

## A COMPARATIVE STUDY OF RELIGARE SECURITIES' TRADING SERVICES WITH IT'S COMPETITORS, EVALUATING FACTORS LIKE COSTS, PLATFORMS, AND INVESTOR SATISFACTION

<sup>1</sup>P. Sudhaker,<sup>2</sup>Dr. Sudhakar Madhavedi,<sup>3</sup>Trupti Makwane,<sup>4</sup>Sangeetha Padamati

<sup>1,3,4</sup>Assistant Professor,<sup>2</sup>Associate Professor

Department of MBA

Kshatriya College of Engineering

### ABSTRACT

Emerging capital markets have lately played a significant part in the global financial culture. The fate of a country's economy is related to its stock market success. This refers in particular to the developing economies and their financial markets. The cycle of growth pursued by these developing markets has demonstrated explicitly that today's capitalists would not participate in what seems to be a lucrative venture if the economic base of the world is indoubt.

India is known as one of the world's biggest developing markets. The capital market is well known with a long tradition of structured equity exchange. It has 24 stock markets throughout the world and has more than 45 million inhabitants. Following the government's liberalization program in 1991, a series of steps were taken which had a direct or indirect influence on stock market development. There are many broking houses in India now a day that can enable investors invest quickly in the stock market.

**KEYWORDS:** Financial Markets, Global Financial Culture, Capital Market, Investors, Equity Exchange

### 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.

**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

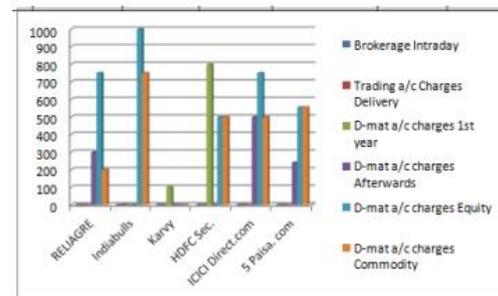
**SECONDARY DATA**

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.

**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 <sup>st</sup> 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
PaSa.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)

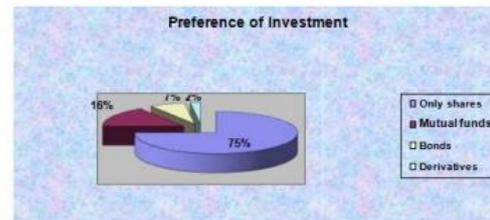


Chart 5.1

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

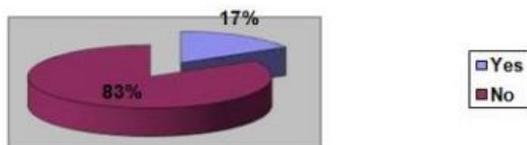
Interpretation: This example demonstrates that Religare has fair knowledge of a leading retail stock broker. The organization will also exploit this brand identity to boost its market dominance over its rivals.

**Awareness of the facilities provided by Religare :**

YES	NO
42	8

Source: Primary Data (Table No. 5.4)

**Awareness of Religare's facilities**



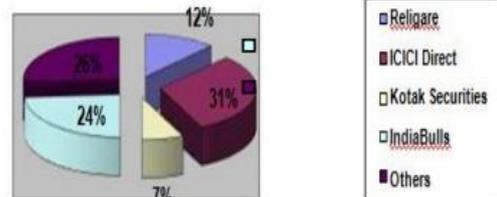
**Interpretation:** Since the target market already has relatively poor brand value, consumers will be conscious of the facilities offered by the organization, suggesting that the business will rely primarily on sales resources and raise the emphasis on quality recognition rather than brand knowledge.

**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

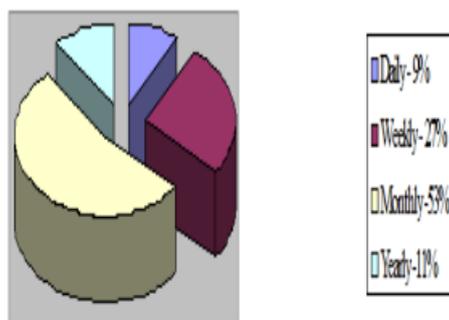


Chart 5.7

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

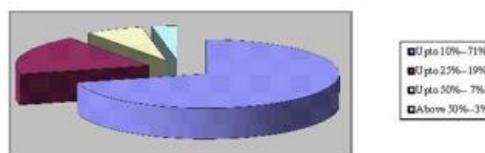


Chart 5.8

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.

**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**

Reporting of telephone calls to distributors and suppliers to settle conflicts at different rates. Quick and regular communications between risk management, sub brokers and consumers can help to reduce the time taken to establish limits. Periodic calls by the RELIGARE SECURITIES to sub dealers and franchisees. Interaction and compliance workers can help to mitigate the danger to a significant degree.

In terms of threats for dealers, well-trained and less frustrated dealers can tend to minimize mistakes. It was noticed that most errors arise while they are stressed. HRD wants to help with this. The employees are named with due caution in the arbitration department and their regular reviews should be carried out to prevent any workplace misconduct.

Along with the broad consumer base, service satisfaction can help to drive sustainable market development and reduce risk.

.1 Annexure:  
Preference of Investment:  
Awareness of online Share trading:

YEAR	DIVIDEND PER SHARE
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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