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Investing through Demat Accounts : An Exploratory Study

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## **Abstract**

The present study is an exploratory research based on primary data. The main objective of this study is to investigate investment patterns and preferences of individual investors investing in Indian Capital Market through their Demat Accounts. The research aims to highlight different factors considered by investors while opening Demat Accounts. The study focuses on various problems faced by investors both, at the time of opening as well as while operating Demat Accounts. Finally, research attempts to bring out investor awareness and use of different services offered on their Demat Accounts. 100 Individual Investors Investing and trading through Demat Accounts situated at Ahmednagar city were selected for present study on random basis. Research Instrument used for collecting primary data was Questionnaire (Schedule). Data collected was analyzed using tools like proportions and percentages and was presented by using tables.

## **Keywords**

Demat Account, Depository, Investment Pattern, Investments, Preferences.