

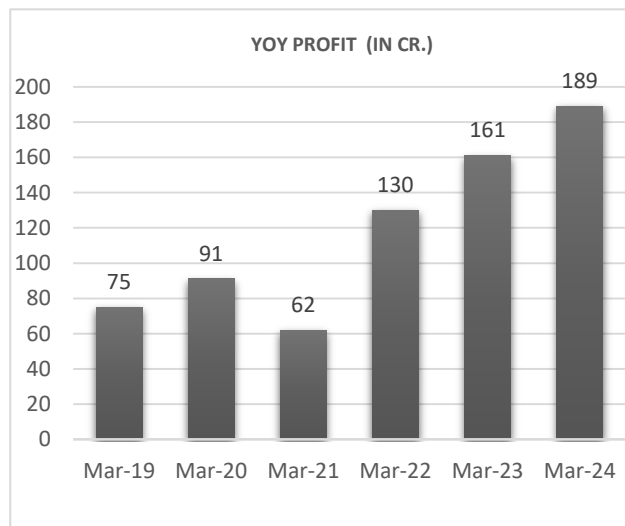
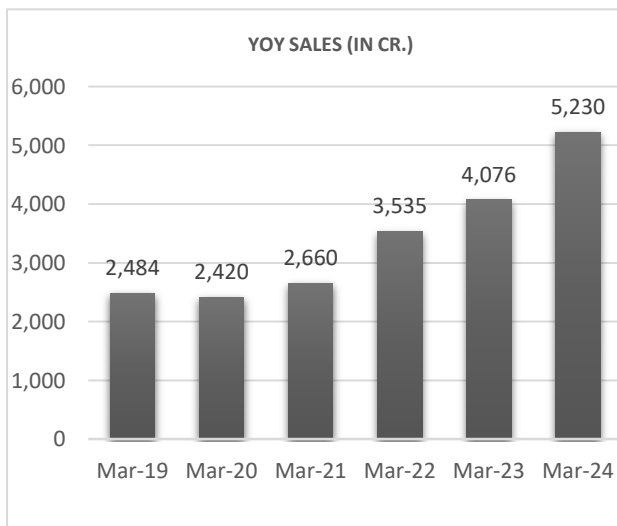
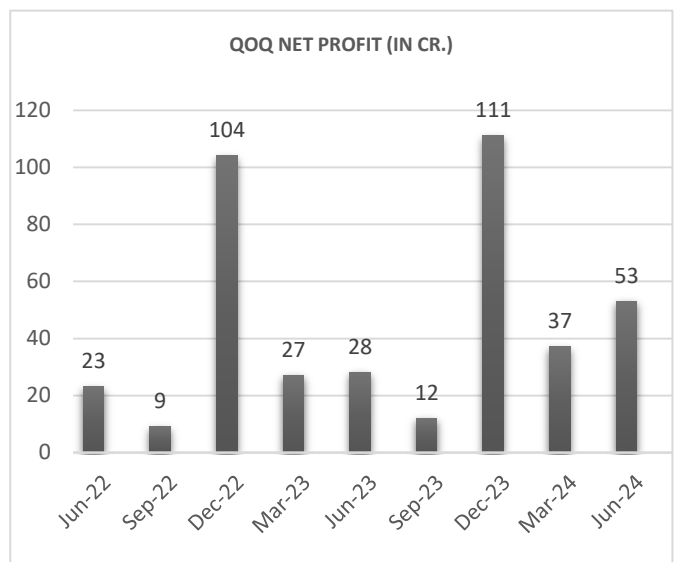
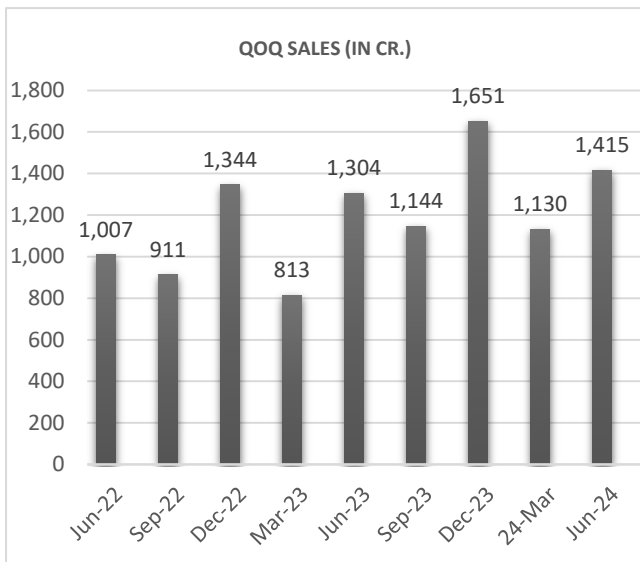
SENCO GOLD

23 September 2024

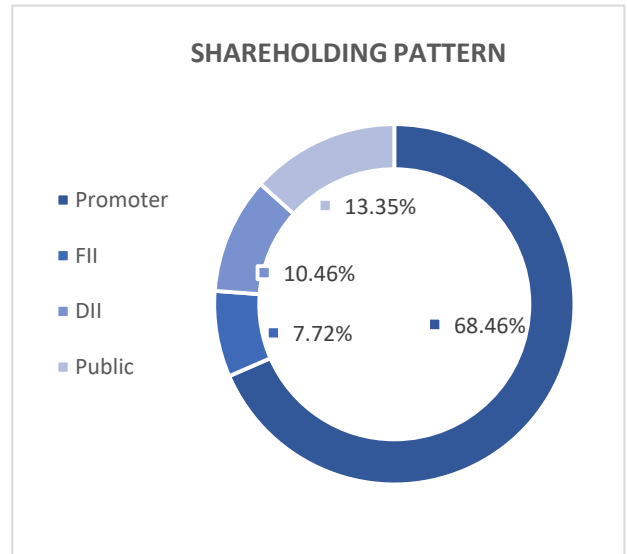
About company

Senco Gold is a well-known Indian jewelry retailer and manufacturer, primarily dealing in gold, diamonds, and other precious metals. Established in 1938, the company is headquartered in Kolkata and operates through a large network of stores, especially in Eastern India. It is famous for its handcrafted jewelry, blending traditional and contemporary designs, catering to a wide range of customers. Senco Gold also offers a variety of products, including bridal collections, lightweight jewelry, and accessories. The company went public with its IPO in 2023, further strengthening its market presence.

Financials



MARKET CAP	RS 10,404 CR
P/E RATIO	48.7
DIVIDEND YIELD	0.15%
ROCE	13.8%
ROE	16.3%
FACE VALUE	10.00
3 YEARS SALES GROWTH	25%
3 YEARS PROFIT GROWTH	45%



Our recommendation

MOMENTUM SWING: BUY SENCO GOLD BETWEEN 1332-1337 TARGETS 1367-1399 STOP LOSS BELOW 1288

Technical analysis

Senco gold was trading in a downtrend and has currently moved towards uptrend. The super trend indicator is giving buy signal indicating an upward moment in the stocks and the stock is also moving above the EMA 20 line. If we talk about the fundamentals the YOY sales has increased from 4076 Cr to 5230 Cr in FY 24 and YOY profit has also jumped from 161 to 189 Cr in FY 24. Hence we recommended to buy senco gold.



Disclaimer

I, Ruchi Nahar, SEBI Registered Research Analyst (INH000014544) comply with the qualification and certification requirements under SEBI (Research Analyst) Regulations, 2014. I have qualified CA, CS and MBA, has over 11 years of experience in MNCs, culminating as Head of Finance. I now leverage my expertise to guide stock market investors with strategic insights. All of the views expressed in research reports and recommendations issued by me reflect my personal views about the subject company or companies at the given point of time and I do not receive/accept any kind of compensation, directly or indirectly related to specific recommendations or views expressed in reports issued by me. I/my relatives do not at any point of time of issuing the reports have any material conflict of interest in the subject company neither I was/am/will be engaged in market making activity for the subject company. The investments discussed or views expressed in reports and recommendations issued by me may not be suitable for all investors. The user assumes the entire risk of any use made of this information. I nor any person connected with my report, accepts any liability arising from the use of research document. The recipients of research document should rely on their own investigations and should consult their own financial advisors to determine merit and risks of such investments based on their own risk appetite. Price and value of the investments referred to in this material may go up or down. Past performance is not a guide for future performance. Certain transactions including those involving futures, options and other derivatives as well as non-investment grade securities involve substantial risk and are not suitable for all investors. Reports and recommendations based on technical analysis centres on studying charts of a stock's price movement and trading volume, as opposed to focusing on a company's fundamentals and as such, may not match with a report on a company's fundamentals. Opinions expressed in research reports & recommendations will be based on the current opinions as of the date appearing in research report & recommendations. While I endeavour to update on a reasonable basis the information discussed in research reports, there may be regulatory, compliance, or other reasons that prevent me from doing so. Prospective investors and others are cautioned that any forward-looking statements are not predictions and may be subject to change without notice. So far as reports include current or historic information, it is believed to be reliable, although its accuracy and completeness cannot be guaranteed. Investment in securities market is subject to market risks. Read all the related documents carefully before investing. Registration granted by SEBI, and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors.