

TIGER LORE 2


by Sherus



The advertisement that
was published in newspapers
to introduce fee-based investing
in August 2000

“Read
my jaws:
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Sharekhan introduces a far more sensible way of buying shares: Fee-based investing. You see, brokerage costs have a nasty habit of adding up each time you buy and sell. Often without your realizing it. Our flat-fee structure, on the other hand, lets you do unlimited amounts of buying and selling at just Rs.1000 per month – as often as you like, in any quantity or value. As your costs don't go up with higher volumes, you end up paying out far less than what you currently pay your broker. Besides, there's complete transparency: we gain nothing by urging you to buy and sell shares unnecessarily. The biggest advantage, though, is – with the brokerage issue out of the way – you can focus on more important things. Like which shares to buy. You'll find tons of advice on www.sharekhan.com. It's a subject we could jaw on forever. For more information, send a blank email to invest@sharekhan.com with 'Tell me more' in the subject line.



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