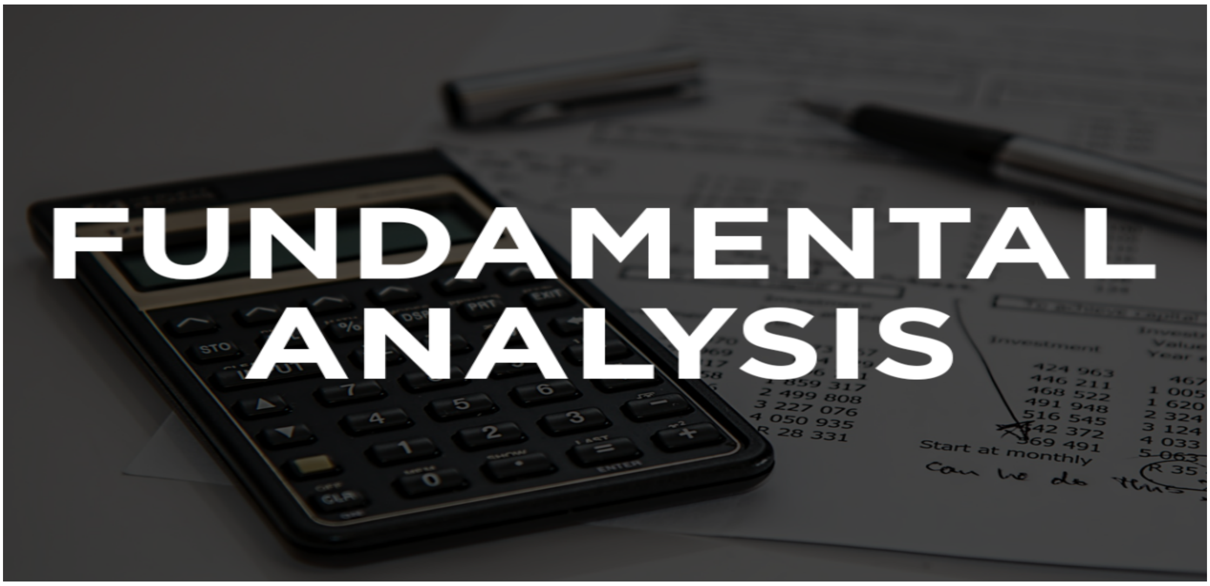
BOOTCAMP PROJECT:



1. Selection of Stock:

- Sector
- Financial Analysis
- Other Factors

2.Rating of Stock(Out of 5)

Rating each factor out of 5
After that overall stock rating.

Stock 1-Havells

Havells India Limited is a leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global presence.

SECTOR:**(RATING = 4)**

This sector is a critical and fundamental component of modern society. It has been showing overall growth over the years. Continuous advancements in technology are shaping it improving its efficiency and management. With population growth and industrialization demand for electricity has been rising. Efforts to bring electricity to remote and rural areas have also contributed to its growth.

FINANCIAL ANALYSIS(FY23):**(RATING = 3.5)**

1. Market Cap = ₹ 81,718.34 Cr.

This shows that it is a large-cap company which means it is one of the most established companies in this sector. It is safer to invest because of its stability and also the possibility of stock price gain.

2. Earning Per Share = ₹ 17.87

It has a low value of EPS compared to other companies in this industry. This means it makes less profit per share comparatively.

3. Return On Equity = 17.06 %

The industry average ROE is 10.5%.Clearly, it has a higher ROE and therefore is considerable to invest in. Also, it has a good ROE value amongst its peers. This means it has good management and the ability to generate income from its equity financing. It generates profits for its shareholders.

4. Price to Earning Ratio = 72.97

The industry average of the P/E ratio is 31.1. This means that the company is overvalued. An overvalued company is expected to decline its stock price in the future. This shows the amount an investor has to pay per $1 of earnings.

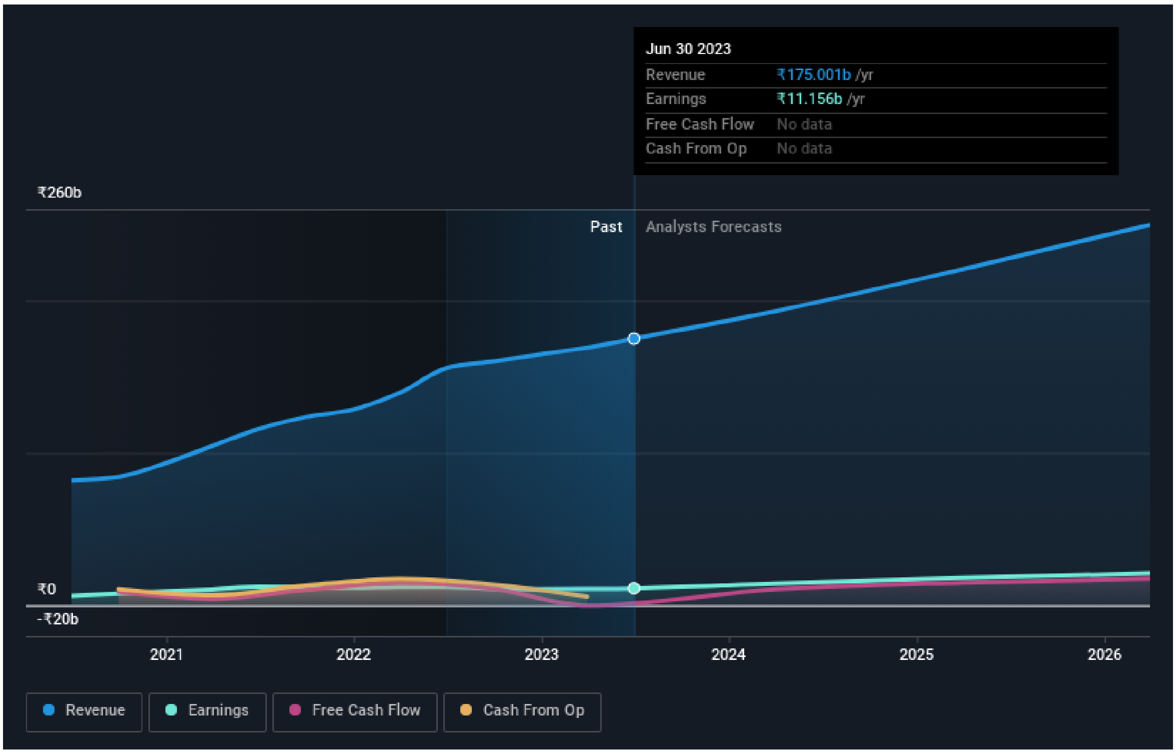
5. Return On Capital Employed = 23.16%

Compared to other companies from the same industry, Havells has a better ROCE ratio. This states that the company is generating good profit from the capital employed.

6. Debt/Equity = 0
This means the company does not rely much on debt financing and is not risky for investment. The company uses its own resources for financing.

7. Return On Assets = 9.6%
The industry average ROA is 8.2%. It is evident that the company has a higher ROA ratio which means it is more efficient and productive at managing its balance sheet to generate profits. It indicates the company is profitable in relation to its total assets.

Earnings and Revenue Growth Forecasts:



OTHER FACTORS:**(RATING = 4.5)**

FUTURE PLANS:

In India, the home appliance market presents significant growth prospects, especially as rural areas undergo electrification. To seize this opportunity, the company is fully committed to investing in brand-building and distribution strategies, seeking to establish a strong foothold in the market. They firmly believe that innovation will be a crucial factor in setting them apart from their competitors, allowing them to capture consumer attention.

In the next three years, the company aims to expand into 2,800 rural towns, tapping into the growing demand for electronics and appliances. They will introduce new product categories, including white goods, to reach a broader customer base. The ultimate goal is to secure a top-three position in each category they enter by building a strong distribution network, even in markets dominated by FMCG companies, ensuring effective competition and a distinct market presence in India.

SOCIAL MEDIA MARKETING:

Havells' positioning strategy has always taken its competitors by surprise. Havells has created a brand recall, unlike any other thanks to aggressive branding, particularly on television.

The brand has totally revolutionized advertising a product like a fan by coming up with campaigns that tapped into the reality of social issues in the country. "Hawa Badlegi" has been an umbrella concept of Havells fans for several years.

Havells broke the clutter on digital during Cricket World Cup 2019 with its communication and gained engagement on social media platforms.It started the campaign by connecting with crazy cricket fans by asking them to add their favorite cricketer Suresh Raina to their family WhatsApp groups.

8,000+ Whatsapp Group Requests	Total Reach 6.1 Million+	Total Engagements 202.5K+	2,000+ Whatsapp Groups Created	Total Impressions 68.2 Million+

Facebook: 564k followers
Instagram: 100k followers
LinkedIn: 289k followers
Twitter: 50.6k followers

Havells India has launched a film. The film, which stars Shraddha Kapoor and Vicky Kaushal, is intended to enhance consumer awareness about the need for Havells products in their daily life. They have also cast many TV serial actors in their marketing videos.

OVERALL RATING:
(4+3.5+4.5)= 12/15
FINAL = 4/5

Stock 2-Tata Communications

Tata Communications is a digital ecosystem enabler that powers today's fast-growing digital economy. Tata Communications provides a wide range of telecommunications services and solutions to businesses and enterprises worldwide. The company operates an extensive global network, spanning more than 200 countries and territories. Tata Communications continues to be a significant player in the telecommunications and technology space

SECTOR:**(RATING = 4)**

By providing immediate communication, data sharing, and information access, the telecom sector contributes significantly to contemporary society and the global economy. It promotes technological innovation in fields like 5G, AI, and the Internet of Things (IoT). This industry facilitates digital transformation and improves connections globally, assisting organizations, governments, and people in all facets of daily life. With continual developments, the telecom sector remains a crucial catalyst for development and economic expansion, enabling societies to prosper in the digital era.

FINANCIAL ANALYSIS(FY23):**(RATING = 3.3)**

1.Market Cap = ₹ 47,525 Cr.
This shows that it is a large-cap company which means it has a relatively high market capitalization. This indicates it is one of the most established companies in this sector making it safe for investment. It also shows that it has a high market value and a substantial number of shares outstanding.

2. Earning Per Share = ₹ 63.02
It has a higher EPS value than its competitors. This clearly shows that company's operations are efficient and profitable. It can also indicate that company has good growth prospects.

3. Return On Equity = 118.29 %
The industry average ROE is approx 15.7%.ROE above 100% is an indication that a company's net income exceeds its shareholders' equity. This may have occurred due to the revaluation of assets leading to high income or some nonrecurring events may have caused a temporary rise in net income. However, it is something to look upon and analyze.

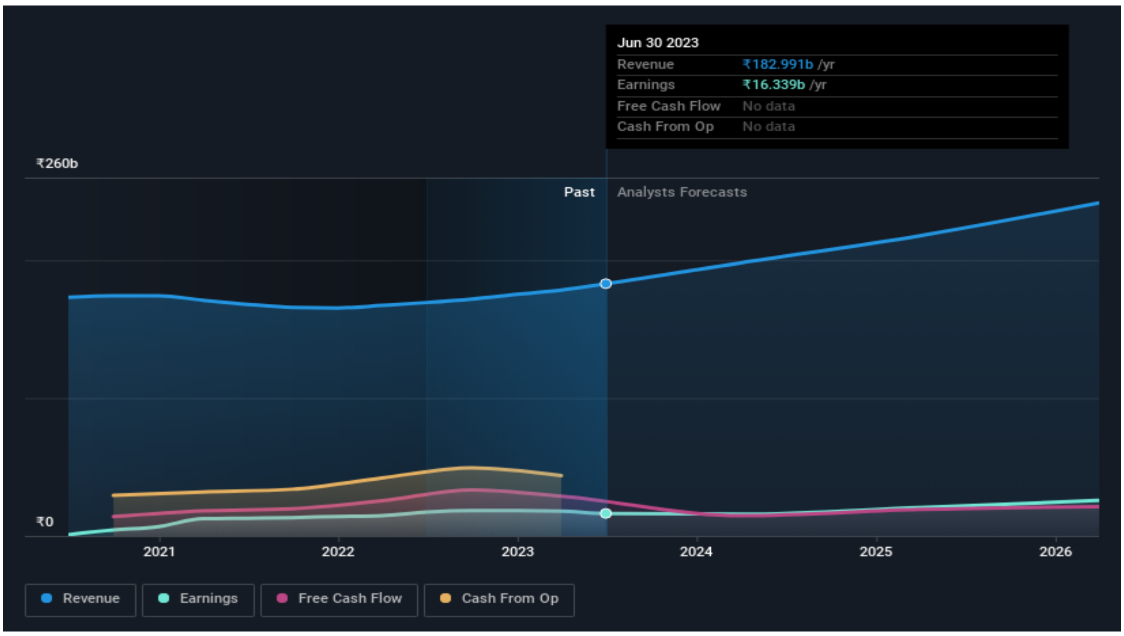
4. Price to Earning Ratio = 19.76
The industry average P/E ratio is 17.5. Thus the company visibly has a higher P/E value which means that its stock price is higher than its earning and possibly overvalued. This is the amount market is willing to pay for a stock based on its earnings. This high P/E value indicates that the investors are expecting higher earnings growth in the future.

5. Return On Capital Employed = 22.47%
The company has comparatively better ROCE than its peers. This ratio is especially useful for companies in this sector(telecom). High value depicts that it is profitable. This denotes that the company is capable of effective capital allocation decisions and good returns on invested capital.

6. Debt/Equity = 4.96
The company has a comparatively higher ratio than others from the same industry. This means that the company relies more on debt financing. Since the telecom sector is a capital-intensive sector, so high ratio is not that bad. But still is risky to invest in and can prove to be a drawback for investors.

7. Return On Assets = 8.73%
The industry average ROA is 7.9%. Therefore the company has a higher ROA value which tells you about the good amount of earnings from the invested capital(assets). It gives investors an idea of how effective the company is in converting the money it invests into net income.

Earnings and Revenue Growth Forecasts:



OTHER FACTORS:**(RATING = 3)**

FUTURE PLANS:

Tata Communications prioritize product innovation and improving customer experiences, actively developing agile solutions for increased efficiency and borderless growth. Embracing innovation as a necessity, they strategically redesign their operating models to deliver breakthrough value. Tata Communications is dedicated to building intelligent models that empower them to achieve ambitious objectives.

In the pursuit of triumphing over ongoing inventions, they are capitalizing on strategic decisions to adapt and thrive. They acknowledge that the dizzying speed of transformation demands a proactive approach, and they are dedicated to meeting the challenges head-on. By maintaining a sharp focus on innovation, customer-centric solutions, and intelligent models, they aim to strengthen their position in the market and lead the way in this dynamic landscape.

MARKETING STRATEGY:

Marketing Strategy of Tata Communications analyzes the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). These business strategies, based on Tata Communications' marketing mix, help the brand succeed in the market.

a)PRODUCT- With social media, cloud computing, analytics, and the growth of devices that are connected a shift in engagement technology has allowed Tata Communications to be an innovator in technological service and providing of information technology services helping clients experience its robust technologies to meet the communication needs of emergent global enterprises which future proof.

b)PRICE- It has got a wide offering and hence a diverse price range of its services. As it is mostly B2B that Tata Communications engages in, it is paramount that they provide the industry's lowest prices in its marketing mix while not compensating for the high quality as well as efficient processes that they have always stood for.

c)PLACE & DISTRIBUTION- Tata Communications faces challenges in managing diverse equipment from different OEMs across over 1000 sites. They address this complexity by seamlessly connecting their distributed workforce, considering voice regulations and centralized administration. This ensures efficient communication services for clients despite equipment heterogeneity.

d)PROMOTION & ADVERTISING- Tata Communications being a technologies services provider banks heavily on online media marketing and the usage of social media for promotional activities. It leverages the fact that it is the only tier-one provider in the 5 continents in terms of internet routes.

OVERALL RATING:

(4+3.3+3)= 10.3/15

FINAL = 3.43/5

Stock 3-Info Edge(India) Ltd:

Info Edge has an in-depth understanding of the Indian consumer internet domain. With years of experience in the domain, strong cash flow generation, and a diversified business portfolio, it is one of the very few profitable pure-play internet companies in the country. Driven by innovation, creativity, an experienced and talented leadership team, and a strong culture of entrepreneurship, today, it is India's premier online classifieds company in recruitment, matrimony, real estate, education, and related services.
Info Edge provides internet-based service delivery like recruitment services (Naukri), real estate (99 acres), Jeevansaathi, and Shiksha.

SECTOR:**(RATING = 3.5)**

The Internet technology sector is a dynamic and ever-changing industry that encompasses a wide range of technologies, services, and businesses connected to the Internet. This sector's constant innovation has had a profound impact on modern society, revolutionizing the way we communicate, access information, conduct business, and interact with the world at large. Social media platforms, online marketplaces, and cloud services are just a few examples of how this sector has transformed our daily lives. Additionally, advancements in artificial intelligence, IoT devices, and blockchain technologies continue to shape the future of the Internet, paving the way for even more transformative developments. As this sector evolves, its influence on various aspects of life will only continue to grow, shaping the course of our interconnected world.

FINANCIAL ANALYSIS(FY23):**(RATING = 2)**

1. Market Cap = ₹ 58,653 Cr.

This value states that it is a mid-cap company i.e. mid market capitalization. Mid-cap companies are often considered to have a moderate level of risk compared to small-cap companies, which are usually more volatile. Investing in mid-cap companies can offer a balance between growth potential and stability.

2. Earnings Per Share = ₹ (-8.34)
A negative value of EPS depicts that the company is losing money. This can result in a risky investment because investors never want losses or bankruptcy. But that doesn’t mean the company is not worth the investment.

3. Return On Equity = 3.76%
In comparison to its peers, the ROE value is lower for this company. This indicates that the company is not good at converting equity financing to generate profits. Low ROE means that the company earns relatively little compared to its shareholders’ equity.

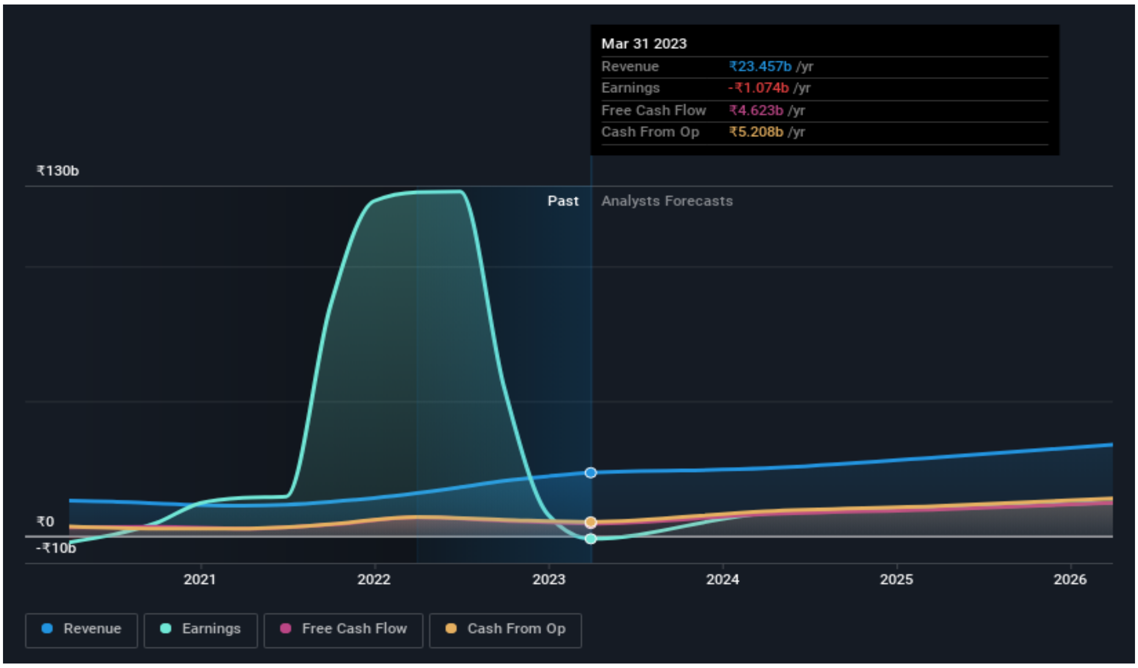
4. Price to Earnig ratio = (- 454.55)
A negative P/E ratio depicts that the stock has negative earnings. Or we could say the company has been losing money for the past twelve months. Companies that show consistent negative P/E are not generating sufficient profit and run the risk of bankruptcy.

5. Return On Capital Employed = 7.86%
It has a low ROCE value amongst its competitors. Low ROCE means that the company is deploying its capital on projects that are not profitable. It tells the amount of profit a company is generating per $1 of capital employed. Low ROCE indicates no profitability.

6. Debt/Equity = 0
This shows the company's low reliance on debt financing and its ability to use its own resources for financing making it a low-risk investment option. With a conservative financial approach, the company's stability and financial health are likely to be strong.

7. Return On Assets = 3.18%
It has an intermediate value of ROA. This value indicates companies profitability in relation to its total assets. The ROA figure gives investors an idea of how effective the company is in converting the money it invests into net income.

Earnings and Revenue Growth Forecasts:



OTHER FACTORS:**(RATING = 2.6)**

FUTURE PLANS:

The CEO of the company believes in the company's promising future, driven by the potential terminal value of the business. Terminal value refers to the estimated long-term value of a company beyond a specific forecast period, often based on assumptions of steady growth and cash flows. According to his assessment, this terminal value is expected to be substantially higher than the company's current market valuations. With this optimistic view, he confidently asserts that Info Edge has the potential to achieve a coveted position in the Nifty index over the next 10 years. The Nifty index is a benchmark index comprising 50 large and actively traded stocks listed on the National Stock Exchange (NSE) of India. Inclusion in the Nifty index is considered prestigious and reflects a company's prominence and influence in the Indian stock market.

Info Edge (India) is forecasted to grow earnings and revenue by 45% and 11.7% per annum respectively. EPS is expected to grow by 45.8%. Return on equity is forecast to be 9.4% in 3 years.

Key triggers for future price performance:

- Improving hiring trends in IT, healthcare, education, and telecom and improving billing trends to drive recruitment revenues.
- Lower interest rates and affordability are expected to drive 99acres revenues. Traction in Jeevansaathi, Shiksha to further drive revenues.
- Expect revenues to grow at a CAGR of 13.5% over FY22-24E.

MARKETING PLANS:

Info Edge indicated that it is trying to reinvent its strategy in the Jeevansaathi business and is now offering the services free of cost may be for a couple of quarters. As a result, it expects a 30-40% drop in billings in FY23. The company also indicated that 50% of marketing spend at the company level goes into this business. They expect marketing spending to be elevated in FY23 also as this spending is critical to stay relevant in the market being a No. 3 player with a 15% market share.

OVERALL RATING:

(3.5+2+2.6)= 8.1/15

FINAL = 2.7/5