

INTRODUCTION TO ADVANCED RESEARCH – IIFL Markets Mobile App

Advanced Research

It is a powerful equity research tool based on years of stock market expertise of investment legend William O'Neil.

It is a decision-making tool that helps in uncovering promising ideas, to conducting efficient analysis.

Its a One-stop, online destination to find and evaluate stocks.

It extensively uses CAN SLIM methodology to identify stocks for the future.



CAN SLIM Methodology

Legendary US investor & author William J. O'Neil did a comprehensive study of the greatest winning stocks spanning the past 125 years. He then put together a set of common characteristics to these past market leaders and coined the term CAN SLIM. Each letter stands for one of the seven chief characteristics of these greatest winning stocks

C A N S L I M

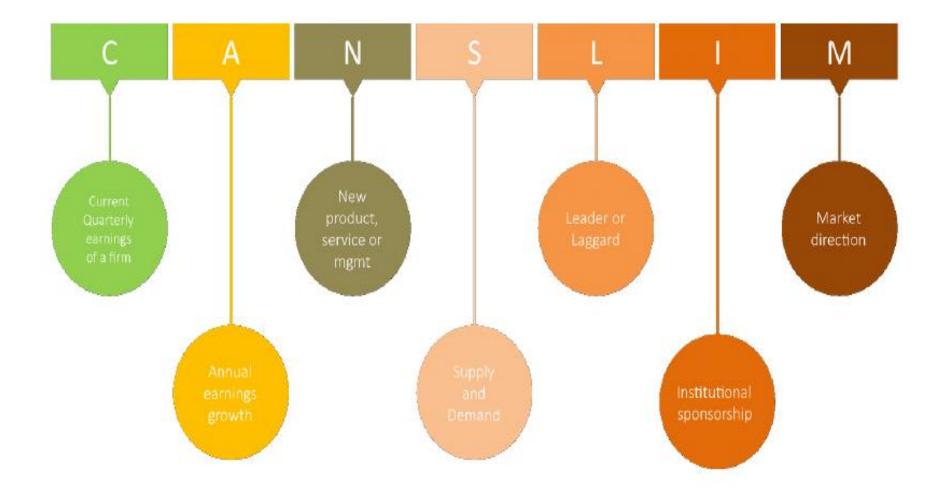
No place for opinions, based on pure facts

Includes "Post -Analysis" (Self -critique using charts)

Rule-based system to overcome emotions such as Fear, Greed, Hope and Pride.

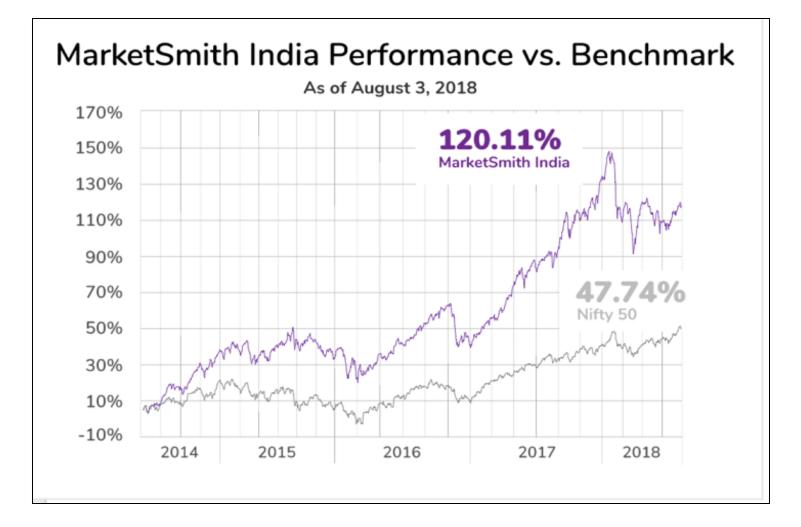


CAN SLIM- A Winning System



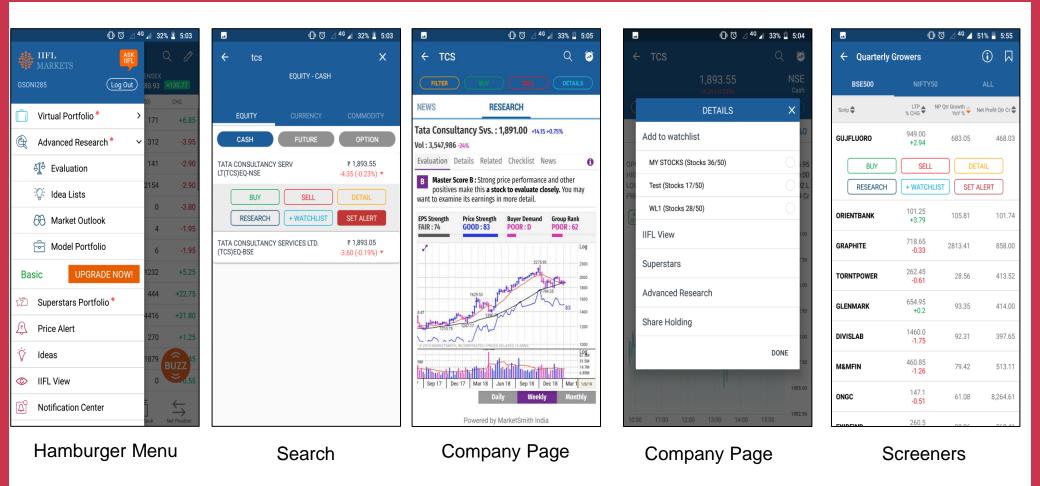


CAN SLIM – A Winning System





Advanced Research

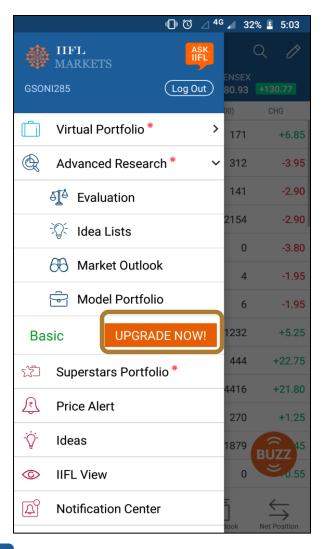




Customer can view Advanced Research option in the Hamburger Menu page, Search, Company Details page, Screeners Section.

Note – Screeners version is in pipeline and will get released to 100% users by 11th Jan, 2018.

Advanced Research



✤ After "Free Trial" is activated, our customers get 15 days free trial facility.

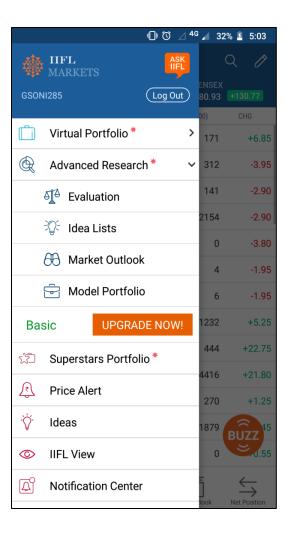
On clicking Upgrade Now user would be taken to payment page.

There would be Auto-Renewal after expiration of subscription. It can be cancelled upto 15 days, post which it cannot be cancelled.

Post Cancellation, user would be taken back to "Basic" state



Advanced Research – Pricing Details

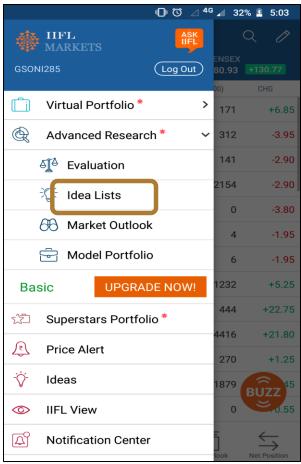


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Exclusive Offer 37% Discount Tough time asks for wiser decisions. Enjoy 37% discount on quarterly subscription. Get exclusive access to model portfolio ideas list.	₹2,500 ,
✓ Annually	₹ 13,500
Exclusive Offer 62% Discount Tough time asks for wiser decisions. Enjoy 62% discount on annual subscription. Get exclusive access to model portfolio, ideas list.	₹ 4,999
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Advanced Research - Idea Lists



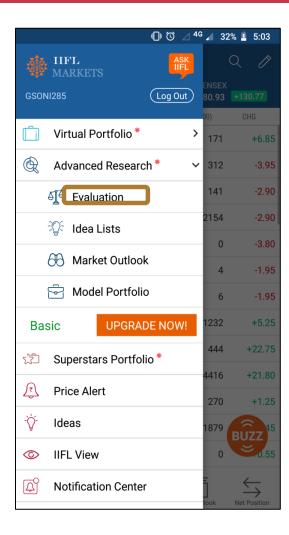
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🔲 Recent Removals		a
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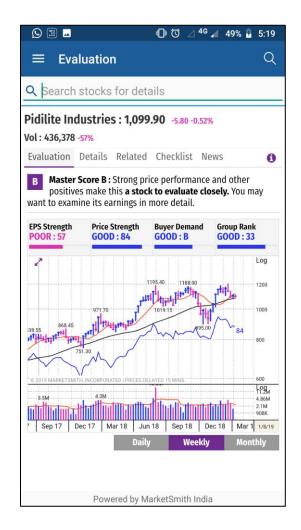
Idea list will shows us various details as mentioned below:

- It has multiple lists having top performing stocks under different buckets.
- Handpicked India Model Portfolio (current Holding, Actionable Buys, Recent Additions, Removal, Buy watchlist, Sell Watchlist)
- Monitoring the stocks that you already own
- Up On Volume List
- Recently Viewed Stocks
- India 47 Premium Idea List (Recent Additions, Removals, Near Buy Point lists)



Advanced Research - Evaluation

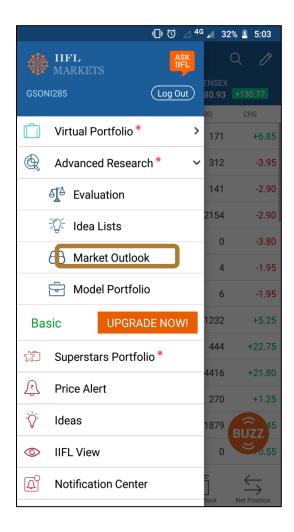






After tapping on Evaluation option, Customer can view the stock information along with the stock ratings and key financial stats. The Evaluation view is composed of a stock chart and the stock-specific data in the Details tab.

Advanced Research - Market Outlook



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Ξ	≡ Market Outlook Q
	UPTREND UNDER PRESSURE 📈
	market is showing signs of weakness. Exercise caution and be quick to losses short and book profits. Keep your buying decision reserved to good quality stocks.
Ma	rket Outlook 🜖
All	Pre-Market Big Picture Reports Learning Articles
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J	lifty Tests its 200-DMA; Tata Motors-ow anuary 07, 2019 ndia's benchmark indices got off to a gap-up opening
	Market Condition and How to Approach t

January 07, 2019 At 8:00 a.m. IST, the SGX Nifty Futures was trading at 10.... Powered by MarketSmith India



After tapping on Market Outlook, Customer can view daily & weekly report on overall Indian market conditions, performance evaluation of India 47 & model portfolio list, Sector reports, Special reports etc.

Advanced Research - Model Portfolio

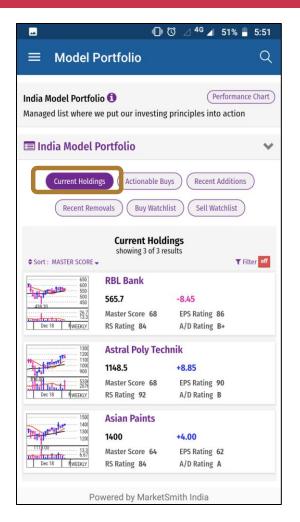
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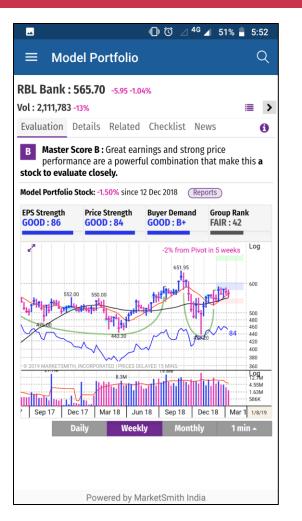
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Current Hold					
Sort : MASTER SCORE	Current Holdings showing 3 of 3 results ⇒ Sort : MASTER SCORE → ▼ Filter off				
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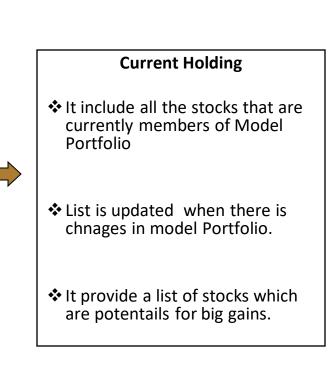
- Once customer tap on Model Portfolio list then it will shows us various reports such as:
- List of Current Holdings
- Recent Additions & Removals of Stocks
- Buying stocks opportunity
- Weekly commentary on overall performance against the NSE



Model Portfolio -> Current Holdings

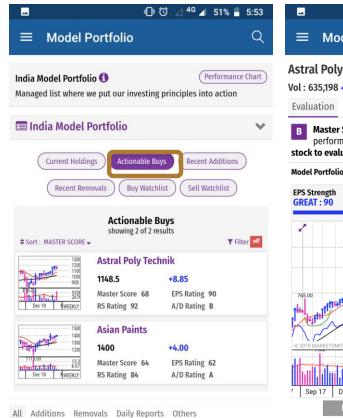






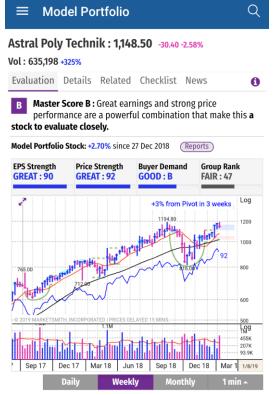


Model Portfolio -> Actionable buys



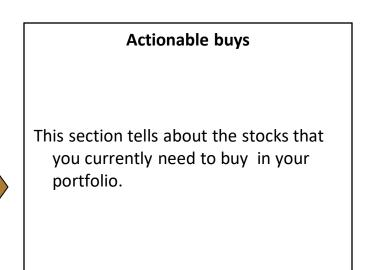
Model Portfolio Slips 0.2%

January 08, 2019 Today, our model portfolio slipped 0.2%. The Nifty and t Powered by MarketSmith India



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Powered by MarketSmith India





Model Portfolio -> Recent Addition/ Removals

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Recent Additions showing 1 of 1 results \$ Sort : MASTER SCORE ↓	Recent Removals showing 1 of 1 results ◆ Sort : MASTER SCORE → ▼ Filter off
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Model Portfolio Slips 0.2% January 08, 2019 Today, our model portfolio slipped 0.2%. The Nifty and t	Model Portfolio Slips 0.2% January 08, 2019 Today, our model portfolio slipped 0.2%. The Nifty and t
Model Portfolio Slips 0.7% January 07, 2019 Today, our model portfolio slipped 0.7%, underperformi	Model Portfolio Slips 0.7% January 07, 2019 Today, our model portfolio slipped 0.7%, underperformi
Powered by MarketSmith India	Powered by MarketSmith India

This section provide information about recently added & removed stocks in

Recent Addition/ Removals

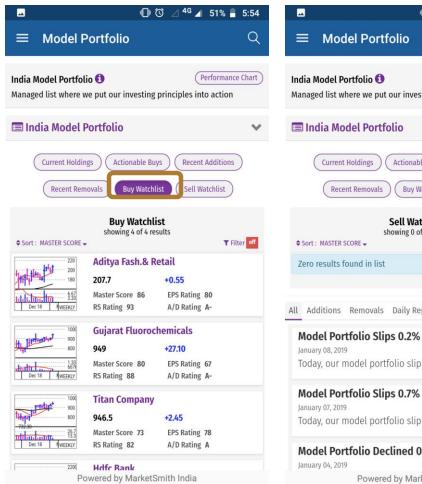
Stocks are added in model porftfolio based on fundamental & technical strength, Using the CAN SLIM methodology

model porftfolio

Stocks are added & removed, based on volatility of the market.

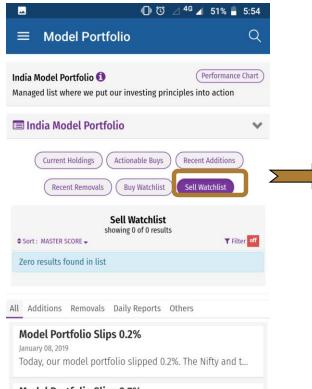


Model Portfolio -> Buy/ Sell Watchlist



Int

MARKETS



Today, our model portfolio slipped 0.7%, underperformi...

Model Portfolio Declined 0.7% During th...

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Abbreviation

EPS Rating- Earning per share Rating **RS Rating- Relative Strength Raing** A/D Rating-Accumulation/Distribution Rating

Buy Watchlist

Keep tracks of stocks & identify potential stocks for the portfolio.

Sell Watchlist

Identify list of stocks in model portfolio which are displaying signal of weekness that might consider for removal from portfolio

Thank You

