

Indiainfoline (IIFL)

Parent Company

India Infoline Ltd.

Category

Brokerage Houses,

Consumer Financial Services

Sector

Banking and Financial Services

Tagline/ Slogan

Knowledge is the edge; Its all about money, honey

USP

One of the leading players in the Indian financial services space

STP

Segment

Brokerage

Target Group

Urban and Rural Investors

Positioning

Complete Investment and Stock trading Solutions

SWOT Analysis

Strengths

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| 1. Wide range of financial products |
| 2. Successful implementation of “Insurance broking” model |

3. Online portal’s successful branding as “5paisa.com”
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4. Have over 2500 offices in India in over 500 cities

5. First Indian brokerage house to get membership of Singapore Exchange

6. IIFL has been awarded the ‘Best Broker, India’ , ‘Most Improved brokerage, India’ , ‘Fastest Growing

Weaknesses

1. High risk exposure as seen by conservative population
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2. Less emphasis on advertising causes lack of brand visibility

Opportunities

1. High income Urban families

2. More penetration into the growing cities

Threats

1. Stringent Economic measures by Government and RBI
2. Entry of foreign finance firms in Indian Market

Competition

Competitors

1. Sharekhan

2. Indiabulls

3. Angel Broking