

ShareKhan

Parent Company

Sharekhan Financial services pvt. Ltd.

Category

BFSI

Sector

Consumer Financial Services

Tagline/ Slogan

Your guide to the financial jungle

USP

India's leading online retail broking house

STP

Segment

Brokerage

Target Group

Urban and Rural Investors

Positioning

Complete Investment and Stock trading Solutions

SWOT Analysis

Strengths

- | |
|---|
| 1. Widerange of innovative financial products |
| 2. Intensive research on all industry sectors |

3. Strong I.T infrastructure

- | |
|---|
| 4. Have one of the largest network of branches across country |
| 5. Pan-India presence with over 1,500 outlets serving 950,000 customers across 450 cities |

Weaknesses

- | |
|---------------------------------------|
| 1. Penetration limited to urban areas |
|---------------------------------------|

Opportunities

- | |
|---|
| 1. Growing rural market |
| 2. Earning Urban Youth |
| 3. Educating people about the benefits of investments to increase target audience |

Threats

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

Competition

Competitors

1. Reliance Capital

2. Indiabulls

3. Angel Broking
