

Recommendation	Buy
Transaction Price Range	Rs.122 - Rs.137
Target	Rs.168
Time horizon	6 months



Snapshot	
CMP	130.20
Date	31-Aug-12
Beta	1.10
52-week High (Rs.)	134.15
52-week Low (Rs.)	80.00
Industry	Tea & Coffee
FYE	March
Adj. EPS (Rs.)	3.14
P/EPS ratio (x)	41.46
Cash EPS (Rs.)	3.3
P/ Cash EPS (x)	39.45
P/BV ratio (x)	3.59
BV/ Share (Rs.)	36.29
M. Cap/ Sales (x)	3.96
Market Cap (Rs. Cr)	8051.55
Dividend yield (%)	1.78
FV/ share (Rs.)	10
F&O Presence	YES
Avg. Daily Trades (Rs. Cr.)	23.86
Bloomberg Ticker	TGBL IN
NSE Ticker	TATAGLOBAL
BSE Ticker	500800

Return Comparison vis-à-vis Nifty						
Particulars (%) 1m 3m 1yr						
Tata Global Beverages Ltd.	0.1%	23.2%	40.5%			
Nifty	-0.4%	7.6%	3.4%			

Particulars	FY	FY12		
(Rs. Cr.)	Q4	9m	12m	
Net Sales	562.9	1,549.5	2,035.3	
Net Profit	56.1	143.8	302.7	
Cash Profit	59.6	153.4	314.7	
Profit (%)	10.0%	9.3%	14.9%	
Adj. EPS (Rs.)	0.9	2.3	4.9	

Share Holding Pattern	
No. of shares:	618,398,570
Promoter holding (%):	35.20
Institutions (%):	40.59
Non-Institutions (%):	24.17
Free Float (%):	64.8

Business:

Tata Global Beverages Ltd. ("Tata Global Beverage" or "The Company"), is an integrated beverage business that has successfully evolved from a predominantly domestic Indian tea farming company to become a marketing and brand focused global organization with a portfolio of strong brands. Tata Global Beverages now employs around 3,000 people with a significant presence in over 40 countries worldwide. The company is engaged in processing, marketing and distribution of tea products. They operate in the United Kingdom and have significant businesses in the United States, Canada, Australia, Poland and the Czech Republic, as well as a number of joint ventures in South Africa, Pakistan and Bangladesh.

Investment Rationale:

The Company along with its subsidiaries has a net cash position and capacity to take on leverage. This strong financial position will enable financing of both organic and inorganic opportunities. The increasing awareness on the health advantages of tea, especially green tea, is emerging as a significant demand driver. Tata Global Beverages, with its global presence and strong brands is well-positioned to grow by launching new products, backed by sound research and an innovative product portfolio.

The joint venture of NourishCo Beverages with PepsiCo Inc, already operational, there is an attractive potential to grow the market presence in nutrient water and energy drink categories, which were successfully launched by NourishCo. Tata Starbucks, the joint venture with Starbucks International (international coffee Brand), provides exciting opportunities to collaborate in other areas, including the ability to partner in the area of consumer packaged goods to be sold and distributed through grocery channels in India. The Indian market is transforming towards premiumisation. The Indian consumer is moving up the value chain from loose to packet tea and also from mid-priced to premium teas, providing robust opportunities at both ends of the market.

Tata Global beverages topline grew by 10 percent in FY12, facilitated by an improved performance in key markets. Consolidated PAT increased by 48 percent in FY12 due to improved operational performance, lower interest outgo, and effective tax rate. The company's share is quoting at a "Price/ Book value" (P/BV) of about 3.66 times and "Market Cap/ Sales" of 4.04 times

JV's and strategic alliance to provide stimulus to the company to gain from the healthy domestic & global consumption demand going forward; thus, we strongly recommend a 'BUY' for the company's stock.

Business Outlook

• Strength:

- Strong brand portfolio which strengthened consumer recall through their campaign for Tata Tea
- o Strong domestic and global consumption demand going forward
- Widened consumer choice by launching new products & flavors
- Leadership in the domestic market: volume share of 19.6 percent and a value share of 21 percent.
 - Stronger cost competitiveness

• Risks:

- o Continuing competitive intensity.
- Volatile exchange market
- Commodity costs showing varying trends

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Annualized Investment rating scale: Buy (>15% returns); Add (5% <15% returns); Sell (<-5% returns?

War Horse -Tata Global Beverages Ltd.

August 31, 2012



Legal History & Structure:

Tata Global Beverages is part of the Tata Group, one of India's most respected business houses. The Tata name has been respected in India for more than 140 years for its adherence to strong values and business ethics. The Tata Group's global presence spans more than 80 countries in 6 continents.

• Subsidiaries & Associates:

- o India: Tata Coffee Limited ("TCL"), Alliance Coffee Ltd., Tata Tea Holdings Private Limited
- Rest of Asia: Zhejiang Tata Tea Extraction Company Limited, Estate Management Services Pvt. Limited, Watawala Plantations Ltd.
- o **RoW:** Consolidated Coffee Inc., Eight O'clock Coffee Company, Tata Tea Extractions Inc, Mount Everest Mineral Water Ltd (MEMW), Amalgamated Plantations Private Limited (APPL),

• Joint Ventures & Strategic alliances:

- Joint venture (50:50) with Starbucks Coffee Company to commission Starbucks stores across India.
- o Joint venture (50:50), NourishCo (with PepsiCo), which launched two unique good-for-you beverages Tata Water Plus and Tata Gluco Plus for the Indian markets.
- o Invested in Activate, a start-up beverage company that manufactures and distributes vitamin-enhanced flavoured drinks through a unique capdispensing technology resulting in a strong presence in West and South West US markets.
- o Invested in Kerala Ayurveda for joint product development.
- o Engaged in an alliance with Tassimo to establish a meaningful presence in the single-serve cup market.
- o Negotiated a trademark licensing agreement with Keurig to enter the K-cups market. This agreement will include Eight O' Clock, Good Earth and Tetley brands in the US.
- o Partnered with its Portuguese distributor, Delta, to launch a new business venture to create a range of Tetley branded infusions that complement their new Delta Q coffee pod machines and coffee range.
- **Joint ventures of subsidiaries:** Tetley ACI (Bangladesh) Ltd, Southern Tea LLC, Empirical Group LLC, Tetley Clover (Private) Ltd., Tata Coffee (Uganda) Ltd.

Management's Growth Path:

• Vision: To become a global leader in good-for-you beverages through innovation, strategic acquisition and organic growth.

• Expansion Plans:

- Possess a strong product pipeline customized to suit consumer taste across geographies to be launched in the current year, which should sustain growth momentum.
- To strengthen the company dominance in the Indian market, company entered into a strategic joint venture with Starbucks Coffee. Tata Starbucks, the joint venture company, will own and operate Starbucks outlets in metros and other key cities across India. Tata Starbucks also provides exciting opportunities to collaborate in other areas, including partnering in distribution of consumer packaged goods through grocery channels in India and placing some of our approved products for sale at store locations.
- o The company evaluating the possibilities of entering the portable single-serve concentrates segment.
- The company invested significantly in brand building initiatives ensuring that their brands retain top-of-the-mind recall with consumers.

Markets:

- o Tata Global Beverage has a very ambitious plan to generate revenue of US\$5bn by 2015, which it may fall short of due to the slow growth in its key categories (tea and coffee) and slowdown due to the ongoing global as well as local macroeconomic scenario. The company has a commanding position in the tea and coffee categories in North America and South Asia. With leadership positions in India, UK and Canada in the tea market, TGBL has been consistent in maintaining its market share.
- o Tetley maintained its dominance in the UK markets as consumer preference for the brand strengthened. It enjoyed leadership in the decaffeinated and Redbush segments, gaining market share and widening the difference with competition; it also achieved leadership position in the green tea segment positioning the Tetley brand as the No. 2 brand in the UK.
- Canada continues market leadership significant distribution gains for new blends/products launched in market. Strong innovation agenda continues.
- Tata Global Beverages has maintained leadership in the domestic tea market, with a volume market share of 19.6 percent and value share of 21.3 percent as of March-end. It has also maintained its share in UK in the black tea segment, although the segment as such declined 3 percent last year. The company also saw good growth in Canada and has close to 50 percent market share in black tea there. However, its margins in US were hit due to very volatile coffee commodity prices over last year. Global coffee prices spiked over 300 percent through the year, only to fall back somewhat towards the end."

War Horse –Tata Global Beverages Ltd.





o Tata Global Beverages is betting big on high margin and innovative brands to drive growth in its developed markets. The company has launched a combination of green and black tea in some markets and in UK a super premium brand Tea Pigs is growing at a compounded rate of over 35 percent. In India though, it is focusing on rural penetration to boost growth. It has a scheme called 'Gaon Chalo' which it has expanded to 8 states last year. This is a self employment scheme for women in villages. Under this scheme over 70,000 sales personnel are going door to door selling our products. This scheme is expected to boosting its tea sales in the country.

Brands Overview:

Brands	Summary
Tata Tea	Tata Tea is officially a 'superbrand' in India, where it is the second-most trusted hot beverage brand, thanks to national and regional brands – Tata Tea Premium, Kanan Devan, Chakra Gold, Agni, Gemini, Life and Tata Tea Gold
Tetley	Acquired by Tata in 2000, Tetley is currently enjoyed in 70 countries worldwide and in close to 11 million UK homes. Tetley is a true leader in black tea, decaffeinated and redbush, with fast growing green tea and innovative tea infusions too. Currently market leader in the UK and Canada, the brand's strong innovation agenda includes the first launch of Extra Strong tea for a fuller flavour and Infusions, a liquid 'Real Brew' tea mix for water.
Good Earth	One of the first American herbal tea companies and a leader in specialty teas, Good Earth produces and markets fruit, medicinal, red, green, black, white and organic teas. Today, its premium teas and coffees, all with 'green' packaging are enjoyed across the US, Canada and the UK
Eight O' Clock Coffee	This is the best-selling whole-bean coffee in the United States and the third-largest coffee brand by volume in the country.
Himalayan Water	A brand that has been a part of Tata since 2007. The water is sourced directly from an underground aquifer located about 120 metres below the earth's surface in the Shivalik range of the Himalayas, and is bottled at the source.
Grand	Joining the Tata family in 2009, Grand is one of Russia's leading umbrella beverage brands – known for its consistent quality, good value coffee, tea, cocoa, chocolate, green tea and iced tea products – all made using natural, environmentally friendly ingredients.
Vitax	A part of the Tata Global Beverages' portfolio since 2007, this is a well-established fruit and herbal tea brand in Poland
Jemca	This is a market leading tea brand in the Czech Republic with a growing range of fruit and herbal, black and green teas
Tata Coffee	The well-known brands here include Mr Bean, Mysore Gold, Coorg Pure, Tata Cafe and Tata Kaapi. The coffees are grown on 19 estates in the southern states of India and produce about 10,000 tonnes of natural shade grown Arabica and Robusta coffees.
Joekels	Portfolio includes Laager Rooibos – the 2 rd largest selling tea brand in South Africa. Blends and packs some of South Africa's most popular household tea brands
ACTIVATE	ACTIVATE is made with natural ingredients, contains 0 grams of sugar, 0 calories, no preservatives, and is naturally sweetened with Stevia, providing vitalizing refreshment, great taste, and a fresh dose of vitamins, delivered with a twist in a 100% post-consumer recycled plastic bottle.
Tata Water Plus	Tata Water Plus has been brought to the Indian market through NourishCo Beverages Ltd, our Joint Venture with PepsiCo India. NourishCo is set to disrupt the hydration category in India by delivering enhanced wellness through innovative and affordable ready-to-drink beverages
Tata Gluco Plus	Tata Gluco Plus is a glucose-based, lemon-flavoured drink in a unique cup format that provides instant energy to consumers. Tata Gluco Plus has been brought to the Indian market through NourishCo Beverages Ltd, our Joint Venture with PepsiCo India

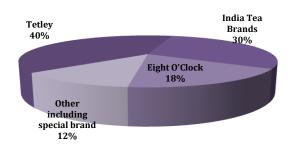


Segmental Performance:

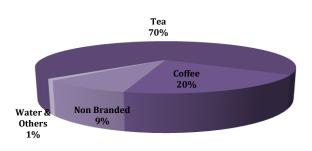
Segmental Revenue	Q	uarter ended		Year l	Ended
(Rs. crore)	Mar'12	Dec'11	Mar'11	Mar'12	Mar'11
Tea	1,276.04	1,298.96	1,188.48	4,800.27	4,501.21
Coffee & Other produce	432.03	488.87	360.68	1,765.31	1,429.51
Others	25.91	13.53	17.23	65.4	72.43
Unallocated	0.12	0.06	0.02	0.18	0.02
Total	1,734.1	1,801.42	1,566.41	6,631.16	6,003.17
Segment Results					
Tea	169.38	134.28	126.57	506.51	424.16
Coffee & Other produce	51.5	59.09	56.22	196.09	252.52
Others	-5.88	-4.34	-3.43	-19.22	-12.49
Total	215	189.03	179.36	683.38	664.19
Less					
Finance Cost	14.25	23.15	33.8	70.35	121.02
Other Unallocable Items	73.65	25.24	-31.33	39.41	48.81
Profit/loss Before Tax	127.1	140.64	176.89	573.62	494.36

Contribution to Topline FY12:

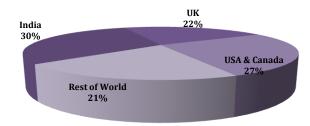
Brand wise Sales FY12:



Product Category-wise Sales FY12:



Geographical Revenue FY12:



- o Tata Global beverage reported more than 70 percent of its revenue from outside India. The company has a leadership position in the tea and coffee markets in several countries. The company is the second largest global tea marketing company and the third largest player (post acquisition of Eight O' Clock coffee through its subsidiary Tata Coffee) in the branded coffee market in the US
- Robust market growth in South Asia (particularly India) and the impact of restructuring/cost reduction initiatives in key markets, high commodity prices and increased weight of promotions.



Financial Performance (Standalone Basis):

Income Statement	FY 12	FY 11	FY 10	FY 09	Growth	June '12	Mar'12	Dec'11	Sept'11	June'11
(Rs. Cr.)	Annual	Annual	Annual	Annual	09- '12	3 months				
Net Sales	2035.29	1811.11	1697.92	1361.53	15.94%	562.93	463.70	522.84	498.16	510.94
Growth	12.38%	6.67%	24.71%	19.99%		21.40%	-11.31%	4.95%	-2.50%	18.88%
Total Income	2129.38	1924.09	1848.34	1557.68	13.70%	576.84	481.80	574.00	538.38	528.30
Growth	10.67%	4.10%	18.66%	21.37%		19.73%	-16.06%	6.62%	1.91%	18.46%
Expenses	1803.52	1664.23	1524.36	1226.75	16.81%	490.76	421.82	465.46	460.24	458.49
Growth	8.37%	9.18%	24.26%	25.44%		16.34%	-9.38%	1.13%	0.38%	12.44%
EBITDA	325.87	259.86	323.97	330.93	2.96%	86.08	59.98	108.54	78.14	69.81
Growth	25.40%	-19.79%	-2.10%	8.33%		43.51%	-44.74%	38.90%	11.93%	82.65%
Int. & Fin. Charges	27.04	40.57	56.34	81.63	-17.01%	3.01	7.29	4.59	1.46	4.66
Growth	-33.36%	-27.99%	-30.97%	24.29%		-58.71%	58.82%	214.38%	-68.67%	-40.41%
Depreciation	12.04	12.36	12.32	10.65	4.55%	3.49	3.19	2.86	2.94	3.05
Growth	-2.54%	0.26%	15.73%	4.76%		9.40%	11.54%	-2.72%	-3.61%	-0.97%
PBT	369.91	230.23	495.43	229.06	20.70%	78.08	40.75	87.17	70.30	171.70
Growth	60.67%	-53.53%	116.29%	-40.64%		91.61%	-53.25%	24.00%	-59.06%	142.72%
PAT	302.68	180.59	391.47	159.06	27.67%	56.08	29.32	58.42	50.46	164.49
Growth	67.61%	-53.87%	146.11%	-49.16%		91.27%	-49.81%	15.77%	-69.32%	145.80%
Cash Profit	314.73	192.94	403.79	169.71	25.34%	59.57	32.51	61.28	53.40	167.54
Growth	63.12%	-52.22%	137.93%	-47.46%		83.24%	-46.95%	14.76%	-68.13%	139.34%

Common-Size Statement (% of Net Sales)	FY 12 Annual	FY 11 Annual	FY 10 Annual	FY 09 Annual
Expenses	88.6%	91.9%	89.8%	90.1%
Int. & Fin. Charges	1.33%	2.24%	3.32%	6.00%
Depreciation	0.59%	0.68%	0.73%	0.78%
Cash Profit	15.46%	10.65%	23.78%	12.46%
EBITDA	16.01%	14.35%	19.08%	24.31%
Capital Employed	130.86%	137.80%	151.80%	187.61%
Enterprise Value	361.86%	357.63%	385.89%	318.10%
Market Capitalization	340.45%	333.76%	356.78%	266.00%

W. Durley	June'12	Mar'12	Dec'11	Sept'11
Key Ratios	3 months	3 months	3 months	3 months
Interest Coverage (x)	28.60	8.23	23.65	53.52
PBT Margin (%)	13.70%	8.59%	16.43%	13.75%
PAT Margin (%)	9.84%	6.18%	11.01%	9.87%
ROE (%)	89.24%	46.66%	92.97%	80.30%
ROCE (%)	17.89%	10.94%	18.36%	9.50%
EPS (Rs.)	0.91	0.47	0.94	0.82

Highlights	FY 12 Annual	FY 11 Annual	FY 10 Annual	FY 09 Annual
Interest Coverage (x)	14.68	6.67	9.79	3.81
PBT Margin (%)	18.17%	12.71%	29.18%	16.82%
PAT Margin (%)	14.21%	9.39%	21.18%	10.21%
ROE (%)	13.70%	8.78%	18.84%	8.84%
ROCE (%)	15.52%	10.77%	21.72%	12.31%
EPS (Rs.)	4.89	2.92	6.33	2.57
Price/ EPS (x)	22.89	33.47	15.47	22.77
CEPS	5.09	3.12	6.53	2.74
Price/ CEPS (x)	22.02	31.33	15.00	21.34
BV/ Share	35.39	32.90	332.47	286.20
Price/ BV (x)	3.17	2.97	2.95	2.05
M. Cap/ Sales (x)	3.40	3.34	3.57	2.66
Debt/ Equity (x)	0.21	0.22	0.24	0.43
Dividend Yield (%)	1.92%	2.05%	2.04%	2.99%

Cash Flow Statement (Rs. Cr.)	FY 12 Annual	FY 11 Annual	FY 10 Annual	FY 09 Annual
PBT	369.91	230.23	495.43	229.06
Adjustments	-233.31	-199.39	-462.32	-223.24
Operating Cash Flow	136.60	30.84	33.11	5.82
Financing Cash Flow	-307.75	-187.08	-444.04	-344.12
Investing Cash Flow	181.25	157.43	370.71	369.82
Free Cash Flow	268.94	123.55	450.85	216.70
Net Cash Flow	10.10	1.19	-40.21	31.53
Closing Balance	12.81	2.70	5.36	45.65

Balance Sheet	FY 12	FY 11	FY 10	FY 09
(Rs. Cr.)	Annual	Annual	Annual	Annual
Equity Capital	61.84	61.84	61.84	61.84
Reserves	2148.27	1994.61	2016.00	1737.48
Net worth	2210.11	2056.45	2077.84	1799.32
Market Capitalization	6929.16	6044.85	6057.84	3621.65
Debt	453.19	439.20	499.66	755.00
Payable within 1 yr.	0.32	0.00	0.00	0.00
Capital Employed	2663.30	2495.65	2577.50	2554.32
Gross Block	255.69	224.39	210.89	192.37
Less: Depreciation	115.60	112.37	105.10	95.32
Net Block	140.09	112.02	105.79	97.06
Capital WIP	2.69	13.98	5.57	6.90
			_	
Investments	2273.70	2334.54	2309.05	2073.67
Debtors	90.64	101.90	116.39	91.84
Cash & Bank balance	17.47	6.87	5.36	45.65
Loans & Advances	1171.96	1028.22	1013.06	888.22
Other Current Assets	14.45	13.29	8.97	306.19
Total Current Assets	1747.99	1580.19	1521.92	1623.00
Total Current Liabilities	1518.87	1553.88	1365.66	1250.11
Net Current Assets	229.12	26.31	156.27	372.89
Contingent Liabilities	79.93	70.07	65.66	18.95



Financial Performance (Consolidated Basis):

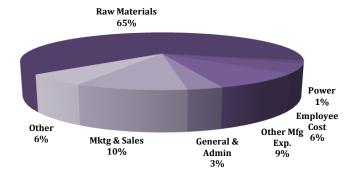
Income Statement (Consolidated; Rs. Cr.)	FY 12 Annual	FY 11 Annual	FY 10 Annual	FY 09 Annual
Net Sales	6631.16	6003.17	5782.95	4847.87
Total Income	6725.68	6100.36	5976.35	5063.25
EBITDA	643.97	615.38	790.06	1466.43
Int. & Fin. Charges	70.35	121.02	149.08	210.13
Depreciation	96.14	99.44	102.92	98.69
PBT	573.62	494.36	640.98	1256.31
PAT	431.91	292.04	393.31	831.89
Cash Profit	528.04	391.48	496.23	930.58

Cash Flow Statement (Rs. Cr.)	FY 12 Annual	FY 11 Annual	FY 10 Annual	FY 09 Annual
PBT	573.62	494.36	640.98	1256.31
Adjustments	41.12	113.78	62.86	-608.44
Operating Cash Flow	614.74	608.14	703.84	647.87
Financing Cash Flow	-437.84	-1072.09	-757.35	-784.04
Investing Cash Flow	-197.12	11.95	1490.00	485.31
Free Cash Flow	313.02	26.21	555.09	1013.41
Net Cash Flow	-358.51	-1005.78	872.27	-124.56
Closing Balance	730.53	992.02	1903.83	1089.15

Highlights	FY 12 Annual	FY 11 Annual	FY 10 Annual	FY 09 Annual
Interest Coverage (x)	9.15	5.08	5.30	6.98
PBT Margin (%)	8.53%	8.10%	10.73%	24.81%
PAT Margin (%)	6.42%	4.79%	6.58%	16.43%
ROE (%)	9.46%	7.38%	10.56%	22.77%
ROCE (%)	10.18%	9.83%	11.64%	20.89%
EPS (Rs.)	5.76	4.11	6.31	11.33
Price/ EPS (x)	19.46	23.77	15.52	5.17
CEPS (Rs.)	8.54	6.33	8.02	15.05
Price/CEPS(x)	13.12	15.44	12.21	3.89
BV/ Share (Rs.)	73.15	63.27	594.48	581.42
Price/ BV (x)	1.53	1.54	1.65	1.01
M. Cap/ Sales (x)	1.04	1.01	1.05	0.75
Debt/ Equity (x)	0.24	0.25	0.49	0.68
Dividend Yield (%)	1.92%	2.05%	2.04%	2.99%

Balance Sheet (Rs. Cr.)	FY 12 Annual	FY 11 Annual	FY 10 Annual	FY 09 Annual
Equity Capital	61.84	61.74	61.64	61.64
Reserves	4503.90	3895.38	3661.59	3591.25
Net worth	4565.74	3957.12	3723.24	3652.89
Market Capitalization	6929.16	6044.85	6057.84	3621.65
Debt	1069.10	975.16	1796.78	2431.07
Payable within 1 yr.	27.66	20.12	0.00	0.00
Capital Employed	5634.84	4932.29	5520.02	6083.96
Gross Block	5233.95	4600.60	4399.03	4468.90
Less: Depreciation	990.31	841.73	752.00	706.74
Net Block	4243.64	3758.88	3647.04	3762.16
Capital WIP	49.15	43.69	47.36	63.18
Net Current Assets	1787.84	1619.70	2438.40	2970.00
Contingent Liabilities	123.17	89.02	79.62	33.40

Where a Rupee is Spend FY12:



Financial Notes:

- o Finance cost declined consequent to debt restructuring in India and a reduction in the UK, enhancing operational profits.
- The Directors are pleased to recommend for the approval of the shareholders a dividend of Rs. 2.15 per share on the paid-up equity share capital of the Company with respect to the FY12 as compared with the dividend of Rs. 2 per share declared last year. The total outgo on account of dividend, inclusive of taxes, for FY12 is Rs.153.65 crore which represents a pay-out of 51 percent of the Company's stand alone profits.

War Horse -Tata Global Beverages Ltd.

August 31, 2012



Investment rating scale:

Buy (>15% returns); Add (5% <15% returns); Sell (<-5% returns)

Source:

Sumpoorna Research, Company website and other publicly available data

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Note:

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Please contact Sumpoorna for more information on investment decisions.

Sumpoorna, its affiliates and clients may have investment positions in the investment vehicles recommended in this report.

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