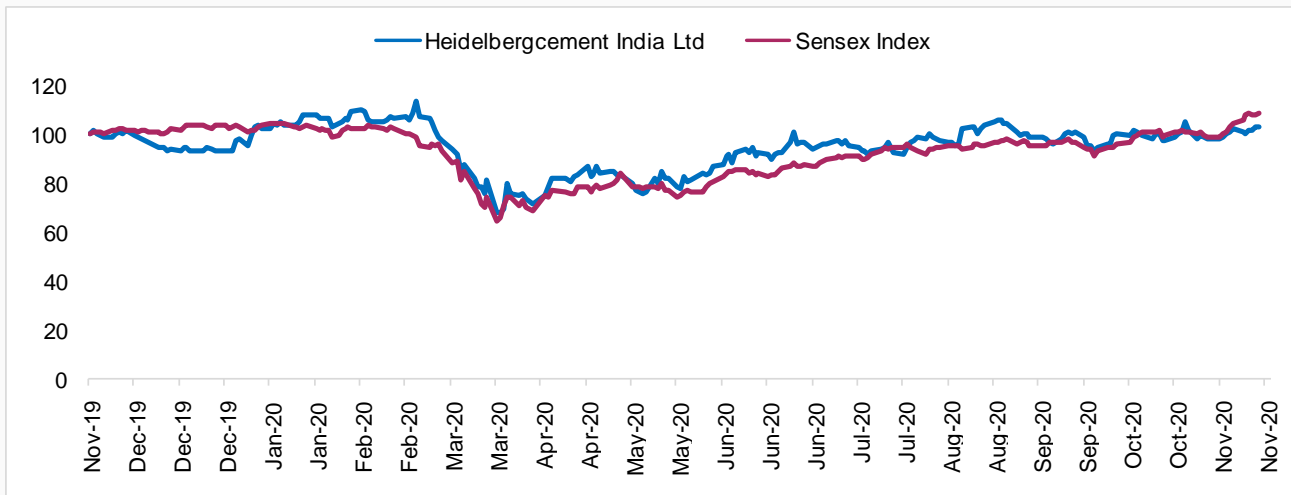


CMP: 195

Stop Loss: 185

Duration: 20 Days



- We recommend a **BUY** on Heidelberg Cement India Ltd with a Target Price of Rs.214, an upside of 10% from CMP of Rs. 195 and Stop Loss of Rs.185.
- Heidelberg Cement India Limited (HCIL) one of the premier cement company operating in Central India its key market driving more than 90% of its revenue from the region. The company reported decent Q2FY21 result driven by good realization and tight cost control
- The cement demand has improved in its key region of operation after unlocking of the economy as activities have started to pick up both at the trade and non trade level. The pick up in demand and improving price of cement augurs well for the company.
- We expect the company to record decent volume growth in the 2nd half FY21 on the back of increasing demand in the cement consumption in its key region of operation driving both volume and revenue growth for the company.


Axis Alpha Performance Tracker

Recommendation date	Stock name	Recommendation	Recommended Price	Target	Status	Closure price	Profit/Loss after brokerage
14-05-20	Bajaj Auto Ltd	Sell	2680	2450	Closed	2480	6,963
19-05-20	Jubilant Foodworks Ltd	Sell	1515	1408	Closed	1568	-3,998
20-05-20	Marico Ltd	Buy	317	336	Closed	332	4,232
21-05-20	Kotak Mahindra Bank Ltd	Buy	1173	1280	Closed	1220	3,507
26-05-20	Biocon Ltd	Buy	350	385	Closed	385	9,500
27-05-20	Titan Company Ltd	Sell	885	805	Closed	925	-5,020
27-05-20	Bajaj Finance Ltd	Sell	1798	1636	Closed	1888	-5,506
01-06-20	TVS Motor Company Ltd	Sell	353	310	Closed	370	-5,316
05-06-20	CCL Products India Ltd	Buy	209	225	Closed	225	7,156
08-06-20	State Bank of India	Buy	196	220	Closed	184	-6,622
09-06-20	Dabur India Ltd	Buy	471	504	Closed	455	-3,897
10-06-20	Ashok Leyland Ltd	Sell	52	45	Closed	54	-4,346
15-06-20	Aarti Industries Ltd	Sell	865	804	Closed	895	-3,968
29-06-20	HCL Technologies Ltd	Buy	562	600	Closed	588	4,126
02-07-20	Dixon Technologies (India)	Buy	5878	6172	Closed	6120	3,617
06-07-20	Cummins India Ltd	Buy	432	470	Closed	410	-5,593
07-07-20	Nocil Ltd	Buy	94	102	Closed	102	8,011
09-07-20	Nocil Ltd	Buy	103	113	Closed	110.2	6,490
15-07-20	INFOSYS LTD	Buy	783	845	Closed	845	7,418
16-07-20	HINDUSTAN UNILEVER	Buy	2253	2386	Closed	2343	3,495
23-07-20	CAN FIN HOMES LTD	Buy	389	424	Closed	365	-6,670
28-07-20	TECH MAHINDRA Ltd	Buy	664	710	Closed	705	5,675
10-08-20	Bata India Ltd	Sell	1240	1116	Closed	1282.2	-3,903
10-08-20	Emami Ltd	Buy	295	325	Closed	325	9,669
11-08-20	KEC INTERNATIONAL Ltd	Buy	274	300	Closed	300	8,989
14-08-20	APL APOLLO TUBES Ltd	Buy	2160	2376	Closed	2320	6,907
17-08-20	PAGE INDUSTRIES LTD	Sell	19105	17200	Closed	20100	-5,708
19-08-20	Lux Industries Ltd	Buy	1391	1488	Closed	1342	-4,023
19-08-20	Indusind Bank	Buy	521	585	Closed	546	4,298
25-08-20	DCB Bank	Buy	88	98	Closed	94	6,318
05-10-20	Tata Motors	Buy	137	150	Closed	145	5,339
05-10-20	TCS	Buy	2611	2750	Closed	2750	4,824
08-10-20	INFOSYS LTD	Buy	1089	1175	Closed	1151	5,193
15-10-20	Grasim Ltd	Buy	760	820	Closed	800	4,763
23-10-20	Asian Paints	Buy	2114	2262	Closed	2201	3,615
26-10-20	Gujarat Gas	Buy	291	312	Closed	301	2,936
26-10-20	TECH MAHINDRA Ltd	Buy	833	890	Closed	800	-4,462
28-10-20	Tata Motors	Buy	136	150	Closed	131	-4,176
29-10-20	PI Industries	Buy	2130	2280	Closed	2200	2,786
29-10-20	APL APOLLO TUBES Ltd	Buy	3145	3428	Closed	3258	3,093
02-11-20	Relaxo Footwears Ltd	Buy	668	728	Closed	700	4,290
02-11-20	ICICI Bank	Buy	412	453	Closed	440	6,296
09-11-20	Emami Ltd	Buy	375	413	Open	NA	-
13-11-20	JK Cement	Buy	1893	1990	Open	NA	-

Note: Notional investment of Rs 1,00,000; Cumulative Strike rate 65.22 %



About Axis Alpha



OBJECTIVE:

The objective of Axis Alpha is to generate absolute return for investors and traders. Axis Alpha is fundamental short term stock call based on the events, valuations, market direction or a mix of these. The duration of the call can be as short as a week to as long as a month (30 days). These short term calls are generated by the fundamental research team of Axis securities and the calls can differ from the fundamental long-term recommendation on the stock. The average expected returns for these calls will be 5%. All the calls will be provided with Stop Losses.

EVENTS BASED:



The calls are based on the following factors. While this is not a complete list of factors but most of the calls will be based on the following:

- Quarterly results: Results are likely to be better or worse than expectations resulting in a +/-5% move for the stock
- Mergers and acquisition: Mergers or acquisitions by companies can result in significant price movements in either directions
- Major blocks or capital raising programs results in significant price movements
Regulatory announcements affecting the industry
- Competition announcements impacting the industry as a whole. Example Jio cutting tariffs impacts all the telecom players
- Others

VALUATIONS BASED:



Significant run up or compression can result in short term opportunities for corrections in either direction.

MARKET MODES:



Risk on or risk off mode of market has impact on stocks depending on stocks beta, leverage and nature of industry. These provide opportunities.

SUITABILITY:



This product is suitable for seasoned investors and traders as we stop losses get triggered based on market conditions. Also there can be high degree of volatility as some months can be very bad and some could be exceptionally good. However, the endeavour will be to deliver solid absolute returns.


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