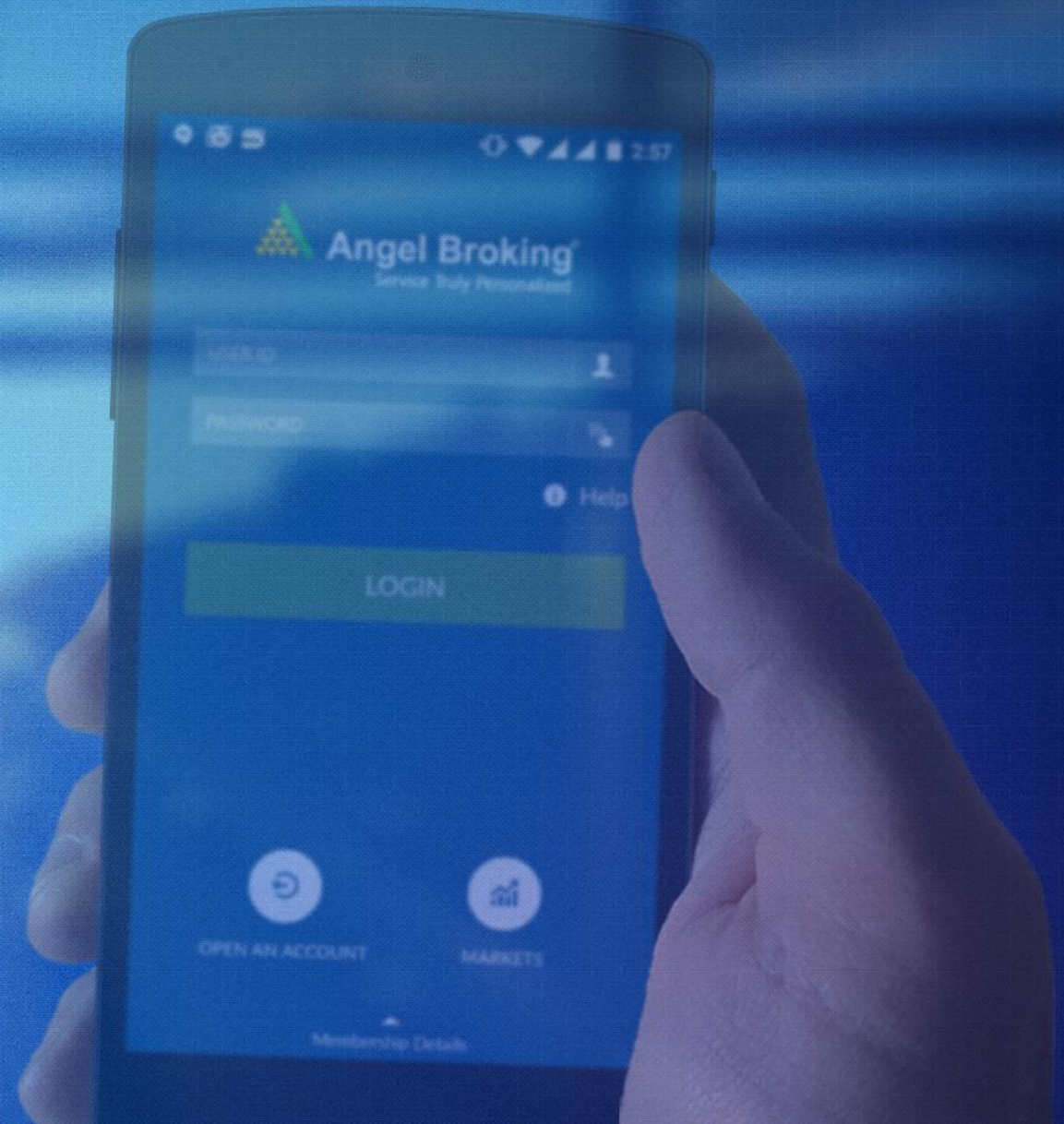


# Engineering Mobile Trading Experience For Largest\* Equity Brokerage In India



\*2014 - BSE-IPF D&B Equity Broking Award for Broking House  
with Largest Distribution Network



# ABOUT ANGEL BROKING

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Trades at NSE, BSE,  
NCDEX & MCX



1 Million + Traders



8500 + Sub brokers  
spread across 900 Cities

# CHALLENGES

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Growing Customer Demands



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Scaling up features in existing mobile platform to match the demand

# SOLUTION

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Mobile App



Middleware

# MOBILE APP

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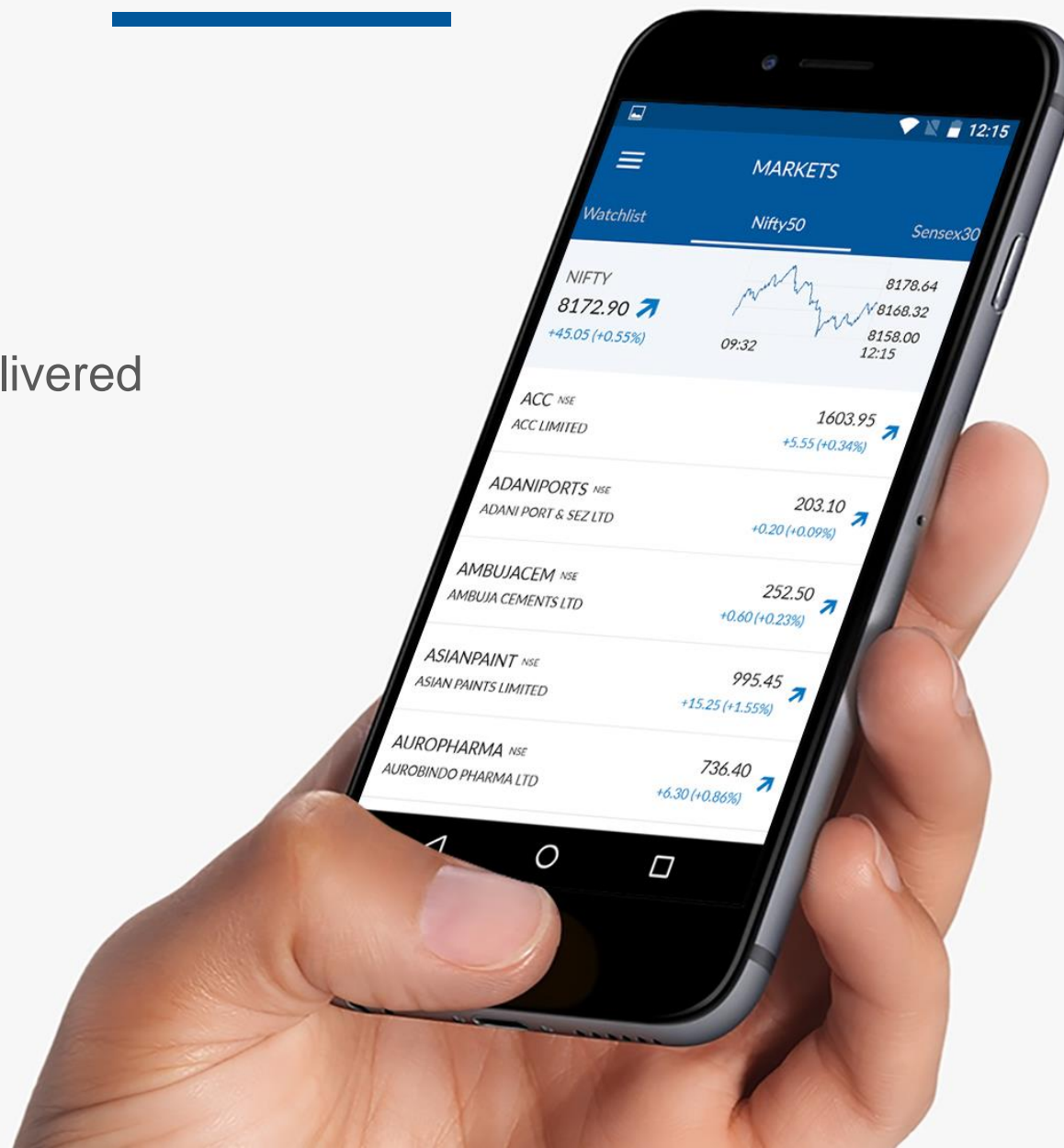


Native mobile application that runs on Android and iOS platforms providing an intuitive experience

# LIVE STREAMING

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Real time market data delivered  
with a very low latency



# INTERACTIVE CHARTS

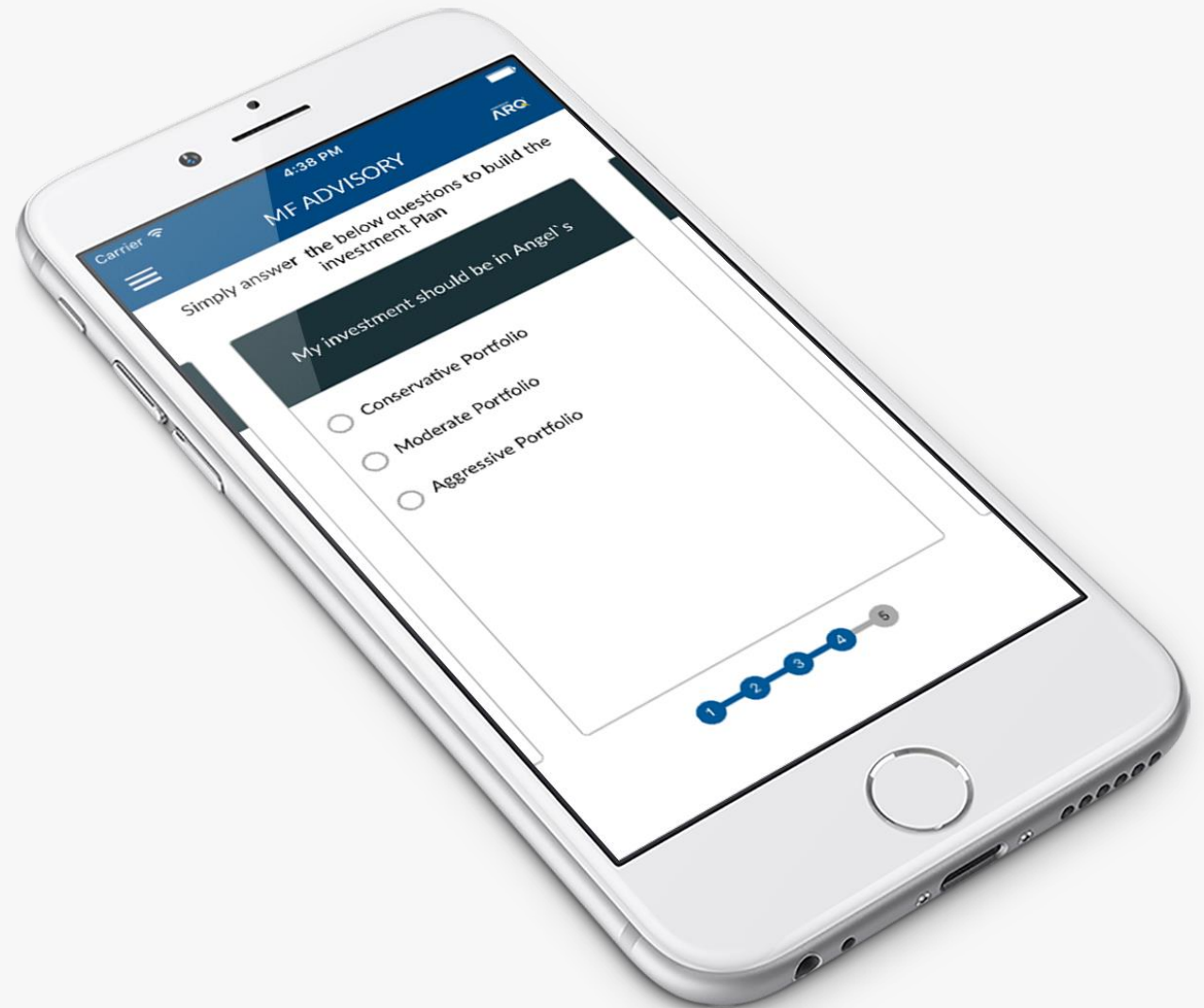
Live, Intra-Day and Historic charts with 41 overlays and technical indicators for better analysis of the stock



# MF ADVISORY

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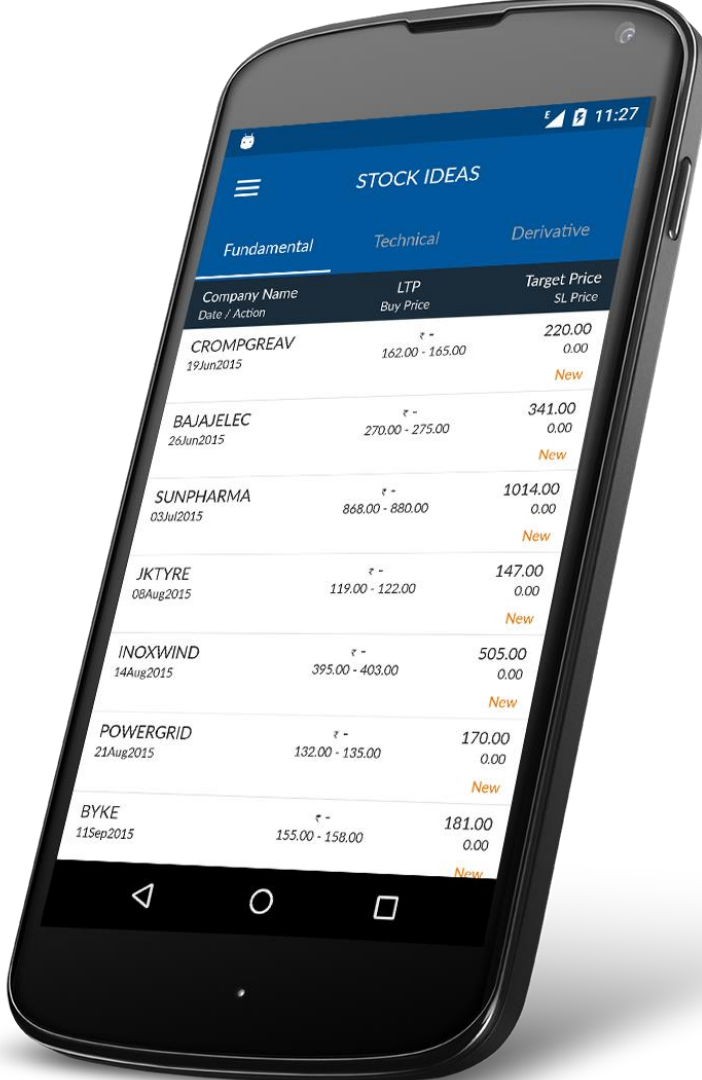
Generates Mutual Fund schemes that align with the preference and risk profile of the user





# STOCK IDEAS

Suggests the users stocks based on market scenario and historic performance of the stock.



The image shows a smartphone displaying the 'STOCK IDEAS' app. The app interface includes a header with the title 'STOCK IDEAS' and three tabs: 'Fundamental', 'Technical', and 'Derivative'. Below the tabs is a table listing stock recommendations. The table has three main columns: 'Company Name', 'LTP', and 'Target Price'. Each row includes the company name, a date/action, the LTP (Last Traded Price) with a buy price range, and the target price with a stop-loss (SL) price. The word 'New' is displayed in orange text next to each entry.

Company Name Date / Action	LTP Buy Price	Target Price SL Price
CROMPGREAV 19Jun2015	₹ - 162.00 - 165.00	220.00 0.00
BAJAJELEC 26Jun2015	₹ - 270.00 - 275.00	341.00 0.00
SUNPHARMA 03Jul2015	₹ - 868.00 - 880.00	1014.00 0.00
JKTYRE 08Aug2015	₹ - 119.00 - 122.00	147.00 0.00
INOXWIND 14Aug2015	₹ - 395.00 - 403.00	505.00 0.00
POWERGRID 21Aug2015	₹ - 132.00 - 135.00	170.00 0.00
BYKE 11Sep2015	₹ - 155.00 - 158.00	181.00 0.00

# FAMILY PORTFOLIO

Carrier

4:32 PM

PORTFOLIO

MOBAPP 003

Equity

MOBAPP 003

Total

₹ 8,73,583.00

Last Updated :

-114460.27 (-11.58%)

My Holdings

My Profit & Loss

Company Name ▲

LTP ▲

Cur Mkt Value ▲

Qty (Angel Holdings)

Change (%)

Unrealized G/L

Aban Offshore N...

₹ 225.70

45140

200 (AH:0)

-5.20 (-2.25%)

-50306.36 (-52.71%)

Apollo Tyres NSE

₹ 150.30

11273

75 (AH:0)

-0.25 (-0.17%)

-3063.35 (-21.37%)

Ashoka Buildcon...

₹ 163.00

16300

100 (AH:0)

-5.85 (-3.47%)

917.81 (5.97%)

Asian Paints NSE

₹ 1010.90

353815

350 (AH:0)

23.50 (2.38%)

69424.57 (24.41%)

Bajaj Hindustha...

₹ 21.20

21200

1000 (AH:1000)

-0.45 (-2.08%)

-374.00 (-1.73%)

Bank of India NSE

₹ 108.20

34624

320 (AH:0)

-1.35 (-1.23%)

-32285.70 (-48.25%)

A summarized view of portfolios  
from multiple linked accounts

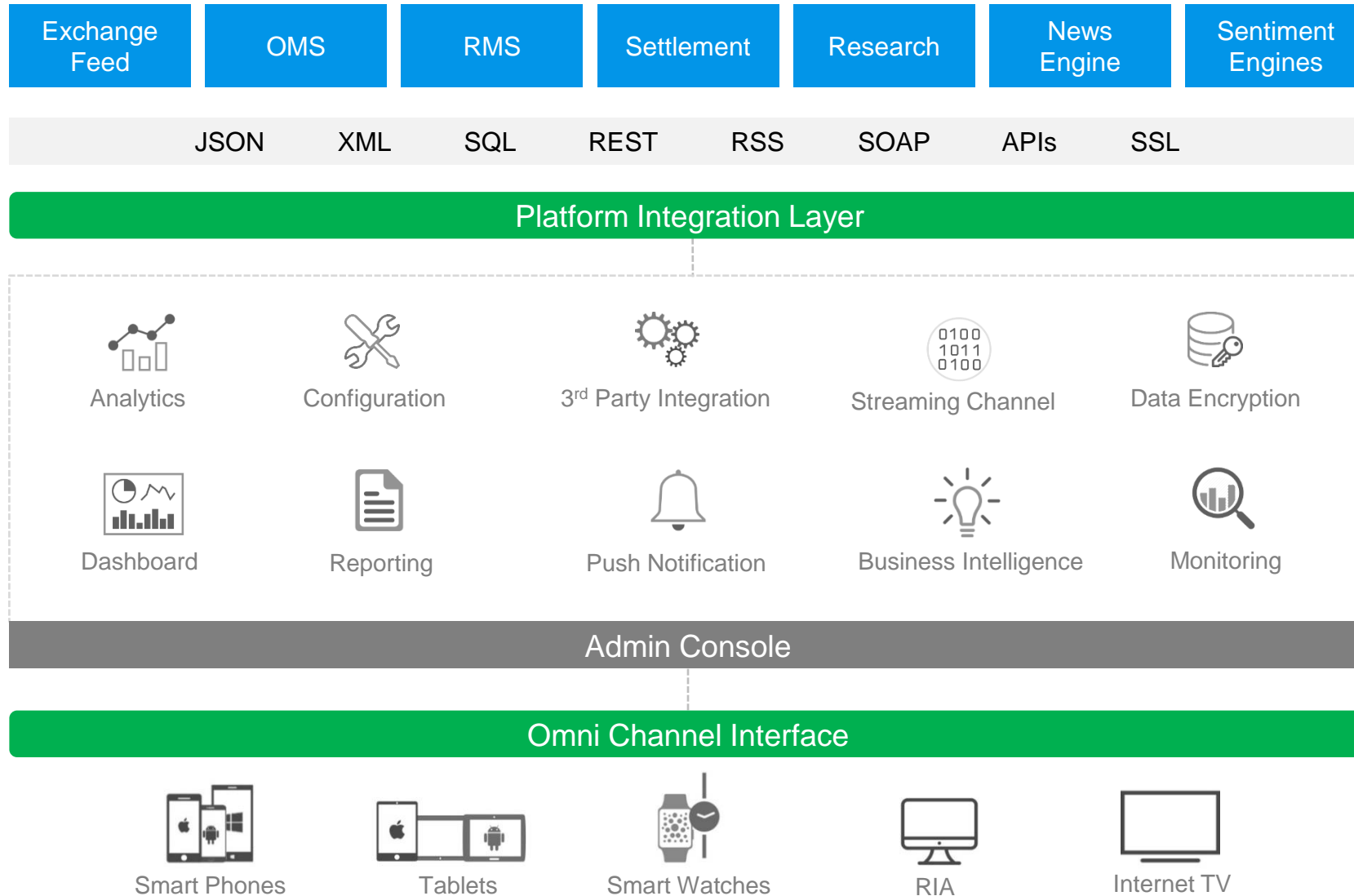
# MIDDLEWARE

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An Omni-Channel platform interface that connects the backend systems such as OMS, RMS, Back-office and the frontend channels i.e. mobile.

# ARCHITECTURE



# CAPABILITIES

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1

Integration - Seamlessly connects to OMS such as FT and Omnesys. Efficiently integrates with 3rd party APIs for news and data.

2

Security - Uses multiple approaches such as session management, data encryption and device activation to provide additional layer of security.

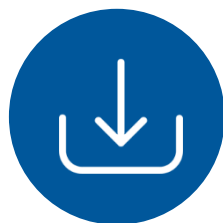
3

Notification - Facilitates Push Notification Management. Notifications can be triggered either globally or specifically to a set of customers based on given criteria.



# BENEFITS

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**100K**  
Downloads



**20%**  
Trade volume  
via mobile

# REACH US

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