

# ZERODHA



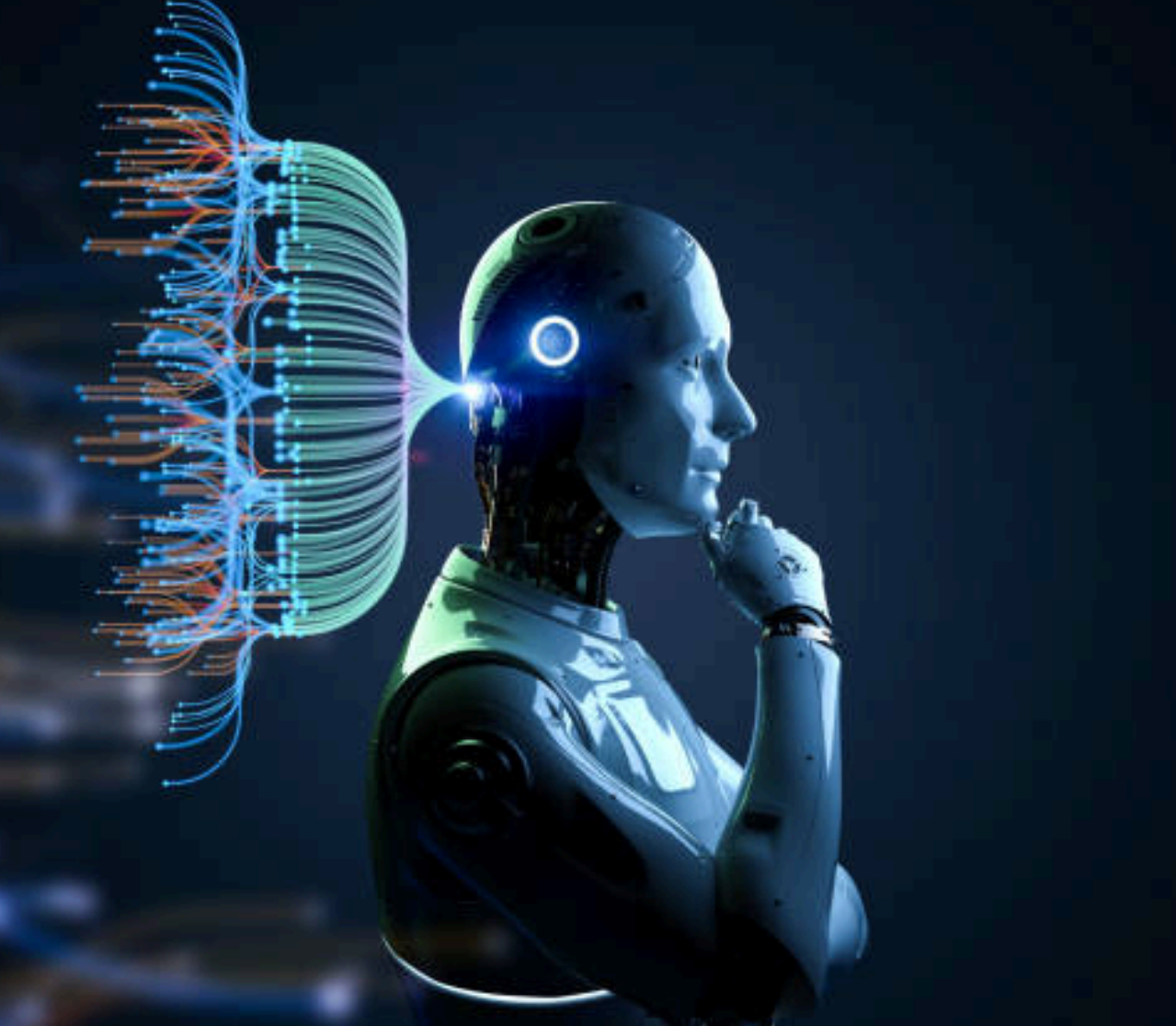
**By: Ramanand Prince**

# DESCRIPTIVE ANANLYSIS



- **Number of Active Users**
- **Trading Volume**
- **Brokerage Fees**
- **App Reviews**
- **Revenue (2023):**





# ANALYSIS

## Sample Data for Zerodha (2023)

Metric	Value
Active Clients (millions)	10
Daily Trading Volume (₹ crore)	30,000
Brokerage Fee (per trade)	₹20 or 0.03%
Annual Revenue (₹ crore)	4,300
App Rating (Google Play)	4.4/5
New Users Per Month	100,000

## Competitor Comparison (2023)

Metric	Zerodha	Upstox	Angel Broking	ICICI Direct
Active Clients (millions)	10	5	3	2.5
Daily Trading Volume (₹ crore)	30,000	15,000	10,000	8,000
Brokerage Fee (per trade)	₹20 or 0.03%	₹20	₹20	0.5%-0.75%
Annual Revenue (₹ crore)	4,300	1,400	2,000	3,500
App Rating (Google Play)	4.4/5	4.2/5	4.3/5	4.0/5
New Users Per Month	100,000	70,000	50,000	20,000

JAN

FEB

MARCH

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MAY

JUN

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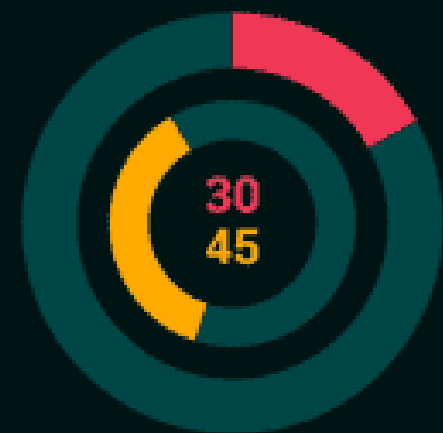
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# VISUALISATION

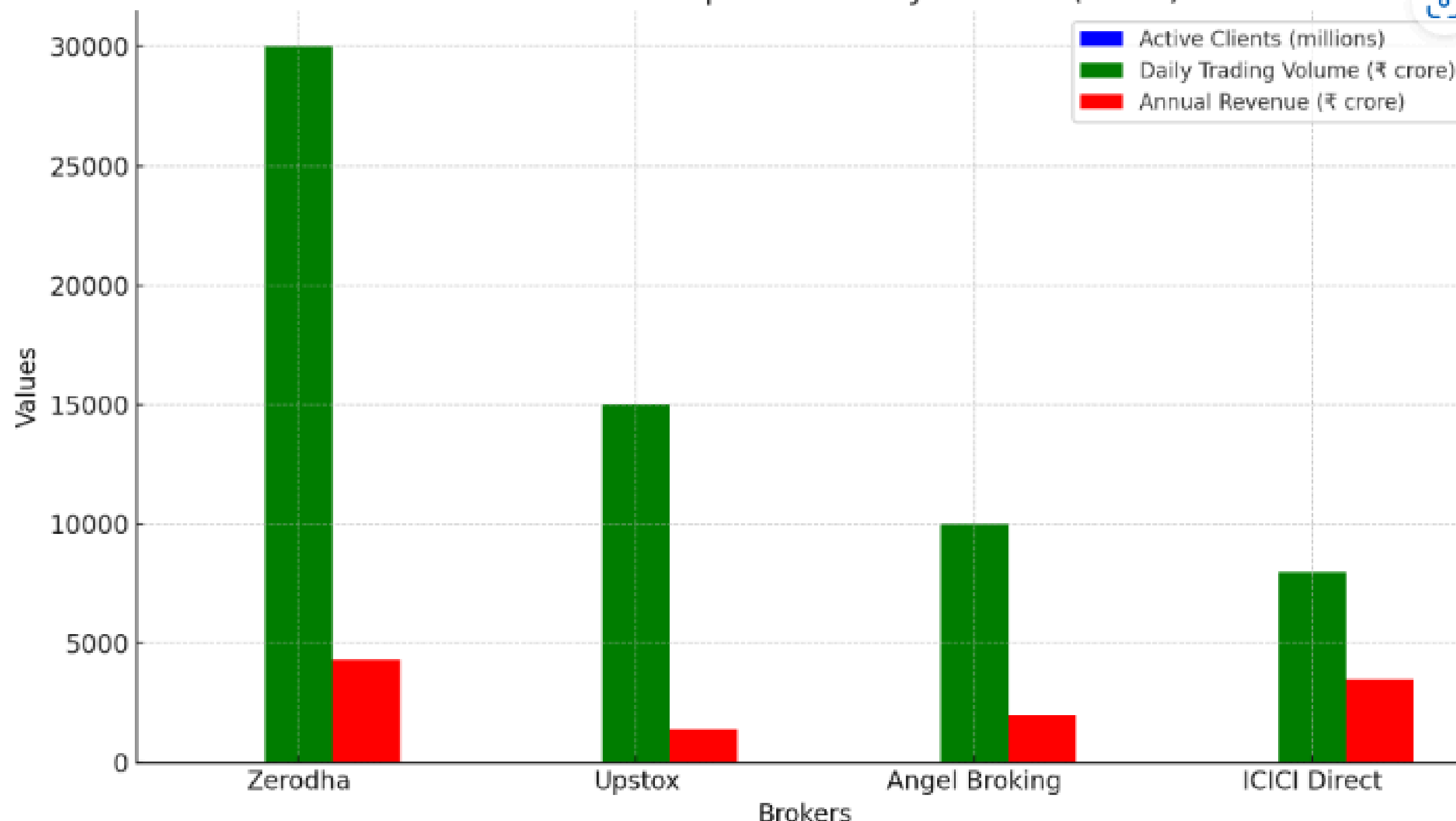


Single Downloaded

Subscriber

Package Downloaded

## Zerodha vs Competitors - Key Metrics (2023)



# DIAGNOSTIC ANALYSIS

## **Cost Efficiency:**

**Zerodha's flat ₹20 per transaction fee.**

## **Technology and Platform Quality:**

**User-friendly Kite platform with fast execution and advanced charting tools.  
user experience and satisfaction, building a loyal customer**

## **User Experience:**

### **App Performance:**

**High ratings for usability, speed, and reliability.**

### **Customer Support:**

**Efficient resolution of issues fosters trust and satisfaction.**

# PREDICTIVE ANALYTICS

1

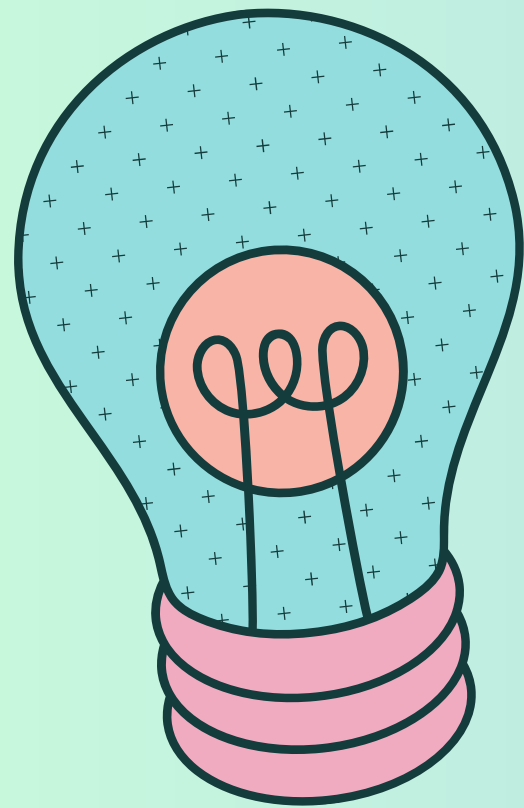
**Forecast: If Zerodha maintains its current growth trajectory, its active user base could reach 12 million by 2025.**

2

**Zerodha's revenue is directly tied to trading volume. Assuming a 10% rise in trading volume per year, revenue could reach ₹6,000 crore by 2025.**



# THANK YOU



for your attention

