

Based on the detailed technical and fundamental report provided for **HINDUNILVR.NS (Hindustan Unilever)**, here is my positional trading analysis.

Step 1: Audit the Data

- * **Data Present:**
 - * **Price Action:** 3-Year daily chart, recent daily candle data.
 - * **Trend Indicators:** EMA (20, 50, 200), Supertrend.
 - * **Momentum Indicators:** RSI (14), MACD (12, 26, 9), Relative Strength (RS) comparisons.
 - * **Volatility:** Bollinger Bands, BB Width, ATR.
 - * **Fundamentals:** Long-term (4yr) and Short-term (6q) growth metrics, Valuation scores.
- * **Data Missing:**
 - * **Weekly/Monthly Candle Charts:** While a 3-year line chart is present, specific Weekly candle formations are not visible to confirm higher-timeframe reversals.
 - * **Volume Profile/Delivery Data:** Standard volume bars are present, but delivery percentage data (crucial for valid reversals) is missing.
- * **Confidence Level:** **High**. The report provides a comprehensive suite of technical indicators allowing for a robust assessment of the current trend and momentum status. *Note: The report date is January 3, 2026; analysis is performed based on this specific timeframe.*

Step 2: Analyze the Setup

- * **Price Structure & Trend:**
 - * **Status:** **Bearish** to Neutral.
 - * The stock has been in a prolonged downtrend since late 2024, correcting from highs of ~3000 to the current ~2348 level.
 - * It is currently trading **below** the 200 EMA (2435) and the 50 EMA (2374), indicating the intermediate and long-term trends are still down. However, it has recently reclaimed the 20 EMA (2319).
- * **Momentum & Reversal Signals:**
 - * **Bullish Divergence:** The MACD has generated a bullish crossover (Signal: Buy), and the RSI shows bullish divergence (making higher lows while price made lower lows).
 - * **Volatility Squeeze:** The Bollinger Band width is extremely tight (0.0359), and the price has just pierced the Upper Bollinger Band. This suggests an imminent expansion in volatility.
 - * **Resistance:** The stock faces a "Confluence of Resistance" immediately overhead: The **Supertrend value (2359)** and the **50 EMA (2374)**.
- * **Relative Strength:**
 - * RS Score is 50.2 (Neutral). The stock is not yet an outperformer but is stabilizing against the benchmark (CNXFMCG).

Conclusion: The setup is a classic **"Reversion to the Mean"** attempt. Momentum is shifting positive, but the price has not yet cleared the structural resistance required to confirm a trend change. Entering now is high-risk as the price could easily reject off the 50 EMA.

Step 3: Formulate the Recommendation

NO, do not enter at the current market price (CMP 2348).

Reasoning:

While momentum is improving, the stock is still technically in a downtrend and sits directly below heavy resistance (Supertrend @ 2359 and 50 EMA @ 2374). A positional trader should wait for the price to reclaim these levels to avoid a "dead cat bounce."

Conditional Plan (Potential Setup):

- * **Condition to Buy:** The stock must register a **Daily Close above INR 2,380**. This confirms a breakout above the 50 EMA and a reversal of the Supertrend from Sell to Buy.
- * **Entry Price:** **INR 2,380 - INR 2,390** (Upon confirmation).
- * ****Stop Loss**:** **INR 2,290** (Hard Close Basis). This places risk below the 20 EMA and the recent breakout structure.
- * ****Take Profit**:**
- * **Target 1:** **INR 2,485** (Convergence of 200 EMA and psychological resistance).
- * **Target 2:** **INR 2,600** (Previous swing high from Oct 2025). This offers an approx 9% upside.

News & Analyst Targets

Here is the latest stock research report for **Hindustan Unilever Limited (HINDUNILVR)** as of **January 3, 2026**.

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

- * **Stock Recovery:** HINDUNILVR stock has shown resilience in the first trading days of 2026, rising for the third consecutive session on January 2 to close around **INR 2,351** (+1.21%). This marks a mild recovery after a period of underperformance in late 2025.
- * **Ice Cream Business Demerger Update:** The demerger of the ice cream business into a new entity, **Kwality Wall's (India) Ltd (KWIL)**, is progressing. The record date for the 1:1 share allotment was December 5, 2025. The new entity is expected to list on stock exchanges in **February 2026**.
- * **Analyst "Buy" Call:** On January 2, 2026, brokerage firm **Angel One** issued a fresh "Buy" rating for short-term traders, citing a technical recovery.
- * **Rating Downgrade by Algo-Analyst:** Conversely, on January 1, 2026, research platform **MarketsMojo** downgraded the stock from "Hold" to **"Sell"**, citing expensive valuations relative to its recent sluggish growth and technical weakness.

2) Upgrades and Downgrades from Brokerages

There is a divergence in views between technical traders and fundamental analysts this week:

- * **Upgrade (Trading View):** **Angel One** has recommended a **BUY** on dips (Jan 2, 2026), anticipating a short-term bounce-back from oversold levels.
- * **Downgrade (Quantitative View):** **MarketsMojo** downgraded the stock to **SELL** (Jan 1, 2026) due to "negative financial trends" and underperformance against the Nifty 50 index over the last quarter.
- * **Institutional Stance:** Major foreign brokerages have maintained cautious optimism. **Morgan Stanley** recently (Nov 2025) upgraded the stock to **Equal-weight** from Underweight, while **Goldman Sachs** (Aug 2025) holds a **Buy** rating, banking on a rural volume recovery in 2026.

3) Other News Impacting HINDUNILVR

- * **Tax Demand Notice:** In late 2025, HUL received a tax demand notice of approximately **INR 1,986 crore** related to transfer pricing adjustments. While the company has stated this will have "no material impact" on operations, it remains a lingering regulatory overhang as they appeal the order.
- * **FMCG Sector & Rural Demand:** The broader Nifty FMCG index hit a 9-month low recently, dragging HUL down with it. However, latest data suggests **rural volume growth (7.7%)** is finally outpacing urban growth (3.7%), which is a critical positive indicator for HUL's mass-market portfolio in 2026.
- * **Commodity Costs:** Stabilizing palm oil and crude derivatives prices in early 2026 are expected to support gross margin expansion in the Home Care segment.

4) Latest Analyst Targets (2026)

The following table summarizes the most recent price targets and ratings from major brokerage houses and consensus estimates.

Brokerage / Firm	Rating	Target Price (INR)	Date of Report	Notes
Angel One	BUY	2,453	Jan 02, 2026	Short-term technical pick; Stop Loss: INR 2,239
Trendlyne Consensus	BUY	2,784	Jan 03, 2026	Average of 22 analyst reports; implies ~18% upside
Morgan Stanley	Equal-weight	2,338	Nov 04, 2025	Upgraded from Underweight; cites defensive value
Goldman Sachs	BUY	2,900	Aug 01, 2025	Bet on rural consumption recovery cycle
Motilal Oswal	BUY	2,850	July 2025	Long-term structural growth view
MarketsMojo	SELL	N/A	Jan 01, 2026	Downgraded due to valuation concerns

***Disclaimer:** This information is for educational purposes only and does not constitute financial advice. Please consult a SEBI-registered investment advisor before making any investment decisions.*

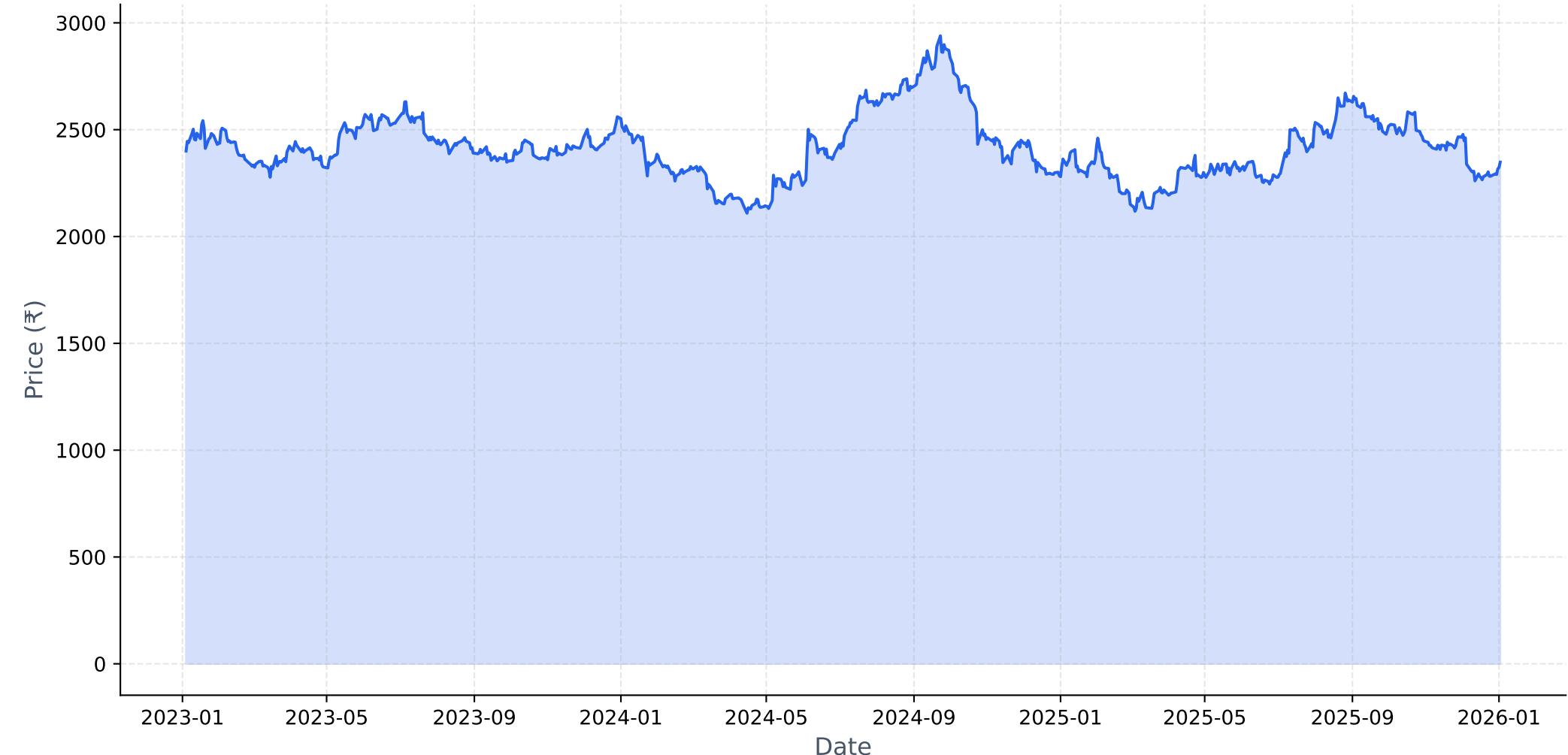
Stock Detailed Analysis Report

HINDUNILVR.NS

Current Price: ₹2348.00

Generated: 2026-01-03 12:40

HINDUNILVR.NS - 3 Year Daily Price Chart



Long-term Fundamental Analysis (4 Years)

Metric	Is Growing?	Accelerating?	1Y Growth	3Y CAGR
Revenue	Yes	No	2.17%	6.51%
Net Income	Yes	No	3.62%	6.25%
ROE	Yes	Yes	7.43%	6.00%
EPS	Yes	No	3.61%	6.24%

Short-term Fundamental Analysis (6 Quarters)

Metric	Is Growing?	Recent QoQ	Avg QoQ
Revenue	Yes	5.68%	1.30%
Net Income	Yes	11.85%	2.22%
ROE	No	-2.26%	-2.26%
EPS	Yes	15.14%	7.21%

HINDUNILVR.NS - Relative Strength Analysis

== OVERVIEW ==:

Benchmark Index: ^CNXFMCG

Sector: FMCG

Classification: Neutral

RS Score: 50.2/100

:

== RS RATIOS ==:

1M RS: 0.995 [Neutral]

3M RS: 0.952 [Neutral]

6M RS: 1.031 [Leader]

1Y RS: 1.075 [Leader]

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== TURNAROUND ANALYSIS ==:

Turnaround Status: Not Detected

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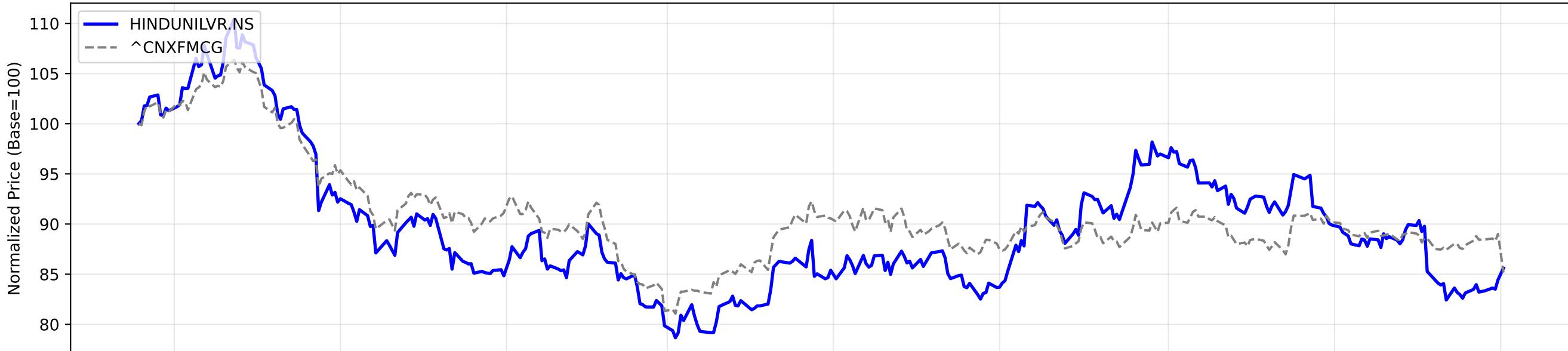
SIGNAL CRITERIA::

✓ Emerging RS: 1M (0.995) > 3M (0.952)

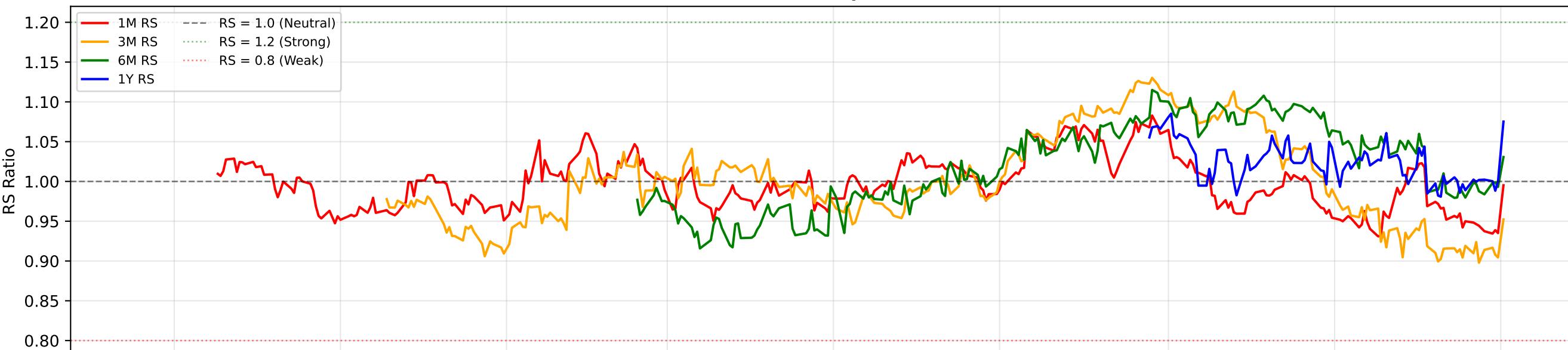
✗ Medium-term Lagging: Not lagging

✗ Performance Improving: Not improving

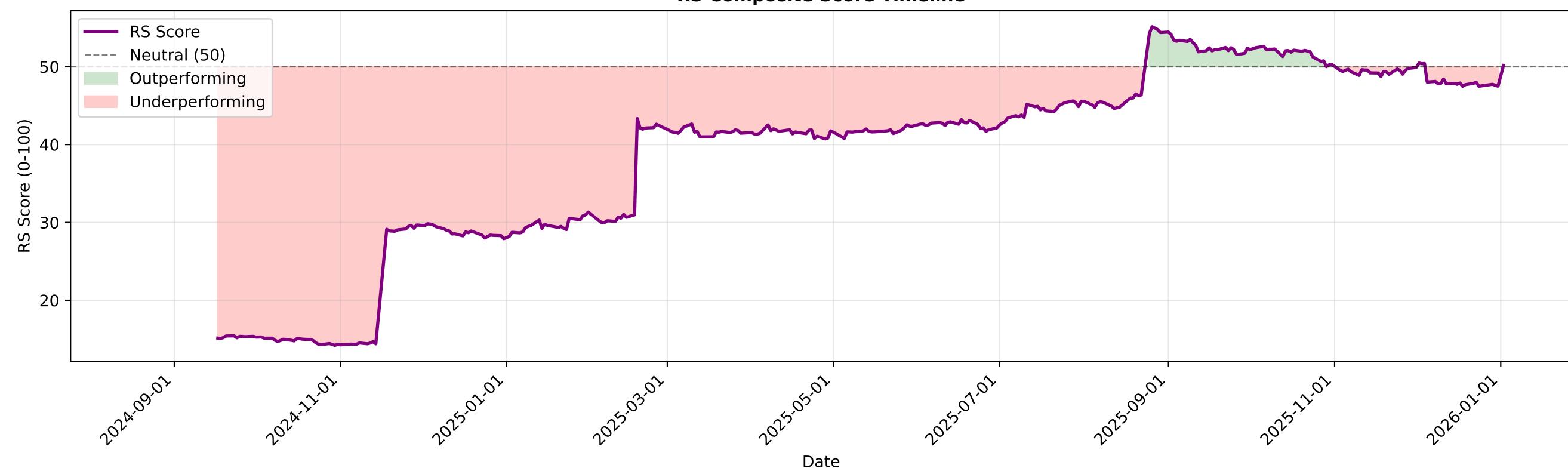
Relative Strength Analysis: HINDUNILVR.NS vs ^CNXFMCG
Classification: Neutral
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



RS Composite Score Timeline



HINDUNILVR.NS - EMA Crossover Summary

EMA 20:	2319.17
EMA 50:	2374.44
EMA 200:	2435.11
Trend Status:	Strong Downtrend

HINDUNILVR.NS EMA Crossover Analysis



HINDUNILVR.NS - Bollinger Bands Summary

Current Price:	2348.00
Upper Band:	2336.02
Middle Band (SMA 20):	2294.82
Lower Band:	2253.62
%B:	1.1453
Band Width:	0.0359
Status:	Above Upper Band
Signal:	None
Recent Signal 1:	Buy Signal at 2025-12-09 00:00:00
Recent Signal 2:	Buy Signal at 2025-12-10 00:00:00
Recent Signal 3:	Buy Signal at 2025-12-12 00:00:00

HINDUNILVR.NS Bollinger Bands (20, 2) Analysis



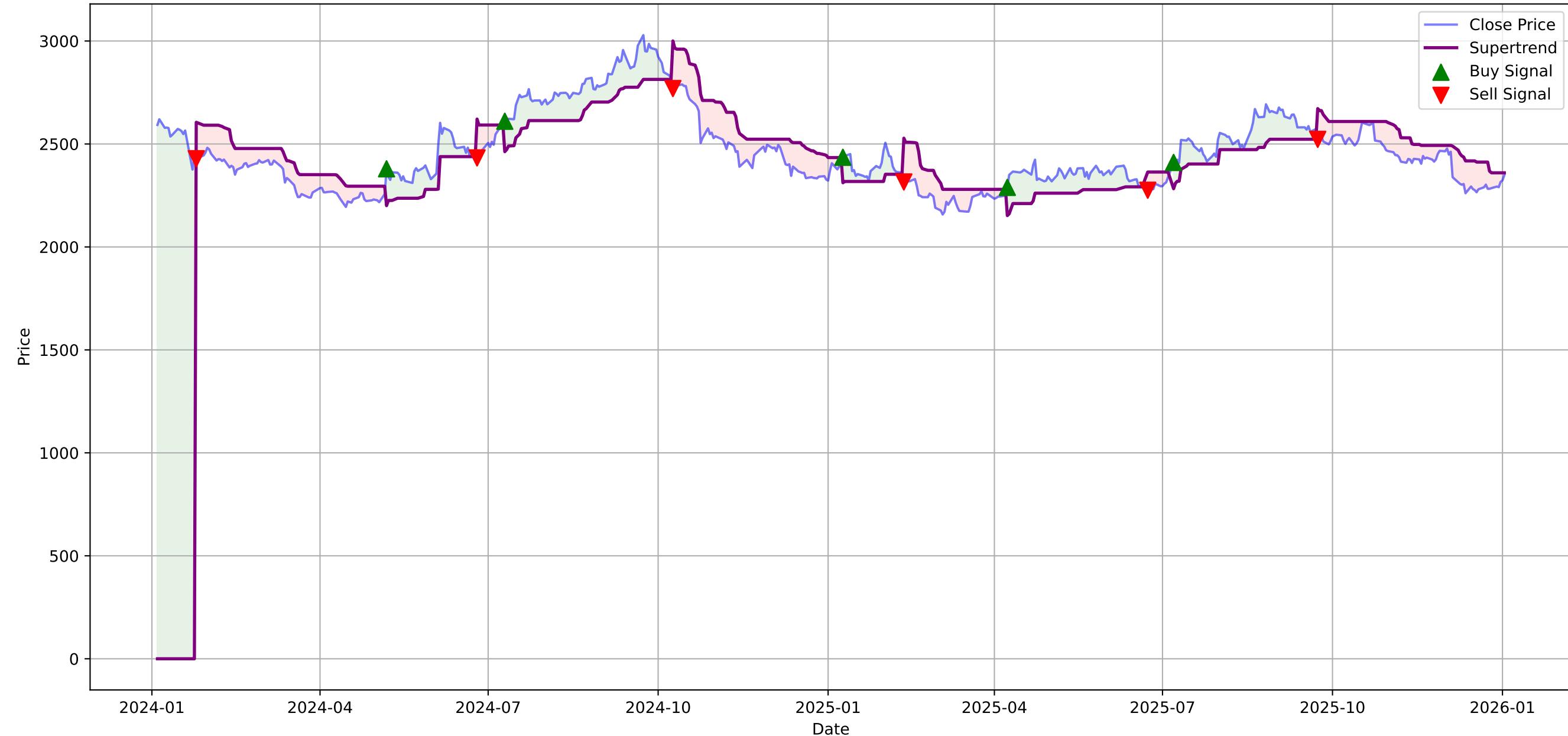
HINDUNILVR.NS - Supertrend Summary

Status: DOWNTREND (Sell)

Supertrend Value: 2359.94

Signal Identified On: 2025-09-23

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



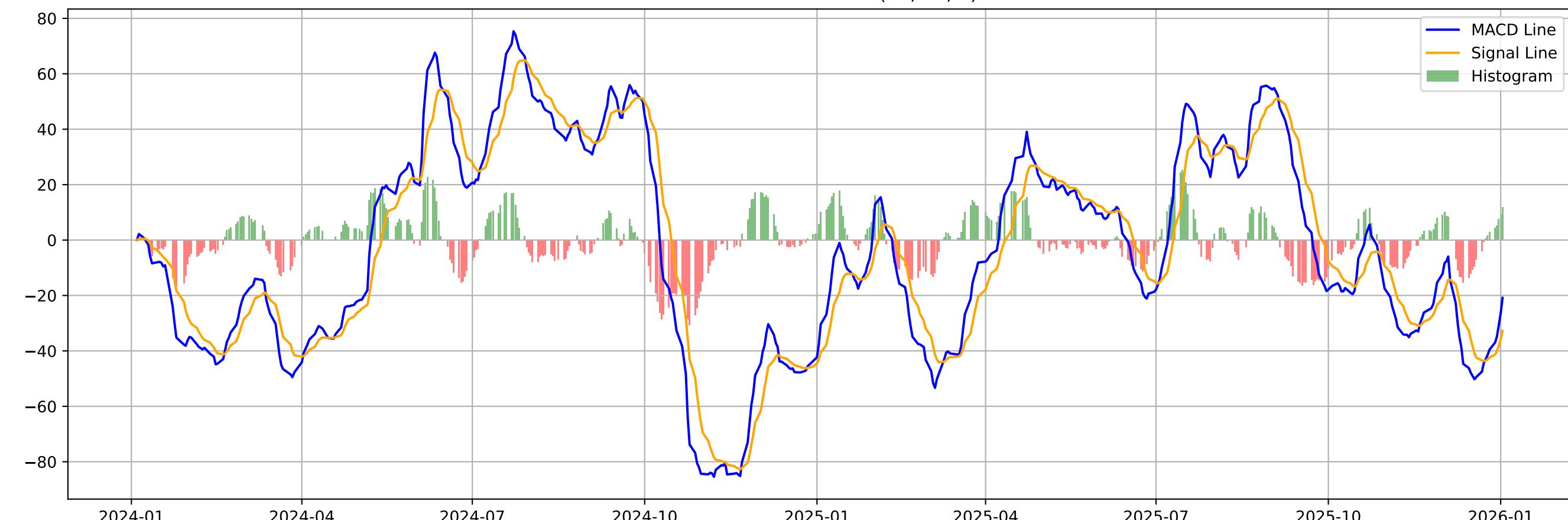
HINDUNILVR.NS - MACD Summary

MACD Line:	-20.87
Signal Line:	-32.82
Histogram:	11.95
Trend:	Bullish
Momentum:	Strengthening
Signal:	None

HINDUNILVR.NS Price



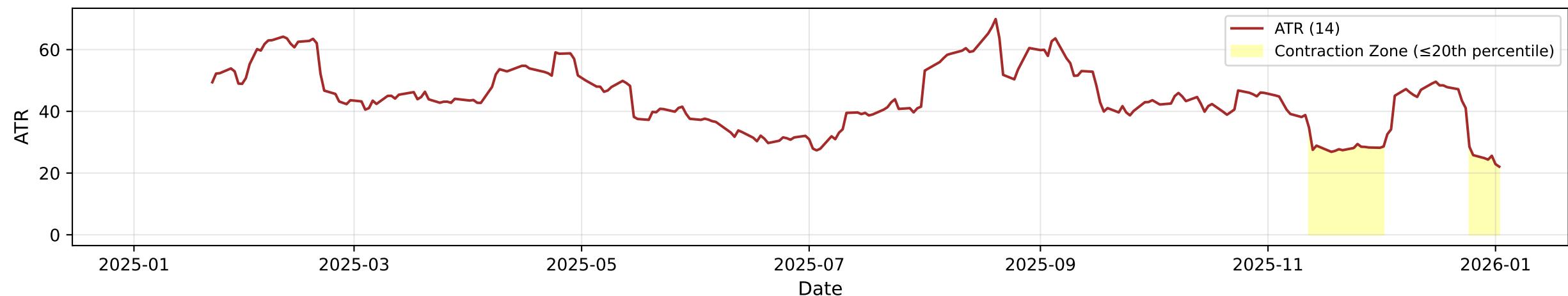
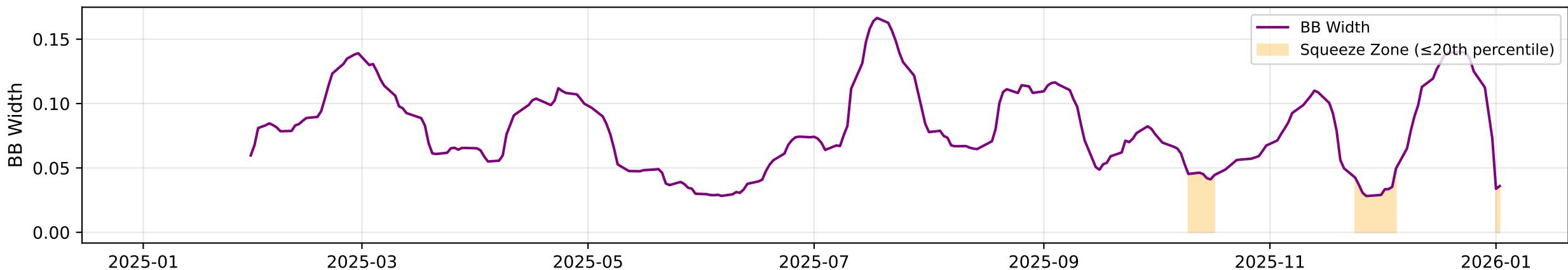
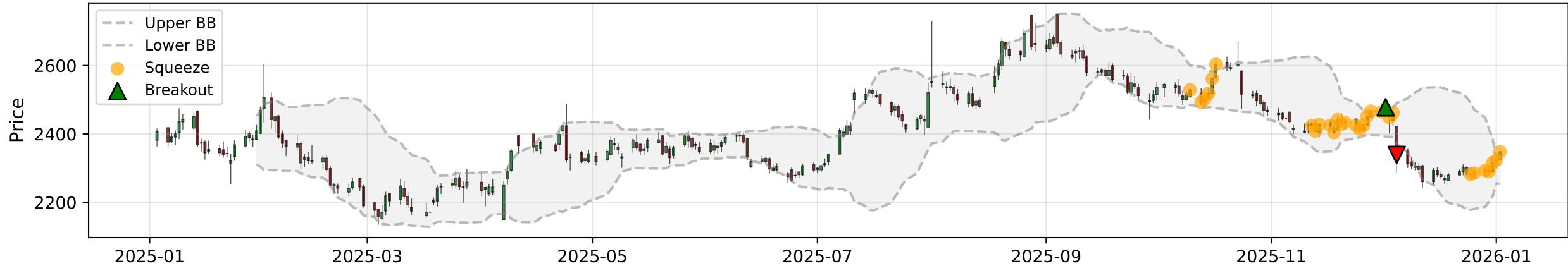
HINDUNILVR.NS MACD (12, 26, 9)



HINDUNILVR.NS - Volatility Squeeze Summary

BB Width:	0.0359
ATR:	22.0714
Total Signals:	31
Signal 1:	ATR Contraction at 2025-12-29 00:00:00 (Price: 2293.30)
Signal 2:	ATR Contraction at 2025-12-30 00:00:00 (Price: 2290.20)
Signal 3:	ATR Contraction at 2025-12-31 00:00:00 (Price: 2315.90)
Signal 4:	BB Squeeze + ATR Contraction at 2026-01-01 00:00:00 (Price: 2345.00)
Signal 5:	BB Squeeze + ATR Contraction at 2026-01-02 00:00:00 (Price: 2345.00)

HINDUNILVR.NS - Volatility Squeeze Analysis



HINDUNILVR.NS - RSI-Volume Summary

Current RSI:	53.83
Current Volume:	973413
Volume MA 20:	1242167
Bullish Divergences:	4
Bearish Divergences:	1
Bullish Div 1:	Date: 2025-01-01 00:00:00, Price: 2322.10
Bullish Div 2:	Date: 2025-10-13 00:00:00, Price: 2492.80
Bearish Div 1:	Date: 2024-09-23 00:00:00, Price: 3028.55

HINDUNILVR.NS RSI-Volume Divergence Analysis



Trendlyne Snapshot - HINDUNILVR_main

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MARKETS / SECTOR: FMCG / INDUSTRY: PERSONAL PRODUCTS / HINDUSTAN UNILEVER LTD.

Hindustan Unilever Ltd.

NSE: HINDUNILVR | BSE: 500696
Hindustan Unilever Live Share Price Today, Share Analysis and Chart

Expensive Performer In 2 Starfolio Baskets

2348.00 25.00 (1.08%) 1.1M NSE+BSE Volume NSE 02 Jan, 2026 3:31 PM (IST)

ABOUT Incorporated in 1933, as a subsidiary of Unilever, Hindustan Unilever (HUL) is in the Fast moving consumer goods (FMCG) business comprising primarily of Home Care, Beauty & Personal Care and Foods & Refreshment segments. The company's products includ... [Read More](#)

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Durability score 70.0 /100 Valuation Score 28.2 /100 Momentum Score 42.1 /100 Analyst Price Target 2,784 1Yr Price target upside is 19%

High Financial Strength Expensive Valuation Technically Neutral Embed DVM

These stocks are strong in quality but with mid-range technicals. Their valuations are expensive

Check Before You Buy High rank 16 Positive * 7 Negative 69.6% Pass in checklist

PE Valuation Check Right Now Undervalued 21.5% 1 Year Forward Undervalued 18.6%

INSIGHT Hindustan Unilever is undervalued at both current PE and future earnings esti

ROE Ann. % > Below Industry Median 21.6 Broker Average Target > 18.92% upside 2,792.3 Market Capitalization > Market Leader 551,684 Price to Book > Below Industry Median

Preset Metrics Preset Metrics

Key Metrics

Price Chart

Forecaster

Financials

Technical

Shareholding

Deals

Documents

Corporate actions

Company Profile X

11.0

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Hindustan Unilever Ltd. ⓘ

NSE:HINDUNILVR | BSE: 500696

■ ■ ■ Expensive Performer ⓘ ● In 2 Starfolio Baskets

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2348.00 25.00 (1.08%) **1.1M** NSE+BSE Volume **NSE** 02 Jan, 2026 3:31 PM (IST)

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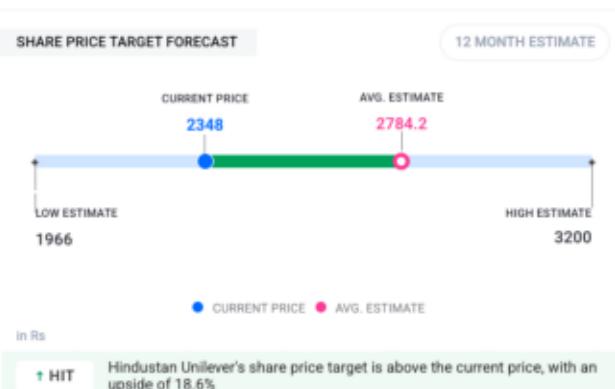
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Hindustan Unilever - HINDUNILVR - stock price prediction, stock forecast, target price, analyst ratings from 38 analysts

Hindustan Unilever has a share price target of Rs 2784, revenue growth forecast of 6.5%, and profit growth estimate of 0.3% for FY26, based on top 38 analyst calls.

Hindustan Unilever FORECASTER - Analyst Estimates ⓘ

[FORECASTER DASHBOARD](#) →



CONSENSUS RECOMMENDATION

38 ANALYST Recommendations

Strong Buy	Buy	Hold	Sell	Strong Sell	Date
17	12	8	11	11	Aug '25
17	12	7	11	11	Sep '25
17	12	7	11	11	Oct '25
17	12	7	11	11	Nov '25
17	12	7	11	11	Dec '25
17	12	7	11	11	Jan '26

● STRONG BUY ● BUY ○ HOLD ● SELL ● STRONG SELL

BUY

The consensus recommendation from 38 analysts for Hindustan Unilever is BUY