



# S.S.Prasad

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## Profile

Mr. Sucendra Prasad is post graduate in Business Administration with specialization in Finance & Marketing. He is NCFM Certified Dealer for Derivatives in the capital market.

## The Profession:

With 3+ yrs of experience as Relationship Manager with IIFL, One of the leading research based Broking Company in Indian Capital Market, His Role included handling Sales Channel - Retail clients, HNI's, franchisee, Remisiers & Corporate accounts. The fin product he handled includes Capital Market Trading - Equities, Mutual Funds, Currency, Commodities and Portfolio Management Services.

His accolade includes a fair no. of enlisting of Franchisees in the region, handling 1000+Demat account holders, 500+beneficiary accounts, 25+ clearing member accounts under depository system other than trading activities.

The project he specialized during post graduation is on "A study on Value at Risk (VAR)", includes the topics: "To calculate VAR for the various world Market Indices" , to find out VAR and its implication in accordance with Beta for selected NIFTY constituents companies; To find which stock markets among the selected five have minimal risk based on VAR and rank accordingly.