

# ACE EQUITY

## PRODUCT MANNUAL

BY



Registered Office:  
Accord Fintech Pvt. Ltd.  
Sadhana House, 4th Floor,  
570, P.B. Marg, Behind Mahindra Tower,  
Worli, Mumbai - 400 018, India  
Tel : +91-22-66156255 / 66156256  
Fax : +91-22-66693831 Email : [info@accordfintech.com](mailto:info@accordfintech.com)

Customer Support  
+91-22-67834000/ 67834080 D  
Email : [aceequity@accordfintech.com](mailto:aceequity@accordfintech.com)

BRANCHES: Ahmedabad: +91-9375404042 Bangalore: +91-9379404042 Delhi: +91-9312101077  
Hyderabad: +91-9346216482 Kolkatta: +91-9378077772



### **ACE Equity – A Comprehensive & Analytical Application**

ACE Equity is Corporate database of listed and unlisted companies with their financials and non financial information kept updated every day through internet. Extensive data coverage at company, industry, business house level.

#### **HIGHLIGHTS**

- Extensive data coverage
- Ten Industry Formats
- Auto Upgrade
- Excel Integration
- Pivot Features
- Dynamic presentation
- User friendly database
- Advance Query Module

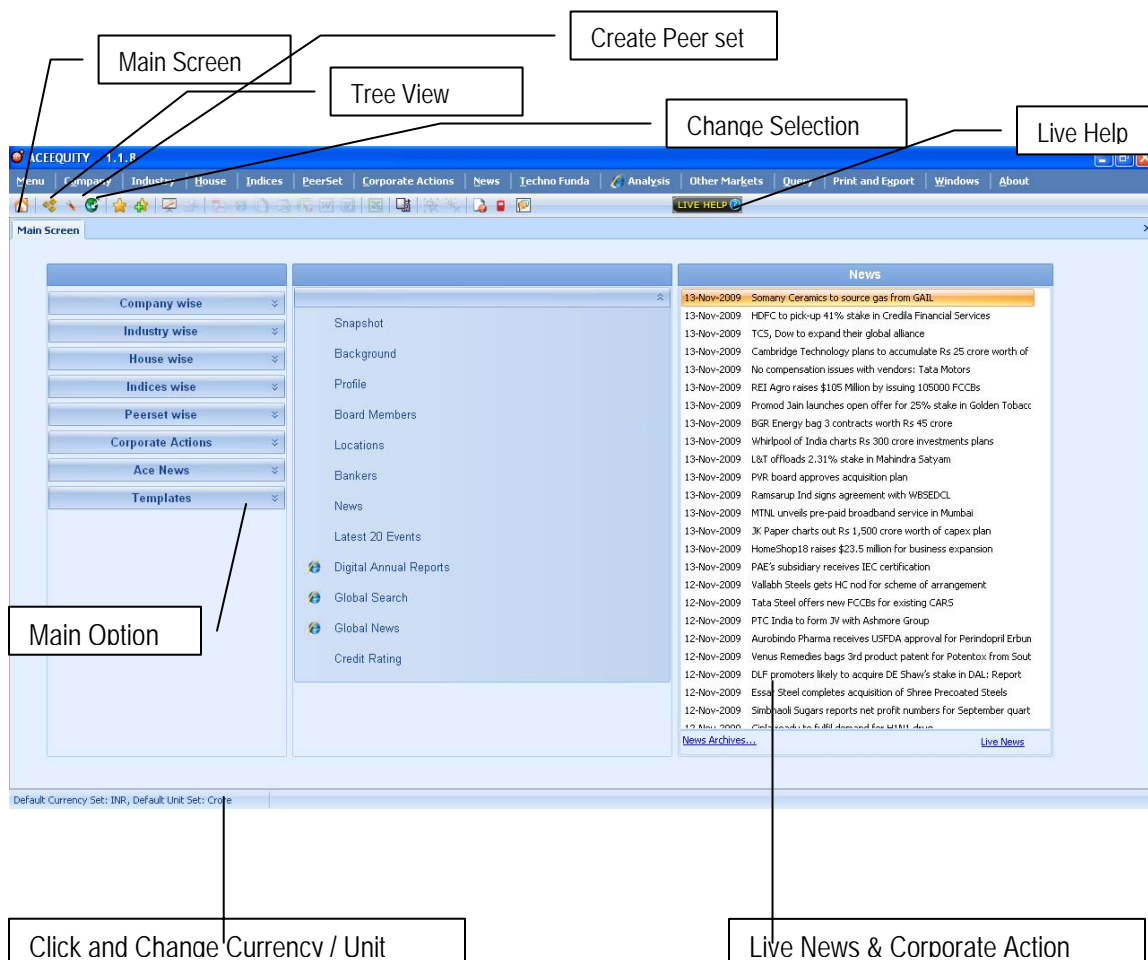
## TABLE OF INDEX

TOPIC	PAGE NO
Key Features	4
Main Screen	5
Company Wise	6
Industry Wise	9
Business Wise	11
Indices Wise	12
Peerset Wise	13
Corporate Action	14
ACE Live News	15
Templates	16
Analysis & Other	16
Techno Funda	17
Exporting Data	20
Query	21
Excel Plug In	27

## KEY FEATURES

- Covers latest and historical data of all companies listed in various Indian Stock Exchanges. Extensive coverage of data as published by companies in their Annual Reports with entire annexure. It covers Standalone & Consolidated formats.
- Financial data details are displayed as per the company's Annual Report (more than 1750 Financial fields). Data is presented in 10 standardized Industry formats namely, Manufacturing, Banking, Finance (Broking & NBFC), Software, Shipping, Hotel, Media, Hospitality, Real Estate & Power.
- Query Module of ACE Equity allows querying segment-wise break-up reported by the company under the categories.
- Detailed coverage on Company corporate investments (Quoted and Unquoted) with Face Value and currency.
- All Financial data can be viewed with any currency and even user can make Global default setting according to their requirement. For Example: Rupees in Millions, Rupees in Cores or any other Foreign Currency. While viewing the data, currency conversion will get applied respective year end currency value.
- Detailed coverage of more than 100 Events with user friendly query module. User can select Events and run companies under any Indices, Industry, Business Group and Peer-set.
- The Query Module of ACE Equity is a very user friendly and powerful, just drag and drop. Field names are of common usage and user-friendly. For instance, queries for banking companies can be designed using banking format and banking field names like 'Bank Balance & Call money in India' and 'Cash Credit, Overdraft & Loans' etc
- All data fields of Balance Sheet, Profit & Loss, and Working Results & Key financial ratios can be queried according to the 10 standardized Industry display formats.

## MAIN SCREEN OF ACE EQUITY

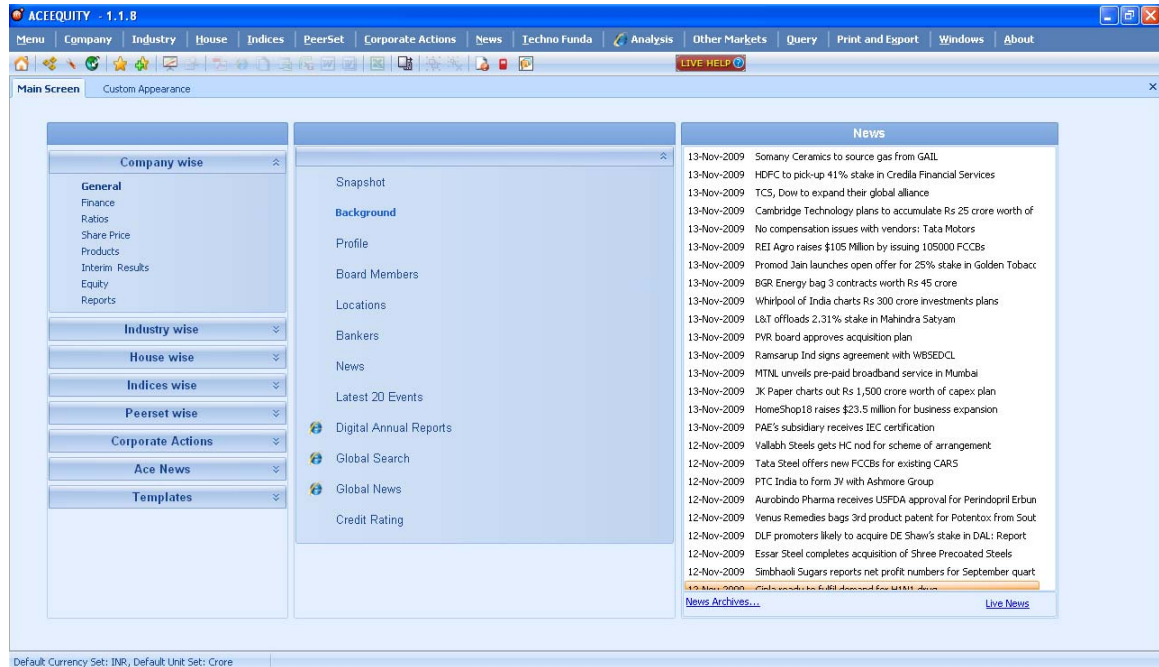


- Main Screen : To view Main Screen of ACE Equity database and see all features.
- Tree View : To see tree view of particular option from main option.
- Create Peer set : Create your own peer set and save.
- Change Selection : To change already selected set of company, industry, house or index.
- Live Help : Live help for your through chatting and option to send & receive files.
- Main Option : To view various feature of ACE Equity database from company wise, industry wise Business house wise, Indices wise, Peetset House, Corporate Actions, ACE News, And templates.
- Change Currency : To change unit and currency for the particular selected screen.
- Live News & CA : To see live ACE live news which is categories in to market commentaries opening, mid and closing bell, economy, global and various head. Live corporate announcement filed by companies during day with their actual press releases.

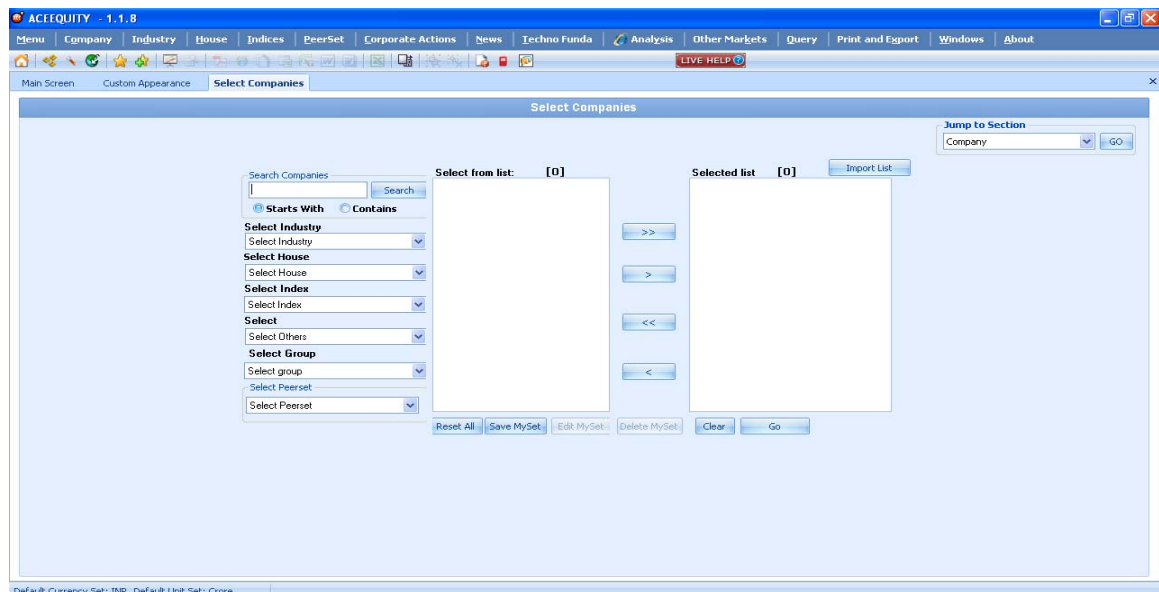
## TO VIEW DATA COMPANY WISE

Company Wise > General (Select the desire option) > Snapshot (Select the desire screen or feature)

ACE Equity gives you navigation like select the screen first which you want to see such as Balance Sheet or Background then search company or select set of companies from industry, index, house, peert set etc.



**SELECT COMPANY :** Search Companies / Select Industry / Select Index / Select F&O / Select Group/ Select Peer  
Or you can import your list of companies here. There is option to save selected companies under Save My Set.



## NAVIGATION FOR COMPANY AND VARIOUS OPTIONS

Once company selection or set of company selection is done you will come to your desire feature with select company. If you wish to see same screen for other company just click on company from left hand side list of company for which you want to see ( background in this case) screen.

The screenshot shows the 'Background' screen for ACC Ltd. in the ACEEQUITY software. The interface is divided into several sections:

- Left Sidebar:** A list of companies under 'Select Company'. 'ACC Ltd.' is highlighted in blue.
- Main Content Area:**
  - Listing Details:**
    - Industry: Cement & Construction Materials
    - House: Private
    - BSE Code: 500410
    - NSE Code: ACC
    - ISIN: INE012A01025
    - Listing: BSE,NSE
    - BSE Group: A
    - Indices: SENSEX,BSE100,BSE200,BSE500,NIFTY,CN:500,CN:100,CN:MNC
    - Fin.Year End: Dec
    - AGM Date: 08Apr-2009
  - Other Details:**
    - Incorporation Year: 1936
    - Chairman: N S Sekhsaria
    - Managing Director: Sumit Banejee
    - Company Secretary: Sunil K Nayak
    - Auditor: SR Baliboi & Associates
    - Number of Employees: 9557
    - Face Value(Rs): 10
    - Reuters Code: ACC.BD
    - Bloomberg Code: ACC IN
  - Contact Details:**
    - Registered Office: Cement House,121 Maharashtra Karve Road,Mumbai,400020,Maharashtra
    - Phone No: 022-66654291/66654360/66654469/66654473/66654304
    - Email ID: investorsupport@accement.com
    - Website: www.acclimited.com
    - Fax No: 022-66317458
  - Registrar Details:**
    - Registrar: A C C Ltd.
    - Registrar's Office: Cement House,121 Maharashtra Karve Road Mumbai,400020
    - RegistrarPhone: 022-66654291/66654360/66654469/66654473/66654304
    - Registrar Fax: 022-66317458
    - Registrar Email: investorsupport@accement.com
    - Registrar Website: www.acclimited.com

**Add Company** : Add another company in to existing list of company. Newly added company will come in alphabetically order. See the below image.

**Add Peerset** : Add your saved peerset companies

The screenshot shows the 'Background' screen for Rolta India Ltd. in the ACEEQUITY software. The interface is similar to the previous screenshot, but the company selected in the left sidebar is 'Rolta India Ltd.'.

- Left Sidebar:** A list of companies under 'Select Company'. 'Rolta India Ltd.' is highlighted in blue.
- Main Content Area:**
  - Listing Details:**
    - Industry: Cement & Construction Materials
    - House: Private
    - BSE Code: 500410
    - NSE Code: ACC
    - ISIN: INE012A01025
    - Listing: BSE,NSE
    - BSE Group: A
    - Indices: SENSEX,BSE100,BSE200,BSE500,NIFTY,CN:500,CN:100,CN:MNC
    - Fin.Year End: Dec
    - AGM Date: 08Apr-2009
  - Other Details:**
    - Incorporation Year: 1936
    - Chairman: N S Sekhsaria
    - Managing Director: Sumit Banejee
    - Company Secretary: Sunil K Nayak
    - Auditor: SR Baliboi & Associates
    - Number of Employees: 9557
    - Face Value(Rs): 10
    - Reuters Code: ACC.BD
    - Bloomberg Code: ACC IN
  - Contact Details:**
    - Registered Office: Cement House,121 Maharashtra Karve Road,Mumbai,400020,Maharashtra
    - Phone No: 022-66654291/66654360/66654469/66654473/66654304
    - Email ID: investorsupport@accement.com
    - Website: www.acclimited.com
    - Fax No: 022-66317458
  - Registrar Details:**
    - Registrar: A C C Ltd.
    - Registrar's Office: Cement House,121 Maharashtra Karve Road Mumbai,400020
    - RegistrarPhone: 022-66654291/66654360/66654469/66654473/66654304
    - Registrar Fax: 022-66317458
    - Registrar Email: investorsupport@accement.com
    - Registrar Website: www.acclimited.com

## TO VIEW VARIOUS FEATURE FOR SELECTED COMPANY

Once you selected particular company and want to see various data screen for same company. Click on Menu you will come to various data screen for selected company Or Click on Company from Menu Bar and select the desire data screen.

Click on any tab like browser to ref. previous screen.

Listing Details		Other Details	
Industry	Telecommunication - Service Provider	Incorporation Year	1995
House	Sunil Mittal	Chairman	Sunil Bharti Mittal
BSE Code	532454	Managing Director	Sunil Bharti Mittal
NSE Code	BHARTIARTL	Company Secretary	Vijaya Sampath
ISIN	INE397D01024	Auditor	SR Batliboi & Associates
Listing	BSE,NSE	Number of Employees	25543
BSE Group	A	Face Value(Rs)	5
Indices	SENSEX,BSE100,BSE200,BSE500,TECK,NIFTY,CNX100,CNXSE...	Reuters Code	BRTI B0
Fin. Year End	Mar	Bloomberg Code	BHARTI IN
AGM Date	21 Aug 2009		
Contact Details		Registrar Details	
Registered Office	Aravali Crescent .1 Nelson Mandela Road,Vasant Kunj Phase 2 ,New Delh...	Registrar	Kany Computershare Pvt Ltd
Phone No	+91-11-46666100	Registrar's Office	Plot No 17-24 , Near Image Hospital ,Reliance Cyberviae,Vijahrao Nagar,M...
Email ID	compliance.officer@bharti.in	RegistrarPhone	91-040-23420818
Website	www.airtel.in	Registrar Fax	91-040-23420814
Fax No	+91-11-41666137	Registrar Email	mailmanager@kany.com
		Registrar Website	www.kanycomputershare.com

Click on + and expand section.

Company data screen classified under following sections.

**General** : It covers all general non financial information about company. See various data screen

**Finance** : It covers all the financial information from Annual Report of company.

**Ratios** : It gives various ratio for selected company. For banks there is separate ratio screen.  
User can create his own formulae from Query > Formulae Builder.

**Share Price** : It gives all price related information of company.

**Interim Result**: It gives all quarterly, half year, 9 months, full year results and TTM No.

**Product** : It gives all finished product and raw material related information.

**Reports** : It covers various reports such as MD&A, Corporate Governance, Chairman Speech, Auditors report, Directors Report, Notes to Accounts etc.

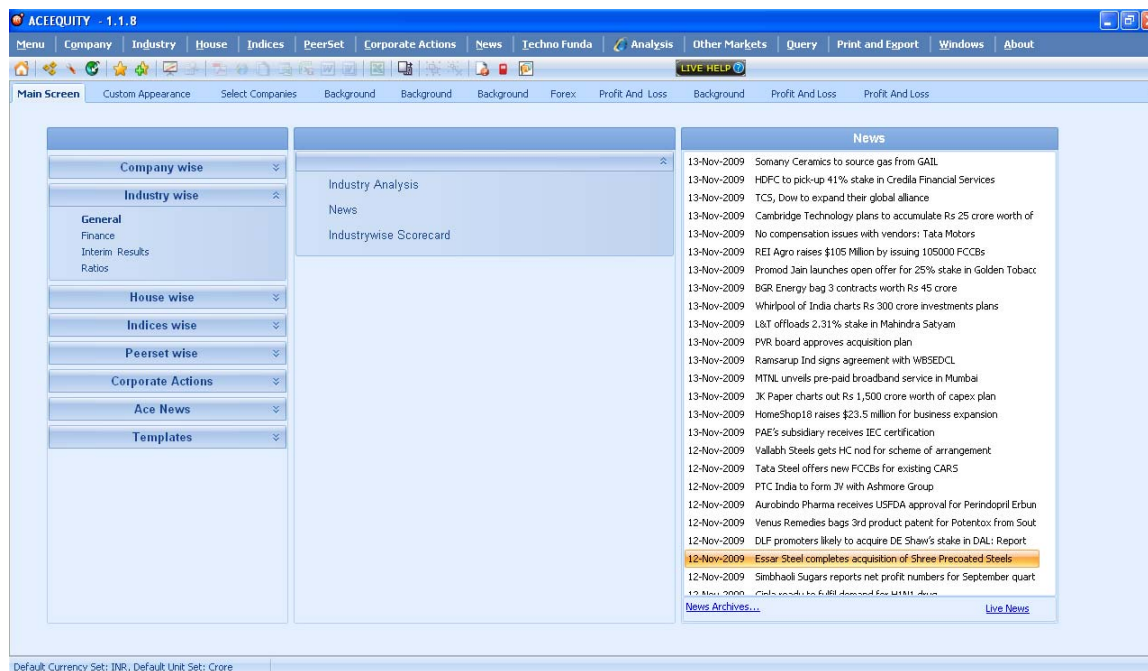
**NOTE:** Those data screen colored in red required internet connect to access that feature.



## INDUSTRY WISE AGGRATE DATA.

We have classified companies in around 130 major industries on the basis of following parameter

1. Finished Product
2. Segment
3. Management Discussion & Analysis
4. Balance Sheet Abstract.



### Under Industry Wise

**General** :

**Industry Analysis** : A brief industry report on major sector of Indian economy, which gives user bird's eye view on specific sector

**Industry News** : Key news and development related to selected industry.

**Industry Scorecard**: Which help user to do comparative analysis on selected key financial data fields.

## Finance

**Balance Sheet** : To view aggregated balance sheet of selected industry. Click year to see company specific balance sheet.

**Profit & Loss** : To view aggregated Profit & Loss of selected industry. Click year to see company specific P&L.

**Cash Flow** : To view aggregated Cash Flow of selected industry. Click year to see company Specific Cash flow.

**Fund Holding** : To view Mutual fund holding in specified industry. You can view for specified period, range of selection and AMC wise.

Use study tools for better analysis

Click any year to see break up for that year company wise

Add Industry

Particulars	Latest	2009	2008	2007	2006	2005
No. of Companies	22	19	19	21	21	21
Gross Sales	102,727.94	63,393.28	91,426.47	82,109.01	61,323.41	54,169.62
Less: Inter divisional transfers	0.00	0.00	0.00	0.00	0.00	0.00
Less: Sales Returns	0.00	0.00	0.00	0.00	0.53	0.33
Less: Excise Duty	0.00	0.00	0.00	0.00	0.00	0.00
Net Sales	102,727.94	63,393.28	91,426.47	82,109.01	61,322.88	54,169.30
Increase/Decrease in Stock	-136.59	-136.50	-173.15	-29.47	7.05	-30.54
Raw Material Consumed	175.43	159.46	175.00	91.84	513.30	448.72
Power & Fuel Cost	4,227.64	2,385.13	3,296.08	2,881.97	1,973.13	1,585.58
Employee Cost	14,156.24	5,002.81	13,373.37	11,546.65	10,547.71	11,120.05
Other Manufacturing Expenses	19,151.16	17,339.49	15,384.94	13,002.25	7,759.52	6,593.95
General and Administration Expenses	23,593.20	14,363.61	17,937.90	14,870.16	11,757.70	7,528.46
Selling and Distribution Expenses	8,600.80	4,237.75	9,668.25	8,117.25	4,482.39	5,461.19
Miscellaneous Expenses	4,441.33	3,123.22	2,866.07	2,983.01	3,164.51	1,902.72
Less: Expenses Capitalised	0.00	0.00	-1.87	-2.18	0.00	-534.38
Total Expenditure	74,215.21	46,535.97	62,530.32	53,465.84	40,205.31	35,144.52
Operating Profit (Excl OI)	28,512.73	16,857.31	28,896.15	28,643.18	21,117.57	19,024.78
Other Income	8,783.90	2,834.69	7,822.47	7,027.64	4,933.85	3,408.54
Operating Profit	37,296.22	19,692.00	36,718.62	35,670.82	26,051.42	22,434.31
Interest	3,803.90	2,456.80	2,973.63	2,329.04	1,321.83	919.31
PBDT	33,492.32	17,235.21	33,744.99	33,341.78	24,729.59	21,515.00
Depreciation	18,854.76	8,245.82	17,596.11	16,033.97	13,018.20	12,505.12
Profit Before Taxation & Exceptional Items	14,637.57	8,989.39	16,148.88	17,307.81	11,711.39	9,009.88
Exceptional Income / Expenses	3,682.51	3,688.45	-21.92	-79.64	464.20	2,175.45
Profit Before Tax	18,320.07	12,677.84	16,126.96	17,228.16	11,575.59	11,185.33
Provision for Tax	2,203.86	679.92	2,696.33	1,548.82	99.30	-1,337.65

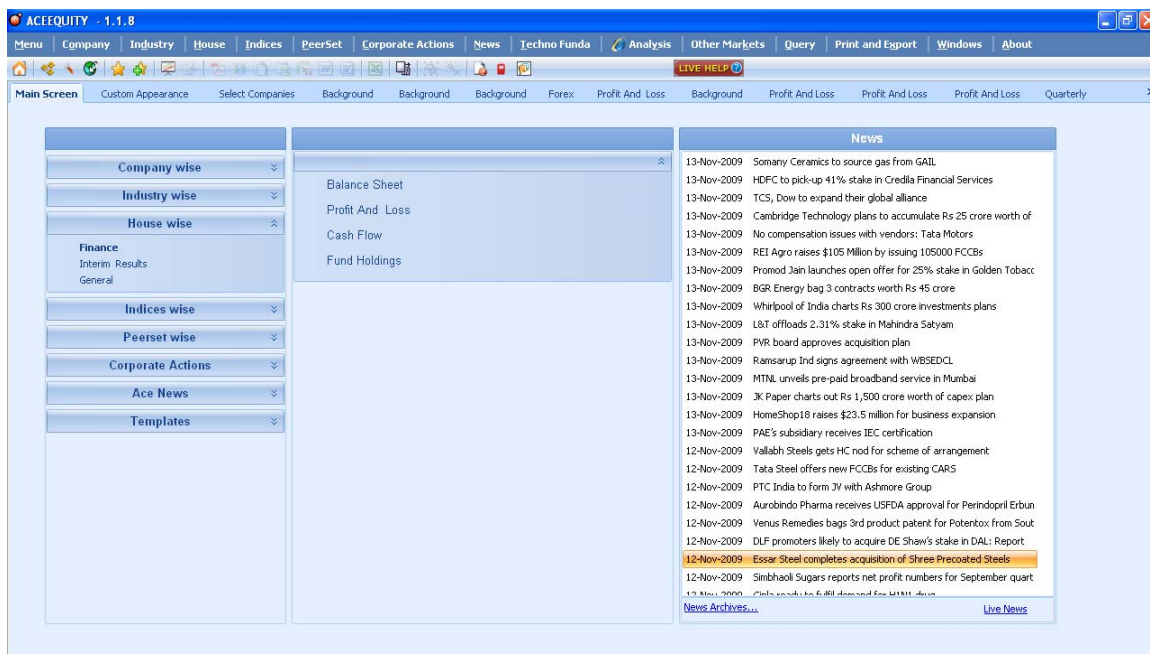
## Interim Results

**Quarterly** : To view aggregated quarterly data for selected industry and click quarter end to see company Specified quarterly data.

## Ratios

**Industry Ratio**: To view aggregated industry specified ratio and click year to see company specific ratio.

## BUSINESS HOUSE WISE DATA



### Finance

- Balance Sheet** : To view aggregated balance sheet of selected business house. Click year to see company specific balance sheet.
- Profit & Loss** : To view aggregated Profit & Loss of selected business house. Click year to see company specific P&L.
- Cash Flow** : To view aggregated Cash Flow of selected business house. Click year to see company Specific Cash flow.
- Fund Holding** : To view Mutual fund holding in specified business house. You can view for specified period, range of selection and AMC wise.

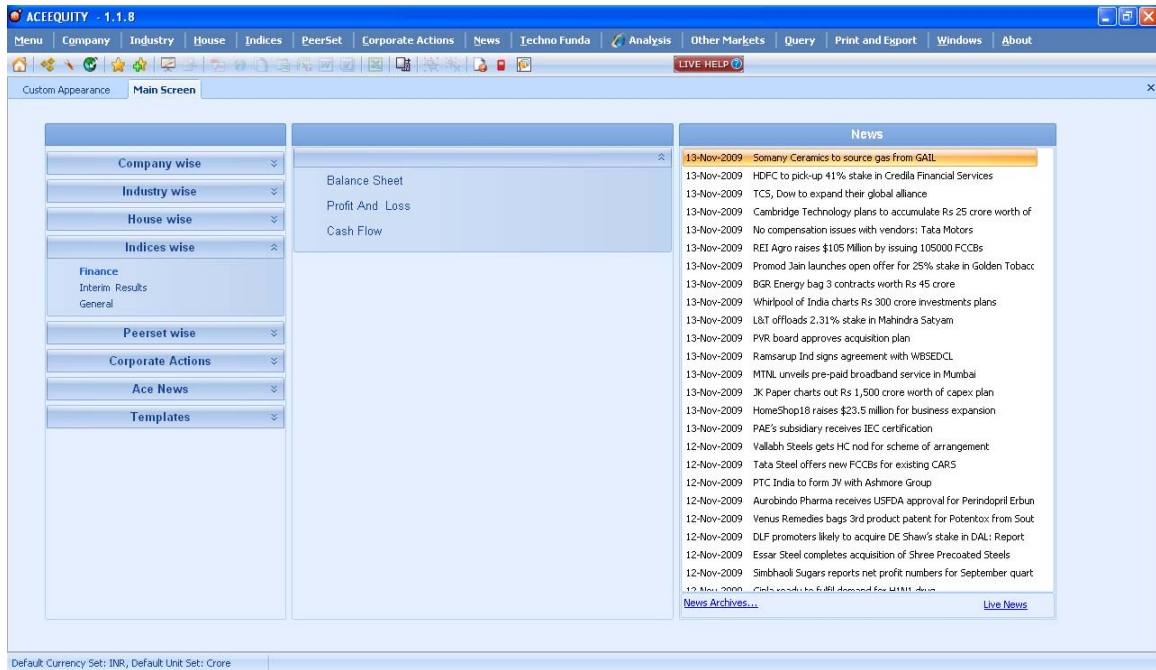
### Interim Results

- Quarterly** : To view aggregated quarterly data for selected business house and click quarter end to see company specified quarterly data.

### General

- News** : General news for business house and option to specify date range.

## INDICES WISE DATA



### Finance

**Balance Sheet** : To view aggregated balance sheet of selected indices. Click year to see company specific balance sheet.

**Profit & Loss** : To view aggregated Profit & Loss of selected indices. Click year to see company specific P&L.

**Cash Flow** : To view aggregated Cash Flow of selected indices. Click year to see company Specific Cash flow.

**Fund Holding** : To view Mutual fund holding in specified indices. You can view for specified period, range of selection and AMC wise.

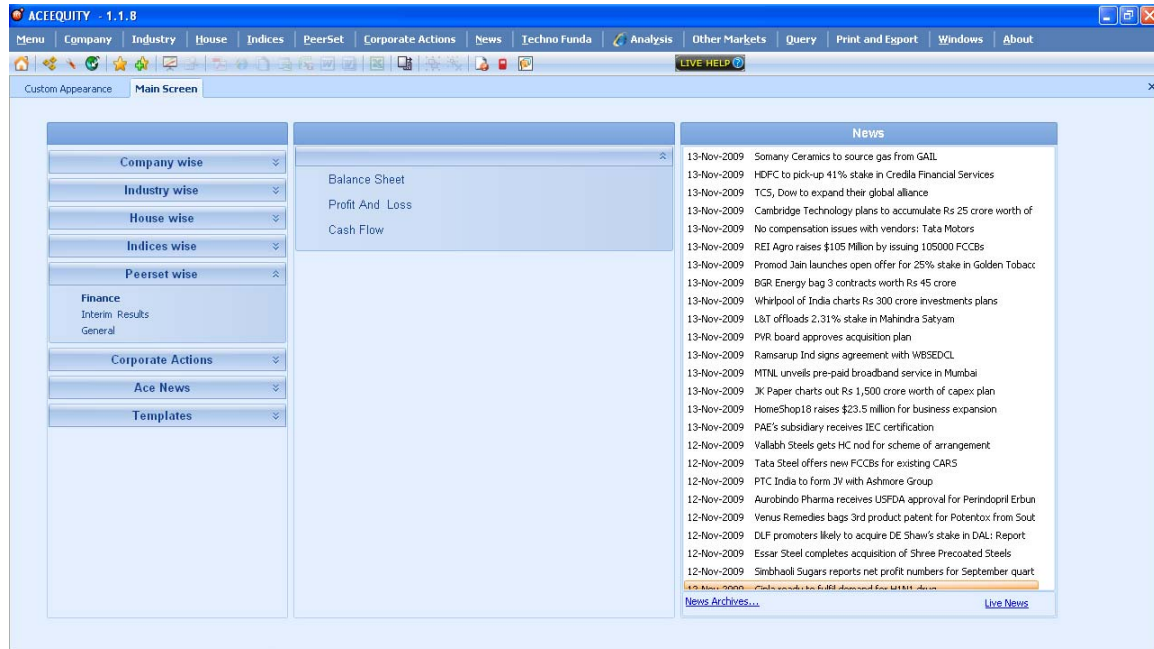
### Interim Results

**Quarterly** : To view aggregated quarterly data for selected indices and click quarter end to see company specified quarterly data.

### General

**News** : General news for indices and option to specify date range.

## PEERSET WISE DATA



### Finance

**Balance Sheet** : To view aggregated balance sheet of selected your peerset. Click year to see company specific balance sheet.

**Profit & Loss** : To view aggregated Profit & Loss of selected your peerset. Click year to see company specific P&L.

**Cash Flow** : To view aggregated Cash Flow of selected your peerset. Click year to see company Specific Cash flow.

**Fund Holding** : To view Mutual fund holding in specified your peerset. You can view for specified period, range of selection and AMC wise.

### Interim Results

**Quarterly** : To view aggregated quarterly data for selected your peerset and click quarter end to see company specified quarterly data.

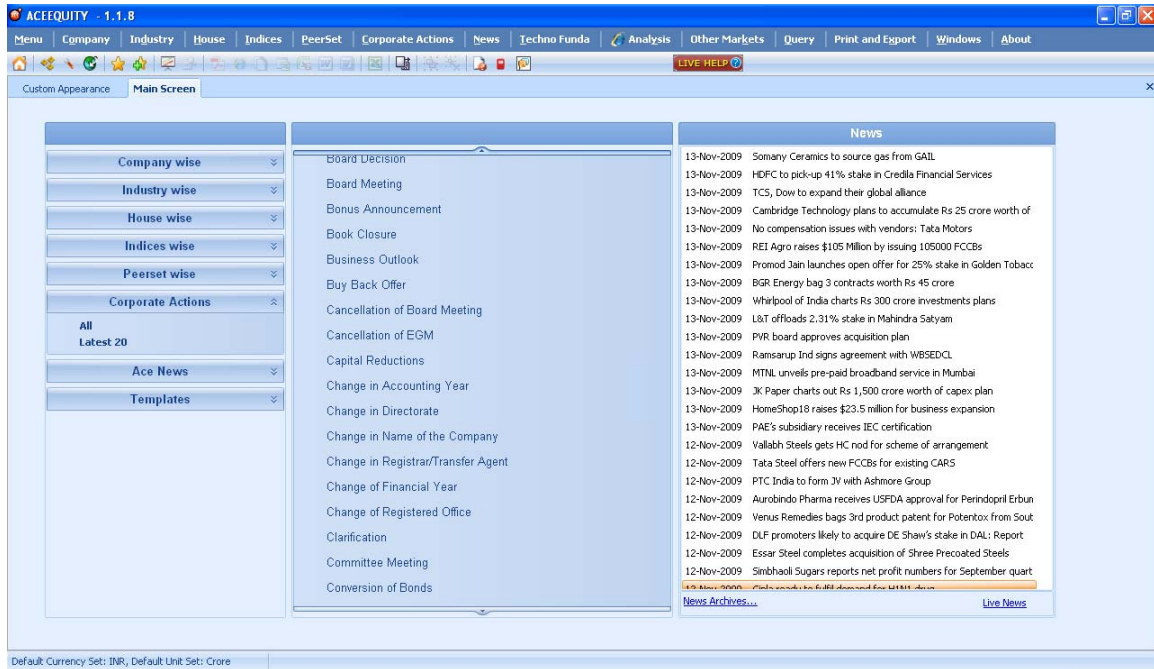
### General

**News** : General news for your peerset and option to specify date range.

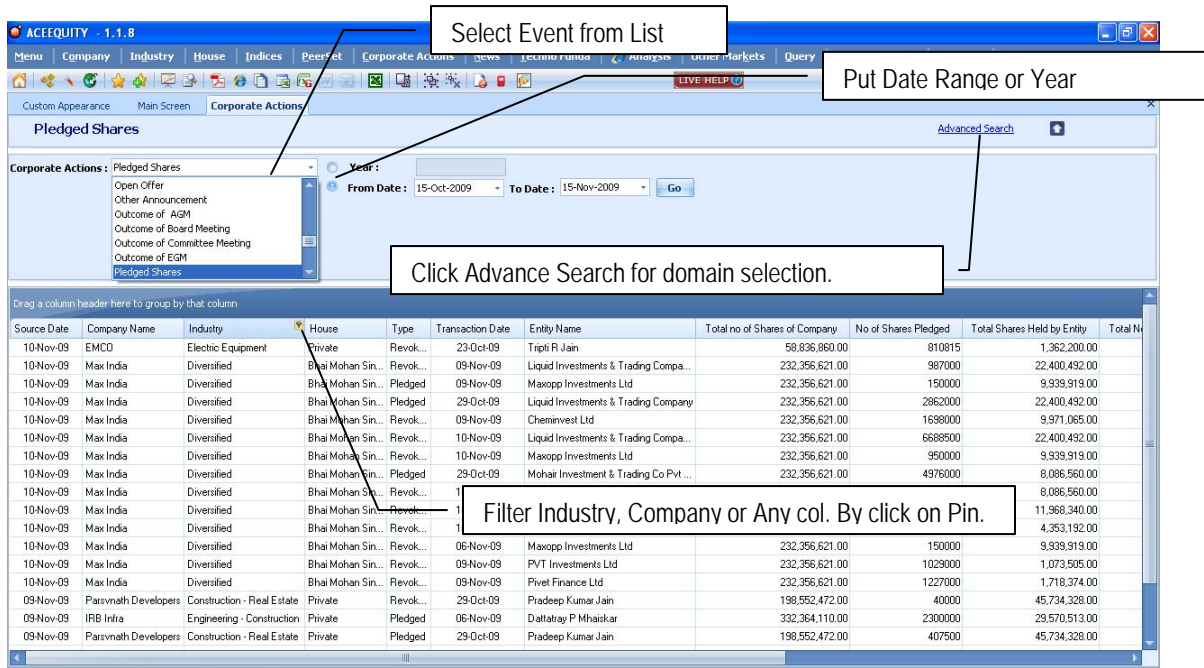


# CORPORATE ACTION

ACE Equity database has classified corporate action in to 100+ various head which is highest in industry for classification of corporate action. Not only classification of event but you can run query on event to get valuable information.

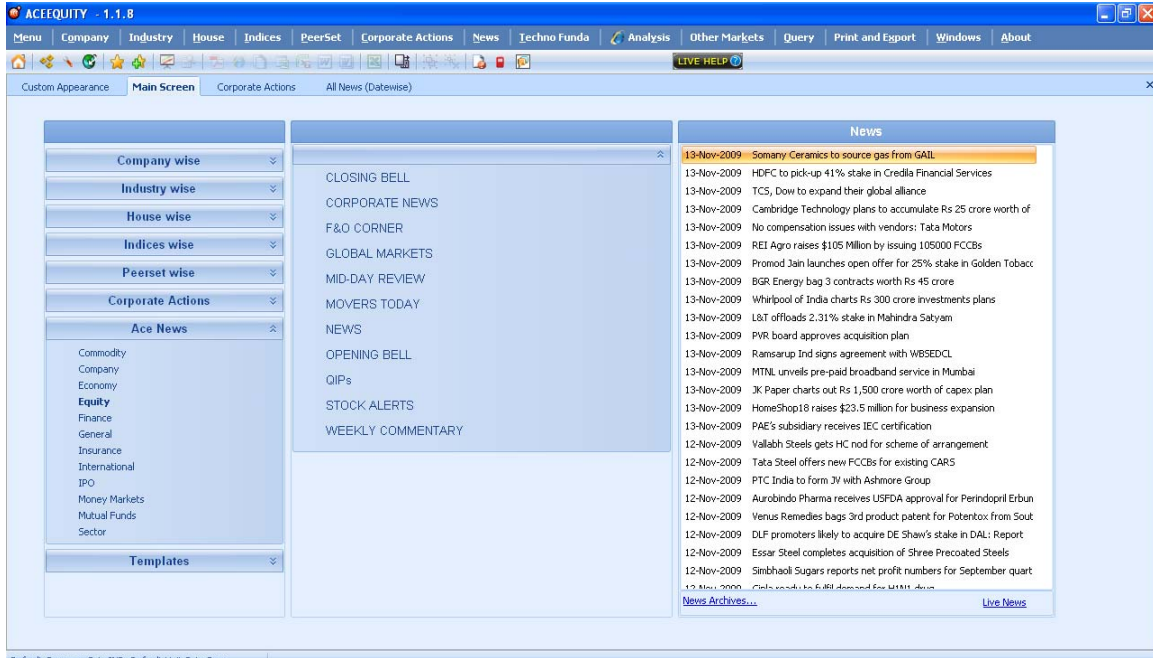


Main Screen > Corporate Actions > Any Event (such as Board Meeting, Buy Back, Dividend Ann etc) Or Menu Bar > Corporate Action > Any event

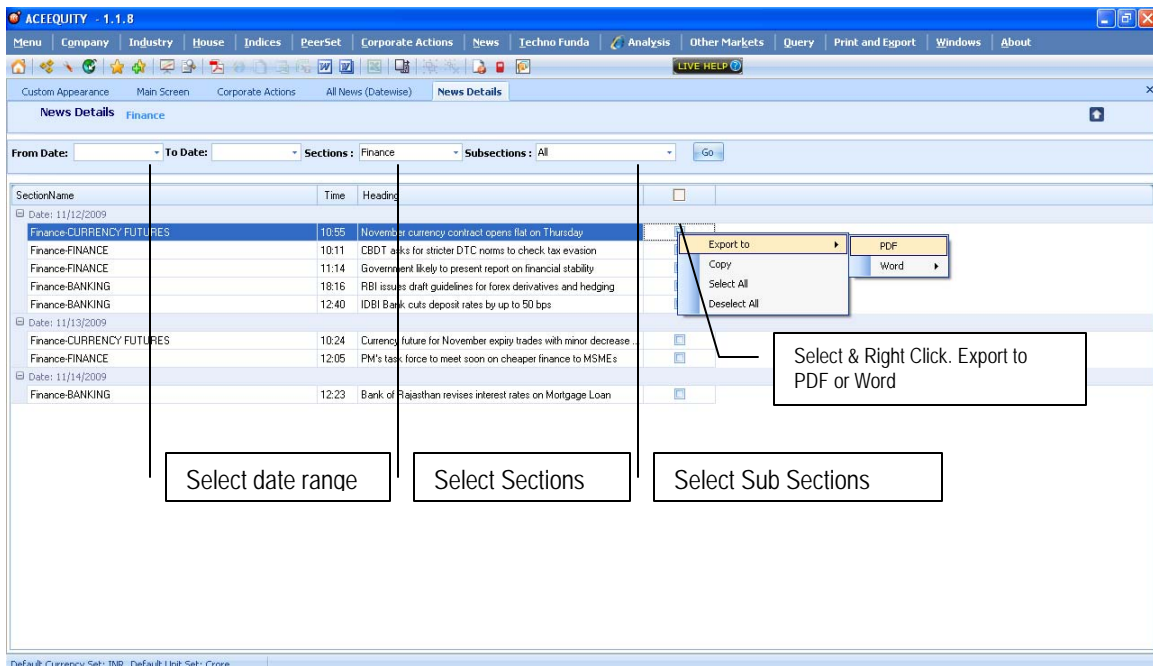


# ACE – LIVE NEWS

ACE Equity database gives live news from in house news team. (Accord Fintch in house research team) . End of the day news articles has been classified under various head ( Even sub heads) such as commodities, company, economy, equity, finance, general, insurance, international, IPO, money markets, mutual fund and sectors news. User can click on any sub head to see news related to sub head (topic)



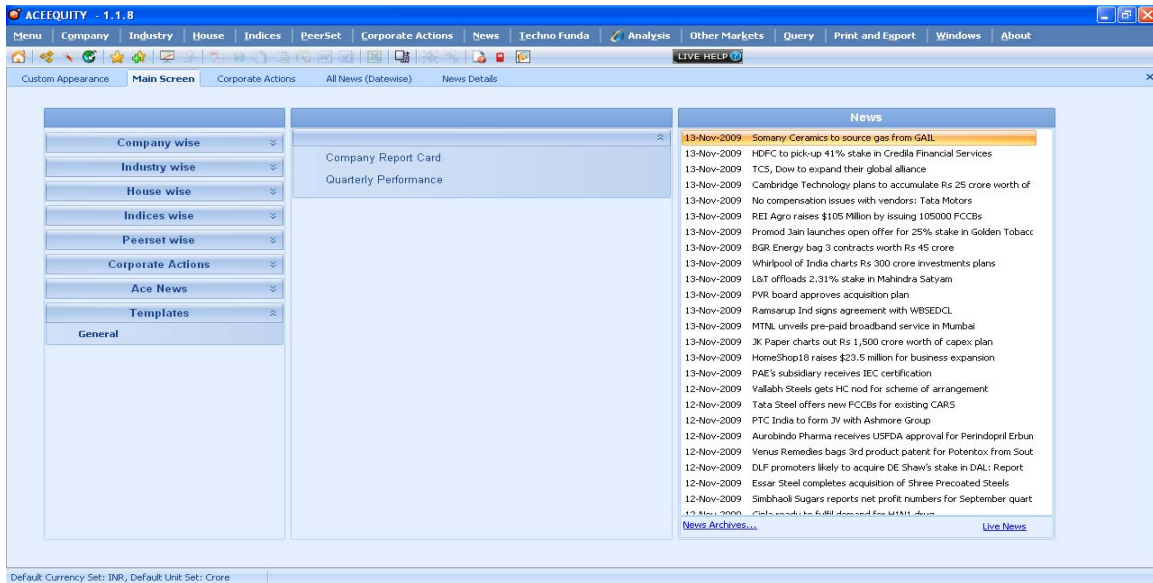
Once you click any sub head (topic) you will get following screen



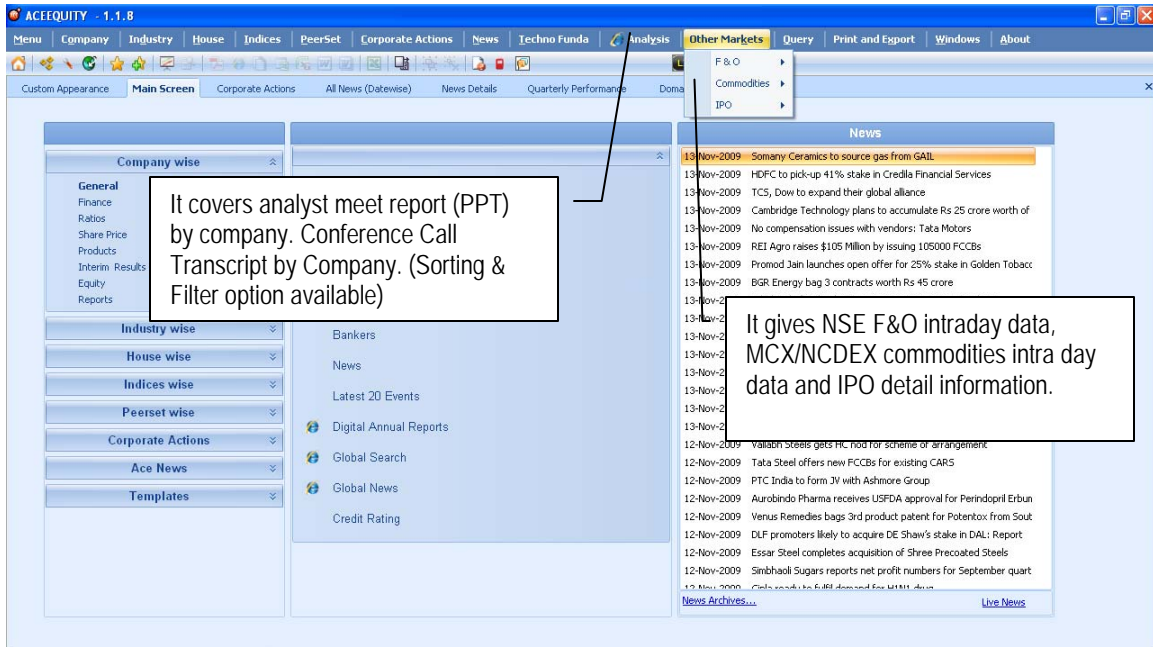
## TEMPLATES

ACE Equity has designed two most frequently used templates by various types of clients

1. Company Report Card: A one page report covering give is quick fundamental view and market information of selected company. It helps user to understand company ( from fundamental point of view) in shortest time.
2. Quarterly Performance : A one page report shows selected company's quarterly, YTD and full year performance with variance.



## ANALYSIS & OTHER MARKETS (It requires internet connection)





# TECHNO FUNDA

Menu Bar > Techno Funda

It is very interesting option where you will find fundamental and technical data screens.

## SCORE CARD:

Menu Bar > Techno Funda > Scorecard

Score Card will give you key financial field from Annual, Quarterly and Market data for entire set of companies. Score card can be view for specified index companies, industry or house for Annual, Quarterly period or specified year. It helps to do comparative analysis.

The screenshot shows the ACE EQUITY 1.1.8 software interface. The menu bar includes options like Menu, Company, Industry, House, Indices, PeerSet, Corporate Actions, News, Techno Funda, Analysis, Other Markets, Query, Print and Export, Windows, and About. The toolbar contains icons for various functions. The main window displays the 'Score Card' screen with a 'Category Selector' on the left and a data table. The data table has columns for Company, Industry, House, Year End, Sales, Sales Var%, OPM, NP Rs, NP Var%, ROCE, ROE, Dividend %, CEPS(Rs), and EPS(Rs). Callout boxes are present: 'Select Index' points to the 'Select Index' dropdown, 'Annual / Quarterly' points to the 'Annual Scorecard-Latest' dropdown, 'Select Year' points to the 'Latest' dropdown, and 'Filter (Using Pin) or Sort Industry wise' points to the 'Company' column header.

Company	Industry	House	Year End	Sales	Sales Var%	OPM	NP Rs	NP Var%	ROCE	ROE	Dividend %	CEPS(Rs)	EPS(Rs)
20 Microns	Mining & Minerals	Private	200903	1,378.68	28.36	12.46	13.40	-70.82	10.96	3.75		3.78	1.01
21st Cent Mgt	Finance - Investment	Private	200903	0.00	-100.00		-189.54	-191.30	-37.30	-37.30		0.00	0.00
3I Infotech	IT - Software	Private	200903	5,272.40	17.88	51.99	1,845.70	83.73	10.60	24.72	15.00	17.79	13.63
3M India	Diversified	Private	200812	7,426.59	21.64	12.65	574.55	-15.11	26.31	16.52		57.42	51.00
Aadi Industries	Miscellaneous	Private	200903	101.19		5.87	1.71	-390.81	2.75	1.70		0.17	0.49
Aankil Granites	Mining & Minerals	Private	200903	102.53	-3.70	0.27	-3.36	-903.94	-1.39	-3.93		0.00	0.00
Aarey Drugs	Pharmaceuticals & Drugs	Private	200803	250.50	8.86	4.69	4.76	-45.95	8.83	6.24		1.84	0.95
Aarti Drugs	Pharmaceuticals & Drugs	Private	200903	3,765.03	21.17	14.40	150.40	15.05	16.05	12.54	30.00	12.85	12.85
Aarti Inds	Chemicals	Private	200903	14,365.24	61.51	15.76	844.63	130.33	24.68	24.89		60.00	11.60
Aarvee Denims	Textile	Private	200903	3,195.64			24.70						
Aashesh Sec	Finance - Investment	Private	200803	0.00	-100.00		-17.17	372.73	-105.04	-105.04		0.00	0.00
Aaswa Trading	Trading	Private	200803	25.24		4.57	2.06	0.64	53.18	5.09	4.51		0.89
Aban Offshore	Oil Exploration	Aban Loyd	200903	10,050.13	52.76	76.25	2,597.62	63.27	15.49	20.86	180.00	68.74	61.53
ABB	Electric Equipment	Asea Brown Boveri	200812	68,370.32	15.29	12.52	5,474.13	11.34	41.65	26.01	110.00	27.56	25.83
Abbott India	Pharmaceuticals & Drugs	Private	200811	6,353.20	11.71	14.37	628.70	-8.13	42.51	28.42	140.00	51.06	45.96
ABC Bearings	Bearings	Private	200903	1,338.60	-19.32	17.89	65.75	-58.69	16.47	8.62	20.00	10.05	5.69
ABC Gas	Metal - Non Ferrous	Private	200903	30.07									
ABC India	Logistics	TCL Bhoruka	200903	1,584.27	14.54	8.03	43.26	154.48	16.21	12.06		8.02	8.01
ABC Paper	Paper & Paper Products	Private	200903	1,971.51	18.94	18.81	137.56	12.04	14.29	23.83	25.00	15.76	15.58
Abee Info Cons.	IT - Hardware	Private	200703	16.96	-16.67	13.73	-0.49	-94.07	0.57	-0.52		0.00	0.00

Filter (Using Pin) or Sort Industry wise

Filter (Using Pin) or Sort Business House wise

## SUPPORT RESISTANCE LEVELS

Menu Bar > Techno Funda >SRL

It is a technical indicator shows support resistance level for selected set of companies on the basis on Pivot Points. Which you can change and select other indicators/ method. Even user can change domain, date and exchange.

The screenshot shows the ACEEQUITY software interface with the following callouts:

- Change Methods:** Points to the 'Pivot Points Calculator' dropdown menu.
- Choose Index:** Points to the 'Index' radio button.
- Choose Index. Industr. House:** Points to the 'Index', 'Industry', and 'House' radio buttons.
- Choose base date.:** Points to the 'As on' date field.
- Chose Exchange:** Points to the 'BSE' and 'NSE' radio buttons.

The main window displays the 'Support Resistance Levels' tool for the 'Index -SENSEX' index. The 'Select SRL' dropdown is set to 'Pivot Points Calculator'. The 'Select Index' dropdown is set to 'SENSEX'. The 'As on' date is '12-Nov-2009'. The 'Exchange' dropdown is set to 'BSE'. The 'Disclaimer' button is visible on the right.

Company Name	High (In Rs)	Low (In Rs)	Close (In Rs)	Pivot Point	Resistance			Support		
					R1	R2	R3	S1	S2	S3
ACC	745.70	729.10	735.75	736.85	744.60	753.45	761.20	728.00	720.25	711.40
Bharti Airtel	309.70	296.55	299.75	302.00	307.45	315.15	320.60	294.30	288.85	281.15
BHEL	2,300.30	2,221.25	2,264.40	2,261.98	2,302.72	2,341.03	2,381.77	2,223.67	2,182.93	2,144.62
DLF	394.05	385.70	370.85	376.87	388.03	405.22	416.38	359.68	348.52	331.33
Grasim Industries	2,300.00	2,238.00	2,286.40	2,268.13	2,298.27	2,330.13	2,360.27	2,236.27	2,206.13	2,174.27
HDFC	2,828.00	2,715.35	2,743.60	2,762.32	2,809.28	2,874.97	2,921.93	2,696.63	2,649.67	2,583.98
HDFC Bank	1,742.00	1,639.00	1,715.35	1,698.78	1,758.57	1,801.78	1,861.57	1,655.57	1,595.78	1,552.57
Hero Honda Motors	1,534.80	1,504.00	1,518.65	1,519.15	1,534.30	1,549.95	1,565.10	1,503.50	1,488.35	1,472.70
Hindalco	133.10	127.85	129.05	130.00	132.15	135.25	137.40	126.90	124.75	121.85
Hindustan Unilever	268.90	262.60	264.55	265.35	268.10	271.65	274.40	261.80	259.05	255.50
ICICI Bank	930.00	885.00	895.05	903.35	921.70	948.35	966.70	876.70	858.35	831.70
Infosys Tech	2,349.00	2,300.00	2,322.70	2,323.90	2,347.60	2,372.90	2,396.80	2,298.80	2,274.90	2,249.80
ITC	269.80	262.05	263.50	265.12	268.18	262.87	265.93	260.43	247.37	242.68
Jayprakash Assoc	245.90	233.10	236.65	238.55	244.00	251.35	256.80	231.20	225.75	218.40
Larsen & Toubro	1,656.75	1,628.00	1,640.75	1,641.83	1,655.67	1,670.58	1,684.42	1,626.92	1,613.08	1,598.17
Mahindra & Mahindra	1,053.00	1,017.00	1,036.40	1,035.47	1,053.93	1,071.47	1,089.93	1,017.93	999.47	981.93
Maruti Suzuki India	1,479.85	1,417.00	1,424.30	1,440.38	1,463.77	1,503.23	1,526.62	1,400.92	1,377.53	1,338.07
NTPC	216.30	213.20	214.20	214.57	215.93	217.67	219.03	212.83	211.47	209.73
ONGC	1,162.00	1,143.00	1,148.30	1,151.10	1,159.20	1,170.10	1,178.20	1,140.20	1,132.10	1,121.20
Reliance Comm.	178.00	171.00	174.55	174.52	178.03	181.52	185.03	171.03	167.52	164.03
Reliance Inds	2,144.00	2,035.35	2,100.20	2,093.18	2,151.02	2,201.83	2,259.67	2,042.97	1,984.53	1,933.72

# DOMAIN TECHNICAL ANALYSIS

Menu Bar > Techno Funda > Domain Technical Analysis

It is a technical analysis section with help of various indicator user can do technical analysis for selected set of companies. User can change and select other indicator. Even user can change domain, Time span and exchange.

Select Indicators from List

Choose Index, Industry, Peerset & Exchange

Choose Index

Set Time span

Choose date

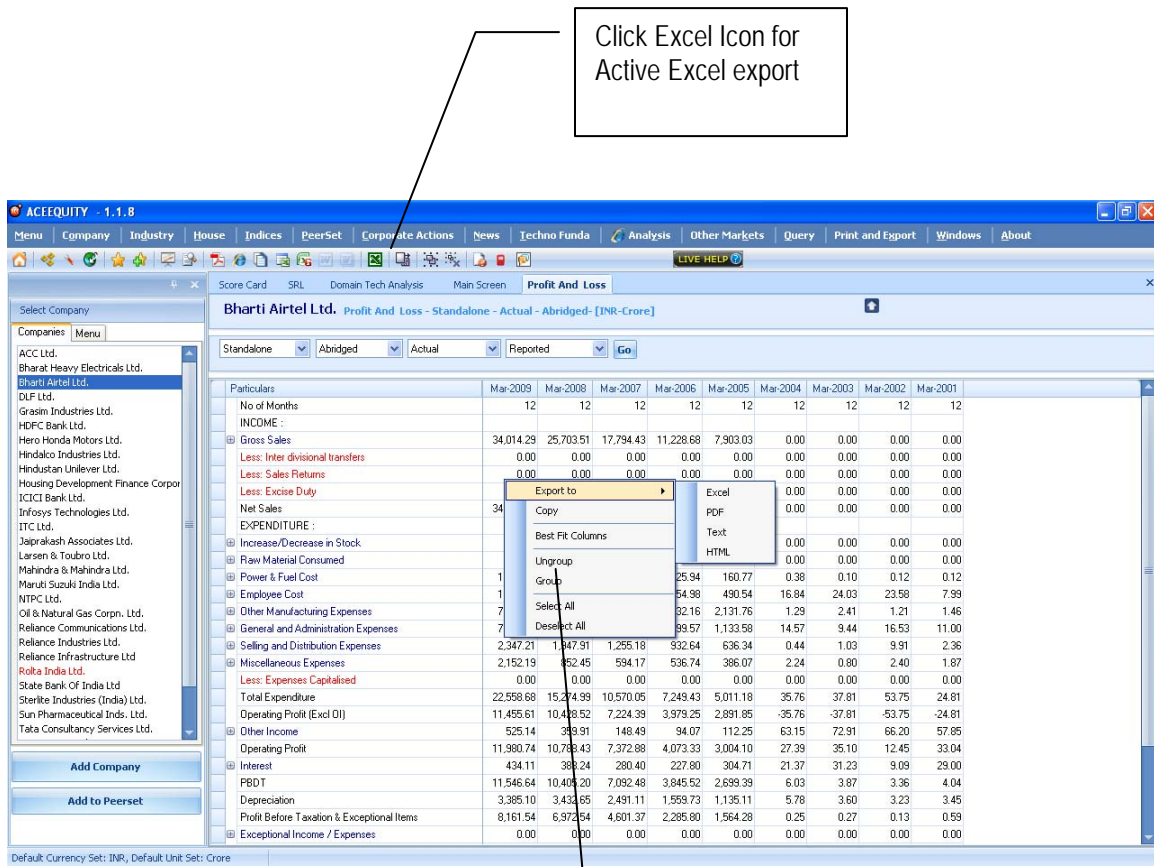
Company Name	Date	Price	26 Days EDMA	12 Days EDMA	MACD
ACC	13-Nov-09	736.00	732.94	733.80	-0.86
Bharti Airtel	13-Nov-09	301.40	300.17	307.22	-7.05
BHEL	13-Nov-09	2,271.05	2,256.28	2,261.67	-5.39
DLF	13-Nov-09	368.55	382.00	384.94	-2.94
Grasim Industries	13-Nov-09	2,289.25	2,255.40	2,227.19	28.21
HDFC	13-Nov-09	2,758.45	2,804.20	2,727.73	76.47
HDFC Bank	13-Nov-09	1,722.85	1,731.89	1,683.04	48.86
Hero Honda Motors	13-Nov-09	1,579.20	1,519.62	1,546.64	-27.02
Hindalco	13-Nov-09	130.80	131.58	128.37	3.21
Hindustan Unilever	13-Nov-09	268.80	265.89	271.35	-5.45
ICICI Bank	13-Nov-09	909.40	921.49	878.34	43.15
Infosys Tech	13-Nov-09	2,358.80	2,313.37	2,261.35	52.02
ITC	13-Nov-09	254.85	257.07	254.38	2.69
Jaiprakash Assoc	13-Nov-09	231.95	240.42	229.38	11.04
Larsen & Toubro	13-Nov-09	1,643.55	1,636.89	1,606.17	30.72
Mahindra & Mahindra	13-Nov-09	1,023.20	1,032.27	980.64	51.63
Maruti Suzuki India	13-Nov-09	1,475.80	1,452.03	1,459.43	-7.39
NTPC	13-Nov-09	214.95	214.98	212.89	2.10

# EXPORTING DATA

User can export any data screen in to Microsoft Word, Excel, PDF, Text & html formats.

## ACTIVE EXCEL

Apart from normal export to excel ACE Equity provides export data through active excel. Any data screen if user have exported through active excel and saved, that particular file will be active excel means any new data field update in actual database it get automatically added or updated in saved excel file by clicking on Refresh but in Excel > ACE EQ > Refresh.



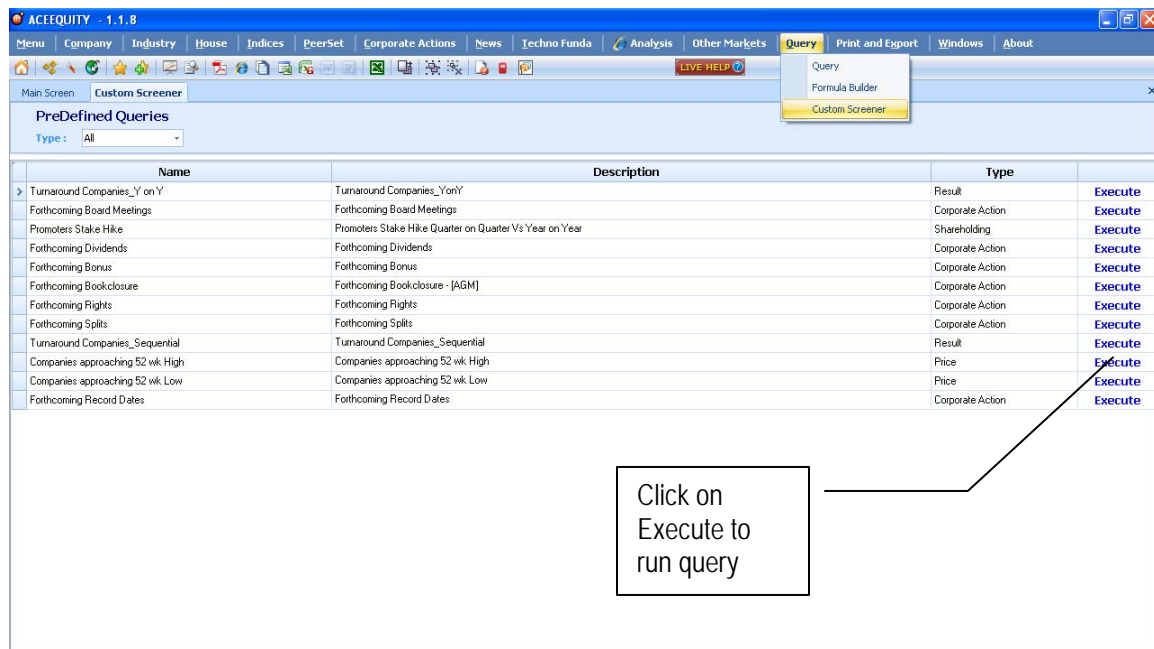
## QUERY

The Dynamic Query module of ACE Equity takes this package many steps ahead of other database. Defining a query and getting the desired output was never so easy. ACE Equity can run a very complex query in very easy way. And from the output, the user can make new reports by just arranging data in a different way. There are three options in query screen.

1. Query
2. Formulae Builder
3. Custom Screener

### Customer Screener:

ACE Equity has made user job much easier by pre defining most frequently asked queries by customers. Pre Defined Queries have been classified into various type. User has to click on execute button to get final output. No need to select domain and define expression.



The screenshot shows the ACE EQUITY software interface. The main window is titled "PreDefined Queries" and has a "Type" dropdown menu set to "All". Below the menu is a table with the following data:

Name	Description	Type	Execute
Turnaround Companies_Y on Y	Turnaround Companies_YonY	Result	Execute
Forthcoming Board Meetings	Forthcoming Board Meetings	Corporate Action	Execute
Promoters Stake Hike	Promoters Stake Hike Quarter on Quarter Vs Year on Year	Shareholding	Execute
Forthcoming Dividends	Forthcoming Dividends	Corporate Action	Execute
Forthcoming Bonus	Forthcoming Bonus	Corporate Action	Execute
Forthcoming Bookclosure	Forthcoming Bookclosure - [AGM]	Corporate Action	Execute
Forthcoming Rights	Forthcoming Rights	Corporate Action	Execute
Forthcoming Splits	Forthcoming Splits	Corporate Action	Execute
Turnaround Companies_Sequential	Turnaround Companies_Sequential	Result	Execute
Companies approaching 52 wk. High	Companies approaching 52 wk. High	Price	Execute
Companies approaching 52 wk. Low	Companies approaching 52 wk. Low	Price	Execute
Forthcoming Record Dates	Forthcoming Record Dates	Corporate Action	Execute

A callout box with a black border and white background contains the text "Click on Execute to run query". A black line points from the bottom right corner of this box to the "Execute" button in the table row for "Companies approaching 52 wk. High".

Following are the predefine query available under Customer Screener:

- Turnaround Companies on Y
- Forthcoming Board Meetings
- Promoters Stake Hike
- Forthcoming Dividends
- Forthcoming Bonus
- Forthcoming Book closure
- Forthcoming Rights
- Forthcoming Splits
- Turnaround Companies Sequential
- Companies approaching 52 wk High
- Companies approaching 52 wk Low
- Forthcoming Record Dates

## Formulae Builder

Query > Formulae Builder

User can define his own formulae. ACE Equity has CAGR and Simple Growth predefined function in database.

The screenshot shows the 'Simple Formula Builder' window in the ACE EQUITY application. The interface includes a menu bar, a toolbar, a tree view on the left for selecting table names, a central description area, and a right-hand panel for defining formulae. Callout boxes point to specific features:

- Select financial field. Click on + to get break expand**: Points to the tree view on the left.
- Edit or Delete created formulae**: Points to the 'Edit' and 'Delete' buttons in the right-hand panel.
- Predefine formulae / Year Selection**: Points to the 'Predefined Functions' dropdown and the year selection spinner.
- Use Operators for formulae**: Points to the 'Operators' section at the bottom, which includes buttons for '+', '-', '\*', '/', and 'Power(^)'. The 'Precedence' section with '<' and '>' buttons is also visible.
- Save or Clear formulae**: Points to the 'Save As' and 'Clear' buttons at the bottom right.

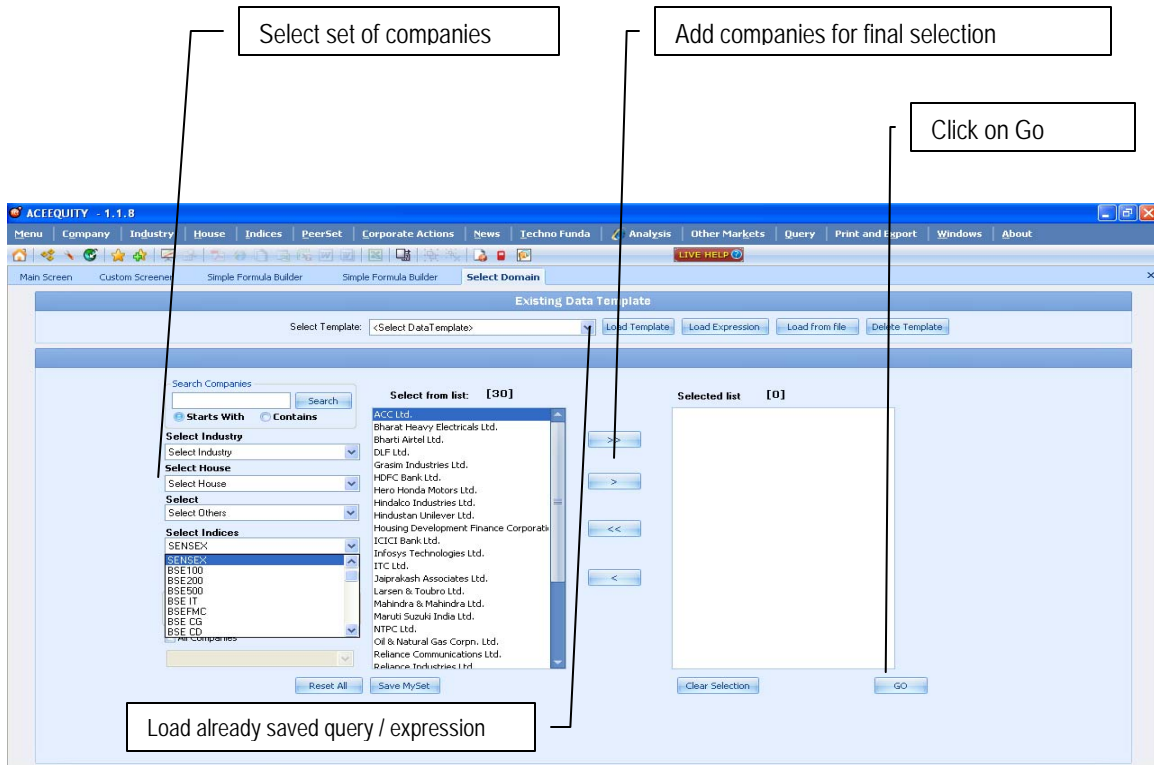
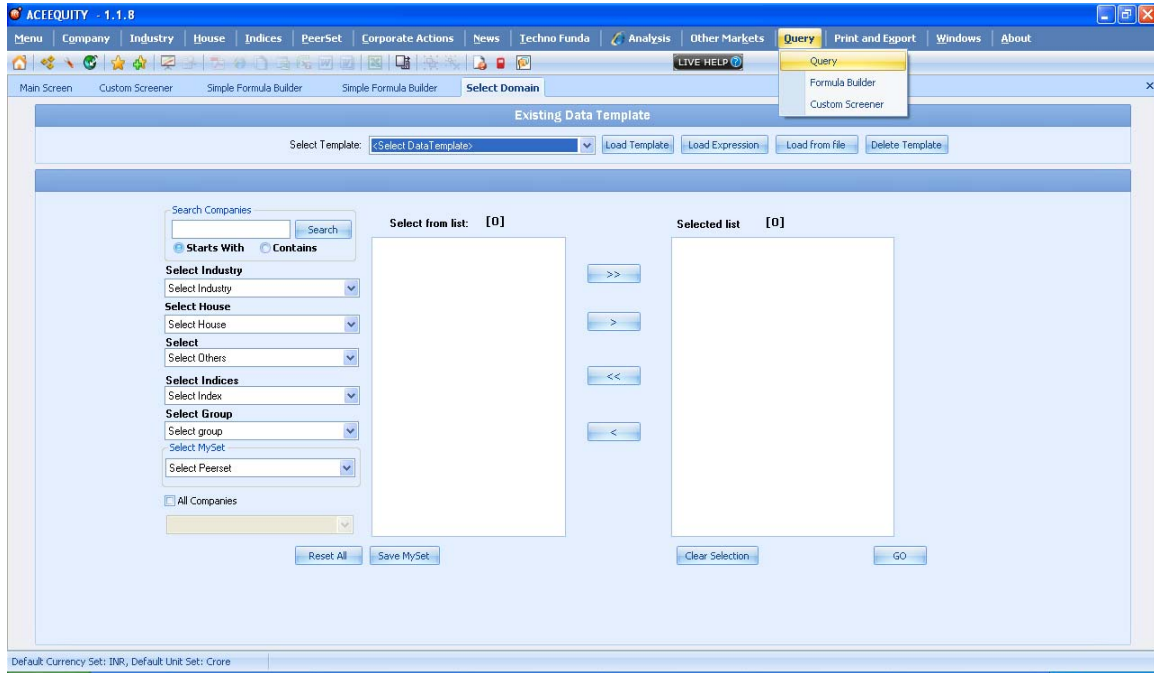
FieldOrder	Table Name	Field Name	Select Period
------------	------------	------------	---------------



# Build & Running Query

Menu Bar > Query > Query

By clicking above option user will come to following screen i.e. select domain, here user will have to select Set of companies (Universe) for running query. User can select specific company, companies from industry, business house, F&O stocks, indices, groups or peer set.



## Expression Builder

Once user done with domain selection, next important step is build expression (Query Building and selection of fields). User can click on + sign to get break of head from Select Table Name column there after check mark the field and click on Add Field (+) or double click on fields to adding in expression.

Data points from Select Table name box

Check mark or double click to add

Add Field	Table Name	Field Name	Select Period	Criteria	Display	Sort
0	QTR_1	QTR_Date End	L		<input checked="" type="checkbox"/>	
1	QTR_1	QTR_Total Sales	L		<input checked="" type="checkbox"/>	

Running Query (Compiling)

Various option to expression builder



Use this option to add the desired fields.



Use this option to remove selected field.



Use this option to remove all the fields.



Use this option to reset all.



Use these options to change the field position (move up/move down).



Use this option to change the selected domain.



Use these options to Upload Expression and Export Expression.



Use this option to save the query.



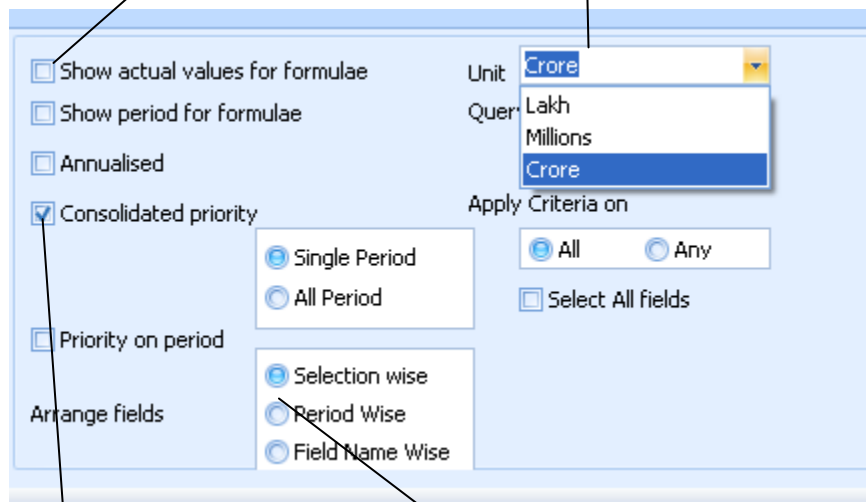
Use this option to run (to compile query).



## Various Options under Expression Builder

If user have added any formula user can see on which parameters or period with, your output has been calculated.

Choose the desire currency for query output



The screenshot shows the Expression Builder interface with the following options:

- Show actual values for formulae
- Show period for formulae
- Annualised
- Consolidated priority
  - Single Period
  - All Period
- Priority on period
  - Selection wise
  - Period Wise
  - Field Name Wise

Unit: **Crore** (dropdown menu showing Lakh, Millions, Crore)

Query: [ ]

Apply Criteria on:  All  Any


Select All fields

Arrange fields

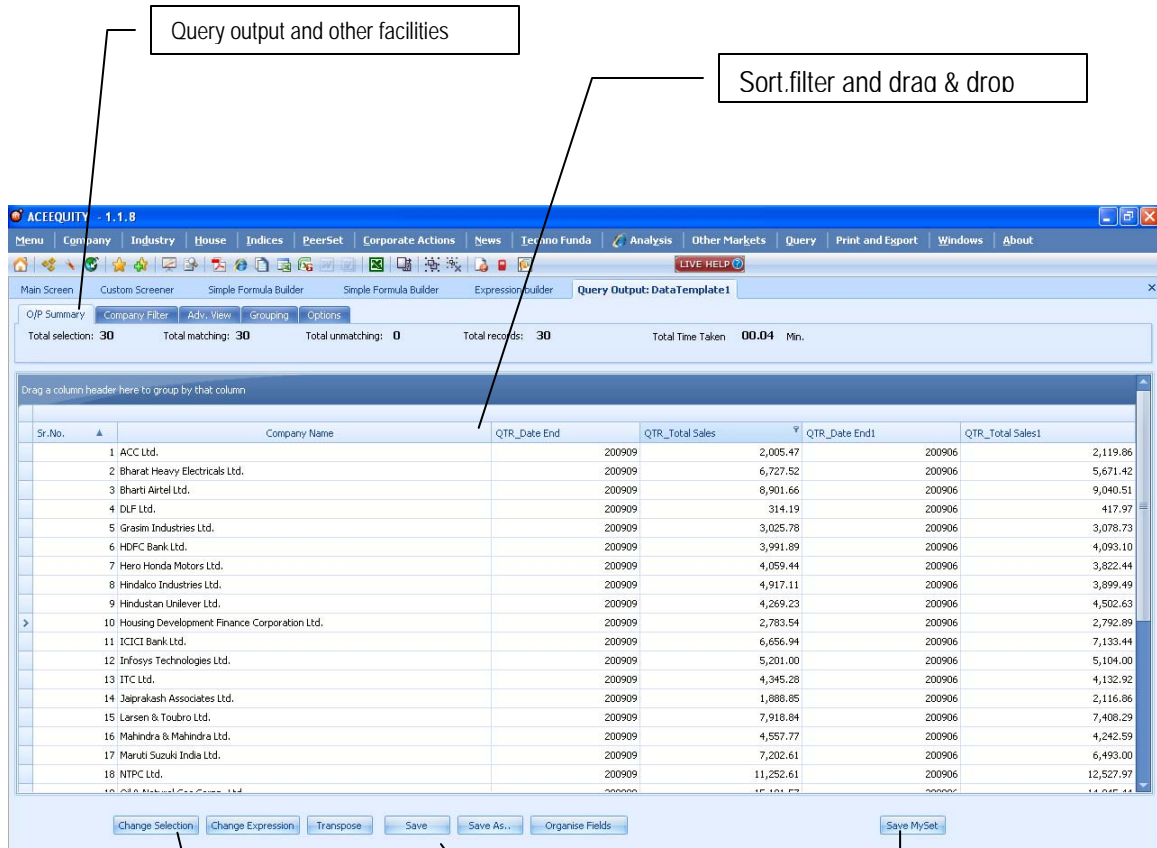
User can arrange the fields on various ways

Get the query output on consolidated priority.

## Getting Query Output

By clicking  and selecting New Window option. User gets following desire output. Once you get query output user can do following thing.

1. Sort any column.
2. Filter (Like Excel) any column by using pin.
3. Change the position of any column by drag and dropping column head.
4. Remove any column by drag and drop.



The screenshot shows the ACEEQUITY software interface. A window titled "Query Output: DataTemplate1" is open, displaying a table with the following columns: Sr.No., Company Name, QTR\_Date End, QTR\_Total Sales, QTR\_Date End1, and QTR\_Total Sales1. The table contains 18 rows of data for various companies. Above the table, there are statistics: Total selection: 30, Total matching: 30, Total unmatching: 0, Total records: 30, and Total Time Taken: 00.04 Min. Below the table, there are several buttons: Change Selection, Change Expression, Transpose, Save, Save As..., Organise Fields, and Save MySet. Callout boxes point to these buttons with the following labels: "Query output and other facilities" (pointing to the top of the window), "Sort, filter and drag & drop" (pointing to the table header), "Change Domain" (pointing to Change Selection), "Save Co. as peerset" (pointing to Save As...), and "Save Query Output" (pointing to Save MySet).

Query output will give user following facilities:

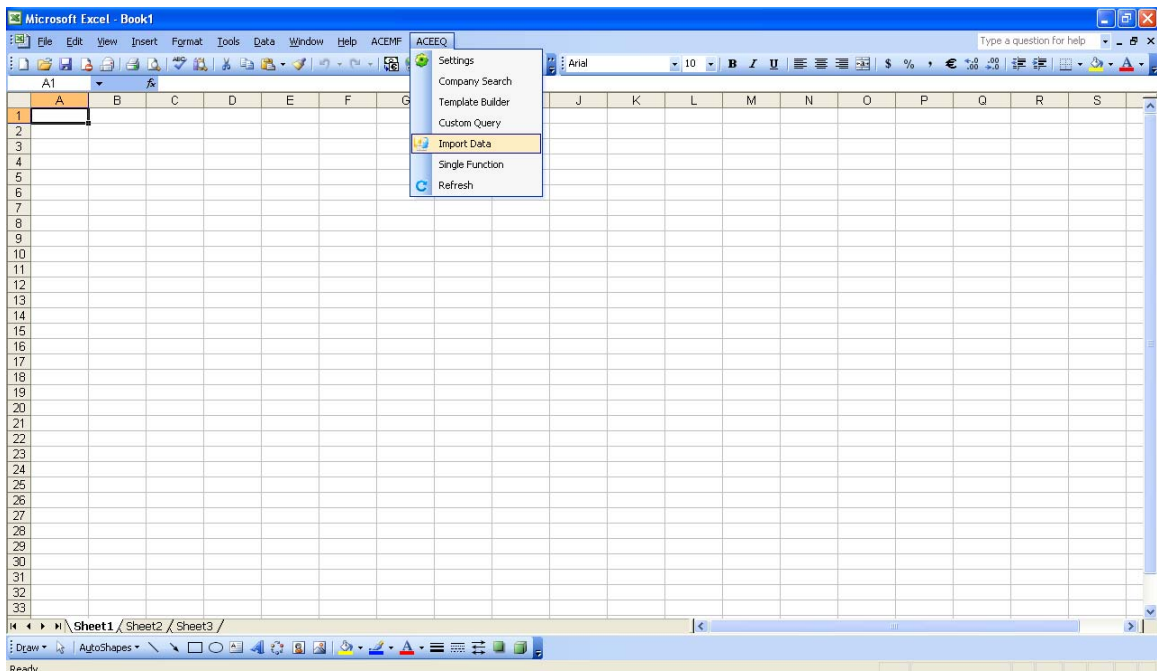
1. Output Summary : It gives output summary such as total selection, matching and un-matching co.
2. Company Filter : See from output many companies are matching with your peerset.
3. Advance View : It create pivot table. All field you can use like Pivot function in MS-Excel.
4. Grouping : User can group output in Company, Industry, House wise see aggregates.
5. Options. : User can do custom filter by using this option.

## EXCEL PLUG IN

One of the most prominent features of the ACE Equity is that, user has to make a report once and the daily data updation in that report will be done automatically. Each and every screen of the Interface is enabled with auto updation in Excel. This package works in Excel without even opening the ACE Equity application in your system. Once you design your template Excel, it saves your lot of time in updating the same report daily. Normally a user spends a great deal of time positioning data in just the right manner in order to achieve a desired report. Not anymore.

### OPEN YOUR MICROSOFT EXCEL

Once you open any excel workbook you will find one menu get added in your menu bar i.e. ACE EQ with following option. For using ACE EQ plug in there is no need to open ACE Equity database, without opening database you can use following function ( Note ACE EQ updation server should be minimize)



ACE EQ menu has following options

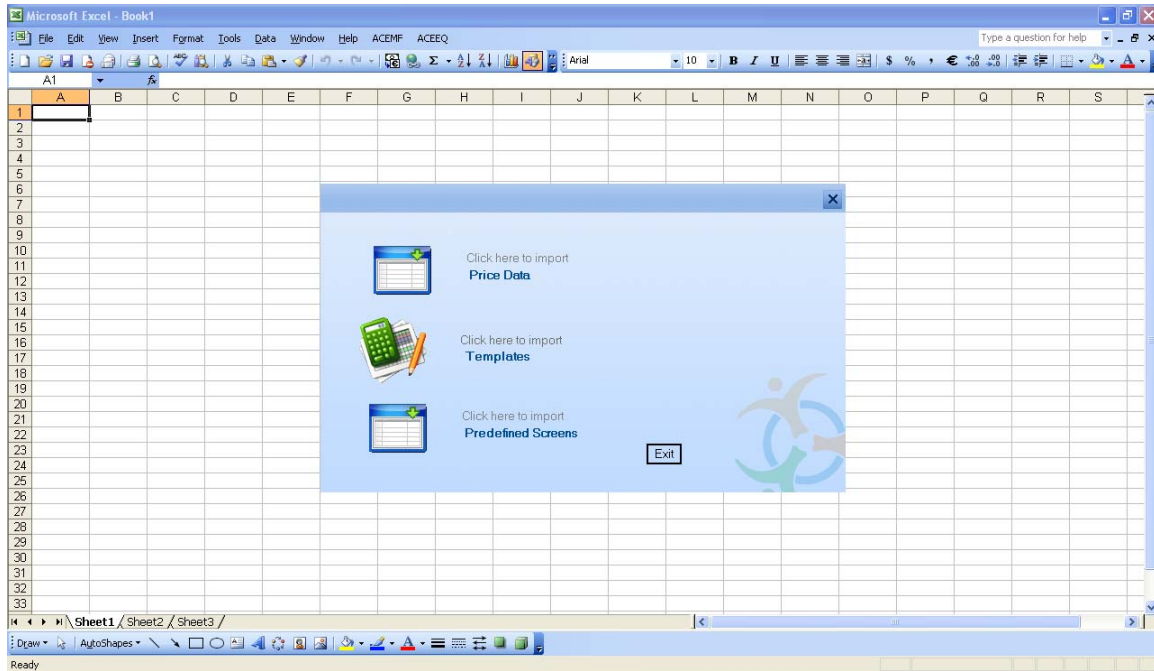
1. Setting : It is excel setting ( Software setting)
2. Company Search
3. Template Builder
4. Custom Query : User can run query from excel just like running normal query from ACE EQ.
5. Single Function
6. Refresh : It helps to refresh existing excel file for update data.
7. Import data : It helps to import various data screen and data points

## IMPORT DATA

Excel > Menu Bar > ACE EQ > Import Data

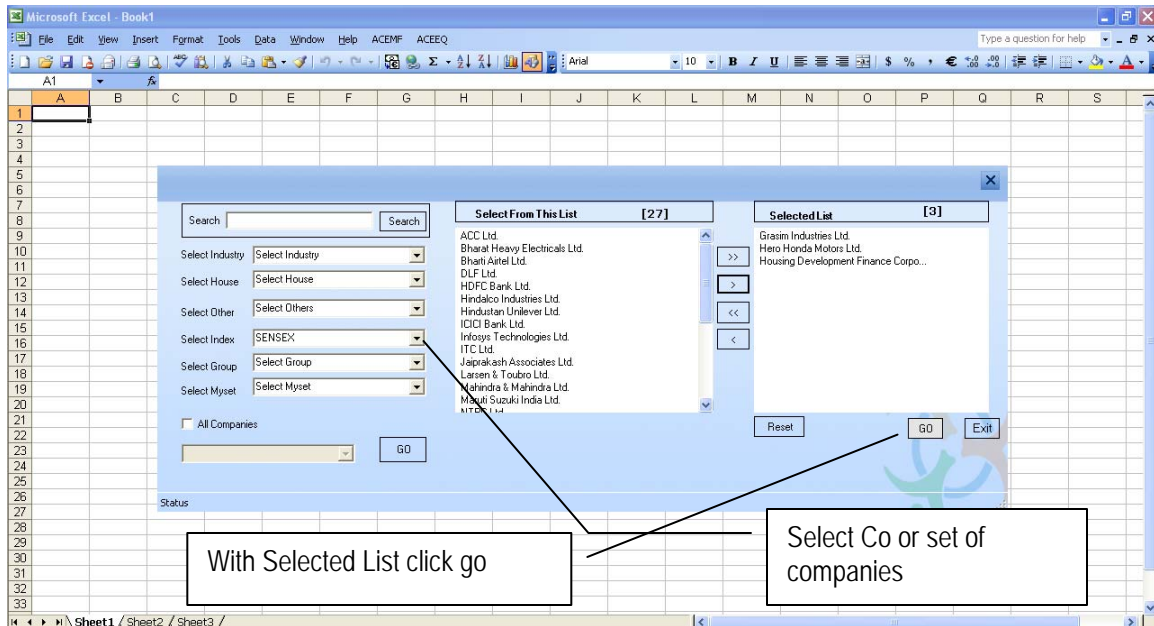
User will get following screen. There are main three data point can be imported through excel.

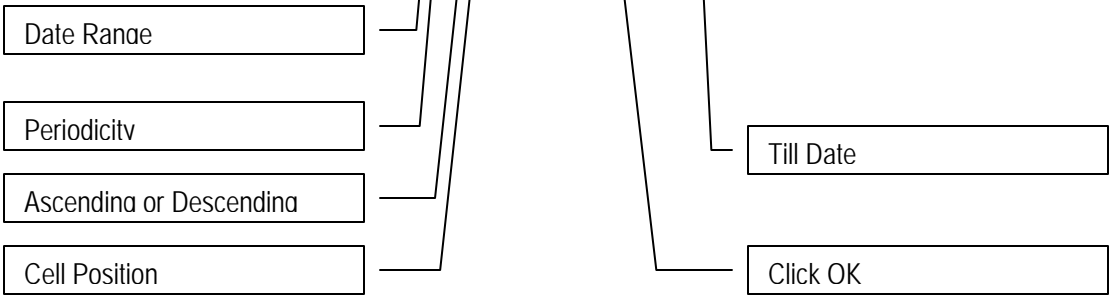
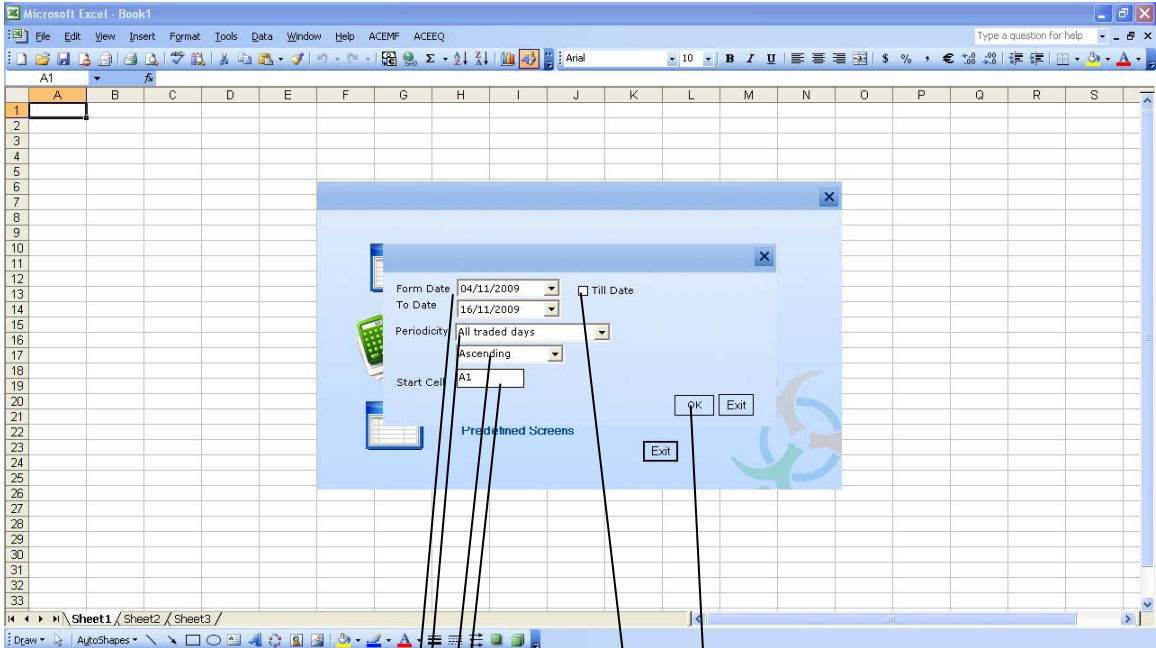
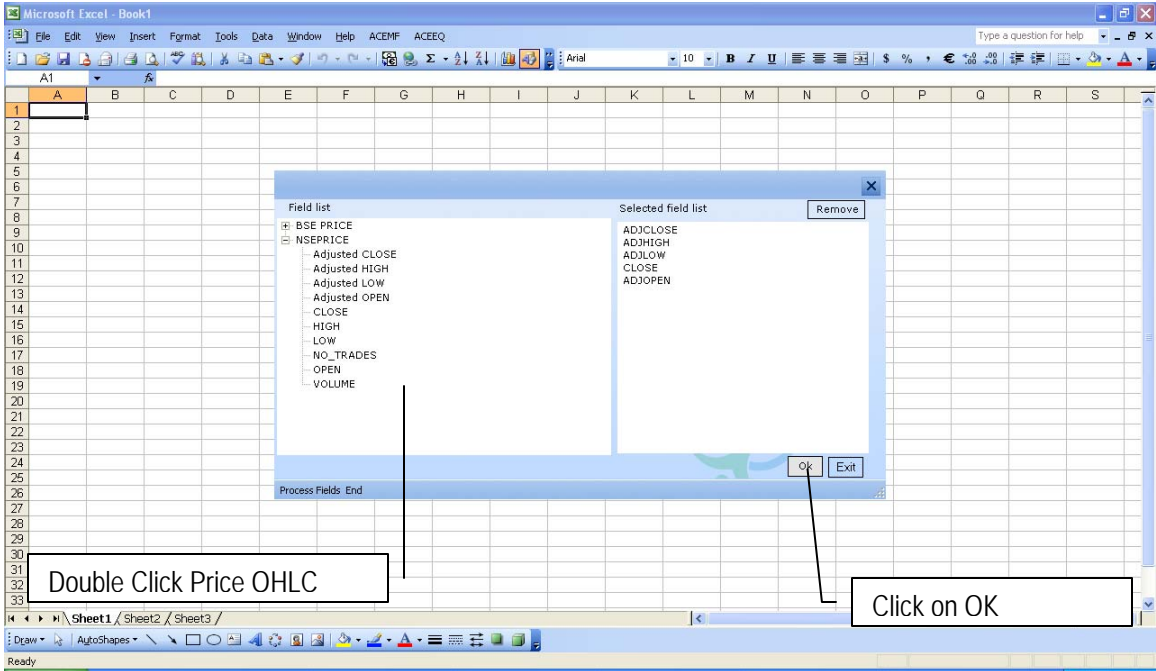
1. Price Data : Share prices
2. Template : Saved Query output
3. Predefined Screens : Any data screen of ACE Equity.



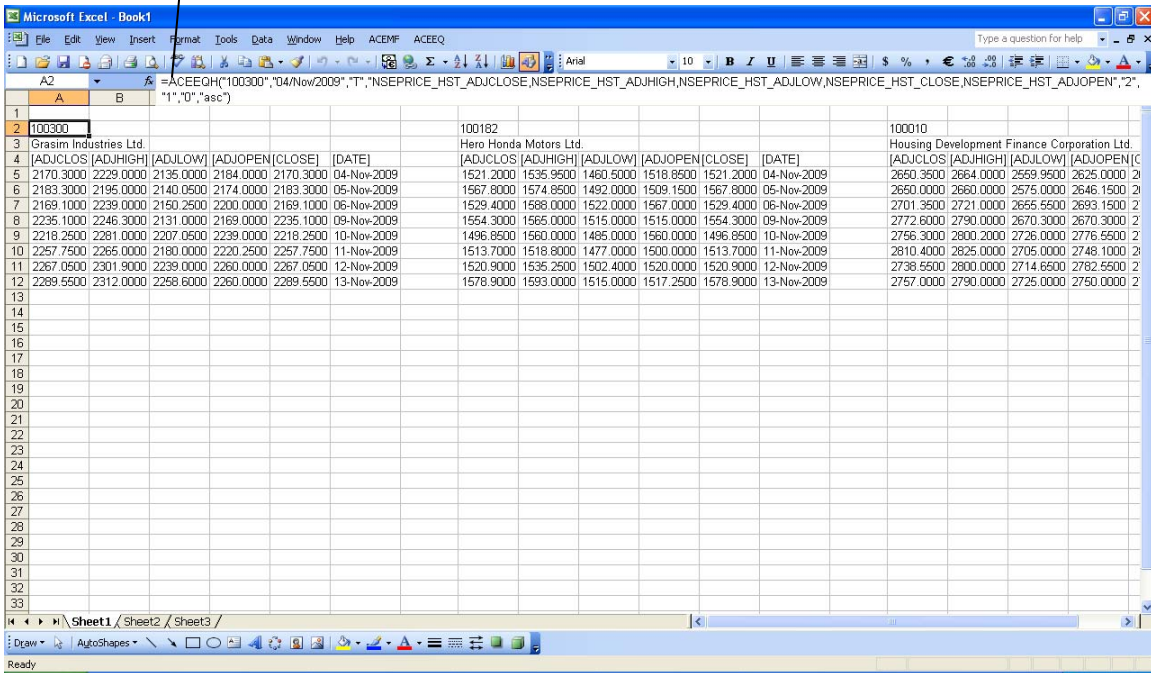
## Importing Price Data

Excel > Menu Bar > ACE EQ > Import Data > Price Data



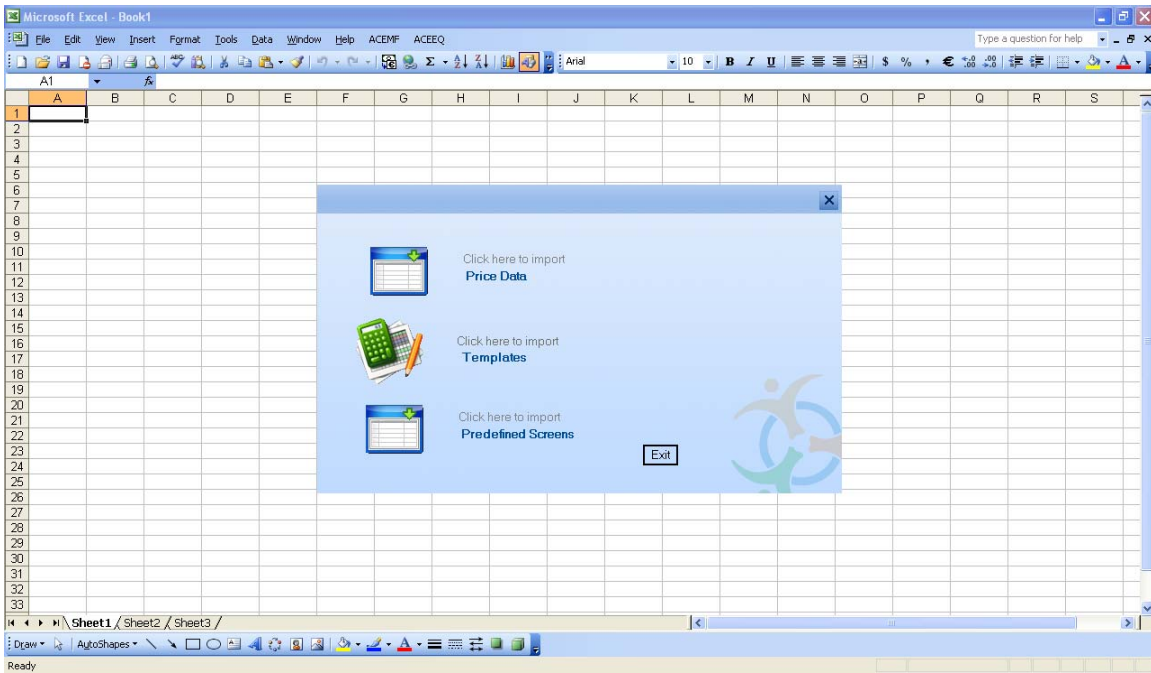


Put Cell position on Code, look at formulae bar. User can change the date range, order (asc or desc) and company code.

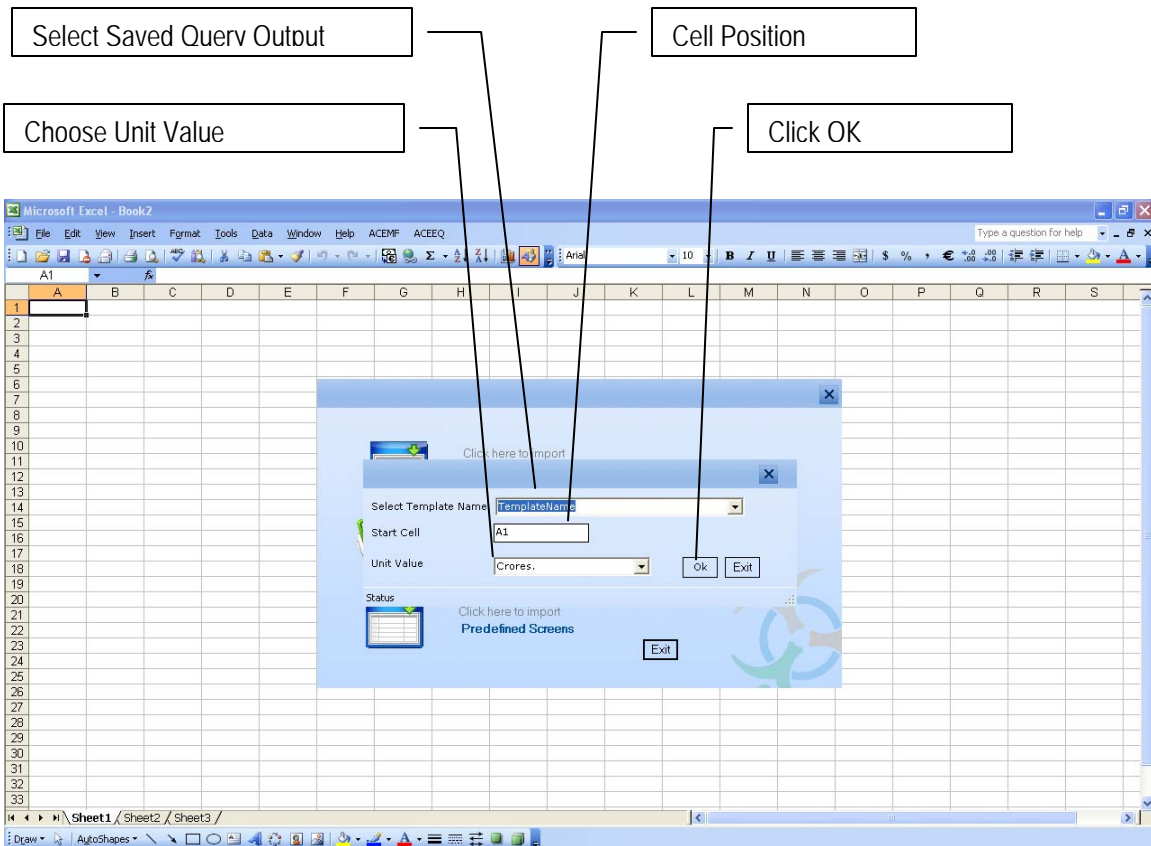


## Importing Templates

Excel > Menu Bar > ACE EQ > Import Data > Templates







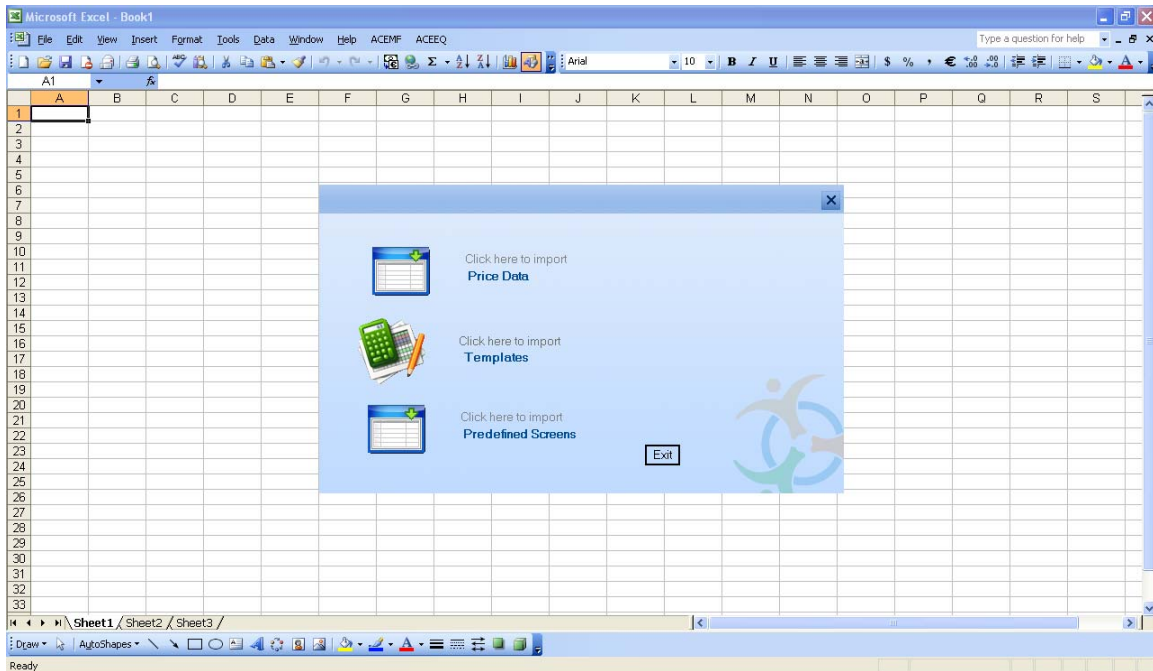
After click on OK. Another dialog box will come. It will ask for exiting domain or new domain. Here user can use existing domain (domain used for creating and saving query output) or select new domain. Output will come like following screen.

The screenshot shows the result of a query in an Excel spreadsheet. The data is organized into columns and rows. The first row (row 1) contains the header information, and rows 2 through 18 contain the data rows. The data includes company names, various codes, and financial metrics.

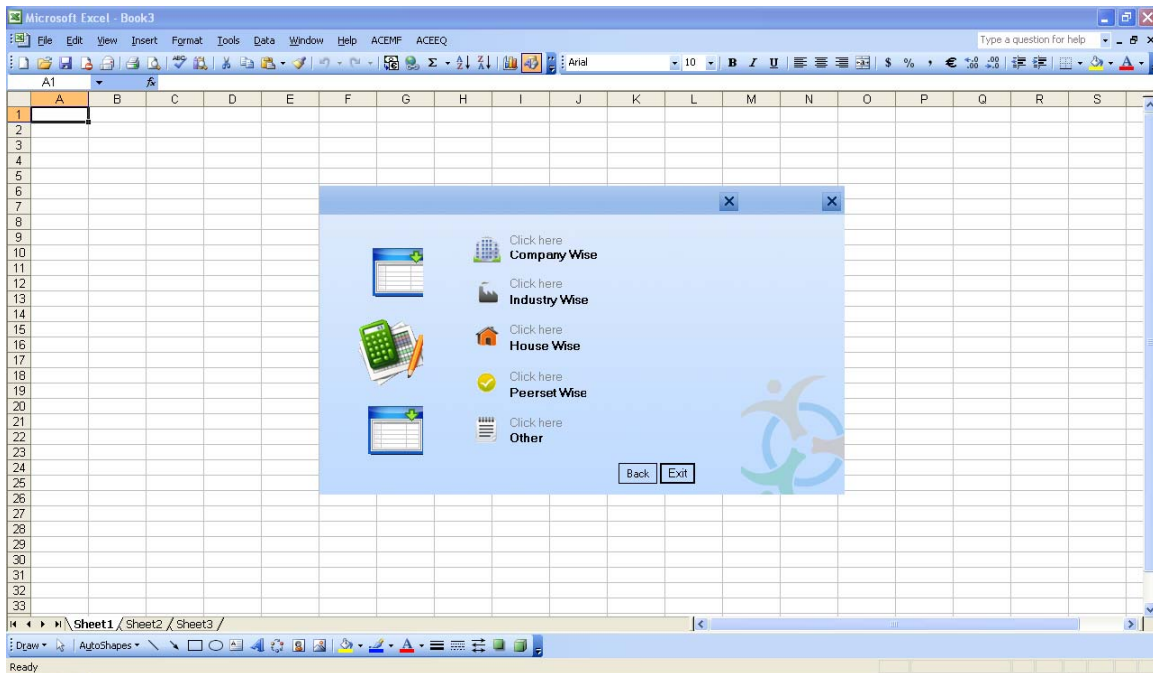
Company	CD	Chair	Mana	CD	Comp	CD	Audito	CD	Indust	CD	House	CD	BSE	CCD	BSE	CD	NSE	ECD	Bloom	CD	Displa	CD	Listing	CD	Reuter	CD	BSE	CCD	ISIN	NCD	Incorp	CD	Face	CD	ROC	F	CD			
ADANI	TEMPALTE																																							
Adani Ente Gautam S	Rajesh S	/	Parthiv	Pai	Dharmesh	Trading	Adani	512599	A	ADANI	ENTADE	IN	MAN	Listed	ADEL	BO	A	INE423A0	1988	1.0000	04-19067																			
Adani Ente Gautam S	Rajesh S	/	Parthiv	Pai	Dharmesh	Trading	Adani	512599	A	ADANI	ENTADE	IN	MAN	Listed	ADEL	BO	A	INE423A0	1988	1.0000	04-19067																			
Adani Ente Gautam S	Rajesh S	/	Parthiv	Pai	Dharmesh	Trading	Adani	512599	A	ADANI	ENTADE	IN	MAN	Listed	ADEL	BO	A	INE423A0	1988	1.0000	04-19067																			
Adani Ente Gautam S	Rajesh S	/	Parthiv	Pai	Dharmesh	Trading	Adani	512599	A	ADANI	ENTADE	IN	MAN	Listed	ADEL	BO	A	INE423A0	1988	1.0000	04-19067																			
Adani Ente Gautam S	Rajesh S	/	Parthiv	Pai	Dharmesh	Trading	Adani	512599	A	ADANI	ENTADE	IN	MAN	Listed	ADEL	BO	A	INE423A0	1988	1.0000	04-19067																			
Adani Pow Gautam S	Rajesh S	/	Digish	Sha	Deloittee	H Power Ger	Adani	533096	B	ADANI	POWER	POW	Listed																											
Adani Pow Gautam S	Rajesh S	/	Digish	Sha	Deloittee	H Power Ger	Adani	533096	B	ADANI	POWER	POW	Listed																											
Adani Pow Gautam S	Rajesh S	/	Digish	Sha	Deloittee	H Power Ger	Adani	533096	B	ADANI	POWER	POW	Listed																											
Mundra Pc Gautam S	Gautam S	Dipti	Shah	SR	Batlibo	Port	Adani	532921	A	MUNDRA	F	MSEZ	IN	MAN	Listed	MPSE	BO	A	INE742F01	1988	10.0000	04-34182																		
Mundra Pc Gautam S	Gautam S	Dipti	Shah	SR	Batlibo	Port	Adani	532921	A	MUNDRA	F	MSEZ	IN	MAN	Listed	MPSE	BO	A	INE742F01	1988	10.0000	04-34182																		
Mundra Pc Gautam S	Gautam S	Dipti	Shah	SR	Batlibo	Port	Adani	532921	A	MUNDRA	F	MSEZ	IN	MAN	Listed	MPSE	BO	A	INE742F01	1988	10.0000	04-34182																		
Mundra Pc Gautam S	Gautam S	Dipti	Shah	SR	Batlibo	Port	Adani	532921	A	MUNDRA	F	MSEZ	IN	MAN	Listed	MPSE	BO	A	INE742F01	1988	10.0000	04-34182																		
Mundra Pc Gautam S	Gautam S	Dipti	Shah	SR	Batlibo	Port	Adani	532921	A	MUNDRA	F	MSEZ	IN	MAN	Listed	MPSE	BO	A	INE742F01	1988	10.0000	04-34182																		
Mundra Pc Gautam S	Gautam S	Dipti	Shah	SR	Batlibo	Port	Adani	532921	A	MUNDRA	F	MSEZ	IN	MAN	Listed	MPSE	BO	A	INE742F01	1988	10.0000	04-34182																		
Mundra Pc Gautam S	Gautam S	Dipti	Shah	SR	Batlibo	Port	Adani	532921	A	MUNDRA	F	MSEZ	IN	MAN	Listed	MPSE	BO	A	INE742F01	1988	10.0000	04-34182																		

## Importing Predefined Screens

Excel > Menu Bar > ACE EQ > Import Data > Predefined Screens

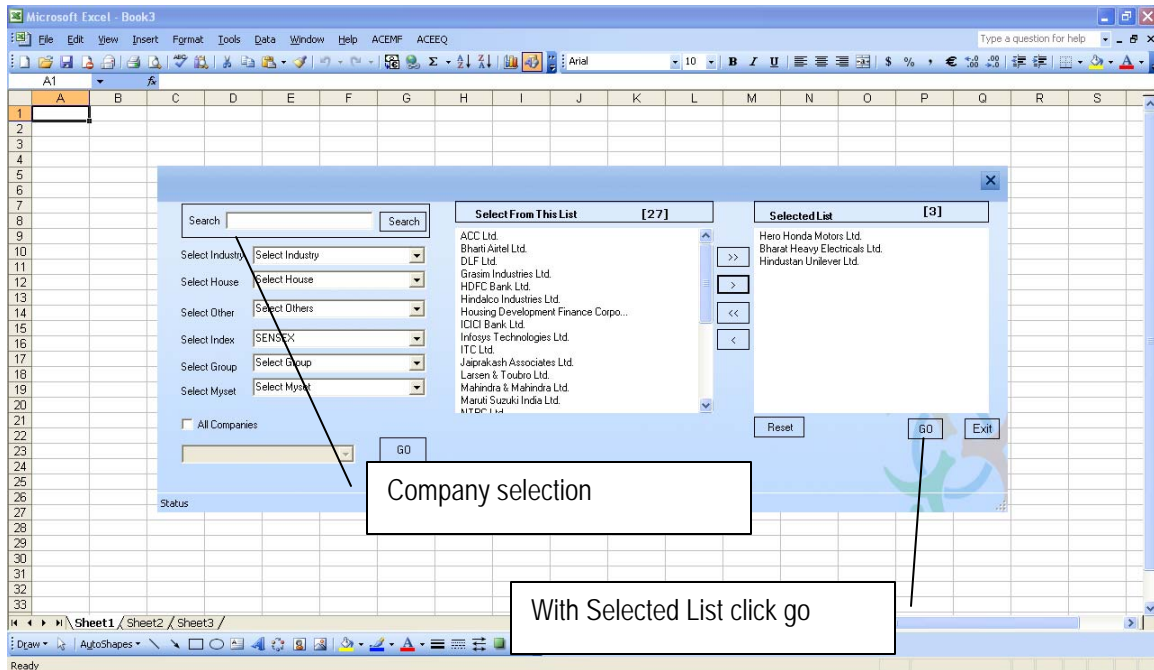


User will get various option under predefined import. User can get data company wise, industry wise, house wise, peer set wise, other (templates). For example here we are taking company wise.

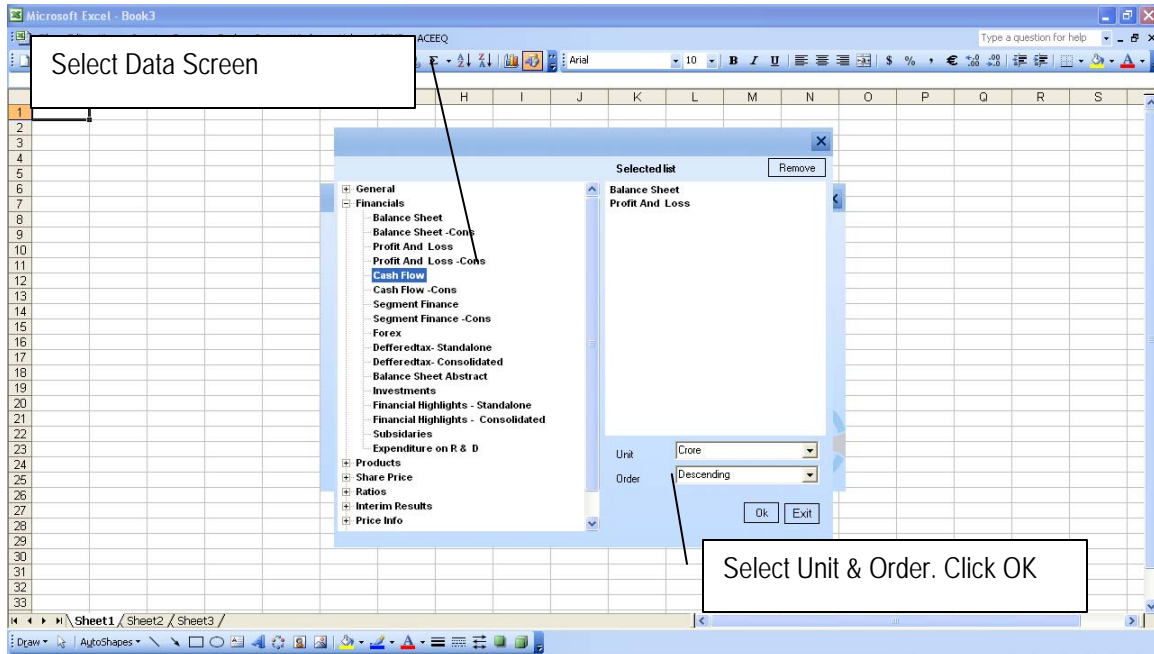




## Company Selection:



Select the Data Screen for selected company. Here we have selected Balance Sheet & Profit and Loss.



Final Output in Excel.

Change Company Code, Order (Asc or Desc), Standalone or Cons. Data. Unit of value.

Company : Hero Honda Motors Ltd.		Industry : Automobile Two & Three Wheelers									
Description	200903	200803	200703	200603	200503	200403	200303	200203	200103	200003	199903
Unit: Crore Currency: INR											
<b>SOURCES OF FUNDS:</b>											
Share Capital	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94
Equity - Authorised	50	50	50	50	50	50	50	50	50	50	50
Equity - Issued	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94
Equity - Subscribed	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94
Equity - Called Up	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94
Less : Calls in Arrears	0	0	0	0	0	0	0	0	0	0	0
Equity Paid Up	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94	39.94
Equity Shares Forfeited	0	0	0	0	0	0	0	0	0	0	0
Adjustments to Equity	0	0	0	0	0	0	0	0	0	0	0
Preference Capital Paid Up	0	0	0	0	0	0	0	0	0	0	0
Convertible Pref. Shares	0	0	0	0	0	0	0	0	0	0	0
Non - Convertible Pref. Shares	0	0	0	0	0	0	0	0	0	0	0
Unclassified Shares Paid Up	0	0	0	0	0	0	0	0	0	0	0
Face Value	2	2	2	2	2	2	2	2	2	2	2
Share Warrants & Outstandings	0	0	0	0	0	0	0	0	0	0	0
Total Reserves	3760.81	2946.3	2430.12	1969.39	1453.44	1098.87	821.09	645.82	589.25	408.39	260.64
Securities Premium	0	0	0	0	0	0	0	0	0	0	0
Capital Reserves	0	0	0	0	0	0	0	0	0	0	0
Profit & Loss Account Balance	2707.26	2021.77	1594.78	1224.05	808.1	538.53	335.75	220.48	154.22	143.61	133.47
General Reserves	1053.53	924.53	835.34	745.34	645.34	560.34	485.34	425.34	435.03	260.03	120.03
Investment Fluctuation Reserve	0	0	0	0	0	0	0	0	0	0	0
Govt. Grant	0	0	0	0	0	0	0	0	0	0	0
Debenture Redemption Reserve	0	0	0	0	0	0	0	0	0	0.5	1.65
Capital Redemption Reserve	0	0	0	0	0	0	0	0	0	0	0

See break up i.e. schedule and additional sub schedule.

For each data screen separate sheet – company wise.