

Stock Analysis Report

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Strategic Trading Analysis

Based on the detailed "Stock Detailed Analysis Report" for **BRITANNIA.NS** (Britannia Industries), here is my assessment.

Step 1: Audit the Data

- **Data Present:**
 - **Price Structure:** Daily and Weekly charts (candlesticks + EMA overlays).
 - **Trend Indicators:** Moving Averages (20, 50, 200 EMA), Supertrend (Multi-timeframe), MACD.
 - **Momentum/Volatility:** RSI, Bollinger Bands (including Band Width/Squeeze), Relative Strength (RS) vs Sector.
 - **Volume:** Volume bars, Moving Averages, Distribution Days count.
 - **Fundamentals:** Revenue/EPS trends, Analyst Estimates, Forecaster targets.
- **Data Missing:**
 - **Intraday Flow:** While 15-min trend status is listed, granular intraday volume profiles are absent.
 - **Option Chain:** No Open Interest (OI) data to confirm resistance levels at 6000/6500.
- **Confidence Level: High.** The report provides a comprehensive technical and fundamental overview sufficient for positional swing trading analysis.

Step 2: Analyze the Setup

- **Trend & Structure:**
 - **Long-term:** **Bullish.** The stock is in a primary uptrend on the Weekly chart (Page 22/23), currently pulling back to the 50-week EMA area.
 - **Intermediate-term:** Corrective/Consolidating. On the Daily chart, the stock is trading below the **50 EMA (INR 5918)** and the **Supertrend (INR 6052)**, confirming a short-term downtrend.
 - **Support:** Strong structural support exists at the **200 EMA (INR 5746)**. The price has successfully tested this level multiple times recently.
- **Momentum & Signals:**
 - **Conflict:** There is a divergence between trend and momentum. The Supertrend is "Sell" and Volume Analysis shows "Distribution Days" (Page 18), which is bearish. However, the **MACD** (Page 12) has crossed bullishly and momentum is "Strengthening," suggesting the selling pressure is exhausting.
 - **Volatility Squeeze:** The Bollinger Band width is tight (0.0427), indicating a volatility squeeze (Page 8/14). A violent move is imminent, but the direction is not yet confirmed.
- **Relative Strength:** RS Score is mediocre (53.8) and classified as a "Weakening Leader." It is not currently outperforming the FMCG sector.

Conclusion: The stock is in a "No Trade" zone, sandwiched between the 200 EMA support (INR 5746) and the 50 EMA/Supertrend resistance (INR 5918 - INR 6052). Entering now is gambling on the MACD against the price trend.

Step 3: Formulate the Recommendation

Should you enter this stock now? NO.

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Reasoning: While the bounce from the 200 EMA is promising, the stock faces immediate overhead resistance. The presence of "Distribution Days" and a "Sell" signal on the Supertrend indicates sellers are still present. As a risk-averse trader, you should wait for the volatility squeeze to resolve to the upside before committing capital.

Conditional Plan (Buy Stop Strategy): You need to see buyers reclaim control by breaking the consolidation box.

- **Condition to Buy: A Daily Close above INR 6,055.**
 - *Rationale:* This level clears the daily Supertrend, the upper Bollinger Band, and the psychological INR 6,000 resistance, confirming the downtrend is over.
- **Entry Price: INR 6,060 - INR 6,070** (Enter on the breakout confirmation).
- **Stop Loss: INR 5,740** (Hard Close Basis).
 - *Rationale:* Placed just below the critical 200 EMA and the recent swing lows. If this breaks, the long-term trend is violated.
- **Take Profit: INR 6,600.**
 - *Rationale:* This aligns with the "Forecaster" analyst average target (Page 25) and tests the previous all-time highs.
- **Risk/Reward:** Approx 1:1.7 (Risk ~5.3%, Reward ~9%).

Note: If the price closes below the 200 EMA (INR 5746) before triggering the entry, cancel this setup entirely as the intermediate trend will shift to bearish.

Candlestick Classification Analysis

Based on the **Candlestick Classification Analysis** provided in the report (specifically Pages 20 and 21), here is my assessment of the price action for **BRITANNIA.NS** and the prediction for future movement.

1. Current Candlestick Status: "No Control" (Indecision)

According to the summary on **Page 20**, the latest daily candlestick is classified as **"No Control"**.

- **Logic Applied:** Based on the provided algorithm, this classification indicates a **Base Score of 0**.
- **Physical Characteristics:** The candle likely has a small body (Body < 0.5 ATR) or long wicks on both sides relative to the body size.
- **Interpretation:** Neither buyers nor sellers possess the conviction to push the price significantly away from the open. The market is currently in a state of equilibrium or "waiting."

2. Recent Trend Score Analysis: +0.10 (Neutral)

The **10-day average Trend Score is 0.10**.* **The Scale:** The system runs from -2 (Strong Seller) to +2 (Strong Buyer).* **The Verdict:** A score of **0.10 is effectively neutral**. It indicates that over the last two weeks, the battle between bulls and bears has resulted in a stalemate. There is no momentum. The price action is choppy, alternating between weak buying and weak selling without sustained follow-through.

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3. Visual Chart Analysis (Page 21)

Looking at the right-most edge of the chart (Feb 2026 timeframe in the report):

- **Recent History:** The stock experienced a decline from highs near INR 6200.
- **The Consolidation:** The most recent cluster of bars is dominated by **Grey (No Control)** and **Light Red (Seller Control)** bars.
- **Failed Reversal:** There appears to be a solitary **Light Green (Buyer Control)** bar recently, but it failed to follow through and was immediately met with indecision (Grey bars).
- **Volume (Step 4 of Logic):** The volume bars at the bottom right are relatively low/average compared to the spikes seen during the drop in late 2025. This lack of high volume (Volume < 1.3x avg) prevents the classification algorithm from upgrading any moves to "Strong Control," confirming weak institutional participation at this level.

4. Psychological & Structural Context

- **Price Location:** Current Price is **INR 5911**.
- **Resistance:** The report (Page 6) shows the **50 EMA at 5918**. The price is currently trapped just *under* this medium-term average. The "No Control" candle suggests the price tried to test this area but couldn't close convincingly above it.
- **Supertrend:** Page 10 confirms a **DOWNTREND** signal with resistance at **6052**.

Prediction: Which Side Will Price Move?

Verdict: Short-Term **Bearish** / Range-Bound

Reasoning: The "No Control" classification represents a pause in the trend. However, context dictates direction. Since the stock is trading *below* the 50 EMA (5918) and holds a Supertrend "Sell" signal, this indecision is likely a **bearish pause** rather than a bullish base.

Scenario A (Most Likely): Continuation of Drift/Correction The market is waiting for a catalyst. Without a "Buyer Strong Control" candle (Score +2) to break the 5920 level with volume, the path of least resistance is down.* **Watch for:** A candle closing below the low of the current "No Control" range. If we see a **"Seller Strong Control" (-2)** candle appear next, expect a rapid drop toward the 200 EMA (approx. 5746).

Scenario B (Bullish Reversal Requirements) For a reversal, we need to see the algorithm trigger a **Buyer Strong Control (+2)**.* **Requirement:** Price must close near the high of the day, with a body size > 1.5 ATR, and Volume > 1.3x average. Until this specific signal appears, buying is risky.

Trading Stance: Wait. The "No Control" signal is a clear directive to stand aside. The market is compressing volatility. Do not anticipate the breakout; wait for the classification to shift to at least +1 or -1 with volume validation before entering.

News & Analyst Targets

Here is the latest stock research and information for **Britannia Industries Ltd.** for the week ending **February 7, 2026**.

Stock Analysis Report

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1) Latest News for Britannia Industries (Week of Feb 1 - Feb 7, 2026)

- **Upcoming Q3 FY26 Results:** Britannia Industries is scheduled to announce its financial results for the quarter ended December 31, 2025 (Q3 FY26), on **Tuesday, February 10, 2026**. The market is closely watching for commentary on rural demand recovery and volume growth.
- **Key Management Resignation:** The company announced a significant change in its compliance team. **Mr. T. V. Thulsidass**, the Company Secretary & Compliance Officer, resigned effective **February 5, 2026**, citing personal reasons.
 - **Impact:** **N. Venkataraman** (CFO) and **Rakshit Hargave** (MD) have been authorized as the Key Managerial Personnel (KMP) to handle material disclosures to stock exchanges in the interim.
- **Legal Battle with ITC:** A trademark dispute has escalated. **ITC Limited** has filed a suit against Britannia in the **Calcutta High Court**, alleging that the packaging of Britannia's new **"50-50 Cheese"** biscuit variant is deceptively similar to ITC's "Sunfeast Wowzers."
 - **Status:** The High Court has scheduled the next hearing for **February 26, 2026**.
- **Stock Performance:** The stock has shown positive momentum this week, trading around **INR 5,911** levels, outperforming some FMCG peers ahead of its earnings release.

2) Brokerage Upgrades & Downgrades

Brokerage activity has been mixed, with most analysts maintaining a "Hold" or "Neutral" stance due to valuation concerns, though price targets have seen slight upward revisions recently.

- **MarketsMojo:** Maintained a **"Hold"** rating as of late January 2026. They cite strong quality (ROCE ~57%) but expensive valuation (Premium to peers) as reasons for the neutral stance.
- **Trendlyne Consensus:** The overall consensus from 25+ analysts is currently **"Buy"** with an average target price significantly higher than the current trading price.
- **Technical Outlook:** Technical analysts (e.g., Choice India) have flagged immediate resistance levels around **INR 5,650 - INR 5,700**, which the stock has recently breached, indicating potential bullish momentum leading into results.

3) Indirect News Impacting Britannia

- **Raw Material Costs (Negative Bias):**
 - **Palm Oil:** Prices for palm oil (a key ingredient for biscuits/bakery) are trending higher in February 2026 due to supply constraints and biodiesel mandates in export markets. This could pressure gross margins in the upcoming quarters.
 - **Wheat:** Global wheat prices remain mixed, but domestic supply is stable.
- **Macro-Economic Factors (Positive):**
 - **US-India Trade Deal:** The interim trade agreement announced on **Feb 7, 2026**, reducing tariffs, has boosted overall market sentiment (Sensex/Nifty up), which indirectly supports high-beta and consumption stocks like Britannia.
 - **Rural Demand:** Recent reports on the FMCG sector suggest a "gradual recovery" in rural consumption, which is critical for Britannia as a significant portion of its sales volume comes from rural India.

4) Latest Analyst Price Targets (February 2026)

The following table summarizes the most recent available targets from major brokerage houses and consensus data.

Brokerage Firm	Rating / View	Target Price (INR)	Sentiment
Motilal Oswal	Buy	INR 7,150	Bullish

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Brokerage Firm	Rating / View	Target Price (INR)	Sentiment
Trendlyne Consensus	Buy	INR 6,586	Bullish
BofA Securities	Neutral	INR 6,400	Neutral
Sharekhan	Buy	INR 6,025	Bullish
ICICI Direct	Hold	INR 5,850	Neutral
Goldman Sachs	Neutral	INR 5,650	Cautious

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

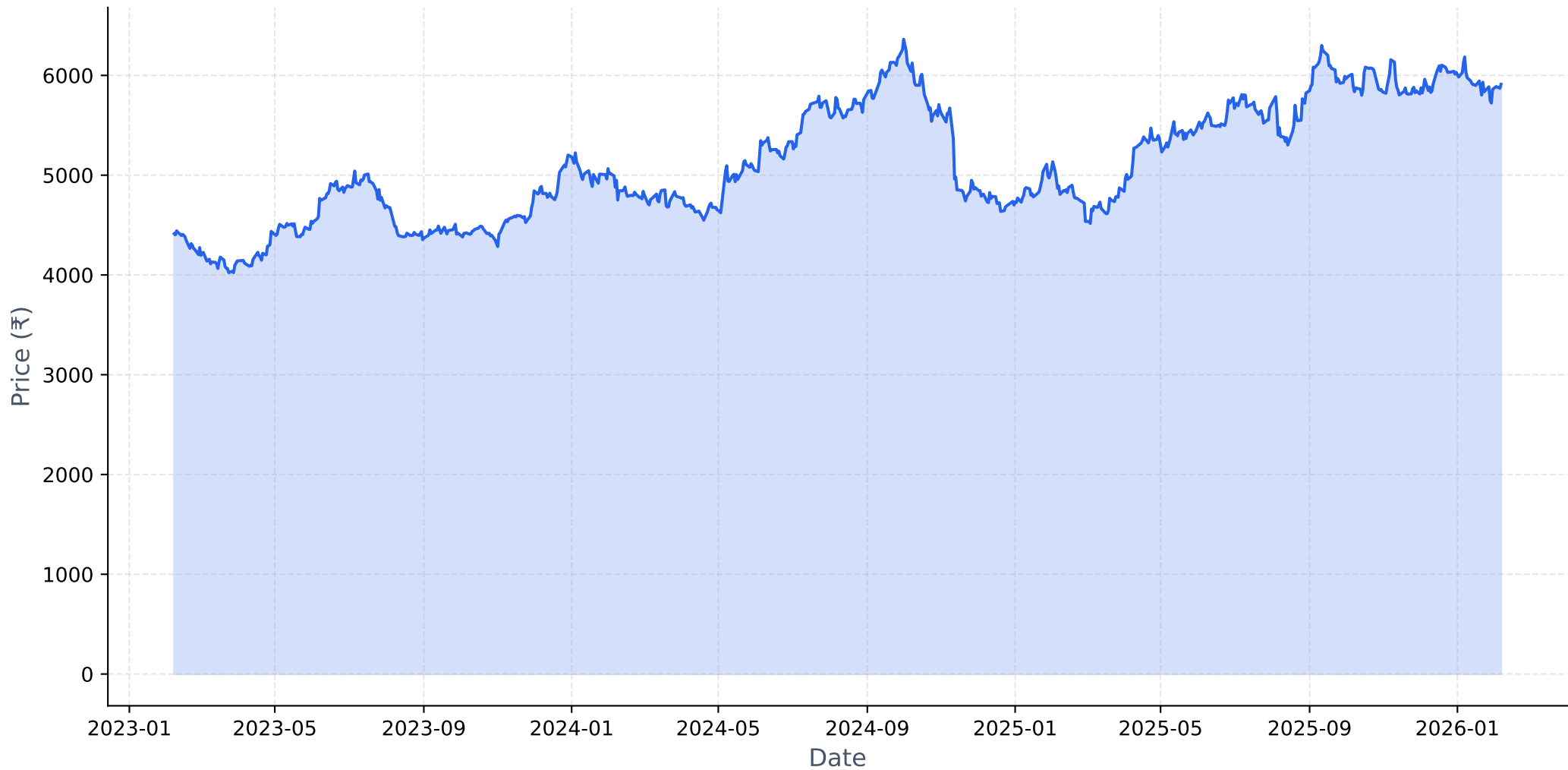
Stock Detailed Analysis Report

BRITANNIA.NS

Current Price: ₹5911.00

Generated: 2026-02-07 10:26

BRITANNIA.NS - 3 Year Daily Price Chart



Long-term Fundamental Analysis (4 Years)

Metric	Is Growing?	Accelerating?	1Y Growth	3Y CAGR
Revenue	Yes	No	5.98%	7.94%
Net Income	Yes	No	1.82%	12.63%
ROE	No	No	-7.86%	-5.68%
EPS	Yes	No	1.81%	12.63%

Short-term Fundamental Analysis (6 Quarters)

Metric	Is Growing?	Recent QoQ	Avg QoQ
Revenue	Yes	3.64%	2.50%
Net Income	Yes	-7.01%	0.95%
ROE	No	-22.34%	-22.34%
EPS	Yes	9.47%	7.29%

BRITANNIA.NS - Relative Strength Analysis

== OVERVIEW ==:

Benchmark Index:	^CNXFMCG
Sector:	FMCG
Classification:	Weakening Leader
RS Score:	53.8/100
:	

== RS RATIOS ==:

1M RS:	0.987 [Neutral]
3M RS:	1.033 [Leader]
6M RS:	1.136 [Leader]
1Y RS:	1.248 [Strong]
:	

== TURNAROUND ANALYSIS ==:

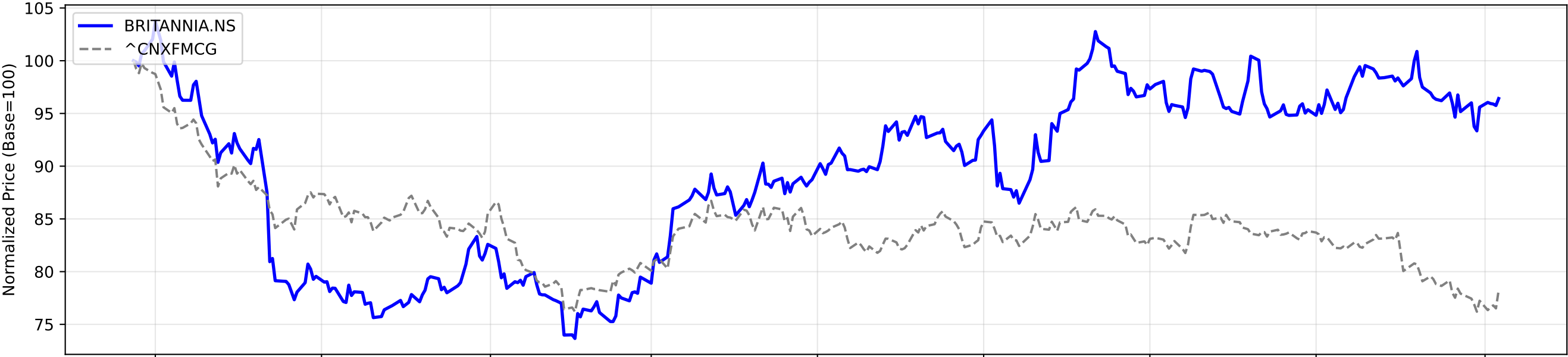
Turnaround Status:	Not Detected
:	

SIGNAL CRITERIA::

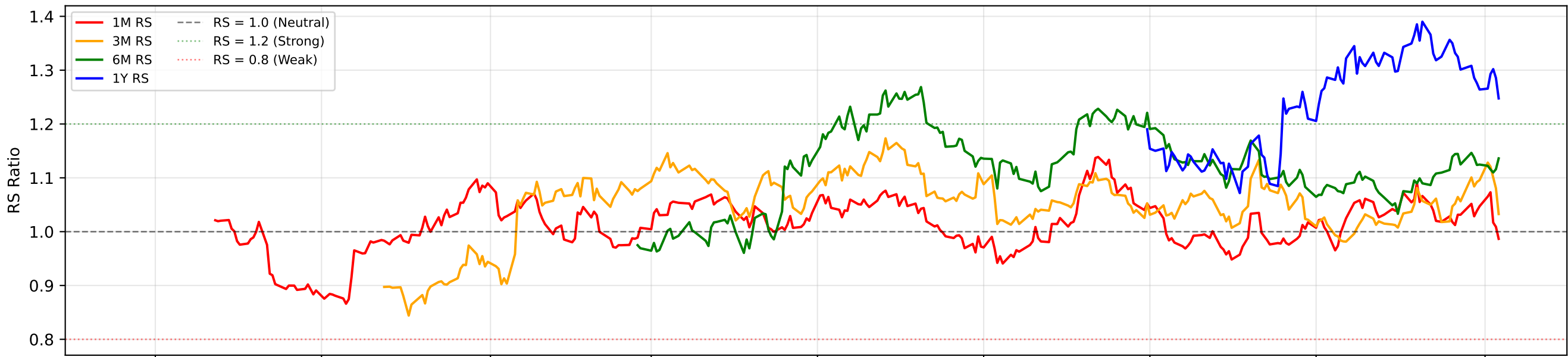
× Emerging RS:	Not accelerating
× Medium-term Lagging:	Not lagging
× Performance Improving:	Not improving

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

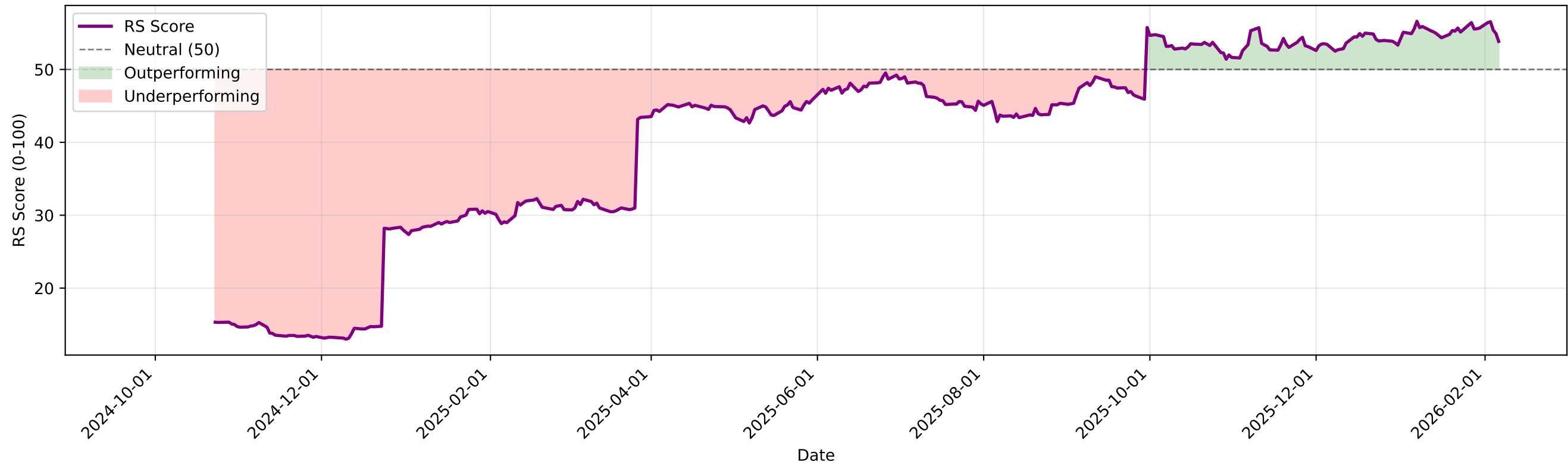
Price Performance Comparison (Normalized)



RS Ratio Trends (Multiple Timeframes)



RS Composite Score Timeline



BRITANNIA.NS - EMA Crossover Summary

EMA 20:	5891.36
EMA 50:	5918.08
EMA 200:	5746.51
Trend Status:	Short-term Downtrend
Golden Cross Date:	2025-05-07 00:00:00+05:30
Golden Cross Price:	5281.78

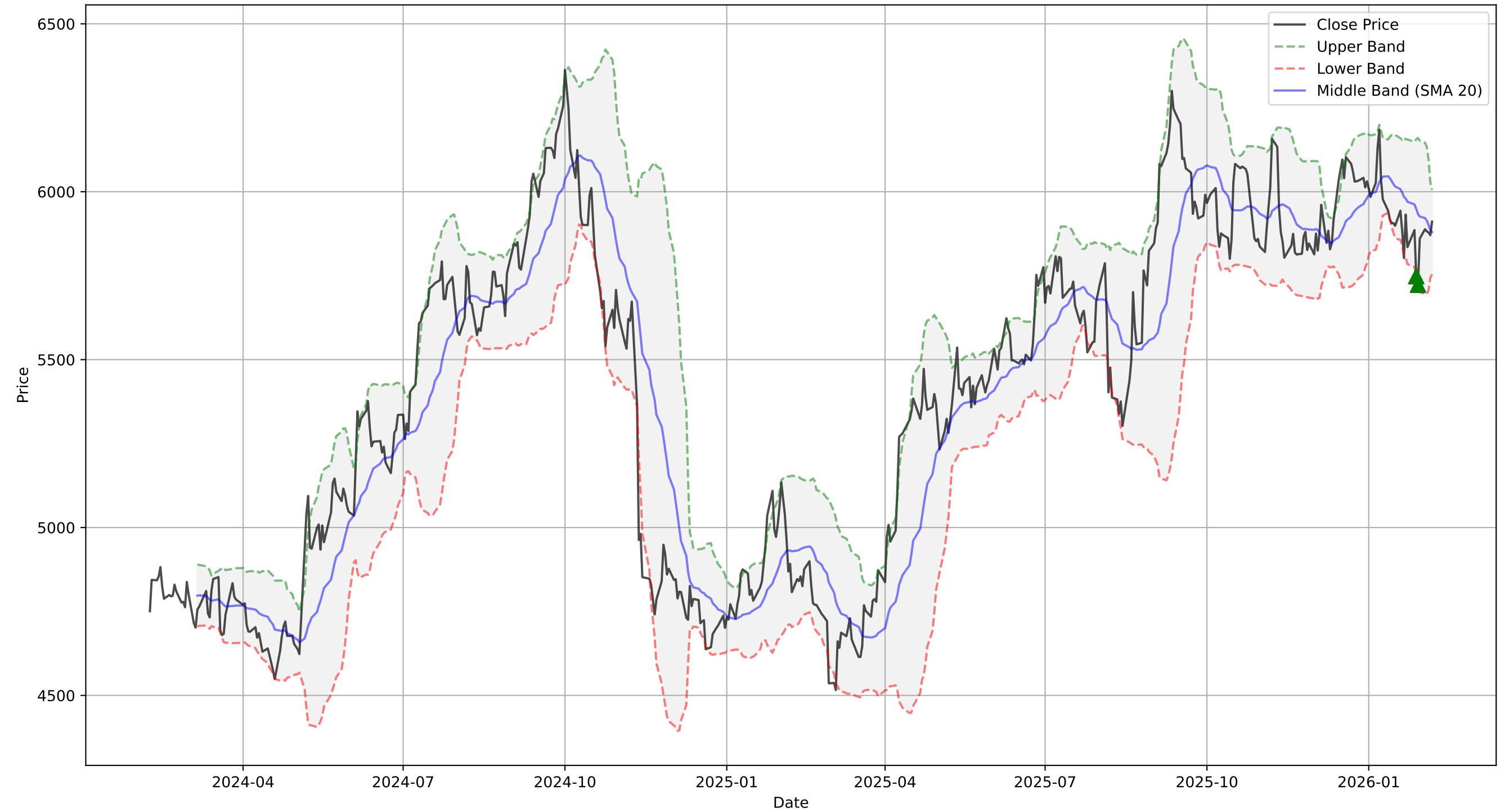
BRITANNIA.NS EMA Crossover Analysis



BRITANNIA.NS - Bollinger Bands Summary

Current Price:	5911.00
Upper Band:	6005.48
Middle Band (SMA 20):	5879.82
Lower Band:	5754.17
%B:	0.6241
Band Width:	0.0427
Status:	Upper Half
Signal:	None
Recent Signal 1:	Buy Signal at 2026-01-28 00:00:00+05:30
Recent Signal 2:	Buy Signal at 2026-01-29 00:00:00+05:30

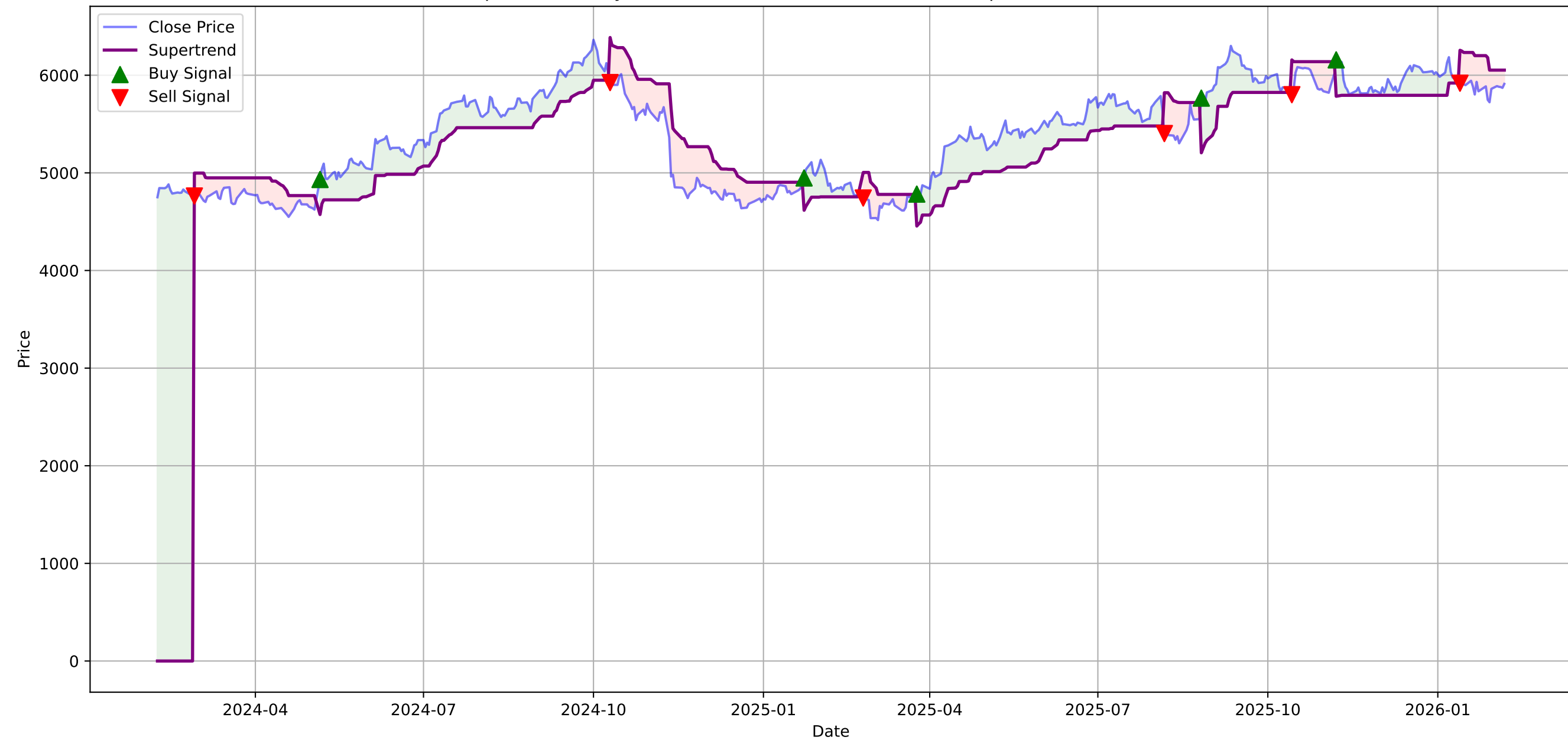
BRITANNIA.NS Bollinger Bands (20, 2) Analysis



BRITANNIA.NS - Supertrend Summary

Status:	DOWNTREND (Sell)
Supertrend Value:	6052.32
Signal Identified On:	2026-01-13

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



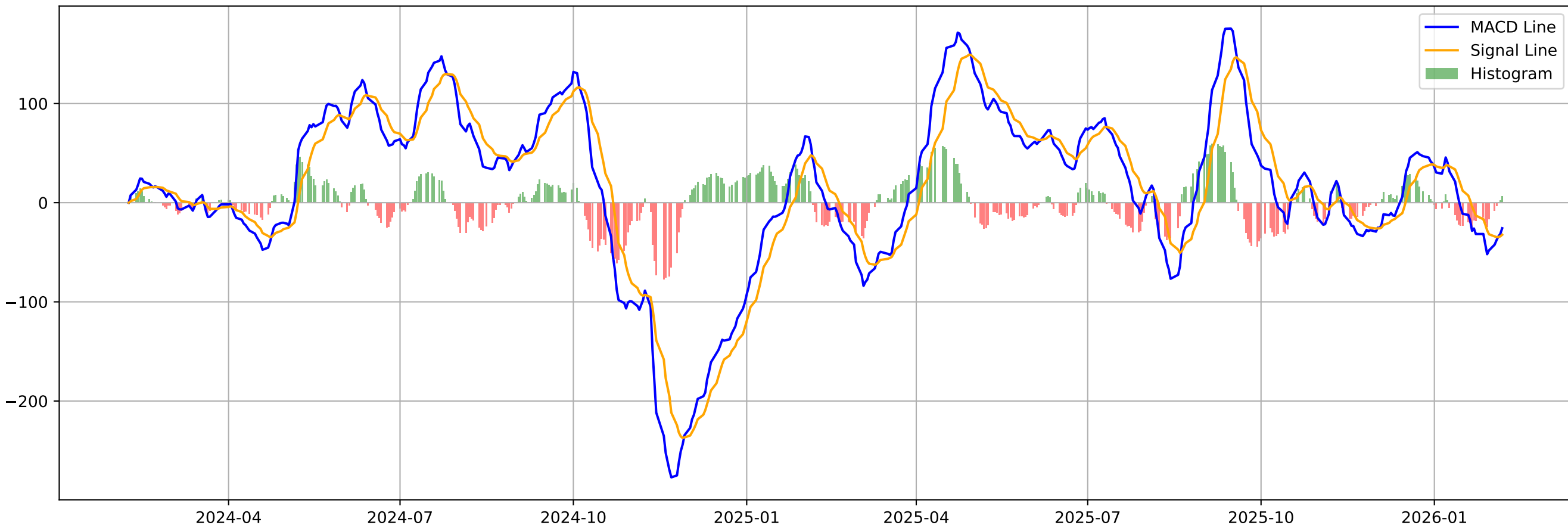
BRITANNIA.NS - MACD Summary

MACD Line:	-25.79
Signal Line:	-32.33
Histogram:	6.54
Trend:	Bullish
Momentum:	Strengthening
Signal:	None

BRITANNIA.NS Price



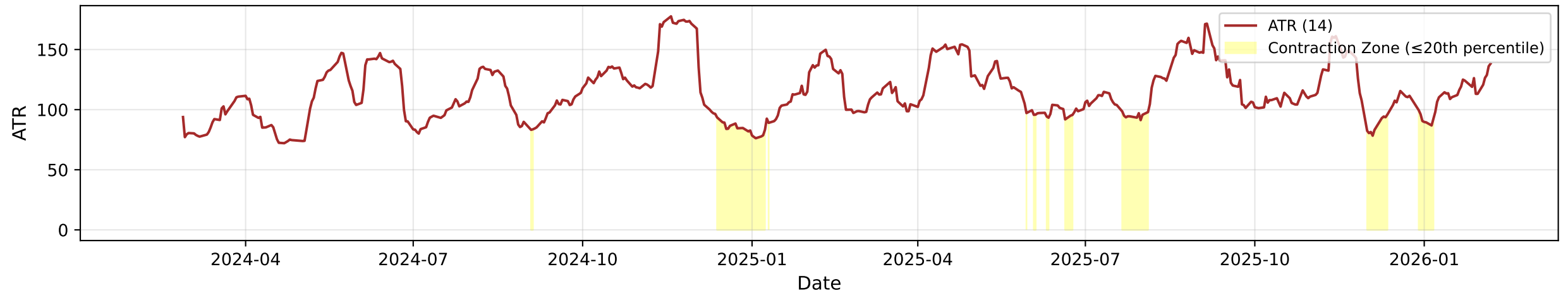
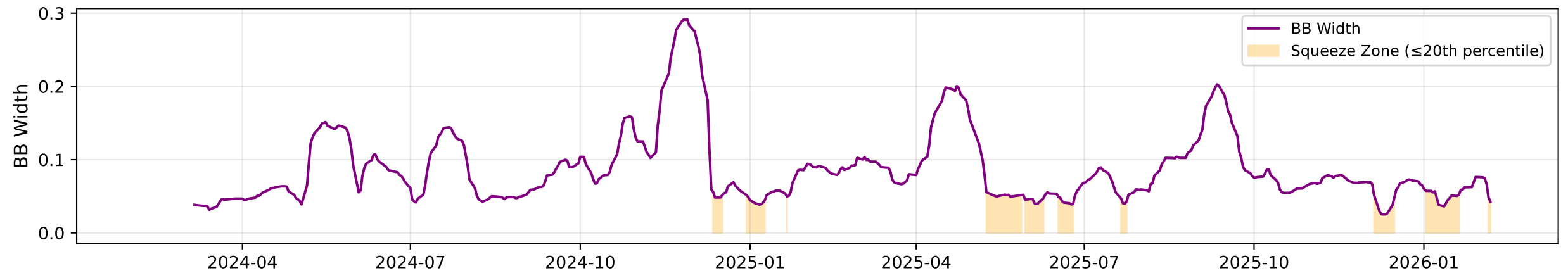
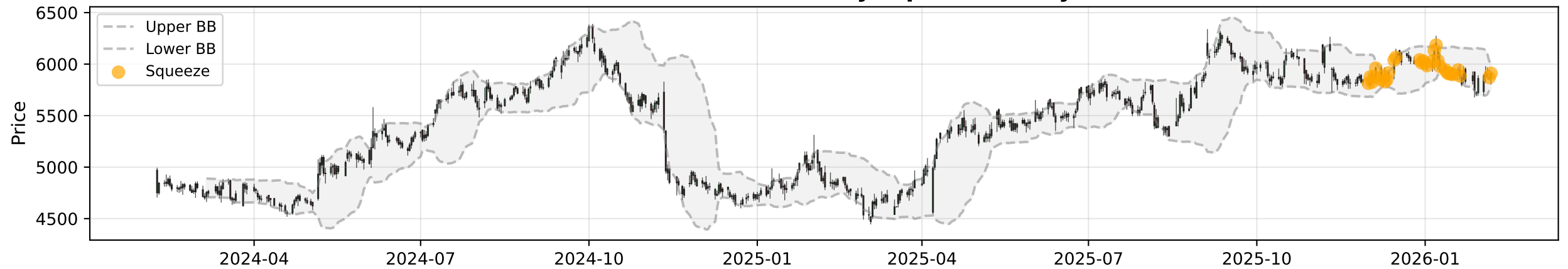
BRITANNIA.NS MACD (12, 26, 9)



BRITANNIA.NS - Volatility Squeeze Summary

BB Width:	0.0427
ATR:	138.2143
Total Signals:	31
Signal 1:	BB Squeeze at 2026-01-16 00:00:00+05:30 (Price: 5898.50)
Signal 2:	BB Squeeze at 2026-01-19 00:00:00+05:30 (Price: 5943.50)
Signal 3:	BB Squeeze at 2026-01-20 00:00:00+05:30 (Price: 5884.00)
Signal 4:	BB Squeeze at 2026-02-05 00:00:00+05:30 (Price: 5870.50)
Signal 5:	BB Squeeze at 2026-02-06 00:00:00+05:30 (Price: 5911.00)

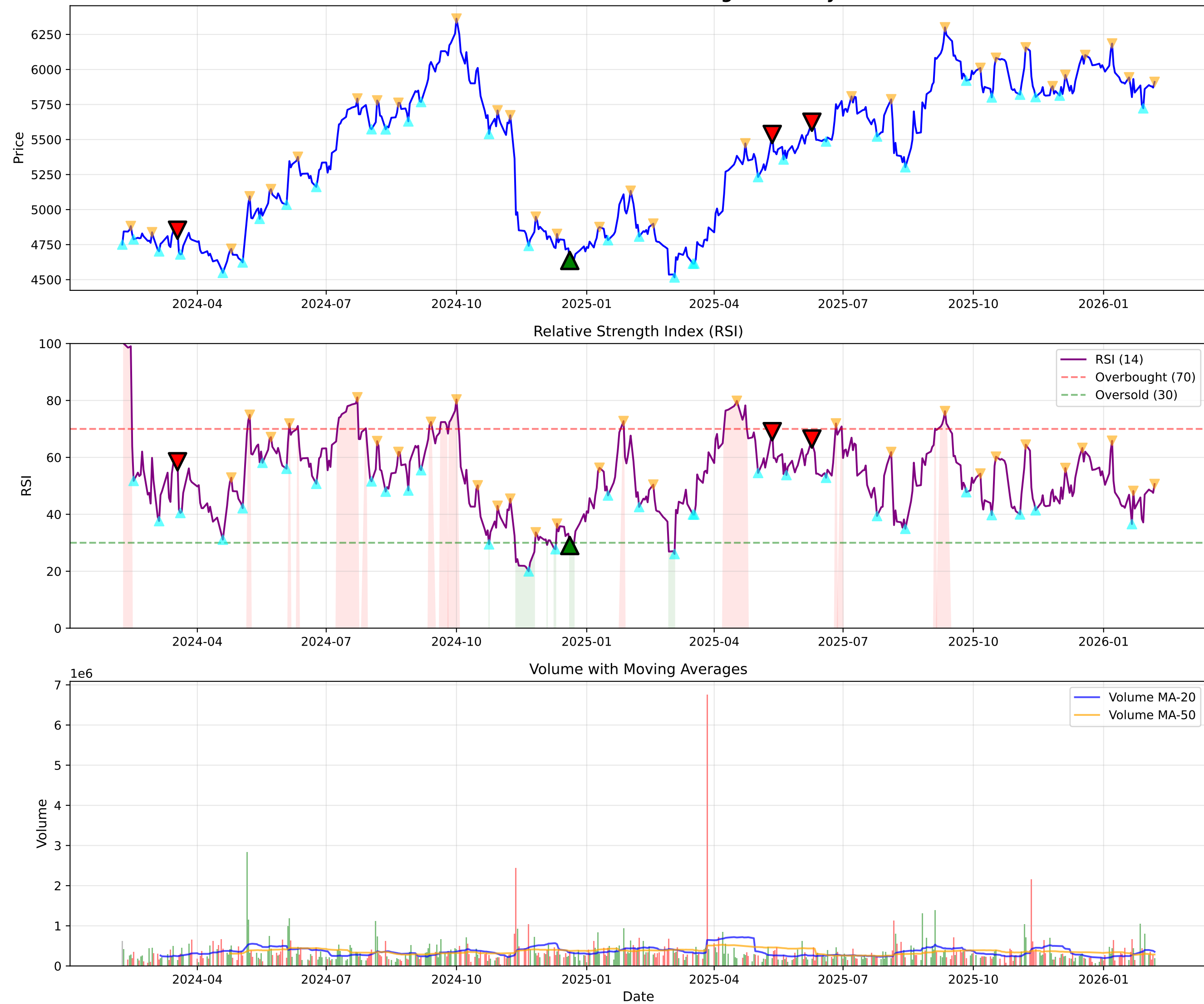
BRITANNIA.NS - Volatility Squeeze Analysis



BRITANNIA.NS - RSI-Volume Summary

Current RSI:	50.63
Current Volume:	186858
Volume MA 20:	354074
Bullish Divergences:	1
Bearish Divergences:	3
Bullish Div 1:	Date: 2024-12-20 00:00:00+05:30, Price: 4637.33
Bearish Div 1:	Date: 2025-05-12 00:00:00+05:30, Price: 5535.95
Bearish Div 2:	Date: 2025-06-09 00:00:00+05:30, Price: 5623.31

BRITANNIA.NS RSI-Volume Divergence Analysis



BRITANNIA.NS - Volume Analysis

== VOLUME ANALYSIS ==:

Status:

35 Signals Detected

:

2026-01-13 [-]:

Distribution Day

2026-01-14 [-]:

Distribution Day

2026-01-16 [-]:

Distribution Day

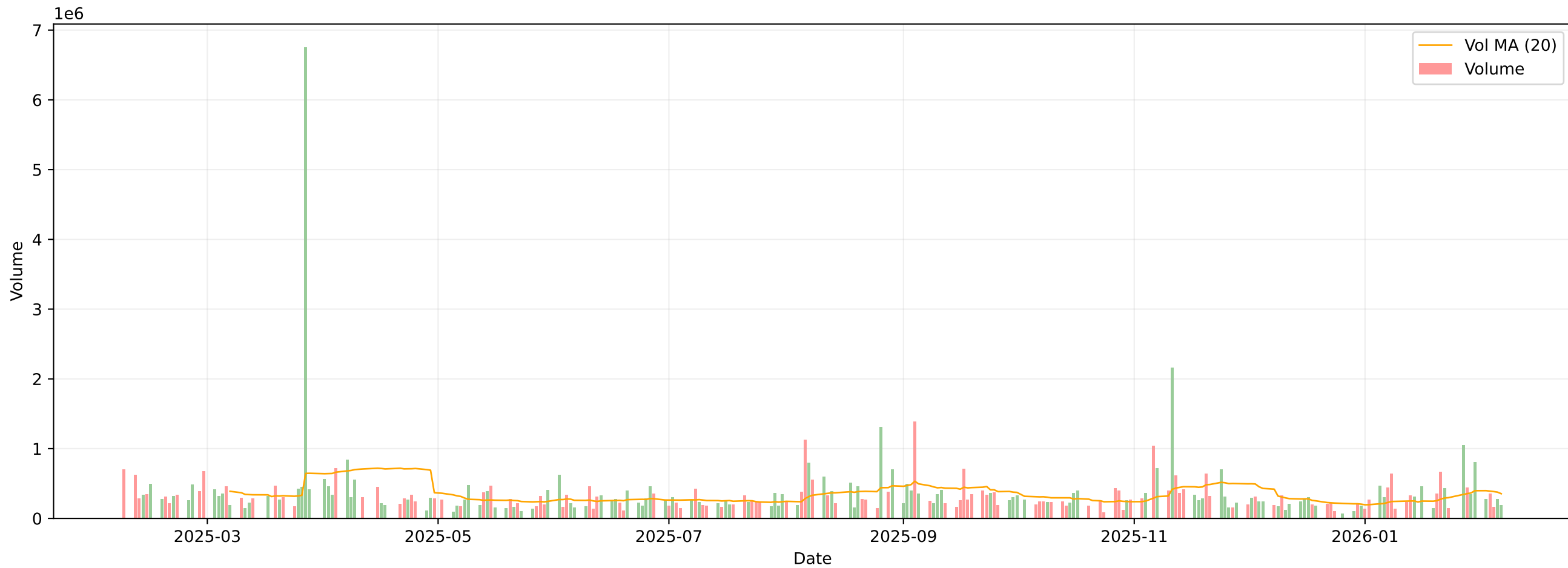
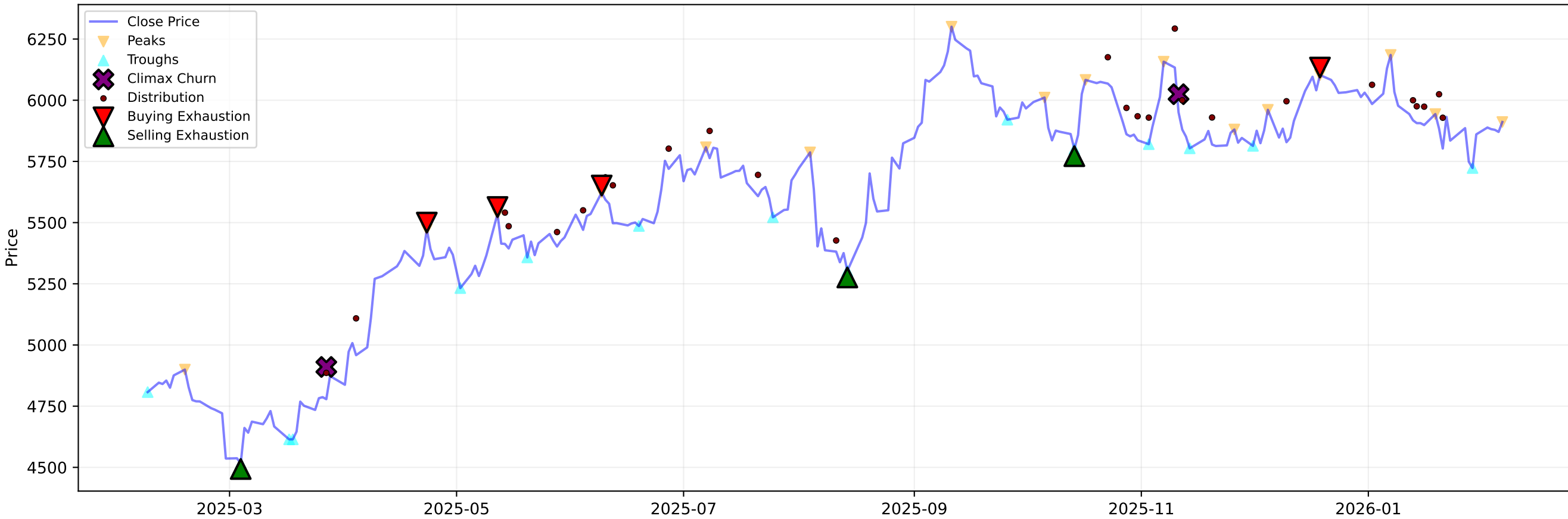
2026-01-20 [-]:

Distribution Day

2026-01-21 [-]:

Distribution Day

BRITANNIA.NS - Volume Analysis



BRITANNIA.NS - Candlestick Classification Summary

== CANDLESTICK CLASSIFICATION ==:

Latest Classification: **No Control**

Recent Trend Score (10-day avg): 0.10

:

Distribution:

No Control: 120

Seller Control: 54

Buyer Control: 49

Seller Strong Control: 3

Buyer Strong Control: 2

BRITANNIA.NS - Candlestick Classification



Multi-Timeframe Supertrend Analysis

Timeframe	Status	Value	Last Price	Signal Date
1 Week	UPTREND (Buy)	5705.93	5911.0	2025-08-25
1 Day	DOWNTREND (Sell)	6052.32	5911.0	2026-01-13
15 Min	UPTREND (Buy)	5854.68	5909.0	2026-02-06

Multi-Timeframe MACD Analysis

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

BRITANNIA.NS - 1 Week (Candlestick + EMAs)



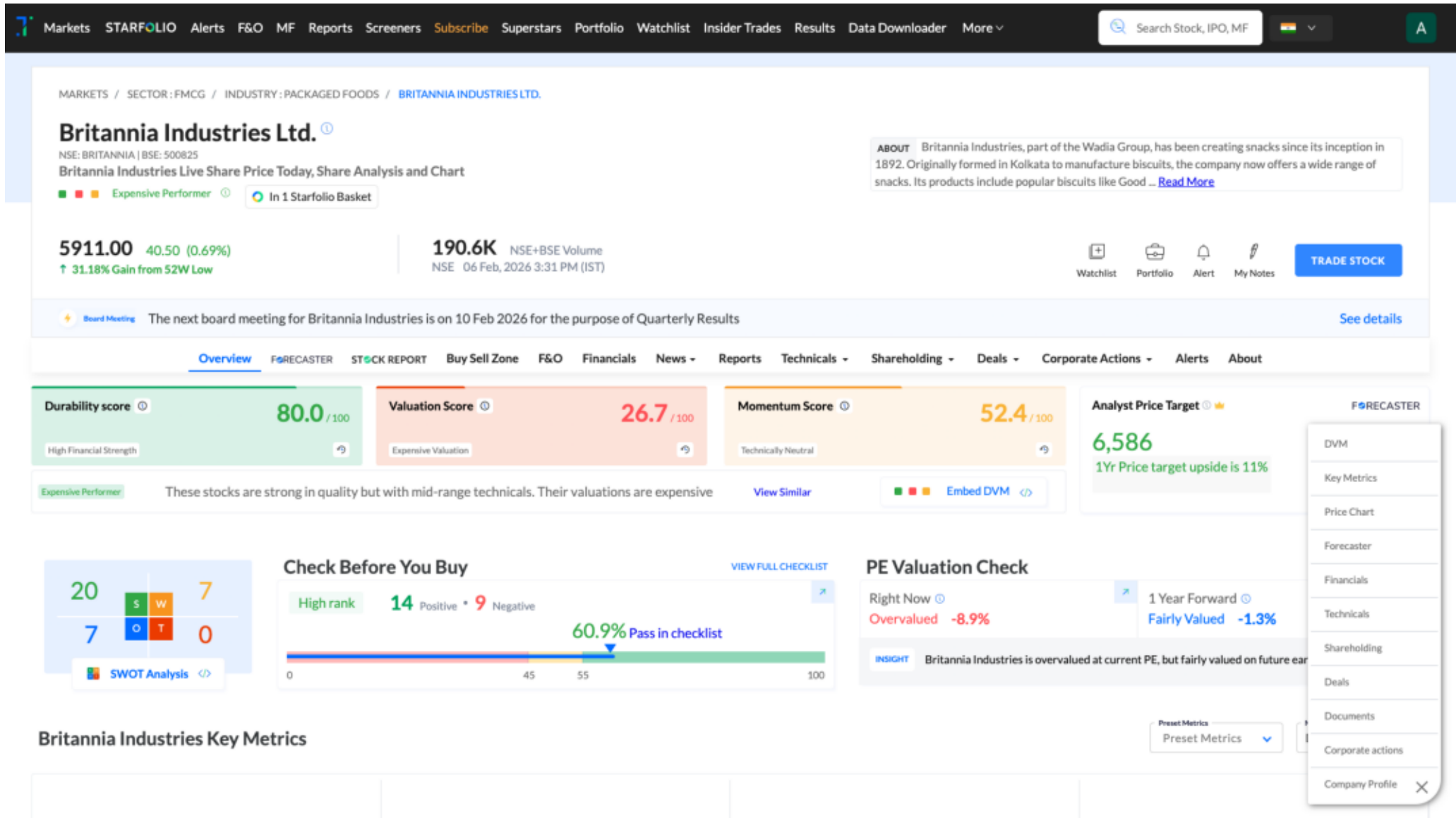
BRITANNIA.NS - 1 Day (Candlestick + EMAs)



BRITANNIA.NS - 15 Min (Candlestick + EMAs)



Trendlyne Snapshot - BRITANNIA_main



Trendlyne Snapshot - BRITANNIA_forecaster

MarketsSTARFOLIOAlertsF&OMFReportsScreenersSubscribeSuperstarsPortfolioWatchlistInsider TradesResultsData DownloaderMore

Search Stock, IPO, MF

India

A

MARKETS / SECTOR: FMCG / INDUSTRY: PACKAGED FOODS / [BRITANNIA INDUSTRIES LTD.](#)

Britannia Industries Ltd.

NSE: BRITANNIA | BSE: 500825

Expensive Performer

In 1 Starfolio Basket

5911.00

40.50 (0.69%)

190.6K

NSE+BSE Volume

31.18% Gain from 52W Low

NSE 06 Feb, 2026 3:31 PM (IST)

Watchlist

Portfolio

Alert

My Notes

TRADE STOCK

Board Meeting

The next board meeting for Britannia Industries is on 10 Feb 2026 for the purpose of Quarterly Results

See details

Overview

FORECASTER

STOCK REPORT

Buy Sell Zone

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About

Britannia Industries - BRITANNIA - stock price prediction, stock forecast, target price, analyst ratings from 34 analysts

Britannia Industries has a share price target of Rs 6586, revenue growth forecast of 8.4%, and profit growth estimate of 15.3% for FY26, based on top 34 analyst calls.

Britannia Industries FORECASTER - Analyst Estimates

FORECASTER DASHBOARD

SHARE PRICE TARGET FORECAST

12 MONTH ESTIMATE

LOW ESTIMATE

5250

CURRENT PRICE

5911

AVG. ESTIMATE

6586.2

HIGH ESTIMATE

7530

● CURRENT PRICE

● AVG. ESTIMATE

In \$rs

EPS FORECAST

QUARTER

ANNUAL

150

125

100

75

Mar '23

Mar '24

Mar '25

Mar '26

Mar '27

◇ ACTUAL EPS

◇ AVG. ESTIMATE

In Rs

CONSENSUS RECOMMENDATION

34 ANALYST Recommendations

BUY

11	12	9	1	2	Sep '25
11	10	10	1	2	Oct '25
14	11	8	2		Nov '25
14	11	8	2		Dec '25
15	10	7	2		Jan '26
15	10	7	2		Feb '26

● STRONG BUY

● BUY

● HOLD

● SELL

● STRONG SELL