

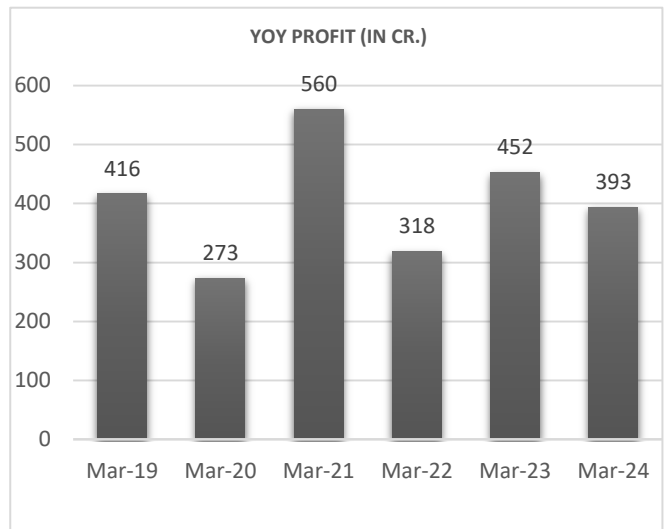
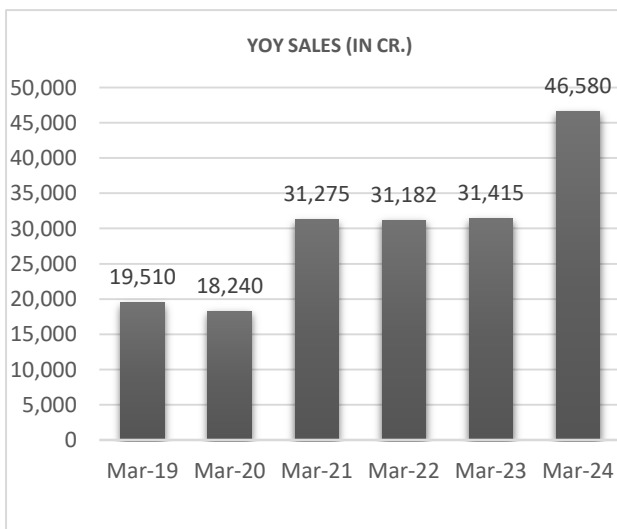
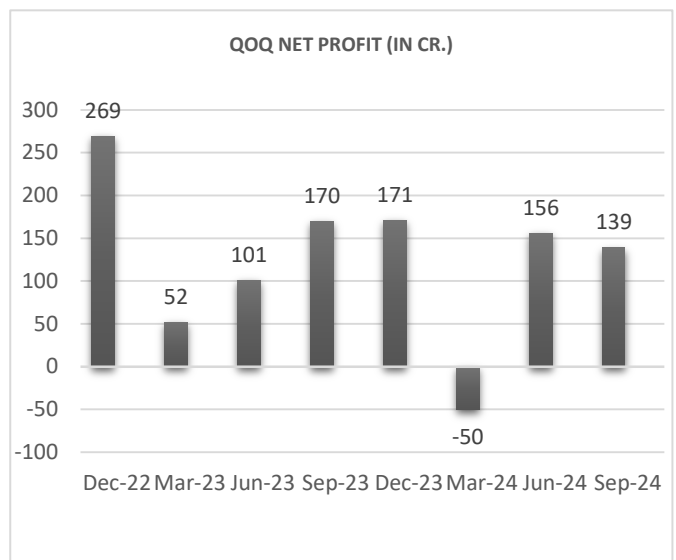
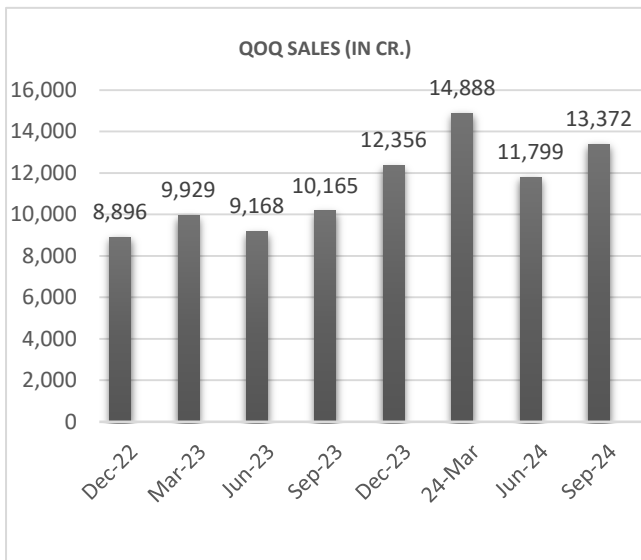
# MFSL

14 January 2025

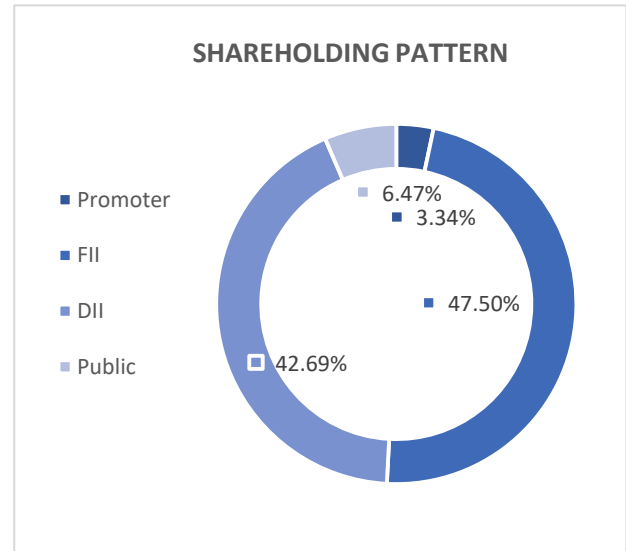
## About company

Max Financial Services Limited (MFSL) is a leading Indian financial services company primarily focused on life insurance. It operates through its subsidiary, Max Life Insurance, offering a range of life insurance and investment products. The company is known for its customer-centric approach, strong distribution network, and innovative financial solutions. MFSL is part of the Max Group, which has a legacy of trust and excellence in the Indian financial sector.

## Financials



MARKET CAP	₹ 36,406 Cr.
P/E RATIO	106
DIVIDEND YIELD	0.00%
ROCE	9.77 %
ROE	9.21%
FACE VALUE	2.00
3 YEARS SALES GROWTH	14%
3 YEARS PROFIT GROWTH	-7%



### Our recommendation

**OPTIONS INSIGHT: BUY MFSL 1040 PUT ABOVE 23 TGT 27-32 STOPLOSS BELOW 18.90**

### Technical analysis

Max Financial Services Ltd share prices flipped into bearish trend today after remaining in a consolidation phase for a brief period of time. The prices crossed minor support of 1060 and keep moving downward. On technical front, the prices are trading below its 20 EMA level indicating a bearish momentum. Supertrend indicator is showing bearish trend as red zone is active in it (as shown in image below). The prices are expected to fall 1-1.5% more from current level as the sentiments are negative at the moment. On the higher side 1060 can act as the resistance level. Thus on the basis of above analysis, we recommend MFSL 1040 PUT option.



## **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.

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