

Weekly View: Nifty, Bank Nifty:

Indices	CMP	Support	Resistance	50 DMA	200 DMA	Range
NIFTY	22514	22021	23001	22052	20497	22101-22761
BANK NIFTY	48493	47421	49501	46569	45495	46841-49454

Medium Term Pick:

Stocks	CMP	Support	Resistance	50 DMA	200 DMA	Bias	Preferred Trade
EICHER MOTORS	4031	3621	4201	3855	3643	Positive	Eicher Motors Limited (EML) is the listed parent of Royal Enfield, global leader in the middleweight motorcycles segment (250cc - 750cc) operates in India and over 60+ countries around the world. EML has a joint venture with Sweden's Volvo Group - VE Commercial Vehicles Limited (VECV) and operations includes the complete range of Eicher branded trucks and buses, exclusive distribution of Volvo Trucks in India, engine manufacturing and exports for Volvo Group, nonautomotive engines and Eicher component business. Changing economic conditions and favorable changing customers will however support the increased volume growth even more. Establish buy position at CMP, and on dips between 3650-3700 zone, targeting 4201/4551 mark and then at 4750 mark. Stop below 3621. Holding Period: 12 Months. Aggressive 15-months targets are placed at 5100 mark.

BUY EICHERMOTORS at CMP 4031. Target 4501

CMP	4031
Target Price	4501
52 Week H/L	4200/2951.15
P/E	7.53
EPS (TTM)	128.3
Promoter Holding/DIIs/FIIs	49.15/40.1/30.3
Book Value	535.57
Market Cap (INR)	1,10,377.89 crores

Daily Chart of EICHER MOTORS :



Incorporated in the year 1982, **Eicher Motors** is an Indian multinational company that manufactures commercial vehicles, motorcycles, and automotive components. Royal Enfield operates in India and over 60+ countries around the world. With modern development facilities in Leicestershire, UK, and Chennai, India. A multi-brand, multi-division company, backed by innovative products.

As of April 1st, 2016, Eicher Motors Limited became a part of the Nifty 50 Index.

Eicher Motors is primarily known for its commercial vehicles division, which operates under the brand name "Eicher Trucks and Buses." The company also owns the Royal Enfield (RE) motorcycle brand, which is one of the oldest motorcycle brands in the world and is well-known for its retro-styled bikes.

So, Eicher Motors owns the iconic Royal Enfield brand and also has a joint venture with AB Volvo – Volvo Eicher Commercial Vehicles (VECV). Eicher Motors is a significant player in the Indian automobile industry and has a growing presence in international markets as well.

Eicher Motors is known for its unwavering commitment to quality, innovation, and global expansion. The company's advanced manufacturing facilities adhere to international safety and emission standards. With a customer-centric approach and a passion for creating vehicles that inspire adventure, Eicher Motors remains a leader in India's automotive industry, symbolizing heritage, style, and open-road freedom through its iconic Royal Enfield brand.

Meanwhile, For FY '23, Eicher Motors Ltd recorded a total income of ₹14,442 crores which is approximately USD 1.80 billion. In addition, VECV reported a total revenue of ₹18,952 crores in FY '23 which is approximately USD 2.36 billion; this revenue is not consolidated in EML's income.

In the domestic market, RE has 1,096 large stores and 911 studio stores as of Dec'23. In the international market, RE has 1,050+ global touchpoints – 221 exclusive stores and 838 multibrand outlets.

Key Risks: Growing competitive intensity poses a risk to the company in the >250cc segment where the company has the highest market share.

Changing economic conditions and favorable changing customers will however support the increased volume growth even more.

Technically, brace yourselves for a rebound play on the daily and weekly time frames. The recent sequence of higher high/low is intact in monthly time-frames after the stock tanked hard in the 1st week of July 2023. An impulse bargain hunting uptrend is seen forming on the daily time scale, with positive SAR series.

Add to that a bullish divergence and a rising stochastic signal (on daily charts) with recent increase in volumes signaling a larger rebound. The 200 days Exponential Moving Average (EMA) of the stock on the daily chart is currently at 3687 zone. The level of 3687-3700 zone will act as a strong support zone and offer opportunities to initiate aggressive long positions.

Establish buy position at CMP, and on dips between 3650-3700 zone, targeting 4201/4551 mark and then at 4750 mark. Stop below 3621. Holding Period: 12 Months. Aggressive 15-months targets are placed at 5100 mark.