



# Bombay Stock Exchange

The Bombay Stock Exchange is the 10th largest stock exchange in the world by market capitalization.



## CORPORATE LOGOS

### Introduction

The Bombay Stock Exchange is the oldest stock exchange in Asia. It traces its history to the 1855, when four Gujarati and one Parsi stockbroker would gather under banyan trees in front of Mumbai's Town Hall.

The location of these meetings changed many times, as the number of brokers constantly increased. The group eventually moved to Dalal Street in 1874 and in 1875 became an official organization known as 'The Native Share & Stock Brokers Association'.

In 1958, the BSE became the first stock exchange to be recognized by the Indian Government under the Securities Contracts Regulation Act. In 1980 the exchange moved the Phiroze Jeejeebhoy Towers at Dalal Street, Fort area.

### BSE SENSEX

In 1986 it developed the BSE SENSEX index, giving the BSE a means to measure overall performance of the exchange. In 2000 the BSE used this index to open its



The Current corporate logo of the Bombay Stock Exchange

derivatives market, trading SENSEX futures contracts. The development of SENSEX options along with equity derivatives followed in 2001 and 2002, expanding the BSE's trading platform.

### Modernisation

Historically an open outcry floor trading exchange, the Bombay Stock Exchange switched to an electronic trading system in 1995. It took the exchange only fifty days to make this transition.

This automated, screen-based trading platform called BSE On-line trading (BOLT) had an initial capacity of 8 million orders per

day. The BSE has also introduced the world's first centralized exchange-based internet trading system, BSEWEBx.co.in to enable investors anywhere in the world to trade on the BSE platform.

### New Corporate Identity and Logo

The Bombay Stock Exchange has now adopted only its initials as the new name (BSE), positioning itself better position as a national multi-asset financial infrastructure institution. BSE's strategic shift in approach, attitude and business focus is reflected in its new tag line - *Experience the New*.

With renewed zeal and focus on new business opportunities, product and service innovation, upgrades in technology, increased investor and member focus, BSE has always pushed the envelope on all fronts. According to an official statement by the BSE, "*The ambition ( of the BSE) is to continually improve and adopt new and better ways of conducting our business.*"

*As the first stock exchange in Asia and the pioneer of securities transaction business, BSE prides itself on being at the forefront of bringing innovations to the Indian capital markets while creating diverse investment opportunities for the investor community in India throughout its long history.*

*BSE continues to undertake several initiatives to build on its strong brand, legacy and market position to create value for its stakeholders and the financial system."*



A bronze sculpture of a Bull outside the BSE Building



CORPORATE LOGOS



The S&P BSE SENSEX (S&P Bombay Stock Exchange Sensitive Index)

The S&P BSE SENSEX (S&P Bombay Stock Exchange Sensitive Index), also-called the BSE 30 or simply the SENSEX, is a free-float market capitalization-weighted stock market index of 30 well-established and financially sound companies listed on BSE Ltd. The 30 component companies which are some of the largest and most actively traded stocks, are representative of various industrial sectors of the Indian economy. Published since 1 January 1986, the S&P BSE SENSEX is regarded as the pulse of the domestic stock markets in India. The base value of the S&P BSE SENSEX is taken as 100 on 1 April 1979.

S&P BSE SENSEX



Rao Speak- BSE



Dr.Ravi Rao

BSE logo

The momentum to the BSE fortunes has been favorably swung by the new logo. Also, it is a good thing that name Bombay Stock Exchange was not changed to Mumbai Stock Exchange and further still, that we have BSE instead of MSE (Mubai Stock Exchange). MSE would have been a total disaster since the letter M comes no way near to the letter B. The letter B is good for businesses

that deal with finance, financial fluctuations and those that involve vast sum of moneys.

NSE logo

The NSE logo is a good logo and makes for better valuation than the BSE logo. Its drawbacks are two, the color choice and the accompanying graphic with triangles. Had the color been red or blood blue instead of the present one and had there been no triangles, the NSE story could have been more exciting. However, in its present for it shall always trail the BSE in glory and leadership

no way near to the letter B. The letter B is good for businesses



## CORPORATE LOGOS

### The Competition

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**BSE's main competitor NSE has in many respects overtaken it.**

The National Stock Exchange of India was set up in 1993, at a time when PV Narasimha Rao was the Prime Minister of India and Dr. Manmohan Singh was the finance minister. It was set up to bring in transparency in the markets. Promoted by leading Financial institutions essentially led by IDBI at the behest of the Government of India, it was incorporated in November 1992 as a tax-paying company. In April 1993, it was recognized as a stock exchange under the Securities Contracts (Regulation) Act, 1956. NSE commenced operations in the Wholesale Debt Market (WDM) segment in June 1994. The Capital market (Equities) segment of the NSE commenced operations in November 1994, while operations in the Derivatives segment commenced in June 2000.

The National Stock Exchange (NSE) is stock exchange located in Mumbai, and was established in the mid-1990s. It is the 11th largest stock exchange in the world by market capitalisation and largest in India by daily turnover and number of trades, for both equities and derivative trading. NSE provides a modern, fully automated screen-based trading system, with over two lakh trading terminals, through which investors in every nook and corner of India can trade. NSE has played a critical role in reforming the Indian securities market and in bringing unparalleled transparency, efficiency and market integrity. The National Stock Exchange (NSE) changed the way the Indian markets functioned, in the early nineties, by replacing floor based trading with nationwide screen based electronic trading, which took trading to the doorstep of the investor. The exchange was mainly set up to bring in transparency in the markets. Instead of trading membership being

### The Phiroze Jeejeebhoy Towers



The Phiroze Jeejeebhoy Towers, popularly known by its original name of BSE Towers, is a 29 storey building in downtown Mumbai on Dalal Street, near its intersection with the Mumbai Samachar Marg. The building is owned and occupied by the Bombay Stock Exchange (BSE). Prior to 1928, the Bombay Stock Exchange (BSE) operated out of a building near the Town Hall.

The present site near Horniman Circle was acquired by the exchange in 1928, and a building was constructed and occupied in 1930. The street on which the site is located came to be called Dalal Street in Hindi due to the location of the exchange. Construction of the current towers began in the late 1970s, with the building completed and occupied by the BSE in 1980. It was initially called BSE Towers.

Soon after occupation, following the death of Sir Phiroze Jamshedji Jeejeebhoy, chairman of the BSE since 1966, the building was renamed in his memory. At the time of its completion, it was the tallest building in India, although it has since lost that claim to newer buildings.

confined to a group of brokers, NSE ensured that anyone who was qualified, experienced and met minimum financial requirements was allowed to trade.

In this context, NSE was far ahead of its times, when it separated ownership and management in the exchange under SEBI's supervision. The price information which could earlier be accessed only by a handful of people could now be seen by a client in a remote location with the same ease. The paper based settlement was replaced by electronic depository based accounts and settlement of trades was always done on time. One of the most critical changes was that a robust risk management system was

set in place, so that settlement guarantees could protect investors against broker defaults.

NSE has a market capitalisation of more than US\$1 trillion (₹ 67,637.81 billion) and 1,665 companies listed as of December 2012. Though a number of other exchanges exist, NSE and the Bombay Stock Exchange are the two most significant stock exchanges in India, and between them are responsible for the vast majority of share transactions. The NSE's key index is the S&P CNX Nifty, now known as the NSE NIFTY (National Stock Exchange Fifty), an index of fifty major stocks weighted by market capitalisation. ■