



POST PANDEMIC IPO VIEW IN WOMEN RETAIL INVESTOR

Priya Gupta¹, Dr. Divya Dwivedi²

¹Research scholar in Commerce (Applied Business Economics), K.R. (P.G.) College,
Mathura Dr. Bhimrao Ambedkar University, Agra

²Associate Professor, K.R. (P.G.) College, Mathura, Affiliation with Dr. Bhimrao Ambedkar University, Agra

ABSTRACT

Now Investment of women is not only limited to gold, silver, fixed deposits, recurring deposits, bank deposits, post office schemes etc. The time has altered now, women has stated their savings in stocks, IPO. They are getting awareness and knowledge with the help of virtual mode. They are taking decision after satisfying to consider all view factors of market. Women are increasing in lots of number in stock market. Now women are so matured to take judgmental view. Women have passed a big painful time to handle home situation. To manage uncertainties women have started to invest in IPO market as a retail investor. With the easy process from opening to demat by PAN, AADHAR, KYC women can start their journey with investing. This process is done by through ASBA (Application supported through blocked amount) and allotment or not allotment information is updated in demat account, email, message. This research paper view is to know about women awareness, knowledge and growth opportunity in IPO investment.

KEY WORDS: -IPO, Women Retail investors, post pandemic view etc.

INTRODUCTION

The capital market has two sub markets. One is Primary Market and the other is Secondary Market. The capital market has the interdependent and inseparable segments; the new issuers can invest in primary market and stock in secondary market. To raise the fresh capital company borrows from the investors by the primary market with the help of IPO or right issues or offers for sale of equity or debentures. An active secondary market attracts the growth of the primary market and capital formation. Investors have choice to liquidate their investments. An IPO is the selling of securities to the public in the primary market. It is the largest source of funds generating with long or indefinite maturity for the company.

Due to pandemic uncertainties women have taken to step up. Women will be becoming investors from savers. Women are not only sitting household works they are giving advice and got desirable position as based on talent. Women are now operating finance of their family.

OBJECTIVE OF THE STUDY

- 1- To see the transformation in women investment decision.
- 2- To know how to women find a new door to recover uncertainties of pandemic.

HYPOTHESIS OF THE STUDY

- 1- **H0-** Women have taken incorrect decision to invest in IPO, Equity etc.

H1- Women have taken correct decision to invest in IPO, Equity etc.

- 2- **H0-** Women are not active users in trading.

H1- Women are active users in trading.

REVIEW OF LITERATURE BY DIFFERENT COMPANIES' EXPERT AND CEO

Millennium Mams, a nonprofit financial platform founder Bishnu Dhanuka said, "Women have inner talent of patience and patience pays best in the equity." Capstone consulting Sujaya Banerjee's view says according to data, 20% women are active users prior to pandemic. After the pandemic, there is huge change in percentage of women that is 32%, and in this 35% are housewives.

The reasons to open trading account are that this pandemic has altered financial position of every household. The household budget has increased much by pandemic inflation. To cover job lapse, cutting down wages, restriction not to go outside has become unbalanced. Many aware women have given direction and support to other women. They have accepted the change and operating their trading, by taking judgmental decision by visiting all sources related to stock. According to data released by Sharekhan, the numbers of women who open DEMAT account for trading increased by 77% compared to previous record of tickertape. In pre pandemic days metro cities are main centers of sources of fund. BSE reveals now that there has been a huge in number of sources generating cities. Now



across whole India investment capital generated and this source of revenue investors are treated as alternative sources of income.

According to Sundar Sethuraman & Samie Modak of business standard explained about crowding post pandemic world. The average number of retail investors subscribing to IPO has nearly tripled after pandemic. Market observers view factor is that it is easy to invest in primary market through IPO, right shares issue. The return of the IPO is attractive in most of times at the listing time of shares. Between April 2021 and February 2022, more than 10 million new dematerialized accounts were opened. Experts say about new investors are opening more than one Demat account to get the opportunity of IPO and take benefit in short duration of time.

Sandup Bhardwaj, CEO (retail broking) of IIFL, witnessed an unprecedented one million demat accounts being added each month during the lockdown and new retail investors added more to higher participation in IPOs. Summing up data calculated with taking an average to earn in IPOs, listing first day 40% rise in stocks and four stocks even doubling to their issue price. This attractive percentage of IPOs, retail investors participated happily.

Zerodha CEO Nithin Kamath, India’s largest brokerage house, IPOs has been a boon for broking Industry. Investors get an opportunity to take equity in primary market. At present the increase in number of demats account is opening whole family member’s accounts to invest and get benefit of equity from primary market whether it is customer patience to hold the profit for short term or long term time period. Retail investors are taking IPOs like a lottery system to get advantage from any account of their family member. For instance nearly out of thirty retail investor applicant only one investor gets equity because number of investors are in millions and IPOs are subscribed much more times to their numbers.

After the post pandemic view, NSE along with research firm Nielsen conducted a survey to understand market behavior. The survey found that new investors are more active and aware. They also have a larger risk appetite and higher aptitude for investments. Among this most respondents analyzed that lots of information are overloaded to its originality to check all. The total respondents are 3068 in which 30% female are also participated and given their contribution.

AGE	FY 2018-19	FY 2020-21
18-25	0.40%	1.50%
26-45	10.01%	12.30%
45-60	4.00%	5.20%
60 and above	1.88%	2.60%

Since January 2020, UPSTOX has added over a million women investors to their customer base. Of this nearly 60% are millennial 20 to 25years over 85% belong to tier 2-3 cities and more than 35% of them are home makers.

According to SEBI, an average of 26lakh new demat accounts are opened every month in the year march 2022 after post pandemic, it is as against a monthly average of 4lakh in 2019-20. As of November 2021, the total number of investor accounts stood at 7.7crore (NSDL& CDSL cumulatively) and with total

Kavita Subramaniam (cofounder of UPSTOX) said that in tradition, women were investing their most of the part of savings in gold, silver, fixed deposits, recurring deposits, bank deposits and post office deposits savings and LIC schemes. This is definitely correct before covid. This pandemic has lost more but also has given to think and take correct decision to recover and prepare in future. Due to this pandemic people have locked in their homes and nothing much more to do work from home to service sectors and for business man they are free to do anything which is genuine. Pandemic has learnt and people have utilized their time through the help of internet connectivity. Women have also become aware and got knowledge about investments in equity with the help of self, news channel, newspapers, books how to invest in share market, internet, spouse and children. Lots of programs also inaugurated to provide awareness of investments and tips to select right stock. Large number of women have participated these types of webinar.

RESEARCH METHODOLOGY, ANALYSIS AND INTERPRETATION

In this research paper, the research data is collected from secondary sources of various authentic websites and the output overcomes is genuine. These websites are popular BSE, NSE, where all records are under the record of all investors in SEBI eye’s and some others most of demat accounts opening and operated brokerage houses.

There are number of online brokerage houses Zerodha, Axis securities, ICICI Direct, UPSTOX, and 5 paisa. The record of these five brokerage houses said that proportion of women investing in equities is up at 24% in two years from about 16%.

According to ICICI direct data platform, equity stocks will become first preference by women investors. It increased from 56% of trading transactions in financial year 2019 to 67% in financial year 2022. Taking figure of mutual funds contribution is declined from 40% to 28%.

As per Axis securities data, they have 21.49% of active women investors this is clearly visible of women stepping in invest category. Axis securities have made a comparison chart of different age group women who are investing.

investment of rupees 330lakh crore. Nearly 9crore users registered in BSE.

ADVANTAGES OF IPO INVESTMENT

- 1- This source of income is taken as alternative revenue generation part.
- 2- This source of income is as an opportunity/ hope to fulfill. Sometimes is good when source and market is in recovery mode.



- 3- IPO is the best step to enter in equity within genuine share price.
- 4- IPO allotment is short duration time.
- 5- IPO first listing date, according to need, requirement as market view keep in hold to short term and long term gain.

CHALLENGES TO TAKE DECISION IPO APPLICATION

- 1- Women have not this easy step to invest their saving because they collect it from small- small things cut down; specially housewives.
- 2- Women are not much more aware, educated, and not to take risk, the reason behind is they have fear to lost money, if share are down listed and need time share price is low.
- 3- Housewives Women do not devote their much time to understand and analyze these typical words of using share market.
- 4- Women are not giving their time in business channel, newspaper highlights regarding to market.
- 5- IPO sometimes is not listed in good margin of share allotted amount, that brings disappointment them for future also to reinvest.
- 6- IPO blocks amounts for some days, you can't take back after finalization of allotment process.

CONCLUSION

After looking all possibilities, growth and analysis of data (used in secondary as newspaper articles, different reliable agencies of trading related, NSE, etc.) considering this view about women investment in IPO retail Investor is a good source of income when women take all view factors in mind. It is very challenging also because this is just like lottery system allotment of shares and after listing price will give actual position about IPO. Sometimes it gives happiness and vice versa. When getting once again, it's become like a habit. So, taking mind decision is very relevant for investing and women can see in all sectors their place.

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