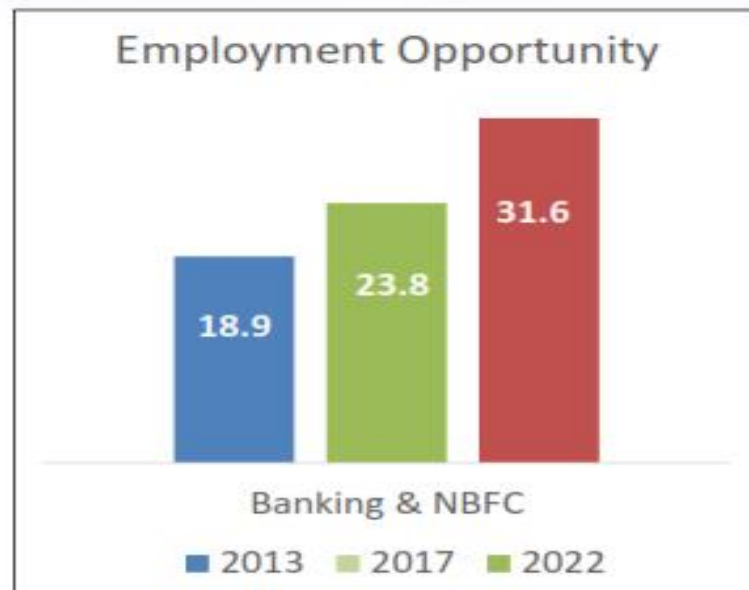
Special for MBA & BBA Students

Why to Make Career in BFSI



BFSI sector is expected to create additional employment of over 780,000 during 2017-22.

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Rs. in lakhs

Facts about BFSI Market

Indian economy expected
to grow at 8.2%,
FY 2016-17

Financial sector
contributed 6%
in 2014-15

NSDC - 14 lakh people are
likely to be employed in
banking sector by 2022

Banking assets reached
US\$ 1.4 trillion,
August 2015.
Expected to touch US\$
28.5 trillion by FY25

Mutual Fund
AUMs have more than
doubled since FY07.
As of June 30, 2015, total
AUM US\$195.5 billion.

Total AUM of the mutual
fund industry clocked a
CAGR of 12.05% over
FY07-15 to
US\$ 179.6 billion

India with a population of
over 1.2 billion people has
only about 20 million
demat accounts

Facts about BFSI Market

- The sector employs around **4.5 Mio people** and is growing at a healthy 15% and is estimated to be around USD30Bn
- Largest segments are Banking and Intermediaries. Estimated current employment in the above segments is provided in the table below:

□ Industry segments	Total employment (In '000s)	% of total	Projected 2022	Incremental
□ Banking*	1100 – 1200	25 – 30%	1400-1500	350
□ Insurance*	200 – 300	4 – 5%	350-400	150
□ NBFC*	25 – 30	0 – 1%	40-45	10
□ Mutual Funds*	15 – 20	0 – 1%	20-25	15
□ Financial Inter	2500 – 3000	65 – 70%	6000-7500	3700
□ Total	4000 – 4500	100%	8000-9000	4225

- Source: RBI, IRDA, Capital line, IMAcS analysis; *On-rolls employee
- **4.2 Mio incremental employment** to be generated by BFSI sector by 2022 with Banking and Intermediaries driving the demand

Industry Speaks

Wealth Managers are one of the Highest Paid Employee of the Banks.

[Source – Naukri.com]

Banking, Insurance & Financial Services – one of the hottest career options and also one of the best paid and sought after.

[Source – India Today]

“There are approx. 600 wealth managers in all of India. Over the next five years, the increase will be **15-20 times.**”

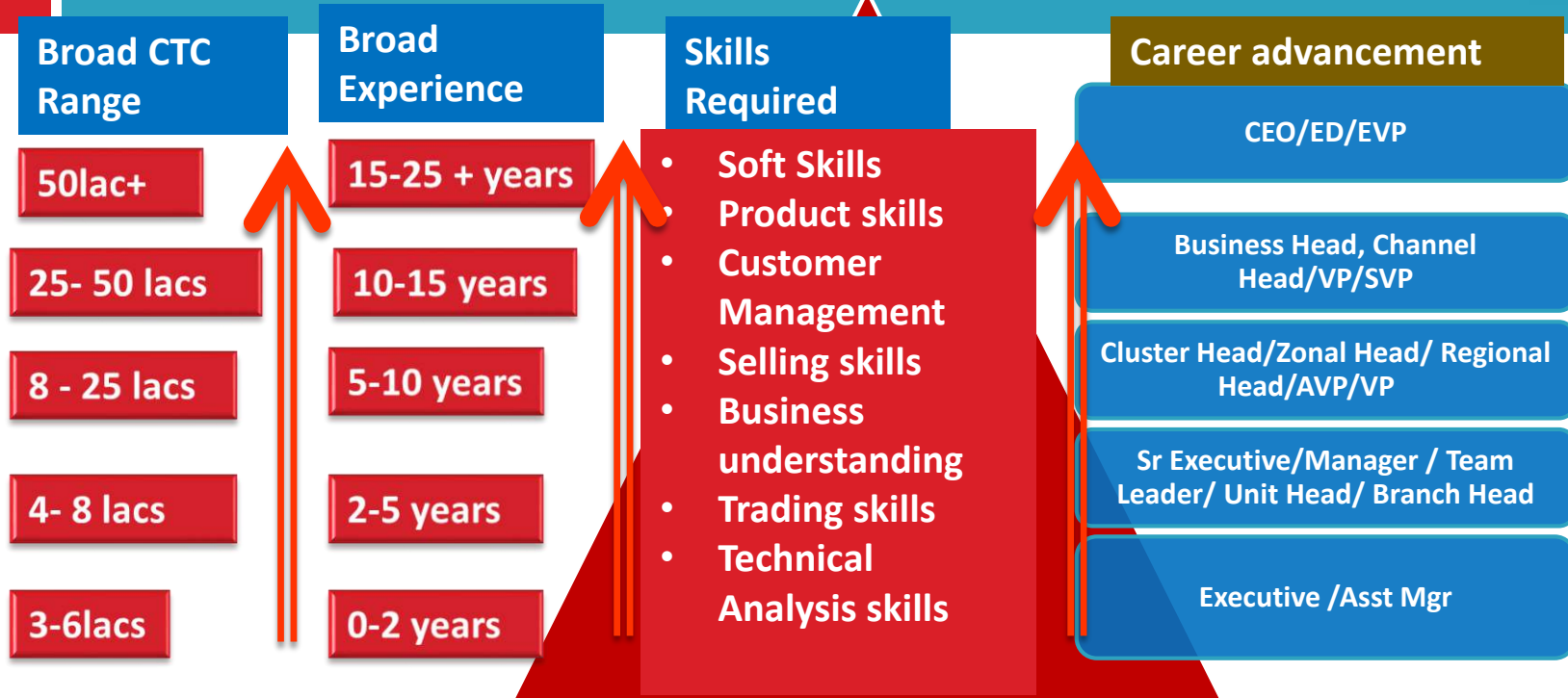
[Source – Mr. K. Ram Kumar. Ex HR Head ICICI Bank]

Designation, Roles & Responsibilities

- Job Profile : Analyst, Financial Advisory, Relationship Management, Investment Advisory , Insurance Advisory, Mutual Fund

Sl. no.	Designation	Employers
1	Relationship Manager	Banks, Brokerage Firms, Fund Houses
2	Investment Advisor, Wealth Manager, Financial Advisor, Financial Planner	Private Banking, Wealth Management firms, Financial Planning Outfits, Fund Houses
3	Insurance Advisors	Insurance Companies
4	Faculty/Content Writer/Trainer	Educational Institutes / Corporate
5	Independent Financial Planner	Self Employed
6	Mutual Fund Business / Agent	Free lancer, Self Employed

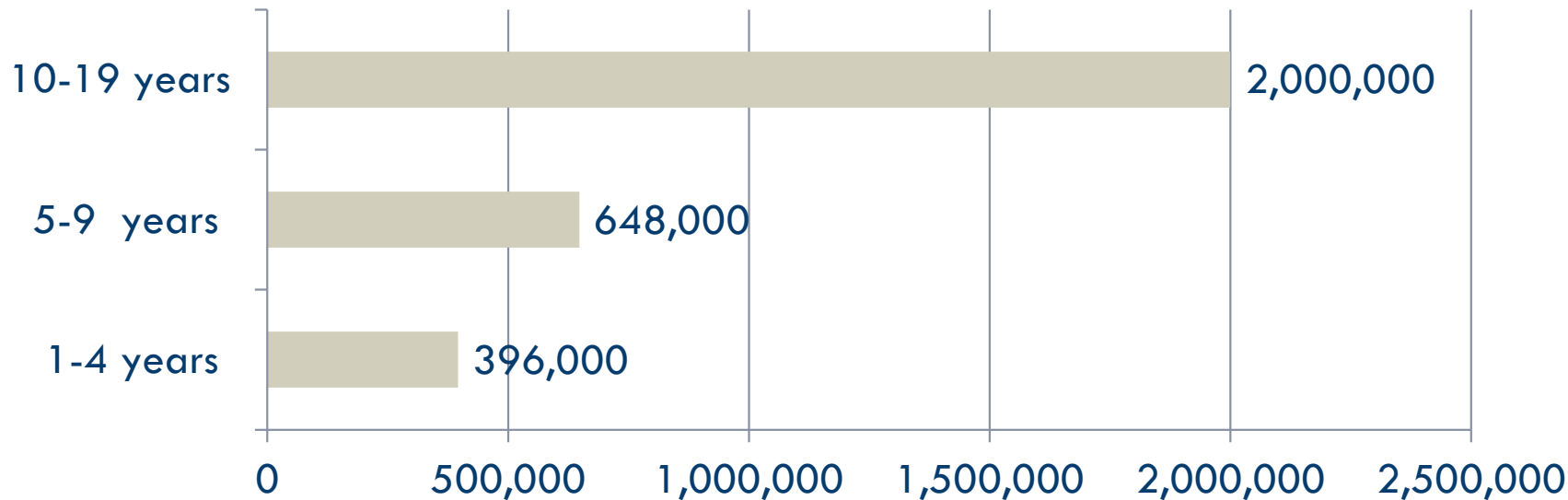
Career Path



Note -All data is indicative and will vary by company

Pay Scale – BFSI Industry

Median salaries (INR) in India based on years of experience



Source:



Dated: 22nd Dec, 2016

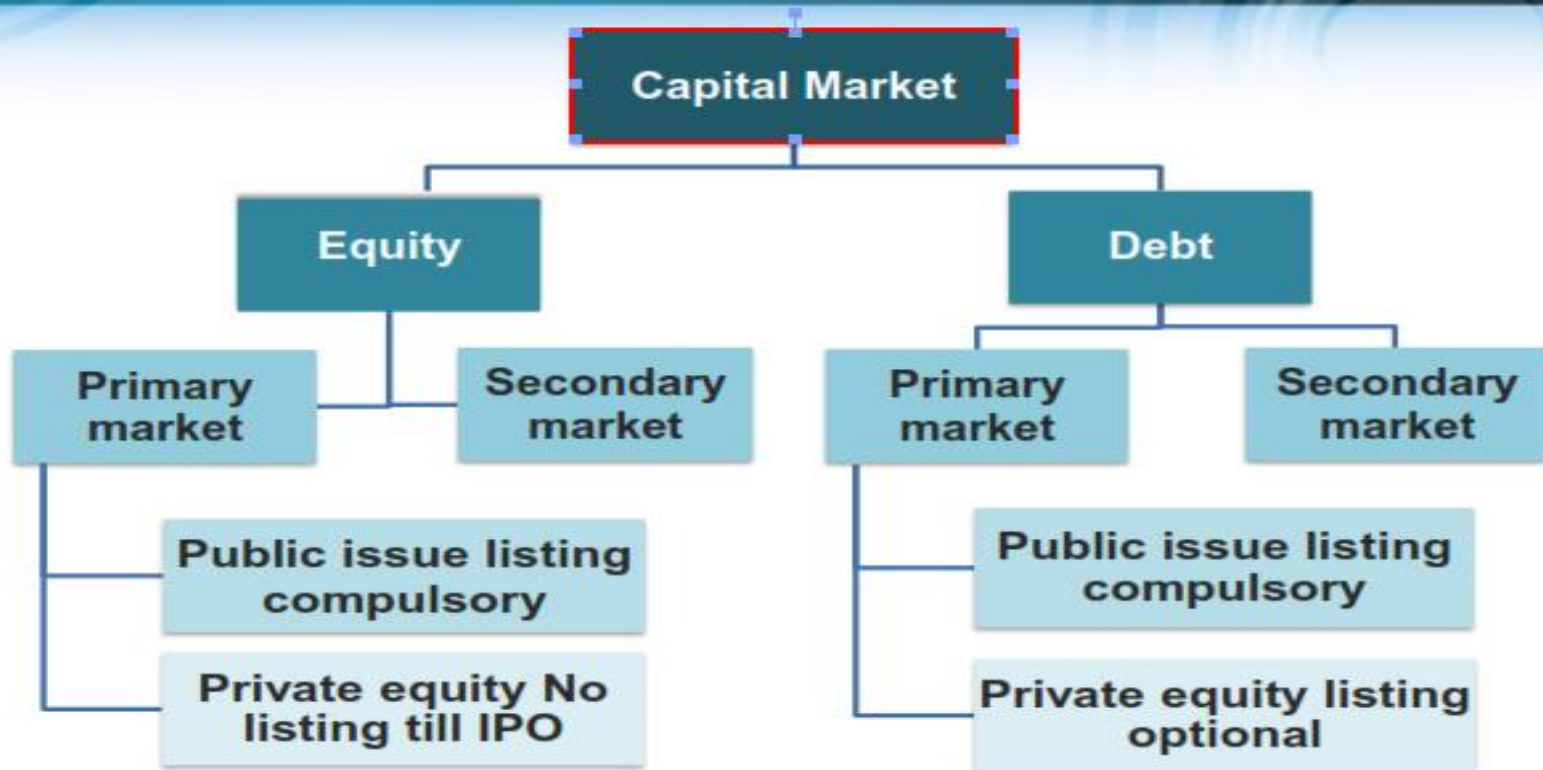
Banking Sector Structure in India



Retail Banking



Capital Market Structure



Certifications & Program

- NISM/ SEBI
Certifications



- CERTIFIED
FINANCIAL
PLANNER-
CFP



- CHARTED
FINANCIAL
ANALYST -
CFA



- ACCA / CA



NISM – SEBI'S Certifications

- **Focus:** Equity, Derivatives, Commodity, Currency, Mutual Fund

- **Duration:** 70-80 hours

**Diploma in
Stock Trading**



- **Focus:** Technical analysis of stocks (Right Entry/ Exit Time)

- **Duration:** 25-30 hours

**Technical
Analysis Course**



- **Focus:** Equity, Derivatives - **SEBI's Certification**

- **Duration:** 30-32 hours

**Equity
Derivatives
Certification**



- **Focus:** Mutual Fund - **SEBI's Certification**

- **Duration:** 30-32 hours

**Mutual Fund
Certification**



How to Enroll for Certifications

ISFM - Class Room Program

- ☐ Visit our website www.isfm.co.in and Enroll for live training program.
- ☐ Walking in our office & get free counseling with expert, also get free live demo class.
- ☐ Call our counselor for assessment



0124-2200689, 9540008689
8920012508, 8168573253

Online Job Booster Certification Program

- ☐ Visit www.certifications.nism.ac.in & make your profile.
- ☐ Call to NISM Executive for assistance for details about all certification
- ☐ Enroll for online exam and get Certificate



Internship & Live Projects

Internship

- ISFM will provide Internship to students in -
 - ✓ *Broking houses*
 - ✓ *Equity Research companies*
 - ✓ *Mutual Fund Companies*
 - ✓ *Hedge Fund Companies*
 - ✓ *Banks*
 - ✓ *KPO (Knowledge Process Outsourcing)*
 - ✓ *Arbitrage companies*
- Location of Internship will be Delhi - NCR

Live Projects

- ISFM will provide Live Projects to students where they will work on a Live Problem faced by a company
- Some of the Live Project topics could be:
 - ✓ *Portfolio Management*
 - ✓ *Equity Research*
 - ✓ *Technical Analysis*
 - ✓ *Advanced Derivatives*
 - ✓

Potential Employer



ANANDRATHI



Some Do's and Don'ts



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**WE ARE
HERE TO
REMOVE
YOUR
CONFUSION**



Do's

- ❑ Always deal with the SEBI registered brokers.
- ✓ Collect photocopies of all documents executed for registration as a client, immediately on execution.
- ✓ Give clear instructions to your broker and insist on contract notes from your broker.
- ✓ Check credentials of the companies, its management, fundamentals and recent announcements made by them.
- ✓ Adopt trading / investment strategies commensurate with your risk-bearing capacity
- ✓ There are no guaranteed returns on investment in the stock market .
- ✓ Always keep copies of all investment documentation

Don'ts :

- ❑ Don't deal based on rumours or 'tips' and fall prey to promises of guaranteed returns.
- ✓ Don't get swayed by promises of high returns.
- ✓ Don't leave the custody of your Demat Transaction slip book in the hands of any intermediary.
- ✓ Don't blindly follow media reports on corporate developments, as some of these could be misleading.
- ✓ Don't forget to take note of the risks involved in an investment.
- ✓ Don't hesitate to approach appropriate authorities in case of complaint.

Complaints & Grievance Handling at SEBI



भारतीय प्रतिभूति और विनिमय बोर्ड
Securities and Exchange Board of India

Whom to approach and How to lodge an investor complaint?



SEBI Toll-free helpline service for investors

1 800 22 7575
1 800 266 7575

**HAR INVESTOR
KI TAAQAT**

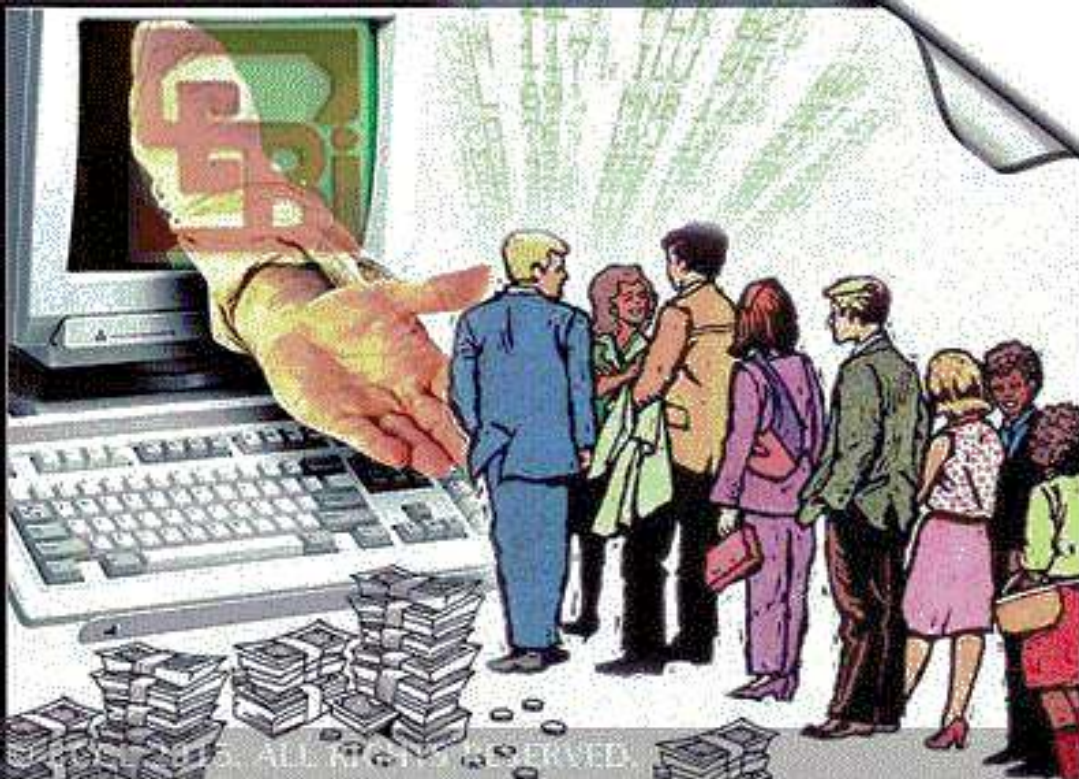


Play



Play

SEBI'S SCORE PORTAL



On June 8, 2011, Sebi had commenced a new web-based centralised grievance redress system called as SCORES

SCORE...

Lodge
Complaints
Online

Track &
Monitor the
status of the
complaint

Receive final
outcome of
the complaint
online

SCORE...

- **Securities and Exchange Board of India :**
www.Score.sebi.gov.in
- **Insurance Regulating and Development Authority of India :**
www.igms.irda.gov.in
- **New Pension System (NPS)**
☐ **www.cgms.gov.in**
☐ **www.nsdl.com**

THANKYOU



BEST STOCK MARKET SCHOOL

Reg. office :

Plot No-152-P, Sec-38, Medicity Road, Near
Bakhtawar Singh Chowk, Gurgaon –
122001, Haryana, India
Contact no. : 0124 – 2200689
+918287630833

Branch Office:

Plot No-20-A, Sec-18, Old Delhi Road, Near
Maruti gate no. 1 Gurgaon – 122001,
Haryana, India
Contact no. : +919953147497,
+918168573253