

	_		
Indices	Current	%	%
IIIuices	Value	1 D	YTD
Sensex	74,119	0.0	2.6
Nifty	22,494	0.1	3.5
BSE Midcap	39,853	0.4	8.2
BSE Small cap	44,654	0.7	4.6
Sectors - Perfor	mance (BS	E)	
Metal	28,737	1.4	6.5
Capital Goods	59,467	1.0	6.9
Telecom	2,521	1.0	11.3
Oil & Gas	28,466	-1.2	23.7
Auto	48,388	-0.4	14.6
Bankex	54,394	-0.3	0.0

Nifty Gainers/Losers	CMP	% Chg
TATASTEEL	157	3.7
TATACONSUM	1,262	3.4
BAJAJ-AUTO	8,879	3.2
M&M	1,898	(3.7)
BPCL	625	(2.1)
RELIANCE	2,958	(1.6)

### FII Trading activities in Cash

	Date	Net	MTD
FII	07-Mar-24	7,304	10,071
DII	07-Mar-24	2,602	4,752

Figs. in Rs Cr.

Global Indices	Current Value	% 1 D	% YTD
Dow Jones	38,723	(0.2)	2.7
NASDAQ	16,085	(1.2)	8.9
DAX	17,811	(0.0)	6.2
Nikkei 225	38,754	(2.4)	16.4
FTSE 100	7,660	(0.4)	(0.8)
Hang Seng	16,501	0.9	(1.7)
Shanghai	3,036	(0.3)	2.5

Source: Bloomberg; As on 7:30 am IST

Forex Rate			
INR/USD	82.8	0.1	0.5
INR/EUR	90.3	-0.2	1.9
INR/GBP	105.6	-0.1	0.2
INR/YEN (100)	56.0	-0.9	5.0

### Market Commentary

- Asian Markets are trading mixed after Wall Street's rally took a break, with Japan stocks leading losses in the region. China exits deflation territory as consumer prices increase. Nikkei and Shanghai are trading lower by 2.38% and 0.28% respectively while Hang Seng is trading higher by 0.80%.
- Indian Indices are expected to open in Green. GIFT Nifty was trading at 22,636 vs. Friday's Nifty Futures close of 22,552.
- US markets ended lower as early buying interest evaporated and the Dow Jones Industrial Average closed out its worst week since Oct'23. The Dow Jones ended lower by 68 points or 0.18% to close at 38,722 and the NASDAQ ended lower by 188 points or 1.16% to close at 16,085.

### What's Inside

Pick of the Week: Jyothy Labs Ltd.

### News in Focus

- Rail Vikas Nigam: The company has received a Letter of Award (LoA) for a
  Rs 1,298 Cr project from the Himachal Pradesh State Electricity Board for the
  development of distribution infrastructure in the south and north zones of
  Himachal Pradesh under the revamped reform-based and results-linked
  distribution sector scheme.
- SJVN: Subsidiary SJVN Green Energy (SGEL) has signed a power usage agreement (PUA) for 500 MW solar power and a power purchase agreement (PPA) for 100 MW solar power with Rajasthan UrjaVikas and IT Services (RUVITL).
- KPI Green Energy: The company has received an order to develop a 305 MW solar power project in Gujarat, out of which 175 MW is awarded by Aditya Birla Renewables subsidiary and 130 MW is awarded by ABREL (RJ) Projects. The project will be connected to the interstate transmission system (ISTS) network of the Central Transmission Utility (CTU).
- Lemon Tree Hotels: The hotel chain has signed a license agreement for an upcoming hotel in Coimbatore, Tamil Nadu, under its brand, Keys Lite by Lemon Tree Hotels. The hotel property is expected to be operational in FY26.
- Coal India: The country's largest coal mining company has executed a
  Memorandum of Understanding (MoU) with Rajasthan Rajya Vidyut Utpadan
  Nigam (RRVUNL) to explore various opportunities for securing power to meet
  the growing energy demand in Rajasthan.



CMP (Rs)	Target (Rs)	Potential Upside (%)

475

10%

### MARKET DATA

429

No. of Shares	37 Cr
Market Cap (Rs Cr)	Rs. 13184
52-week High / Low	553/180
BSE Code	532926
NSE Code	JYOTHYLAB

### Why Jyothy Labs Ltd?

- **Encouraging Growth Opportunities**
- Company-specific Triggers

### Pick of the Week

9th March 2024

### Jyothy Labs Ltd.

**FMCG** 



Buv Target Price

### **About the Company**

Jyothy Labs Ltd (JLL) was founded in 1983 and was initially a single-product company with Ujala fabric whitener as the only product. However, the company has since expanded and diversified its operations nationwide over the years. In FY11-12, JLL acquired Henkel India Ltd. (HIL) which had brands such as Henko, Mr. White, Pril, Fa, Margo, and Neem. Today, JLL is involved in various segments including fabric care, dishwashing, household insecticides, Personal Care, Laundry Services, and others through key brands like Ujala, Henko, Mr.White, Pril, Exo, Margo, and Maxo.

### Investment Rationale

- A. JLL is embracing the transformation for the next leg of growth: The company's recent initiatives, implemented over the last couple of years, have begun yielding positive results, and we expect these benefits to extend over the coming years. Notable initiatives include a) Expanding value offerings through LUPs and promoting premiumisation, primarily in the Detergents and Dishwash segments, b) Diversifying into the larger Body Wash segment (Toilet Soap) as opposed to its previous presence in the niche (natural) segment, creating a broader market for the company in the Soap segment, and c) The company's commitment to expanding its direct distribution network, with aspirations to increase its current 1.1 Mn outlets. It intends to enhance its on-the-ground execution through its dedicated team of 3,000 sales representatives and streamlining the distribution channel. These efforts signify steps in the right direction for achieving long-term sustainable growth.
- B. Room for margin expansion: We expect the company's EBITDA margin to be in the range of 16-17% for FY24-26 and it will be driven by 1) Improving product mix – scaling up fast-growing premium products and launching a broader portfolio of Toilet Soap, thereby increasing its canvas in the bathing soap market, 2) Improving on-ground execution by selling larger number of products and SKUs that will increase efficiency and throughput across outlets, and 3) Focusing on driving economies of scale and cost rationalization measures.
- **Decent valuation compared to peers:** We expect the company to deliver healthy Revenue/EBITDA/PAT growth of 14%/30%/31% CAGR over FY23-26E respectively which will elevate the company's overall return profile. We expect its ROE to increase from 15% in FY23 to 23% in FY26. At CMP, the company is currently trading at 34x/29x its FY25/26 EPS and with a better earnings growth visibility and return profile, the stock appears attractive in the Small to Midcap Consumer space.
- We recommend a BUY rating on the stock with a TP of Rs 475/share, implying an upside of 10% from the CMP.

### **Financial Summary (Standalone)**

Y/E March	Net Sales (Rs Cr)	EBITDA (Rs Cr)	PAT (Rs Cr)	EPS (Rs)	P/E (x)	RoE (%)	RoCE (%)	EV/EBIDTA (x)
FY23	2,484	316	240	6.3	67.1	15.0	16.0	48.6
FY24E	2,820	498	384	10.5	40.6	21.9	22.1	30.4
FY25E	3,214	595	460	12.5	33.9	22.9	23.4	25.1
FY26E	3,664	694	538	14.7	29.0	23.4	24.1	21.1

Source: Axis Securities; CMP as on 7th March, 2024



### Axis Intellect: Intraweek Stocks for the week 11 Mar 2024 to 18 Mar 2024`

Name of Stock	Sector	Мсар
TATA CONSUMER PRODUCTS	Staples	Large Cap
Siemens Ltd.,	Industrials	Large Cap
Shyam Metalics and Energy Limited	Metals & min	Small Cap
Grasim Industries Ltd.,	Others	Large Cap
Five-Star Business Finance Ltd.	NBFC	Small Cap
Cyient Limited	IT	Small Cap
GlaxoSmithkline Pharmaceuticals Ltd.	Healthcare	Mid Cap
Godrej Consumer Products Ltd.	Staples	Large Cap
Kajaria Ceramics Ltd	Build Mate	Mid Cap
Bharat Petroleum Corpn. Ltd.,	Oil & gas	Large Cap



### **Investment Picks**

Company	Recommendation	CMP	Target Price	% Upside
Aarti Drugs Ltd	BUY	477	570	19.6
Aarti Industries Ltd	BUY	665	735	10.5
Affle India Ltd	BUY	1,095	1,350	23.2
APL Apollo Tubes Ltd	BUY		<u> </u>	16.9
Aptus Value Housing Finance India Ltd	BUY	1,582 345	1,850 425	23.3
Archean Chemical Industries Ltd	BUY	688	885	28.6
AU Small Finance Bank Ltd	BUY	572	780	36.4
Bajaj Finance Ltd	BUY	6,419	8,810	37.2
Bandhan Bank Ltd	BUY	195	240	23.0
Bharti Airtel Ltd	BUY	1,199	1,400	16.7
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Birla Corporation Ltd	BUY	1,546	1,835	18.7
Britannia Industries Ltd	BUY	4,887	5,800	18.7
Can Fin Homes Ltd	BUY	785	885	12.7
CCL Products (India) Ltd	BUY	615	720	17.1
Cholamandalam Investment & Finance Company Ltd	BUY	1,084	1,375	26.9
CIE Automotive India Ltd	BUY	445	565	27.0
City Union Bank Ltd	BUY	137	160	17.0
Coal India Ltd	BUY	459	510	11.2
Coforge Ltd	BUY	6,254	6,905	10.4
CreditAccess Grameen Ltd	BUY	1,395	1,970	41.2
Cyient Ltd	BUY	1,985	3,000	51.1
Dabur India Ltd	BUY	535	635	18.8
Dalmia Bharat Ltd	BUY	1,960	2,470	26.0
Eicher Motors Ltd	BUY	3,785	4,250	12.3
Equitas Small Finance Bank Ltd	BUY	97	122	25.9
Ethos Ltd	BUY	2,737	3,100	13.3
Federal Bank Ltd	BUY	156	180	15.2
H. G. Infra Engineering Ltd	BUY	908	1,080	18.9
Happiest Minds Technologies Ltd	BUY	831	1,100	32.4
HDFC Bank Ltd	BUY	1,446	1,975	36.6
HealthCare Global Enterprises Ltd	BUY	334	410	22.8
Hero MotoCorp Ltd	BUY	4,652	5,550	19.3
Hindalco Industries Ltd	BUY	537	660	23.0
Hindustan Unilever Ltd	BUY	2,421	2,850	17.7
ICICI Bank Ltd	BUY	1,088	1,250	14.9
IDFC First Bank Ltd	BUY	81	100	23.7
IndiaMART InterMESH Ltd	BUY	2,609	3,000	15.0
ITC Ltd	BUY	413	500	21.0
JK Lakshmi Cement Ltd JTL Industries Ltd	BUY	893	1,000	12.0
Jyothy Labs Ltd	BUY BUY	241 430	300 565	24.5 31.5
KNR Constructions	BUY	277	310	11.9
Kotak Mahindra Bank Ltd	BUY	1,748	2,140	22.4
KPIT Technologies Ltd	BUY	1,495	1,750	17.1
Manappuram Finance Ltd	BUY	172	230	33.4
MAS Financial Services Ltd	BUY	293	398	35.8
Mold-Tek Packaging Ltd	BUY	839	1,030	22.8
Nestle India Ltd	BUY	2,560	2,880	12.5
Nippon Life India Asset Management Ltd	BUY	492	585	18.9
P I Industries Ltd	BUY	3,624	4,200	15.9
Persistent Systems Ltd	BUY	8,366	9,570	14.4
Pitti Engineering Ltd	BUY	790	915	15.9



## **Investment Picks**

Company	Recommendation	CMP	Target	%
Company	Recommendation	OWN	Price	Upside
PNC Infratech Ltd	BUY	437	510	16.7
Praj Industries Ltd	BUY	498	635	27.4
PSP Projects Ltd	BUY	667	815	22.2
Relaxo Footwears Ltd	BUY	836	950	13.7
Sansera Engineering Ltd	BUY	975	1,220	25.1
Shree Cement Ltd	BUY	24,700	31,470	27.4
SIS Ltd	BUY	453	540	19.3
Star Cement Ltd	BUY	207	245 325 64	18.2 33.2
Steel Strips Wheels Ltd	BUY	244		
Ujjivan Small Finance Bank Ltd	BUY	52		23.6
UltraTech Cement Ltd	BUY	9,673	11,110	14.9 15.3
UNO Minda Industries Ltd	BUY	650	750 2,450 210	
V Mart Retail Ltd	BUY	1,913		28.0
Welspun Living Ltd	BUY	147		42.6
Westlife Foodworld Ltd	BUY	762	930	22.0



Index	CMP	% Chng	S2	S1	Р	R1	R2
Nifty	22,493.55	0.09%	22385	22440	22485	22535	22580
Sensex	74,119.39	0.05%	73770	73945	74095	74270	74420
Bank Nifty	47,835.80	-0.27%	47560	47700	47885	48025	48210



Nifty started the week on a flat note and remained consolidated for most parts of the week. However, gains in the last couple of trading sessions pulled the index higher, ending on a positive note. Nifty closed at 22494 on 7<sup>th</sup> March with a gain of 115 points on a weekly basis.

On the weekly chart, the index has formed a small bullish candle with a lower shadow, indicating buying at support level at 22200. The index is moving in a higher top and higher bottom formation on the daily chart, indicating a positive bias. The chart pattern suggests that if Nifty crosses and sustains above the 22600 level, it would witness buying, leading the index towards the 22800-22900 levels. However, if the index breaks below the 22400 level, it would witness selling, taking the index towards the 22300-22200 range. On the daily chart, Nifty sustaining above its 20, 50, 100, and 200-day SMAs indicates a positive bias in the short term. Nifty continues to remain in an uptrend in the medium term. Hence, 'Buying on Dips' continues to be our preferred strategy. For the week, we expect Nifty to trade in the range of 22900-22200 with a positive bias.

The weekly strength indicator RSI is above its respective reference lines, indicating a positive bias.

The trend-deciding level for the day is 22485. If NIFTY trades above this level, we may witness a further rally up to 22535-22580-22630 levels. However, if NIFTY trades below 22485 levels, we may see some profit booking initiating in the market, which may correct NIFTY up to 22440-22385-22345 levels.



# Trading Insights

## Insight from trading volumes

Script	CMP	Total Volume (x1000)	Monthly Avg Volume(x1000)	% Change
M&M	1,898	19,267	3,987	383.3%
TATASTEEL	157	1,30,681	48,865	167.4%
SHREECEM	24,706	74	30	143.5%
BAJAJ-AUTO	8,879	1,279	534	139.5%
JSWSTEEL	830	5,343	2,528	111.3%
ULTRACEMCO	9,673	631	325	94.0%
SBILIFE	1,510	2,499	1,446	72.8%

### Insight from delivery

Script	CMP	Total Delivery Volume(x1000)	Monthly Avg Delivery Volume(x1000)	%Change
ULTRACEMCO	9,673	385	201	90.9%
BAJAJ-AUTO	8,879	411	225	83.0%
BAJFINANCE	6,421	1,254	719	74.3%
MARUTI	11,510	504	298	68.7%
INDUSINDBK	1,564	2,552	1,698	50.4%
ICICIBANK	1,088	10,993	7,339	49.8%
ASIANPAINT	2,871	1,294	888	45.8%

<sup>\*</sup>CMP-Closing Market Price



Daily Support/ Resistance of Nifty Companies

ally Support/ Resistance	of Milty Companies					
Company	CMP	Pivot Point	R1	R2	<b>S</b> 1	S2
NIFTY 50	22,494	22,483	22,536	22,579	22,440	22,387
ADANIPORTS	1,325	1,325	1,336	1,346	1,315	1,305
ASIANPAINT	2,871	2,863	2,901	2,932	2,832	2,794
AXISBANK	1,111	1,118	1,128	1,145	1,101	1,090
BAJAJ-AUTO	8,879	8,784	9,068	9,257	8,595	8,311
BAJAJFINSV	1,583	1,575	1,598	1,612	1,560	1,537
BAJFINANCE	6,421	6,405	6,485	6,548	6,341	6,262
BHARTIARTL	1,200	1,201	1,212	1,225	1,188	1,176
BPCL	625	629	637	648	617	610
BRITANNIA	4,889	4,875	4,916	4,943	4,849	4,808
CIPLA	1,483	1,484	1,492	1,500	1,475	1,467
COALINDIA	459	460	464	469	455	451
DIVISLAB	3,602	3,585	3,636	3,671	3,551	3,499
DRREDDY	6,324	6,333	6,361	6,398	6,296	6,268
EICHERMOT	3,785	3,785	3,810	3,836	3,760	3,734
GAIL	189	190	191	194	187	185
GRASIM	2,228	2,229	2,250	2,271	2,207	2,186
HCLTECH	1,638	1,641	1,651	1,665	1,627	1,616
HDFCBANK	1,446	1,446	1,451	1,456	1,441	1,436
HDFCLIFE	622	619	627	632	614	607
HEROMOTOCO	4,653	4,659	4,698	4,743	4,614	4,576
HINDALCO	537	536	542	547	530	524
HINDUNILVR	2,420	2,416	2,430	2,441	2,405	2,391
CICIBANK	1,088	1,089	1,096	1,103	1,082	1,075
NDUSINDBK	1,564	1,561	1,575	1,586	1,549	1,535
NFY	1,616	1,616	1,629	1,641	1,604	1,592
OC	175	176	177	180	173	171
TC	414	411	418	422	406	399
JSWSTEEL	830	831	844	858	817	804
KOTAKBANK	1,748	1,752	1,761	1,773	1,740	1,732
_T	3,677	3,675	3,707	3,737	3,645	3,613
_TIM	5,123	5,144	5,180	5,238	5,086	5,050
M&M	1,898	1,905	1,925	1,953	1,877	1,857
MARUTI	11,510	11,522	11,622	11,734	11,410	11,309
NESTLEIND	2,561	2,549	2,578	2,596	2,531	2,502
NTPC	352	352	355	358	350	347
ONGC	278	280	283	287	275	273
POWERGRID	293	294	297	302	289	286
RELIANCE	2,958	2,972	2,992	3,027	2,937	2,917
SBILIFE	1,510	1,510	1,531	1,551	1,490	1,469
SBIN	788	788	793	799	783	778
SHREECEM	24,706	24,769	24,969	25,231	24,507	24,308
SUNPHARMA	1,606	1,609	1,617	1,628	1,597	1,589
TATAMOTORS	1,039	1,033	1,053	1,066	1,020	1,000
TATASTEEL	157	156	160	163	153	149
TCS	4,109	4,090	4,143	4,176	4,056	4,004
TECHM	1,288	1,282	1,299	1,311	1,271	1,254
	3,787	3,793	3,819	3,850	3,762	3,736
		0.650	0.707	0.000	0.500	0.505
TITAN ULTRACEMCO UPL	9,673 482	9,652 481	9,737 487	9,800 492	9,589 476	9,505 470

Source: Axis Direct.



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