

COMPARISON BETWEEN BEST THREE BROKERS IN INDIA

BROKERAGE	EQUITY DELIVERY	EQUITY INTRADAY	EQUITY FUTURES	EQUITY OPTIONS	MUTUAL FUNDS
Zerodha	Zero Brokerage	0.03% or Rs. 20/executed order whichever is lower	0.03% or Rs. 20/executed order whichever is lower	0.03% or Rs. 20/executed order whichever is lower	0
Upstox	Zero Brokerage	0.05% or Rs. 20/executed order whichever is lower	0.05% or Rs. 20/executed order whichever is lower	Flat 20/order	0
Alice Blue	Zero Brokerage	Rs. 20 or 0.01% whichever is lower per order	Rs. 20 or 0.01% whichever is lower per order	Flat 20/order	0

MARGINS	EQUITY DELIVERY	EQUITY INTRADAY	EQUITY FUTURES	EQUITY OPTIONS	INDEX OPTIONS	INDEX FUTURES
Zerodha	NO MARGIN	UP TO 16X (50% of the VaR+ELM+Adhoc mandated by the exchange)	Total of 25% of SPAN + 100% Exposure	Total of 25% of SPAN + 100% Exposure	NO MARGIN	Total of 20% of SPAN + 100% Exposure
Upstox	NO MARGIN	15x	INTRADAY-4X HOLDING-1X	BUY -1X SELL-4X	NO MARGIN	INTRADAY-4X HOLDING-1X
Alice Blue	3X	10X	INTRADAY-4X HOLDING-1X	BUY -1X SELL-4X	BUY -1X SELL-4X	INTRADAY-4X HOLDING-1X

ACC OPENING AND ANNUAL CHARGES	ACCOUNT OPENING CHARGES	ANNUAL MAINTENANCE CHARGES
Zerodha	200 FOR EQUITY+100 FOR COMMODITY	RS 300 +18% GST
Upstox	249 RS	25RS/M EXCLUDING GST
Alice Blue	500 RS	400 RS/ANNUM

SEGMENT WISE RANKING	EQUITY DELIVERY	EQUITY INTRADAY	EQUITY FUTURES	EQUITY OPTIONS	INDEX OPTIONS	INDEX FUTURES
Zerodha	BEST	BEST	GOOD	GOOD	GOOD	GOOD
Upstox	BEST	BETTER	BEST	GOOD	GOOD	BEST
Alice Blue	BEST	GOOD	BEST	BEST	BEST	BEST

SEGMENTS AVAILABLE			
Zerodha	EQUITY	COMMODITY	CURRENCY
Upstox	EQUITY	COMMODITY	CURRENCY
Alice Blue	EQUITY	COMMODITY	CURRENCY

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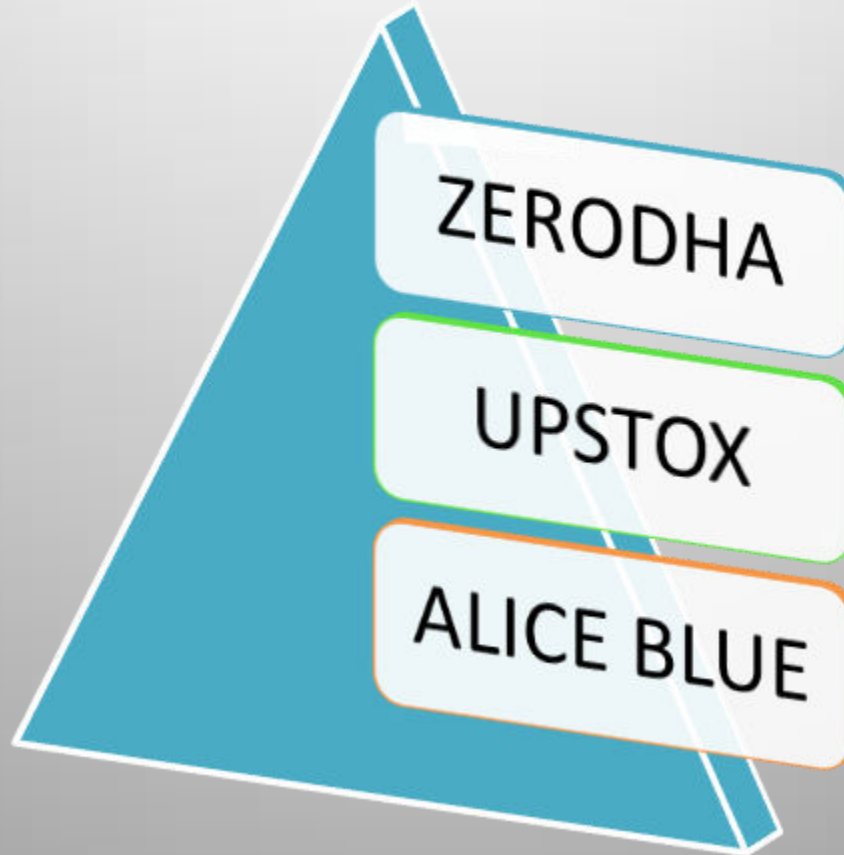
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Upstox	BEST	BETTER	BEST	GOOD	GOOD	BEST
Alice Blue	BEST	GOOD	BEST	BEST	BEST	BEST

SEGMENTS AVAILABLE			
Zerodha	EQUITY	COMMODITY	CURRENCY
Upstox	EQUITY	COMMODITY	CURRENCY
Alice Blue	EQUITY	COMMODITY	CURRENCY

BEST THREE BROKING COMPANIES IN INDIA



BROKERAGE

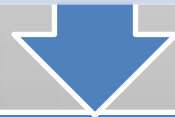
ALICE BLUE

BEST



ZERODHA

BETTER



UPSTOX

GOOD

MARGIN/LEVERAGE

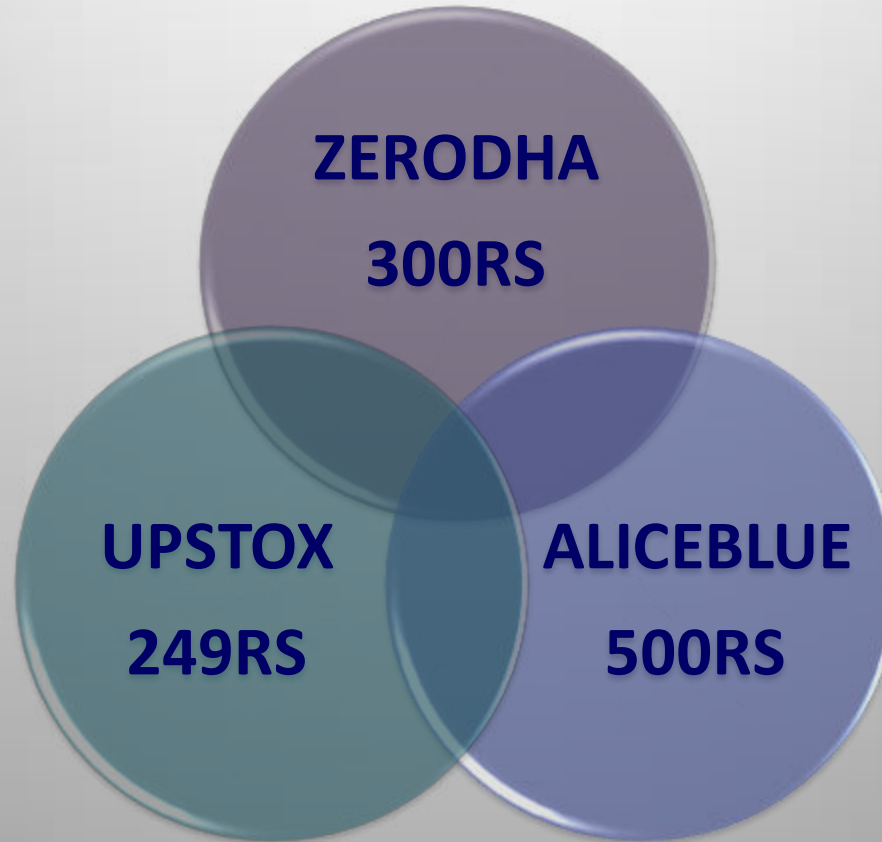
**EQUITY
CASH &
FUTURES**



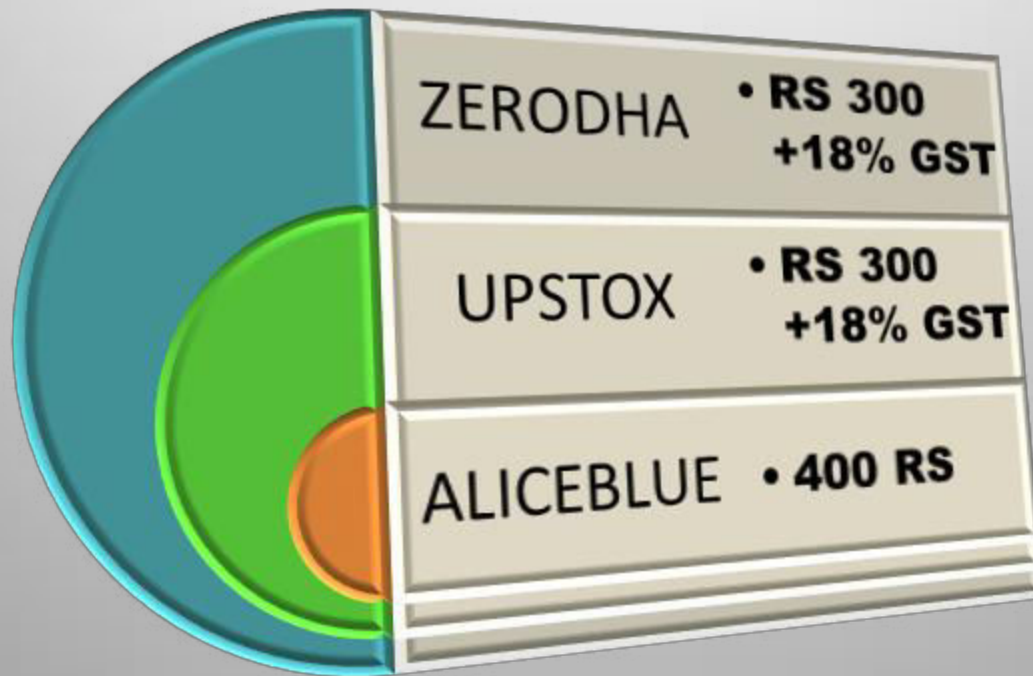
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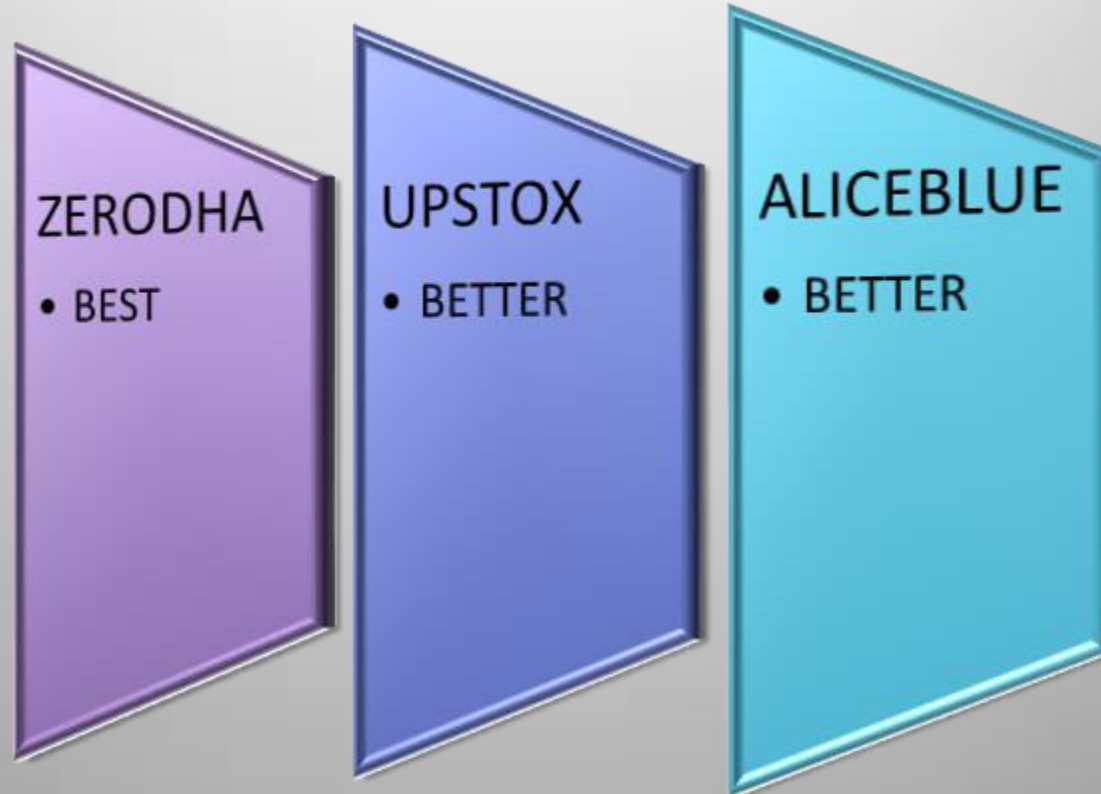
Account opening charges



AMC CHARGES



TRADING PLATFORMS RANKING



CUSTOMER BASE

FIRST

ZERODHA



SECOND

UPSTOX



THIRD

ALICE
BLUE

