



**INTERNSHIP REPORT**  
**AT**  
**ANNAMALAI CAPITAL SERVICES (P) LTD**

By

MANOJ G – 21MBA076

Under the guidance of

Dr SANGEETHA. S  
ASSOCIATE PROFESSOR

A PROJECT REPORT

Submitted

In partial fulfilment of the requirements for the award of the  
Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**Kumaraguru College of Technology**

(An autonomous institution affiliated to Anna University, Chennai)

**Coimbatore - 641 049**

**AUGUST 2022**

## BONAFIDE CERTIFICATE

SS 11

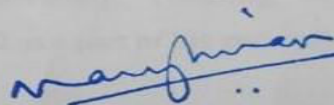
Certified that this internship report titled "ANNAMALAI CAPITAL SERVICES (P) LTD" is for course completion of internships the Bonafede work of MANOJ Gwhocarried out the project under my supervision. Certified further, that to the best of my knowledge the workreportedhereindoesnot form part of any other project report or Internship on the basis of which a degree or award was conferred on a nearlier occasion on this or any other candidate.



Faculty guide

Dr.S. SANGEETHA

KCTBS

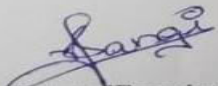


Head of the Department

Dr. Mary Cherian

KCTBS

Hard and Soft Copy Submitted for the Project Viva-Voce examination held on 9<sup>th</sup> September 2022.



Internal Examiner

(Signature with date)



External Examiner

(Signature with date)

## DECLARATION

I hereby declare that this internship report entitled as, “**ANNAMALAI CAPITAL SERVICES (P) LTD**” has been undertaken for academic purpose for the course submitted to Anna University in partial fulfilment of requirement for the award of degree of Master of Business Administration. The Internship report is the record of the original work done by me under the guidance of Dr S SANGEETHA, Associate Professor, KCT-BS during the academic year 2022.

I, also declare hereby, that the information given in this report is correct to the best of my Knowledge and behalf.

**Place: Coimbatore**

**Date**

**Name and Signature**

**MANOJ G**

A small, square, blue-tinted image of a handwritten signature in black ink, appearing to read 'M/G'.

## PROJECT COMPLETION LETTER

### **Annamalai Capital Services (P) Ltd.**

14, Arts College Road, Coimbatore - 641 018.

Phone : +91 422 2211487, +91 422 2200945, +91 97509 21101

E-mail : helpdesk@annamalaicapital.com, Web : www.annamalaicapital.com



**15.07.2022**

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Manoj G Reg.no 21MBA076, 1st year MBA Student** of **KCT Business School**, has done an **Internship Training** in our Organization during from **27.06.2022 to 27.07.2022** as a part of his curriculum.

During the period, his performance & character are highly commendable

**For Annamalai Capital Services (P) Ltd.,**

*Chitra*

**(S.Chitra)**



Services :  
Equity Trading  
Commodity Trading  
Currency Trading  
NRI Services  
IPO  
Mutual Fund

Business Associate :





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## **I INTRODUCTION**

### **1.1 OBJECTIVE OF THE INTERNSHIP**

- This document addressing the comprehension of CAPITAL MARKET in India.
- Grasping the crucial and auxiliary enterprise sectors of stocks.
- To study economic enterprise sectors that unite clients and venders to change stocks, bonds, economic standards, and different economic assets.

## **II INDUSTRY PROFILE**

### **2.1 BACKGROUND OF THE INDUSTRY**

Capital marketplace is certainly considered one among large gadgets in time of hypothesis because it offers a first-rate task to the wheel of financial area. The improvements of the corporation rely to the capital marketplace to elevate their drawn-out reserves. In the alternative hand, the importance of capital marketplace indicates the development of the monetary elements of the country. A respectable improvement of the capital financial scenario will construct the financial improvement of the country too. In view of the which means of capital marketplace, capital marketplace is in which authorities and enterprise can boost lengthy haul capital and monetary backers should buy and promote protections. The sort of capital marketplace is portrayed as a fixed-pay task and cost hypothesis. As in line with Brown and Reilly (2009), a fixed-pay hypothesis is having a legally ordered instalment plan. Their task contracts assure express instalments at foreordained times, albeit the valid electricity in the back of the dedication shifts and this impacts their risks and required return. The gadgets that do not forget for fixed-pay task are Treasury Bonds, Government Agency Bonds, Municipal Bonds, Corporate Bonds, and Preferred Stock. While cost tool is numerous from fixed-pay protections due to the fact their income is not authoritative. The gadgets that do not forget for cost hypothesis are Common Stock and different extremely good cost tool like Warrants and Puts and Calls.

## **2.2 MARKET SIZE**

Broking corporations are set to clock report sales withinside the contemporary economic year, pushed with the aid of using better retail participation and beneficial systematic liquidity. According to score enterprise Icra, the enterprise is to clock a complete sale of Rs 27,000-28,000 crore in FY2022, registering a year-on-year (y-o-y) boom of 28-33%. However, the sales boom price is anticipated to slight to 5-7% in FY2023 with an anticipated enterprise overall turnover of Rs 28,500-29,000 crore.2.3.

As of December 2021, the full range of demat debts expanded to eighty million from fifty-five million in March 2021. The internet month-to-month debts addition expanded from eleven. nine lakhs in FY2021 to 28.33 lakh withinside the modern-day economic year, it turned into best 4.1 lakh according to month during FY2020, stated Icra withinside the note. Additionally, the common day by day turnover additionally expanded 126% to Rs 63.07 trillion over the 9 months ended FY2022 in opposition to Rs. 27.ninety-two trillion in FY2021.

## **2.3 MAJOR PLAYERS**

Major players in India 2022

1. Zerodha Broking Limited
2. (Upstox) Rksv Securities India Private Limited
3. (Groww) Next billion Technology Private Limited
4. Angel one Limited
5. ICICI Securities Limited
6. 5Paisa Capital Limited
7. Kotak Securities Ltd
8. HDFC Securities Ltd
9. IIFL Securities Ltd
10. Motilal Oswal Financial Services Ltd.

A right list of top share dealers in India 2022 via the style of the active clients in 2022. Zerodha is the topmost stockbroker among all the dealers in India since 2019. Zerodha is followed via Upstox, Angel One, ICICIdirect and Groww.

## **2.4 GOVERNMENT POLICIES AND REGULATION**

Indian Capital Markets are regulated and monitored thru the Ministry of Finance, The Securities and Exchange Board of India and The Reserve Bank of India.

The Ministry of Finance regulates via the Department of Economic Affairs - Capital Markets Division. The branch is answerable for formulating the policies related to the orderly growth and development of the securities markets (i.e., share, debt, and derivatives) similarly to defensive the interest of the investors.

The Division administers regulation and regulations made beneath the

- Depositories Act, 1996,
- Securities Contracts (Regulation) Act, 1956 and
- Securities and Exchange Board of India Act, 1992.

## **2.5 RECENT TRENDS IN THE INDUSTRY**

After the nationalization of industrial organisation banks, there has been a constant development in every farming and revolutionary money. In the revolutionary improvement banks, fantastic realistic adjustments had been made, which empowered them to fund extra revolutionary movement withinside the United States. Shared reserves began out in all public and personal area banks have furthermore laboured on the walking of capital market in India.

1. Promoting extra private area banks
2. Transparency through Online trading
3. National Stock Exchange

#### 4. Securities and Exchange Board of India

### **2.6 CHALLENGES FACED BY THE INDUSTRY**

Despite the quick development of the capital market during the 1980s, a few maltreatments existed, for example, insider exchanging, rate fixing, deficient, obscure, and deceiving plans of organizations, postpones in percent distribution and giving good deal requests, and manipulate of prices in stock trades.

- Inadequate Stock Exchanges.
- Defective Operations of Stock Exchanges.
- Odd Lot Shares Problem.
- Inadequate Protection to Investors.
- Lacks Transparency.
- Stockbroking System Defective.
- Vague Prospectus.
- Existence of Grey Market.
- Stock invests now not popular.
- Inefficient Banking and Postal.

## III ORGANISATIONAL OVERVIEW

### 3.1 HISTORY



#### 3.1.1 Logo of Annamalai capital services

Annamalai Capital Services Private Limited is a non-government corporation, incorporated on 21 Jun 2004. It is a non-public unlisted corporation and is classified as 'corporation confined through manner of way of shares.

Company's criminal capital stands at Rs 500 lakhs and has 13.7596% paid-up capital that is Rs 68.8 lakhs. Annamalai Capital Services Private Limited last annual general meet (AGM) passed off on 30 Sep 2017. The corporation last updated its financials on 31 Mar 2017 as steady with Ministry of Corporate Affairs (MCA).

Annamalai Capital Services Private Limited is majorly in null industrial employer from last 18 years and currently, corporation operations are active. Current board members & directors are SIVASUBRAMANIAN CHITRA, ANNAMALAI LAKSHMI, ANNAMALAI ARTHI and DEEPAK VIJAYAN.

## Annamalai Capital Services Private Limited Details

CIN	U67120TZ2004PTC011190
Date of Incorporation	21 Jun, 2004
Status	Active
Company Category	Company limited by Shares
Company Sub-category	Non-govt company
Company Class	Private
Authorized Capital	500.0 lakhs
Paid-up Capital	68.8 lakhs
Paid-up Capital %	13.7596
Registrar Office City	Coimbatore
Registration Number	11190

### 3.1.2 Annamalai capital services (p) ltd details

## 3.2 FOUNDERS VISION, MISSION, VALUES

**Vision & Mission:** “We shall continuously strive to meet the needs of the customers we recognize people are our assets and committed to train, motivate, and reward them”



### 3.2.1 Slogan of Annamalai capital services

Annamalai Capital (P) Ltd., (ACS) is superior with the aid of using Mr. K. Annamalai, who's a via talented in capital Market and company specialist, have 35 years of involvement with a designing employer and moreover in economic market. Mr. K. Annamalai, Served as a primary in one-of-a-kind enterprise areas like records, employer, person and HRD in a Multinational employer in Coimbatore.

### **3.3 GOVERNANCE**

The primary regulator for Indian stock exchanges is the Securities and Exchange Board of India (SEBI), which have become primarily based totally with the useful resource of the usage of the SEBI Act of 1992. In addition to promoting and regulating the Indian securities markets, SEBI's number one obligations moreover include safeguarding investor interests. Regulations set forth with the useful resource of the usage of SEBI have a look at to all global or domestic financial intermediaries who have been granted permission with the useful resource of the usage of their respective regulators to engage withinside the Indian securities markets. To engage withinside the Indian securities markets, foreign places portfolio investors ought to assess in with DDPs.

### **3.4 ORGANISATION STRUCTURE**

The organization has three chiefs and no precise key control staff. The longest serving chief presently organized is Sivasubramanian Chitra who changed into named on 21 June 2004. Sivasubramanian Chitra has been on the board for over 18 years. The most as of late delegated chiefs are Annamalai Arthi and Deepak Vijayan, who have been named on 01 August 2013.

Annamalai Arthi has the maximum essential number of diverse directorships with a seat at a sum of three corporations. Altogether, the organization is associated to a few one-of-a-type corporations thru its chiefs.

### **3.5 PRODUCT AND SERVICES**

1. Equity Cash and Derivates Trading.
2. ACS capital marketplace academy Education, Training & Employment opportunity.
3. Mutual Funds.
4. Fixed earnings securities.
5. Commodity trading.
6. Government Securities/Bonds.
7. Initial public offering.

8. Corporate social responsibility.

### **3.6 MARKET, MARKET SHARE AND MARKET POSITION**

Here is a rundown of financial statistics of ANNAMALAI CAPITAL PRIVATE LIMITED for the fiscal year completing on 31 March 2021.

- Income/turnover of ANNAMALAI CAPITAL PRIVATE LIMITED is Under INR 1 cr
- Total property of the agency has faded via way of means of - 44.71 %
- EBITDA of the agency has faded via way of means of - 704.87 %
- All out assets of the agency have faded via way of means of - 1.47 %
- Liabilities of the agency has extended via way of means of 390.37 %

Capital markets in India had been developing at a quick pace. Market capitalization has improved from round Rs a hundred and twenty lakh crore in 2016-17 to Rs 230 lakh crore in December 2021. Average month-to-month fairness coins marketplace turnover has improved from Rs eight lakh crore in fiscal year (FY) 2019-20 to Rs 15. five lakh crores until October 2021.3.7

### **3.7 SWOT ANALYSIS**

#### **STRENGTH-**

- They are all spherical safeguarded through SEBI.
- Many numbers of traders.
- Good client service.

## **WEAKNESS-**

- Huge statistics control required.
- Sudden downfall in inventory prices, economic crisis.
- Unwelcome information the agencies in inventory market.

## **OPPORTUNITIES-**

- The traders get the chance to earn more money.
- The capacity to generate immoderate returns in a quick duration in comparison to specific investments roads like Bank FDs.
- organizations pay dividends to their shareholders, which can be a delivery of tax-green earnings for traders.

## **THREATS-**

- Constantly evolving technologies.
- Share under-estimating.
- Openness to terrible desire and moral risk.

## **IV JOB DESCRIPTION AND EXPECTED DELIVERABLES(OUTCOMES)**

- The internship was purely learning based on stock market.
- To interact with the customers who want to make investment in securities market.
- Understand the customer requirements and suggest investment options.
- To ensure investment options are safe and customer earns a profit.
- Advice customers to invest in securities with minimum risk.
- To get to know the equity segment, derivatives market, commodity, and market observation.

## **V NATURE AND DETAILS OF THE TRAINING PROVIDED**

- The internship is based on Hands-on Training experience.
- The guide gave a clear-cut explanation about stock market and its challenges.
- To learn intraday momentum trading.
- To learn how to analyze the trends of the market.
- Investing in equity and commodities.

## **VI EXECUTION OF TASKS**

### **6.1 INPUT**

- To analyze market positions and share price of various companies.
- To decide on how you want to invest in stocks.
- To fetch about equity and commodity markets.
- To advise customers on the right time to buy and sell a commodity or stock.

### **6.2 PROCESS FOLLOWED**

- i. Opening demat account for investors.
- ii. Interacting with investors about investment.
- iii. Investor places buy/sell order according to the market price.
- iv. Transmit buy/sell order to stock exchange.

- v. Stock exchange executes order and sends confirmation.
- vi. Send confirmation to the investor
- vii. Settlement
  - On the spot settlement
  - Forward settlement

### **6.3 OUTPUT**

- Helps in understanding the complete techniques to earn more profit in stock markets.
- Makes you flexible to trade anywhere and everywhere.
- Tactics to apply in trading to reduce risk and gain more profit in the stock market.
- Maximizing income from investment.

### **6.4 CHALLENGES AND CONSTRAINTS**

- Difficult to calling and answering the phone calls from the investors frequently.
- To keeping on noticing the stock price and updating to the investors about increase or decrease in stock prices.
- Lagging on modern-day news.

## **6.5 SUCCESS STORIES**

Annamalai Capital Private Limited is a Private included on 21 June 2004, and they are effectively going for walks for eighteen years until now from 2004 -2022 with greater than 2500 customers and 25plus employees.

- Predicted the increase in market price based on the news related to the commodity.
- Appreciated for asking questions related to stock market with real life characters.

## **6.6 EXPECTED OUTPUT VS ACHIEVED OUTPUT**

- I anticipated to learn about the capital market and how to earn profit by investing in stock market.
- I expected to learn how equity and commodity markets work.
- As I expected I have gained practical knowledge to analyse capital markets.

## **6.7 DEVIATION ANALYSIS**

- They did not teach about using and understanding all the details about the market index and their software.
- Communicating with the investors is not possible. Only the internship guide had communication with the investors regarding buying / selling of the stocks.
- Analyse and predict about the price fluctuations of the market is not taught.

## **VII FEEDBACK GIVEN BY INDUSTRY MENTOR**

Dear Manoj G,

I take this opportunity to appreciate your involvement and interaction shown during the internship period at our organisation.

You have volunteered to learn new concept and shown interest to update your practical knowledge in capital market.

Good that you have maintained discipline and adhered to our office timing and terms

Our best wishes for your future endeavour.

With regards,

CHITRA.S

## **VIII CRITICAL OBSERVATION & RECOMMENDATION FOR THE PROCESS IMPROVEMENT**

- To introduce an automated monitoring system that may notice price manipulation, and inside trading.
- There are only 25 to 30 brokers for 2000+ investors so increase in brokers is recommended.

## **IX OVERALL LEARNING EXPERIANCE**

In this period of one-month internship I have learned many things in capital market, the guide was very open minded and cleared all the doubts which I asked. It was really a great experience working in the Annamalai capital services. At the start of each week, I was thought about new topics. Overall, I learned about how every news affects the price of the market and investing the money in stocks.

## Monthly log sheet



**Internship**  
Monthly Report


Name of the student:	Manoj G	Register Number: 21MBA076
Domain	finance	Faculty Guide: Sangeetha S
Name of the Organization:	Annamalai Capital Services (P) Ltd	
Date of Joining	27.6.2022	
Name of Company Guide	S. Chitra	Designation - Director
Contact No	9750921100	Email ID: acs_chitra@annamalai.com

Week - 1	13.06.2022 to 18.06.2022
13.06.2022	
14.06.2022	
15.06.2022	
16.06.2022	
17.06.2022	
18.06.2022	
Week - 2	20.06.2022 to 25.06.2022
20.06.2022	
21.06.2022	
22.06.2022	
23.06.2022	
24.06.2022	
25.06.2022	
Week - 3	27.06.2022 to 02.07.2022
27.06.2022	
28.06.2022	
29.06.2022	Equity Segment
30.06.2022	
01.07.2022	
02.07.2022	
Week - 4	04.07.2022 to 09.07.2022
04.07.2022	
05.07.2022	Domestic Market
06.07.2022	

**Internship**  
*Monthly Report*



08.07.2022	
09.07.2022	<i>commodity</i>
Week - 5	11.07.2022 – 15.07.2022
11.07.2022	
12.07.2022	
13.07.2022	
14.07.2022	<i>Market observation</i>
15.07.2022	

<p>Student Signature</p> <p><i>M.H.G</i></p>	<p>Signature of the organization          (with seal)</p> <p><i>Chin</i>  <i>27/7/2022</i></p> 	<p>Faculty Guide signature</p>
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\*Kindly mention the date while you sign the document