

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 **<b><font color='#27ae60'>Uptrend</font></b>**\*\* (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:\*\* **<b><font color='#27ae60'>Bullish</font></b>** 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).
- \* \*\***<b><font color='#c0392b'>Stop Loss</font></b>**:\*\* \*\*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.
- \* \*\***<b><font color='#27ae60'>Take Profit</font></b>**:\*\* \*\*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]
:	

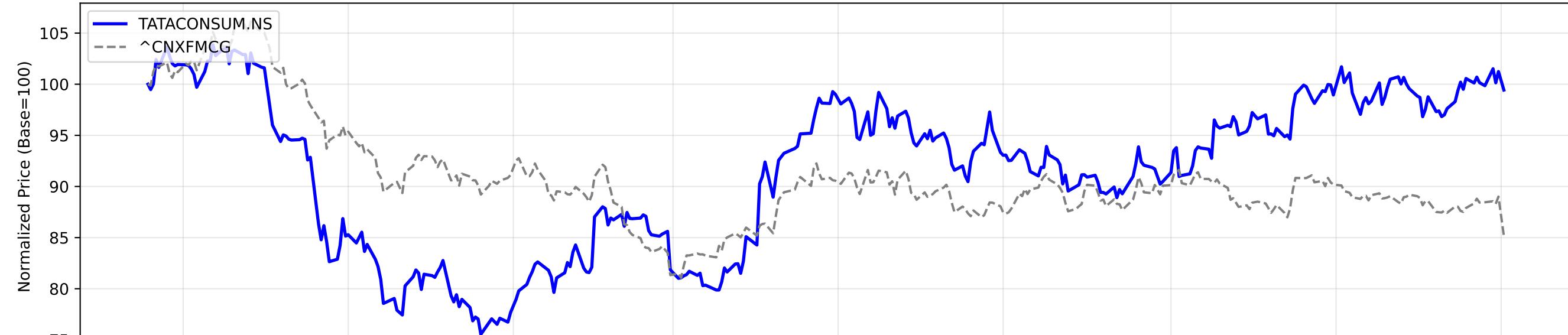
## == TURNAROUND ANALYSIS ==:

Turnaround Status:	Not Detected
:	

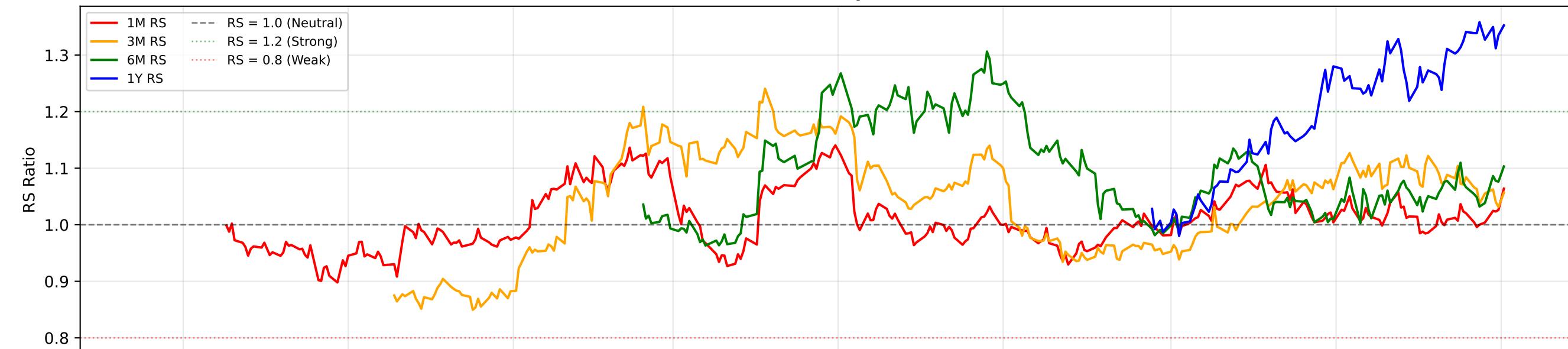
## SIGNAL CRITERIA::

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

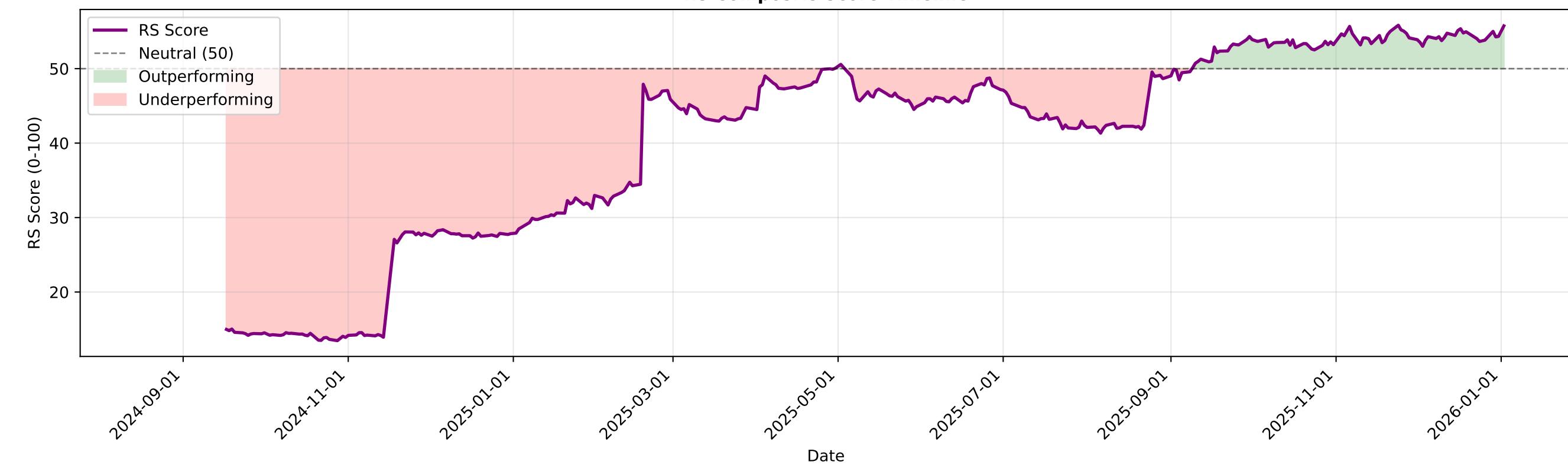
**Relative Strength Analysis: TATACONSUM.NS vs ^CNXFMCG**  
**Classification: Emerging Leader**  
**Price Performance Comparison (Normalized)**



**RS Ratio Trends (Multiple Timeframes)**



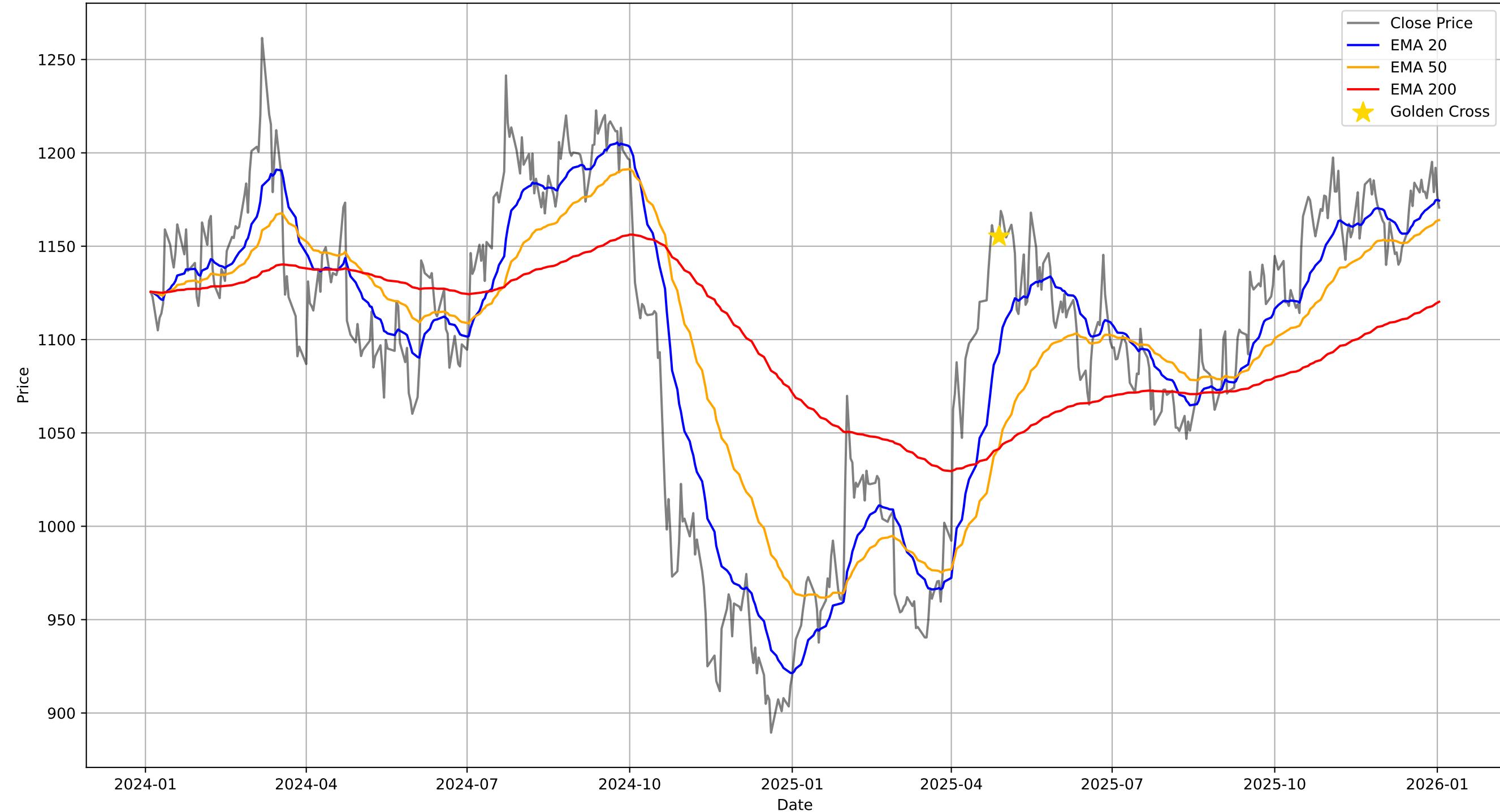
**RS Composite Score Timeline**



## **TATACONSUM.NS - EMA Crossover Summary**

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



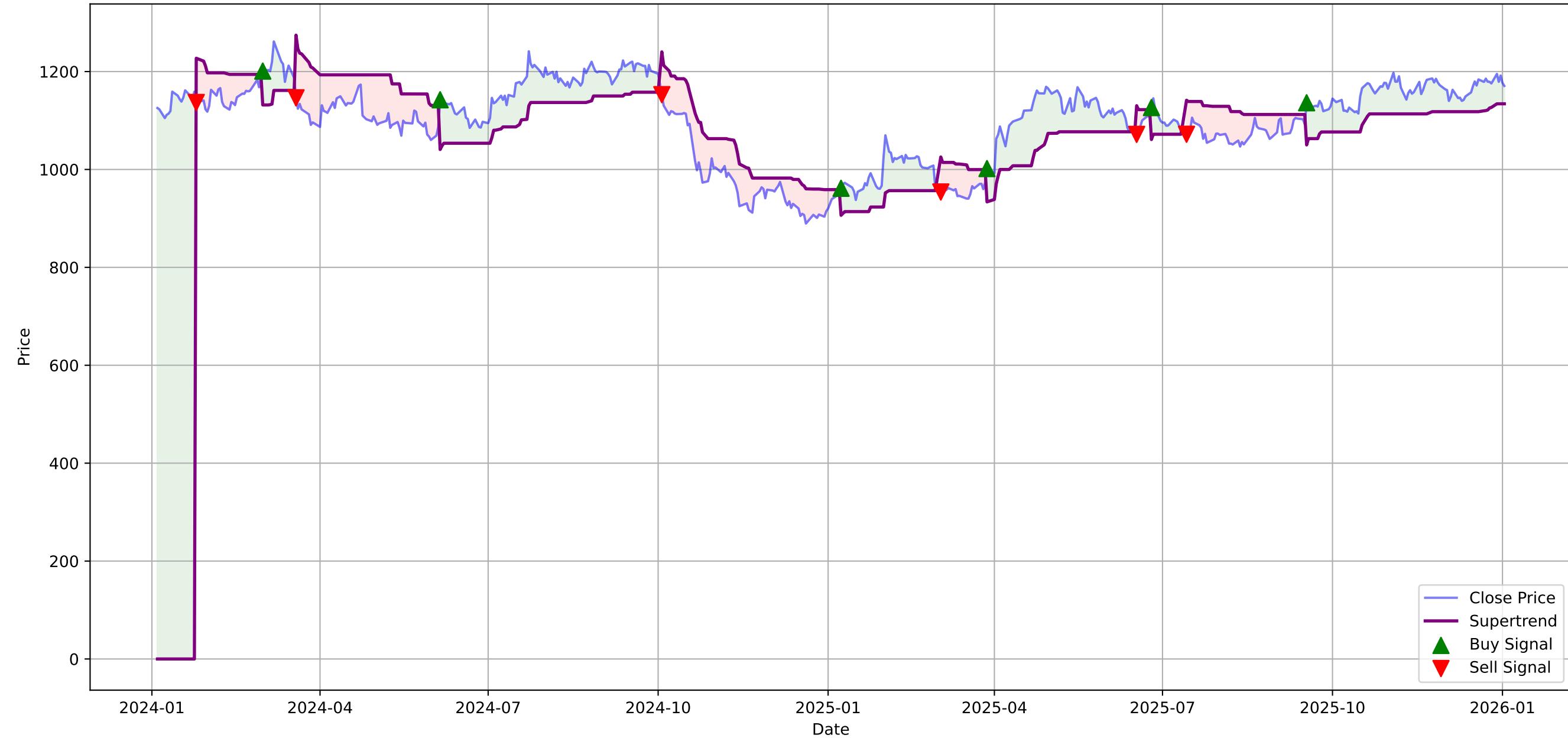
## **TATACONSUM.NS - Supertrend Summary**

**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)



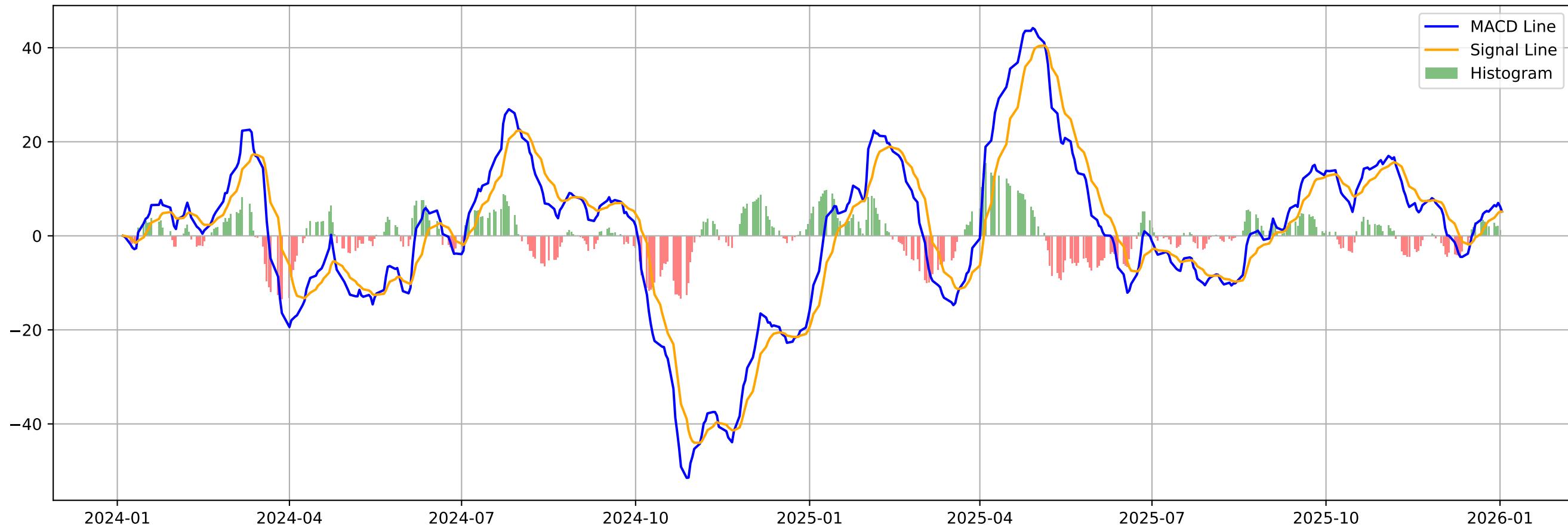
## TATACONSUM.NS - MACD Summary

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

### TATACONSUM.NS Price



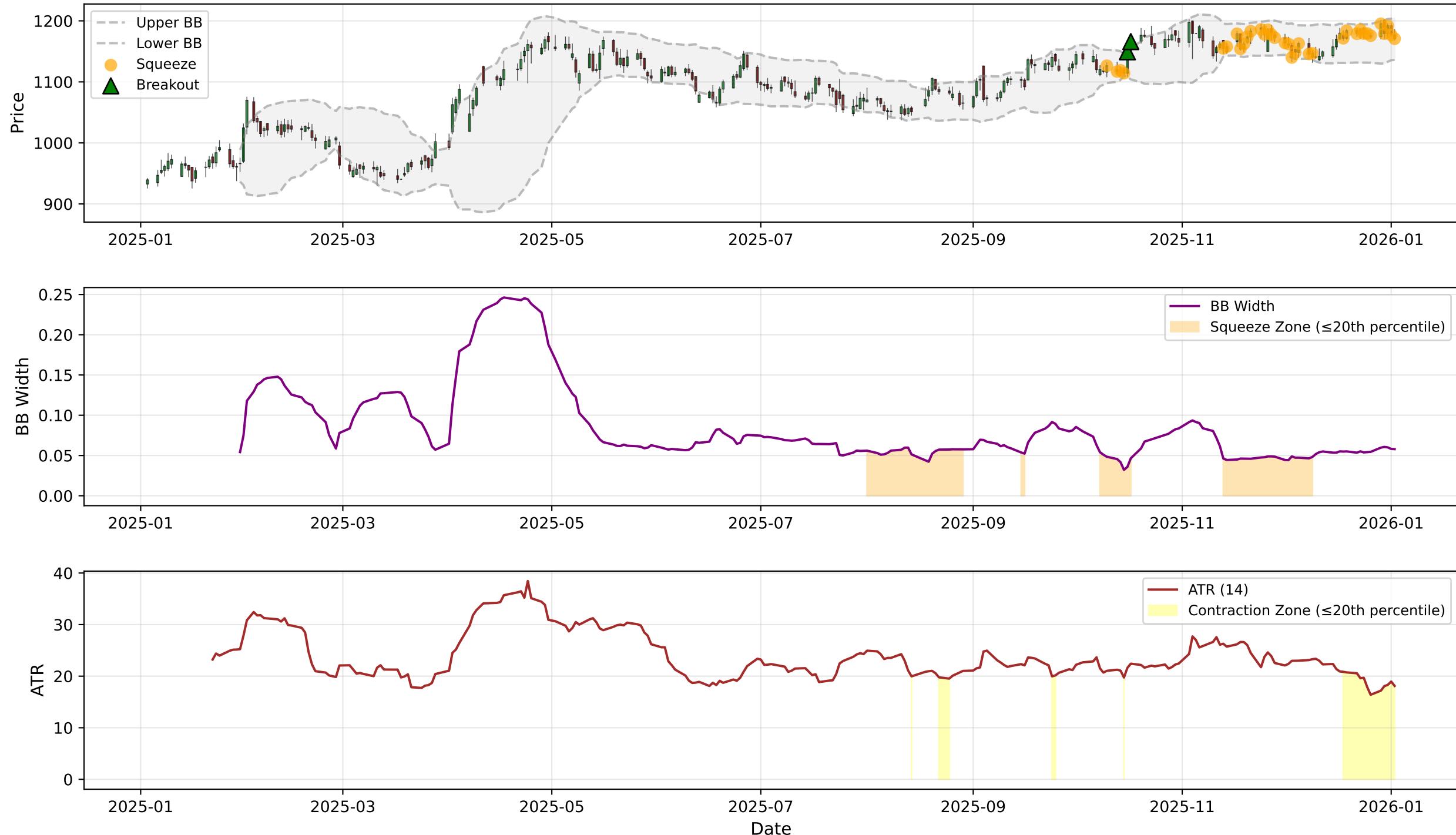
### TATACONSUM.NS MACD (12, 26, 9)



# **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



# Trendlyne Snapshot - TATACONSUM\_main

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## Tata Consumer Products Ltd. ⓘ

NSE: TATACONSUM | BSE: 500800  
Tata Consumer Live Share Price Today, Share Analysis and Chart

■ ■ ■ Expensive Star ⓘ In 5 Starfolio Baskets

**1170.70** -6.20 (-0.53%)  
↑ Near 52W High of ₹1202.80

**1.0M** NSE+BSE Volume  
NSE 02 Jan, 2026 3:31 PM (IST)

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](#)

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Durability score ⓘ **65.0** /100 Valuation Score ⓘ **28.8** /100 Momentum Score ⓘ **66.2** /100 Analyst Price Target ⓘ **1,284**  
High Financial Strength Expensive Valuation Technically Moderately Bullish 1Yr Price target upside is 10%

These stocks are bullish, strong in quality and technicals, but expensive in valuation. Investors ... View Similar Embed DVM ⓘ

14 10  
3 1 SWOT Analysis ⓘ

Check Before You Buy  
High rank 15 Positive \* 8 Negative 65.2% Pass in checklist  
VIEW FULL CHECKLIST

PE Valuation Check  
Right Now ⓘ 1 Year Forward ⓘ  
Fairly Valued Undervalued 19.7%  
INSIGHT Tata Consumer is fairly valued at current PE, but undervalued on future earnings

Tata Consumer Key Metrics

ROE Ann.% > Broker Average Target > Market Capitalization > Price to Book >  
Above industry Median 13.96% upside 1,334.17 Market Leader High in industry  
6.4

DVM  
Key Metrics  
Price Chart  
Forecaster  
Financials  
Technicals  
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Deals  
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Corporate actions  
Company Profile X

## Trendlyne Snapshot - TATACONSUM\_forecaster

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### Tata Consumer Products Ltd.

NSE:TATACONSUM | BSE: 500800 [Download real time STOCK REPORT](#)

Expensive Star In 5 Starfolio Baskets

**1170.70** **-6.20 (-0.53%)** **1.0M** NSE+BSE Volume [TRADE STOCK](#)

Near 52W High of ₹1202.80 NSE 02 Jan, 2026 3:31 PM (IST)

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### 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](#)

