



ODIN™ has equipped Sharekhan with a comprehensive multi-tier risk management across various exchange segments.



www.sharekhan.com

Client

Sharekhan is a veteran financial services solutions provider with over eight years of experience in the Indian stock market. Sharekhan provides a user-friendly offline trading facility, coupled with a wealth of content that will help users talk the right investment options. Sharekhan runs India's largest chain of share shops with over 600 outlets in more than 220 cities.

Business Needs

- **A robust trading front end with excellent order execution speed**

Being one of the leading brokerage houses in the country with a vast experience in the Indian stock market and running a largest chain of share shops across the country, Sharekhan required a trading platform with excellent order execution speed and reliability. With ODIN™, Financial Technologies (India) Limited provided Sharekhan with real-time connectivity to the multiple exchanges, offering the highest-order execution speed and operational stability. ODIN has equipped users at Sharekhan with extensive search and filtering options with minimal investment and ease of manageability.

- **A comprehensive risk management system that offers risk monitoring at various levels**

For Sharekhan, a large network of branches and outlets, servicing thousands of retail clients across the country demanded a comprehensive risk management system for the trading solution, which could facilitate risk monitoring at multiple levels. ODIN has equipped Sharekhan with a comprehensive multi-tier risk management across various exchange segments. With over 80 real-time risk management checks per order and real-time position tracking, ODIN facilitated administering at various levels and allowed ease of monitoring for users at Sharekhan.





- **Functionalities that enable user to capture profit-making opportunities in the market**

To stay ahead in a competitive brokerage industry, Sharekhan required a trading solution that would enable its users to capture profit-making opportunities in the market. ODIN offered Sharekhan a sophisticated trading front end that would offer an advanced trading strategies tool for capturing the finest profit-making opportunities. With ODIN, users at Sharekhan created multiple portfolios and customized the software in terms of fonts, layouts, etc., as per their requirements.

- **Bandwidth-friendly solution with high standards of security that is able to make an optimum use of system resources**

For its HNI clients, Sharekhan required an Internet-based trading solution with high standards of security. ODIN Diet, Financial Technologies' Internet-based trading application, retained all the functionalities of ODIN required by an end-client. Using ODIN Diet, Sharekhan has provided its clients a bandwidth-friendly secure and robust application with all features that matched a professional trading front end.

Benefits

- Excellent order execution speed
- Comprehensive multi-tier risk management across multi-exchange
- Sophisticated trading front-end with tools to capture finest profit-making opportunities
- Highly secure and a bandwidth-friendly solution



Financial Technologies (India) Limited, the flagship company of the Financial Technologies Group, is among global leaders in offering technology IP (Intellectual Property) and domain expertise to create and trade on next generation financial markets that are transparent, efficient, and liquid across all asset class, including equities, commodities, currency, and debt.

The Financial Technologies Group currently comprises 12 ventures (7 exchange ventures and 5 ecosystem ventures), each delivering breakthrough innovative solutions for digital transactions and financial markets.

Corporate Office

Boston House, 601, Suren Road
Chakala, Andheri (East), Mumbai 400093, India
T: +91-22-67099600 • F: +91-22-67099066 • sales@ftindia.com

USA Operations

33 Wood Avenue South Suite 600, Iselin, NJ 08830
T: +001-732-6035238 • F: +001-732-5493745 • sales@ftindia.com

Middle East Operations

1809, Al Shatha Tower, Dubai Internet City
P.O. Box 502541, Dubai, UAE
T: +9714-3635700 • F: +9714-3635699 • sales@ftindia.com

South East Operations

6, Battery Road, #21-01, Singapore 049909
T: +65-65335532 • M: +65-98527601 • sales@ftindia.com

DISCLAIMER

Copyright Financial Technologies (India) Ltd. 2007. All rights reserved. This case study is for informational purposes only. Financial Technologies (India) Ltd. makes no warranties express or implied. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.