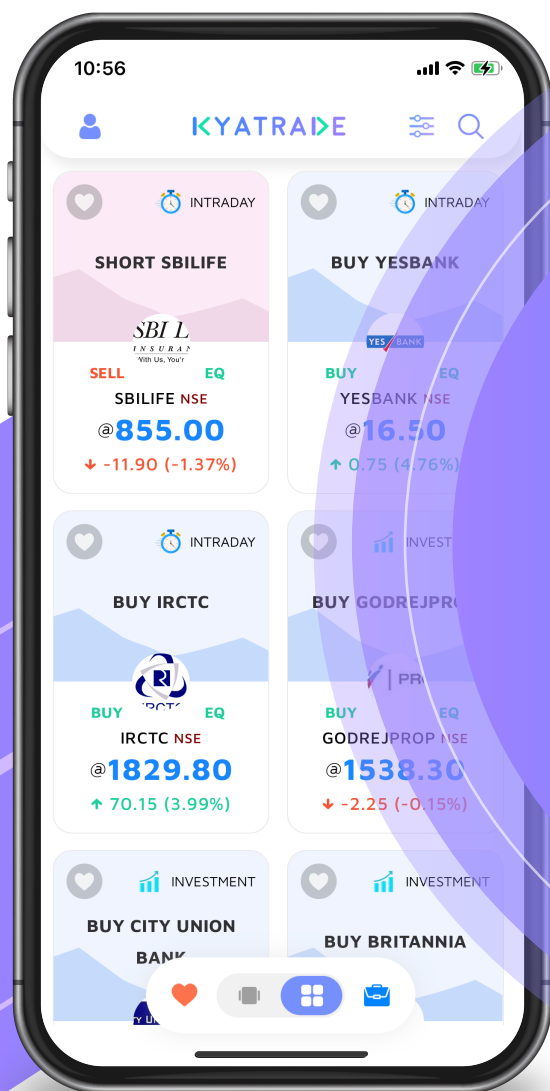


**KYATRADE**

Instant Trading Ideas, a Swipe away

**A SAMCO  
BRAND**



# KyaTrade Investment Subscriber Manual

Understand how KyaTrade works and start right  
A must read before you start using KyaTrade

## How will this manual help?

This investment subscriber's manual will act as a constant guide along your KyaTrade subscription journey as it will remind you of the goals and core promises on which KyaTrade was built.

The objective of this manual is to help you understand the goals and benefits of the subscription and how to use the app to achieve those objectives.

In moments of doubt, the manual will also constantly assist you to return back to the key guiding principles and help you trust the process so that you can keep calm during possible knee-jerk reactions by maintaining a disciplined trading approach in order to generate positive returns over your trading journey.



Your complete guide to your KyaTrade Investment subscription



Helps you to make most of your subscription



How to use KyaTrade app



Guiding principles for investing in KyaTrade ideas



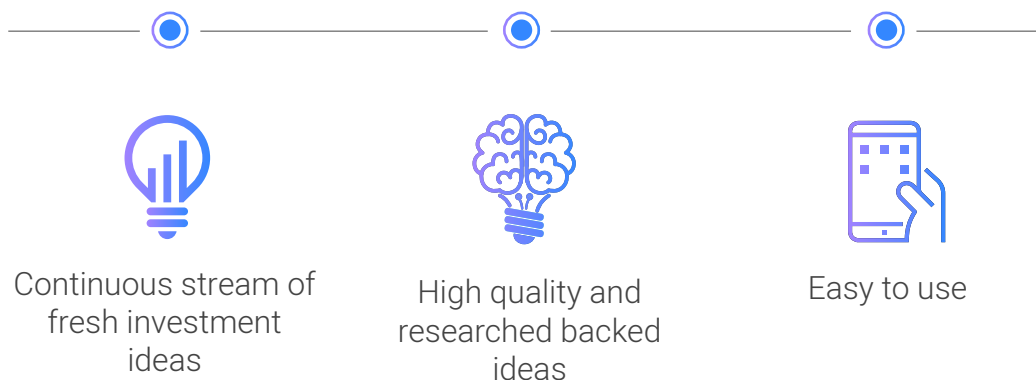
# Introducing KyaTrade

# Introducing KyaTrade Investment Subscription - Instant On- Demand Investment Ideas

The KyaTrade platform promises to benefit subscribers with high quality research ideas which are instantly tradable. Our promise is that anytime you visit KyaTrade, there will be a bunch of curated ideas for you to select from.

The ideas are carefully screened so that you can be stress free before making an investment decision. We understand that not everyone has the time or resources to research the market and identify opportunities and therefore the app is extremely simple to use and we will ensure that there are plenty of ideas for you to choose from.

KyaTrade is built to make you feel financially empowered and we strive to create the highest level of investor satisfaction.





## Why did we build KyaTrade?

### To help investors invest responsibly and beat the markets with consistent and quality research

Most investors fail to pick the right kind of stocks or often get trapped into holding stocks longer than required which makes them lose money. Another trait observed is majority investors lack discipline while investing due to lack of an appropriate exit strategy or entry plan to assess the favourability of an investment's risk reward ratio.

Due to these reasons, a large number of investors end up eroding their capital and fail to even meet index returns. KyaTrade was created to solve these issues majority investors face and help them invest in well researched consistent ideas which are convenient to act upon and which will be profitable enough to beat the market.

## Why a Subscriber's manual?

This investment subscriber's manual will be your constant guide along the KyaTrade subscription journey as it will constantly remind you of the goals and core promises on which KyaTrade was built.

The objective of this manual is to help you understand the goals and objectives of the subscription and also explain the methodology and path to achieving the same.

In moments of doubt, the manual will also constantly assist you back to the key operating principles and help you trust the process so that you can keep calm during possible knee-jerk reactions by maintaining a disciplined investment approach in order to have a successful investment journey.

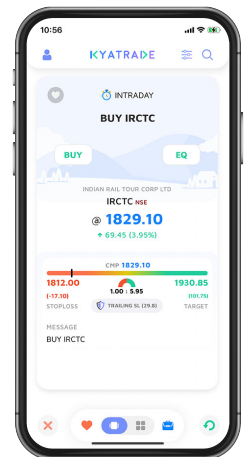
# The Process

*How will KyaTrade work to  
generate Investment Ideas*

## How will we find the ideas?

Firstly, the ideas generated on KyaTrade are a culmination of the power of SAMCO's proprietary Giga Trading Engine which processes millions of data points (including price and fundamental data) which is then evaluated by a team of experienced research analysts and market technicians who curate a series of investment ideas on signals.

KyaTrade's primary objective is to identify opportunities which will have lowest possible risk in every trade and find opportunities with path of least resistance while moving up. The risk is well defined so that even if there is a trade which isn't profitable, an investor can cut his losses quickly and move on to the next cycle. This allows to avoid a significant drawdown and find the next good bet.



## How many investment ideas would you find?

The research team identifies opportunities after screening through a large array of factors ranging from recent events, triggers, good earnings, revenue growth, corporate events to other fundamentals to judge the quality of the company. This screening methodology allows to skim through a large data set to finally generate about 15-20 investment ideas for you.

Unless there's an extremely unfavourable risk reward environment, our endeavour shall be to have a curated list of at least 15-20 stocks available for investing.

## Understanding the Risk-Reward Equation and Holding Period for each trade

Each idea has a defined exit strategy with a target and stoploss in place which ensures the risk is well defined and as low as possible.

The stoploss is identified in such a manner that the trade offers a balanced risk reward equation which is favourable to you. For instance, trades are offered with a Stoploss at Rs. 10 per share while the potential upside could be from Rs. 30 to Rs. 50 per share making the investment extremely favourable for an investor.

Unless stated otherwise, all investment ideas will come with an investment horizon of at least one year and investors are requested to hold on to these trades for the defined period or until the stoploss or target is hit, whichever happens earlier, to realise the expected returns from these opportunities.

## How should you take a trade?

Investors subscribing to the investment plan will be able to see a number of ideas on the app. The ideal approach to selecting an investment idea should be to take all trades while allocating appropriate amounts from your total portfolio capital to each trade.

For example an investor with a portfolio of Rs. 10 Lakhs should ideally distribute a sum of Rs. 50,000 across 20 investment ideas to prevent concentration risk in one or more ideas.

The logic behind distributing your capital among a number of ideas is that it is not necessary that all ideas will generate a positive return and some might even end up hitting a stoploss. But if all trades are taken, you stand to diversify your portfolio and in turn your risks with an overall positive performance in your total portfolio investment.

The trades with a favourable risk reward equation will remain active on our platform for investors to enter in but the unfavourable ones will automatically expire and will not be visible to new investors who want to enter into the opportunity later. This will avoid entry into unfavourable trades which eases the decision making process of choosing investments for investors.

## How much quantity should you trade?

Position sizing is extremely essential to any successful investment strategy and by giving a recommended quantity in every trade, KyaTrade aims to achieve just that.

While entering a trade it recommends a quantity of shares which is based on the logic of allocating not more than approximately 1%-2% of your portfolio value in any idea which limits your risk exposure in case the investment idea fails and hits its stoploss.

This will enable to manage your overall portfolio risk evenly in a disciplined manner but there is also an option for investors to manually alter the quantity of shares if they want. The flexibility to increase or decrease the quantity lies solely in the hands of the investor although it isn't recommended.

# When should one exit?

## Understanding the Exit Strategy

There are only 3 conditions an investor must look at for a trade exit: Target Hit, Stoploss Hit, Research Closes the trade. When either of them is fulfilled an investor can exit the trade.

**Target Hit:** If you place an order via the KyaTrade app at the time of entering a trade, your TARGET order will be placed with a Good Till Cancel Target order. If the target gets hit, your stocks would be exited. In case you have manually placed a trade via Call and Trade/StockNote, then you'll have to keep monitoring the target price and exit accordingly.

**SL Hit:** Like target orders, If you place an order via the KyaTrade app at the time of entering a trade, your STOP LOSS order will be placed with a Good Till Cancel SL order. If the SL triggers, the stocks will be exited. In case you have manually placed a trade via Call and Trade/StockNote, then you'll have to keep monitoring the SL price and exit accordingly.

**Research closes the opportunity:** If the conviction behind a particular idea doesn't remain lucrative due to deterioration in fundamentals or new developments on the stock etc. the research team may choose to close the recommendation following which you will receive a notification. This can be on both active positions or ideas not taken by you. This action will prevent you from entering risky ideas which can result in losses. Post which you can manually exit the trade. While the app will notify you when to exit a trade, the execution of the trade will be carried out by you and it is not done by the app automatically.

# The Money-Making Equation

Despite our best efforts to curate profitable ideas, not every opportunity will make money, but our endeavor is to at least have a strike rate of 70% to 80% across the ideas we offer. Since there is an efficient risk management system in place, each position could give gains in the range of 30% to 40% while the losses will be limited to only about 10% to 15%, cutting losses out quickly. To elaborate further, there is an illustration of a portfolio of Rs. 5 Lakhs which when position sized across 10 trades with Rs. 50,000 each achieves a strike rate of 70%.

With a net gain of Rs. 1,02,500 across all 10 trades, the investors end up earning a net return of 20.5%. This gain is not only because of our research but because of an efficient risk management strategy which restricts losses to just 10%-15%. By allowing your winners to ride longer and cutting your losses short you can focus to improve your overall portfolio returns which is what KyaTrade aims to achieve for you.

Stock #	Investment Amount	Return	Investment Gain / Loss
#1	₹ 50,000	30%	₹ 15,000
#2	₹ 50,000	30%	₹ 15,000
#3	₹ 50,000	-10%	₹ 5,000
#4	₹ 50,000	40%	₹ 20,000
#5	₹ 50,000	40%	₹ 20,000
#6	₹ 50,000	-10%	₹ 5,000
#7	₹ 50,000	30%	₹ 15,000
#8	₹ 50,000	40%	₹ 20,000
#9	₹ 50,000	-15%	₹ 7,500
#10	₹ 50,000	30%	₹ 15,000
	<b>₹ 5,00,000</b>	<b>20.5%</b>	<b>₹ 1,02,500</b>

## KyaTrade is not about catching tops and bottoms

Most investors try to time the markets and, in the process, lose money as it is impossible to predict tops and bottoms perfectly.

Similarly, our research cannot always give buy signals at the bottom and sell signals at the top of a rally, therefore our focus will always be towards capturing large parts of the upside available whenever a stock is in part of a large up trending move.

# Managing Emotions

*Important part of the  
investment process*



## **First - Accept that losses will be a part of the process. They are just the cost of being in business.**

Losses will always be a part of the game and investors should not get scared and close a position in panic. Losses are the costs of being in the investment business. Like all businesses, the objective is to keep costs as low as possible which is what KyaTrade endeavours to do by keeping your losses small.

Be rest assured that if your portfolio is entering the red territory either the stoploss will be hit or it could reverse and start rising again. In any case, you must hold onto the trade till any of the above 3 exit options come into effect in order to make the ascertained returns. Say if a stock trades at Rs. 100 with a target price of Rs. 120 and stop loss at Rs. 95, the stock might come down to Rs. 97 and show a red position but you should allow the same to either move back up to meet its target or hit a stoploss at Rs. 95.

## **Tell yourself - Each Trade is just one in a million**

The stop loss and target price are both determined using appropriate research, backed by data analysis and hence allow the stock to ride till it hits a trigger. This is an informed and systemic decision which will serve you better from a portfolio perspective.

Moreover, all ideas involve probabilities and there is no guarantee of definitely winning all trades. To ensure that you have a better chance at winning, all you have to do is cut losses when they are small and keep moving forward in your investment journey. This will ensure you stay in the game for longer and increase your chances at a better gain.

An investor must realise that emotions have no place in the game and the focus should be more on the system which is assisting you in growing your wealth over the long term. Even if you lose out on a few trades, the losses will be much fewer and smaller given the efficient risk management we have in place.

**The best way to do this is by telling yourself that EACH TRADE IS ONE IN A MILLION compared to the other trades you will be making in your life going ahead.**



# **Our Promises to our Subscribers**

## Our Promises to you

### No Penny Stocks

No penny stocks are recommended as an investment idea. KyaTrade's methodology screens for quality stocks on fresh factors which portray high liquidity and strong going concern. There is no outdated data taken into account while screening the stocks. Given the volatility and manipulation that is seen in penny stocks, these are filtered out to ensure proper risk management as well as to help you avoid value traps. If penny stocks seem to be available at prices that are too good to be true, they probably are best avoided altogether.

### No profit share or performance fees

KyaTrade does not charge any performance or profitsharing fees on the gains/losses you make. This ensures that all the gains you earn from the ideas presented on the platform are yours to keep. A subscription fee is all an investor needs to pay which is a flat fee for the platform. To make your experience better, there is a starter pack which allows you to invest in all ideas on KyaTrade at just Re.1 for an entire month, post which the usual subscription investment plan charges apply.

### No Trading for the sake of trading

Our approach to generating ideas is scientific and there may be periods where the markets are irrational and do not present opportunities with a favourable risk reward. In such cases, we promise that we will not be generating ideas for the sake of it so that you just don't end up trading for the sake of it. Just like in cricket, if the ball is in the slot, we will hit it, but, if not, we will leave the wide-balls.

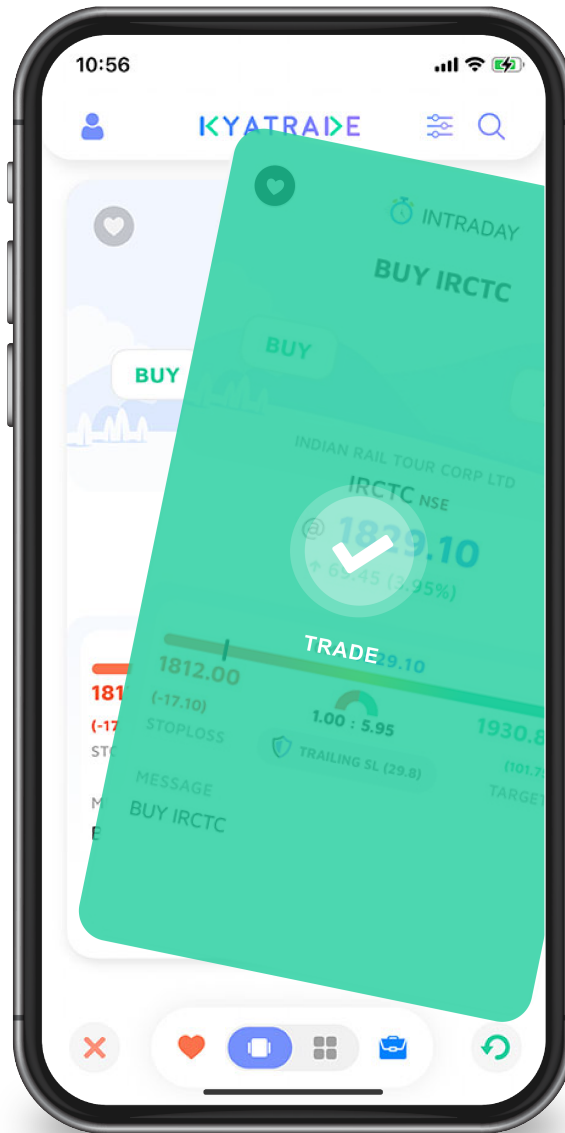
## The Tax Treatment

The investment subscription plan offers ideas with a horizon of at least one year. So if the investments are held for a period of more than one year, long term capital gains tax rate will be applicable and if the investments are held for less than one year, short term capital gains tax rates will apply. Do note tax rates will be as per the governing tax rates at the time of exit. However, the platform works to ensure that more ideas are generated with a period of over one year so that larger targets with a lower tax rate in the form of LTCG will apply to investors, which in turn will ensure that your trades are tax efficient in nature.

# Using the App

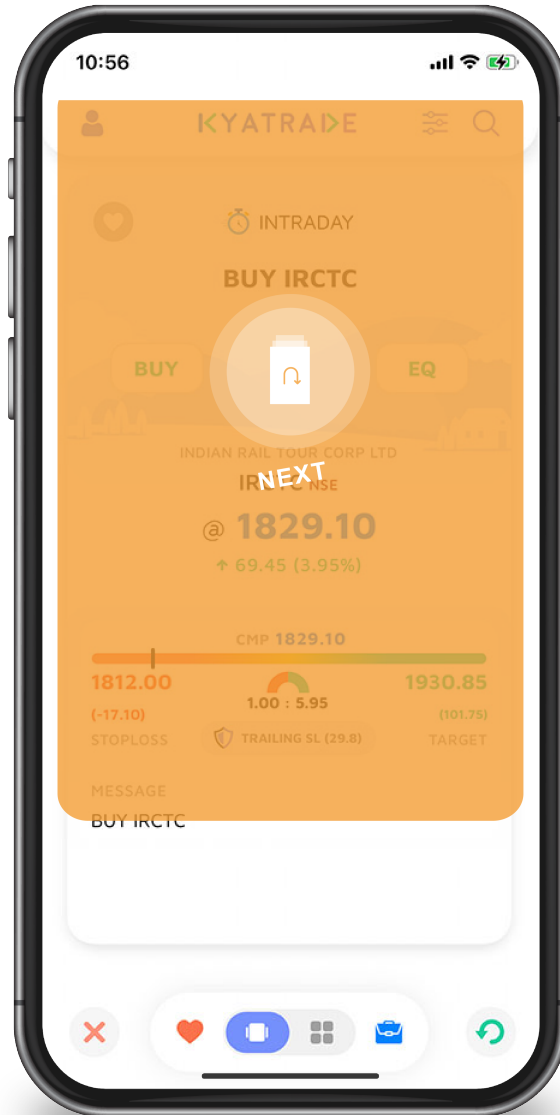
*A few important steps*

## Swipe Right to take a Trade



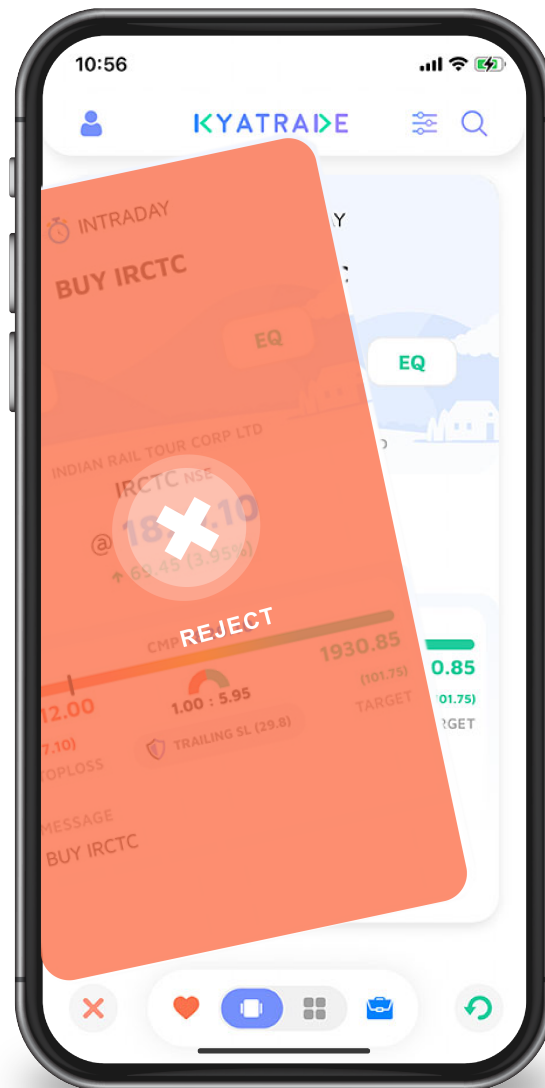
- Once you see an opportunity, simply swipe right if you'd like to initiate a trade.
- The KyaTrade app is built integrating the StockNote API's and orders will be placed accordingly. You could also go to StockNote app and place a trade yourself if you'd like to.

## Swipe Up to check out the Next Idea



- If you like an idea, but don't want to trade immediately but also, you'd like to come back to it later, simply swipe up.
- It will take you to the next idea but at the same time, allow you to check the idea again in the Grid view or at a later point of time.




## Swipe Left to Reject an Idea



- If you do not like an idea and don't want to see it again, swipe left and reject the idea.
- If you reject the idea, it will be deleted and you won't be able to see it again.



## A few important points

- **Active Positions** – Will show you the status of all active positions i.e. trades taken via the KyaTrade App.
  - You can access active positions by clicking on the  Bag button on the dashboard.
  - You can also access active positions from My account section by clicking the  icon on the top Left corner of the app.
- **Past Order History** – You can access Past Order history from by clicking the  history button on the top right corner from Active positions.

## Disclaimer

All investments in equities are inherently subject to market risks which may not lead to expected returns and sometimes even result in negative returns or loss of complete capital. Financial markets are prone to multiple risks like politics, economics, social, global environment, stock specific risks and black swan types of events which may lead to suboptimal returns and Samco research and KyaTrade do not assure that it will be able to control or mitigate or comprehend all such risks. Clients therefore must understand such risks and their ability, willingness and capability to take risk must be assessed by themselves before investing in markets and relying on KyaTrade Research.

The Disclaimers of Samco applicable to KyaTrade research is available in the below mentioned link <https://www.samco.in/disclaimer>