

From Technical Analyst's Desk

NIFTY (18,015)

 Support - 18,000
 Resistance - 18,800

•Nifty has crossed the major resistance of 18000. Market looks stronger and will slowly inch towards 18800.

BANK NIFTY (41,731)

 Support - 40,000
 Resistance - 42,000

•Nifty has broken resistance, we expect bank nifty to cross 42000 resistance soon.

Top Pick for the day

POSITIONAL CALL	
Company Name	Ashok Leyland
Entry Price	148
Target	156
Stop Loss	146
Previous Closing Price	150
Current Return	1%
Potential Return	4%

Positional Calls (15 days)

Company Name	Entry Price*	Target	Stop Loss	Previous Closing Price	Current Return	Potential Return
SRF	2240	2360	2180	2255	1%	5%
INFY	1610	1700	1550	1597	-1%	6%
TCS	3460	3680	3340	3521	2%	5%
Tata Chemicals	1000	1075	960	1011	1%	6%

Futures Calls

Position	Company Name	Entry Price*	Target	Stop Loss	Previous Closing Price	Current Return	Potential Return
LONG	Reliance	2360	2440	2300	2435	3%	0%
LONG	Kotak Mahindra Bank	1780	1840	1740	1785	0%	3%
LONG	Asian Paints	2800	2860	2740	2799	0%	2%
LONG	Voltas	835	895	800	863	3%	4%

From Fundamental Analyst's Desk

Fundamental Calls (12 months)

Company Name	Entry Price*	Target	Previous Closing Price	Current return	Potential return
Muthoot Finance	1091	1550	999	-8%	55%
Maruti Suzuki	8641	10629	8846	2%	20%
Eicher Motors	3161	4375	3313	5%	32%
Ashok Leyland	141	170	150	6%	13%

Technofunda Calls (4-6 months)

Company Name	Entry Price*	Target	Stop loss	Previous Closing Price	Current return	Potential return
Sonata Software Ltd	580	800	480	660	14%	21%
Indian Energy Exchange Ltd	142	180	120	134	-5%	34%
Ipca Laboratories Ltd	800	1200	730	844	5%	42%

Union Budget Picks

Investment Horizon	Company Name	Entry Price*	Target	Stop Loss	Previous Closing Price	Current return	Potential return
3-6 months	Hindustan Unilever	2574	2800	2498	2,548	-1%	10%
6-12 months	Tata Motors	447	510	380	444	-1%	15%
6-12 months	Avanti Feeds	385	446	365	387	0%	15%
>12 months	VST Industries	2964	3800	2770	3026	2%	26%
>12 months	HCL Technologies	1132	1350	1020	1133	0%	19%

STOCK SPECIFIC NEWS

▲ Positive ▬ Neutral ▼ Negative

- ▲ Tata Group - Air India Ltd made aviation history with the biggest aircraft order ever, agreeing to purchase a total of 540 aircraft from Boeing and Airbus.
- ▲ Reliance - Reliance Retail has forayed into the beauty ecommerce category with a dedicated platform– Tira. The platform includes dedicated makeup, skin and haircare, fragrances, bathing, men's beauty and luxury sections and will be open to customers soon.
- ▲ LT Foods: The Competition Commission of India has approved the acquisition of certain equity shares of consumer food company LT Foods by SALIC International Investment Corporation based in Saudi Arabia.
- ▲ Vodafone Idea - The company appointed Murthy GVAS as interim chief financial officer, effective Feb. 15.
- ▲ UK Inflation - The UK Consumer Prices Index fell to 10.1 percent in January compared with a rate of 10.5 percent in December, the Office for National Statistics (ONS) said in a statement Wednesday.
- ▲ US Inflation - From 6.5% in December, the annual inflation in January has fallen to 6.4% showing signs of cooling down.
- ▼ Biocon - After the FDA found multiple issues at Biocon's manufacturing facilities in Malaysia and India, the agency has shot down Biocon and Viatrix' biosimilar to Avastin (bevacizumab).
- ▼ Indian Exports - India's exports in January dipped by 6.58 per cent to USD 32.91 billion, as against USD 35.23 billion in the same month last year, according to the data released by the commerce ministry. Trade deficit in January stood at USD 17.75 billion, up from USD 17.42 in the same month last year.

Trading Guideline

- ❖ This model is based on the premise that the PIVOT is the most important price level that decides the intraday trend. Much like how the door or a window hangs by a hinge and sways in the wind, the intraday trend also hangs by this PIVOT LEVEL and swings because of the Demand supply, volatility and market sentiments prevailing in the market. Hence its importance in intraday trading.
- ❖ Wait for the market price to stabilize after opening the first 30 minutes of trading.
- ❖ Opening Price is considered around the close of the Previousday. Avoid BUYING if prices open abnormally high and avoid selling if prices open too low.
- ❖ If the market price is stable above the pivot level after 20-30 minutes of opening, then GO LONG and book profit near the resistant level (R1 & R2).
- ❖ If the market price is stable below the pivot level after 20-30 minutes of opening, then GO SHORT and book profit near the support level (S1 & S2)

Stop Loss

Since you are aware of the 'potential returns at the time of initiating an intraday trade (difference between the entry price and profit targets), you should set up an appropriate STOP LOSS around 1% above / below of the trade price or a level comfortable to you, to protect yourself if the market turns and goes against you.

Alternate Strategy

If you have already initiated a trade with clear-cut profit targets and a stop loss level, and find during the course of the trading day that the market turns and goes the other way and crosses the TREND LEVEL, then trade again: For instance, if your first trade was a LONG trade and the market price drops through the TREND LEVEL to lower price levels, then GO SHORT and if your first trade was a SHORT trade and the market price rises through the TREND LEVEL to higher price levels, then GO LONG.

S1, S2 are the immediate support levels.

R1, R2 are the immediate resistance levels.

Pivot Table - NIFTY 50

	S1	S2	PIVOT	R1	R2
ADANIENT	1735	1705	1780	1809	1854
ADANIPTS	561	553	570	578	587
APOLLOHOSP	4310	4068	4412	4654	4756
ASIANPAINT	2776	2743	2787	2820	2832
AXISBANK	863	857	868	874	878
BAJAJ-AUTO	3869	3829	3890	3931	3952
BAJAJFINSV	1404	1378	1414	1440	1450
BAJFINANCE	6433	6366	6464	6531	6563
BHARTIARTL	779	768	783	794	798
BPCL	329	327	331	333	335
BRITANNIA	4555	4508	4578	4625	4647
CIPLA	1021	1010	1027	1038	1044
COALINDIA	212	209	213	215	216
DIVISLAB	2797	2757	2812	2851	2867
DRREDDY	4487	4466	4525	4546	4584
EICHERMOT	3247	3155	3294	3385	3433
GRASIM	1608	1582	1624	1650	1666
HCLTECH	1125	1115	1130	1140	1145
HDFC	2687	2667	2703	2723	2739
HDFCBANK	1659	1647	1669	1681	1690
HDFCLIFE	513	506	516	523	527
HEROMOTOCO	2551	2525	2563	2589	2601
HINDALCO	430	427	434	437	441
HINDUNILVR	2531	2516	2551	2565	2586
ICICIBANK	866	857	870	879	882
INDUSINDBK	1142	1136	1151	1157	1166
INFY	1586	1569	1592	1609	1615
ITC	380	377	381	384	386
JSWSTEEL	723	718	726	732	735
KOTAKBANK	1771	1751	1780	1801	1810
LT	2161	2144	2174	2191	2205
M&M	1366	1352	1375	1390	1398
MARUTI	8778	8683	8837	8932	8991
NESTLEIND	19066	18813	19182	19434	19551
NTPC	165	163	166	167	168
ONGC	145	143	147	149	151
POWERGRID	213	212	214	216	216
RELIANCE	2403	2356	2420	2467	2484
SBILIFE	1160	1138	1172	1194	1206
SBIN	539	534	542	547	550
SUNPHARMA	987	981	997	1003	1013
TATACONSUM	723	714	726	735	739
TATAMOTORS	440	436	443	447	449
TATASTEEL	109	108	110	111	112
TCS	3491	3443	3509	3557	3574
TECHM	1035	988	1055	1102	1122
TITAN	2505	2471	2516	2549	2561
ULTRACEMCO	7088	7003	7133	7218	7262
UPL	764	756	767	775	778
WIPRO	403	398	406	411	413



Cholamandalam Securities Limited Member: BSE, NSE, MSE, NSDL, CDSL
Regd. Office: Dare House,2 (Old) # 234) N.S.C Bose Road, Chennai – 600001.
Website: www.cholawealthdirect.com
Email id – customercarewm@chola.murugappa.com CIN
 U65993TN1994PLC028674

Chola Securities Limited (CSL), AMFI registered mutual fund distributor, is a leading southern India based Stock broker. Our focus area of coverage within the Indian market is Mid and Small caps with a focus on companies from southern India. Our Institutional Equities services are carried out in partnership with RCCR, a boutique Investment research and Corporate Advisory firm founded by a team with extensive experience in the Asset management industry.

RESEARCH			
Huseain Kaizer Bharuchwala	DGM and Head of Equity Research	+91-44-4004 7360	huseainkb@chola.murugappa.com
Mugilan K	Technical Analyst	+91-44 - 4004 7353	mugilank@chola.murugappa.com
Balaji H	Compliance Officer	044-30007226	balajih@chola.murugappa.com
Lakshmi Sundaram	Customer service	1800 425 4477	lakshmis@chola.murugappa.com

Disclaimer:

This report is for private circulation and for the personal information of the authorized recipient only, and we are not soliciting any action based upon it. This report is not to be construed as an offer to sell or the solicitation of an offer to buy any security in any jurisdiction where such an offer or solicitation would be illegal. It does not provide individually tailor-made investment advice and has been prepared without regard to any specific investment objectives, financial situation, or any particular needs of any of the persons who receive it.

The research analyst(s), Cholamandalam Securities Limited (CSL), AMFI registered mutual fund distributor, who is primarily responsible for this report certifies that: (1) all of the views expressed in this report accurately reflect his or her personal opinions about any and all of the subject securities or issuers; and (2) no part of any of the research analyst's compensation was, is, or will be directly or indirectly related to the specific recommendations or views expressed in this report. This report has been prepared on the basis of information that is already available in publicly accessible media or developed through analysis of Cholamandalam Securities Limited makes every effort to use reliable, comprehensive information, but we make no representation that it is accurate or complete.

The views expressed are those of the analyst and the Company may or may not subscribe to all the views expressed therein Cholamandalam Securities Limited reserves the right to make modifications and alterations to this statement as may be required from time to time without any prior approval. Cholamandalam Securities Limited, its affiliates, directors and employees may from time to time, effect or have effect an own account transaction in or deal as agent in or for the securities mentioned in this report. The recipient should take this into account before interpreting the report.

All investors may not find the securities discussed in this report to be suitable. Cholamandalam Securities Limited recommends that investors independently evaluate particular investments and strategies. Investors should seek the advice of a financial advisor with regard to the appropriateness of investing in any securities / investment strategies recommended in this report. The appropriateness of a particular investment or strategy will depend on an investor's individual preference. Past performance is not necessary a guide to future performance. Estimates of future prospects are based on assumptions that may not be realized. Re-publication or redistribution in any form, in whole or in part, is prohibited. No part of this material may be duplicated in any form and/or redistributed without Cholamandalam Securities Limited prior written consent. The news items appearing in this are collected from various media sources and we make no representations that it is complete or accurate.

Cholamandalam Securities Limited

AMFI - REGISTERED MUTUAL FUND DISTRIBUTOR

(A subsidiary of Cholamandalam Investment and Finance Company Ltd.)

Dare House Extn., 4th Floor, 2, N.S.C. Bose Road, Parrys, Chennai 600001, India

Tel: 91-44-40047370 Fax: 91-44-40047373

Website: www.cholawealthdirect.com CIN – U65993TN1994PLC028674