

**Exploring Demat Accounts and Online Trading Platforms: Indiabulls Ltd. in Dehradun****Daniela Schmidt\*<sup>1</sup>, Nina Müller<sup>2</sup> & Fabian Braun<sup>3</sup>**<sup>\*1</sup>Student MBA- Uttarakhand University<sup>2&3</sup>Assistant Professor-Uttarakhand University

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**ABSTRACT**

Dematerialization is the process of converting the physical form of shares into electronic form. Prior to dematerialization the Indian stock markets have faced several problems like delay in the Transfer of certificates, forgery of certificates etc. Dematerialization helps to overcome these problems as well as reduces the transaction time as compared to the physical segment. The article discusses the procedures, advantages and problems of dematerialization. The Indian Stock markets have seen a major change with the introduction of depository system and scrip less trading mechanism. In India, shares and securities are now available in electronic format i. e "dematerialised" or demat account. This research explores about the demat account and online trading of Indiabulls Ventures Limited. It focuses on the various services provided by Indiabulls Ventures Limited is satisfactory for investors or not. It also explains the comparison of broker's performance available in market with Indiabulls and As compare to Indiabulls where the locality of Dehradun are interested to invest their saving.

**Keywords:** *Demat account, online trading account, Dematerialization, Indiabulls, Services by brokers.*

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**I. INTRODUCTION**

DEMAT ACCOUNT or "Dematerialised" account is quoted the online transactions made by an investor in electronic statements. For the purpose of purchasing and selling of the shares and securities every shareholders will have a Dematerialised account. To access the demat account we needs to register ourselves with an depository participant (DP), a agent of depositories.

Dematerialised is a process of converting the physical form of shares into electronic form. Through the demat account the transaction can be easily done. There are various depository participant available in the market which helps you to open demat account. It's also provides many facility to the shareholders. During online trading share can easily sell out and purchasd by the investor. It also contains the information of transactions, holding of shares and securities, government securities, exchange traded funds, bonds and mutual funds in one place.

Need for a Demat account

As per the SEBI, its compulsory to settle all the transactions of online trading with Demat account. All the companies listed into the stock market should trade in demat form with effect from 2 January 2002. If a investor want to invest in stock market should connect with the depositories i. e NSDL & CDSL, it would require a demat opened with the DP of choice to hold shares in dematerialized from and to undertake scrip less trading.

**II. LITERATURE REVIEW**

Olekar & Talwar (2013) in their research paper Online trading & DEMAT account in India Some issues observed that the banks normally apply or levy a lower service charges compared to other depository participants available in the market. He also found that when the numbers of users are doing more transactions, the speed of transactions is affected.

Inderbir Kaur (2013), stated in his paper on "Investors Preference between Demat & Remat and awareness regarding depository and its various laws". The depository act defines a depository as a company formed and registered under the companies act 1956, the main function of a depository is to dematerialize securities of an individual and show their transactions in book entry form. The objective of the study is to know the reasons for investors preference between remat and demat and to know the satisfaction level of depository participants available in the market. In this quantitative technique, percentage method has been used. Overall the depository is convenient and safer and majority of people are shifting towards dematerialization as compared to the rematerialisation.

**Objectives of the study :**

5. To analysis the performance of Indiabulls with other brokers available in market.
6. To identify the factors which influence customer satisfaction from the services provided by Indiabulls.
7. To study about demat account and online trading.

**Hypothesis:**

8. H1 : There is significant relationship between customer satisfaction and the services provided by Indiabulls.
9. Ho: There is no significant relationship between customer satisfaction and the services provided by Indiabulls.

**III. RESEARCH METHODOLOGY**

**Research design**

The present study is a sample survey of selected respondents.. The respondents were selected from Dehradun district through selected stock broker office.

**Source of data**

The investigator convenience sampling to collect data from the respondents. The respondents were selected from Dehradun district through selected stock brokers office.

**1. Primary Data**

The primary data for gathering the answers was an online questionnaire, which was sent to selected sample via email invitation. 40 respondents for data collections.

**2.Secondary Data**

Secondary resource provide initial insight into the research problem and include both raw data and published summaries, sources, such as, articles, books, journals, etc. In this research secondary data was mainly collected from Google Scholar website (<http://scholar.google.com>) which provides so many articles and researches.

**Sampling technique**

The convenient sample has been used i.e. Sample size of 40 investors in Dehradun district are selected to study the problem under study.

**Tool for data analysis and interpretation**

- Percentage analysis
- Tabular presentation
- Graphs presentation
- Correlation

**IV. DATA ANALYSIS AND INTERPRETATION**

The data has been classified and analysed with the help of SPSS software. Through SPSS we summaries the data and tried to establish relationship between two factor i. e customer satisfaction and the services provided by Indiabulls by using correlation and regression method of karl Pearson applied two tailed test.

Correlation

		Do you believe that your broker /trader is successful in online trading?	Are the stock broking services provided by Indiabulls satisfactory?
Do you believe that your broker /trader is successful in online trading?	Pearson correlation Sig. (2 - tailed) N	1 0 40	0.709 0.000 40
Are the stock broking services provided by	Pearson correlation	0.709	1

Indiabulls satisfactory?	Sig. (2 - tailed) N	0.000 40	0 40
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\*\*Correlation is significant at the 0.01 level (2 Tailed).

Interpretation :

The correlation was done with the help of SPSS by performing 2 tailed test. It has been found that there is moderate positive correlation of 0.709 at 1% level of significance between the two factors i. e customer satisfaction and the services provided by Indiabulls.

Comparative statement of various Stock Brokers in Dehradun on the basis of ACTIVATION, CHARGES, BROKERAGE, SERVICES.

Criteria	Indiabulls	ICICI securities	Angel broking ltd	Sharekhan	Motilal oswal
DEMAT Account Charges	750	975	0	Free	Free
Brokerage intraday	5 paisa	30 rupees	5 paisa	5 paisa	30 rupee
Annual maintenance charges	450	600	450	400	400
Trade funding intraday	6 times, 4 times (minimum stock of Rs. 50000)	6 times, 4 times (minimum stock of Rs. 50000)	6 times, 4 times (minimum stock of Rs. 50000)	10 times, 4 times	6 times, 4 times
Debit period	T+2	T+2	T+2	T+2	T+2
Mode of Trading	Both online and offline	Both online and offline	Both online and offline	Both online and offline	Both online and offline
Marginal money	No limit	No limit	Rs.1 lac	Rs. 50000	No limit

## V. FINDINGS

- After calculations of correlation by using SPSS software we found that the correlation 0.709 is moderate positive correlation. That means most of the Investors are satisfied with the service provided by Indiabulls Ventures Limited.
- There are few brokers (Indiabulls and ICICI securities) who charges high fees whereas, other securities companies (Angel broking, Share Khan, Motilal oswal) charges are low fees.
- The annual maintenance fee of every broker is approx in same range.
- Online trading provides safety and privacy to their clients and provide updated information regarding the charges in the stock market.

## VI. CONCLUSION

In todays world when all services are going to be online or in electronic form INDIABULLS VENTURES is creating awareness of demat account and online trading so that the clients can trade easily from anywhere in the world. Indiabulls ventures take cares of their clients portfolio and whenever the value of his/her portfolio will decreases by 20% then that client will always informed by his/her relationship manager. Indiabulls is a company that

has helped in handling a vast amount of transactions and this can be efficient trading, delivering, settlement system with adequate protection to investors.

The introduction of Demat account and Online trading would influence the investors resulting in an increase in the business of the stock exchange. Due to invention of dematerialization and online trading there has been greater benefits to the investors as they could sell / buy shares as and when required and that to with online trading.

The brokers has a greater scope than compared to the earlier times because of invention of Dematerialization and Online trading.

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