



MY EQUITY SHERPA

Your Stock Research Partner

Empowering YOU to invest in mispriced Indian stocks through a disciplined research process — anchored in fundamentals and guided by technicals.

About Us

My Equity Sherpa is the brand name used by Surender Singh to provide stock research service to retail investors — answering what to invest in, why, and when.



Philosophy

A 'Buy and Hold' (Positional Trade) approach focused on market-cap agnostic ideas.

“Your Success Defines Ours.”

Founder & Managing Owner

Surender Singh

Registered Name of the Research Analyst

Surender Singh Proprietor My Equity Sherpa

Credentials



SEBI Registration #

INH000026035



BSE Enlistment #

7069



Qualifications

**PGDIFM • Passed CFA
Level I & II • B.E.
(Mech)**

Our Ethos

What We Do, Choose, and Think



Vision

Be the partner of choice by championing our clients' success.



Mission

Regularly find evolving investment opportunities in the current market.



Purpose

Empower clients to pick stocks with clarity.

Is This For You?



Match



Wants independent final decision and Demat transaction control.



Needs alternatives to Mutual Funds and PMS.



Lacks time/expertise for deep research.



Wary of free financial advice.

Is This For You?



Mismatch



Wants Private Equity, F&O, or Intraday advice.



Needs personalized stock service.



Monitors portfolios frequently, or fears volatility.



Has a horizon of less than 3 years.



Seeks short-term tips.

Why Finding Promising Stocks Is Difficult

Success hinges on an individual's ability to make timely decisions backed by deep knowledge, strong conviction, and enduring patience.



The Process Gap

Lack of a disciplined research process.



The Skill Gap

Lack of time and expertise; reluctance to seek professional guidance.



The Trust Gap

The market is filled with opaque tips, and misaligned incentives.

Bridging the Gap: Our Approach



01

Robust Process

360° techno-funda research framework to uncover regular investment opportunities.



02

Skilled Professional

Qualified research professional that uses a calibrated process to pick and recommend stocks with rationale.



03

SEBI-Registered Service

An accountable service where “Client Benefit Always First” is the core business philosophy.

Our Methodology

Repeatable, 360° Techno-funda Research

1



SPOT

Identify evolving opportunities.



2



ANALYZE

Rigorous techno-funda assessment.



3



RECOMMEND

Timely ideas with clear rationale.



4



MONITOR

Continuous tracking of the investment.

Our Offered Plans

Choose the plan that suits your style.



Portfolio Recommendation

E.g. Plan name: SPIN

Suited for investors who prefer lump-sum buying to build their portfolio in one decisive move.



Individual Stock Discovery Engine

E.g. Plan name: IF.ITS.SMS

Ideal for investors who prefer buying one stock at a time, steadily building a portfolio with patience and discipline.

Details provided at:

<https://myequitysherpa.in/service-details>

Why Choose My Equity Sherpa?



Fair Policy

Equal distribution of new ideas to all subscribers simultaneously.



Skin in the Game

Owner invests alongside clients.



Calibrated Process

Spot ideas regularly through a disciplined framework.



Aligned Goals

Your success defines ours.

Your Onboarding Journey

1 Hawk Eye (You are here)

2 Discovery

3 Welcome Kit

4 KYC Validation

5 Service Agreement

6 Payment Formalities

7 Service Starts

Post Discovery (your due diligence time), process usually closes in 24 hours.

Next Steps

This is Step 1 of your onboarding journey. For deeper insights and to move to the Discovery phase, contact us.



[+91 899.947.4310](tel:+918999474310)



support@myequitysherpa.in



<https://myequitysherpa.in>



<https://www.linkedin.com/company/myequitysherpa>

Warning: Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

Disclaimer: Registration granted by SEBI, enlistment with BSE and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors.

SEBI Registration No. INH000026035 | BSE Enlistment No. 7069