



# StockCircle

Your circle for monetary success

# Who Are We

At StockCircle, we believe money shouldn't feel like rocket science—or worse, like a gamble. We cut through the noise and make investing simple, fun, and practical. Think of us as your circle where financial wisdom is shared, mistakes are avoided, and wins are celebrated.

Based in Mumbai, we're a team of CFA, CA, MBA, CMT, and CFP professionals who decided finance shouldn't be locked behind boring textbooks or jargon-filled lectures. That's why our live courses are built to keep you hooked, not half-asleep. Our mission? To remove the age-old stigma that "stock market = gambling" and prove it's actually an art, a science, and a life skill. Whether it's stocks, derivatives, or the basics of money management, we teach you how to play smart, not lucky. Finance is serious business, sure—but who said it can't be fun?



# Why Choose Us



**Proven Expertise:** With over **7+ years of experience**, we have developed a deep understanding of the stock market and how to teach it effectively.



**Trusted by Many:** We've successfully served **1850+ students** through **350+ batches**, helping them gain confidence and achieve their investment goals.



**Comprehensive Learning:** Our courses cater to all levels, whether you're a beginner or an advanced learner, covering everything from basic trading to in-depth market analysis.



**Real-World Insights:** Learn directly from industry experts with hands-on experience in the markets, ensuring that you gain practical, actionable knowledge. We also provide live market training for our students.

# Our Courses

**Basics of Technical Analysis**

**Duration: 45 days**  
**Price: INR 11,000 + GST**

**Basics of Derivatives Market**

**Duration: 60 days**  
**Price: INR 12,000 + GST**

**Basics of Fundamental Analysis**

**Duration: 60 days**  
**Price: INR 8,000 + GST**

**Techno – Funda Module**

**Duration: 40 days**  
**Price: INR 21,000 + GST**

**Personal Finance Course**

**Duration: 30 days**  
**Price: INR 5,000 + GST**



# Basics of Fundamental Analysis

## Investing Foundations

- Real meaning of fundamental analysis
- Types of investing (value, growth, GARP, income, quality)
- Market cycles and business cycles
- India-specific context: NIFTY50, NIFTY500, sector weights

## Discounted Cash Flow (Conceptual & Practical)

- FCF forecasting basics
- Cost of equity, WACC idea
- Terminal value
- Margin of safety
- Common DCF mistakes

## Moats & Qualitative Analysis

- Types of moats (brand, network effects, scale, switching cost, regulation)
- Management quality analysis
- Skin in the game, promoter pledging, shareholding patterns
- Capital allocation track record

## Red Flags & Fraud Detection

- Unsustainable growth
- Aggressive accounting
- Negative operating cash flow vs profit
- Large related-party transactions
- Sudden spike in receivables

## Macro & Micro Drivers

- Interest rates
- Inflation
- Currency
- Commodity prices
- Policy/regulation
- Consumption patterns
- Cyclical vs defensives

## Industry Structure

- Porter's Five Forces (Indian sector examples)
- Competitive positioning
- Structural tailwinds/headwinds

## Sector Frameworks (India-centric)

- Banking & Financials (NPA cycle, ROA/ROE, CASA, credit growth)
- IT & Tech (deal wins, attrition, margins, digital shift)
- FMCG (volume growth, distribution, pricing power)
- Pharmaceuticals (USFDA, ANDA pipeline, product mix)
- Energy & Power (coal, renewables, tariffs, PPAs)
- Auto & EV (capacity, product cycles, exports)
- Infra & Real Estate (order book, execution, leverage)
- Metals & Commodities (global cycles, spreads, costs)

## Screeners-Based Research

- Building custom screens
- Filtering quality vs junk stocks
- Early detection of turnarounds
- High-growth screens (ROCE, OCF growth, low debt, high promoter holding)

## Earnings Analysis

- Tracking quarterly results
- Inferring trends from concall transcripts
- Understanding guidance, capex plans
- Margin sensitivity

## Research Report Structure

- Thesis
- Business model
- Financials
- Valuation
- Risks
- Final conclusion

## Portfolio Construction

- Concentrated vs diversified
- Sector allocation
- Market cap allocation
- Rebalancing frequency
- Long-term compounding rules

## Risk Management

- Avoiding overvaluation traps
- Position sizing for long-term portfolios
- Capital preservation
- Drawdowns vs volatility
- Understanding macro shocks

## Investor Psychology

- Behavioural biases: confirmation bias, recency bias, herd behaviour
- How long-term investors survive volatility
- Building conviction through research
- Avoiding FOMO, panic selling



# What You Will Get After Completion

- ✓ A NSE Certified Certification
- ✓ ACCESS TO WHATSAPP GROUP OF LIKE-MINDED TRADERS AND INVESTORS
- ✓ FOREVER HANDHOLDING
- ✓ ONCE A WEEK CONFERENCE CALL, "Market Kaisa Lag Raha Hai"





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