



i-Pheasant

Vision

To provide a solution that enables Share Brokers to communicate Live Trade Confirmations to their clients during market hours by empowering them to handle risk with quick communication of trades to reduce trade errors and increase business transparency

About i-Pheasant

i-Pheasant is a solution that enables Share Brokers to communicate Live Trade Confirmations to their clients during market hours. It empowers Share Brokers to handle risk by quick communication of trades to their clients via SMS and E-Mail. i-Pheasant thus reduces trade errors and increases the business transparency of Share Brokers with their clients.

i-Pheasant offers Share Brokers with Live Trade Confirmations of all exchanges & segments like NSE Cash, BSE, F&O, MCX, NCDEX and currency.

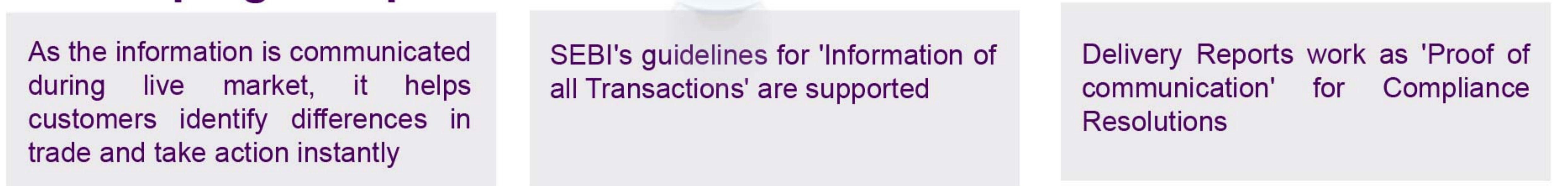
Give your customers the communication experience that keeps them updated with each trade they make.

Many Share Brokers across India have been using i-Pheasant satisfactorily. Their testimonials include increase in trades & customers, decreased human errors and increased customer & trader satisfaction.

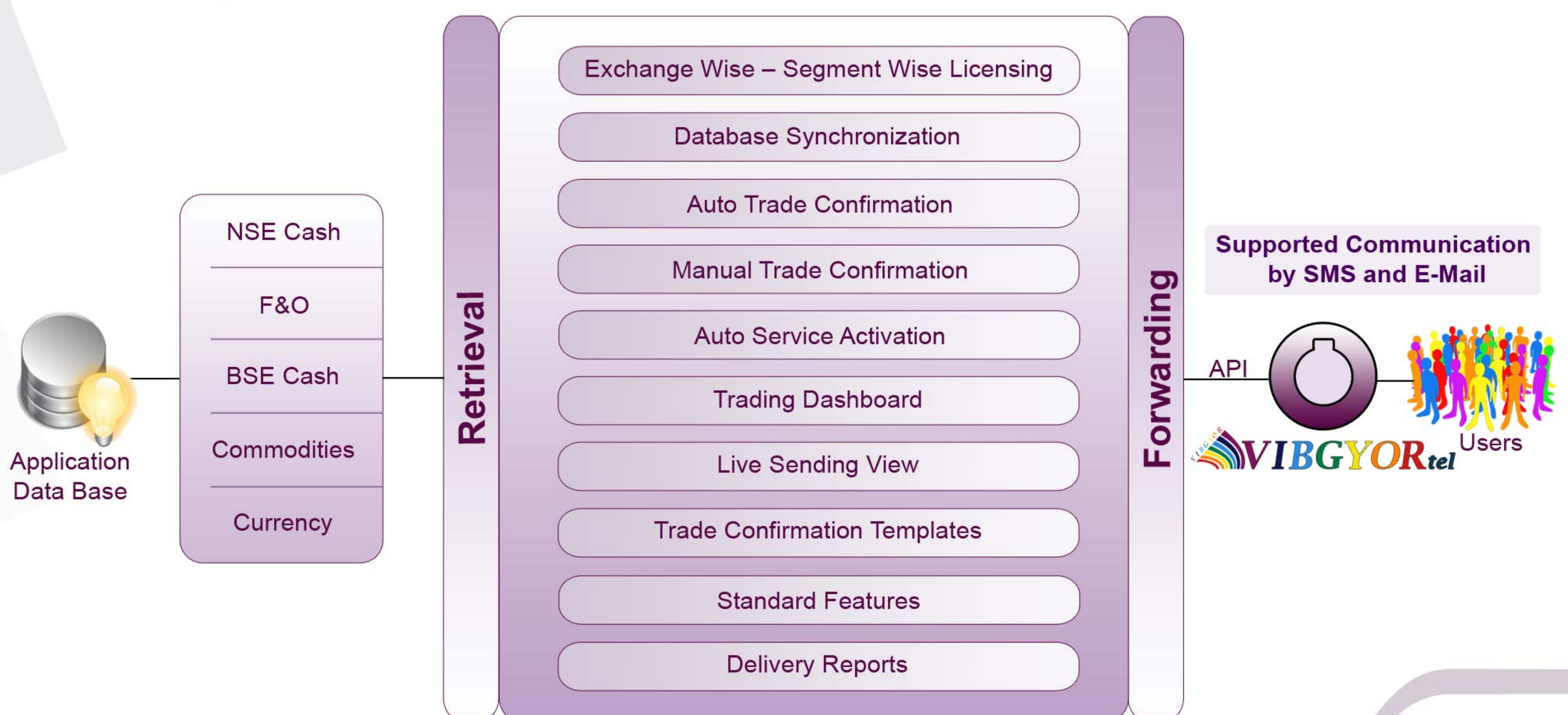
Why i-Pheasant?



Helping Compliance



System Architecture



i-Pheasant

From a Customer Survey we found that by using i-Pheasant there has been an increase of avg. 32% in Client Base

Features

Supported Segments

- ▶ NSE Cash
- ▶ F&O
- ▶ BSE Cash
- ▶ Commodities
- ▶ Currency

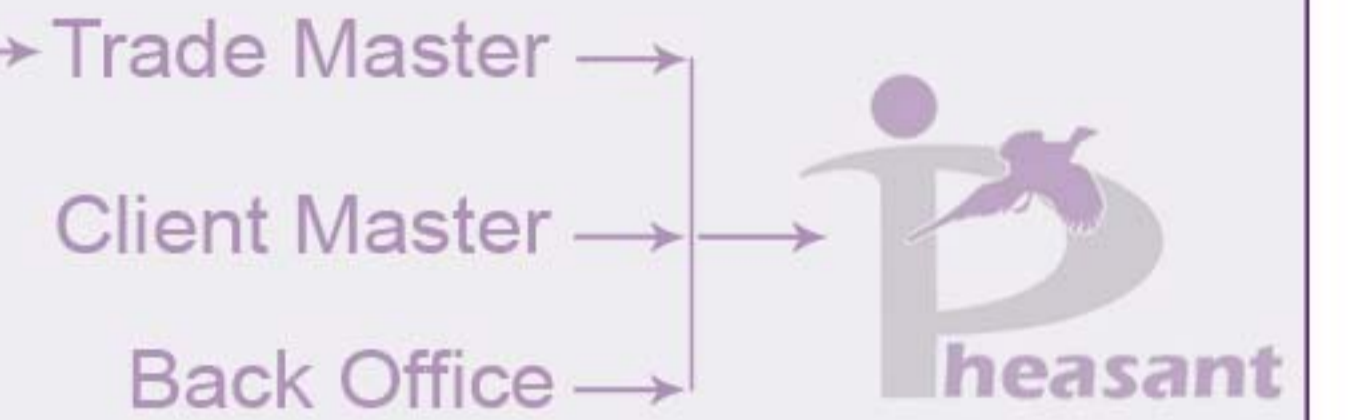
- NSE Cash
- F&O
- BSE Cash
- Commodities
- Currency



Database Synchronization

- ▶ Trade Master
 - ODIN Admin/NEAT/BOLT/VSAT/NOW/Connect to NSE
 - Live Files
- ▶ Client Master
- ▶ Back Office

- Live Files ○
- ODIN Admin ●
- NEAT ○
- BOLT ○
- VSAT ○
- NOW ○
- Connect to NSE ○



Auto Trade Confirmation

- ▶ Amount Wise
- ▶ Quantity Wise
- ▶ Percentage Wise and on 100% Trade Execution
- ▶ Summarized Trade Confirmation

Amount Wise (>)

Quantity Wise (>)



Manual Trade Confirmation

- ▶ Amount Wise
- ▶ Quantity Wise
- ▶ Client Wise
- ▶ Message Review
- ▶ Add to Auto Trade Confirmation

Message Review

Dear 10372, Trade Confirmation: ILFSTRANS Buy 100 @ 277.3 TotalQty: 100 , SREINTFIN Buy 500 @ 76.7 TotalQty: 500 , WALCHANNAG Buy 100 @ 231.98 TotalQty: 35

Add to Auto Trade Confirmation



Auto Service Activation

- ▶ Branch Wise
- ▶ City Wise
- ▶ Scheme Wise
- ▶ Confirmation Scheduler

Branch Wise

- Andheri
- Kandivali
- Fort
- Parla
- Dadar
- Panvel

Confirmation Scheduler

DataRetrieval Time: mins



Standard Features

- ▶ Multiple Sender ID Support
- ▶ Manual Messaging
- ▶ SMS Templates
- ▶ SMS Reports
- ▶ Delivery Reports
- ▶ User Dashboard
- ▶ Change Password

Manual Messaging	SMS Templates	User Dashboard
SMS Reports	Change Password	Delivery Reports
Multiple Sender ID Support		



Trade Confirmation Features

- ▶ Trading Dashboard
- ▶ Live Sending View
- ▶ Trade Confirmation Templates

Trading Dashboard



Live Sending View

Client Code	TradeNo	Scrip	TradeQty	Buy/ Sell	Price	St
RJ202	6011004	ZEE	25	BUY	24300	Sent
RJ202	6011004	ZEE	25	BUY	24300	Sent
RJ202	6011004	ZEE	25	BUY	24300	Sent
RJ202	6011004	ZEE	25	BUY	24300	Sent
RJ202	6011004	ZEE	25	BUY	24300	Pending
RJ202	6011004	ZEE	25	BUY	24300	Pending



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