

MORNING CALL

July 28, 2008

RETAIL RESEARCH REPORT

Market View & Outlook:

Markets continued to remain under selling pressure on the back of profit booking and weak global cues. On a Weekly basis Sensex ends up 4.5% and Nifty up 5.5%.

Looking at the 7-day trading pattern we believe that nifty is expected to consolidate at these levels between 4100-4540 in coming days. The under tone is bullish but some more weakness could be likely before nifty moving up.

The nifty has a support around 4170-4110 regions and resistance is placed at 4430-4475 in the near term. Any close above 4585 will initiate a fresh upward momentum and a trade below 4100 will create fresh selling.

Short-term Moving Averages:

NSE 13 Day EMA	4198
NSE 5-Day Simple Moving Average	4324
BSE 5-Day Simple Moving Average	14389
BSE 13 Day EMA	13966

Important Support Levels:

Index	Close	Support	Resistance	
SENSEX	14,275	14140-13960-13795-13615-13380	14510-14670-14810-14950	
NIFTY	4,312	4270-4215-4165-4110-4040	4380-4430-4475-4515-4540	

NIFTY - DAILY CHART - 25/07/2008



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Trading calls:

Holding Period - One to Five Days

Scrip Name	Close	Strategy	Resist	Target
Bom. Dyeing	661	Buy on dip, counter showing sign of	692	725-745-785
		accumulation around 600 levels, if trades		
		below 600 levels then it's a weak sign for the		
		counter, strong support 640-620 zone		
Siemens	558	Buy on dip, weekly chart show bullish sign,	568	595-620-675-720
		strong support around 525-495 levels		
Welspun Guj	335	Buy on dip, counter showing sign of reversal,	341	360-380-420
-		strong support 320-310		

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