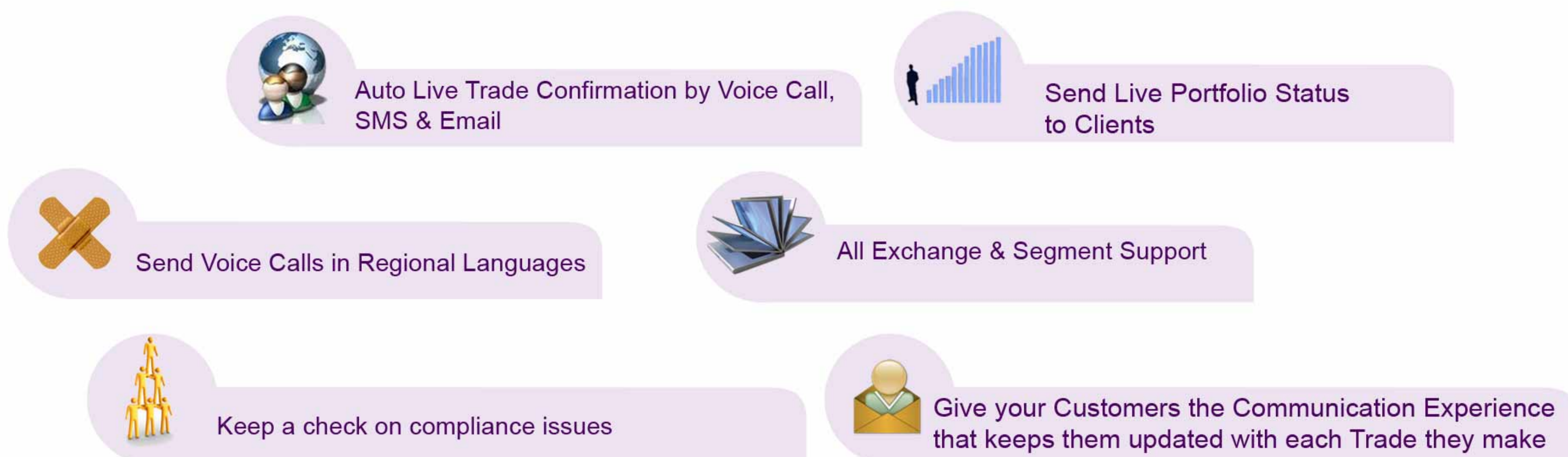




i-Pheasant Enterprise Solution

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



Supported Front Office Trading Platforms



Assisting Compliance

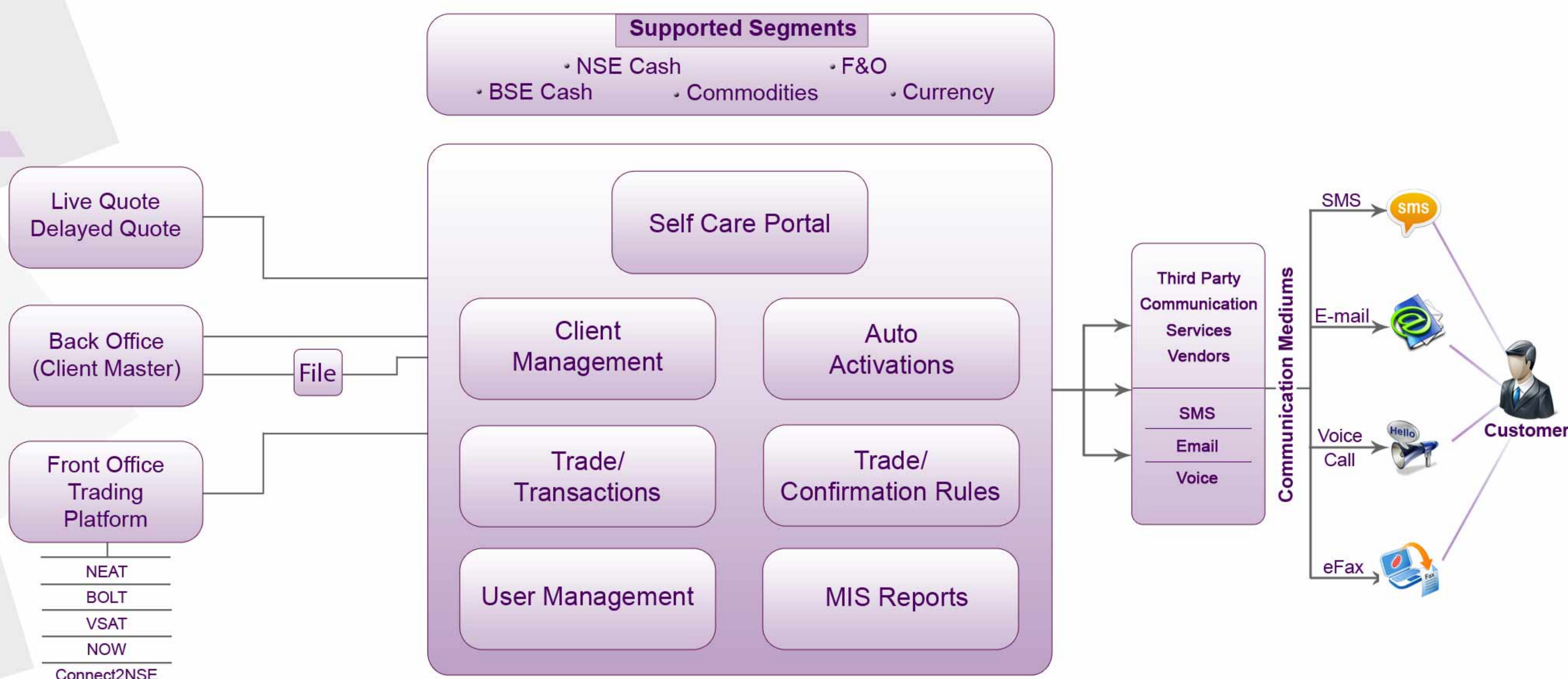
As the information is communicated during live market, it helps customers identify differences in trade and take action instantly

SEBI's guidelines for 'Information of all Transactions' are supported – put on the guideline number...

Delivery Reports work as 'Proof of communication' for Compliance Resolutions



System Architecture



i-Pheasant Enterprise

Product Brochure

* Result by an Internal Survey conducted on a sample of existing user companies of i-Pheasant

Increase in Client Base by an avg. of 32% after using i-Pheasant *

Solution Highlights



Self Care Portal for Subscribers

- ▶ Subscribe/Unsubscribe for Live Trade Confirmation Services
- ▶ Over the Internet
- ▶ Subscribe by SMS Request (Short Code Services)
- ▶ View past communications online



Live Communication

- ▶ Live Trade Confirmation
 - Amount Wise
 - Quantity Wise
 - Percentage Wise and on 100% Trade Execution
 - Summarized Trade Confirmation
- ▶ Hourly Turnover Volume to Employees and Leaders to Track Target
- ▶ Live Percentage wise Profit & Loss (M2M) to clients against their Network, making them aware of there status in live market to take decisions and actions
- ▶ Send Clients the % change in the value of their Scripts in Portfolio during live markets (Changes: 5%, 10%, etc.)
- ▶ Detail Email of Trade Confirmations



Communication Mediums

- ▶ SMS
- ▶ Email
- ▶ Voice Calls
- ▶ SMS Short Code



Supported Segments

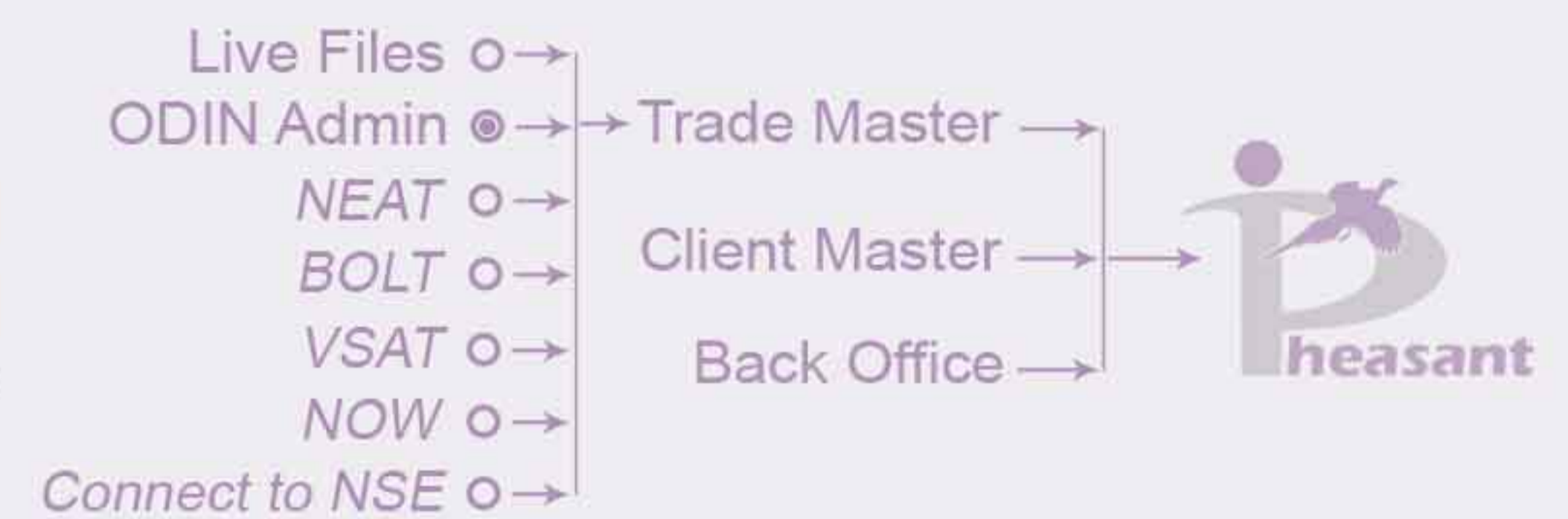
- ▶ NSE Cash
- ▶ F&O
- ▶ BSE Cash
- ▶ Commodities
- ▶ Currency

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



System Integrations

- ▶ Trade Master
 - NEAT, BOLT, VSAT, NOW, Connect2NSE and all other Front Office Trading Platforms
- ▶ Live Files
- ▶ Back Office
 - Client Master
 - Revenue Master
- ▶ Live Quote System
- ▶ Auto Service Activations



Auto Service Activations

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



Users & Recipients

- ▶ Users
 - Admin
 - Compliance
- ▶ Recipients
 - Customers
 - Employees
 - Managers



MIS Reports



Views & Settings

- ▶ Views
 - User Dashboard
 - Trading Dashboard
 - Live Sending View
- ▶ Settings
 - SMS & Email Templates
 - Change Password
 - Standard Features
 - Multiple Sender ID & Domain Support
 - Manual Messaging

Trading Dashboard



Live Sending View

Client Code	TradeNo	Scrp	TradeQty	Buy/ Sell	Price	Stat
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
RJ202	6011004	ZEE	25	BUY	24300	Pending

**For successful Project accomplishment we Customize and Deliver the Solution as per your Business Needs

Disclaimer: The information in this material is as per the time of release and as per alignment with the goals of Aruhat (ATPL). Aruhat (ATPL) reserves all rights to change, update, remove or add to the material, execution plan as well as execution on time to time basis as per strategic decisions of Aruhat (ATPL). This material/document may contain features/modules/information that would exhibit the strength of the solution, however, such features/modules/information may be available as an add-on and may need to be developed on requirement basis with additional cost and would need to be executed as a project for successful implementation of the solution.