

JULY 2019

Kauravas & Pandavas of SHARE MARKET

Find out which
type of investor
are you.

INDIAN STOCK MARKET JOURNAL

EMPOWERING TRADERS AND INVESTORS

C O N T E N T S



Page 3

Union Budget: 2019-20-A
Budget of Preceeding &
Approaching Growth
Page 7

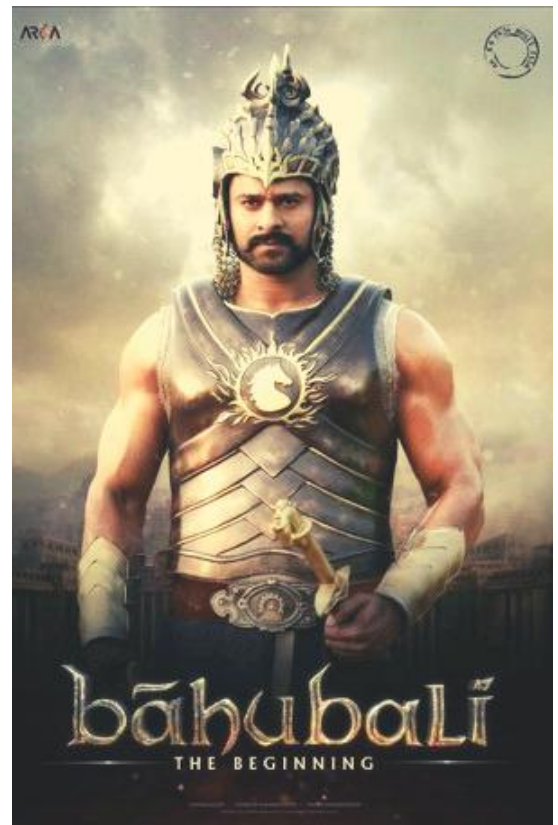
9 Famous **BOLLYWOOD** Dialogues,

& **Investment Lessons**

They Teach



Page 12



C O N T E N T S

Cover Story

Page 20



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Page 30



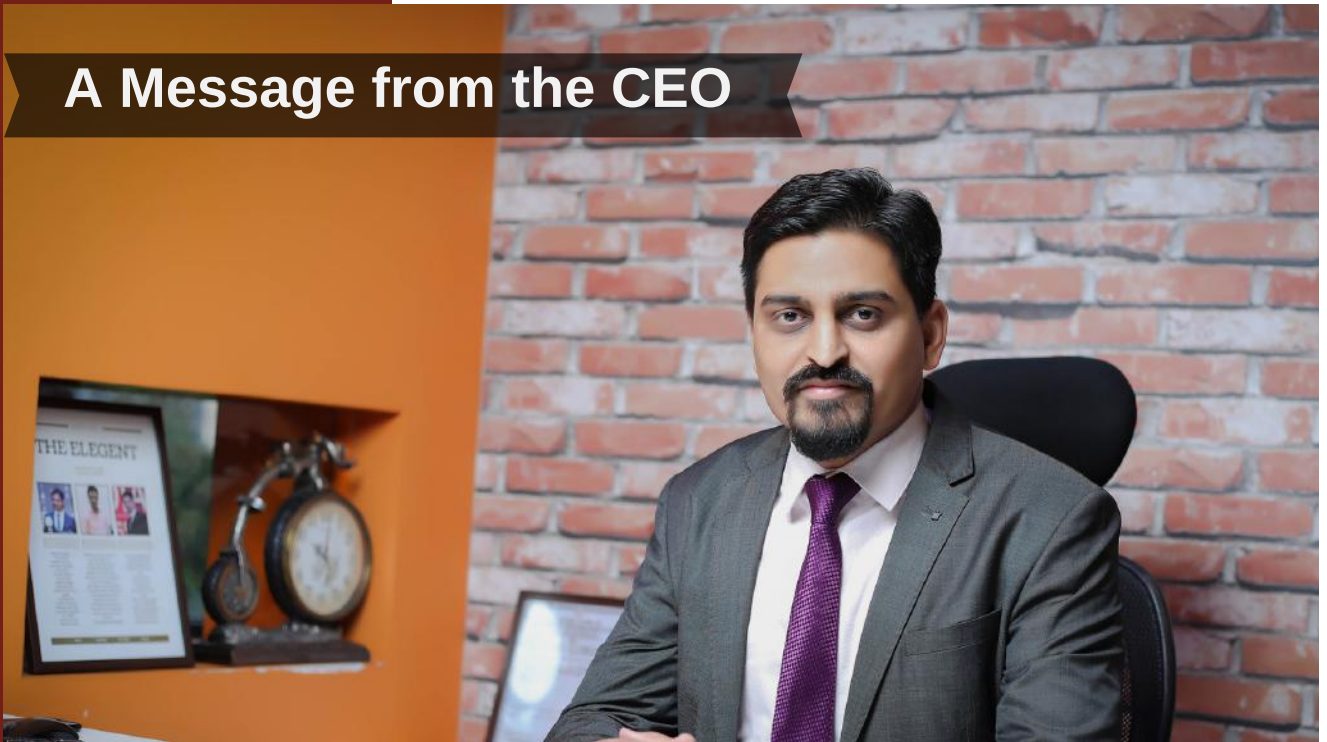
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STOCK MARKET OUTLOOK FOR AUGUST 2019

A Message from the CEO




Dear Readers,

Knowing what kind of investor you are, is the first step towards successful investing. In this edition of ISMJ, we have made an interesting comparison of the type of investors to the characters of the epic Mahabharata. This will make your journey of self-discovery easy and fun. So go ahead and find out what type of investor you are.

Also this edition has some very interesting articles on investing and trading. Hope you find them educative and informative.

We would like to thank you for appreciating our previous edition with your kind words. We would love to have your continuous feedback so that we improve on our work. Please feel free to write to us at support@equitypandit.com.

Happy investing!



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JULY 2019 | ISMJ

FACEAPP CHALLENGE: AGING LIKE A PRO!

It is taking the nation and the world by the storm!!

Not everybody of us takes aging gracefully, neither they actively look forward to the aging process. And a variety of anti-aging products re cherry on the top of your old age concerns. A huge variety like wrinkle prevention and removal creams, hair dyes, and skin revitalizers are all available because people fear aging. Surprisingly, there is a term for aging phobic people; Gerascophobia.

But the good news is that there is something new in the world if artificial intelligence that can help you make a bit relax on your looks while you age.



In the long queue of the number of challenges popping our social media accounts daily, next is the faceApp challenge. You might have noticed a sharp rise in the

number of people posting 'old person' selfies on social media.

Have a look at the source of these awesome, hilarious but realistic selife

The pictures are coming from the product of an app named FaceApp, which has taken the internet by storm. Netizens are going crazy for the celebs posting their old age face pictures, and cant wait to see themselves to saying personifying the phrase ‘aging like wine’.

Though it’s not a new app, like Snapchat’s baby face and gender swap filters, its users are enjoying its latest AR flirt; aging. By using this filter on any pic, the app spits back an image of them looking considerably older, with what you could probably consider frightening accuracy. The results are surprisingly quite real and accurate. Some filters allow you to go back in time, which aren’t as scary or realistic, but pretty impressive all the same.

Meanwhile, there are other filter options as well on the app, if any of the users want to age a selfie. It can make the user look younger, making it more attractive, and a gender-bending feature that means

All you need to do is that the pictures have to be uploaded to FaceApp’s servers for processing

changing male selfies to females and vice versa.

All you need to do is that the pictures have to be uploaded to FaceApp’s servers for processing, but at the time we tested it it was only taking a few seconds from tap to finished effect. There are other apps in the play store as well that intentionally change a picture in a way it is entertaining, but not a real photo anymore, and FaceApp has turned out to be the best.



Here's the step to see yourself as an older person:

- Install the app on your Android and iOS phone
- Head to the camera and click a selfie or you can select a picture from your phone gallery.
- Once this is done, the app will process the photo and display the filters that you can choose to edit your picture.
- There are a number of filters, including old age one where your photo will be transformed into an image of an old person.
- Select the filter of your choice and then tap on done

As aging is inevitable, and everybody has understandable fears about how aging will affect us. The worrisome things are many from how their health risks may change to how their physical appearance will change. But one has to understand that worrying about things that will happen when we age will not change a thing. And if there is anything it is able to change is the health condition, because it causes a lot of stress, that we cannot handle. We suggest you take care of your health so that you can actually age like a fine wine!

UNION BUDGET 2019-20

A Budget of Preceding and Approaching Growths

The budget was appreciating as the Finance Minister presented it focusing on nearly every possible aspect of the economy, especially job creation.



As we know that the budget 2019 was on talk way before it was presented by Nirmala Sitharaman, as a first full-time women Union Finance Minister. Also, the public expectations for the Union Budget 2019-2020 were quite more because of the public's favorite, the new BJP or we can say Modi led government. There were so many key highlights like GDP growth, which has been slowed down, global outlook turning gloomy amid heightened trade tensions and fear of a prolonged slowdown in the eurozone.

However, despite the backdrops, the budget was still appreciating as the Finance Minister presented it focusing on nearly every possible aspect of the economy, especially job creation.

the public expectations for the Union Budget 2019-2020 were quite high

Though a large segment of intellectuals would have been comfortable even with 3.5 % in lieu of a growth budget, the most promising part was the fiscal deficit target of 3.3% for FY20. This implies that the government's focus on international borrowing will restrain crowding in private sector borrowing in the domestic market and will help in establishing a sovereign yield curve.

According to the experts, there is a chance of downfall in interest, as lower borrowing in the domestic market should be positive.

Though a large segment of intellectuals would have been comfortable even with 3.5 % in lieu of a growth budget, the most promising part was the fiscal deficit target of 3.3% for FY20.

A growth focussed budget:

According to the ministry of finance, the government has already built 1.5 crore houses and targets to build 1.95 crore houses over the next two years under the **rural head of Pradhan Mantri Awas Yojana(PMAY)**. Indicating its focus on growth ministry also mentioned the progress in the time taken to complete the construction of houses. It was 314 days in year 2015-2016 and 114 days in the year 2018-2019. Hence, they assured that the target of Housing for All by 2022 is expected to meet.

Now coming to the **urban head of Pradhan Mantri Awas Yojana (PMAY)**, nearly 24 lakh hoses has been handed over to the beneficiaries.

Additionally, the Finance Ministry has also encouraged the common man to buy affordable houses by **increasing fiscal incentives on a home loan**. The interest component of a home loan borrowed before March 31, 2020, has been increased up to Rs 1,50,000 deduction per annum.



this is only applicable to property value under the price of Rs 45 lakhs. Along with this Rs 3.5 lakh per annum is the total fiscal incentives on a home loan by way of interest deductions.

However, this is only applicable to property value under the price of Rs 45 lakhs. Along with this Rs 3.5 lakh per annum is the total fiscal incentives on a home loan by way of interest deductions. This also supports the loan eligibility of the borrower.

Tax benefits

Now let us talk about the tax benefits, it is offered on repayment of a principal of up to Rs 1.5 lakh. So in case a borrower is buying this kind of property, (s)he also fulfills all the requirements of the Pradhan Mantri Awas Yojana scheme, then the effective overall interest rate on his home loan can be below 4 % per annum even though the nominal home loan interest rate is 8.7% per annum.

This step is expected to encourage a huge boost to affordable housing. A recapitalization plan for nearly around Rs 70,000 crore has been a massive clean-up of the NPAs of the banking sector in the past few years. This plan will reasonably bolster the PSU Banks' capital base and improve credit uptake.

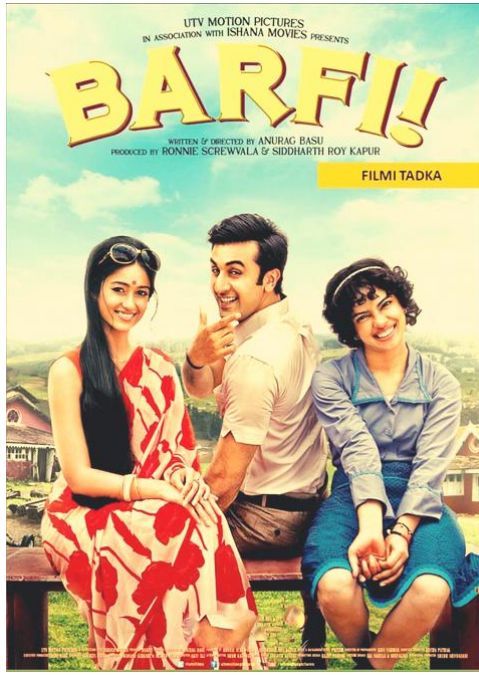


*government
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NBFC & MSME

Appreciating the role of NBFCs in the economy, the Finance Minister said that the government will provide one-time six-month partial credit guarantee to PSU banks for the first loss up to 10% for the purchase of high-rated pooled assets of financially-sound NBFCs. Also, Sitharaman has declared to cut the tax rate to 25% for all the corporates. However, this is applicable only on the ones with an annual turnover of up to Rs 400 crore from the earlier Rs 250 crore. Hence it covers 99.30% of all corporates in India.

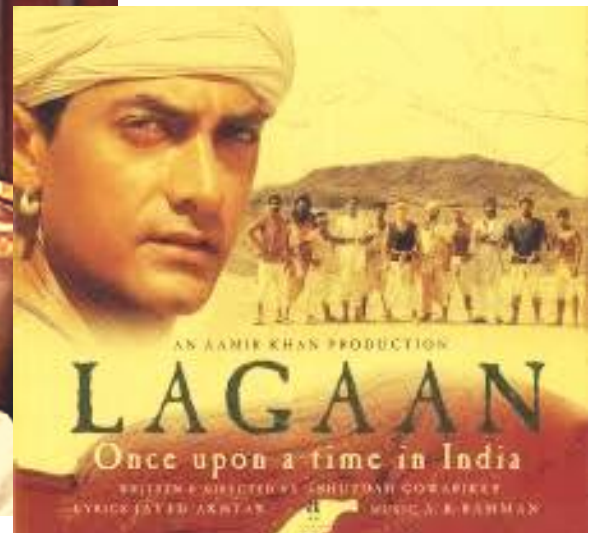
We believe, it as a good initiative in a context of supporting smaller companies, recognizing and promoting their ability to make available more amount of jobs as compared to large corporates, that too with similar capital. In a nutshell, and in our opinion, the new Fiance Minister has made a great start and one looks forward to bold measures going forward.



9 Famous BOLLYWOOD Dialogues,

& Investment Lessons

They Teach



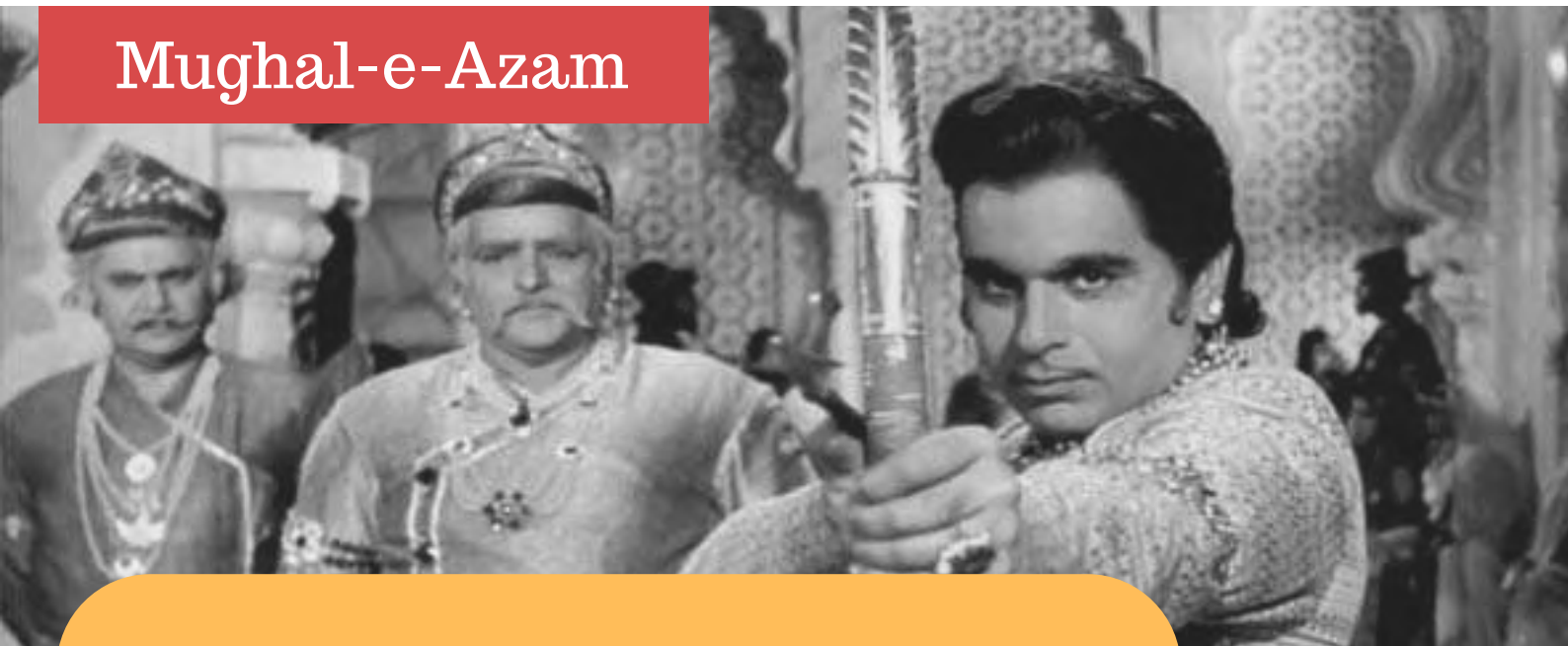
Filmein sirf teen cheezon ki wajah se chalti hain... entertainment, entertainment, entertainment...

Gone are the days, when the sole purpose of watching movies, was to seek entertainment. In evolution, movies have turned to have power packed stories with strong characterization and strong social ethical and financial messages.

Dialogues have always been an important part of the movie. From a punch line by the villain to dialogues delivering moral message from the hero; to the sentimental attack of the bollywood mothers- dialogues have had a powerful impact on the viewers.

Here are famous Bollywood dialogues that can help us make wiser and smarter financial choices.

Mughal-e-Azam

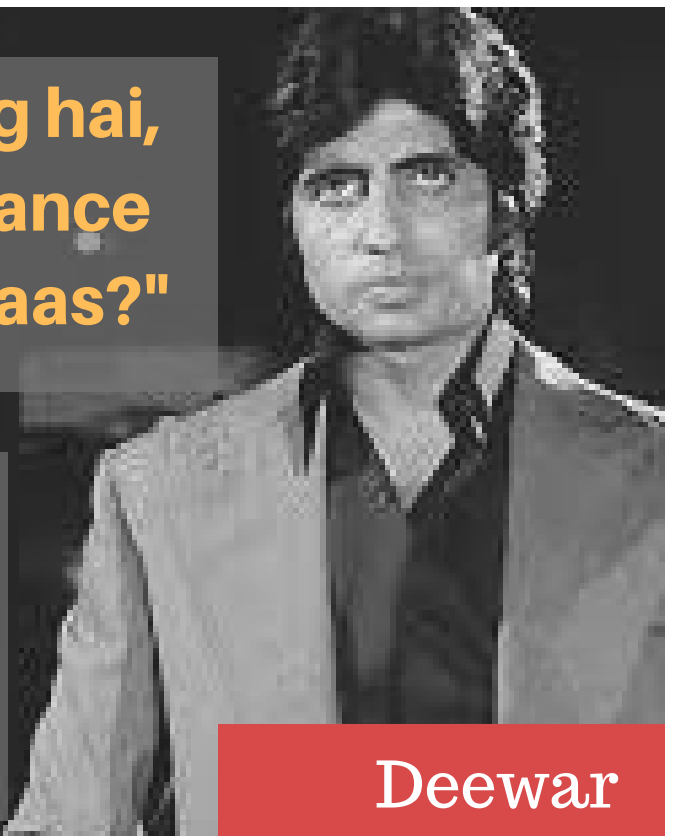


"Phool to murjha jaate hain lekin kante daaman thaam lete hain..."

If you know your stocks or funds have been incurring substantial losses, it's best to get rid of these at the earliest, even if they are your favorite stocks.

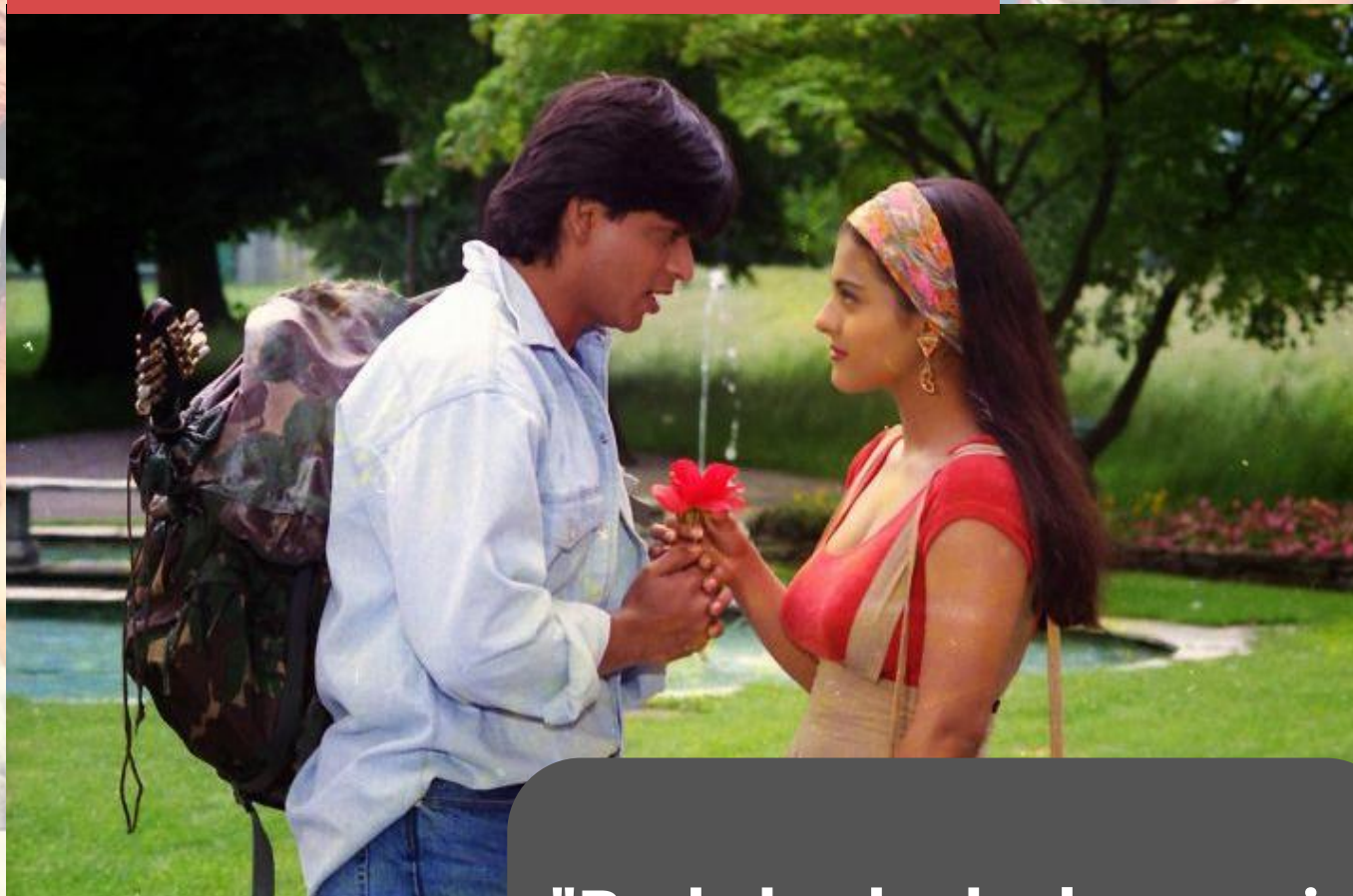
"Aaj mere pass building hai, property hai, bank balance hai... kya hai tumhare paas?"

Build assets and wealth so that you have financial security. Do not invest in ponzi schemes but invest for a long term to create wealth



Deewar

Dilwale Dulhania Le Jayenge



**"Bade bade deshon mein
choti choti baatein hoti
rehti hain..."**

Be as determined with your equity investments as Raj was about marrying Simran (Kajol). Do not get distracted by short-term market noises— Simran's engagement to Kuljeet (Parmeet Seethi)—and stay invested for the long term. The phase is normal and will pass soon, but the rewards will be well worth the wait.

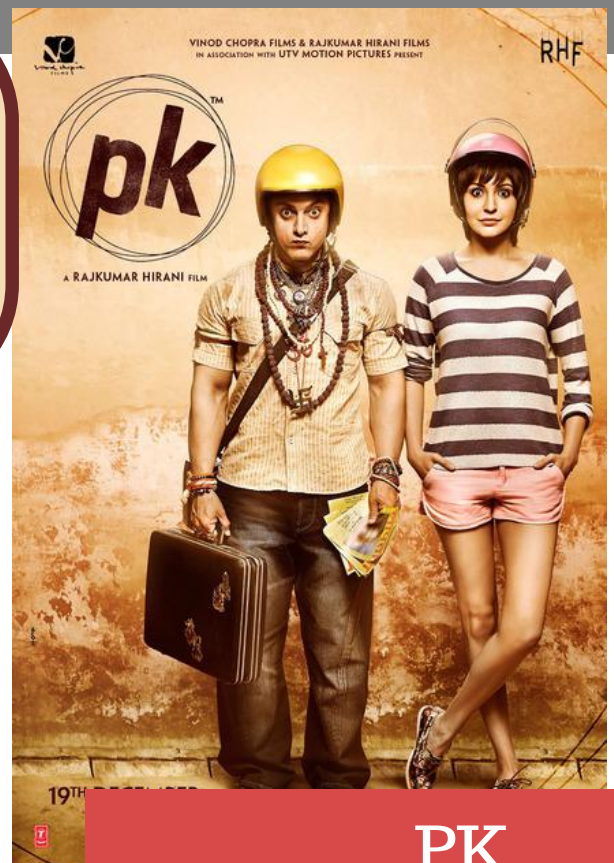
"Dugna lagaan jabardasti nahi hai? Bhar sake hai koi? Ee bipda nahi hai Mukhiya ji, ee hai mauka."

Lagaan

Find opportunity is adversity. Like Bhuvan (Amir Khan) learned to play cricket to save the villagers from paying taxes, when others were deciding to surrender to the demands of the Britishers. You too find the opportunity in poor market condition, when other investors decide to not invest.

"Humka laagat hai bhagwan se baat kare ka communication system is gola ka total lul ho chuka hai".

Pk did not believe in the earthly religion only because everybody else did. He needed logic and proof. You should, too, if you want to gain from your market investments. Don't develop the herd mentality.



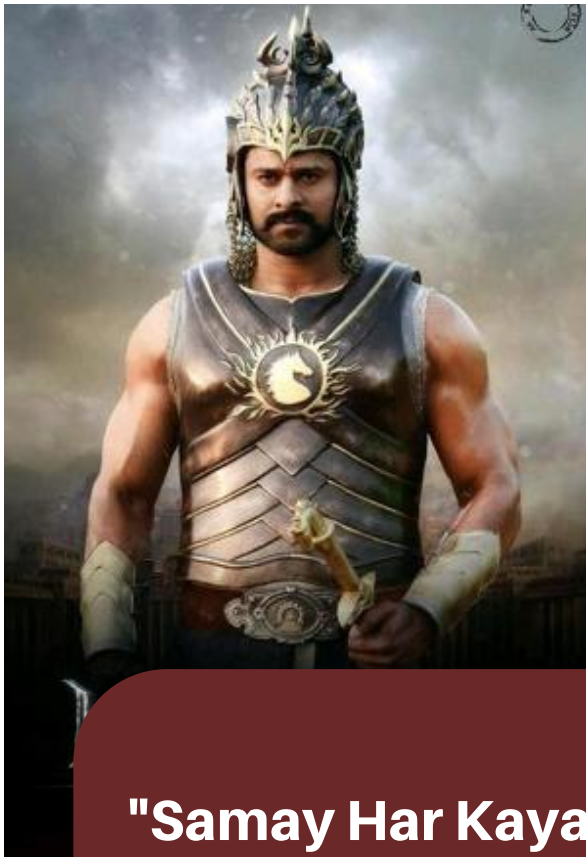
PK

Once Upon A Time In Mumbai Again



“Peene ki capacity, jeene ki strength, account ka balance aur naam ka khauf ... Kabhi kam nahi hona chahiye.”

Your knowledge and investment strategy build your reputation in the market. So keep learning and keep investing. Your knowledge should be untouchable in the market. Invest using knowledge and grow your corpus. Your capital too, should not depreciate.



Be greedy and fearful at the right time in the market. Know when to possess and when to let go. Be greedy at the bottom of the market cycle and fearful at the top. Not the other way round.

"Samay Har Kayar Ko Shurvir banne ka ek avsar deta hai, vah chad yahi hai."

"Life mein sabse bada risk hota hai kabhi koi risk na lena."

From a investing point of view, taking risk means opening avenues for profits. Talking risk does not mean inviting failure. One must rather take calculated risks than not taking risk at all.



Barfi



"Paisa, Paise ko khichta hai."

It's a revealed secret that money builds money and you need to know how to make your cash work for you even while you are sleeping.. Making financially smart decisions like investing in mutual funds, stocks, FDs can help you earn more from your existing savings.



Cover Story

Kauravas & Pandavas *of*

SHARE MARKET

Find out which type of investor are you



Mahabharata; the most epic story from Hindu mythology, whose lessons and messages still fit in today's modern era, and it will fit in here forever.

Now, coming to the share market, can you really imagine lessons of Mahabharata in it? The answer is yes, you can.

By observing the epic characters of Mahabharata such as the smart Krishna, the emotional Arjuna, the audacious Draupadi, and the silent Sahadeva, an investor can learn a lot. Not talking about the market play of Mahabharata, we simply mean what you can learn from the various characters of Mahabharata.

Kurukshetra vs Share Market

Let's imagine, share market as 'Kurukshetra'. Not the real one, the field of warfare, but it is the place where daily, on an average of lacks-crores of rupees is transacted and change hands in through the medium of shares. And similarly, **Kauravas and Pandavs are opponents of the Kurukshetra(share market), buyer and the seller.**

Like Mahabharata, **everyone thinks whatever they are doing is correct.** Everyone is on the lookout for the highest rates, the highest profits, the greatest opportunities.

In this Kurukshetra, the fight is not for power, position or wealth- neither for obliterating off each other nor for snatching the wealth and properties of others. No matter there are no Kauravas or Pandavas here, but everyone has his own calculation, permutation, and combination. **Everyone has his military arrays, strategic placements.**

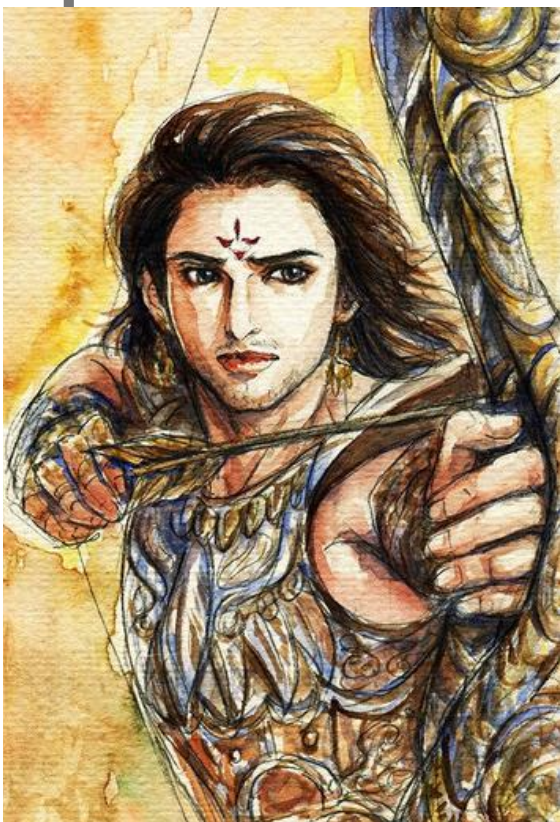




To understand what kind of investor you are and what is best for you, let us know more about the characters of Mahabharata:

Yudhishthir

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The patient one, the one who always follows the 'Dharm-Marg'. They tend to purchase fundamental scripts only so that they be prepared for the bad times of the future. They do not need to worrying does arise in the future due to his purchasing thus made. But this type of investors often gets into hot soup, of course unwillingly. However, they don't get perplexed and remain invested for longer periods hoping to have a win-win situation in the coming future.

The Draupadi kind of investors are insolent we can say. To them, if someone advises something, (s)he gets excited. Although, these types do not leave any scope for others to say while saying anything no matter what. They consider bad things and good things in one standard. Being fickle minded, this type of investors purchase or sell shares in fancy, which results in not being practical. These types are highly sensitive and their decisions are volatile which could prove risky for them.



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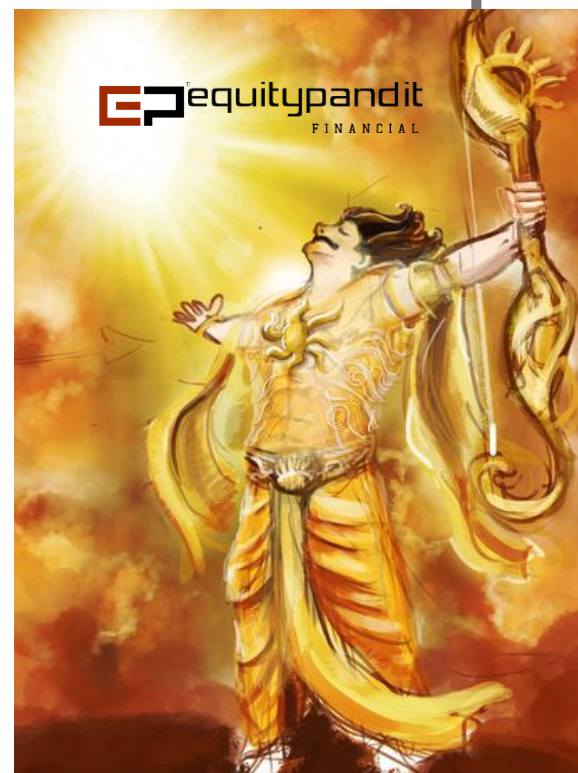
Draupadi

Sahdev

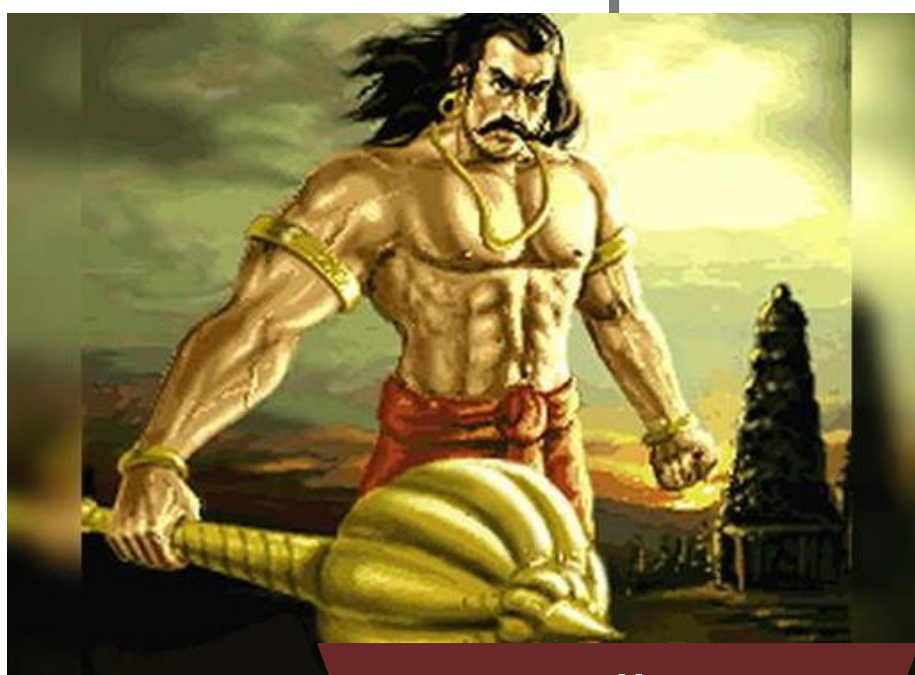
The calm and shrewd one. Such investors invest silently without letting their left hand know the moves they make. They invest and get into the profits and losses at very nominal rates from time to time. No bangs, band and loud announcements, only speak when they are asked for. They are not interested in singing songs of their accomplishments. These types have the inklings of which turn the market could take, what is in store in it in the future etc. They do not come into the limelight because of living their lives in a low profile. In the market parlance, these types of investors are considered silent but successful in share market parlance.

Karna

This type of investors is capable of being smart. They are drawn to the speculators and fly by night wealth creators because these types don't have any goodwill or the investing capacity of their own. By staking their investment moves after drawing through the sources of margin trading money or through credits, these types of investors tread on the paths of speculation. They transverse through the paths lead by the wicked persons like Duryodhana and support them too.



This type of investors only keeps interest in speculating in the market no matter what they personally going through. They just love words like insider trading, circular trading, price rigging or manipulations. They never quit these nasty habits no matter what the consequences are. They are a bit little not disturbed by what they get in return in lieu of their dirty dickering, be that, bad name, ill fame, punishments, pains, troubles, He is though fully aware what he is doing is not right, not as per the rules of laws, against humanity, totally impractical and wholly immoral but even then he prefers walking on the ugly paths.



Duryodhana

Bhishma

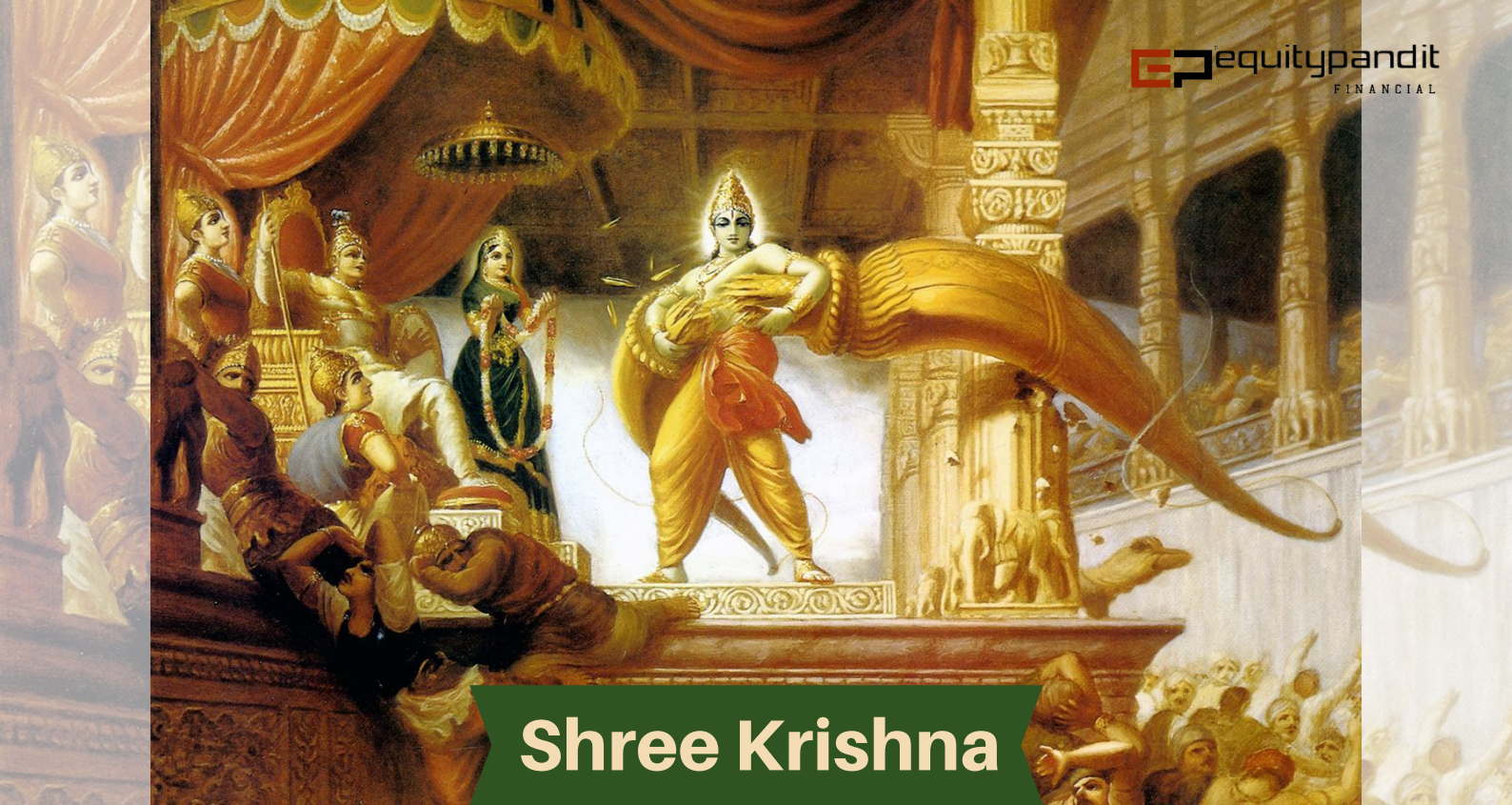


The over wealthy ones. The one who considers the might of riches and supreme. But it is noteworthy that mastery in wealth is not only the key to success in the share market. The market acumen and intellect of choosing share among the massive lots of healthy and sick shares. Though it is an old saying that money attracts money, but succeeding every time everywhere on the strength of money is not possible. Investments of wealth under a well thought out strategy yield dividends



Arjuna

The hero investor. These are the ones who are sensitive and god gifted by grasping the rules of the market in operation. But like Arjun was surrounded by problems in his life, they also do. As they get confused with some particular types of shares and start loving the shares too which they must not. That results in their need for advice on investment gurus like Krishna. They out of sheer love towards the scrips under possession ignores the cardinal rules of investment into the share market. In such cases, they immediately understand the missing points also, if somebody arguably tries driving the logic in their heads. The Arjun investors always advise by their guides that when they are asked to purchase, purchase and when asked to sell, then sell, because whatever they are being asked to do lay his own interests.



Shree Krishna

The smartest of all. They are well updated on every move that the market makes. Their ways of investments are the most superior among all the other ways to earn income from the share market. Also, most importantly, like Shree Krishna in Mahabharata, this type of investors knows well the minuses and pluses of every character of Mahabharat. Additionally, the Krishna types of investors in the share market the strengths and the weaknesses of every company's and its shares.

Of course talking about Kauravas, Pandavas, Shree Krishna, and Kurukshetra is just to make our readers understand better about which quality is to be taken from which character regarding investment and share market. There are of course here nobody likes Kauravas and Pandavas, but everybody has his own permutations and combinations and calculations.

STOCK MARKET OUTLOOK FOR AUGUST 2019



After the declaration of Lok Sabha Elections result, NIFTY was consolidating. In the Union Budget-2019 presentation that followed, there have been some unfavourable policy for the Foreign Portfolio Investors (FPIs), in relation to the levy of tax. In reaction to this NIFTY fell and almost filled the gap formed because of the election outcome earlier.

After almost filling the above-mentioned gap, NIFTY jumped to a level of 11700 where it faced strong resistance and fell sharply. Now Nifty is overstretched and the immediate psychological support for Nifty is at 11000 .

NSE:NIFTY, D 11118.00 ▲ +32.60 (+0.29%) O:11034.05 H:11145.30 L:10999.40 C:11118.00



As soon as Nifty closes below 11000 levels, it is likely to find support at 10967-10924. The scope for downtrend is open.

Till then some positive bounce can be seen as a reaction.

At present the market is forming a trend channel and both Nifty and Bank Nifty has to close above the immediate resistance of 11217 and 29255 , respectively to **see a positive breakout.**

Sector Under Radar

We believe that **Pharma sector** has been bottom out. Our Pick - **Sunpharma, Sparc and Lupin** which may see decent upside from medium to long term. We can hold these shares.

Also we are seeing good buying opportunity in good bluechip, smallcap/midcap stocks. We firmly believe that now Nifty may consolidate and correct from here on ,but broader market whould see slow upside movement due to accumulations.

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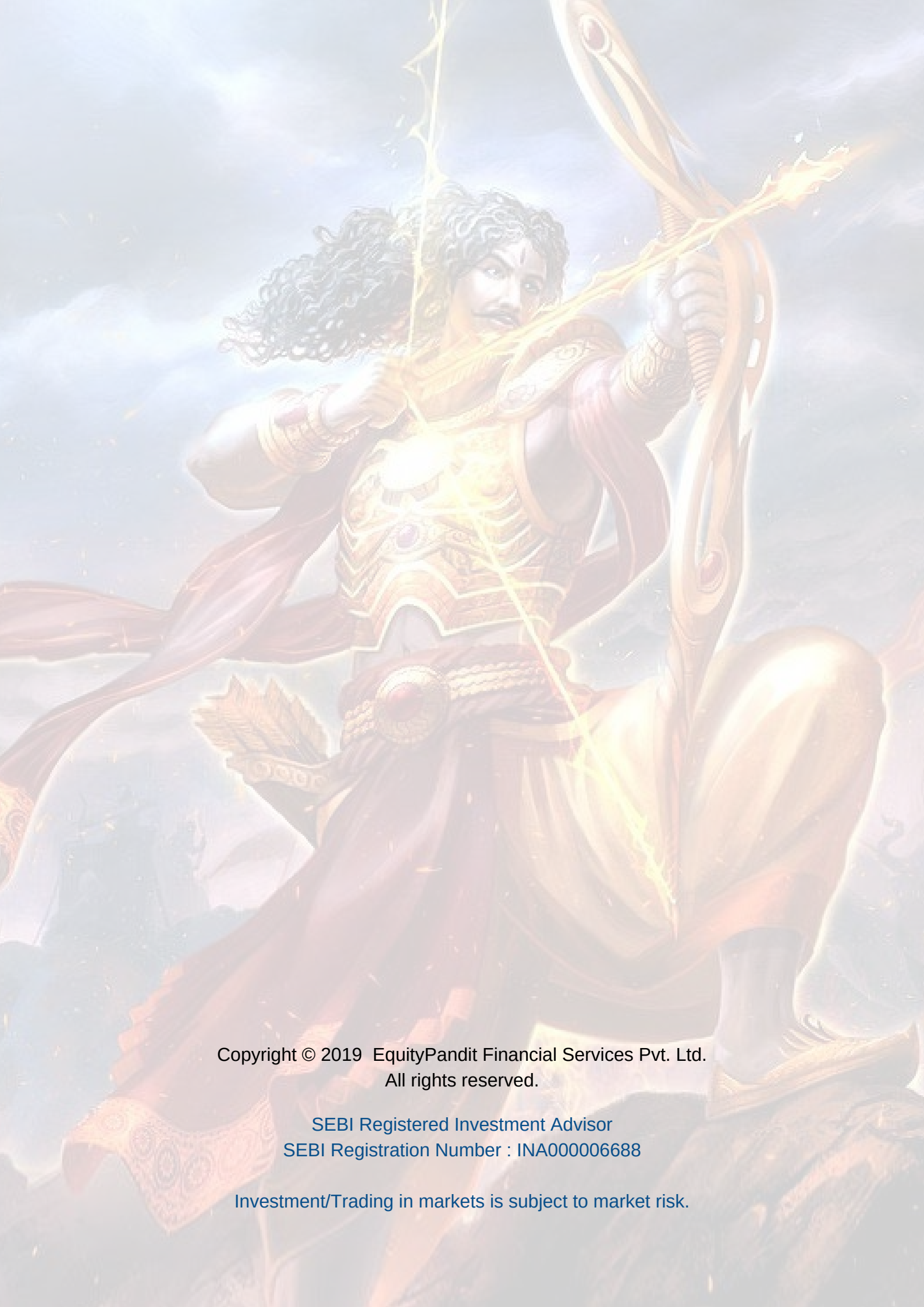


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