

Stock Analysis Report

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Strategic Trading Analysis

Based on the attached Detailed Analysis Report for **EMAMILTD.NS**, here is the positional trading analysis.

Note on Data Timestamp:* The report indicates a generated date of 2026-02-14*. I have analyzed the charts and technical indicators treating the data as "current" relative to the report's timeline, assuming this is a backtest, simulation, or future projection provided for analysis.

Step 1: Audit the Data

- **Data Present:**
 - Daily and Weekly Price Charts with Moving Averages (EMA 20, 50, 200).
 - Relative Strength (RS) Analysis against Benchmark (CNXFMCG).
 - Fundamental Snapshots (Revenue, Net Income, Analyst Estimates).
 - Momentum Indicators: RSI, MACD, Bollinger Bands, Supertrend.
 - Volume Analysis (Distribution/Climax) and Candlestick Classification.
- **Data Missing:**
 - Intraday Option Chain data (Open Interest build-up), though less critical for cash equity positional trading.
 - Specific news catalysts driving the recent drop.
- **Confidence Level: High.** The technical report is comprehensive, covering trend, momentum, volatility, and volume across multiple timeframes.

Step 2: Analyze the Setup

- **Price Structure & Trend:** The stock is in a confirmed **Strong Downtrend**. It is trading below the EMA 20, 50, and 200. The structure is characterized by lower highs and lower lows. The price (489.60) is currently hovering near the lower Bollinger Band, indicating weakness.
- **Moving Averages:** There is clear bearish alignment. The "Death Cross" (where the shorter-term EMAs are below the long-term EMA 200) is active. The EMA 20 (494.27) is acting as immediate dynamic resistance.
- **Momentum:**
 - **RSI:** At 44.88, the RSI is in a bearish-neutral zone. It is not oversold enough (e.g., <30) to trigger a mean-reversion bounce, nor strong enough to suggest a rally.
 - **MACD:** The report notes a "**Bullish**" trend on the Daily MACD (Line -2.72 vs Signal -4.74). However, this crossover is occurring deep below the zero line. In a strong downtrend, this often signals a consolidation or a weak relief rally rather than a full reversal.
 - **Supertrend:** Remains in a **Sell** signal across Weekly, Daily, and 15-min timeframes.
- **Relative Strength:** The stock has an RS Score of 49.9/100 and is classified as a "Weakening Leader." It is underperforming its sector (FMCG). Buying a laggard in a correctional phase is high-risk.
- **Volume:** The volume analysis flags recent "Distribution Days," suggesting selling pressure is still present.

Conclusion of Setup: This is a "falling knife" scenario. While the valuation looks attractive (Analyst target +30%) and fundamental metrics show some recent QoQ growth, the technical trend is hostile. There is no confirmation that the bottom is in.

Step 3: Formulate the Recommendation

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Should you enter this stock now? **NO.**

Reasoning: Entering now is speculative bottom-fishing. The stock faces multiple overhead resistance layers (EMA 20 at 494 and EMA 50 at 503). Until the price can reclaim these levels, the path of least resistance remains down. A positional trader needs trend confirmation, not just "cheap" prices.

Conditional Plan (Watchlist Strategy): You should wait for the stock to prove strength by reclaiming the intermediate-term trend.

- **Condition to Buy:** The stock must close decidedly above the **EMA 50** on the daily chart. This confirms that the short-term bearish momentum has been negated.
- **Entry Price: INR 506.00** (This allows for a buffer above the current EMA 50 of 503.43).
- **Stop Loss: INR 474.00** (A hard stop below the recent swing lows and psychological support. Risk is approx 6.3%).
- **Take Profit:**
 - **Target 1: INR 538.00** (Confluence with the EMA 200. Approx 6.3% upside).
 - **Target 2: INR 575.00** (Previous consolidation zone/breakdown level. Approx 13.6% upside).

Summary: Stay on the sidelines. Let the price action prove that the institutional selling has stopped before committing capital.

Candlestick Classification Analysis

Based on the **Candlestick Classification Analysis** found on **Page 20** and **Page 21** of the report, here is my professional interpretation as a Price Action Trader.

Executive Summary: **Bearish** Bias (Continuation)

The current classification of **"No Control"** combined with a negative **10-day Trend Score (-0.30)** suggests the stock is in a **pause phase within a broader downtrend**. There is no evidence of institutional accumulation or a "stopping volume" event that would characterize a bottom.

1. Decoding the Current Signal

Latest Classification: "No Control" (Score: 0)

- **Price Action Logic:** This indicates the most recent candle had a small body relative to ATR (Step 1 of the algorithm) and likely closed near the middle of its range (Step 2).
- **Interpretation:** In a strong downtrend (which EMAMILTD is clearly in, having dropped from ~800 to ~489), a "No Control" candle represents a **lack of conviction**. Buyers are not stepping in to defend the price; sellers are simply taking a breather.
- **Volume Context:** The lack of a "Buyer Strong Control" (+2) signal implies that **Step 4 (Volume Multiplier)** did not trigger on the buy side. There is no high-volume rejection of lower prices.

Recent Trend Score (10-day avg): -0.30

- **The Math:** This negative score indicates that over the last two weeks, the aggregate price action has

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leaned towards **Seller Control**.

- **The Sentiment:** The market is drifting lower. It isn't crashing violently every single day (which would result in a score closer to -1.5), but the selling pressure is persistent and consistent.

2. Chart Analysis (Page 21)

Looking at the visualized candlestick classifications on Page 21:

- **The "Grey" Sea (No Control):** The chart is dominated by grey candles (139 count). In a downtrending market like this, grey candles often act as **Bearish Pennants** or flags. The price drops (Red/Pink candles), pauses/consolidates (Grey candles), and then drops again.
- **Absence of Green Power:**
 - **Buyer Strong Control (+2):** There are only 4 instances of this in the entire dataset. This is critically low.
 - **Implication:** Institutions are *not* accumulating this stock aggressively. Every time a "Buyer Control" (Light Green) candle appears, it is immediately engulfed by subsequent selling or indecision.
- **The Breakdown:** The chart shows a recent breakdown below the 500-520 consolidation zone. The candles leading this move were Red (Seller Control), followed by the current Grey (No Control) at the lows.

3. Applying the Classification Algorithm to the Setup

Using the 5-step logic provided:

1. **Body Strength:** The recent candles have small bodies (shrinking volatility), leading to the "No Control" classification.
2. **Wick Analysis:** We are seeing wicks on the upside (rejection of higher prices) more than long lower wicks (defense of support).
3. **Volume:** The volume bar chart (bottom of Page 21) shows volume spikes generally aligning with Red candles (distribution), while the Grey/Green candles have lower relative volume. This confirms the trend is down.

Prediction: Future Price Direction

Direction: DOWN / SIDEWAYS-TO-DOWN

The "No Control" classification at a fresh 52-week low is **not** a reversal signal. It is a continuation signal.

- **Scenario A (High Probability):** The price will drift sideways for 1-3 days (remaining in "No Control" status) before a **Seller Control (-1)** or **Seller Strong Control (-2)** candle breaks the current low, pushing the price toward **470-475**.
- **Scenario B (Low Probability):** To flip to bullish, we would need to see a **Buyer Strong Control (+2)** candle. This requires a large green body (>1.5 ATR) closing near the high with Volume >1.3x average. Nothing in the current "No Control" data suggests this energy exists yet.

Trader's Verdict: Do not catch the falling knife. The "No Control" status indicates the market is waiting for the next wave of selling, not building a base for a rally.

News & Analyst Targets

As a stock research analyst, I have gathered the latest information for **Emami Limited (EMAMILTD)** for the week ending **February 14, 2026**.

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Market Context: The stock is currently reacting to its Q3 FY26 earnings (announced Feb 4, 2026) and subsequent analyst notes released this week.

1) Latest News for EMAMILTD (Week of Feb 8-14, 2026)

- **Brokerage Action (Citi):** On **February 11, 2026**, global brokerage firm **Citi** reaffirmed its "**Buy**" rating on Emami Ltd. However, they slightly cut their target price to **INR 665** (offering ~33% upside from current levels). Citi highlighted the company's strong Q3 performance, steady urban-rural demand, and effective portfolio strategy as key drivers.
- **Dividend Record Date:** This week marked a key corporate action event. **Tuesday, February 10, 2026**, was the **Record Date** for the Second Interim Dividend of **INR 6.00 per share** for FY 2025-26. Shareholders listed in the records by this date are eligible for the payout (scheduled on or before March 6, 2026).
- **Stock Rating Update:** On **February 13, 2026**, independent research platform **MarketsMojo** updated its rating on Emami Ltd to "**Sell**". The rationale cited "bearish" technical trends and modest long-term growth, despite a "Good" quality grade for the company's fundamentals.
- **Post-Earnings Momentum:** The stock continues to digest the **Q3 FY26 results** declared last week (Feb 4), where the company reported a **14.5% YoY rise in Net Profit** to INR 319 crore and a **10% YoY increase in Revenue** to INR 1,152 crore. Margins improved due to operating leverage and cost efficiencies.

2) Upgrades or Downgrades

- **Citi (Reiteration/Target Cut):**
 - **Action:** Reaffirmed **BUY**.
 - **Change:** Target Price cut slightly to **INR 665**.
 - **Reasoning:** Cited gradual improvement in rural demand and stable urban sales. The cut likely reflects minor adjustments to forward earnings estimates despite the positive outlook.
- **MarketsMojo (Rating Update):**
 - **Action:** Rated **SELL** (Current Score: **Bearish**).
 - **Reasoning:** Concerns over technical momentum (stock trading below key moving averages) and valuation fairness relative to growth.

3) Other News Impacting EMAMILTD

- **Rural Demand Recovery:** Analyst notes this week (specifically from Citi) emphasized a "gradual improvement" in rural demand, which is a critical positive trigger for Emami as a significant portion of its revenue (Navratna, Kesh King, etc.) comes from rural India.
- **GST Reforms & Sector Outlook:** Broader sector reports this week hinted at structural positives from upcoming GST reforms. Additionally, the FMCG index has faced some pressure, hitting 52-week lows recently, which impacts sentiment for constituents like Emami despite its individual earnings beat.
- **Raw Material Trends:** The company noted favorable winter conditions aided its seasonal portfolio (BoroPlus), contrasting with the delayed winter in the previous year. This tailwind is expected to reflect fully in the Q4 numbers as well.

4) Latest Analyst & Brokerage Targets

Below is the summary of the latest price targets and consensus estimates available as of February 14, 2026.

Brokerage / Source	Rating / Stance	Target Price (INR)	Date of Report	Notes
Citi	BUY	665	Feb 11, 2026	Reaffirmed Buy; trimmed target. Upside ~33%.

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Brokerage / Source	Rating / Stance	Target Price (INR)	Date of Report	Notes
Goldman Sachs	BUY	N/A (Boosted)	Jan/Feb 2026	Recently boosted target citing earnings recovery. Average of ~27 analysts (Source: MarketScreener/TradingView). Max Estimate: INR 800 Min Estimate: INR 530. Quant-based rating citing technical weakness.
Market Consensus	BUY	637	Feb 14, 2026	
TradingView Consensus	Strong Buy	635	Feb 14, 2026	
MarketsMojo	SELL	--	Feb 13, 2026	

Analyst Summary: The consensus remains largely positive ("Buy" to "Strong Buy") with an average target of ~INR 635-640, suggesting significant upside from the current trading price of ~INR 498. However, technical indicators (as flagged by MarketsMojo) suggest short-term weakness.

Stock Detailed Analysis Report

EMAMILTD.NS

Current Price: ₹489.60

Generated: 2026-02-14 10:07

EMAMILTD.NS - 3 Year Daily Price Chart



Long-term Fundamental Analysis (4 Years)

Metric	Is Growing?	Accelerating?	1Y Growth	3Y CAGR
Revenue	Yes	Yes	6.65%	6.10%
Net Income	No	Yes	11.46%	-1.31%
ROE	No	Yes	1.20%	-9.52%
EPS	No	Yes	11.66%	-0.71%

Short-term Fundamental Analysis (6 Quarters)

Metric	Is Growing?	Recent QoQ	Avg QoQ
Revenue	Yes	44.24%	4.63%
Net Income	Yes	115.36%	16.27%
ROE	No	-15.89%	-15.89%
EPS	Yes	115.29%	45.64%

EMAMILTD.NS - Relative Strength Analysis

== OVERVIEW ==:

Benchmark Index:	^CNXFMCG
Sector:	FMCG
Classification:	Weakening Leader
RS Score:	49.9/100
:	

== RS RATIOS ==:

1M RS:	1.020 [Leader]
3M RS:	1.039 [Leader]
6M RS:	0.933 [Neutral]
1Y RS:	0.982 [Neutral]
:	

== TURNAROUND ANALYSIS ==:

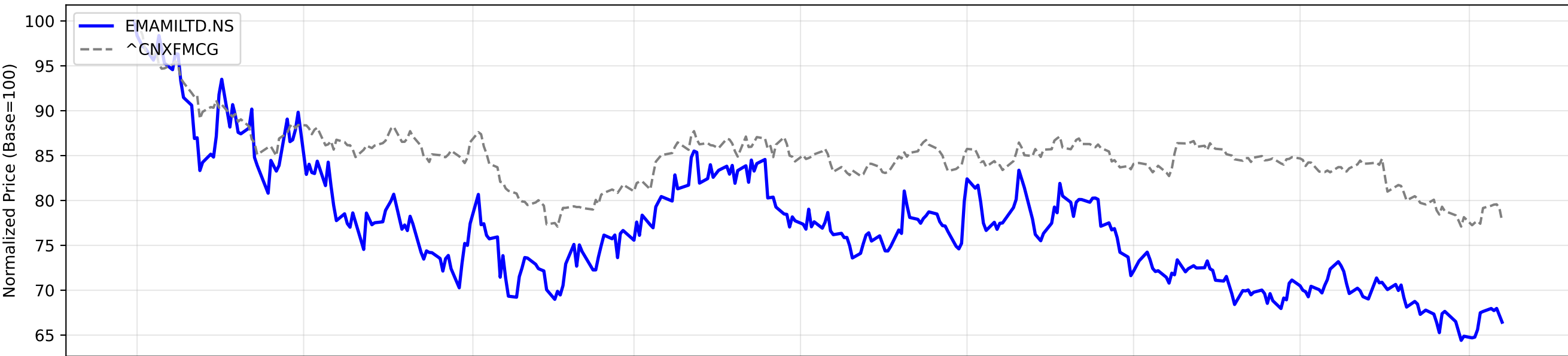
Turnaround Status:	Not Detected
:	

SIGNAL CRITERIA::

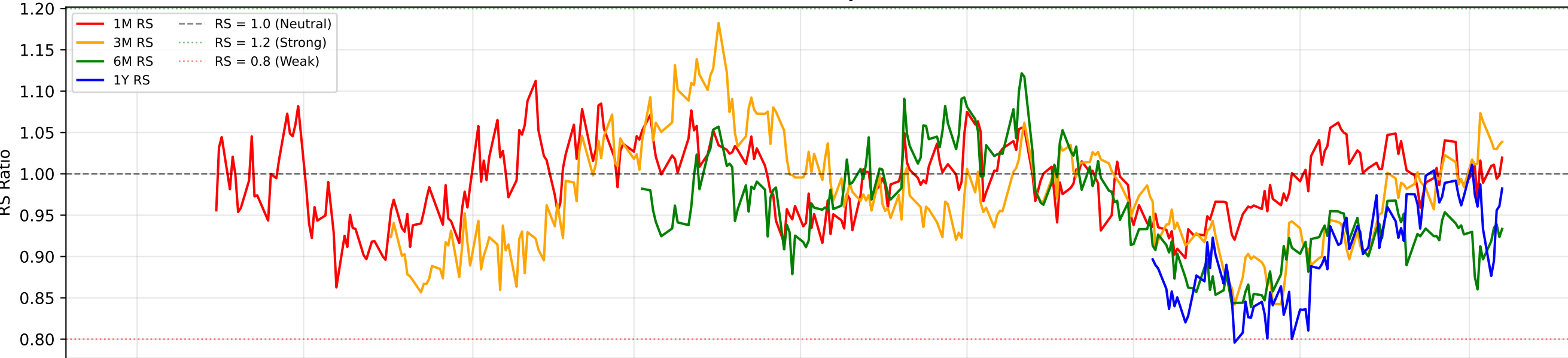
✗ Emerging RS:	Not accelerating
✓ Medium-term Lagging:	6M=0.933, 1Y=0.982 (≤ 1.0)
✓ Performance Improving:	3M (-4.4%) > 6M (-14.4%)

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

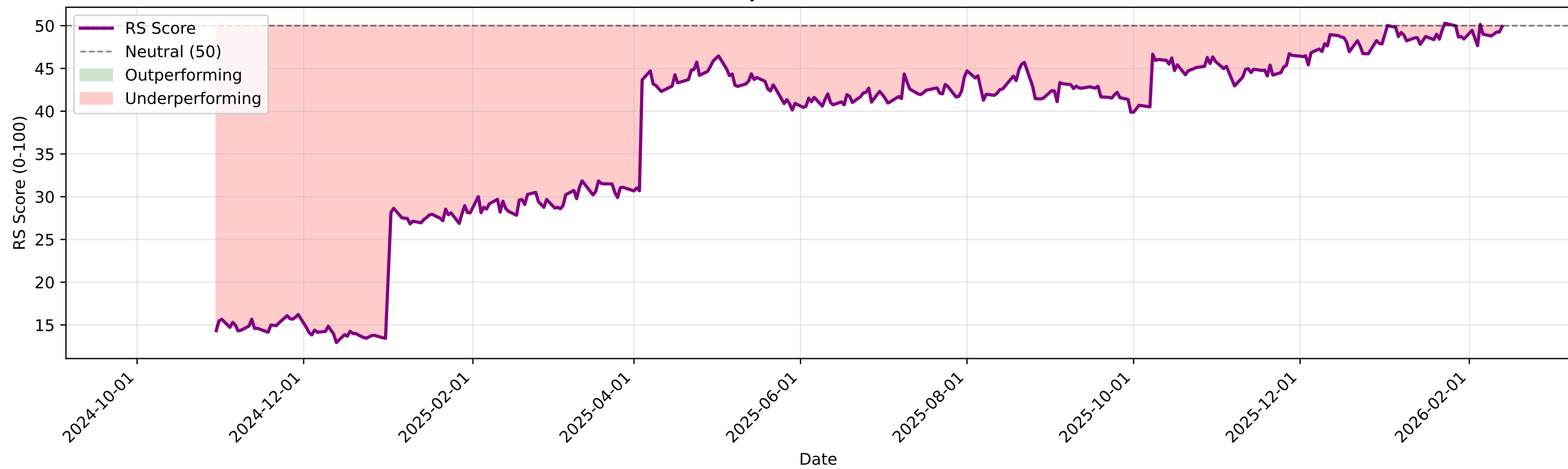
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



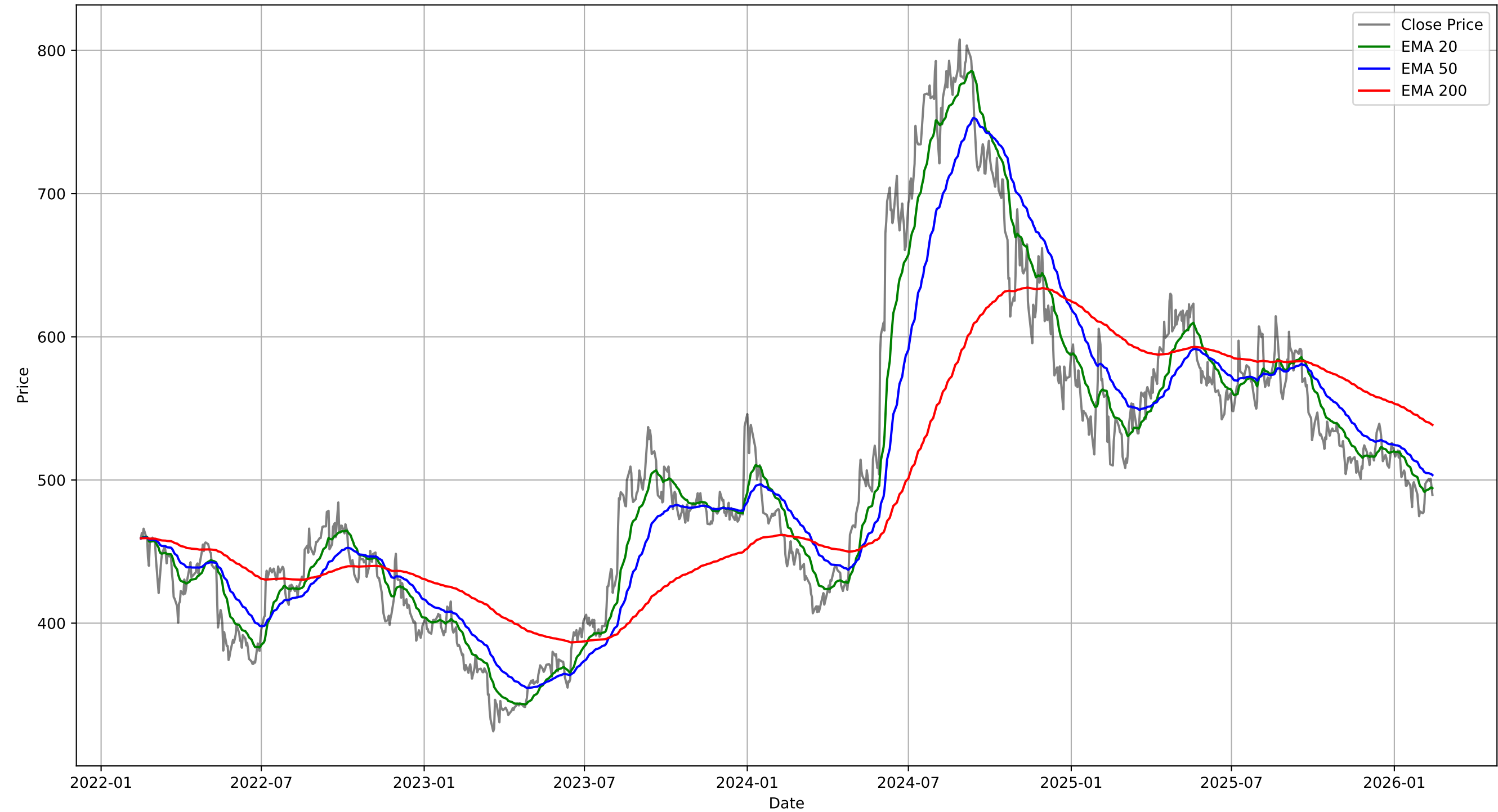
RS Composite Score Timeline



EMAMILTD.NS - EMA Crossover Summary

EMA 20:	494.27
EMA 50:	503.43
EMA 200:	538.45
Trend Status:	Strong Downtrend

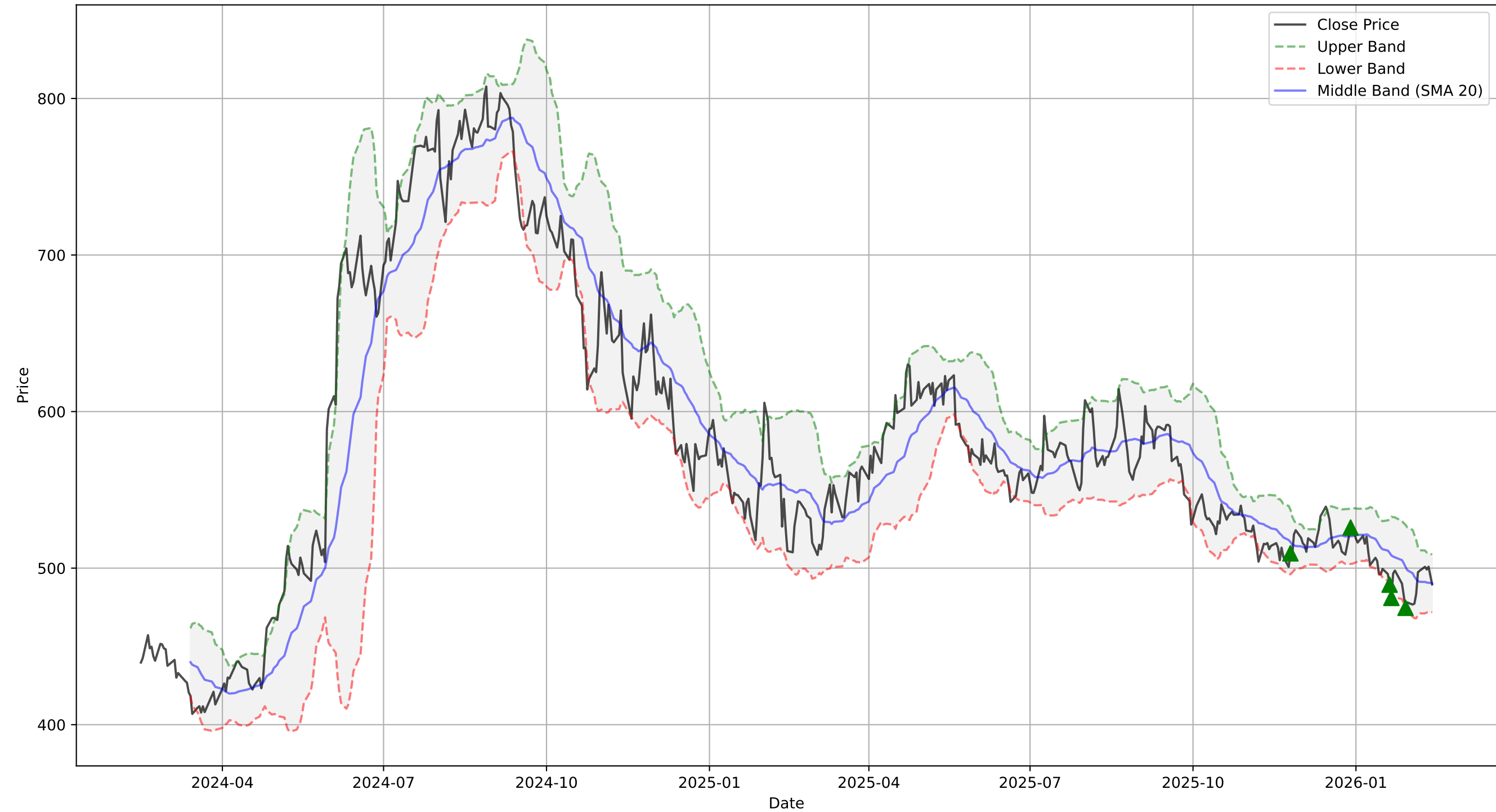
EMAMILTD.NS EMA Crossover Analysis



EMAMILTD.NS - Bollinger Bands Summary

Current Price:	489.60
Upper Band:	508.70
Middle Band (SMA 20):	490.27
Lower Band:	471.85
%B:	0.4817
Band Width:	0.0752
Status:	Lower Half
Signal:	None
Recent Signal 1:	Buy Signal at 2026-01-20 00:00:00+05:30
Recent Signal 2:	Buy Signal at 2026-01-21 00:00:00+05:30
Recent Signal 3:	Buy Signal at 2026-01-29 00:00:00+05:30

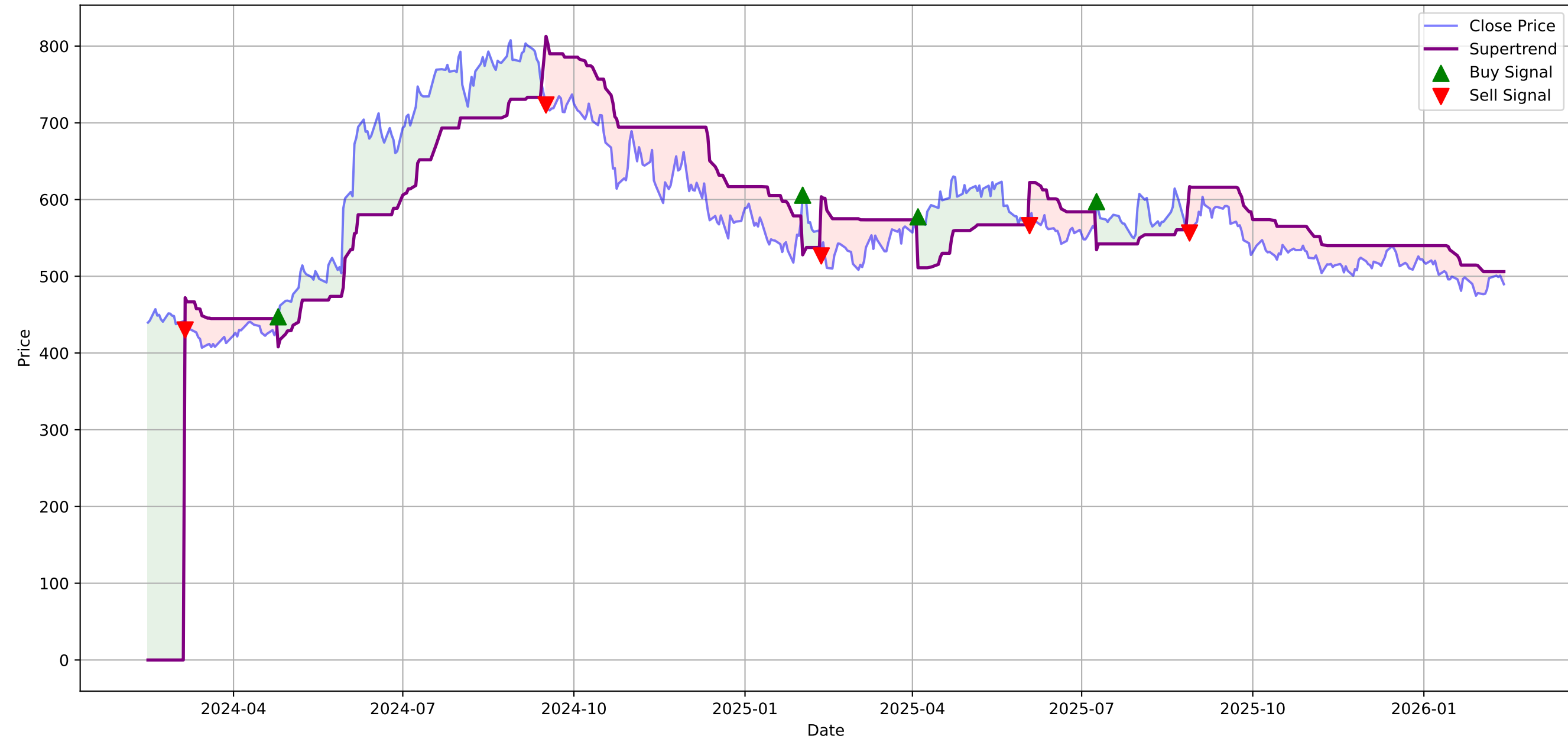
EMAMILTD.NS Bollinger Bands (20, 2) Analysis



EMAMILTD.NS - Supertrend Summary

Status:	DOWNTREND (Sell)
Supertrend Value:	506.04
Signal Identified On:	2025-08-28

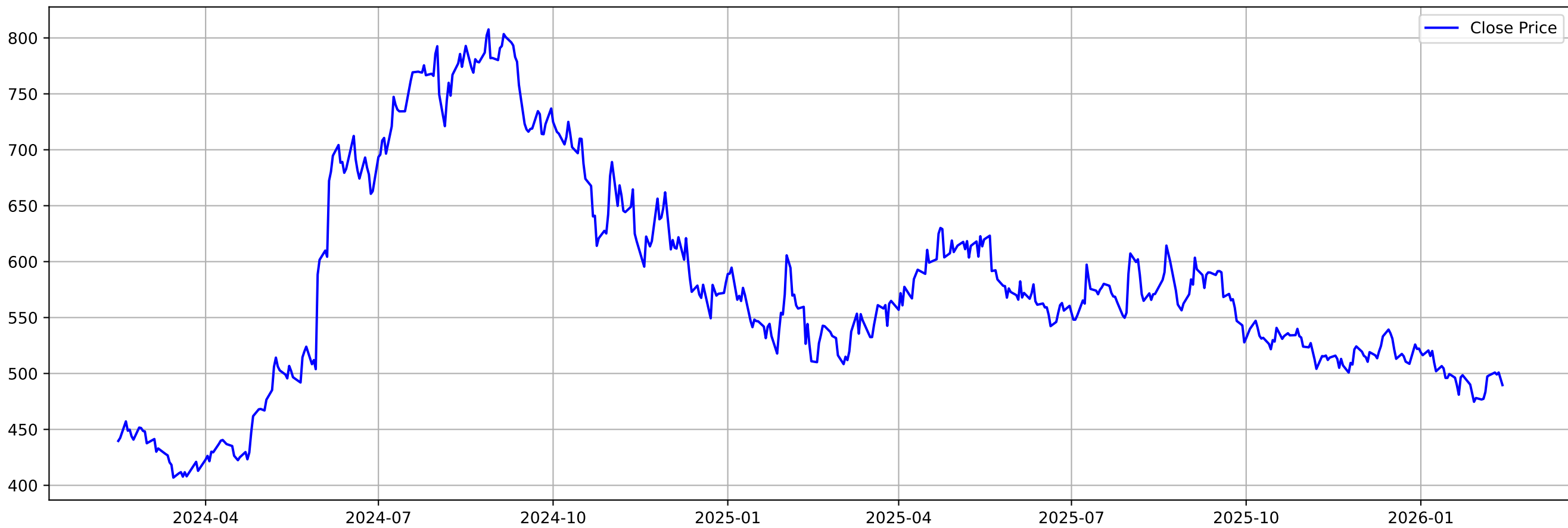
Supertrend Analysis for EMAMILTD.NS (Period: 14, Multiplier: 3.0, Interval: 1d)



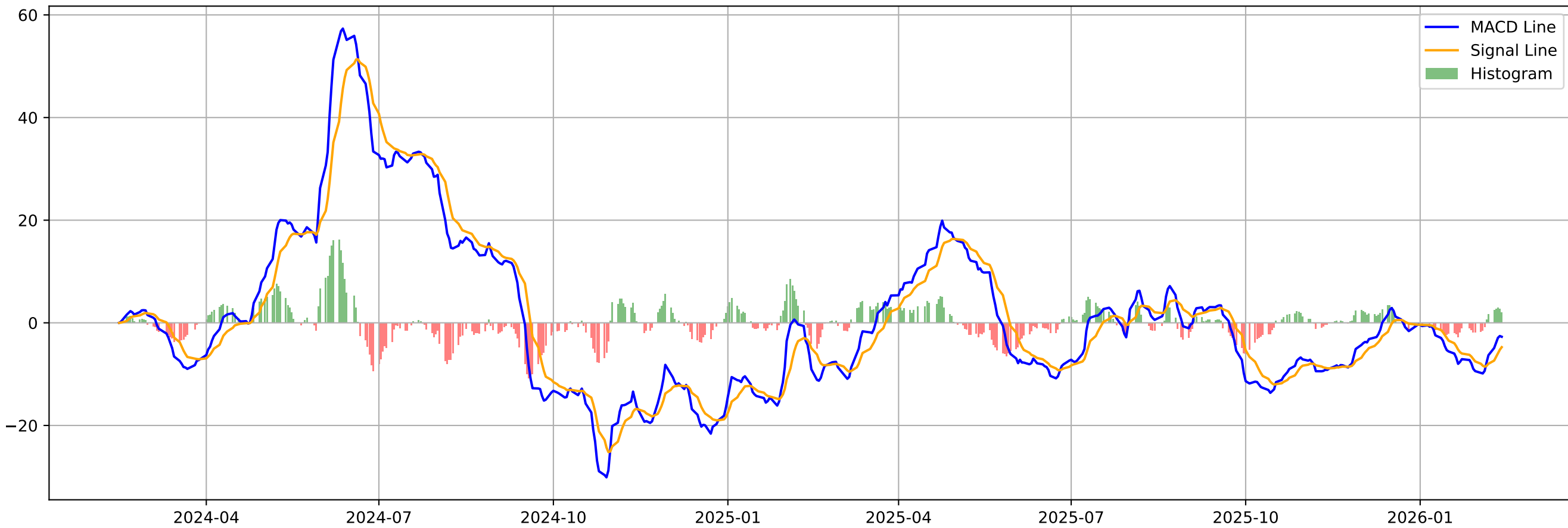
EMAMILTD.NS - MACD Summary

MACD Line:	-2.72
Signal Line:	-4.74
Histogram:	2.03
Trend:	Bullish
Momentum:	Weakening
Signal:	None

EMAMILTD.NS Price



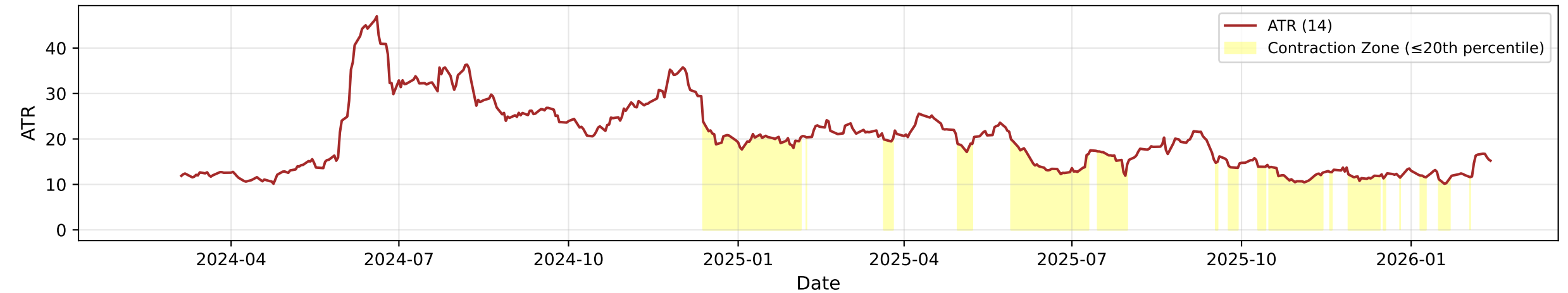
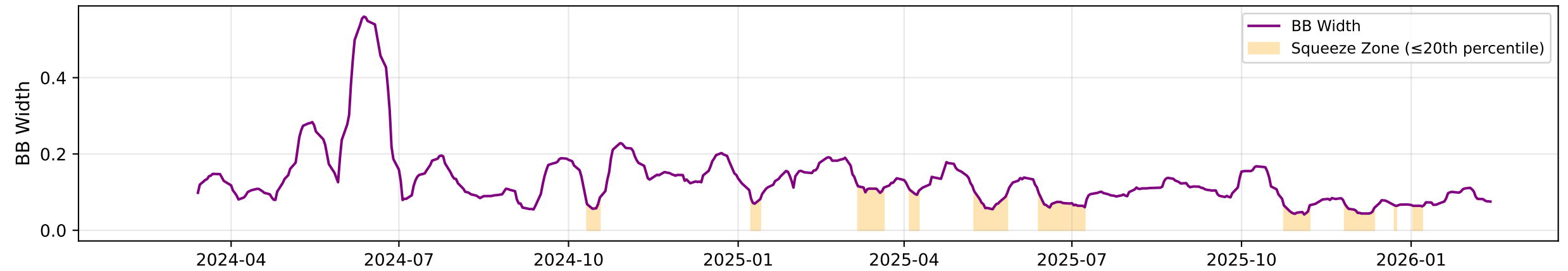
EMAMILTD.NS MACD (12, 26, 9)



EMAMILTD.NS - Volatility Squeeze Summary

BB Width:	0.0752
ATR:	15.2230
Total Signals:	31
Signal 1:	ATR Contraction at 2026-01-19 00:00:00+05:30 (Price: 496.26)
Signal 2:	ATR Contraction at 2026-01-20 00:00:00+05:30 (Price: 489.44)
Signal 3:	ATR Contraction at 2026-01-21 00:00:00+05:30 (Price: 480.99)
Signal 4:	ATR Contraction at 2026-01-22 00:00:00+05:30 (Price: 496.60)
Signal 5:	ATR Contraction at 2026-02-02 00:00:00+05:30 (Price: 476.74)

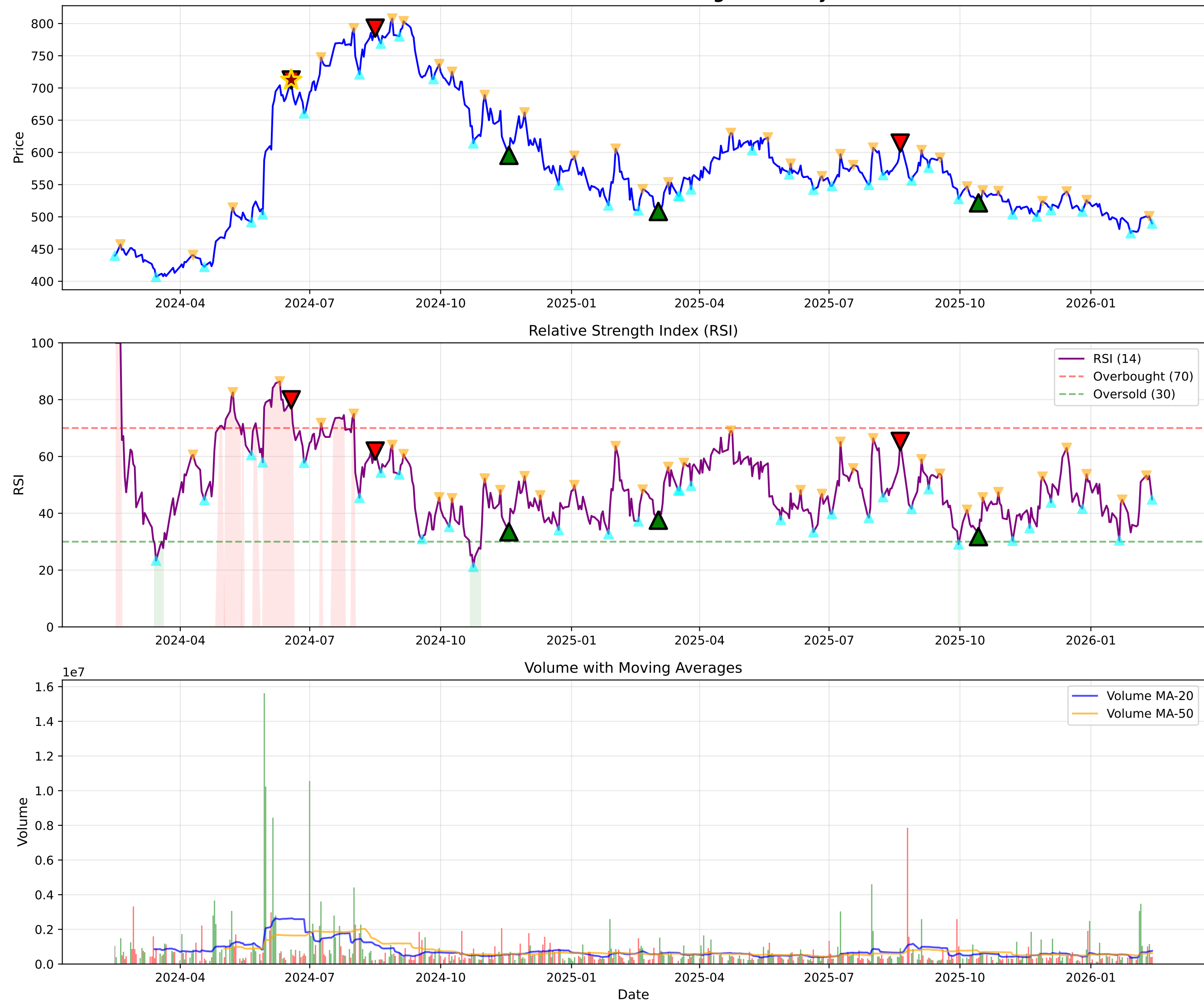
EMAMILTD.NS - Volatility Squeeze Analysis



EMAMILTD.NS - RSI-Volume Summary

Current RSI:	44.88
Current Volume:	410629
Volume MA 20:	759597
Bullish Divergences:	3
Bearish Divergences:	3
Bullish Div 1:	Date: 2025-03-03 00:00:00+05:30, Price: 508.35
Bullish Div 2:	Date: 2025-10-14 00:00:00+05:30, Price: 521.68
Bearish Div 1:	Date: 2024-08-16 00:00:00+05:30, Price: 792.84
Bearish Div 2:	Date: 2025-08-20 00:00:00+05:30, Price: 614.39

EMAMILTD.NS RSI-Volume Divergence Analysis



EMAMILTD.NS - Volume Analysis

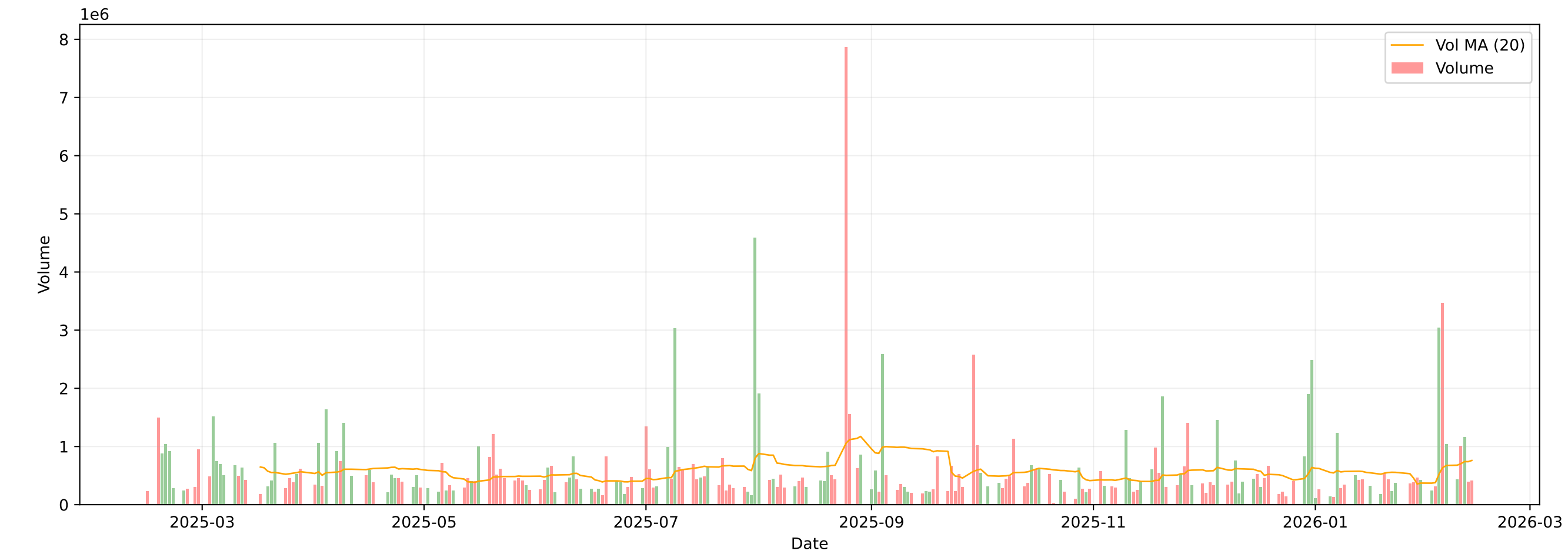
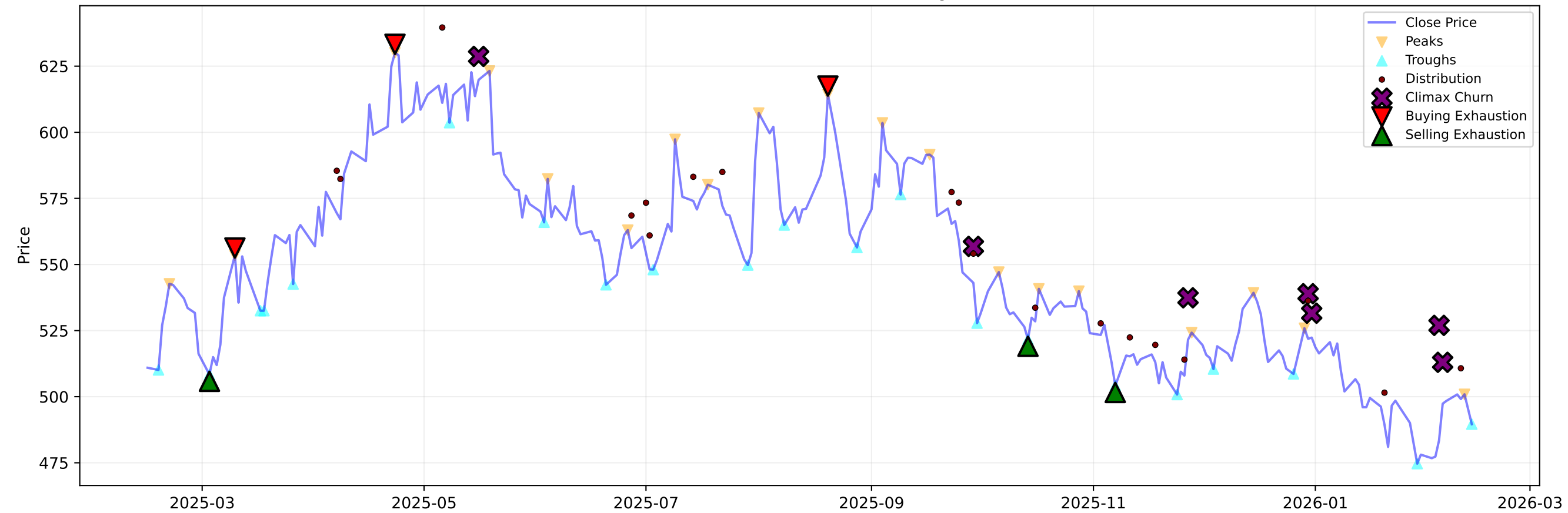
== VOLUME ANALYSIS ==:

Status: **33 Signals Detected**

:

2025-12-31 [-]:	Climax Volume (Churning)
2026-01-20 [-]:	Distribution Day
2026-02-04 [-]:	Climax Volume (Churning)
2026-02-05 [-]:	Climax Volume (Churning)
2026-02-10 [-]:	Distribution Day

EMAMILTD.NS - Volume Analysis



EMAMILTD.NS - Candlestick Classification Summary

== CANDLESTICK CLASSIFICATION ==:

Latest Classification: **No Control**

Recent Trend Score (10-day avg): -0.30

:

Distribution:

No Control: 139

Seller Control: 43

Buyer Control: 40

Buyer Strong Control: 4

Seller Strong Control: 2

EMAMILTD.NS - Candlestick Classification



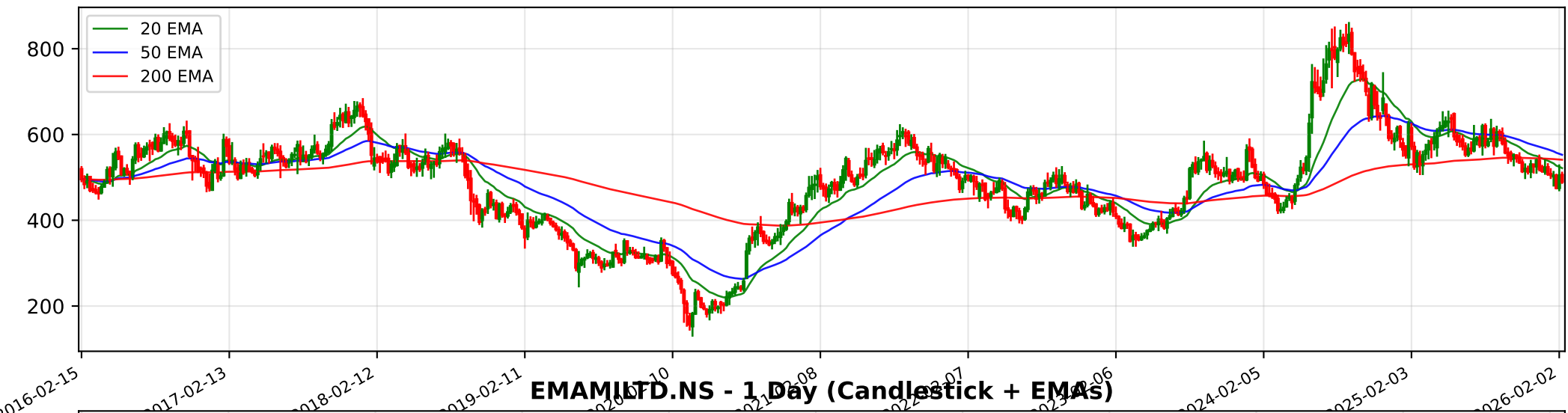
Multi-Timeframe Supertrend Analysis

Timeframe	Status	Value	Last Price	Signal Date
1 Week	DOWNTREND (Sell)	544.23	489.6	2024-10-14
1 Day	DOWNTREND (Sell)	512.11	489.6	2025-08-28
15 Min	DOWNTREND (Sell)	494.03	488.5	2026-02-13

Multi-Timeframe MACD Analysis

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

EMAMILTD.NS - 1 Week (Candlestick + EMAs)



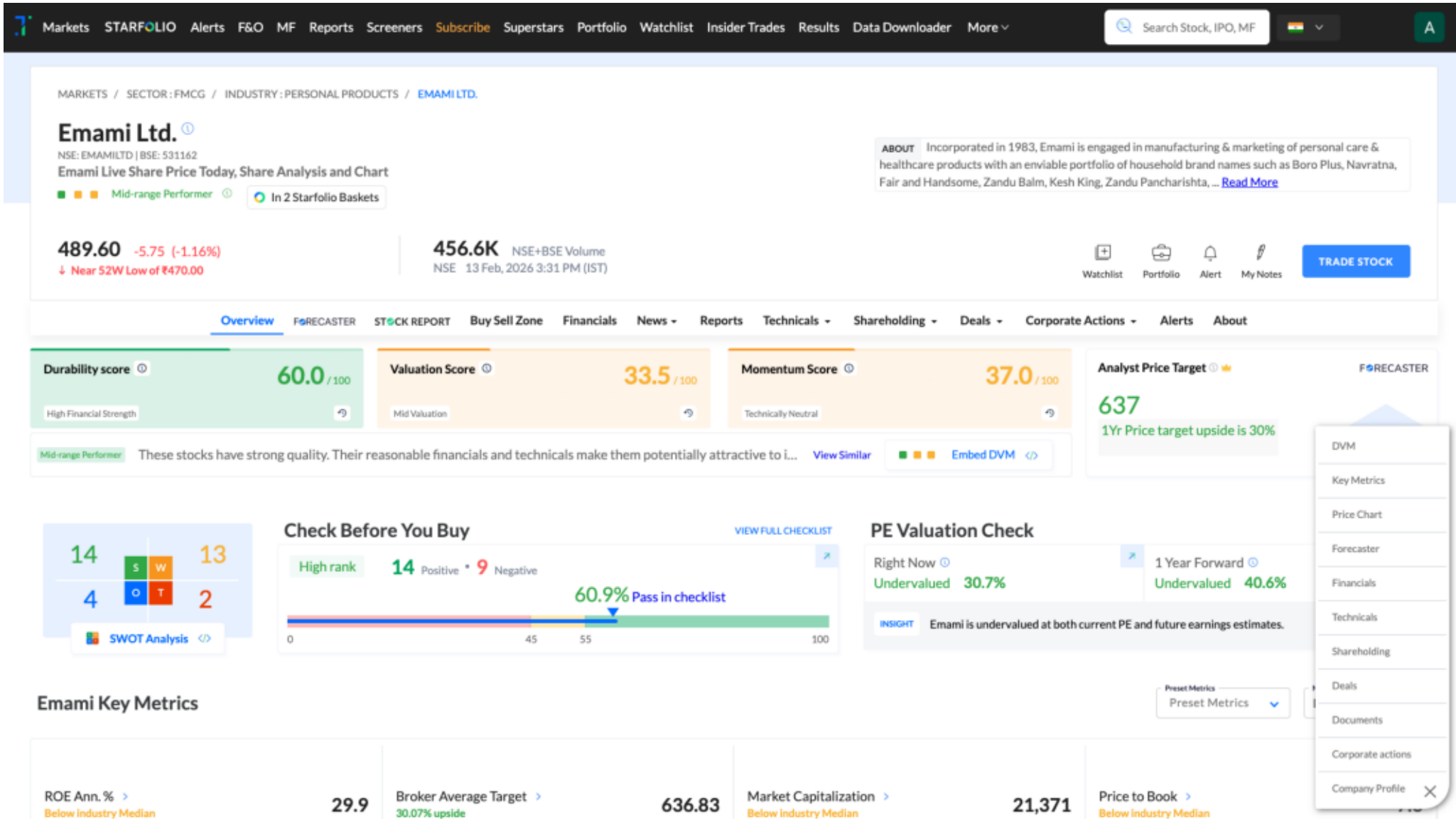
EMAMILTD.NS - 1 Day (Candlestick + EMAs)



EMAMILTD.NS - 15 Min (Candlestick + EMAs)



Trendlyne Snapshot - EMAMILTD_main



PresetsPresets

DVMKey MetricsPrice ChartForecasterFinancialsTechnicalsShareholdingDealsDocumentsCorporate actionsCompany Profile

Trendlyne Snapshot - EMAMILTD_forecaster

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MARKETS / SECTOR:FMCG / INDUSTRY:PERSONAL PRODUCTS / [EMAMI LTD.](#)

Emami Ltd.

NSE: EMAMILTD | BSE: 531162

Mid-range Performer

In 2 Starfolio Baskets

489.60

-5.75 (-1.16%)

Near 52W Low of ₹470.00

456.6K

NSE+BSE Volume

NSE 13 Feb, 2026 3:31 PM (IST)

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About

Emami - EMAMILTD - stock price prediction, stock forecast, target price, analyst ratings from 25 analysts

Emami has a share price target of Rs 637, revenue growth forecast of 2.4%, and profit growth estimate of 0.4% for FY26, based on top 25 analyst calls.

Emami FORECASTER - Analyst Estimates

[FORECASTER DASHBOARD](#)