

# An Analysis of the Shares of Yes Bank – A Guide to Investors

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**Abstract:** *Putting away is giving cash something to do to begin or grow a task - or to buy a resource or premium - where those assets are then given something to do, with the objective to pay and expanded worth after some time. The expression "venture" can allude to any component utilized for producing future pay. In the monetary sense, this incorporates the acquisition of securities, stocks or land property among a few others. This study concentrates on the share movements of a private sector bank namely Yes Bank and a public sector bank namely among the investing public. The various possibility of investment and their impact on the gain and loss resulting from such investment have been taken up. This study is carried on a short-term analysis shows the purchase and sale of the shares of these two banks shows in the share market are mainly covered.*

**Keywords:** *Share Market, Investment, Share Price and Yes Bank.*

## I. INTRODUCTION

Share Markets are the institutions which facilitate the regulated sale and purchase of shares and they include the primary and secondary markets. The current scenario of investment has undergone significant changes as the outcome of securities trading. A study on the movements in the share price will help to have a clear idea on the conceptual framework of investment to the investing public. An investment is a resource or thing obtained fully intent on creating pay or appreciation. From a financial perspective, a speculation is the acquisition of merchandise that are not devoured today however are utilized in the future to make riches. In finance, a venture is a financial resource bought with the possibility that the resource will turn out revenue later on or will later be sold at a more exorbitant cost for a benefit.

## II. INVESTMENT

According to Philip Kotler, Speculation is "the penance of specific present incentive for the dubious potential compensation". Venture choice is "a compromise among hazard and return". "The work of assets fully intent on accomplishing extra pay or development in esteem". All speculation decision is made at point of time as per the individual venture closes and in consideration of a questionable future. Financial backers in protections will rethink the different ventures responsibilities in the light of new data, changed assumptions and closures.

## III. SIGNIFICANCE OF THE STUDY

An investor in stock has several options before making investments. Such options and opportunities include investment in bonds and common equity. Investment in the shares either in the primary market and secondary market is most attractive options exercised investors. The investment decisions require knowledge, experience, timing, constant research and the appraisal of securities market, sector with in the market and individual securities. Investor has to keep trace of the trends in national economy the competitive position of the industry. This study is an insight into the investment decision, which the investors can make in the short-run in the shares of two banks namely Yes Bank.

## IV. STATEMENT OF THE PROBLEM

This review is an endeavor to discover the nature of trading, share price movement and the various possibilities in the shares of the two selected banks. It is expected that the result and findings of the study would enlighten the investors in the secondary market as to how they should make their investment decisions.

## V. OBJECTIVES OF THE STUDY

The following objectives are outlined in this study:

- To know the growth Profile of the Yes Bank in the banking sector.
- To find out the investment trend in the shares of the Yes Bank.
- To analyse which of these Banks is leading among the investing public at present who invest more in the shares of such Banks.

## VI. RESEARCH METHODOLOGY

This is an analytical study on the investment in the shares of Yes Bank in the short-run.

- **Data** : Secondary Data
- **Period of the Study** : January 2020 to December 2020
- **Collection of Data** : The sources gathered from different financial backers, including the initial value, excessive cost, low value, shutting value, the amount exchanged on the turnover of portions of the chose banks exchanged the public stock trade

## VII. LIMITATIONS OF THE STUDY

- This review was carried out for one year of the calendar year 2020 (January to December)
- The result of the study may not hold good for investment decisions for long term.
- Advanced tools of financial analysis were not used in the study.

## VIII. REVIEW OF LITERATURE

Dr. P.C. Kavidayal (2020) The monetary situation of a nation generally relies upon the expansion rate, unfamiliar conversion scale, per capita Gross homegrown item, and so forth Reserve funds from working class families additionally assumes an indispensable part in advancing the monetary situation of a nation as it prompts more speculations and capital arrangement in the economy. Reserve funds and speculations are straightforwardly proportionate to one another. This review is centered upon various writing accessible around saving and Investment examples of little financial backers in Uttarakand area of India. After investigation of the accessible tremendous writing the scientist will attempt to find research holes in this space which will be considered for the further extent of study.

Mr. Sanket Charkha (2019) Speculation is a kind of movement that is occupied with by individuals who need to do investment funds for example speculations are produced using their reserve funds, or at the end of the day it is individuals contribute their investment funds. Financial backers are continually putting away their cash with the various kinds of direction and destinations like benefit, security, appreciation, Income steadiness. Analyst has here in this paper concentrated on the various sorts and roads of ventures just as the components that are required while choosing the speculation with the example size of 60 salaried workers by directing the study through survey in Pune city of, India. This Current review manages the Saving and Investment Pattern of Salaried Class People with Special Reference to Pune City (India).

Mr. Shanavas S. M., (2018) Interest in protections market is a worthwhile chance to make best return and to shield our saving from the danger of swelling. Protections market is the one of the most perplexing road of venture which establishes huge number of protections. NSE was the main trade in the nation to give a cutting edge, completely robotized screen based electronic exchanging framework which offered simple exchanging office to the financial backers spread across the length and expansiveness of the country. In the light of every one of these, this review endeavors to check and concentrate on the presentation of stock costs of banking area organizations and its unpredictability during the period begins from eighth Nov 2016 to 24 Aug 2018.

Mr. Manoj Kumar S.R (2013) Speculation is the work of assets on resources determined to acquire pay or capital appreciation. Previously, venture roads were restricted to genuine homes, plans of the mailing station and banks. As of now, a wide assortment of venture roads are available to the financial backers to suit their requirements and nature. The necessary degree of return and the danger resistance level choose the decision of the financial backer. It is important to realize that financial backer lean toward which specific speculation instrument and why? The fundamental reason for this exploration paper is to find Investors inclination for different venture options especially shares and common assets.

## IX. DATA ANALYSIS

**Table 1: Monthly Analysis of Share Investment of Yes Bank**

MONTH	BUYING	SELLING	GAIN/LOSS	%
January	46.9	48.5	1.6	3.41
February	38	40.7	2.7	7.1

March	35.2	37.95	2.75	7.81
April	22.29	30.45	8.16	36.61
May	27.8	31.6	3.8	13.67
June	27.75	31.95	4.2	15.13
July	25.6	28.3	2.7	10.55
August	12	17.16	5.16	43
September	14.3	15.34	1.04	7.27
October	13.3	14.01	0.71	5.34
November	12.41	14.9	2.49	20.06
December	15.38	20.83	5.45	35.43

The above table showing that the share price details about the investment in the shares of Yes Bank in their yield. The amount gains and loss by the Yes Bank. During the month of January 2020 the gain is ₹.1.6 (3.41%), the amount gained in the month of February is ₹.2.7 (7.1%), in the month of march the gained amount is ₹.2.75 (7.81%), from the month of April the gain amount is ₹.8.16 (36.61%), in the month of May the gain is ₹.3.8 (13.67%), in the month of June gain is ₹.4.2 (15.13), in the month of July the gain is ₹.2.7 (10.55%), during the month of August the gain is ₹.5.16 (43%), in the month of September the gain is ₹.1.04 (7.27%), October month the gain is ₹.0.71 (5.34), in the month of November the gain is ₹.2.49 (20.06%) and during the month of December the gain is ₹.5.45 (35.43).

**Table 2: Range and Co-efficient of Range of Share Price of Yes Bank**

Month	High Price	Low Price	Range	Co-efficient of Range
January	48.5	36.55	11.95	36.8
February	40.7	33.6	7.1	33.77
March	37.95	35.55	2.4	35.61
April	30.45	20.3	10.15	20.63
May	31.6	25.2	6.4	25.4
June	31.95	25.55	6.4	25.75
July	28.9	11.1	17.8	11.72
August	17.16	11.85	5.31	12.16
September	15.34	12.75	2.59	12.92
October	14.01	12.11	1.9	12.24
November	14.9	12.21	2.69	12.39
December	20.83	14.86	5.97	15.15

The above table shows that the Range and co-efficient of range of share price of Yes bank. During the month of January, the price range of Yes Bank share was 11.95 the co-efficient of range was 36.8, in the month of February, the price range of Yes Bank share was 7.1 and the co-efficient of range was 33.77, in the month of March, the price range of Yes Bank share was 2.4 and the co-efficient of range was 35.61, during the month of April, price range of Yes Bank share was 10.15 and the co-efficient of range was 20.63, in the month of May, the price range of Yes Bank share was 6.4 and the co-efficient of range was 25.4, during the month of June, the price range of Yes Bank share was 6.4 and the co-efficient of range was 25.75, in the month of July, the price range of Yes Bank share was 17.8 and the co-efficient of range was 11.72, in the month of August, the price range of Yes Bank share was 5.31 and the co-efficient of range was 12.16, during the month of September, the price range of Yes Bank share was 2.59 and the co-efficient of range was 12.92, in the month of October, the price range of Yes Bank share was 1.9 and the co-efficient of range was 12.24, in the month of November, the price range of Yes Bank share was 2.69 and the co-efficient of range was 12.39 and in the month of December, the price range of Yes Bank share was 5.97 and the co-efficient of range was 15.15.

#### **X. SUGGESTIONS**

A few suggestions are offered here which relate to some weak aspects of the study. These suggestions help the banks under the study to improve there are performance attract the investors in trading of bank shares. In the monthly analysis of 2020 the transaction in the Yes Bank share was gain. That is, the investors of Yes Bank shares got gain. So, it is suggested that the Yes Bank adopt effective strategies to make the public invest more in its share, by watching the trend of share marketing. From the application of Range & Co-efficient of Range, it is found that the Yes Bank share was bought and sold more share during 2020. So, it is suggested to the Yes Bank to encourage and attract the investing public towards the investment in the Yes Bank share. Here, the Yes Bank is advised to carry out the aforesaid idea in its share transaction so that it can shine well in the investment sector and among the private sector banks.

#### **XI. CONCLUSION**

Every study has to be concluded as for why it is undertaken. Here, this study gets concluded by its highlights. Here, the conclusion is derived from the inference of the study which highlight the special features of the share activation of these banks among the public. As per the Monthly analysis of 2020, Yes bank shares possessed more gain and the investors of such share gained more profit during the year 2020. Here it is advised to the persons who relate to this field that this pattern of study about investing in shares of banks can be undertaken with any banks in the private sector in order to evaluate this affair before investing in bank shares.

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