

INVESTOR

ALERT

**BEFORE YOU INVEST YOUR MONEY,
INVEST SOME TIME!**

Dear Investor,

The market indices have been scaling new peaks. The trading activity in the stock markets have increased and more investors are investing in the markets. However, it is important to note that there are risks associated with all markets and investors should be vigilant and alert in their investment activity.

Here are some useful pointers to bear in mind before you invest in the markets:

- Make sure your broker is registered with the SEBI and the Exchanges and do not deal with unregistered intermediaries.
- All investments carry risk of some kind. Investors should always know the risk that they are taking and invest to match their risk tolerance.
- Do not be misled by market rumours, luring advertisements or 'hot tips' of the day.
- Take informed decisions by studying the fundamentals of the company. Find out the business the company is into, the future prospects, quality of management, past track record etc. Sources of knowing about a company are through annual reports, economic magazines, databases available with vendors etc.
- If anyone, including your financial advisor, advises you to invest in a company, be cautious. Spend some time checking out about the company before investing.
- Do not be attracted by announcements of excellent results / news reports about a company. Do your own research before investing in any stock.
- Do not be attracted to stocks based on what an internet website, research reports, advisories promote, unless you have done an adequate study of the company.
- Investing in very low priced stocks or what are known as penny stocks do not guarantee high returns.
- Be cautious about stocks which show a sudden spurt in price or trading activity.
- Any advise or tip that claims that there are huge returns expected, especially for acting quickly, may be risky and may lead to losing some, most, or all of your money.

"Recognising the importance of investors' inputs with respect to any possible undesirable trading practices in the securities market, the Exchange has provided a toll free telephone facility where investors can get their inputs recorded in either English or Hindi. The Exchange will ensure complete secrecy to the investors."
Toll Free Telephone Number - 1800 22 0051.

These guidelines are for your benefit. Act on it.



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