

The logo features a large orange circle in the center, partially overlapped by a smaller white circle on the left. The white circle contains the text 'INT.' in bold black letters. The orange circle contains the text 'Sharekhan' in large white letters and '#DigitalSuccess Stories' in smaller white letters below it. A thin grey circle is also visible behind the orange circle.

**INT.**

**Sharekhan**  
#DigitalSuccess Stories

**Redefined online  
trading experience  
with cutting edge  
smart technology  
and strategic design  
thinking**

# Sharekhan

by BNP PARIBAS

ShareKhan, India's largest online trading company owned by French bank, BNP Paribas, rebranded their web and mobile presence by partnering with INT. The major area of focus was to revamp the experience by revisiting their customer journey and engagement progress. INT along with Sharekhan team focussed on ensuring a rich mobile led experience with minimized clicks.

# About The Client

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## Industry

Financial services

## Headquarters

Mumbai, India

## Website

<https://www.sharekhan.com>

Sharekhan is one of the largest online trading companies that has been helping Indians invest in stock market, investments and engage in trading. Sharekhan specializes in stock, equity, derivatives and commodity market offerings to new entrants, entrepreneurs and enterprises.

With more than 20 years of experience and 2mn plus customers, it is now the largest online trading platform with 3200 shareshops spanning 541 cities.

# The Problem Statement

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Sharekhan wanted to retire from its current platform with an upgraded, interactive, and intuitive customer engagement web platform to elevate its brand image and better serve its new-age customers.

The existing legacy platform was non-responsive, cluttered, and unintuitive. When BNP Paribas acquired Sharekhan, they wanted to relaunch Sharekhan as a modern contemporary e-trading platform with user-friendly navigation, appealing user interface and simplified workflow.

Employees spent longer hours performing standard operating activities due to legacy server, database management and cluttered customer interface.

They wanted to remodel their product and service offerings platform with strategic design thinking, effective platform performance, contemporary user interface and mobile compatibility with a mobile app as well.

# Business Solution

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## Technology Stack

Angular JS

HTML CSS 3

AJAX

Android

Existing legacy platform was replaced by an intuitive, contemporary and advanced e-trading platform which was supported by easy to navigate user interface, optimized standard workflows and was delivered for elevated customer experience with advanced and smart technologies.

INT's unique and agile delivery methodology ensured a timely, effective implementation with well thought out discovery, design validation, re engineering and support and maintenance.

While the assets created was done after understanding the customer's behaviour, INT continued to support the dynamic changes of the product as per assessment of Sharekhan's team. A dedicated team of professionals continued to support post the launch.

# The Impact

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A remodeled intuitive and modern e-trading platform with user control and e-service capabilities was released.

- Started driving more traffic with a cleaner, intuitive and interactive customer interface.
- Platform performance was optimized to ensure lower bounce rate and impactful experience
- A dedicated team which was flexible to ensure that the time to market was minimum and changes are fast
- Increase in usage of e-services like portfolio management, purchase and selling cycle of portfolio, access to their of financial education academy built trust among its users.
- With launch of its new mobile application e-trading transaction became easier and smoother.

# Product Glimpse





We Deliver  
#DigitalSuccess

INDIA | UK | USA | AUSTRALIA | SINGAPORE

**22+**

Years

**750+**

Professionals

**11k+**

Projects

**6m+**

Hours

We are a full-cycle product engineering company, helping some of the fastest growing enterprises, start-ups and agencies across 20+ countries. With our unique approach and expertise in product thinking, we've been successfully delivering innovative software solutions and engineering excellence to our customers for over two decades.