

# Stock Analysis Report

© 2026 Stock Research. All Rights Reserved.

## 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

# Stock Analysis Report

© 2026 Stock Research. All Rights Reserved.

---

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:

# Stock Analysis Report

© 2026 Stock Research. All Rights Reserved.

**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.

# Stock Analysis Report

© 2026 Stock Research. All Rights Reserved.

## 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

# Stock Analysis Report

© 2026 Stock Research. All Rights Reserved.

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, Soulfull, 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:	<b>Weakening Leader</b>
RS Score:	54.7/100
:	

## == RS RATIOS ==:

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

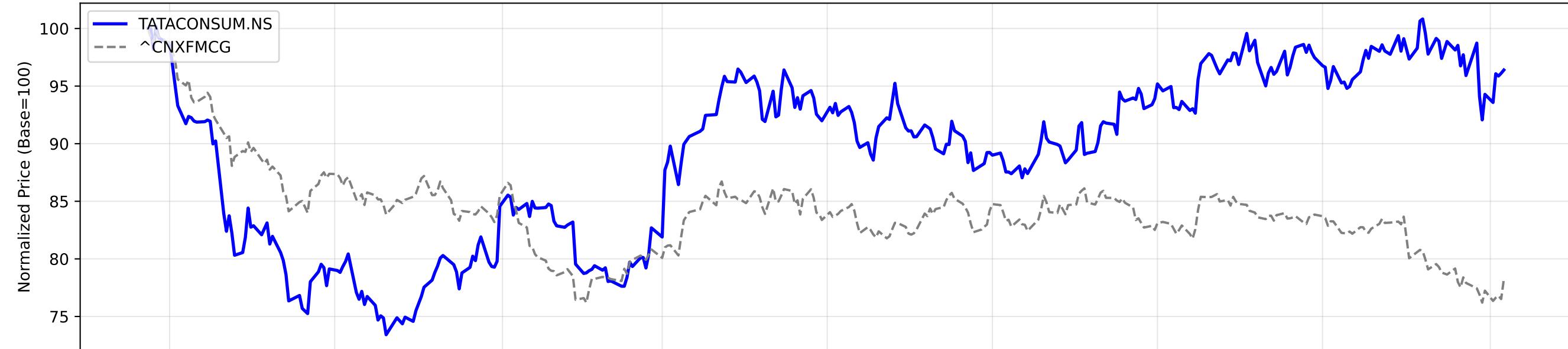
## == TURNAROUND ANALYSIS ==:

Turnaround Status:	<b>Not Detected</b>
:	

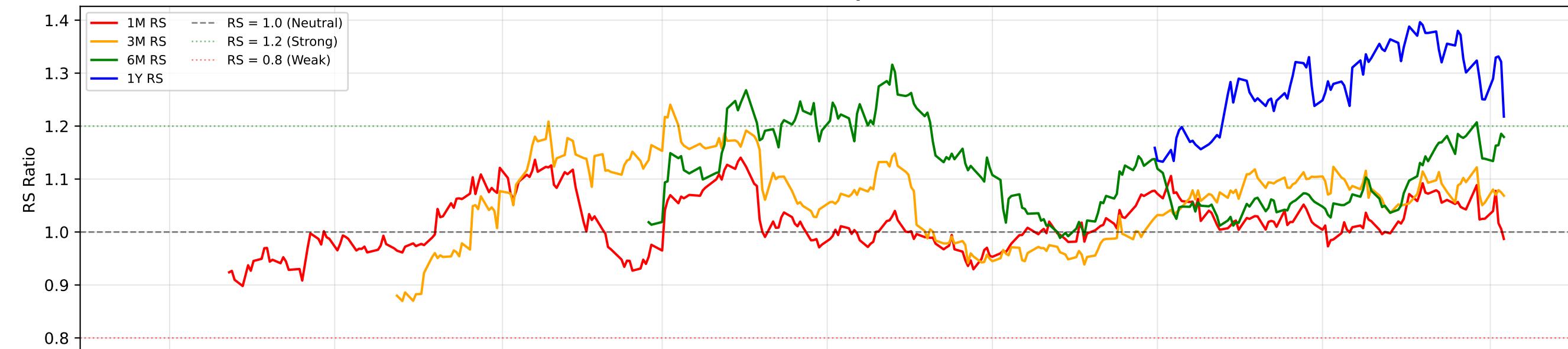
## SIGNAL CRITERIA::

✗ Emerging RS:	<b>Not accelerating</b>
✗ Medium-term Lagging:	<b>Not lagging</b>
✗ Performance Improving:	<b>Not improving</b>

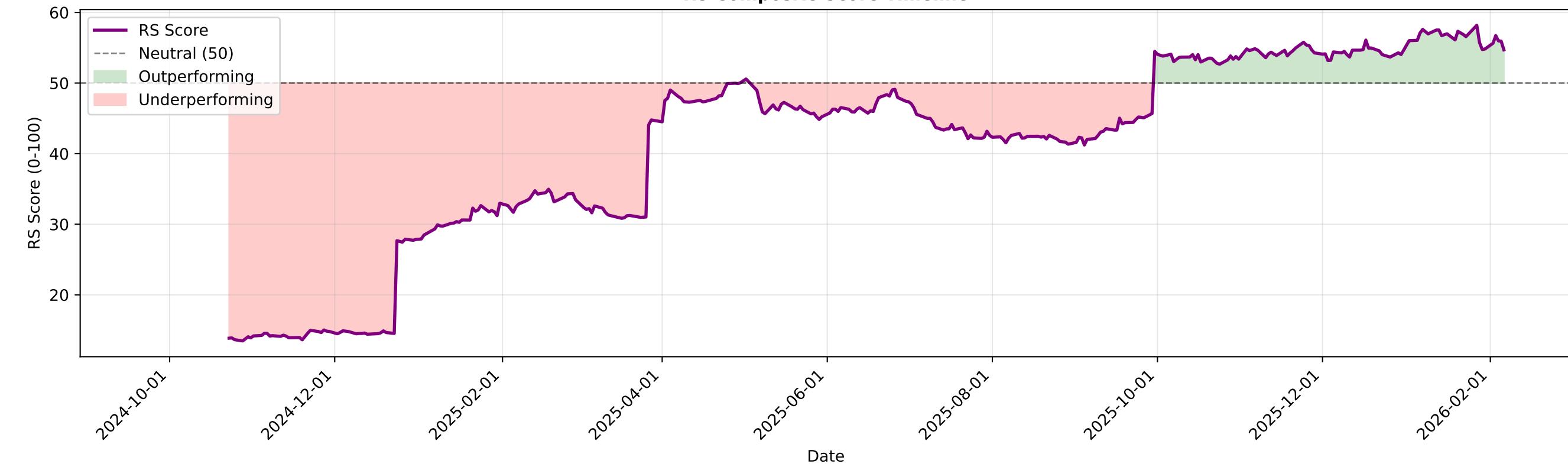
**Relative Strength Analysis: TATACONSUM.NS vs ^CNXFMCG**  
**Classification: Weakening Leader**  
**Price Performance Comparison (Normalized)**



**RS Ratio Trends (Multiple Timeframes)**



**RS Composite Score Timeline**



## TATACONSUM.NS - EMA Crossover Summary

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

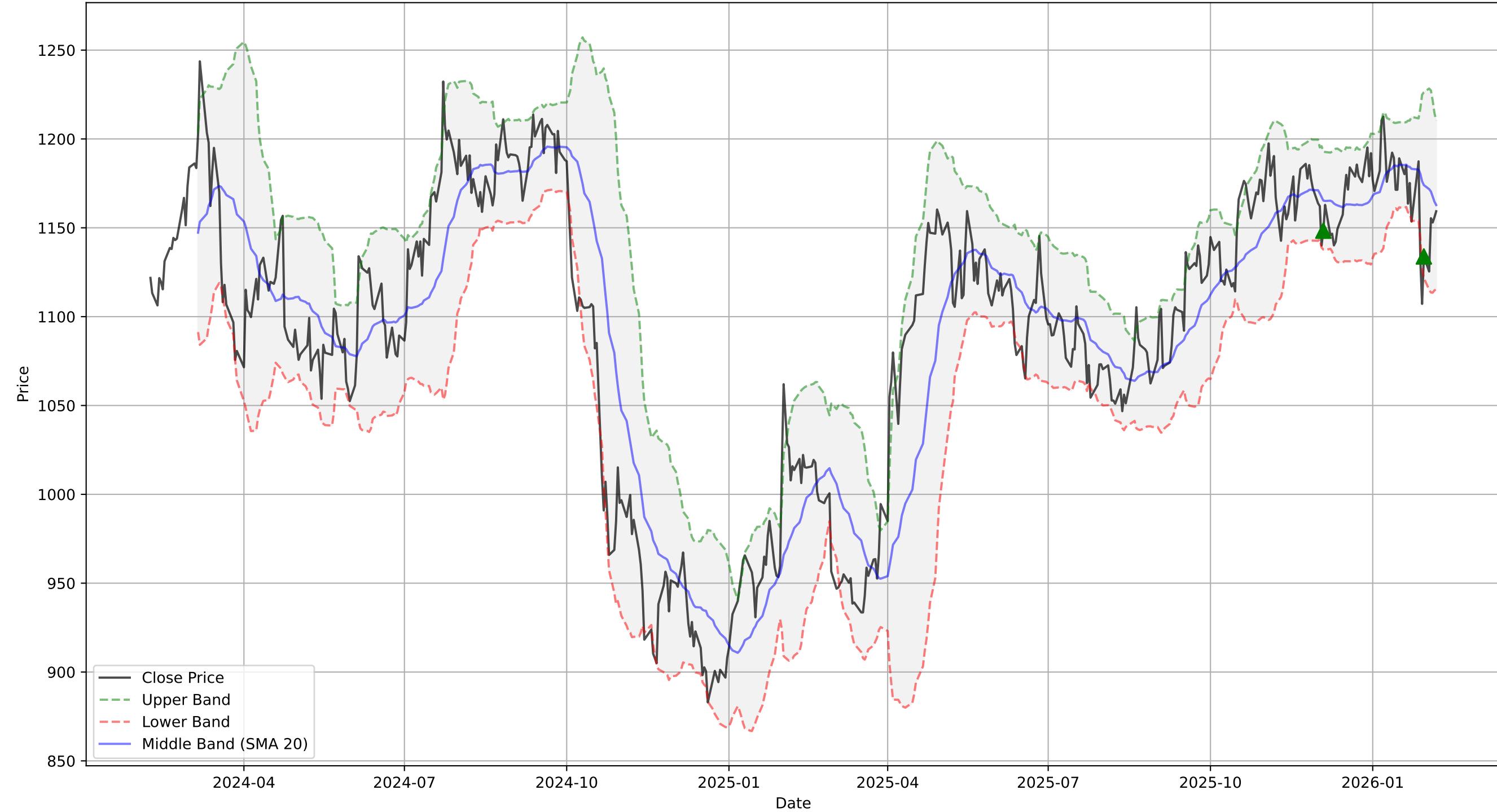
# TATACONSUM.NS EMA Crossover Analysis



## TATACONSUM.NS - Bollinger Bands Summary

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

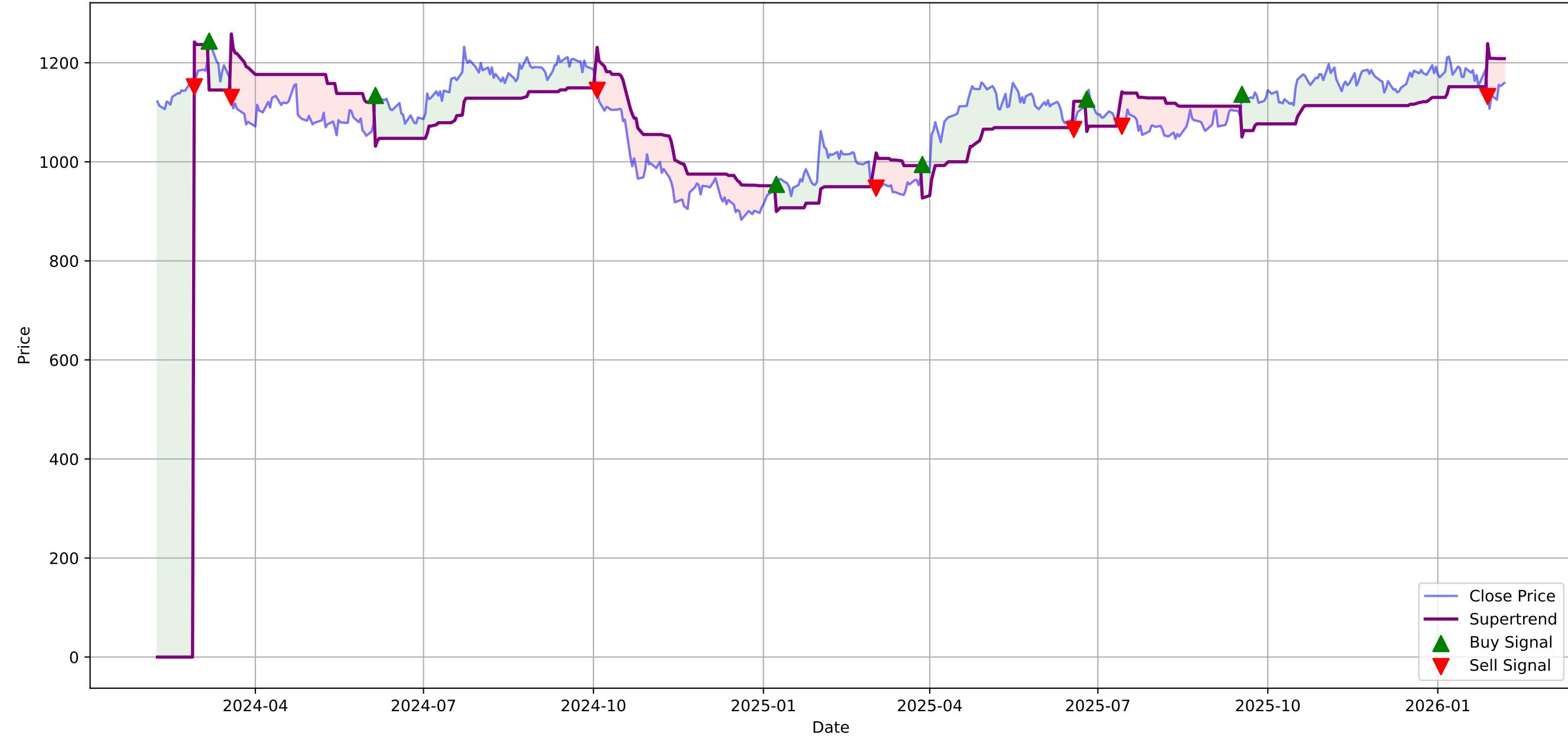
# TATACONSUM.NS Bollinger Bands (20, 2) Analysis



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

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

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



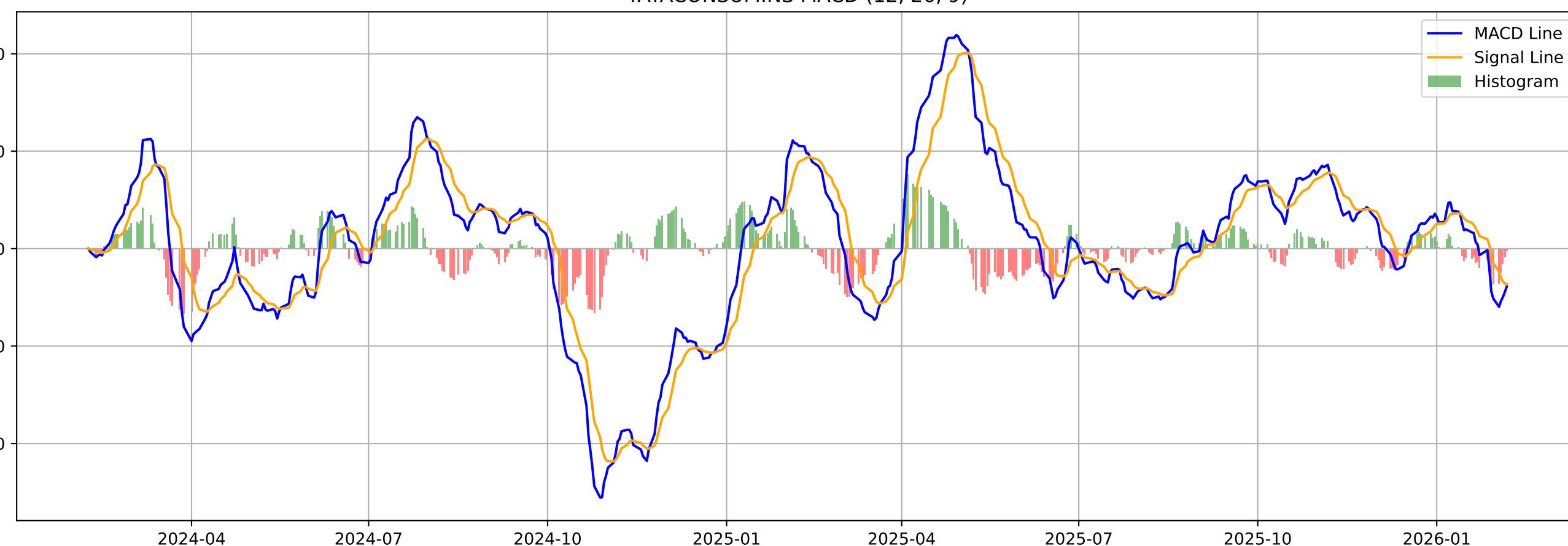
## TATACONSUM.NS - MACD Summary

<b>MACD Line:</b>	-7.76
<b>Signal Line:</b>	-7.29
<b>Histogram:</b>	-0.47
<b>Trend:</b>	<b>Bearish</b>
<b>Momentum:</b>	<b>Weakening</b>
<b>Signal:</b>	None

### TATACONSUM.NS Price



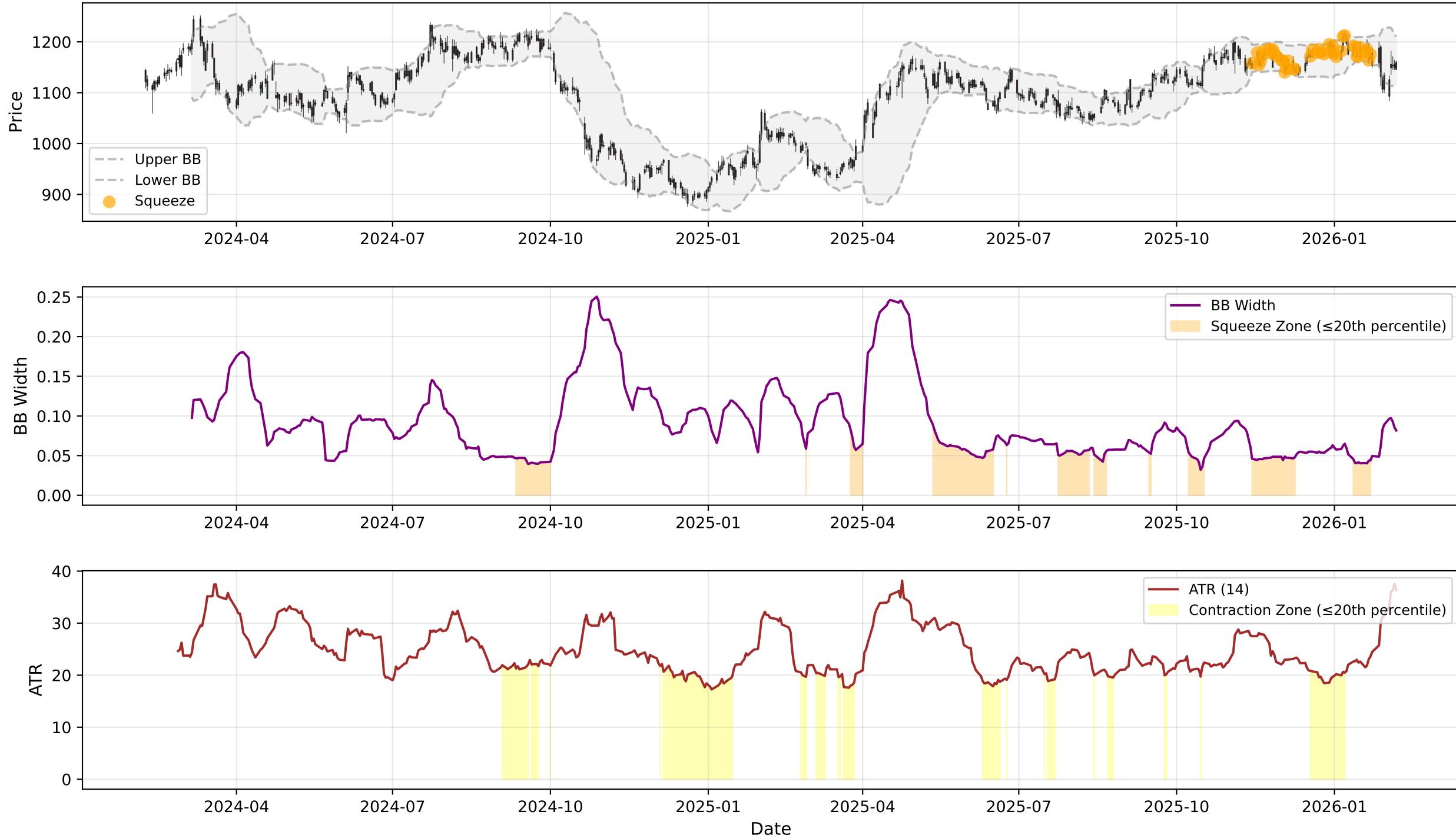
### TATACONSUM.NS MACD (12, 26, 9)



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

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

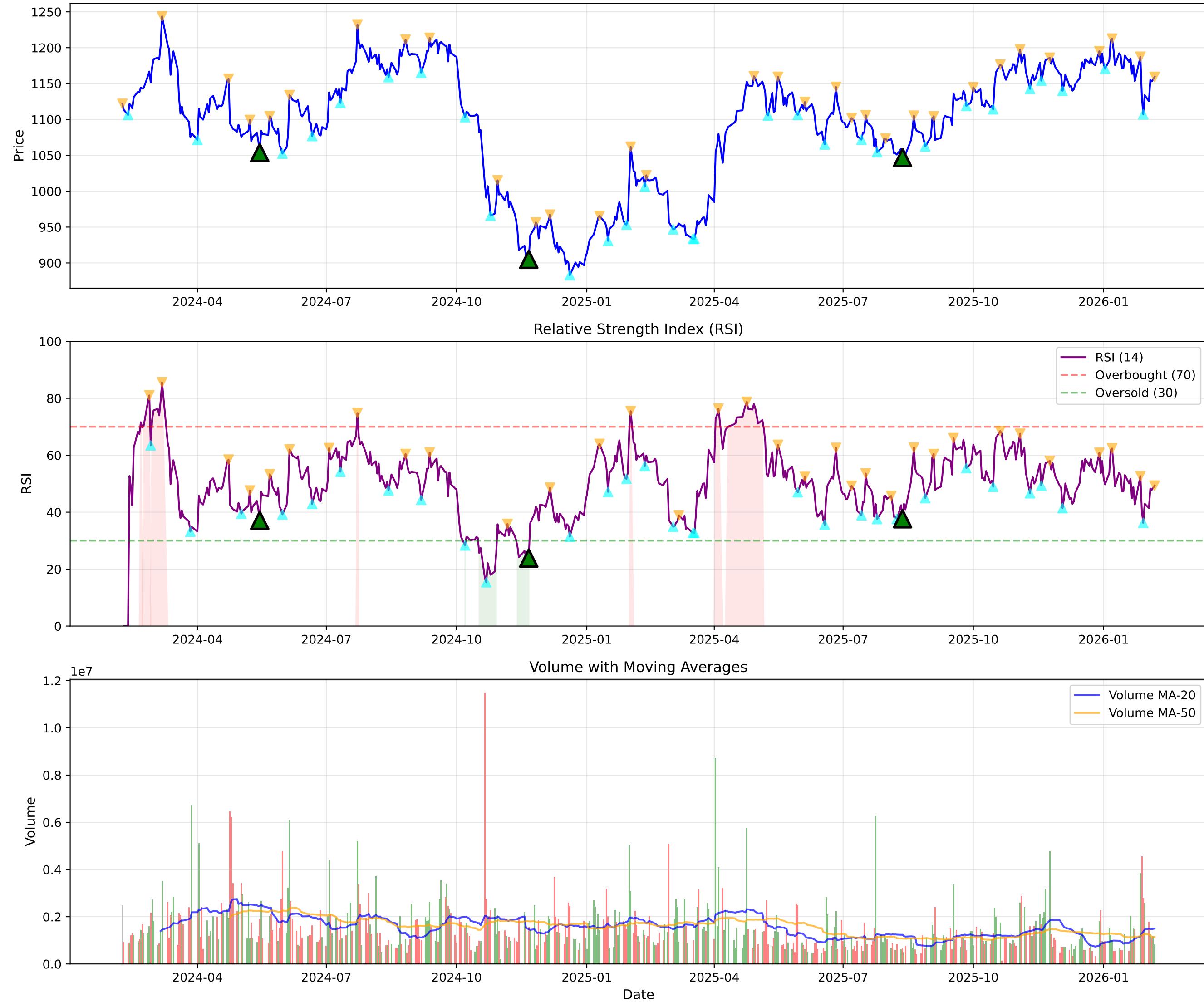
## TATACONSUM.NS - Volatility Squeeze Analysis



## TATACONSUM.NS - RSI-Volume Summary

<b>Current RSI:</b>	49.31
<b>Current Volume:</b>	830634
<b>Volume MA 20:</b>	1500722
<b>Bullish Divergences:</b>	3
<b>Bearish Divergences:</b>	0
<b>Bullish Div 1:</b>	Date: 2024-11-21 00:00:00+05:30, Price: 904.99
<b>Bullish Div 2:</b>	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

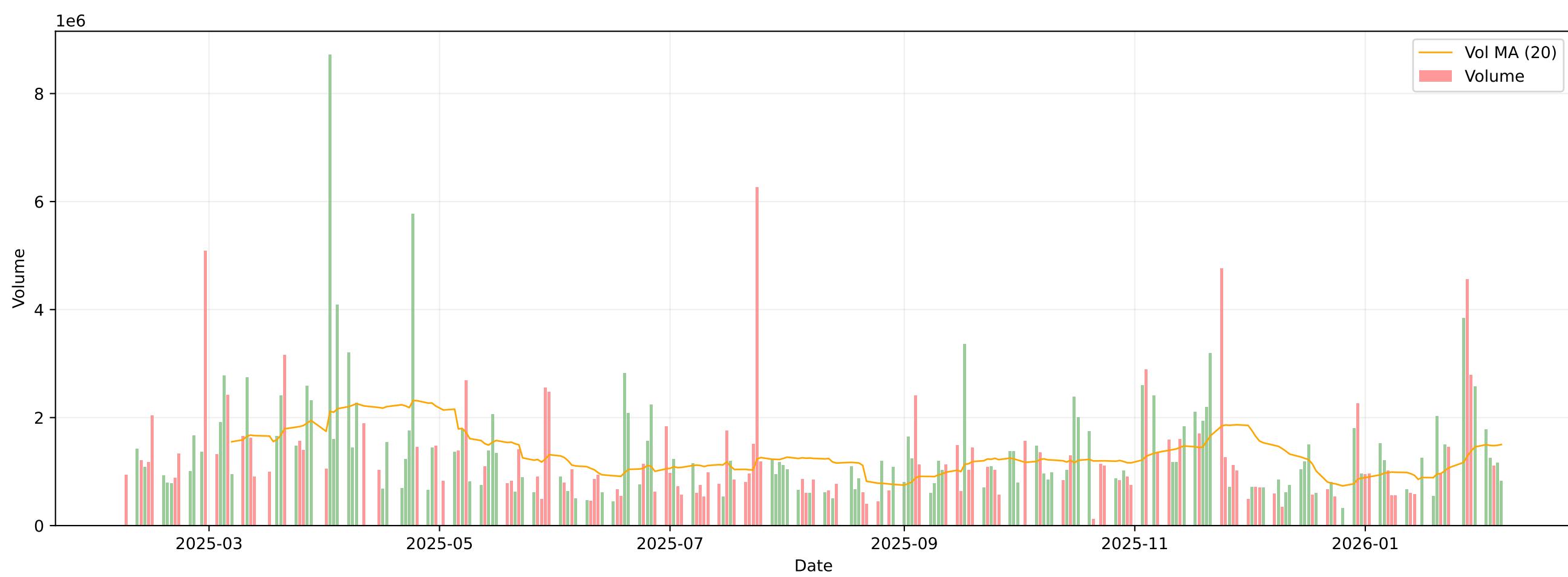
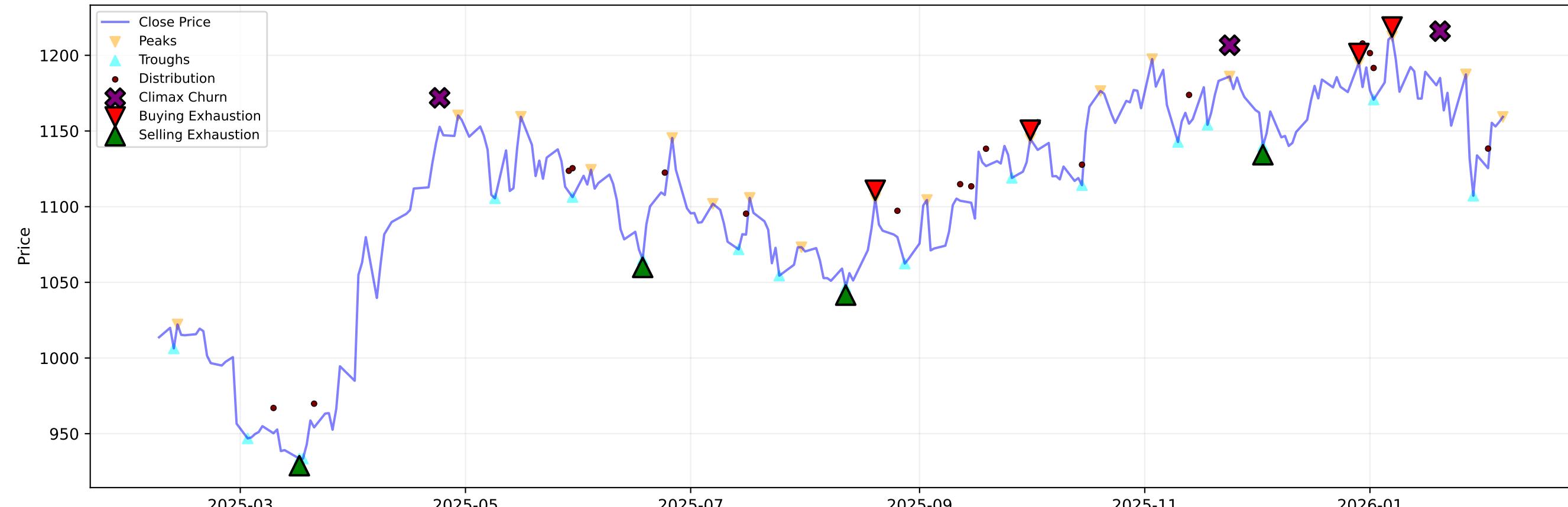
**2026-01-02 [-]:** Distribution Day

**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

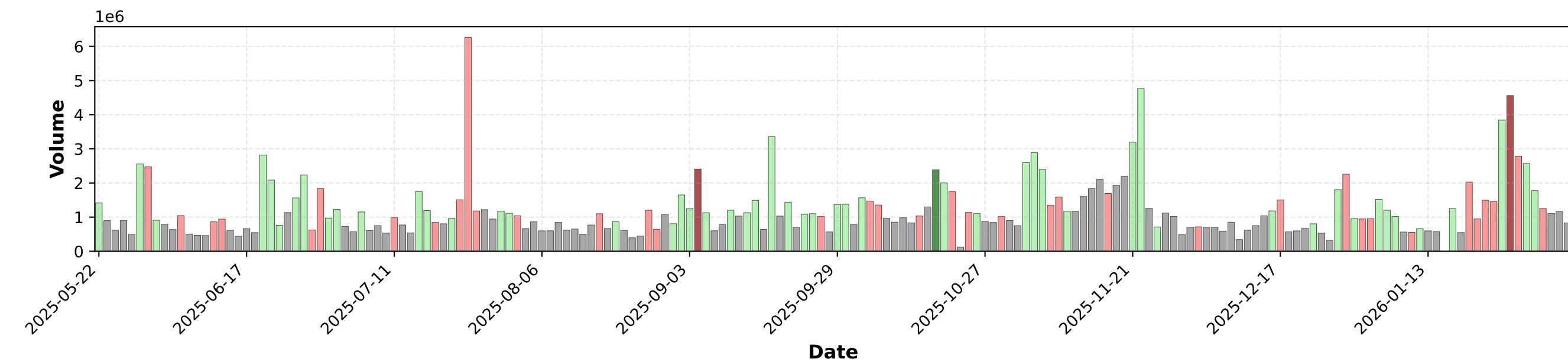
**Buyer Control:** 64

**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

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



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



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



## Trendlyne Snapshot - TATACONSUM\_main

Markets STARFOLIO Alerts F&O MF Reports Screeners [Subscribe](#) Superstars Portfolio Watchlist Insider Trades Results Data Downloader More ▾

Search Stock, IPO, MF India

MARKETS / SECTOR: FOOD, BEVERAGES & TOBACCO / INDUSTRY: TEA & COFFEE / [TATA CONSUMER PRODUCTS LTD.](#)

### Tata Consumer Products Ltd. ⓘ

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

■ ■ ■ Expensive Performer ⓘ ○ In 5 Starfolio Baskets

**1159.30** 3.40 (0.29%) **845.7K** NSE+BSE Volume  
NSE 06 Feb, 2026 3:31 PM (IST)

TRADE STOCK

Watchlist Portfolio Alert My Notes

[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](#)

[Overview](#) FORECASTER STOCK REPORT Buy Sell Zone F&O Financials News ▾ Reports Technicals ▾ Shareholding ▾ Deals ▾ Corporate Actions ▾ Alerts About

Durability score <span style="color: green;">ⓘ</span> <b>70.0</b> /100	Valuation Score <span style="color: orange;">ⓘ</span> <b>29.2</b> /100	Momentum Score <span style="color: orange;">ⓘ</span> <b>55.8</b> /100	Analyst Price Target <span style="color: green;">ⓘ</span> <b>1,314</b>
High Financial Strength	Expensive Valuation	Technically Neutral	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**  ⓘ

ⓘ **PE Valuation Check** ⓘ **Right Now** ⓘ **Undervalued** **7.4%** ⓘ **1 Year Forward** ⓘ **Undervalued** **19.9%**

ⓘ **IN SIGHT** Tata Consumer is undervalued at both current PE and future earnings estimate

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

ⓘ **VIEW FULL CHECKLIST**

ⓘ **Tata Consumer Key Metrics**

ROE Ann. % <span style="color: green;">&gt;</span> Below Industry Median	Broker Average Target <span style="color: green;">&gt;</span> 14.52% upside	Market Capitalization <span style="color: green;">&gt;</span> Market Leader	Price to Book <span style="color: red;">&gt;</span> High in industry
<b>6.4</b>	<b>1,327.67</b>	<b>114,718.7</b>	

Preset Metrics Preset Metrics  ⓘ

DVM  
Key Metrics  
Price Chart  
Forecaster  
Financials  
Technical  
Shareholding  
Deals  
Documents  
Corporate actions  
Company Profile X

## Trendlyne Snapshot - TATACONSUM\_forecaster

Markets STARFOLIO Alerts F&O MF Reports Screeners [Subscribe](#) Superstars Portfolio Watchlist Insider Trades Results Data Downloader More [A](#)

Search Stock, IPO, MF [India](#)

MARKETS / SECTOR: FOOD, BEVERAGES & TOBACCO / INDUSTRY: TEA & COFFEE / [TATA CONSUMER PRODUCTS LTD.](#)

### Tata Consumer Products Ltd. [ⓘ](#)

NSE:TATACONSUM | BSE: 500800 [In 5 Starfolio Baskets](#)

[Download real time STOCK REPORT](#)

**1159.30** 3.40 (0.29%) **845.7K** NSE+BSE Volume [NSE 06 Feb, 2026 3:31 PM \(IST\)](#)

[Watchlist](#) [Portfolio](#) [Alert](#) [My Notes](#) [TRADE STOCK](#)

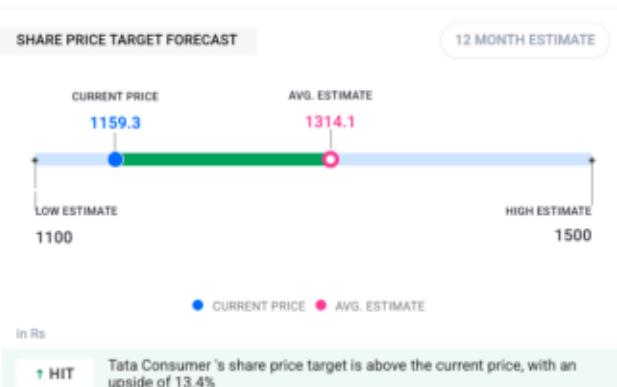
Overview FORECASTER STOCK REPORT Buy Sell Zone F&O Financials News Reports Technicals Shareholding Deals Corporate Actions Alerts About

### 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 [ⓘ](#)

[FORECASTER DASHBOARD →](#)



BUY

CONSENSUS RECOMMENDATION

29 ANALYST Recommendations

Rating	Count	Percentage	Date
Strong Buy	10	34%	Sep '25
Buy	8	28%	Oct '25
Hold	8	28%	Nov '25
Sell	1	3%	Dec '25
Strong Sell	1	3%	Jan '26
Strong Buy	10	34%	Feb '26
Buy	10	34%	
Hold	7	24%	
Sell	11	38%	
Strong Sell	11	38%	

The consensus recommendation from 29 analysts for Tata Consumer is BUY

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