

Based on the provided "Stock Detailed Analysis Report" for **VBL.NS (Varun Beverages Ltd)**, here is the positional trading analysis.

***Note on Data Context:** The report indicates a generated date of **January 17, 2026**. The analysis below treats this date as "current" and assumes the price action and technical indicators reflect this specific point in time.*

Step 1: Audit the Data

- * **Data Present:**
 - * Daily Price Action (Candlestick charts).
 - * Moving Averages (EMA 20, 50, 200) and Crossover status.
 - * Momentum Indicators (RSI, MACD, Relative Strength).
 - * Volatility Indicators (Bollinger Bands, ATR).
 - * Trend Indicators (Supertrend).
 - * Fundamental Snapshots (Revenue, EPS, Valuation).
 - * Volume Analysis (Accumulation/Distribution signals).
- * **Data Missing:**
 - * Detailed Fibonacci retracement levels.
 - * Detailed option chain/Open Interest data.
 - * Sector-specific rotation charts (beyond basic FMCG comparison).
- * **Confidence Level:** **High**. The report provides a comprehensive confluence of trend, momentum, and volatility indicators necessary for intermediate-term technical analysis.

Step 2: Analyze the Setup

- * **Price Structure & Trend:**
 - * **Major Reversal:** The stock is emerging from a prolonged correction/consolidation phase that spanned most of 2025.
 - * **Key Level Reclaimed:** The price (500.40) has successfully closed above the **200-day EMA (489.63)**. This is a primary signal of a trend shift from bearish/neutral to bullish.
 - * **EMA Stack:** The price is above the 20 EMA, 50 EMA, and 200 EMA, confirming a "Short-term **Uptrend" (Page 6).**
- * **Momentum & Strength:**
 - * **Supertrend:** The indicator generated a **BUY signal** on 2025-11-28 and remains in an **Uptrend** with support at 474.83.
 - * **RSI:** Currently at **58.85**, which is in the bullish zone with room to expand before hitting overbought levels (70+).
 - * **Relative Strength (RS):** While the 1-year RS is neutral (0.978), the 1-month RS (1.112) and 3-month RS (1.140) are "Leading." This indicates significant short-term outperformance against the benchmark (CNXFMCG).
- * **Volatility:**
 - * **Squeeze Breakout:** A Bollinger Band squeeze breakout (**Bullish**) was triggered on **2026-01-06** (Page 14). The bands are expanding, supporting the move.
- * **Risk Factors:**
 - * **Resistance:** The price is currently testing the **Upper Bollinger Band (510.27)**. Short-term resistance is expected here.
 - * **Exhaustion:** The Volume Analysis (Page 18) notes "Buying Exhaustion (**Bearish Div**)" on 2026-01-07. This suggests the stock may consolidate or pull back slightly to retest the EMAs before the next leg up.
 - * **Valuation:** Trendlyne scores indicate high valuation, meaning the trade relies purely on technical momentum rather than a value mismatch.

Step 3: Formulate the Recommendation

Verdict: YES.

The confluence of reclaiming the 200 EMA, a positive Supertrend, and leading short-term Relative Strength supports a positional long entry. However, due to the proximity to the Upper Bollinger Band and "Buying Exhaustion" signals, a wide stop is required to accommodate a potential retest of the breakout zone.

* **Entry Price:** **INR 490.00 - INR 500.40** (Ideally, enter 50% at CMP and 50% on a dip to the 200 EMA retest around 490).

* ****Stop Loss:**** **INR 474.00** (Daily Close). This places risk just below the Supertrend support (474.83) and the 50-day EMA (482.61). A close below this level invalidates the bullish reversal.

* ****Take Profit:**** **INR 550.00 - INR 565.00**.

* *Rationale:* INR 550 aligns with previous price structure resistance seen in mid-2025. INR 565 represents an approx. 13% upside, fitting the target profile.

Trade Logic Summary:

You are buying the "Golden Cross" equivalent where price reclaims long-term averages. The risk is defined by the structural support (Supertrend). The upside targets the previous swing highs established before the late-2025 correction.

News & Analyst Targets

As a stock research analyst, I have compiled the latest research, news, and analyst ratings for **Varun Beverages Ltd (VBL)** for the week ending **January 17, 2026**.

1) Latest News for VBL This Week (Jan 11-17, 2026)

* **New Analyst Coverage (Investec):** On **January 14, 2026**, global brokerage firm **Investec** initiated coverage on Varun Beverages with a **BUY** rating. They highlighted the company's strong position to benefit from portfolio innovation and deeper distribution networks in India.

* **Fraud Warning Issued:** On **January 14, 2026**, VBL issued an official corporate announcement warning the public against fraudulent websites and social media handles posing as the company to offer fake distributorships. The company clarified it does not appoint distributors via social media.

* **Technical Breakout:** Market analysts noted on **January 14** that VBL stock has shown a technical breakout above its 200-day Moving Average (DMA), signaling potential positive momentum. This follows a period of consolidation where the stock was trading around the INR 480-INR 500 levels.

* **Twizza Acquisition Momentum:** The stock continues to see positive sentiment following the late-December approval to acquire **Twizza**, a South African beverage company. This deal is expected to double VBL's market share in South Africa to ~20% by 2027.

2) Upgrade or Downgrade from Brokerages

* **Investec (Upgrade/New):** Initiated with a **BUY** rating.

* *Rationale:* Cited "structural tailwinds," aggressive distribution expansion, and a favorable low base effect from 2025. They project a consolidated revenue CAGR of 12% over 2025-2027.

* **Nuvama (Maintain Buy):** Recommended VBL as a top pick for the week.

* *Rationale:* Technical breakout and support at key retracement levels.

* **Citi (Reiteration):** Maintained **BUY** rating (following the recent Twizza acquisition news).

* *Rationale:* High upside potential (~44%) driven by international expansion in Africa.

3) Other News Impacting VBL (Direct/Indirect)

* **African Expansion (Direct):** The acquisition of **Twizza** (approx. cost INR 1,119 Cr) is a key theme. This backward integration (making its own bottles/caps) is expected to improve margins and allow VBL to compete in the "value" segment of the South African market without diluting PepsiCo's premium brand equity.

* **Q4 CY2025 Earnings Expectation (Indirect):** As VBL follows a Calendar Year (Jan-Dec) financial cycle, the market is awaiting its Q4 (Oct-Dec 2025) and Full Year 2025 results, which are expected to be announced in **early February 2026**.

* **Sector Sentiment (Indirect):** The broader FMCG and consumption sector has seen volatility due to global geopolitical tensions and US tariff concerns, which has kept the stock range-bound despite positive company-specific news.

4) Latest Analyst Targets (Markdown Table)

Here are the latest price targets and ratings from major brokerages as of mid-January 2026.

Brokerage Firm	Rating	Target Price (INR)	Date of Report / Note	Key Comments
:--- :--- :--- :--- :---				
Citi BUY	**INR 675**	Late Dec 2025	Bullish on Twizza acquisition & Africa growth.	
DAM Capital BUY	**INR 670**	Jan 2026	Expects 26% EPS growth; cited capacity expansion.	
Emkay Global BUY	**INR 615**	Late Dec 2025	Raised target by 7% post-acquisition news.	
Investec BUY	**INR 569**	**Jan 14, 2026**	**New coverage**; attractive valuation at 39x CY27E.	
Nuvama BUY	**INR 532**	**Jan 14, 2026**	Short-term technical target based on breakout.	
Consensus **Strong Buy**	**~INR 598**	Jan 17, 2026	Average of ~26 analysts covering the stock.	

Analyst Summary: The street remains overwhelmingly positive on VBL, viewing the recent stock correction (late 2025) as a buying opportunity. The focus is shifting heavily towards its international execution in South Africa and DRC, which are expected to be the next major growth engines alongside India.

Stock Detailed Analysis Report

VBL.NS

Current Price: ₹500.40

Generated: 2026-01-17 17:55

VBL.NS - 3 Year Daily Price Chart



Long-term Fundamental Analysis (4 Years)

Metric	Is Growing?	Accelerating?	1Y Growth	3Y CAGR
Revenue	Yes	No	24.47%	31.04%
Net Income	Yes	No	26.20%	55.20%
ROE	No	No	-47.30%	-2.80%
EPS	Yes	No	25.59%	54.92%

Short-term Fundamental Analysis (6 Quarters)

Metric	Is Growing?	Recent QoQ	Avg QoQ
Revenue	Yes	26.05%	8.99%
Net Income	Yes	81.29%	63.25%
ROE	Yes	543.42%	225.53%
EPS	Yes	80.93%	15.21%

VBL.NS - Relative Strength Analysis

== OVERVIEW ==:

Benchmark Index:	^CNXFMCG
Sector:	FMCG
Classification:	Weakening Leader
RS Score:	55.0/100
:	

== RS RATIOS ==:

1M RS:	1.112 [Leader]
3M RS:	1.140 [Leader]
6M RS:	1.110 [Leader]
1Y RS:	0.978 [Neutral]
:	

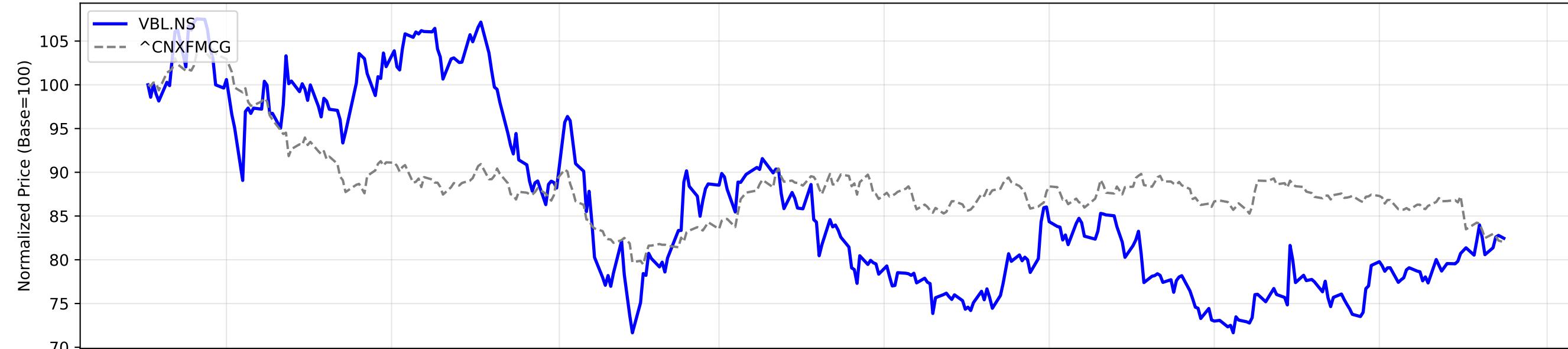
== TURNAROUND ANALYSIS ==:

Turnaround Status:	Not Detected
:	

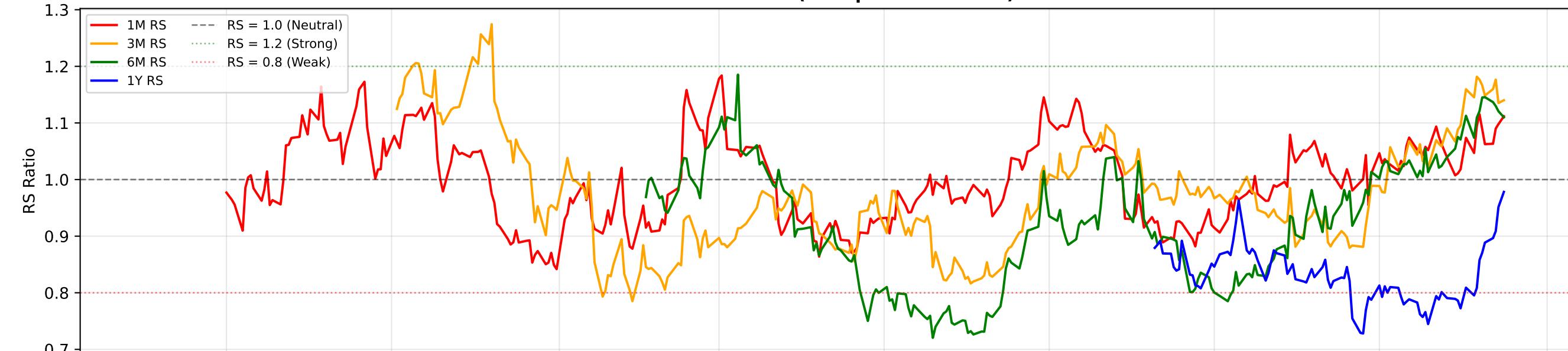
SIGNAL CRITERIA::

✗ Emerging RS:	Not accelerating
✓ Medium-term Lagging:	1Y=0.978 (≤ 1.0)
✓ Performance Improving:	3M (+12.4%) > 6M (+6.6%)

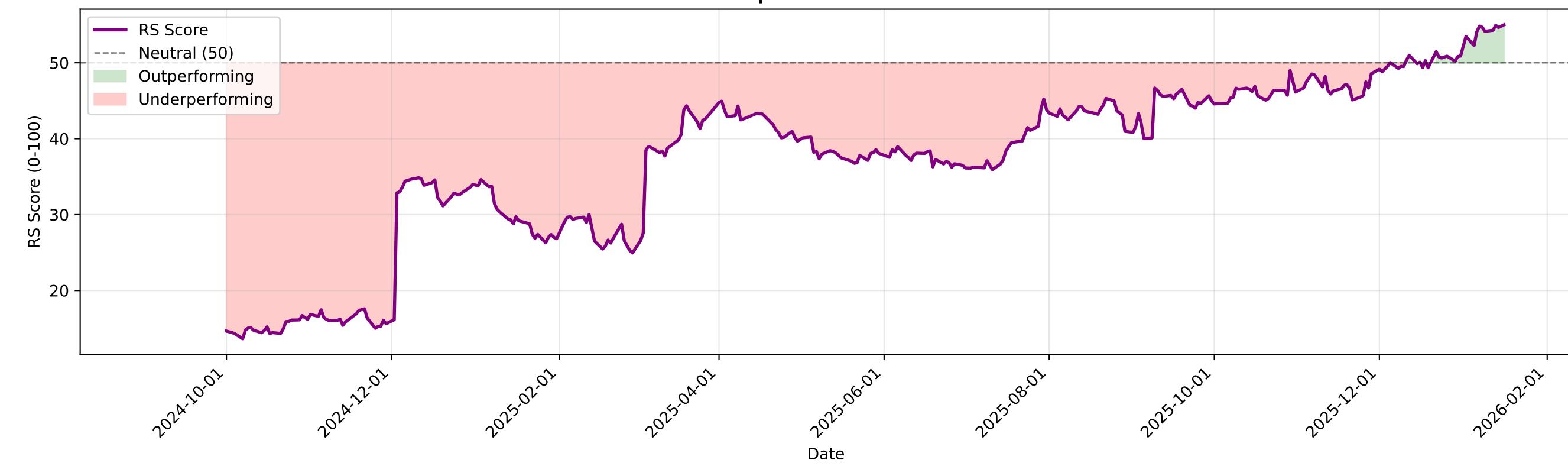
Relative Strength Analysis: VBL.NS vs ^CNXFMCG
Classification: Weakening Leader
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



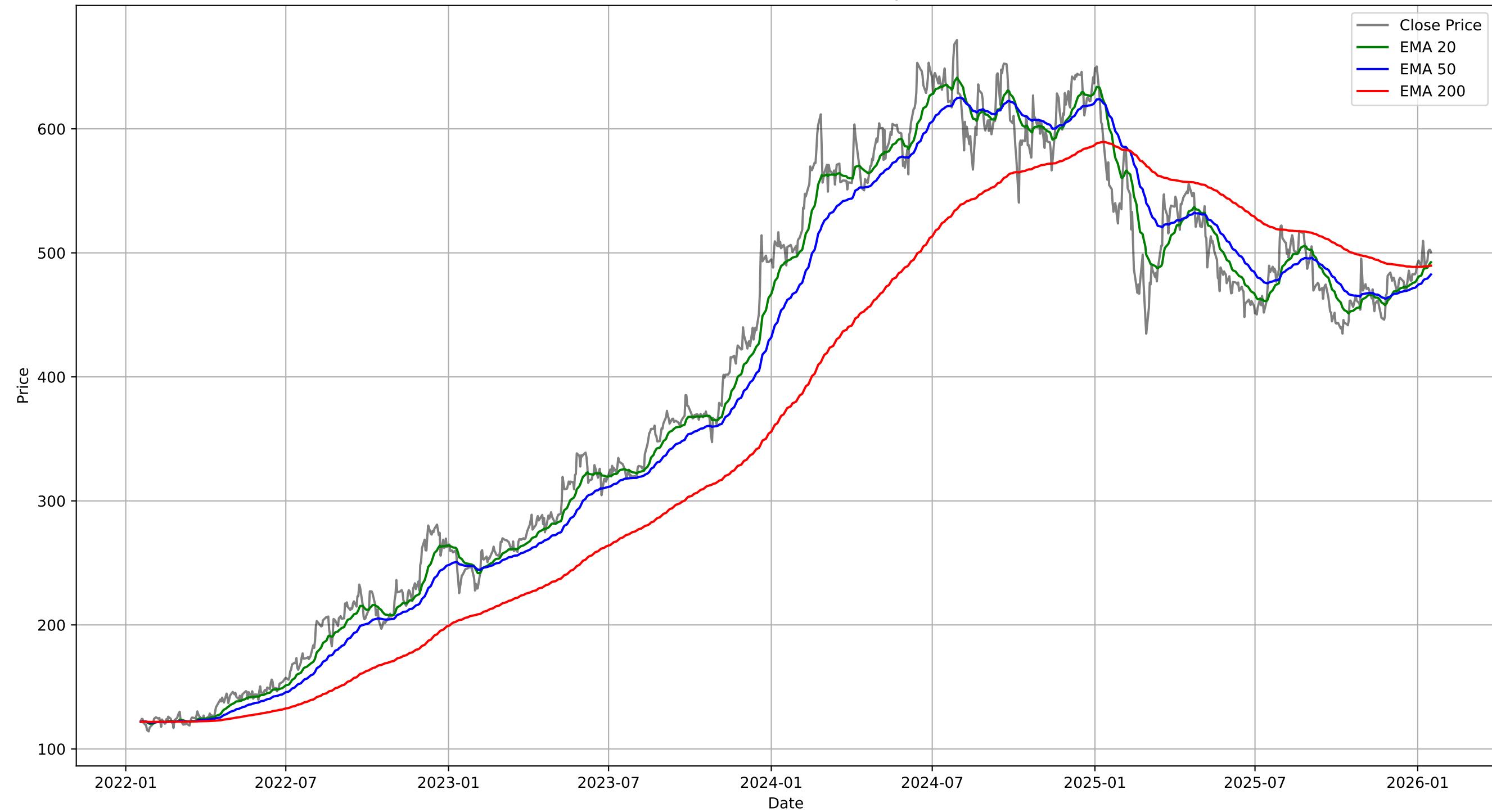
RS Composite Score Timeline



VBL.NS - EMA Crossover Summary

EMA 20:	492.49
EMA 50:	482.61
EMA 200:	489.63
Trend Status:	Short-term Uptrend

VBL.NS EMA Crossover Analysis



VBL.NS - Bollinger Bands Summary

Current Price:	500.40
Upper Band:	510.27
Middle Band (SMA 20):	491.77
Lower Band:	473.27
%B:	0.7332
Band Width:	0.0752
Status:	Upper Half
Signal:	None

VBL.NS Bollinger Bands (20, 2) Analysis



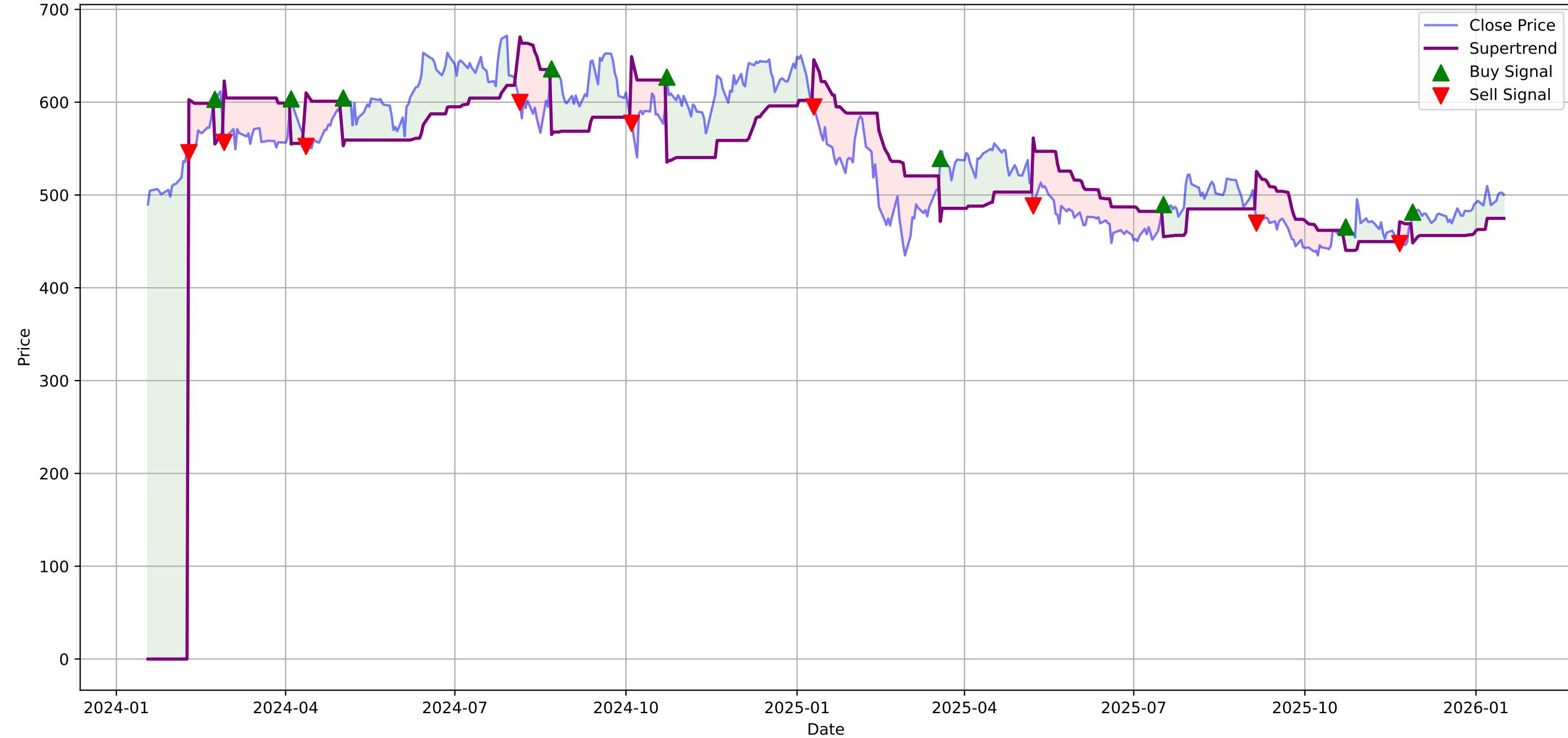
VBL.NS - Supertrend Summary

Status: UPTREND (Buy)

Supertrend Value: 474.83

Signal Identified On: 2025-11-28

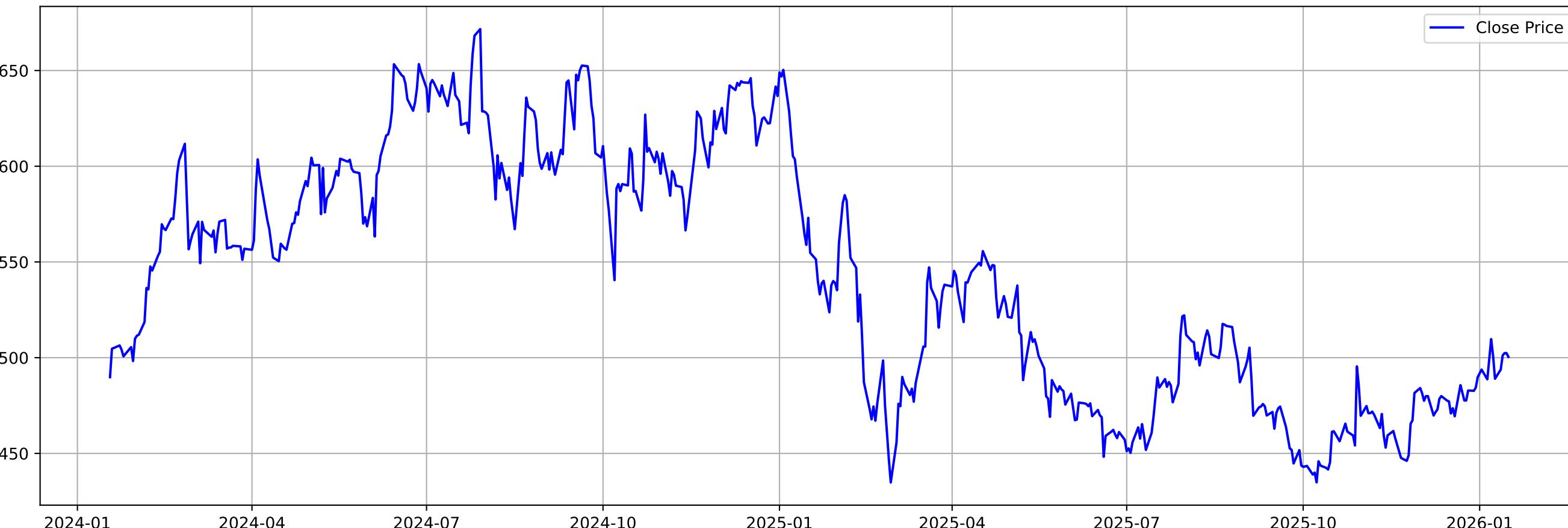
Supertrend Analysis for VBL.NS (Period: 14, Multiplier: 3.0, Interval: 1d)



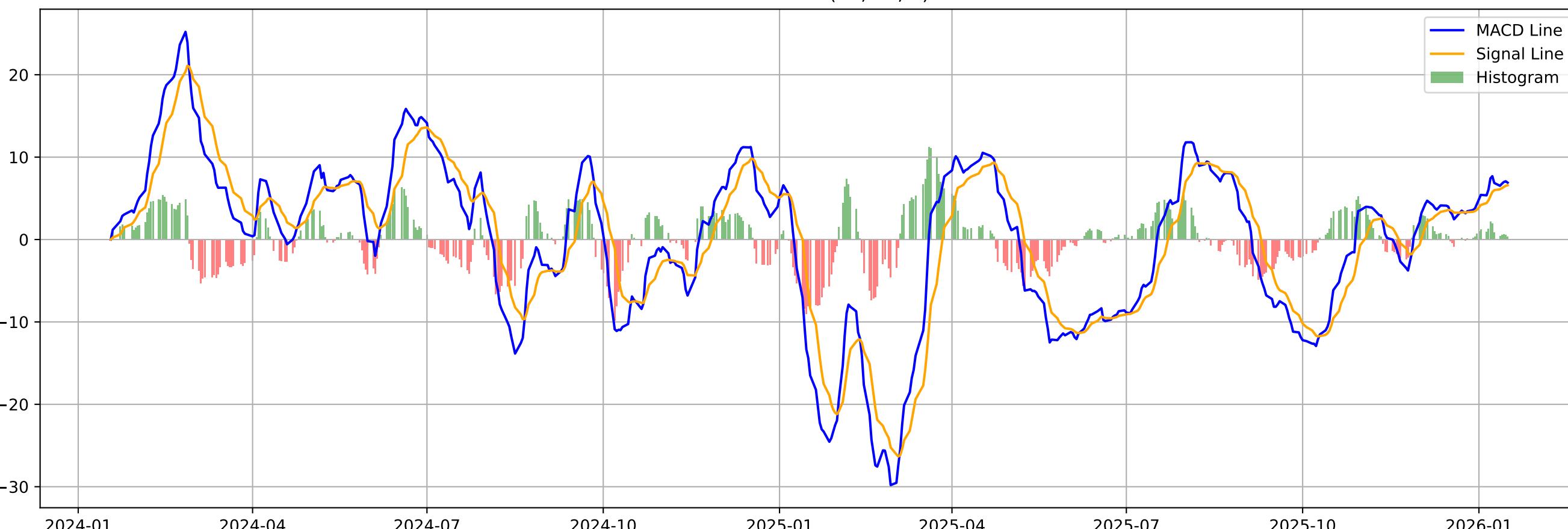
VBL.NS - MACD Summary

MACD Line:	6.90
Signal Line:	6.60
Histogram:	0.30
Trend:	Bullish
Momentum:	Weakening
Signal:	None

VBL.NS Price



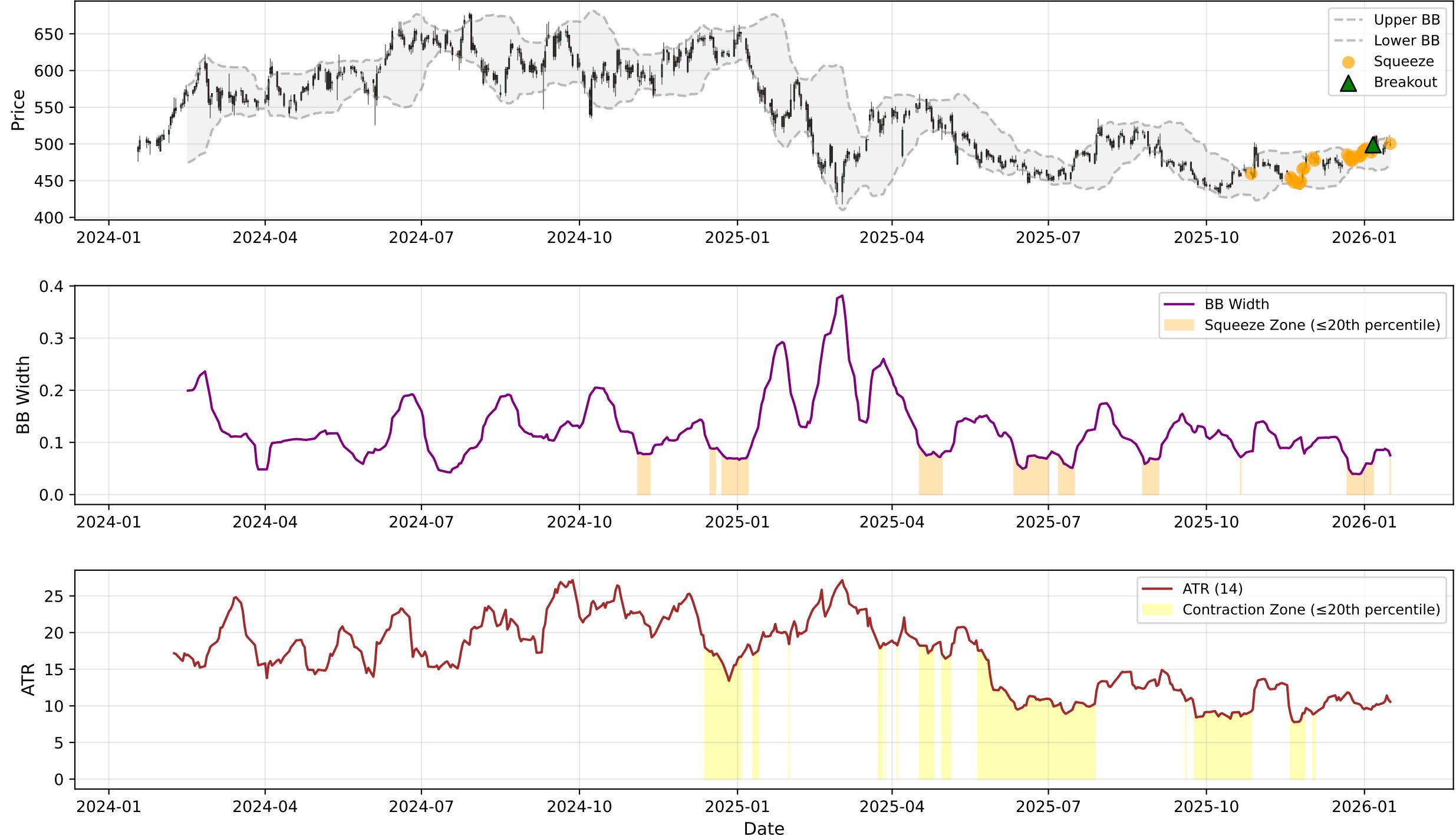
VBL.NS MACD (12, 26, 9)



VBL.NS - Volatility Squeeze Summary

BB Width:	0.0752
ATR:	10.5536
Total Signals:	23
Signal 1:	BB Squeeze at 2026-01-01 00:00:00+05:30 (Price: 491.75)
Signal 2:	BB Squeeze at 2026-01-02 00:00:00+05:30 (Price: 493.80)
Signal 3:	BB Squeeze at 2026-01-05 00:00:00+05:30 (Price: 488.70)
Signal 4:	BB Squeeze (Bullish Breakout) at 2026-01-06 00:00:00+05:30 (Price: 495.00)
Signal 5:	BB Squeeze at 2026-01-16 00:00:00+05:30 (Price: 500.40)

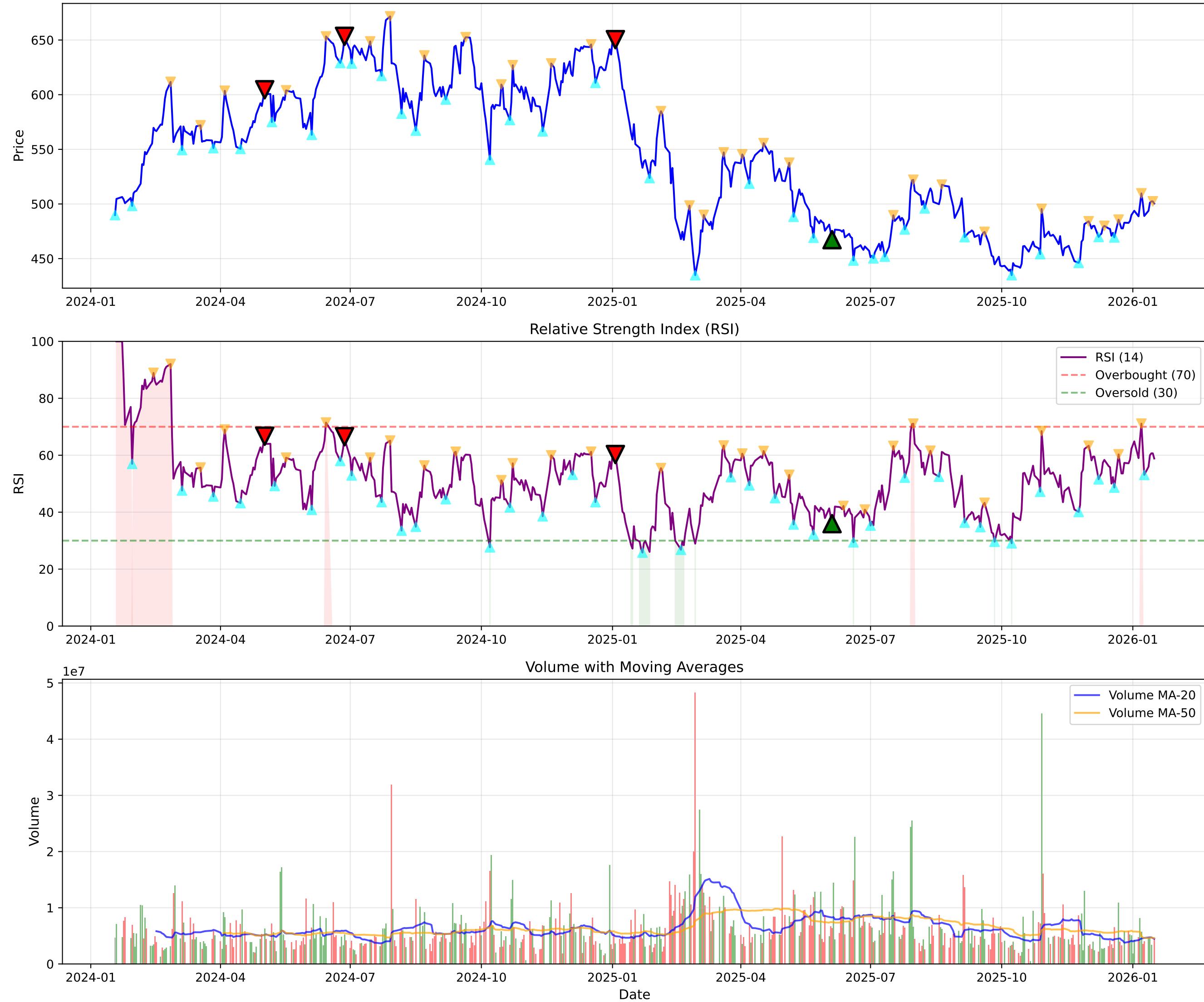
VBL.NS - Volatility Squeeze Analysis



VBL.NS - RSI-Volume Summary

Current RSI:	58.85
Current Volume:	4442688
Volume MA 20:	4488633
Bullish Divergences:	1
Bearish Divergences:	3
Bullish Div 1:	Date: 2025-06-04 00:00:00+05:30, Price: 467.35
Bearish Div 1:	Date: 2024-06-27 00:00:00+05:30, Price: 653.37
Bearish Div 2:	Date: 2025-01-03 00:00:00+05:30, Price: 650.34

VBL.NS RSI-Volume Divergence Analysis

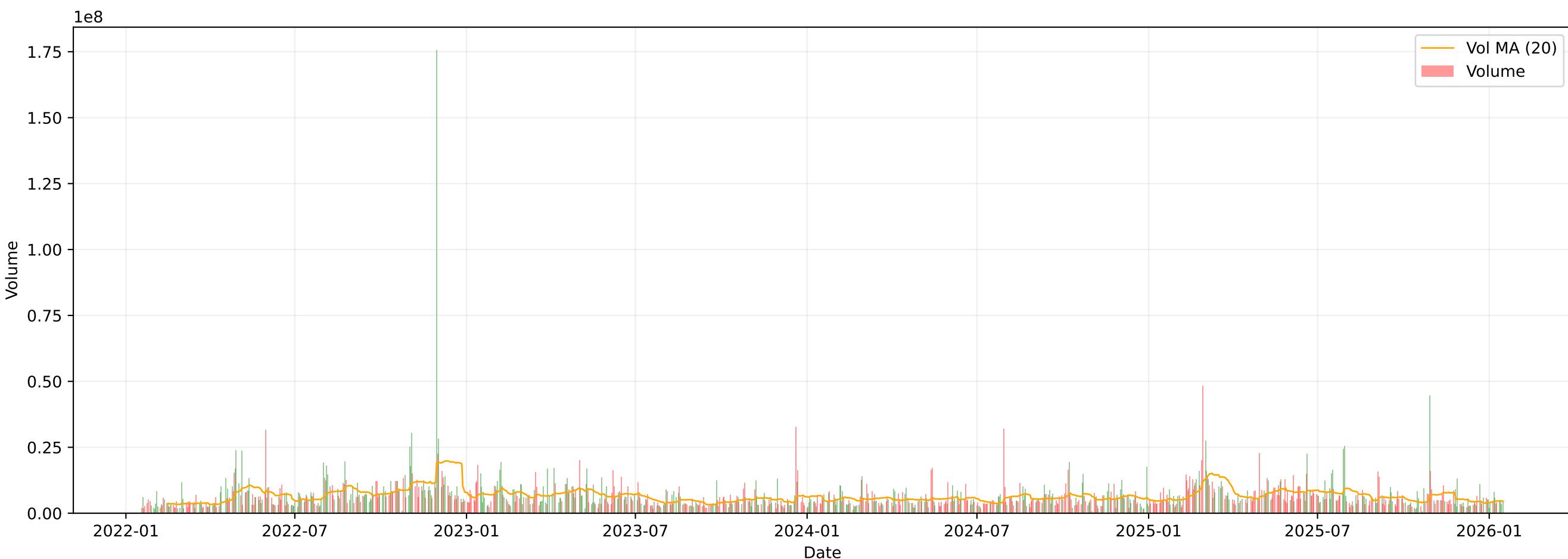
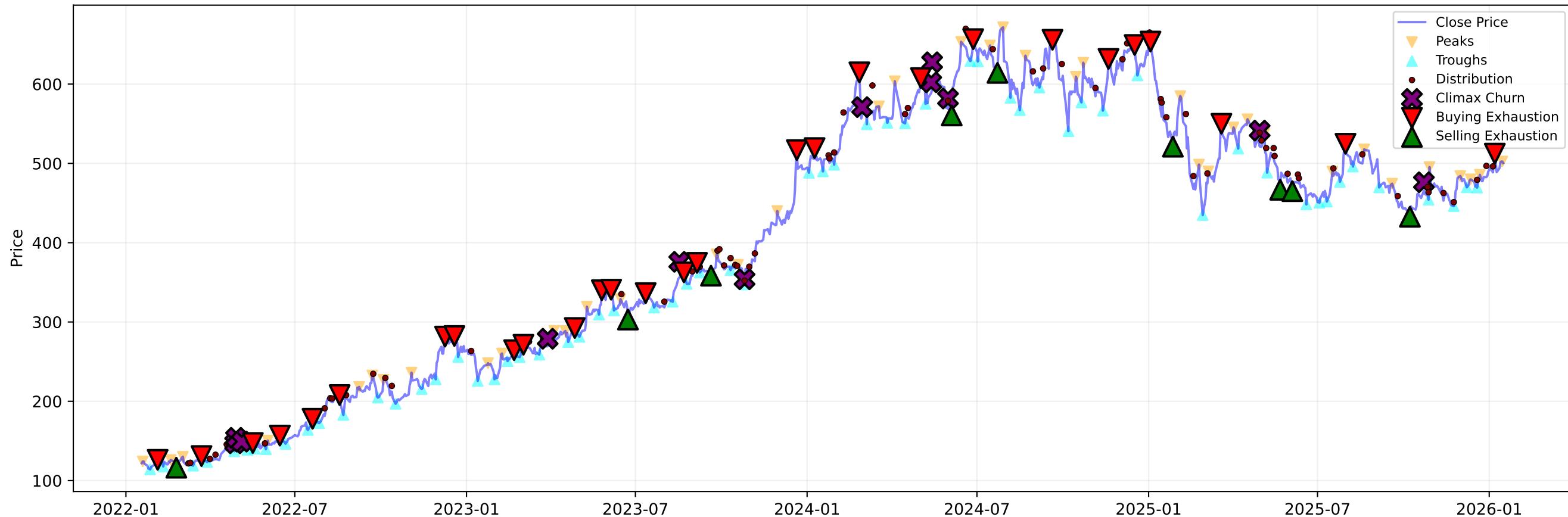


VBL.NS - Volume Analysis

== VOLUME ANALYSIS ==:

Status:	124 Signals Detected
:	
2025-11-24 [-]:	Distribution Day
2025-12-19 [-]:	Distribution Day
2025-12-29 [-]:	Distribution Day
2026-01-05 [-]:	Distribution Day
2026-01-07 [+]:	Buying Exhaustion (Bearish Div)

VBL.NS - Volume Analysis



Multi-Timeframe Supertrend Analysis

Timeframe	Status	Value	Last Price	Signal Date
1 Week	UPTREND (Buy)	453.4	500.4	2025-12-29
1 Day	UPTREND (Buy)	474.83	500.4	2025-11-28
15 Min	UPTREND (Buy)	498.48	500.4	2026-01-16

Multi-Timeframe MACD Analysis

Timeframe	Trend	Momentum	Signal
1 Week	Bullish	Strengthening	No Signal
1 Day	Bullish	Weakening	No Signal
15 Min	Bearish	Strengthening	No Signal

VBL.NS - 1 Week (Candlestick + EMAs)



VBL.NS - 1 Day (Candlestick + EMAs)



VBL.NS - 15 Min (Candlestick + EMAs)



Trendlyne Snapshot - VBL_forecaster

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Varun Beverages Ltd. [ⓘ](#)

NSE: VBL | BSE: 540180 [Expensive Performer](#) [In 3 Starfolio Baskets](#)

500.40 **-2.00 (-0.40%)** **4.6M** NSE+BSE Volume **NSE 16 Jan, 2026 3:31 PM (IST)**

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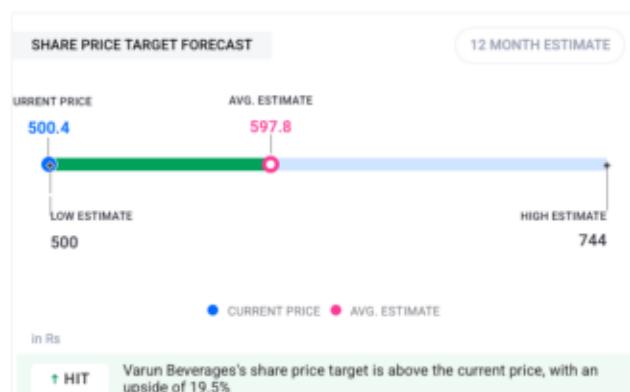
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Varun Beverages - VBL - stock price prediction, stock forecast, target price, analyst ratings from 26 analysts

Varun Beverages has a share price target of Rs 598, revenue growth forecast of 7.9%, and profit growth estimate of 15.0% for FY25, based on top 26 analyst calls.

Varun Beverages FORECASTER - Analyst Estimates [ⓘ](#)

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CONSENSUS RECOMMENDATION [26 ANALYST Recommendations](#)

Rating	Count	Target	Date
STRONG BUY	17	4	Aug '25
STRONG BUY	17	4	Sep '25
STRONG BUY	17	5	Oct '25
STRONG BUY	17	5	Nov '25
STRONG BUY	17	5	Dec '25
STRONG BUY	18	5	Jan '26

● STRONG BUY ● BUY ● HOLD

The consensus recommendation from 26 analysts for Varun Beverages is **STRONG BUY**