

Sharp volume recovery

Consumer Goods ▶ Result Update ▶ August 10, 2026

CMP (Rs): 5,510 | TP (Rs): 6,200

Britannia's 1QFY27 revenue was in line with expectations, but EBITDA/PAT were slightly below estimates. Standalone sales grew 10% yoy (highest in the last few years) on the back of strong volume growth of 9% (lower impact from dual-pricing). The company reported mid-teens exit growth rate for its key categories which bodes well for 2Q (also on a favorable base). Gross margin was up by 120bps (down by 60bps qoq) mainly due to strategic covers in palm oil and benign wheat prices. EBITDA margin expansion was lower at 40bps yoy mainly due to higher A&P spends. Margin is expected to see pressure in 2Q due to inflation in several RMs (sugar, milk, laminates, etc). We slightly reduce our margin estimates as we expect the company to increase media investments. Overall, we expect BRIT to deliver double-digit growth on both sales and earnings over the next three years and maintain BUY on the stock; our TP is unchanged at Rs6,200 (47x Jun-28E EPS).

1QFY27 result summary

Revenue grew 8% yoy on a 9% base (vs 6.5% in 4QFY26) and was in line with consensus' estimates. Volume growth was strong at ~9% (5.5% in 4QFY26 and 2% in 1QFY26). Gross margin expanded by 120bps yoy (60bps down qoq) to ~41.5%, led by lower input costs (wheat, palm oil) and pricing through shrinkflation. EBITDA grew ~11% yoy, albeit on a low base, though 4% below consensus' estimates; it was in line with our estimates. EBITDA margin expanded by 40bps yoy to ~20.7% (down by 130bps qoq), led by increase in other expenses (up by 180bps yoy) and partially offset by the decrease in staff costs (down by 100bps yoy). Adj PAT grew 14% yoy and was 2% below consensus' estimates, due to higher other income and lower interest.

Earnings call KTAs

1) Demand remained strong, with volume growth accelerating to 9% yoy in 1QFY27 (5.5% in 4QFY26; 2% in 1QFY26); the business logged mid-teens growth at end-1Q, driven by elimination of dual pricing and resilient organic demand. 2) Pricing growth was ~1% in 1Q, with another 1.5-2% expected in coming quarters. 3) Channels remained healthy, with GT demand building up at 1.5x FY26 growth levels, Ecom delivering strong double-digit growth, and QC accounting for >80% of E-commerce, growing rapidly with negligible LUP mix. 4) Key states grew at ~1.8x FY26 rates, while other states delivered double-digit growth at ~1.3x key-state growth; eastern India/Bengal and Bihar remained strong, with six states along with Tamil Nadu identified as key states. 5) International remained mixed in the Middle East/America, while Africa continued to perform well and is expected to return to growth from 2QFY27. 6) Margins remained exposed to inflation, with ~50% of RM inflation mitigated in 1Q, while A&P spends increased ahead of sales growth. 7) Adjacencies remained strong, with Croissants growing >30% and ARR at >Rs2bn. Phantom-stock impact was ~Rs10mn in 1Q, while no PLI was recognized in FY26 or 1QFY27 due to non-fulfilment of growth requirements. 8) Health and Wellness is a key opportunity.

Target Price – 12M	Jun-27
Change in TP (%)	-
Current Reco.	BUY
Previous Reco.	BUY
Upside/(Downside) (%)	12.5

Stock Data	BRIT IN
52-week High (Rs)	6,337
52-week Low (Rs)	5,035
Shares outstanding (mn)	240.9
Market-cap (Rs bn)	1,327
Market-cap (USD mn)	13,939
Net-debt, FY27E (Rs mn)	(39,261.7)
ADTV-3M (mn shares)	0.4
ADTV-3M (Rs mn)	2,083.1
ADTV-3M (USD mn)	21.9
Free float (%)	49.5
Nifty-50	24,570.7
INR/USD	95.2

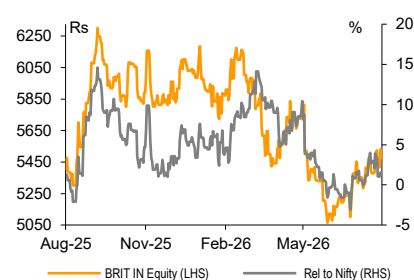
Shareholding, Jun-26

Promoters (%)	50.5
FPIs/MFs (%)	13.4/20.9

Price Performance

(%)	1M	3M	12M
Absolute	1.2	(5.2)	0.6
Rel. to Nifty	0.4	(6.2)	0.7

1-Year share price trend (Rs)



Britannia Industries: Financial Snapshot (Consolidated)

Y/E March (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	179,427	191,516	212,185	234,016	255,389
EBITDA	31,872	35,444	39,221	44,418	48,756
Adj. PAT	22,035	25,335	28,058	31,075	34,516
Adj. EPS (Rs)	91.5	105.2	116.5	129.0	143.3
EBITDA margin (%)	17.8	18.5	18.5	19.0	19.1
EBITDA growth (%)	0.5	11.2	10.7	13.3	9.8
Adj. EPS growth (%)	2.8	15.0	10.7	10.8	11.1
RoE (%)	53.1	53.6	51.1	51.0	52.3
RoIC (%)	88.2	104.3	124.6	175.7	224.4
P/E (x)	60.9	52.4	47.3	42.7	38.5
EV/EBITDA (x)	41.3	37.1	33.5	29.6	27.0
P/B (x)	30.5	26.0	22.6	21.0	19.3
FCFF yield (%)	1.6	1.8	2.4	2.5	2.7

Source: Company, Emkay Research

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Exhibit 1: Marico – Quarterly trend in key financials

(Rs mn)	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27	yoy (%)	qoq (%)
Revenue	46,222	48,406	49,241	47,189	50,000	8	6
Cost of goods	27,591	28,229	28,198	27,311	29,250	6	7
Gross profit	18,631	20,177	21,043	19,879	20,750	11	4
Gross margin	40.3	41.7	42.7	42.1	41.5	120bps	-60bps
Employee expenses	2,419	1,811	1,662	1,861	2,096	(13)	13
Advertising expenses	8,642	8,821	9,553	9,489	10,253	19	8
Other expenses	7,571	9,545	9,828	8,529	8,401	11	(1)
EBITDA	16.4	19.7	20.0	18.1	16.8	40bps	-130bps
EBITDA margin	820	851	845	852	795	(3)	(7)
Depreciation	6,750	8,695	8,983	7,676	7,606	13	(1)
EBIT	14.6	18.0	18.2	16.3	15.2	60bps	-110bps
EBIT margin	262	347	333	187	229	(13)	22
Interest cost	570	521	595	555	614	8	11
Other income	7,059	8,869	9,245	8,044	7,991	13	(1)
PBT	1,809	2,286	2,369	2,008	2,040	13	2
Tax	25.6	25.8	25.6	25.0	25.5	-10bps	60bps
Tax rate	0.0	0.0	(28.4)	953.0	0.0	nm	(3456)
Non-recurring items	6	6	-22	-13	-20	(444)	51
Minority interest	-49	-33	-27	-193	-18	(63)	(91)
Share of profit from associate	5,207	6,557	6,800	6,783	5,914	14	(13)
PAT	5,207	6,557	6,828	5,830	5,914	14	1
Adj Profit	11.3	13.5	13.9	12.4	11.8	60bps	-50bps
Net profit margin	46,222	48,406	49,241	47,189	50,000	8	6

Source: Company, Emkay Research

Conference call takeaways

Demand environment

- Volume growth stood at 9% yoy in 1QFY27, accelerating from 5.5% in 4QFY26 and 2% in 1QFY26.
- The business exited the quarter at mid-teens growth
- The demand environment remains strong, with Management attributing the improving momentum to organic demand recovery alongside normalization of dual pricing disruption.
- Dual-pricing disruption has ended: the impact was visible in April and marginally in the first half of May, while June saw normalization. Management said retailer throughput and sell-out remain healthy.
- Pricing contributed ~1% in 1Q, primarily through shrinkflation, with Management expecting another ~1–2% impact on pricing as the initiatives are progressively implemented. In Rs5/Rs10 packs, MRP remains unchanged while grammage is reduced.

Channels

- General Trade (GT) recovery is gaining traction, with Management highlighting a demand build-up in GT; GT remains Britannia's largest channel. Management said GT growth in recent quarters has improved materially versus FY26 levels.
- E-commerce continues to grow at strong double-digit rates, while other/newer channels are growing faster than GT.
- Quick commerce accounts for ~80–85% of E-commerce and is growing at a fairly healthy double-digit rate.

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

- Q-commerce mix is structurally different from GT, with Rs5/Rs10 LUPs having negligible contribution; larger packs, impulse products, and adjacencies form a greater part of the mix.
- Adjacencies such as Rusk, Croissant, Jim Jam, and Little Hearts see higher traction on E-commerce, supporting their strong double-digit growth.
- Modern Trade remains an opportunity, but Management intends to grow the channel without diluting margins, given its higher cost structure.
- Britannia believes it is strong versus the market across channels, although it remains internally under-indexed in certain channels and sees opportunities to improve GT effectiveness through visibility, share of handler, and dominance rather than simply numerical distribution.

Key states

- Britannia has shifted toward 'key states' defined by revenue and profitability contribution. Key states have now moved into an upswing and are showing good growth.
- Other states are also growing faster than key states, indicating a broad-based recovery
- Eastern India, including Bengal, is growing in double-digits, despite it being a large market for Britannia.
- Management sees healthy growth across various states; while some states are outperforming and others are relatively slower, no state is currently showing a decline in growth.
- Bihar remains a strong market, with the company continuing to perform well.
- Britannia has identified six key states along with a broader "Many Indias" approach to drive growth through localized consumer activation, regional influencers, portfolio interventions, and greater empowerment of regional teams.
- Tamil Nadu was highlighted as an example, with the Milk Bikis Thirukkural campaign generating fairly good early results and demonstrating how localized activation can accelerate a legacy brand.

International

- International performance remained mixed, with challenges in the Middle East, including Saudi Arabia and North America, while Africa, led by Kenya, continued to perform well.
- Management said the international business has improved sequentially and expects it to return to a growth track from 2QFY27.

Margins

- Around 50% of RM inflation was mitigated through pricing in 1Q, with the balance yet to be recovered.
- Another ~1.5–2% hike is expected in pricing, as shrinkflation initiatives are progressively implemented.
- A&P/brand-building spends are increasing ahead of sales growth, following lower spending in the previous two years; Management believes the higher investment is already improving brand-recall metrics.
- Management is simultaneously accelerating cost-efficiency initiatives to protect profitability.

Input costs

- Industrial fuel is a particularly significant pressure-point for Britannia, given its baking-heavy manufacturing footprint. LPG/PNG prices rose sharply during Apr-May, with LPG reaching ~2.5x February levels, before moderating to ~1.5x February levels; costs nevertheless remain elevated.

- Palm oil was around Rs140/kg and >20% higher, adding to the cost pressure. Sugar prices increased sharply, rising by another ~Rs7/kg over the 2-3 weeks preceding the call; Management flagged sugar as a key watch-out, ahead of the festive season.
- Milk prices remain elevated, although Management expects some seasonal moderation after August. Flour has been relatively stable, but remains a watch-out given weather-related risks.
- Management views commodity inflation as cyclical rather than permanent, but acknowledged that it is currently a reality that needs to be managed.
- Britannia is mitigating inflation through procurement/hedging, packaging optimization, manufacturing and production waste reduction, alternate fuels, buying efficiencies, and greater renewable-energy usage.
- The company also intends to increase the use of biomass/alternate fuels to reduce its exposure to LPG/PNG inflation.

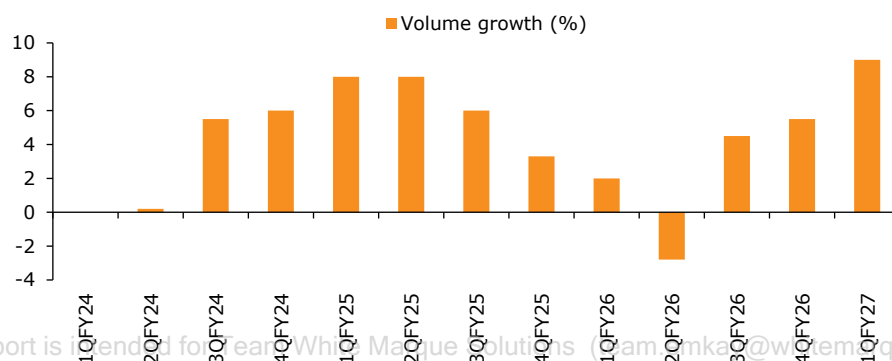
Adjacencies

- Croissant remains a key high-growth adjacency, with Treat Triple Croissant and Dubai Kunafa Croissant growing >30% in 1Q; Management indicated Croissant margins are at or slightly above company margins.
- Croissant ARR is now ~Rs2bn, according to Management, with the business continuing to grow rapidly.
- Cake, Rusk, and Wafers delivered strong double-digit growth, while the dairy portfolio also grew in double-digits, supported by ghee and cheese slices.

Other points

- Phantom stock expense was only ~Rs10mn in 1Q vs ~Rs520mn in the base quarter
- No PLI income was recognized in FY26 or 1QFY27, as Britannia did not meet the prescribed growth threshold under the scheme.
- Management remains committed to expanding beyond bakery products, with internal work underway on future platforms and adjacencies.
- Health & Wellness is a key future platform, with protein specifically identified as an important opportunity.
- Management expects core/indulgent products and health-focused products to grow in parallel, rather than one necessarily coming at the expense of the other. Low per-capita consumption provides continued headroom for the core portfolio, while rising consumer awareness creates an opportunity in health.
- Inorganic opportunities are still on the table, but Britannia will be selective; acquisitions would primarily be considered for a strong brand, speed-to-market, capability, technology, or a segment that would take significant time to build organically.

Exhibit 2: Volume growth came in strong at ~9% on the low base of 2% in 1QFY26

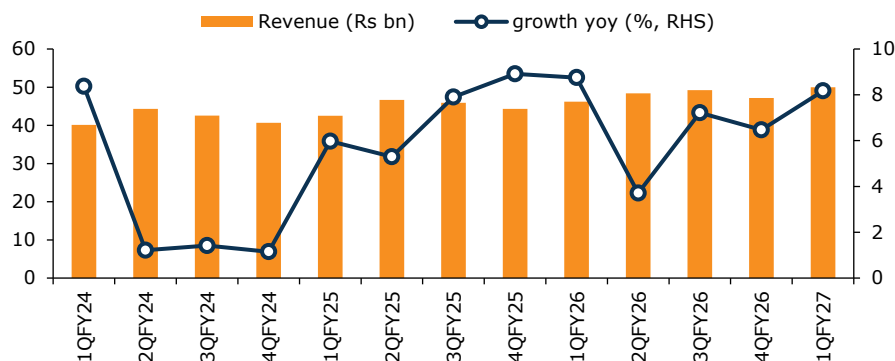


Volume growth of 9% refers to total tonnage growth; Mgmt clarified pricing was largely through shrinkflation

Source: Company, Emkay Research

BRIT exited June with mid-teens growth, aided by dual-pricing disruption, ending which brought back some retailers and underlying organic demand holding up strongly

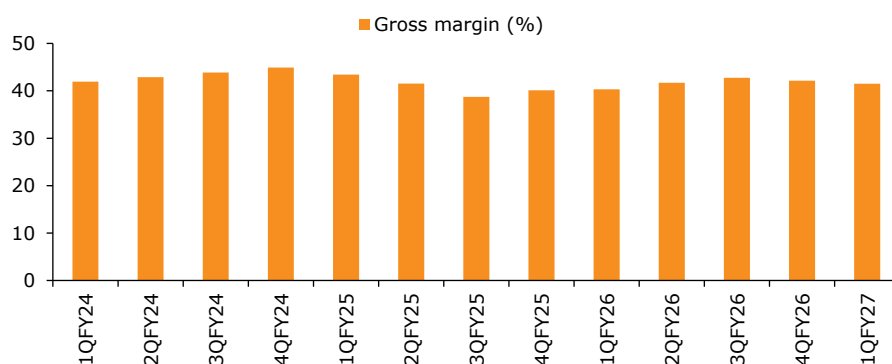
Exhibit 3: Revenue grew 8% yoy on a base of 9% (vs 6.5% in 4QFY26) and was in line with consensus' estimates



Source: Company, Emkay Research

On pricing, Management said it had mitigated roughly half the inflation through price increases in 1Q; the balance half has not yet been recovered

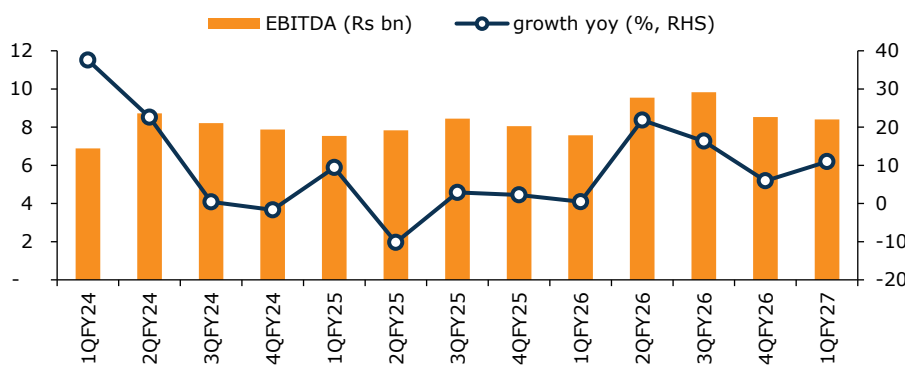
Exhibit 4: Gross margin expanded by 120bps yoy (60bps down qoq) to ~41.5%; Mgmt indicated another ~1.5-2% pricing actions going forward



Source: Company, Emkay Research

Mgmt indicated that its brand-building spends are growing ahead of sales growth; as a result, brand tracking parameters have shown an uptick in terms of brand recall

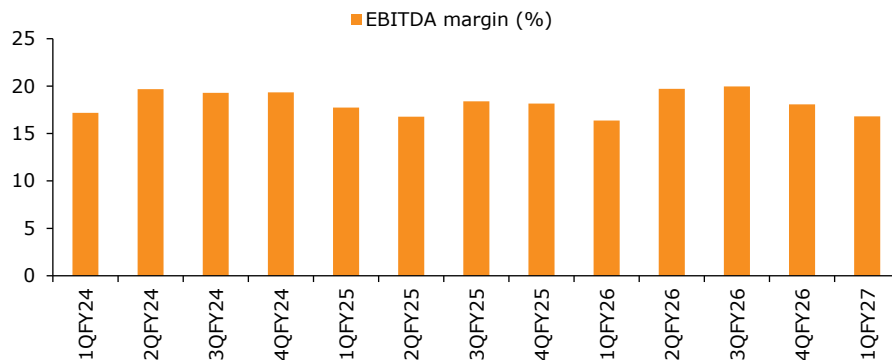
Exhibit 5: EBITDA grew ~11% yoy, albeit on a low base; however, it was 4% below consensus' estimates; in line with our estimates



Source: Company, Emkay Research

If the input costs remain elevated at this level (higher vs Feb 26) – mgmt. highlighted they would have to manage between value, volume and margins

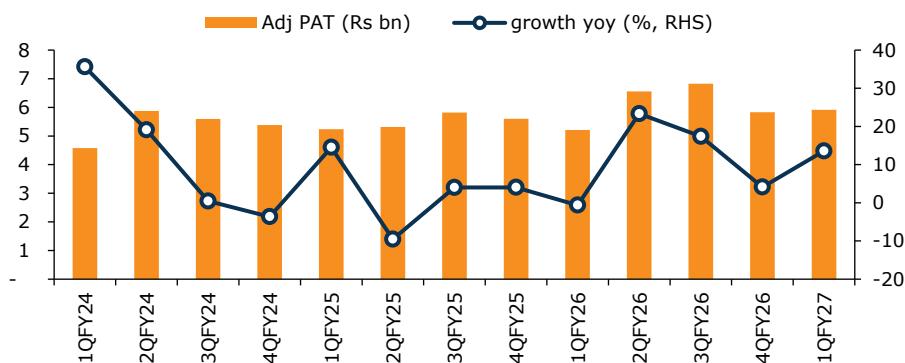
Exhibit 6: EBITDA margin expanded by 40bps yoy to ~20.7% (down 130bps qoq), led by increase in other expenses(+180bps yoy) partially offset by decrease in staff costs (-100bps yoy)



Source: Company, Emkay Research

Exhibit 7: Adj PAT grew 14% yoy and was 2% below consensus' estimates, due to higher other income and lower interest cost and depreciation

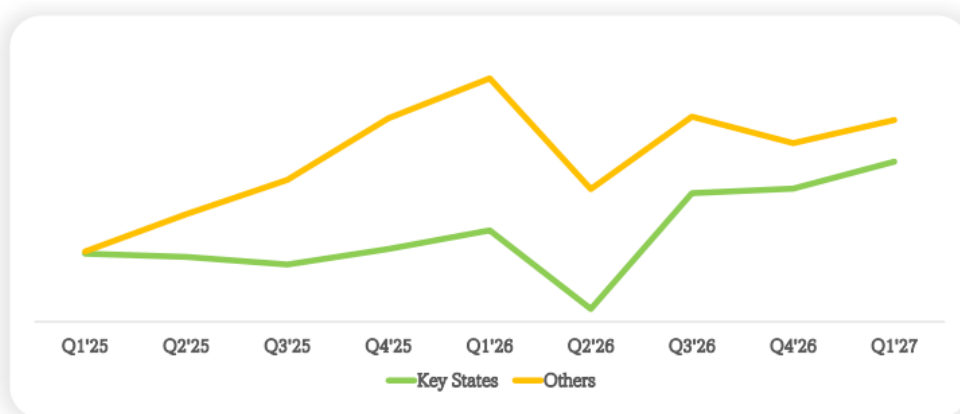
There was no PLI income for 1QFY27 as well as in FY26



Source: Company, Emkay Research

Exhibit 8: Some states are performing extremely well while others are slightly behind, but no state is seeing a decline

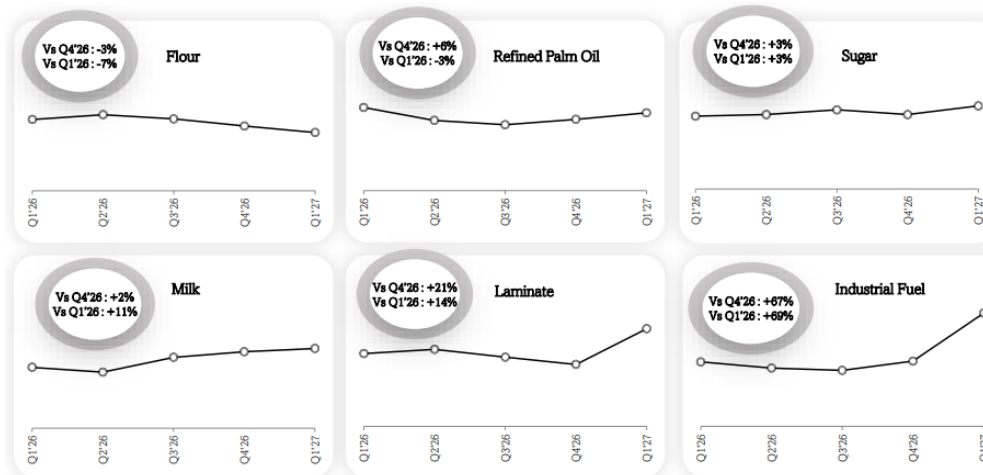
Britannia has identified a set of 'key states' that are important from both revenue and profitability perspectives



Source: Company, Emkay Research

Exhibit 9: Input-cost inflation remains a key margin risk, with LPG/PNG, palm oil, sugar, and milk all flagged; flour has been relatively stable but remains a vertical to watch

Management said commodity inflation is a reality but is cyclical, and it does not view the current elevated costs as a permanent phenomenon



Source: Company, Emkay Research

Exhibit 10: Changes in estimates

Rs mn	New estimates			Old estimates			Change in estimate		
	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Revenue	212,185	234,016	255,389	211,230	231,998	254,210	0%	1%	0%
EBITDA	39,221	44,418	48,756	39,683	44,321	48,585	-1%	0%	0%
EBITDA margin	18.5%	19.0%	19.1%	18.8%	19.1%	19.1%	-30bps	-10bps	0bps
Adj PAT	28,058	31,075	34,516	28,347	30,921	34,385	-1%	0%	0%
EPS (Rs)	116.5	129.0	143.3	117.7	128.4	142.7	-1%	0%	0%

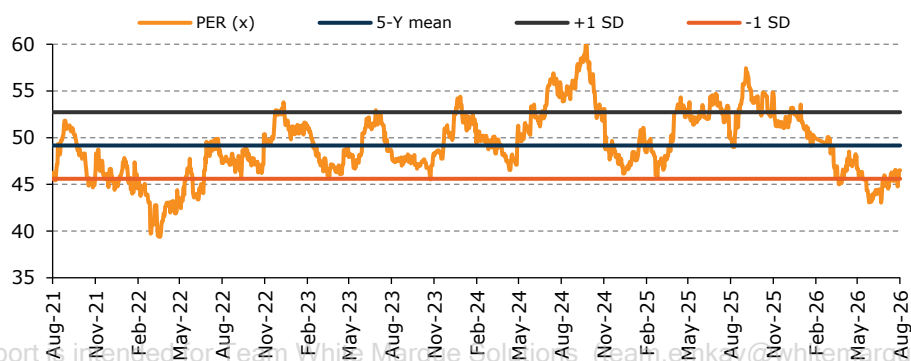
Source: Company, Emkay Research

Exhibit 11: Emkay vs Consensus estimates

Rs mn	Emkay estimates			Consensus estimates			Emkay vs Consensus estimates		
	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Revenue	212,185	234,016	255,389	210,453	231,687	254,337	1%	1%	0%
EBITDA	39,221	44,418	48,756	38,817	43,891	48,664	1%	1%	0%
EBITDA margin	18.5%	19.0%	19.1%	18.4%	18.9%	19.1%	10bps	10bps	0bps
Adj PAT	28,058	31,075	34,516	27,223	31,079	34,797	3%	0%	-1%
EPS (Rs)	116.5	129.0	143.3	113.0	129.0	143.9	3%	0%	0%

Source: Company, Emkay Research

Exhibit 12: BRIT trades near its '-1 SD' levels implying attractive valuations



Source: Company, Emkay Research

Britannia Industries: Consolidated Financials and Valuations

Profit & Loss					
Y/E March (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	179,427	191,516	212,185	234,016	255,389
Revenue growth (%)	7.0	6.7	10.8	10.3	9.1
EBITDA	31,872	35,444	39,221	44,418	48,756
EBITDA growth (%)	0.5	11.2	10.7	13.3	9.8
Depreciation & Amortization	3,133	3,368	3,400	3,570	3,784
EBIT	28,738	32,076	35,821	40,848	44,972
EBIT growth (%)	0.2	11.6	11.7	14.0	10.1
Other operating income	4,077	2,934	1,689	2,753	2,998
Other income	943	610	623	635	649
Financial expense	60	(503)	(1,300)	(150)	(200)
PBT	29,621	33,189	37,744	41,634	45,821
Extraordinary items	(248)	0	0	0	0
Taxes	7,487	7,518	9,436	10,408	11,455
Minority interest	9	(35)	50	50	50
Income from JV/Associates	(107)	(300)	(300)	(200)	100
Reported PAT	21,787	25,335	28,058	31,075	34,516
PAT growth (%)	1.8	16.3	10.7	10.8	11.1
Adjusted PAT	22,035	25,335	28,058	31,075	34,516
Diluted EPS (Rs)	91.5	105.2	116.5	129.0	143.3
Diluted EPS growth (%)	2.8	15.0	10.7	10.8	11.1
DPS (Rs)	75.0	80.0	90.0	120.0	135.0
Dividend payout (%)	82.9	76.1	77.3	93.0	94.2
EBITDA margin (%)	17.8	18.5	18.5	19.0	19.1
EBIT margin (%)	16.0	16.7	16.9	17.5	17.6
Effective tax rate (%)	25.3	22.7	25.0	25.0	25.0
NOPLAT (pre-IndAS)	21,474	24,810	26,866	30,636	33,729
Shares outstanding (mn)	241	241	241	241	241

Source: Company, Emkay Research

Cash flows					
Y/E March (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
PBT (ex-other income)	28,571	32,278	36,821	40,798	45,272
Others (non-cash items)	(826)	(509)	(250)	(150)	150
Taxes paid	(6,892)	(8,217)	(9,436)	(10,408)	(11,455)
Change in NWC	4,003	(2,074)	3,178	701	678
Operating cash flow	24,906	26,116	32,713	34,561	38,129
Capital expenditure	(3,477)	(2,328)	(789)	(1,927)	(1,995)
Acquisition of business	0	0	0	0	0
Interest & dividend income	186	(197)	623	635	649
Investing cash flow	664	(7,573)	1,013	35	99
Equity raised/(repaid)	0	0	0	0	0
Debt raised/(repaid)	(8,164)	1,331	(1,695)	391	(5,000)
Payment of lease liabilities	0	0	0	0	0
Interest paid	(60)	503	1,300	150	200
Dividend paid (incl tax)	(17,675)	(18,068)	(20,477)	(26,499)	(28,908)
Others	(1,639)	(1,592)	(2,550)	(1,450)	(1,500)
Financing cash flow	(27,539)	(17,826)	(23,421)	(27,408)	(35,208)
Net chg in Cash	(1,969)	717	10,306	7,188	3,020
OCF	24,906	26,116	32,713	34,561	38,129
Adj. OCF (w/o NWC chg.)	20,903	28,190	29,535	33,860	37,451
FCFF	21,430	23,788	31,924	32,634	36,133
FCFE	20,227	22,463	31,348	32,020	35,532
OCF/EBITDA (%)	78.1	73.7	83.4	77.8	78.2
FCFE/PAT (%)	92.8	88.7	111.7	103.0	102.9
FCFF/NOPLAT (%)	99.8	95.9	118.8	106.5	107.1

Source: Company, Emkay Research

Balance Sheet					
Y/E March (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Share capital	241	241	241	241	241
Reserves & Surplus	43,316	50,825	58,406	62,983	68,590
Net worth	43,557	51,066	58,647	63,224	68,831
Minority interests	256	293	243	193	143
Non-current liab. & prov.	(348)	(414)	(414)	(414)	(414)
Total debt	12,248	13,578	11,884	12,275	7,275
Total liabilities & equity	55,713	64,523	70,360	75,277	75,835
Net tangible fixed assets	27,710	25,842	24,442	22,872	21,088
Net intangible assets	-	-	-	-	-
Net ROU assets	-	-	-	-	-
Capital WIP	892	390	500	500	500
Goodwill	1,328	1,440	1,440	1,440	1,440
Investments [JV/Associates]	-	-	-	-	-
Cash & equivalents	31,779	39,622	51,145	58,334	61,354
Current assets (ex-cash)	26,311	28,378	31,463	34,582	37,848
Current Liab. & Prov.	32,307	32,366	38,629	42,449	46,394
NWC (ex-cash)	(5,996)	(3,988)	(7,167)	(7,868)	(8,546)
Total assets	55,713	64,523	70,257	75,101	75,654
Net debt	(19,531)	(26,044)	(39,262)	(46,059)	(54,079)
Capital employed	55,713	64,523	70,360	75,277	75,835
Invested capital	23,042	24,511	18,612	16,267	13,801
BVPS (Rs)	180.8	212.0	243.5	262.4	285.7
Net Debt/Equity (x)	(0.4)	(0.5)	(0.7)	(0.7)	(0.8)
Net Debt/EBITDA (x)	(0.6)	(0.7)	(1.0)	(1.0)	(1.1)
Interest coverage (x)	494.7	(65.0)	(28.0)	(276.6)	(228.1)
RoCE (%)	51.1	54.0	53.7	56.6	60.1

Source: Company, Emkay Research

Valuations and key Ratios					
Y/E March	FY25	FY26	FY27E	FY28E	FY29E
P/E (x)	60.9	52.4	47.3	42.7	38.5
EV/CE(x)	23.5	20.3	18.6	17.4	17.3
P/B (x)	30.5	26.0	22.6	21.0	19.3
EV/Sales (x)	7.5	7.0	6.3	5.7	5.2
EV/EBITDA (x)	41.3	37.1	33.5	29.6	27.0
EV/EBIT(x)	45.8	41.0	36.7	32.2	29.3
EV/IC (x)	57.1	53.7	70.7	80.9	95.3
FCFF yield (%)	1.6	1.8	2.4	2.5	2.7
FCFE yield (%)	1.5	1.7	2.4	2.4	2.7
Dividend yield (%)	1.4	1.5	1.6	2.2	2.5
DuPont-RoE split					
Net profit margin (%)	12.3	13.2	13.2	13.3	13.5
Total asset turnover (x)	3.1	3.2	3.1	3.2	3.4
Assets/Equity (x)	1.4	1.3	1.2	1.2	1.1
RoE (%)	53.1	53.6	51.1	51.0	52.3
DuPont-RoIC					
NOPLAT margin (%)	12.0	13.0	12.7	13.1	13.2
IC turnover (x)	7.4	8.1	9.8	13.4	17.0
RoIC (%)	88.2	104.3	124.6	175.7	224.4
Operating metrics					
Core NWC days	(12.2)	(7.6)	(12.3)	(12.3)	(12.2)
Total NWC days	(12.2)	(7.6)	(12.3)	(12.3)	(12.2)
Fixed asset turnover	3.7	3.8	4.0	4.3	4.5
Opex-to-revenue (%)	23.1	23.4	23.0	22.8	22.8

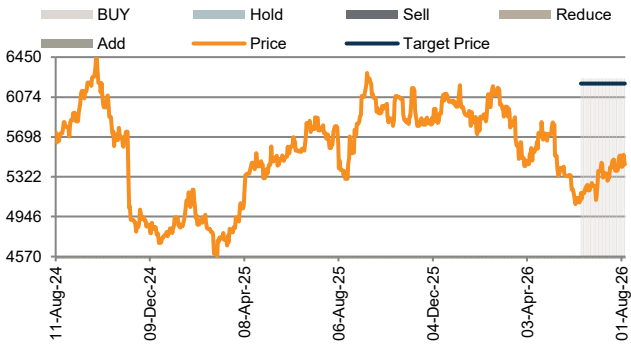
Source: Company, Emkay Research

RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (Rs)	TP (Rs)	Rating	Analyst
05-Jul-26	5,379	6,200	Buy	Rajesh Kumar
10-Jun-26	5,171	6,200	Buy	Rajesh Kumar

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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

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