

# Customer Success Story



Researchbytes.com  
your personal research associate

Researchbytes as a platform facilitates information exchange between corporate houses and analysts keeping them abreast of corporate events such as conference call dates, analyst meets, quarterly results and company announcements.

The stock trading simulation platform is implemented by Intelegain Technologies as a white label solution to Researchbytes for the Model Portfolio offering.

The platform was implemented using Researchbytes existing infrastructure as SSO with enhanced features such as AI chatbot and an enhanced user experience. The objective of the platform is to aid investors on the platform to create model investment portfolios and react to the markets in real time.

Investors at Researchbytes can socialize with the community and discuss strategies with other traders and share investment calls on the stock simulation platform.

## Win Results

### **Building simulated portfolio and running it the way pros do it**

Create an investment portfolio like the ways pros do it by figuring out asset allocation, tracking index, calculating attribution, tracking errors etc.

### **Test drive new investment strategies and types**

The platform is where investors can venture into learning and implementing new strategies like for e.g. Trading options and shorting stocks etc.

### **Connect with millions of traders online**

Investors on the platform can connect and interact traders from all over the world from diverse backgrounds and experience

# Customer Success Story



Religare Enterprises Limited (REL) is a diversified financial services group present across three verticals. REL offers an integrated suite of financial services through its underlying subsidiaries and operating entities, including loans to SMEs, Affordable Housing Finance, Health Insurance and Retail Broking. REL is listed on the BSE (formerly Bombay Stock Exchange) and National Stock Exchange (NSE) in India.

Religare was looking to establish a learning platform for their staff and sub broker community's training and upskilling initiative. They explored various available options like simulators from Stock exchanges etc. After reviewing Intellegain's mock trading platform, they found it is a perfect fit for their purpose as ease of learning is the core offering of this platform.

Intellegain offered a whitelable solution implemented offering SSO option for Religare users to start accessing mock trading platform with seamless integration with their backend system.

## Win Results

### **An investing education**

Religare used Intellegain's stock simulation platform for their employees to advance their knowledge in investment banking, private equity, FP&A, treasury, corporate development and other areas of corporate finance.

### **Gain confidence in trading**

The platform tested their investing knowledge, honed them and provided them with a way to evaluate a strategy before implementing it in the real world; helping them develop confidence in their skills.

### **Tap into real resources**

Besides the stock trading chatbot tool that tells users real-time stock prices, plus a forum for traders to discuss and share investing knowledge for users to gain real trading knowledge.

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Navgujarat Samay is one of the premium Gujarati Newspaper from Times Group, which covers Gujarat region and provides authentic, unbiased Gujarati news / Samachar which are not just regional but hyperlocal in nature too.

Navgujrat wanted to establish a competitive platform for its audience engrossed in capital market.. They wanted to establish gamified learning model which is easy to be used by masses with limited knowledge of technology and capital market.

Intelegain engaged with Navgujrat to establish a competitive platform using existing Mock trading platform with deep integration including abilities like SSO, API based result publishing and stock recommendations.

This has increased stickiness of the target audience significantly for Navgujarat.

## Win Results

### **Compete and Learn**

Competitions set-up on the platform provides users with the opportunity to win cash prizes as well as a way to pit their strategies and skills against other investors and test how they perform.

### **An entertaining way to learn stock trading**

Real-life stock trading may be stressful, but trading on a stock market simulation is fun. Trading with virtual money gives users the confidence to experiment. Plus, watching your virtual portfolio increase in value is a great positive reinforcement.

### **Figuring out when to cut your losses**

The platform helps users to remain calm and objective during trading. Thus users have a sense of how they would react to see their portfolio rise and fall.