



IATTHUB

Release Version: 1.0

Release Date: JULY 11, 2025

1. Executive Summary

1.1 Overview

- IATTHUB is a revolutionary algorithmic trading platform designed to empower retail traders, strategy developers, and professional quants by bridging the gap between trading strategies and broker execution systems. The platform enables users to connect strategies developed on platforms like TradingView, Excel, Python, or MetaTrader 4/5 to leading Indian brokers such as Zerodha, Angel One, and Upstox for seamless, automated trade execution. By combining an intuitive no-code interface for beginners with robust APIs for advanced users, IATTHUB democratizes algo trading, making it accessible, efficient, and secure for all.
- IATTHUB's vision is to become the leading algo trading platform in India within three years, with plans for global expansion by 2028. The platform addresses the growing demand for automated trading solutions in a rapidly evolving financial landscape, offering real-time execution, advanced risk management, and comprehensive analytics in a scalable, user-centric package.

1.2 Market Opportunity

- The Indian algorithmic trading landscape is undergoing a rapid transformation, fueled by a surge in retail participation, growing awareness of automation, and improved access to market data. With over 50 million active retail investors and a rising interest in intraday strategies, Indian day traders are increasingly adopting algorithmic solutions to gain a competitive edge. Reports suggest that the Indian algo trading market is growing at a CAGR of 15%, with nearly 20% of retail traders exploring automation tools.
- Despite this momentum, many platforms in the Indian market are either too complex for beginners, too costly for individual traders, or poorly integrated with popular domestic brokers. IATTHUB addresses these challenges by offering an affordable, modular algorithmic trading platform tailored to Indian day traders. With both no-code tools for beginners and API access for developers, IATTHUB ensures seamless broker integration, real-time execution, and the flexibility required by today's intraday traders.



1.3 Competitive Edge

IATTHUB stands out in the competitive landscape with a strong focus on the Indian trading ecosystem:

- **Exclusive Indian Broker Integrations:** Seamless connectivity with top Indian brokers such as Zerodha, Angel One, Upstox, and 5Paisa, ensuring tight integration with domestic APIs for fast and reliable execution.
- **Real-Time Execution:** Ultra-low latency execution through Indian broker APIs, averaging under 100 milliseconds, enabling traders to capitalize on rapid market movements.
- **Scalable Architecture:** Built on a modern microservices infrastructure, ready to support upcoming features like AI-powered strategies, community-driven strategy sharing, and mobile-first experiences—all optimized for Indian market needs.
- **User-Centric Design:** A clean and intuitive no-code interface tailored for beginners, alongside developer-friendly REST APIs built specifically for Indian market workflows.
- **India-First Pricing:** Affordable, transparent subscription plans designed to suit Indian retail traders—offering far better value than international platforms like TradeStation or Interactive Brokers.

1.4 Vision and Goals

- IATTHUB aims to redefine algorithmic trading by making it accessible to all, from casual retail traders to institutional quants. Our goals include:
- Launching a fully functional platform with integrations for five major Indian brokers by Q2 2026.
- Achieving 100,000 active users within two years of launch.
- Establishing IATTHUB as a trusted brand synonymous with innovation, transparency, and performance in algo trading.

2. Project Scope

- IATTHUB is envisioned as a centralized hub that simplifies algorithmic trading by connecting trading strategies to broker APIs for live execution. The platform supports real-time trading, paper trading, and multi-leg order handling, with a focus on security, scalability, and user experience. By reducing the complexity of algo trading, IATTHUB empowers users to automate their strategies with precision and control.

2.1 Primary Objectives



- Seamless Strategy Deployment: Enable users to deploy strategies from platforms like TradingView, Python, Excel, or MT4/5 via webhooks and APIs.
- Broad Broker Compatibility: Integrate with all major Indian brokers through secure, authorized APIs, with plans to expand to international brokers.
- Advanced Risk Management: Provide tools like auto square-off, trailing stop-loss, and position sizing to protect users' capital.
- Real-Time Analytics: Offer a comprehensive dashboard for strategy performance, trade logs, and portfolio monitoring.
- Modular Expansion: Lay the foundation for future features like strategy marketplaces, mobile apps, and AI-driven automation.

2.2 Key Deliverables

- A web-based platform with no-code and API-based strategy deployment.
- Secure integrations with at least five major Indian brokers at launch.
- A real-time dashboard with interactive charts for trade logs, analytics, and portfolio metrics.
- A scalable cloud infrastructure ensuring 99.9% uptime and low-latency execution.
- Comprehensive documentation, user guides, and video tutorials for all user types.
- A paper trading environment for risk-free strategy testing.

3. Market Analysis

3.1 Industry Overview

- The global financial markets are undergoing a transformation, with algorithmic trading becoming a cornerstone of modern trading strategies. In India, the rise of retail trading platforms like Zerodha and Upstox has led to a surge in retail participation, with over 50 million active investors as of 2025. Approximately 20% of these investors are experimenting with algo trading, driven by the availability of affordable technology and the desire for passive income.
- The Indian algo trading market is poised for significant growth, supported by:
 - Increased Retail Participation: Low-cost brokerage services and mobile trading apps have lowered barriers to entry.
 - Technological Advancements: Cloud computing, APIs, and machine learning are enabling sophisticated trading solutions.
 - Regulatory Support: The Securities and Exchange Board of India (SEBI) has introduced guidelines to regulate and promote algo trading, ensuring investor protection.



3.2 Open API Brokerage Comparison (India)

Broker	API Name	Cost	Real-Time Data	Live Trading	WebSocket Support
Dhan	DhanHQ API	Free with Dhan account	Yes	Yes	Yes
Fyers	Fyers API	Free with Fyers account	Yes (near real-time)	Yes	Yes
ICICI Direct	Breeze API	Free with ICICI Direct account	Yes	Yes	Yes
5paisa	Xstream API	Free with 5paisa account	Yes	Yes	Yes
Zerodha	Kite Connect API	₹2000/month + 18% GST	Yes	Yes	Yes
Upstox	Upstox API	Free for basic access with Upstox account	Yes	Yes	Yes
Angel One	Smart API	Free with Angel One account	Yes	Yes	Yes
Sharekhan	TradeTiger API	Free with Sharekhan account	Yes	Yes	Limited (REST focus)
Motilal Oswal	MO Trader API	Free with Motilal Oswal account	Yes	Yes	Yes
Kotak Securities	Trade API	Free with Kotak Securities account	Yes	Yes	Yes

3.3 Target Market

IATTHUB targets a diverse user base, including:

- **Retail Traders:** Individuals seeking to automate their trading strategies to save time and improve efficiency. This segment includes both novice traders and experienced investors looking for user-friendly automation tools.



- Strategy Developers: Programmers and quants building custom algorithms in Python, R, or other languages, requiring robust APIs and integration capabilities.
- Trading Coaches and Influencers: Educators and content creators using IATTHUB to train students or demonstrate trading strategies.
- Broker Partners and Affiliates: Brokers integrating IATTHUB as a value-added service to attract and retain clients.
- Prop Desks and Hedge Funds: Institutional users requiring scalable, high-performance automation for large portfolios.

3.4 Competitor Analysis

Algo Mojo Supported Brokers

- Angel One
- Upstox
- 5paisa
- Alice Blue
- Fyers
- ProStocks
- Zebu
- Samco
- Firststock
- Goodwill Commodities
- Tradejini
- Anugrah Stock Broking
- Master Trust
- Asit C Mehta
- Trustline
- Geojit
- Bonanza Portfolio Ltd.
- Dhan
- IIFL (India Infoline)
- Paytm Money
- Kotak Securities
- Motilal Oswal
- Sharekhan
- Groww (Planned)
- Nuvama (formerly Edelweiss)



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SERVICES:

- customization strategies
- multileg strategies
- paper trade
- rollover options
- strategy watchlist
- order execution
- check live mtm
- manage live positions
- risk management
- real-time analytics
- customizable alerts
- telegram notification
- api bridge
- webhook integration
- trading terminal
- multi broker connectivity

Pricing :

- 1.Monthly -599
- 2.half yearly -3599
- 3.yearly – 5999

Tradetron

Services

- StrategyBuilder
- Backtesting
- PaperTrading
- AutoExecution
- Marketplace
- MultiBroker
- Webhooks
- Notifications
- Analytics
- LiveMonitoring
- Portfolio
- ConditionCheck
- API
- Deployment
- PositionTracking



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-
- RiskManagement
 - TradingView
 - ExcelBridge
 - AmiBroker
 - MultilegOptions

Supported brokers :

- Zerodha
- Angel One
- Upstox
- Fyers
- Alice Blue
- ICICI Direct
- Kotak
- Motilal Oswal
- IIFL, Sharekhan

Pricing :

- 1.monthly – 5000
- 2.half yearly – 14000
- 3.yearly - 50000

TRADELAB

Services

- Aliceblue
- Zerodha
- Rudra
- Trustline
- Mastertrust
- Hdfc
- Kotak
- Acs
- Lotusx
- Enrich

Supported brokers :



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-
- Primus – OMS + RMS platform
 - Lowlatency execution & analytics
 - Exchange connectivity & matching engines
 - Compliance & KYC automation
 - Consultancy & customization services

Streak

Services

- Backtesting
- LiveTrading
- PaperTrading
- StrategyBuilder
- Scanner
- Alerts
- TechnicalDashboard
- IndicatorSupport
- Heatmaps
- Notifications

support brokers

- Zerodha
- AngelOne
- Upstox
- ICICIDirect

Pricing

monthly-1500

Quantman

Services

- StrategyBuilder
- Backtesting
- PaperTrading
- LiveExecution
- RiskManagement
- Dashboard



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-
- Mentorship
 - ManualControl
 - Notifications
 - Analytics

supported brokers

- Zerodha
- AngelOne
- Fyers
- AliceBlue
- 5Paisa
- Dhan
- ICICIDirect
- Upstox

pricing

- month – ₹3300/
- Quarterly – ₹9000
- Annually – ₹29,000

SENSIBULL

Supporting brokers

- TOI+
- MINT
- THEPRINT
- YOURSTORY
- ETrise
- THE NEWS MINUTE

Pricing

₹0/month No charges

Zerodha

- Services



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-
- OrderPlacement
 - OrderModification
 - OrderCancellation
 - Positions
 - Holdings
 - GTT
 - Alerts
 - Portfolio
 - Websocket (Connect tier)
 - HistoricalData (Connect tier)
 - MarketData (Connect tier)

Algotest

services

- StrategyBuilder
- Backtesting
- PaperTrading
- LiveExecution
- RiskSettings
- Heatmap
- SignalBridge
- MultiAPI
- Analytics
- Speedtest
- Dashboard

supported broker

- Upstox
- AngelOne
- Fyers
- AliceBlue
- 5Paisa
- IIFL
- KotakNeo
- MotilalOswal
- Bigul



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pricing

- monthly from 500-6000

OPSTRA

Services

- OPSTRA is a web-based Options Analytics & Strategy Platform created by Definededge. It's widely used by options traders in India for:
 - Strategy building
 - Options chain analysis
 - Open Interest (OI) charts
 - Option Greeks (Delta, Gamma, Vega, etc.)
 - Payoff graphs and simulations
 - Real-time price feeds
 - Execution via integrated brokers

Supporting brokers

- Open a Demat & Trading account with Definededge Securities.
- Receive your UCC/client code and login credentials.
- Log in to OPSTRA via the web or mobile app.
- This gives you full trading integration—from building strategies to executing orders directly.
- OPSTRA Pro features (backtesting, intraday charts, vol surface) are available after subscribing or using the free trial connected to your Definededge account

Pricing

- Free Plan ₹0 Limited features
- OPSTRA Pro ₹999/month Full access
- ₹2,699/quarter
- ₹9,999/year



4. Core Features

IATTHUB offers a comprehensive set of features designed to meet the needs of diverse users:

- **Strategy Deployment:** Supports webhooks and APIs for seamless integration with TradingView, Python, Excel, and MT4/5, allowing users to deploy strategies without coding expertise.
- **Broker Integrations:** Pre-built connectors for Zerodha, Angel One, Upstox, and other major Indian brokers, with plans to add international brokers like Interactive Brokers.
- **Paper Trading:** A simulated trading environment for testing strategies without financial risk, ideal for beginners and developers.
- **Smart Order Routing:** Handles complex order types like SL, BO, CO, GTT, and trailing stop-loss, with customizable parameters for risk management.
- **Real-Time Dashboard:** Visualizes strategy performance, trade logs, and portfolio metrics with interactive charts and exportable reports.
- **Portfolio Monitoring:** Tracks positions, profit/loss, margin utilization, and risk exposure in real-time, providing a holistic view of trading activities.
- **Auto-Square Off:** Automatically closes positions based on predefined rules, such as time-based or loss-based triggers, to protect capital.

5. Future Enhancements

IATTHUB's roadmap includes phased enhancements to expand functionality and market reach:

Phase 1: Strategy Marketplace

- Launch a peer-to-peer marketplace where users can share, buy, and sell trading strategies.
- Implement a rating and review system to ensure quality and transparency.
- Enable developers to monetize their strategies, fostering a vibrant community.

Phase 2: Mobile App

- Develop a cross-platform mobile app (iOS and Android) for real-time alerts, strategy control, and portfolio monitoring.
- Include push notifications for trade executions and market events.
- Offer a simplified interface for on-the-go trading.



Phase 3: Multi-Broker Execution

- Enable a single signal to execute trades across multiple brokers or accounts simultaneously.
- Support portfolio-level strategies for diversified trading.

Phase 4: Backtesting Engine

- Introduce a robust backtesting engine to simulate strategy performance using historical market data.
- Provide metrics like profitability, drawdown, and risk-adjusted returns.
- Integrate with popular data providers for high-quality historical data.

Phase 5: AI Signal Advisor

- Leverage machine learning to suggest and optimize trading signals based on market trends and user preferences.
- Offer automated strategy adjustments to improve performance.
- Integrate predictive analytics for market forecasting.

Phase 6: White Labeling

- Allow resellers and partners to launch branded versions of IATTHUB.
- Provide customizable UI and feature sets for white-labeled platforms.
- Target brokers and financial institutions for partnership opportunities.

6. Target Users

IATTHUB is built to support a wide range of Indian traders, especially the growing number of day traders:

- **Day Traders (15+ million in India):** Designed for intraday traders who need fast, reliable execution and automation to react quickly to market changes.
- **Retail Traders (50+ million):** Whether you're just starting with algo trading or looking to automate your existing strategies, IATTHUB makes it easy with no-code tools and paper trading features.
- **Strategy Developers:** For tech-savvy traders and coders, IATTHUB offers developer-friendly APIs to build and deploy custom trading bots using Indian broker APIs like Zerodha, Upstox, and Angel One.
- **Trading Coaches & Influencers:** Educators can use IATTHUB to showcase strategies, teach live sessions, and offer hands-on training with real market data.
- **Brokers & Affiliates:** Indian brokers can partner with IATTHUB to offer advanced automation tools to their clients, improving retention and engagement.



- Prop Desks & Small Funds: Suitable for small institutions looking for a scalable, high-performance platform to run automated strategies in the Indian market

7. Competitive Advantage

IATTHUB's competitive advantages include:

- Affordable for Everyone: Budget-friendly pricing plans made for Indian traders—much cheaper than global platforms like TradeStation or MetaTrader.
- No-Code Simplicity: Easy-to-use interface for beginners. No coding needed—just set your strategy and go live.
- Advanced API Access: For developers and pros, our APIs work seamlessly with Indian brokers like Zerodha, Upstox, Angel One, and more.
- Fast Order Execution: Ultra-low latency (under 100ms) ensures your trades hit the market instantly—perfect for intraday and scalping strategies.
- Easy Broker Integration: Connect with top Indian brokers in minutes, no complicated setup or technical hurdles.
- Community-Driven Features: We listen to traders. You vote, we build—new features based on what Indian users actually need.

8. Financial Projections

8.1 Revenue Model

IATTHUB follows a subscription-based model designed to suit the needs and budgets of Indian day traders:

Tiered Plans:

- Basic Plan (Free): For beginners and casual traders—includes limited features like basic strategy creation and paper trading.
- Pro Plan (Affordable Monthly Fee): Perfect for active Indian day traders—offers real-time execution, multi-broker access (Zerodha, Upstox, etc.), and advanced analytics.
- Enterprise Plan (Custom Pricing): Tailored for prop trading desks, hedge funds, and large brokers—includes premium support, white-label solutions, and advanced automation tools.

Additional Revenue Streams:

- Strategy Marketplace Fees: A small fee from trades or subscriptions to community-created strategies.
- White-Label Licensing: Providing branded versions of IATTHUB for brokers and prop firms.
- Premium Support & Consulting: For institutional clients needing custom integrations, training, and support.



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9. Conclusion

- IATTHUB is poised to revolutionize algorithmic trading by offering a unified, scalable, and user-centric platform that bridges the gap between trading strategies and broker execution. With comprehensive broker integrations, real-time execution, and a roadmap for innovative features like AI-driven signals and strategy marketplaces, IATTHUB is well-positioned to capture the growing Indian algo trading market and expand globally. By combining affordability, ease of use, and advanced functionality, IATTHUB empowers the next generation of traders to achieve their financial goals with confidence and efficiency.