

History and profile of sharekhan company

[Business](#), [Company](#)



Company History

Sharekhan was founded by Mumbai-based entrepreneur Shripal Morakhia in 2000. Sharekhan pioneered the online retail broking industry and leveraged on the first wave of digitization, when dematerialization (demat) of securities came into effect and electronic trading was introduced in the stock exchanges. In India, Sharekhan has over 4800+ employees, and is present in over 575 cities through 153 branches, more than 2, 500 business partners. The company has 1. 4 million customer base and on an average, executes more than 4 lakh trades per day. 1995 - Incorporated as Vision Paints due to the growing need of meaningful and imaginative entertainment.

2001 - Company was taken over by Morries Trading, a company owned by Ashok Mishra. - Name of the company was changed to its current name on 12th November 2001. 2007 - Net profit of Vision Corporation increased by 900% to Rs 0. 10 crore during the quarter ended September 2007 as against Rs 0. 01 crore during the previous quarter ended September 2006. - The members of Vision Corporation have decided to issue up to 49, 00, 000 equity shares on 12th September 2007 of face value of Rs 10 each at a premium of Rs 4 each aggregating to Rs 6, 86, 00, 000 on preferential basis.

Company had made allotment of 17, 50, 000 equity shares by converting share warrants which have been allotted on preferential 2008 -The Board of the company, had decided to appoint Mr. Ashok Kumar Mishra as Managing Director, Group Affairs with effect from January 31, 2008. 2009 -Company has signed an Agreement with Religare Securities Ltd -Company has signed a MOU with TCIL.

Introduction

Founded in 2000 and a subsidiary of BNP Paribas since November 2016, Sharekhan was one of the first brokers to offer online trading in India. With 16 lakh customers, 153 branches and more than 2400 business partners spread across over 575 locations, Sharekhan is one of the largest brokers in India. Sharekhan offers a wide range of savings & investment solutions including equities, futures and options. Currency trading, portfolio management, research and mutual funds and investor education. On an average, Sharekhan executes more than 400, 000 trades daily Acquisition of Sharekhan by BNP Paribas Sharekhan is now a fully owned subsidiary of BNP Paribas, it was rebranded as Sharekhan by BNP Paribas.

The firm's online trading and investment site - www.sharekhan.com- was launched on Feb 8, 2000. The site gives access to superior content and transaction facility to retail customers across the country. Known for its jargon-free, investor friendly language and high quality research, the site has a registered base of over two lakh customers. The number of trading members currently stands More than 8 Lacks. While online trading currently accounts for just over 8 per cent of the daily trading in stocks in India, Sharekhan alone accounts for 32 per cent of the volumes traded online. On April 17, 2002 Sharekhan launched Speed Trade, a net-based executable application that emulates the broker terminals along with host of other information relevant to the Day Traders. This was for the first time that a net-based trading station of this caliber was offered to the traders. In the last six months Speed Trade has become a de facto standard for the Day Trading community over the net. (SHAREKHAN)

On October 01, 2007 Sharekhan again launched his another integrated Software based product Trade Tiger, a net-based executable application that emulates the broker terminals along with host of other information relevant to the Day Traders. It has another quality which differs it from other that it has the combined terminal for EQUITY and COMMODITIES both.

Sharekhan business

- Brokering Business.
- White feathering house production.

VISION: To be the best retail broking brand in the retail business of the stock market.

MISSION: To educate and empower the individual investor to make better investment decisions through quality advices and superior services.

Sharekhan Profile sharekhan Retail Broking

- Among the top three (3) branded retail services providers (Rs 856 crs average daily volume).
- NO. 2 players in online business.
- Large network of branded broking outlets in the country servicing around 5, 45, 000 Clients.

Benefits

- Free Depository A/c.
- Secure Order by Voice Tool Dial-n-Trade.
- Automated Portfolio to keep track of the value of your actual purchases.
- 24x7 Voice Tool access to your trading account.

- Personalized Price and Account Alerts delivered instantly to your Cell Phone & E-mail address.
- Special Personal Inbox for order and trade confirmations.
- On-line Customer Service via Web Chat.
- Anytime Ordering.
- NSDL Account.
- Instant Cash Tranferation.
- Multiple Bank Option.
- Enjoy Automated Portfolio.
- Buy or sell even single share.

Products Of Sharekhanclassic Account

This account allows the client to trade through the website [www. sharekhan. com](http://www.sharekhan.com) and is suitable for the retail investor who is risk-averse and hence prefers to invest in stocks or who do not trade too frequently. It allows investor to buy and sell stocks online along with the following features like multiple watch lists, Integrated Banking, De-mat and Digital contracts, Real-time portfolio tracking with price alerts and Instant money transfer.

Swot Analysis Of Sharekhanstrengths

1. Big client base.
2. In-house research house.
3. Online as well as offline trading.
4. Online IPO/ MF services.
5. Share shops.
6. Transparent.

7. User friendly tie ups with 10 banks.
8. Excellent order execution speed and reliability.

Weakness

1. Lack of awareness among customer.
2. Less focus on customer retention .
3. Less Exposure.

Opportunities

1. Diversification.
2. Product modification.
3. Improve Web based trading.
4. Provide competitive brokerage.
5. Concentrate on PMS.
6. Focus on Institutional investors.
7. Concentrate on HNI's (high net worth investor).

Threats

1. Aggressive promotional strategies by close competitor like Relegate, Angel Broking and India bulls.
2. More and more players are venturing into this domain, which can further reduce the earning of Share Khan.
3. Stock market is very volatile, risk involves is very high.