EDEL STAR TRADING
For Consistent Growth you Need a Star

DESCRIPTION

Report as on June 2013

- EDEL STAR is fundamental trading product with trades being initiated only on Long sides.
- The product’s philosophy is to capture the short-medium term trends in markets and generate returns.
- Stock selection goes through a process in terms of identifying trends, events and short-medium term value discrepancies.
- The product is backed by an experienced research team at Edelweiss Wealth of 12 analysts whose expertise is spread across fundamental and technical with due support from institutional research desk.
- The product is targeted for clients investing in delivery trades.
- Each call is open for around 30-60 days (Time horizon is 3 months).
- EDELSTAR offers a recommendation on one stock every week. The report is easy to action with a clear target price. The report is released every Saturday through SMS, e-mail and on our web site www.edelweiss.in.

INVESTMENT/STOCK SELECTION METHODOLOGY

- Based on fundamental research and backed by a technical view, EDELSTAR encourages value-investing on a short to medium term basis.
- EDELSTAR relies only on fundamental facts and figures, rather than rumors and tips. Each report includes Business Overview, Investment Theme, Risks, Outlook and Valuations supported by a technical view for maximizing returns.
- Stocks considered for trading are solely under Institutional Equities coverage.
- There is a strong layer of trade identification and constant monitoring process.

RISK MANAGEMENT

- Informal stop loss is maintained at 8-10% on closing basis.
- Strong Risk Management tools are used for advising clients.
- Trades which do not move as per expectation for more than 8-10 days are normally advised to be closed.
- At a time not more than 8 calls are open.
Edelweiss Securities Limited, Edelweiss House, off C.S.T. Road, Kalina, Mumbai – 400 098. Board: (91-22) 40094606,