



**WEEKLY  
TECHNICAL  
REPORT**

05 September 2022

**TATA CONSUMER  
PRODUCTS LTD**

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September 05, 2022

TATA CONSUMER PRODUCTS LTD

Buy

CMP: Rs837

TARGET PRICE: Rs938 & Rs1040

Time: 3-6 Months

**Overview:** Tata Consumer Products is an Indian FMCG company with its corporate headquarter in Mumbai. Its registered office is located in Kolkata. It is the world's second-largest manufacturer and distributor of tea and a major producer of coffee. The company operates in the food and beverages industry, with ~56% of their revenue coming from India while the rest is from their international businesses. After the merger, the company controls Indian and international brands like Tetley, Eight O'Clock Coffee, Good Earth Tea, Tata Sampann and Tata Starbucks.

**SNAPSHOT**

<b>Market Cap (Cr)</b>	77,106
<b>52 week H / L</b>	889 / 650
<b>BSE Code</b>	500800
<b>NSE Code</b>	TATACONSUM



**Investment Rationale:**

- **Tata Consumer Products Ltd** breached its 11 months consolidation with a **Symmetrical Triangle Pattern Breakout**
- The stock has given a breakout from another pattern i.e. **Cup and Handle** formation. (Lower Panel)
- **RSI indicator** has already given a trendline breakout and recently breached its previous high and confirmed price activity
- Trend following indicator **MACD** has already given a positive crossover

**Recommendation:**

We recommend a **BUY** on the company at current market price of Rs837 or decline up to Rs825 with the closing stop loss of Rs705 for a target of Rs938-Rs1040 with a horizon of 3–6months.



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**Registered Office Address:**

Progressive Share Brokers Pvt. Ltd,  
122-124, Laxmi Plaza, Laxmi Indl Estate,  
New Link Rd, Andheri West,  
Mumbai—400053, Maharashtra  
www.progressiveshares.com | Contact No.:022-40777500.

**Compliance Officer:**

Mr. Shyam Agrawal  
Email: compliance@progressiveshares.com  
Contact No.:022-40777500.