



# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 19/05/2018

## CERTIFICATE

This is to certify that **Mr. Bikram Sharma** bearing USN **11A16MBA11** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Technical Analysis of FMCG Market**” at **Sunness Capital India Pvt. Ltd., Bangalore** is prepared by him under the guidance of **Prof. Swarupa Ranjan Panigrahi** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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**CERTIFICATE**

This is to certify that **MR. BIKRAM SHARMA** Reg. No. **1IA16MBA11** **MBA Student from Acharya Institute of Technology** has completed the report titled **"A STUDY OF TECHNICAL ANALYSIS OF FMCG MARKET"** between **15/01/2018** and **28/03/2018** under the guidance of **Mr. Ranjan S** for the partial fulfillment of the Project report in Semester III of the Master of Business Administration.

During his stay with us, we found him to be sincere and his conduct was good.

Signature

Name


  
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## DECLARATION

I, **Bikram sharma**, hereby declare that the Project report entitled “**A Study on Technical Analysis of selected FMCG market**” with reference to “Sunness capital, JP Nagar,Bangalore, Karnataka” prepared by me under the guidance of Prof.**Swarupa Ranjan Panigrahi**, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by **Mr. Ranjan, Assistant Manager,Sunness Capital** .

I also declare that this Project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Ten weeks. I also declare that this project is based on original study undertaken by me and has not been submitted for the award of any Degree/Diploma from any other university/Institution

Place: Bangalore  
Date : 29/05/2018

  
Bikram Sharma  
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## ACKNOWLEDGEMENT

The completion of any project brings with it a sense of satisfaction, but it is never complete without thanking those people who made it possible and whose constant support has crowned our efforts with success.

One cannot even imagine the power of the force that guides us all and neither can we succeed without acknowledging it. Our deepest gratitude to Almighty God for holding our hands and guiding us throughout our lives.

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I would also like to express our gratitude to our HOD **Dr. PROF. G. NIJAGUNA** Department of Management Studies and internal guide **PROF. SWARUPA RANJAN PANIGRAHI**, Acharya institute of technology Bangalore.

I am extremely happy to acknowledge and express our sincere gratitude to our parents for their constant support and encouragement & last but not least, friends and well wishers for their help and cooperation & solutions problems during the course of the project.

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## **EXECUTIVE SUMMARY**

As part of the study curriculum it is necessary to conduct a research project. It provides us an opportunity to understand the particular topic in depth. The title for the project is A Study on Technical Analysis of selected FMCG Market. Through this project a great deal of knowledge is gained about FMCG sector and its various segments.

The report covers the FMCG sector and its segment, scope and its future prospects. The report concentrates on the top four players in FMCG sectors and accordingly the idea is collected and analyzed. Tools utilized for analyzing the data are ratio analysis, relative strength index (RSI), moving average convergence and divergence (MACD).

In the technical analysis, the movement of corresponding graphs are studied to give a clear picture of the company and its corresponding sector, draw conclusions and make suggestions or recommendations.



# **INTRODUCTION**

## **1.1 INTRODUCTION**

The topic of the study revolves only around FMCG sector stocks, the introduction FMCG industry has been listed below.

The FMCG sector, in view of the economy of India, has got a considerably rapid growth. It takes up the 4<sup>th</sup> spot in terms of the various sectors that contribute to the economy of India. The FMCG market was estimated at US \$ 30 billion in the year 2011 and the market is expected to grow to us \$ 74 billion by 2018. The FMCG sect comprises of a large line of product range among which the food category occupies a staggering 43% of the total share of the FMCG market. Personal care then comes next with a total market share of 22% and the fabric sector occupying 12%.

FMCG are products which are also known as consumer goods due to the fact that the consumer buy them frequently and at regular intervals. Some examples of FMCG goods are soap, shampoo, detergents, tooth paste, food products, beverages and soft drinks like Coca-cola, Pepsi, sprite etc. House hold accessories and some electronic items are also included under the umbrella of FMCG products. The above items are a list of few products that are frequently used by the consumers. The contribution of rural areas in the development of FMCG sector in the country is very prominent. They are accountable for direct distribution of the products to the different part of the country and population of the rural area constantly consume FMCG products in an attempt to improve their living standard. In the current scenario, FMCG companies are showing keen interest in producing products that target the rural population, as they assist in the direct distribution of the FMCG products. Government also plays an important role and provides help by providing loans. This in turn reduces the unemployment in the rural area resulting in increase in self-employment which in turn leads to an increase in the purchasing power of the general public

## **1.2 INDUSTRY PROFILE**

A Stock Market also known as Equity Market or as Share Market is the aggregate of all buyers and sellers (not necessarily a physical facility or discrete entity, but a loose network of economic transactions) of stocks (also called shares), which denote ownership claims on businesses. The claims may incorporate securities that are mentioned in the stock exchange and also those stocks that are traded only privately. A stock exchange, can be a place where, or an organization via which, people and firms can transact stocks for trade purpose. There are a large number of companies that have their stock listed on a stock exchange. This results in making the stock liquid in nature which makes it extremely lucrative for investors. Stocks can also be considered as a settlement guarantor. Other stocks options that are present are ones which may be traded "over the counter" (OTC), per se, via a dealer. There are many large firms that have their stock listed on more than one exchange which ranges over different nations. This also acts as a lure to attract investors who invest on an international scale. Stock exchanges also cover various other types of security, such as fixed interest securities (bonds) or (less frequently) derivatives, which are more likely to be, traded OTC.

Majority of the Indian stock market trading happens on either of its two stock exchanges: the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The BSE came into being in the year 1875. The NSE, on the other hand, came into being in the year 1992 and commenced trading activities only in the year 1994. Surprisingly, settlement process, trading mechanism, trading hours, etc, followed by both the exchanges are the same. According to the latest count, BSE had 4,700 firms listed, while that of NSE stood at 1,200. Of all the firms that are listed on the BSE, only about 500 firms make up for more than 90% of the total market capitalization; the rest of the listed firms mainly consist of highly illiquid shares.

## 1.3 COMPANY PROFILE

Business	Security Issue
Status	Indian Non-Government Company
Founded	India, 2009
Headquarters	Bangalore, Mangalore
Key people	Pramod.B.K : Regional Head
Website	<a href="http://www.sunness.in">www.sunness.in</a>



### **SUNNESS CAPITAL INDIA PRIVATE LIMITED (SCIPL),**

was founded in the year 2009. It is an active capital firm

specializing in investments. **SCIPL** has its headquarter in Bengaluru, and has a branch office in Mangalore. **SCIPL** is a firm that specializes in investment management, maximizing return on investment by providing the stakeholders with a unique mix of risk-controlled high return on investment. Their approach to equities continues to be through value-orientation, fundamental research and disciplined portfolio management.

### 1.3.1 VISION

"To provide world-class Wealth Management Services by arranging all conceivable financial services under one-roof at affordable costs through cost effective delivery systems, and to achieve organic growth in business by adding newer lines of business, with the help of self-motivated and aggressive team of young professionals"

### 1.3.2 MISSION

“Providing long-term value addition to clients, while maintaining the highest standards of excellence, ethics and professionalism.” They believe their success is related to the belief in their guiding principles.

## **1.4 PRODUCTS/ SERVICES**

### **1. Equity**

Investment in shares and stock market is undoubtedly considered the easiest way to accumulate long-term wealth. **Sunness Capital India Pvt. Ltd** acts as a guide and shows the thrilling world of stock market by giving appropriate solutions for trading and value-added tools and services to enhance the experiences of trading.

### **2. Organization services**

#### **Online Trading:**

Sunness Capital India Pvt. Ltd provides an array of online products which are specifically custom made for investors & traders.

They have tailored mono-screen Market Watch systems that enable multiple exchanges, MCX & NCDEX with BSE, NSE & MCX-SX.

Streaming quotes.

Real-time rates.

Flash news & intra-day Research reports

Intra-day & historical charts with technical tools

Online research

#### **Quality Research:**

Wide range of daily, weekly and special Research reports

Expert Sector Analysts with professional industry experience

#### **Advisory:**

Real-time market information with News updates

Investment Advisory services

Dedicated Relationship Managers

### **3. The Derivative**

The derivative sector is a highly attractive market that provides the investors with a chance to make superlative profits (or losses) on payment of a nominal margin amount. A recent trend of Future & Options segment has come up as a very well known media for financial market trade. It provides opportunities for contracts that can be carried in the future on various options such as Indices, Currency, Equity and Commodity. As Sunness is a member of the Trading and Clearing Member of NSE F&O Segment and BSE Derivatives Segment, it acts as a gateway to the thrilling world of the market of derivatives.

This very potential of the commodities market has been harnessed by Sunness which then aims to provide a simple yet well working interface, knowledge and research.

#### **SERVICES**

- Provides IPO forms.
- Experienced professionals guide to new IPO's
- HNI funding facility.
- Immediate Demat account opening for IPO investors
- Information through SMS about allotment in Demat a/c
- Demat balance telephonic inquiry

## **1.5 AREAS OF OPERATION**

Sunnessis having wide network with 414 outlets in 147 cities in India it is serving hardly 67,500 customers.



## **1.6 INFRASTRUCTURAL FACILITY**

Sunness allows various infrastructural facilities that help to enhance the work life of employees.

Some specific infrastructural facilities provided by various Sunness offices India are:

- Cafeterias
- Recreational Areas
- ATM
- Vending Machine
- Incubation Centre
- Parking Facility
- Shuttle Services for Transportation

## **1.7 COMPETITORS**

### **1.Sharekhan**

Sharekhan, a retail breakage of Citi Venture, has been effectively running since 1922 in India. It provides its clients with an extensive range of value related administrations which includes exchange execution on BSE, NSE, Derivatives, store administrations, web exchanging, venture guidance and so forth.

### **2.Angel Broking Limited**

Angel Broking, Ltd. provides personal financial services for retail sector in India. The company offers portfolio management, e-broking, private client group, mutual fund, investment advisory, commodities broking, IPO, wealth management, and depository services. It was founded in the year 1987 and is headquartered in Mumbai, India.

### **3.Karvy Stock Broking Limited**

Karvy Stock Broking Limited gives stock broking and research admonitory administrations in India. Services such as portfolio investigation, safe member, and money related arranging and administration administrations for people and institutional customers are offered by the company. It was established in the year 1990 and is situated in Hyderabad, India.

### **4. MotilalOswal Securities Ltd**

MotilalOswalSecurities is a major research and counselling firm of India. MotilalOswal Securities guides broking activities for both values and subsidiaries, portfolio management services (PMS), e-broking, store administrations, items exchanging, IPO and mutual fund speculation consultative administrations.

### **5. VLS Finance Ltd**

VLS Group is a monetary administration firm with significant approach in almost all aspects of money related administrations.

## **1.8 SWOT ANALYSIS**

### **Strengths:**

- Brand name: SUNNESS has been constantly attributed to its brand name owing to its prominent services and the big clients which it holds under its belt. Owing to its 66 years of prolonged excellent services to the clients it has been able to keep up its brand name.
- Original research: Sunness conducts different researches, study and analysis based on theories, facts, and ideas that remain new and untouched as a subject for review by experts.
- The company prides its integrated technology: It provides focused solution to the problems related to system and technology.
- One stop shop: The company provides the customers with all they need facility under the same roof of one shop.
- A team of dedicated research team looks after the options to invest and to sell.
- The balance sheet analysis depicts a growing turnover and profitability.
- Sound financial condition gives the advantage over the competitors as they have high profits and turnover as compared to other firms.
- It also a group of highly satisfied clients basis.
- It is also known for meeting up the client requirement in time.
- Innovation & creative in advertisement segment.
- Quality in advertisement.
- Efficient team work environment.
- Expertise and experienced workforce.

### **Weaknesses:**

- Market share is limited due to many competitors
- Geographic penetration is also limited
- Turnover of employees: The high employee attrition rate is also a major weakness of the company.



- High cost structure in IT department: Investment on costly software's and programming devices increases the cost for the company.
- Lack of usage and insufficient telephone devices to communicate with the customer and clients.

### **Opportunities:**

- Decentralized decision making is helpful as local marketing needs vary from one region to another
- Global market opportunities to attract global clients
- Dissatisfied customers of competitors
- Market growth for the firm's main product and services
- Economy is expected to increase by 8% next year.
- Well-equipped meet the ever changing challenges and esteemed clients give a constant endeavor for the company.

### **Threats.**

- New or increased competition is one of the major threats to the company because of free government policies and regulations make other firms to enter into the market.
- Adverse government policies: The change in economic and political policies or laws affects the Brokerage adversely, which results the negative outcome of financial condition.
- Increasing lawsuits due to sheer negligence in preparation of ads
- Recession may hit the industry as cut is primarily on marketing budget of corporate
- Cut-throat competition offered by other players in the industry

## **1.9 FUTURE GROWTH & PROSPECT**

In an always advancing business sector, they continually look for worth for their customers and they mean to add more administrations to their current Investment Banking bunch and be the

favoured decision for customers for their raising support and counseling needs. Some of their arrangements include:

- Value-based proactive Portfolio Management Services (PMS) to Resident and Nonresident Indians.
- Significant piece of the overall industry in Commodities Futures Trading Segment in India.
- Value based Global Portfolio and Asset Allocation access to Resident Indians.
- Clearing, execution and caretaker administrations for Non-Resident Indians, Foreign Institutional Investors and Overseas Corporate Bodies.
- Debt market exchanging both Retail and Whole-deal portion for inhabitant financial specialists and also abroad bodies.

## **1.10 FINANCIAL STATEMENT**

Balance Sheet as at 31 March 2017

Y/e 31 Mar ( In .Cr)	Mar-2015	Mar-2014	Mar-2013	Mar-2012
Equity capital	35.30	35.30	35.30	35.30
Preference capital	51	51	51	51
Reserves	876	698	597	486
Net worth	962	785	683	572
Minority interest				
Debt	360	424	335	335

Y/e 31 Mar ( In .Cr)	Mar-2015	Mar-2014	Mar-2013	Mar-2012
Deferred tax liabilities (net)	0.50	0.90	1.40	1.40
Total liabilities	1,323	1,210	1,019	909
Fixed assets	81	92	100	109
Intangible assets				
Investments	38	151	50.60	62.50
Deferred tax asset (net)	15	17.40	15.10	12.10
Net working capital	559	430	109	291
Inventories	240	264	266	661
Inventory Days	--	--	--	--
Sundry debtors	217	118	191	318
Debtor days	--	--	--	--
Other current assets	793	751	253	77.10
Sundry creditors	(578)	(607)	(482)	(691)

Y/e 31 Mar ( In .Cr)	Mar-2015	Mar-2014	Mar-2013	Mar-2012
Creditor days	--	--	--	--
Other current liabilities	(113)	(95)	(118)	(74)
Cash	630	521	745	435
Total assets	1,323	1,210	1,019	909

## **2. CONCEPTUAL BACKGROUND & LITERATURE REVIEW**

### **2.1 INTRODUCTION TO FMCG**

FMCG are products which are also known as consumer goods due to the fact that the consumer buy them frequently and at regular intervals. Some examples of FMCG goods are soap, shampoo, detergents, tooth paste, food products, beverages and soft drinks like Coca-cola, Pepsi, sprite etc. House hold accessories and some electronic items are also included under the umbrella of FMCG products.

The contribution of rural areas in the development of FMCG sector in the country is very prominent. They are accountable for direct distribution of the products to the different part of the country and population of the rural area constantly consume FMCG products in an attempt to improve their living standard. In the current scenario, FMCG companies are showing keen interest in producing products that target the rural population, as they assist in the direct distribution of the FMCG products. Government also plays an important role and provides help by providing loans. This in turn reduces the unemployment in the rural area resulting in increase in self-employment which in turn leads to an increase in the purchasing power of the general public

The population belonging to the mid – high income groups of the urban areas constantly shift their preference to premium products which resulted in firms increasing their range of the premium products line. A recent research conducted on 2000 people, revealed that people in the age group between 18-24 are more likely to spend more. The research also revealed that they always purchase products that are recommended and this group gives importance to convenience over huge products. Accordingly it can attributed, that the current generation value fast, smart, and well-packaged goods.

FMCG companies have to prioritize research and development, as it aids in finding consumers insight and also predict the future trend or let the company know what the generation expects in order to produce the products according to the changing needs, wants and preferences of the consumers.

## FOR FURTHER ANALYSIS, SELECTED FMCG COMPANIES ARE AS FOLLOWS



### 2.2 REVIEW OF LITERATURE

**Khanifar, Hussein (2012):** He conducted “A Study on Technical Analysis”.The study mainly concentrated on the factors that influence an investor’s decision. The factors were investigated by considering economy, industry as well as the firm itself. The research was conducted at a broking firm, Tehran Stock trade. The study demonstrated that EPS, net revenue, P/E ratio, have most elevated significance in examiners choice took after by economy related component and industry related variable.

**V. Ariram and Ms. J. Hema (2011):** Conducted “Technical study with special reference to pharmaceutical companies listed in NSE”.The examination on securities exchange led to the identification of two principle methods to be specifically specialized in the investigation. This study focuses on basic study of pharmaceutical companies that were listed in the National Stock Exchange (NSE). The key findings comprise of three 3 sections viz. monetary examination, industry examination and organization examination.

**Ms. Apurva A. Chauhan (2014):** Conducted “A Study on Technical Analysis of FMCG Companies with Reference to the Selected Companies”.Requisite research is the procedure for finding the approximation of the stock which considers economic system overall then considers the industry and after that execution of the arrangement for finding the assessment of its stock. It makes use of start to finish method for the determination of the stock estimation. Major evaluation considers various aspects such as overall advancement of the economic condition,

growth in business, yesteryear exposition of organization, and future plans of the firm for forecasting the responsibilities of the company.

**Ms. Apurva A. Chauhan (2013):** She conducted a research on “A Study on Technical Analysis of with Reference to the Selected Companies.” In the study a centralized scientific investigation was performed for four automobile division firms in relation to the price development of their shares. The findings articulated that financial veterans are engaged in forecasting the performance of securities exchange. The unsettled deals of the organization are equally important for the investigation of data.

**Dr. ManjulaShastri (2014),** She conducted a research on “An Empirical Study of FMCG sector in India”. The Pharma Industry of India is majorly run and guarded by prevailing foreign organizations which have ancillaries in India owing to the modest work accessibility in India at frugal cost. The cost of maintaining and running these Indian Pharma associations is predominantly small. In the year of 2002 alone, over 20,000 registered drug makers in India transacted \$9 billion worth of prescriptions and mass medications. Over 85% of these project transactions were made in India while 60% and above of the mass medications were transacted, generally to the US and Russia.

**Venkates CK, Dr. MadhuTyagi, Dr.Ganesh L (2012):** They conducted a research paper entitled “Technical analysis and stock returns”. This paper research brought out the relationship between bookkeeping data and stock returns of selected Indian stocks associated Information Technology, Banking and Pharmacy segments in recent era specifically the era from 2001 to 2010. In this exploratory work, money score is directly related and expected to capture short term differences in the working effectiveness of the company, profitability and financial approach. Examining accounting data and stock returns is a method received in initial scrutiny, and is extremely helpful in estimating future stock returns and for explaining the forces affecting the costs of stock.

**Suresh A. S. (2013):** He conducted the research titled “A Study of Technical analysis. It was a one of a kind of capital business sector whose nature could be depicted using instruments that strengthened financial veterans to depend devotedly on important variables in their choice estimation. These elemental units establish with the common economy, a specific industry, or association. The implementation of the securities that talk about the firms can be said to depend upon the carrying out of the firm itself. Nonetheless, as firms are a portion of modern and business part, which in turn are pieces of common economy, so the venture choice can be influenced even by the financial and industry elements. The acceptance of a venture initiates with principal scrutiny. Important investigation considers the monetary environment, industry execution and organization implementation afore accepting a venture selection.

**Pankaj Soni (2015):** He conducted a research titled “Technical Analysis of FMCG Sector”. The paper speaks regarding the core investigation of solid division. The basic investigation relies on Economic, Industry and Company (EIC) Analysis. The paper also builds up a Multi-Regression Model for forecasting Cement Company's offer costs (Dependent Variable) via four criteria that is SENSEX, IIP, CPI and Realty Index (Independent Variable). For conducting the research, validation on month-to-month offer costs and different variables was done and the most recent (10 years) inputs were tried.

**Micko Tanaka Ya mawakiet. Al., (2007)** have conducted a study on “Adaptive use of Technical Indicators for predicting the Intra-Day price movements”. The researcher has proposed a system to select the best combination of technical indicators and their parameter values adaptively by learning the patterns from the tick wise financial data. In this paper, the researcher has shown that this system gives good predictions on the directions of motion with the hitting rate at 10 ticks ahead of the decision point as high as 70% for foreign exchange rates (FX) in five years from 1996 to 2000 and 8 different stock prices in NYSE market in 1993. The study concludes that the tick-wise price time series carry a long memory of the order of at least a few minutes, which is equivalent to 10 ticks.



## **3. RESEARCH DESIGN**

### **3.1 PROBLEM STATEMENT**

To analyze the price movement signal on selected stocks, which has been undertaken for comparison by using some of technical analysis indicators available for analyzing 1 year trend or price pattern.

### **3.2 NEED FOR THE STUDY**

- To understand what are ways to “time” your trades.
- To understand the patterns and then trade them, using history as a guide and the current price as a catalyst.
- To understand the Price movement trends

### **3.3 OBJECTIVES OF THE STUDY**

- To represent the price fluctuations based on a year.
- To discover the backing and resistant levels of individuals stocks with the help of past prices.
- To recognize the purchase and offer circumstances from different analysis.
- To suggest the investor based on minor trend changes.

### **3.4 SCOPE OF THE STUDY**

- The research is based upon the prices of 5 FMCG companies, i.e. ITC, KWALITY DIARIES, HUL, GILLETTE, and BRITANNIA.
- The research is based upon the oscillators, tools for technical analysis and involves the calculation of four oscillators that are MA, ROC, RSI& MACD.
- The research data includes weekly closing prices quoted on “The National Stock Exchange”.
- Moving Average is been taken from 20 days average in each month.
- RSI & ROC is calculated on 12 months.
- MACD, Convergence is taken for 12 days and Divergence is been taken for 26 days.

## **3.5 RESEARCH METHODOLOGY**

### **3.5.1 RESEARCH DESIGN**

The Research for the present study covers the plan of analysis by following certain tools for the analysis based on 1 year (2017) such as,

#### MOVING AVERAGE

Moving average is the method to analyze data points by creating series of average of subsets of the full data sets.

Moving average = (sum of the closing price of n period) / n period.

#### MACD (Moving Average Convergence and Divergence)

MACD is used to predict movements in the market. An analyst is generally in dilemma whether to use long-term moving average or short term moving average.

MACD = Short period moving average – Long term moving average

#### RSI (Relative Strength Index)

The **Relative Strength Index (RSI)** is a trading indicator in the technical analysis of financial markets. It is intended to indicate the current and historical strength or weakness of a market based on the closing prices of completed trading periods.

$RSI = 100 - [100 / (1 + RS)]$

Where,

RS = Average gain per day / Average loss per day

#### RATE OF CHANGE (ROC)

In calculating ROC, current day's market price is divided by the price, which is prevailed a few days ago for shares. The value achieved so is identified as the 'Rate of Change' indicating whether the prices at present are moving upward or downward as compared with the prices that prevailed a few days ago.

### **3.5.2 DATA COLLECTION**

Primary Sources:-

- Discussion with the superior.
- Discussion with the office members.
- Discussion with some speculators, investors, brokers.

Secondary Sources:-

- From the various websites like lkpsecurities.com, moneycontrol.com, NSE INDIA.com, BSEINDIA.com, Googlesearch.com, Investopedia.com.
- Various financial journals, newspapers, books.
- Reports by administrators, specialists, researchers etc.

### **3.5.3 STATISTICAL TOOLS**

- Use of technical tools like moving average, relative strength index, moving average convergence and divergence.
- Identification of patterns and trends in the stock price movements.
- Putting the charts that are line charts disclosing the value and volume of the stock.

## **3.6 LIMITATIONS OF STUDY**

The study is also having some limitations which restricts the study to some extent

- Could not collect exact or accurate primary data as some information could not disclosed by company.
- The trends may not hold true in circumstances involving profit taking, short selling or any other scams.

- Only five companies from the same sector were taken for study purpose.
- As technical analysis is not accurate recommendation made may not be perfect.

## **4. DATA ANALYSIS AND INTERPRETATION**

**TABLE NO. 4.1: ANALYSIS OF PRICES OF ITC LTD BY AVERAGE METHOD**

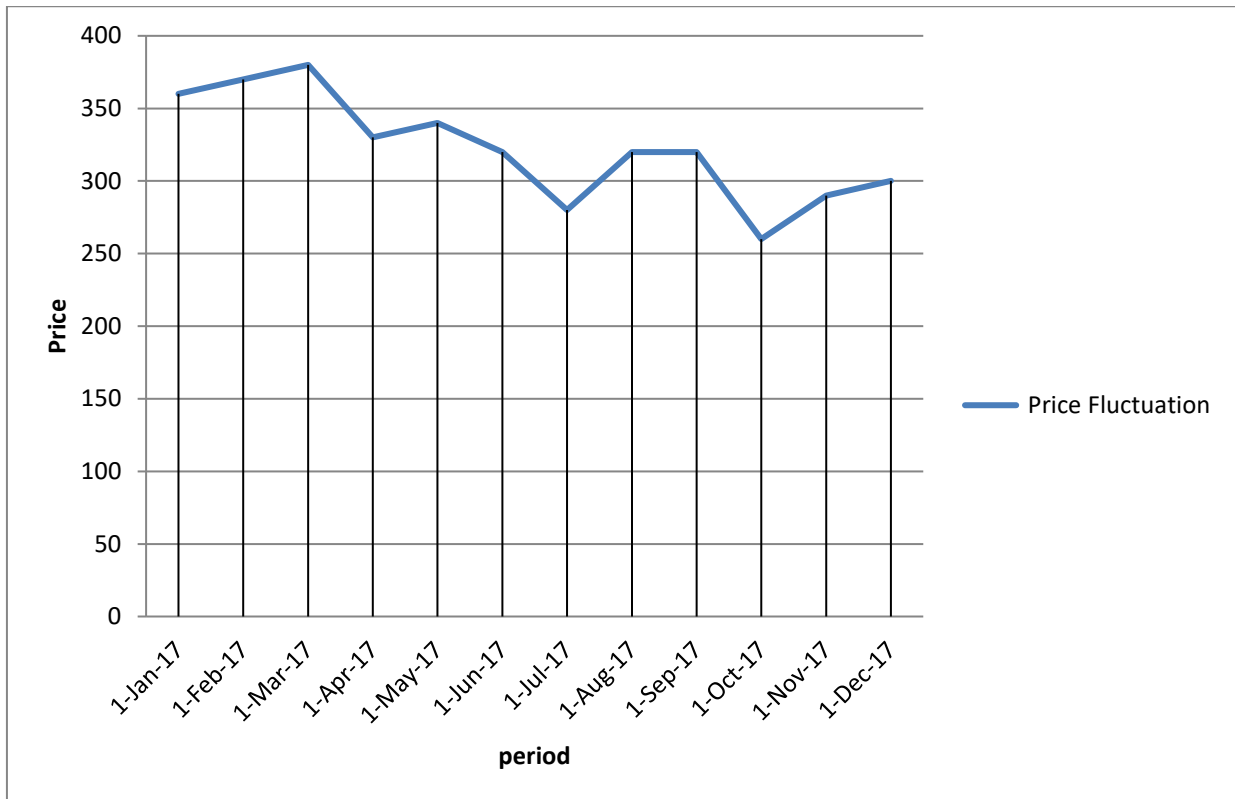
<b>Sl No.</b>	<b>Period</b>	<b>Prices</b>
1	1-Jan-17	360
2	1-Feb-17	370
3	1-Mar-17	380
4	1-Apr-17	330
5	1-May-17	340
6	1-Jun-17	320
7	1-Jul-17	280
8	1-Aug-17	320
9	1-Sep-17	320
10	1-Oct-17	260
11	1-Nov-17	290
12	1-Dec-17	300

The above figures which are registered by utilizing Moving Average Method, the qualities created are been deciphered in the beneath line diagram.

**Interpretation of data :-**

**CHART NO. 4.1: 20DAYS MOVING AVERAGE OF ITC LTD**

Here in the below chart horizontal axis shows dates and vertical axis shows the price and the blue line inside the chart represents moving average.



According to the above outline moving normal that touched the most elevated cost in March, which shows overbought circumstance inferring offering signal, and in July and October the costs touched the least point demonstrating that it had been oversold so it recommends purchasing.

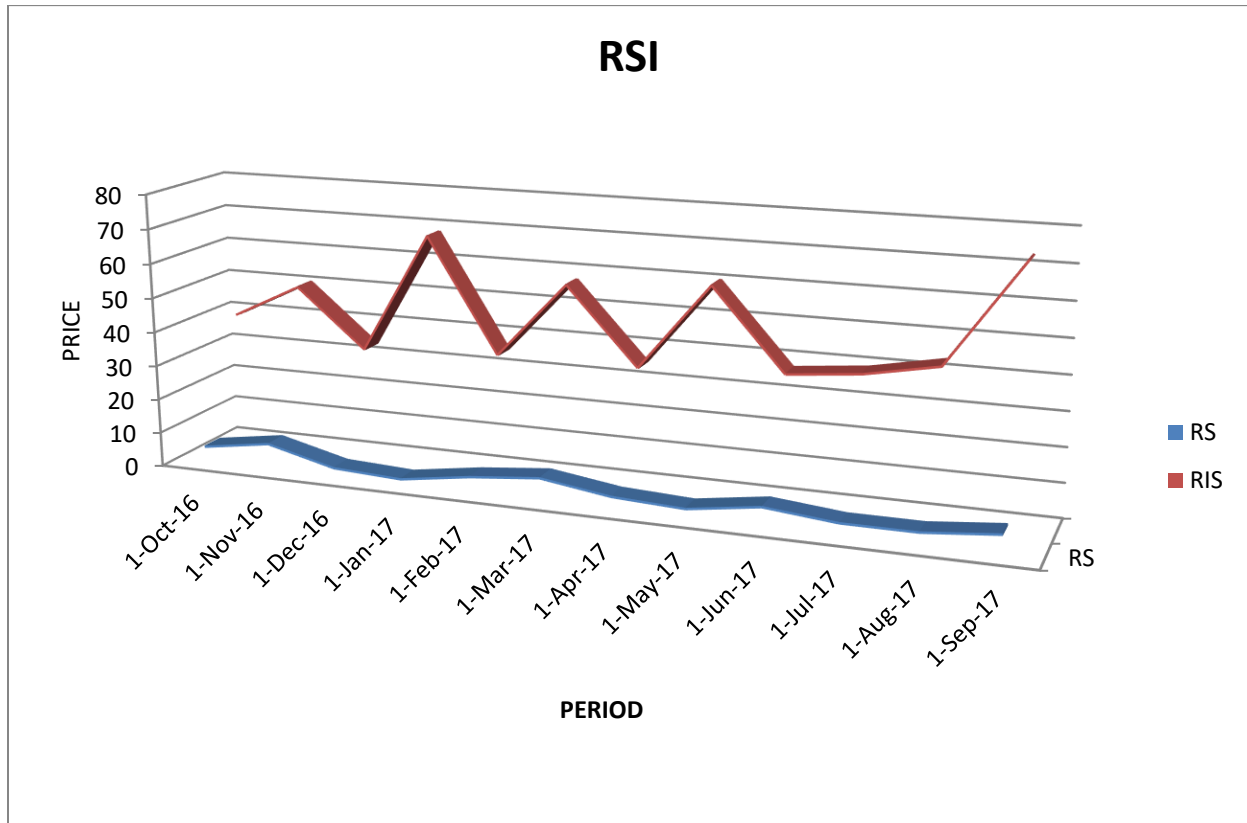
**TABLE NO. 4.2: ANALYSIS OF PRICES OF ITC LTD BY RELATIVE STRENGTH INDEX METHOD.**

<b>SI No.</b>	<b>Period</b>	<b>RS (Price)</b>
1	1-Jan-17	2
2	1-Feb-17	5
3	1-Mar-17	7
4	1-Apr-17	4
5	1-May-17	3
6	1-Jun-17	6
7	1-Jul-17	4
8	1-Aug-17	4
9	1-Sep-17	6
10	1-Oct-17	5
11	1-Nov-17	8
12	1-Dec-17	3

The above figures which are registered by utilizing Relative Strength Index Method, the qualities created are been translated in the underneath line outline.

## CHART NO. 4.2: RELATIVE STRENGTH INDEX OF ITC

In the following chart horizontal axis shows date, vertical axis shows price and red line indicates RSI and blue line represents Relative Strength.



As per the above diagram in the period of February, April, August, October the cost had been tumbling down it shows to offer the stocks now of time and in the long stretch of January , March, May, September it started to ascend it demonstrates financial specialist ought to go for purchasing. According to RSI when the value falls offer flag and when the value rises purchase flag.



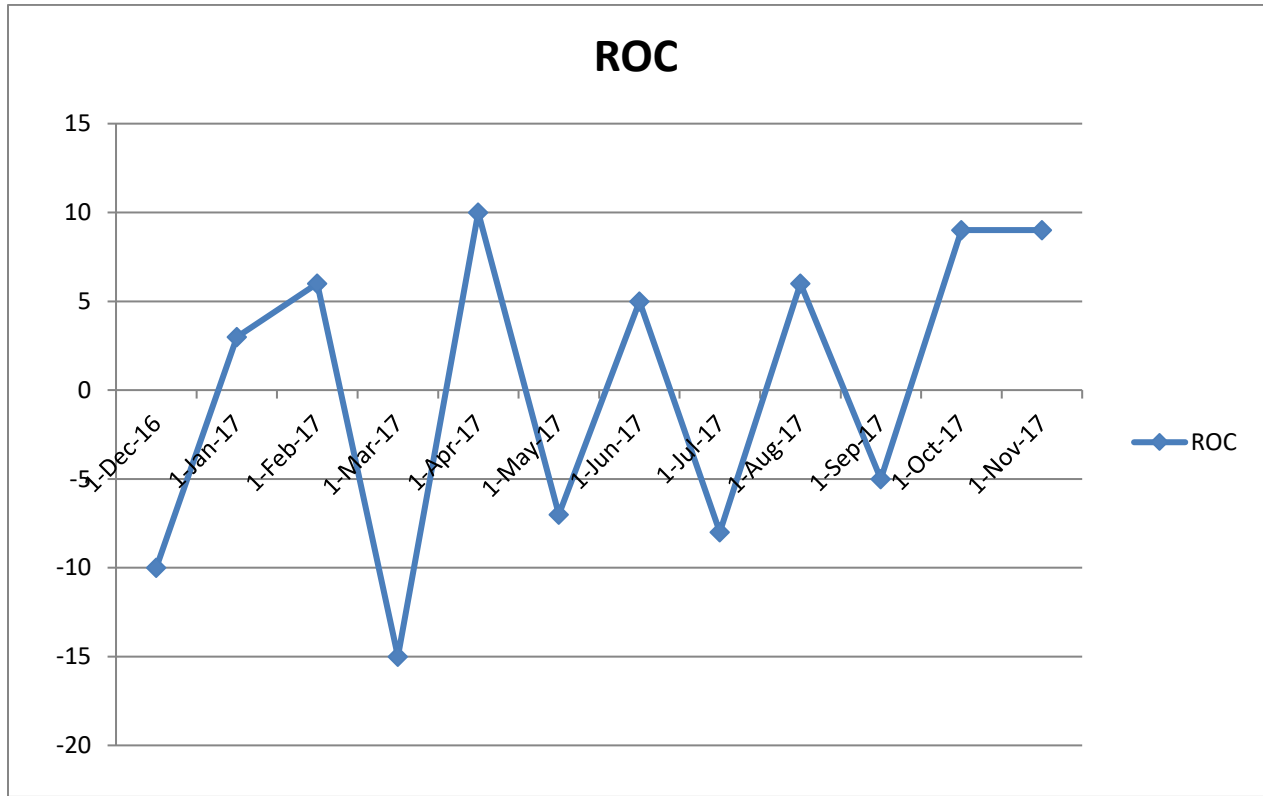
**TABLE NO. 4.3: ANALYSIS OF PRICES OF ITC LTD BY RATE OF CHANGE METHOD.**

<b>Sl No.</b>	<b>Period</b>	<b>Price</b>
1	1-Jan-17	3
2	1-Feb-17	6
3	1-Mar-17	-15
4	1-Apr-17	10
5	1-May-17	-7
6	1-Jun-17	5
7	1-Jul-17	-8
8	1-Aug-17	6
9	1-Sep-17	-5
10	1-Oct-17	9
11	1-Nov-17	9
12	1-Dec-17	-10

The above figures which are computed by using Rate of Change Method, the values generated are been interpreted in the below line chart.

### CHART NO. 4.3: RATE OF CHANGE INDEX FOR ITC LTD

Rate of change Index of ITC ltd



In the above chart horizontal axis indicates date, vertical axis indicate price

Here if the ROC is beneath zero the cost is falling and if the ROC is over zero line the cost is rising. The rising cost demonstrates bullish market and the falling cost shows bearish market . in the long stretch of February , April, October the ROC achieved most noteworthy cost demonstrates bullish markets which gives offer flag that implies it has over brought. In the long stretch of walk, July, December the ROC is underneath zero line its shows bearish market demonstrating oversold circumstance offers flag to purchase.

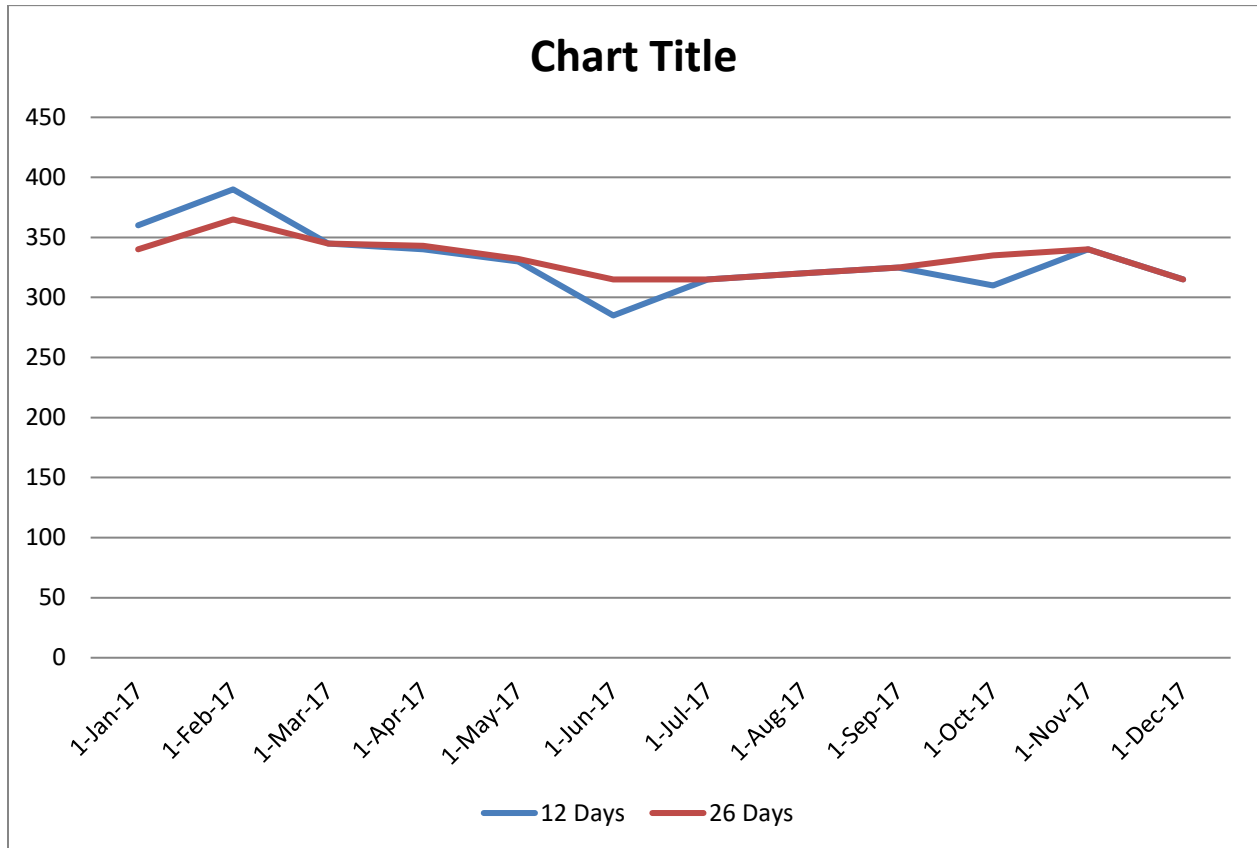
**TABLE NO. 4.4: ANALYSIS OF PRICES OF ITC LTD BY MOVING AVERAGE CONVERGENCE & DIVERGENCE METHOD.**

<b>Sl No.</b>	<b>Period</b>	<b>12 Days</b>	<b>26 Days</b>
1	1-Jan-17	360	340
2	1-Feb-17	390	365
3	1-Mar-17	345	345
4	1-Apr-17	340	343
5	1-May-17	330	332
6	1-Jun-17	285	315
7	1-Jul-17	315	315
8	1-Aug-17	320	320
9	1-Sep-17	325	325
10	1-Oct-17	310	335
11	1-Nov-17	340	340
12	1-Dec-17	315	315

The above figures which are computed by using Moving Average Convergence & Divergence Method, the values generated are been interpret in the below line chart.

# CHART NO. 4.4: MOVING AVERAGE CONVERGENCE AND DIVERGENCE FOR ITC LTD

## MACD FOR 12DAYS & 26DAYS



In the above chart blue line indicates 12days MA red line indicates 26days MA

According to the outline drawn above we can watch that in the long stretch of February there is a bull stage as the blue line crosses the red line that implies brief period MA is more than long haul EMA, so it is the offer flag, And in the long stretch of June long haul is higher than here and now EMA which demonstrates bear stage to implies it is flag to purchase.

**TABLE NO. 4.5: ANALYSIS OF PRICES OF HUL LTD BY MOVING AVERAGE METHOD.**

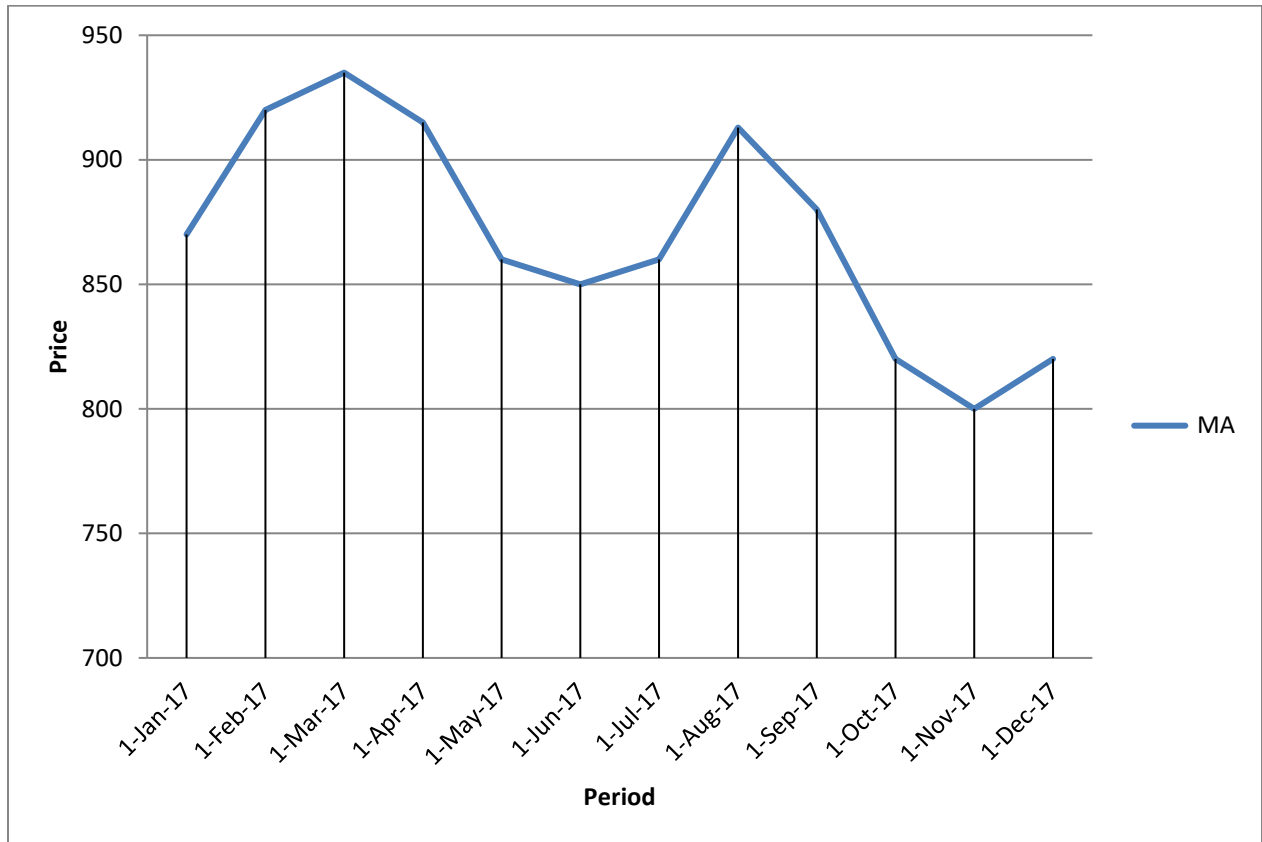
<b>Sl No.</b>	<b>Period</b>	<b>Prices</b>
1	1-Jan-17	870
2	1-Feb-17	920
3	1-Mar-17	935
4	1-Apr-17	915
5	1-May-17	860
6	1-Jun-17	850
7	1-Jul-17	860
8	1-Aug-17	913
9	1-Sep-17	880
10	1-Oct-17	820
11	1-Nov-17	800
12	1-Dec-17	820

The above figures which are computed by using Moving Average Method, the values generated are been interpret in the below line chart.

### CHART NO. 4.5: 20 DAYS MOVING AVERAGE OF HUL

Horizontal axis indicates date and vertical axis indicates price in the below chart

#### 20days Moving average of HUL



Here in the above graph the cost achieved most elevated in the long stretch of January, March, and August which demonstrates over bought which implies financial specialist ought to go for offering choice and in the month October and November it has come down to the minimum which shows oversold which recommend to go for purchasing.

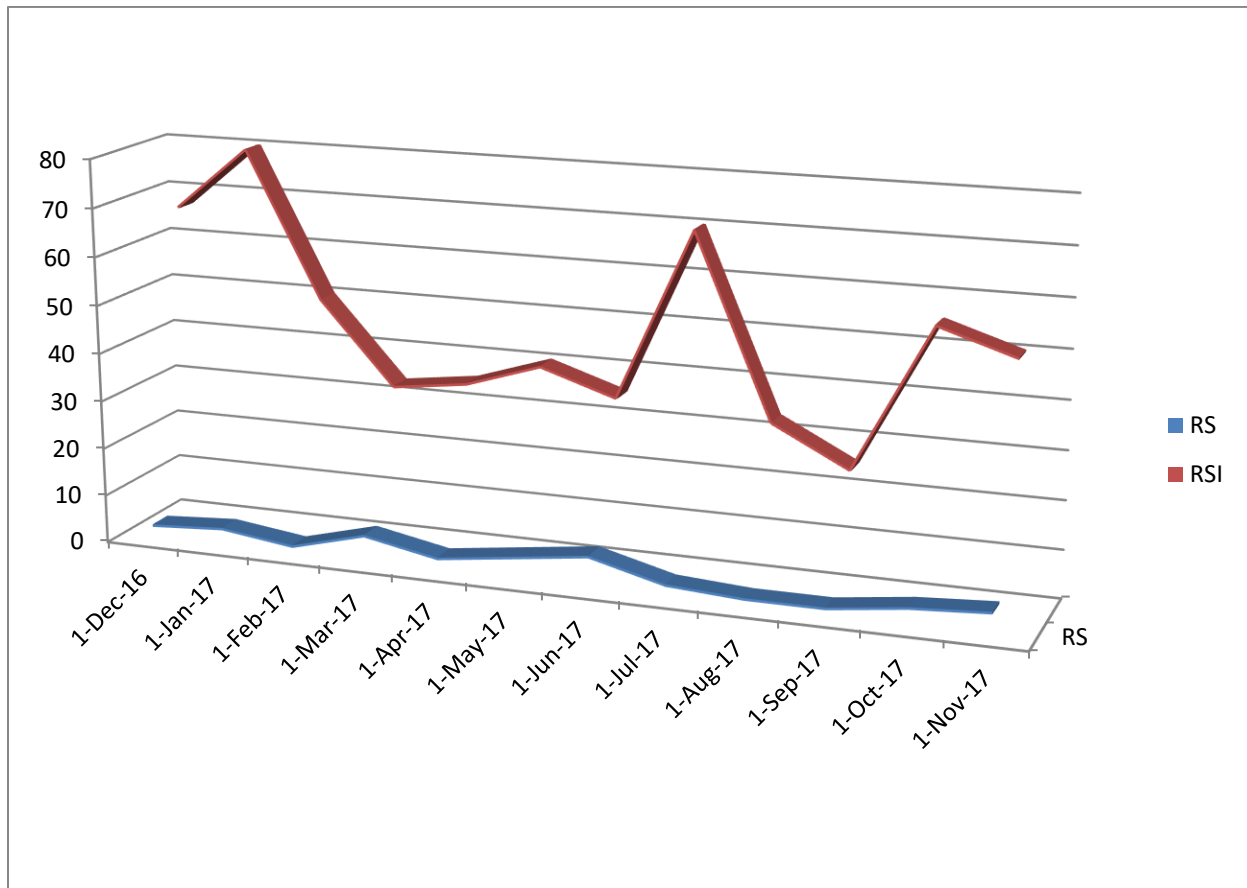
**TABLE NO. 4.6: ANALYSIS OF PRICES OF HUL LTD BY RELATIVE STRENGTH INDEX METHOD.**

<b>SI No.</b>	<b>Period</b>	<b>RS (Price)</b>
1	1-Jan-17	4
2	1-Feb-17	2
3	1-Mar-17	6
4	1-Apr-17	3
5	1-May-17	5
6	1-Jun-17	7
7	1-Jul-17	3
8	1-Aug-17	2
9	1-Sep-17	2
10	1-Oct-17	4
11	1-Nov-17	5
12	1-Dec-17	3

The above figures which are computed by using Relative Strength Index Method, the values generated are been interpret in the below line chart.

**Chart No. 4.6: RELATIVE STRENGTH INDEX FOR HUL**

**Relative Strength Index of HUL**



In the above chart horizontal axis is date, vertical axis represents price.

In the above graph red line demonstrates relative quality record and in RSI when value has a tendency to falling it is the flag for offering and when value tends to rise it is the flag to go for purchasing as indicated by that toward the finish of January, walk and toward the finish of September ,august the cost has ascending so it shows to purchase the stocks and in the period of April and June the cost has been falling so it demonstrates offering signal.

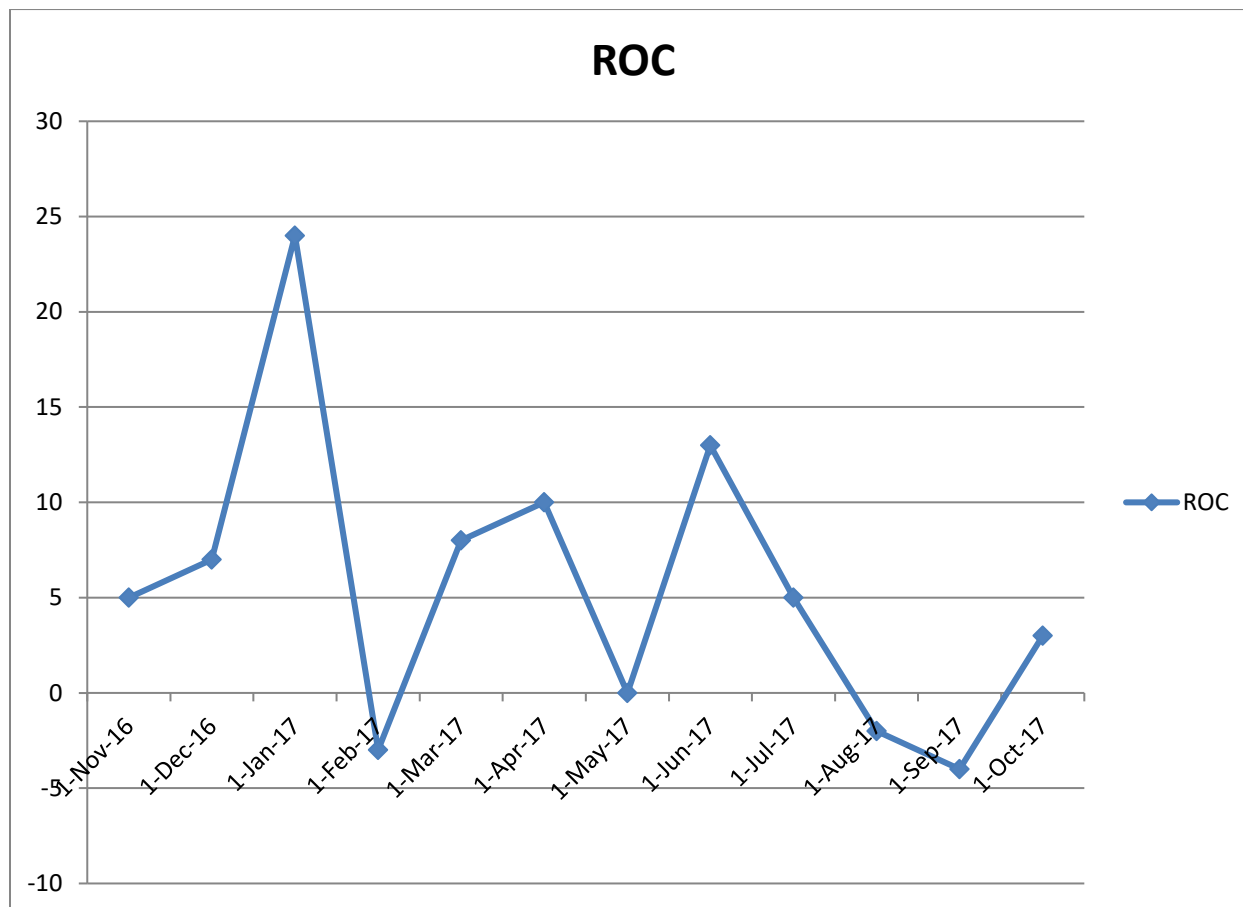


**TABLE NO. 4.7: ANALYSIS OF PRICES OF HUL LTD BY RATE OF CHANGE METHOD.**

<b>Sl No.</b>	<b>Period</b>	<b>Price</b>
1	1-Jan-17	24
2	1-Feb-17	-3
3	1-Mar-17	8
4	1-Apr-17	10
5	1-May-17	0
6	1-Jun-17	13
7	1-Jul-17	5
8	1-Aug-17	-2
9	1-Sep-17	-4
10	1-Oct-17	3
11	1-Nov-17	5
12	1-Dec-17	7

The above figures which are computed by using Rate of Change Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.7: RATE OF CHANGE INDEX FOR HUL**



In the above chart horizontal axis indicates date, vertical axis indicates price.

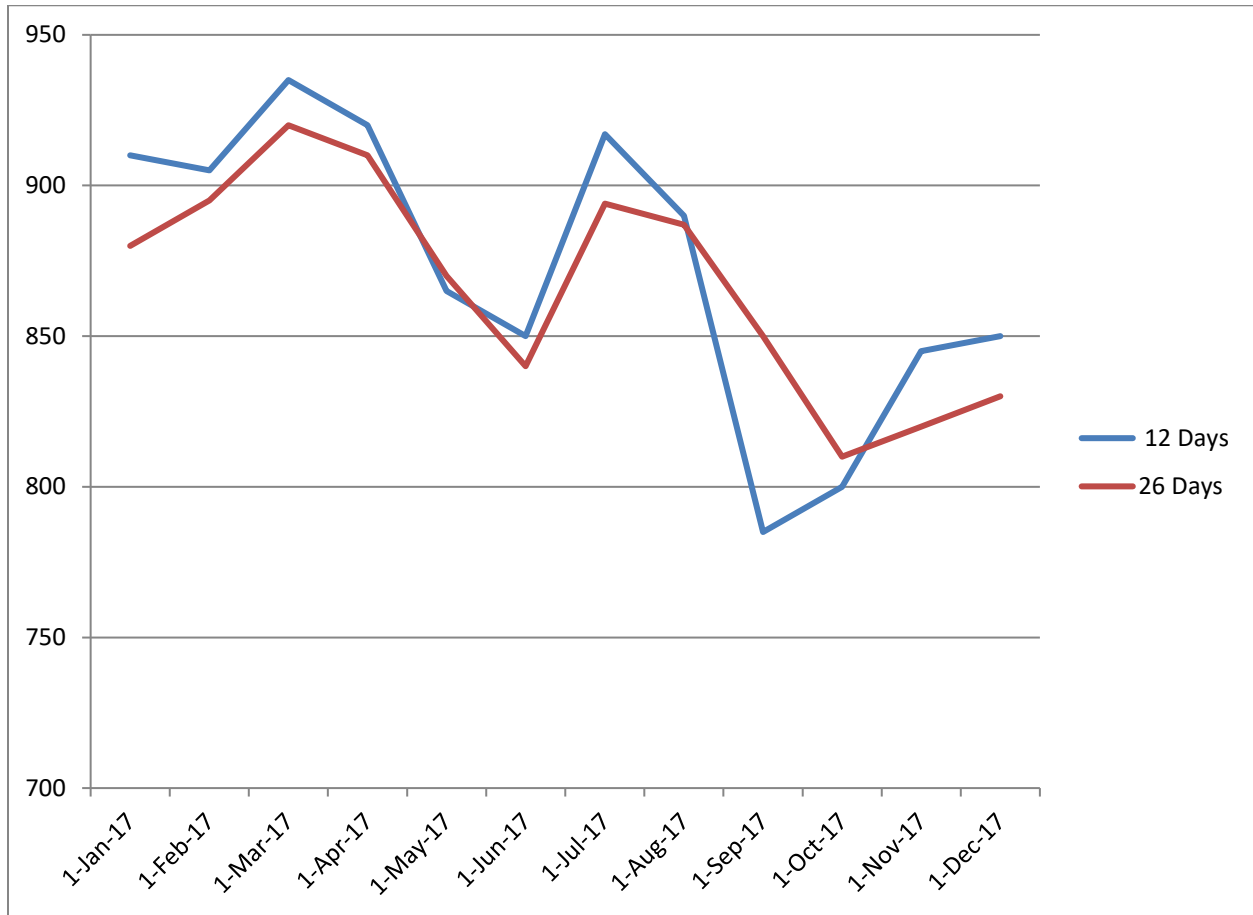
As per ROC (rate of progress) the cost over zero line implies cost is rising it demonstrates bullish market and cost beneath zero line implies cost is tumbling down which shows bearish market. In the above diagram in the long stretch of January , April, and toward the finish of June the cost has come to most astounding point which implies it is the flag for offering the stocks and toward the finish of February and end of September the cost has tumbled down to its least point which implies it's smarter to go for purchasing at that development.

**TABLE NO. 4.8: ANALYSIS OF PRICES OF ITC LTD BY MOVING AVERAGE CONVERGENCE & DIVERGENCE METHOD.**

<b>Sl No.</b>	<b>Period</b>	<b>12 Days</b>	<b>26 Days</b>
1	1-Jan-17	910	880
2	1-Feb-17	905	895
3	1-Mar-17	935	920
4	1-Apr-17	920	910
5	1-May-17	865	870
6	1-Jun-17	850	840
7	1-Jul-17	917	894
8	1-Aug-17	890	887
9	1-Sep-17	785	850
10	1-Oct-17	800	810
11	1-Nov-17	845	820
12	1-Dec-17	850	830

The above figures which are computed by using Moving Average Convergence & Divergence Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.8: MOVING AVERAGE CONVERGENCE AND DIVERGENCE OF HUL**



In the above chart horizontal axis indicates date, vertical axis indicate price and red line indicates 26days MA and blue line indicates 12days MA

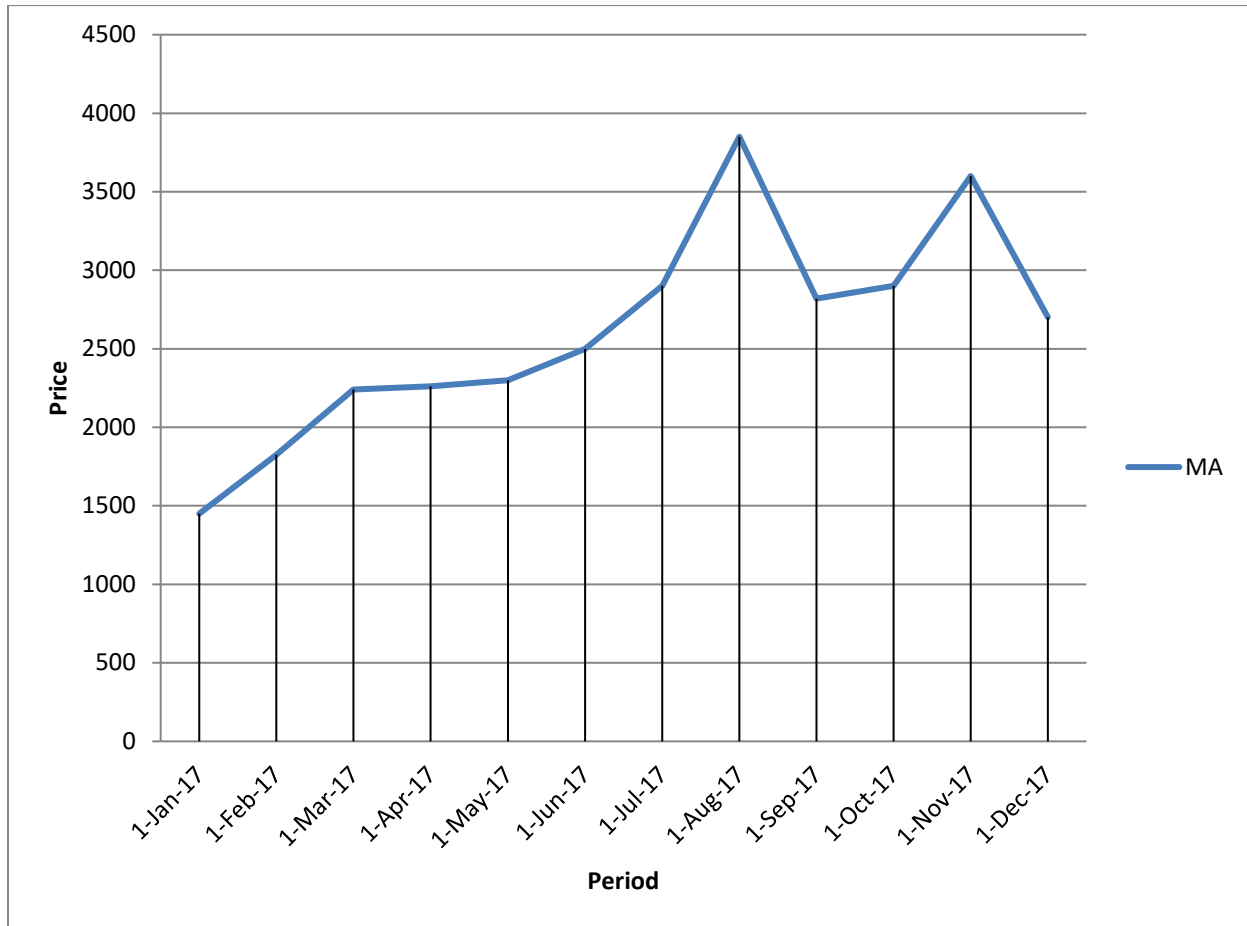
Subsequent to breaking down the above graph we can make that in the period of January, June, November and walk it is a bull stage as the blue line crosses the red line its demonstrating offering signal as the cost is most elevated in that month. As the blue line crosses red line towards down the bull stage is changing to hold up under stage as value touched to its most reduced point. It is the purchase motion for financial specialists in the month end of September.

**TABLE NO. 4.9: ANALYSIS OF PRICES OF BRITANNIA LTD BY MOVING AVERAGE METHOD.**

<b>Sl No.</b>	<b>Period</b>	<b>Prices</b>
1	1-Jan-17	1450
2	1-Feb-17	1825
3	1-Mar-17	2240
4	1-Apr-17	2260
5	1-May-17	2300
6	1-Jun-17	2500
7	1-Jul-17	2900
8	1-Aug-17	3850
9	1-Sep-17	2820
10	1-Oct-17	2900
11	1-Nov-17	3600
12	1-Dec-17	2700

The above figures which are computed by using Moving Average Method, the values generated are been interpret in the below line chart.

**Chart No. 4.9: 20DAYS MOVING AVERAGE OF BRITANNIA**



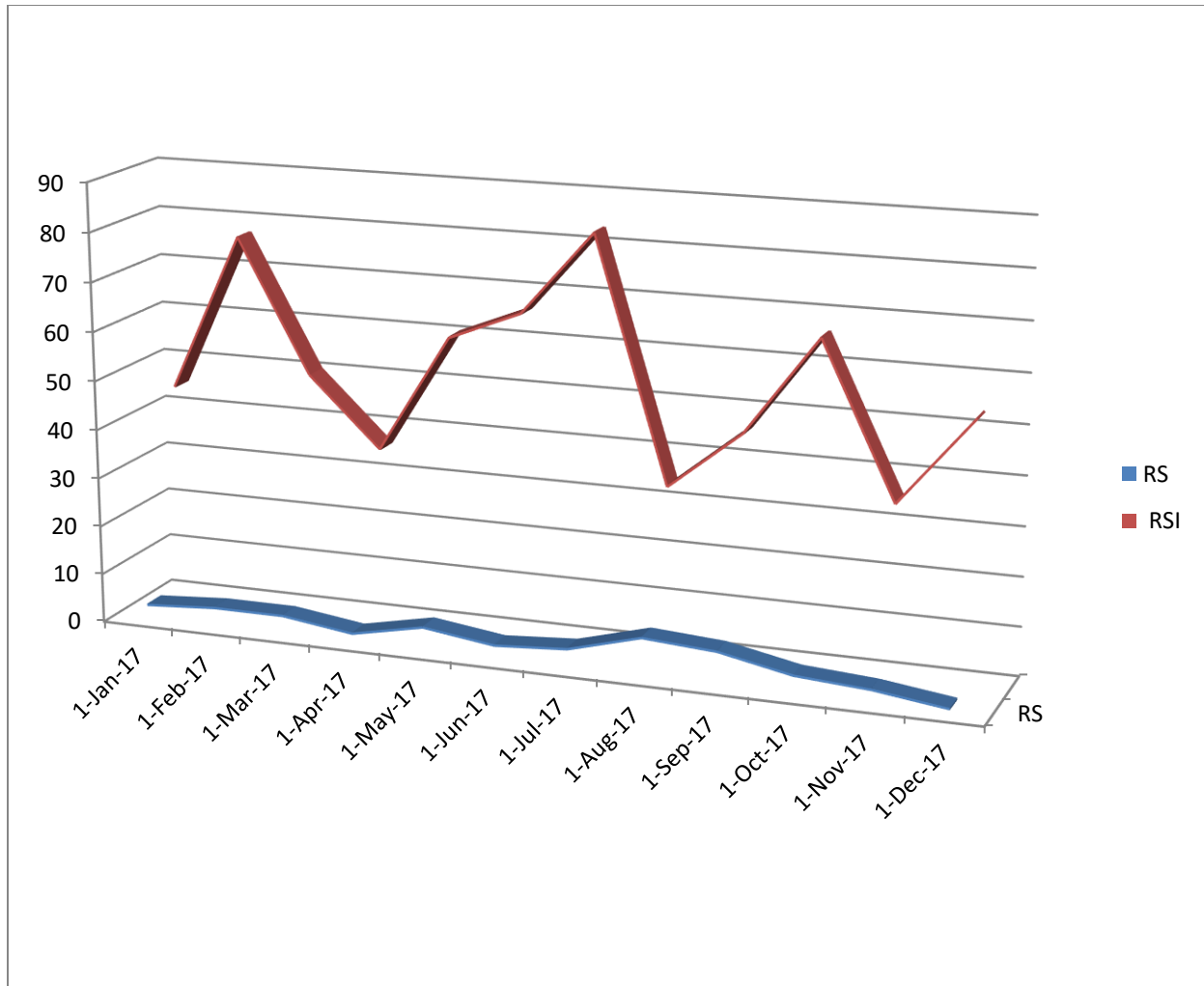
According to come about appeared in the above graph the cost has achieved most astounding point toward the finish of august and in November which shows stocks are over conveyed which propose to offer right now and cost has come to the least cost in January which demonstrates the stocks were over sold its recommend to purchase the stocks as of right now.

**TABLE NO. 4.10: ANALYSIS OF PRICES OF BRITANNIA LTD BY RELATIVE STRENGTH INDEX METHOD.**

SI No.	Period	RS (Price)	RSI (Price)
1	1-Jan-17	3	45
2	1-Feb-17	4	77
3	1-Mar-17	4	50
4	1-Apr-17	2	36
5	1-May-17	5	60
6	1-Jun-17	3	66
7	1-Jul-17	4	83
8	1-Aug-17	8	34
9	1-Sep-17	7	46
10	1-Oct-17	4	66
11	1-Nov-17	3	35
12	1-Dec-17	1	53

The above figures which are computed by using Relative Strength Index Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.10: RELATIVE STRENGTH INDEX OF BRITANNIA**



Here in the above diagram the above graph the value started to tumble down in the period of April, end of August and in the November which shows the over conveyed circumstance and recommend to offer the stocks and in the long stretch of February and May the cost has achieved its pinnacle it is circumstance of over sold it propose to go for purchasing.

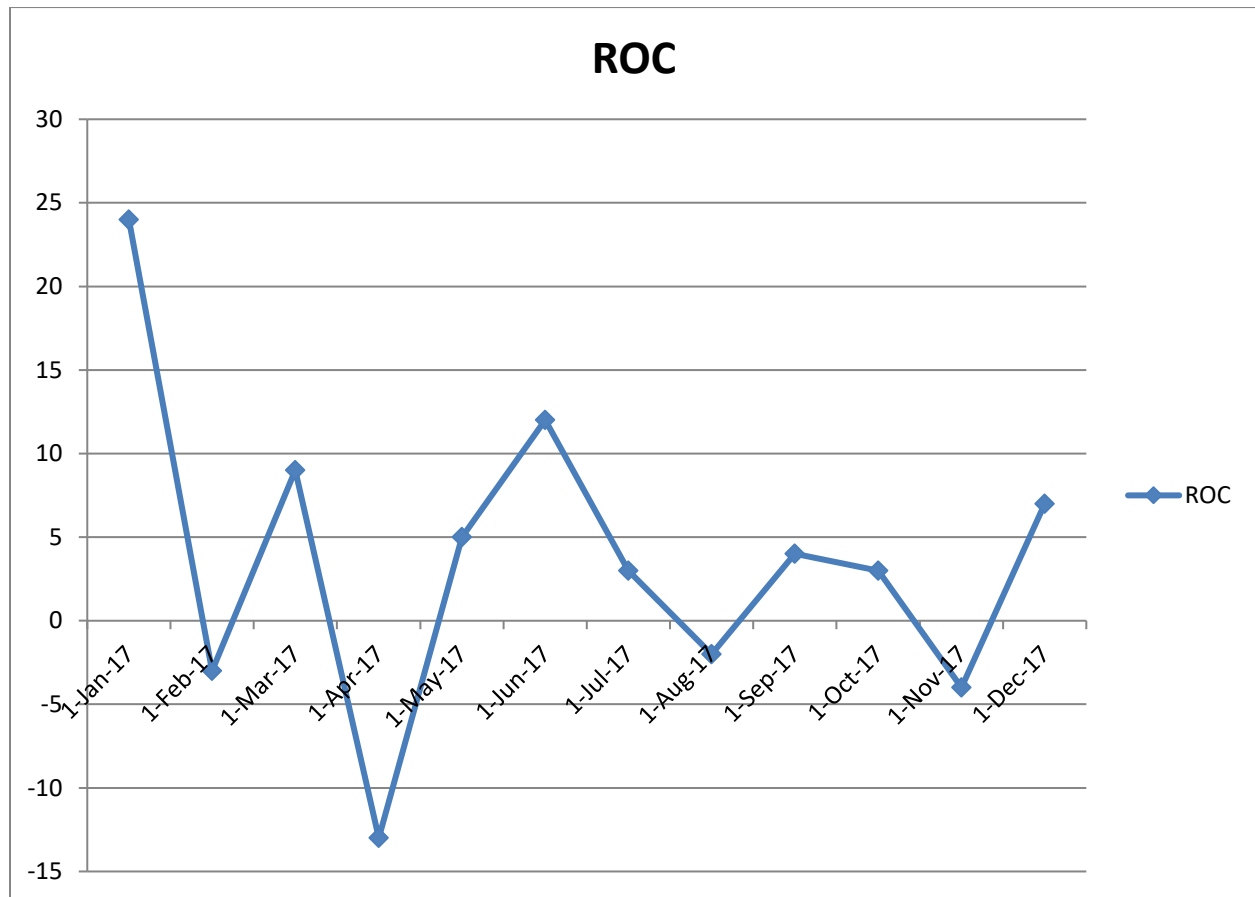


**TABLE NO. 4.11: ANALYSIS OF PRICES OF BRITANNIA LTD BY RATE OF CHANGE METHOD.**

<b>SI No.</b>	<b>Period</b>	<b>Price</b>
1	1-Jan-17	24
2	1-Feb-17	-3
3	1-Mar-17	9
4	1-Apr-17	-13
5	1-May-17	5
6	1-Jun-17	12
7	1-Jul-17	3
8	1-Aug-17	-2
9	1-Sep-17	4
10	1-Oct-17	3
11	1-Nov-17	-4
12	1-Dec-17	7

The above figures which are computed by using Rate of Change Method, the values generated are been interpret in the below line chart.

**CHART NO.4.11: RATE OF CHANGE OF BRITANNIA INDUSTRY**



In the above chart horizontal axis represents date, vertical axis represents price.

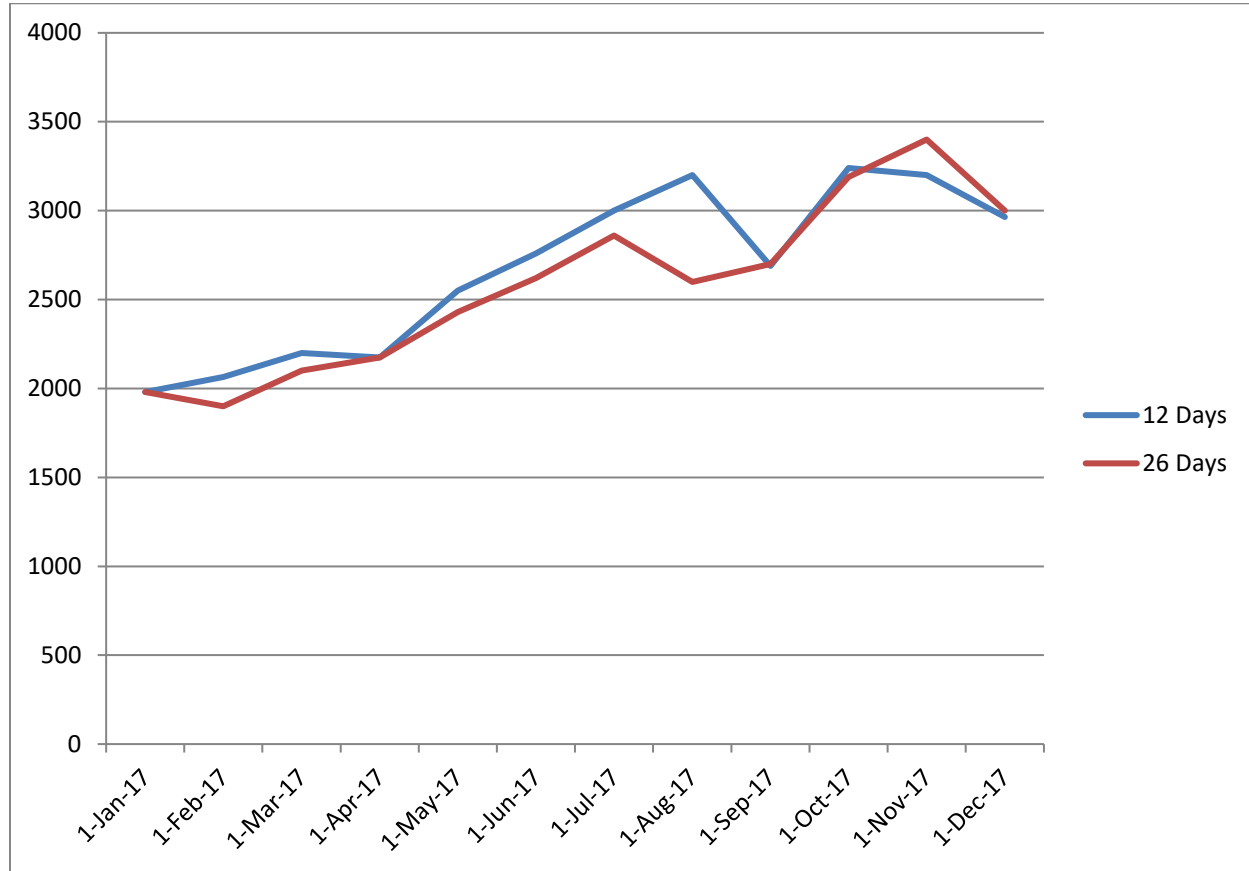
In ROC the cost over zero line implies value tends to rise and demonstrates bullish market and cost underneath zero line implies value tends to fall and it shows bearish market the cost has achieved most elevated in the long stretch of January and toward the finish of June which demonstrates offer signs due to over brought of securities however in the period of November and toward the finish of April cost has tumbled down to least which show to purchase the securities.

**TABLE NO. 4.12: ANALYSIS OF PRICES OF BRITANNIA LTD BY MOVING AVERAGE CONVERGENCE & DIVERGENCE METHOD.**

Sl No.	Period	12 Days	26 Days
1	1-Jan-17	1980	1980
2	1-Feb-17	2065	1900
3	1-Mar-17	2200	2100
4	1-Apr-17	2175	2175
5	1-May-17	2550	2430
6	1-Jun-17	2760	2620
7	1-Jul-17	3000	2860
8	1-Aug-17	3200	2600
9	1-Sep-17	2690	2700
10	1-Oct-17	3240	3190
11	1-Nov-17	3200	3400
12	1-Dec-17	2964	3000

The above figures which are computed by using Moving Average Convergence & Divergence Method, the values generated are been interpret in the below line chart.

## CHART NO. 4.12: MOVING AVERAGE CONVERGENCE AND DIVERGENCE OF BRITANNIA



In the above chart blue line represents 12days MA and red line represents 26days MA. Horizontal axis indicates date, vertical axis represents price.

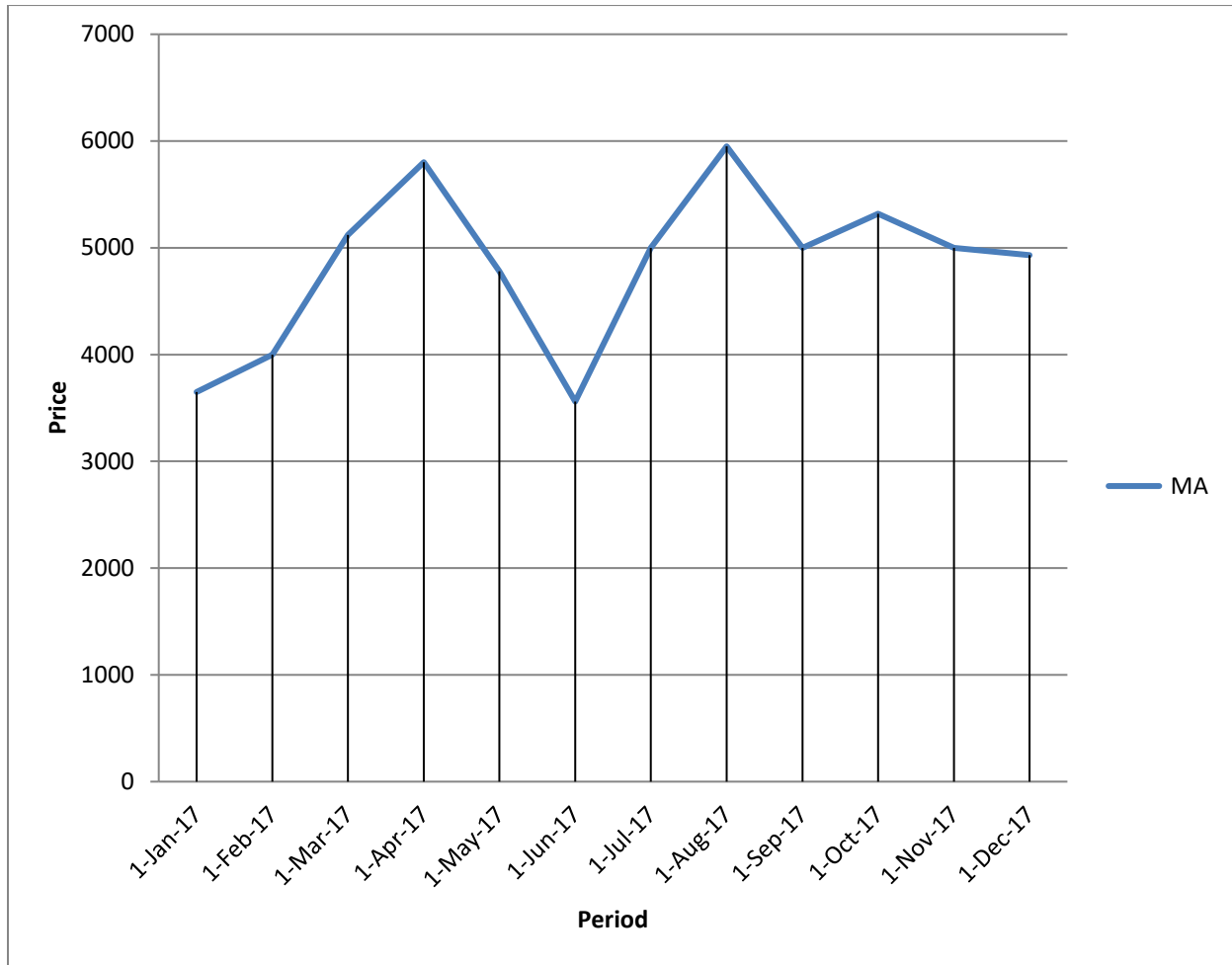
In the above diagram, we can see the bull drift toward the finish of January, in October as blue line crosses the red line and indicating upward pattern. It is an offer flag for speculators. What's more, toward the finish of August and in the long stretch of November its demonstrating bear slant as the blue line is crossing red line appearing down pattern. It is the purchase motion for financial specialist in the long stretch of December.

**TABLE NO. 4.13: ANALYSIS OF PRICES OF GILLETTE LTD BY MOVING AVERAGE METHOD.**

<b>Sl No.</b>	<b>Period</b>	<b>Prices</b>
1	1-Jan-17	3650
2	1-Feb-17	4000
3	1-Mar-17	5120
4	1-Apr-17	5800
5	1-May-17	4780
6	1-Jun-17	3560
7	1-Jul-17	5000
8	1-Aug-17	5950
9	1-Sep-17	5000
10	1-Oct-17	5320
11	1-Nov-17	5000
12	1-Dec-17	4930

The above figures which are computed by using Moving Average Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.13: 20 DAYS MOVING AVERAGE OF GILLETTE**



In the above chart horizontal axis shows date, vertical axis shows price.

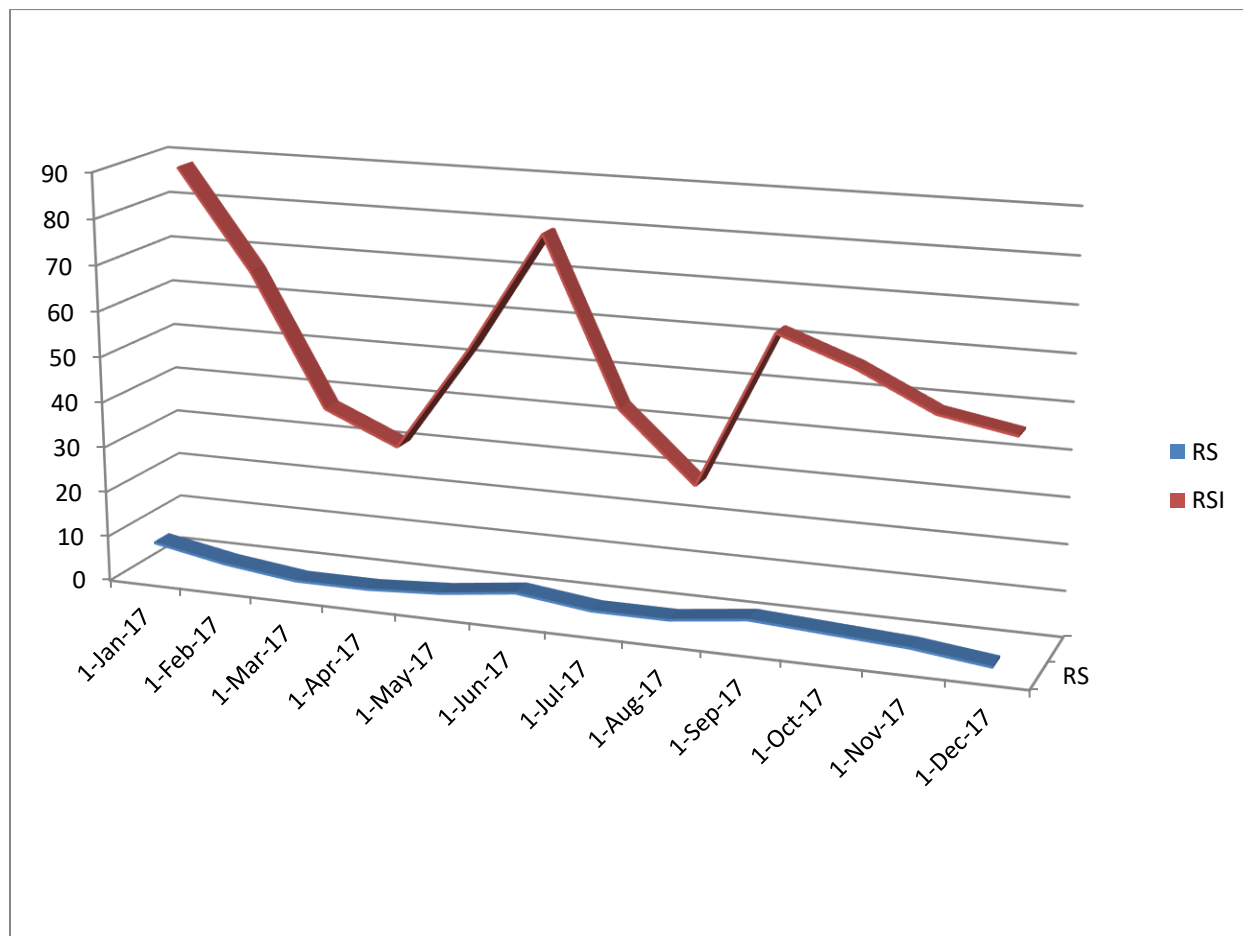
In the above graph the cost has achieved most noteworthy in April, and in August appearing over conveyed and like to offer the stocks and in the period of January ,June cost has tumbled down to the least which speaks to over sold circumstance and propose to purchase the stocks as of right now.

**TABLE NO. 4.14: ANALYSIS OF PRICES OF GILLETTE LTD BY RELATIVE STRENGTH INDEX METHOD.**

SI No.	Period	RS (Price)
1	1-Jan-17	8
2	1-Feb-17	5
3	1-Mar-17	3
4	1-Apr-17	3
5	1-May-17	4
6	1-Jun-17	6
7	1-Jul-17	4
8	1-Aug-17	4
9	1-Sep-17	6
10	1-Oct-17	5
11	1-Nov-17	4
12	1-Dec-17	2

The above figures which are computed by using Relative Strength Index Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.14: RELATIVE STENGTH INDEX OF GILLETTE**



In the above chart horizontal shows dates and vertical axis shows price.

Here in the above outline the value starts to fall in the long stretch of walk and in the period of July which propose the speculator to pitch the securities to keep away from the misfortune and in the long stretch of January and toward the finish of June the value starts to rise which recommend the financial specialist to purchase the stocks at this circumstance.

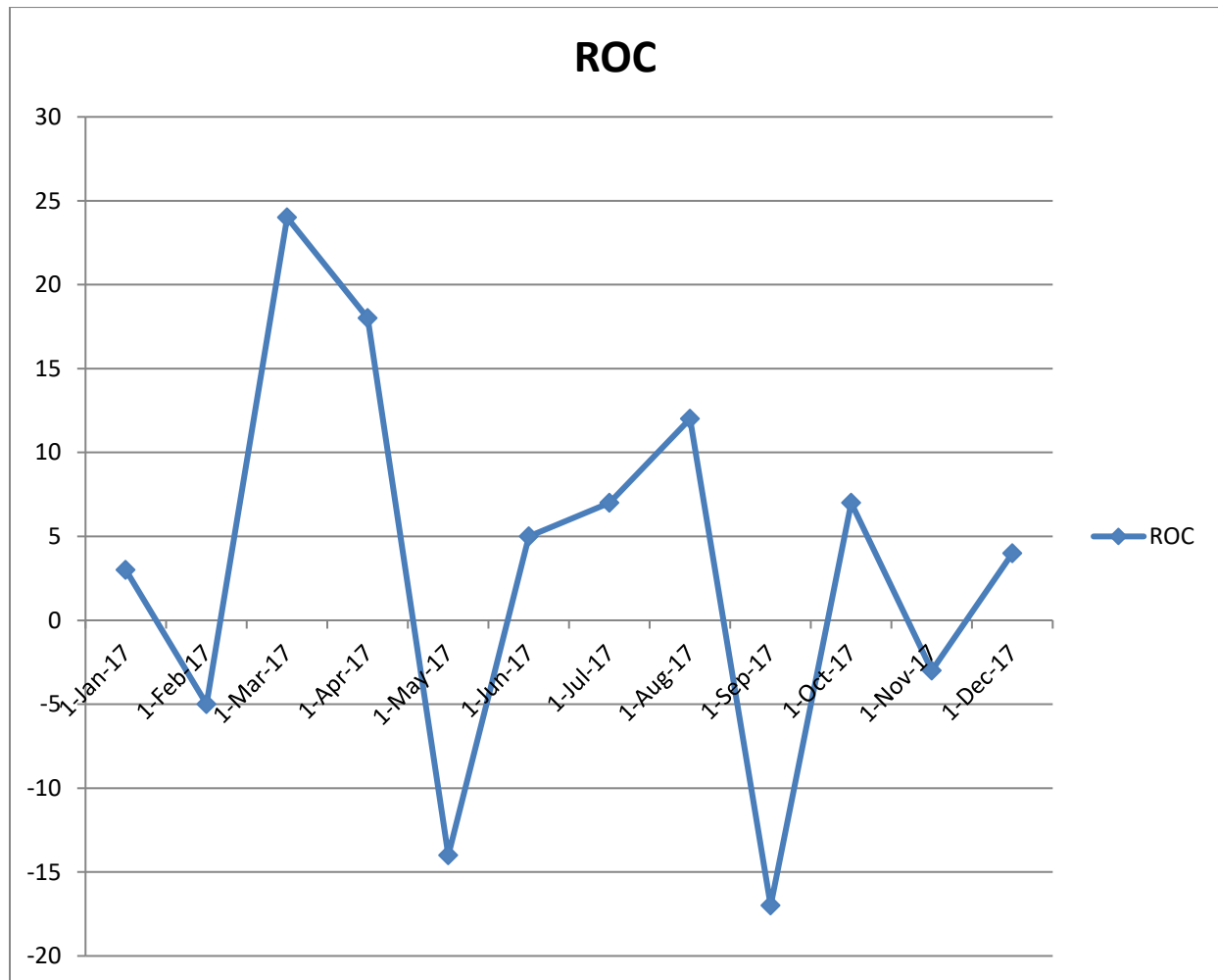


**TABLE NO. 4.15: ANALYSIS OF PRICES OF GILLETTE LTD BY RATE OF CHANGE METHOD.**

Sl No.	Period	Price
1	1-Jan-17	3
2	1-Feb-17	-5
3	1-Mar-17	24
4	1-Apr-17	18
5	1-May-17	-14
6	1-Jun-17	5
7	1-Jul-17	7
8	1-Aug-17	12
9	1-Sep-17	-17
10	1-Oct-17	7
11	1-Nov-17	-3
12	1-Dec-17	4

The above figures which are computed by using Rate of Change Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.15: RATE OF CHANGE INDEX FOR GILLETTE**



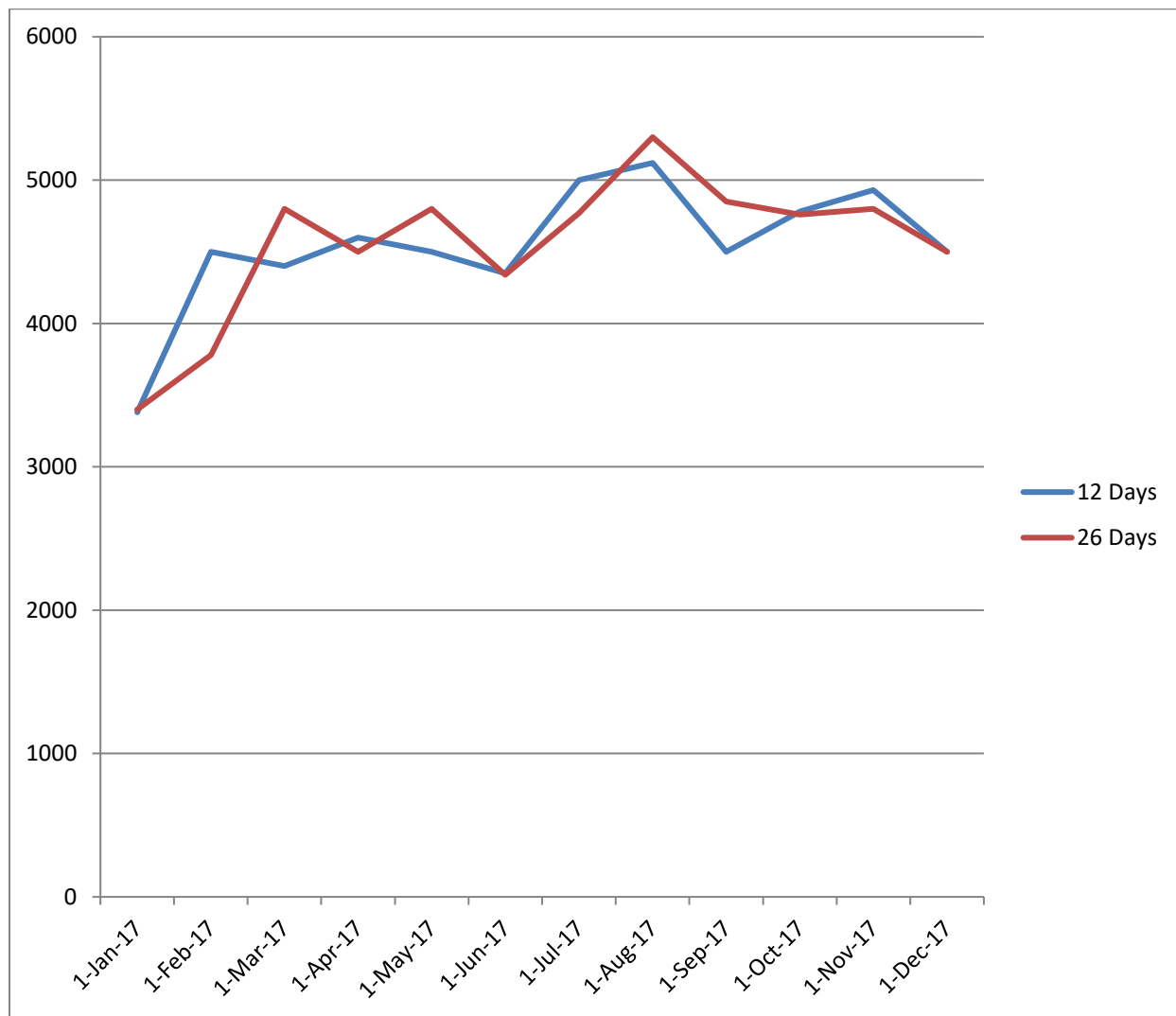
As we probably am aware in ROC the cost over zero line demonstrates value rise and speaks to bullish market and cost beneath zero line shows value fall speaks to bearish market. The cost has strike its top toward the finish of February and toward the finish of walk, the cost is in bullish pattern it propose financial specialist to offer the stocks its offer flag , and cost has achieved most reduced point in the long stretch of may and September it speaks to the bearish pattern which recommend to purchase the stocks as of right now.

**TABLE NO. 4.17: ANALYSIS OF PRICES OF GILLETTE LTD BY MOVING AVERAGE CONVERGENCE & DIVERGENCE METHOD.**

<b>SI No.</b>	<b>Period</b>	<b>12 Days</b>
1	1-Jan-17	3380
2	1-Feb-17	4500
3	1-Mar-17	4400
4	1-Apr-17	4600
5	1-May-17	4500
6	1-Jun-17	4350
7	1-Jul-17	5000
8	1-Aug-17	5120
9	1-Sep-17	4500
10	1-Oct-17	4780
11	1-Nov-17	4930
12	1-Dec-17	4500

The above figures which are computed by using Moving Average Convergence & Divergence Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.17: MOVING AVERAGE CONVERGENCE AND DIVERGENCE OF GILLETTE**



In the above chart blue line indicates 12days MA and red line indicates 26days MA.

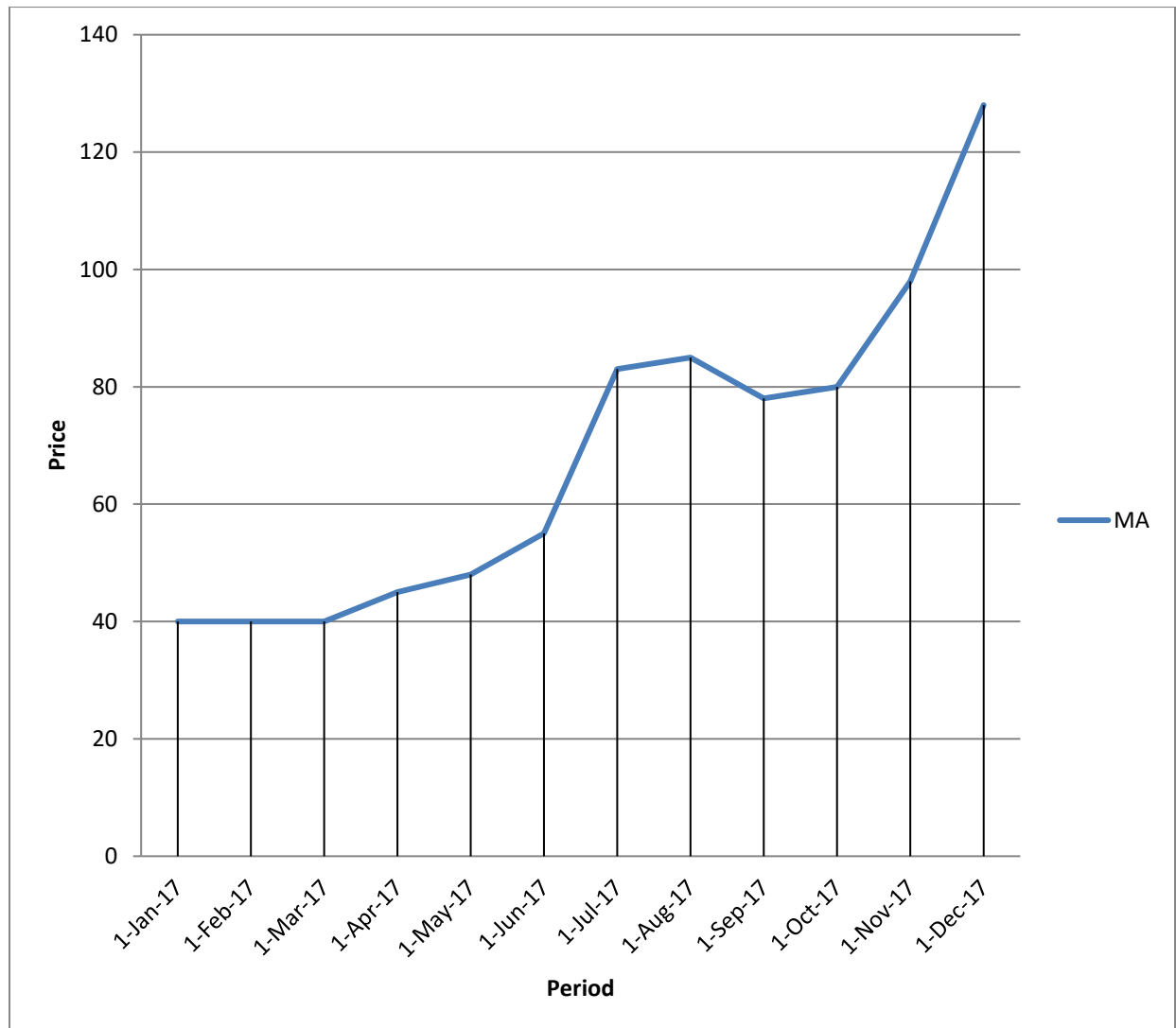
From the above diagram, we can see that in the period of February, toward the finish of June we can see the bull stage as the blue line crosses over the red line. It is the offer flag for financial specialist. Toward the finish of March, August, the blue line crosses underneath the red line it shows bear stage. It is the purchase motion for financial specialists in the start of May.

**TABLE NO. 4.17: ANALYSIS OF PRICES OF KWALITY DAIRY LTD BY MOVING AVERAGE METHOD.**

<b>Sl No.</b>	<b>Period</b>	<b>Prices</b>
1	1-Jan-17	40
2	1-Feb-17	40
3	1-Mar-17	40
4	1-Apr-17	45
5	1-May-17	48
6	1-Jun-17	55
7	1-Jul-17	83
8	1-Aug-17	85
9	1-Sep-17	78
10	1-Oct-17	80
11	1-Nov-17	98
12	1-Dec-17	128

The above figures which are computed by using Moving Average Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.17: 20 DAYS MOVING AVERAGE OF KWALITY INDUSTRY**



In the above chart horizontal axis shows date, vertical axis shows price.

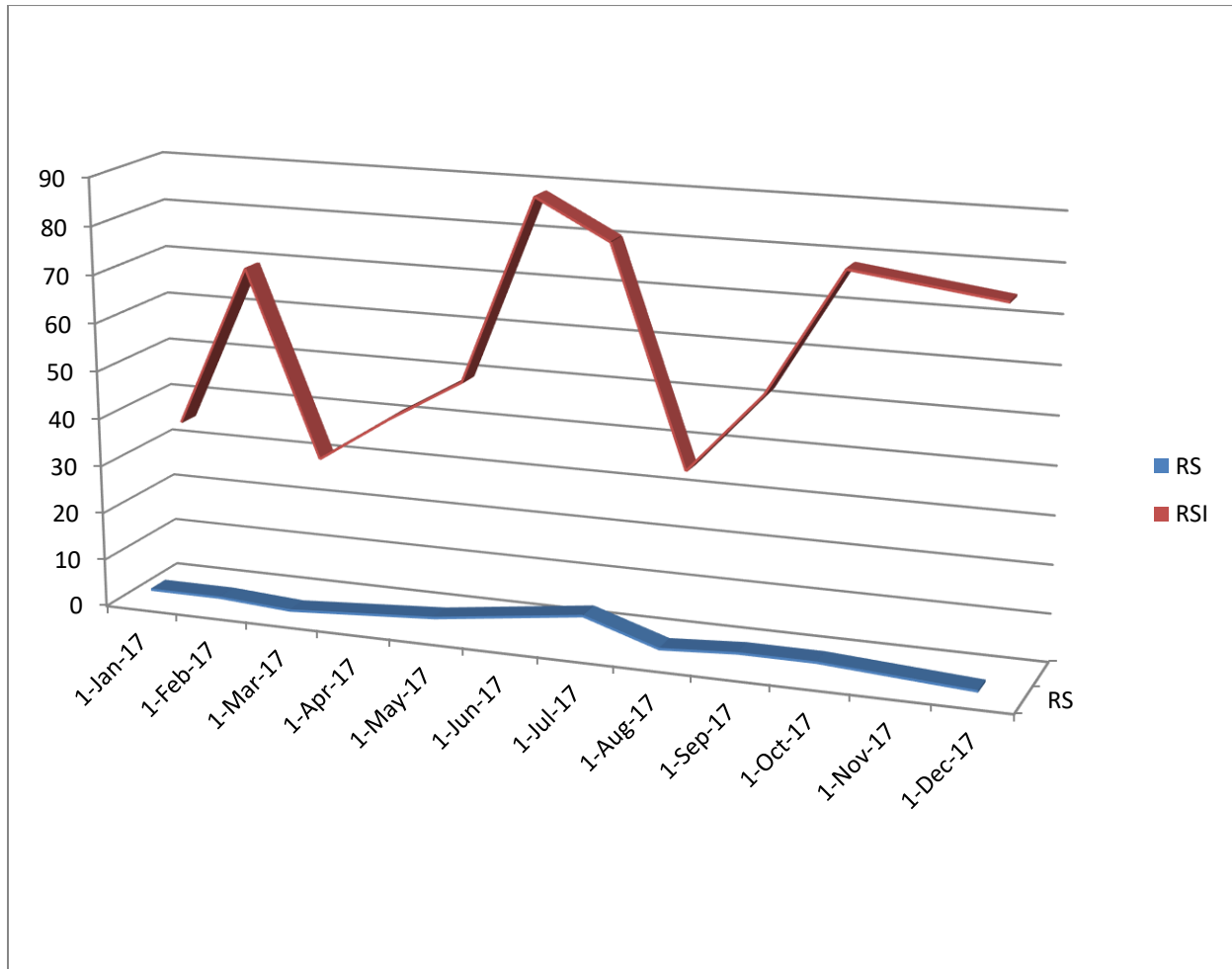
Here in the diagram appeared over the evaluated has achieved most elevated point in the period of August, November, December which implies it is an over conveyed circumstance recommend to offer or it is offer flag and in the long stretch of February, March, April, May, we can see the cost has been ceaselessly soaks down which implies it is the oversold circumstance it is a flag to go for purchasing.

**TABLE NO. 4.18: ANALYSIS OF PRICES OF KKWALITY DIARY LTD BY RELATIVE STRENGTH INDEX METHOD.**

<b>SI No.</b>	<b>Period</b>	<b>RS (Price)</b>
1	1-Jan-17	3
2	1-Feb-17	3
3	1-Mar-17	2
4	1-Apr-17	3
5	1-May-17	4
6	1-Jun-17	6
7	1-Jul-17	8
8	1-Aug-17	3
9	1-Sep-17	4
10	1-Oct-17	4
11	1-Nov-17	3
12	1-Dec-17	2

The above figures which are computed by using Relative Strength Index Method, the values generated are been interpret in the below line chart.

**CHART NO. 4.18: RELATIVE STRENGTH INDEX OF KWALITY INDUSTRIES**



As appeared in the above graph the cost is tumbling down toward the finish of March, end of April, August, December and in RSI falling value shows or it is a flag for offering and in the start of April, July, November the value started to rise which plainly recommend to go for purchasing .

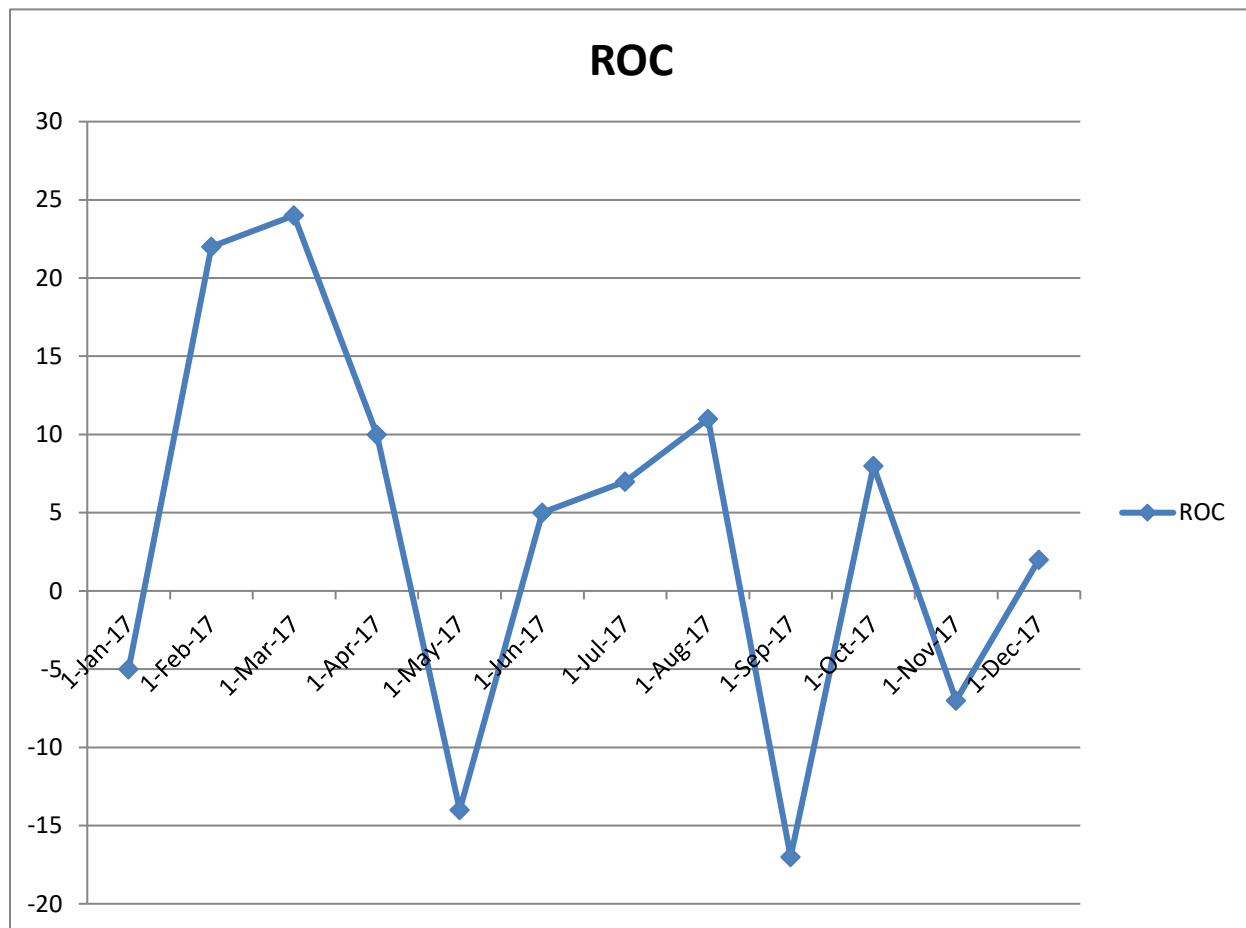


**TABLE NO. 4.19: ANALYSIS OF PRICES OF KWALITY DIARY LTD BY RATE OF CHANGE METHOD.**

<b>SI No.</b>	<b>Period</b>	<b>Price</b>
01.	01-Jan-17	-5
02.	01-Feb-17	22
03.	01-Mar-17	24
04.	01-Apr-17	10
05.	01-May-17	-14
06.	01-Jun-17	5
07.	01-Jul-17	7
08.	01-Aug-17	11
09.	01-Sep-17	-17
10.	01-Oct-17	8
11.	01-Nov-17	-7
12.	01-Dec-17	2

The above figures which are computed by using Rate of Change Method, the values generated are been interpret in the below line chart.

**Chart No. 4.19: RATE OF CHANGE INDEX OF KWALITY INDUSTRY**



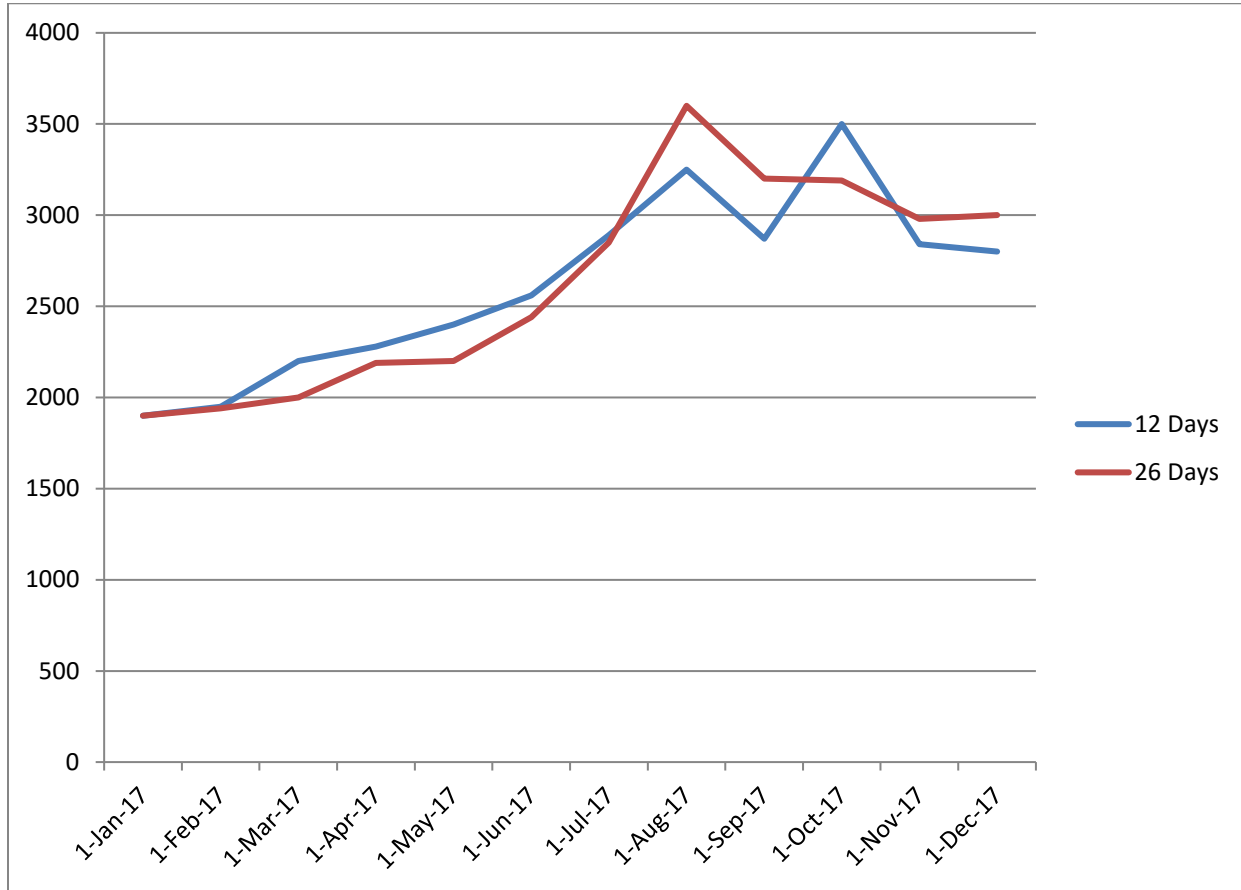
Here in the above outline the prize over zero line implies cost expanding and cost beneath zero line implies cost is diminishing. In the long stretch of February and walk the cost is in most astounding crest in bullish pattern it is the flag to offer and toward the finish of May and toward the finish of august its demonstrating bullish pattern it propose to purchase the stock in bullish pattern.

**TABLE NO. 3.20: ANALYSIS OF PRICES OF KWALITY DIARY LTD BY MOVING AVERAGE CONVERGENCE & DIVERGENCE METHOD.**

<b>SI No.</b>	<b>Period</b>	<b>12 Days</b>	<b>26 Days</b>
01.	01-Jan-17	1900	1900
02.	01-Feb-17	1950	1940
03.	01-Mar-17	2200	2000
04.	01-Apr-17	2280	2190
05.	01-May-17	2400	2200
06.	01-Jun-17	2560	2440
07.	01-Jul-17	2890	2850
08.	01-Aug-17	3250	3600
09.	01-Sep-17	2870	3200
10.	01-Oct-17	3500	3190
11.	01-Nov-17	2840	2980
12.	01-Dec-17	2800	3000

The above figures which are computed by using Moving Average Convergence & Divergence Method, the values generated are been interpret in the below line chart.

## CHART NO. 4.20: MOVING AVERAGE CONVERGENCE AND DIVERGENCE OF KWALITY



In the above chart horizontal axis indicates date, vertical axis shows price.

Blue line indicates 12days MA and red line indicates 26days MA.

From the above diagram, we came to realize that in the period of February, may, October there is a bull slant as the blue line crosses over the red line. There is an offer flag for speculators. Furthermore, in the month end of august or start of September, in November bear drift begins as the blue line crosses underneath the red line. It is the purchase motion for the financial specialists in the long stretch of December.

## **5: FINDINGS, CONCLUSION AND SUGGESTIONS**

### **5.1: FINDINGS:-**

For the investigation reason I have chosen 5 organizations from FMCG area despite the fact that all organizations has a place with a similar industry we can think about their execution of each organization, where financial specialist dependably needs to look at between the organizations previously exchanging.

#### **Some of them are stated as below;**

1. There are distinctive strategies we can use for specialized investigation and every technique will have its own uniqueness in giving the outcome so despite the fact that the information use for every one of the techniques is same they will give some novel outcomes and elucidation. Choosing the strategy for count is relies upon the inclination of financial specialist and his exchanging style. Every method has its own pros and cons so every method will give different kind of interpretation.
2. Line outline has been utilized for this examination since it can be comprehend by everyone and rather than get into difficulty by utilizing troublesome and diverse strategies it's smarter to stick to one graph write which is straightforward and translate and we should learn to understand and interpret the signals in that chart properly.
3. The analysis satisfies both the individual investor and the company side by side.
4. It helps in taking major decisions on buying or selling by factoring internal & external forces.
5. Interpretation, designing is purely based on the past price movements and with those findings future trend is been anticipated.
6. Suggests investor to buy or sell immediately in a future period that could sometimes benefit him and sometimes do not.

## **5.2: CONCLUSION:-**

As we as a whole realize that specialized investigation is so imperative to break down or assess the future cost and it likewise helps in speculation choice. Subsequent to concentrate the four techniques which connected for 5 organization's of FMCG area , we came to realize that distinctive strategy will give diverse elucidation like in moving normal when the cost achieves high it is the offer flag, when it achieves bring down value it the purchase flag however in RSI when value tends to fall it is the offer flag and keeping in mind that value rising it is the flag to purchase, similar to shrewd in MACD when the fleeting EMA line crosses above long haul EMA which achieves high cost in bullish market it is the flag to offer and the other way around determining results of the similar industries with different output designed to comfort preferences of differently scattered investors for better future decisions for reducing risk for some level and providing liquidity on economic gain.

In the event that both essential and specialized examination utilizes together it will give more proper outcome despite the fact that it won't give 100% outcome yet it gives relatively ideal answers. As the distinctive techniques gives various types of result and diverse understanding financial specialist ought to know about how to translate the outcome, diagram and chart or else it will give false explanation. It isn't that these techniques will give correct recommendation to purchase or offer the stocks it gives cautioning about the future patterns that is it basic leadership will rely upon the financial specialist.

There are parcel of techniques to do specialized examination however the financial specialist pick adaptable strategy and should settle with that specific strategy or else he will get mistake for the investigation. On the off chance that specialized examination utilizes disgracefully it will give false flag for purchasing or offering, so appropriate and correct data ought to be use with any strategy speculator is alright with to get attractive outcomes. All examiners and representatives utilize this specialized investigation with the major examination to foresee the future patterns or future value, volume of the stocks. Despite the fact that the value changes routinely and hard to assess correct pattern at any rate we can know surmised result and prepare for the future circumstance.

### **5.3: SUGGESTIONS:**

Specialized examination takes fundamental part in making with respect to the stocks, in the share trading system. It is additionally simple to get the required data or information, which we use, in specialized examination. The investor should be aware of marketing terms so it is easy to analyze and earn profit.

If the financial specialist is new section for money markets he ought to precisely consider the past execution, outlines, charts of the stocks.

- Investor ought to have information with respect to techniques that utilization generally for specialized investigation.
- Investor should know how to break down the outlines and charts since understanding is diverse for various strategies.
- Different examination speaks to various yield that is been customized to fulfill distinctive class of customers or speculators.
- Typical Technical Analysis couldn't set up the correct precise outcomes as the investigation depends on past execution of the cost and also expectations.
- The report proposes the purchasing and pitching signs or conduct so as to manage a financial specialist whether could be existing or new participants to facilitate the choices on making different speculations.
- As the examination itself recommends that financial specialist gets a knowledge of future exchanging then the proportion of the hazard is exceptionally connected with the arrival.
- In current situation the investigation is profiting the greater part of the theorists, agents and financial specialists to know about value developments.
- Line graphs are particularly utilized as a part of request to get a reasonable photo of the value variances as in the present market the same is been utilized.
- Investor who is thinking about pattern investigation should remember that the information displayed with a specific end goal to get the value development could even be from false sources keeping in mind the end goal to get individuals purchasing stocks.

- Only gives around speculative result from the estimations made by various oscillators according to the venture made or the inclination of the customer.
- Technical investigation is extremely normal with a specific end goal to get the value minutes and influence anybody to comprehend the fluctuating circumstances utilizing helps like outlines, charts, and so on.
- The principle capacity of the examination is to propose the financial specialist the correct time to purchase or offer the securities that could keep away from an immense measure of hazard taken without investigation.
- The oscillators or instruments utilized as a part of this investigation are extremely normal and effectively reasonable in nature, just to demonstrate that the examination yield for similar organizations varies from each other.
- Technical Analysis doesn't portray the correct future circumstance as it is altogether in view of expectation and past value execution for some period.
- Accuracy of the examination relies upon the exactness of the information to translate the diagram.



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02.	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	SHASHLIK GUPTA & ROSY JOSHI	2014 (4 <sup>th</sup> Edition) New Delhi	KALYANI PUBLISHERS
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- [http://www.bseindia.com/#markets\\_eq](http://www.bseindia.com/#markets_eq)
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## **ANNEXURE**

### **DATA SHOWING BUYING & SELLING SIGNALS FROM DIFFERENT METHODS OF ANALYSIS**

**Table No. 5.1**

**ITC LIMITED (INDIAN TOBACCO COMPANY)**

Analysis Tools	Buying Signal	Selling Signal
Moving Average	July, October	March
Relative Strength Index	January, March, May & September	February, April, August & October
Rate of Change	March, July & December	February, April, August
Moving Average Convergence & Divergence	June	February

From the above expressed table it is comprehended that diverse explanatory instruments gave distinctive outcomes relating to various class, set or gathering of financial specialists according to their inclination. ITC Ltd had demonstrated certain purchasing signals and in addition offering signals that could caution financial specialist whether to purchase or offer in future by perusing the past inductions on past value incline.

**Table No. 5.2**

**HUL (HINDUSTAN UNILIVER LIMITED)**

Analysis Tools	Buying Signal	Selling Signal
Moving Average	October, November	January, March & August
Relative Strength Index	(January), March, (September), August	April & June
Rate of Change	January, April, (June)	(February) & (September)
Moving Average Convergence & Divergence	(September)	January, June, November & March

From the above expressed table it is comprehended that distinctive expository apparatuses gave diverse outcomes relating to various class, set or gathering of financial specialists according to their inclination. HUL had shown certain purchasing signals and in addition offering signals that could alarm speculator whether to purchase or offer in future by perusing the past surmisings on past value incline.

The embodiment of the investigation is it is been fulfilling diverse mentality of financial specialists to take exact choices by giving a photo of future pattern.

"()" the image speaking to months demonstrates that it gives the purchase or offer flag toward the finish of that predefined month.

i.e. (April): At the finish of April (a week ago of the month)

**Table No. 5.3**

**GILLETTE**

Analysis Tools	Buying Signal	Selling Signal
Moving Average	January & June	April & August
Relative Strength Index	January & (June)	March & July
Rate of Change	May & September	February & (March)
Moving Average Convergence & Divergence	March, August & May	February & June

From the above expressed table it is comprehended that distinctive diagnostic devices gave diverse outcomes relating to various class, set or gathering of speculators according to their inclination. GILLETTE had demonstrated certain purchasing signals and offering signals that could caution financial specialist whether to purchase or offer in future by perusing the past deductions on past value incline.

The embodiment of the examination is it is been fulfilling distinctive mentality of financial specialists to take precise choices by giving a photo of future pattern.

"()" the image speaking to months shows that it gives the purchase or offer flag toward the finish of that predetermined month.

i.e. (April): At the finish of April (a week ago of the month).

**Table No. 5.4**

**BRITTANNIA**

Analysis Tools	Buying Signal	Selling Signal
Moving Average	January	(August) & November
Relative Strength Index	February & May	April, (August) & November
Rate of Change	November & April	January & June
Moving Average Convergence & Divergence	(August), November & December	(January) & October

From the above expressed table it is comprehended that diverse diagnostic instruments gave distinctive outcomes relating to various class, set or gathering of speculators according to their inclination. BRITTANNIA had demonstrated certain purchasing signals and offering signals that could caution speculator whether to purchase or offer in future by perusing the past derivations on past value slant.

The substance of the examination is it is been fulfilling diverse attitude of financial specialists to take exact choices by giving a photo of future pattern.

"()" the image speaking to months shows that it gives the purchase or offer flag toward the finish of that predetermined month.

i.e. (April) : At the finish of April (a week ago of the month)

**Table No. 5.5**

**KWALITY**

Analysis Tools	Buying Signal	Selling Signal
Moving Average	February, March, April & May	August, November & December
Relative Strength Index	April, July & November	(March), (April), August & December
Rate of Change	(May) & (August)	February & March
Moving Average Convergence & Divergence	(Aug), September, November & December	February, May & October

From the above expressed table it is comprehended that diverse explanatory apparatuses gave distinctive outcomes relating to various class, set or gathering of financial specialists according to their inclination. KWALITY had shown certain purchasing signals and also offering signals that could alarm financial specialist whether to purchase or offer in future by perusing the past derivations on past value slant.

The embodiment of the investigation is it is been fulfilling distinctive mentality of speculators to take precise choices by giving a photo of future pattern.

"()" the image speaking to months demonstrates that it gives the purchase or offer flag toward the finish of that predefined month.

i.e. (April) : At the finish of April (a week ago of the month).



**ACHARYA INSTITUTE OF TECHNOLOGY**

**DEPARTMENT OF MBA**

**INTERNSHIP WEEKLY REPORT (16MBAPR407)**

**Name of Student:** Bikram Sharma

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**Specialization:** Finance

**Title of the Project:** A Study on Technical Analysis of selected FMGC Companies

**Company Name:** Sunness Capital

**Company Address:** Jp.Nagar, Bangalore

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Study of Organization	<i>Shanjin</i>	<i>SRanjan</i>
21-01-18 to 27-01-18	Structure and SWOT	<i>Shanjin</i>	<i>SRanjan</i>
28-01-18 to 03-02-18	Industry Profile and Company Profile	<i>Shanjin</i>	<i>SRanjan</i>
04-02-18 to 10-02-18	Competition Analysis	<i>Shanjin</i>	<i>SRanjan</i>
11-02-18 to 1	Theoretical background of Company	<i>Shanjin</i>	<i>SRanjan</i>
18-02-18 to 24-02-18	Data Collection	<i>Shanjin</i>	<i>SRanjan</i>
25-02-18 to	Preparation of the Research Instrument for Data Collection	<i>Shanjin</i>	<i>SRanjan</i>

03-03-18			
04-03-18 to 10-03-18	Data Analysis	<i>Ranjana</i>	<i>Ramesh</i>
11-03-18 to 17-03-18	Interpretation of Data	<i>Ranjana</i>	<i>Ramesh</i>
18-03-18 to 24-03-18	Suggestions and Conclusions	<i>Ranjana</i>	<i>Ramesh</i>



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