

COMPARATIVE ANALYSIS OF RELIGARE SECURITIES' TRADING SERVICES WITH COMPETITORS: ASSESSING COSTS, PLATFORMS, AND INVESTOR SATISFACTION

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ABSTRACT

The significance of emerging economies to the global financial system has increased recently. The performance of a country's stock market is a crucial predictor of its economic prospects. This is particularly relevant to emerging economies' financial markets. The development cycle that these emerging nations are following has amply demonstrated that modern capitalists would not engage in what would appear to be a successful venture in the event that the world's economic base was under threat.

One of the world's biggest rising markets is thought to be in India. Structured equity trading has a long history on the capital market. There are 24 stock markets in the world and roughly 45 million people live there. Following the government's 1991 liberalization program, a number of decisions were made that had an impact on the development of the stock market, either directly or indirectly. These days, there are a lot of brokerage firms in India that let clients make quick stock market investments.

KEYWORDS: Financial markets, investors, equity exchange, capital markets, and global financial culture

1. INTRODUCTION

This is a very good project to evaluate the market share of the company and the level of customer service in different companies. Political Pvt Shares. Ltd. Ltd. Is a brand name in the securities market. India bulls, ICICI Direct are the other major players in this

region. Net, Karvy, Infoline, India, etc. This initiative includes numerous business resources such as study mails, internet banking, electronic terminals, etc. I addressed the different roles of the business in my research, primarily taking the share broking into account. The contrast of different firms would allow a good picture of the company's customer position which would offer the foundation for developing plans and keeping the product more profitable.

Throughout the research, I have explored our consumer view of the various services the business provides and the market condition. It helps to evaluate businesses from the customer's point of view. Such research is important since consumers have the power of veto to approve or deny a good or service.

The comparison of the company's services and its market share will help the company to make further decisions in order to increase its market share and the level of customer satisfaction. This study will also help the company in this respect to find out what strategies other main competitors use and how successful they are.

The research also supports students who wish to analyze the financial exchange and various broking firms. This is also useful for consumers as they may pick a successful broking house that fulfills their needs by reading this attentively. Every research project is focused on other issues. There is no need for study if there is no problem. To make a first analysis, we can clearly identify the problem and then start some test. based on equities for

this very report. This is the first move for a individual who wants to enter the stock market. In it I took the facilities provided by various firms, their brokerage and other prices.

2. RESEARCH METHODOLOGY

It is really necessary to gather accurate and relevant data in every study work. No analysis of work is possible without evidence. Two forms of data may be used for the analysis. What are Such.

Primary Data

Those are the details gathered for the first time. This form of data is not historically accessible and will be obtained by the researcher himself. They are original in nature and obtained from diverse outlets such as:

Questionnaire

Interview

Schedule

Expert opinion

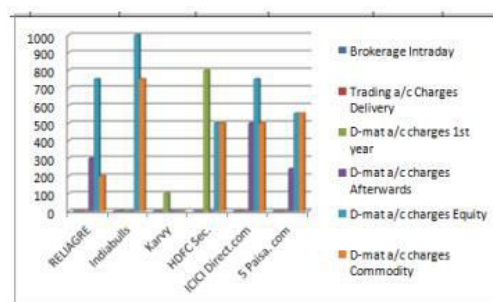
SECONDARY DATA

A researcher who performs an investigation or a review will determine in advance what data he requires for his analysis. These data may be obtained from various sources, but it is important that the data will be genuine, otherwise they would provide a less humorous outcome.

3. DATA ANALYSIS AND INTERPRETATION
Competitive Analysis Charges of the Companies Brokerage Charges

The key element shaping investor judgment is brokerage. Clear ICICI. Com pays the largest Intraday and Distribution brokerage.

	Brokerage		Trading a/c Charges		D-mat a/c charges	
	Intraday	Delivery	1 st year	Afterwards	Equity	Commodity
ELIAGRE	0.10	0.50	0	300	750	200
Indiabulls	0.10	0.70	0	0	1000	750
Karvy	0.05	0.50	100	0	0	0
IDFC Sec.	0.05	0.15	799	0	500	500
ICICI Direct.com	0.10	0.75	0	500	750	500
Paba.com	0.05	0.50	0	240	555	555



1) Preference of Investment:

Financial Instruments	No. Of Investors (50)
Shares	37
Mutual Funds	8
Bonds	4
Derivatives	1

Source: Primary Data (Table No. 5.1)

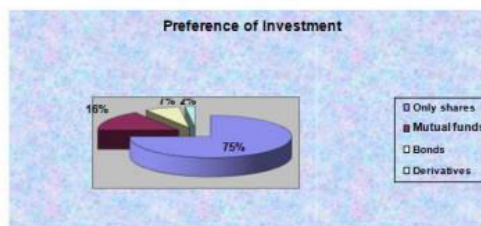


Chart 5.1

Interpretation: This indicates that although the demand for mutual funds is also growing, the most preferred investment is still in the bond market. Thus, savings in the capital market will certainly be improved in a more open framework.

Awareness of online Share trading :

YES	NO
45	5

Source: Primary Data (Table No. 5.2)



Chart 5.2

Interpretation: The growth in cyber education has contributed to the rise in understanding of electronic share trading.

The growth in Internet schooling is projected to further raise this understanding.

Awareness of Religare as a Brand.

YES	NO
29	21

Source: Primary Data (Table No. 5.3)



Chart 5.3

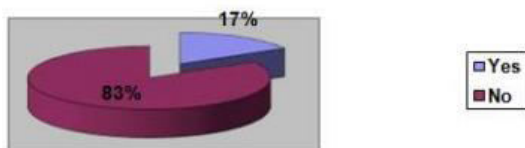
Interpretation: This example demonstrates that Religare has fair knowledge of a leading retail stock broker. The organization will also exploit this brand identity to boost its market dominance over its rivals.

Awareness of the facilities provided by Religare :

YES	NO
42	8

Source: Primary Data (Table No. 5.4)

Awareness of Religare's facilities



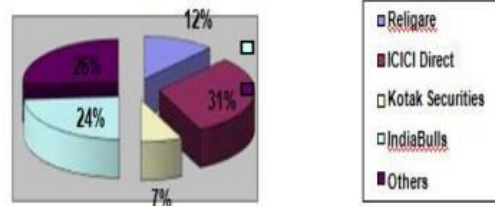
Interpretation: Since the target market already has relatively poor brand value, consumers will be conscious of the facilities offered by the organization, suggesting that the business will rely primarily on sales resources and raise the emphasis on quality recognition rather than brand knowledge.

DEMAT Account Market :

BROKING FIRMS	INVESTORS
Religare Securities	6
ICICI Direct	15
Kotak Securities	4
India Bulls	12
Others	13

Source: Primary Data (Table No. 5.5)

Demat Account Market



Interpretation: This demonstrates that Religare ranks only third among Demat account providers, even though the Brand Value is fairly high. Perhaps for two key reasons: Failure to foster and concentrate on public recognition Yes—the Organization will then crystallize its goods and indulge in vigorous advertisement and advertising. Yes—straightforward business strategy.

Satisfaction level among Customers with current Broker :

YES	NO
46	4

Source: Primary Data (Table No.5.6)

Interpretation: This pie chart accentuates the fact that Strategic marketing, today, has gone beyond only meeting Sales targets and generating profit volumes. It shows that all the competitors are striving hard not only to woo

the customers but also to make them Brand loyal by generating customer satisfaction.

How often do you trade:

FREQUENCY OF TRADING	NO. OF INVESTORS
Daily	5
Weekly	13
Monthly	26
Yearly	6

Source: Primary Data (Table No. 5.7)

Frequency of Trading

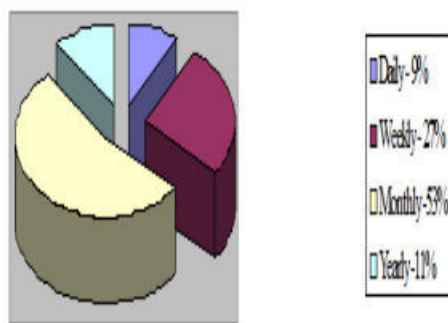


Chart 5.7

Interpretation: In spite of the huge returns that the share market promises, we see that there is still a dearth of active traders and investors. This is because of the nontransparent structure of the Indian share market and the skepticism of the target audience that is generated by the volatility of the stock market . It requires

excellent bureaucratic intervention on the part of the Government.

Percentage of earnings invested in Share Trading :

% of Earning Invested	No. of Investors
Up to 10 %	35
Up to 25 %	9
Up to 50 %	4
Above 50 %	2

Source: Primary Data (Table No. 5.8)

Percentage of earnings invested in Share trading

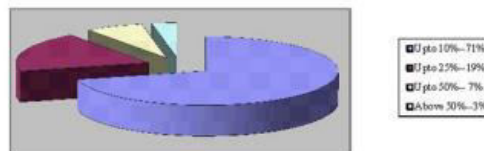


Chart 5.8

Interpretation: this shows that people invest only upto 10% of their earnings in the stock market, again reiterating the volatile and non-transparent structure of the Indian stock market. Hence, effective and efficient steps should be undertaken to woo the customers to invest more in the lucrative stock market.

4. FINDINGS & SUGGESTIONS, CONCLUSIONS FINDINGS

1. The researcher noticed that the job of a broking firm is particularly dangerous, because danger is involved in all operations of the business.
2. The risk in the business is then known as an effective risk control function of a broker.
3. The stock market is rising quite quickly, both in terms of sales and in the business industry.
4. The activities have reached throughout the world. Both these were needed in the form of advanced technologies when implementing the new technology.
5. Broking is a customer-based service. The latest wave of major valuation raises has also raised the danger involved. Continuous updating of internal control systems is needed.
6. Workers in a broking business are often occupied and under pressures.

SUGGESTIONS

1. An organization's risk management role will be independent of the trading personnel i.e. the risk management system workers should be different from the trading plane personnel.

2. To order to insure that they are effective and safe, the senior management will periodically review the risk assessment mechanism to operation.

3. Senior management is also required to facilitate and engage in constructive conversations with the board of directors, affiliate distributors, franchisees, risk control personnel and partners in risk assessment and control processes.

4. Highly trained staff in all aspects of risk reduction and quality regulation, including dealing desks, partnership officers and manufacturing, as well as in all the back departments.

5. Risk management or control role should be in a position to generate a risk management report which highlights positions, limitations and excesses centered on a trading operation. This paper will be sent to senior management, checked, signed and returned to supervisory personnel.

6. Auditors will perform an regular comprehensive risk assessment analysis, emphasizing division of responsibilities and data accuracy evaluation.

7. The appointed enforcement officer will perform an regular review of trading practices.

CONCLUSIONS

To settle disputes at different rates, calls should be reported to distributors and suppliers. Quick and frequent communication among customers, subbrokers, and risk management can all help to reduce the time it takes to implement limitations. Franchisees and subdealers are contacted by RELIGARE SECURITIES on a regular basis. Employee engagement and compliance may considerably lower the risk.

Skilled and calmer dealers who tend to make fewer mistakes can lower dealer risks. It has been noted that people tend to make mistakes more often when they are under stress. HRD is happy to help in this regard. The employees should have their regular evaluations completed and be carefully identified in the arbitration department in order to prevent any misconduct at work.

High-quality services not only attract a lot of customers, but they also reduce risk and encourage steady market expansion.

.1 Annexure:

Preference of Investment:

Awareness of online Share trading:

YEAR	DIVIDEND PERSHARE
2014-2015	28.83
2015-2016	36.67
2016-2017	43.95
2017-2018	61.53
2018-2019	72.54

Awareness of online Share trading:

YEAR	RETURN PER SHARE
2014-2015	7.27
2015-2016	8.06
2016-2017	12.14
2017-2018	10.64
2018-2019	13.07

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