

INDIAN

STOCK MARKET JOURNAL

EMPOWERING TRADERS AND INVESTORS

**STOCK
TO BET ON**

**STOCK
MARKET
OUTLOOK**



How AI Advisory Is
Transforming The
SIP Landscape In India



Exploring The World Of Alternative
Investments And AIFs In India

Digital Arrest Fraud
How To Spot And Avoid It

Investing In A Ghost Mall?
Tips To Safeguard Your Money

From The Founder's Desk



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Full efforts have been made to ensure the authenticity and accuracy of the contents of the Yearbook, but we do not accept any liability for the errors if committed and the subsequent loss arising from the same, but we will make sure that the errors if occurred are recited and minimized in future editions and also would welcome the reader's feedback.

We welcome your comments and suggestions for our future editions to make it more helpful month after month.

Dear Readers,

Among the year's joyous conclusion, investors can take a moment of breath as the markets show signs of recovery, supported by renewed optimism in key sectors. This period provides an opportunity to reassess portfolios, capitalize on emerging trends, and align financial strategies with the promising outlook for the coming year.

This edition of ISMJ helps you understand how Artificial Intelligence (AI) advisory is transforming the SIP landscape in India, helping investors achieve their financial goals more effectively in a dynamic market environment.

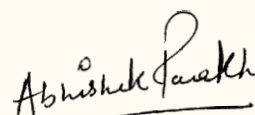
We will also help you understand how the advancement of technology has brought forward digital scams and frauds. We will help you spot and avoid common traps, safeguarding your finances and personal information in an increasingly digital world.

This edition of ISMJ will also help you explore the world of alternative investments and the different types of alternative funds in India, providing insights on how they can diversify your portfolio and enhance returns in a rapidly evolving financial landscape.

Also, in this edition, we will help you understand what ghost malls are and how lucrative it can be to invest in them. We'll explore the reasons behind their decline, strategies for revitalization, and the potential opportunities they offer for investors.

We want to thank you for appreciating our previous editions with your kind words. We would love to have your continuous feedback to improve our work. Please feel free to write to us at support@equitypandit.com.

Happy Investing!



Abhishek Parakh

Founder

EquityPandit Financial Services (P) Limited

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STOCK MARKET OUTLOOK



NIFTY

The Indian stock market ends November with a muted loss after a roller coaster ride. Index was highly oversold and staged a rally post Trump's massive win in the US

Presidential Election. However, the rally was short lived and again faced bear attack which further dampened D street sentiment.



Though it was an eventful month and bulls get another chance to come back after BJP's landslide victory in Maharashtra election. Market traded at multiple support zones of 200 dma and weekly lower Bollinger band, which helped bulls to shrug off some losses. Market likely to see some short covering rally or range trading activity

going forward. Momentum indicator showing mix signal as weekly RSI trending down while daily RSI saw mild bullish momentum.

Nifty has good support around 23000 levels; if closed below this, the index could fall to 21800 levels. Important resistance in Nifty at 24800 and 25400 levels.

BANK NIFTY



Bank Nifty showed good strength in November after an early sell-off; the index managed to recover losses in the second half of the month, registered a gain of one per cent, and outperformed the broader market. The index remained held out despite broader weakness and traded in a tight range.

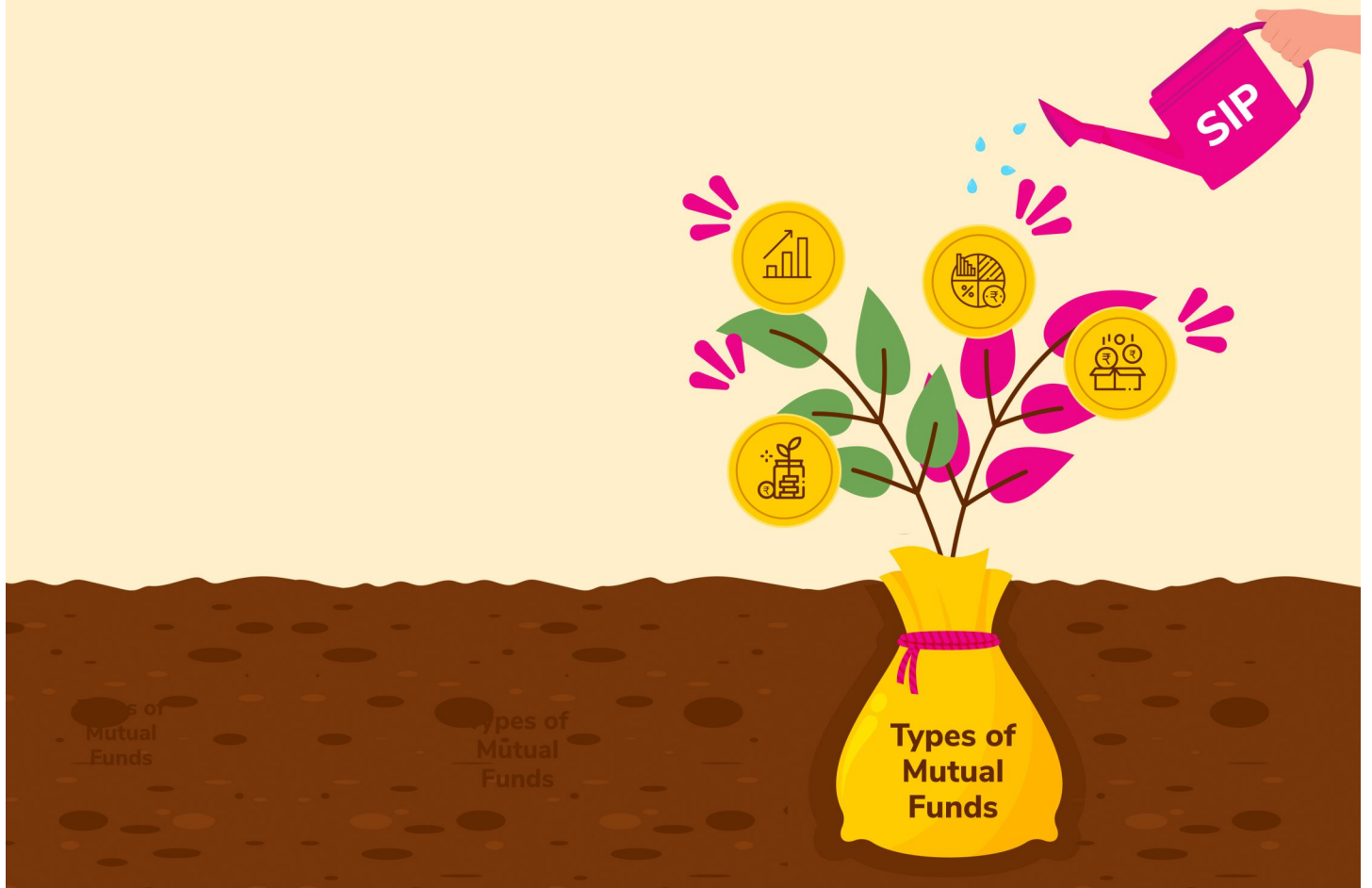
Bank Nifty mostly traded in the daily Bollinger band zone throughout the month. RSI indicator trending upward from its mid zones which suggest strength in index. Important resistance for Banknifty at 53500 and 54500 levels respectively. Important support in Banknifty at 51000 and 49900 levels.

How AI Advisory Is Transforming The SIP Landscape In India



SIP or Systematic Investment Plans has remained an integral part of the mutual fund investments in the Indian landscape for quite a while. Such investments enable individuals to create wealth over time as a result of regular and disciplined contributions. By and large, SIP was considered as a two-dimensional approach toward investments where fixed periodical amounts are invested in a mutual fund scheme without much challenge or decision making. However, the world of finance is advancing, as is

the nature of the investor's vision towards achieving their goals. Artificial Intelligence (AI) is at the forefront of this transformation. As it has the potential to generate advanced insights into the metrics around which data is collected and organized, it is changing the very nature of the SIP. Going forward, this article takes a comprehensive look at how AI advisory, a new investment trend, is enhancing SIP investments in India for the benefit of the investors.



The Rise Of SIPs In India

In the last ten years or so, SIPs have become very popular with Indian investors. Irrespective of their being slight, the strategy of investing in mutual funds has been appreciated by all sections of the population. That has been even more effective with the awareness of finance increasing among people.

Statistics from the Association of Mutual Funds in India (AMFI) indicate that while SIP's worth was about 3,660 crores in the year of 2016, as of September 2024, it had increased dramatically by 52.7% over the equivalent 2023 cited data to stand at. 24,509 crores which represented growth from 2023. Nowadays, SIPs are not limited only to experienced investors. The active melting down of this



obstruction is in all layers of society; specialists, novices and even retirees are plunging into investing.

A number of reasons explain this upturn, the most prominent being uncomplicated investment measures, the effects of compounding, and increasing awareness concerning long-term investment strategies. However, the increase in the number of investors and the funds available means an increase in the difficulty of achieving maximum rates of return. This is the point at which AI advisory steps in, changing the investing process for people who appreciate traditional outlooks on SIP strategies but make it enjoyable as well as more productive.



AI And The Investment Landscape

Artificial intelligence has transformed nearly all sectors, including health and transportation. As such, it comes as no surprise that it has been successfully incorporated into the financial industry. This is so due to the fact that massive volumes of information can be handled and interpreted for useful action faster.

With SIPs incorporation of AI, the empty spot between applicable finances and investment planning has been filled. The investment tools help the individual investors with making investments which were earlier meant for exclusive purpose of rich few and fund managers.



How AI is Changing The SIP Game

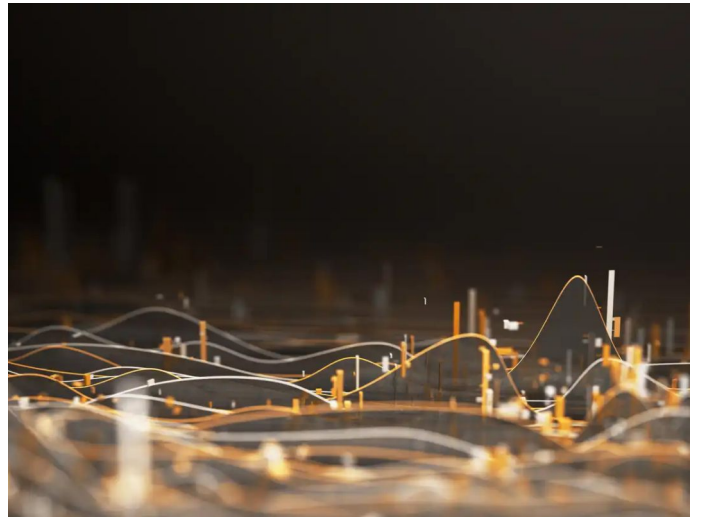
Here are some of the key ways AI is reshaping SIP investments:

1 Advanced Data Analysis And Market Forecasting

Systems of artificial intelligence can process many terabytes of information detecting structural elements that cannot be perceived by eyesight. In terms of offering insight, it means that such analysis can even project into the future the likely behaviour of the particular index at its levels.



For example, AI techniques can extract trends from past stock prices, monitor worldwide economic indexes and their variations by sectors, and project potential market threats and chances. Such trend reduces the level of guesswork engaged by SIP investors on WHEN and WHERE to dip their money's, thereby increasing profitability.



2 Personalised Investment Strategies

AI has a noteworthy feature of being able to provide tailored recommendations. Given a person's goals in terms of financing, risk capacity, income and tenure of investment, artificial intelligent platforms can recommend suitable supper investment plans for individuals.

For example, a working youth with a high capacity for risk may be encouraged to buy equity oriented SIPs whereas an aged



person may be told to invest in more of balanced and fixed income funds.

3 Real-Time Portfolio Monitoring And Optimisation

Investing through SIPs doesn't end with setting up the plan, which it requires continuous monitoring, ensuring to ensure alignment with financial goals. AI excels in real-time portfolio tracking, providing updates on fund performance and recommending adjustments when needed. For example, if a particular sector

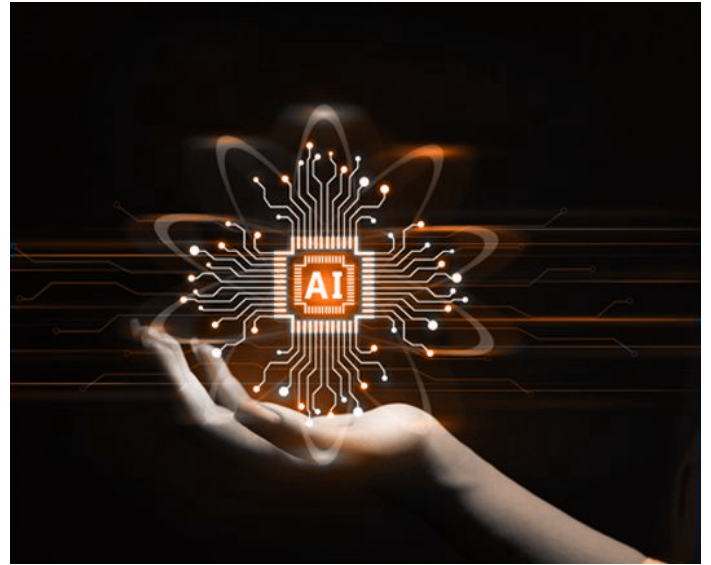
underperforms or a fund manager changes strategy, AI systems can alert the investor and suggest alternative funds or allocation adjustments to minimize losses.



4 Cost Efficiency

AI advisory platforms often come with significantly lower fees compared to traditional financial advisors. Automated systems reduce human intervention, making high-quality financial advice accessible to a broader audience.

This democratization of investment advice ensures that even small-scale investors can benefit from the same level of strategic insights as their wealthier counterparts.



Challenges and Limitations of AI in SIPs

While AI is a powerful tool, it's not without its challenges. Investors must remain cautious and informed when relying on AI-driven advisory platforms.



1 Data Quality And Reliability

As they say, an AI is only as good as the data it has been trained on. Doing otherwise may give rise to erroneous predictions and ineffective investment plans due to incorrect, untimely or inconsistent data. This is when the importance of real-time and quality data comes to the fore while using AI for financial planning.

2 Lack Of Transparency

Infracted without interpretation of the internal formula, the investors confront the so-called AI operations as black boxes. This is because an investor may not appreciate the reasoning behind the recommendation made by the computer, and this imbalance induces doubts and second thoughts. Providing this kind of information is critical for users' trust towards them.

3 Regulatory Concerns

The use of artificial intelligence within the sectors providing financial services is still nascent and hence policies are changing in order to cope with it. Last but not least, the use of AI in finance is also affected by safeguarding investors' information, marketing themselves as responsible organizations and avoiding discrimination through the algorithms.

Why AI-Driven SIPs Are The Future



Despite these challenges, the benefits of AI in SIP investments far outweigh the limitations. By combining cutting-edge technology with traditional investment principles, AI has the potential to make SIPs more efficient, inclusive, and impactful.

1 Increased Financial Inclusion

With AI-powered platforms, investment advisory services are no longer restricted to the elite. Anyone with a smartphone can access personalized SIP recommendations, breaking down barriers to entry for first-time investors.

2 Enhanced Decision-Making

The ability to process vast amounts of data and provide actionable insights gives investors a significant advantage. AI enables them to make decisions based on logic and evidence rather than emotions or guesswork.

3 Adaptability To Market Changes

Markets are dynamic, influenced by a myriad of factors ranging from global events to domestic policies. AI's real-time monitoring capabilities ensure that investors are always one step ahead, adjusting their strategies to align with the ever-changing market landscape.

CONCLUSION

The advent of AI in SIP investments is a game changer for the financial space in India. It incorporates the concept of systematic investment along with cutting-edge tools so that investors can go an extra mile to reach their investment objectives. However, every innovation has its advantages, and it is imperative that investors using AI platforms do so with a wary eye on the scope of the advancement. In that respect, they will be able to enjoy the full advantages of AI advisory and enhance their sip investments even more.

Digital Arrest Fraud

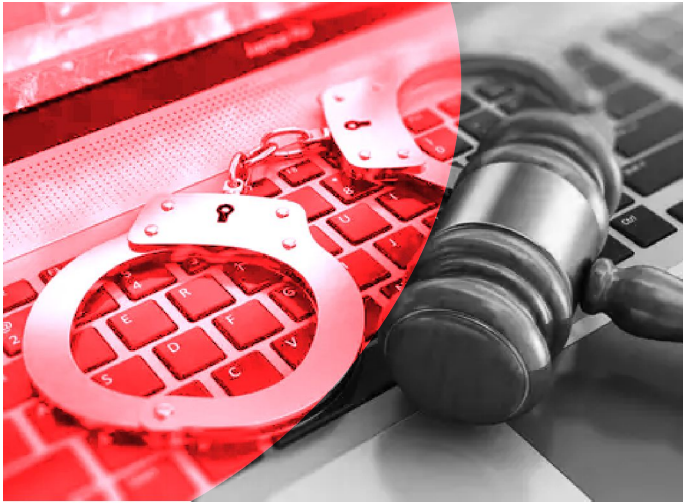
How To Spot And Avoid It





In today's fast-paced digital world, as India leaps forward in technology and digital advancements, the darker side of this growth has also surfaced—digital scams and frauds are on the rise. One alarming trend is Digital Arrest Frauds, which have already cost Indians a staggering Rs 120.3 crore in just the first quarter of 2024, highlighting the urgent need for awareness and vigilance.

Understanding Digital Arrest Fraud



Typically, in a digital arrest scam, the perpetrators impersonate the law enforcement or government officials. The previous victims of this scam have also been issued threats of a digital arrest warrant for crimes mostly related to tax evasion, any violation of regulations or financial crimes.

The scammers use this 'settlement fee' or 'penalty' as a ruse to coerce the victims into 'withdrawing' the arrest warrant. After receiving the money, the criminals

make themselves scarce, leaving the victim without any money and exposed to risks of identity theft caused by the personal information divulged in the course of the scamming activity.

As is common with many con operations, these swindlers have a way of doing things and most times will fake their identity as policemen, women from the CBI or narcotics or even members of the reserve bank of India. They create fear by wearing official uniforms and referencing legal provisions, threatening to arrest the victims unless they pay a certain amount of money.



How Common Are Digital Arrest Frauds?

In February, the then Minister of State for Home Affairs, Ajay Kumar Mishra, informed the Lok Sabha in a written reply that 11,28,265 financial cyber fraud complaints were received in 2023.

National Crime Records Bureau (NCRB) data highlights a consistent rise in cybercrimes, with 3,466 cases in 2017, 3,353 in 2018, 6,229 in 2019, 10,395 in 2020, 14,007 in 2021, and 17,470 in 2022.

In March 2024, the Ministry of Home Affairs (MHA) issued a press release warning against incidents of blackmail and digital arrest scams by cybercriminals impersonating officials from the Police, Central Bureau of Investigation (CBI), Enforcement Directorate (ED), Narcotics Department, Reserve Bank of India (RBI), and other law enforcement agencies.



How the Scam Operates?

Using Threats

Scammers create fear by threatening victims with arrest or legal action.

Setting Up Fake Offices

Scammers create studio setups resembling police stations or government offices to appear credible.

Wearing Official Uniforms

They dress in realistic uniforms to convince victims of their authority.

Pretending to Be Officials

They portray themselves as law enforcement officials and add jargon to sound authoritative.

Making False Claims

The victim is falsely accused of a serious crime, such as cybercrime, fraud, etc.

Pressuring for Payment

In order to avoid the arrest, and legal consequences victims are blackmailed to pay some fine or bribe money.

Stealing Personal Information

Scammers may also attempt to access sensitive data, including bank details or passwords.

How To Safeguard Yourself Against Digital Arrests?

The best way to protect yourself from digital arrest scams is by staying aware and vigilant. Here are some tips to help you stay safe:

- Do not fall for high pressure tactics that make you feel you need to act fast to fix the matter.
- If you doubt, verify the caller's identity by contacting the relevant agency directly, while being calm and composed.
- Never share personal or financial information over the phone or video call, especially with unknown numbers.
- Always promptly report the scam to the local police or cybercrime authorities if you suspect a scam.

- Never forget that the government does not use communication applications like WhatsApp or Skype for any official communication.
- Be on your guard against calls from fictitious officials claiming you're in

trouble. It is important to note that legit law enforcement will never ask for money or banking information. CERT-In advises staying vigilant and informed to protect yourself from this growing cyber threat.

What To Do If You've Fallen Victim To A Digital Arrest Scam?



- If you fall victim to a digital arrest scam, report it to your bank immediately and freeze your account.
 - File a complaint on the National Cyber Crime Reporting Portal at www.cybercrime.gov.in.
 - Preserve all evidence, including call details, transaction records, and messages.
- Consult a lawyer if necessary, for legal assistance.

BOTTOMLINE

Digital arrest frauds have been on the rise, with scammers posing as law enforcement officials to collect money from the victim. Within the first quarter of 2024 itself, Rs 120.3 crore has been lost to these frauds from Indian victims. Be wary of unsolicited calls or messages from supposedly authoritative persons, never give personal or financial information, and immediately report suspicious activities to the police or cybercrime authorities. Protect yourself and keep ahead of the scammers.



Exploring

The World Of Alternative Investments And AIFs In India



The realm of finance is never stagnant, and everything around it, including investment trends, changes too. While stocks, bonds, and fixed deposits, among other things, have maintained their popularity, alternative investments have turned out to be a great option for investors who want to reduce the concentration of their portfolios and seek other means of income generation. In this article, we will examine the aspect of alternative investments and the role of Alternative Investment Funds (AIFs) in India, which, we hope, would facilitate



the understanding of the problems and opportunities in this sector, both for the lay investors and those with more experience.

What Are Alternative Investments?

Alternative investments are financial assets that are not entitled to traditional categories, such as equity and debt instruments or cash. It encompasses an

extensive range of options, viz, private equity, commodities, hedge funds, real estate, art, and digital currencies like bitcoin.



What sets alternative investments apart is their distinct characteristics:



Low Correlation With Traditional Markets

These investments often do not move in tandem with stock markets, providing a cushion against market volatility.

Diversification Benefits

By including alternative investments, investors can spread their risks across different asset classes.

Potential For Higher Returns

Some alternative assets, particularly private equity and venture capital, offer significant growth potential.

Hedge Against Inflation

Tangible assets like real estate and commodities tend to retain their value or even appreciate during inflationary periods.

Despite these advantages, alternative investments come with their own set of challenges, including lower liquidity, higher fees, and greater complexity.

Types of Alternative Investments



Understanding the various types of alternative investments is crucial for investors considering this route. Here are some of the most common categories:



Private Equity

Equity investment, also known as private equity, is the practice of making direct investments into private companies or in publicly listed firms that are taken out of stock exchanges to be privately owned. In most cases, such investments are made with the intention of turning around the business or growing other businesses for long-term gains.



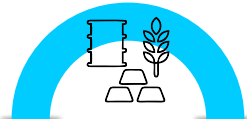
Hedge Funds

Hedge Funds collect money from investors and invest it on their behalf using different styles, including long and short equity, arbitrage, and macroeconomic plays, among others, to generate active returns.



Real Estate

Investments into assets, either through renting or just a simple increase of its market value, belong to this class. Real estate is still one of the most well-known forms of investment in alternatives.



Commodities

Inflation is not a big deal for certain commodities like the metal coins with typography of gold and platinum and their rivals' agriculture. They also do not react much to stock market movements.



Collectibles And Art

Valuable collectables such as classic automobiles, artwork, and even museums are offered for and in specialized investment markets where rare appreciation is sought.



Cryptocurrencies

Investments in digital currency are also categorized as alternative assets due to the increasing popularity of Bitcoin and Ethereum despite the fact that such currencies' market life is short.

The Role Of Alternative Investment Funds (AIFs) In India

In India, Alternative Investment Funds (AIFs) serve as vehicles for pooling investments from sophisticated investors to invest in alternative assets. They operate under a regulatory framework governed by the Securities and Exchange Board of India (SEBI) through the SEBI (Alternative Investment Funds) Regulations, 2012.



AIFs are categorized into three main types, each serving a distinct purpose and investor base:

Category I AIFs: Supporting Socio-Economic Growth

These funds focus on investments that are socially or economically desirable, promoting industries that require long-term capital. Examples include:

Venture Capital Funds (VCFs)

Participate in the very beginning stages of varying startups that promise to grow and support the Indian entrepreneurial ecosystem in every way possible.

Social Venture Funds

Target social purposes projects with an objective not only financial but also measurable social impact.

Infrastructure Funds

Invest in national infrastructure projects, which comprise roads, bridges, and energy, among others.

Angel Funds

Offer seed capital to such businesses in the course of their growth in return for a share of the business.

Category II AIFs: Flexible Investment Strategies

These funds cover various investment styles but refrain from borrowing or using leverage other than for working capital purposes. Typical cases in point include:

Private Equity Funds

Invest in unlisted companies with strong growth potential.

Debt Funds

Focus on debt securities, offering stable returns while maintaining moderate risk levels.

Category III AIFs: Dynamic And Complex Strategies

These investment vehicles deploy advanced techniques in a bid to make active returns and may use leverage. Those who are looking for high-risk, high-return scenarios will find this category of investments to be perfect. Such include:

Hedge Funds

Employ diverse strategies to achieve superior returns.

Private Investment in Public Equity (PIPE) Funds

Focus on investments in publicly traded companies, often through negotiated deals.

Advantages Of AIFs For Indian Investors

The structured framework of AIFs offers several benefits:

1

Access To Niche Markets

AIFs enable investors to access unique opportunities that are often unavailable through traditional investment vehicles.

2

Professional Management

Managed by experts with deep domain knowledge, AIFs leverage sophisticated strategies to maximize returns.

3

Risk Diversification

With investments spread across varied assets, AIFs help mitigate risks.

4

Regulated Framework

SEBI regulations ensure transparency and safeguard investors' interests.

Key Considerations Before Investing In AIFs

Investing in AIFs requires a thorough understanding of their dynamics. Here are some factors to consider:

Risk Appetite

Alternative investments can be volatile and are not suitable for risk-averse investors.



Investment Horizon

AIFs typically require a long-term commitment, as their returns may take years to materialize.



Fund Manager's Expertise

The success of an AIF often hinges on the expertise of its manager, making due diligence essential.



Fee Structures

AIFs can come with higher fees compared to traditional funds, which may impact net returns.



Challenges Of Alternative Investments And AIFs

Despite their allure, alternative investments and AIFs have limitations:

High Entry Barriers

AIFs tend to have relatively high minimum investments, which makes it difficult for petty investors to participate.



Complexity

The strategies employed by AIFs are very complex; thus, novice investors have to endure a lot of learning.



Liquidity Concerns

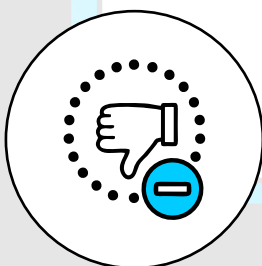
The majority of such asset classes are illiquid, meaning that the investors have to confine their capital for long investing durations.



Conclusion



Diversifying one's investment portfolio and exploring alternatives and AIFs have constant potential for higher returns. In India, investment opportunities are protected under the supervision of SEBI, which helps keep such investments clean and available only to qualified investors. However, high returns and diversification are not reasons enough for investment in alternatives. Investments like these must be undertaken with a certain degree of restraint. Proper research about the use of excess funds, awareness of one's personal investment objectives, and consultations with relevant parties are some of the prerequisites in this ever-changing field. With the growth of the Indian economy and the maturity of its financial markets, the contribution of alternative investments along with AIF will definitely gain prominence in defining the investment approach.



Investing In A Ghost Mall?

Tips To Safeguard Your Money





Retail properties lead the way in delivering top returns among real estate investments, followed by commercial spaces, residential areas, and agricultural lands. Modern shopping complexes, now evolving into a High Street Commercial or dominate the retail landscape, Retail Zones. No discussion on retail properties is complete without mentioning the ever-popular shopping malls.

The mall culture began overseas in the late 1980s and early 1990s before reaching Mumbai. By the late 1990s, Delhi opened its first shopping mall on August Kranti Marg. Following this, malls started popping up in Gurgaon, Ghaziabad, Noida, Faridabad, and Sonapat.

While shopping malls once saw a surge in investment, many are now mostly vacant, with 40 to 60 percent of some malls empty. These malls have come to be known as 'Ghost Malls.' You may wonder if the term refers only to the empty space or if there's a deeper issue. Let's take a look at what a Ghost Mall is and what to consider if you're thinking of investing in retail property within one.



Why Malls Became A Popular Shopping Destination

Despite retail businesses operating in open markets, shopping malls started growing rapidly after 2002, initially seen as a challenge to traditional markets.

Malls gained popularity due to attractions like cinemas, kids' games, departmental stores, branded showrooms, and convenient parking, all in one place. The air-conditioned environment also played a key role.

Builders began developing mall projects on smaller plots, but the lack of space led to poor facilities and organisation, causing people to avoid these malls.

As footfall, or the number of visitors to the mall, decreased, retailers left these malls in search of better locations, impacting businesses.



Understanding The Concept Of A Ghost Mall

A Ghost Mall is a shopping centre with a significant drop in occupancy and footfall, often having over 40% of its spaces unoccupied. This decline may result from factors like poor location, competition

from other retail projects, or the rapid growth of e-commerce.

As a result, these malls fail to attract businesses and customers, making them a risky investment for retail investors.

Are E-Commerce And Poor Planning Driving Malls To Failure? _____

The rise of e-commerce giants like Flipkart and Amazon has led to a decline in foot traffic at traditional malls, offering convenience, lower prices, and a wider product selection.

Consumers now prefer shopping online, especially when physical stores lack a strong online presence or a unique in-store experience.

However, ghost malls also result from poor planning and development, with some malls built in locations without a sufficient customer base or unrealistic expectations.

Issues like a poor tenant mix, absence of anchor stores, and dull shopping experiences further failed to attract shoppers, combining with the online shopping boom to create a perfect storm.



How To Prevent Your Mall From Becoming A Ghost Mall _____

When investing in a mall, initiate by considering its size. A successful mall should have at least 4 to 5 lakh square feet of space for retail, entertainment, and food courts.

The presence of at least two anchor stores-large outlets offering multi-brand shopping-can significantly boost footfall.

Footfall is crucial. If you're opening a brand store, choose a location that attracts the most attention.

While investors often prefer shops near the mall entrance, customers in malls typically decide to visit a showroom after reaching the middle section of the mall, unlike traditional markets.

Rethinking The Future Of Retail Spaces

Malls can be transformed into mixed-use spaces, combining offices, co-working areas, entertainment, or residential units to create a dynamic environment.

Malls can undergo makeovers, hosting local events, pop-up shops, or interactive experiences to attract new visitors and create unique destinations.

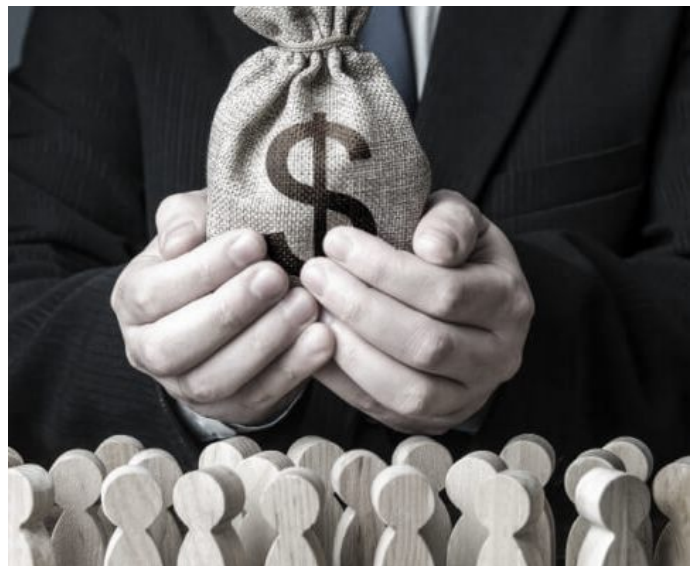
Shifting focus from retail to unique experiences, like amusement parks, gaming centres, or experiential dining, can draw customers in ways online retailers can't.



The Importance Of Revenue Sharing In Mall Investments

Shopping malls have higher expenses compared to traditional markets, including escalators, common area maintenance, centralised air conditioning, and costs for lifts, which lead to higher rent for retail spaces.

Higher rent combined with lower footfall can cause losses for retailers. Once retailers leave, leasing out vacant shops becomes difficult.



To avoid this, consider opting for a revenue-sharing model, where the tenant pays a percentage of their total income plus maintenance costs, allowing them more time to manage their store without the burden of fixed rent.

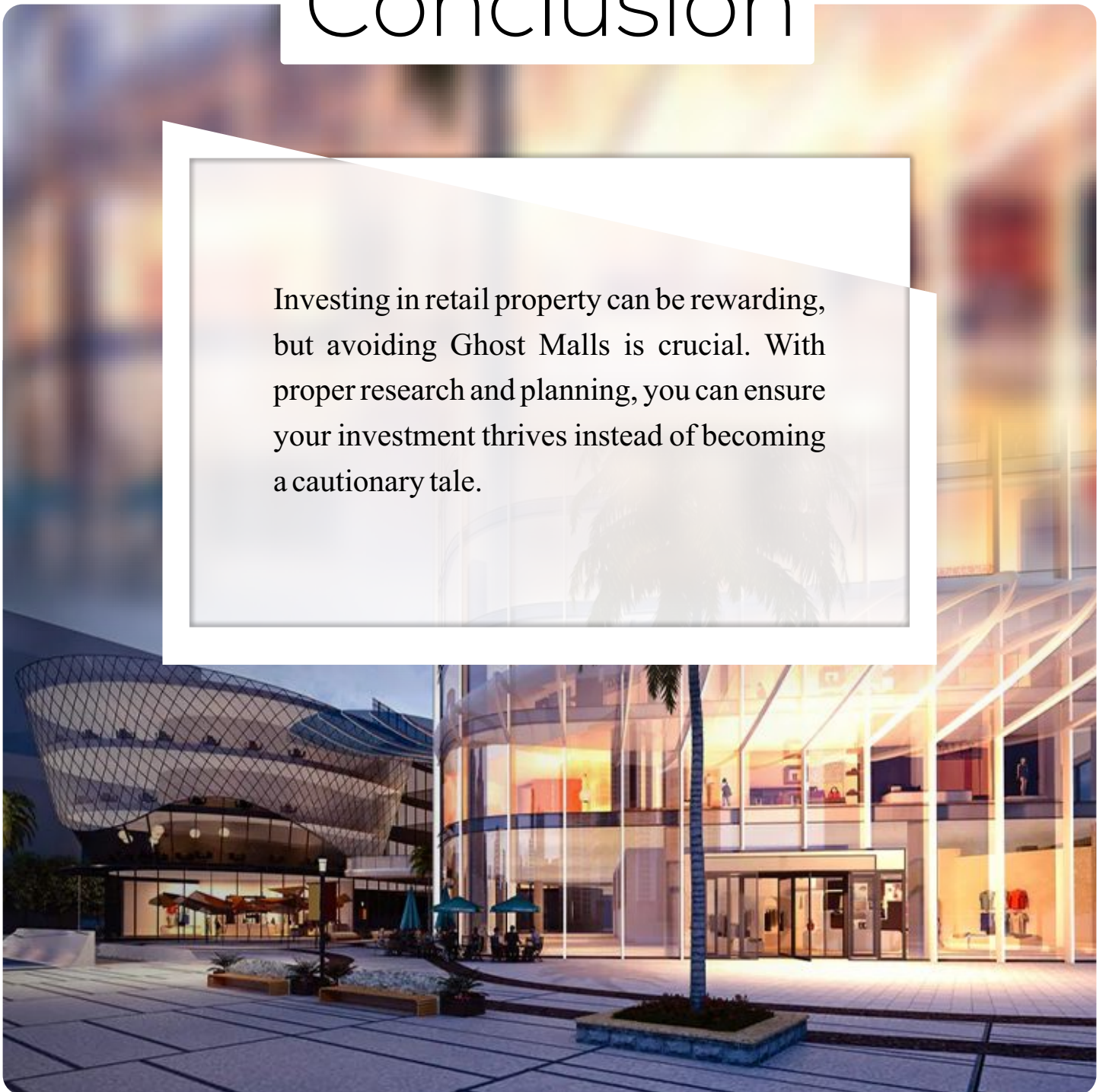
This model also relieves you from paying

monthly maintenance fees and helps you earn profits from the property.

Many mall developers are adopting this approach to attract retailers and major brands. Keeping these factors in mind when investing in a shopping mall can lead to a profitable deal.

Conclusion

Investing in retail property can be rewarding, but avoiding Ghost Malls is crucial. With proper research and planning, you can ensure your investment thrives instead of becoming a cautionary tale.



Stock To Bet On



Birlasoft Ltd



Kfin Technologies Ltd



MedPlus Health Services

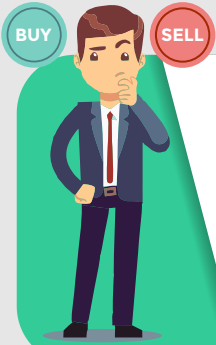


Sterling Tools Ltd

Exclusive Recommendation By:

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