

# Basics of Stock Selection



# Indian Securities Market - Overview

Market Regulator SEBI



# Starting Investment in Securities Market

## Accounts Required



Bank Account



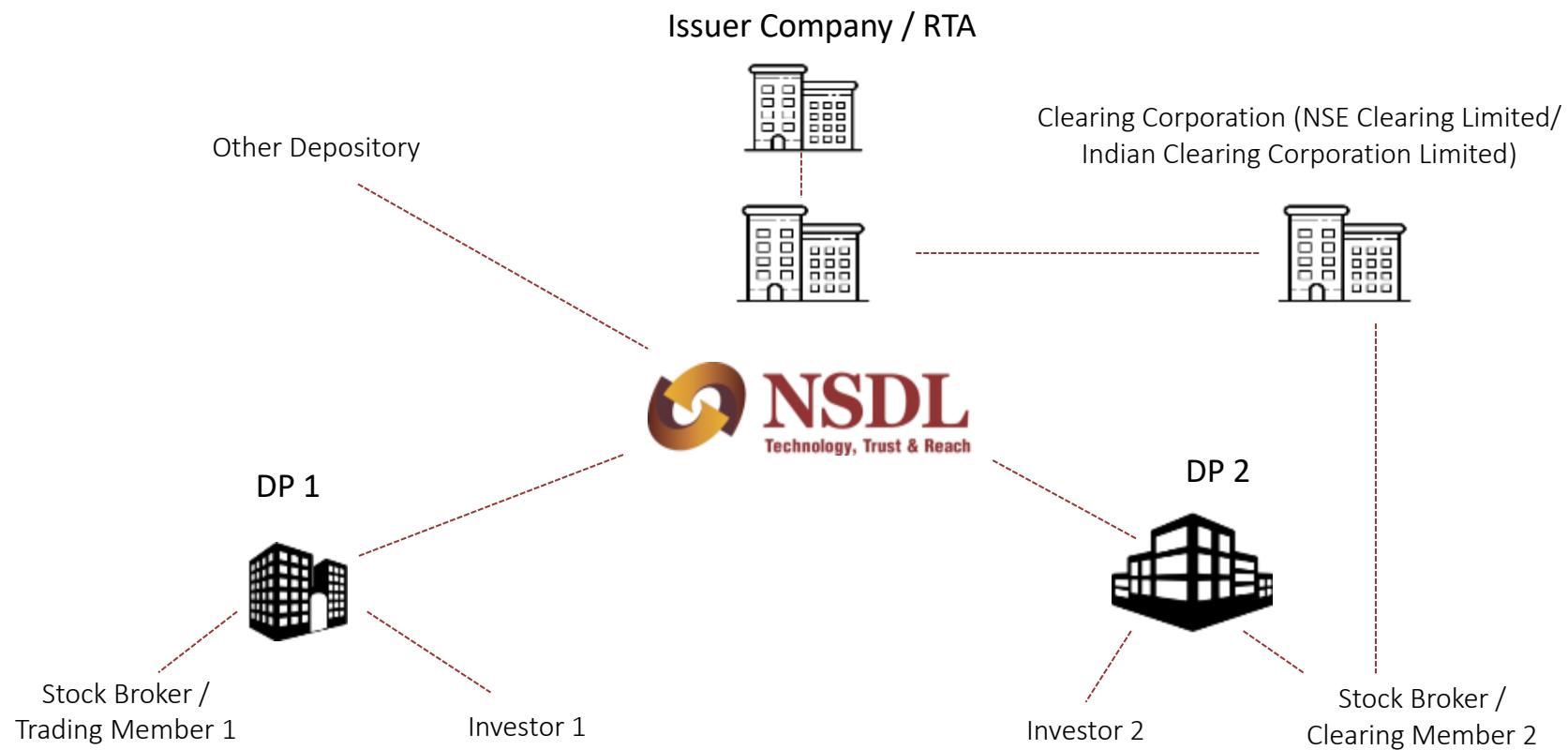
Trading or Broking Account



Demat Account

Many DPs offer a 3-in-1 account opening facility which gives you the convenience of opening a trading, demat and bank account – all together. Now many DPs are offering online demat account opening. Trading or Broking account is required only if you want to buy / sell shares through stock exchange.

# Indian Securities Market - Depository System

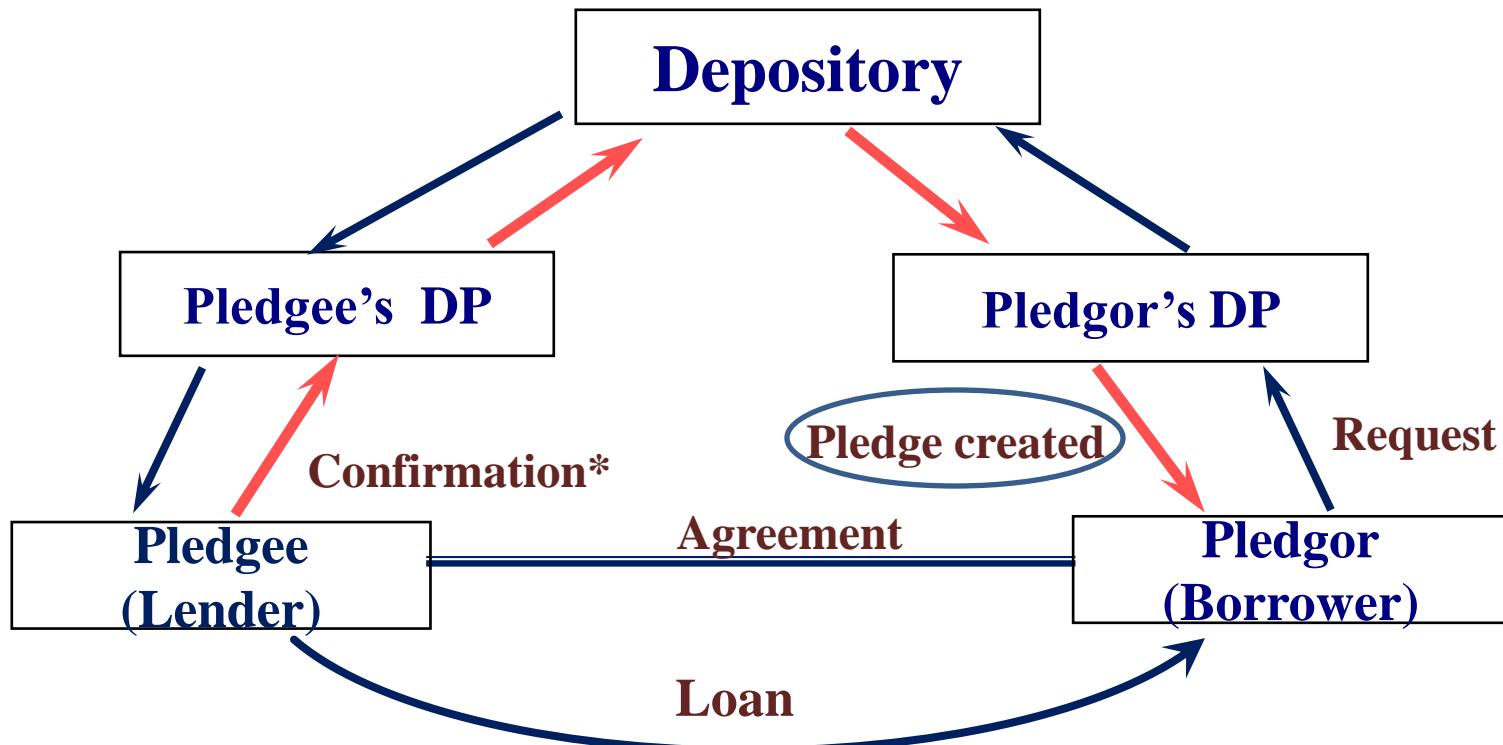


# Services offered by Depository Participant



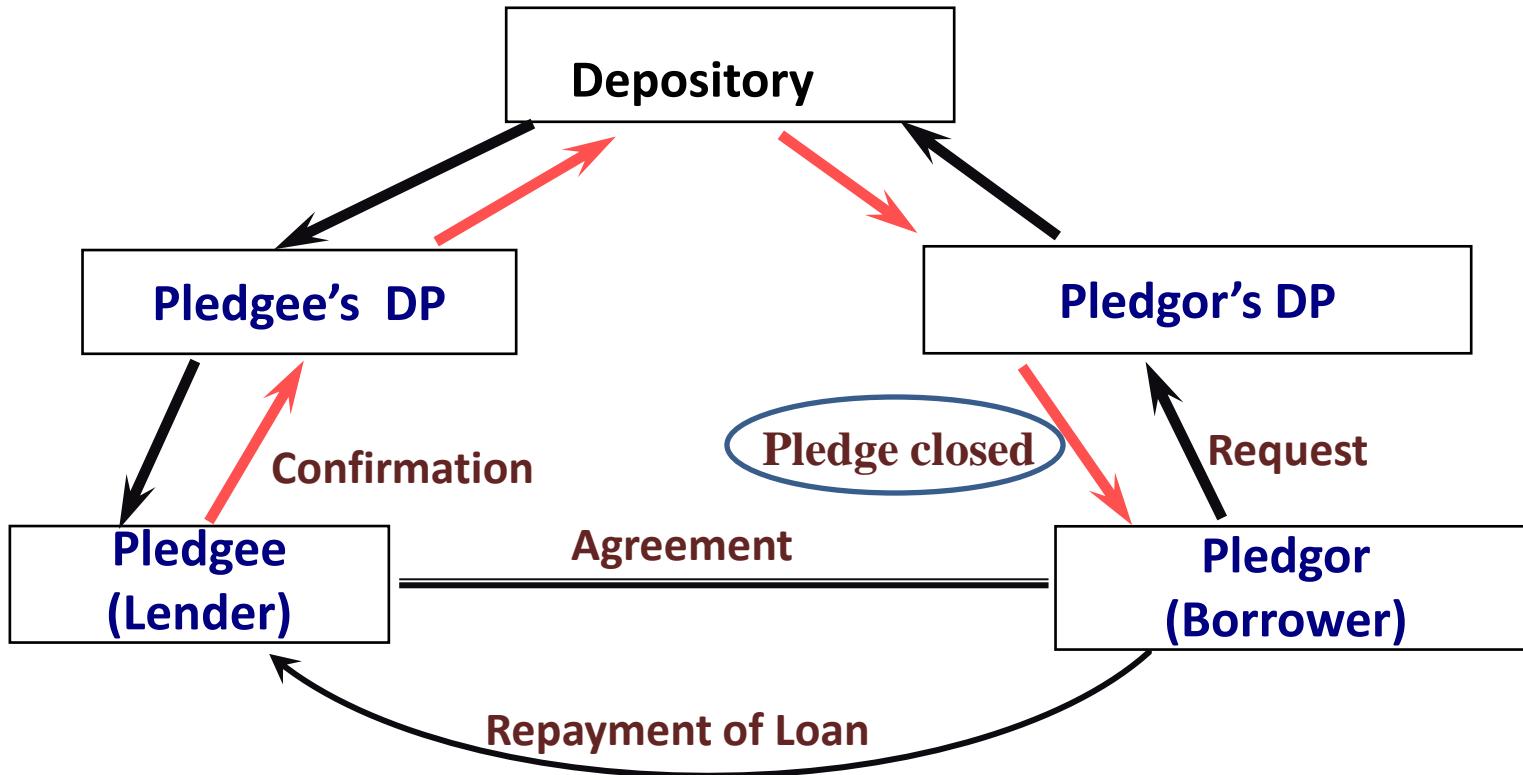
\*Even unlisted shares can be dematerialized. \*\*Transfer of securities held in physical form not allowed w. e. f. April 1, 2019. Re-lodgement of transfer deeds which were submitted prior to this, but were rejected or returned, was allowed till March 31, 2021. Shares pending for transfer with listed company / its RTA shall be issued only in demat.

# Pledge Creation and Confirmation

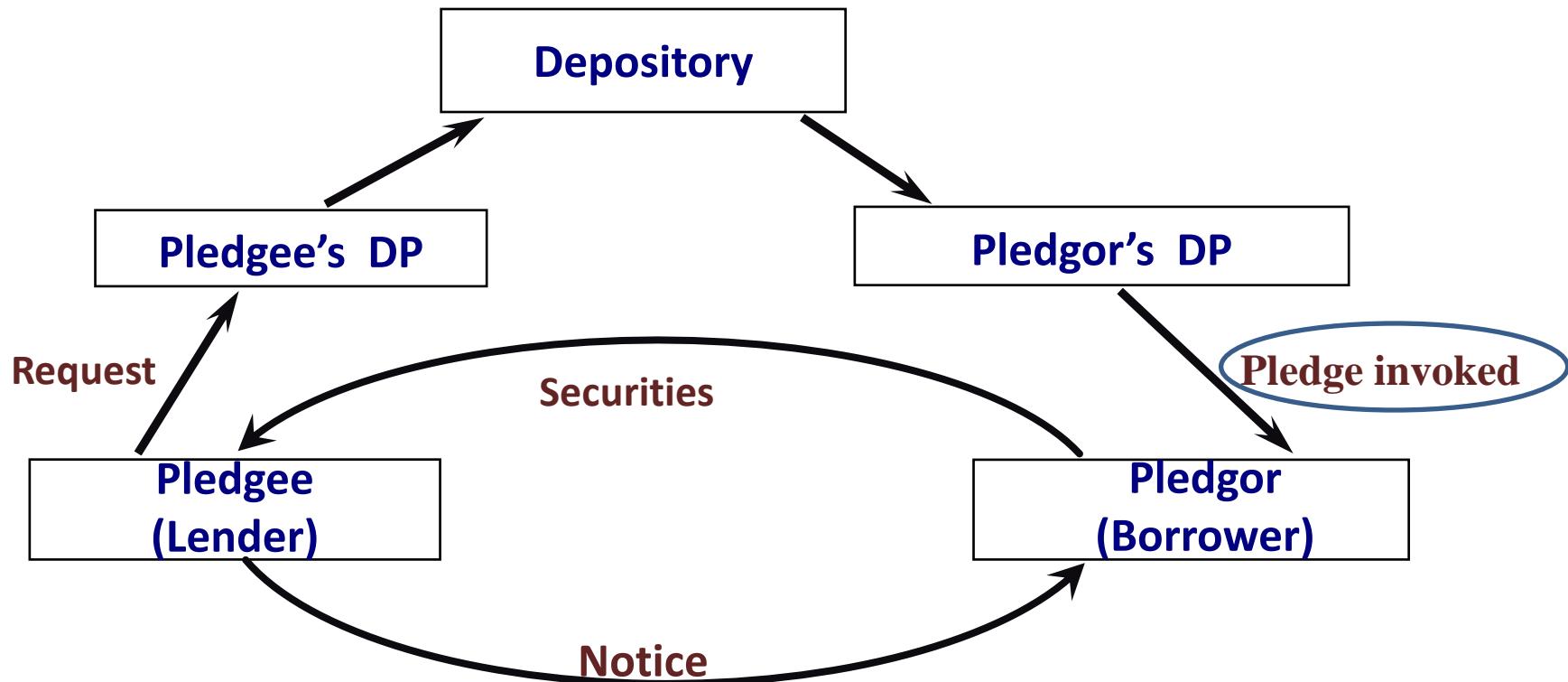


\* Not needed if Pledge Standing Instruction is enabled

# Pledge Closure (Normal)



# Pledge Invocation

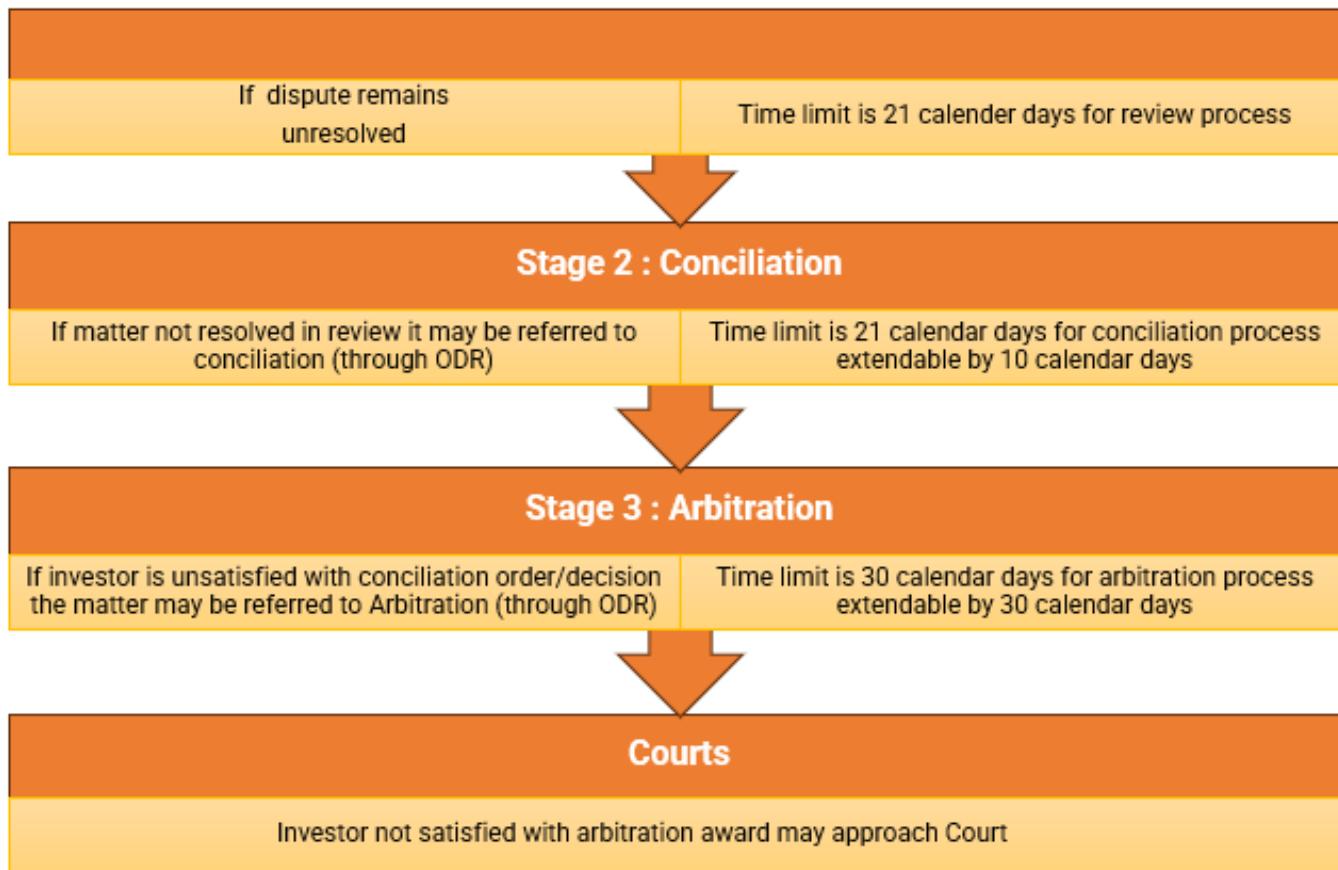


# SMART Online Dispute Resolution (SMART ODR) Mechanism



1. An investor/client (including institutional/corporate client) shall first take up grievance directly with the Market Participant by lodging a complaint.
2. If the grievance is not redressed satisfactorily, the investor/client may escalate through SEBI SCORES.
3. If the investor/client is still not satisfied with the outcome, then the investor/client can initiate ODR through the SMART ODR portal.
4. An investor/client can initiate dispute through ODR if grievance is lodged directly with Market Participant and remains unresolved; **OR** after lodging grievance on SCORES and is not satisfactorily resolved.
5. Market Participant may also initiate dispute through the ODR Portal by giving notice period of 15 calendar days to the investor/client for resolution of the dispute, which is not resolved.
6. For more information, visit SEBI Circular No. SEBI/HO/OIAE/OIAE\_IAD-3/P/CIR/2023/195 dated July 31, 2023 on SEBI website.

# Stages of SMART ODR



# Key points on Anti-Money Laundering

## Legislative and Regulatory References

- Prevention of Money Laundering Act, 2002
- Prevention of Money Laundering (Rules), 2005
- SEBI Master Circular – October 15, 2019

## What is Money Laundering (ML)?

- Money Laundering is “the process in which the proceeds of crime are converted and disguised as legitimate assets”

## What is Anti-Money Laundering (AML)?

- Anti-Money Laundering is “the initiative to effectively prevent, detect, control and report ML activities to the authorities”

## What are Suspicious Transactions?

Transactions (including attempted transactions), that may involve proceeds from a predicate offence, do not have any economic rationale, made in circumstances of unusual or unjustified complexity or gives rise to a reasonable ground of suspicion that it may involve financing of activities relating to terrorism

**Key Authorities – Financial Intelligence Unit (FIU-IND), Ministry of Home Affairs and the Enforcement Directorate**

# Key points for all Investors

## Individuals:

- Provide officially valid documents for proof of identity and address
- Furnish correct information on income, occupation, business, marital status, etc.
- Provide accurate financial information – salary or business income as applicable
- Inform about any changes to the above information
- Invest only using own sources of funds, not third party funds
- Do not fall prey to any gimmicks or schemes from anyone

## Non – Individuals:

- Provide officially valid documents for proof of identity and address
- Furnish information about Beneficial Owner(s), where applicable
- Furnish all other related documents (AoA, MoA, Partnership deed, ASL, etc.)
- Provide correct information about nature and type of business
- Changes to the above information may be duly informed to DPs

**Cooperate with DPs who may seek any additional information for due diligence**

**Be diligent and aware about various money laundering schemes**

**Contact your DP or broker in case of any doubts**

# Be a Prudent Investor



Keep record of documents signed, account statements, contract notes received and payments made. Save important emails and take periodic back up of data.

BO may note that off-market transfer of shares leads to change in ownership and cannot be treated as pledge.

Change password of your online accounts frequently.

Never share your passwords, OTP, CVV and PIN with any one.

Never click on suspicious links received via SMS, email or social media platforms.

Read SMS, emails, letters, statements, bills sent by your broker, bank, DP and NSDL. These are sent to you to keep you updated.

Accept the DIS only if serial number is pre printed and Client ID is pre stamped or pre printed. Keep DIS in safe custody. Do not leave the DIS "blank or signed" with the Depository Participants (DPs) or any other person/entity when not in use.

# Be a Prudent Investor

- Inform your DP about any change in your Personal Information such as address, bank account immediately.
- If your DP is offering you an online account opening facility, you also have the facility to close your account online.



Always mention your Mobile Number and email ID in account opening form and keep them updated.

NSDL publications and presentations are available in Hindi, English and other languages at [www.nsdl.co.in](http://www.nsdl.co.in) → Education

Schedule of Awareness Programs, Registration, Feedback and Webinar Recordings are available at [www.nsdl.co.in](http://www.nsdl.co.in) → Education

# Be a Prudent Investor – Don'ts



Never deal with any unregistered or unauthorised market intermediary. Check on the SEBI's website that your stock broker / authorised person, mutual fund distributor, investment advisor are registered with SEBI.

Never invest with borrowed money. Avoid unnecessary loans and credits.

# Be a Prudent Investor

Nominate Karo - Surakshit, Samajhdaar,  
aur Atmanirbhar Niveshak Bano !



## NOMINATE YOUR LOVED ONES TODAY!!

Opt-in/Opt-out of Nomination in your demat account for  
ensuring smooth transmission of securities and to prevent  
accumulation of unclaimed assets in securities market.



SCAN TO  
KNOW  
MORE



SCAN TO  
NOMINATE  
ONLINE\*

\*Applicable to single demat account holder (Resident Individual) who  
have not opted-in/opted-out for Nomination in their demat account.

# Be a Prudent Investor

Do Not Fall Prey To Stock Tips, Hot Picks etc. Circulated on Twitter, Instagram, WhatsApp, Telegram, Unsolicited SMS, YouTube Channels etc.



*Be a Prudent Investor – Consult a SEBI Registered Investment Advisor and Do Your Own Homework Before Investing*

# Be a Prudent Investor

Do Not Invest In Any Ponzi Scheme, Unregistered Collective Investment Scheme or Any Other Schemes Promising Unrealistic Returns



*Be a Prudent Investor – Consult a SEBI Registered Investment Advisor  
and Do Your Own Homework Before Investing*

## **Be Vigilant! Invest through a SEBI registered Intermediary**

Investors are advised to stay away from  
fraudulent schemes/Apps promising  
unrealistic returns.

Beware of impersonators !!

For more information on NSDL Depository  
Participants registered with SEBI, visit  
[https://nsdl.co.in/direct\\_search.php](https://nsdl.co.in/direct_search.php) on  
NSDL website.

For SEBI registered Intermediaries,  
visit [SEBI | Recognised Intermediaries](#)  
on SEBI website.



# SEBI Complaints Redressal System - SCORES 2.0



For more information, visit <https://scores.sebi.gov.in/scores-home>

# Dharohar – Milestones in the Indian Securities Market



Explore the evolution of  
**Indian Securities Market**



Website: <https://mism.org/>



Launched by SEBI on the occasion of 76th Republic Day, January 26, 2025

Get ready to explore the transformation of India's securities market!

SEBI's 'Dharohar' platform offers a unique glimpse into the market's growth over the years.

For more information, visit <https://mism.org/>

# Be a Prudent Investor



Secure your investments and protect your peace of mind by choosing only

**SEBI REGISTERED INTERMEDIARIES**



UNLOCK THE WEALTH OF KNOWLEDGE WITH Sanchalsathi 2.0 App

- User-friendly interface with comprehensive tools aimed at simplifying complex financial concepts.
- Resources and Educational Videos designed to increase investor awareness.
- Unbiased, Objective and Trusted Source of Investment Awareness.
- Reliable and essential insights into the securities market.
- Vital for young investors, who are at the beginning of their financial journey.
- Access a range of Financial Tools and Calculators.
- Do your Financial Health Check up.

**Empower yourself in the world of investing**

Download Our App Now!  



**SCORES 2.0**  
Your One Stop solution  
SEBI Complaints Redressal System

**HOW SCORES WORKS**

1. Register on SCORES
2. Lodge Complaint
3. Track Status
4. Seek Review
5. Provide Feedback

**Nominate your loved ones Today !!**

Opting-in or opting-out of nomination is mandatory in your Demat account.

 SCAN TO NOMINATE ONLINE



\*Applicable to single demat account holders (resident individuals) who have not opted in or opted out of nomination in their demat account.



**ATTENTION**

Stay vigilant and protect yourself from potential scams on social media, particularly involving any payment requests or subscriptions.

**Conduct extensive research and exercise due diligence to protect your money**



In case of receiving suspected fraud communication, report to Chakshu Platform of Department of Telecommunications

<https://sancharsaathi.gov.in/sfc/Home/sfc-complaint.jsp>



In case of receiving spam or UCC, Make DND complaint at respective TSP's app/website

**TRAI DND APP, OR CALL/SMS TO 1909**



In case fraud has already happened, report the same to Cyber Crime

**Helpline 1930**

**Website [www.cybercrime.gov.in](http://www.cybercrime.gov.in)**

**Online Closure of Demat Account**



If your DP is offering you an online account opening facility, you also have the facility to close your account online.

# SEBI Launches Free Online Investor Certification Examination

Enhance your investment knowledge and test your skills with this voluntary certification program



TEST YOUR KNOWLEDGE WITH

## SEBI-Investor Certification Exam

The registration process is easy just use your Aadhaar and OTP. Don't miss this opportunity to test your financial skills and stay ahead



Think you know the basics of securities market?



Test your knowledge of securities Markets and investment.



Test your knowledge about investment process and associated risks



Test your attitude and behaviour towards Investment

+91 8080806476

certification@nism.ac.in

### FREE ONLINE CERTIFICATION EXAM

- To test your Knowledge about securities market



Free Study Material



No Exam Fee

SCAN FOR  
REGISTRATION  
<https://sice.nism.ac.in/>

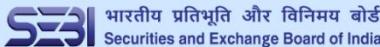


Test your Knowledge with

### SEBI- Investor Certification Examination



<https://sice.nism.ac.in/>



+91 8080806476    certification@nism.ac.in

For more information, visit

SEBI Investor Website (<https://investor.sebi.gov.in/>)

NISM website (<https://www.nism.ac.in/sebi-investor-certification-examination/>).

# SEBI Investor Website



हर निवेशक की ताकत  
Har Investor Ki Taaqat



Dive into Money Matters to grasp Personal Finance concepts.



Educational Resources, related to investments , including securities market



Access a range of Financial Tools and Calculators.



Evaluate your Financial Health with the easy check.

Join on a journey of informed decision-making and confident participation in the securities market.

<https://investor.sebi.gov.in>

UNLOCK THE **WEALTH OF KNOWLEDGE**

AT THE SEBI INVESTOR WEBSITE

*Empower yourself in the world of investing*



TO VISIT THE SEBI  
INVESTOR WEBSITE,  
SCAN THE QR CODE



Learn to Manage Your Money for Financial well-being.

For more information related to investments in securities market, please visit SEBI Investor Website <https://investor.sebi.gov.in>

# SEBI Saaरthi 2.0 Mobile App



UNLOCK THE **WEALTH OF KNOWLEDGE** WITH **Saaरthi App**

-  User-friendly interface with comprehensive tools aimed at simplifying complex financial concepts.
-  Resources and Educational Videos designed to increase investor awareness.
-  Unbiased, Objective and Trusted Source of Investment Awareness
-  Reliable and essential insights into the securities market.
-  Vital for young investors, who are at the beginning of their financial journey
-  Access a range of Financial Tools and Calculators,
-  Do your Financial Health Check-up,

*Empower yourself in the world of investing*



For more information related to investments in securities market, please visit SEBI Investor Website <https://investor.sebi.gov.in/> and SEBI Saaरthi Mobile App

# If You are holding Securities in Paper form

1. Provide PAN, KYC information and Nomination to RTA / Company for all joint holders.
2. Get PAN and Aadhaar linked for all joint holders.
3. Folio may be frozen if not complied.
4. Electronic interface provided by company / RTA for various service requests like issuance of duplicate shares, transmission, change in name etc.
5. SEBI has prescribed ‘Simplified and Standard Norms’ for processing of various service requests [Form ISR – 1 and other forms available on website of listed company / RTA].

# Lodge complaints for Unsolicited Communication and fraudulent activities using telecom resources

In case of Unsolicited Communication and fraudulent activities using telecom resources, you can lodge complaints as follows:

- a) In case of receiving spam or commercial communication make “DND” complaint at respective Telecom Service Provider’s App/Website, TRAI DND App, or Call/SMS to 1909
- b) In case of receiving suspected fraud communication, report the same to “Chakshu Platform” of DoT (<https://sancharsaathi.gov.in/sfc/Home/sfc-complaint.jsp>)
- c) In case fraud has already happened Report the same to Cyber Crime helpline number 1930 or website (<https://www.cybercrime.gov.in>)

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## *The Financial Kaleid* scope

Defining the different shapes of investment.

March  
2025

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Education

Newsletter – The  
Financial Kaleidoscope

# Grievances Redressal

1. Read Investor Charter at [www.nsdl.co.in](http://www.nsdl.co.in) → Education
2. Lodge your complaint with SEBI at <https://scores.sebi.gov.in/> or SEBI Saaरthi Mobile App.
3. For filing dispute for resolution by conciliation and arbitration, visit SEBI's Securities Market Approach for Resolution Through ODR (SMART ODR) Portal <https://smartodr.in/login>
4. SEBI Toll free helpline - 18002667575 / 1800227575
5. NSDL helpline - 022-48867000
6. Online submission of Grievances at [www.nsdl.co.in](http://www.nsdl.co.in) → Query related to Demat
7. NSDL email for grievance - [relations@nsdl.com](mailto:relations@nsdl.com)
8. NSDL email for other information - [info@nsdl.com](mailto:info@nsdl.com)





**Be alert.**

Never click on unknown links... you may risk exposing your bank account to frauds.

**Beware of unknown links:**

- Delete SMS/emails with unknown links immediately
- Verify details of website if it requests financial details
- Do not share personal or bank information on social media

**RBI Kehta Hai...**  
Jaankar Baniye,  
Satak Raha!



For more details,  
visit <https://rbikehtahai.rbi.org.in/dp>



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**Be cautious**  
while scanning QR codes  
to make payments.  
Be alert of online loan apps  
and quick-win lottery schemes

**Beware of links offering:**

- Unauthorised Digital Lending App
- Fake Lottery Schemes

**RBI Kehta Hai...**  
Jaankar Baniye,  
Satak Raha!

**DigiSaathi, 24/7 helpline for automated responses on information related to digital payment options.**  
Toll-Free Number: 1800-891-3333; A Short Code: 14431; Website: [www.digisaathi.info](http://www.digisaathi.info)

**Be smart.**

Verify the credentials of unknown callers, investment portal sites and requests for urgent help for money through social media.

**Prasidh Krishna**  
Indian Cricketer, RBI Employee



For more details,  
visit <https://rbikehtahai.rbi.org.in/dp>



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# Basics of Stock Selection

# Why Do We Invest?

Investment is necessary to support your financial needs when you do not earn money.

1. By investing a portion of your income you allow money to grow and work for you.
2. 3 parameters to assess suitability of any investment avenue are –
  - i. Return potential
  - ii. Safety
  - iii. Liquidity
3. Various avenues where money can be invested, are broadly classified into some groups, known as 'Asset Class'. Stocks or Equity shares are most popular class of assets.



# What is meant by Stock Selection?

Stock selection is the selection of one or more stock (or shares) based on certain set of criteria in order to maximise the probability of meeting the trading or investment objective.

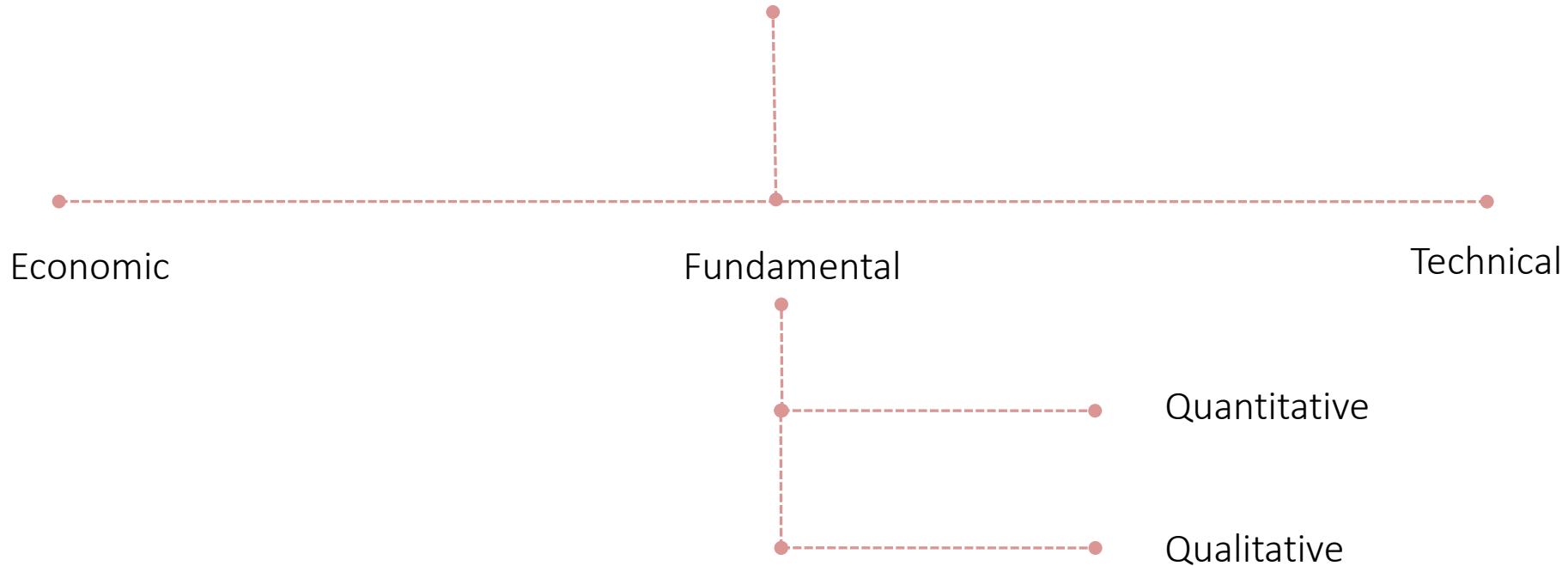
There are more than 5000 stocks available for trading or investment. None can trade or invest in all at the same time.

Hence, one needs to select a manageable number of stocks.

Fundamental and Technical Analysis are the two most preferred tools for stock selection.



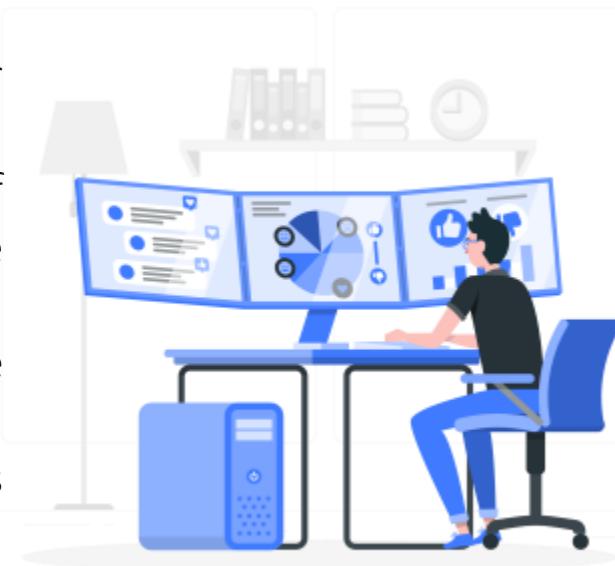
# Types of Analysis



# Fundamental Analysis

Fundamental analysis is a method used to identify the true value of a stock.

1. The current price of a stock may not reflect the actual value of the stock. The stock may be overvalued or undervalued in the market.
2. Fundamental analysis helps investors to study the health of the company, and thus leading to the actual value of the stock.
3. This is done by using various qualitative and quantitative factors.
4. The main purpose of this method is to identify companies that are fundamentally strong in order to invest in them for the long term.



# Economic Analysis

1. It involves assessing or examining topics or issues from an economist's perspective.
2. This allows investors to analyse the market from the big picture to all the way down to individual stocks.
3. By examining the economic numbers one can determine the current market strength and have a better idea of what the future holds.
4. Key Economic indicators investors must incorporate while selecting stocks:
  - i. Indices (e.g. Nifty, Sensex)
  - ii. Gross Domestic Product (GDP)
  - iii. Unemployment rate
  - iv. Inflation rate
  - v. Consumer Confidence
  - vi. Purchase Managers' Index

# Types of Fundamental Analysis

## Qualitative Analysis

It takes into account information that can not be expressed in numbers.

- i. It relates to the company itself.
- ii. Factors – examples –
  - a) Management experience and performance
  - b) Corporate governance
  - c) Industry and competition etc.



# Types of Fundamental Analysis

## Quantitative Analysis

- i. It is related to information that is shown in company's financial statements. It involves measuring simple statistical data to complex calculations.
- ii. This analysis helps you to evaluate investment opportunities such as when to buy and sell securities.
- iii. Factors – examples -
  - a) Company's revenues
  - b) Profit margins
  - c) Return on equity
  - d) Future growth potential
  - e) Financial ratios



# Using Financial Ratios for Fundamental Analysis

## 1. Price To Earnings Ratio

- i. It is one of the most widely used financial ratio analysis.
- ii. Computation - Price Per Share / Earnings Per Share.
- iii. As a thumb rule, a low P/E ratio is preferred while buying a stock.

## 2. Price To Book Value

- i. Computation - Current price of the stock / Book value per share.
- ii. A lower P/BV ratio could mean that the stock is undervalued.
- iii. However, the definition of lower varies from sector to sector.

# Financial Ratios

## 3. Return On Equity (ROE)

- i. It is the amount of net income returned as a percentage of shareholders equity.
- ii. Computation - Return on Equity (Net Income) / Average Stockholder Equity.

## 4. Debt To Equity Ratio

- i. It measures the relationship between the borrowed capital (i.e. debt) and the capital contributed by shareholders (i.e. equity).
- ii. Computation - Total Liabilities / Total Shareholder Equity.
- iii. As a thumb of rule, companies with a debt-to equity ratio more than 1 are riskier.

# Financial Ratios

## 5. Current Ratio

- i. It is a key financial ratio for evaluating a company's liquidity.
- ii. Computation - Current Assets / Current Liabilities.
- iii. As a thumb rule, a company with a current ratio greater than 1 is better.

# Technical Analysis

It focuses on the stock market, rather the company.

It seeks to predict price movements by examining historical data, mainly price and volume.

The underlying idea is that the market price already reflects the fundamentals of any given stock, which therefore can be ignored.

It is a good idea for investors to leverage both technical and fundamental analysis to fill the gaps.



# Basic Terms Used in Study of Price Charts

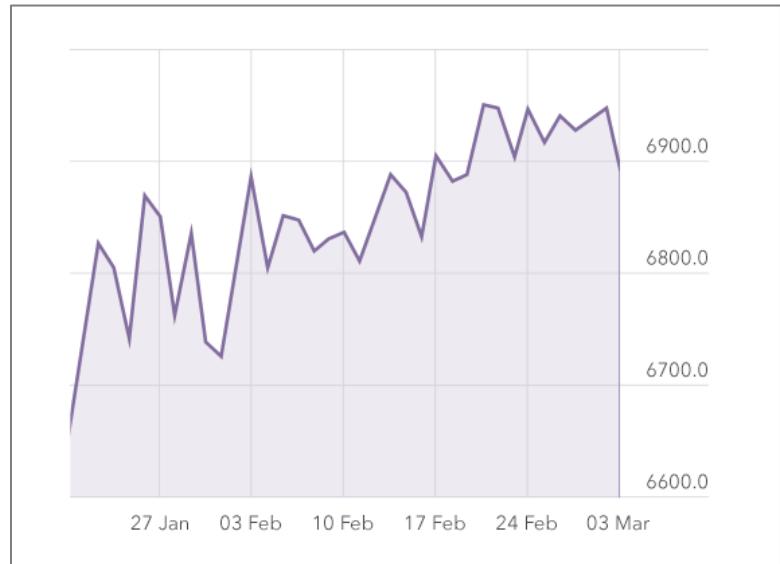
Term	Meaning
Support Level	A level below which the price will likely not fall
Resistance Level	A level above which the price will not likely rise
Breakout	When a stock rises above its resistance level or falls below its support level
Trend line	A regression line that predicts future prices based on past prices
Relative strength	Ratio of the percentage price change of a stock to the percentage price change of a broader index or another stock

# Price Charts

Technical analysts use a variety of charts based on the information they seek. However, there are three types of charts that are most commonly used. They are: Line, Bar and Candlestick

## Line Chart

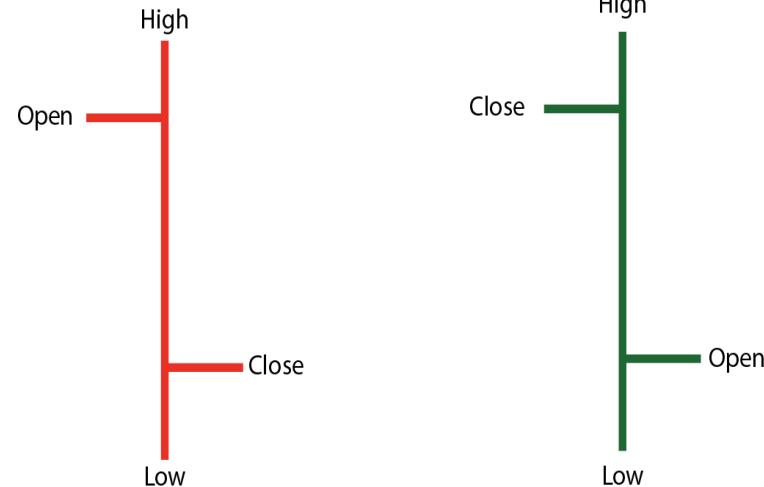
1. It plots the closing price of a share for each trading day over a period.
2. The line formed by joining the dots plotted on the graph shows the movements in stock price during the period.



# Price Charts

## Bar Chart

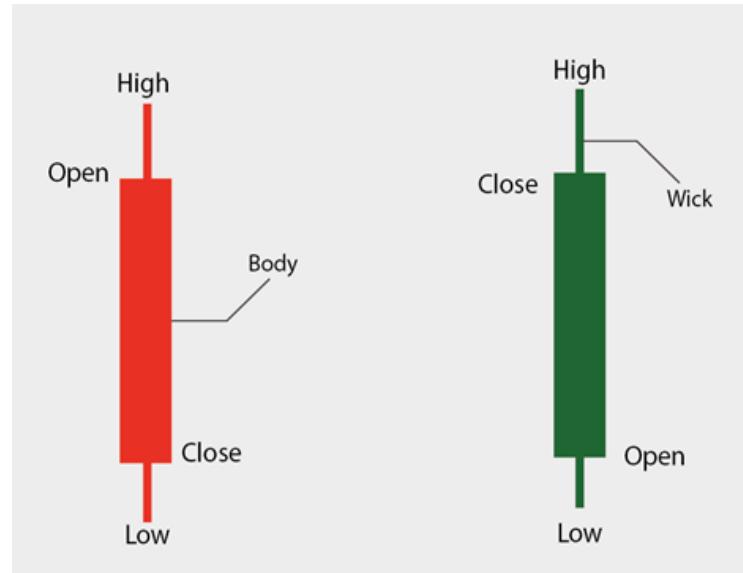
1. It plots the intra-day high and low prices of a stock using a bar for each trading day for a specified time period.
2. The top of the bar corresponds to the day's high and the bottom, day's low.
3. Two additional horizontal lines indicate the opening and closing price. The length of the bar is proportional to the volatility in a stock.
4. Colored coded - If the share price closes above the open price it is colored green, and if the close is below the open the bar is colored red.



# Price Charts

## Candlestick chart

1. It displays the relationship between the high & low and opening & closing prices of a stock.
2. The body of the candle represents the opening and closing prices during the period.
3. Above and below the body are vertical lines called wicks or shadows that show the lows and highs of the traded prices.
4. While an individual candle provides sufficient information, patterns can be determined only by comparing one candle with its preceding and next candles.



# Difference between Fundamental & Technical Analysis

Fundamental analysis	Technical analysis
Analyses stock value based on economic and financial factors	Analyses historical stock movement to predict the future price of a stock
Long-term approach	Short-term approach
Uses financial statements for analysis	Uses price movement charts for analysis
Incorporates new market information	Focuses mainly on past performance

# 5 Steps Approach For Great Stock Picking

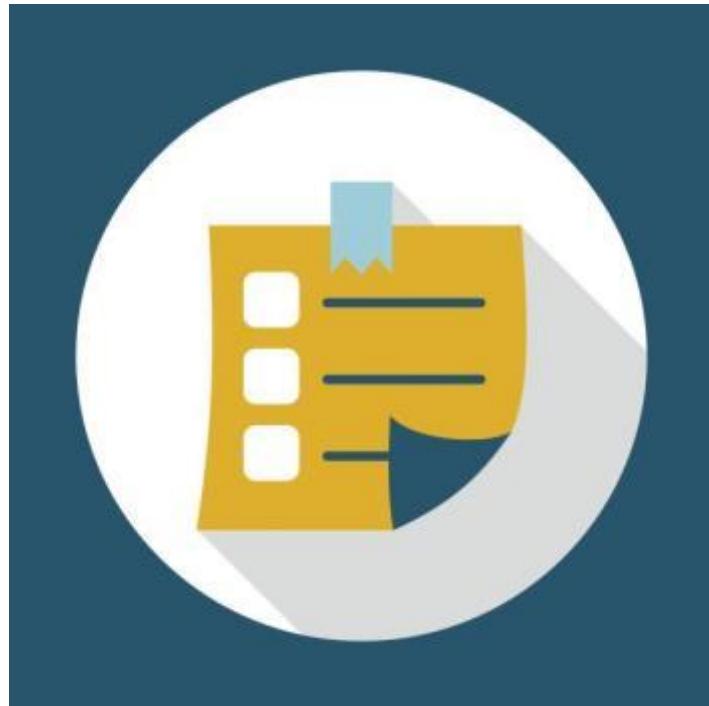
1. Approach stock purchases as buying a business rather than just a stock purchase in the portfolio.
2. Evaluate the true worth of the business considering the future earning potential.
3. The margin of safety is the real risk containment measure, and not stop loss.
4. Do not depend on turnaround as it seldom occurs.
5. Invest for the long term to generate inflation-adjusted superior returns.



So when one asks how to choose stock to invest in, the real question, is how to identify a great business and what all parameters should be used to identify it?

# Remember

1. Always remember your financial goals and investment timeframe.
2. Review your financial goals periodically, at-least once in 5 years.
3. Risk and Return profile of various assets are not constant.
4. Consider taking help from a registered and qualified Investment Advisor.
5. No stock remain the best all the time. Market is dynamic and you need to review your portfolio periodically.



A photograph of a green watering can spraying a fine mist of water onto a small green plant. The plant is growing out of a stack of gold-colored coins. Behind it, several other stacks of coins of varying heights are topped with small plants in different stages of growth. The background is a plain, light grey.

“Investing money is the process of committing resources in a strategic way to accomplish a specific objective.”

Alan Gotthardt

# Be a Prudent Investor



**Demat Ki Paathshala - An initiative by NSDL for Investor Education**

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