

Based on the "Stock Detailed Analysis Report" provided for BRITANNIA.NS (dated 2026-01-10), here is the positional trading analysis.

### ### Step 1: Audit the Data

- \* \*\*Data Present:\*\*
  - \* \*\*Price Structure:\*\* Daily, Weekly, and 15-minute candlestick charts.
  - \* \*\*Moving Averages:\*\* 20, 50, and 200 EMAs.
  - \* \*\*Momentum Indicators:\*\* RSI (14), MACD (12, 26, 9).
  - \* \*\*Volatility Tools:\*\* Bollinger Bands, Volatility Squeeze indicators, ATR.
  - \* \*\*Trend Followers:\*\* Supertrend (14, 3), Relative Strength (RS) vs. Benchmark.
  - \* \*\*Fundamental Snapshot:\*\* Revenue/EPS growth, Analyst estimates, and Forecaster data.
- \* \*\*Data Missing:\*\*
  - \* \*\*Detailed Volume Profile:\*\* While volume bars are present, a Volume Profile (Price by Volume) would help identify high-volume nodes for support/resistance.
  - \* \*\*Derivatives Data:\*\* No Open Interest (OI) or Put-Call Ratio (PCR) data to gauge market sentiment beyond price action.
- \* \*\*Confidence Level:\*\* \*\*High\*\*. The technical report is comprehensive, covering trend, momentum, volatility, and relative strength across multiple timeframes, which is sufficient for a positional equity setup.

### ### Step 2: Analyze the Setup

- \* \*\*Price Structure & Trend:\*\*
  - \* \*\*Long-Term:\*\* **Bullish**. The stock is trading well above the 200 EMA (5721), and the "Trend Status" is identified as a "Strong **Uptrend**."
  - \* \*\*Intermediate-Term:\*\* Consolidation/Correction. The price (5977) is currently sandwiched between the 50 EMA (5971) and the 20 EMA (6023). It is struggling to maintain upward momentum in the short term.
- \* \*\*Momentum & Oscillators:\*\*
  - \* \*\*Bearish Short-Term:\*\* The MACD has generated a "**Bearish Crossover (Sell)**" and the histogram is negative. The RSI is at 47.72, indicating slightly weak momentum and a lack of immediate buying pressure.
  - \* \*\*Supertrend:\*\* The daily Supertrend is still Green (Buy) with support at \*\*5919.93\*\*. The price is perilously close to testing this critical support level.
- \* \*\*Volatility:\*\*
  - \* \*\*Squeeze Active:\*\* The Bollinger Band width is extremely tight (0.0382), and the report explicitly flags a "Volatility Squeeze." This indicates a large move is imminent. However, with the price currently in the "Lower Half" of the bands (%B = 0.20), the immediate pressure is downward toward the Lower Band (5929).
- \* \*\*Relative Strength:\*\*
  - \* Britannia is an "Emerging Leader" with strong RS ratios (>1) across 1M, 3M, and 1Y timeframes against the FMCG sector. This suggests that if the sector rallies, Britannia is likely to outperform.

\*\*Conclusion:\*\* The setup is a \*\*high-potential volatility squeeze within a long-term uptrend\*\*. However, current momentum is negative. Entering at the current market price is risky ("catching a falling knife") as the stock is testing the bottom of its consolidation range. We need price confirmation to ensure the squeeze resolves to the upside.

### ### Step 3: Formulate the Recommendation

\*\*Should I enter this stock now?\*\*

\*\*NO.\*\*

\*\*Reasoning:\*\*

While the long-term trend is up, the short-term indicators (MACD crossover, Price < 20 EMA, RSI < 50) signal an ongoing correction. The stock is currently testing critical support at the Supertrend line (5919). A premature entry

exposes you to the risk of the "Squeeze" firing downwards toward the 200 EMA (5720).

#### \*\*Conditional Plan (Wait for the Trigger):\*\*

You should wait for the stock to prove strength by reclaiming the short-term moving average and breaking out of the upper half of the Bollinger Bands.

- \* \*\*Condition to Buy:\*\*
  - \* \*\*Primary Trigger:\*\* A Daily \*\*Close above INR 6,050\*\*.
  - \* \*Why?\* This level clears the 20 EMA (6023) and the Middle Bollinger Band (6044), confirming that the squeeze is resolving to the upside and momentum has shifted back to bullish.
- \* \*\*Entry Price:\*\*
  - \* \*\*INR 6,055 - INR 6,065\*\* (Enter on the confirmation candle or a retest of 6050 after the breakout).
- \* \*\*<b><font color='#c0392b'>Stop Loss</font></b>:\*\*
  - \* \*\*INR 5,890\*\* (Daily Closing Basis).
  - \* \*Why?\* This is just below the current Supertrend support (5919) and the Lower Bollinger Band (5929). If this level breaks, the bullish thesis is invalidated.
- \* \*\*<b><font color='#27ae60'>Take Profit</font></b>:\*\*
  - \* \*\*Target 1: INR 6,350\*\* (Recent swing highs).
  - \* \*\*Target 2: INR 6,550\*\* ( aligns with Analyst Avg Price Target of 6551 shown on Page 21).
  - \* \*Upside Potential:\* ~8.2% from entry.

#### # News & Analyst Targets

As a stock research analyst for an investment firm, I have compiled the latest research, news, and analyst views on \*\*Britannia Industries Ltd.\*\* for the week ending \*\*January 10, 2026\*\*.

##### ### \*\*1) Latest News for BRITANNIA This Week (Jan 4 - Jan 10, 2026)\*\*

- \* \*\*Stock Performance Under Pressure:\*\* Britannia shares faced selling pressure this week, ending on a bearish note. On \*\*January 8, 2026\*\*, the stock witnessed a sharp intraday decline of roughly \*\*3.9%\*\*, dropping to lows near \*\*INR 5,945\*\*. It closed the week trading in the range of \*\*INR 5,850 - INR 5,875\*\*, underperforming the broader FMCG sector.
- \* \*\*Major Leadership Transition:\*\* The company is currently navigating a significant leadership change. \*\*Mr. Rakshit Hargave\*\* has taken over as the new \*\*Managing Director and CEO\*\*, succeeding the long-serving Varun Berry. The market is closely watching his strategy to drive volume growth in the competitive biscuit and dairy segments.
- \* \*\*Trading Window Closed:\*\* The trading window for dealing in the company's securities has been closed effective \*\*January 1, 2026\*\*, in preparation for the upcoming \*\*Q3 FY26 financial results\*\*.
- \* \*\*Nepal Operations Clarification:\*\* You may see headlines regarding "halted operations in Nepal" circulating this week. \*\*Analyst Note:\*\* Please be aware this appears to be \*\*older news (from September 2025)\*\* regarding civil unrest that is being re-indexed by some news aggregators this week. There is no confirmed \*new\* widespread halt of operations for January 2026.

##### ### \*\*2) Brokerage Upgrades & Downgrades\*\*

The most significant brokerage action this week comes from \*\*Jefferies\*\*, which has turned bullish on the stock.

- \* \*\*Jefferies (UPGRADE):\*\*
  - \* \*\*Action:\*\* Upgraded to **BUY** (from Hold).
  - \* \*\*Rationale:\*\* Jefferies cites an improved outlook for 2026, driven by easing inflation, potential tax cuts, and a low base effect from 2025. They expect margin expansion to support an earnings recovery.
  - \* \*\*Target Price:\*\* Raised to \*\*INR 7,300\*\* (previously INR 6,350).
- \* \*\*Morgan Stanley (CAUTIOUS):\*\*

- \* \*\*View:\*\* Remains \*\*Cautious / Underweight\*\*.
- \* \*\*Rationale:\*\* In a tactical note released this week, Morgan Stanley identified Britannia as a stock likely to \*\*underperform\*\* or remain range-bound in the near term. They cited a lack of immediate catalysts and high valuations compared to peers.
- \* \*\*MarketsMojo (RATING UPDATE):\*\*
- \* \*\*Action:\*\* Downgraded/Maintained at \*\*HOLD\*\*.
- \* \*\*Rationale:\*\* While acknowledging strong long-term fundamentals and high Return on Capital Employed (ROCE), they cite the current expensive valuation and flat financial trends as reasons to avoid fresh aggressive buying at these levels.

### ### \*\*3) Other News Impacting BRITANNIA\*\*

- \* \*\*Sector Outlook (Positive):\*\* The broader FMCG sector is expected to pivot towards \*\*volume-led growth\*\* in 2026. With rural demand outpacing urban demand recently (rural volumes +7.7% vs. urban +3.7% in recent data), Britannia's deep rural distribution network places it in a good position to benefit.
- \* \*\*Input Costs:\*\* Prices for key raw materials like \*\*wheat and sugar\*\* have stabilized, which is expected to aid gross margins in Q3 and Q4 FY26. However, volatility in palm oil prices remains a monitorable risk.
- \* \*\*Tax/GST Speculation:\*\* There is industry chatter regarding potential GST rate rationalizations in the upcoming Union Budget (expected Feb 1, 2026), which could benefit mass-consumption categories like biscuits, though this remains speculative.

### ### \*\*4) Latest Price Targets from Analyst Community\*\*

Below is the summary of the latest available targets. Note that while \*\*Jefferies\*\* updated their target \*this week\*, others are standing targets from late 2025 that remain active.

| Brokerage / Firm   Rating   Target Price (INR )   Potential Upside*   Notes / Date                                     |
|--|
| ---   ---   ---   ---   ---  |
| **Jefferies**   <b><font color='#27ae60'>BUY</font></b>   **7,300**   **~24%**   *Upgrade Jan 8, 2026*                 |
| **Motilal Oswal**   <b><font color='#27ae60'>BUY</font></b>   **7,150**   **~21%**   *Standing Target (Dec '25)*       |
| **PL Capital**   <b><font color='#27ae60'>BUY</font></b>   **6,761**   **~15%**   *Standing Target*                    |
| **BofA Securities**  **NEUTRAL**  **6,400**   **~9%**   *Raised post-Q2 results*                                       |
| **Trendlyne Avg**   **Consensus**  **6,123**   **~4%**   *Aggregated avg target*                                       |
| **Macquarie**   **UNDERPERFORM**  **5,250**   **-11%**   *<b><font color='#c0392b'>Bearish</font></b> View Maintained* |

\*Potential Upside calculated based on current market price reference of approx. INR 5,875.\*

\*\*Analyst Summary:\*\* The consensus is currently mixed. While \*\*Jefferies\*\* and domestic brokers like \*\*Motilal Oswal\*\* see significant upside driven by a 2026 rural recovery, global firms like \*\*Morgan Stanley\*\* and \*\*Macquarie\*\* remain skeptical about valuations and near-term growth triggers.

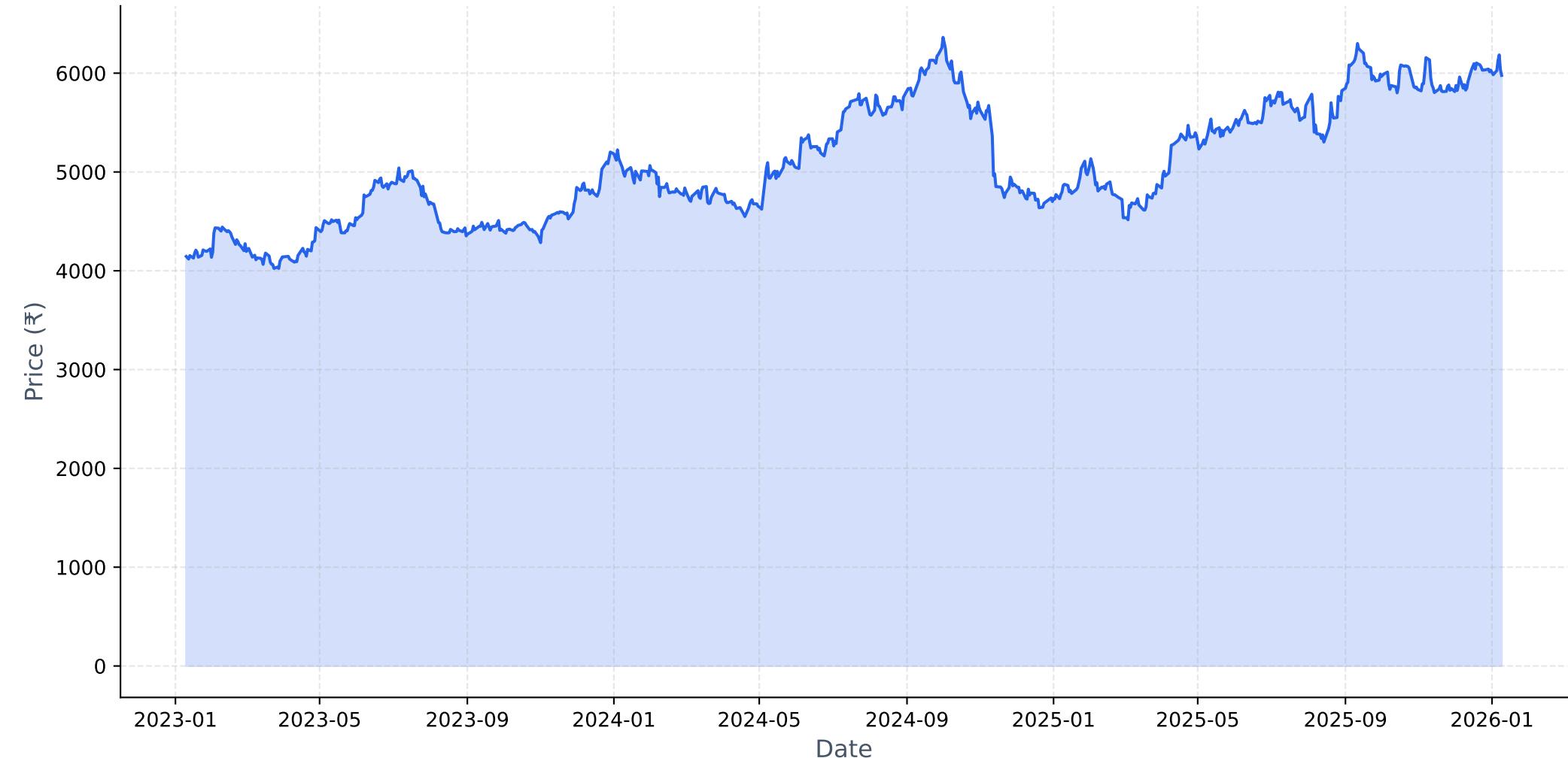
# **Stock Detailed Analysis Report**

## **BRITANNIA.NS**

Current Price: ₹5977.50

Generated: 2026-01-10 10:13

# BRITANNIA.NS - 3 Year Daily Price Chart



## Long-term Fundamental Analysis (4 Years)

| Metric     | Is Growing? | Accelerating? | 1Y Growth | 3Y CAGR |
|------------|-------------|---------------|-----------|---------|
| Revenue    | Yes         | No            | 5.98%     | 7.94%   |
| Net Income | Yes         | No            | 1.82%     | 12.63%  |
| ROE        | No          | No            | -7.86%    | -5.68%  |
| EPS        | Yes         | No            | 1.81%     | 12.63%  |

## Short-term Fundamental Analysis (6 Quarters)

| Metric     | Is Growing? | Recent QoQ | Avg QoQ |
|------------|-------------|------------|---------|
| Revenue    | Yes         | 3.64%      | 2.50%   |
| Net Income | Yes         | -7.01%     | 0.95%   |
| ROE        | No          | -22.34%    | -22.34% |
| EPS        | Yes         | 9.47%      | 7.29%   |

# BRITANNIA.NS - Relative Strength Analysis

## == OVERVIEW ==:

|                  |                 |
|------------------|-----------------|
| Benchmark Index: | ^CNXFMCG        |
| Sector:          | FMCG            |
| Classification:  | Emerging Leader |
| RS Score:        | 55.8/100        |
| :                |                 |

## == RS RATIOS ==:

|        |                |
|--------|----------------|
| 1M RS: | 1.066 [Leader] |
| 3M RS: | 1.058 [Leader] |
| 6M RS: | 1.090 [Leader] |
| 1Y RS: | 1.378 [Strong] |
| :      |                |

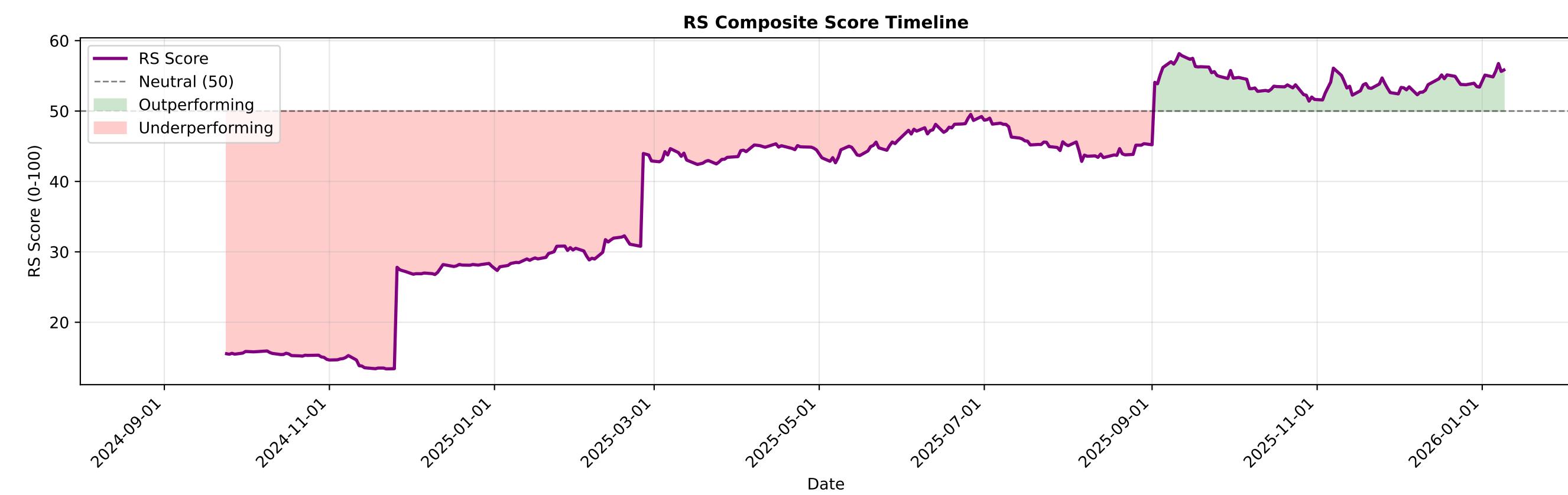
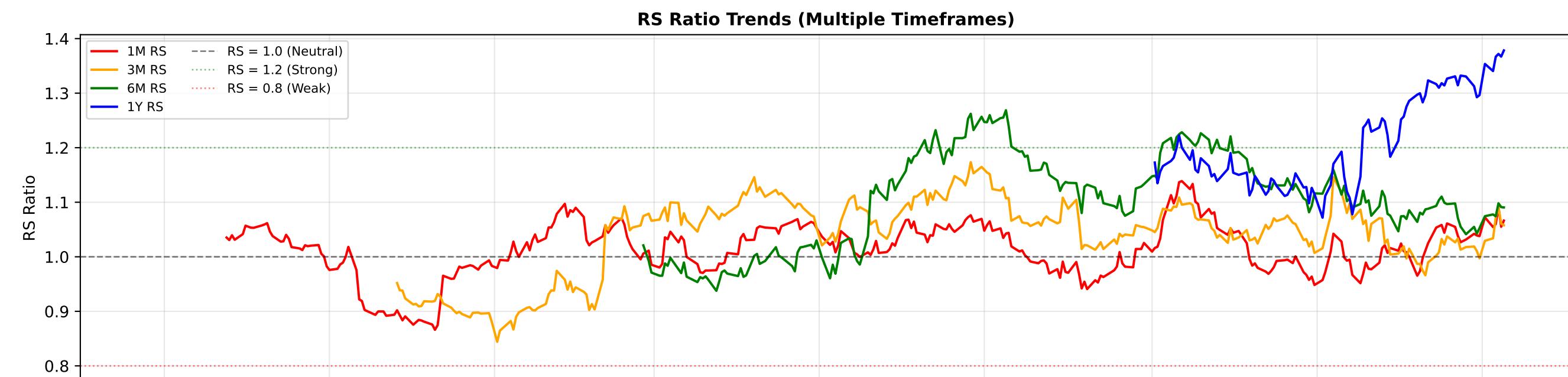
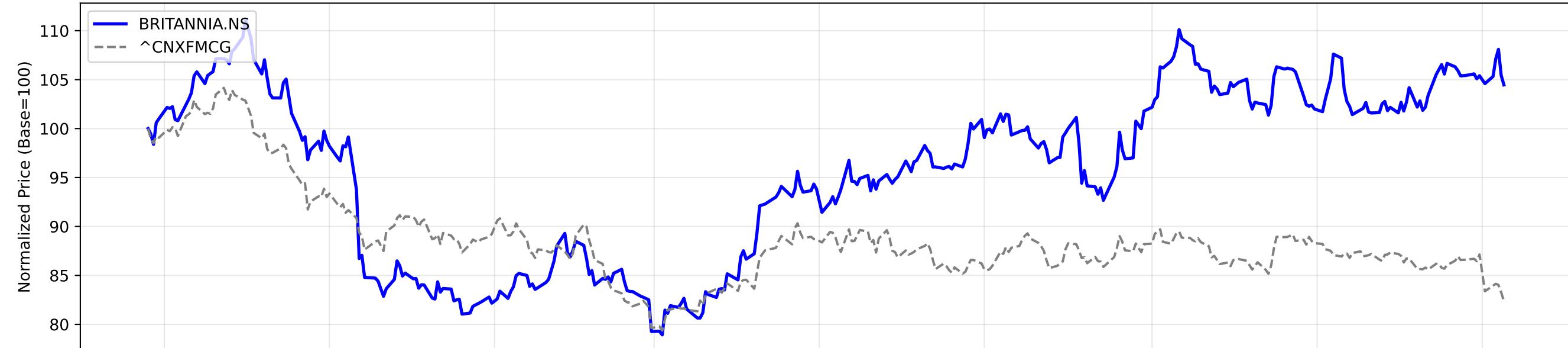
## == TURNAROUND ANALYSIS ==:

|                    |              |
|--------------------|--------------|
| Turnaround Status: | Not Detected |
| :                  |              |

## SIGNAL CRITERIA::

|                          |                         |
|--------------------------|-------------------------|
| ✓ Emerging RS:           | 1M (1.066) > 3M (1.058) |
| ✗ Medium-term Lagging:   | Not lagging             |
| ✗ Performance Improving: | Not improving           |

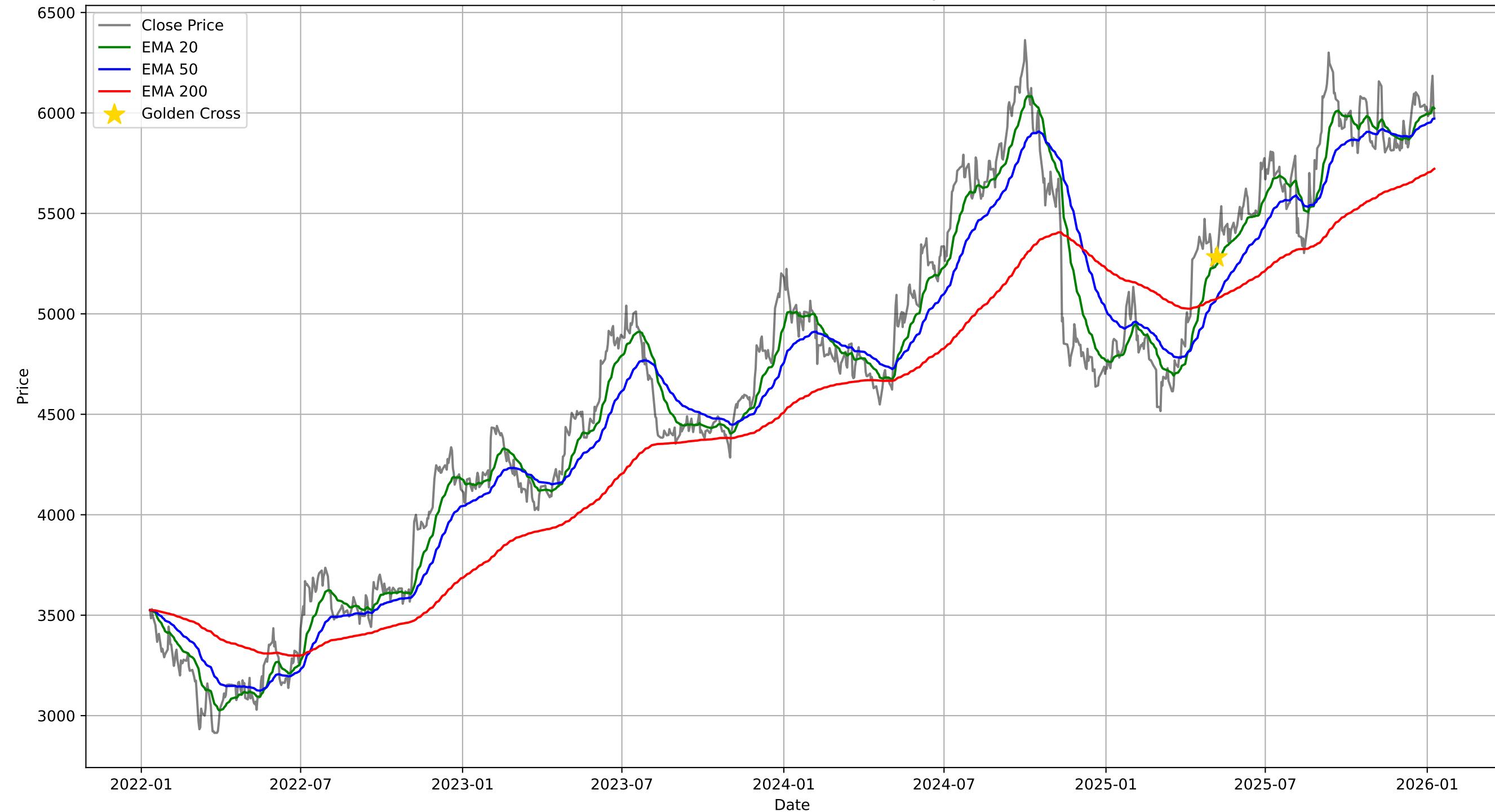
**Relative Strength Analysis: BRITANNIA.NS vs ^CNXFMCG**  
**Classification: Emerging Leader**  
**Price Performance Comparison (Normalized)**



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

|                            |                           |
|----------------------------|---------------------------|
| <b>EMA 20:</b>             | 6023.01                   |
| <b>EMA 50:</b>             | 5971.61                   |
| <b>EMA 200:</b>            | 5721.89                   |
| <b>Trend Status:</b>       | <b>Strong Uptrend</b>     |
| <b>Golden Cross Date:</b>  | 2025-05-07 00:00:00+05:30 |
| <b>Golden Cross Price:</b> | 5281.78                   |

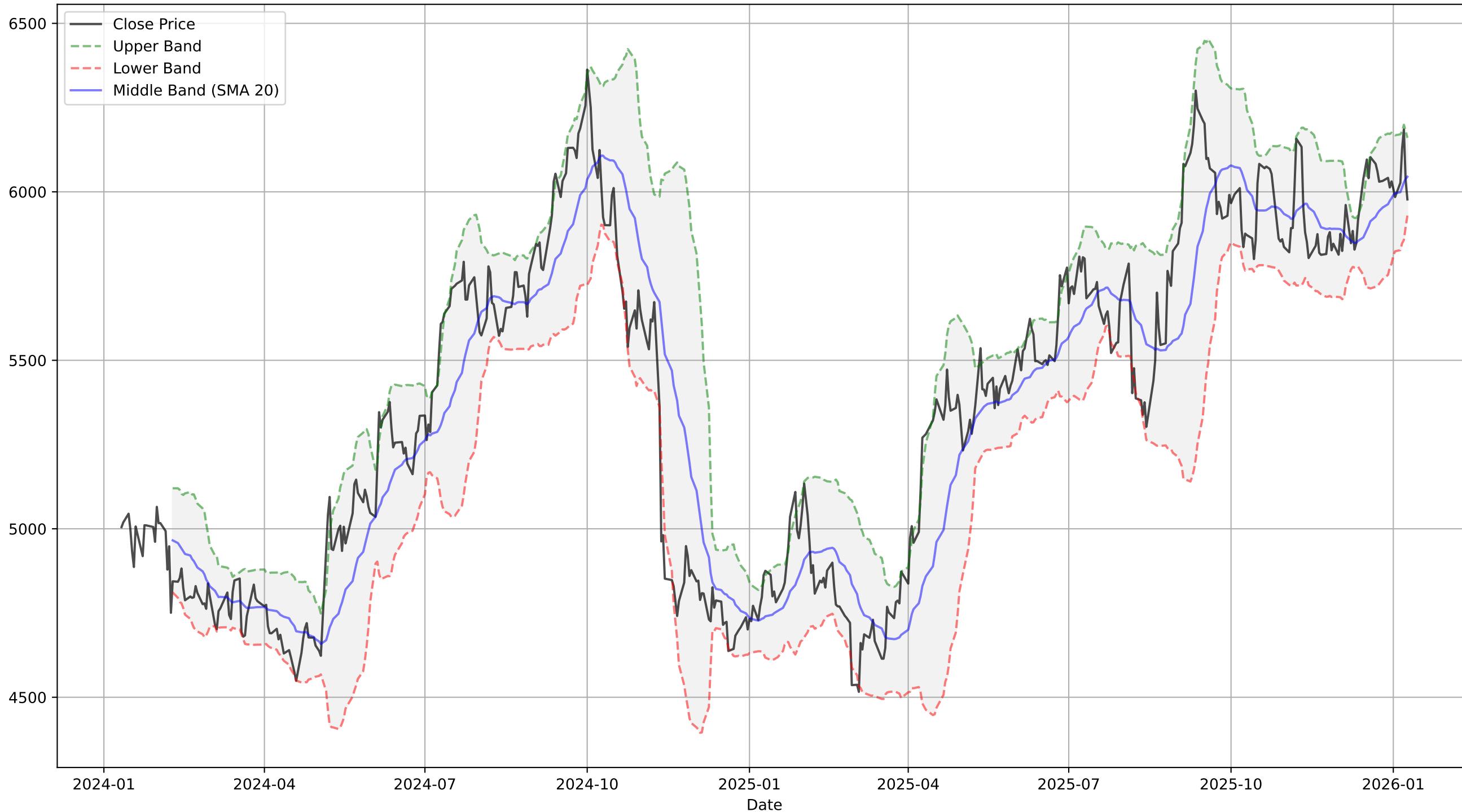
# BRITANNIA.NS EMA Crossover Analysis



## **BRITANNIA.NS - Bollinger Bands Summary**

|                              |            |
|------------------------------|------------|
| <b>Current Price:</b>        | 5977.50    |
| <b>Upper Band:</b>           | 6160.24    |
| <b>Middle Band (SMA 20):</b> | 6044.85    |
| <b>Lower Band:</b>           | 5929.46    |
| <b>%B:</b>                   | 0.2082     |
| <b>Band Width:</b>           | 0.0382     |
| <b>Status:</b>               | Lower Half |
| <b>Signal:</b>               | None       |

## BRITANNIA.NS Bollinger Bands (20, 2) Analysis



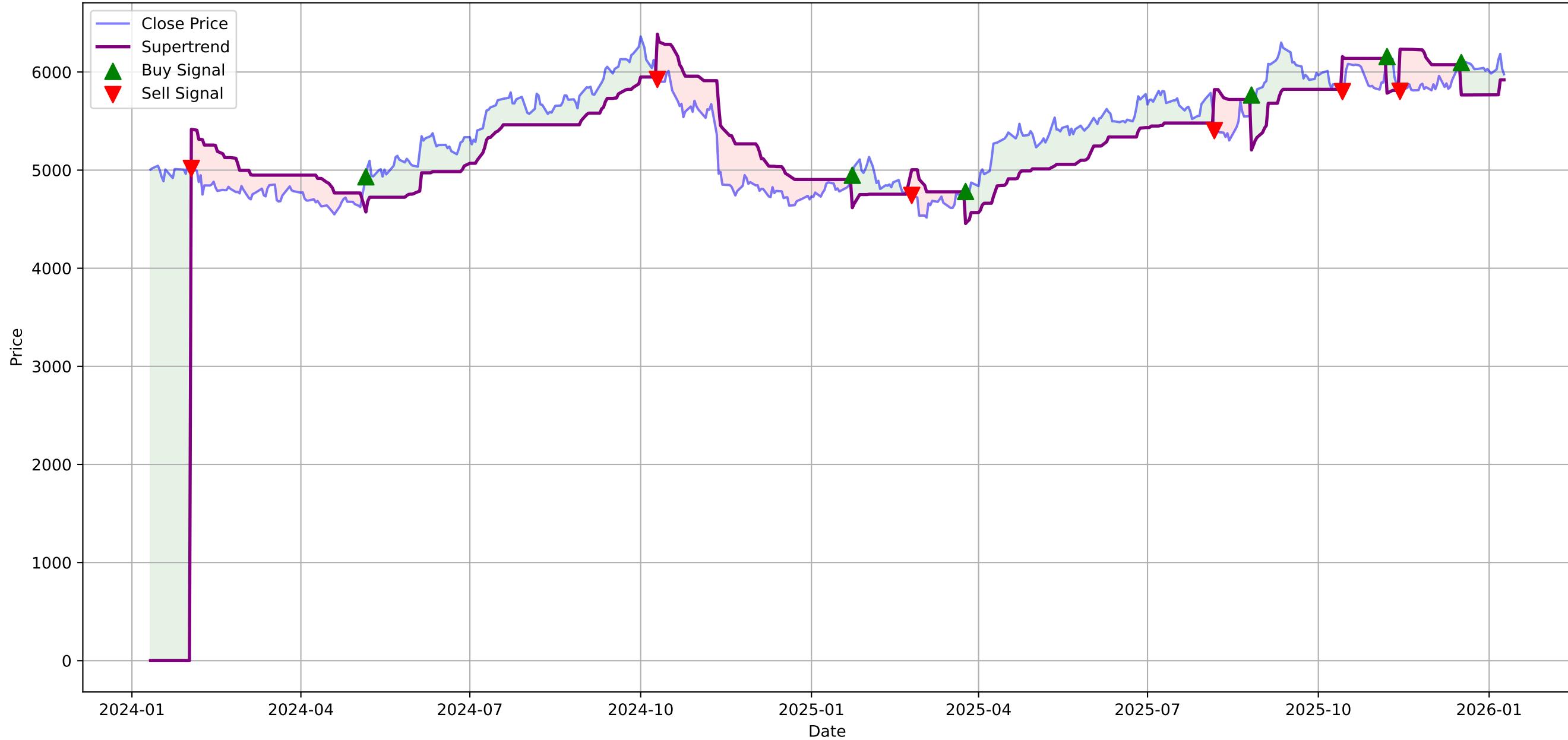
## **BRITANNIA.NS - Supertrend Summary**

**Status:** UPTREND (Buy)

**Supertrend Value:** 5919.93

**Signal Identified On:** 2025-12-17

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



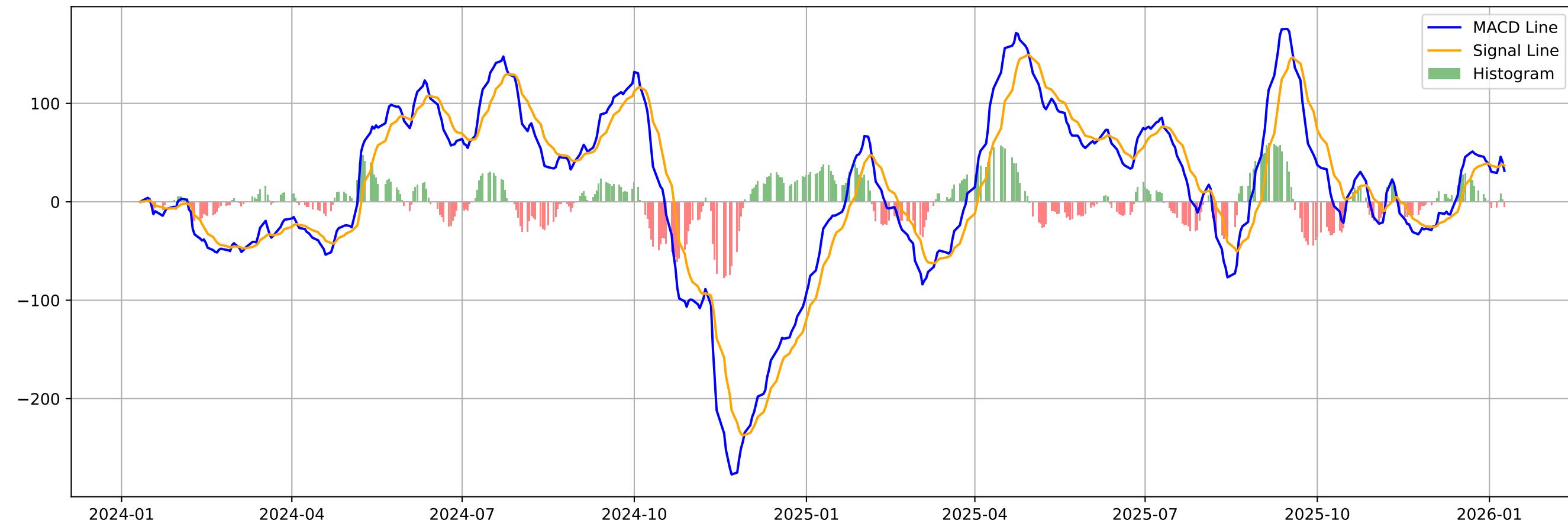
## **BRITANNIA.NS - MACD Summary**

|                     |                                 |
|---------------------|---------------------------------|
| <b>MACD Line:</b>   | 31.48                           |
| <b>Signal Line:</b> | 36.76                           |
| <b>Histogram:</b>   | -5.28                           |
| <b>Trend:</b>       | <b>Bearish</b>                  |
| <b>Momentum:</b>    | <b>Strengthening</b>            |
| <b>Signal:</b>      | <b>Bearish Crossover (Sell)</b> |

### BRITANNIA.NS Price



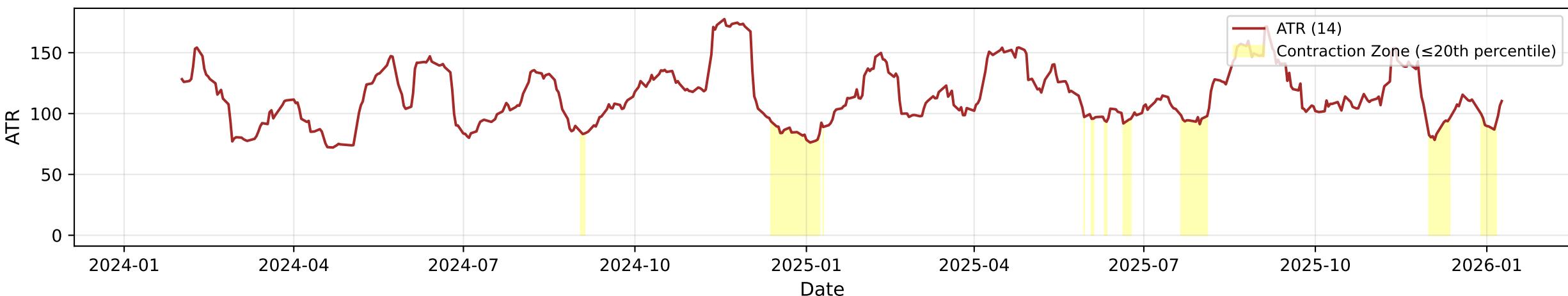
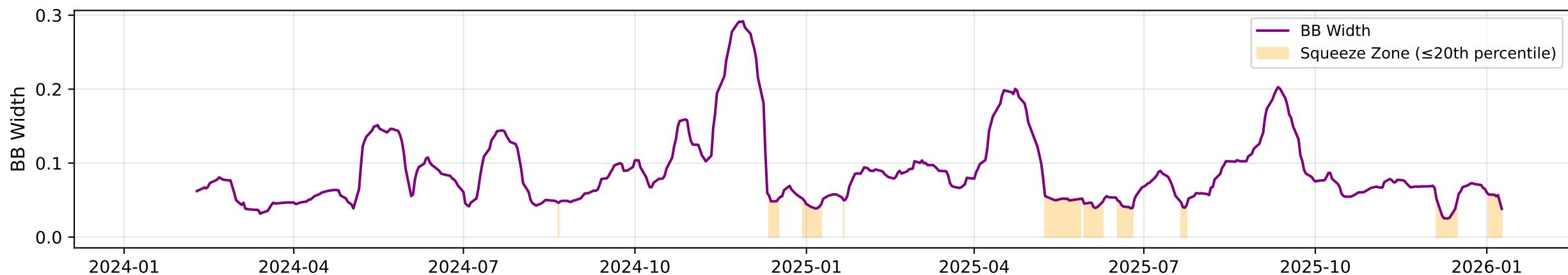
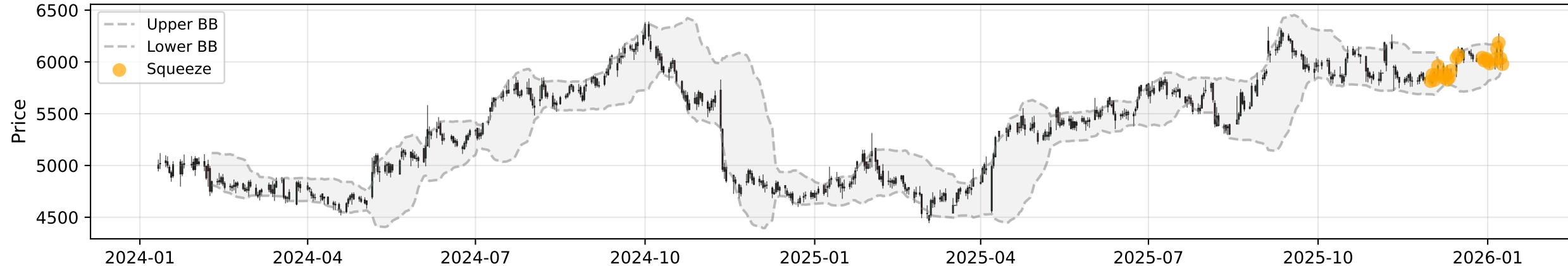
### BRITANNIA.NS MACD (12, 26, 9)



## **BRITANNIA.NS - Volatility Squeeze Summary**

|                       |  |
|-----------------------|--|
| <b>BB Width:</b>      | 0.0382   |
| <b>ATR:</b>           | 110.2857   |
| <b>Total Signals:</b> | 22   |
| <b>Signal 1:</b>      | BB Squeeze + ATR Contraction at 2026-01-05 00:00:00+05:30 (Price: 6185.00) |
| <b>Signal 2:</b>      | BB Squeeze + ATR Contraction at 2026-01-06 00:00:00+05:30 (Price: 6033.50) |
| <b>Signal 3:</b>      | BB Squeeze at 2026-01-07 00:00:00+05:30 (Price: 6185.00)                   |
| <b>Signal 4:</b>      | BB Squeeze at 2026-01-08 00:00:00+05:30 (Price: 6033.50)                   |
| <b>Signal 5:</b>      | BB Squeeze at 2026-01-09 00:00:00+05:30 (Price: 5977.50)                   |

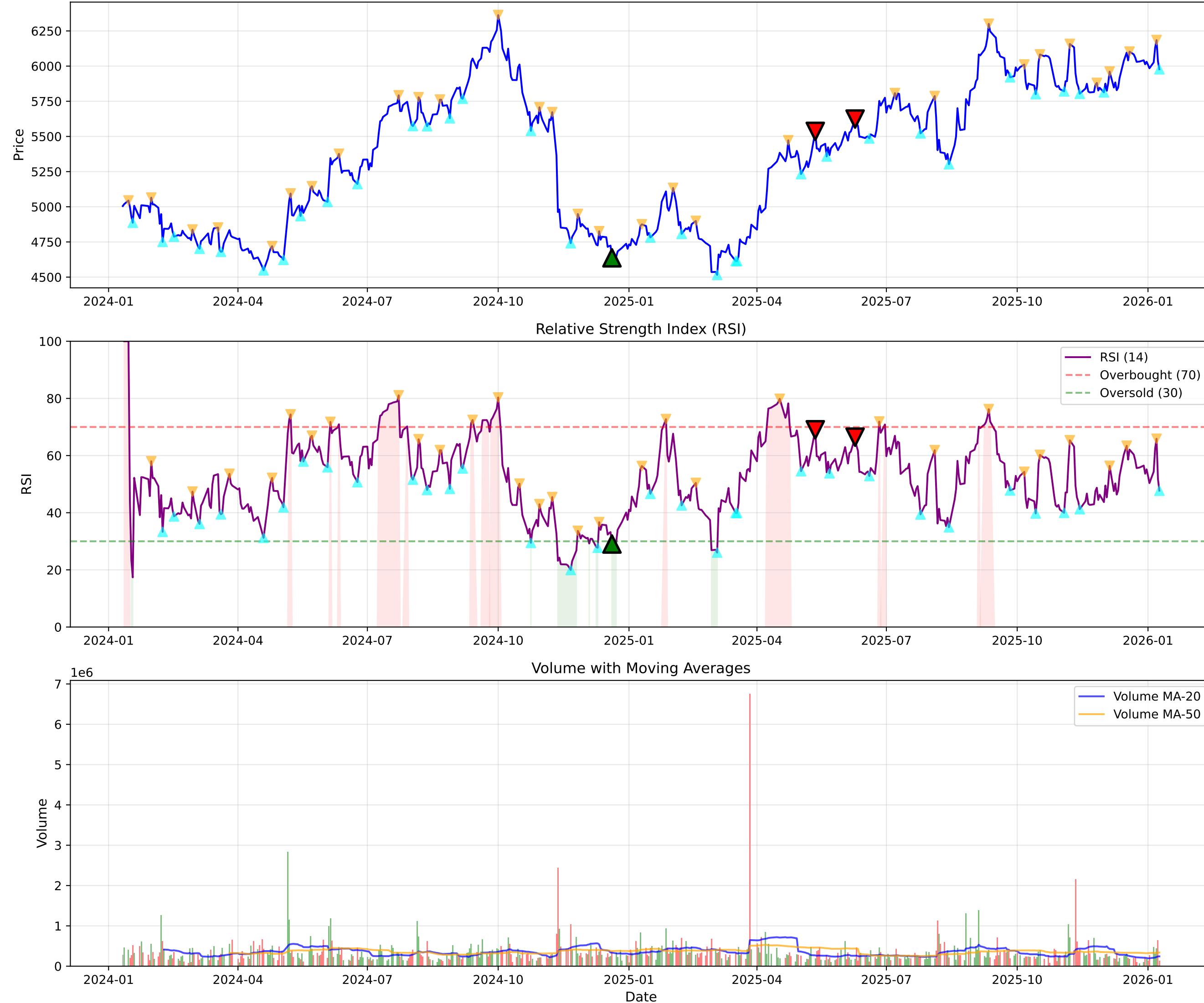
## BRITANNIA.NS - Volatility Squeeze Analysis



## **BRITANNIA.NS - RSI-Volume Summary**

|                             |   |
|-----------------------------|---|
| <b>Current RSI:</b>         | 47.72   |
| <b>Current Volume:</b>      | 139764  |
| <b>Volume MA 20:</b>        | 243765  |
| <b>Bullish Divergences:</b> | 1   |
| <b>Bearish Divergences:</b> | 2   |
| <b>Bullish Div 1:</b>       | Date: 2024-12-20 00:00:00+05:30, Price: 4637.33 |
| <b>Bearish Div 1:</b>       | Date: 2025-05-12 00:00:00+05:30, Price: 5535.95 |
| <b>Bearish Div 2:</b>       | Date: 2025-06-09 00:00:00+05:30, Price: 5623.31 |

# BRITANNIA.NS RSI-Volume Divergence Analysis



## Multi-Timeframe Supertrend Analysis

| Timeframe | Status           | Value   | Last Price | Signal Date |
|-----------|------------------|---------|------------|-------------|
| 1 Week    | UPTREND (Buy)    | 5705.93 | 5977.5     | 2025-08-25  |
| 1 Day     | UPTREND (Buy)    | 5919.93 | 5977.5     | 2025-12-17  |
| 15 Min    | DOWNTREND (Sell) | 6009.46 | 6000.0     | 2026-01-09  |

## Multi-Timeframe MACD Analysis

| Timeframe | Trend   | Momentum      | Signal                   |
|-----------|---------|---------------|--------------------------|
| 1 Week    | Bearish | Strengthening | No Signal                |
| 1 Day     | Bearish | Strengthening | Bearish Crossover (Sell) |
| 15 Min    | Bullish | Strengthening | No Signal                |

# BRITANNIA.NS - 1 Week (Candlestick + EMAs)



# BRITANNIA.NS - 1 Day (Candlestick + EMAs)



# BRITANNIA.NS - 15 Min (Candlestick + EMAs)



# Trendlyne Snapshot - BRITANNIA\_main

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## Britannia Industries Ltd.

NSE: BRITANNIA | BSE: 500825  
Britannia Industries Live Share Price Today, Share Analysis and Chart

Expensive Performer In 1 Starfolio Basket

**5977.50** **-56.00 (-0.93%)**  
↑ 32.66% Gain from 52W Low

**141.6K** NSE+BSE Volume  
NSE 09 Jan, 2026 3:31 PM (IST)

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Durability score **80.0 /100**  
High Financial Strength

Valuation Score **27.2 /100**  
Expensive Valuation

Momentum Score **58.2 /100**  
Technically Neutral

Analyst Price Target **6,552**  
1Yr Price target upside is 10%

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

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

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**13** **11**  
**4** **0**  
[SWOT Analysis](#)

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

**PE Valuation Check**  
Right Now Overvalued -10.2%  
1 Year Forward Fairly Valued -2.6%

**INSIGHT** Britannia Industries is overvalued at current PE, but fairly valued on future earnings.

**Britannia Industries Key Metrics**

ROE Ann. % High in industry **50** Broker Average Target 2.43% upside **6,123** Market Capitalization Market Runner Up **143,979** Price to Book High in industry

Preset Metrics Preset Metrics

## Trendlyne Snapshot - BRITANNIA\_forecaster

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### Britannia Industries Ltd. [ⓘ](#)

NSE: BRITANNIA | BSE: 500825

■ ■ ■ Expensive Performer [①](#) In 1 Starfolio Basket

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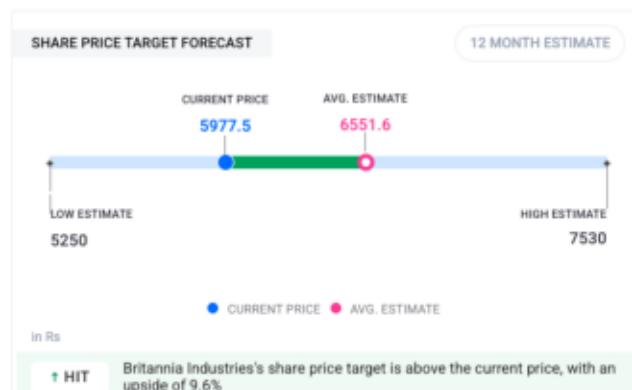
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### Britannia Industries - BRITANNIA - stock price prediction, stock forecast, target price, analyst ratings from 34 analysts

Britannia Industries has a share price target of Rs 6552, revenue growth forecast of 8.4%, and profit growth estimate of 15.3% for FY26, based on top 34 analyst calls.

### Britannia Industries FORECASTER - Analyst Estimates [ⓘ](#)

[FORECASTER DASHBOARD →](#)



CONSENSUS RECOMMENDATION

34 ANALYST Recommendations

| Strong Buy | Buy | Hold | Sell | Strong Sell | Date    |
|------------|-----|------|------|-------------|---------|
| 10         | 13  | 9    | 1    | 3           | Aug '25 |
| 11         | 12  | 9    | 1    | 2           | Sep '25 |
| 11         | 10  | 10   | 1    | 2           | Oct '25 |
| 14         | 11  | 8    | 2    | 2           | Nov '25 |
| 14         | 11  | 8    | 2    | 2           | Dec '25 |
| 15         | 10  | 7    | 2    | 2           | Jan '26 |

BUY

The consensus recommendation from 34 analysts for Britannia Industries is BUY

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