

Stock Analysis Report

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Strategic Trading Analysis

Based on the provided "Stock Detailed Analysis Report" for **TATACONSUM.NS** (Tata Consumer Products Ltd) dated **2026-02-14**, here is the positional trading analysis.

Step 1: Audit the Data

- **Data Present:**
 - **Price Action:** Daily charts (3-year), candlestick classification.
 - **Trend Indicators:** Moving Averages (EMA 20, 50, 200), Supertrend (1-day, 1-week, 15-min), MACD.
 - **Momentum/Volatility:** RSI, Bollinger Bands, Volatility Squeeze (ATR & Band Width).
 - **Relative Strength:** Comparison against ^{CN}XFMCG (Sector Index).
 - **Fundamentals:** Revenue/Net Income trends (Long & Short term), Valuation scores, Analyst Targets.
 - **Volume:** Volume moving averages, accumulation/distribution signals.
- **Data Missing:**
 - **Detailed Weekly/Monthly Chart Visuals:** While summarized in tables (Page 22), visual charts for weekly/monthly timeframes are not explicitly shown to confirm major structural support levels visually.
 - **Option Chain Data:** No Open Interest (OI) analysis provided to identify derivative support/resistance levels.
- **Confidence Level: High.** The report is comprehensive, covering technical, fundamental, and quantitative factors. The conflict between long-term fundamentals and short-term technical weakness is clearly data-backed.

Step 2: Analyze the Setup

1. Price Structure & Trend:* **Current Trend:** **Bearish** in the short term. The stock (1132.20) is trading below the 20-day EMA (1155) and 50-day EMA (1161).* **Critical Support:** The stock is currently testing the **200-day EMA (1127.78)**. This is a pivotal level. A breakdown here usually signals a trend reversal to a long-term bear market. Holding this level is a prerequisite for any long setup.* **Supertrend:** The daily Supertrend (1208.40) and weekly Supertrend (1222.97) are both in a **Sell/Downtrend** state.

2. Momentum & Strength:* **RSI:** At 42.47, RSI is in "No Man's Land"-weak but not yet oversold. It lacks bullish divergence momentum.* **MACD:** Clearly bearish (Line -7.11 < Signal -6.59) and accelerating downward (negative histogram).* **Relative Strength (RS):** The stock is classified as a "Weakening Leader" and is underperforming the FMCG sector benchmark. The RS score is dropping (55/100).

3. Volume & Candlesticks:* **Distribution:** Recent volume analysis flags "Buying Exhaustion" and "Distribution Days" in Jan/Feb 2026.* **Price Control:** The candlestick classification shows "No Control," indicating indecision at this support level.

Conclusion: The stock is fundamentally sound (Analyst target ~1314) but technically weak. It is currently "catching a falling knife." The price is sandwiched between the 200 EMA support (1127) and the 20/50 EMA resistance (1155-1161).

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Step 3: Formulate Recommendation

Recommendation: **NODo not** enter this stock at the current price (1132.20).

Reasoning: While the stock is sitting on the 200 EMA support, the momentum is aggressively bearish. The EMA 20 and 50 are acting as immediate overhead resistance, and the Relative Strength against the sector is poor. Entering now carries a high risk of the stock slicing through the 200 EMA support. You need "proof of life" (reclaiming short-term averages) before entering.

Conditional Plan (Wait for Confirmation): A long trade becomes valid **only** if the stock demonstrates a successful defense of the 200 EMA and reclaims short-term momentum.

- **Condition to Buy:** The stock must close **above the 50-day EMA** on the daily chart. This confirms that the short-term downtrend is broken and the 200 EMA support held valid.
- **Entry Price:** **INR 1,165 - INR 1,170** (Entering on the breakout above the 1161 EMA 50 resistance).
- **Stop Loss:** **INR 1,115** (Daily Close basis). This places the stop just below the critical 200-day EMA (1127). If it breaks 1127, the thesis is invalid.

Take Profit: **INR 1,250** (Near recent swing highs and upper Bollinger Band resistance).

Risk/Reward Ratio: ~1:1.7 (Risking ~4.3% to make ~7.2%). This fits the conservative positional criteria.

Candlestick Classification Analysis

Based on the **Candlestick Classification** section of the report (specifically **Page 20 and Page 21**), here is the analysis of the price action for **TATACONSUM.NS**.

1. Current Market State: "No Control" (Indecision)

- **Latest Classification:** **No Control (0)**
- **Recent Trend Score (10-day avg):** **0.00**

Interpretation: The market is currently in a state of **equilibrium and indecision**. The latest candlestick classification is **"No Control"**, characterized by a small body relative to the ATR (Average True Range) and likely long wicks or a close near the middle of the range.

The **10-day average score of 0.00** is a critical data point. It indicates that over the last two weeks, neither buyers nor sellers have been able to maintain dominance. The net result of the recent price action is a stalemate.

2. Chart Analysis (Page 21) - The "Story" of the Price

Looking at the visual progression on Page 21:

- **The Drop (Context):** There was a significant decline starting from the 1200+ levels in late January

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(approx. 2026-01-20 on the chart axis). This move was initiated by **Seller Control (-1)** and **Seller Strong Control (-2)** candles (colored pink and dark red). These candles showed high conviction-closing near their lows with significant volume.

- **The Failed Bounce:** Following the sharp drop to around the 1130 level, we see a cluster of mixed candles. There are some Light Green bars (**Buyer Control +1**), but crucially, **there are NO "Buyer Strong Control" (+2)** candles (Dark Green) in the recent recovery attempt.
- **Current Consolidation:** The most recent candles are predominantly Grey (**No Control**). This indicates that volatility has contracted (small bodies < 0.5 ATR). The sellers have paused to take profits, but buyers are too timid to step in aggressively (volume is likely average or low, preventing a "Strong" classification).

3. Volume & Conviction Analysis

- **Volume Logic:** The classification algorithm penalizes low volume (Step 4 of logic). The fact that we are seeing "No Control" rather than "Buyer Control" suggests that even if the price is holding steady, there is **no institutional volume** backing a reversal.
- **Wick Analysis:** The prevalence of "No Control" signals (which the report notes is the most common state with 116 occurrences) implies we are seeing wicks on both sides-price tries to go up and is rejected; price tries to go down and is bought up.

4. Prediction: **Bearish** Bias / Sideways

Verdict: Slightly **Bearish** to Neutral

Reasoning: In candlestick price action, a "**No Control**" (**Indecision**) phase that immediately follows a strong impulsive move down (the red candles from late Jan) is typically interpreted as a **Bearish Consolidation** (or a Bear Flag).

1. **Lack of Reversal Signal:** To turn bullish, the system requires a "**Buyer Strong Control (+2)**" signal-a large green body closing near the high with Volume > 1.3x average. This has **not** happened.
2. **Momentum is Dead:** The 0.00 trend score confirms momentum has evaporated. In a downtrend, a loss of momentum often leads to a resumption of the trend once the consolidation breaks.
3. **The Path of Least Resistance:** Since the sellers proved their strength recently (Dark Red candles) and buyers have only shown "weak" control (Light Green or Grey), the path of least resistance remains **downward**.

Trading Stance: * **Prediction:** The price is likely to chop sideways in the 1130-1150 range briefly. If a **Seller Control (-1 or -2)** candle prints next, expect a breakdown below 1130. * **Warning:** Do not attempt to buy until a **Buyer Strong Control (+2)** candle appears to confirm institutional entry. Currently, the buyers are passive.

News & Analyst Targets

As a stock research analyst at an investment firm, I have compiled the latest research, news, and analyst calls for **Tata Consumer Products Ltd (TATACONSUM)** for the week of **February 9-14, 2026**.

1) Latest News for TATACONSUM This Week

- **Strategic Acquisition Talks Stalled:** The most significant development is the breakdown in negotiations between Tata Consumer and **Danone India**. The proposed acquisition of Danone's India portfolio (including brands like Protinex), valued at approximately **\$1.2 billion**, has reportedly stalled. Both parties failed to align on valuation and strategic expectations. This is seen as a setback for Tata's aggressive push into the health and wellness segment.

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- **Tea Price Reductions:** The company has announced price cuts across several of its key tea brands. This strategic move follows a **decline in bulk tea prices** (North Indian tea auction prices down ~8-10%). Management expects this to drive volume growth in the mass-market segment, aiming to regain market share from loose tea players.
- **Investor Relations Activity:** Tata Consumer has scheduled participation in major investor conferences this month, including the **Nuvama India Conference (Feb 11)** and **Kotak Institutional Equities Conference (Feb 24)**. These meetings are critical for management to clarify their strategy post-Q3 results and the stalled Danone deal.
- **Q3 FY26 Earnings Reaction:** The market continues to digest the Q3 earnings released recently. The company reported a **15% YoY revenue growth** and a **36% jump in net profit**, driven by strong India business volume (+15%) and margin expansion. However, the stock has seen some profit-booking this week as investors weigh high valuations against growth prospects.

2) Brokerage Upgrades & Downgrades

- **Sharekhan:** Reiterated **BUY** rating in a report dated **Feb 07, 2026**. They highlighted the robust 15% volume growth in the India business and margin expansion (up 139 bps YoY) as key positives.
- **Nomura:** Maintained a **BUY** rating (late Jan/early Feb note) and raised their target price, citing that pricing headwinds are behind the company and volume growth is returning.
- **MarketsMOJO:** Currently has a **HOLD** rating (updated Feb 13, 2026), upgrading the stock's score slightly due to improved financial indicators but remaining cautious on valuation.
- **General Sentiment:** Most brokerages remain **Bullish** to **Neutral**. The "Buy" thesis is supported by the recovery in rural demand and tea volumes, while the "Hold" arguments focus on the stock's premium valuation (~75x P/E) leaving little room for error.

3) Indirect & Sector Impacts

- **Commodity Price Trends:**
 - **Tea:** Softening bulk tea prices are a direct positive for Tata Consumer's gross margins in the upcoming quarters.
 - **Coffee:** Global coffee prices remain volatile but have seen some cooling from peak highs. This should help stabilize margins in the international and Tata Coffee segments, which faced inventory valuation headwinds in Q1/Q2.
- **Sector Rotation:** The broader FMCG sector is seeing a "defensive" rotation as market volatility increases. Tata Consumer, with its staple portfolio (Salt, Tea), is viewed as a safer haven compared to discretionary stocks, though its high valuation acts as a cap.

4) Latest Analyst Price Targets

The following table summarizes the most recent price targets and recommendations from major brokerage houses.

Brokerage Firm	Rating	Target Price (INR)	Report Date	Key Rationale
Nomura	BUY	1,450	Jan 29, 2026	Pricing anniversary complete; expects strong volume growth to sustain.
Sharekhan	BUY	1,425	Feb 07, 2026	Strong Q3 delivery; India business volume up 15%; margins expanding.

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Brokerage Firm	Rating	Target Price (INR)	Report Date	Key Rationale
ICICI Direct	BUY	1,420	Jan 28, 2026	Robust growth in growth engines (Sampann, Soulfull); margin recovery visible.
Motilal Oswal	BUY	1,360	Feb 2026	Improving trajectory in core Tea business and continued momentum in Salt.
Consensus Mean	BUY	~1,327	Feb 13, 2026	Average of major analyst estimates (Source: Trendlyne/Reuters).

Analyst Note: The stock is currently trading in the **INR 1,130 - INR 1,160** range. The average upside potential based on these targets is approximately **15-20%**. However, short-term volatility is expected due to the news of the stalled acquisition.

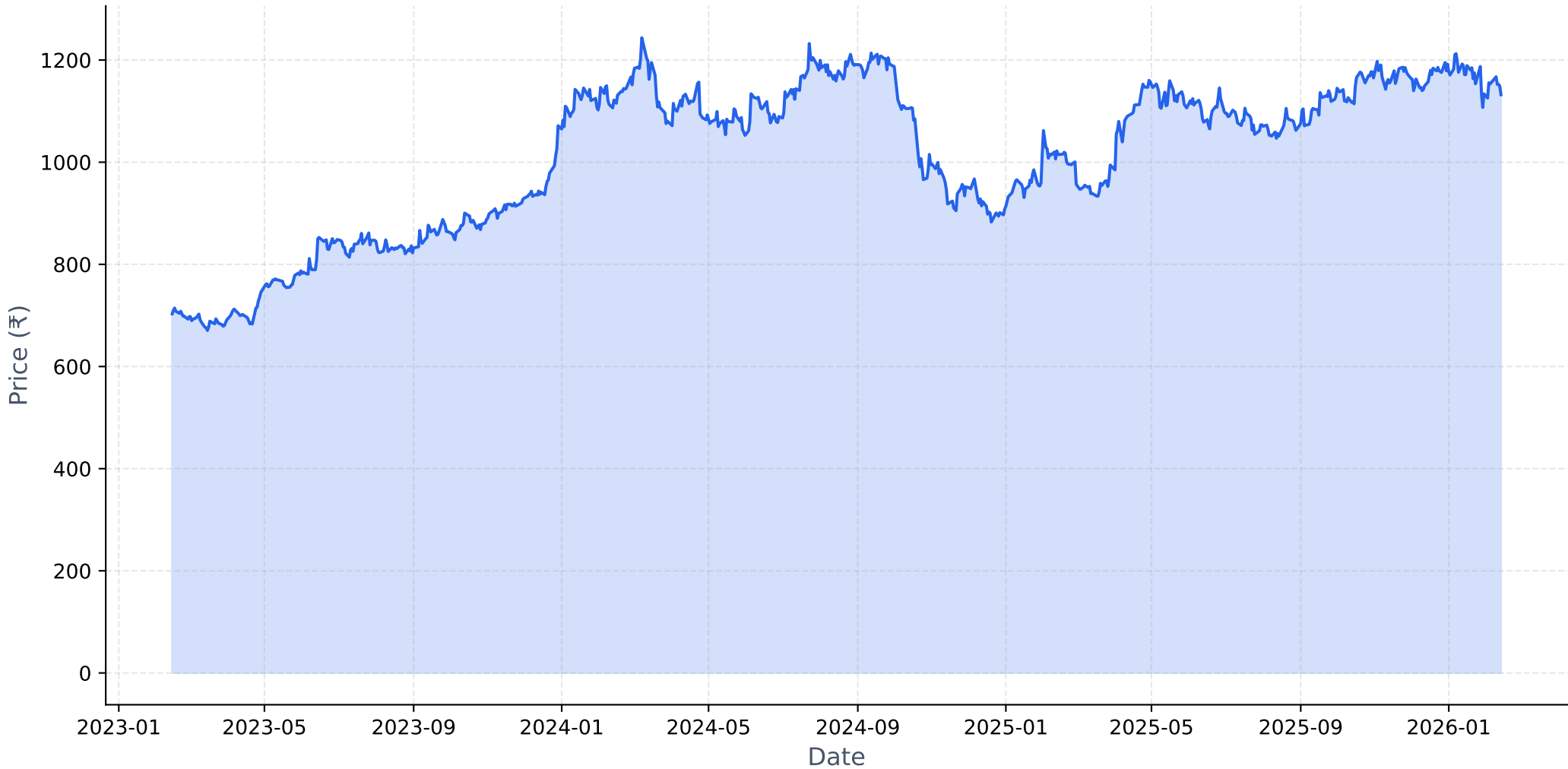
Stock Detailed Analysis Report

TATACONSUM.NS

Current Price: ₹1132.20

Generated: 2026-02-14 10:06

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:	55.0/100
:	

== RS RATIOS ==:

1M RS:	0.998 [Neutral]
3M RS:	1.067 [Leader]
6M RS:	1.167 [Leader]
1Y RS:	1.254 [Strong]
:	

== TURNAROUND ANALYSIS ==:

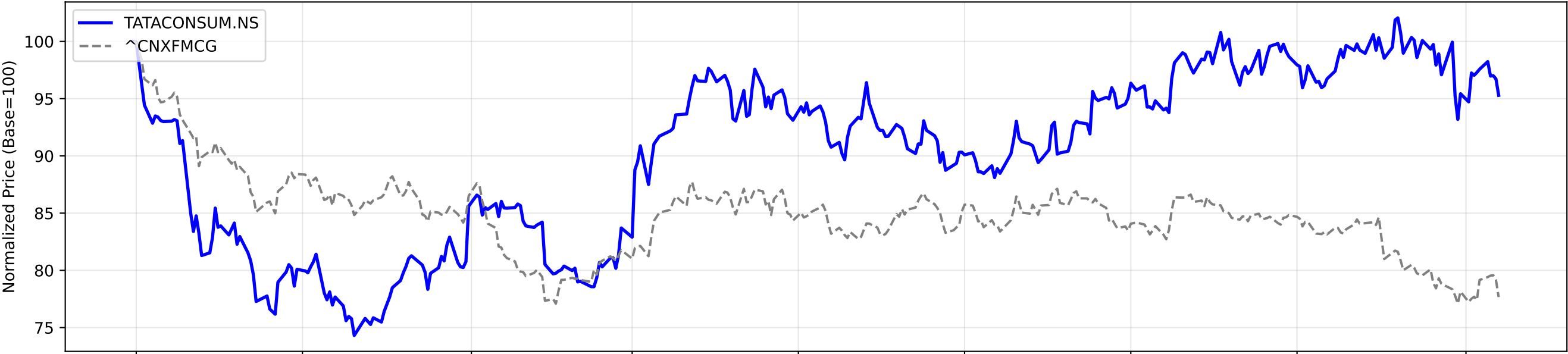
Turnaround Status:	Not Detected
:	

SIGNAL CRITERIA::

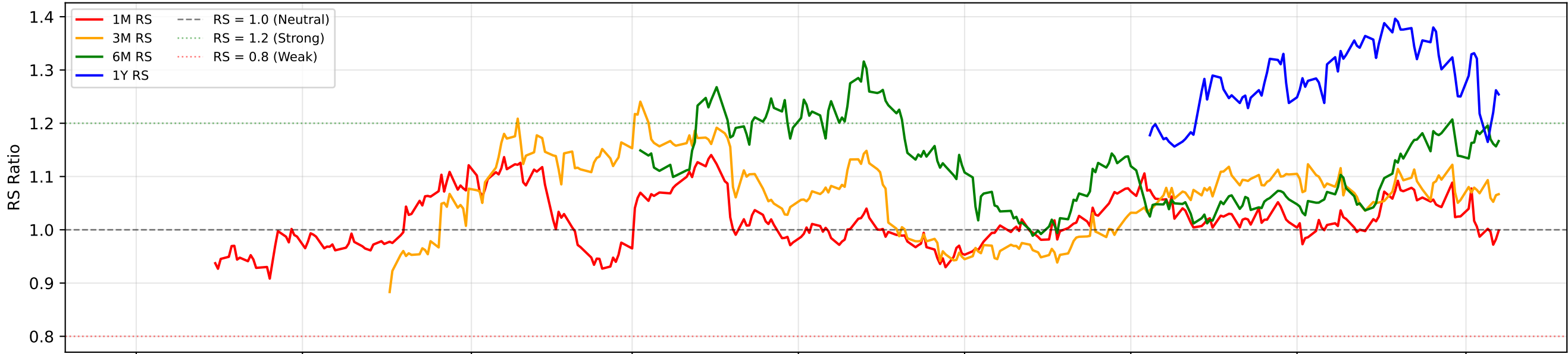
× Emerging RS:	Not accelerating
× Medium-term Lagging:	Not lagging
× Performance Improving:	Not improving

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

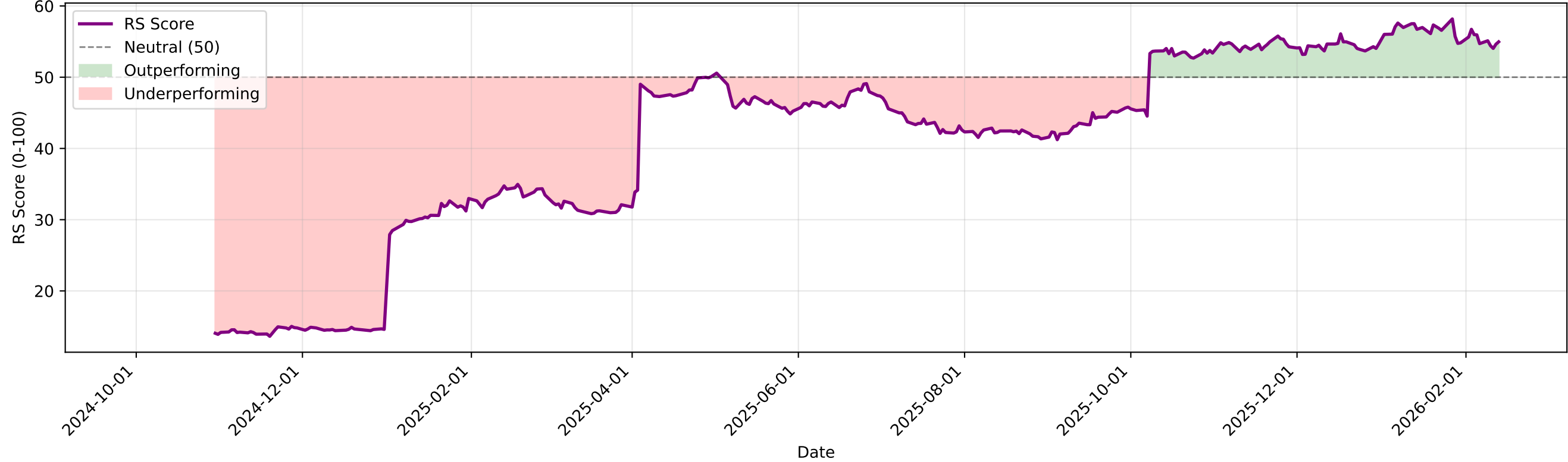
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



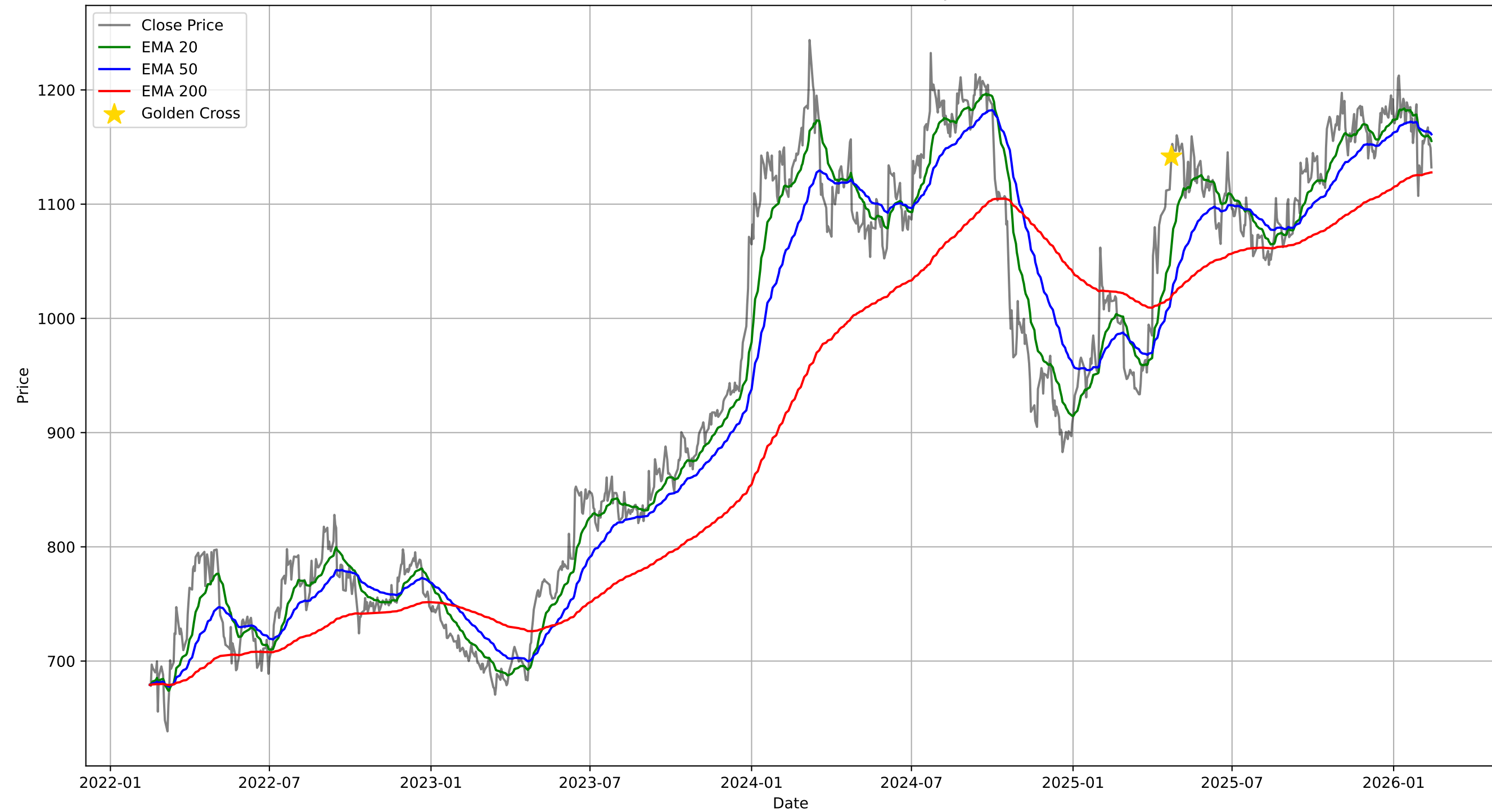
RS Composite Score Timeline



TATACONSUM.NS - EMA Crossover Summary

EMA 20:	1155.27
EMA 50:	1161.15
EMA 200:	1127.78
Trend Status:	Short-term Downtrend
Golden Cross Date:	2025-04-23 00:00:00+05:30
Golden Cross Price:	1141.64

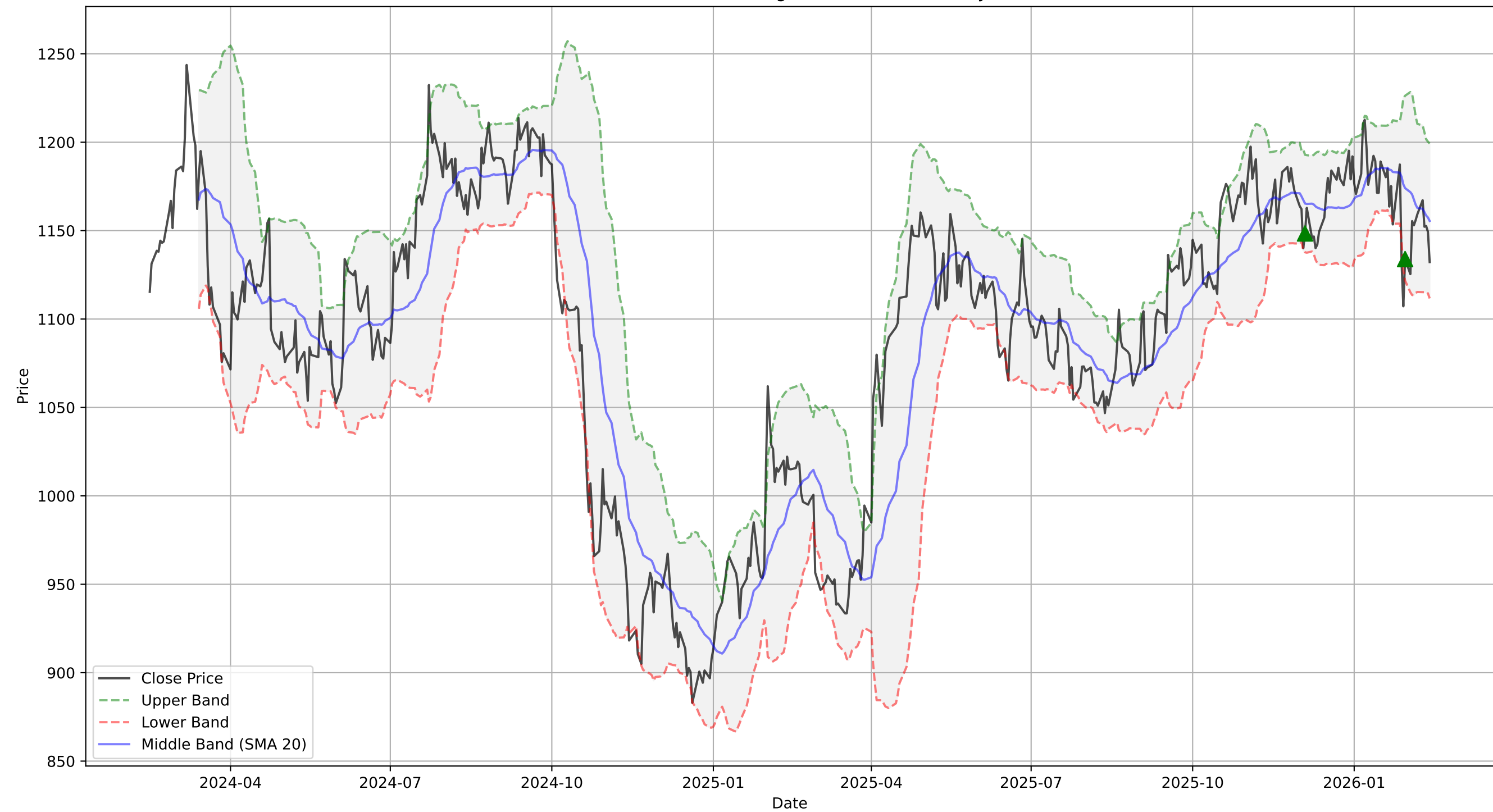
TATACONSUM.NS EMA Crossover Analysis



TATACONSUM.NS - Bollinger Bands Summary

Current Price:	1132.20
Upper Band:	1199.26
Middle Band (SMA 20):	1155.47
Lower Band:	1111.68
%B:	0.2343
Band Width:	0.0758
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

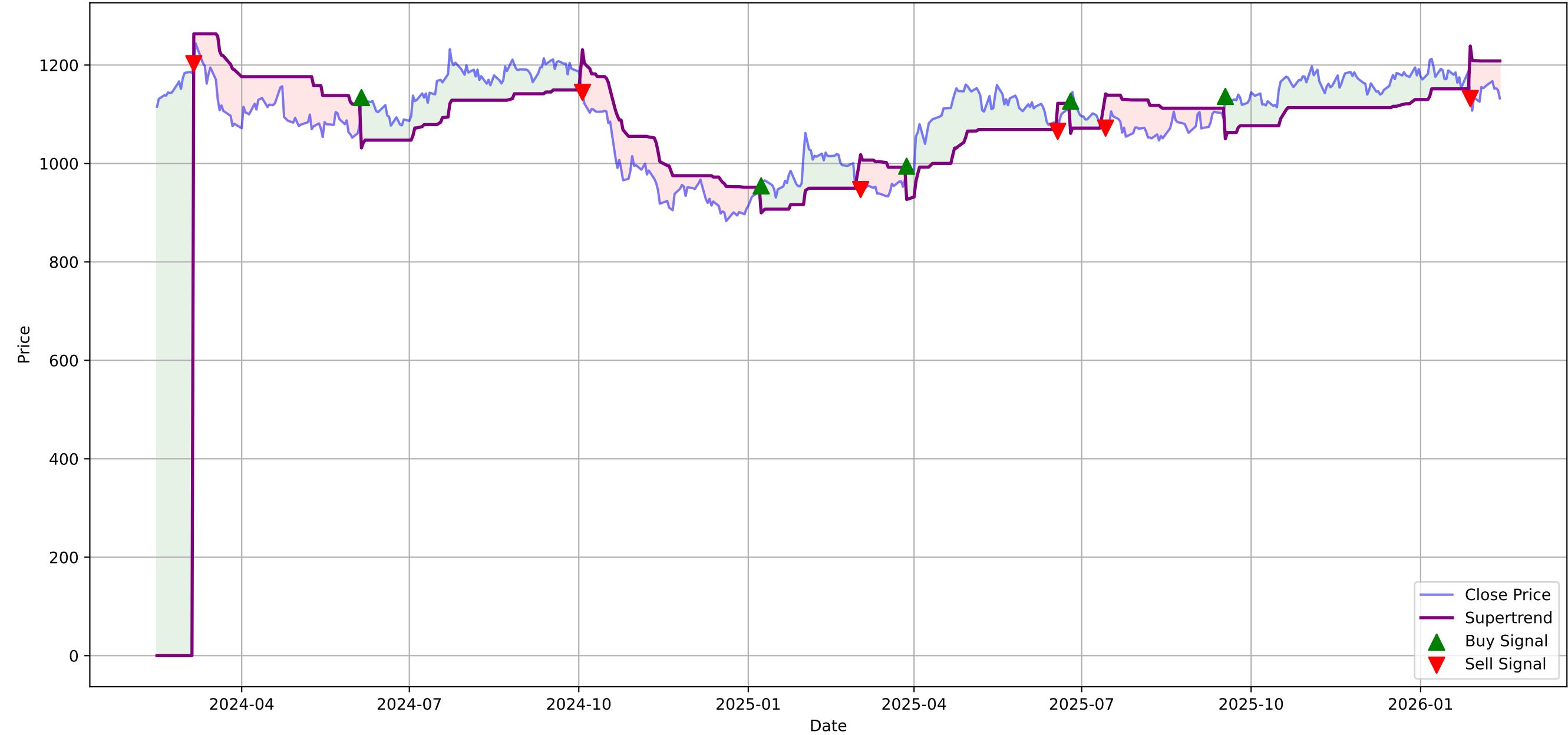
TATACONSUM.NS Bollinger Bands (20, 2) Analysis



TATACONSUM.NS - Supertrend Summary

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

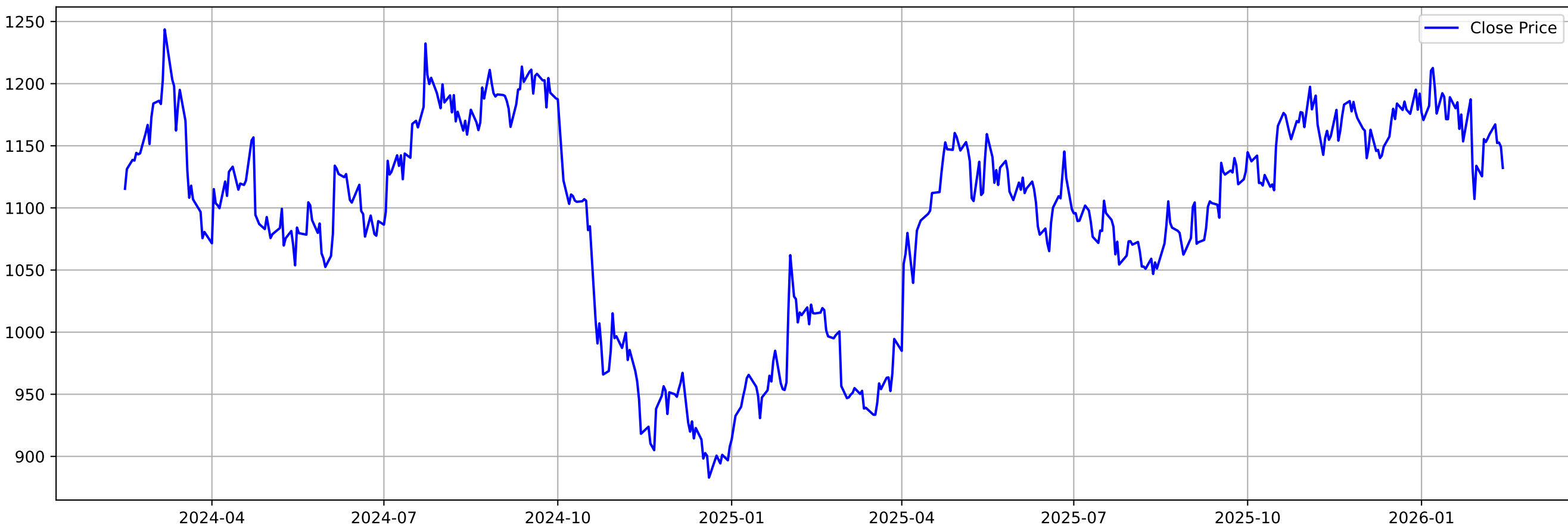
Supertrend Analysis for TATACONSUM.NS (Period: 14, Multiplier: 3.0, Interval: 1d)



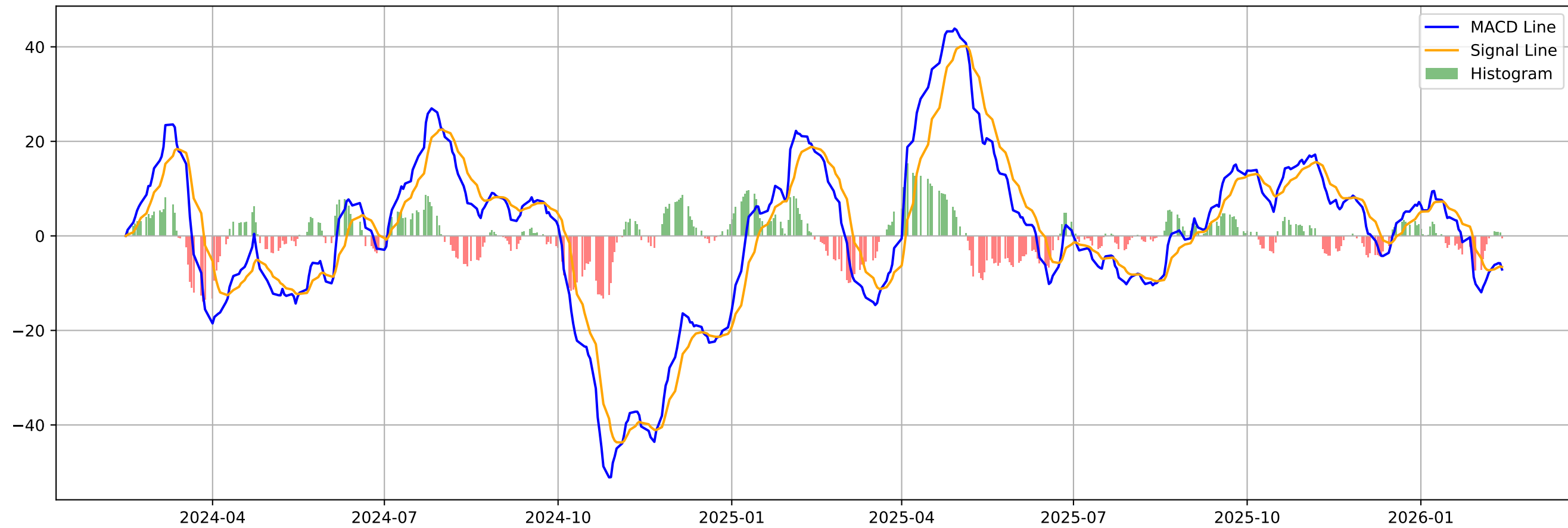
TATACONSUM.NS - MACD Summary

MACD Line:	-7.11
Signal Line:	-6.59
Histogram:	-0.52
Trend:	Bearish
Momentum:	Weakening
Signal:	Bearish Crossover (Sell)

TATACONSUM.NS Price



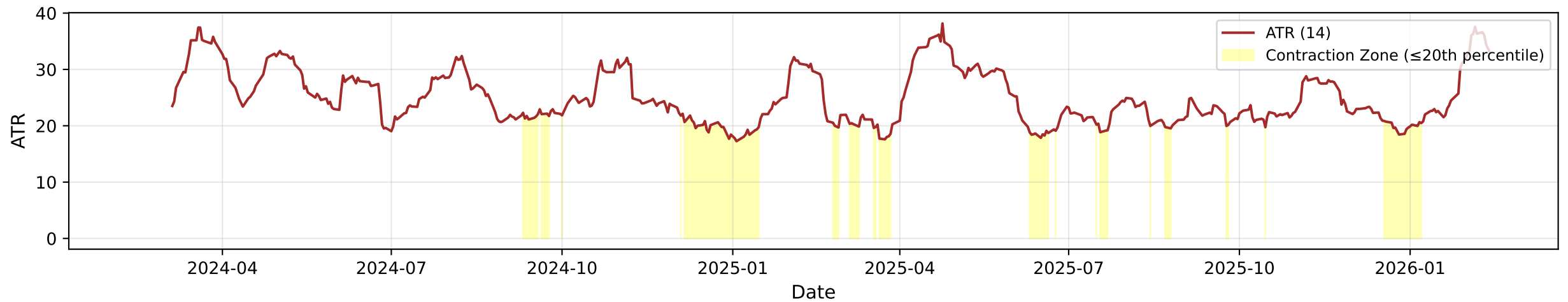
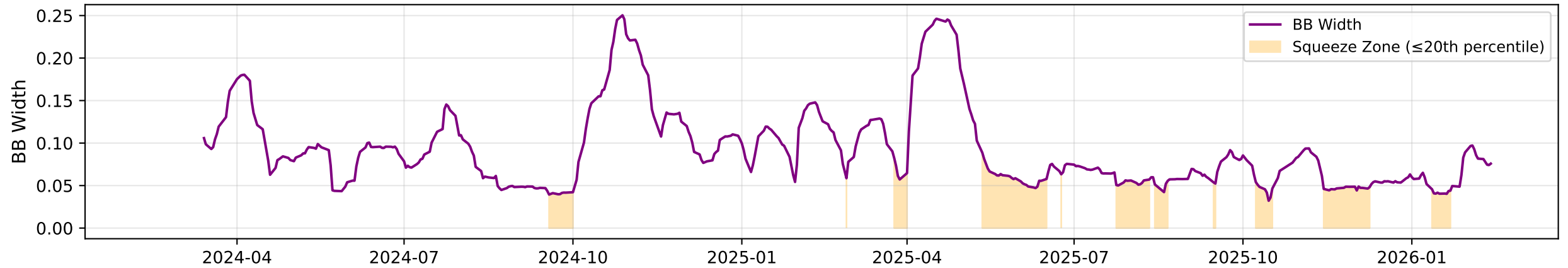
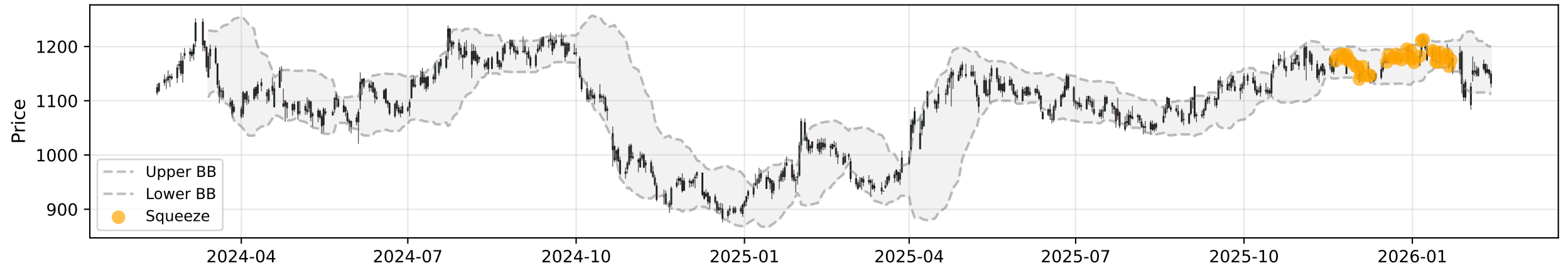
TATACONSUM.NS MACD (12, 26, 9)



TATACONSUM.NS - Volatility Squeeze Summary

BB Width:	0.0758
ATR:	32.9786
Total Signals:	37
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)

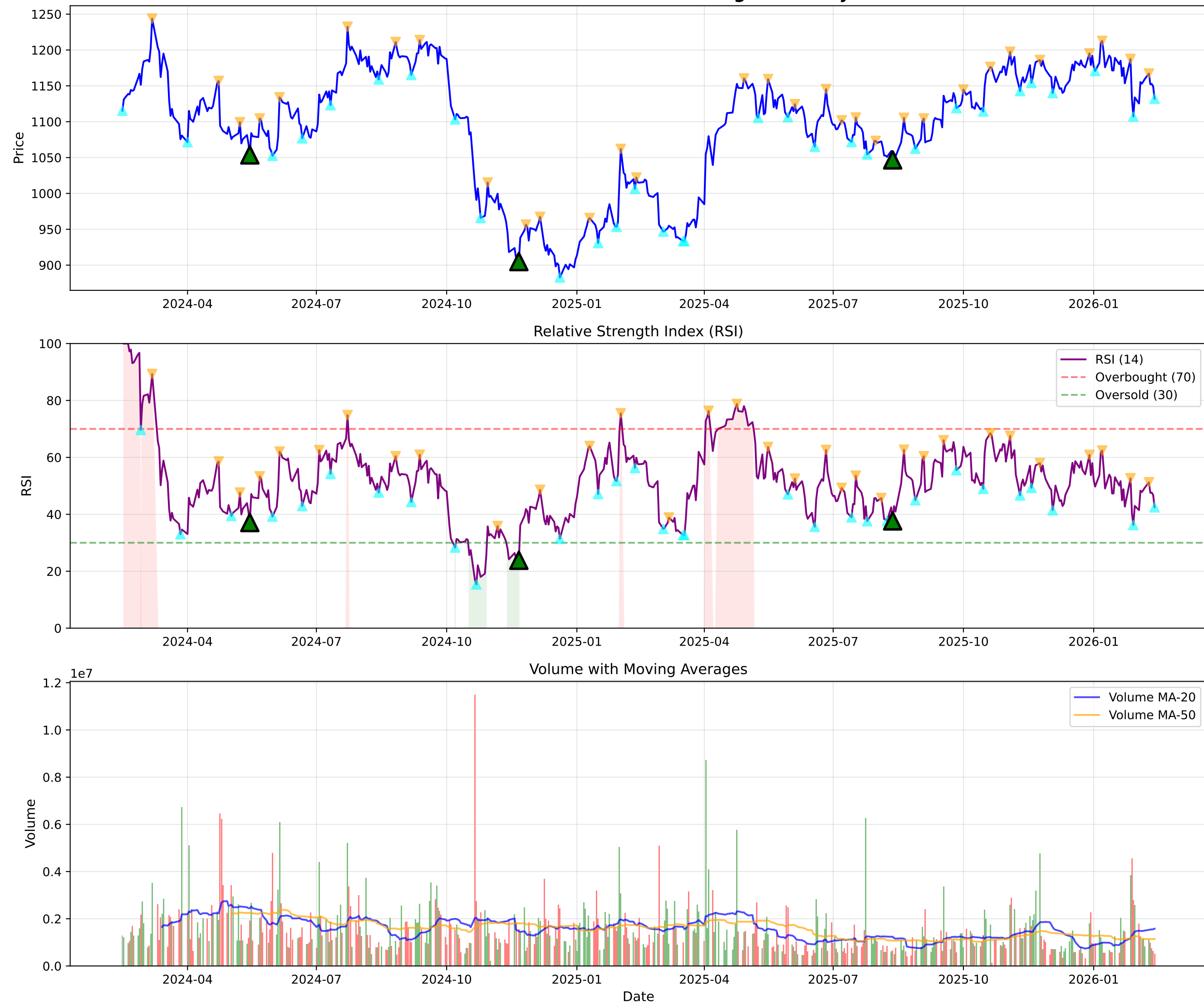
TATACONSUM.NS - Volatility Squeeze Analysis



TATACONSUM.NS - RSI-Volume Summary

Current RSI:	42.47
Current Volume:	525887
Volume MA 20:	1580237
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:

27 Signals Detected

:

2026-01-01 [-]:

Distribution Day

2026-01-02 [-]:

Distribution Day

2026-01-07 [+]:

Buying Exhaustion (Bearish Div)

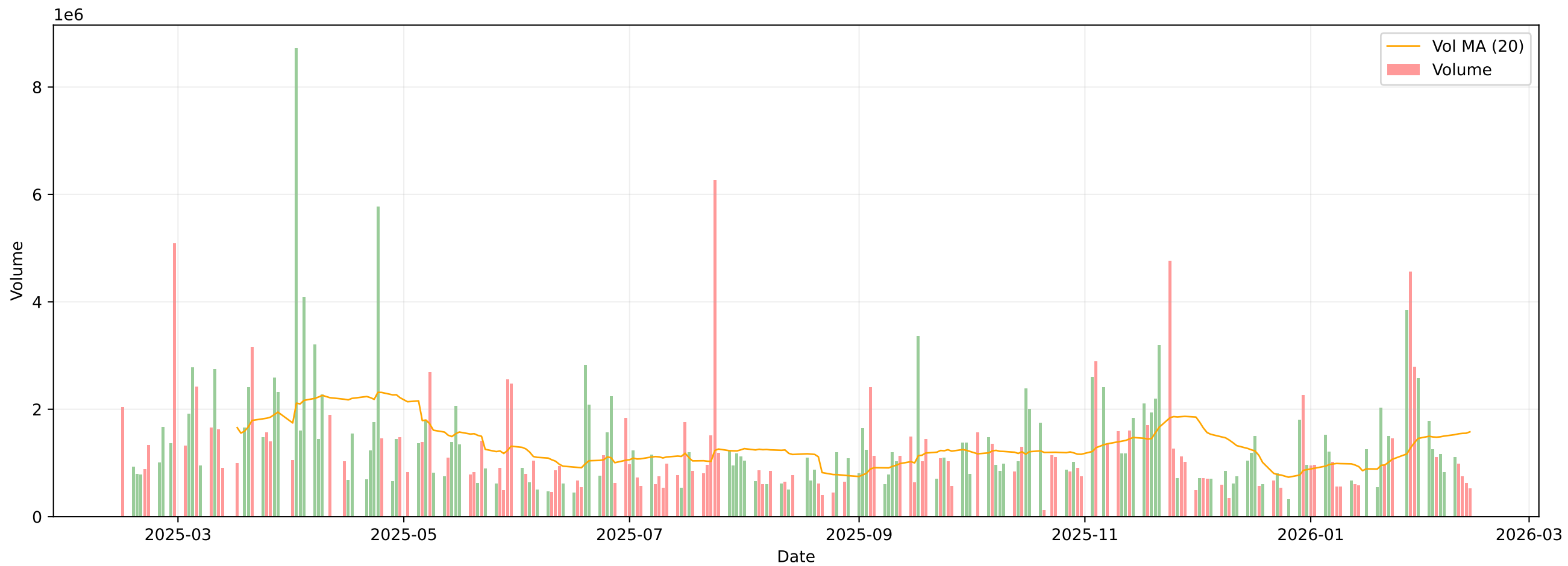
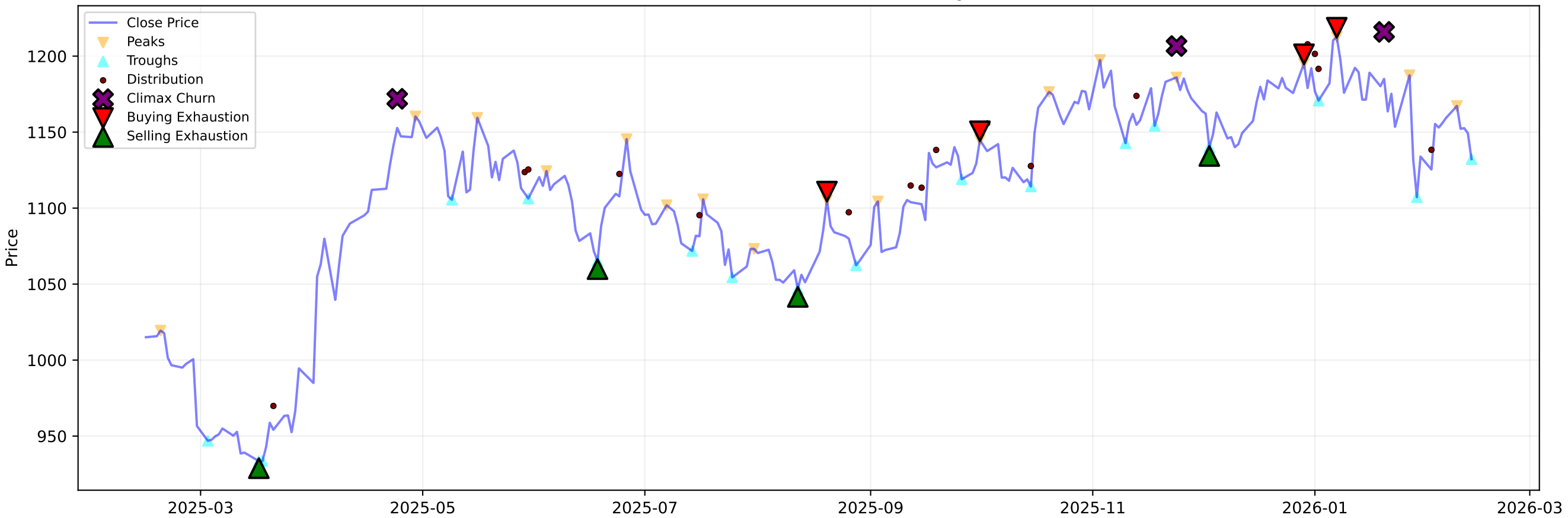
2026-01-20 [-]:

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): 0.00

:

Distribution:

No Control: 116

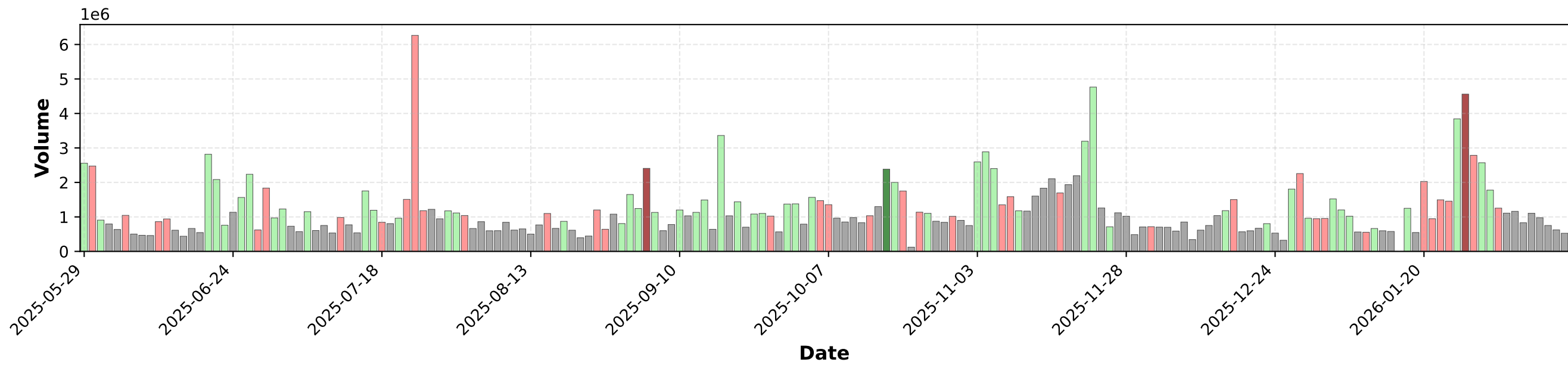
Buyer Control: 63

Seller Control: 45

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	1132.2	2026-01-26
1 Day	DOWNTREND (Sell)	1208.4	1132.2	2026-01-28
15 Min	DOWNTREND (Sell)	1143.76	1132.2	2026-02-12

Multi-Timeframe MACD Analysis

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

TATACONSUM.NS - 1 Week (Candlestick + EMAs)



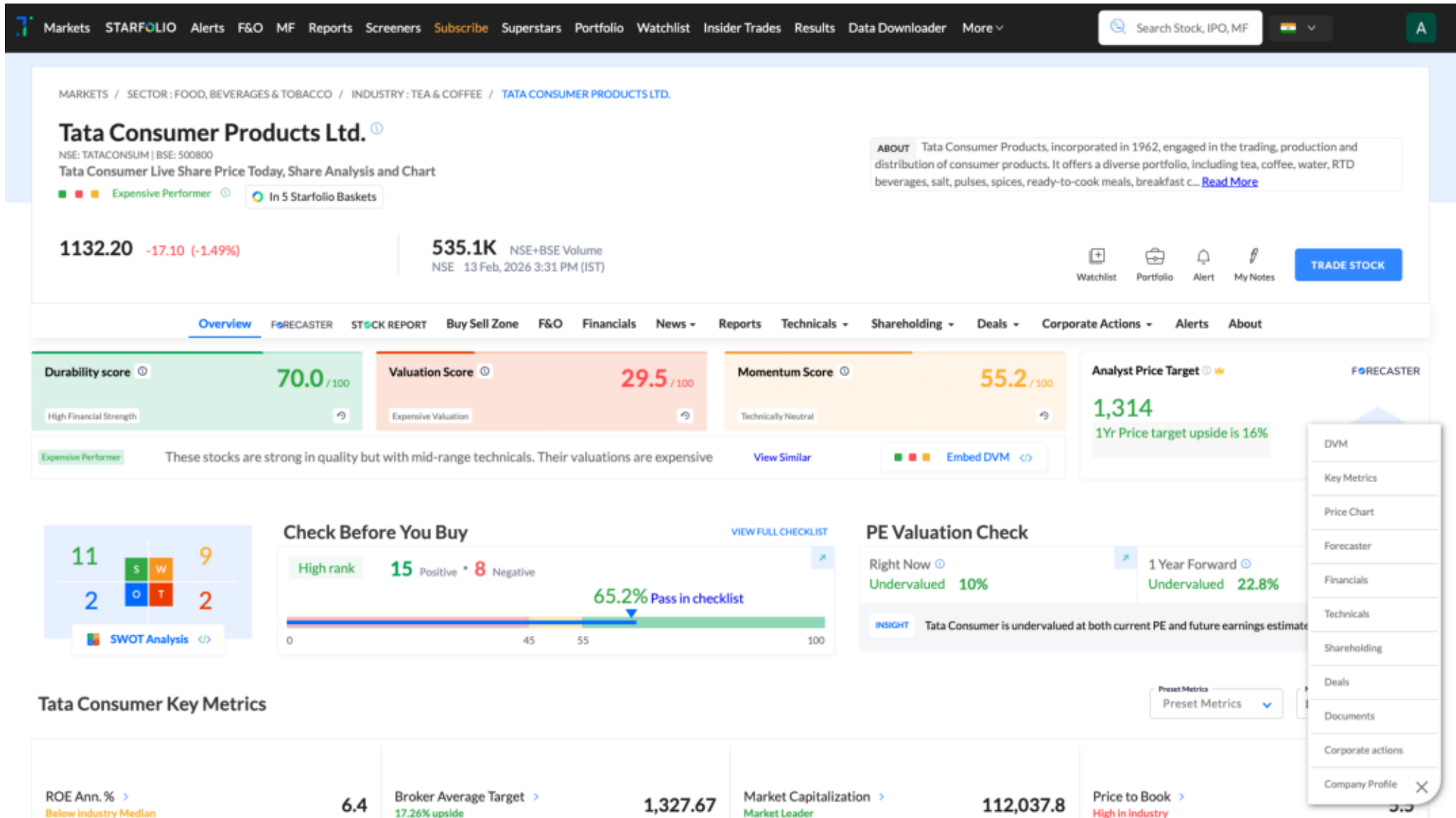
TATACONSUM.NS - 1 Day (Candlestick + EMAs)



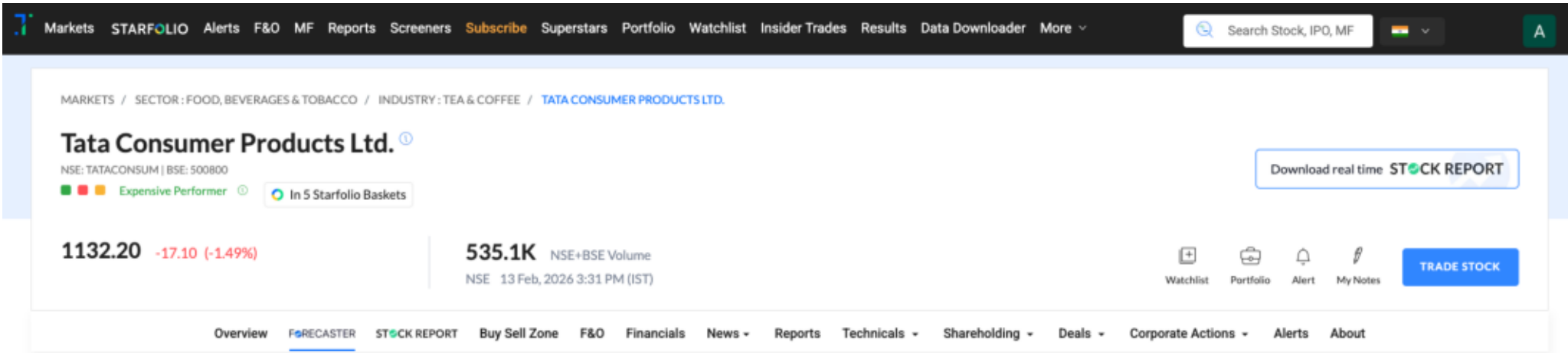
TATACONSUM.NS - 15 Min (Candlestick + EMAs)



Trendlyne Snapshot - TATACONSUM_main



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 [ⓘ]

[FORECASTER DASHBOARD](#) →

