

1Q – Overall miss, but cigarette volume beat is a positive

Consumer Goods ▶ Result Update ▶ August 03, 2026

CMP (Rs): 281 | TP (Rs): 310

ITC's 1QFY27 results missed expectations. Revenue fell 14% yoy (9% below consensus') mainly due to the 26% decline in cigarette net sales. EBITDA/adj PAT declined 28/27%, coming in 16/18% below consensus' expectations. Cigarette volumes declined by a mid-single-digit yoy (vs our expectation of a high single digit). The EBIT decline in cigarette was much sharper (down 35% yoy) than our expectation of ~25%, it was the lowest for ITC among the three listed players (GPI, VST). We expect the EBIT decline to be gradually lower in coming quarters due to further price hikes and full impact of previous price hikes flowing through. FMCG grew strongly at 12% yoy (16% ex-staples) with EBITDA margin expansion of 30bps yoy. Agri sales were impacted by the West Asia conflict. Paper business saw robust growth with improving margins. We slightly adjust our estimates (Exhibit 18) and now expect sales/earnings CAGR of ~8/3% over FY26-29E. While the stock seems attractive at current valuation (~18x 1YF PER), we think uncertainty regarding the extent and timing of future price hikes in cigarettes and their impact on volume will remain an overhang; hence, we retain ADD and SOTP-based TP of Rs310.

1QFY27 result summary

Revenue declined ~14% yoy on a high base of ~26% growth, impacted by the unprecedented hike in excise duty wef 1-Feb-26 (9% below consensus' and 14% below our estimates). We believe **Cigarette** volume declined ~5% yoy, which is better than our estimate of a 9% fall (**GPI: -2%; VST: -14%**). Gross margin was flattish yoy at ~49%, aided by staggered pricing actions. EBITDA declined ~28% yoy and missed our/consensus' expectations by ~16/18%. Adj PAT declined 27% yoy and was 18% below expectations. ITC's cigarette EBIT declined 35% yoy lower than the decline witnessed by GPI (-52%) and VST (-41%).

Key takeaways from the performance of categories

Cigarette net revenue fell ~26% yoy due to the sharp tax hike, while EBIT contracted ~35% yoy as the company did not completely pass on the tax hike. It took >30 portfolio re-architecting actions in 1Q. **FMCG** revenue grew ~12% yoy (~16% ex-Staples) and EBITDA grew ~16% yoy, with margins up by ~30bps to ~9.7% (~55bps ex-Sresta). Growth was led by Dairy/Snacks/Noodles/Frozen (>20%) while Personal Care grew in mid-teens. Digital/Organic business ARR reached ~Rs15bn. **Agri** revenue (-14% yoy; +9% yoy adjusted) and EBIT (-18% yoy) faced high bases and West Asia disruptions, yet margins held flat. **Paperboards, Paper, and Packaging** revenue grew 9% yoy and EBIT grew 38% yoy (margins up by 200bps to ~9.7%) on volume/realization momentum, softer wood costs, and packaging strength, supported by active import trade representations (Virgin Multi-layer MIP extended to Sep-26; Indonesian ADD recommended). **Others** delivered strong performance across group entities, anchored by Fresh Food GMV growing ~90% yoy (ARR: >Rs3bn; 75 cloud kitchens).

Target Price – 12M	Jun-27
Change in TP (%)	-
Current Reco.	ADD
Previous Reco.	ADD
Upside/(Downside) (%)	10.3

Stock Data	ITC IN
52-week High (Rs)	427
52-week Low (Rs)	275
Shares outstanding (mn)	12,529.5
Market-cap (Rs bn)	3,521
Market-cap (USD mn)	36,908
Net-debt, FY27E (Rs mn)	(370,002.2)
ADTV-3M (mn shares)	20.6
ADTV-3M (Rs mn)	5,080.1
ADTV-3M (USD mn)	53.3
Free float (%)	100.0
Nifty-50	24,383.6
INR/USD	95.4

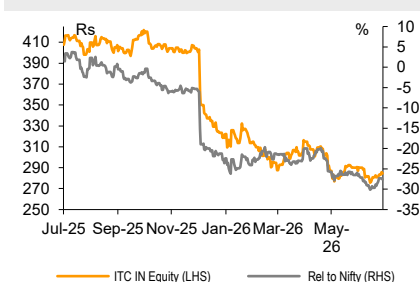
Shareholding, Jun-26

Promoters (%)	0.0
FPIs/MFs (%)	34.2/49.1

Price Performance

(%)	1M	3M	12M
Absolute	(2.1)	(10.8)	(31.8)
Rel. to Nifty	(4.2)	(12.2)	(30.7)

1-Year share price trend (Rs)



ITC: Financial Snapshot (Standalone)

Y/E March (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	693,256	719,838	756,209	838,752	896,677
EBITDA	240,269	252,082	223,565	252,484	272,920
Adj. PAT	195,660	204,703	180,836	204,874	222,308
Adj. EPS (Rs)	15.6	16.3	14.4	16.4	17.7
EBITDA margin (%)	34.7	35.0	29.6	30.1	30.4
EBITDA growth (%)	2.5	4.9	(11.3)	12.9	8.1
Adj. EPS growth (%)	0.7	4.5	(11.7)	13.3	8.5
RoE (%)	27.9	29.7	25.8	28.2	29.1
RoIC (%)	55.1	58.4	48.4	52.7	53.9
P/E (x)	17.5	17.4	19.5	17.2	15.8
EV/EBITDA (x)	13.1	12.5	14.1	12.4	11.4
P/B (x)	5.2	5.0	5.0	4.7	4.5
FCFF yield (%)	4.8	4.8	4.6	4.6	5.6

Source: Company, Emkay Research

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Exhibit 1: ITC – Quarterly trend in key financials

(Rs mn)	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27	yoy (%)	qoq (%)
Revenue	197,607	180,213	180,918	160,505	169,076	-14	5
Cost of goods	100,797	81,853	81,710	57,747	86,219	-14	49
Gross profit	96,811	98,359	99,208	102,758	82,857	-14	-19
Gross margin (%)	49.0	54.6	54.8	64.0	49.0	0bps	-1500bps
Employee expenses	9,167	8,735	9,106	9,220	9,786	7	6
Other expenses	25,037	27,105	27,389	29,278	27,927	12	-5
EBITDA	62,607	62,520	62,714	64,260	45,143	-28	-30
EBITDA margin	31.7	34.7	34.7	40.0	26.7	-500bps	-1330bps
Depreciation	3,659	3,707	3,721	3,624	3,665	0	1
EBIT	58,949	58,813	58,993	60,635	41,479	-30	-32
EBIT margin (%)	29.8	32.6	32.6	37.8	24.5	-530bps	-1320bps
Interest cost	134	159	154	244	338	152	38
Other income	6,620	8,980	10,729	6,528	6,453	-3	-1
PBT	65,435	67,634	69,568	66,919	47,594	-27	-29
Tax	16,328	16,717	15,962	15,806	11,806	-28	-25
Tax rate (%)	25.0	24.7	22.9	23.6	24.8	-10bps	120bps
Non-recurring items	0	881	-2,740	21	0	nm	-100.0
PAT	49,107	51,798	50,866	51,134	35,788	-27	-30
Adj Profit	49,107	50,917	53,606	51,113	35,788	-27	-30
Net profit margin (%)	24.9	28.3	29.6	31.8	21.2	-370bps	-1070bps

Source: Company, Emkay Research

Key highlights from 1QFY27 results**Cigarettes**

- Gross revenue grew ~81% yoy but net revenue declined ~26% yoy owing to the unprecedented hike in excise duty wef 1-Feb-26. Cigarette EBIT declined ~35% yoy due to staggered price hikes taken. The company is likely to take more price hikes, to offset the tax hike effect on profitability, in our view.
- ITC has taken >30 actions for re-architecting and fortifying the product portfolio, leveraging its trademarks across multiple segments and price-points. The company has taken staggered pricing actions to moderate the shift to the illegal cigarette industry.

FMCG

- Revenue grew ~12% yoy (16% ex-Staples) helped by a favorable base of ~5% growth in Q1FY26; EBITDA grew ~16% yoy, helped by a favorable base (~12% decline). Revenue for 1QFY27 stood at 2.1x of 1QFY20 levels.
- The FMCG segment's EBITDA margin expanded by ~30bps yoy (by 55bps ex-Sresta) to ~9.7%, helped by inventory covers and commodity hedges, to offset the sharp cost increase in fuel, edible oil, soap, noodles, and packaging material amid the West Asia situation.
- Dairy, Snacks, Noodles, and Frozen snacks grew >20% and Personal care products delivered mid-teens growth. The notebook business registered a strong rebound, per Management.
- The Atta business faced issues due to heatwaves, LPG shortage, and benign wheat prices.
- The digital-first and organic portfolio logged ~Rs15bn ARR as of Jun-26

Agri business

- Revenue declined ~14% yoy (9% growth, adjusted for the timing difference in wheat and West-Asia conflict) on a high base of ~39% growth in 1QFY26 and the impacted of the West-Asia conflict disruptions. EBIT declined ~18% yoy on a high base of ~22%

growth, although EBIT margin was flat yoy. 1QFY27 revenue levels scaled up, to 3.7x of 1QFY22 levels, implying 5-year CAGR of ~30%.

- The value-added agri portfolio grew strongly, led by spices, fruits, and vegetables.
- The leaf tobacco portfolio clocked a weak quarter, owing to lower domestic demand along with muted global offtake and delayed order call offs, while nicotine and derivatives exports ramped up with EBIT having turned positive since two quarters.

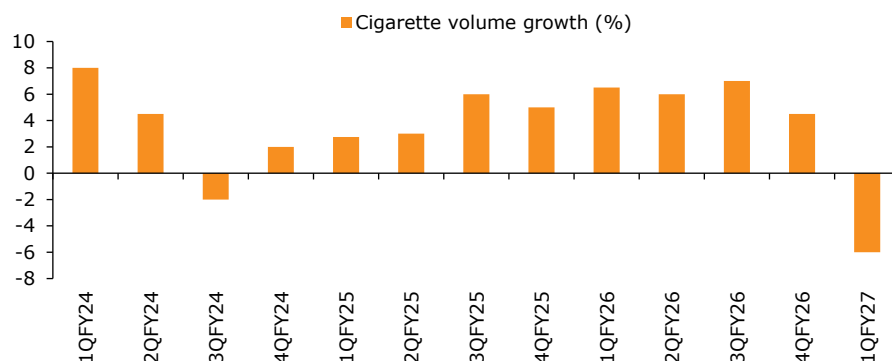
Paperboards, paper, and packaging

- Segment revenue grew ~9% yoy (vs ~2% in 3QFY26) led by both volumes and realizations, with solid traction in anchor grades of value-added paperboards, sustainable paperboards, and packaging, along with exports.
- EBIT grew ~38% yoy in 1QFY27 on a favorable base (~38% decline in 1QFY26); its margin profile inching up by ~200bps yoy to ~9.7% (down by 130bps qoq).
- Wood costs recorded moderation on a yoy basis, aiding the segment's EBIT to grow ~38% yoy.
- The company noted that industry representations are still ongoing wrt safeguard measures on low-priced imports of paperboards and coated/uncoated paper.
 - Some measures seen from the representations: 1) extension of MIP on Virgin Multi-layer Paperboard till 30-Sep-26, and 2) recommendation of imposition of anti-dumping duties on supplies from Indonesia, pending approval from the Ministry of Finance.
- The packaging business reported robust growth, led by the cartons and flexibles segment.
- ITC has completed the acquisition of the pulp and paper business of Aditya Birla Real Estate.

Others

- The fresh food business grew ~90% yoy on GMV basis, with its ARR scaling up, to >Rs3bn as of 1QFY27. The network has been extended to 75 cloud kitchens in 5 cities across the South and West. The portfolio in 1QFY27 has grown 3.6x of 1QFY25 levels.
- Other group entities, namely ITC Infotech, SNPL, Sproutlife, and ITCHL, recorded strong performances.

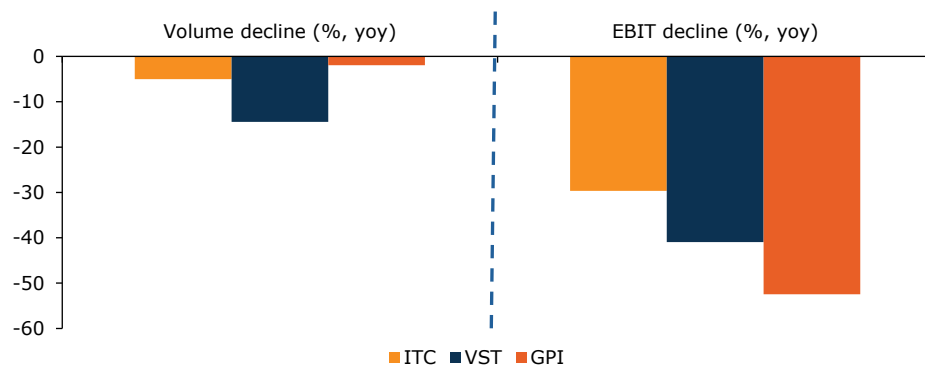
Exhibit 2: Volume growth declined 5% yoy, in our view



Source: Company, Emkay Research

We believe Cigarette volumes declined ~5% yoy due to sharp price hikes on account of an unprecedented tax hike

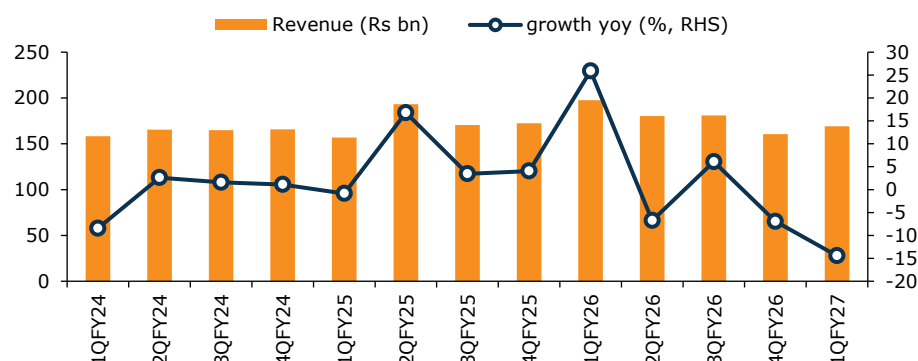
This report is intended for Team White Marquee Solutions (team.emkay@whitemarquesolutions)

Exhibit 3: VST's volume was impacted the most during the quarter, while Godfrey's EBIT declined the most

Source: Company, Emkay Research

Exhibit 4: ITC portfolio actions during the quarter

Source: Company, Emkay Research

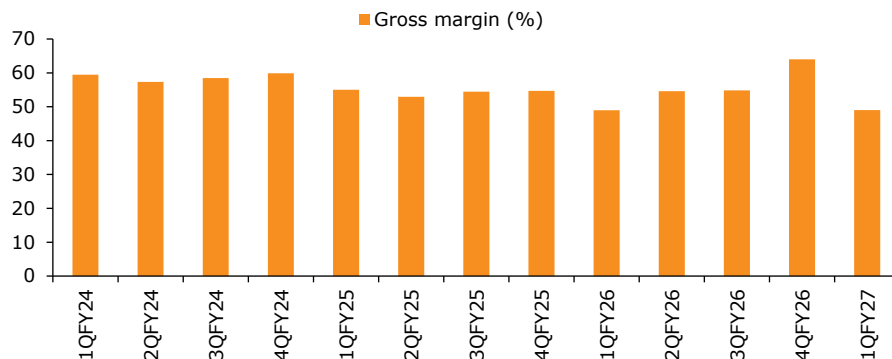
Exhibit 5: Revenue declined ~14% yoy on a high base of ~26% (9% below consensus' estimates and 14% below our expectations)

Source: Company, Emkay Research

The revenue decline was owing to the cigarette business declining ~26% yoy and the agri business declining ~17% yoy

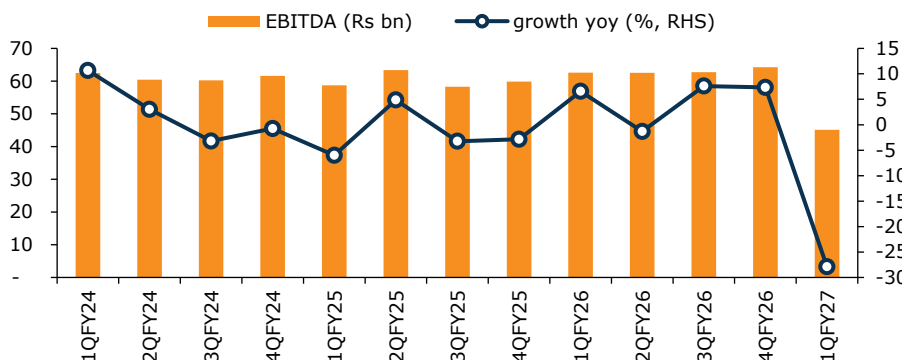
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Exhibit 6: Gross margin, despite such sharp tax hikes, was flat at ~49%, aided by staggered pricing actions



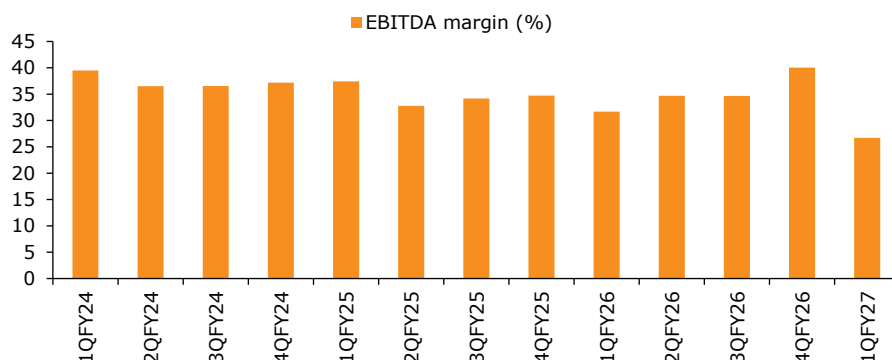
Source: Company, Emkay Research

Exhibit 7: EBITDA declined ~28% yoy to Rs45bn (vs 7% growth in the base)



Source: Company, Emkay Research

Exhibit 8: EBITDA margin declined by ~500bps yoy to ~26.7%, due to operating de-leveraging, implying an increase of ~120/380bps in staff costs/other expense as a % of sales



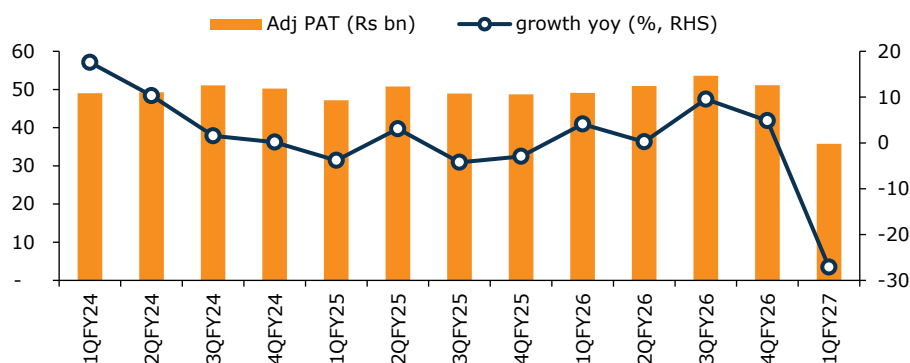
Source: Company, Emkay Research

Gross margin declined 15ppts qoq to 49%

EBITDA missed our and consensus' expectations by 16-18%

Exhibit 9: Adj PAT declined ~27% yoy to Rs36bn (vs 4% growth in 1QFY26)

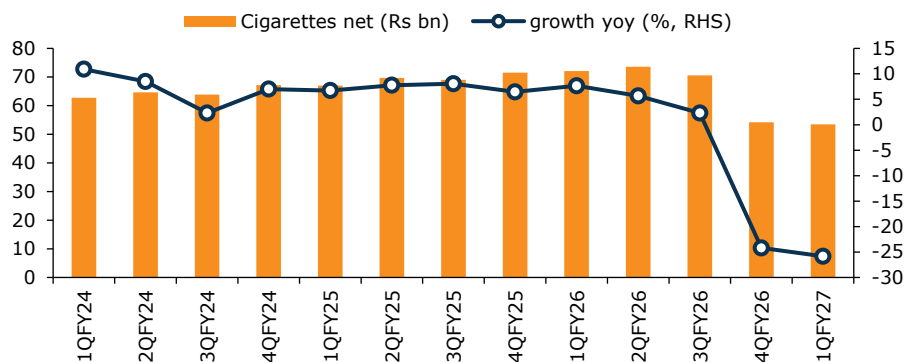
Adj PAT missed our and consensus' estimates by ~18%



Source: Company, Emkay Research

Exhibit 10: Cigarette segment net revenue declined ~26% yoy owing to an unprecedented hike in excise duty wef 1-Feb-26

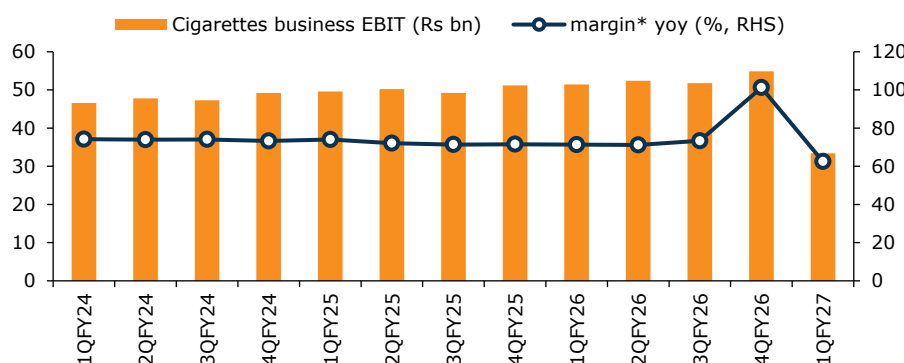
Staggered pricing actions and multiple interventions related to re-architecting and portfolio fortification helped limit the revenue decline



Source: Company, Emkay Research

Exhibit 11: Cigarette EBIT margin declined by ~900bps to 62.5%

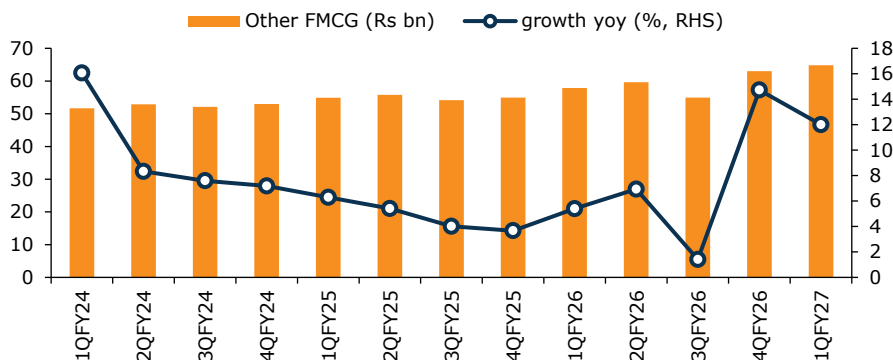
Cigarette EBIT declined ~35% yoy due to staggered price hikes taken



Source: Company, Emkay Research; Note: *margin is calculated on net sales basis

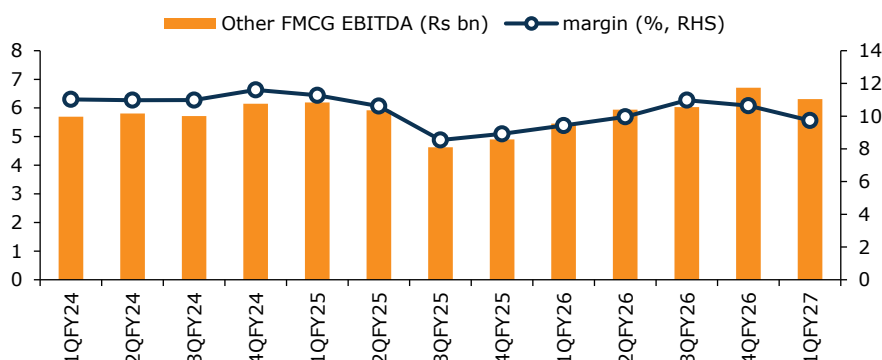
Dairy, Snacks, Noodles, Frozen Snacks, and Personal Care products drove robust growth, per the management

Exhibit 12: Other FMCG grew ~12% yoy, aided by a favorable base



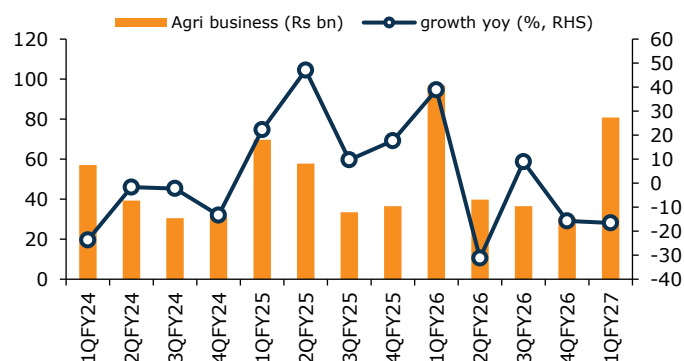
Source: Company, Emkay Research

Exhibit 13: FMCG EBITDA margin expanded by ~30bps yoy to 9.7% (by 55bps ex-Sresta)



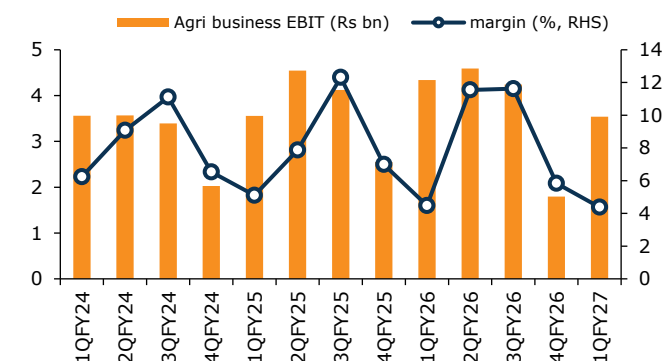
Source: Company, Emkay Research

Exhibit 14: Agri business revenue declined ~17% yoy on a high base, impacted by West Asia conflict disruptions

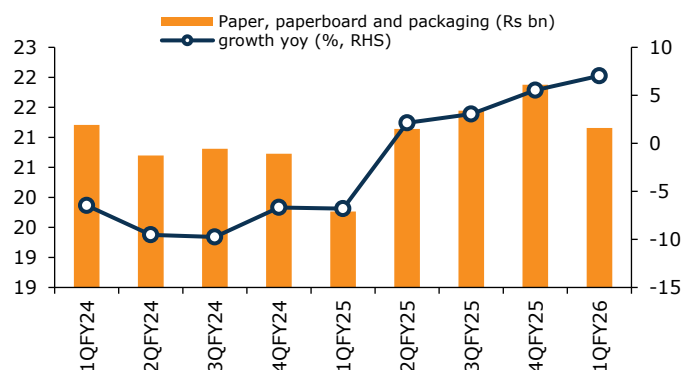


Source: Company, Emkay Research

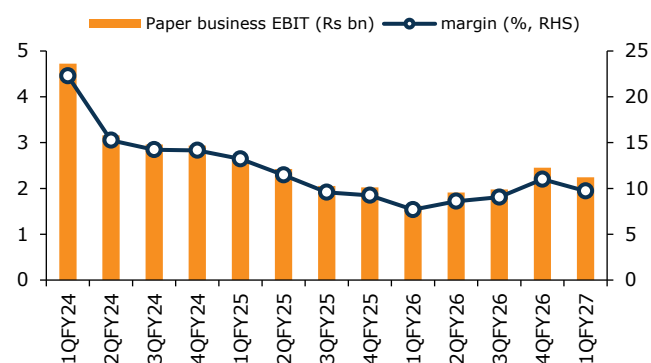
Exhibit 15: EBIT declined ~18% yoy on a high base of ~22% growth, although EBIT margin was flat yoy



Source: Company, Emkay Research

Exhibit 16: Revenue grew ~9% yoy (vs ~2% in 3QFY26), led by both volumes and realizations

Source: Company, Emkay Research

Exhibit 17: EBIT margin inched up by ~200bps yoy to ~9.7% (down by 130bps qoq)

Source: Company, Emkay Research

Exhibit 18: Changes in estimates

Rs mn	New			Old			Change		
	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Revenue	756,209	838,752	896,677	749,228	832,393	886,239	1%	1%	1%
EBITDA	223,565	252,484	272,920	221,730	247,187	257,173	1%	2%	6%
EBITDA margin	29.6%	30.1%	30.4%	29.6%	29.7%	29.0%	0bps	40bps	140bps
Adj PAT	180,836	204,874	222,308	180,920	201,160	209,962	0%	2%	6%
EPS (Rs)	14.4	16.4	17.7	14.4	16.1	16.8	0%	2%	6%

Source: Company, Emkay Research

Exhibit 19: Emkay vs consensus estimates

Rs mn	Emkay estimates			Consensus estimates			Emkay vs Consensus estimates		
	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Revenue	756,209	838,752	896,677	748,738	813,630	874,532	1%	3%	3%
EBITDA	223,565	252,484	272,920	234,149	260,452	281,493	-5%	-3%	-3%
EBITDA margin	29.6%	30.1%	30.4%	29.6%	29.7%	29.0%	0bps	40bps	140bps
Adj PAT	180,836	204,874	222,308	191,974	211,690	228,791	-6%	-3%	-3%
EPS (Rs)	14.4	16.4	17.7	15.4	16.9	18.4	-6%	-3%	-4%

Source: Company, Emkay Research

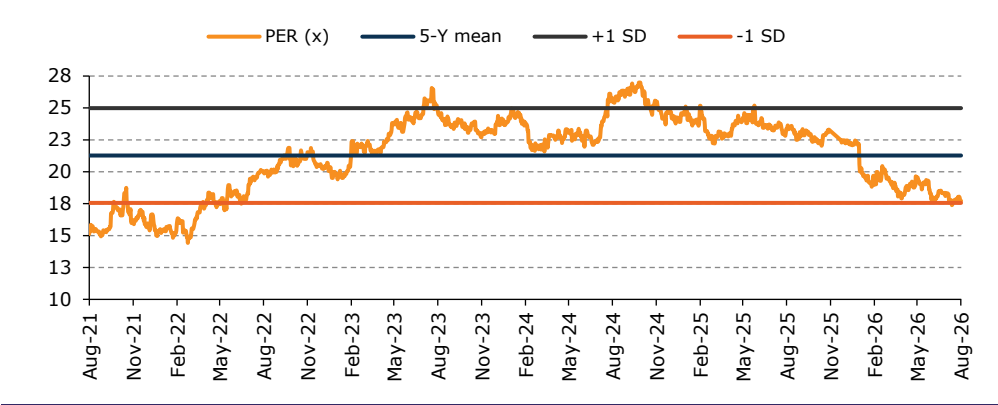
Exhibit 20: ITC – SOTP-based valuation

Segment	Valuation methodology	Units (Rs bn)	Jun-28E	Multiple (x)	Rs/share	Segment value (Rs bn)	Contribution	Implied EV/EBITDA (x)
Cigarette	PER	EPS	9.9	9.0	89	1,107	29%	
Other FMCG	EV/Sales	Sales	302,652	5.0	121	1,501	40%	56.14
Agri	EV/Sales	Sales	232,552	1.5	28	346	9%	
Paper	EV/EBITDA	EBITDA	29,693	6.0	14	177	5%	
ITC infotech	PER	EPS	0.76	30.0	23	284	7%	
Net cash		Actual		1.0	30	367	10%	
ITC Hotel (40% stake; with 20% holdco discount)					9	117	3%	
Target price					310			

Source: Company, Emkay Research

This report is intended for Team White Marquee Solutions (team.emkay@whitemarquesolutions)

Exhibit 21: ITC trades near its -1SD level, implying attractive valuation



Source: Company, Emkay Research

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ITC: Standalone Financials and Valuations

Profit & Loss					
Y/E March (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	693,256	719,838	756,209	838,752	896,677
Revenue growth (%)	10.8	3.8	5.1	10.9	6.9
EBITDA	240,269	252,082	223,565	252,484	272,920
EBITDA growth (%)	2.5	4.9	(11.3)	12.9	8.1
Depreciation & Amortization	14,419	14,740	15,019	15,215	15,277
EBIT	225,850	237,342	208,546	237,269	257,643
EBIT growth (%)	2.3	5.1	(12.1)	13.8	8.6
Other operating income	7,715	7,726	7,803	8,584	9,442
Other income	34,543	32,872	34,187	35,896	38,768
Financial expense	364	699	1,200	1,320	1,452
PBT	260,029	269,515	242,733	273,165	296,411
Extraordinary items	5,280	(1,839)	0	0	0
Taxes	64,370	64,812	61,897	68,291	74,103
Minority interest	-	-	-	-	-
Income from JV/Associates	-	-	-	-	-
Reported PAT	200,939	202,864	180,836	204,874	222,308
PAT growth (%)	(1.3)	1.0	(10.9)	13.3	8.5
Adjusted PAT	195,660	204,703	180,836	204,874	222,308
Diluted EPS (Rs)	15.6	16.3	14.4	16.4	17.7
Diluted EPS growth (%)	0.7	4.5	(11.7)	13.3	8.5
DPS (Rs)	14.4	14.0	13.0	15.0	16.5
Dividend payout (%)	89.4	86.5	90.1	91.7	93.0
EBITDA margin (%)	34.7	35.0	29.6	30.1	30.4
EBIT margin (%)	32.6	33.0	27.6	28.3	28.7
Effective tax rate (%)	24.8	24.0	25.5	25.0	25.0
NOPLAT (pre-IndAS)	169,941	180,267	155,367	177,952	193,233
Shares outstanding (mn)	12,514	12,530	12,530	12,530	12,530

Source: Company, Emkay Research

Cash flows					
Y/E March (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
PBT (ex-other income)	236,643	208,546	237,269	257,643	270,730
Others (non-cash items)	(191,356)	(26,297)	(32,663)	(31,344)	(33,003)
Taxes paid	(58,449)	(57,953)	(61,897)	(68,291)	(74,103)
Change in NWC	(22,004)	(24,955)	12,336	(15,679)	(1,221)
Operating cash flow	167,539	170,950	175,527	173,065	203,362
Capital expenditure	(16,309)	(20,200)	(30,000)	(30,000)	(30,000)
Acquisition of business	0	0	0	0	0
Interest & dividend income	20,067	18,287	34,187	35,896	38,768
Investing cash flow	1,385	(15,384)	14,187	5,896	8,768
Equity raised/(repaid)	7,973	4,049	0	0	0
Debt raised/(repaid)	(15)	19,513	(9,932)	(9,929)	(187)
Payment of lease liabilities	-	-	-	-	-
Interest paid	(448)	(499)	(1,200)	(1,320)	(1,452)
Dividend paid (incl tax)	(174,967)	(179,676)	(175,413)	(162,884)	(187,943)
Others	(199)	(328)	0	0	0
Financing cash flow	(167,656)	(156,942)	(186,545)	(174,132)	(189,582)
Net chg in Cash	1,268	(1,376)	3,169	4,829	22,548
OCF	167,539	170,950	175,527	173,065	203,362
Adj. OCF (w/o NWC chg.)	189,543	195,904	163,192	188,745	204,583
FCFF	151,230	150,749	145,527	143,065	173,362
FCFE	170,934	168,337	178,514	177,641	210,678
OCF/EBITDA (%)	69.7	67.8	78.5	68.5	74.5
FCFE/PAT (%)	85.1	83.0	98.7	86.7	94.8
FCFF/NOPLAT (%)	89.0	83.6	93.7	80.4	89.7

Source: Company, Emkay Research

Balance Sheet					
Y/E March (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Share capital	12,514	12,530	12,530	12,530	12,530
Reserves & Surplus	666,423	686,757	692,180	734,170	768,536
Net worth	678,937	699,286	704,709	746,699	781,065
Minority interests	-	-	-	-	-
Non-current liab. & prov.	25,564	30,653	32,185	33,794	35,484
Total debt	1,568	21,624	11,692	1,763	1,576
Total liabilities & equity	706,068	751,563	748,586	782,257	818,126
Net tangible fixed assets	194,479	200,466	215,447	230,232	244,955
Net intangible assets	0	0	0	0	0
Net ROU assets	5,419	4,252	4,252	4,253	4,254
Capital WIP	10,707	15,542	15,542	15,542	15,542
Goodwill	-	-	-	-	-
Investments [JV/Associates]	23,936	23,936	23,936	23,936	23,936
Cash & equivalents	367,739	388,525	381,694	386,522	409,069
Current assets (ex-cash)	237,768	256,438	243,810	267,717	284,403
Current Liab. & Prov.	133,979	137,596	136,095	145,945	164,034
NWC (ex-cash)	103,789	118,842	107,715	121,772	120,369
Total assets	706,068	751,563	748,586	782,257	818,126
Net debt	(366,171)	(366,901)	(370,002)	(384,759)	(407,493)
Capital employed	706,068	751,563	748,586	782,257	818,126
Invested capital	298,268	319,307	323,162	352,004	365,324
BVPS (Rs)	54.3	55.8	56.2	59.6	62.3
Net Debt/Equity (x)	(0.5)	(0.5)	(0.5)	(0.5)	(0.5)
Net Debt/EBITDA (x)	(1.5)	(1.5)	(1.7)	(1.5)	(1.5)
Interest coverage (x)	716.3	386.4	202.3	206.9	204.1
RoCE (%)	37.1	38.6	33.8	37.3	38.7

Source: Company, Emkay Research

Valuations and key Ratios					
Y/E March	FY25	FY26	FY27E	FY28E	FY29E
P/E (x)	17.5	17.4	19.5	17.2	15.8
EV/CE(x)	4.6	4.4	4.4	4.2	4.0
P/B (x)	5.2	5.0	5.0	4.7	4.5
EV/Sales (x)	4.6	4.4	4.2	3.8	3.5
EV/EBITDA (x)	13.1	12.5	14.1	12.4	11.4
EV/EBIT(x)	13.9	13.3	15.1	13.2	12.1
EV/IC (x)	10.6	9.9	9.7	8.9	8.5
FCFF yield (%)	4.8	4.8	4.6	4.6	5.6
FCFE yield (%)	4.9	4.8	5.1	5.0	6.0
Dividend yield (%)	5.1	5.0	4.6	5.3	5.9
DuPont-RoE split					
Net profit margin (%)	28.2	28.4	23.9	24.4	24.8
Total asset turnover (x)	1.0	1.0	1.0	1.1	1.1
Assets/Equity (x)	1.0	1.1	1.1	1.0	1.0
RoE (%)	27.9	29.7	25.8	28.2	29.1
DuPont-RoIC					
NOPLAT margin (%)	24.5	25.0	20.5	21.2	21.5
IC turnover (x)	2.2	2.3	2.4	2.5	2.5
RoIC (%)	55.1	58.4	48.4	52.7	53.9
Operating metrics					
Core NWC days	54.6	60.3	52.0	53.0	49.0
Total NWC days	54.6	60.3	52.0	53.0	49.0
Fixed asset turnover	1.6	1.7	1.7	1.8	1.8
Opex-to-revenue (%)	19.6	20.2	21.1	20.7	20.9

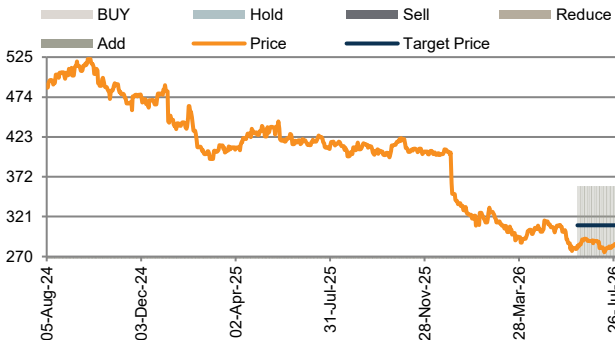
Source: Company, Emkay Research

RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (Rs)	TP (Rs)	Rating	Analyst
05-Jul-26	290	310	Add	Rajesh Kumar
02-Jul-26	290	310	Add	Rajesh Kumar
10-Jun-26	284	310	Add	Rajesh Kumar

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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ADD	5-15% upside
REDUCE	5% upside to 15% downside
SELL	>15% downside

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