

Power Bull

Our Minds, Your Profit

Date: Jan 17 2016

Life is 10% what happens to you and 90% how you react to it - Charles R. Swindoll

Performance of market on 3rd quarter is mute except little noise in the upside and downside. But 2016 will be hard to us due to many global events like crude oil and Chinese uncertainty can bring **catastrophic** effect to the Indian market plus global as well. We haven't seen any measure taken from OPEC to contain the oil price and the recent inventory details from Germany and US has confirmed the supply of crude oil is increased. Pressure on corporate to run the business is high where as realization is very less or none. Indian government had taken appropriate measures to cut the CESS for oil companies to see realization. This helps energy stocks to fall further though crude oil price is in steep correction. We believe the market continue to perform weak and reversal on market will be kick started by end 1st quarter 2016. Though the sign of "Market Crash" is high but it can be easily contained by taking appropriate measures on oil supply and demand. We anticipate this will definitely happen in near future due to huge pressure from body corporate to countries and that will fall on OPEC finally to take action at any cost. This will happen in a course of 3 months time frame from now to reach conclusion. Bank sectors are getting weak due to NPA and weaken rupee. Many repo rate cut from RBI decrease the return on interest to bank from customers.

BSE SENSEX as on Jan 16 2016

Year	High	Low	Close	PE Ratios	PB Ratios	Dividend Yield
2015-2016**	29094.61	24387.69	24455.04	20.71	2.90	1.37
2014-2015	30024.74	22197.51	27957.49	18.73	2.94	1.29
2013-2014	22467.21	17448.71	22386.27	17.38	2.78	1.5
2012-2013	20203.66	15748.98	18835.77	17.09	2.97	1.64
2011-2012	19811.14	15135.86	17404.2	18.5	3.42	1.41

FPI/FII Net Investments on Jan 16 2016

Month	Equity	Debt	Total(cr)	2014	Total(cr)	Up/Down
January	-3484	3239	-245	Jan-2015	33688	Up
Total	-3484	3289	-245			

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FPI/FII Net Investments as on Jan 16 2016

Year	Equity	Debt	Total (cr)	Scale
2010	133266	46408.1	179673.9	Very high
2011	-2714.3	42067	39352.9	Normal
2012	128359.8	34988	163347.9	Very high
2013	113136	-50849	62286	Medium
2014	98150	159804	257956	Very high
2015	17808	45857	63663	Medium
2016**	-3484	3239	-245	N/A

Current Quarter – Q4 – Jan, Feb and Mar:

We anticipate the upcoming quarter to be hard due to economic turbulence. We are seeing new lower levels in NIFTY provided if oil price correction is not fixed. As new initiatives will be kicked on we can see progress on IT, Media and infra (after budget). FMCG will continue to perform in the same manner will 10 to 15% growth. Energy stocks are good to accumulate now in the long horizon of 2 years plan.

Q3 Quarter Overview (3rd qtr 2015):


- Q3 2015 was roller coaster performance from market and closed flat at the end of December 2015 but confirmed "2016" will be hard for us.
- **AMFI Recognized "Power Bull" as an Independent Mutual Fund Advisory**
- **Opening "Retail Office" in Medavakkam, Chennai by end of Jan 2016.**
- Expecting Big crash on market provided oil price is not fixed from OPEC or supply reduced to contain price decline.
- FII investments are continuously melting due to weaken rupee and uncertainty in market
- Bank sector loosing strength due to increase in NPA and weaken rupee
- Power Bull reduced call quantity due to uncertainty in the market and more volatile in the points gain
- Banks and Pharma sectors are hammered due to weaken and cyclical issue
- Remaining sectors also corrected most in the time sequence and totally avoided high beta stocks
- Totally given 32 calls in cash market Q3 which one of the lowest in Power Bull history due to uncertainty

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<https://play.google.com/store/apps/details?id=com.stocks.powerbull&hl=en>

Cash Market Q2 History Oct, Nov & Dec						Derivatives Intraday, F&O Oct, Nov & Dec																					
Date	Stock name	CMP	Exit Price	Hit price	% return	Date	Type	Stock name	Short / Long	CMP	Exit Price	Lot Size	Anticipated Prof	Stop Loss	Expected Cut loss												
4-Oct-15	Suven Lifescience	286	301.73	301	4.93	8-Oct-15	29-Oct-15	HCL Tech	840 CE	29.30	40.00	250	2675.00	20	2325.00												
5-Oct-15	Engineers India	195.75	206.52	230	14.89	11-Oct-15	29-Oct-15	CEAT	Short	1,220.50	1215.00	500	2750.00	1225	-2250.00												
5-Oct-15	Igarashi motor	555	585.53	640	13.28	12-Oct-15	29-Oct-15	Bharat Forge	CE 1000 Best buy 17.5	18.60	23.00	250	1100.00	11	1900.00												
11-Oct-15	Indoco Remedies	327.05	345.04	312	-4.82	20-Oct-15	29-Oct-15	Cipla	Short	673.75	665.00	500	4375.00	682.5	-4375.00												
14-Oct-15	Gateway Distripark	344.3	363.24	341	-0.97	22-Oct-15	29-Oct-15	Bank Nifty	CE 18000	95.00	135.00	500	20000.00	65	15000.00												
19-Oct-15	SKS Microfinance	448	485.00	500	10.40	25-Oct-15	Intraday	Wendt	Sell	2,003.00	1985.00		0.00	2017	0.00												
20-Oct-15	Va Tech Wabag	635	669.93	700	9.29	25-Oct-15	29-Oct-15	Bank Nifty	CE 18000 - BB 125	140.20	170.00	25	745.00	100	1005.00												
25-Oct-15	Cadila Hithre - BB 438	443.1	475.00	370	-13.26	26-Oct-15	29-Oct-15	BHEL	Long - BB 215.50	218.25	220.00	1000	1750.00	213.25	5000.00												
28-Oct-15	Alembic Phrma-BB 650	662	698.41	700	5.43	27-Oct-15	29-Oct-15	CEAT	Short	1,175.30	1169.00	500	3150.00	1183	-3850.00												
28-Oct-15	KSCIL Best buy 518	535	564.43	500	-7.69	27-Oct-15	29-Oct-15	Lupin	Short	1,946.55	1940.00	125	818.75	1958	-1431.25												
1-Nov-15	MultiBase	228.6	241.17	245	6.69	1-Nov-15	Intraday	Waterbase - FB	Sell	123.90	115.00		0.00	128.5	0.00												
1-Nov-15	Cupid (FB Call)	248.5	262.17	350	29.00	2-Nov-15	26-Nov-15	Glenmark pharm	CE 1040 - BB 16	18.50	24.00	500	2750.00	12	3250.00												
2-Nov-15	Avis Bank	478.5	504.82	515	7.09	8-Nov-15	26-Nov-15	Motherson Sumi	Long	269.25	273.00	1500	5625.00	262	10875.00												
3-Nov-15	Glenmark Pharma	980	1090.00	900	-8.89	19-Nov-15	26-Nov-15	Bank nifty	17000 CE	118.00	171.00	25	1325.00	65	1325.00												
4-Nov-15	Indag Rubber	202.4	213.53	214	5.42	25-Nov-15	Intraday	Century Plyboard	Buy - BB 182.5	184.20	187.00		0.00	177	0.00												
8-Nov-15	MotherSonSumi-PBPick	266.2	295.00	299	10.97	5-Dec-15	Intraday	Bajaj Finserv	Sell	2,009.65	1975.00		0.00	2025	0.00												
8-Nov-15	Coal India	337.5	356.06	326	-3.53	15-Dec-15	31-Dec-15	Bank nifty	CE 16500	253.00	330.00	30	2310.00	202	1530.00												
20-Nov-15	Volta - BB 285	272	310.00	305	10.82	22-Dec-15	31-Dec-15	ICIC Bank	Long	257.50	260.00	1700	4250.00	254.5	5100.00												
22-Nov-15	Igarashi Motor	607.5	640.91	622	2.33	30-Dec-15	31-Dec-15	Motherson Sumi	Short	294.40	292.00	1500	3600.00	297.5	-4650.00												
25-Nov-15	Stylam industries	165.7	174.81	210	21.10	Q3 2015 was roller coaster performance from market and closed flat at the end of December 2015 but confirmed "2016" will be hard for us.																					
29-Nov-15	SKS Microfinance	454.6	479.60	500	9.08	AMFI Recognized "Power Bull" as an Independent Mutual Fund Advisory																					
5-Dec-15	Daiichi Kar	497.1	524.44	472	-5.32	Expecting Big crash on market provided oil price is not fixed from OPEC or supply reduced to contain price decline.																					
11-Dec-15	Amrutajan Healthcare	468	493.74	500	6.40	Fill investments are continuously melting due to weaken rupee and uncertainty in market																					
15-Dec-15	Anuh Pharma	315	350.00	330	4.55	Bank sector losing strength due to increase in NPA and weaken rupee																					
21-Dec-15	GM Breweries	675	712.13	1000	32.50	Power Bull reduced call quantity due to uncertainty in the market and more volatile in the points gain																					
22-Dec-15	ONGC	230	242.65	242	4.98	Banks and Pharma sectors are hammered due to weaken and cyclical issue																					
22-Dec-15	Liberty Shoes	205.2	220.00	200	-2.60	Remaining sectors also corrected most in the time sequence and totally avoided high beta stocks																					
26-Dec-15	Jocil Ltd	206.7	230.00	230	10.13	Totally given 32 calls in cash market Q3 which one of the lowest in Power Bull history due to uncertainty																					
26-Dec-15	AIA Engineering	889	937.90	815	-9.08	<table border="1"> <thead> <tr> <th>Market</th> <th>1-Sep-15</th> <th>31-Dec-15</th> <th>% Return</th> </tr> </thead> <tbody> <tr> <td>Sensex</td> <td>26283</td> <td>26117</td> <td>-0.63</td> </tr> <tr> <td>NIFTY</td> <td>7948</td> <td>7946</td> <td>-0.03</td> </tr> </tbody> </table>										Market	1-Sep-15	31-Dec-15	% Return	Sensex	26283	26117	-0.63	NIFTY	7948	7946	-0.03
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Sensex	26283	26117	-0.63																								
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26-Dec-15	Aban offshore	218.85	230.89	192	-13.88																						
29-Dec-15	ONGC	240	253.20	220	-9.69																						
30-Dec-15	Stylam	209	220.50	220	5.00																						





Power Bull Discount Pricing Model:







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Power Bull Discount Pricing Model

Professional customer

- Happy to share and provide reviews 
- Discounted monthly premium 
- More Profit 
- Lets **ALL** have party 
- Crystal clear transparency

Privacy customer

- Happy to keep confidential 
- Regular monthly premium 
- Less Profit 
- Lets have party **Alone** 
- Limited transparency

Impacts to Power Bull

- Less Ad campaign expense
- Profit Sharing with customer
- Organic volume growth
- Conditions Apply****
- Customer centric
- Customer is the brand ambassador

Impacts to Power Bull

- More Ad campaign expense
- Expense Sharing with Customer
- Inorganic volume sales
- No conditions apply****
- Institutional centric
- Highly paid brand ambassador

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Power Bull Discount Pricing Model

Professional and Privacy Customer Pricing

Service	Professional Customer	Privacy Customer
Subscription	Monthly discount price	Monthly Market price
Power Trade	1200	4800
Power Trade Plus	1500	6000
Power Trade Combo	1750	7000
Subscription	Quarterly discount price	Quarterly Market price
Power Trade	3400	19200
Power Trade Plus	4250	24000
Power Trade Combo	4900	28000
Subscription	Half Yearly discount price	Half Yearly Market price
Power Trade	6600	28800
Power Trade Plus	9000	36000
Power Trade Combo	9625	42000
Subscription	Yearly discount price	Yearly Market price
Power Trade	12000	57600
Power Trade Plus	15000	72000
Power Trade Combo	17500	84000

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