



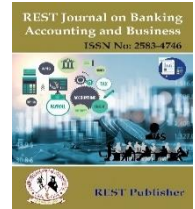
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A Study on Mechanism of Online Trading with Reference to India Bulls

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Abstract: *The present study to review the online trading procedure a case study of ONLINE TRADING at Indiabulls Ltd., as the exchange has changed it's trading from it and there is need to assess the performance of the capital market. Maintaining good records requires discipline, just like good trading. Unfortunately, many commodity traders don't take the time to track their trading history, which can offer a wealth of information to improve their odds of success. Most professional traders, and those who consistently make money from trading commodities, keep diligent records of their trading activity. The same cannot be said for the masses that consistently lose at trading commodities.*

Keywords: *online trading, trading commodities, traders.*

1. INTRODUCTION

Online Trading: “Change is the law of nature”. There were times when man was a wanderer or a normal. He himself had to go place to place in search of food, water and now everything is available at your doorstep just at the click of the mouse. The growth of information technology has affected almost all sectors of life. Internet has enabled us to get every information at our doorstep. When Internet has affected all sectors, he could “stock markets” the most important player of the economy, has remained far behind? Like all other sectors Internet has set its feet in the stock markets also. **Online trading** definition is a basic understanding of online trading processes. Since the invention of Internet people have been able to do practically everything virtually. Due to the Internet online trading has become one of the most popular ways to trade as far as stock trading turned out to be as available to independent investors as possible. Online trading gives both beginners who've just had a single day trading course and advanced traders an opportunity to trade stocks, options, forex and futures all over the world without physical presence of a broker and with much lower commissions, because everything is done online.

2. REVIEW OF LITERATURE

Author: C K Gomathy -

Small businesses are vital for employment and job creation in South Africa. The implementation of sound cash management practices is essential to ensure the profitability and sustainability of any successful business. The purpose of this paper is to identify the cash management challenges faced by small businesses in a developing community. This research targeted small retail businesses in the Tongaat area in KwaZulu-Natal, South Africa. The research design for this paper was descriptive, quantitative and cross-sectional. The data instrument was a questionnaire. These findings indicate a significant relationship between cash management knowledge and managing cash flow. The findings also indicate a correlation between profitability in the business and implementation of cash management practices as well as a correlation between the challenges of cash management practices and their ability to ensure profitability in their business. This paper recommends that businesses should implement cash management procedures to eliminate cash management difficulties. Forecasting is supposed to be one of the oldest management activities. In biblical times there were frequent allusions to clairvoyants and prophets. Nowadays it is becoming increasingly necessary for companies to make forecasts; those that do not give the prospect to their competitors a clear advantage.

No forecasting is a main cause of most of today's business failures. In the past, goods could be sold on company reputation alone and forecasting was not too important. In today's more competitive times, sentiment does not apply, and firms that do not challenge their selves to make an accurate forecast on which to base their future production will find it increasingly difficult to survive (Lancaster G.A. & Lomas R.A., 1985). Forecasting is important for many aspects of the modern business. Organisations make plans which become effective at some point in the future, so they need information about prevailing circumstances (Waters, 2003). This information must be forecast; but unfortunately, forecasting is a difficult situation and despite its importance, progress in many areas has been limited (Waters, 2003). According to literature forecasting can be defined: "Forecasting is predicting, projecting, or estimating some future event or condition which is outside an organization's control and provides a basis for managerial planning" (Golden J. et.al, 1994, p.33). "Forecasting is generally used to predict or describe what will happen (for example to sales demand, cash flow, or employment levels) given a set of circumstances or assumptions" (Waddell D., et.al, 1994, p.41). Small businesses are vital for employment and job creation in South Africa. The implementation of sound cash management practices is essential to ensure the profitability and sustainability of any successful business. The purpose of this paper is to identify the cash management challenges faced by small businesses in a developing community. This research targeted small retail businesses in the Tongaat area in KwaZulu-Natal, South Africa. The research design for this paper was descriptive, quantitative and cross-sectional. The data instrument was a questionnaire. These findings indicate a significant relationship between cash management knowledge and managing cash flow. The findings also indicate a correlation between profitability in the business and implementation of cash management practices as well as a correlation between the challenges of cash management practices and their ability to ensure profitability in their business. This paper recommends that businesses should implement cash management procedures to eliminate cash management difficulties. A study on evaluation of online trading facilities with reference to financial services of various sectors. The main objective of the research was to evaluate the online trading facilities of which was carried out a period of specified deals. This paper study conducted is descriptive in nature and the sample size used for this study is 200. The method used for this study is Primary and secondary data collection method. For collecting the data structured questionnaire was used in this study. Percentage analysis and graphical representation were used for analyzing and interpretation. This paper mainly focuses on customer feedback and suggestions that would be useful to take necessary actions to solve them in a better manner. The findings revealed that most of the respondents are satisfied with the online trading facilities provided by the organization. The work would surely help to forecasts the customer needs and help the company to take the necessary steps.

Scope of the study:

- 'Investor can assess the company financial strength and factors that effect the company. Scope of the study is limited. We can say that 70% of the analysis is proved good for the investor, but the 30% depends upon market sentiment.
- The topic is selected to analyses the factors that affect the future EPS of a company based on fundamentals of the company.
- The market standing of the company studied in the order to give a better scope to the Analysis is helpful to the investors, share holders, creditors for the rating of the company.

Objectives of the study:

- It is to analyze the changes in trading after the exchange shifted from outcry to online trading system.
- It is to study the functions of **Indiabulls Ltd** through various departments.
- To know the online screen-based trading system adopted by **Indiabulls Ltd** and about its communication facilities.

3. METHODOLOGY OF THE STUDY

The data collection methods include both primary and secondary Collection methods.

Primary method: This method includes the data collected from the personal interaction with authorized members of **Indiabulls Ltd**.

Secondary method: The secondary data collection method includes:

- The brochures and material provided by **Indiabulls Ltd**.

- The data collected from the magazines of the NSE, economic times, etc.
- Various books relating to the investments, capital market and other related topics.

Limitations of the study:

The study is confined to online trading procedure only. Problems of listing are not covered due to limited time and to keep the study in manageable limits.

- Time constraint was a major limiting factor. 8 weeks was insufficient to even grasp the theoretical concepts.
- Several other strategies that could have been studied were not done.
- Difference of theory from practice.
- Absence of required knowledge and technology.

4. DATA ANALYSIS AND INTERPRETATION

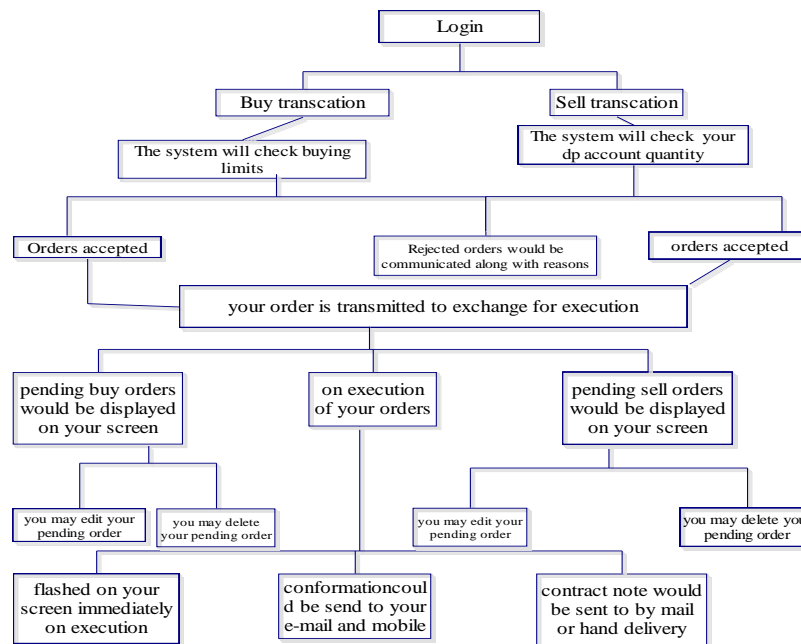


FIGURE 1. The process of online trading

TABLE 1

Company :CIPLA LTD. 500087								
Period: 14-Dec-2022 to 21-Jan-2023								
All Prices in Rupees								
Date	Open	High	Low	Close	WAP	No. of Shares	No. of Trades	Total Turnover
14-12-2022	639	643.5	632	639.21	638.04	50,485	1,956	3,22,11,353
15-12-2022	635	640.8	635	637.65	638.71	32,914	1,331	2,10,22,588
20-12-2022	641	644	636.95	638.3	639.76	44,123	1,847	2,82,28,248
21-12-2022	638	644.5	637.3	643.1	641.72	79,367	2,726	5,09,31,085
21-12-2022	643.1	648.75	640.15	642.15	644.51	40,210	2,012	2,58,96,421
21-12-2022	643.15	649	640.8	643.1	645.1	59,227	1,621	3,82,07,509
22-12-2022	643.1	648.3	641.45	644.21	644.78	57,685	1,281	3,71,94,274
23-12-2022	645	649	645	647.35	647	29,959	1,213	1,93,83,611
24-12-2022	648	654.5	645.21	648.25	649.97	44,548	1,461	2,89,54,926
28-12-2022	649.5	657.21	647	655.15	653.3	89,861	3,626	5,87,06,385
29-12-2022	656.7	660	652.45	653.15	655.44	30,465	1,407	1,99,67,963

30-12-2022	653.95	657.05	650.25	652.85	653.73	42,532	1,393	2,78,04,575
31-12-2022	652.85	654.9	648	649.5	651.07	67,382	2,672	4,38,70,064
01-01-2023	651	658	649	654.7	654.44	29,250	978	1,91,42,272
04-01-2023	654.7	654.7	638.4	645.55	645.6	69,956	2,385	4,51,63,394
05-01-2023	646.05	649.95	638.25	641.15	643.08	63,759	2,307	4,10,02,321
06-01-2023	641	657.6	638	652.4	649.54	73,697	2,212	4,78,68,915
07-01-2023	650	650	630.4	639.15	642.4	73,410	2,306	4,71,58,507
08-01-2023	637.8	645	614.35	622.45	627.2	1,61,578	6,879	10,13,34,575
11-01-2023	621	621	604.55	610.25	609.02	1,04,974	3,945	6,39,31,159
12-01-2023	609.8	621	605.75	611.65	611.61	67,242	2,400	4,11,26,104
13-01-2023	614.9	620	597	608.7	608.21	93,778	3,449	5,70,34,537
14-01-2023	605	620	597.05	613.9	607.58	85,215	3,066	5,21,74,553
15-01-2023	614	620.8	602.21	607.4	610.79	68,078	2,666	4,15,81,687
21-01-2023	607	607	586.1	590.85	595.97	86,285	2,957	5,14,22,858

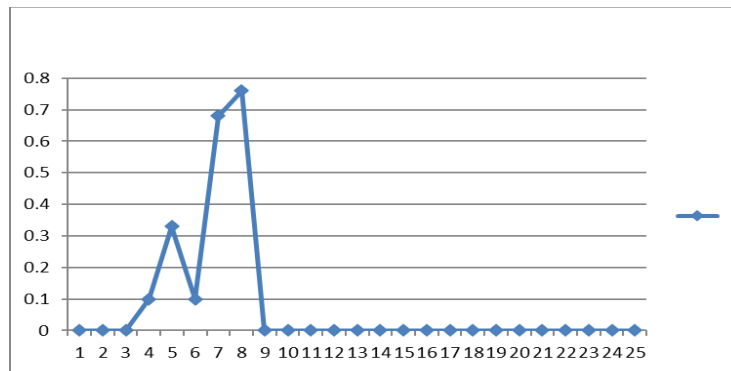


FIGURE 2

Interpretation:

On open value has risen from 639.00 to 639.23. Then compare to higher value of EPS 595.97. Then coming to lower price from 607.00 to 590.85. Wholly the conclusion is 632.89 raised. Then coming to the volume on the same dates or days volumes are increased. Because totally this session CIPLA LTD. EPS value is increased i.e. percentage of 2.57%.

TABLE 3

Company: BHARAT HEAVY ELECTRICALS LTD. 500103								
Period: 14-Dec-2022 to 21-Jan-2023								
All Prices in Rupees								
Date	Open	High	Low	Close	WAP	No. of shares	No. of trades	Total Turnover
14-12-2022	206	209	204.25	207.05	207.4	2,66,781	2,858	4,46,58,077
15-12-2022	207	207.9	204.25	206.1	205.64	2,44,644	2,761	4,05,21,833
20-12-2022	207	210.1	207	208.05	208.77	2,77,083	3,372	4,67,62,896
21-12-2022	209.21	210.1	205.55	208.9	207.83	3,91,578	3,739	6,57,21,257
21-12-2022	209	209	205.5	206.85	207.21	2,51,109	3,665	4,21,87,902
21-12-2022	206.1	208.4	206.05	207.15	207.36	1,55,963	2,279	2,61,01,950
22-12-2022	208.5	208.65	205.3	206.15	207.23	2,82,314	2,548	4,72,10,128
23-12-2022	207	212.9	207	212.1	211.21	5,25,932	5,571	9,00,32,125
24-12-2022	213.5	214.6	211.55	212.5	212.95	5,38,363	3,643	9,31,08,321
28-12-2022	214	214.3	211.25	211.65	212.64	2,29,088	2,497	3,95,50,809

29-12-2022	213.3	213.3	206.45	208.65	208.92	4,05,649	4,114	6,85,21,063
30-12-2022	209.25	210.9	208.5	209.5	209.88	2,66,837	3,087	4,53,29,553
31-12-2022	210	210.25	207.45	209.25	208.88	2,33,092	2,130	3,93,65,369
01-01-2023	209	212.25	208.4	211	210.85	3,07,638	2,879	5,25,58,655
04-01-2023	210.9	210.95	204	205.1	207.3	4,56,534	4,034	7,63,78,683
05-01-2023	205.15	208.05	204.3	206.45	206.28	2,94,282	3,421	4,89,32,921
06-01-2023	207	215	204.8	205.4	206.86	42,74,783	4,863	71,32,79,951
07-01-2023	204.5	204.5	153	153.85	157.07	8,48,439	9,043	13,32,67,804
08-01-2023	157	157	152.3	153.7	154.36	4,85,388	5,013	7,49,26,767
11-01-2023	153	153	148.3	149.75	149.85	4,21,505	4,988	6,28,64,005
12-01-2023	150	153.4	149.35	150.5	151.21	4,20,805	4,339	6,30,21,538
13-01-2023	152	153.25	143.05	147.95	147.75	5,35,730	5,273	7,91,53,749
14-01-2023	146	146.8	142.65	143.8	144.35	3,72,347	4,221	5,37,48,252
15-01-2023	143.8	145	135.5	136.5	140.21	5,71,407	6,832	8,01,20,838
21-01-2023	136	148	131.9	142.35	141.85	10,91,305	10,569	15,47,96,532

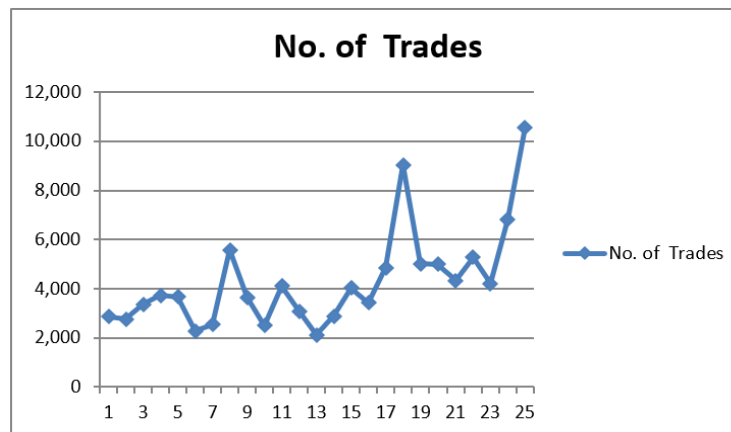


FIGURE 3

Interpretation:

On open value has decreased from 206.00 to 207.50 than compared to higher value of EPS 430.92. Then coming to lower price from 136.00 to 142.35. Wholly the conclusion is 154.68 rises. The comings to the volume on the same dates or days volumes are increased. Because on this session BHARAT HEAVY ELECTRICALS LTD value is raised i.e. percentage of 1.62 %.

TABLE 4

Company : MARUTI SUZUKI INDIA LTD. 532500								
Period: 14-Dec-2022 to 21-Jan-2023								
All Prices in Rupees								
Date	Open	High	Low	Close	WAP	No. of shares	No. of trades	Total Turnover
14-12-2022	4,510.00	4,580.00	4,482.00	4,569.80	4,528.09	70,147	4,568	31,76,31,797
15-12-2022	4,595.00	4,636.00	4,562.30	4,621.60	4,596.26	32,883	4,402	15,11,38,884
20-12-2022	4,650.00	4,654.00	4,603.00	4,621.95	4,623.96	34,332	4,051	15,87,49,782
21-12-2022	4,640.00	4,678.00	4,574.05	4,666.00	4,620.31	48,577	4,636	22,42,46,596
21-12-2022	4,678.00	4,701.00	4,611.00	4,621.25	4,657.10	50,321	6,030	23,43,31,115
21-12-2022	4,602.00	4,656.21	4,602.00	4,639.60	4,637.90	22,585	2,751	10,47,46,940
22-12-2022	4,635.00	4,644.00	4,535.05	4,621.75	4,620.43	21,446	1,955	8,51,54,685
23-12-2022	4,621.10	4,653.00	4,621.10	4,635.21	4,634.94	21,997	2,327	9,26,84,851
24-12-2022	4,644.00	4,644.00	4,588.75	4,594.40	4,603.48	21,885	1,893	9,15,40,249

28-12-2022	4,610.00	4,640.00	4,590.00	4,635.35	4,622.11	13,598	1,821	6,28,51,410
29-12-2022	4,629.40	4,655.90	4,610.10	4,638.60	4,632.28	15,004	2,495	6,95,02,797
30-12-2022	4,639.00	4,642.00	4,578.05	4,588.45	4,610.61	21,211	2,120	8,38,25,582
31-12-2022	4,587.00	4,641.65	4,567.15	4,615.35	4,593.65	72,811	3,456	33,44,68,391
01-01-2023	4,630.50	4,665.00	4,606.55	4,635.05	4,637.06	45,948	3,156	21,30,63,532
04-01-2023	4,640.00	4,656.30	4,575.00	4,583.40	4,605.97	21,221	2,703	8,85,26,662
05-01-2023	4,581.00	4,600.00	4,556.55	4,568.35	4,575.05	21,855	3,023	9,99,87,631
06-01-2023	4,598.00	4,600.00	4,464.10	4,479.55	4,524.33	29,414	3,395	13,30,78,742
07-01-2023	4,464.00	4,464.00	4,252.00	4,266.55	4,301.70	82,747	7,946	35,59,53,217
08-01-2023	4,281.00	4,325.80	4,215.80	4,215.65	4,236.66	81,035	9,299	34,33,21,570
11-01-2023	4,210.00	4,298.00	4,145.00	4,279.45	4,250.48	60,237	6,577	25,60,36,348
12-01-2023	4,299.00	4,322.00	4,261.50	4,269.65	4,289.24	25,846	3,355	11,08,59,621
13-01-2023	4,292.00	4,309.95	4,223.05	4,293.40	4,275.41	38,036	3,787	20,26,21,399
14-01-2023	4,250.00	4,284.85	4,214.60	4,249.65	4,245.26	34,214	3,691	14,51,62,474
15-01-2023	4,266.00	4,338.00	4,251.10	4,273.30	4,295.78	30,669	4,211	13,21,47,424
21-01-2023	4,287.55	4,290.00	4,214.40	4,227.60	4,224.52	29,996	4,384	12,67,21,845

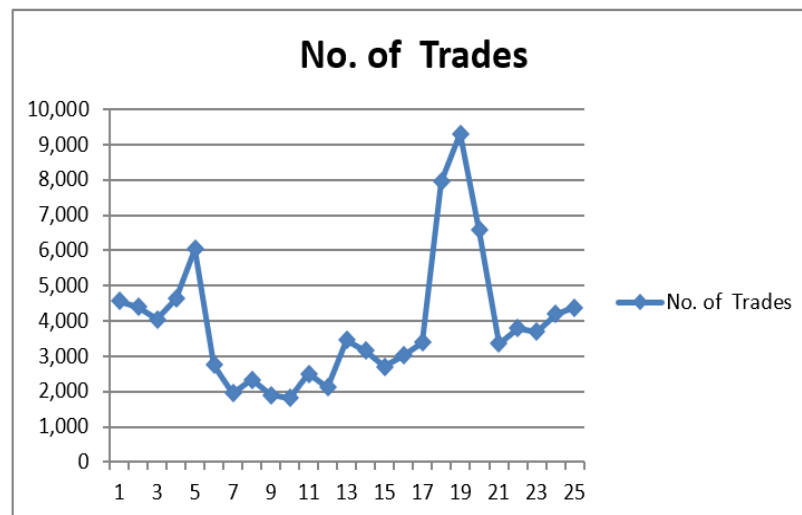


FIGURE 4

Interpretation:

On open value has increased from 4510.00 to 4569.80. Then compare to higher value of EPS 4295.78. Then coming to lower price from 4287.55 to 4227.60. Wholly the conclusion is 4351.47 increased. Then coming to the volume on the same dates or days volumes are increased. Because totally this session. MARUTI SUZUKI INDIA LTD. EPS value is increased i.e. percentage of 7.88%.

Findings:

- The volume on the same dates or day's volumes are decreased. Because on this session CIPLA value is raised i.e. percentage of 2.59%.
- The volume on the same dates or day's volumes are increased. Because totally this session BHART HEAVY ELECTRICALTD. EPS value is increased i.e. percentage of 3.47 %.
- The volume on the same dates or day's volumes are increased. Because on this session MARUTI SUZUKI LTD value is raised i.e. percentage of 10.24%.

Suggestions:

- There must be prohibition on disposal of promoter's share holding, and also restrictions and the expansion without prior approval of the financial institutions for declaration of higher amount/ rate.
- The availability of derivative products in eluding index futures, index options, individual stock futures and individual stock options re-enforces the overall attractiveness of this market to foreign and domestic investors.
- Volume of paperwork is small, but it is very complicated to maintain data in system so tries to reduce that by regular audit and updating data.

5. CONCLUSION

The comprehensive study of capital market instrument at Interconnected stock exchange has been an enlightening experience stressing on the positive aspects on Dematerialization. And settlement of shares, derivative market and capital instruments has done in whole lot of good to the issuer, investor companies and country. The depository systems have reduced the lag in delivery and settlement of securities but also supported the cause of providing more liquidity to the security holder, the need for setting up of a depository paper less trading. Through online trading system and settlement became inevitable and unavoidable for the smooth and the efficient functioning of the capital market. This system has proved its worthiness by increasing in the speed of transactions within T+3 days which are earlier T+5 days.

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