

Program Title**Equity Basics****Program Duration**

1 day (0930-1730 hrs)

Program Objectives

By the end of the program, the participants shall be able to explain various concepts used while discussing equity as an asset class and an investment option and thus use these in value-adding client interaction

Program Outline

The program covers the following topics:

- Indian Equity Market
 - Primary and Secondary Markets
- Equity Instruments
 - Ordinary shares, Preference Shares, Convertibles, Equity Warrants
 - Equity Classes
- Products
 - Based on Market Capitalization
 - Based on Anticipated Earnings
- Key equity terminology
 - EPS, DPS, MPS
 - Market Capitalization, Free & Full Float Market Capitalization
 - PE Multiple, Price to Book Value, Price to Sale, PEG Ratio, Dividend Yield
- Investment Strategies
 - Growth and Value
 - Active and Passive
 - Large Cap vs. Small Cap
 - Cyclical Stocks
- Value Indicators
- IPO, Private Placement, Book Building, ADR, GDR, Credit Rating etc.
- Introduction to Fundamental Analysis, Technical Analysis, Quantitative Analysis

Program Methodology

Interactive Presentation

Exercise & Quiz

End-Test

Who should attend?

Employees and Distributors

Min/Max participants

15-25