

**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**

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

3. Strong I.T infrastructure
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| 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 |

<b>Weaknesses</b>
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|---------------------------------------|
| 1. Penetration limited to urban areas |
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<b>Opportunities</b>
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| 1. Growing rural market   |
| 2. Earning Urban Youth  |
| 3. Educating people about the benefits of investments to increase target audience |

<b>Threats</b>
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| 1. Stringent Economic measures by Government and RBI |
| 2. Entry of foreign finance firms in Indian Market   |

<b>Competition</b>
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<b>Competitors</b>
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1. Reliance Capital
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2. Indiabulls
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3. Angel Broking
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