

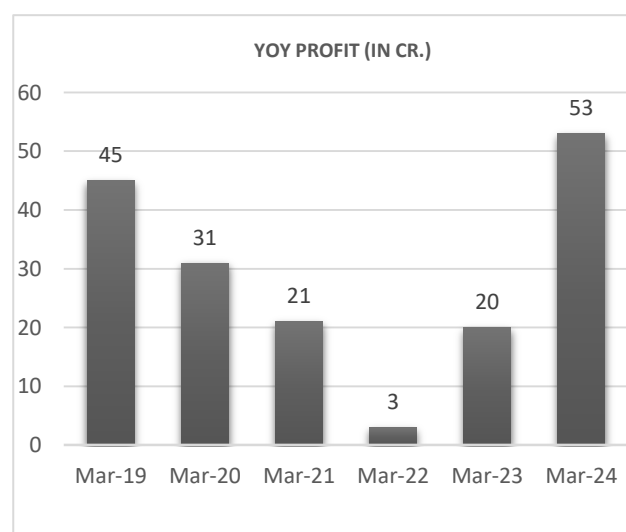
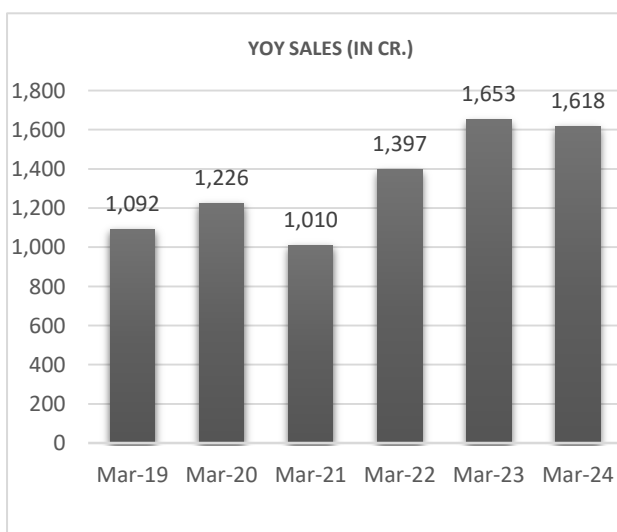
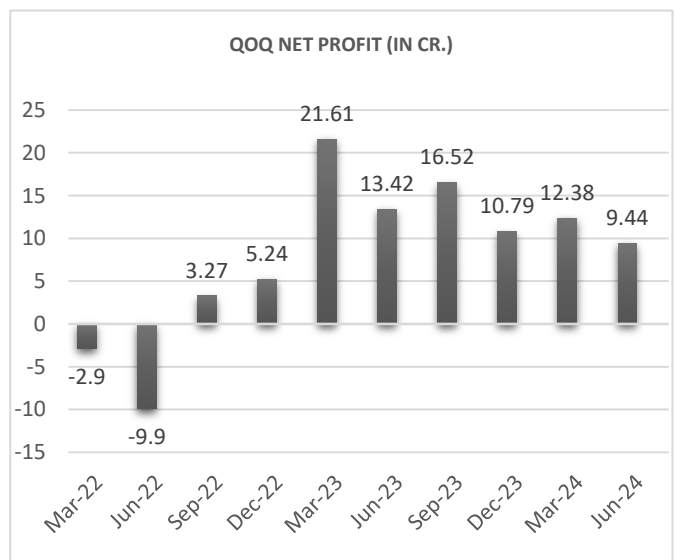
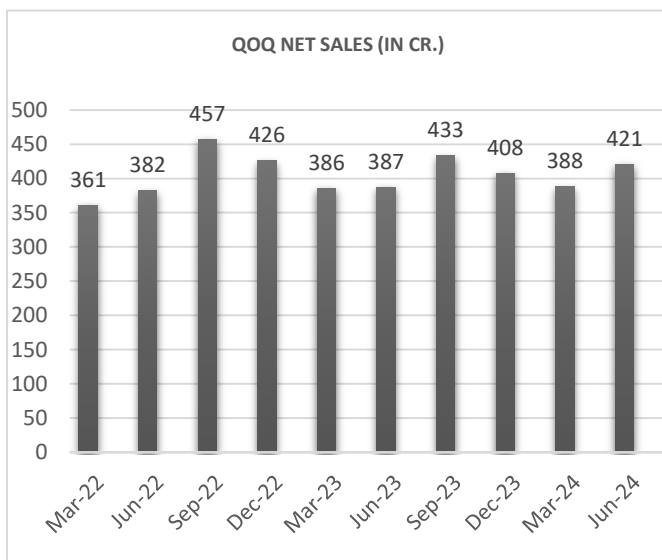
DIAMOND DYD

16 October 2024

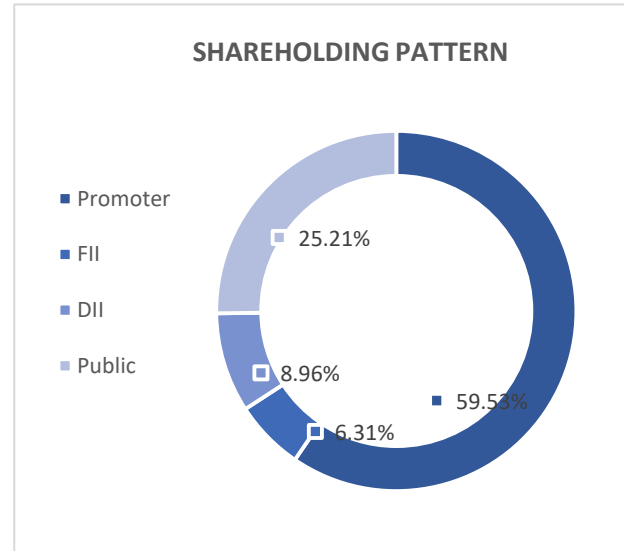
About company

PrataapSnacks Limited (PSL) is an Indian snack food company engaged in manufacturing and marketing of multiple product variants like potato chips, extruded snacks and namkeen (traditional Indian snacks) under the Yellow Diamond brand and sweet snacks under the Rich Feast brand. The company is a market leader in Rings and top 5 in Western Savoury Snacks. Company has a diverse product portfolio with 125+ SKUs across Potato Chips, Extruded Snacks, Namkeen and Sweet Snacks. The company started in 2003 with single product and went to 125 SKUs within 10 yrs.

Financials



MARKET CAP	RS 2778 CR
P/E RATIO	56.6
DIVIDEND YIELD	0.18%
ROCE	10.7%
ROE	7.6%
FACE VALUE	5.00
3 YEARS SALES GROWTH	17%
3 YEARS PROFIT GROWTH	37%



Our recommendation

MOMENTUM SWING: BUY DIAMOND DYD (PRATAP SNACKS) BETWEEN 1132-1138 TARGETS 1190-1255 STOP LOSS BELOW 1083

Technical analysis

Diamond DYD was trading in an uptrend on daily chart. The stock has shown consistent uptrend in the previous four weeks and it shows strength in the higher side. The stock did not go below previous week low in the last one month. On Hourly chart the stock clearly trading in a broad channel and today we observed a strong breakout formed a marabozu candle on hourly chart. The stock is trading above Super Trend indicator on all intraday timeframes. Last 3 years sales growth is higher at 37% profit growth is moderate and stands around 17%. We expected a momentum in the stock after breakout of the bullish candle. Hence we recommended to buy this stock



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.