

Every client is different, so are his needs. We, at Sushil Finance understand this and hence offer customized solutions to every client. For this specific purpose, we've designed **50+ exclusive research products** that identify the clients' inclination and make sure every service we offer is productive.

With our operational experience, bench marking values and insightful expertise of dealing in the Indian market, we've delivered inspiring results and earned the trust of many discerning clients.

Let our research products  
help you stand out from  
the rest...



EQUITIES | COMMODITIES | CURRENCIES | PMS | INSTITUTIONAL EQUITIES  
INTERNET TRADING | MUTUAL FUND & IPO | NRI DESK | INSURANCE BROKING

We, Sushil Finance have emerged as one of India's foremost equity research and broking houses today. Our culture is deeply rooted in ethics, innovation and financial sobriety and these values provide the foundation for operating in a briskly changing financial environment.

We customize products and services to meet our customer's distinctive requirements. We offer an enhanced level of service to build and sustain long term relationships with our customers that enable us to respond proficiently and proactively to their changing needs.

Research forms our backbone and enables us to offer consistent high quality advice on individual stocks, and sectors. Our research has established us as a trusted and reliable Broking House among Indian as well as international investors.

#### WHY SUSHIL FINANCE ?



- Catering to multiple asset classes including Equity, Mutual Funds, Commodities and Currencies.
- Unbiased view of the Market and Stocks
- Wide range of companies and expression of opinion of the same on regular basis
- Customized/ focus solution on various needs of an investor
- Highest number of reports in the industry
- Early identification of ideas/ sector/ stocks
- Timely alert on exit/ book profit recommendations
- Focused follow-ups on each products
- Multiple wealth creation ideas

#### FACILITIES

- Web enabled reports - dedicated client login
- Member of all the Capital Market, Commodity Market & Currency Market Exchanges
- In-house Depository services
- SMS & email alerts of Initial coverage and follow-up for Tech & Funda calls
- Multi exchange access and execution through internet trading
- 'INNOVISION' – a wonder product for easy access of all in house Research and Trading Strategies.

An intelligent research tool to fill in clients with minute to minute market information. No more hunting for tips and rumors as you have all the research right at your fingertips.

Here's a brief glimpse of the INNOVISION advantage

- An overview of 950 companies, covering one of the widest databases in the country. Perform a scrip based search to know more about the company of your interest.
- Assortment of 'RESEARCH PRODUCTS' under the same umbrella. Easily distinguishable products having identified the kind of investor you are. See the EQUITY, COMMODITIES, CURRENCIES and MUTUAL FUND bifurcation.
- Dynamic products following the stock moves which allow faster trading action. Gives indication of scrip's which have crossed Bull/Bear TP and also levels at which buying and selling interest has been generated in any scrip.
- Unmatched Strategies for Investment to maximize your returns and minimize your risk. For pyramid based investment strategy click on the  icon beside each scrip name on the investment tab.
- Uncluttered experience with the power of the Market trackers (by Google) to see latest news, financials, stock price graph, along with a number of Technical Analysis Tools. Find the icon  against every call on INNOVISION for easy access of the tracker.
- Build portfolios for your client, be it low risk/ high risk from our powerful portfolio algorithm which dynamically gives the best investment scrip's time to time. Access this through the [Build Portfolio](#) link, under the [EQUITY](#) tab.
- Direct communiqué with [OUR TEAM](#) of skilled analysts.
- Market Monitor: A trader's best friend. Get the "Bullish" or "Bearish" momentum on each and every stock. MM is developed, tried and tested using a set of complex calculations coming out from the stable of our Intelligent Research Desk!
- E-Guru: Become an expert on our strategies. Get trained on our web portal E-Guru.

Finally an intelligent tool that is ideal to guide every kind of investor – be it a day trader, short term or long term investor!

Experience unmatched accuracy!

Experience unparalleled advantage!

Experience **INNOVISION** today!

For more information, mail: [innovision@sushilfinance.com](mailto:innovision@sushilfinance.com)

# Equity products

## Day Trading

### Aggressive Traders

Suprabhatam

Recommendation on indices and stocks along with bias, target & stop loss before market opens

Daily Bullets

List of highly liquid stocks giving crucial levels for day trading including our view

For The Day

Stocks with bullish and bearish trend for intraday, before market opens

### Safe Traders

Market Chart Busters

Day trading calls during market hours

Khane Ke Baad

Day trading calls during market hours, given in the afternoon

## Momentum

Kal Ke Liye

Next Day Trading calls for F&O

Next Wave

Momentum Trading calls (Positional)

Early Signal

Early Identifier of Quick Moving Stocks based on fundamentals & technicals

## Positional Trading

(Only For Seasoned Traders)

Jara Sambhal Ke

Monthly Bull and Bear Turning Point along with targets for F&O stocks

Jota Phatak

Positional Option Strategies for F&O traders

Jara Strategy

NIFTY Strategy and stock Recommendations with Bull and Bear Turning Point & target for F&O stocks

# Equity products

## Weekly Monitors

### Fortelling Future

- Outlook for next week, keeping in mind Key Global Developments

### Info Spectrum

- A weekly newsletter containing news across all sectors

### Visual Aid

- Most Successful Product of Sushil Finance
- Clear Cut action to be taken and view on the Stock market for the week ahead

### Insight Jota Phatak

- A representation of open interest of various F&O stocks

## Investment Calls

### Company Reports

- Detailed analysis of Companies after meeting the management and analysing Financials

### Value Picks

- Pick Fundamentally sound companies at dirt cheap prices - winners in the long run

### Top Picks

- List of favorable investment picks after the - Budget Session & Mahurat Session

### Sector Watch

- Stock recommendations based on sector analysis

### Techno Speak

- Reports on concept stocks which are potential MULTI-BAGGERS

### Very Hot Sell

- A Sell reco on stocks which have run up substantially and story is almost over in the stock

## General Reports

### Morning Journal

- Updates on overnight markets
- Latest News, Bulk Deals and Insider Trades

### Diary

- A complete synopsis of the market, volumes, news and what outperformed and what underperformed

### Portfolio Track

- A Buy/Sell View on 1000+ stocks with a sentiment value attached to it. A BUY 6 indicates "aggressive buy" and BUY 1 indicates "conservative buy"
- Investment and Cash levels across broad market

### Budget Analysis

- A comprehensive analysis of the budget and the impact on the respective sectors

## TECHNOFUNDA RECOMMENDATIONS

The Technofunda is a flagship product of SFCL containing our entire list of best investment calls across various sectors and grades. Sushil Bonanza(#) stocks form the universe of the Technofunda and the best calls are selected across products like Company Report, Techno Speak, Early Signals, Top Picks, Sushil Classic (##) and many more. Thus, as the name suggests Technofunda is a collection of scrips recommended based on fundamental research and/or technical levels.

Technofunda is a weekly product and provides valuable information like BSE Code, Grade, PT recommendations and sector along with the recommended price, target price and expected returns as mentioned in the report which would help the investor make informed decisions. Thus, Technofunda not only indicates effective entry/exit points but also offers investors an avenue to look up the performance of their investments.

## PYRAMID BASED INVESTMENT STRATEGY

### *CONTROL GREED AND FEAR OF YOUR CLIENTS IN TODAY'S VOLATILE MARKETS!*

Most research reports say what to buy/sell but do not say "How to Buy/Sell". Most investors fail to take the advantage of market because they are driven by their sentiments like greed and fear, which has no place in stock market. Often investors find it difficult to know the right time/price to enter and exit the market.

To control this fallacy we have designed the Pyramid based Investment Strategy. This strategy is unique; since it tends to discipline the actions of investors by providing a detailed pre-defined buying & selling strategy along with a strict stop loss. The software works like an Investment Advisor and guides you to bring down the cost of acquiring stocks.

The Strategy has following models

BUY/SELL - 6	BUY/SELL - 5	BUY/SELL - 4	BUY/SELL - 3	BUY/SELL - 2	BUY/SELL - 1
Courageous	Confident	Convinced	Careful	Cautious	Conservative
100%	80%	60%	40%	20%	10%

It means that at each model no. you can initiate a buying of the specified percentage and then keep on adding more shares as the prices move lower, thereby completing your buying.

This will lead to acquisition of more shares at lower prices in case of buying and getting higher price in case of selling, thereby every rise and fall in the price of the shares will be to the advantage of the investor.

*The strategy can be applied to the scrip of your choice or to a live call on INNOVISION.*

# INVESTMENT LEVEL IN PORTFOLIO TRACK

Portfolio Track covers around 1100 companies which are traded on either the BSE or NSE stock exchanges. These companies represent almost 95% of the entire market capitalization of listed companies.

On any given day we have an opinion on these companies as to either BUY / SELL or HOLD.

With every rise and fall in the prices of the shares the models change dynamically & so does the Investment & Cash levels. This "% Investment Level" and "% Cash Level" can be used to take position in the market as shown below.



Investor is generally confused as to when is the right time to invest. It is difficult to perfectly time the market and hence we believe, everyday is a good day to buy provided how much we buy and hence these levels give an indication of that at the current levels of the market.

## SUSHIL CLASSIC (##) & SUSHIL BONANZA (#)

We have been publishing our Wealth Creation & Market Out-performance reports, Sushil Classic## (a set of 46 companies), and Sushil Bonanza# (a set of 460 companies) since about 3.5 years. On the back of our strong conviction on the Indian economy and a highly experienced team of professionals, both of our Wealth Creation products Classic and Bonanza have outperformed their respective benchmarks by a good margin. Given that the markets are quite dynamic and we are always on the lookout for new exciting ideas, we reshuffle Classic and Bonanza stocks at regular intervals (every 6 months).

### Classic - ##

Sushil Classic, is a set of 46 companies of different sizes, grades and groups, selected in a way so as to get the right mix & balance of fast growing value stocks. Our high quality experienced team uses a healthy combination of company fundamentals and price performance to ensure that the best stocks are selected. Essentially, it is a grade-wise list of top investment-rated stocks expected to outperform each of their respective benchmarks thereby allowing investors to create a risk-weighted portfolio in-line with their preference of stocks from the grades below.

It is our sincere belief that if all long term investors make their buying/ selling decisions based on the Classic## stocks, they are bound to get consistently high returns.

### Bonanza #

Bonanza# companies are a set of 460 companies which we believe are candidates for being termed as wealth creators. These are companies selected from the entire group of listed stocks which have sound financials, healthy balance sheets, good management control and good track record. We recommend you to refer to "Portfolio Track" where in we will flash out our opinion on each of the companies covered under Bonanza# on daily basis.



## THE MARKET MONITOR

The Market Monitor helps traders identify the strongest and most profitable trends to trade. Using the Market Monitor requires a thorough understanding of the trend indicators and direction.

How to use the Market Monitor?

The Market Monitor classifies the trends into Bullish and Bearish. The intended investment period ranges from a few days to a few weeks. In either Bullish or Bearish, the width of the bar specifies the strength of the trend.

For e.g.  indicates the Bullish trend is currently Strong in the selected scrip.

Strength of a Trend:

Thus, following is the summary of all the indicator strengths which would be seen in the Market Monitor:

 Strong Bullish Signal	 Strong Bearish Signal
 Medium Bullish Signal	 Medium Bearish Signal
 Weak Bullish Signal	 Weak Bearish Signal

Direction of a Trend:

Investment decisions have to be taken based on not only the strength of the trend but also, on the direction where the momentum is trending. This is indicated by studying the associated direction as follows:



For more information about favorable entry/exit points in various scrips, access  Today!!



## YOUR GUIDE TO TRADING AND INVESTMENTS: "E-GURU"

Do you want to stay ahead of your peers to make money in the market? We have our mentor E-Guru to assist you on the know-how of Innovision.

E-Guru section is the online knowledge portal of Innovision. It is a self-learning section guiding users on usage of our various intraday, investment and momentum products. Listen to our highly experienced speakers and get useful insights on managing your money. A careful understanding of these products through the videos can help in taking trading calls effectively.



# The iPORTFOLIO



Sushil Finance has launched the revolutionary iPortfolio – A powerful tool that would make each one of you a Fund Manager yourself.

Based on the market scenario this algorithm automatically identifies the best stocks that should be present in a portfolio.

We bring together years of experience, an ocean of knowledge, latest industry developments: our intelligent logic selects the finest investment stocks for your clients.

It is a collection of 3 Portfolios for Low Risk/ Medium Risk/ High Risk Clients and an Ideal Portfolio with which you can compare all your clients' portfolios.

All the four portfolios are available at the click of a button on INNOVISION – in the 'Build Portfolio' Section. The required portfolio weightage for each of the stocks should be given based on our golden rules.

Large Caps (A grade) – 24% • Mid Caps (B & C grade) – 56% • Small Caps (D grade) – 20%

Next time a client walks up to you to prepare a healthy portfolio, you can easily suggest a variety of stocks to invest from our range of folios.

Go ahead – Unleash the Fund Manager within you with the

# THE MUCH AWAITED MUTUAL FUND SECTION NOW ON INNOVISION...

Innovation has grown from a mere research tool to a knowledge sharing platform since it was launched. Extending our expertise and knowledge base to Mutual Fund, Innovation now offers heaps of information on AMCs and schemes along with our scheme recommendations in terms of MF Products, all in one place.

Log in to check out our range of 'best tools and most intelligent calculators' available on the web.



Discover our Mutual Fund section:

- Confused with a number of rankings available in the market? We bring together all the rankings and parameters through our flagship product MF Rankings. Ranking is given in the form of PLATINUM, GOLD, SILVER and BRONZE. Platinum schemes are the ones which can be considered strongly for investments whereas Bronze ones indicate avoid investing.
- Select best SIPs through our product MF Watchout.
- Compare two schemes and check on the Top Performing Schemes of a category.
- Track Scheme NAVs, returns and dividend history.
- Follow the latest trends in industry via Live Google News.
- Calculate returns on your SIP, finding out holding of a scheme and many more...

Refer our Product description for more information.

So explore the world of Mutual Funds and achieve your investment goals!!!Be your own analyst using graphical representations and dynamic data updates!!!

# Currency & Commodity products

## Trading Products

### Commodity

Metals and  
Energy Trader

Commodity Daily

Base Metal  
Trader

Aaj Ke Liye

Commodity  
Chart Busters

### Currency

Currency  
Chart Busters

Currency Trader

Currency Daily

## Positional Products

Visual Aid

Weekly Insight

Commodity  
Fundamental  
Report

Technical Insight

Jara Sambhal Ke

## Informative Products

Span Margin

Global Economic  
Data Calendar

## Description

- Trading Products are calls on highly liquid commodities/currencies based on various technical charts/patterns and mentioning important supports and resistance.
- Positional Products are combination of fundamental and technical calls given based on changing macroeconomics conditions and aiming to make best use of future price movement.
- Informative Products provide information to traders and investors about vital proceedings and help make key decisions.



*Sushil Financial Services Private Limited*

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CDSL, SEBI Regn. No. IN-DP-CDSL-194-2002, DP ID: 028900, ARN No. 77875

*Sushil Global Commodities Private Limited*

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Member ICEX Regn No. 1014 FMC ICEX/TCM/CORP/0017  
NSEL membership Id 13830

*Sushil Finance Consultants Limited*

PMS SEBI Regn No. INP000001116  
ARN No. 42257

*Sushil Insurance Brokers Pvt. Ltd.*

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