

Stock Analysis Report

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Strategic Trading Analysis

Based on the comprehensive technical analysis report provided for **TATACONSUM.NS** (Tata Consumer Products), here is my assessment as a Positional Equity Trader.

Note on Timeline: The report indicates a generation date of **2026-02-07**. The analysis below treats this date as "Today" and the data contained therein as current market data.

Step 1: Audit the Data

- **Data Present:**
 - **Price Structure:** Daily and Weekly charts with 3-year history.
 - **Trend Indicators:** Moving Averages (EMA 20, 50, 200) and Supertrend.
 - **Momentum:** RSI, MACD, and Relative Strength (RS) comparisons.
 - **Volatility:** Bollinger Bands and Squeeze analysis.
 - **Volume:** Volume moving averages and distribution/accumulation analysis.
 - **Fundamentals:** Snapshot of revenue growth, ROE, and analyst estimates.
- **Data Missing:**
 - **Intraday Order Flow:** While 15-minute trends are summarized, granular intraday volume profiles for precise entry timing are absent.
 - **Sector Breadth:** While CNXFMCG comparison is present, broader market context (Nifty 50 correlation) is limited.
- **Confidence Level: High.** The report provides a robust confluence of technical indicators required for intermediate-term positional trading.

Step 2: Analyze the Setup

The setup currently presents a **conflict between long-term support and short-term weakness**.

- **Price Structure & Trend:** The stock is trading at **1159.30**. It is currently sandwiched in a consolidation zone.
 - **Bearish Short-Term:** Price is below the 50-day EMA (1163.59) and the Supertrend (1208.40) is in a "Sell" mode. The Weekly and Daily trends are both flagged as **Bearish/Downtrend** (Page 22).
 - **Bullish Long-Term Support:** The price is hovering above the critical 200-day EMA (1126.61). Historically, this level acts as strong institutional support.
- **Momentum & Strength:**
 - **Relative Strength:** The stock is classified as a "Weakening Leader" with a mediocre RS Score of 54.7. It is underperforming the FMCG benchmark (Page 5).
 - **MACD:** The trend is **Bearish** with the MACD line below the signal line, indicating downward momentum is still present.
 - **RSI:** At 49.31, the RSI is neutral. It is not oversold enough to trigger a mean-reversion bounce, nor strong enough to indicate a breakout.
- **Volatility:** A "Volatility Squeeze" was detected in Jan 2026, and the Bollinger Band width is narrow (0.08). This indicates a significant move is imminent, but the direction is not yet confirmed. The current price is in the "Lower Half" of the bands, suggesting weakness.
- **Candlestick Analysis:** The classification is "No Control" (Page 20), confirming indecision in the market.

Conclusion: The stock is in a correction phase. Entering now is risky ("catching a falling knife") because the

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short-term trend has not yet reversed. We are waiting to see if the 200 EMA holds as support and if buyers can reclaim the 50 EMA.

Step 3: Formulate the Recommendation

Should you enter this stock now? NO.

The probability of immediate upside is dampened by the overhead resistance of the 50 EMA and the negative Supertrend. The risk of a breakdown below the 200 EMA is still present.

However, this is a high-quality "Watchlist" candidate due to its proximity to the 200 EMA support. I recommend a **Conditional Entry** based on a reversal of momentum.

Conditional Plan (Trend Reversal Setup):

We will wait for the price to reclaim the short-term moving averages to confirm buyers have regained control.

- **Condition to Buy:** A Daily Candle **Close above INR 1175**.
 - *Why:* This clears the 20 EMA (1159), the 50 EMA (1163), and the Middle Bollinger Band (1162). It confirms a breakout from the lower consolidation range.
- **Entry Price:** **INR 1175 - INR 1180** (Enter on the confirmation day or slightly above).
- **Stop Loss:** **INR 1120** (Hard closing basis).
 - *Why:* This is just below the critical 200 EMA (1126). If the price closes below the 200 EMA, the long-term trend is violated, and the thesis is invalid.
 - *Risk:* ~4.5%.
- **Take Profit:** **INR 1285**.
 - *Why:* This targets the recent swing highs and the upper resistance zone tested in early 2026.
 - *Upside:* ~9.0%.

Risk/Reward Ratio: Approximately 1:2. This fits the intermediate-term criteria well.

Candlestick Classification Analysis

Based on the **Candlestick Classification System** provided in the report (Pages 20 and 21), here is my analysis of the price action for **TATACONSUM.NS**.

Current Market State: The "No Control" Phase

- **Latest Signal:** No Control (0)
- **10-Day Trend Score:** -0.20 (Slightly **Bearish/Neutral**)
- **Current Price:** INR 1159.30

Deep Dive Analysis (Page 21 Chart)

As a seasoned price action trader, I look at the transition of colors to tell the story of market psychology. Here is what the chart is telling us:

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1. The Failed Breakout & Rejection (The Setup): Looking at the far right of the chart (Jan 2026), we see a cluster of **Dark Green (Buyer Strong Control)** candles pushing the price near INR 1200+. However, this attempt failed. The market quickly transitioned into volatility.

2. Institutional Distribution (The Drop): Following the high, we see a distinct shift to **Red (Seller Strong Control)** and **Light Red (Seller Control)** candles.* **Volume Confirmation:** The volume panel at the bottom of Page 21 shows a significant spike in volume coinciding with the red candles during the drop from ~1200 to ~1160.* **Logic Application:** According to the algorithm, a "Seller Strong Control" signal requires a large bearish body relative to ATR *plus* high volume. This indicates **institutional conviction**. The big money was selling, not just retail panic.

3. The Current "No Control" State: The most recent candles are Grey (No Control).* **Interpretation:** The sharp selling pressure has temporarily exhausted itself, but buyers have **not** stepped in.* **Anatomy:** A "No Control" candle (Score 0) implies a small body relative to ATR or conflicting wicks (indecision). The market is currently in a "wait and see" mode. The sellers are taking a breather, but the bulls are too scared to buy the dip.

The Trend Score: -0.20

The 10-day average score is **-0.20**. While this is not an extreme negative number, it is below zero.* **Meaning:** On average, over the last two weeks, sellers have won more battles than buyers. The momentum is tilting downwards, even if it isn't a full-blown crash yet.

Trader's Prediction: **Bearish** Bias with Choppy Consolidation

Direction: Downside / Weakness Prevails

Rationale: 1. **Lack of Reversal Signal:** We are seeing "No Control" candles after a drop. In price action theory, a consolidation (indecision) after a strong impulse move (the drop) usually leads to a **continuation** of that move. We are missing a "Buyer Strong Control (+2)" candle to signal a reversal. 2. **Volume Overhead:** The high volume on the way down created a lot of "bag holders" around INR 1180-INR 1200. Any rally back to that level will likely be met with selling pressure (wicks on top). 3. **Wick Analysis:** If the recent grey candles have long upper wicks (which appears to be the case on the chart near the 1175 level), it means intraday rally attempts are being sold into.

Trading Outlook:* **Immediate Term:** Expect chop/sideways movement as the "No Control" phase resolves.* **Medium Term:** High probability of retesting lower support levels (likely near 1140 or 1120). Unless a **Blue/Green (+1 or +2)** candle prints with volume > 1.3x average to negate the recent selling, the path of least resistance is **DOWN**.

Verdict: Sellers are resting, but they are still in charge. The bulls are absent.

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News & Analyst Targets

As a stock research analyst, I have compiled the latest information, news, and analyst actions for **Tata Consumer Products (TATACONSUM)** for the week ending February 7, 2026.

1. Latest News for TATACONSUM This Week

- **Strong Q3 FY26 Earnings:** The company reported a robust set of numbers for the quarter ended December 2025. Consolidated Net Profit jumped **38% YoY to INR 385 crore**, while Revenue from Operations grew **15% YoY to INR 5,112 crore**. The growth was driven by a 15% volume surge in the India Branded business and strong performance in the Tata Sampann portfolio.
- **Stock Price Volatility:** Despite the positive results, the stock has seen volatility. It experienced a sharp intraday surge earlier in the week (Feb 2) but also faced selling pressure. It is currently trading around the **INR 1,155 - INR 1,160** levels.
- **Institutional Activity:** Upcoming investor meetings have been scheduled. The company will participate in the **Nuvama India Conference 2026** on February 11 and the **Kotak Institutional Equities Conference** on February 24 in Mumbai, which could act as a catalyst for institutional interest.
- **Option Activity:** Significant activity was noted in Put options (strike price INR 1,100), signaling that some market participants are hedging against potential downside risks despite the long-term bullish outlook.

2. Brokerage Upgrades & Downgrades

The brokerage community remains largely positive following the Q3 results, with some adjustments to price targets.* **JM Financial: Upgraded Target.** They maintained an **"Add"** rating but raised their target price to **INR 1,285** (from INR 1,265), citing better-than-expected margins and strong growth in non-branded segments.* **Motilal Oswal: Maintained Buy.** Reiterated their **"Buy"** rating with a target of **INR 1,450**. However, they slightly adjusted their FY27 earnings estimates downward by ~4%, balancing near-term headwinds with long-term growth potential.* **Nomura: Maintained Buy.** Kept a **"Buy"** rating with a target of **INR 1,450**, highlighting that the premium valuation is justified by the company's strong core momentum and rapid expansion in high-growth channels (e-commerce, modern trade).* **Morgan Stanley: Maintained Overweight.** Kept an **"Overweight"** rating with a target of **INR 1,265**, noting strong volume growth in the foods business.

3. Indirect News & Sector Impact

- **Union Budget 2026 Impact:** The recent budget announcements provided indirect benefits to the FMCG sector.
 - **Rural Push:** Increased allocation for rural development and agriculture (specifically high-value crops like cashew and spices) is expected to boost rural disposable income, a key demand driver for Tata Consumer's mass-market products like tea and salt.
 - **Infrastructure:** Continued focus on logistics and connectivity will aid supply chain efficiencies for FMCG companies.
- **Input Costs:** Stability in tea prices and a slight cooling in packaging costs are seen as margin accretive for the coming quarters.

4. Analyst Targets for TATACONSUM

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Below is the summary of the latest price targets issued by major brokerages after the Q3 FY26 results (Late Jan - Early Feb 2026).

Brokerage Firm	Rating	Target Price (INR)	Potential Upside*
Motilal Oswal	Buy	1,450	~25%
Nomura	Buy	1,450	~25%
Sharekhan	Buy	1,425	~23%
Trendlyne Consensus	Buy	1,314	~13%
JM Financial	Add	1,285	~11%
Morgan Stanley	Overweight	1,265	~9%

**Potential Upside calculated based on a completely approximate trading price of INR 1,160.*

Analyst View: The consensus remains **Bullish**, with analysts valuing the company's successful diversification into food and beverages beyond just tea. The "Growth Businesses" (Sampann, Soufull, RTD liquids) now account for ~30% of revenues and are growing at nearly double the rate of the core business.

Stock Detailed Analysis Report

TATACONSUM.NS

Current Price: ₹1159.30

Generated: 2026-02-07 10:26

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	6.97%	4.97%
Net Income	Yes	15.10%	3.05%
ROE	No	-9.48%	-9.48%
EPS	Yes	14.79%	4.68%

TATACONSUM.NS - Relative Strength Analysis

== OVERVIEW ==:

Benchmark Index:	^CNXFMCG
Sector:	FMCG
Classification:	Weakening Leader
RS Score:	54.7/100
:	

== RS RATIOS ==:

1M RS:	0.987 [Neutral]
3M RS:	1.069 [Leader]
6M RS:	1.180 [Leader]
1Y RS:	1.218 [Strong]
:	

== TURNAROUND ANALYSIS ==:

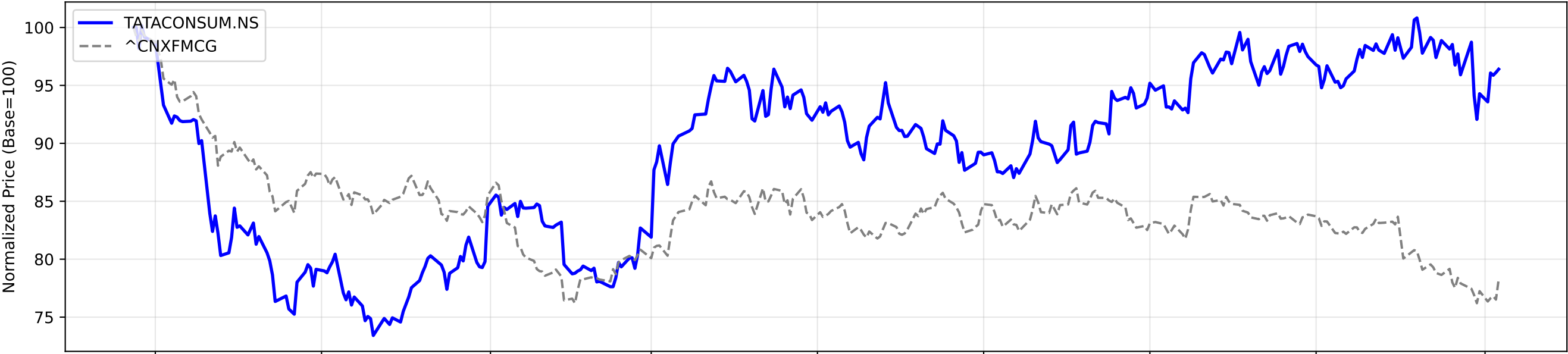
Turnaround Status:	Not Detected
:	

SIGNAL CRITERIA::

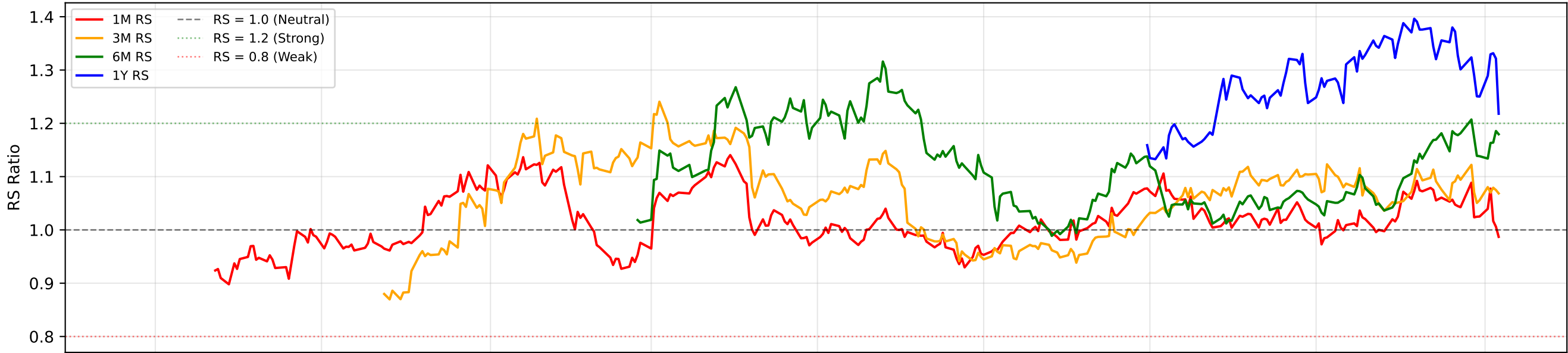
× Emerging RS:	Not accelerating
× Medium-term Lagging:	Not lagging
× Performance Improving:	Not improving

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

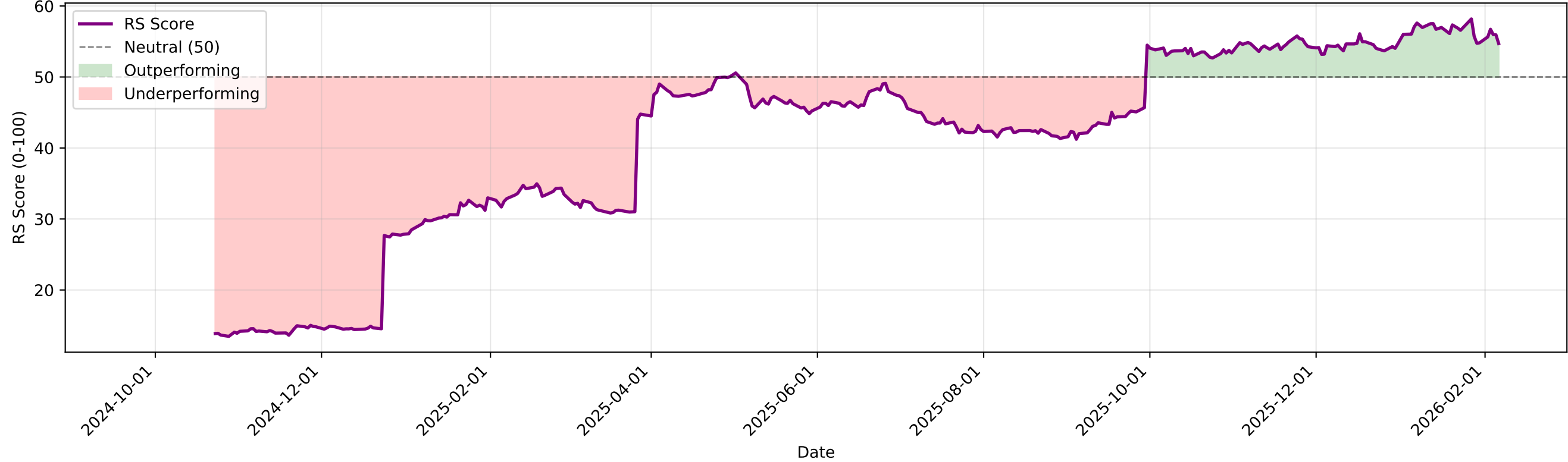
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



RS Composite Score Timeline



TATACONSUM.NS - EMA Crossover Summary

EMA 20:	1159.18
EMA 50:	1163.59
EMA 200:	1126.61
Trend Status:	Short-term Downtrend
Golden Cross Date:	2025-04-23 00:00:00+05:30
Golden Cross Price:	1141.64

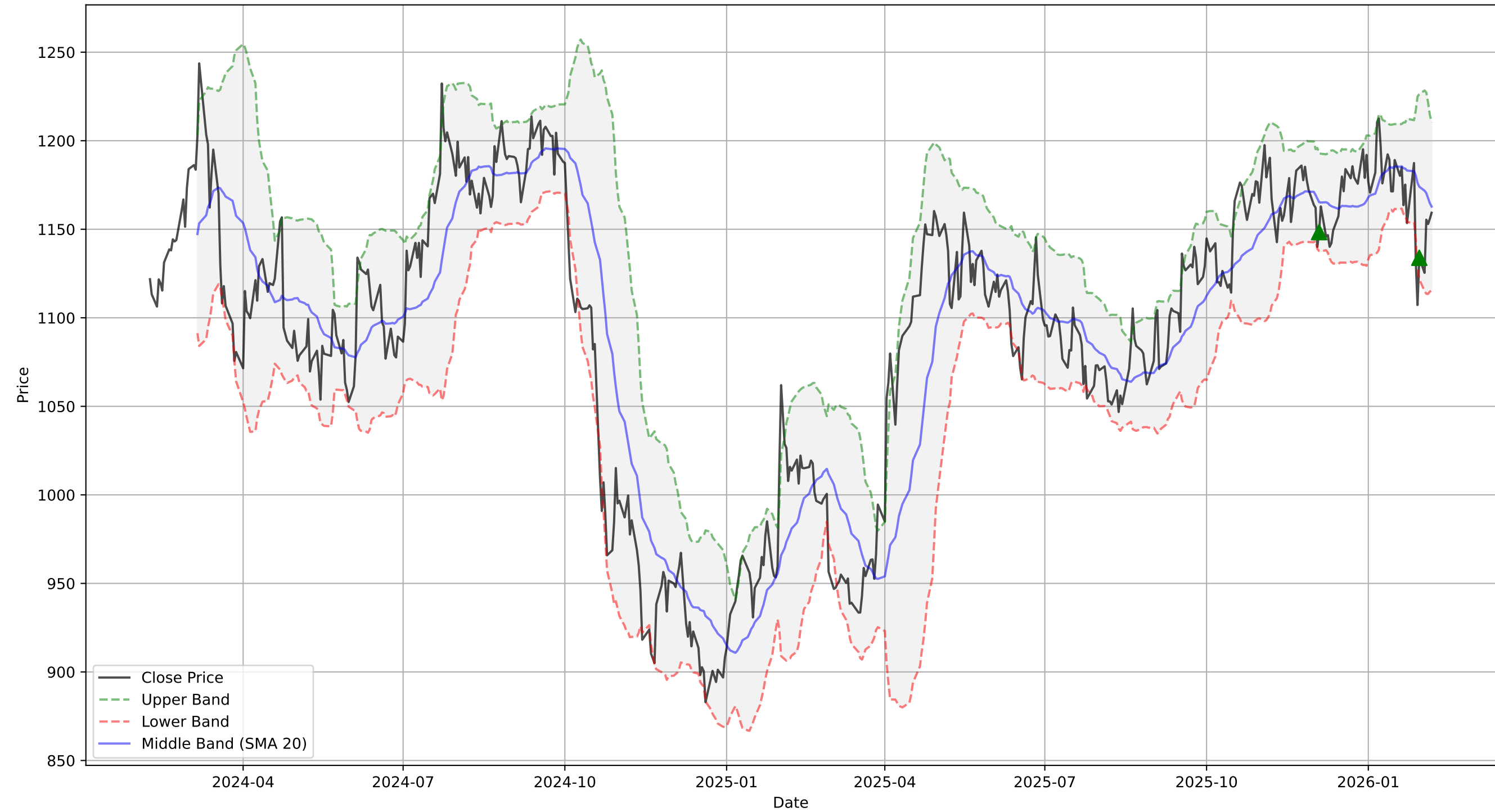
TATACONSUM.NS EMA Crossover Analysis



TATACONSUM.NS - Bollinger Bands Summary

Current Price:	1159.30
Upper Band:	1210.34
Middle Band (SMA 20):	1162.82
Lower Band:	1115.29
%B:	0.4630
Band Width:	0.0817
Status:	Lower Half
Signal:	None
Recent Signal 1:	Buy Signal at 2025-12-04 00:00:00+05:30
Recent Signal 2:	Buy Signal at 2026-01-30 00:00:00+05:30

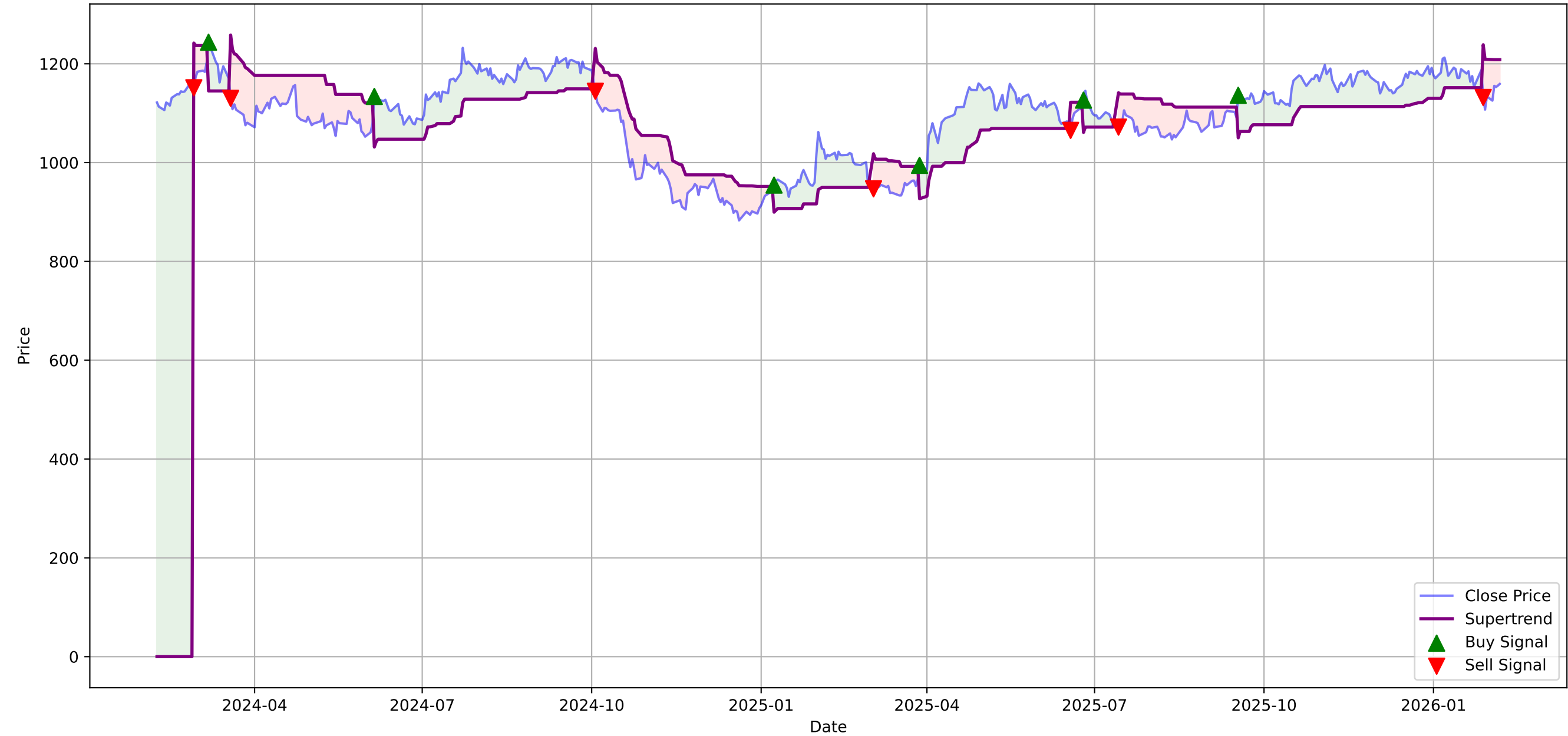
TATACONSUM.NS Bollinger Bands (20, 2) Analysis



TATACONSUM.NS - Supertrend Summary

Status:	DOWNTREND (Sell)
Supertrend Value:	1208.40
Signal Identified On:	2026-01-28

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



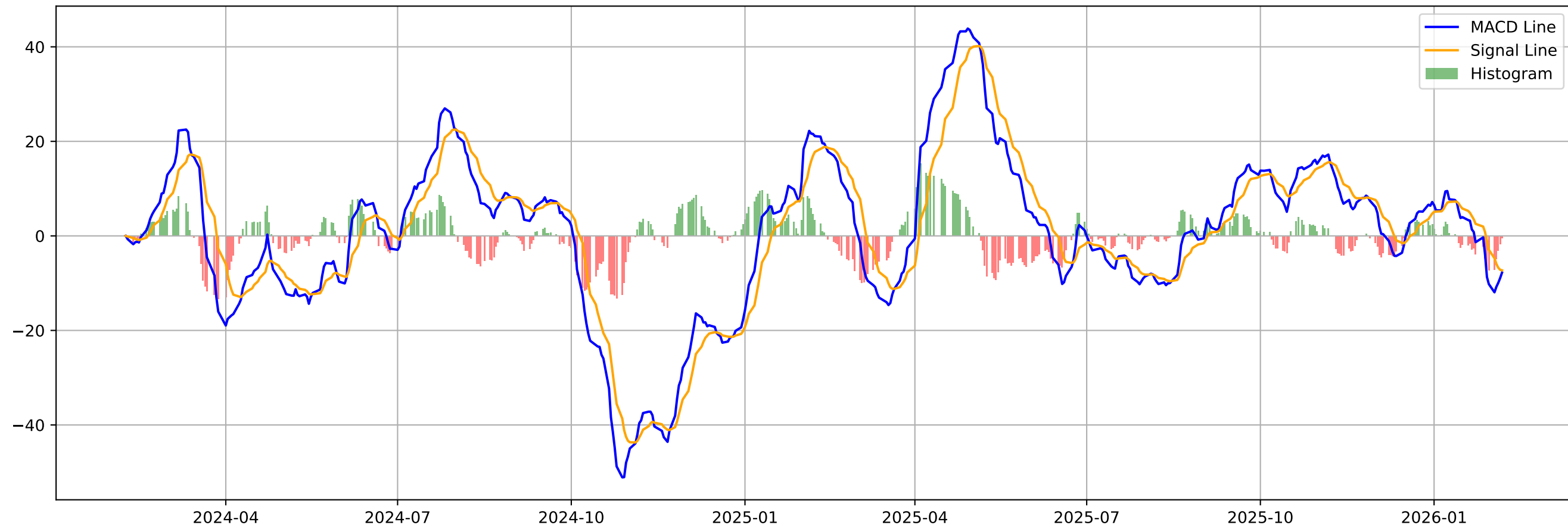
TATACONSUM.NS - MACD Summary

MACD Line:	-7.76
Signal Line:	-7.29
Histogram:	-0.47
Trend:	Bearish
Momentum:	Weakening
Signal:	None

TATACONSUM.NS Price



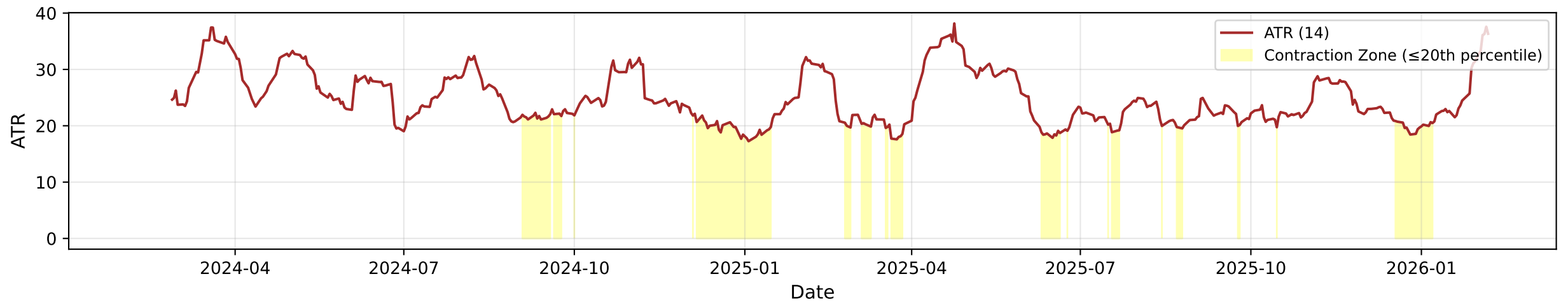
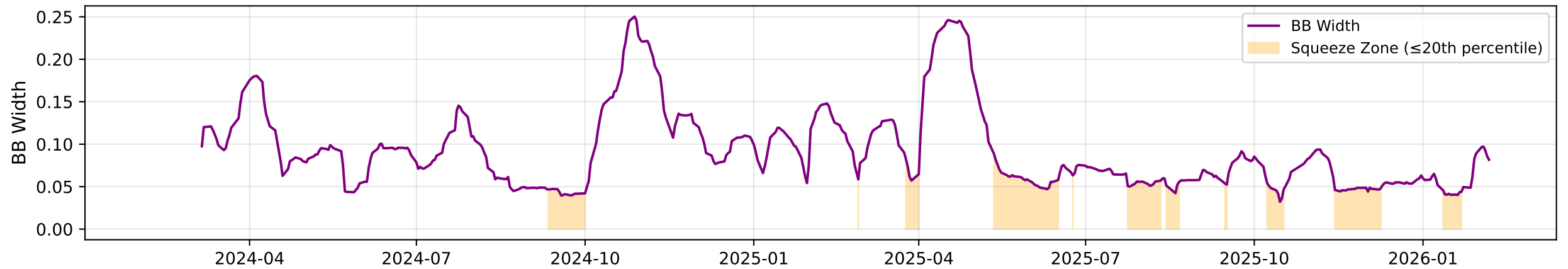
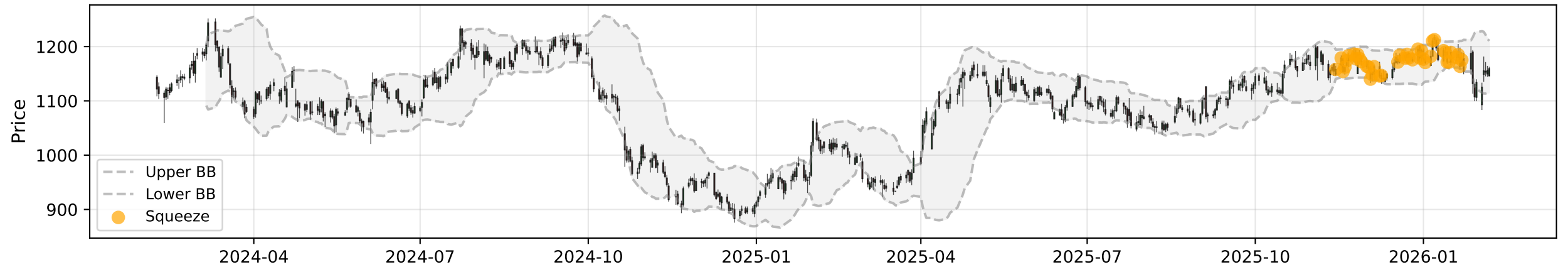
TATACONSUM.NS MACD (12, 26, 9)



TATACONSUM.NS - Volatility Squeeze Summary

BB Width:	0.0817
ATR:	36.3357
Total Signals:	41
Signal 1:	BB Squeeze at 2026-01-16 00:00:00+05:30 (Price: 1189.10)
Signal 2:	BB Squeeze at 2026-01-19 00:00:00+05:30 (Price: 1180.20)
Signal 3:	BB Squeeze at 2026-01-20 00:00:00+05:30 (Price: 1185.00)
Signal 4:	BB Squeeze at 2026-01-21 00:00:00+05:30 (Price: 1163.60)
Signal 5:	BB Squeeze at 2026-01-22 00:00:00+05:30 (Price: 1175.20)

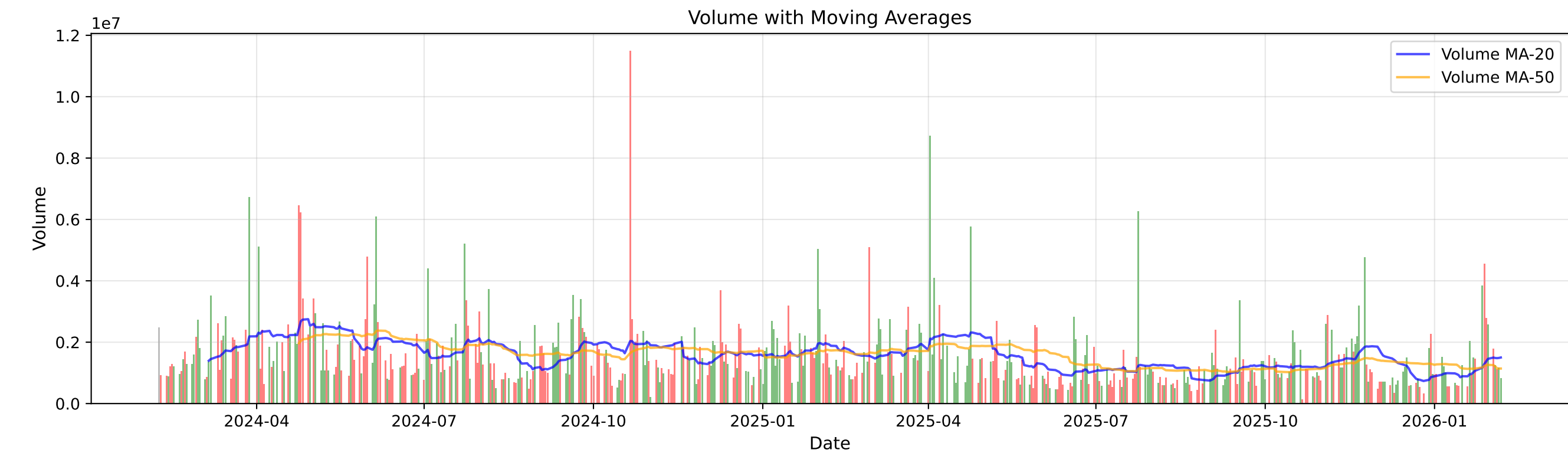
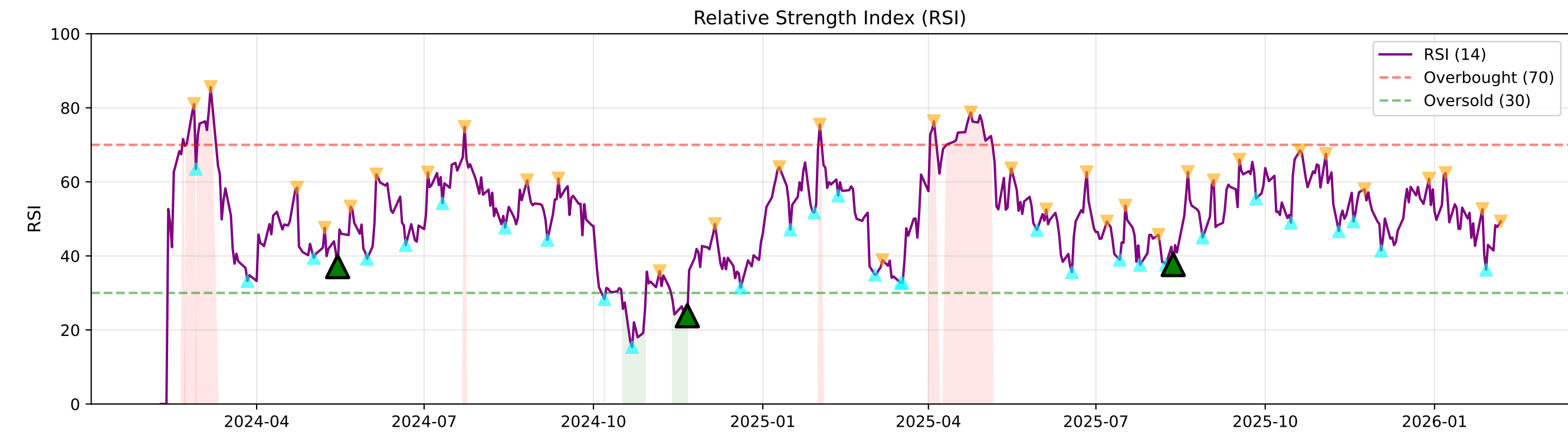
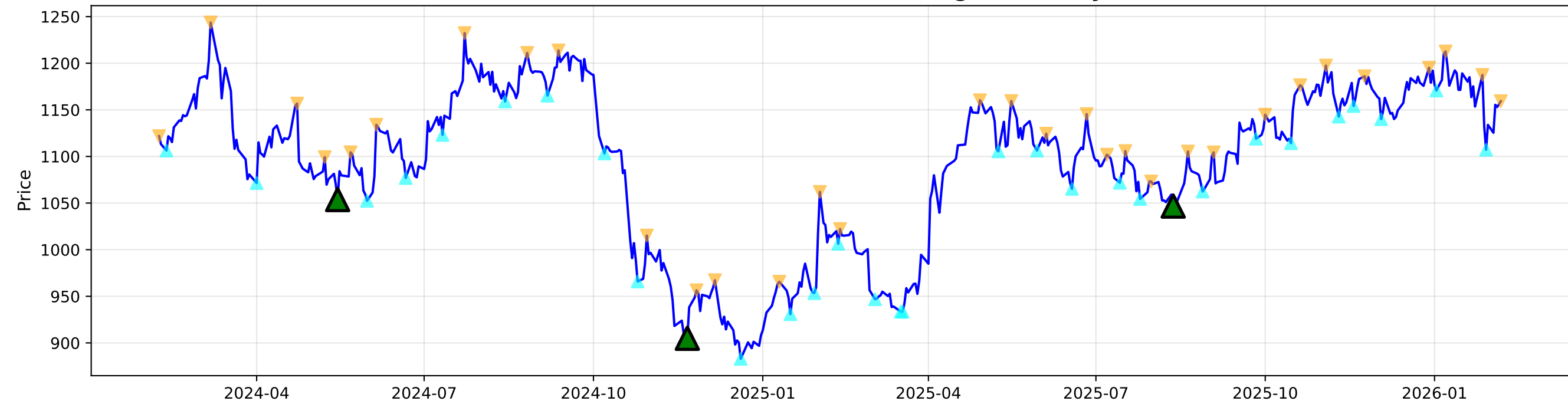
TATACONSUM.NS - Volatility Squeeze Analysis



TATACONSUM.NS - RSI-Volume Summary

Current RSI:	49.31
Current Volume:	830634
Volume MA 20:	1500722
Bullish Divergences:	3
Bearish Divergences:	0
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

TATACONSUM.NS RSI-Volume Divergence Analysis



TATACONSUM.NS - Volume Analysis

== VOLUME ANALYSIS ==:

Status:

28 Signals Detected

:

2026-01-01 [-]:

Distribution Day

2026-01-02 [-]:

Distribution Day

2026-01-07 [+]:

Buying Exhaustion (Bearish Div)

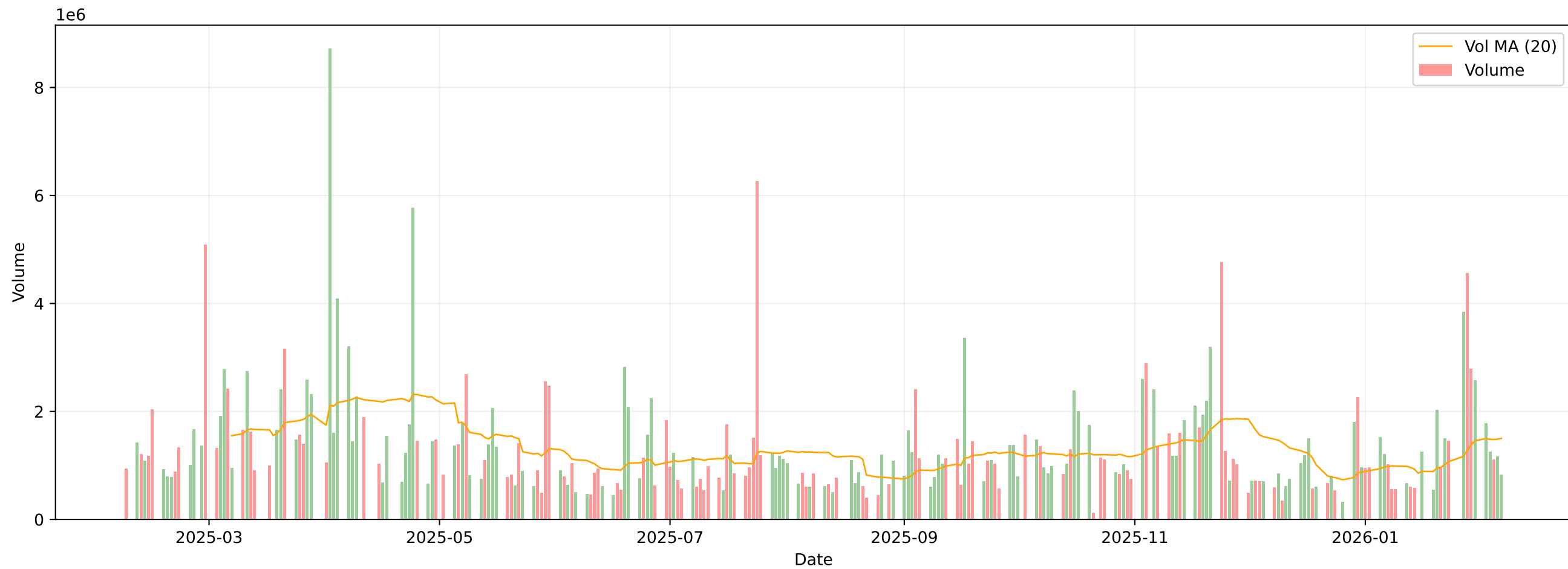
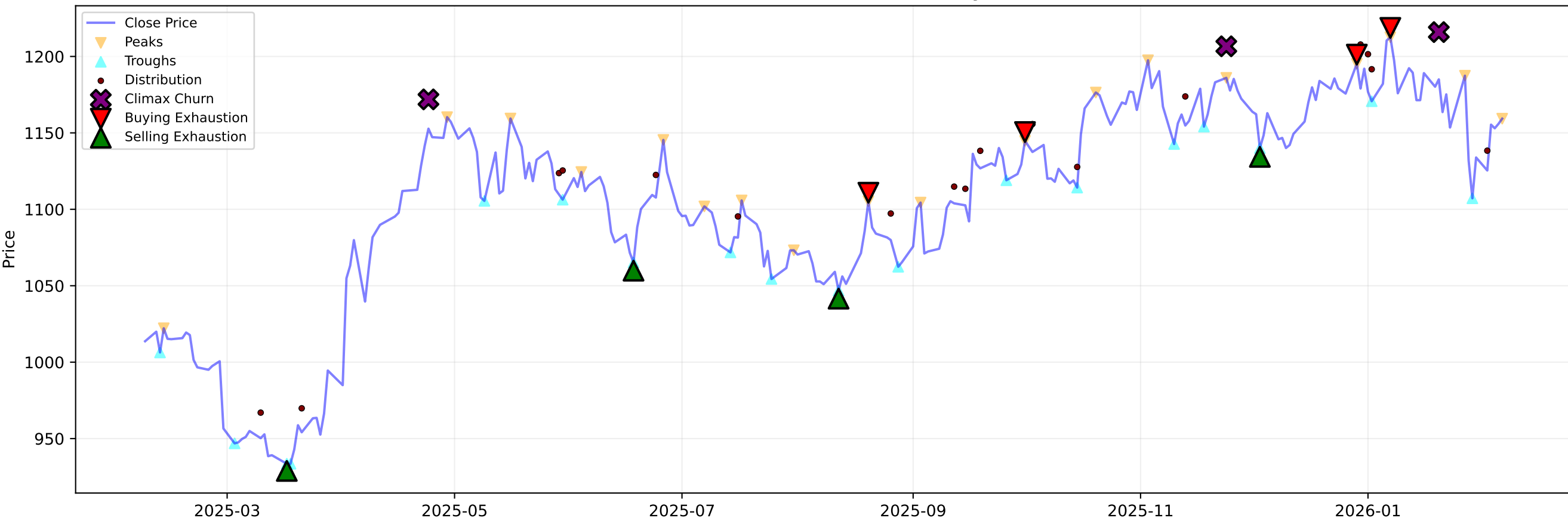
2026-01-20 [-]:

Climax Volume (Churning)

2026-02-02 [-]:

Distribution Day

TATACONSUM.NS - Volume Analysis



TATACONSUM.NS - Candlestick Classification Summary

== CANDLESTICK CLASSIFICATION ==:

Latest Classification: **No Control**

Recent Trend Score (10-day avg): -0.20

:

Distribution:

No Control: 113

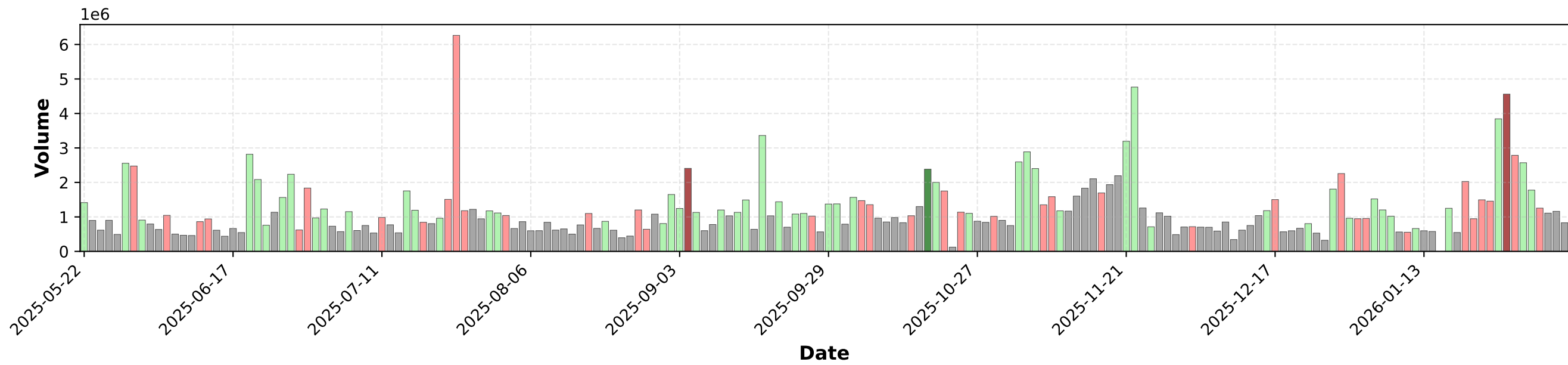
Buyer Control: 64

Seller Control: 47

Buyer Strong Control: 2

Seller Strong Control: 2

TATACONSUM.NS - Candlestick Classification



Multi-Timeframe Supertrend Analysis

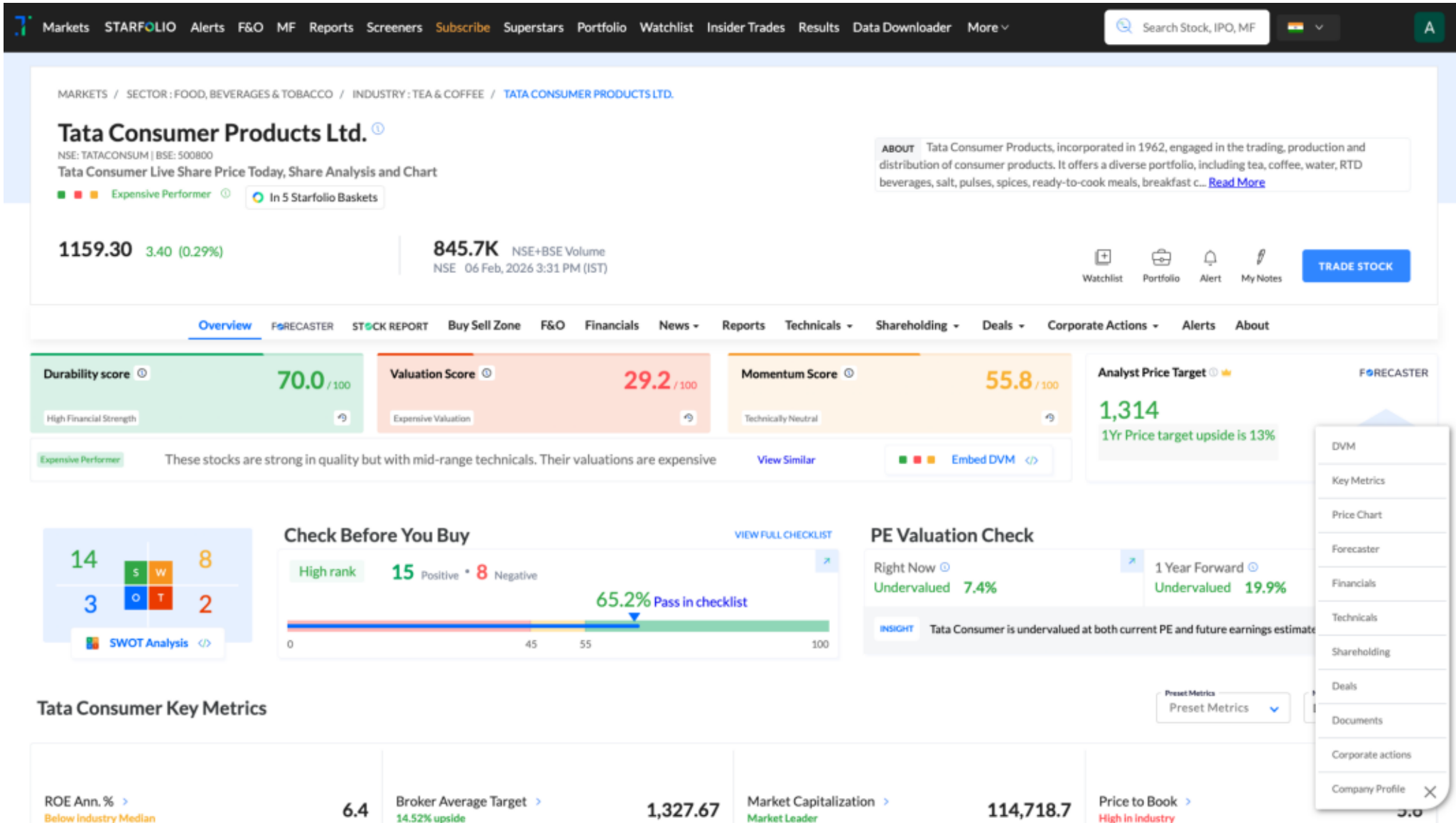
Timeframe	Status	Value	Last Price	Signal Date
1 Week	DOWNTREND (Sell)	1222.97	1159.3	2026-01-26
1 Day	DOWNTREND (Sell)	1208.4	1159.3	2026-01-28
15 Min	UPTREND (Buy)	1148.94	1161.3	2026-02-06

Multi-Timeframe MACD Analysis

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



Trendlyne Snapshot - TATACONSUM_main



Durability score ⓘ

70.0 / 100

High Financial Strength

Valuation Score ⓘ

29.2 / 100

Expensive Valuation

Momentum Score ⓘ

55.8 / 100

Technically Neutral

Analyst Price Target ⓘ

1,314

1Yr Price target upside is 13%

Expensive Performer

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

[View Similar](#)

Embed DVM

14

5

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SWOT Analysis

Check Before You Buy

High rank15Positive * 8 Negative

65.2% Pass in checklist

VIEW FULL CHECKLIST

PE Valuation Check

Right Now ⓘ

Undervalued 7.4%

1 Year Forward ⓘ

Undervalued 19.9%

INSIGHT Tata Consumer is undervalued at both current PE and future earnings estimate

Tata Consumer Key Metrics

ROE Ann. % >

Below Industry Median

6.4

Broker Average Target >

14.52% upside

1,327.67

Market Capitalization >

Market Leader

114,718.7

Price to Book >

High in Industry

3.0

DVM

Key Metrics

Price Chart

Forecaster

Financials

Technicals

Shareholding

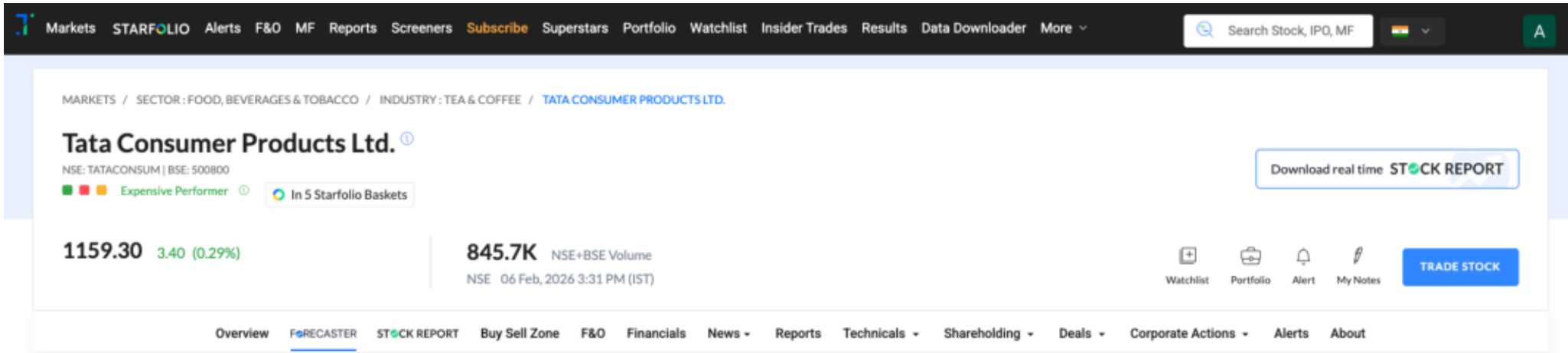
Deals

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 1314, revenue growth forecast of 13.6%, and profit growth estimate of 26.6% for FY26, based on top 29 analyst calls.

Tata Consumer FORECASTER - Analyst Estimates ¹

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