

Guide To Research



 **ICICI** *direct.com*
Markets on Your Fingertips

GUIDE TO RESEARCH:

ICICIdirect.com understands the need for the right research to make the right investment decision and has focused heavily on this area. Our team with its consistent delivery has been voted as the 'Most Preferred Brand of Financial Advisory Services' at the CNBC Awaaz Consumer Awards, 2007.

This booklet will introduce you to a range of research reports and products so that you are empowered to make the right investment decisions.

- Pre-market Open View - These reports are circulated before the market opens and are developed to help day traders decide their trading strategy for the day
- Intra-day Technical Recommendations - These are based on short term technical trends and are developed to help day traders
- Weekly Recommendations - These are also for traders but with a time horizon ranging from 1-7 days
- Short and Medium Term Recommendations - These are for investors who are looking to identify stocks which will give them returns over time horizons of 1 month and more

We have also come out with unique research communication tools that include iClick-2-Gain and iClick-2-Invest. Please visit the research tools section on ICICIdirect.com to know more about them.

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RESEARCH BASKET

Pre-market open view

| Research Product | Perspective | Avg. Returns Objective | Location on ICICIdirect.com |
|--------------------------------------|--|------------------------|--|
| Opening Bell (For day trader) | Daily comprehensive snapshot containing information & in-depth analysis of Indian & US markets, major headlines, technical view on the indices & new events on major frontline stocks. <i>Time frame: 1 Day</i> | 1 - 2 % | Home Page – Market today, iClick-2-Gain |
| Daily Technical (For day trader) | Features stocks with a trading outlook for the day, based on short-term technical trends, considering key technical indicators & statistical information. <i>Time frame: 1 Day</i> | 1% - 3.5% | Research page- Technical recommendations |
| Daily Derivative (For day trader) | Trading strategy for a day in the futures & options segment, based on new events, market trends, technical & other factors governing movement of stocks. <i>Time frame: 1 Day</i> | 1.5% - 2.5% | Research page- Technical recommendations |

Intra-day technical recommendations

| Research Product | Perspective | Avg. Returns Objective | Location on ICI direct.com |
|---|---|------------------------|------------------------------|
| BTST® Calls Margin Calls Derivative Calls (For day trader) | Based on short term technical trends and stock specific news/ news expectations. <i>Time frame: 1 - 2 Days</i> | 1 - 2 % | Trading Page - iClick-2-Gain |
| Nifty Support / Resistance Levels (For day trader) | Provides support and resistance levels of Nifty during the day. <i>Time frame: Hourly Updates</i> | | iClick-2-Gain |
| Advanced Derivative Strategies | Provides simplified derivative strategies such as Spreads and Covered calls. | | iClick-2-Gain |

Weekly recommendations

| Research Product | Perspective | Avg. Returns Objective | Location on ICICIdirect.com |
|--|---|------------------------|-----------------------------|
| Weekly Technicals (For short term investor) | Features stocks with a trading outlook for a week, based on short-term technical trends considering key technical indicators & statistical information. <i>Time frame: 1 - 7 Days</i> | 4 - 5 % | Research Page |
| Weekly Derivatives (For short term trader) | Trading opportunities in futures & options segment, based on fundamental & technical analysis. Also incorporates factors such as overall market trend, volatility & open interest positions of securities. <i>Time frame: 1 - 2 Days</i> | 4 - 5% | Research Page |

Short term recommendations

| Research Product | Perspective | Avg. Returns Objective | Location on ICI direct.com |
|---|---|------------------------|-------------------------------|
| Stocks on Move (For trader-15 days) | Covers stocks which are likely to show significant upward movement in the next 15 days due to change in trader sentiment. <i>Time frame: 7 - 15 Days</i> | 5 - 7 % | Research page & iClick-2-Gain |
| Monthly Technicals (For short term investors) | Trading outlook for a month based on medium-term technical trends considering key technical indicators & statistical information. <i>Time frame: 30 Days</i> | 10 % | Research page |
| High Dividend Yield Stocks (Special reports) (For short term investors) | Features high dividend yielding stocks for assured returns on investment. | | iClick-2-Gain |

Medium and long term recommendations

| Research Product | Perspective | Avg. Returns Objective | Location on ICICIdirect.com |
|---|--|------------------------|--------------------------------|
| Equity Model Portfolio (Special reports) (For long term investor) | Choose from three model portfolios based on your risk appetite - conservative, moderate and aggressive. | | iClick-2-Gain |
| Pick of the Week (For medium term investor) | One stock is chosen every week, based on fundamental and/or technical parameters which have a potential to appreciate by 20%. <i>Time frame: 3 - 6 months</i> | 20% | Research page, iClick-2-Gain |
| Stock Picks: Detailed Company Report (For long term investor) | Fundamental report understanding the business model and future prospects of the company & valuations. <i>Time frame: 1 year</i> | 20% & Above | Research page, iClick-2-Invest |

RESEARCH TOOLS

iClick-2-Invest

iClick-2-Invest provides long term recommendations backed by detailed company research reports.

Here are some of the key features of this tool:

- Stocks analysed on key financial parameters
- Continuous monitoring of recommended company's performance
- New stock updates on a frequent basis
- Investment recommendations for a period of 9 - 18 months

For iClick-2-Invest, refer to page no. 34 of the enclosed demo book.

iClick-2-Gain

iClick-2-Gain provides you new stock ideas from our research team.

Here are some of the key features of this tool:

- Delivers personalised messages on investment ideas, trading calls on Stocks, Futures & Options and Market Outlook
- Gets refreshed with every new message added to this page
- Provides intra-day trading calls during market hours

For iClick-2-Gain, refer to page no. 33 of the enclosed demo book.



SELF HELP TOOLS

Charts

Charts is a technical analysis tool to suggest future price movements of stocks.

Here are some of the key features of this tool:

- Top 5 bullish and bearish calls daily based on technical analysis
- Helps identify right trading opportunities at the right time
- Helps manage portfolio efficiently by looking at charts and patterns
- Mail alerts for stocks of your choice

Look for CHARTS on Research page.

My Research

Try My Research for a step-by-step guide to research.

The feature analyses a company's financials, throws light on the current developments within the company, gives peer comparison etc. in a lucid and easy to understand format.



Company Snapshot

Get a bird's eye view of over 5000 companies at a single click.

Get a preview of financial details, company details, news, broker recommendations, etc. at a glance.

Corporate Infobank

Database of over 6000 companies including company background, board of directors, balance sheet, P/L statements, financial ratios, half-yearly results, quarterly results, share price data, director's report, schedules to accounts, auditor's qualifications etc.

AWARDS WON



2003 - 2004:
Best E-Brokerage House,
Outlook Money Awards



2004 - 2005:
Best E-Brokerage House,
Outlook Money Awards



2006 - 2007:
Best E-Brokerage House,
Outlook Money Awards



2007 - 2008:
Best E-Brokerage House,
Outlook Money Awards



2007:
Most Preferred
Financial Advisory Service,
CNBC Awaaz
Consumer Awards



2007:
Best Broker Site,
Web 18 'Genius of the Web'
Awards



2006:
Best Online Trading Platform,
IBA Business
Technology Awards



2007:
Best Online Trading Platform,
IBA Business
Technology Awards



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