

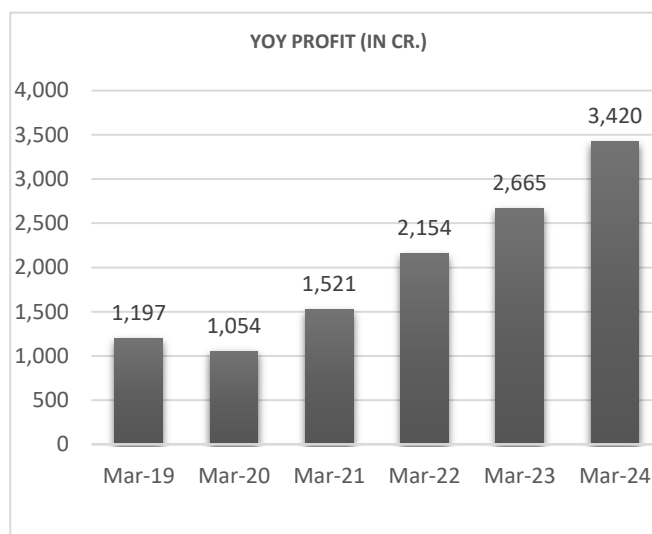
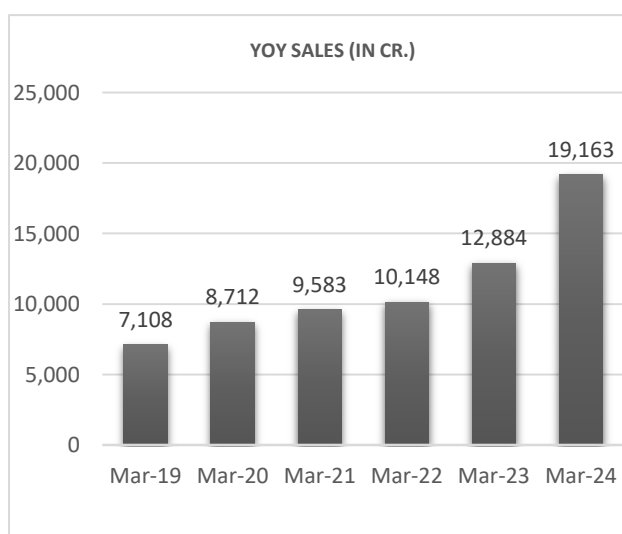
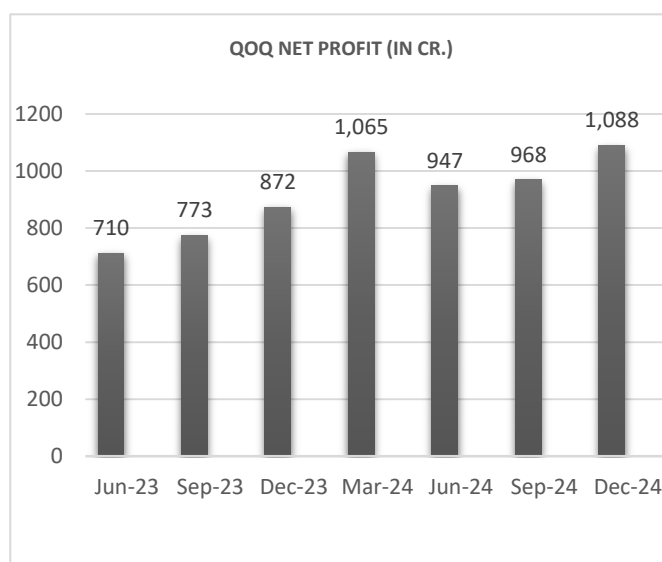
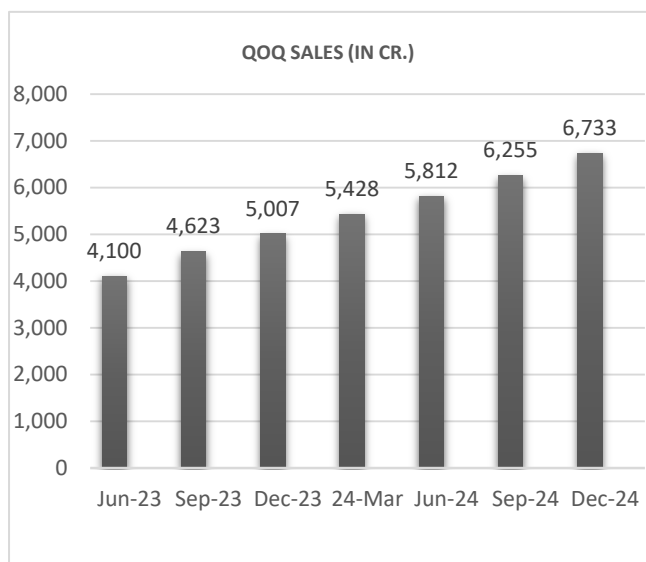
# CHOLAMANDALAM

10 February 2025

## About company

Cholamandalam Investment and Finance Company Limited (Chola) is a leading non-banking financial company (NBFC) in India, part of the Murugappa Group. It specializes in vehicle finance, home loans, SME loans, and secured business loans, catering to diverse customer needs. With a strong presence across India, Chola has built a reputation for customer-centric financial solutions and digital innovation. The company has consistently delivered robust financial performance and sustainable growth. Committed to responsible lending, Chola continues to expand its services while maintaining high corporate governance standards.

## Financials



MARKET CAP	₹ 1,12,665 Cr.
P/E RATIO	27.7
DIVIDEND YIELD	0.15%
ROCE	10.4%
ROE	20.2%
FACE VALUE	2.00
3 YEARS SALES GROWTH	26%
3 YEARS PROFIT GROWTH	31%

**SHAREHOLDING PATTERN**

Category	Percentage
Promoter	49.93%
FII	27.43%
DII	16.10%
Public	6.56%

### **Our recommendation**

**OPTIONS INSIGHT: BUY CHOLAFIN 1340 PUT ABOVE 33 TARGET 43/53 STOPLOSS BELOW 23**

### **Technical analysis**

Cholamandalam In & Fin Co Ltd share prices flipped into bearish trend today after it slipped down after open on a flat note. The price breaks previous support of 1356 and sustaining below it. 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 1-2% more from current level as the sentiments are negative at the moment. On the higher side 1360 can act as the resistance level. Thus on the basis of above analysis, we recommend CHOLAFIN 1340 PUT option.

rumpusroom published on TradingView.com, Feb 10, 2025 14:47 UTC+5:30



TradingView

## **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.