

# ISMA

## Irresistible Stock Market Architecture 2.0

We have an all-in-one course is **ISMA**  
for learning stock markets, right from the scratch!!

The program empowers willing and passionate people to  
develop stock market skills for earning throughout their life.

## What will you learn?

<b>1</b>	<b>Portfolio management</b>	<ul style="list-style-type: none"><li>• Quantify your financial goals</li><li>• Preparing a roadmap to achieve the goals</li><li>• Asset allocation according to your roadmap</li></ul>
<b>2</b>	<b>Behavioural Finance</b>	<ul style="list-style-type: none"><li>• Decoding the Investor and Trader Psychology</li><li>• The most common mistakes that cost you a lot of money</li><li>• A system to control your emotions during the ups and the downs</li><li>• Understanding the market cycles</li></ul>
<b>3</b>	<b>Understanding Intrinsic Value</b>	<ul style="list-style-type: none"><li>• How did we found our Multibagger</li><li>• How to find your Multibagger</li><li>• Minimizing risk with Multibaggers</li></ul>
<b>4</b>	<b>Fundamental Analysis with Tools and Investment Strategies</b>	<ul style="list-style-type: none"><li>• Qualitative Analysis: Understanding a business through Moats and Risks</li><li>• Quantitative Analysis: In depth Analysis of the financial data sheet</li><li>• Our Special tool – GSS Sheet – Automate your company selection</li><li>• Investment and rebalancing strategy</li><li>• How to make sure most of your shares outperform</li></ul>



## Bonuses :

1	<b>Futures and Options</b>	<ul style="list-style-type: none"><li>• Debunking Futures- What, Why and How?</li><li>• How to use futures to enhance your return</li><li>• Future trading strategy</li><li>• Learning the basics of Options- What are calls, puts?</li><li>• Understanding option Greeks</li><li>• 9 option trading strategies (Bullish, Bearish and Neutral Opinion)</li><li>• Choosing the correct trading strategy depending on the current market situation</li></ul>
2	<b>Financial Sheets 101</b>	<ul style="list-style-type: none"><li>• Analysing Profit and Loss statement</li><li>• Simplifying a Balance Sheet</li><li>• Insights from Cashflow statements</li><li>• What are Corporate Actions and how do you deal with them</li><li>• Understanding the significance of investment Ratios</li><li>• Using the appropriate ratio for a given stock</li></ul>
3	<b>Money Management Blueprint</b>	<ul style="list-style-type: none"><li>• Why do you need to manage your money?</li><li>• Identify your money personality (Saver, spender, avoider)</li><li>• How to deal with problems of your money personality</li><li>• Blueprint of the money management system</li><li>• Personal and company money management explained</li><li>• The action plan</li></ul>

4	<b>Gold</b>	<ul style="list-style-type: none"><li>• Gold- Hedge or Investment?</li><li>• The right ways to invest in gold for maximum return</li><li>• Asset allocation in gold</li></ul>
5	<b>Book Learning Accelerator</b>	<ul style="list-style-type: none"><li>• How to read stock market books efficiently</li><li>• A system to take action on your learnings</li><li>• Never forget what you read in books</li></ul>



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## Features of The ISMA Course :

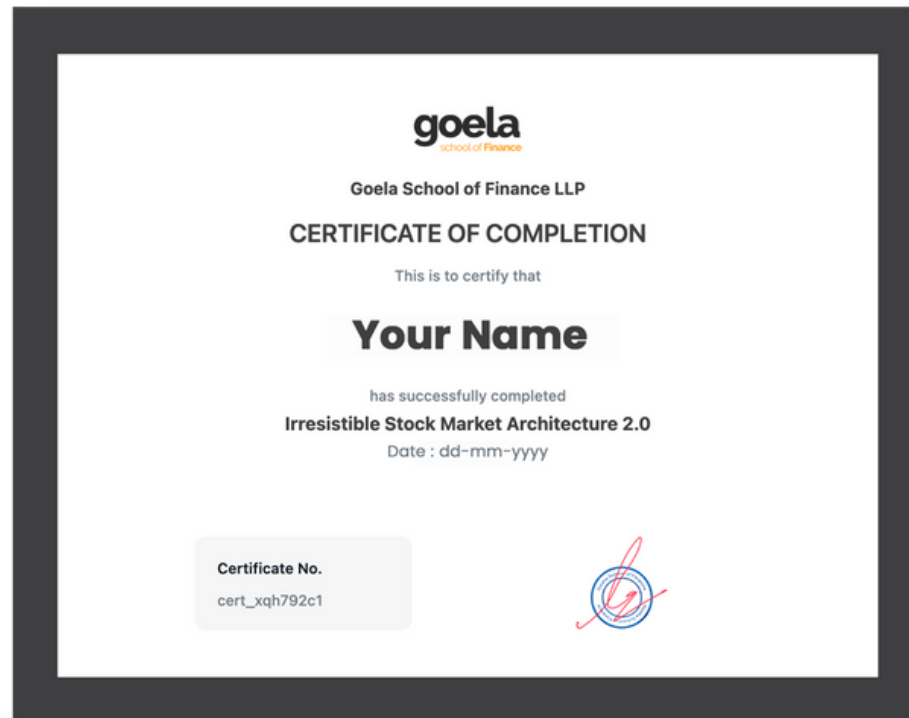
- The course starts with **portfolio management** where you get to know how to plan your goals and realize them in terms of SIP. Then we discuss **Behavioral Finance** in which the emotions, biases and most common mistakes in stock markets are discussed. Then we cover **Fundamental Analysis**, in which we teach investing stock selection in-depth. We also provide you with a quantified system for a lifetime, which reduces your time for Fundamental Analysis. Then, we discuss **Technical Analysis** covering Intraday, Swing and Positional Trading through multiple strategies, and finally provide you with **3 different action plans** to choose and start implementation from.
- Bonuses include **two live learning sessions** (Not Live Market Sessions) which are held every second and fourth Thursday of the month. The recordings of these are also provided. You are also entitled to access to our **Discord Community**, where you can interact and grow with our alumni, seniors, batch mates and juniors.

**You can explore for the latest course feedback posted by our students!**

Explore Feedback



- The lessons in this course are **pre-recorded** in a mixed language of English and Hindi, with limited validity. You can **replay** them as many times as you want, till the validity is there. An **e-certificate** is awarded at the end of the course.



**You can explore for the latest course feedback posted by our students!**

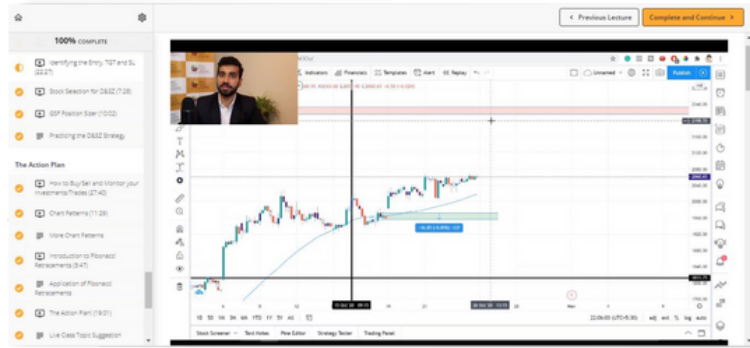
**Explore Feedback**







**PS:** If you can devote at least 1 hr a day, then you can go with the 3 Month program, otherwise, if you can only give 3-4 hrs a week you can opt for the 6-month program. Content in all programs given below are the same.



The screenshot shows a financial screener tool. The main area displays 'Cash Flows Consolidated Figures in Rs. Crores / View Standalone' and 'Ratios Consolidated Figures in Rs. Crores / View Standalone'. The data is presented in a table format for the years 2009 to 2020.

	Mar 2009	Mar 2010	Mar 2011	Mar 2012	Mar 2013	Mar 2014	Mar 2015	Mar 2016	Mar 2017	Mar 2018	Mar 2019	Mar 2020
Cash from Operating Activity	5,485	5,285	5,614	5,127	11,815	14,751	16,269	16,759	20,223	20,947	20,759	22,590
Cash from Investing Activity	-6,495	-6,412	-1,481	-2,127	-6,599	-6,462	-1,867	-3,919	-16,495	-1,194	1,545	9,369
Cash from Financing Activity	-1,812	-2,281	-4,894	-3,895	-7,736	-5,475	-17,140	-6,490	-11,226	-28,293	-27,897	-28,215
Net Cash Flow	380	-428	-464	-495	-1,520	-376	-388	-4,452	-2,498	-7,940	-2,341	5,742

	Mar 2009	Mar 2010	Mar 2011	Mar 2012	Mar 2013	Mar 2014	Mar 2015	Mar 2016	Mar 2017	Mar 2018	Mar 2019	Mar 2020
ROCE %	42%	47%	51%	51%	52%	57%	57%	57%	60%	59%	55%	55%

**The Enrollment Fee is Rs.54,000**

(including 18% GST)\*

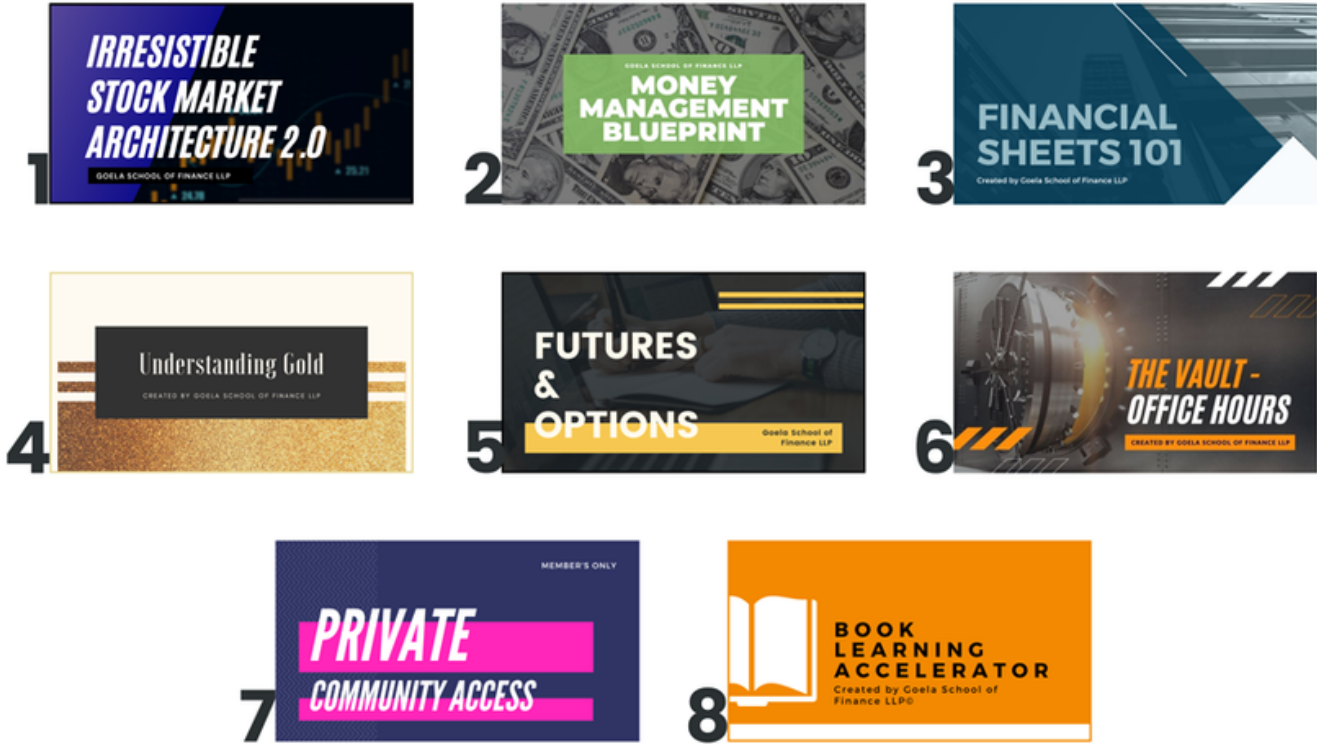
**Know More**



**FAQ**



Please note that you'll be getting access to all these modules after enrolling :



**“Excuses will always be there for you.  
Opportunity won’t.”**

Here is our [Refund Policy](#) 

**Ready To Enroll!** 