



BROKERAGE FREE,
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Zerodha has introduced the concept of discount broking in India. This concept is very popular in the US with companies like Ameritrade, Zecco, etc. Our focus is on helping traders stay ahead of the rest of the pack by offering innovative solutions to the problems that exist in the trading domain.

We decided to create Zerodha based on an in-depth understanding of how the odds are always stacked against active traders in the financial markets. A study conducted by us revealed that almost 90% of active traders in the markets lose money in the long run. One of the fundamental drivers that define this reality is the fact that brokerages in India have always charged traders a percentage brokerage, regardless if one makes or loses money on a particular trade. This insight inspired us to create a whole new way of trading.

Never Pay high Brokerage again. Trade at 20 only.

Yes, NO high brokerage! You pay a simple 0.01% or 20 per trade (whichever is LOWER) as a transaction fee regardless of your trade size. The fee stays the same whether you trade in Delivery, Intraday, Futures and Options, Commodities or mutual funds – this is our way of simplifying things. To reiterate, you pay only 0.01% or 20 per executed order that you place, irrespective of how many trades are executed for that particular order.

For example: You place a ‘buy’ order for 300 shares of Reliance. This order may get executed at different times until the whole 300 are bought. However, we at Zerodha charge you only for the order that you placed, irrespective of how many trades it takes to complete the order. The same charges apply for trading intraday/delivery or Futures & Options. To know more: <http://www.brokerage-free.in/index.php/pricing>

Other Charges:

- Account Opening (Trading & Demat) – Rs 600 (Market rates are Free to Rs 1500)
- Account Opening (Only Trading) – Rs 300
- Annual Maintenance Charges for Demat – Rs 400 (Market rates are Rs 300 to Rs 1000)
- Annual Maintenance Charges for Trading Account - ZERO
- If you print your own forms through our website, we give you a discount of Rs. 100 on Account Opening Charges.
- DP Charges – Rs 15 (applicable only when you are selling your Delivery position after having held for more than two days). (Market rates are usually between Rs 12 to Rs 25)
- STT, Service Tax, NSE Turnover and Transaction Charges, SEBI charges are all as applicable market-wide.

Margins:

- Intraday Margins for Cash: 4 – 10 times for F&O stocks. No margins for any other stocks. For Delivery positions, 100% cash will be required.
- Intraday Margins for Futures: 40% of the total margin (SPAN plus Exposure) from NSE. For holding Futures overnight, exchange stipulated margins are required.
- *square-off of all intraday CASH positions if not converted happens at 3:10 p.m. every day.
- **square-off of all FUTURES & OPTIONS positions starts at 3:00 p.m. every day if you don't have the requisite margin.

Trade on NSE NOW. Speed. Stability. Security.

When you trade with Zerodha, you trade on the National Stock Exchange's very own state-of-the-art platform - NSE NOW. Using India's best-in-class trading platform which is directly connected to the stock exchange servers assures you of an experience that is quick, reliable and safe. As you are directly connected to exchange servers you are independent of the broker servers, hence you would have a seamless connection with the exchange. What's more, the NSE NOW platform comes with no additional costs whatsoever.

Our Genesis: Zerodha was conceived to address the problems of every trader – excessive cost and substandard support. At Zerodha, we are firmly committed to working towards our vision of creating a brokerage-free world to benefit the most important stakeholders when it comes to the financial markets - YOU. We are equally committed to providing the best possible customer experience through highly personalized service and support. To find out more about us feel free to visit our website - www.brokerage-free.in . For queries you could email us at info@brokerage-free.in or call us at 0427-3939334/35/36, 7502014555, 7502016555.