

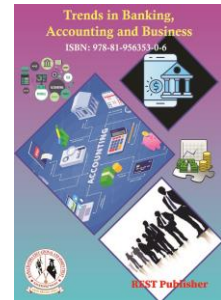


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A Study on Online Trading with Reference to Sharekhan Pvt Ltd at Hosur

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Abstract: Online trading refers to the buying and selling of financial securities through internet-based platforms, which have revolutionized the investment landscape. This abstract explores the development, mechanisms, and implications of online trading. The advent of the internet in the late 20th century led to the emergence of online trading platforms, fundamentally transforming traditional brokerage services. These platforms democratized access to financial markets, allowing individual investors to trade securities such as stocks, bonds, options, and currencies from the comfort of their homes. Online trading platforms operate through electronic communication networks (ECNs) and automated trading systems (ATS). They provide real-time data, analytical tools, and trading algorithms to assist users in making informed decisions. Features such as low transaction costs, high-speed execution, and 24/7 market access have contributed to their popularity.

Keywords: stock market, average, shareholder, AMC stock, EFT

1. INTRODUCTION

The scope of the project is to study and know about Online Trading dealt in SHAREKHANE LTD by studying the Online Trading a clear option of dealing in stock exchange is been understood. Unlike olden days the concept of trading manually is been replaced for fast interaction of share of shareholders. By this we can access anywhere and know the present dealing in share.

2. OBJECTIVES OF STUDY

The major objectives of the study are

To find out the investors preference towards online trading system with reference to sharekhan ltd

To find out the awareness for the online trading.

To measure the satisfaction level towards the on line trading system.

To find out the factors influences to open online trading account.

3. LITERATURE REVIEW

Online Stock Trading in India: An Empirical Investigation With IT fuelling Indian economy, Internet is adopted as effective tool in catalyzing the business activities. Latest developments in information technology have altogether changed the business done traditionally. As financial system is becoming more complex it has become need of the

hour where investors should comprehend the data and understand recent intricacies of online trading. In Indian context e trading is relatively new phenomenon, which has yet to gain some significant meaning. In the past investors have no other option to get market information except to contact their local broker? But Internet trading in stock market is becoming medium of exchange whereby investor can order stock exchange on simple mouse click sitting at his place. Keeping in view current market requirement an attempt has been made in this research paper to analyze current status of online trading in Indian scenario. Facts highlighted in this study clearly reveal that although online trading is picking up its speed to tap investors yet it is expected to adopt creative strategies to lure customers from physical trading to net trading.

Online Trading: The Future of Stock Market The avenue of the internet is a convenient method for the public to carry out financial transactions online and even faster than ever. Online trading over the stock market for the consumer indulges all the platforms of banking, commerce, money and resultantly discovers a ease to them. Online trading comes under the percept of E-commerce which has become a greater tool of ease in the universe at this jiffy. In India, there are few companies to offer such trading business. In fact, stock market business has expanded to such an extent which has never happened before. This has become an imperative to the success to all the organizations of online trading business worldwide. This research paper will concentrate on the future of stock exchange through online trading and their Security rate of trading online.

4. RESEARCH METHODOLOGY

Research: Research is process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in the future course of action. Redman and Mary defines research as a “systematized effort to gain new knowledge”.

Research Design: A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with company in procedure. In fact, the research design is the conceptual structure with which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data

5. DATA ANALYSIS

Ratio Analysis Receivables to Current Asset Turnover Ratio:

$$= (\text{Closing Receivables} / \text{Total Assets}) 100$$

TABLE1. Showing receivables to current asset turnover ratio for the financial year 2021-2022.

Financial year	Closing receivables	Total assets	Ratio
2021-20	-	5,94,586	0
2022-21	3090	1,95,70,754	1.579%
2022-22	6,15,592	1,66,21,364	0.0158%

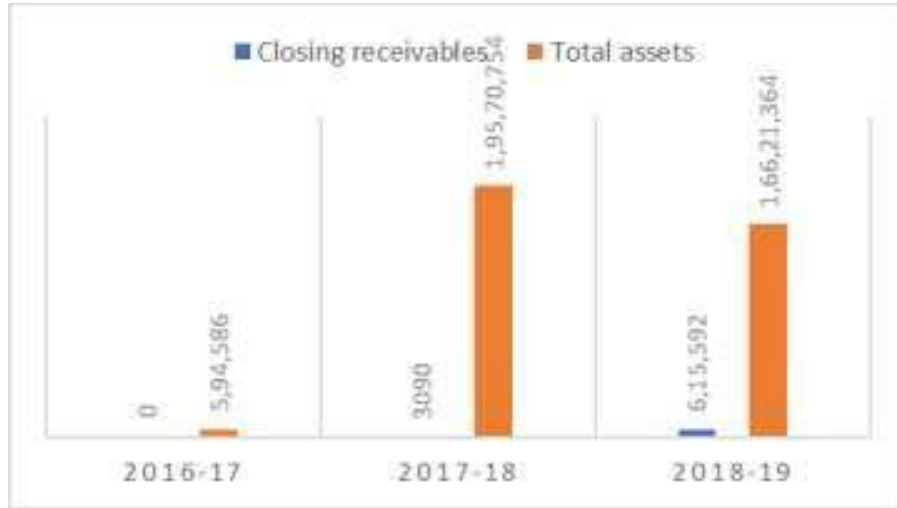


FIGURE 1. Showing Receivables to Current Asset Turnover Ratio

Receivables to Total Asset Turnover Ratio: = (Closing receivables / sales) 100

TABLE 2. Showing receivables to total asset turnover ratio

Financial Year	Closing receivables	Sales	Ratio
2019-20	-	11,885	0
2020-21	3090	13,50,275	0.2288%
2021-22	6,15,592	60,23,734	10.2194%



FIGURE 2. Showing receivables to total asset turnover ratio

6. FINDINGS

1. The investor is able to know the risk and returns of the share by using Online trading.
2. It is useful to each and every investor who wants long and short-term Investments.
3. Estimating future EPS good result in future.
4. Investor must have a basic idea about the computer operations.

5. It is very must have a basic idea about the computer operations.
6. The result of analysis is proving correctly in the matter of price movements. '
7. Avoid buying shares of a company with an equity capital of less than Rs. 1crore.
8. Avoid buying shares of a company with number of shareholders.
9. Investors must show interest in steady and fast-growing shares only.
10. If the investor is confident of EPS moving up and expect the P/E to Increase as well stick to the shares and be patients.

Limitations: The study is only up to the extent of online trading of the stock exchange. The study is restricted to selected companies.

7. CONCLUSION

In the present scenario to compete with the Broker's would require sound infrastructure and trading as per international standards. The concept of business has changed today, this is a service oriented industry hence the survival would require them to provide the best possible service to the clients. The benefits of depository system are significant. Introduction of depositories will improve the market efficiency, through adopting criteria for describing scrip depositors eligible. If the company is not able to meet the criteria, the company gets to be shifted to paper based market. This leads to falloff image of the company. Hence, the company will try their best to reach the eligible criteria to move into system. Secondly, the paper management will substantially reduce. This helps in savings in time for allotment/transfer of scripts. This improves internal systems effectively. Thirdly, the intensity of trading in the script is likely to increase substantially. The experiences of the developed countries, these who are introduced the depository system, shows that there will be around 5 to 6 times increase in the turnover. This happens due to investors indulging more and more in buying and selling even for marginal trading profits. Fourthly, the cost of bad deliveries, forged share certificates and unproductive back office activity will vanish for corporate. Last but not least, the depository system will bring in a sea change in corporate democracy, particularly in corporate management price discovery in market place and proxy exercise etc.

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