

Based on the detailed analysis of the "TATACONSUM.NS" report provided, here is the positional trading assessment.

### ### Step 1: Audit the Data

- \* **Data Present:**
  - \* Daily Price Charts (3-Year history).
  - \* Moving Averages (EMA 20, 50, 200) and crossover data.
  - \* Momentum Indicators (RSI, MACD).
  - \* Volatility Indicators (Bollinger Bands, ATR Squeeze setup).
  - \* Trend Indicators (Supertrend, Relative Strength).
  - \* Fundamental snapshot (Revenue/EPS growth, Analyst Estimates).
- \* **Data Missing:**
  - \* Weekly timeframe specific charts (though inferable from 3-year daily).
  - \* Volume Profile or Delivery percentages (standard Volume bars are present).
  - \* Derivatives Data (Open Interest) which helps confirm support validity.
- \* **Confidence Level:** **High**. The report provides a comprehensive technical and fundamental picture sufficient for an intermediate-term trend decision. \*Note: The report data is dated January 2026; the analysis treats this as the "Current" date.\*

### ### Step 2: Analyze the Setup

- \* **Trend Structure:** The stock is in a defined **Strong Uptrend** (Page 6). It is trading above the 200-day EMA (1120) and the 50-day EMA (1163), indicating the primary and intermediate trends are bullish.
- \* **Price Action:** The stock is currently in a minor retracement/consolidation phase, pulling back from highs of ~1200 to the current price of 1170.70. It is finding support exactly at the **Bollinger Band Middle Band (1169.94)** and the **EMA 50 (1163)**. This is a classic "buy the dip" zone in an uptrend.
- \* **Momentum & Volatility:**
  - \* **MACD:** **Bullish** but momentum is "Weakening" (Page 12), reflecting the recent consolidation.
  - \* **RSI:** Neutral at 49.45, offering plenty of room for upside before becoming overbought.
  - \* **Squeeze:** The **Volatility Squeeze Analysis** (Page 14-15) identifies "ATR Contraction" signals. This low-volatility compression usually leads to an explosive move. Given the uptrend, the probability favors an upside breakout.
- \* **Confluence:** The Supertrend support (1134), EMA 50 support (1163), and the "Emerging Leader" Relative Strength classification aligned with the FMCG sector create a high-probability setup.

### ### Step 3: Formulate the Recommendation

Based on the confluence of the price sitting at major support (EMA 50) and a Volatility Squeeze signal active in a primary uptrend, the setup fits the 5-15% upside criteria within a 1-4 month window.

**Recommendation: YES, Enter Now.**

- \* **Entry Price:** **INR 1170 - INR 1175** (Enter at Current Market Price or on a minor tick up).
- \* **Stop Loss:** **INR 1130** (Daily Closing Basis).
  - \* **Rationale:** This is placed just below the Supertrend support (1134) and the EMA 200 buffer zone. A close below this invalidates the intermediate uptrend.
- \* **Take Profit:** **INR 1280 - INR 1285**
  - \* **Rationale:** This targets the analyst consensus estimate (Page 19) and aligns with a standard extension of the current trend, offering approx. 9.5% - 10% upside.
  - \* **Intermediate Resistance:** Be aware of minor resistance at **INR 1205** (Upper Bollinger Band). Positional traders should hold through this unless a reversal signal appears.

# News & Analyst Targets

Based on the latest market data and news available for the week ending **January 3, 2026**, here is the research update for **Tata Consumer Products Ltd (TATACONSUM)**.

### **1) Latest News for TATACONSUM (Week of Dec 29, 2025 - Jan 3, 2026)**

- Acquisition Talks (Danone India):** The most significant development this week is the report that **Tata Consumer** is in talks to acquire **Danone India's** nutraceuticals and specialized nutrition business. This move aligns with **Tata's** strategy to expand its health and wellness portfolio, a high-growth segment in India.
- Marketing & Innovation (Jan 2, 2026):** The company has launched a series of immersive, technology-driven outdoor campaigns (OOH) across India. Notable initiatives include the "Desh Ke Dhaage" 3D installation for **Tata Tea Premium** and AI-integrated campaigns for **Tata Coffee Gold**, signaling a continued push for premium brand visibility.
- Stock Performance:** As of late December 2025, **TATACONSUM** shares were trading with positive momentum, up approximately **29%** for the calendar year 2025, significantly outperforming the **Nifty FMCG** index.

### **2) Brokerage Upgrades/Downgrades**

While there have been no major *new* rating changes in the very first days of 2026, the analyst community remains broadly bullish following the Q2 FY26 earnings (reported Nov 2025).

- General Sentiment:** Most brokerages have maintained **BUY** or **OVERWEIGHT** ratings, citing the company's strong growth in the India Foods business (Sampann, Salt) and recovery in tea volumes.
- Recent Actions:**
  - Motilal Oswal** and **Goldman Sachs** notably raised their target prices in late 2025, pricing in the margin recovery expected in H2 FY26.
  - CLSA** maintained a more cautious 'Hold' stance but acknowledged the sales growth beat.

### **3) Indirect News Impacting TATACONSUM**

- ITC Tax Hike & Sector Rotation (Jan 2, 2026):** A major indirect impact comes from the sharp sell-off in peer **ITC Ltd**, following reports of a government tax hike on cigarettes effective February 2026. This has caused distress in the broader FMCG index but could lead to *investor rotation* away from tobacco-exposed stocks toward "cleaner" consumption plays like **Tata Consumer**.
- Input Cost Inflation (Tea & Coffee):** The sector continues to grapple with elevated tea and coffee prices (a trend persisting from mid-2025). While **Tata Consumer** has passed on some costs, high raw material prices remain a margin headwind that analysts are monitoring closely for Q3 FY26 results.

### **4) Latest Price Targets (Analysts & Brokerages)**

The following table summarizes the most recent available targets issued by major brokerages (primarily post-Q2 FY26 results in Nov-Dec 2025).

Brokerage / Analyst Firm	Rating / Stance	Target Price (INR)	Upside/Commentary
Motilal Oswal	Buy	1,450	High Conviction - Cites healthy revenue growth & EBIT recovery.
Goldman Sachs	Buy	1,350	Expects strong margin recovery and growth in international biz.
Trendlyne Consensus	Average	~1,334	Aggregated consensus from 6+ major analysts.
Morgan Stanley	Overweight	1,265	Positive on India business volume growth.
Jefferies	Buy	1,210	Confident on domestic growth; cautious on international tariffs.
CLSA	Hold	1,097	Conservative target; concerned about margin pressure from input costs.

**\*\*Analyst Note:\*\*** The stock is currently trading near the **\*\*INR 1,180 - 1,200\*\*** levels (as of late Dec 2025). The consensus suggests an upside potential of approximately **\*\*10-15%\*\*** from current levels, driven by the integration of new acquisitions and volume recovery in the core tea business.

# Stock Detailed Analysis Report

## **TATACONSUM.NS**

Current Price: ₹1170.70

Generated: 2026-01-03 12:41

# TATACONSUM.NS - 3 Year Daily Price Chart



## Long-term Fundamental Analysis (4 Years)

Metric	Is Growing?	Accelerating?	1Y Growth	3Y CAGR
Revenue	Yes	Yes	15.96%	12.35%
Net Income	Yes	Yes	11.14%	10.96%
ROE	Yes	No	-10.78%	1.13%
EPS	Yes	No	7.05%	9.21%

## Short-term Fundamental Analysis (6 Quarters)

Metric	Is Growing?	Recent QoQ	Avg QoQ
Revenue	Yes	6.24%	2.44%
Net Income	Yes	-3.10%	5.65%
ROE	No	-9.48%	-9.48%
EPS	No	-24.60%	-0.38%

# TATACONSUM.NS - Relative Strength Analysis

## == OVERVIEW ==:

Benchmark Index:	^CNXFMCG
Sector:	FMCG
Classification:	Emerging Leader
RS Score:	55.7/100
:	

## == RS RATIOS ==:

1M RS:	1.064 [Leader]
3M RS:	1.057 [Leader]
6M RS:	1.103 [Leader]
1Y RS:	1.353 [Strong]
:	

## == TURNAROUND ANALYSIS ==:

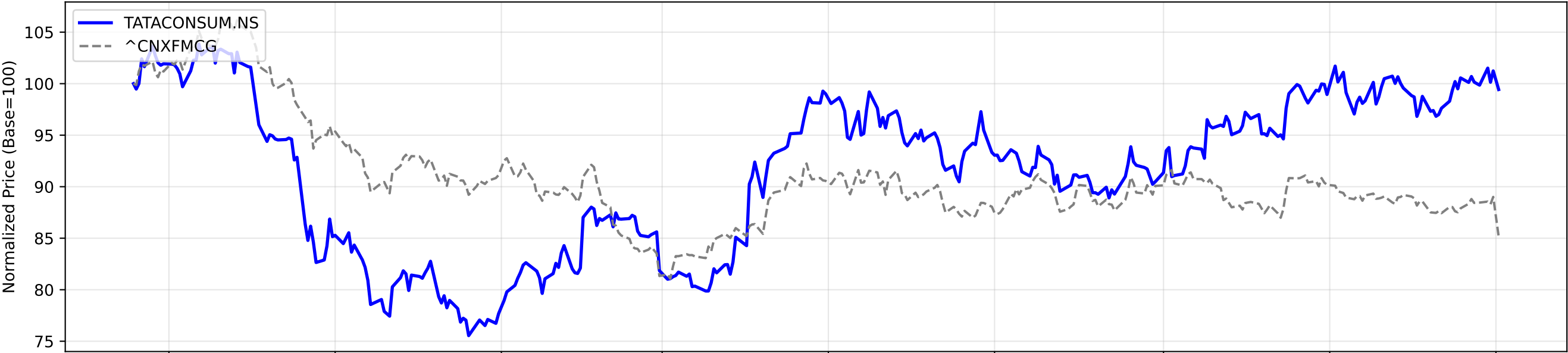
Turnaround Status:	Not Detected
:	

## SIGNAL CRITERIA::

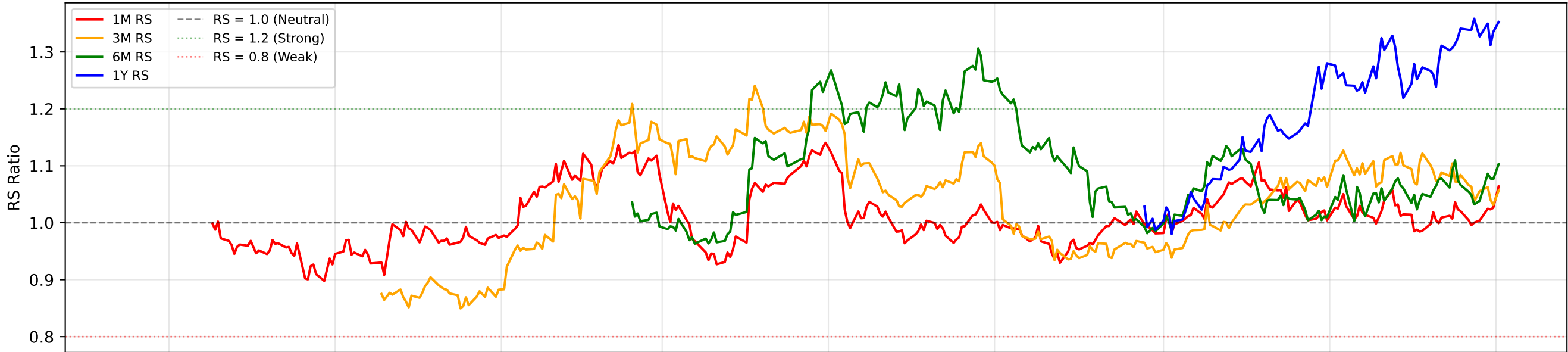
✓ Emerging RS:	1M (1.064) > 3M (1.057)
✗ Medium-term Lagging:	Not lagging
✗ Performance Improving:	Not improving

Relative Strength Analysis: TATACONSUM.NS vs ^CNXFMCG  
Classification: Emerging Leader

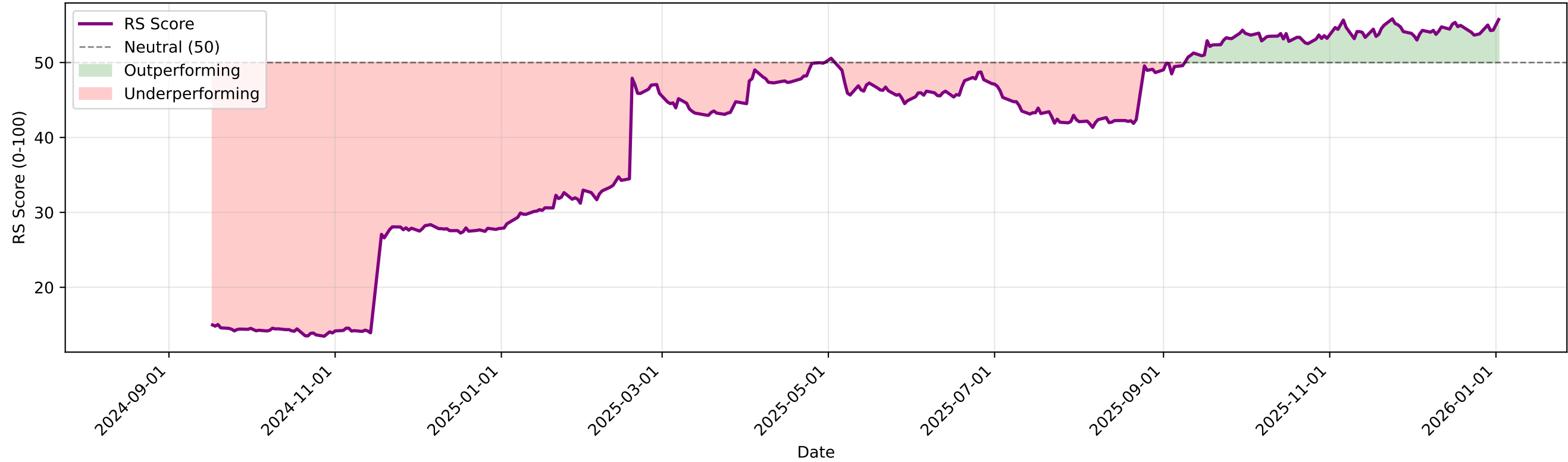
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



RS Composite Score Timeline

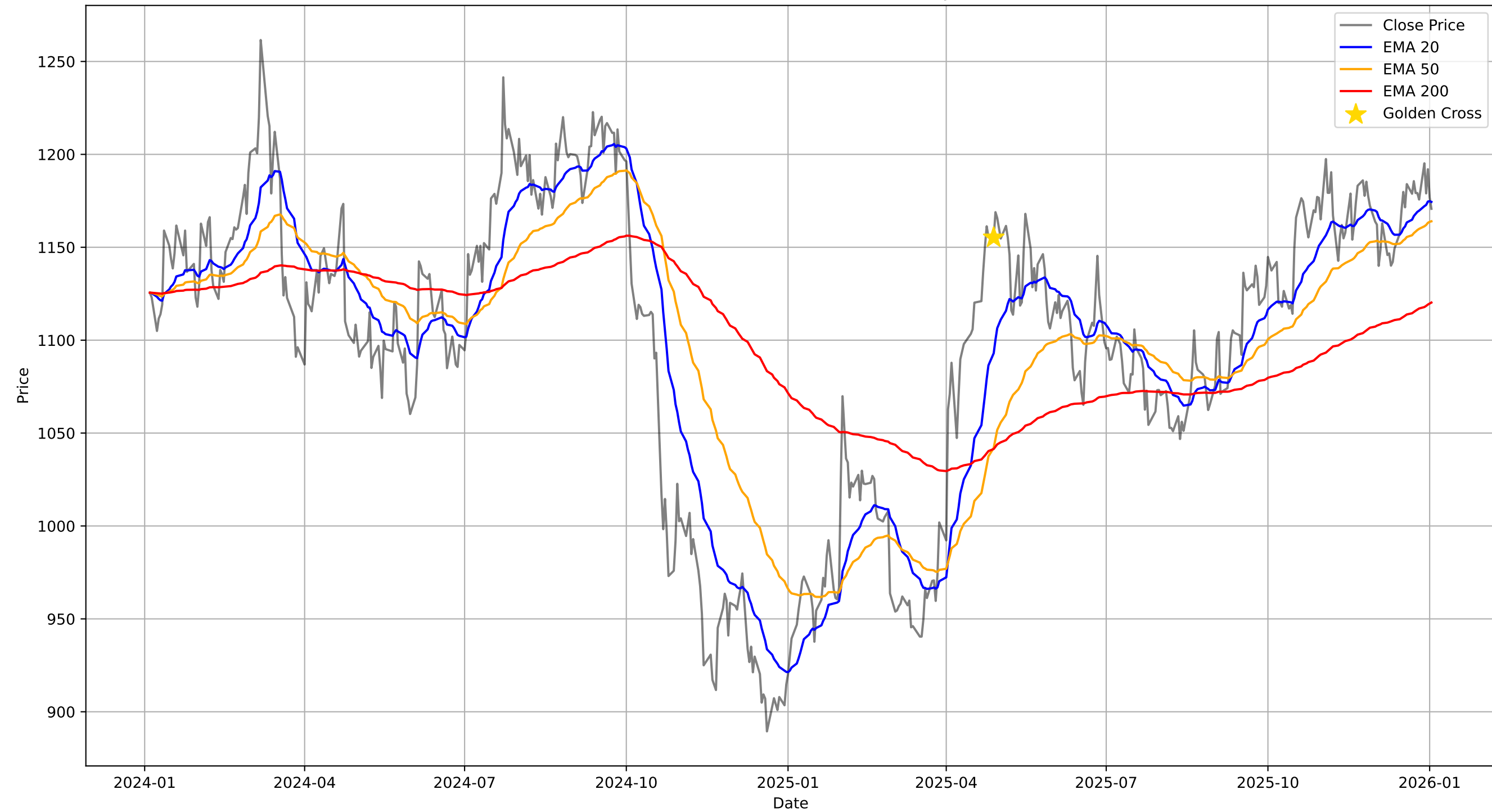




## TATACONSUM.NS - EMA Crossover Summary

EMA 20:	1174.43
EMA 50:	1163.98
EMA 200:	1120.25
Trend Status:	<b>Strong Uptrend</b>
Golden Cross Date:	2025-04-28 00:00:00
Golden Cross Price:	1155.20

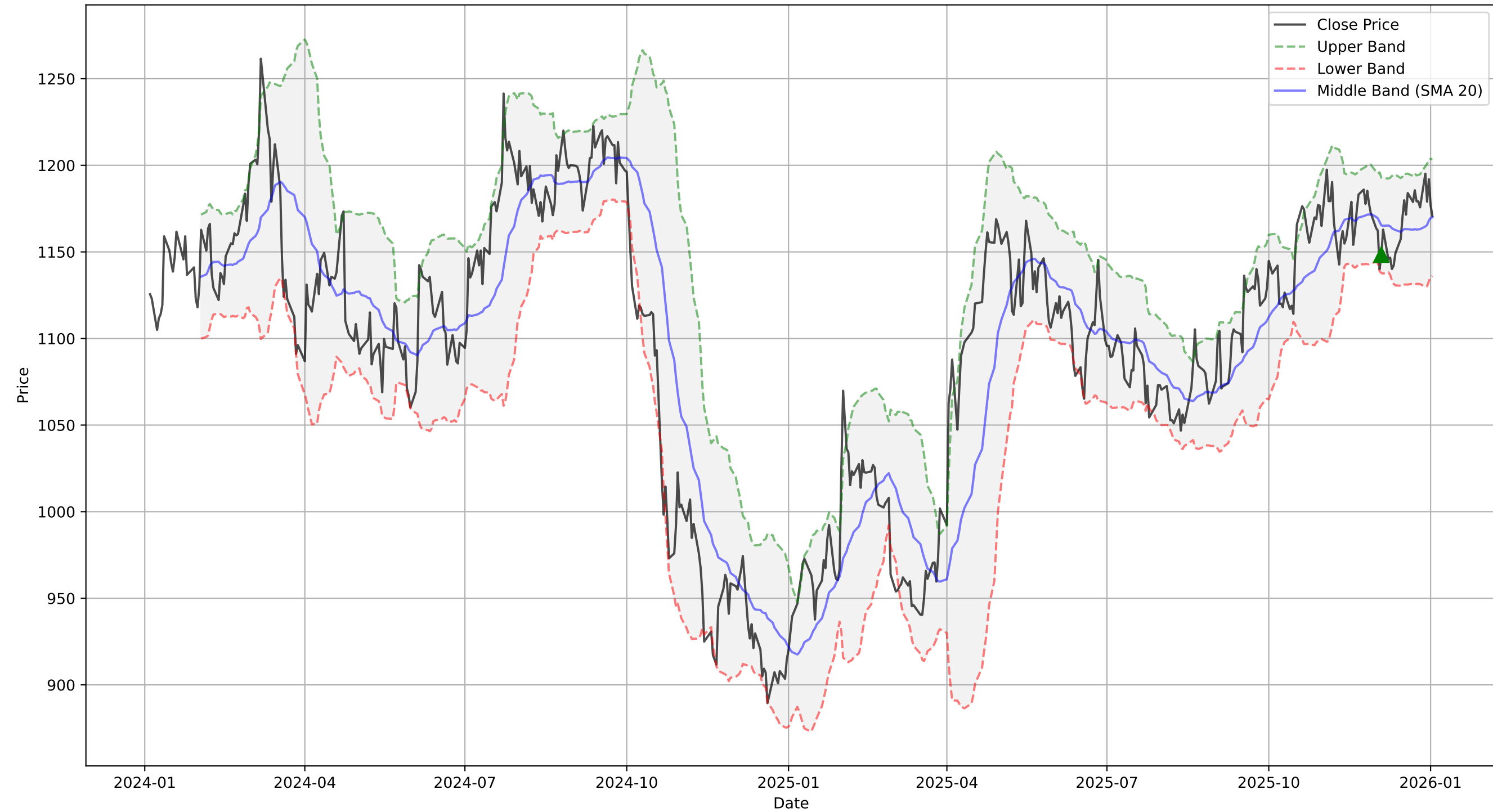
TATACONSUM.NS EMA Crossover Analysis



## TATACONSUM.NS - Bollinger Bands Summary

<b>Current Price:</b>	1170.70
<b>Upper Band:</b>	1203.83
<b>Middle Band (SMA 20):</b>	1169.94
<b>Lower Band:</b>	1136.06
<b>%B:</b>	0.5111
<b>Band Width:</b>	0.0579
<b>Status:</b>	Upper Half
<b>Signal:</b>	None
<b>Recent Signal 1:</b>	<b>Buy Signal at 2025-12-04 00:00:00</b>

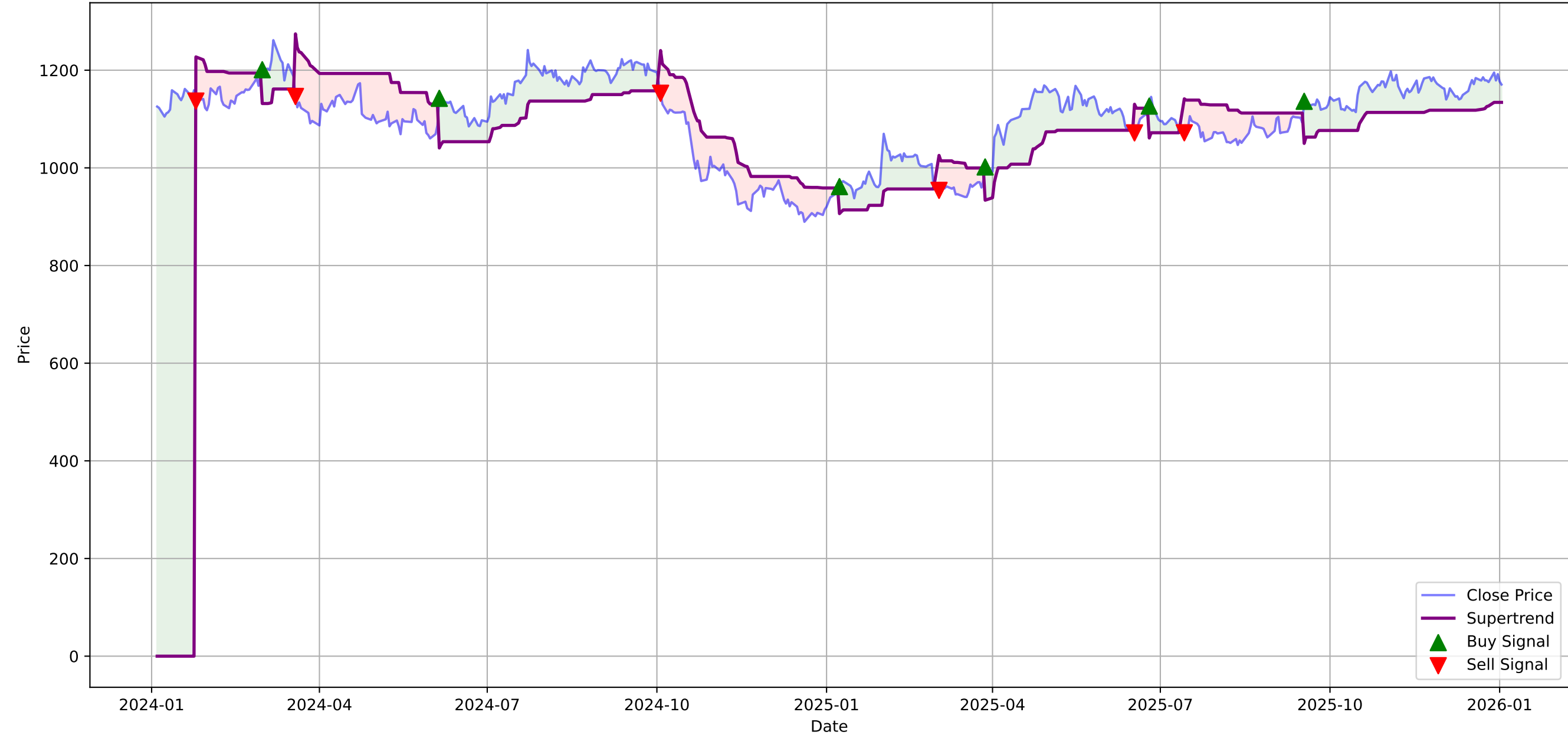
TATACONSUM.NS Bollinger Bands (20, 2) Analysis



## TATACONSUM.NS - Supertrend Summary

Status:	UPTREND (Buy)
Supertrend Value:	1134.12
Signal Identified On:	2025-09-17

Supertrend Analysis for TATACONSUM.NS (Period: 14, Multiplier: 3.0, Interval: 1d)



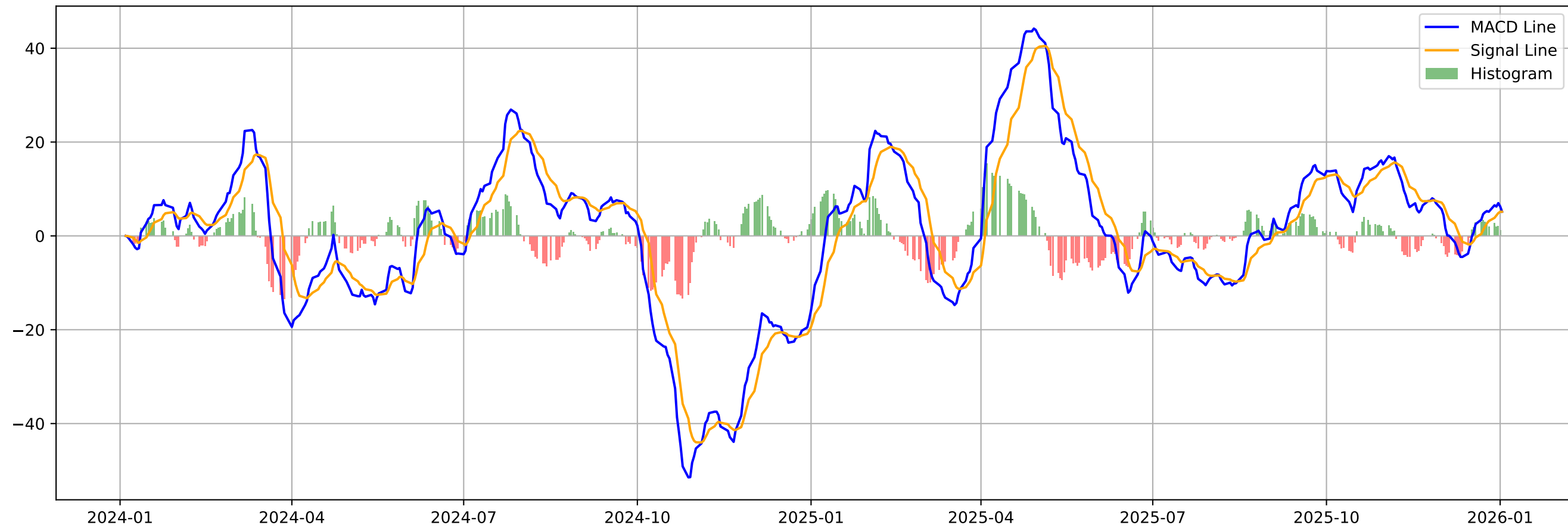
## TATACONSUM.NS - MACD Summary

MACD Line:	5.17
Signal Line:	5.15
Histogram:	0.03
Trend:	<b>Bullish</b>
Momentum:	<b>Weakening</b>
Signal:	None
Divergences Detected:	1
└ Bearish Divergence:	Date: 2025-12-29 00:00:00, Price: 1195.20

TATACONSUM.NS Price



TATACONSUM.NS MACD (12, 26, 9)

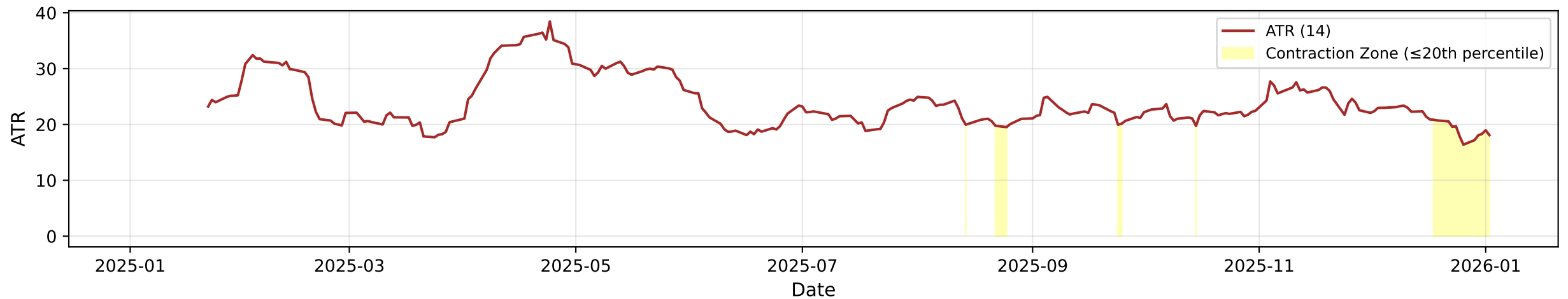
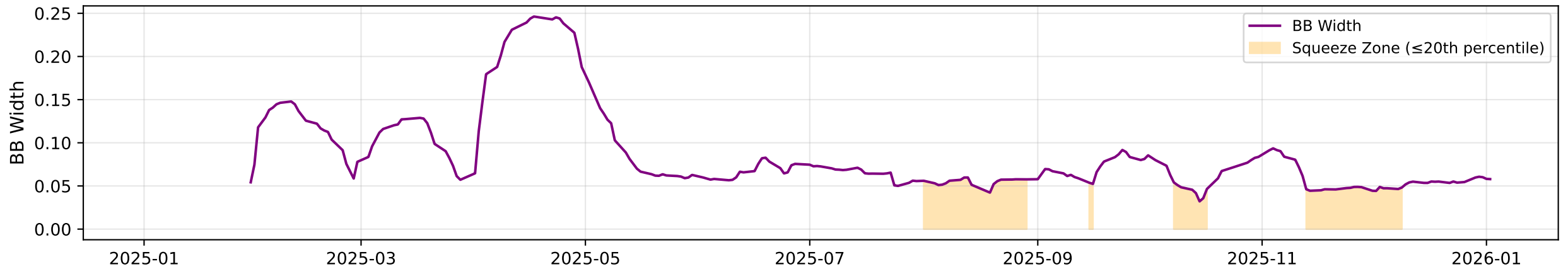
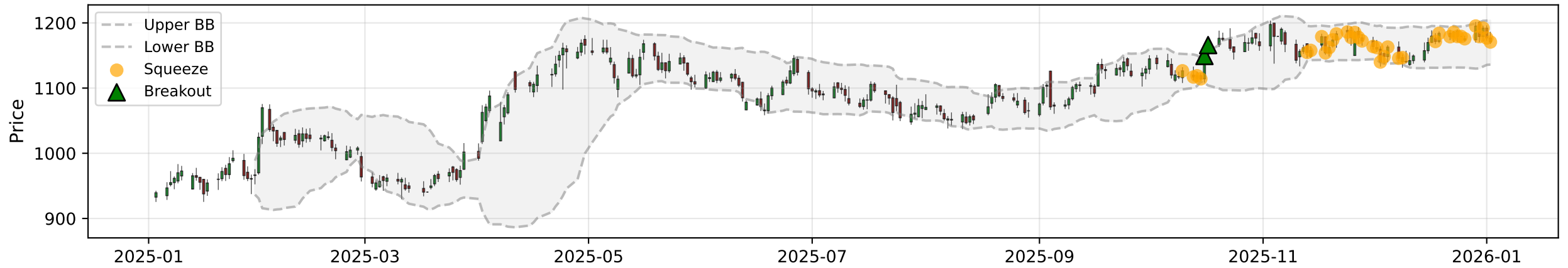




## TATACONSUM.NS - Volatility Squeeze Summary

<b>BB Width:</b>	0.0579
<b>ATR:</b>	18.1071
<b>Total Signals:</b>	37
<b>Signal 1:</b>	ATR Contraction at 2025-12-29 00:00:00 (Price: 1195.20)
<b>Signal 2:</b>	ATR Contraction at 2025-12-30 00:00:00 (Price: 1179.00)
<b>Signal 3:</b>	ATR Contraction at 2025-12-31 00:00:00 (Price: 1192.00)
<b>Signal 4:</b>	ATR Contraction at 2026-01-01 00:00:00 (Price: 1176.90)
<b>Signal 5:</b>	ATR Contraction at 2026-01-02 00:00:00 (Price: 1170.70)

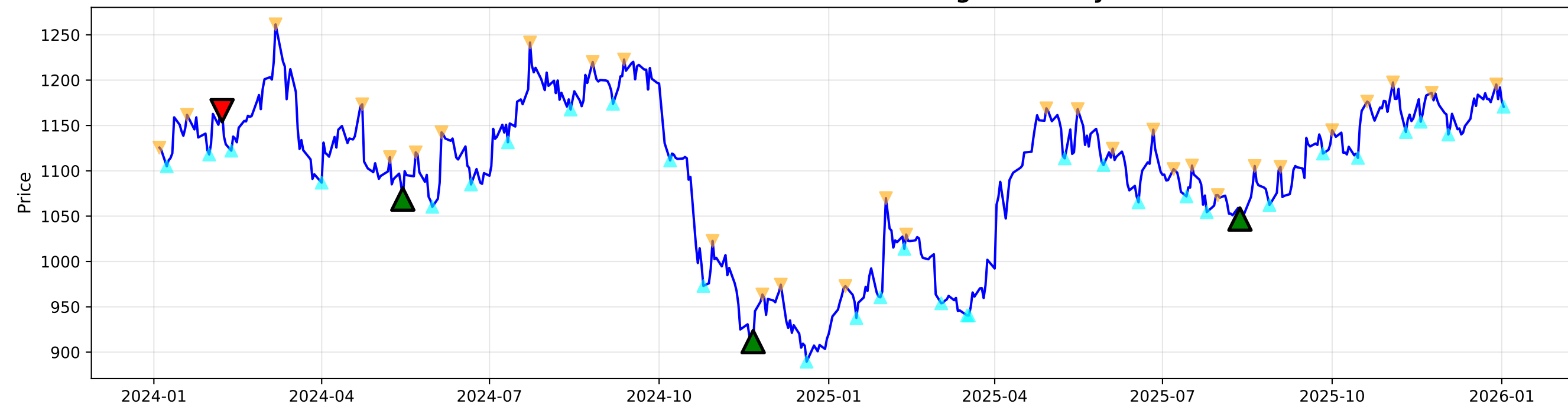
# TATACONSUM.NS - Volatility Squeeze Analysis



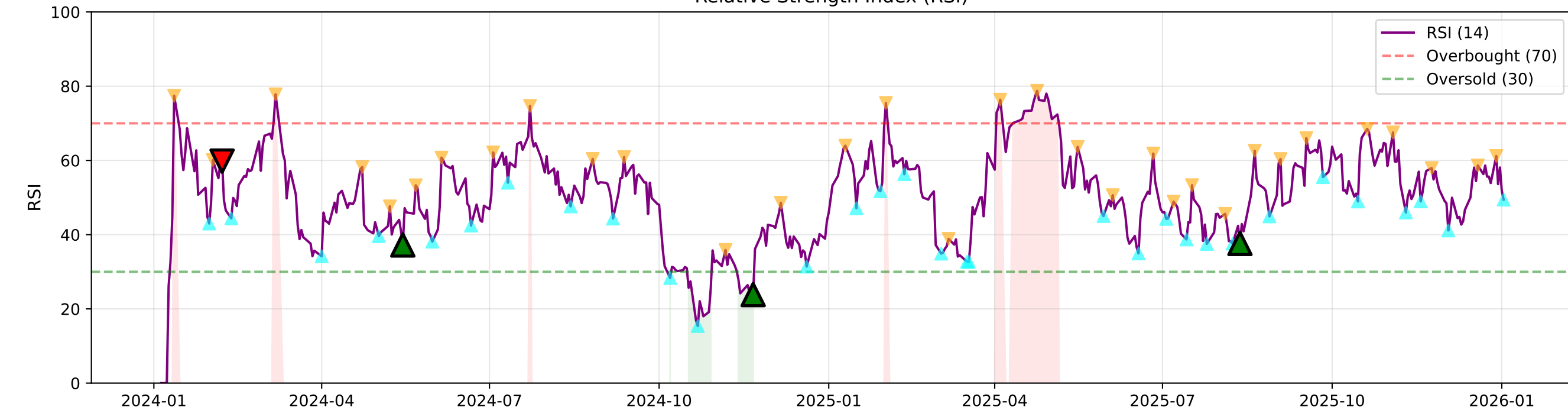
## TATACONSUM.NS - RSI-Volume Summary

<b>Current RSI:</b>	49.45
<b>Current Volume:</b>	955406
<b>Volume MA 20:</b>	864766
<b>Bullish Divergences:</b>	3
<b>Bearish Divergences:</b>	1
<b>Bullish Div 1:</b>	Date: 2024-11-21 00:00:00, Price: 911.70
<b>Bullish Div 2:</b>	Date: 2025-08-12 00:00:00, Price: 1046.80
<b>Bearish Div 1:</b>	Date: 2024-02-07 00:00:00, Price: 1166.20

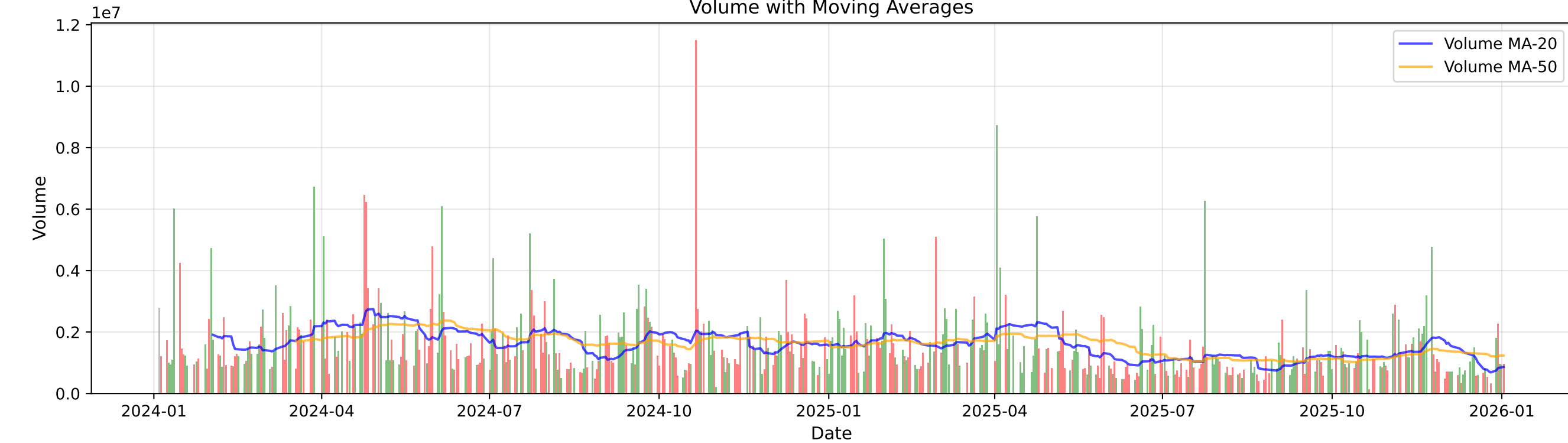
# TATACONSUM.NS RSI-Volume Divergence Analysis



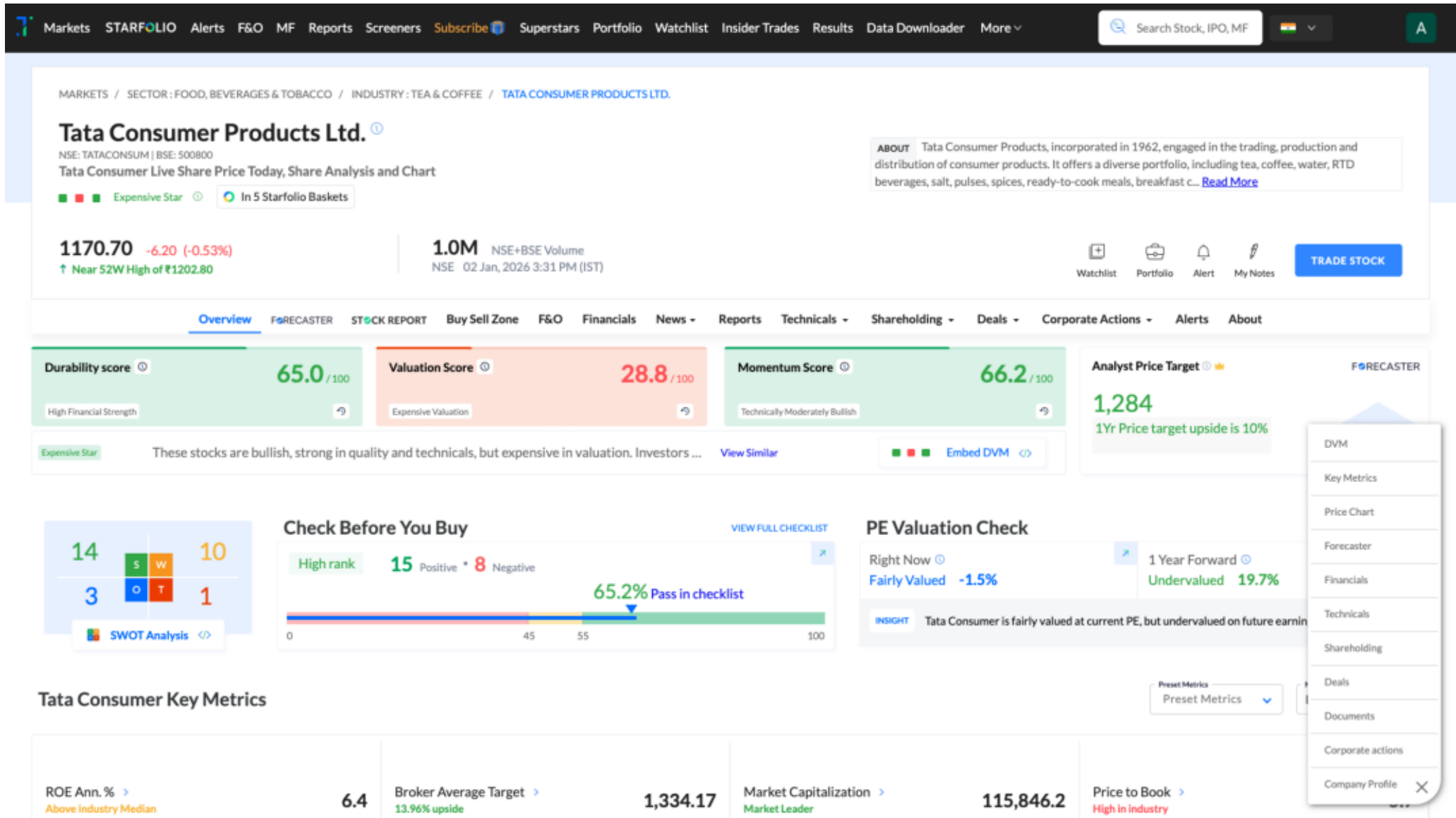
## Relative Strength Index (RSI)



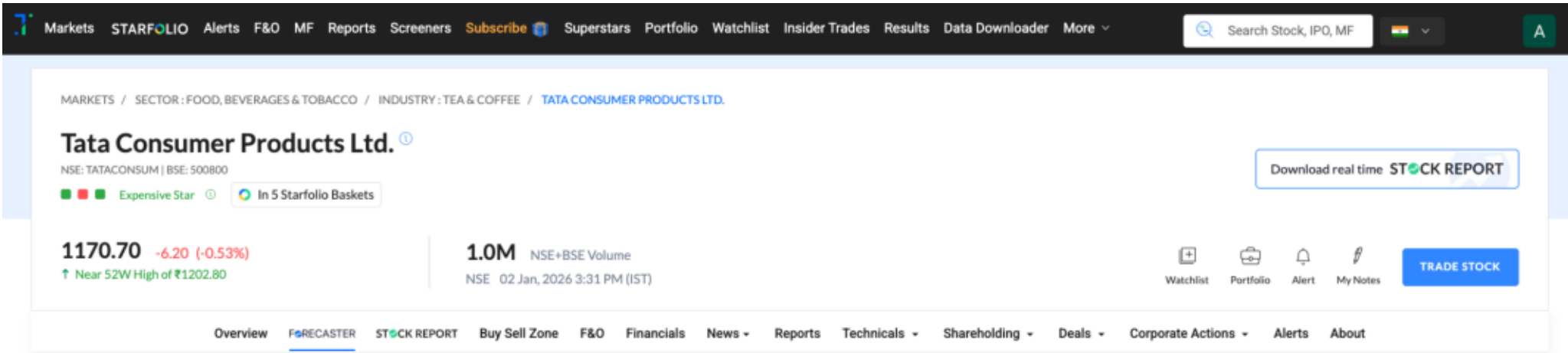
## Volume with Moving Averages



Trendlyne Snapshot - TATACONSUM\_main



## Trendlyne Snapshot - TATACONSUM\_forecaster



### Tata Consumer - TATACONSUM - stock price prediction, stock forecast, target price, analyst ratings from 28 analysts

Tata Consumer has a share price target of Rs 1284, revenue growth forecast of 12.6%, and profit growth estimate of 28.8% for FY26, based on top 28 analyst calls.

### Tata Consumer FORECASTER - Analyst Estimates

[FORECASTER DASHBOARD](#)

