

Gemini Stock Analysis Report

Based on the detailed technical and fundamental report provided for **PHOENIXLTD.NS (The Phoenix Mills Ltd)**, here is the positional trading analysis.

Step 1: Audit the Data

• Data Present:

- **Price Action:** Daily and Weekly charts spanning 3-4 years (up to Jan 2026).
- **Trend Indicators:** EMA (20, 50, 200), Supertrend, MACD.
- **Momentum/Volatility:** RSI, Bollinger Bands, ATR.
- **Relative Strength:** RS Rating, comparison vs. CNXREALTY.
- **Fundamentals:** Revenue, Net Income, EPS growth (Long-term and Short-term).
- **Volume:** Volume bars, Moving Averages, Distribution/Accumulation analysis.
- **Forecaster/Valuation:** Trendlyne scores and analyst estimates.

• Data Missing:

- Specific intraday volume profiles (though daily volume is sufficient for this timeframe).
- Detailed news catalysts driving the recent distribution days.

• Confidence Level: High.

The report is comprehensive, covering technical structure, moving averages, momentum oscillators, and fundamental health.

- Note: The report data is dated **January 2026**. This analysis treats the provided date as "current."

Step 2: Analyze the Setup

• Trend & Structure:

- **Long-Term:** **Bullish.** The stock is well above the 200-day EMA (1670), indicating a primary uptrend.
- **Intermediate-Term:** **Correction/Pullback.** The stock recently peaked near INR 2,000 and has retraced to INR 1,859. It is currently trading *below* the 20-day EMA (1867) but *above* the 50-day EMA (1804).

• Support & Resistance:

- **Critical Support:** The stock is sitting immediately on the Supertrend support level of **1852.67**. A breach of this level triggers a sell signal. Below that, the 50-day EMA at **1804** is the major structural support.
- **Resistance:** Immediate resistance is the 20-day EMA at **1867**, followed by the psychological level of 1900 and recent highs at 2000.

• Momentum & Indicators:

- **MACD:** **Bearish.** The MACD line is below the signal line, and the trend is labeled "**Bearish.**" This indicates the pullback is still active.
- **RSI:** Neutral at 51.99. It is not oversold yet, meaning there is room for further downside if support breaks.
- **Relative Strength:** The stock is classified as a "Weakening Leader" with an RS score of 61.8/100. It is lagging the benchmark index (CNXREALTY), which is a caution flag.

• Volume:

- The report notes **Distribution Days** in late December 2025 and January 2026. This suggests institutional selling into strength, confirming the need for caution.

Step 3: Formulate the Recommendation

Recommendation: NO (Do not enter immediately)

Rationale: While the long-term trend is up, the intermediate setup is currently in a deterioration phase. The

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price is trading below the 20-day EMA, the MACD is negative, and the Relative Strength is weakening. Entering now is risky as the price is hovering just 0.3% above the Supertrend stop-loss level. There is no confirmation that the correction has ended.

Conditional Plan (Wait for Confirmation): We need to see the price reclaim short-term momentum and prove that the support at ~1850/1800 has held before entering.

Condition to Buy:

- The stock must **Close above the 20-day EMA** (currently ~INR 1,867). Ideally, wait for a close above **INR 1,880** to clear the immediate noise and confirm a reversal of the short-term downtrend.
- *Alternative:* If the price drops to the 50-day EMA (INR 1,804), look for a bullish candlestick pattern (Hammer/Engulfing) on high volume to buy off the bounce.

Entry Price: INR 1,880 - INR 1,885 (Upon a daily close above this level).

- **Stop Loss:** **INR 1,790** (Daily closing basis). This places the risk below the 50-day EMA (1804) and the recent consolidation zone.
 - *Risk:* ~4.8%
- **Take Profit:** **INR 2,050 - INR 2,100**. This targets a retest of the recent highs and a slight extension.
 - *Reward:* ~9% - 11%
- **Timeframe:** 6 - 10 Weeks.

News & Analyst Targets

As a stock research analyst, I have compiled the latest research note on **The Phoenix Mills Limited (PHOENIXLTD)** for the week ending **January 17, 2026**.

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

- **Stock Performance & 52-Week Highs:** The stock has shown strong momentum this week, hitting fresh **52-week highs**. It touched **INR 1,965** on Jan 7 and continued to see high investor interest, closing the previous week at **INR 1,906.75** with a positive bias.
- **Q2 FY26 Earnings Recap:** While the market awaits Q3 figures, detailed analysis released this week (Jan 12, 2026) highlights the robust **Q2 FY26** performance that is driving the current rally. Consolidated **Net Profit rose ~39% YoY** to **INR 304 Crore**, and **Revenue increased ~22% YoY** to **INR 1,115 Crore**.
- **Consumption Growth:** Retail consumption across malls grew by **14% YoY** in the recent quarter. Analysts expect this momentum to have accelerated further in Q3 FY26 (Oct-Dec 2025) due to the festive season, which is currently factoring into the stock price.
- **Strategic Acquisition:** Phoenix Mills is moving towards 100% ownership of **Island Star Mall Developers Pvt Ltd (ISMDPL)**. The company plans to acquire the remaining 49% stake from CPP Investments for ~INR 5,449 Crore, a move viewed as value-accretive by the street.

2) Brokerage Upgrades & Downgrades

- **Motilal Oswal: Upgraded to BUY.** The brokerage cites successful new mall launches (Ahmedabad, Pune, Bengaluru) and a projected **21% CAGR in retail rental income** over FY25-27E as key drivers.
- **JPMorgan: Upgraded to BUY** (Dec 18, 2025). They see potential upside driven by the company's aggressive expansion and consolidation of assets.
- **Geojit: Upgraded to BUY from Hold.** Cited strong consumption momentum and new asset contributions.

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- **Nomura:** Remains **Bearish/Cautious**. They have expressed concerns over "unexciting" organic consumption growth rates in mature assets.
- **Kotak Institutional Equities:** Maintained **SELL**. They believe valuations are expensive relative to the sector peers.

3) Other News Impacting PHOENIXLTD

- **Sectoral Tailwinds:** The Nifty Realty index and broader consumption themes are recovering. Phoenix Mills is benefiting from a "flight to quality" where investors prefer established players with operational assets over pure-play residential developers in volatile markets.
- **Expansion Portfolio:** The company has active developments in **Coimbatore** and **Mohali (Chandigarh)**. Recent updates confirm that the acquisition of 22.1 acres in these regions is on track to double the portfolio by FY30.
- **Institutional Interest:** FII/FPI investor count increased marginally in the December 2025 quarter, signaling sustained institutional confidence.

4) Analyst & Brokerage Price Targets

The following table summarizes the latest available targets from major brokerage houses as of January 2026.

Brokerage Firm	Rating	Target Price (INR)	Date/Status
Motilal Oswal	BUY	INR 2,044	Upgrade (Sep/Oct 2025)
JPMorgan	BUY	INR 2,000	Upgrade (Dec 2025)
Citi	BUY	INR 1,980	Maintain
Wallet Investor	Projection	INR 1,982	Short-term Forecast (Jan 2026)
Axis Capital	BUY	INR 1,785	Maintain
Kotak Equities	SELL	INR 1,650	Maintain
Consensus	--	~INR 1,910	Average Analyst Target

Disclaimer: This report is for informational purposes only and does not constitute financial advice. Please consult with a certified financial advisor before making investment decisions.

Stock Detailed Analysis Report

PHOENIXLTD.NS

Current Price: ₹1859.00

Generated: 2026-01-17 17:48

PHOENIXLTD.NS - 3 Year Daily Price Chart



Long-term Fundamental Analysis (4 Years)

Metric	Is Growing?	Accelerating?	1Y Growth	3Y CAGR
Revenue	Yes	No	-4.61%	36.91%
Net Income	Yes	No	-10.46%	60.66%
ROE	Yes	No	-18.95%	37.73%
EPS	Yes	No	-10.27%	60.53%

Short-term Fundamental Analysis (6 Quarters)

Metric	Is Growing?	Recent QoQ	Avg QoQ
Revenue	Yes	3.35%	1.42%
Net Income	Yes	-10.47%	1.56%
ROE	Yes	17.85%	17.85%
EPS	Yes	21.48%	7.59%

PHOENIXLTD.NS - Relative Strength Analysis

== OVERVIEW ==:

Benchmark Index:	^CNXREALTY
Sector:	Realty
Classification:	Weakening Leader
RS Score:	61.8/100
:	

== RS RATIOS ==:

1M RS:	1.084 [Leader]
3M RS:	1.147 [Leader]
6M RS:	1.418 [Strong]
1Y RS:	1.415 [Strong]
:	

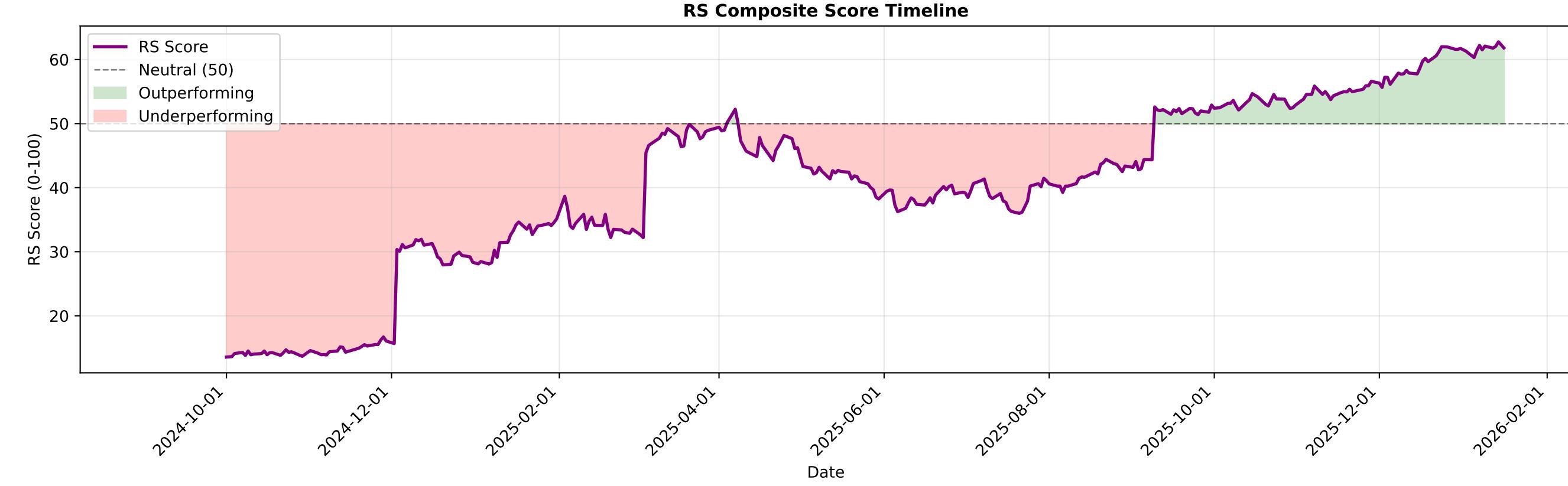
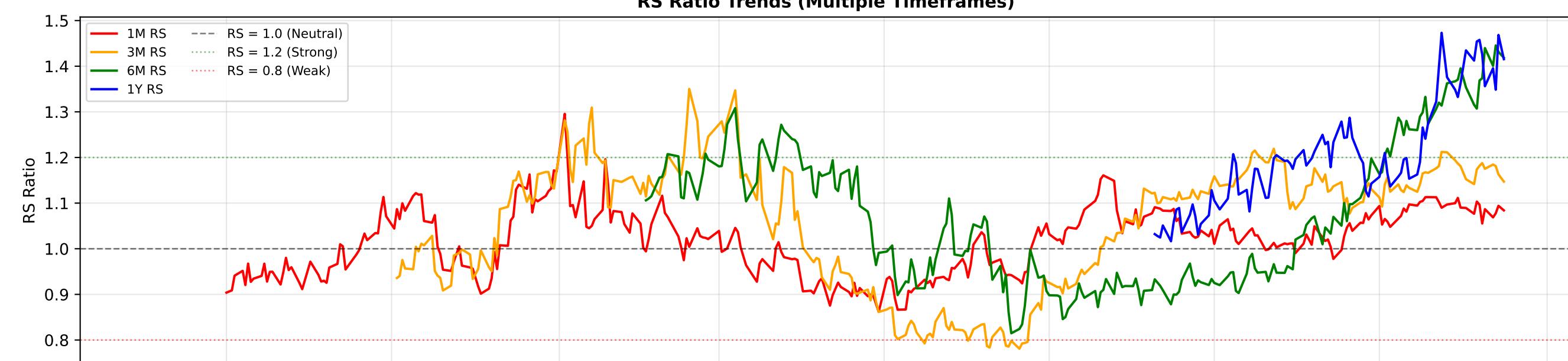
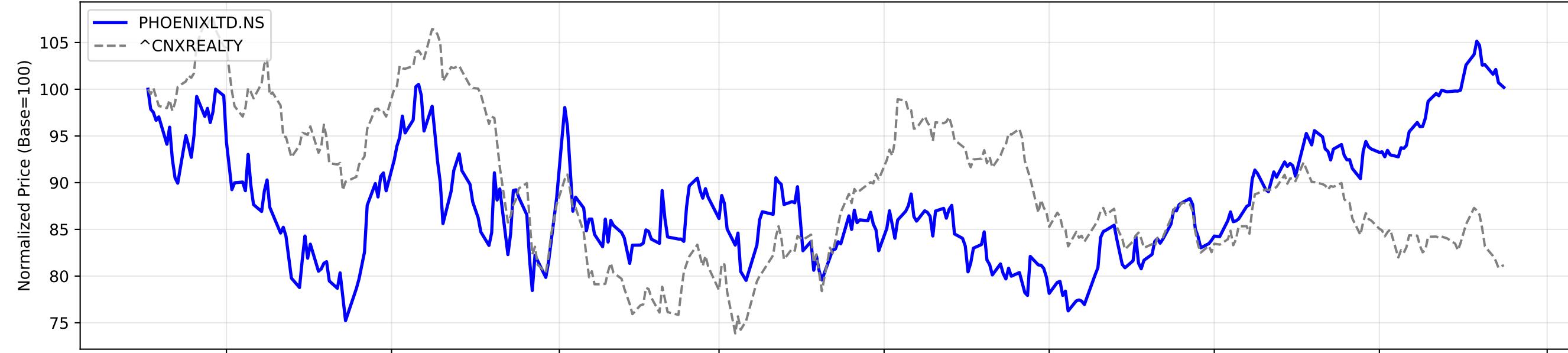
== TURNAROUND ANALYSIS ==:

Turnaround Status:	Not Detected
:	

SIGNAL CRITERIA::

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

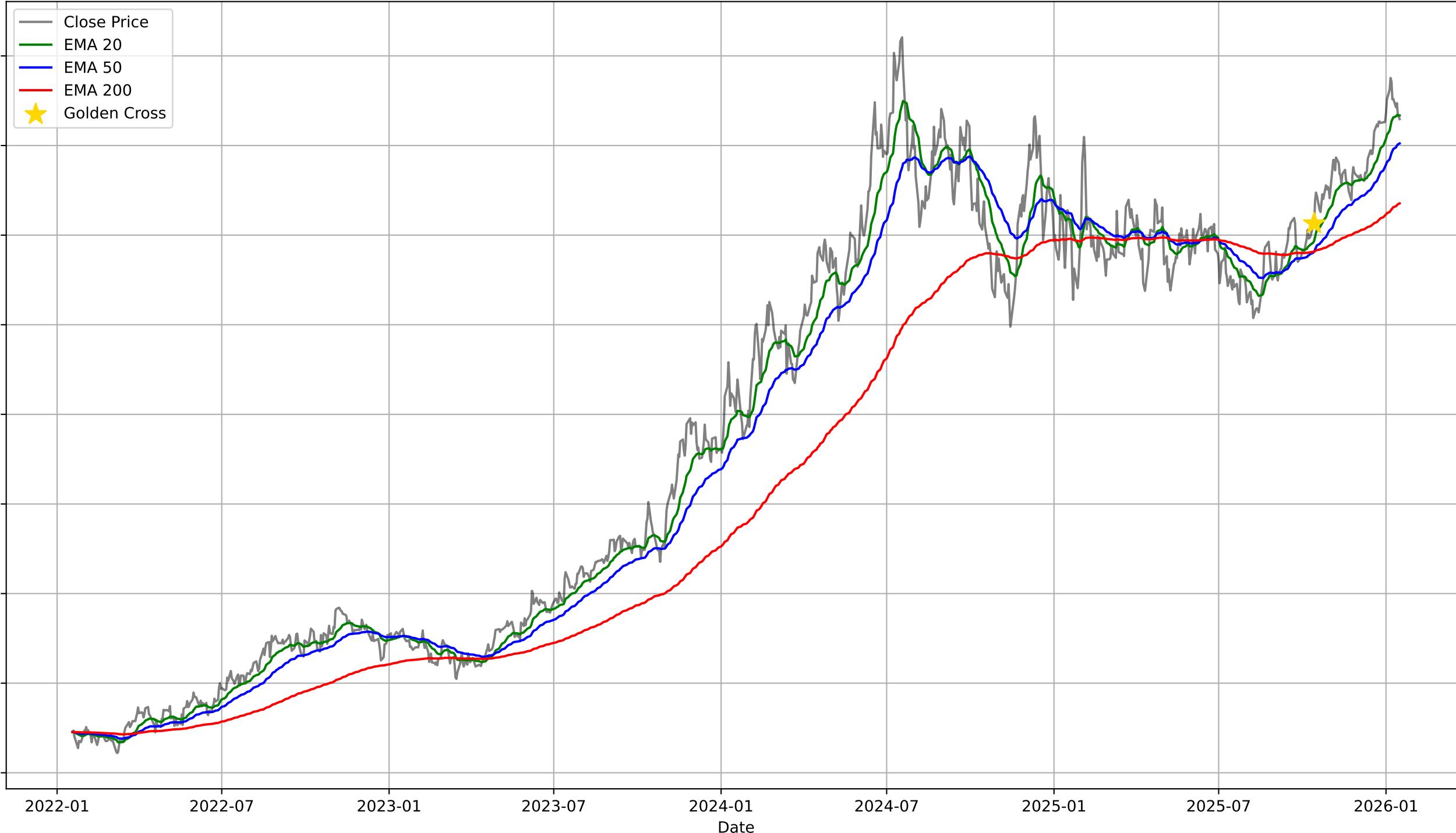
Relative Strength Analysis: PHOENIXLTD.NS vs ^CNXREALTY
Classification: Weakening Leader
Price Performance Comparison (Normalized)



PHOENIXLTD.NS - EMA Crossover Summary

EMA 20:	1867.03
EMA 50:	1804.68
EMA 200:	1670.78
Trend Status:	Strong Uptrend
Golden Cross Date:	2025-10-14 00:00:00+05:30
Golden Cross Price:	1625.80

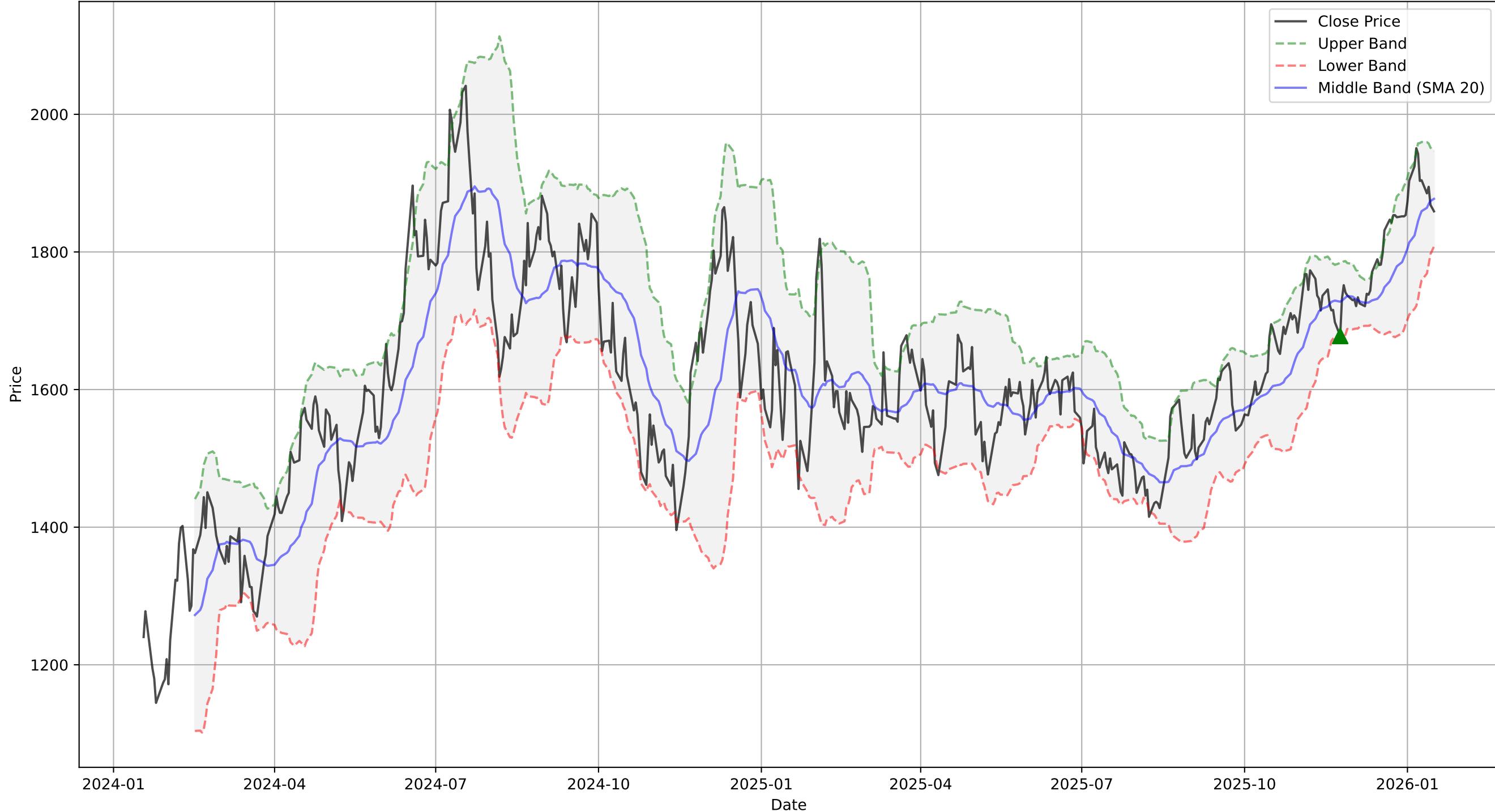
PHOENIXLTD.NS EMA Crossover Analysis



PHOENIXLTD.NS - Bollinger Bands Summary

Current Price:	1859.00
Upper Band:	1946.40
Middle Band (SMA 20):	1877.17
Lower Band:	1807.94
%B:	0.3688
Band Width:	0.0738
Status:	Lower Half
Signal:	None
Recent Signal 1:	Buy Signal at 2025-11-24 00:00:00+05:30

PHOENIXLTD.NS Bollinger Bands (20, 2) Analysis



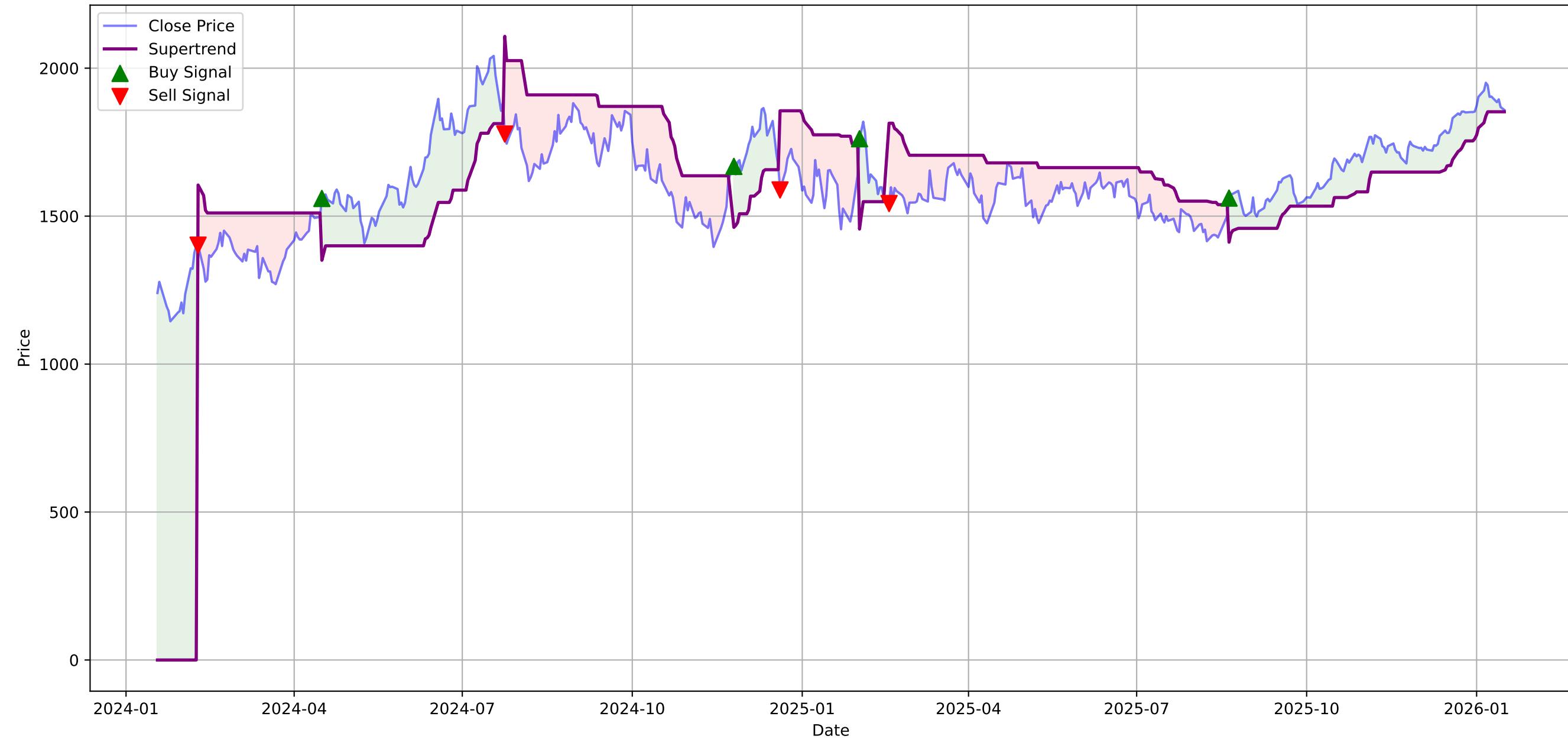
PHOENIXLTD.NS - Supertrend Summary

Status: UPTREND (Buy)

Supertrend Value: 1852.67

Signal Identified On: 2025-08-20

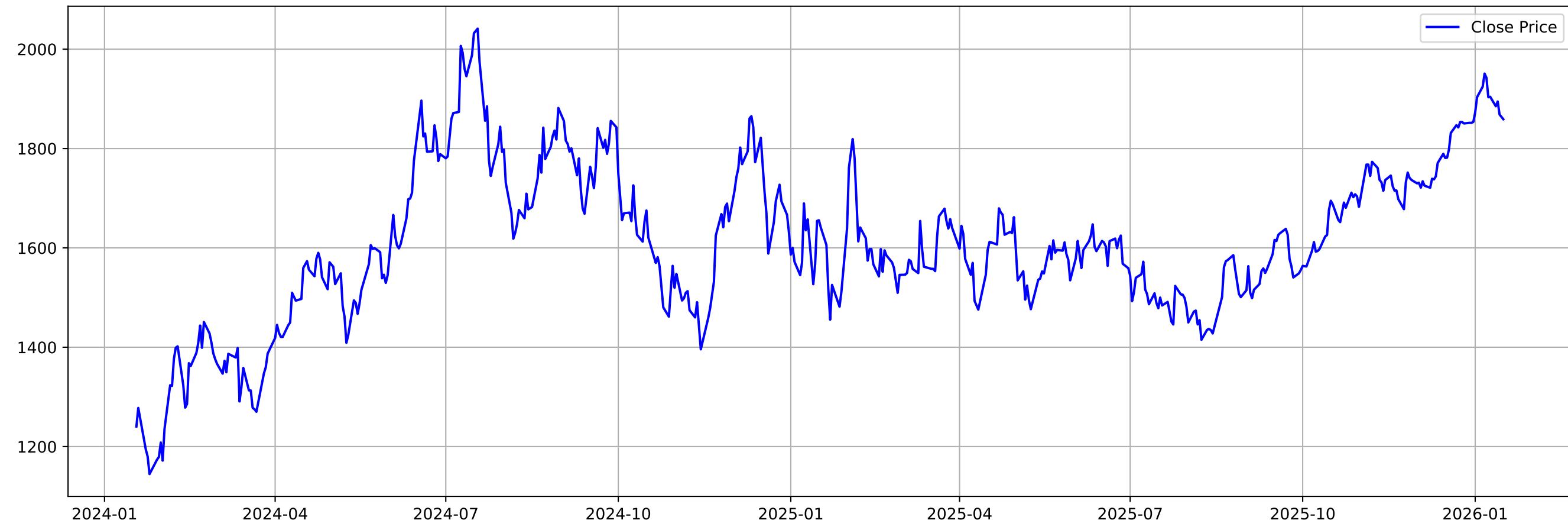
Supertrend Analysis for PHOENIXLTD.NS (Period: 14, Multiplier: 3.0, Interval: 1d)



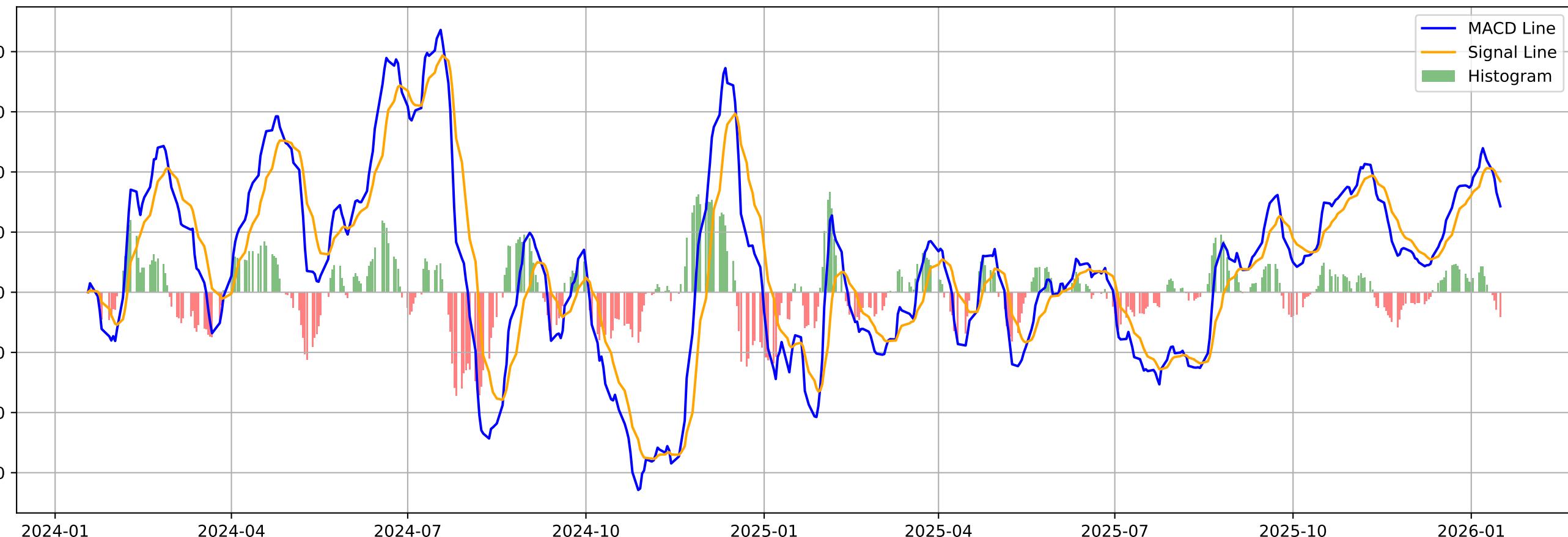
PHOENIXLTD.NS - MACD Summary

MACD Line:	28.58
Signal Line:	36.90
Histogram:	-8.32
Trend:	Bearish
Momentum:	Strengthening
Signal:	None

PHOENIXLTD.NS Price



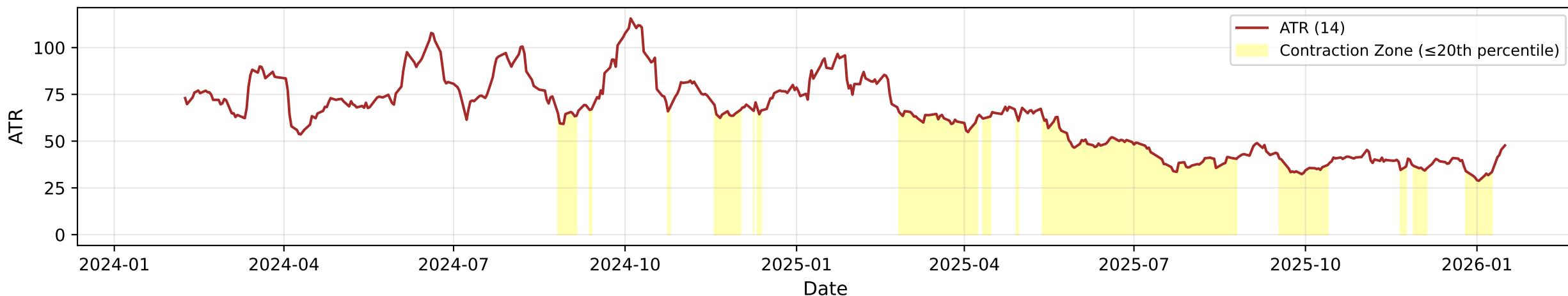
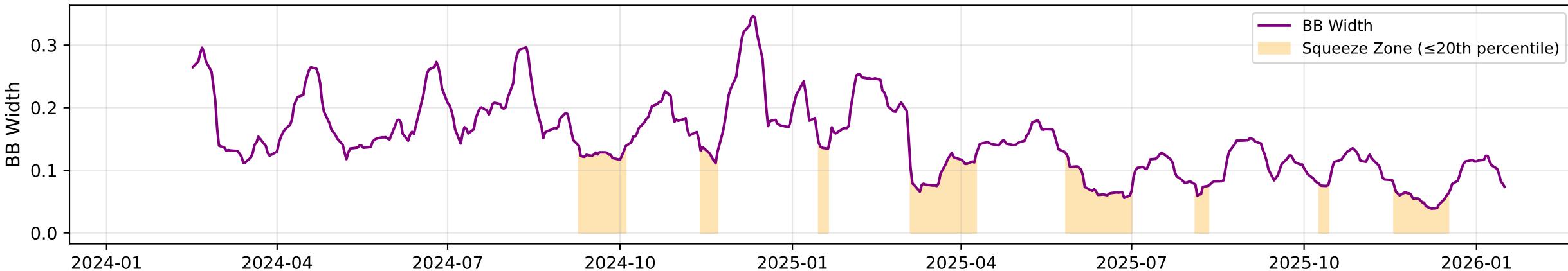
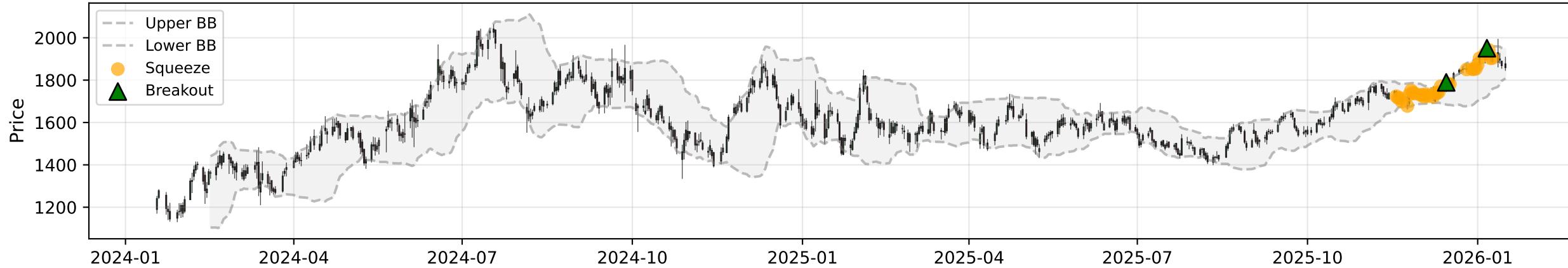
PHOENIXLTD.NS MACD (12, 26, 9)



PHOENIXLTD.NS - Volatility Squeeze Summary

BB Width:	0.0738
ATR:	47.7071
Total Signals:	33
Signal 1:	ATR Contraction at 2026-01-05 00:00:00+05:30 (Price: 1924.50)
Signal 2:	ATR Contraction (Bullish Breakout) at 2026-01-06 00:00:00
Signal 3:	ATR Contraction at 2026-01-07 00:00:00+05:30 (Price: 1942.60)
Signal 4:	ATR Contraction at 2026-01-08 00:00:00+05:30 (Price: 1903.20)
Signal 5:	ATR Contraction at 2026-01-09 00:00:00+05:30 (Price: 1904.20)

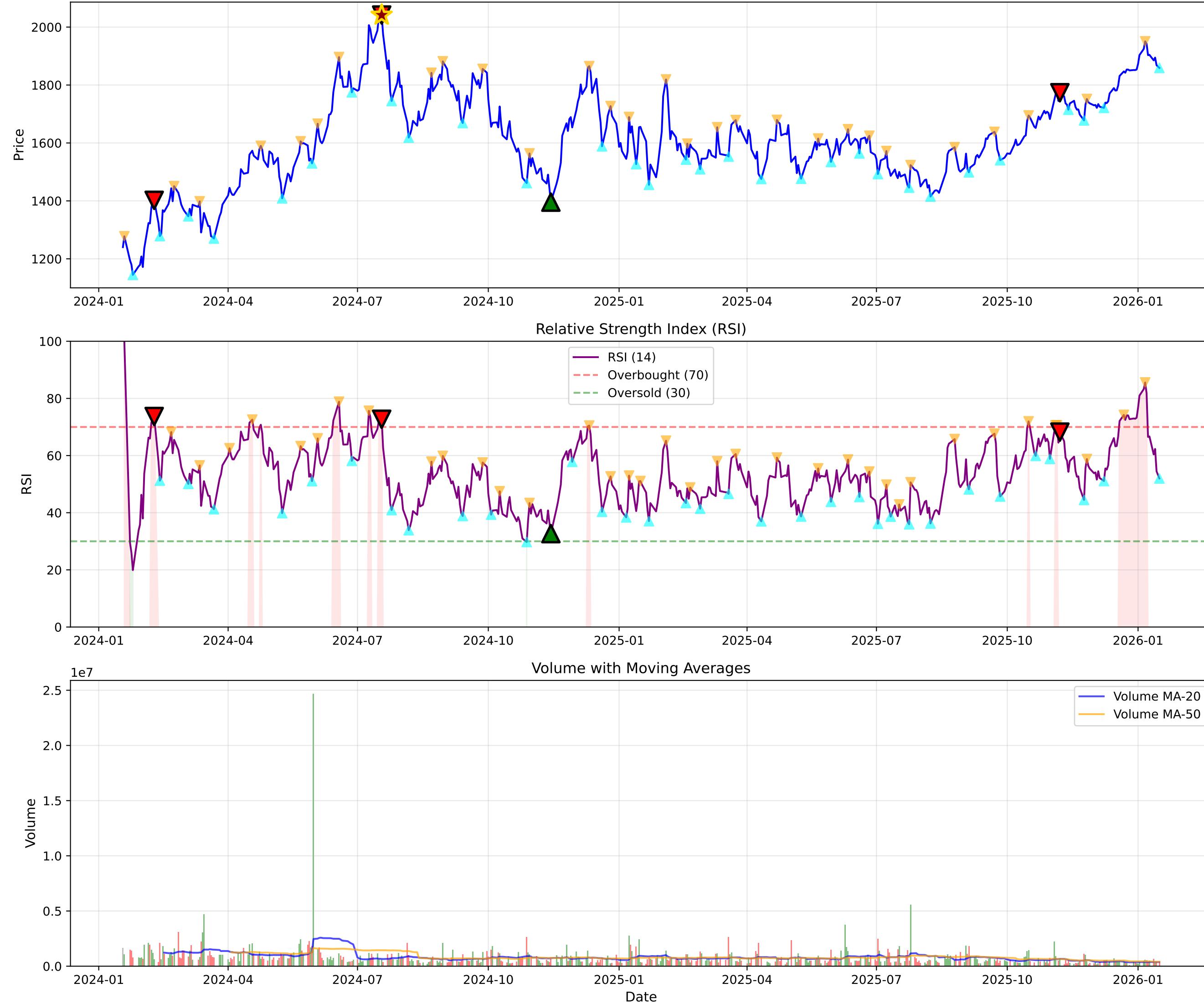
PHOENIXLTD.NS - Volatility Squeeze Analysis



PHOENIXLTD.NS - RSI-Volume Summary

Current RSI:	51.99
Current Volume:	449389
Volume MA 20:	371230
Bullish Divergences:	1
Bearish Divergences:	3
Bullish Div 1:	Date: 2024-11-14 00:00:00+05:30, Price: 1395.71
Bearish Div 1:	Date: 2024-07-18 00:00:00+05:30, Price: 2041.44
Bearish Div 2:	Date: 2025-11-07 00:00:00+05:30, Price: 1773.30

PHOENIXLTD.NS RSI-Volume Divergence Analysis



PHOENIXLTD.NS - Volume Analysis

== VOLUME ANALYSIS ==:

Status: 124 Signals Detected

:

2025-12-16 [-]: Distribution Day

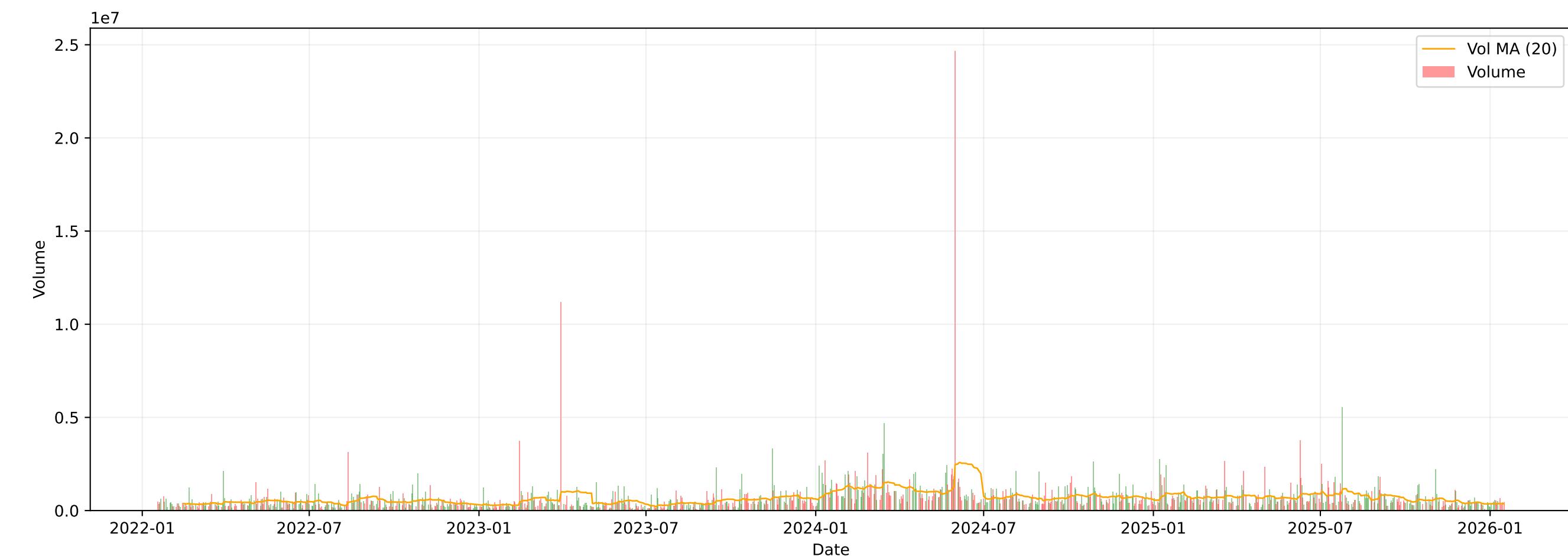
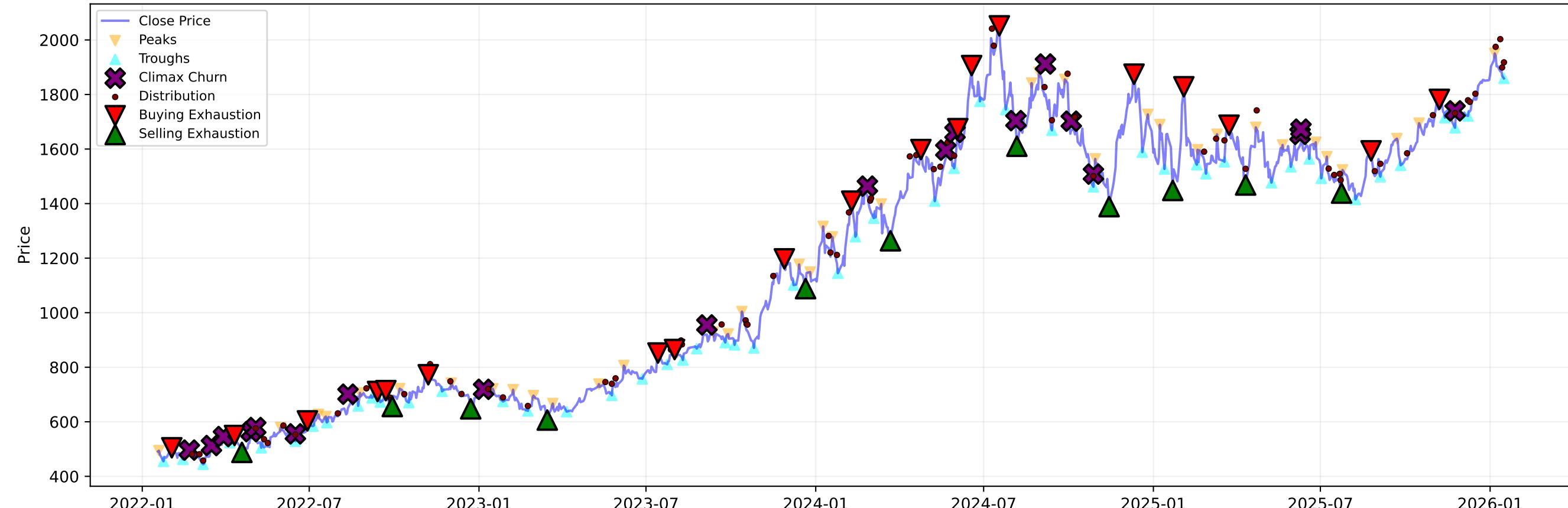
2026-01-07 [-]: Distribution Day

2026-01-12 [-]: Distribution Day

2026-01-14 [-]: Distribution Day

2026-01-16 [-]: Distribution Day

PHOENIXLTD.NS - Volume Analysis



Multi-Timeframe Supertrend Analysis

Timeframe	Status	Value	Last Price	Signal Date
1 Week	UPTREND (Buy)	1772.14	1859.0	2025-09-15
1 Day	UPTREND (Buy)	1852.67	1859.0	2025-08-20
15 Min	DOWNTREND (Sell)	1873.39	1859.0	2026-01-13

Multi-Timeframe MACD Analysis

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

PHOENIXLTD.NS - 1 Week (Candlestick + EMAs)



PHOENIXLTD.NS - 1 Day (Candlestick + EMAs)



PHOENIXLTD.NS - 15 Min (Candlestick + EMAs)



Trendlyne Snapshot - PHOENIXLTD_main

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Phoenix Mills Ltd.

NSE: PHOENIXLTD | BSE: 503100
Phoenix Mills Live Share Price Today, Share Analysis and Chart

Expensive Star In 2 Starfolio Baskets

1859.00 -9.40 (-0.50%)
↑ New 52W High in past week

458.8K NSE+BSE Volume
NSE 16 Jan, 2026 3:31 PM (IST)

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Durability score 65.0 /100 High Financial Strength	Valuation Score 28.0 /100 Expensive Valuation	Momentum Score 60.3 /100 Technically Moderately Bullish	Analyst Price Target 1,921 1Yr Price target upside is 3%
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These stocks are bullish, strong in quality and technicals, but expensive in valuation. Investors need to be cautious [View Similar](#)

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Check Before You Buy [VIEW FULL CHECKLIST](#)
Medium rank **10** Positive * **13** Negative
43.5% Pass in checklist

PE Valuation Check
Right Now Undervalued **80.3%**
1 Year Forward Undervalued **118.2%**
INSIGHT: High 5Yr PE Avg of 111.2 may distort upside values.

Phoenix Mills Key Metrics

ROE Ann.% Below industry Median	9.4	Broker Average Target 11.33% upside	2,069.67	Market Capitalization High in industry	66,477.5	Price to Book High in industry
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DVM
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Phoenix Mills Ltd. [ⓘ](#)

NSE: PHOENIXLTD | BSE: 503100
Expensive Star [ⓘ](#) In 2 Starfolio Baskets

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Phoenix Mills - PHOENIXLTD - stock price prediction, stock forecast, target price, analyst ratings from 19 analysts

Phoenix Mills has a share price target of Rs 1921, revenue growth forecast of 16.9%, and profit growth estimate of 34.4% for FY26, based on top 19 analyst calls.

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