

Stock it up!

Who better than Parag Parikh to turn to for advice on stock markets in these days of recession? Observing the Indian stock markets from close quarters for more than 25 years, he sums up his thoughts in his latest book titled *Value Investing and Behavioral Finance - Insights into Indian Stock Market Realities*. In the city to launch the book at Landmark, the author offered fresh insights into the world of investing.

"The book will help investors in the day-to-day application of investing concepts," he says. He goes on to demystify the intricacies of stock picking, "It is no rocket science.

MBA programs will not teach you some real truths about the stock market. One needs a passion, but once you get your basics right, you can hit the jackpot."

"When you buy stocks of a particular firm, you are actually buying a part of its business," he says.

PASSING THROUGH

Advising young investors who are interested in stocks, he elaborates, "Among several other parameters, one should look into the credibility of the management of the firm in which you want to invest. But, the young crop of investors confuse trading with investing," he complains.

But what is the cause of the current economic crisis? "Greed and fear," he emphasises. And when is a turn-around expected? "My guess would be as bad as yours," he says humorously. "When other investors are staying away from the market, it's the best time to invest in stocks. We need to take short term pains for long term gains," he says philosophically.

Parag feels that down south, people are better informed about value investing. "In Mumbai, investors are part of the flock interested in fancy stock," he reveals. This explains his vast client database from the south, especially from Chennai.

His advice to the young investors? "There's no better time than now to invest. Don't shy away from the market," he concludes.

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