

INDIAN

STOCK MARKET JOURNAL

EMPOWERING TRADERS AND INVESTORS

EquityPandit Celebrating 15 Years of Research Excellence



**STOCKS TO
BET ON**

Where The World Is Heading?

**Augmented Reality
in
Physical
Environments**





Celebrating 15 Years of Research Excellence

As EquityPandit marks its 15th years of research excellence, I would like to thank each of our readers and clients for believing and supporting us throughout the journey. It means everything to us. We truly appreciate your trust and generosity, and we promise to maintain the same always.

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Full efforts has been made to ensure the authenticity and accuracy of the contents of the Yearbook, but we do not accept any liability for the errors if committed and the subsequent loss arising from the same, but we will make sure that the errors if occurred are recited and minimized in future editions and also would welcome the readers feedback.

We welcome your comments and suggestions for our future editions to make it more helpful month after month.

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A MESSAGE FROM THE CEO



Dear Readers,

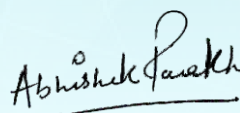
The business scenario in India and the world is indeed struggling to pick up again. It seems Coronavirus has infected the whole year 2020. Other than the COVID 19 impact, few more things affect the business scenario here. On one side, the second major shift of political party happened by Rajasthan Deputy CM Sachin Pilot; another side people are hoping of a positive result for the Corona vaccine trials that have just started in India. We, too, expect the same.

In this edition of ISMJ, we have talked about the banned Chinese apps, especially TikTok, by India. It is contented to the status of the same in other countries and how it will affect China. The edition also comes up with the latest marketing way, DTC, i.e., direct to the customer. With lockdown everywhere, it is the only thing that is going to stay. Also, we bring you the importance and use of Augmented Reality (AR).

Along with all the topics deemed to be the future of markets, we also bring you Stock Market Outlook for August 2020, how Nifty and Bank nifty moves in the upcoming month. Hope you learn and grow.

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

Happy investing!



Abhishek Parakh

CEO, and Managing Director
EquityPandit Financial Services (P) Limited

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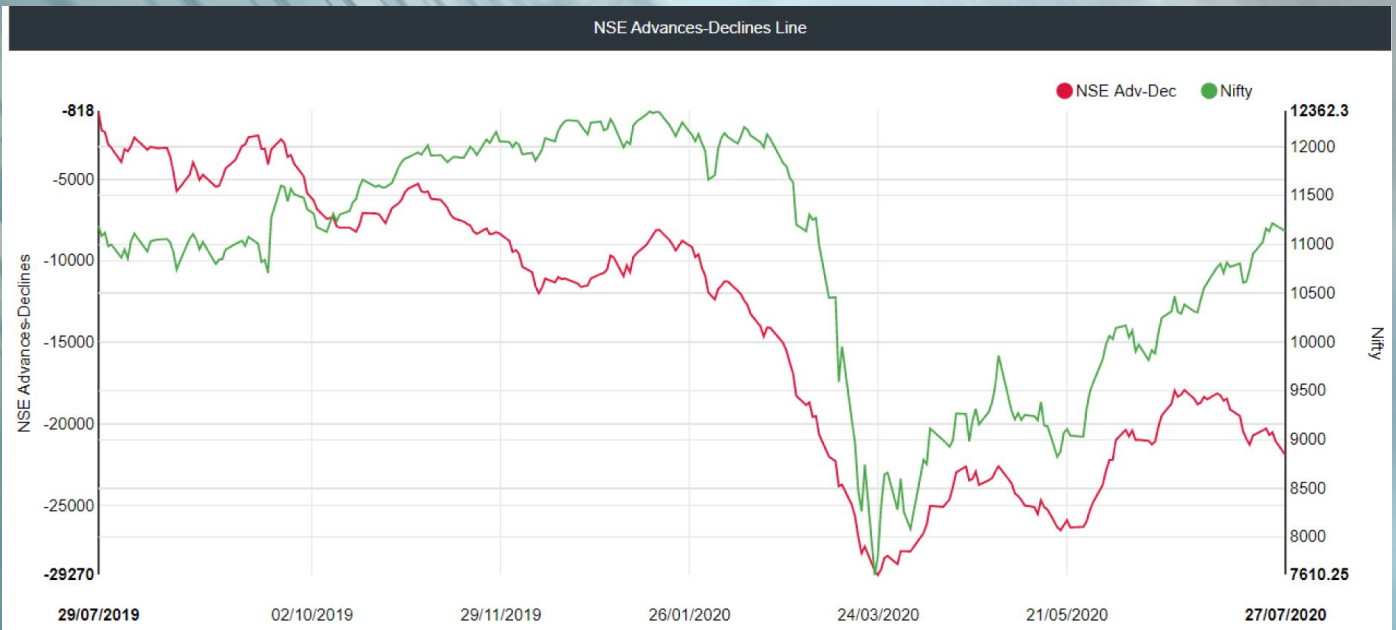
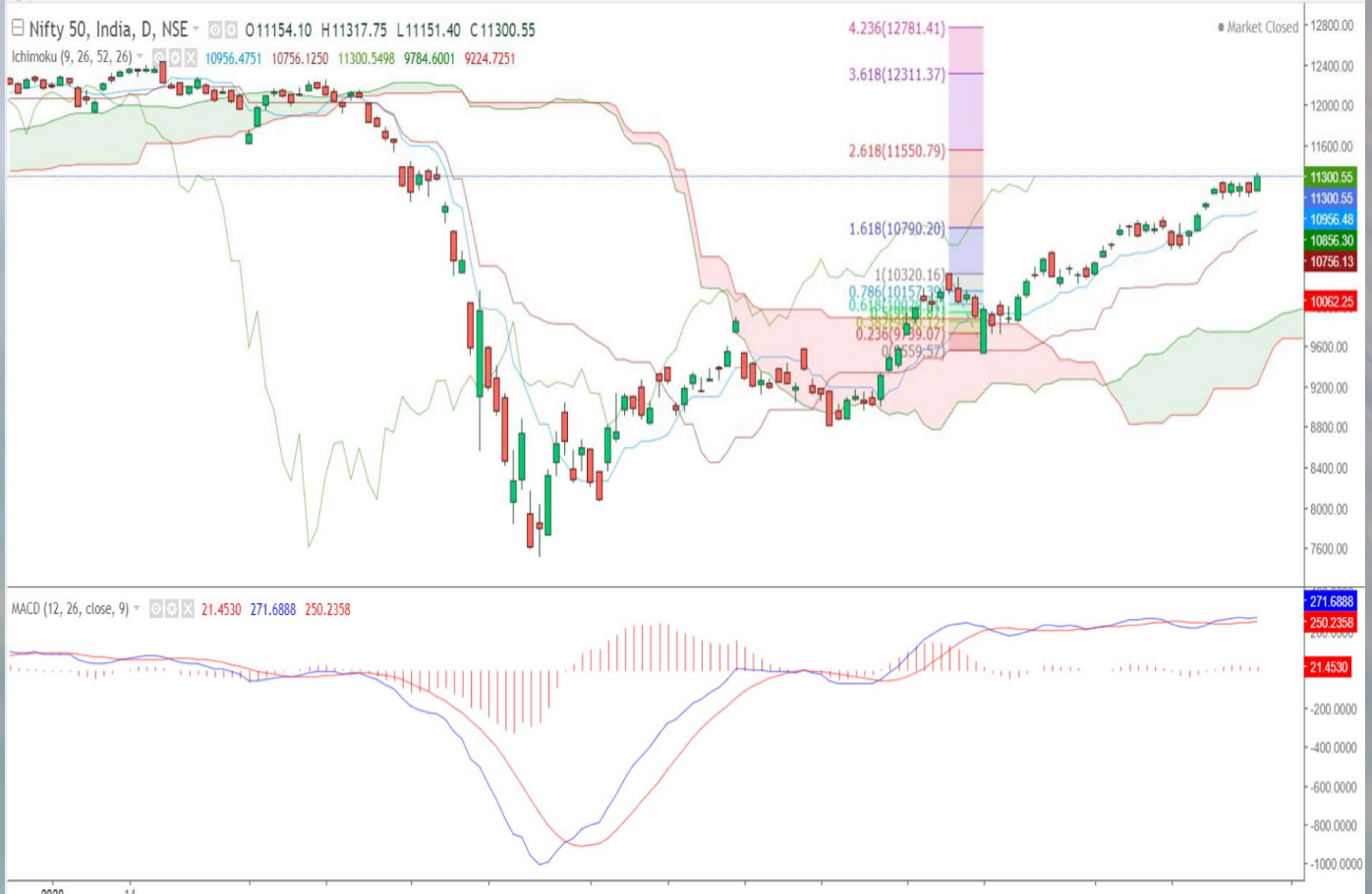


Stock Market Outlook for August 2020

Nifty is near a resistance zone, and the breadth is decreasing with strong bullish sentiments and extreme PCR readings. These are times to be alert and not complacent. There are methods that help us to understand the maturity of the trend. Prices can continue to rise, but one should analyse if it is worth the risk!

Now look at below a few simple techniques and analyse yourself if the methods are making sense:

NIFTY CHART



Nifty Put-Call ratio (PCR) has now climbed to 1.58, which is exceptionally up levels that have not been seen for quite some time. On many occasions, we have seen markets entering a higher zone when Nifty PCR hits this high. The extreme readings have been 1.50 and above. Keeping a watch on this ratio can give some leading indication to the maturity of the current trend.

As can be seen from the NSE Advance decline ratio, prices have been moving higher, but the overall Advance-Divide line is moving lower direction. This indicates the broader market is not participating in this up move, and many might get trapped in case the index reverses suddenly. We are not bearish, but these are the indicators that force us to maintain a cautious stand on the markets because prices are hitting the 'WALL.'

(The A/D line is used to show market sentiment as it tells traders whether more stocks are rising or falling. It is used to confirm price trends in major indexes, and can also warn of reversals when divergence occurs.)

Over the coming week, since the NIFTY has been able to keep its head above the 10900 levels, it may attempt to move higher towards 11550 level, which is 2.618% of Fibonacci retracement level. Only in the event of the index slipping below 10900, we may see some higher degree of weakness towards 10790-10600 levels.

NIFTY BANK

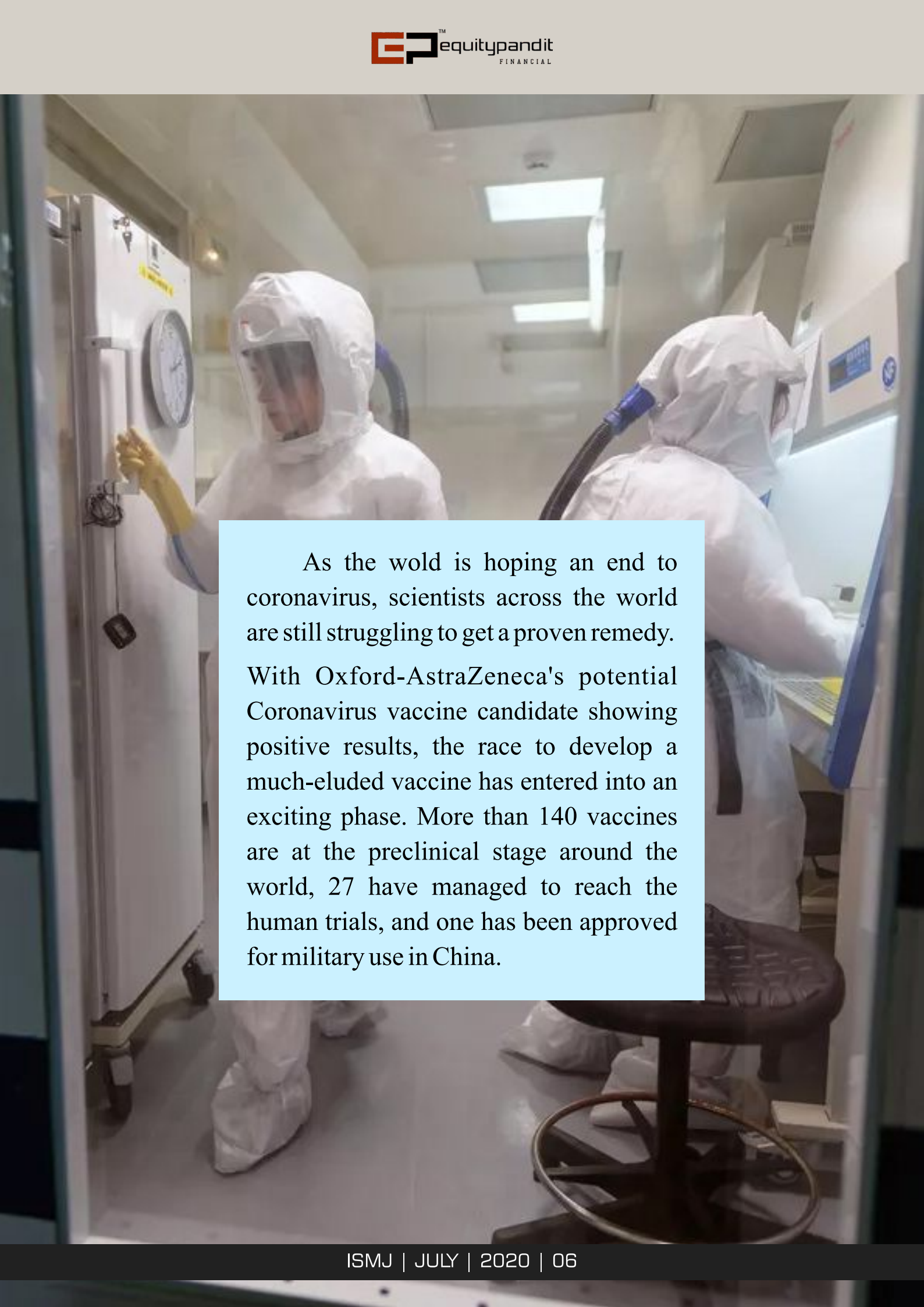


The pattern analysis shows that bank nifty is moving in double top pattern in the daily chart within wave c is ongoing. The coming week will see the level of 21450 and 21000 on downside acting as support points. On the upside, the resistance is expected to come in at 22600 level. Break above 22600 level will prices higher towards 23100 level.

However, despite this technical setup, we cannot ignore the overstretched nature of the markets. Thus, the volatility rising and markets getting vulnerable at higher levels or experiencing sharp profit-taking activity cannot be ignored. We recommend chasing the momentum in a highly stock-specific manner while protecting profits at higher levels.

COVID-19 VACCINATION

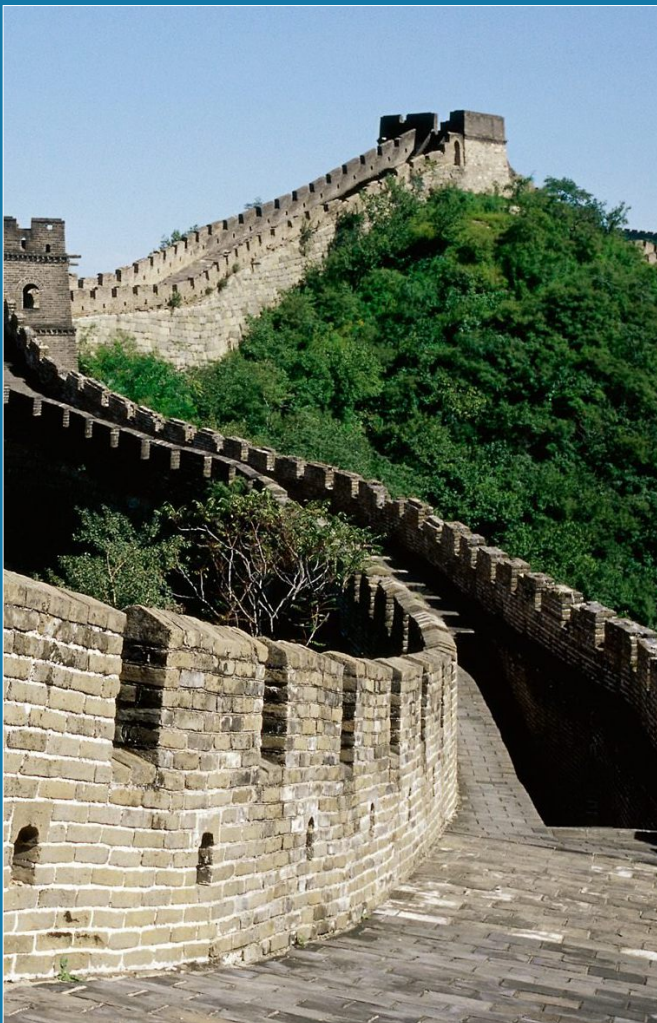
WHERE THE WORLD IS HEADING?



As the world is hoping an end to coronavirus, scientists across the world are still struggling to get a proven remedy. With Oxford-AstraZeneca's potential Coronavirus vaccine candidate showing positive results, the race to develop a much-eluded vaccine has entered into an exciting phase. More than 140 vaccines are at the preclinical stage around the world, 27 have managed to reach the human trials, and one has been approved for military use in China.

Let us see what is the current status of the vaccine in various countries:

CHINA



- Chinese pharmaceutical company Sinovac has started late-stage large scale testing in Brazil.
- A phase II human trial of a potential corona vaccine candidate was conducted in China. Initial results have shown that it is safe and induces an immune response. Scientists said the results provide data from a wider group of participants than their earlier phase I trial, including a small sub-group of participants aged over 55 years and older.
- China's Sinovac has tied up with the Butantan Institute of Brazil to initiate a three-month large scale test of a coronavirus vaccine. As many as 30 million Brazilians will be vaccinated. Bangladesh has also approved Sinovac for conducting human trials in Dhaka.

US

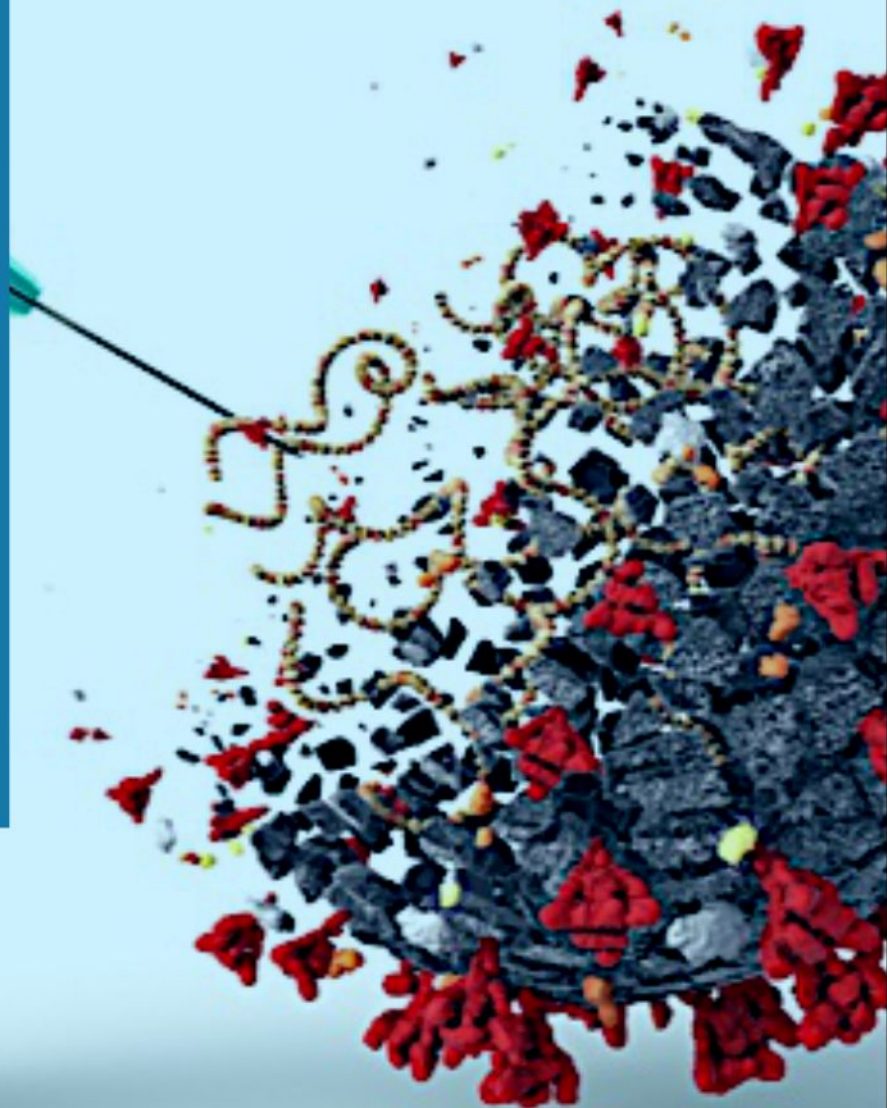


- The researchers from the Washington University School of Medicine in St Louis in the US-engineered the mildly infecting vesicular stomatitis virus (VSV) which virologists widely use in experiments by swapping one of its genes for one from the novel coronavirus SARS-CoV-2.
- According to the study, published in the journal Cell Host and Microbe, the resulting hybrid virus infects cells, and is recognized by antibodies in humans just like SARS-CoV-2, but can be handled under ordinary laboratory safety conditions.
- US-based Moderna is developing a potential Coronavirus vaccine candidate.
- The initial results have shown early promise. The firm has begun Phase III trials with 30,000 on July 27.

RUSSIA



- Russia has said its Coronavirus vaccine is ready.
- Its military has said its coronavirus vaccine is available days after Moscow had revealed that potential COVID19 vaccine was tested and found safe.



UK



- Oxford developer has categorically stated that the end of the vaccine roll-out is 'possibility' but 'not certainty'.

SINGAPORE



- Arcturus and Duke-NUS Medical School have entered Phase I and Phase II. It has also received approval for conducting human trials in Singapore.

NORTH KOREA



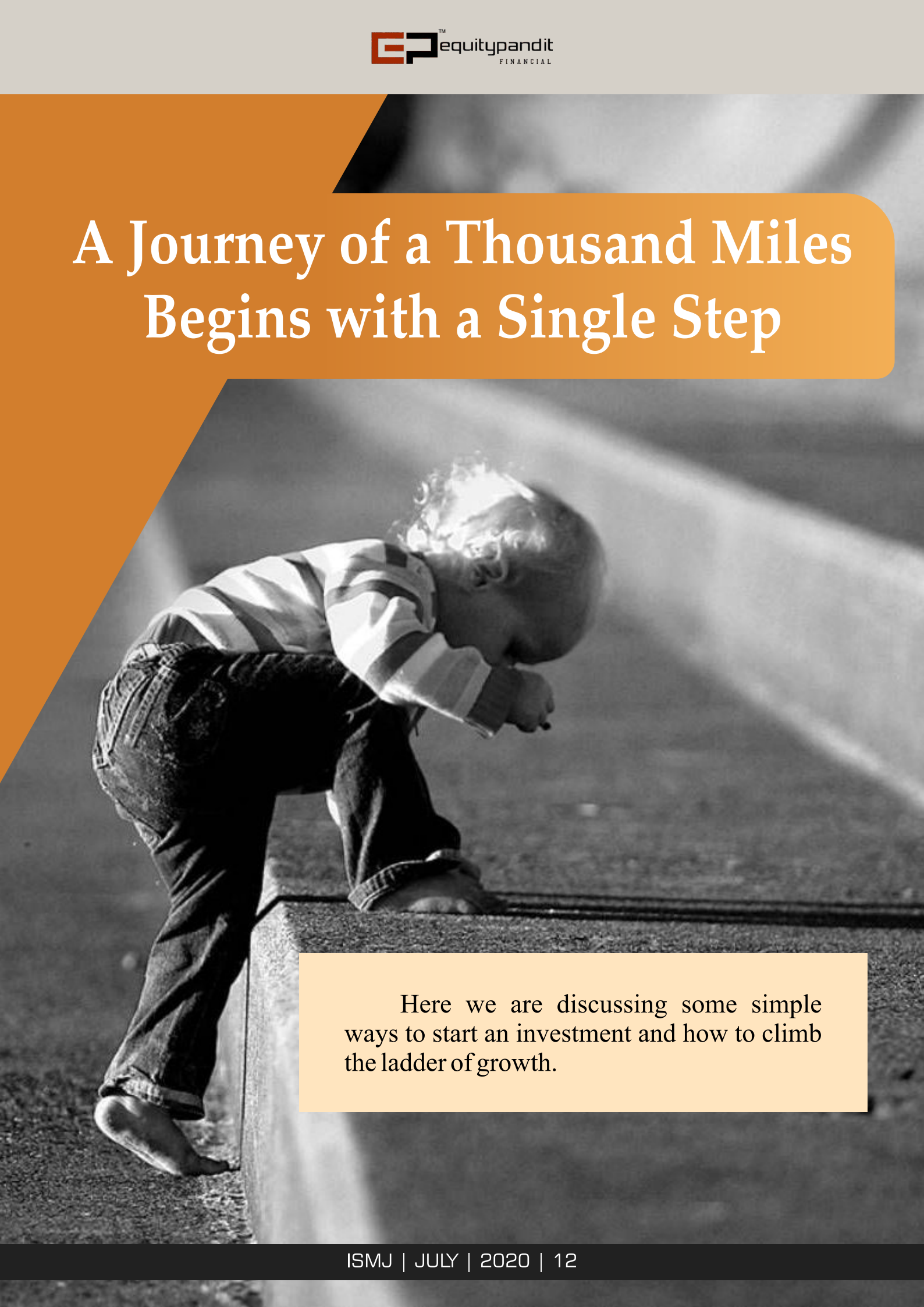
- North Korea has claimed that it had started clinical trials of a potential Coronavirus vaccine, BioNTech. It is expected to initiate Phase III trials in July-end.

INDIA



- India's two potential Coronavirus vaccines, COVAXIN and Zydus Cadila, are in phase I and II of human trials.
- The human trials of India's indigenous COVAXIN are beginning in AIIMS-Delhi, Redkar Hospital in Goa, and Bhubaneswar's Institute of Medical Sciences and SUM Hospital.
- The clinical trials of the potential vaccine, which is being developed by the Indian Council for Medical Research (ICMR), Bharat Biotech International Limited (BBIL), and National Institute of Virology, Pune, has begun at AIIMS Patna and PGI Rohtak.
- Clinical trials of the Covaxin will also begin at Medical institutes and hospitals located in Visakhapatnam, Belgaum in Karnataka, Nagpur, Uttar Pradesh's Gorakhpur and Kanpur, Tamil Nadu's Kattankulathur, Hyderabad, and Arya Nagar.
- Serum Institute of India (SII) officials have said they will be able to mass-produce Oxford AstraZeneca's potential vaccine when it is ready, in India. The price will be Rs 1000 per dose.

A Journey of a Thousand Miles Begins with a Single Step



Here we are discussing some simple ways to start an investment and how to climb the ladder of growth.



'Do not undermine the nut that would be a palm tree someday.' This holds true for everything from a caterpillar to a butterfly, a brick to a building, a penny to a fortune, and so on. In other words, even a small step in the right direction will reap you huge dividends. It applies to investment too. What is required foremost is the will to invest. How does one go about planning one's personal investment? In this article, we shall look at some of the options available to individual investors.

An idea about one's monthly expenditure is the first step in understanding how much one can invest. The amount which is available over and above the monthly spending can be the starting point for investment. The next decision one needs to make is how much risk one is willing to take. Whether the investor wants to play totally safe or willing to invest in a way, he gets better returns.

Evaluate your total monthly expenses and make adequate savings. Also, see where the amount can be saved more.

Know the type of investment that you are aiming for.

Make plans to save enough to begin an investment.

Be prepared for potential risks and losses which you may encounter.


Monitor your investment and make more significant investments once it has achieved stability.

Did you know?



One of the world's youngest billionaires comes from Rayagada, India. Ritesh Agrawal, the 26-year-old founder of the Oyo Hotel, led a life of poverty for 18 years. Starting with initially just 50 Rs in his possession, he helped a hotel owner attract customers by redecorating the interiors, adding better services. The secret to his investment goal was not about how much money he had, but to be able to solve the problem in front of him. The hardship in building the audience in one hotel taught him that it was possible to construct simultaneous investments in more hotels. He then hired 50 people at age 21, reached a total of 500 hotels at age 22, and raised \$1 billion at age 26. Today Oyo is a popular chain. He started small and soon replicated his success.

Investment Opportunities



Whether you are looking to start with a small investment and play it safe or go big with high-risk, high returns investment, here are some quick tips. The choice depends on the investor's financial goals and what amount he wants to invest.

Bank Fixed Deposit (FD)

The safest investment mode is the term deposits or FD, wherein the investor can invest for a fixed term and earn a fixed percentage of interest. However, safe returns are quite low.



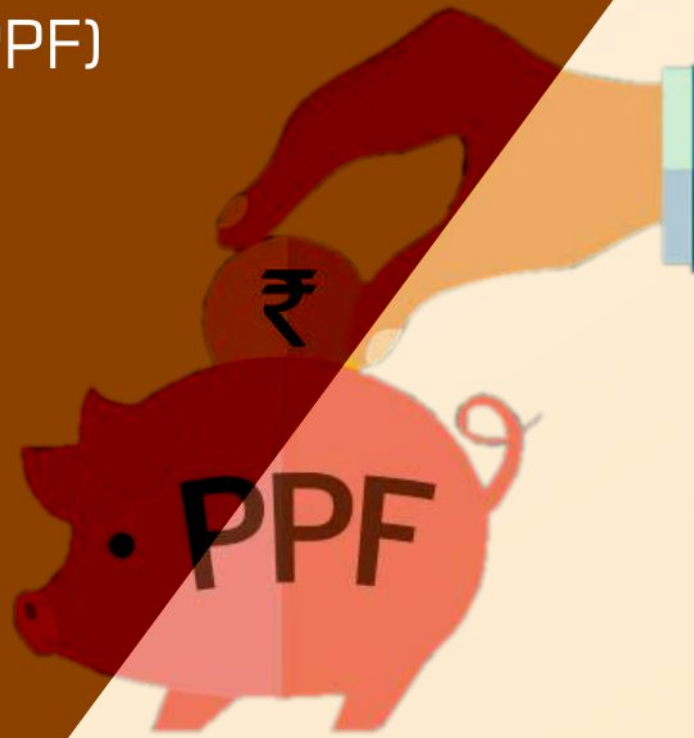
National Pension System (NPS)

National Pension System (NPS) is a pension cum investment scheme launched by the Government of India. It aims to provide security to the Indian citizens during old age. This is a long term investment wherein an individual can slowly and steadily plan for his retirement. It is a safe and regulated market-based return.



Public Provident Fund (PPF)

Public provident fund is a long term investment opportunity for investors where the focus is to keep the principal amount safe. It has many benefits, like tax rebates for the investor. It is also a long-term investment scheme where high but stable returns are possible.



Mutual Funds

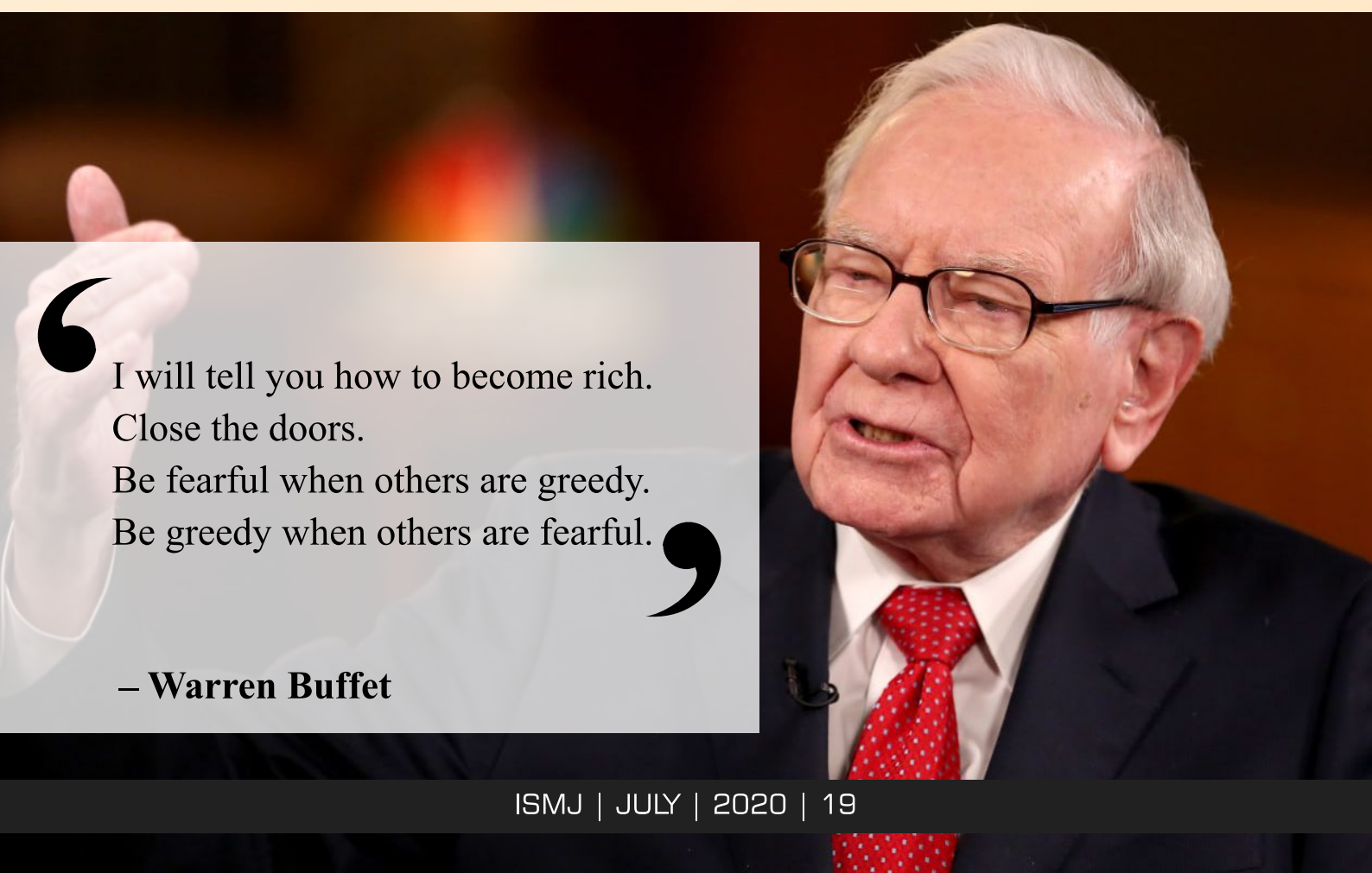
Mutual Funds allow the investor to invest as little amount as he wants but provides an opportunity to diversify into multiple instruments, namely stocks, debt, and gold. One can also opt for the Systematic Investment Programme or SIP.



Direct Equity

When a company tries to raise capital by selling stocks to investors, it is called equity. One can become a shareholder by investing in the stock, and by doing so, acquire ownership interests in the company.

Finally, what an investor has to consider the fact that he has no control over the uncertainty of markets. He should base his investment decisions on real facts rather than speculation.

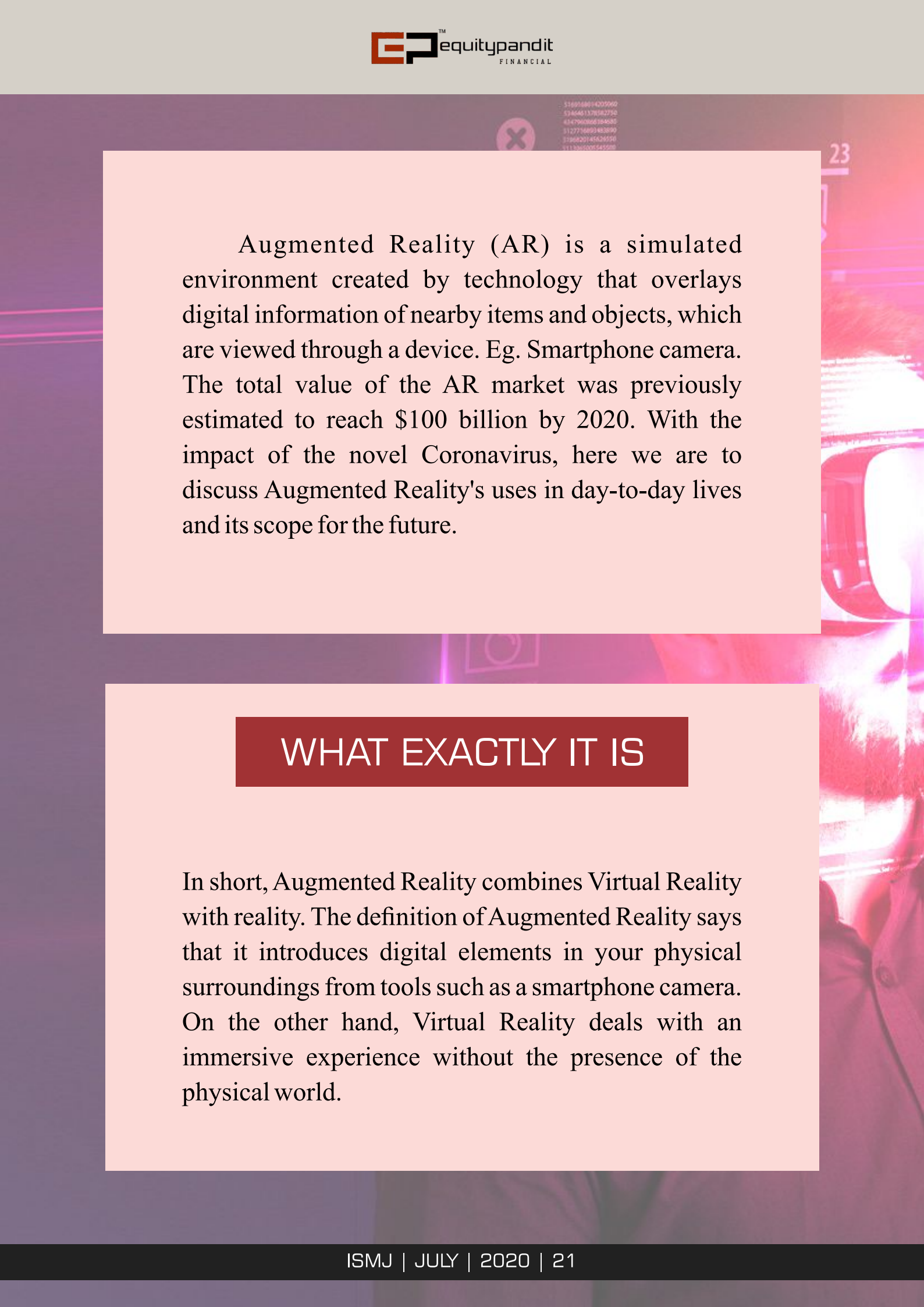


“ I will tell you how to become rich.
Close the doors.
Be fearful when others are greedy.
Be greedy when others are fearful. ”

– **Warren Buffet**

'TRY BEFORE YOU BUY'

AUGMENTED REALITY IN PHYSICAL ENVIRONMENTS



Augmented Reality (AR) is a simulated environment created by technology that overlays digital information of nearby items and objects, which are viewed through a device. Eg. Smartphone camera. The total value of the AR market was previously estimated to reach \$100 billion by 2020. With the impact of the novel Coronavirus, here we are to discuss Augmented Reality's uses in day-to-day lives and its scope for the future.

WHAT EXACTLY IT IS

In short, Augmented Reality combines Virtual Reality with reality. The definition of Augmented Reality says that it introduces digital elements in your physical surroundings from tools such as a smartphone camera. On the other hand, Virtual Reality deals with an immersive experience without the presence of the physical world.

APPLICATIONS OF AUGMENTED REALITY (AR)



E-commerce Or Online Shopping

It simulates the market experience for the consumer in the living room itself. The consumer can try to fit in the product in its physical environment of the house and visualize the aesthetics of the product prior to purchase.

Design And Modeling

It enables the user to visualize the layout of the intended space. This goes a long way in planning and organizing the layouts of cities and vast areas.

Virtual Classroom

It is a pivotal aspect of education in the new pandemic situation. Applications such as Aurasma provide a classroom interface that students can access through their mobile devices. For instance, students studying Artificial Intelligence may see a fully implemented AI interface and how it is executed; or a geography class could use pictures of the world map to make lessons more practical.

Entertainment Viz A Viz Online Streaming

Plat forms such as Netflix, Amazon Prime, and online gaming have gained tremendous popularity in recent times. Popular franchises such as Pokemon used AR in Pokemon Go applications, where players can interact with collectible characters depicted in their physical surroundings. This, in turn, has inspired the launch of Harry Potter AR.



ROLE OF AUGMENTED REALITY IN BUSINESS

One of the biggest initial roadblocks faced using AR for marketing and branding purposes was users were ill at ease with AR scenarios, and many times could not fathom what needed to be done. The idea of using AR to actually get the feel of the environment by the user was indeed revolutionary. In actual practice, the user had to download the app to open the AR interface, which was counterproductive. This issue has been resolved with the introduction of Web AR.

Web-based Augmented Reality is an AR experience created within a webpage. It enabled the users to click/tap on the respective URL for viewing the embedded Augmented Reality interface through a compatible smartphone camera. This eliminated the dependency to launch the AR mode and was more convenient to use.

Recruitment has many different steps. First, the company needs to advertise that it has a job available. People then send an application. This usually includes a curriculum vitae, which is a summary of what a person has done until now in their life. The best applicants are selected and they come for an interview. This might also include some further tests or exercises to do. The person chosen is then given an offer of a job. Finally, they can choose to take it or not.

ADVANTAGES OF AUGMENTED REALITY

In Businesses

- Increase in sales with greater user engagement than regular sales channels.
- 'Try before you buy' is the motto.
- Increase in customer convenience.
- The geographical scope was increased.
- Combination of web-based models with existing channels for more satisfying user experience.

In Product Packaging

- Digital Unboxing eliminates the tedious effort and makes the user experience more engaging.
- Both the seller and consumer benefit from the reuse, recycle and upgrade concept, which will promote more sales and make users want to buy in installments, say, a mini-series.
- Digital wrapping will not only provide ease and convenience to the customers but may also generate an everyday talk spreading the word on its efficiency. Whether through texting or conversation, there might be a digital generation with something to talk about!



KEY TAKEAWAYS

- Augmented Reality (AR) in day to day applications such as e-commerce, virtual classroom, and design.
- Evolution of AR from apps to web-based Augmented Reality.
- Enhanced user experience and improved convenience through Augmented Reality in businesses.
- A high potential for user growth in product packaging coupled with increased sales.



DTC Branding It's Here to Stay!



Warby Parker successfully demonstrated that customers need not physically visit the store to try spectacles by introducing the 'home try-on' scheme. Thus the decision to purchase a spectacle required only a few simple steps. This example depicts that a few online steps are what it takes to establish a Direct-to-Consumer Connect.

Direct-to-consumer (DTC OR D2C) marketing is the process when a brand or company creates a direct marketing service appeal to its customers. Making use of innovative marketing strategies is key for D2C based brands.

Why DTC Marketing?



- Establishes a robust producer-consumer relationship
- Takes into account the market trends and growth
- Branches to more interested audiences
- Set up the logistics system
- Allows adaptability in the market
- Builds a community and boosts the brand
- Enables the producers to have greater control over the brand and sales tactics.

Did you know?

According to recent statistics, one-third of customers have revealed that they purchased directly from manufacturer sites over the previous year. This resulted in DTC brands seeing a 78 per cent increase in their marketing budget compared to a 60 per cent increase for traditional retailers.

Contrary to popular belief, starting a successful retail business is not about skyrocketing to the biggest platforms or to leverage visibility and boom in logistics across the market. Nowadays, many D2C brands have proven that's not necessary. Being able to supervise the whole product journey to the customer is better in a lot of ways. It is also useful to set a sound logistics system. Building a commercial D2C brand requires sincere work, and in order to yield the benefits down the road, here are some steps to scale a productive D2C business.



Useful D2C Pointers

Gap in the market as an opportunity



If you have an aim to build a D2C brand, the objective has to be well defined. The focus should be on everyday products that are in demand. Customers are attracted to products with great offers but also those that are genuine.

We have all experienced the annoying instances of coupons with expired dates or offers that did not apply to specified products. This issue was beautifully addressed by the office supply company Quill. It created a 'coupon clipboard' feature on their website, allowing consumers to save any coupon codes and storing them in their account and redeeming them together for a better deal.

Other prime examples are Dollar Shave Club and Harry's, which took advantage of a market gap and succeeded. At that time, Gillette was in control of the market share in having blades. It also very costly, averaging around \$6 a blade. Hence, this was a clear opportunity for others to insight customers with better offers. Harry's sold their cartridge blades at \$1.87 for a piece. Customers had the option to choose a regular \$8 handle or an expensive \$20 metal handle. The customers did need to buy the expensive Gillette brand blade set together; instead, they could buy a blade apiece. This allowed Harry to gain considerably in its market share.



Focus on Consumer Peeves

Besides the product's affordability, the consumer experience appeals to the brand to the customer.

- Many consumers hate to go out for shopping physically.
- Customers hate to find good quality literally means high price. A lowly priced product is also low on quality. A good quality product at an affordable price always ensures customer satisfaction.
- Providing free return policies to attract audiences that do not purchase from brands that they don't know anything about.

Flexible Customer Offers



Allowing customers a subscription that can be cancelled at any time, not only appeals to them. It also helps the producer achieve a better customer retention rate. Surveys have shown similar results in brands like Dollar Shave Club after a yearly subscription with cancellation feature inclusive had 50% of customers found to be still subscribing to the service. This leads to better revenue and growth.

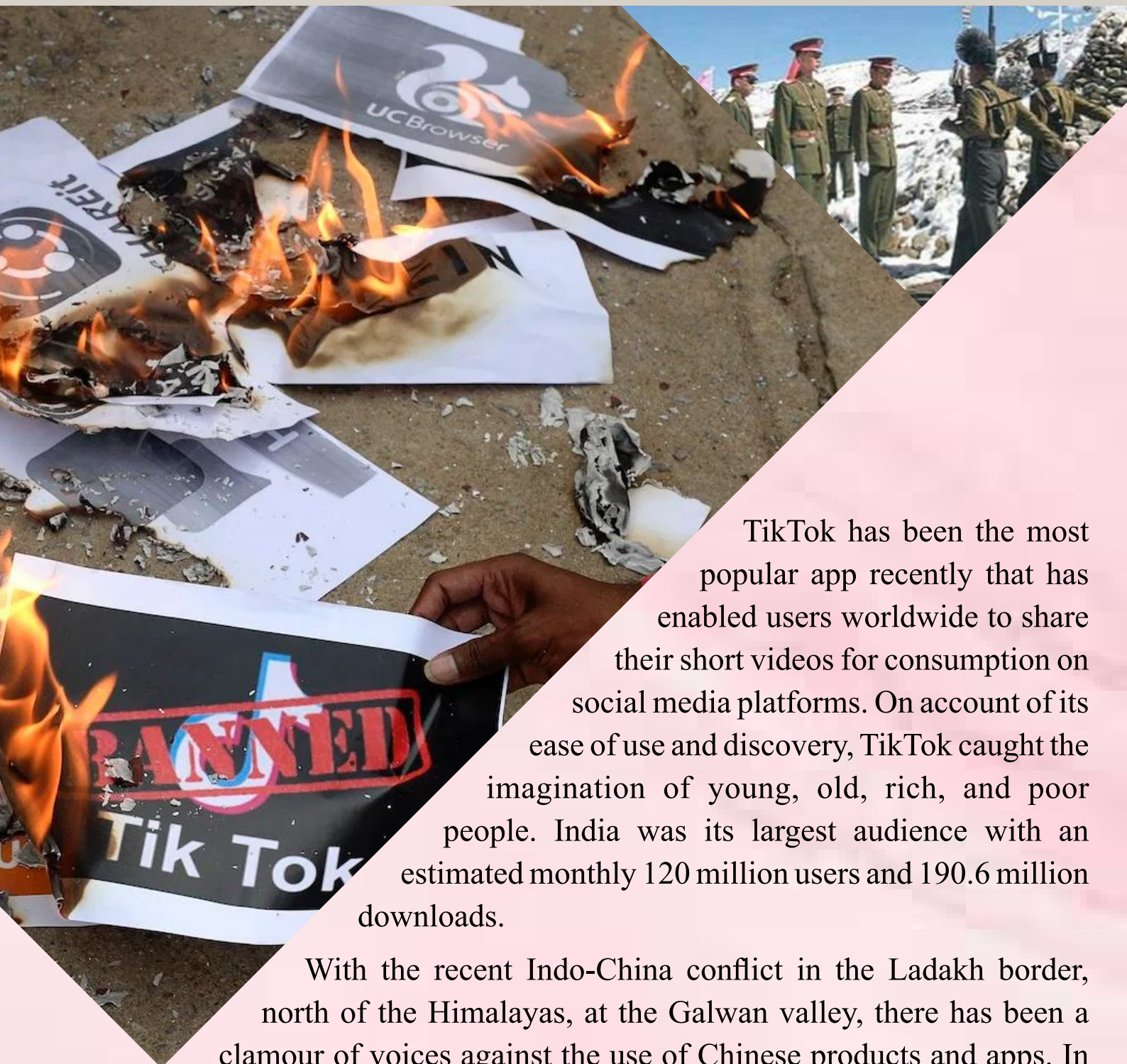
Celebrity and Micro-Influencers

A YouTube, Twitter, or Instagram influencer can have a powerful impact on a D2C consumer's perception of a brand. On account of their immense following, reputation, and standing in their chosen field and their ability to continually engage with their network of networks, these influencers often determine the choice of the D2C brand used by their followers.

The strategy of brands to gain direct entry to the market for their product is here to stay. It removes a middle man's barrier and provides a direct link between the brand and its consumer. The benefits of better control over the branding strategies, sales, and customer engagement for the producers and affordable products at a reasonable price are a win-win situation for all.

THE CLOCK STOPS – TIKTOK –





TikTok has been the most popular app recently that has enabled users worldwide to share their short videos for consumption on social media platforms. On account of its ease of use and discovery, TikTok caught the imagination of young, old, rich, and poor people. India was its largest audience with an estimated monthly 120 million users and 190.6 million downloads.

With the recent Indo-China conflict in the Ladakh border, north of the Himalayas, at the Galwan valley, there has been a clamour of voices against the use of Chinese products and apps. In this context, it was discovered that these apps were collecting information from people's phones illegally. The Indian government felt that the continued use of these apps might pose national security problems. This led to them, eventually banning 59 Chinese apps, and TikTok was one of them. In fact, the Indian Armed Forces had to order troops to remove apps such as Facebook, PUBG and Instagram in view of security measure.



WHAT MADE TIKTOK POPULAR?

- The app was originally called Musical.ly, a popular lip-syncing and dancing app. This attracted the youth's attention with its catchy short videos that were 15 seconds in length, with a maximum limit of 1 minute.
- Chinese app developer Bytedance launched Douyin, a competitor to Musical.ly. Douyin was rebranded to TikTok to appeal to the international market.
- Bytedance eventually acquired TikTok in 2017 with an \$800 million fee. Musical.ly and Tiktok were merged into one unified brand, Tiktok. Since 2016, the app has gained over 100 million users in 2017, 200 million users in mid-2017, and amassed over 500 million downloads by July 2019.
- The idea of a 15 second or 1-minute video suited most users for a short form of entertainment. Domestically, it was discovered that Chinese users spent over 600 million hours per day watching Tiktok videos.



- TikTok videos could be about anything, such as music, cooking, photography, travel, or simply recording videos. Users would get recommendations even about videos they did not follow. This increased popularity and audience growth.
- The 'For You' page quickly drew attention to videos that were interesting and shared by users and helped gain millions of views.
- The global reach statistics as of 2020 stand as follows: 466 million from India, 173 million from China, and 123 million from the US.
- Even after going viral with entertainment-based videos, Tiktok had an increase also in educational and business-based content.
- Celebrities like Will Smith have used Tik Tok to share their daily life activities. He had over 5 million followers by October 2019.

OTHER COUNTRIES FOLLOWING THE SUIT



TikTok's availability expanded to a staggering total of 154 countries worldwide! But with the ban imposed in India, this huge number is speculated to decline. The US is TikTok's next largest market after India, with 37.2 million users and over 80 million downloads. Following India's decision, similar deliberations are happening in the US and other countries too. With the breach of personal information via TikTok, the US Navy and Army have already banned the app. Australia is also vocal about the data privacy breach by TikTok. At present, the UK is investigating a Chinese company, Huawei, which had established 5G networks in the country. Other countries are concerned but may not go for completely banning TikTok.

Did you know?

Facebook user information was breached into access by Cambridge Analytica, a company that used statistics to gather information in 2018 about American voters' choices. There were major concerns raised regarding the confidentiality of data. This led to a large percentage of people stopping the use of Facebook.

EFFECTS ON THE INDIAN ECONOMY



The trade between India and China is only next to that with the US and amounts to 12% of India's imports. The trade is mostly concentrated in sectors, namely consumer electronics, pharmaceutical, automotive components, and consumer electronics. We are majorly dependent on China for our drug needs, as 70% of the requirement is fulfilled. Also, Chinese investment is high in our technology sector, and Zomato, Paytm, Big Basket, and Ola have been funded by Chinese majors. Hence it is not easy to wish China away considering how deep-rooted Chinese tentacles are in the Indian Subcontinent.

Key Takeaways

In 2018, Chinese apps were ahead, at 43%, against India's 38%. Apps like TikTok, Shareit, and Xender have been topping Google's Android ecosystem, accounting for 90-95% of smartphones in India.

Chinese giants like Alibaba and Tencent have invested billions of dollars in many Indian startups such as Zomato, Paytm, Big Basket, and Ola.

Chinese apps have been alleged to have illegally accessed and transmitted user information.

Addiction of users to apps such as TikTok leading to accidents, suicides, and homicides.

Corporates and Govt are urging young minds to develop Indigenous apps to counter Chinese ones paving the way for being self-sufficient (AtamNirbhar).

With the clock officially, 'Tiking' the time may soon run out for China.

STOCKS TO BET ON FOR AUGUST 2020



CENTURYTEX



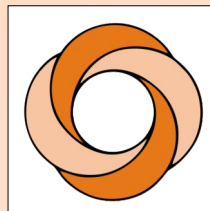
KOTAK BANK



JSW STEEL



BHARATFORG



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