

# Investors Prefer Unlisted Securities to enhance equity returns and diversify portfolios

*Most investors say that unlisted or pre-ipo investments improved portfolio performance over the last 3-4 years due to buoyant equity markets and IPO market.*

The logo for sharescart.com, with the text "sharescart.com" in green. The "o" in "com" is a globe icon.

Sharescart.com logo

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2024 /EINPresswire.com/ -- [Sharescart.com](https://www.sharescart.com) today announced findings from its investor survey. The company has witnessed significant surge in demand for [unlisted shares](#). Within the unlisted shares category, the demand for [pre-ipo shares](#) and start-up shares have seen higher growth. The company surveyed more than 1200 of its investor base to understand this growth. Following are the key findings.

1. Top reason for investors to consider investing in unlisted shares?

64% investors said that it offers higher growth potential

25% said that it offers diversification benefits at a portfolio level

11% said it offers lesser volatility compared to listed shares

2. Which segment do they prefer the most?

55% said they prefer pre-ipo shares

27% said they prefer start-ups

18% said "Others"

3. What is the main objective of investing in start-ups?

92% said multi bagger return potential

8% said that it offers diversification

4. What is the main objective of investing in pre-ipo shares?

66% said quick returns in short term

25% said diversification benefits

9% chose others

5. What is the top risk involved in start-ups?

35% chose execution risk  
34% chose market risk  
31% chose fraud activities by promoter/ founders

6. How many securities should you have in unlisted?

56% people chose 15-20 securities  
26% chose 10-15  
18% chose below 10

As sharescart.com celebrates its growing user base and widening influence in the realm of private market investments, the platform continues to innovate and expand its offerings, reaffirming its commitment to revolutionising the way individuals invest in unlisted shares, pre-IPO, and startup stocks.

For more information about sharescart.com and its range of investment opportunities, please visit [sharescart.com](https://www.sharescart.com)

About sharescart.com

sharescart.com is India's #1 online marketplace specialising in unlisted shares, pre-IPO, and startup investments. Committed to democratising investment opportunities, sharescart.com provides a diverse range of investment choices and a user-friendly interface, empowering investors with access to the vibrant world of private market investments.

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