

Gemini Stock Analysis Report

Based on the comprehensive **Stock Detailed Analysis Report** for **PHOENIXLTD.NS** (Phoenix Mills Ltd.), here is my assessment from the perspective of a positional equity trader.

Step 1: Audit the Data

- **Data Present:**
 - **Price Structure:** Daily (3-year), Weekly, and Intraday (15-min) charts.
 - **Trend Indicators:** Moving Averages (20, 50, 200 EMA), Supertrend, MACD.
 - **Momentum/Volatility:** RSI, Bollinger Bands, Volatility Squeeze analysis.
 - **Volume Analysis:** Volume bars, Distribution days, Volume Moving Averages.
 - **Fundamentals:** Revenue/EPS growth, Analyst estimates, Valuation scores.
 - **Relative Strength:** RS Score, RS Ratios, and Comparison against Benchmark (^CNXREALTY).
 - **Data Missing:**
 - **Fibonacci Retracement Levels:** While not explicitly drawn, they can be estimated from the chart.
 - **Derivatives Data:** No Open Interest (OI) or PCR data provided (crucial for gauging sentiment in F&O stocks).
 - **Confidence Level: High.** The technical report provides a full spectrum of trend, momentum, and volatility indicators necessary for a positional decision.
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Step 2: Analyze the Setup

- **Price Structure & Trend:** The primary trend (Long-term) remains UP, evidenced by the price trading above the **200 EMA (1675.75)**. However, the Intermediate trend has completely broken down. The stock has sliced through the **20 EMA (1828)** and **50 EMA (1798)** with velocity. The charts show a "Lower High, Lower Low" formation on the daily timeframe since the peak near 2000.
- **Momentum:** Momentum is dangerously bearish.
 - **MACD:** **Bearish** crossover with the histogram expanding downwards ("Strengthening" bearish momentum).
 - **RSI:** Currently at **31.74**. While bordering on oversold, it has not yet formed a bullish divergence or turned upward.
 - **Bollinger Bands:** The price is closing *below* the Lower Band (1735), and %B is negative. This indicates an extreme extension to the downside ("Falling Knife").
- **Volume & Distribution:** Page 18 highlights **5 Distribution Days** in the last month (Dec 16 to Jan 16). This signals significant institutional selling/offloading.
- **Support Levels:** The stock is approaching a critical confluence zone. The **200 EMA sits at ~1675**. This is the last line of defense for the long-term trend.
- **Relative Strength:** The stock is classified as a "Weakening Leader." It is underperforming the Realty index significantly in the short term.

Summary: The stock is in a confirmed intermediate-term correction. While it is fundamentally sound (Analyst Target 1921), the technicals indicate active selling pressure. Buying now is premature as the "bottom" has not been confirmed.

Step 3: Formulate the Recommendation

Recommendation: **NO** (Do not enter at Current Market Price of 1726.50).

Reasoning: The stock is currently experiencing a "volatility expansion" to the downside (closing below lower Bollinger Bands). Momentum indicators (MACD, Supertrend) are strictly bearish. Attempting to buy now is

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"catching a falling knife." We need to see price stabilization or a rejection of lower prices at a key support level before entering for a 1-4 month swing.

Conditional Plan (Watchlist Strategy)

We are looking for a **Mean Reversion / Trend Continuation** setup off the 200 EMA support.

Condition to Buy:

1. The price must touch or near the **200 EMA zone (1670 - 1680)**.
2. **AND** form a **Bullish** Reversal Candle on the Daily Chart (e.g., Hammer, **Bullish** Engulfing, or a long lower wick rejection).
3. *Ideally:* Wait for the RSI to cross back above 35/40 to confirm momentum is shifting.

Entry Price: INR 1680 - INR 1700 (Only triggers *after* the stabilization described above).

- **Stop Loss: INR 1615** (Daily Close basis).
 - *Rationale:* This is below the Golden Cross price (1625) and allows room for volatility around the 200 EMA. If it loses 1615, the long-term trend is violated.
- **Take Profit: INR 1825** (Target 1) and **INR 1910** (Target 2).
 - *Rationale:* INR 1825 is the resistance cluster formed by the breakdown of the 20 EMA and 50 EMA. INR 1910 aligns with the Supertrend resistance and previous structural support-turned-resistance.

News & Analyst Targets

Based on the latest market data and brokerage reports for **The Phoenix Mills Limited (PHOENIXLTD)** as of January 25, 2026, here is the research summary:

1) Latest News for PHOENIXLTD (Week of Jan 19-25, 2026)

- **Stock Price Decline & Volatility:** The stock experienced a challenging week, closing around **INR 1,726**, down approximately **7%** for the week. It underperformed the broader Sensex, driven by sector-wide headwinds and cautious sentiment.
- **Derivatives Activity:** There was a **sharp surge in Open Interest (OI)** (up ~10-27% on various days) alongside falling prices, particularly on January 23. This divergence suggests aggressive short-term positioning, likely short buildups or hedging ahead of the upcoming earnings.
- **Q3 Results Date Announced:** The company announced that its Board of Directors will meet on **Wednesday, January 28, 2026**, to approve the unaudited financial results for Q3 FY26. An earnings conference call is scheduled for January 29, 2026.
- **Operational Updates:** Preliminary data for Q3 FY26 indicates strong performance:
 - **Retail Consumption:** Up **20% YoY** to ~INR 4,787 crore.
 - **Residential Sales:** Gross sales stood at **INR 140 crore**, a significant YoY increase.

2) Brokerage Upgrades & Downgrades

- **Upgrade (Buy):** On January 22, 2026, **Nuvama Securities** issued a **Buy** rating, citing confidence in the company's retail and office portfolio growth.
- **Downgrade (Hold):** On January 19, 2026, **MarketsMojo** downgraded the stock from Buy to **Hold**, pointing to mixed technical signals and valuation concerns despite strong long-term fundamentals.
- **Downgrade (Reduce):** Earlier in the month (Jan 11), **Nomura** downgraded the stock to **Reduce**, setting a conservative target of INR 1,450, citing near-term growth headwinds.

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3) Other Impacting News

- **Sector Trends:** The Nifty Realty index has seen correction pressure, weighing on PHOENIXLTD. However, the company's "strong consumption" data contrasts with the broader slowdown fears in the discretionary retail space.
- **Institutional Activity:** Significant block trades and high institutional holding (approx. 49%) continue to be a key driver, though recent volatility suggests some institutional churn or rebalancing.

4) Latest Analyst Targets (2025-2026)

Brokerage / Firm	Rating	Target Price (INR)	Date of Report
Nuvama Securities	Buy	2,228	Jan 22, 2026
MarketsMojo	Hold	N/A	Jan 19, 2026
Nomura	Reduce	1,450	Jan 11, 2026
ICICI Direct	Buy	2,210	Dec 19, 2025
Geojit BNP Paribas	Buy	1,996	Nov 24, 2025
Motilal Oswal	Buy	2,003	Oct 31, 2025
Consensus Mean	Buy	~2,070	Aggregated

Analyst Note: The divergence in targets is wide, ranging from INR 1,450 (**Bearish**) to INR 2,228 (**Bullish**). The upcoming Q3 results on Jan 28 will be the decisive factor in confirming whether the consumption growth story remains intact.

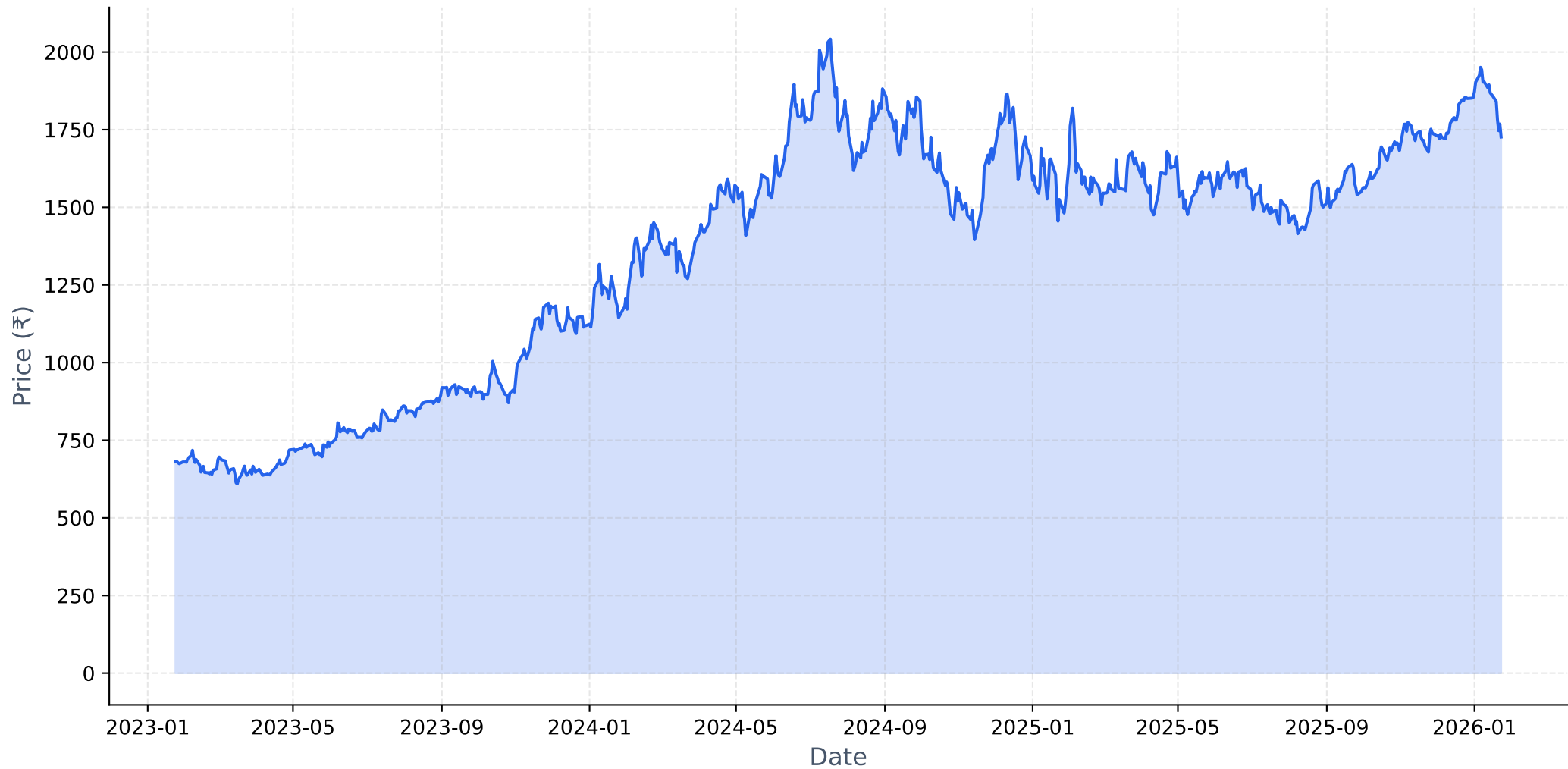
Stock Detailed Analysis Report

PHOENIXLTD.NS

Current Price: ₹1726.50

Generated: 2026-01-24 18:15

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:	65.4/100

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== RS RATIOS ==:

1M RS:	1.090 [Leader]
3M RS:	1.251 [Strong]
6M RS:	1.589 [Strong]
1Y RS:	1.385 [Strong]

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== TURNAROUND ANALYSIS ==:

Turnaround Status:	Not Detected
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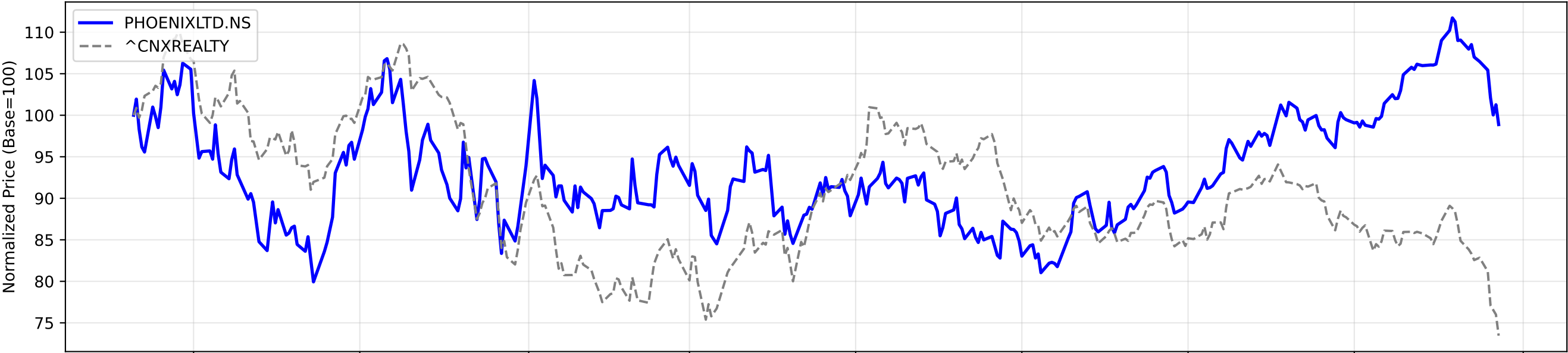
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SIGNAL CRITERIA::

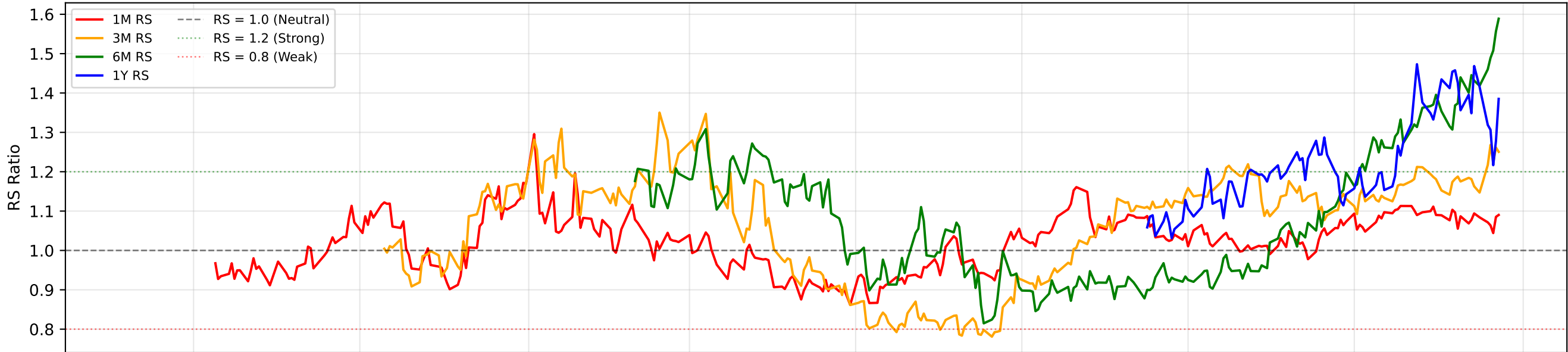
X Emerging RS:	Not accelerating
X Medium-term Lagging:	Not lagging
X Performance Improving:	Not improving

Relative Strength Analysis: PHOENIXLTD.NS vs ^CNXREALTY
Classification: Weakening Leader

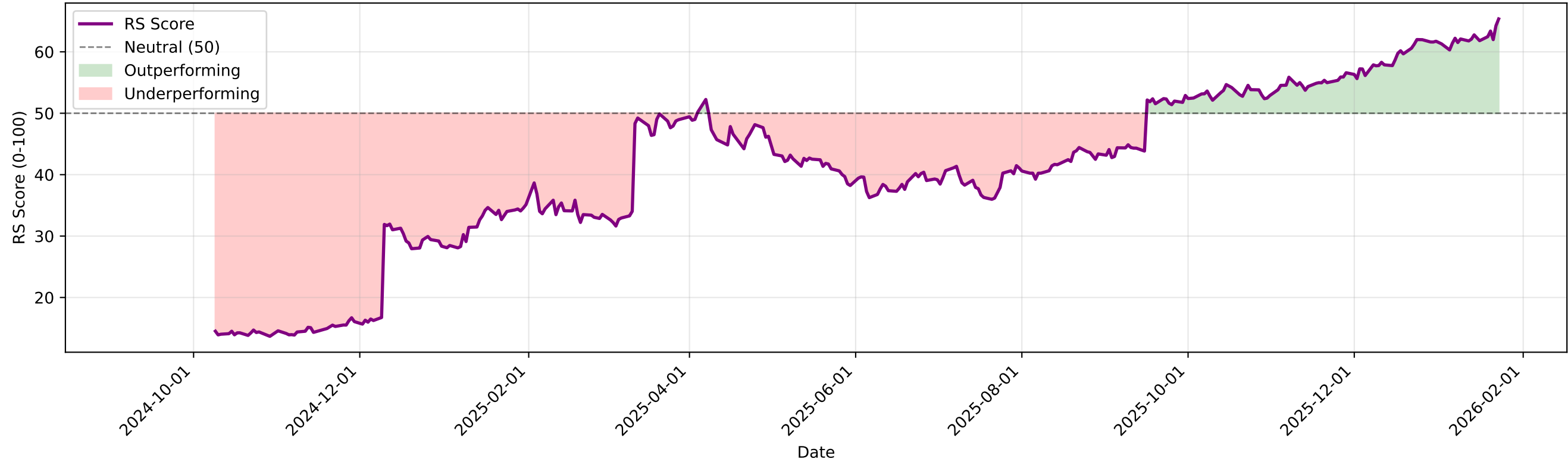
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



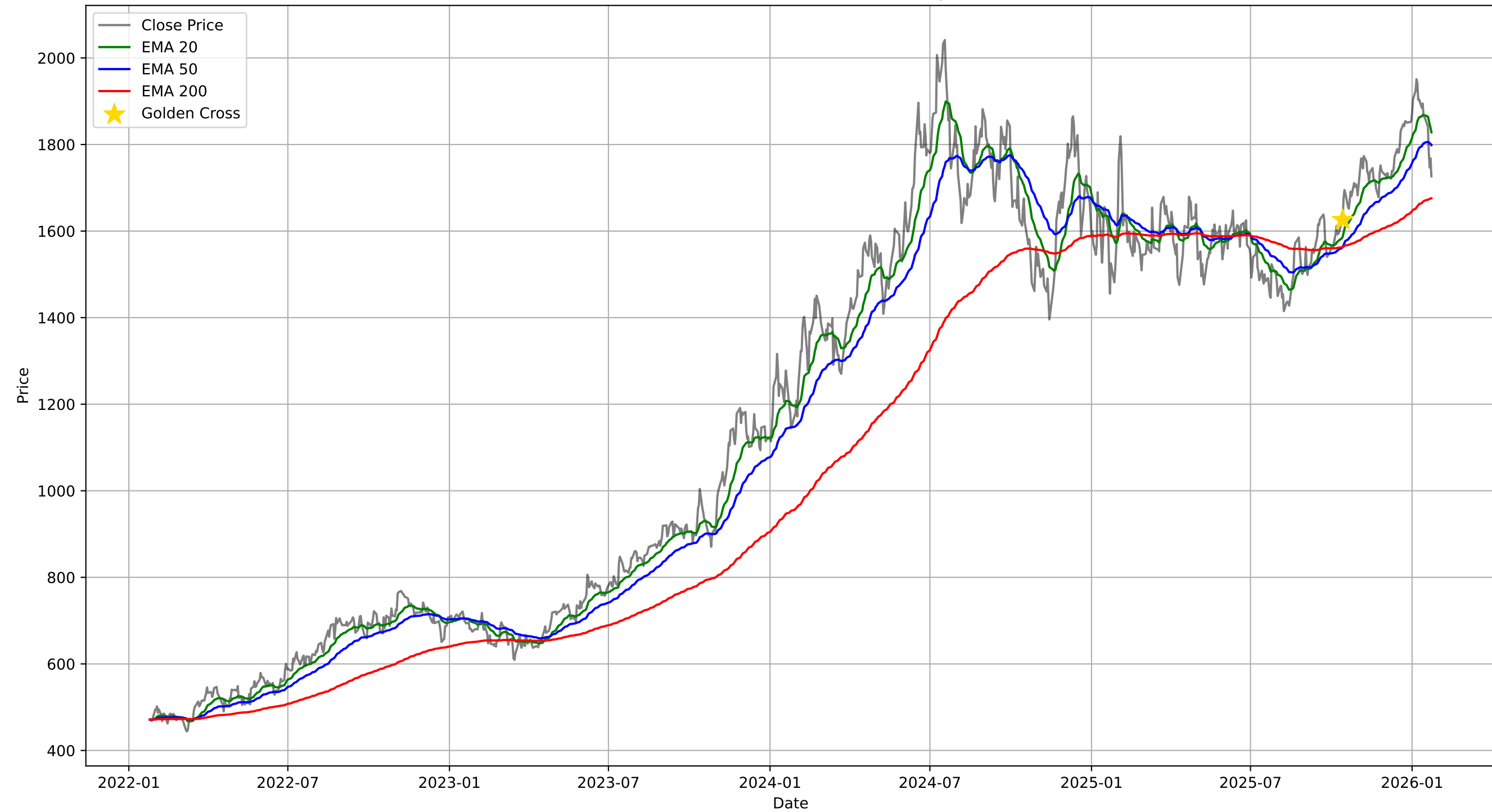
RS Composite Score Timeline



PHOENIXLTD.NS - EMA Crossover Summary

EMA 20:	1828.15
EMA 50:	1798.60
EMA 200:	1675.75
Trend Status:	Strong Uptrend
Golden Cross Date:	2025-10-14 00:00:00+05:30
Golden Cross Price:	1625.80

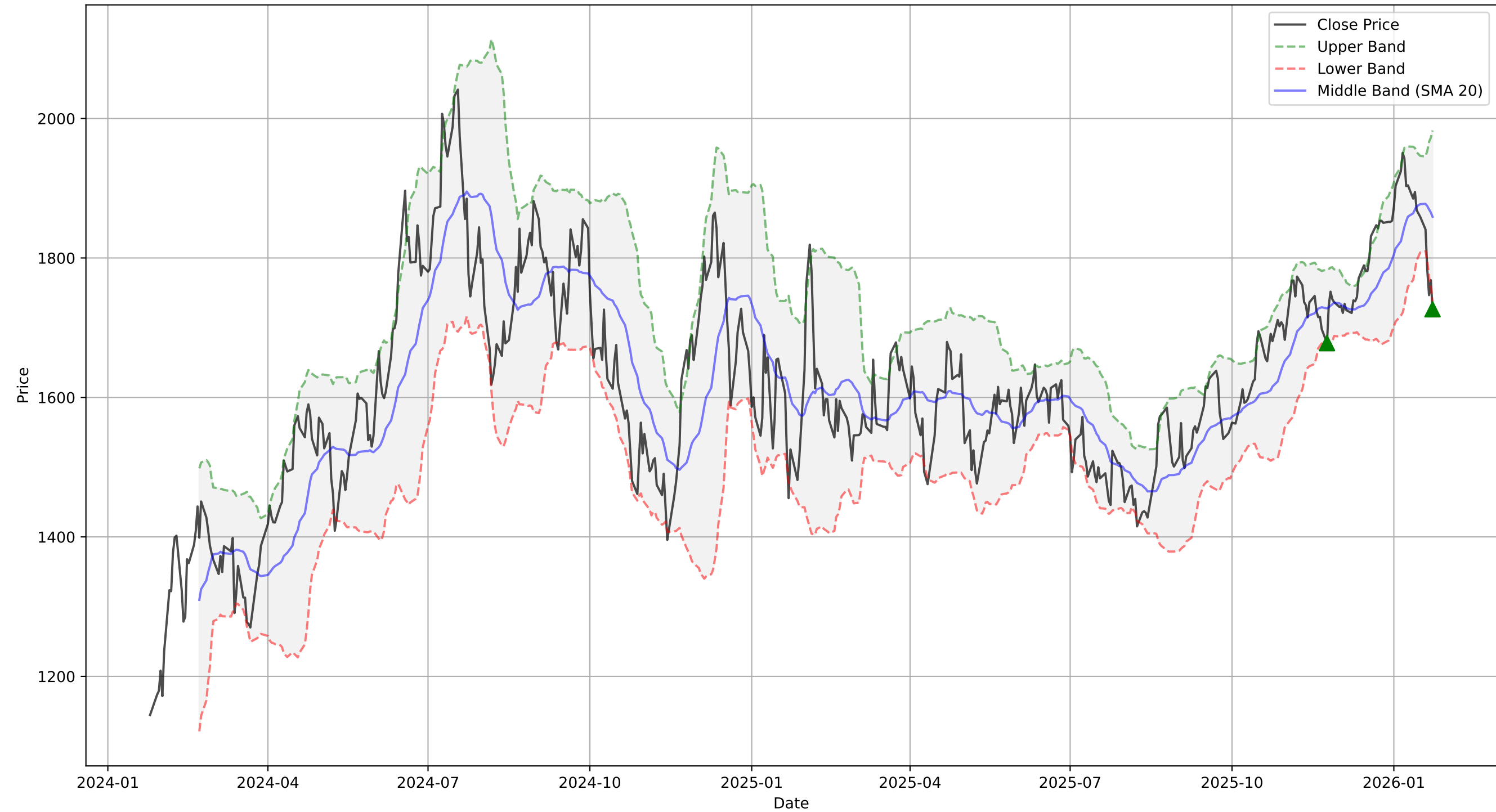
PHOENIXLTD.NS EMA Crossover Analysis



PHOENIXLTD.NS - Bollinger Bands Summary

Current Price:	1726.50
Upper Band:	1982.74
Middle Band (SMA 20):	1859.05
Lower Band:	1735.37
%B:	-0.0359
Band Width:	0.1331
Status:	Below Lower Band
Signal:	Buy Signal
Recent Signal 1:	Buy Signal at 2025-11-24 00:00:00+05:30
Recent Signal 2:	Buy Signal at 2026-01-23 00:00:00+05:30

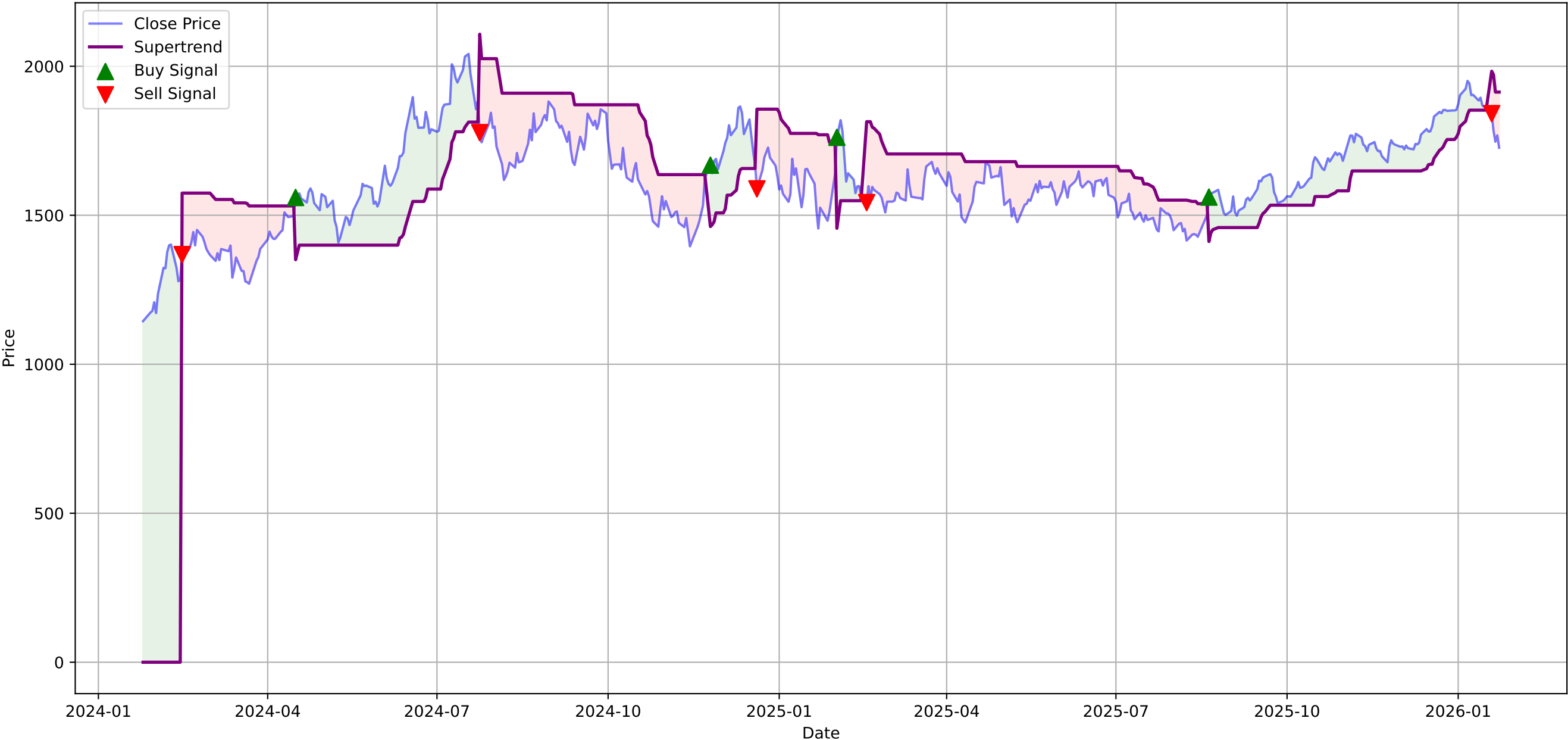
PHOENIXLTD.NS Bollinger Bands (20, 2) Analysis



PHOENIXLTD.NS - Supertrend Summary

Status:	DOWNTREND (Sell)
Supertrend Value:	1913.34
Signal Identified On:	2026-01-19

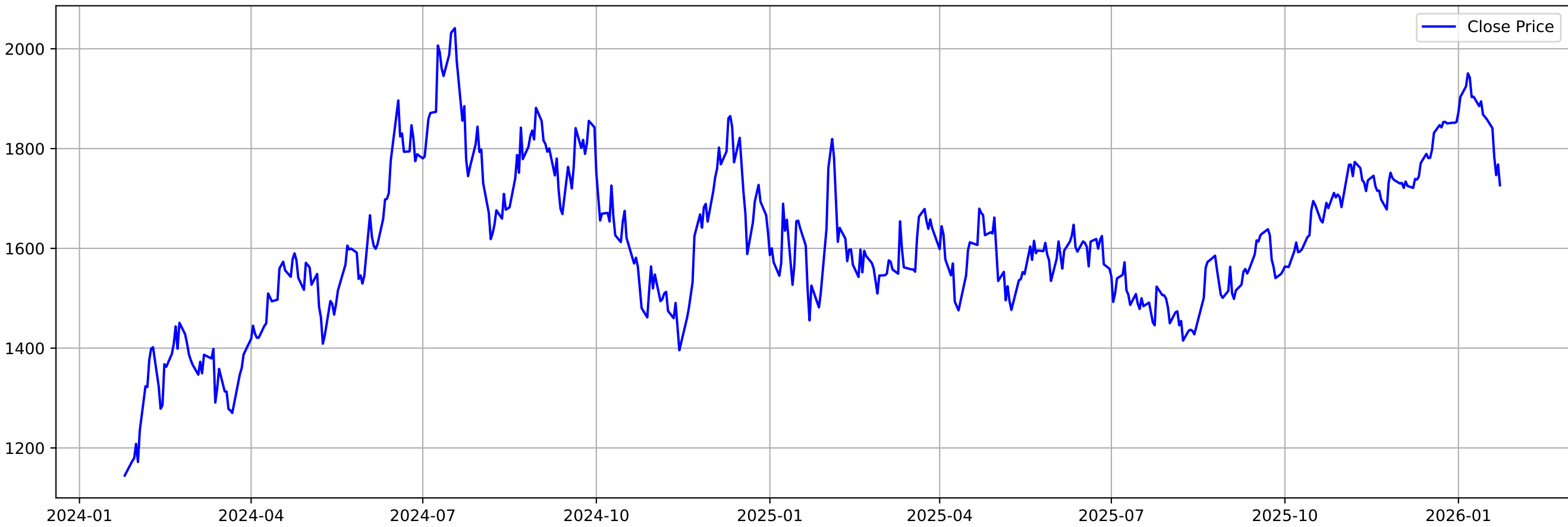
Supertrend Analysis for PHOENIXLTD.NS (Period: 14, Multiplier: 3.0, Interval: 1d)



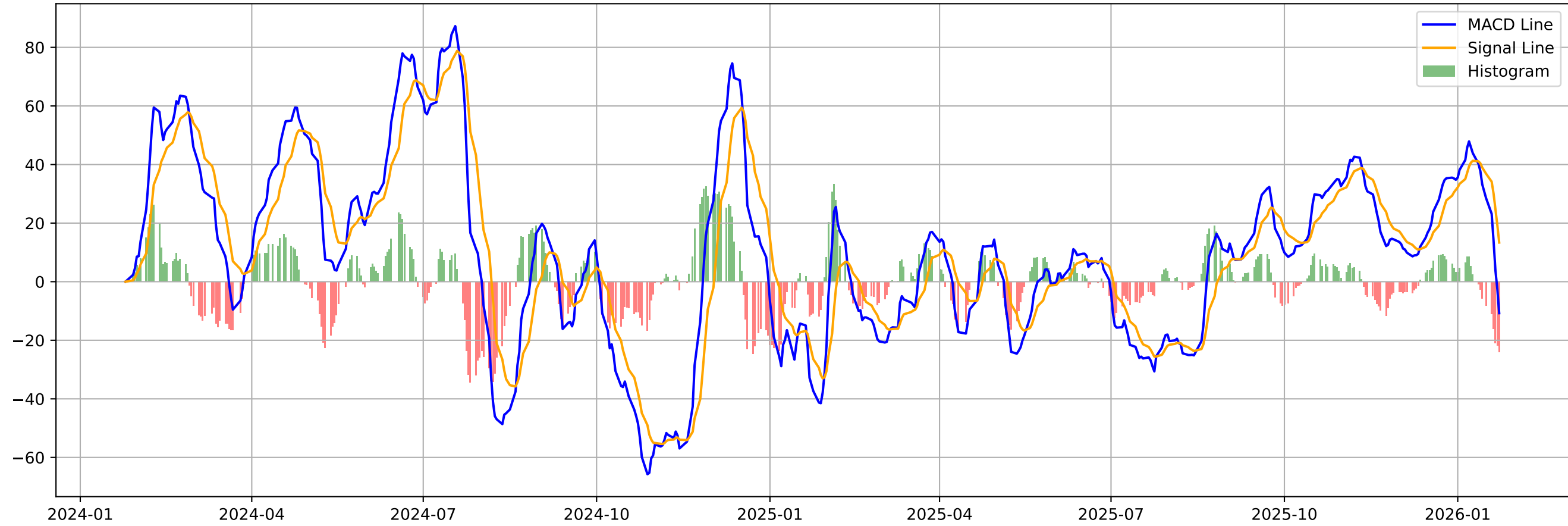
PHOENIXLTD.NS - MACD Summary

MACD Line:	-10.75
Signal Line:	13.37
Histogram:	-24.12
Trend:	Bearish
Momentum:	Strengthening
Signal:	None

PHOENIXLTD.NS Price



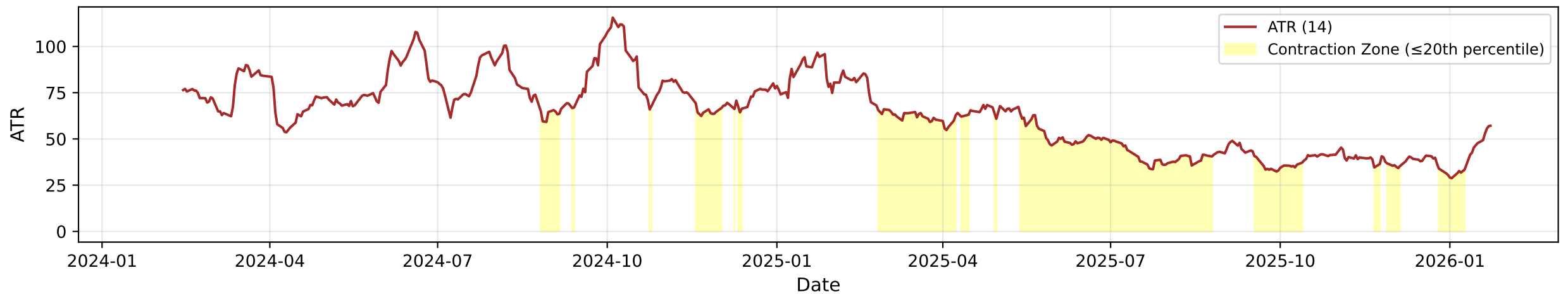
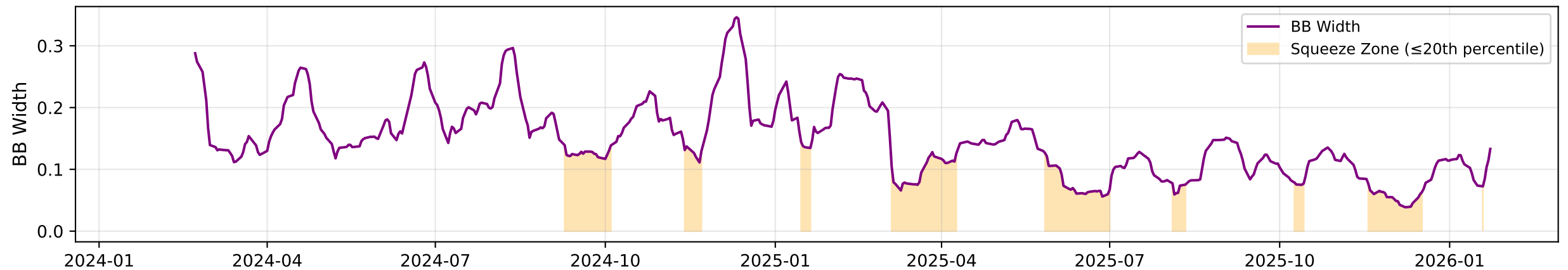
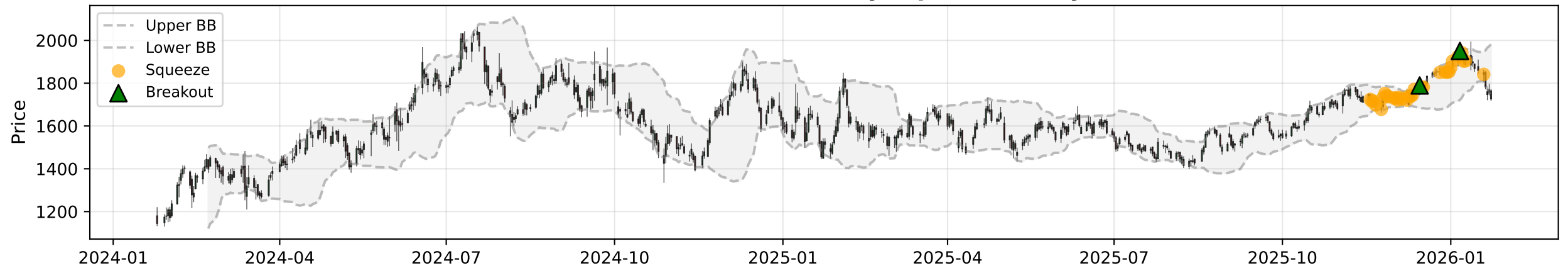
PHOENIXLTD.NS MACD (12, 26, 9)



PHOENIXLTD.NS - Volatility Squeeze Summary

BB Width:	0.1331
ATR:	57.1072
Total Signals:	34
Signal 1:	ATR Contraction (Bullish Breakout) at 2026-01-06 00:00:00
Signal 2:	ATR Contraction at 2026-01-07 00:00:00+05:30 (Price: 1942.60)
Signal 3:	ATR Contraction at 2026-01-08 00:00:00+05:30 (Price: 1903.20)
Signal 4:	ATR Contraction at 2026-01-09 00:00:00+05:30 (Price: 1904.20)
Signal 5:	BB Squeeze at 2026-01-19 00:00:00+05:30 (Price: 1841.00)

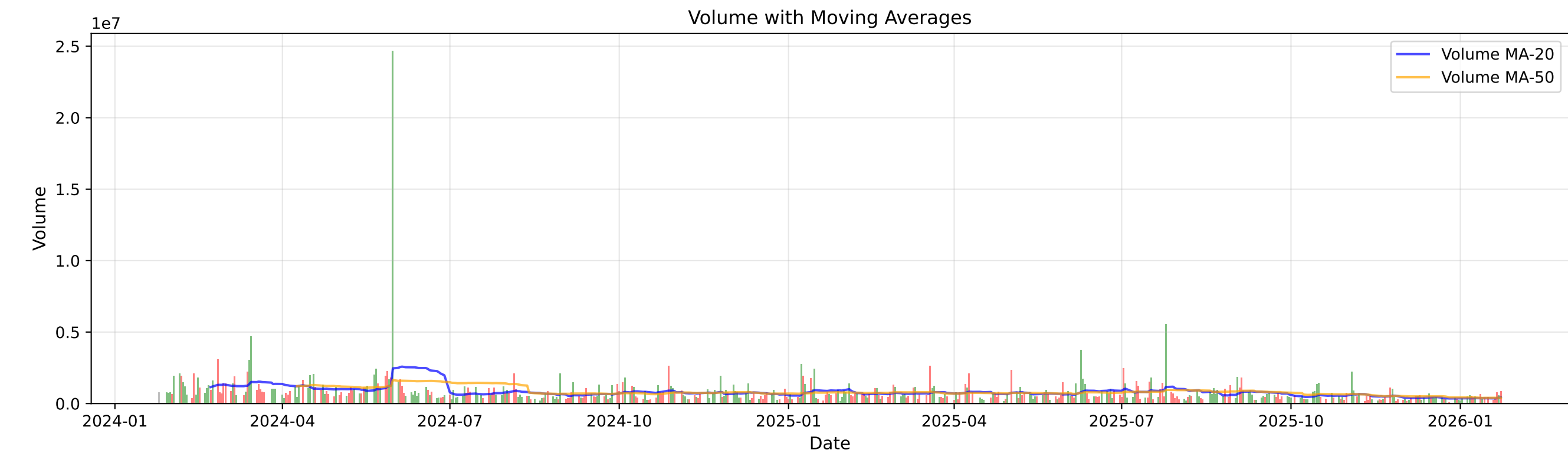
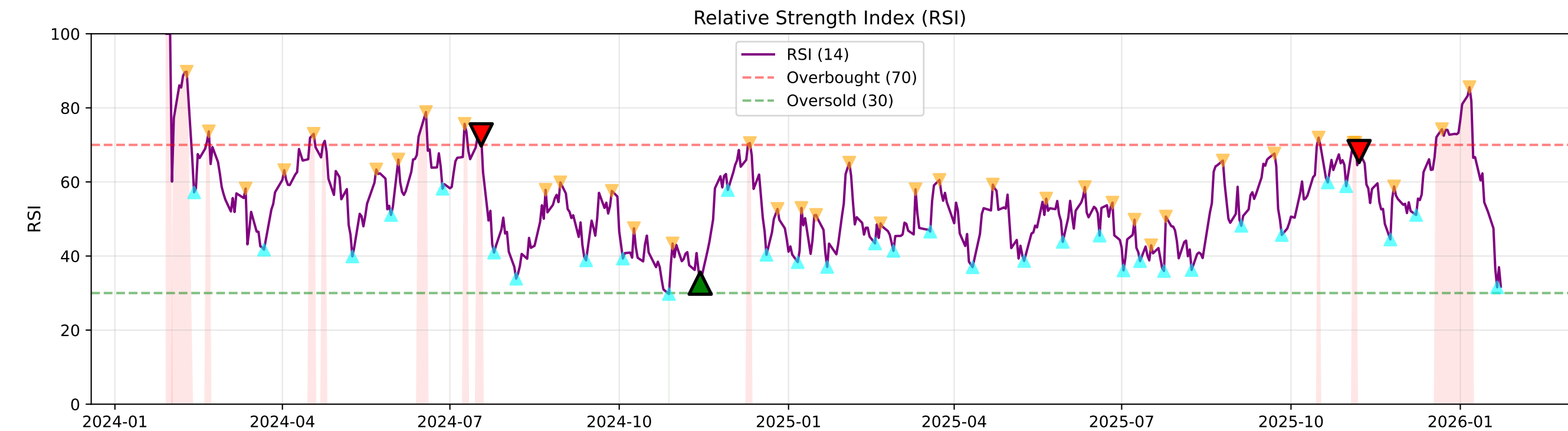
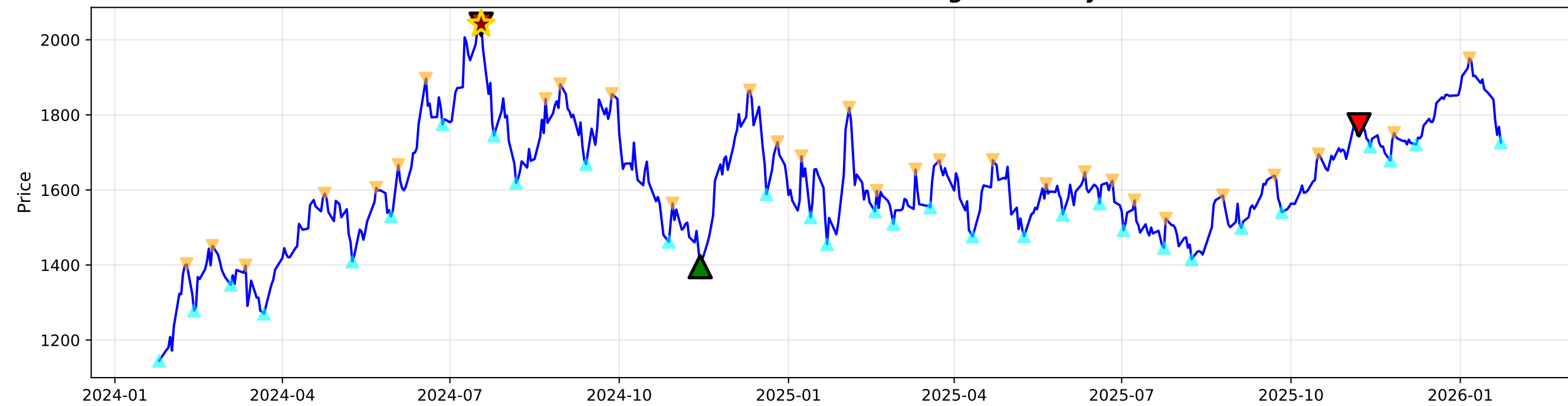
PHOENIXLTD.NS - Volatility Squeeze Analysis



PHOENIXLTD.NS - RSI-Volume Summary

Current RSI:	31.74
Current Volume:	843377
Volume MA 20:	438377
Bullish Divergences:	1
Bearish Divergences:	2
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:

29 Signals Detected

:

2025-12-16 [-]:

Distribution Day

2026-01-07 [-]:

Distribution Day

2026-01-12 [-]:

Distribution Day

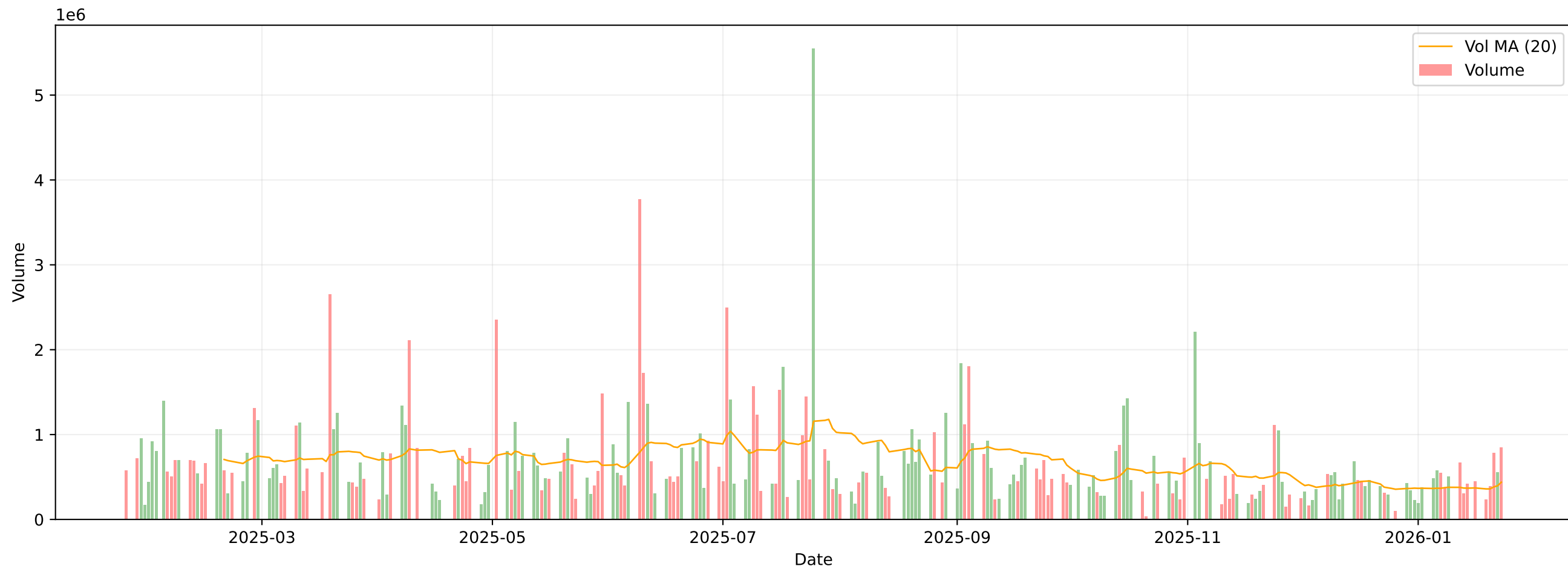
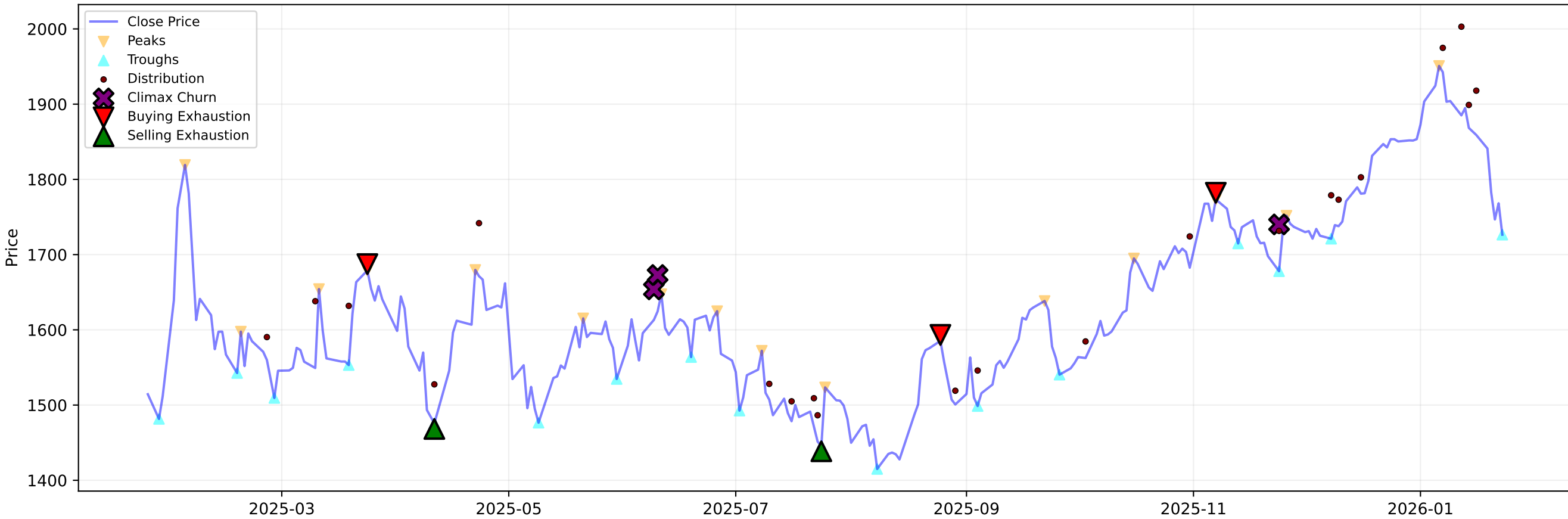
2026-01-14 [-]:

Distribution Day

2026-01-16 [-]:

Distribution Day

PHOENIXLTD.NS - Volume Analysis



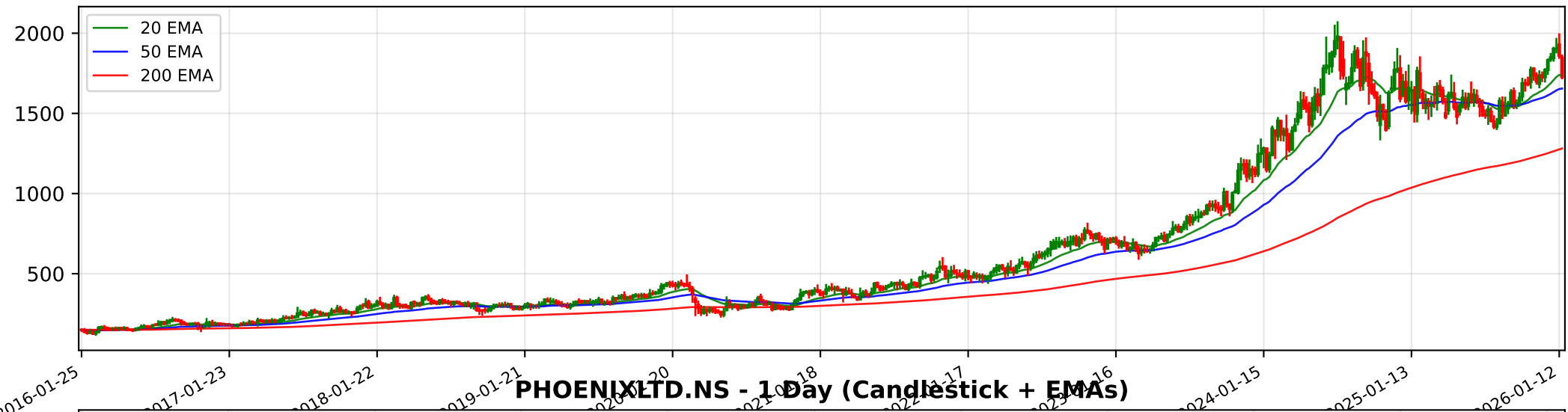
Multi-Timeframe Supertrend Analysis

Timeframe	Status	Value	Last Price	Signal Date
1 Week	DOWNTREND (Sell)	1979.92	1726.5	2026-01-19
1 Day	DOWNTREND (Sell)	1913.34	1726.5	2026-01-19
15 Min	DOWNTREND (Sell)	1752.59	1726.5	2026-01-22

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)



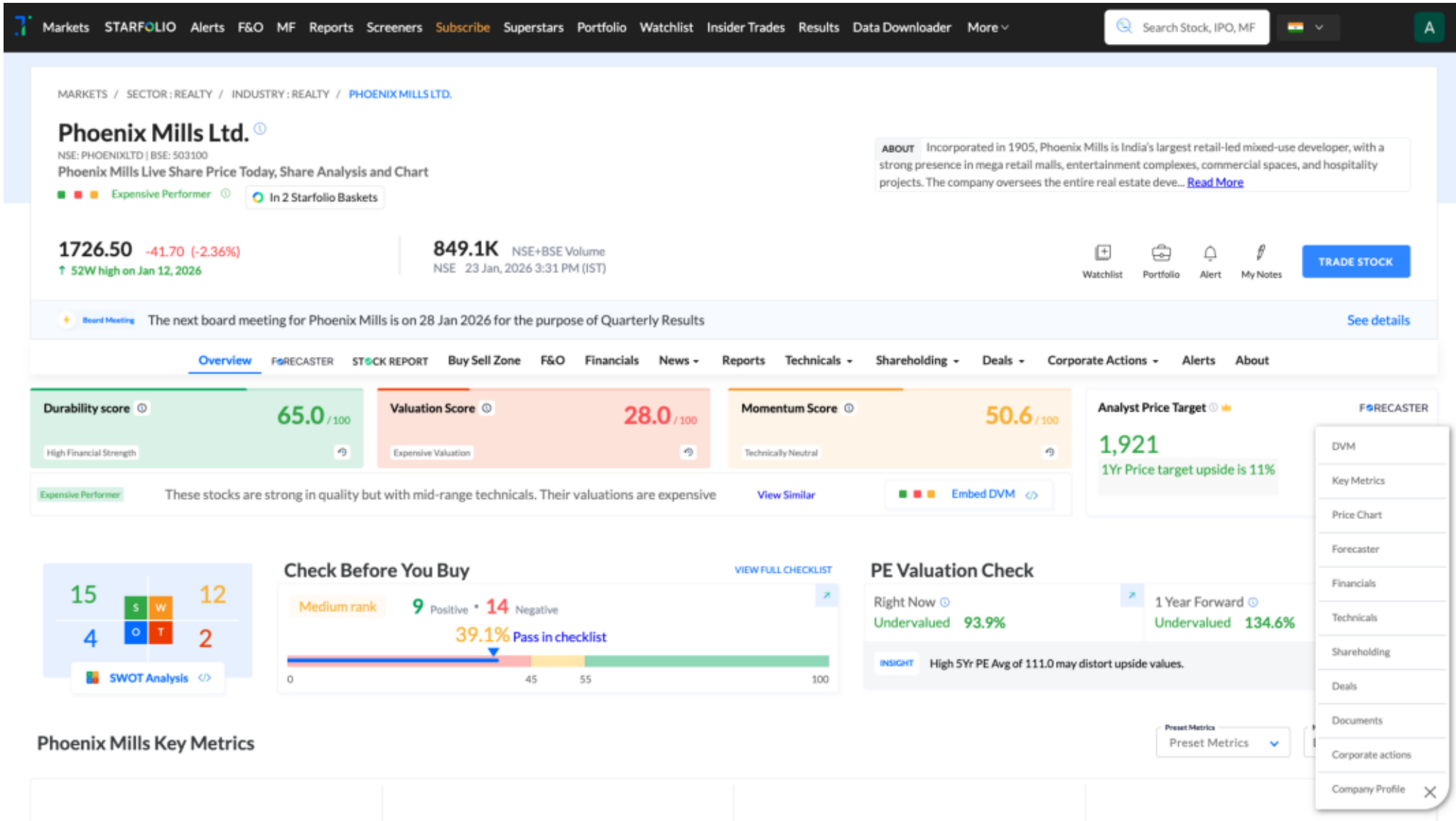
PHOENIXLTD.NS - 1 Day (Candlestick + EMAs)



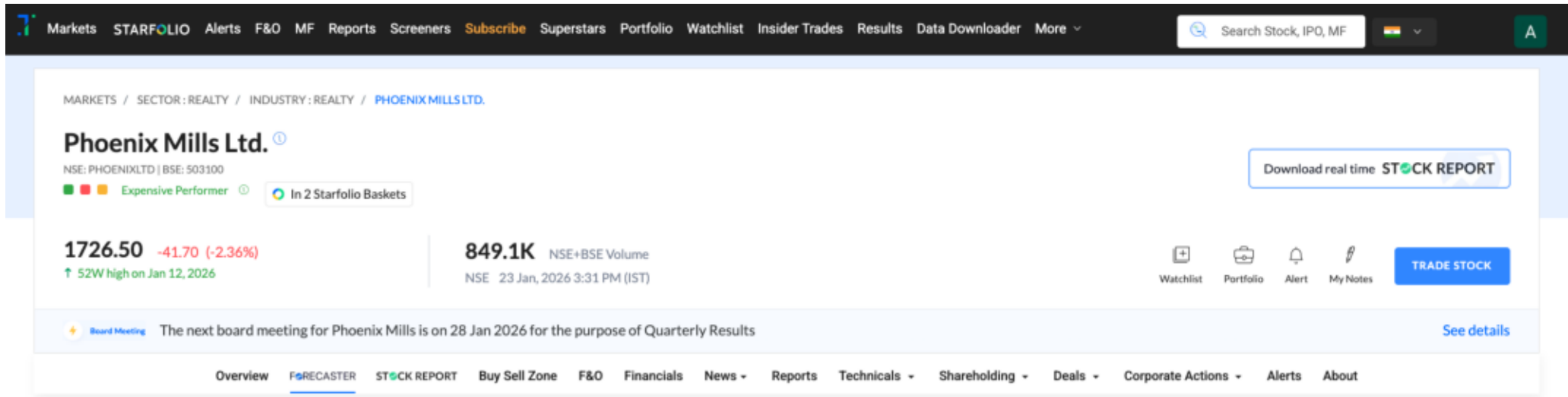
PHOENIXLTD.NS - 15 Min (Candlestick + EMAs)



Trendlyne Snapshot - PHOENIXLTD_main



Trendlyne Snapshot - PHOENIXLTD_forecaster



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.

