

Gemini Stock Analysis Report

Based on the detailed PDF report provided for **TATACONSUM.NS** (Tata Consumer Products) dated **2026-01-17**, here is the positional trading analysis.

Step 1: Audit the Data

- **Data Present:**
 - **Price Structure:** Daily and Weekly candlestick charts with EMA clusters (20, 50, 200).
 - **Trend Indicators:** Supertrend (Daily/Weekly/15min), Moving Average crossovers.
 - **Momentum & Volatility:** MACD, RSI, Bollinger Bands, and Volatility Squeeze analysis.
 - **Volume Analysis:** Volume Moving Averages, Distribution days, and Exhaustion signals.
 - **Relative Strength:** Comparison vs. Nifty FMCG index.
 - **Fundamentals:** Revenue/EPS trends and Analyst Estimates.
 - **Data Missing:**
 - **Option Chain:** No data on Open Interest to gauge derivatives sentiment or max pain levels.
 - **News/Events:** No specific upcoming event calendar (earnings date, dividend) listed for Jan/Feb 2026 to explain the consolidation.
 - **Confidence Level: High.** The technical report is comprehensive, covering trend, momentum, volatility, and relative strength across multiple timeframes, allowing for a robust technical assessment.
-

Step 2: Analyze the Setup

- **Trend Direction (Bullish):** The stock is in a confirmed primary uptrend. Price (INR 1189) is trading above the 20, 50, and 200-day EMAs. The "Golden Cross" is active, and the Weekly Supertrend is in a "Buy" state.
- **Price Structure (Consolidation):** The stock recently hit a high of ~INR 1220 and has pulled back to the 20/50 EMA cluster (INR 1172-INR 1182). This acts as a dynamic support zone.
- **Volatility (Squeeze):** A "Bollinger Band Squeeze" (Band Width 0.04) is currently active (Jan 12-16, 2026). This indicates energy is coiling and a violent breakout-typically in the direction of the trend-is imminent.
- **Momentum (Bearish Divergence):** This is the main concern. The MACD (Page 12/13) has crossed bearishly, and the histogram is expanding downwards. Additionally, the Volume Analysis (Page 18) flagged "Buying Exhaustion" on Jan 7th and "Distribution Days" in late December.
- **Fundamental Headwind:** While long-term revenue is growing, the short-term snapshot (Page 3) shows a sharp drop in EPS (-24.6% QoQ) and ROE, suggesting the stock may lack the internal catalyst for an immediate straight-line rally.

Confluence: The primary trend and Relative Strength (RS Score 56, RS Ratio > 1) favor the bulls, but the immediate momentum and distribution signals warn of a potential "bull trap" or deeper pullback before the resumption of the uptrend.

Step 3: Formulate the Recommendation

Should you enter this stock now? NO.

Explanation: While the long-term trend is positive, entering *immediately* at INR 1189 is risky due to the active **Volatility Squeeze** combined with **Bearish Momentum (MACD)** and **Buying Exhaustion** signals. The squeeze could resolve downward to test the 1120-1150 levels before recovering. As a risk-averse trader, it is safer to wait for price confirmation that the squeeze is resolving to the upside.

Gemini Stock Analysis Report

Conditional Plan (Buy Stop Strategy):

- **Condition to Buy:** Wait for a **Daily Close above INR 1210**.
 - *Reasoning:* This level clears the Upper Bollinger Band (currently ~1209) and the immediate consolidation resistance. It confirms the squeeze has fired upward and momentum has returned.
- **Entry Price:** **INR 1210 - INR 1215** (Buy on the breakout).
- **Stop Loss:** **INR 1150** (Closing Basis).
 - *Reasoning:* This places risk below the Supertrend support (1155) and the 50-day EMA. If it breaks this level, the setup has failed.
- **Take Profit:** **INR 1290 - INR 1300**.
 - *Reasoning:* This aligns with the Analyst Price Target (Page 23) and standard Fibonacci extensions from the current consolidation base.

Risk/Reward Ratio: Approximately 1:1.5 to 1:2 depending on exact entry. This is a "momentum" trade setup; if the breakout doesn't happen, capital is preserved by not entering.

News & Analyst Targets

Based on the latest available information for the week ending **January 17, 2026**, here is the research update for **Tata Consumer Products Ltd (TATACONSUM)**.

1) Latest News for TATACONSUM (Week of Jan 11-17, 2026)

- **Stock Price Action (Jan 16, 2026):** Tata Consumer shares witnessed positive momentum towards the end of the week. On **January 16, 2026**, the stock rallied approximately **1.45% to 1.7%**, trading in the range of **INR 1,188 - INR 1,191**. This move defied the broader sector weakness seen earlier in the month.
- **Q3 Earnings Preview:** The market is awaiting the **Q3 FY26 earnings results**, which are projected to be released around **January 29, 2026**. Analysts expect **double-digit revenue growth** for Tata Consumer, driven by strong volume growth in core categories and a steady improvement in FMCG demand, supported by favorable winter conditions in North India.
- **Sector Resilience:** While the Nifty FMCG index has faced pressure (down ~5% in January) due to heavy sell-offs in heavyweight peers like ITC, Tata Consumer is viewed as a resilient pick with expectations of better volume recovery compared to peers.

2) Brokerage Upgrades & Downgrades

- **Consensus Rating:** The analyst community remains largely optimistic. Major aggregators indicate a **"Buy"** to **"Moderate Buy"** consensus.
 - *Investing.com* reports a consensus "Buy" rating based on 29 analysts (22 Buy, 6 Hold, 1 Sell).
 - *TipRanks* indicates a "Moderate Buy" consensus.
- **Recent Sentiment:** In late December 2025 and early January 2026, technical analysts and brokerage firms identified Tata Consumer as a top pick for short-term gains, citing bullish technical indicators and its ability to withstand the volatility caused by potential excise duty changes in other FMCG segments (like tobacco).
- **Goldman Sachs (Context):** It is worth noting that major foreign brokerages like Goldman Sachs have maintained a constructive view on the stock over the last year, citing earnings improvement and margin recovery in the tea business.

3) News Directly or Indirectly Impacting TATACONSUM

Gemini Stock Analysis Report

- **ITC Tax Shock (Indirect Impact):** The FMCG sector has been rattled this week by an announcement/proposal regarding a **cigarette tax hike** (excise duty increase) effective February 1, 2026. This caused a sharp sell-off in ITC (down ~12% YTD) and dragged down the Nifty FMCG index. However, this has indirectly benefited pure-play food & beverage stocks like Tata Consumer as investors rotate funds away from regulatory-risk assets (tobacco) to stable consumption stories.
- **Input Cost Environment:** Analysts note that benign input costs for key commodities in Q3 FY26 are expected to aid gross margins. The normalization of supply chains post-GST transition disruptions seen in late 2025 is also expected to support the upcoming quarterly numbers.

4) Analyst & Brokerage Price Targets

The following table summarizes the latest 12-month price targets from the analyst community:

Source / Brokerage Aggregator	Average Target (INR)	High Estimate (INR)	Low Estimate (INR)	Consensus Rating
TipRanks	1,420	1,420	1,420	Moderate Buy
Trendlyne	1,334	--	--	Buy
Investing.com	1,289	1,475	1,097	Buy
TradingView	1,286	1,470	952	Buy

Note: Targets are subject to revision following the Q3 FY26 earnings release expected later this month.

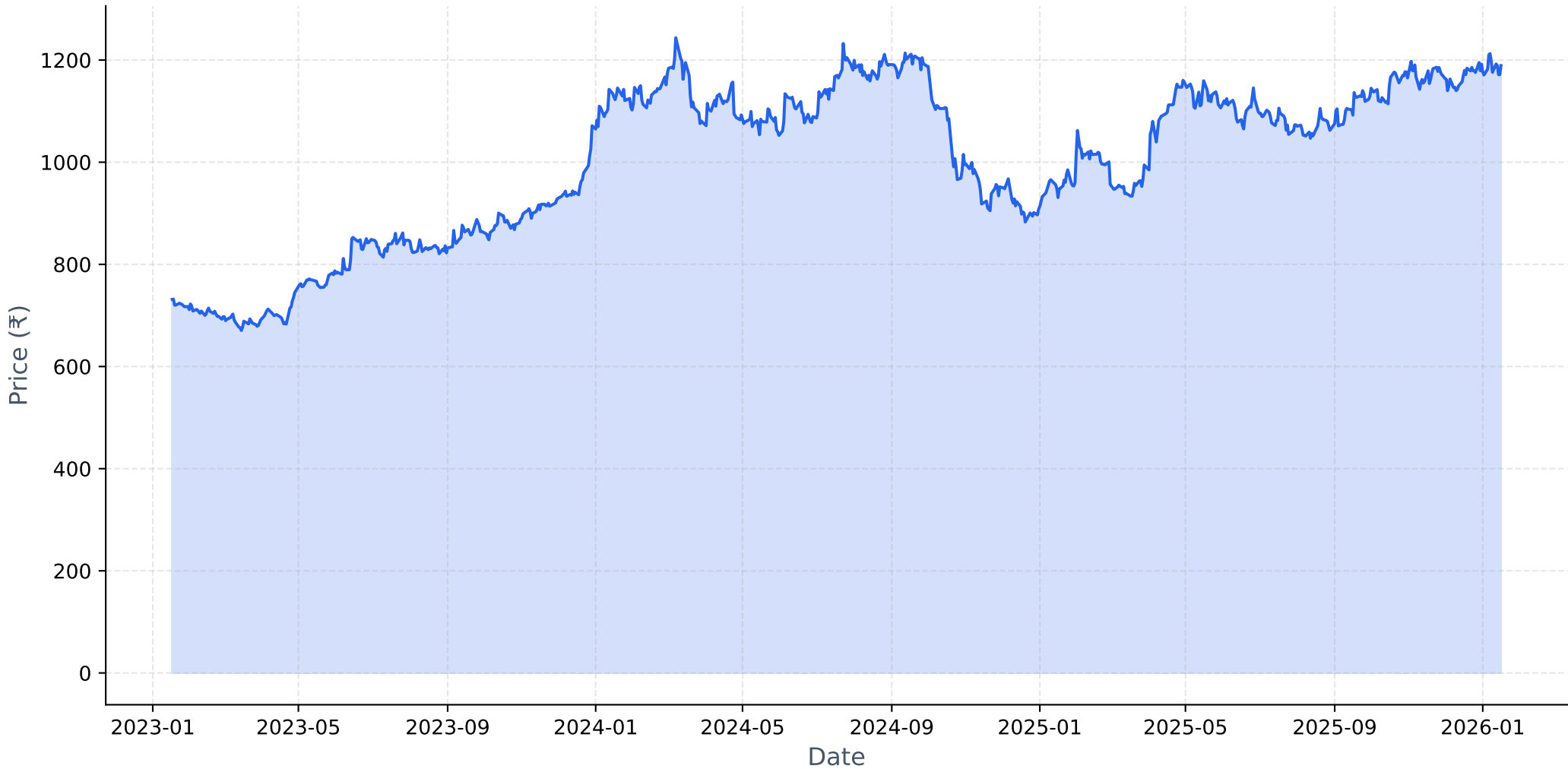
Stock Detailed Analysis Report

TATACONSUM.NS

Current Price: ₹1189.10

Generated: 2026-01-17 17:55

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:	56.6/100
:	

== RS RATIOS ==:

1M RS:	1.068 [Leader]
3M RS:	1.051 [Leader]
6M RS:	1.166 [Leader]
1Y RS:	1.370 [Strong]
:	

== TURNAROUND ANALYSIS ==:

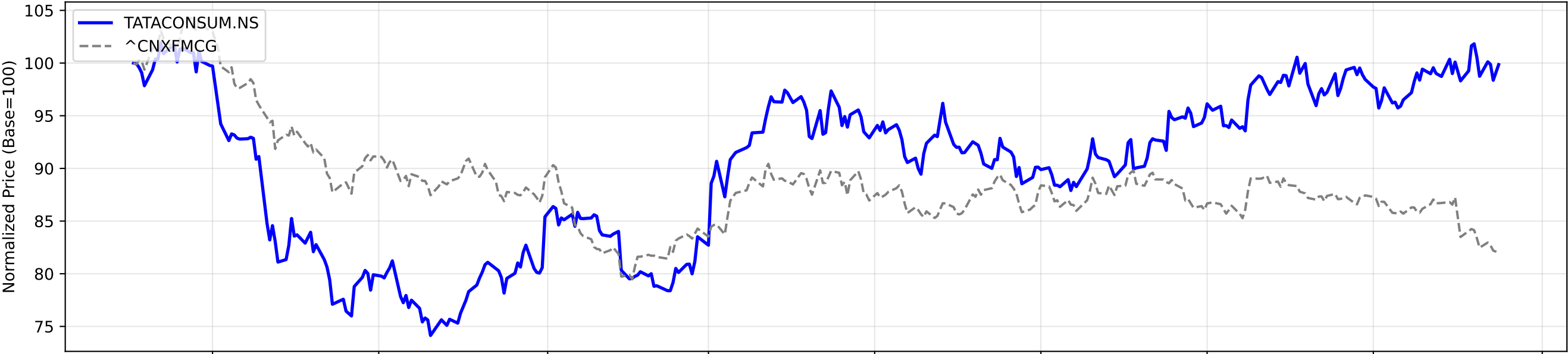
Turnaround Status:	Not Detected
:	

SIGNAL CRITERIA::

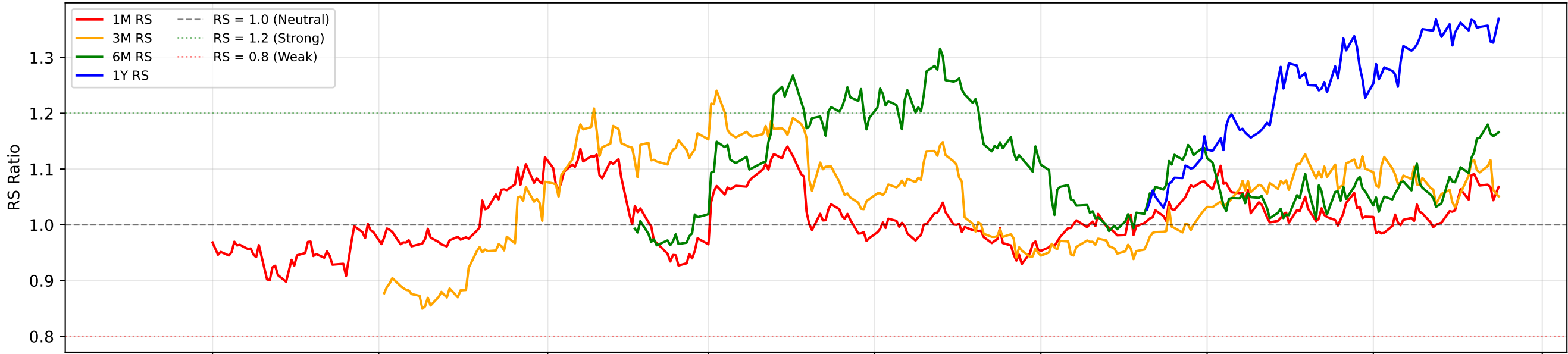
✓ Emerging RS:	1M (1.068) > 3M (1.051)
✗ Medium-term Lagging:	Not lagging
✗ Performance Improving:	Not improving

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

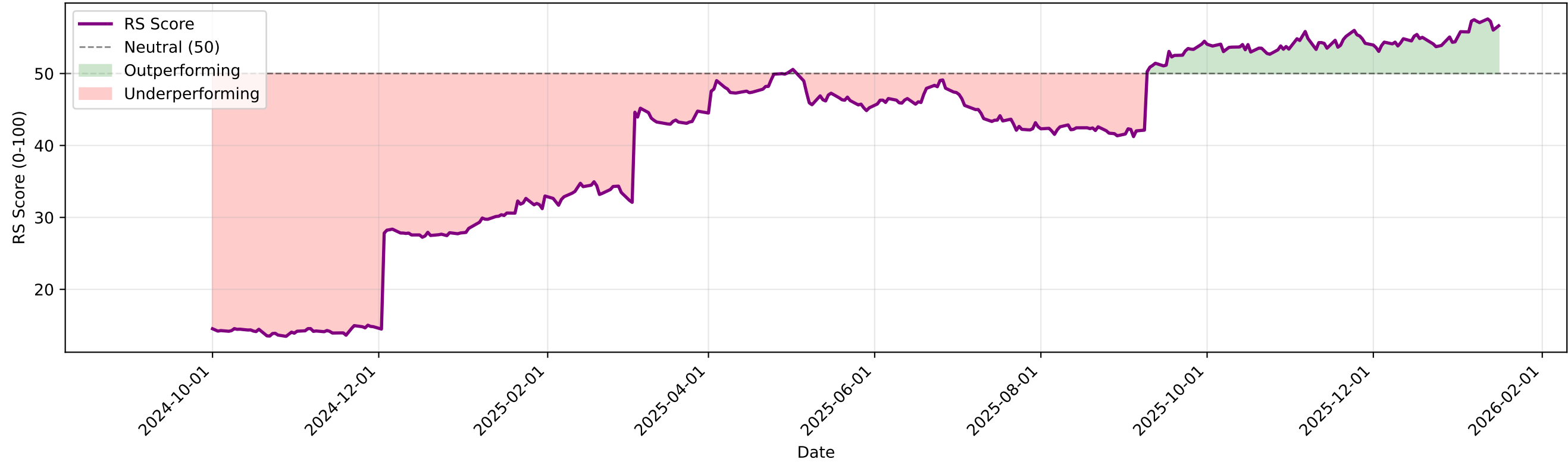
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



RS Composite Score Timeline



TATACONSUM.NS - EMA Crossover Summary

EMA 20:	1182.45
EMA 50:	1172.00
EMA 200:	1123.55
Trend Status:	Strong Uptrend
Golden Cross Date:	2025-04-23 00:00:00+05:30
Golden Cross Price:	1141.64

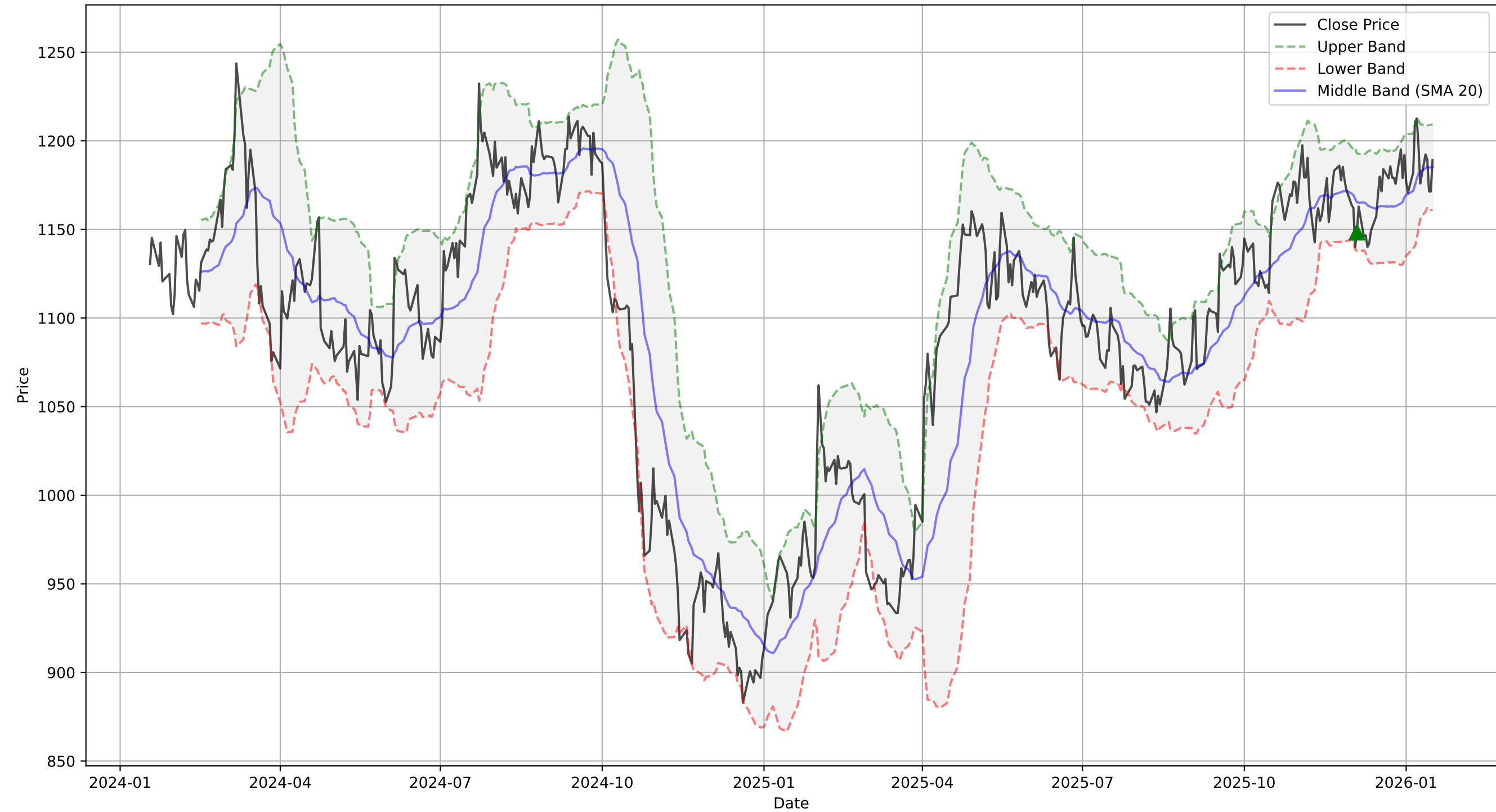
TATACONSUM.NS EMA Crossover Analysis



TATACONSUM.NS - Bollinger Bands Summary

Current Price:	1189.10
Upper Band:	1209.33
Middle Band (SMA 20):	1185.21
Lower Band:	1161.10
%B:	0.5806
Band Width:	0.0407
Status:	Upper Half
Signal:	None
Recent Signal 1:	Buy Signal at 2025-12-04 00:00:00+05:30

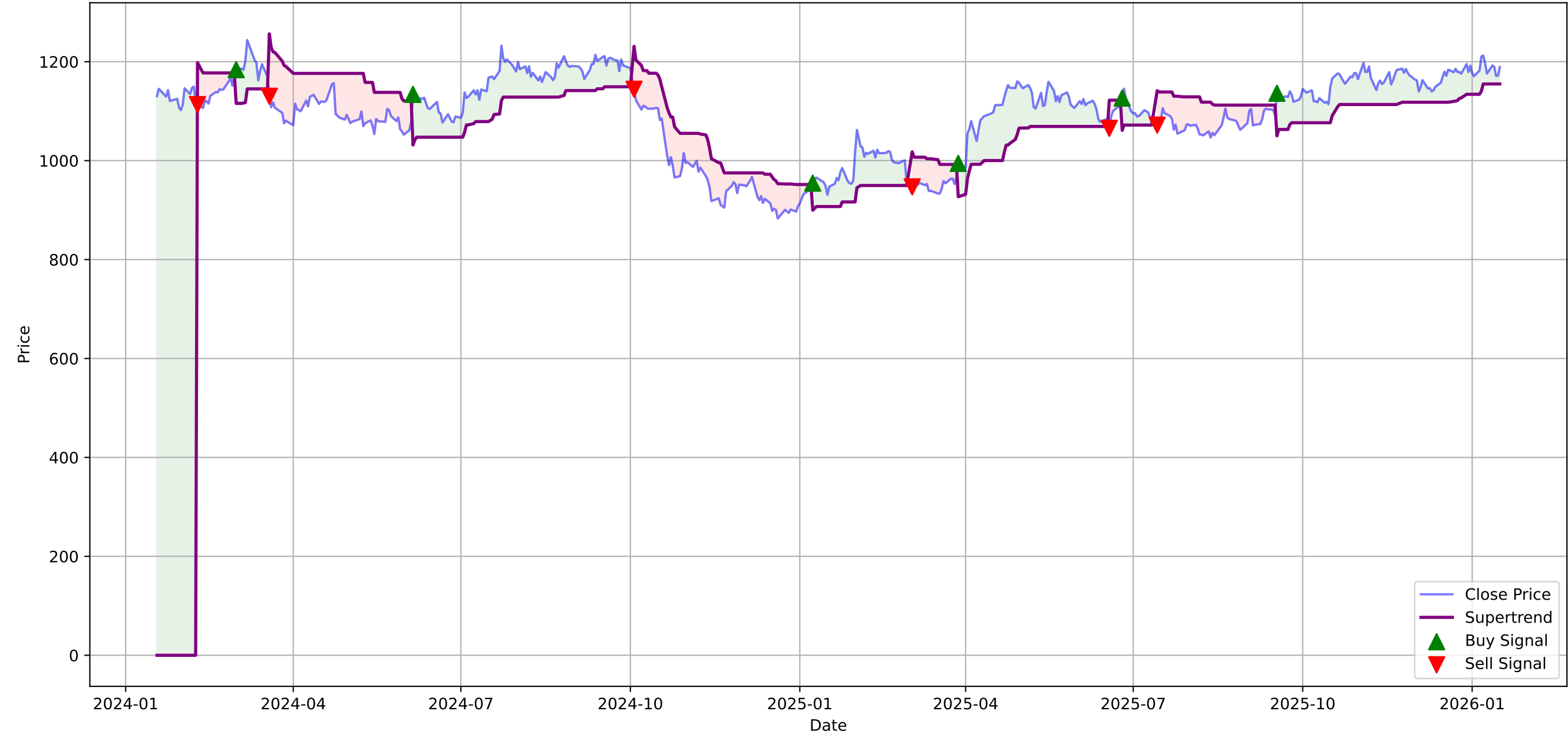
TATACONSUM.NS Bollinger Bands (20, 2) Analysis



TATACONSUM.NS - Supertrend Summary

Status:	UPTREND (Buy)
Supertrend Value:	1155.01
Signal Identified On:	2025-09-17

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



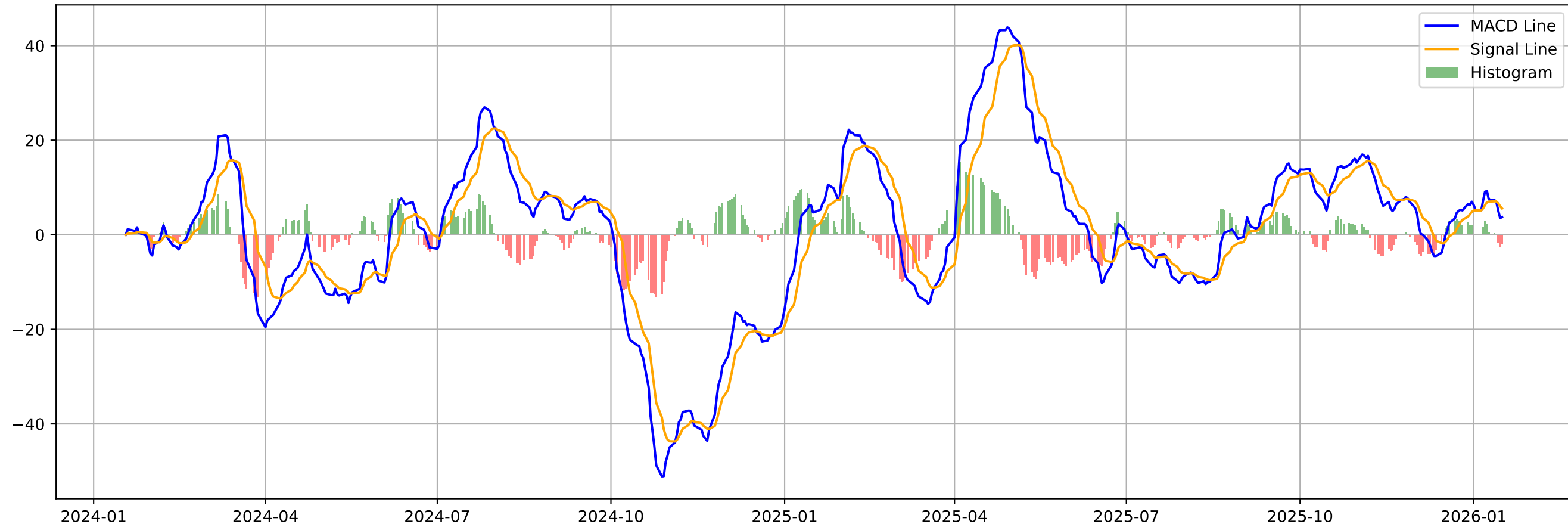
TATACONSUM.NS - MACD Summary

MACD Line:	3.74
Signal Line:	5.56
Histogram:	-1.83
Trend:	Bearish
Momentum:	Weakening
Signal:	None

TATACONSUM.NS Price



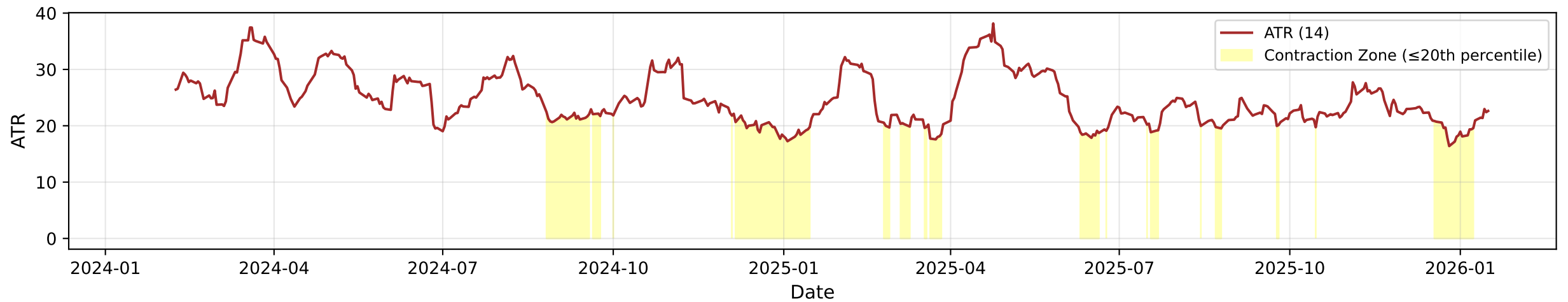
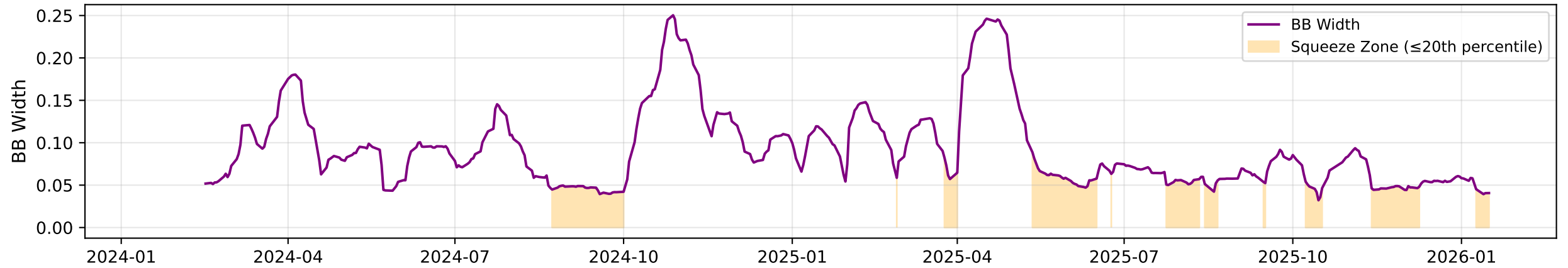
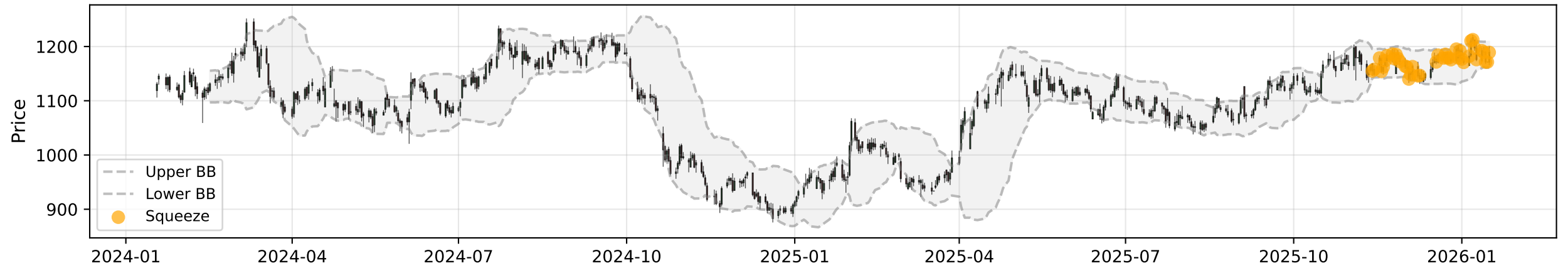
TATACONSUM.NS MACD (12, 26, 9)



TATACONSUM.NS - Volatility Squeeze Summary

BB Width:	0.0407
ATR:	22.6286
Total Signals:	41
Signal 1:	BB Squeeze at 2026-01-12 00:00:00+05:30 (Price: 1192.30)
Signal 2:	BB Squeeze at 2026-01-13 00:00:00+05:30 (Price: 1189.40)
Signal 3:	BB Squeeze at 2026-01-14 00:00:00+05:30 (Price: 1171.40)
Signal 4:	BB Squeeze at 2026-01-15 00:00:00+05:30 (Price: 1171.40)
Signal 5:	BB Squeeze at 2026-01-16 00:00:00+05:30 (Price: 1189.10)

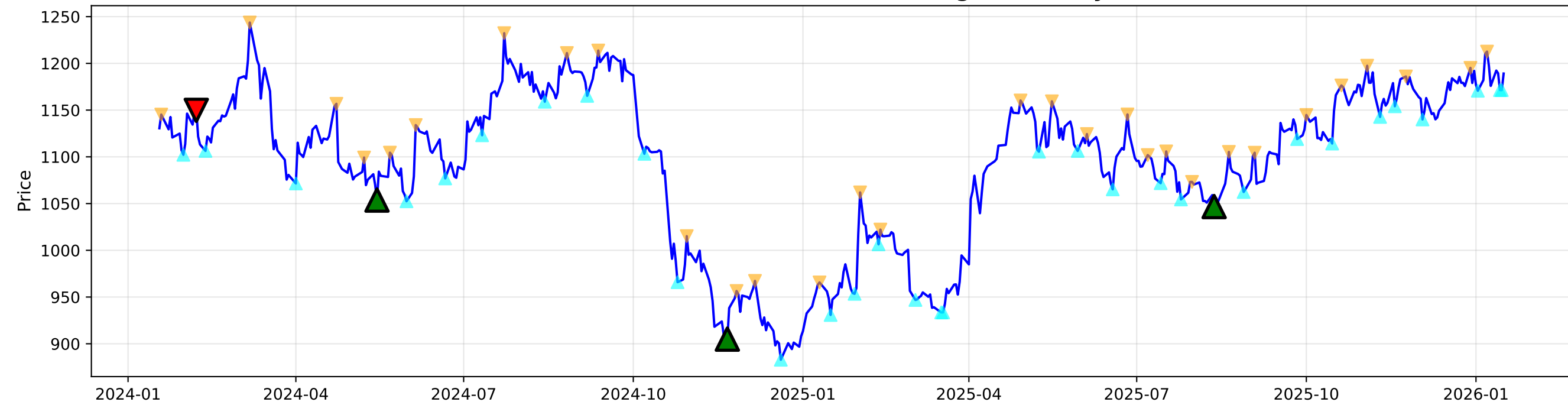
TATACONSUM.NS - Volatility Squeeze Analysis



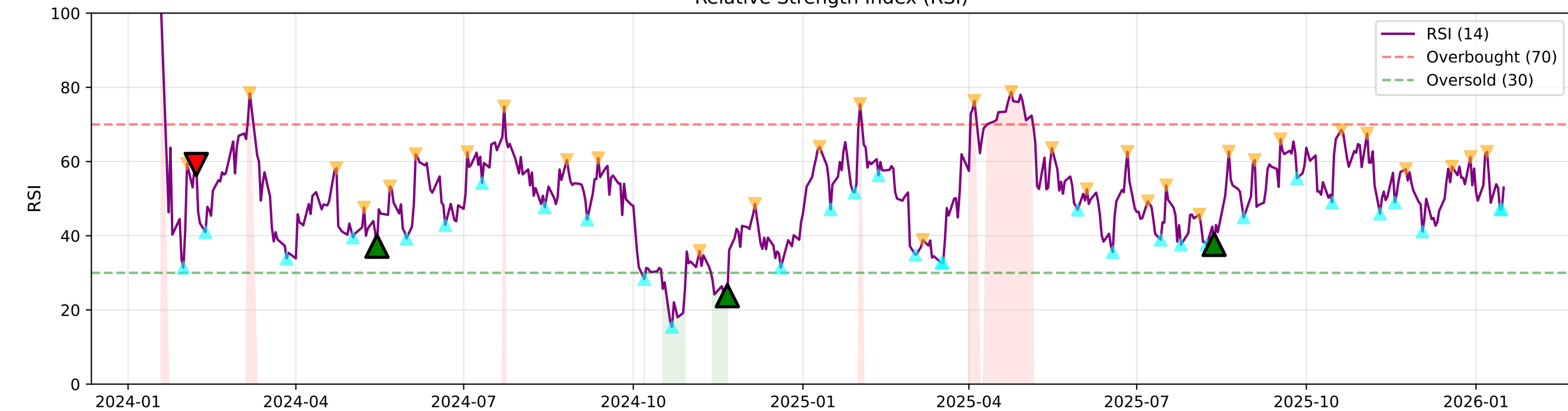
TATACONSUM.NS - RSI-Volume Summary

Current RSI:	52.99
Current Volume:	1250225
Volume MA 20:	860457
Bullish Divergences:	3
Bearish Divergences:	1
Bullish Div 1:	Date: 2024-11-21 00:00:00+05:30, Price: 904.99
Bullish Div 2:	Date: 2025-08-12 00:00:00+05:30, Price: 1046.80
Bearish Div 1:	Date: 2024-02-07 00:00:00+05:30, Price: 1149.69

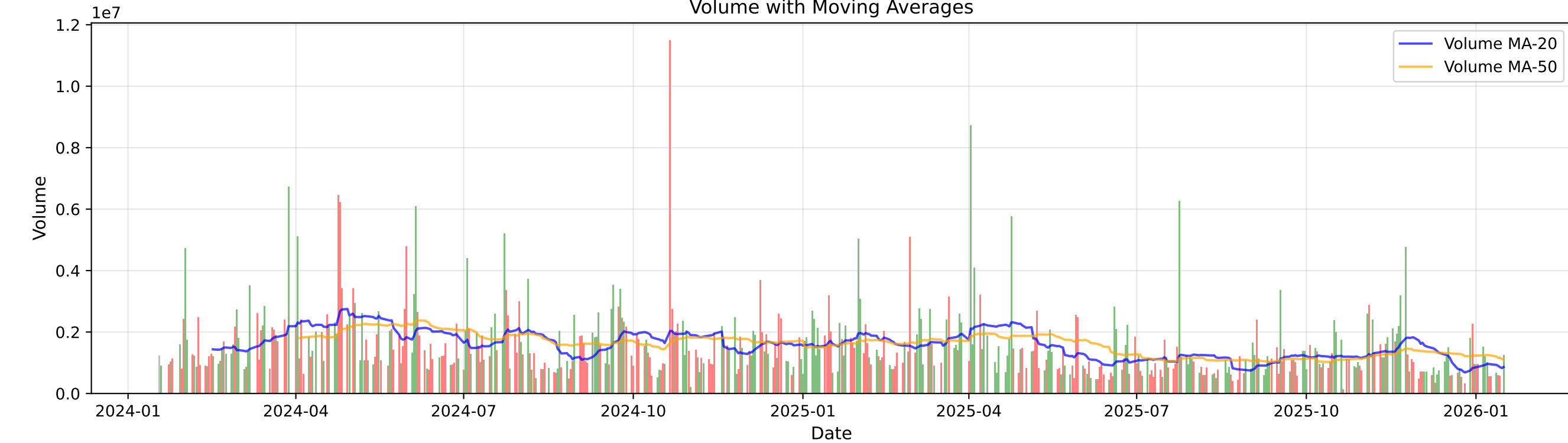
TATACONSUM.NS RSI-Volume Divergence Analysis



Relative Strength Index (RSI)



Volume with Moving Averages



TATACONSUM.NS - Volume Analysis

== VOLUME ANALYSIS ==:

Status:

134 Signals Detected

:

2025-12-29 [+]:

Buying Exhaustion (Bearish Div)

2025-12-30 [-]:

Distribution Day

2026-01-01 [-]:

Distribution Day

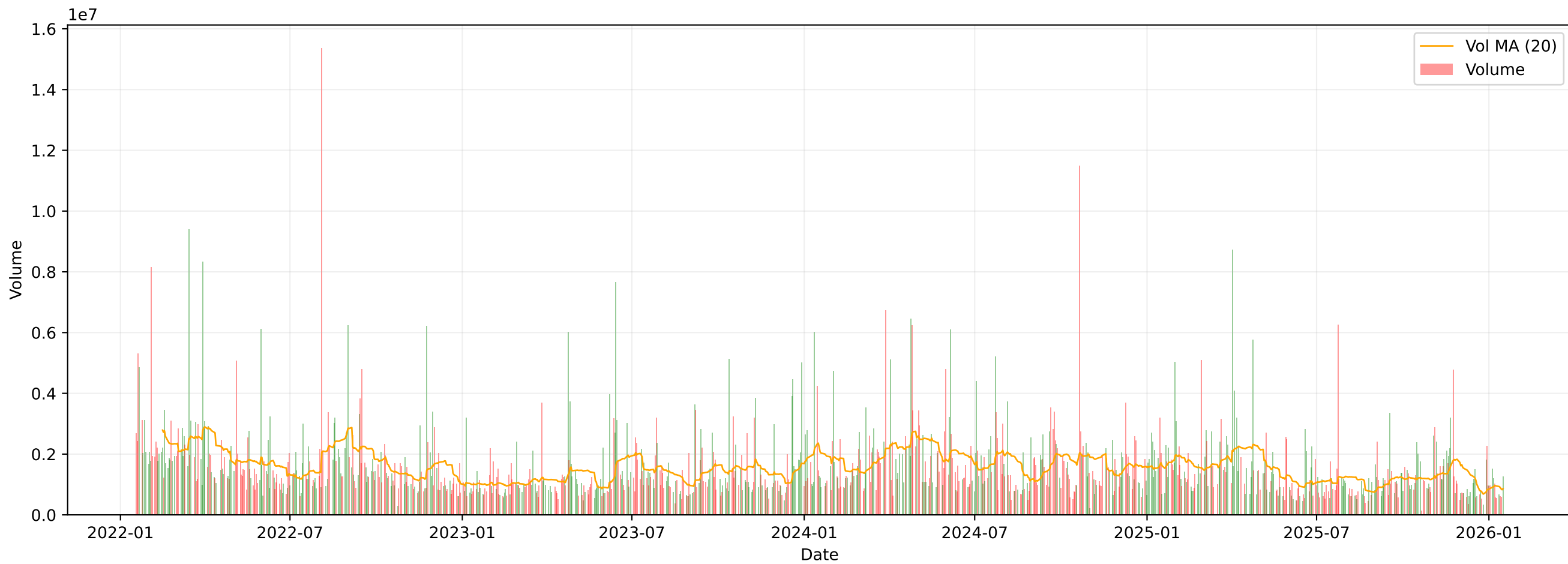
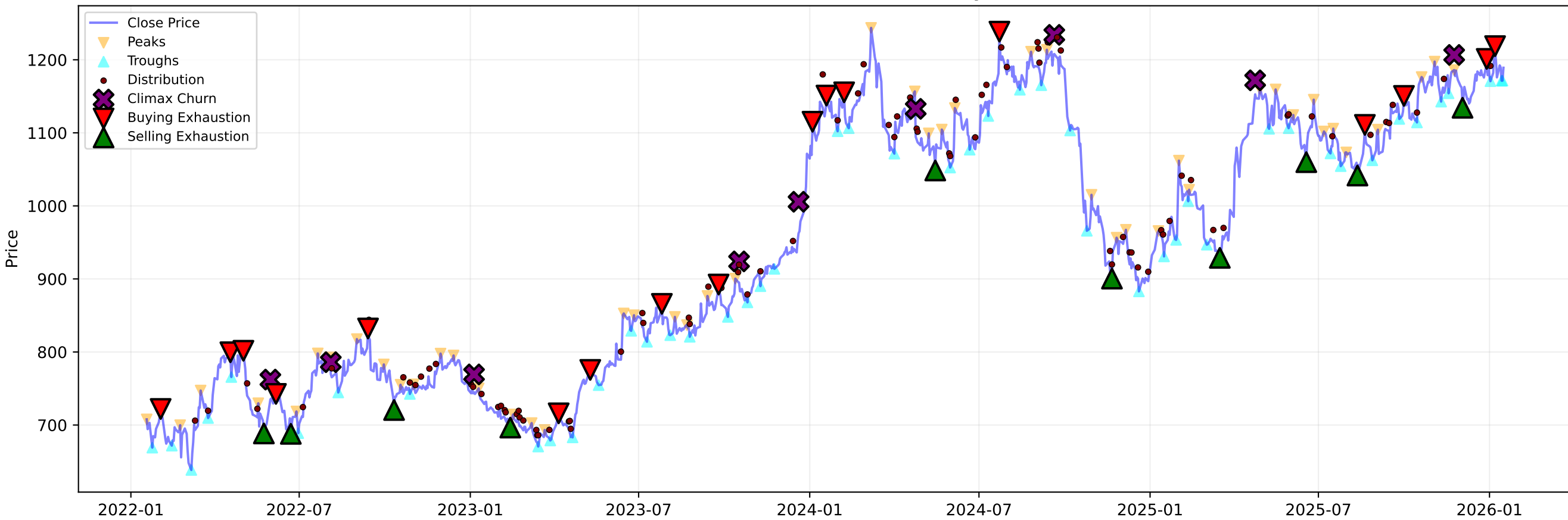
2026-01-02 [-]:

Distribution Day

2026-01-07 [+]:

Buying Exhaustion (Bearish Div)

TATACONSUM.NS - Volume Analysis



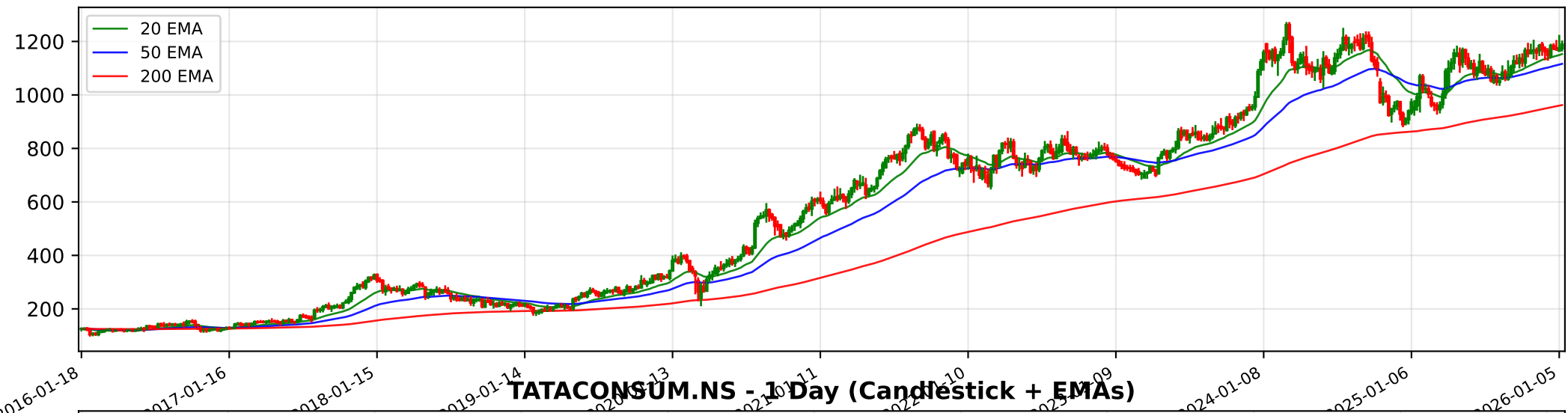
Multi-Timeframe Supertrend Analysis

Timeframe	Status	Value	Last Price	Signal Date
1 Week	UPTREND (Buy)	1111.86	1189.1	2025-01-27
1 Day	UPTREND (Buy)	1155.01	1189.1	2025-09-17
15 Min	UPTREND (Buy)	1183.76	1189.0	2026-01-16

Multi-Timeframe MACD Analysis

Timeframe	Trend	Momentum	Signal
1 Week	Bullish	Strengthening	Bullish Crossover (Buy)
1 Day	Bearish	Weakening	No Signal
15 Min	Bearish	Weakening	No Signal

TATACONSUM.NS - 1 Week (Candlestick + EMAs)



TATACONSUM.NS - 1 Day (Candlestick + EMAs)



TATACONSUM.NS - 15 Min (Candlestick + EMAs)



Tata Consumer Products Ltd. ⓘ

Tata Consumer Live Share Price Today, Share Analysis and Chart

ABOUT Tata Consumer Products, incorporated in 1962, engaged in the trading, production and distribution of consumer products. It offers a diverse portfolio, including tea, coffee, water, RTD beverages, salt, pulses, spices, ready-to-cook meals, breakfast c... [Read More](#)

 Watchlist
  Portfolio
  Alert
  My Notes

TRADE STOCK

Metric	Value	Range
Durability score	65.0	/100
Valuation Score	28.3	/100
Momentum Score	57.3	/100
Analyst Price Target	1,289	

High Financial Strength

Expensive Valuation

Technically Neutral

Analyst Price target upside is 8%

[VIEW FULL CHECKLIST](#)

High rank 15 Positive • 8 Negative

65.2% Pass in checklist



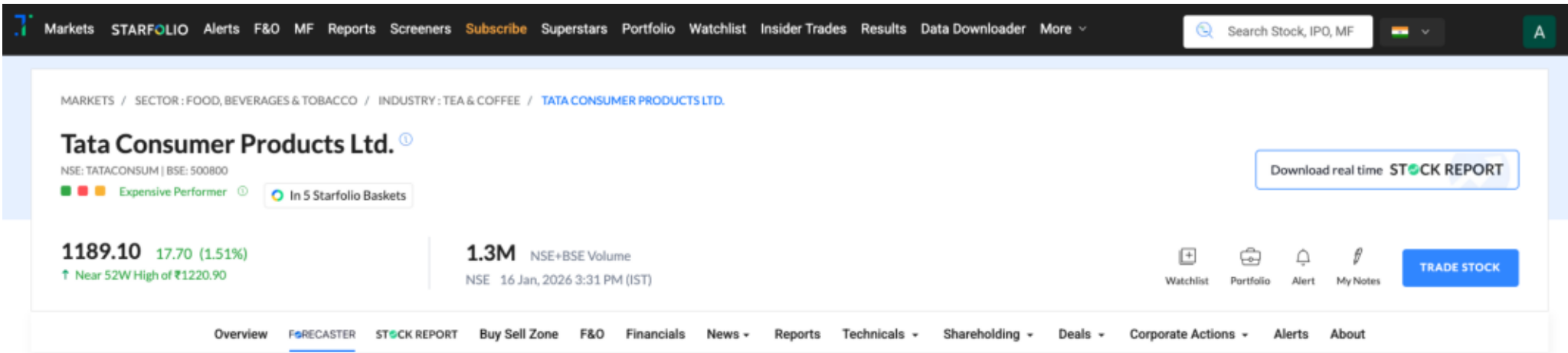
Category	Count
Positive	15
Negative	8

INSIGHT Tata Consumer is fairly valued at current PE, but undervalued on future earnings

Price to Book [High in industry](#)

- DVM
- Key Metrics
- Price Chart
- Forecaster
- Financials
- Technicals
- Shareholding
- Deals
- Documents
- Corporate actions
- Company Profile

Trendlyne Snapshot - TATACONSUM_forecaster



Tata Consumer - TATACONSUM - stock price prediction, stock forecast, target price, analyst ratings from 29 analysts

Tata Consumer has a share price target of Rs 1289, revenue growth forecast of 12.7%, and profit growth estimate of 27.9% for FY26, based on top 29 analyst calls.

Tata Consumer FORECASTER - Analyst Estimates [ⓘ]

[FORECASTER DASHBOARD →](#)

