



# Long Term FMCG Pick (a technical perspective)

27<sup>th</sup> May 2024



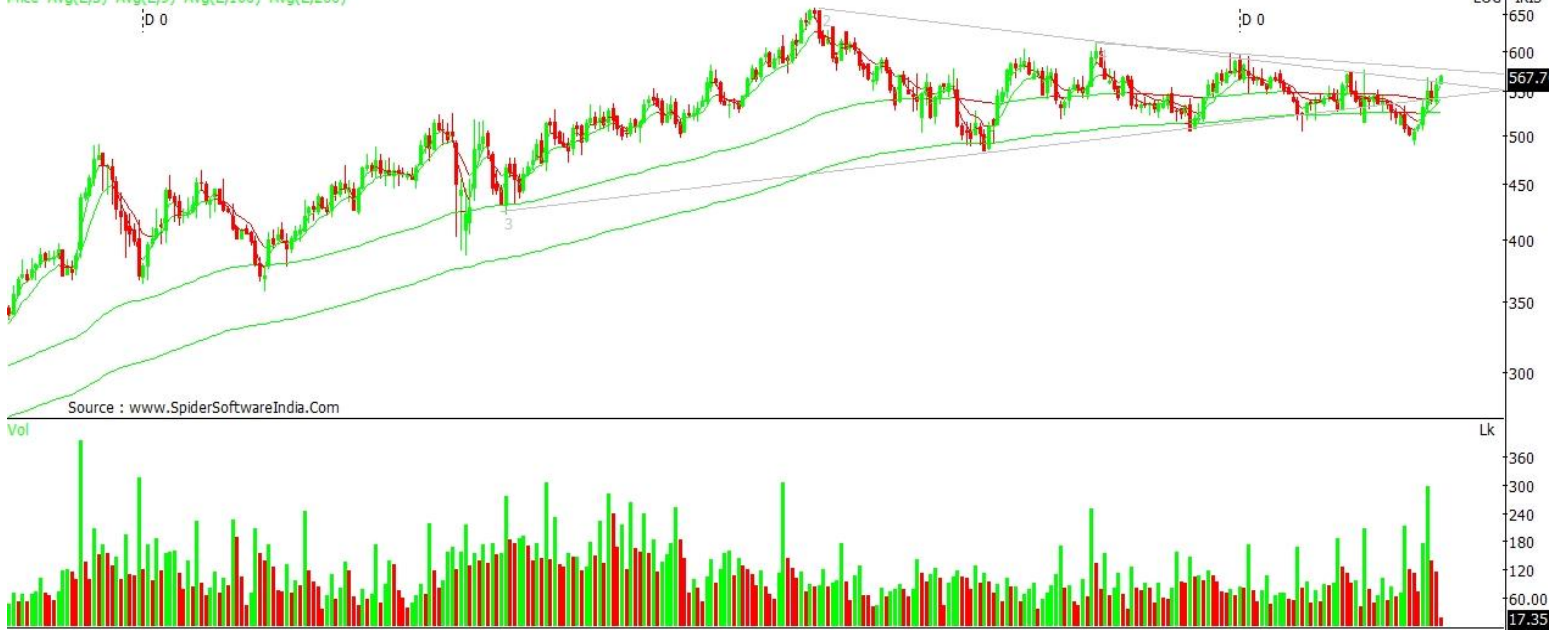
**Rating: Buy @ 558-570** (Add on dips till 535-540)

**Upside Potential: 24.55%**

## Technical View:

Dabur India Ltd. is one of India's leading FMCG Companies with Revenues of over Rs. 11,530 Crores & Market Capitalization of over Rs. 96,500 Crore. The world's largest natural and Ayurvedic products maker, delivering holistic health and well-being to a highly diverse set of consumers spread over 120 countries across four continents with overseas revenue accounts for over 25% of the total turnover.

*DABUR - Weekly Chart:*  
 DABUR [N772] 567.70, 1.72%  
 Price Avg(E,3) Avg(E,9) Avg(E,100) Avg(E,200)



After testing an all time high of 658.95 (fourth week of September 2021), DABUR witnessed profit booking and observed accumulating within the 480-510 levels over the past two years with steady volumes, resulting in a sideways trend. Such a sideways trend pattern has led to appearance on symmetrical triangle pattern which is a bullish structure on weekly chart and the projected target for DABUR will be at 695/738 levels. On weekly chart the bullish support line continues to remain intact which suggest follow up buying taking place during dips. RSI has also been confirming its upside movements with formation of higher tops and higher bottoms which is a short-term positive trigger.

## Recommendation

CMP (₹) as on 24th May 2024	558.10
Buy on Dips till (₹)	535-540
Target 1 & 2 (₹)	695
Stoploss (₹)	480
Time Frame	8- 12 Months

## Key Data

Nifty/Sensex	22957.10/75410.39
BSE Code	500096
NSE Symbol	DABUR
Bloomberg Code	DABUR:IN
Industry	Personal Care
Market Cap(₹ Cr )	1000368.3
Face Value(₹)	1
52 week High/Low	597.10/489.20



# Long Term FMCG Pick (a technical perspective)

27<sup>th</sup> May 2024



**Rating: Buy @ 558-570** (Add on dips till 535-540)

**Upside Potential: 32.23%**

The NIFTYFMCG index witnessed lower level buying and rallied more than 2 per cent against last month. Tracking monthly chart on DABUR, the stock has given a breakout from the falling downward trend line which is signalling further buying pressure at current levels and sustainable move past 597/610 can extend rally in the counter towards levels of 659 in near term. Additionally, DABUR exhibited a positive breakout from its 100-day and 200-day EMA on the daily chart, confirming the trend reversal. Moreover, the momentum indicator On Balance Volume (OBV) reflects a positive volume flow in accordance with the price chart.

The weekly chart as well as monthly technical chart structure looks bullish, and We expect, the stock would see an upside breakout above 659 levels. If the stock moves above 659, then it can test the projected target of 695/738 levels in medium to long term. In contrast, support for the stock can be seen at 540 and 480 levels. Based on the above-mentioned evidence, we recommend investors to buy and accumulate DABUR for medium to long term gains.

### Technical Indicators/Overlays

Bollinger Bands	613.90 - 489.20
20 days & 50 Days EMA	545 & 523
Volatility	0.75
ADX	11.09
MACD	-1.5
RSI	54.56
Average True Range(ATR)	49.11
AD Line	213.24 Cr

### Share Holding Pattern

Particulars	31-March-24 (%)
Promoters & Promoter Group	66.25
FPIs	15.82
MFs/Insti	5.98
Public	5.36
Others	6.59

# Long Term FMCG Pick (a technical perspective)

27<sup>th</sup> May 2024



## Research Desk

S. Devarajan	Head - Technical & Derivatives Research	devarajan.s@way2wealth.com
Jebaris Nadar	Research Associate	jebarisn@way2wealth.com

### Disclaimer

Analyst Certification: I, Devarajan Sadasivam, research analyst and author of this report, hereby certify that the views expressed in this research report accurately reflect our personal views about the subject securities, issuers, products, sectors or industries. It is also certified that no part of the compensation of the analyst(s) was, is, or will be directly or indirectly related to the inclusion of specific recommendations or views in this research. The analyst(s), principally responsible for the preparation of this research report, receives compensation based on overall revenues of the company (Way2Wealth Brokers Private Limited, hereinafter referred to as Way2Wealth) and has taken reasonable care to achieve and maintain independence and objectivity in making any recommendations.

It is confirmed that the author of this report has not received any compensation from the companies mentioned in the report in the preceding 12 months. Our research professionals are paid in part based on the profitability of Way2Wealth, which include earnings from other business. Neither Way2Wealth nor its directors, employees, agents or representatives shall be liable for any damages whether direct or indirect, incidental, special or consequential including lost revenue or lost profits that may arise from or in connection with the use of the information contained in this report.

This report is for the personal information of the authorized recipient and does not construe to be any investment, legal or taxation advice to you. Way2Wealth is not soliciting any action based upon it. Nothing in this research shall be construed as a solicitation to buy or sell any security or product, or to engage in or refrain from engaging in any such transaction. The contents of this material are general and are neither comprehensive nor appropriate for every individual and are solely for the informational purposes of the readers. This material does not take into account the specific objectives, financial situation or needs of an individual/s or a Corporate/s or any entity/s.

This research has been prepared for the general use of the clients of the Way2Wealth and must not be copied, either in whole or in part, or distributed or redistributed to any other person in any form. If you are not the intended recipient you must not use or disclose the information in this research in any way. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. Way2Wealth will not treat recipients as customers by virtue of their receiving this report. The distribution of this document in other jurisdictions may be restricted by the law applicable in the relevant jurisdictions and persons into whose possession this document comes should inform themselves about, and observe any such restrictions.

The report is based upon information obtained from sources believed to be reliable, but we do not make any representation or warranty that it is accurate, complete or up to date and it should not be relied upon as such. Way2Wealth or any of its affiliates or employees makes no warranties, either express or implied of any kind regarding any matter pertaining to this report, including, but not limited to warranties of suitability, fitness for a particular purpose, accuracy, timeliness, completeness or non-infringement. We accept no obligation to correct or update the information or opinions in it. Way2Wealth or any of its affiliates or employees shall not be in any way responsible for any loss or damage that may arise to any person from any inadvertent error in the information contained in this report. The recipients of this report should rely on their own investigations. In no event shall Way2Wealth be liable for any damages of any kind, including, but not limited to, indirect, special, incidental, consequential, punitive, lost profits, or lost opportunity, whether or not Way2Wealth has advised of the possibility of such damages.

This material contains statements that are forward-looking; such statements are based upon the current beliefs and expectations and are subject to significant risks and uncertainties. Actual results may differ from those set forth in the forward-looking statements. These uncertainties include but are not limited to: the risk of adverse movements or volatility in the securities markets or in interest or foreign exchange rates or indices; adverse impact from an economic slowdown; downturn in domestic or foreign securities and trading conditions or markets; increased competition; unfavourable political and diplomatic developments; change in the governmental or regulatory policies; failure of a corporate event and such others. This is not an offer to buy or sell or a solicitation of an offer to buy or sell any security or instrument or to participate in any particular trading strategy. No part of this material may be copied or duplicated in any form by any means or redistributed without the written consent of Way2Wealth. In no event shall any reader publish, retransmit, redistribute or otherwise reproduce any information provided by Way2Wealth in any format to anyone. Way2Wealth and its affiliates, officers, directors and employees including persons involved in the preparation or issuance of this report may from time to time have interest in securities / positions, financial or otherwise in the securities related to the information contained in this report.

Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

Registration granted by SEBI, membership of BASL (in case of IAs) and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors

**Way2Wealth Brokers Pvt. Ltd. (CIN U67120KA2000PTC027628) SEBI Rgn. No. : INH200008705.**  
Registered Office:Rukmini Towers, 3<sup>rd</sup>& 4<sup>th</sup>Floor, # 3/1, Platform Road, Sheshadripuram, Bangalore - 560 020,  
Website: [www.way2wealth.com](http://www.way2wealth.com) Email: [research@way2wealth.com](mailto:research@way2wealth.com)  
**Way2wealthResearch is also available on Bloomberg WTWL<GO>**