

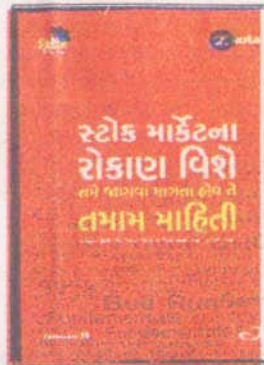
A quick reckoner on stock market in Gujarati

AHMEDABAD: Gujaratis are known for their business acumen and hold over 40 per cent of demat accounts in the country. Despite this there are many people who simply refrain from investing because they are afraid of the jargon that they hear. Others are cautious because of the stories of having burnt fingers, pumetted out by the market, which are floating around. Still others are just not in the market because they lack the time that needs to be invested in understanding the markets. With an aim to educate investors who are sitting on the sidelines, wondering whether they should invest in stocks and how they should go about it if they do, Kotak Securities, one of the leading brokers, has launched a Gujarati book titled "*Stock Marketna Rokaan Vishe Tame Jaanva Magha Hov The Thamam Mahiti*" (Everything You Wanted To Know About Stock Market

Investing). (Price ₹499) The book, which was recently released in Ahmedabad, aims to educate first time investors as well as those who wish to hone their investment strategies. Awareness about investments will help investors get the opportunities and know the associated risks; take informed decisions; understand the intricacies of financial markets and participate actively in the economic growth of the country by converting savings into investments.

Simple and easy to understand language, devoid of scary 'financial jargon', the book offers summaries, comic illustrations and friendly workbooks in each chapter to ensure you can start planning while you learn, making well informed investment decisions.

In a nutshell, this book could very well be the key to equity investing that one have long been seeking! Throwing light



this market and to bring in a larger number of players into the industry.

We have launched English version of this book three months ago. Following its success, we have decided to bring out this Gujarati edition which will be followed by editions in Hindi and other Indian languages.

Our effort with this book is to reach out and demystify the stock market to as wide an audience as possible. We see this as one step towards building a nation of enterprise."

EFS

on the book, Kotak Securities executive vice-president Nitesh Shah said : "As a leading player and pioneer in this industry we recognize our role to develop