

# Contra Advisory

Smart Trading

Company Brochure

# Table of Contents

1. About Us
2. Our Philosophy
3. Why Algorithmic Trading
4. Trading Strategies
5. Track Record
6. Starting your journey
7. A typical trading day

# About Us

The team who came together to create Contra have a combined experience of **100 years in financial services and technology**.

The core team has diversified experience in stock market trading, equity investments, research, valuation, software development, infrastructure and security – all essential skills required for this business.

The team has unwavering focus on wealth creation for its clientele. Integrity, trust, governance, perfection and diligence are given utmost importance.

The team aims to build a world class enterprise in size, scale and quality and wish to take its clientele along in its growth journey.

# Our Philosophy

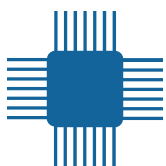
Our core philosophy is based on the fact that markets are inefficient in the short term and keep converging towards the mean efficiency curve over a longer period. This is due to momentum created by the demand and supply in the market, amplified by the emotions of traders.

The team, having seen multiple cycles of market swings, have devised mechanisms to take advantage of these swings by applying their **Contra strategies** in algo ecosystem. This **Contra behaviour** against greed and fear, creates market opportunities that can make above-normal returns with managed risk structure.

With above-normal returns combined with compounding effect of investments over a medium to long term, we intend to create wealth to our privileged clients.

# Why Algorithmic Trading

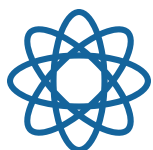
Algotrading which is prominent among large institutional traders is an established and efficient mechanism of trade. Contra is bringing this mechanism to privileged clients like you, which is still nascent in the Indian retail trading community.



Algo trading offers an unparalleled level of **speed and efficiency** that is unattainable through manual trading, thereby enabling the development of innovative strategies that are otherwise unfeasible with conventional trading methods.



Algo trading **eliminates** the requirement of constant **monitoring** of the trades throughout the day, thus, saving time for the clientele.

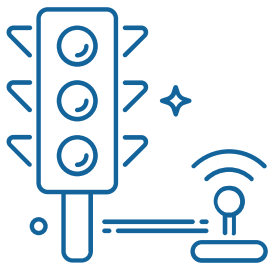


**Most importantly**, algo trading **eliminates** the biases in trades arising out of the most dangerous enemies to profits – **Greed and Fear**.

# Trading Strategies

Our trading strategies are a good mix of Technical trigger based trading and Momentum trading.

All strategies go through a **rigorous testing** process with years of data, before implementation.



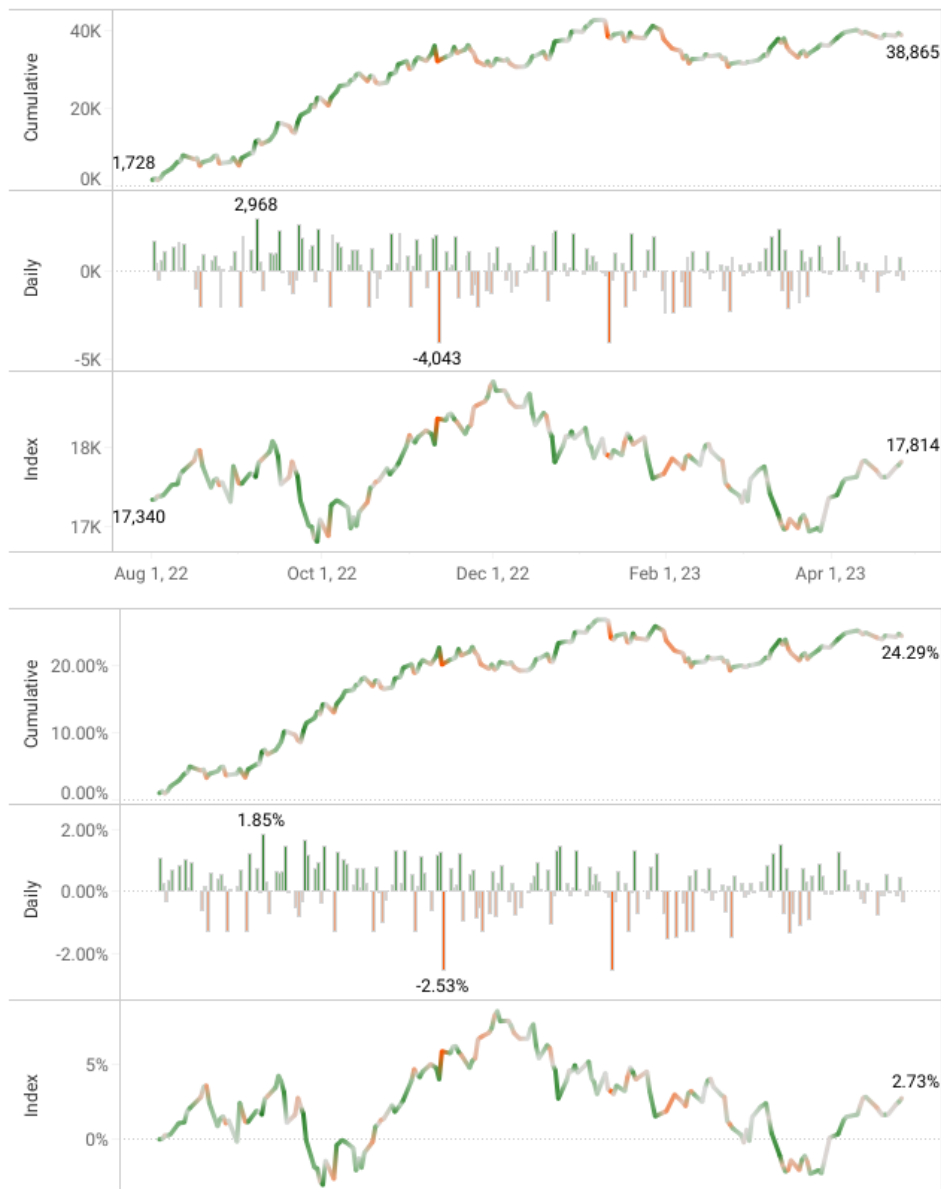
A unique mix of technical **indicators** and **triggers** are used to devise the strategies.

Strict **loss mitigation** mechanisms are inbuilt in all the strategies.

Has a mix of **index** based and **stock** based trading strategies.

The strategies are devised in a way to **complement each other** and take advantage of various market scenarios.

# Track Record

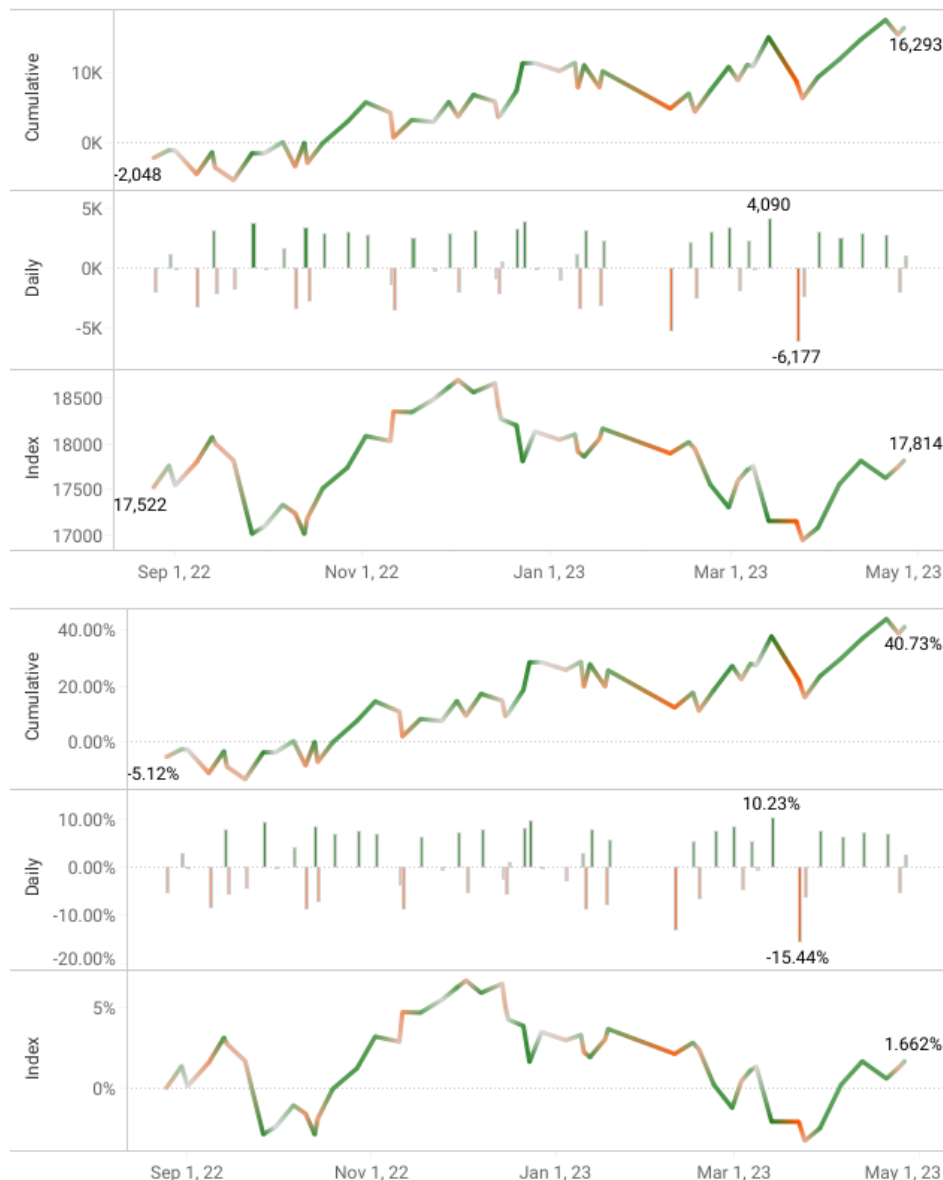


## Mid-risk, Low-reward

Our mid-risk, low-reward set of strategies have yielded a cumulative return of just over **24%\*** in the last **8 months**, significantly outperforming the **Nifty** Index, which gained less than **3%** during the same period.

\*This is gross return before brokerage, taxes and Contra commission and is calculated on initial investment of 160000 rupees.

# Track Record



## High-risk, High-reward

Our high-risk, high-reward set of strategies have yielded a cumulative return of just over **40%\*** in the last **7 months**, significantly outperforming the **Nifty** Index, which gained less than **2%** during the same period.

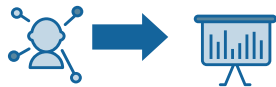
\*This is gross return before brokerage, taxes and Contra commission and is calculated on initial investment of 40000 rupees.



# Starting your journey

01.

Consult



We gain a comprehensive understanding of your current portfolio in order to ascertain potential opportunities where we can leverage your existing holdings.

02.

Open  
Demat  
Account



Our preference is a leading discount brokerage firm, primarily due to the superior stability of their API platform in comparison to their competitors.

03.

Authorize Contra



Authorize the software to place trades.

04.

Add Funds

Add funds to your trading account and get started



CONTRA

# A typical trading day

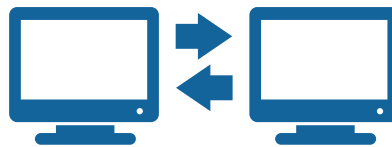


## ● Authenticate

It is of utmost importance that you complete the authentication process by 8 AM every day. You can then sit back and monitor the proceedings.

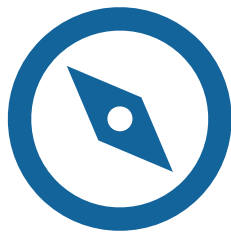
## Trade ●

Rely on the software's intelligence to conduct the trading on your behalf, as it is designed to execute trades based on pre-programmed algorithms and market analysis, thereby reducing the likelihood of emotional or impulsive decision-making

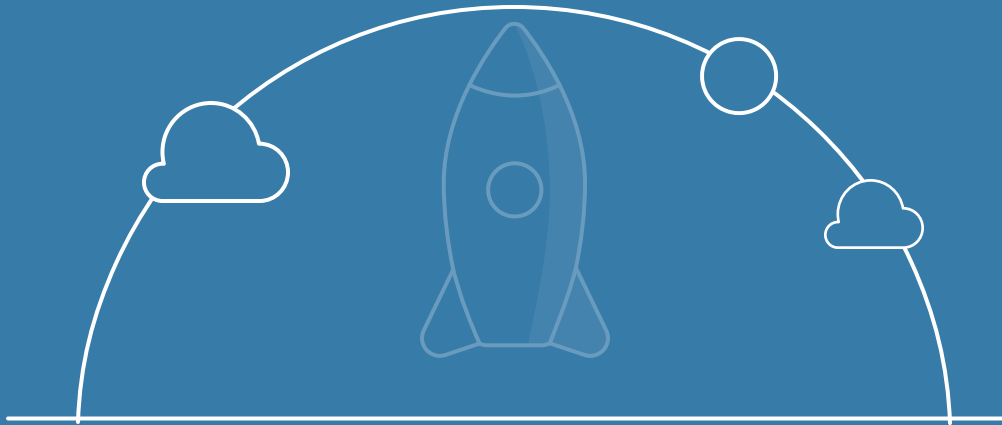


## ● Cheer On

You are welcome to monitor the system's performance through the broker's mobile application as it conducts trades



# Contact us to get started



<https://www.contraadvisory.in>

+91 90592 58675