2015: Issue 496, Week: 12th - 15th October

A Weekly Update from SMC (For private circulation only)

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From The Desk Of Editor

G lobal stock markets saw buying interest as markets perceived that Fed would probably not hike interest rate this year. Market Participants who were anticipating that the U.S. Federal Reserve will probably increase the interest rates by December this year now expect that it will not happen this year after the release of the Minutes of the Sept. 16-17 Federal Open Market Committee meeting. The minutes revealed that though the Fed members believed conditions would merit a hike later this year, but they preferred to wait in view of the threats from abroad, including China's slowing growth which may come as a drag on the economy.

The International Monetary Fund cut its outlook for global economic expansion in 2015 to 3.1 percent from 3.3 percent estimated in July citing fifth straight year of slowing growth in emerging markets. The bulls in the Indian stock market are quite active as compared to the most of emerging-markets. For now, market participants are cautiously optimistic about the prospects of the Indian economy as well as the stock market. Meanwhile, global cues, FII inflows, crude price movement, and corporate results will dictate the movement in the market. Beside Rupee, industrial production (IIP) data for August and Inflation data based on the wholesale price index (WPI) for September 2015 too will play a crucial role to dictate the trend in the market. Industrial production stood 4.2 per cent in July this year compared to the same month last year. The WPI inflation dipped further into sub-zero level to (-) 4.95% in August 2015 compared with (-) 4.05% in July 2015.

On the commodity front, some buying returned to the market, owing to some positive news and downside in dollar index. The pace and timing of the U.S. central bank's expected rate increase can influence the value and appeal for gold. Gold can move in the range of 25600-27500 while Silver can move in the range of 35500-37500. Crude oil may remain on firm path as decline in rig count and drop in US output may give direction to the prices. Crude oil can move in the range of 3000-3450 in MCX. Base metal counter may witness some short covering. New Yuan Loans , CPI of UK, China and Newzealand, German ZEW Survey, Advance Retail Sales, U.S. Federal Reserve Releases Beige Book, CPI and Michigan Confidence of US, etc are some important data, which can give significant impact on the commodity prices.

Saurable Jain (Saurabh Jain)

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EQUITY

NEWS

DOMESTIC NEWS

Economy

- The International Monetary Fund (IMF) trimmed its growth forecast for India to 7.3% for the current fiscal, from 7.5% predicted in July, although it maintained the country's near-term growth prospects still remained favorable. The multilateral agency also cut its projection for global economic growth to 3.1% for 2015, down 0.3 percentage point from the actual expansion in 2014 and 0.2 percentage point from its forecasts in July.
- The government approved 11 proposals of foreign direct investments amounting to `1,567.91 crore. In addition, Foreign Investment Promotion Board (FIPB) has recommended two proposals of Sistema Shyam TelServices Ltd involving an FDI of `10,000 crore and IIFL Holdings Limited involving an FDI of `3201.5 crore.

Pharmaceuticals

- Cipla has firmed up its plan to manufacture and market respiratory products in Algeria in a joint venture partnership. As per the agreement Cipla would hold 40% stake in the company and invest \$6 million.
- Jubilant Life Sciences has received approval from the US health regulator to market Indomethacin capsule used for treating pains. It had a total of 815 filings for formulations of which 389 have been approved in various regions globally.

Information Technology

 Redington (India) Ltd, through its step down subsidiary Redington Gulf FZE, is planning to acquire Turkey-based Oracle distributor Linkplus Bilgisayar Sistemleri Sanayi ve Ticaret A.S over a period of time.

Construction

 Punj Lloyd has entered the power transmission and distribution sector, winning two projects in the segment from Power Grid Corp. The company, in a regulatory filing today, said that it has won `488-crore worth projects in the power sector, including "its first two wins in the transmission and distribution (T&D) segment.

Capital Goods

 Alstom has announced it has bagged a contract worth 150 million Euro (around `1,100 crore) to supply train coaches and signaling systems for the Lucknow Metro rail project.

Tyre

• Apollo Tyres, opened first branded retail outlet in Lebanon. After Dubai and Kuwait, this is the third branded retail outlet of Apollo in the West Asian region.

Power

 NTPC will consider selling electricity to Bangladesh from its upcoming 750 MW plant at Kokrajhar in Assam once the neighbouring country finalises plans to buy power from Palatana project in Tripura.

INTERNATIONAL NEWS

- US initial jobless claims fell to 263,000, a decrease of 13,000 from the previous week's revised level of 276,000. Economists had expected jobless claims to dip to 271,000 from the 277,000 originally reported for the previous week.
- US consumer credit climbed by \$16.0 billion in August following a revised \$18.9 billion increase in July. Economists had expected credit to jump by \$20.5 billion. The Fed said non-revolving credit such as student loans and car loans rose by \$12 billion in August after climbing by \$14.7 billion in July.
- US trade deficit widened to \$48.3 billion in August from a revised \$41.8 billion in July. The deficit had been expected to widen to \$48.0 billion. The Commerce Department said exports of industrial supplies and materials tumbled by \$2.2 billion due in part to a notable decrease in exports of fuel oil. Meanwhile, the report showed that the value of imports climbed by 1.2 percent to \$233.4 billion in August from \$230.6 billion in July. The increase in the value of imports partly reflected a jump in imports of cell phones and other household goods.
- US non-manufacturing index dropped to 56.9 in September from 59.0 in August, although a reading above 50 indicates growth in the service sector. Economists had expected the index to dip to 58.0.



TREND SHEET

Stocks	*Closing	Trend	Date	Rate	SUPPORT	RESISTANCE	Closing
	Price		Trend	Trend			S/I
			Changed	Changed			
SENSEX*	26846	DOWN	27.08.15	26231		-	27100
S&P NIFTY	8130	DOWN	27.08.15	7949		8150	8250
CNX IT	11670	DOWN	24.04.15	11132		11800	12000
CNX BANK**	17474	DOWN	27.08.15	17214		-	17800
ACC	1356	DOWN	20.03.15	1570		1400	1420
BHARTIAIRTEL	342	DOWN	13.08.15	385		365	370
BHEL	204	DOWN	13.08.15	259		220	225
CIPLA***	680	DOWN	03.09.15	656		-	690
DLF	139	UP	07.08.15	126	120		115
HINDALCO	82	DOWN	12.12.14	154		85	90
ICICI BANK	278	DOWN	06.02.15	329		290	300
INFOSYS	1132	UP	24.07.15	1088	1100		1080
ITC	339	UP	31.07.15	326	315		310
L&T	1534	DOWN	27.08.15	1620		1600	1640
MARUTI	4354	UP	24.09.15	4567	4300		4200
NTPC	126	DOWN	08.05.15	142		130	135
ONGC	258	DOWN	17.10.14	397		260	270
RELIANCE	889	DOWN	13.08.15	933		900	920
TATASTEEL	241	DOWN	29.05.15	328		250	260

*SENSEX has breached the resistance of 26700 levels

BANKNIFTY has breached the resistance of 17400 levels *CIPLA has breached the resistance of 680 levels

NOTES:

 These levels should not be confused with the daily trend sheet, which is sent every morning by e-mail in the name of "Morning Mantra".
 Sometimes you will find the stop loss to be too far but if we change the stop loss once, we will find more strength

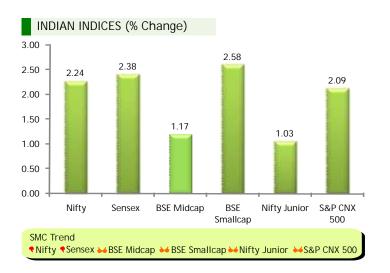
2) Sometimes you will find the stop loss to be too rar but if we change the stop loss once, we will find more strength coming into the stock. At the moment, the stop loss will be far as we are seeing the graphs on weekly basis and taking a long-term view and not a short-term view.

FORTHCOMING EVENTS

Ex-Date	Company	Purpose
15-Oct-15	Symphony	Dividend - Rs 10/- Per Share
16-Oct-15	Infosys	Interim Dividend
19-Oct-15	Procter & Gamble	
	Hygiene & Health Care	Dividend - Rs 30.25/- Per Share
19-Oct-15	Hindustan Unilever	Interim Dividend
21-Oct-15	MindTree	Interim Dividend
21-Oct-15	Sun Pharmaceuticals Ind.	Dividend - Rs 3/- Per Share
23-Oct-15	HCL Technologies	Interim Dividend
28-Oct-15	Asian Paints	Interim Dividend
Meeting Date	Company	Purpose
12-Oct-15	Reliance Industrial	
	Infrastructure	Results
12-Oct-15	Infosys	Results/Dividend
13-Oct-15	Tata Consultancy Services	Results/Dividend
14-Oct-15	Zee Entertainment	
	Enterprises	Results
14-Oct-15	Hindustan Unilever	Results/Dividend
15-Oct-15	Karur Vysya Bank	Results
15-Oct-15	MindTree	Results/Dividend
15-Oct-15	LIC Housing Finance	Results
16-Oct-15	NIIT Technologies	Results/Others
19-Oct-15	Petronet LNG	Results
19-Oct-15	HCL Technologies	Results/Dividend
20-Oct-15	MphasiS	Results
20-Oct-15	ACC	Results
20-Oct-15	Biocon	Results
21-Oct-15	Bajaj Auto	Results
21-Oct-15	Wipro	Results
21-Oct-15	Mahindra & Mahindra	
	Financial Services	Results
21-Oct-15	Idea Cellular	Results
21-Oct-15	HDFC Bank	Results
21-Oct-15	Cairn India	Results

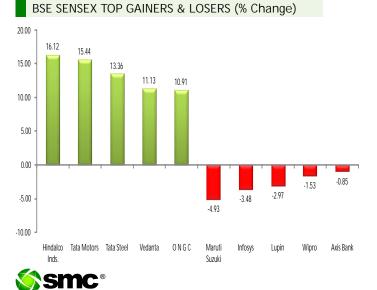
Closing as on 08-10-2015

EQUITY

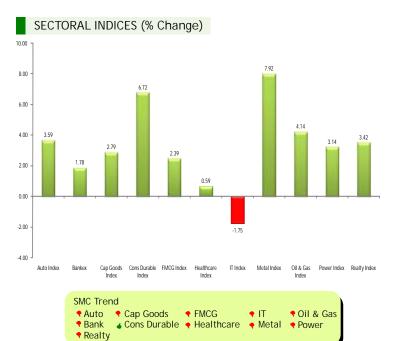




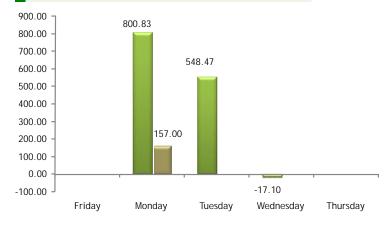




Moneywise. Be wise.



INSTITUTIONAL ACTIVITY (Equity) (`Crore)



🛪 FII / FPI Activity 🏋 MF Activity



NSE NIFTY TOP GAINERS & LOSERS (% Change)

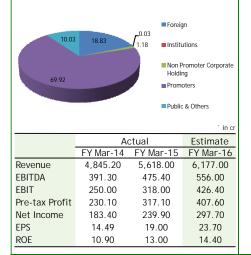
5

Beat the street - Fundamental Analysis

ALLCARGO LOGISTIC LIMITED

VALUE PARAMETERS	
Face Value (`)	2.00
52 Week High/Low	378.50/228.35
M.Cap (`Cr.)	3895.51
EPS (`)	21.10
P/E Ratio (times)	14.64
P/B Ratio (times)	2.04
Dividend Yield (%)	0.65
Stock Exchange	BSE

% OF SHARE HOLDING



Allcargo Logistics provides integrated logistics

Investment Rationale

CMP: 309.05

- solutions. The company offers specialized logistics services across multimodal transport operations, container freight station operations and project & engineering solutions.
- With the intention of touching a \$2-billion (roughly `13,020 crores) revenue target by 2020, the company will be investing \$500 million (around `2,410 crore) in the next three-five years towards organic as well as inorganic growth of its business.
- During the quarter ended June 30, 2015, Multimodal Transport Operations (MTO) segment's volumes increased 11.3 per cent year on year, while the Container Freight Stations (CFS) segment's volumes expanded 8 per cent year on year, and the Project and Engineering Solutions (P&E) segment's revenues grew 22.2 per cent year on year. The company witnessed robust performance across all three verticals.
- Recently, the company has has acquired two additional vessels aggregating 24,000 DWT for an undisclosed sum for its coastal shipping business.
 With this, Allcargo now owns a total of five cargo vessels making it one of the largest players in the logistics industry. The main criterion for this acquisition was to cater to the growing requirements not only of coastal shipping but regional trade and commerce as well.
- Alibaba, the biggest e-commerce company in the world has tied up with Allcargo Logistics' overseas subsidiary to ship less-than-container load (LCL) consignments to India, a move that will mean faster

deliveries for the Chinese retailer's customers ir India.

Upside: 27%

 The growing impetus on 'Make in India' campaign of the Indian government also focuses on strengthening of the Indian logistics industry. The success of the campaign and the growth of a number of industries such as IT/ ITeS, retail, pharma, and manufacturing depends largely on the growth of logistics sector.

Valuation

Target Price: 392

The company is also one of the fastest growing service providers in the contract logistics space. With these capabilities, it is well placed to provide an unparalleled coastal shipping service which adds value to its customers' logistics requirements, we expect the stock to see a price target of `392 in 8 to 10 months time frame on a two year average P/E of 16.53x and FY16 (E) earnings of `23.7.

P/E Chart



CMP: 244.30

Target Price: 325

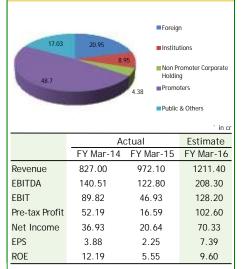
Upside: 33%

VALUE PARAMETERS

INOX LEISURE LIMITED

WIEDE WIGHNETERG	
Face Value (`)	10.00
52 Week High/Low	269.60/145.00
M.Cap (`Cr.)	2356.52
EPS (`)	4.43
P/E Ratio (times)	57.72
P/B Ratio (times)	3.32
Dividend Yield (%)	0.00
Stock Exchange	BSE

% OF SHARE HOLDING



- Investment Rationale
 Inox Leisure is one of India's largest multiplex operators engaged in the business of film exhibition and operating and managing multiplexes. Through a mix of organic and inorganic expansion, it has emerged as the second largest multiplex player in India, with a 23% share in multiplex screens.
- Currently it is operating 97 multiplexes and over 377 screens in 52 cities with a seating capacity of 99,429, making it a truly pan-Indian multiplex chain. It currently operates 34 properities in West India, followed by 24 in North, 22 in South and 17 in the East.
- During the year, it has acquired Satyam Cineplexes with 38 screens, a prominent player in the multiplex space with a strong presence in North India. In addition to three 4-screen multiplexes in New Delhi, Satyam also has a presence in Amritsar, Bhilwara, Indore, Jodhpur, Aurangabad, Rohtak and Mysore. This acquisition has cemented the company's position in the northern belt of India, a major box office market; it has a total of 82 screens in this region.
- Although tickets Collection receipts are majority part of its revenues but contribution from Food & Beverages and advertising has increased substantially over the past few years. The company is acquiring new businesses and expanding relationships with the existing clients to growth of its high-margin businesses of cinema advertising and Food & Beverages continues to be strategic priority. Its ultimate goal of in-theatre customer service initiatives is to maximize revenue per patron and increase the frequency of movie-going by driving downstream revenue opportunities. The company currently has an organic growth

pipeline of over 40 properties tied up, accounting

for around 180 screens and approx 38,802 seats that shall be implemented in the foreseeable future. It continues to evaluate acquisition opportunities in the multiplex space that will add value.

- Recently, the company had opened a new multiplex in Rajasthan comprising four screens with 750 seats. The company is also planning to acquire regional multiplex chains.
- The strong growth in revenue in june qtr was due to strong content which included Tanu Weds Manu Returns, Piku, Jurassic World, Fast and Furious 7 and ABCD 2. During the quarter, the company launched 1 property with 3 screens and 2 screens were opened in its existing property in Pune. Total seats added during quarter were 647.

Valuation

Inox Leisure is in an expansion mode, it is well placed to gain from successful movie releases. It has plans to expand to 110 properties with 429 screens and 1.1 lakh seats by the end of this fiscal. Thus, it is expected that the stock will see a price target of `325 in 8 to 10 months time frame on a Current P/E of 44x and FY16 (E) earnings of `7.39.







Above calls are recommended with a time horizon of 8 to 10 months.

Source: Company Website Reuters Capitaline

Beat the street - Technical Analysis



The stock closed at `787.50 on 09th October 2015. It made a 52-week low at `437.50 on 29th October 2014 and a 52-week high at `832.20 on 20th August 2015. The 200 days Exponential Moving Average (EMA) of the stock on the daily chart is currently at `656.25.

Being from defensive sector, it has maintained its upward momentum since its inception. There were slight retracements but all over it has kept its upward journey intact negating the up and downs of broader index which shows its strength. One can buy above 792 levels for the target of 820-830 levels with SL of 770 levels.

ICICI BANK LIMITED



The stock closed at `286.10 on 09th October 2015. It made a 52-week low at `247.70 on 07th September 2015 and a 52-week high of `393.40 on 28th January 2015. The 200 days Exponential Moving Average (EMA) of the stock on the daily chart is currently at `300.89.

After a major fall from 393 levels, it rested near 247 levels and then again started its upward journey. Moreover, it has formed higher highs and higher lows on daily charts, which is a good indication that it may continue its upward momentum in the near term. One can buy in range of 282-284 levels for the target of 300-310 levels with SL of 274 levels.

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SOURCE: CAPITAL LINE

Charts by Spider Software India Ltd



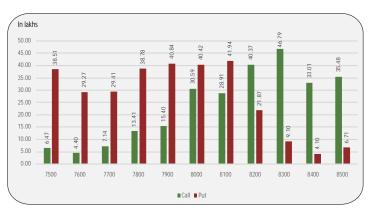
WEEKLY VIEW OF THE MARKET

Market witnessed further consolidation but major sectors indices like Auto, IT, Infra showed strength. Stock specific theme remained in flavor and stock specific FII buying helped market to get stable. Hereafter, the range of 8100-8300 levels will remain crucial in the near term, and the move is expected to remain volatile with positive bias, as indicated by option open interest concentration. If Nifty breaks the 8250 mark, it could regain momentum and further upside up to 8400 cannot be ruled out. On the downside, the index will face strong support at 8100 levels. The put-call ratio of open interest closed up at 1.26 levels indicating put writing. The options open interest concentration is at the 8300-strike call with the highest open interest of above 50 lakh shares, this is followed by 8400-strike call with open interest of 34 lakhs. Among put options, the 8100-strike taking the total open interest to 43 lakh shares, is followed by 8000-strike put with total open interest of 42 lakh shares. The Implied Volatility (IV) of call options slipped to 17.72%, while the average IV of put options closed at 17.11%. The VIX index moved down to 19.56%. As Nifty is in consolidation mode, hence upside cannot be not ruled out. It is advisable to use dips to initiate long position with 8100 spot levels as stop loss.

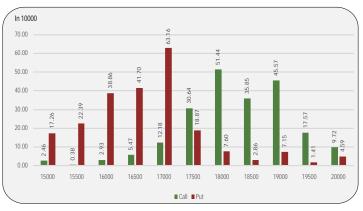
DERIVATIVE STRATEGIES

	BULLISH STRATEGY	BEARISH STRATEGY	I
	TATAMOTORS	UNIONBANK	BANKBARODA
	Buy OCT 370. CALL 7.65	Buy OCT 180. PUT 7.00	Buy OCT 180. PUT 6.90
ODTION	Sell OCT 380. CALL 4.65	Sell OCT 170. PUT 3.50	Sell OCT 175. PUT 4.90
OPTION			
STRATEGY	Lot size: 500	Lot size: 2000	Lot size: 2000
	BEP: 373.00	BEP: 176.50	BEP: 178.00
	Max. Profit: 3500.00 (7.00*500)	Max. Profit: 13000.00 (6.50*2000)	Max. Profit: 6000.00 (3.00*2000)
	Max. Loss: 1500.00 (3.00*500)	Max. Loss: 7000.00 (3.50*2000)	Max. Loss: 4000.00 (2.00*2000)
	VOLTAS (OCT FUTURE)	CEAT (OCT FUTURE)	APOLLOTYRE (OCT FUTURE)
FUTURE	Buy: Above `279	Sell: Below `1193	Sell: Below `184
TOTORE	Target: `287	Target: `1169	Target: `176
	Stop loss: 275	Stop loss: `1205	Stop loss: `188
	1		

NIFTY OPTION OI CONCENTRATION (IN QTY)



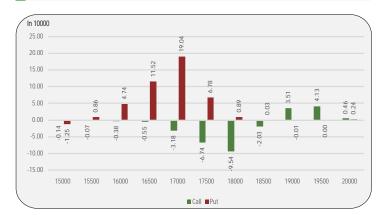
BANKNIFTY OPTION OI CONCENTRATION (IN QTY)



CHANGE IN NIFTY OPTION OI (IN QTY)



CHANGE IN BANKNIFTY OPTION OI (IN QTY)



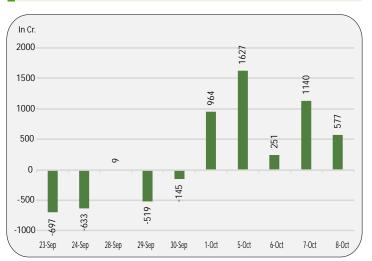


SENTIMENT INDICATOR (NIFTY)

	8-Oct	7-Oct	6-Oct	5-Oct	1-Oct
Discount/Premium	27.90	17.25	7.65	13.50	26.05
PCR(OI)	1.26	1.29	1.22	1.18	1.07
PCR(VOL)	1.01	0.95	1.03	1.10	0.98
A/D RATIO(Nifty 50)	0.63	2.13	1.17	6.14	1.13
A/D RATIO(AII FO Stock)*	0.44	1.45	1.58	7.26	1.00
Implied Volatality	17.72	17.09	17.49	16.97	17.35
VIX	19.56	19.34	19.31	19.13	19.13
HISTORY. VOL	23.46	24.10	24.77	25.50	24.58

*All Future Stock

FII'S ACTIVITY IN NIFTY FUTURE



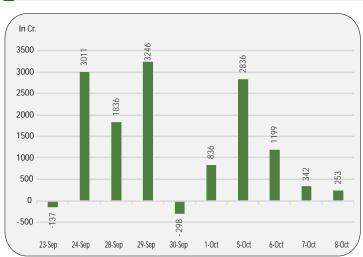
Top 10 long build up

	LTP	% Price Change	Open interest	%OI Chng
BEML	1265.45	1.26%	150000	84.05%
INFRATEL	412.45	3.31%	1574300	41.64%
AMTEKAUTO	44.95	4.78%	6884000	27.72%
CESC	566.05	8.49%	2145500	27.18%
VEDL	93.15	11.03%	55216000	26.24%
NCC	75.75	1.13%	4616000	23.03%
JUSTDIAL	993.1	3.45%	1395250	20.46%
IBREALEST	68.35	8.15%	25596000	18.87%
OIL	464.2	7.62%	1303500	17.80%
ARVIND	287.5	4.81%	4072000	17.69%

SENTIMENT INDICATOR (BANKNIFTY)

	8-Oct	7-Oct	6-Oct	5-Oct	1-Oct
Discount/Premium	76	70.15	84.3	86.35	69.6
PCR(OI)	1.08	1.09	1.04	1.11	0.85
PCR(VOL)	0.89	0.85	0.94	0.83	0.71
A/D RATIO(BANKNIFTY)	0.00	2.00	1.40	11.00	0.20
A/D RATIO [#]	0.36	2.00	2.00	20.00	0.31
Implied Volatality	24.77	24.42	24.05	24.11	26.09
HISTORY. VOL	32.67	33.49	34.54	35.60	34.20
# All BANKING Future Stock					

All BANKING Future Stock



FII'S ACTIVITY IN DERIVATIVE SEGMENT

Top 10 short build up

	LTP	% Price Change	Open interest	%OI Chng
TV18BRDCST	34.7	-1.00%	10744000	73.15%
RECLTD	269.6	-1.98%	14227000	21.78%
MINDTREE	1468.3	-2.18%	319750	20.32%
PIDILITIND	576.85	-1.14%	674500	13.17%
UPL	447.25	-1.84%	7180500	12.38%
MARUTI	4377.8	-4.60%	2707625	11.60%
IBULHSGFIN	757.3	-4.68%	5383000	9.26%
JUBLFOOD	1558.25	-5.55%	2013250	9.02%
INFY	1130.4	-3.41%	13847250	8.36%
AUROPHARMA	755.35	-2.25%	14742000	8.15%

**The highest call open interest acts as resistance and highest put open interest acts as support.

Price rise with rise in open interest suggests long buildup | Price fall with rise in open interest suggests short buildup
 # Price fall with fall in open interest suggests long unwinding | Price rise with fall in open interest suggests short covering



COMMODITY

OUTLOOK

SPICES

Turmeric futures (Nov) is expected to take support near 7700 levels & trade with an upside bias. In days to come, the counter can test 8300-8500 levels, owing to demand from stockist & upcountry exporters to meet the winter season & festive demand. The upcountry exporters are ambitious that they may get fresh orders by mid-October. Steady sentiments are being witnessed in Turmeric markets of Nizamabad, Erode and Warangal. Jeera futures (Nov) is expected to consolidate in the range of 15800-16600 levels. In the current scenario, the sentiments attached to the counter are bearish as the timely sowing expectations in major growing regions are putting pressure on prices. However, in the medium term, the counter may get support from the tight situation of stocks in the local market and retail demand is expected to be strong ahead of the peak festive season. Cardamom futures (Nov) would possibly remain in the range of 795-835 levels. The individual auction average is steady and vacillating between `625 and `670 a kg. Both the domestic and export buyers are buying actively and that has kept the market steady. The north Indian buyers are probably covering for the ensuing festivals such as Dasara, Diwali, etc. On the supply side, the arrivals have been affected not because of a shortfall in production, but due to the shortage of workers. Total arrivals during the season up to October 3 stood at 6,794 tonnes against 3,257 tonnes during the same day last year. Sales were at 6,631 tonnes and 3,188 tonnes respectively.

OIL AND OILSEEDS

The bullish phase in Soybean futures (Nov) is likely to remain intact as the counter is expected to test 4050-4200 levels. According to the Soybean Processors Association of India's latest estimates, production this kharif season is likely to stand at 8,642,600 tonnes, compared with last year's revised estimate of 9,000,000 tonnes. This year, the carryover stock is likely to be 900,000 tonnes. There is a crunch in the supply side, as the matter of fact that arrivals in Madhya Pradesh generally reach 4-5 lakh bags of 100 kg each in October but this year it is anticipated not to exceed 2.5-3 lakh bags. Currently, arrivals across India stand at around 550,000 bags of 100 kg each, including average daily arrivals of 250,000 bags in Madhya Pradesh and 125,000 bags in Maharashtra and 75,000 bags in Rajasthan. CPO futures (Nov) is expected to remain below 440 levels & face some profit booking from higher levels. The sentiments prevailing in the international market are bearish as it is being estimated that Malaysian palm oil stocks in September is likely to witness a jump to its highest in almost three years, gaining for a third straight month, as record output levels may have outstripped growth in export demand. Domestic stocks likely rose 6.2% in September from a month ago to 2.65 million tonnes, the highest since December 2012, according to a Reuters poll. Refined soy oil futures (Nov) will possibly continue to maintain its upside momentum & test 630-640 levels. This season there is a crop failure of soybean in Madhya Pradesh, the largest producing state & therefore there would be a gap between the demand & supply of edible oil.

OTHER COMMODITIES

Kapas futures (April '16) is expected to take support near 845 levels & remain firm. In days to come, it can test 880-900 levels on reports of lower output & expectations of higher exports. This season the cotton yield in MY 2015/16 is estimated at 524 kg per hectare; marginally lower than the five year average of 527 kg per hectare. On the demand side, as cited by the International Cotton Advisory Committee, India's cotton exports may recover 34% to 1.2 million tons. The currency change has provided exporters an opportunity to ship cotton, albeit in a small quantum of shipments, to new markets such as Turkey, Thailand and Indonesia. Sugar futures (Dec) is likely to gain further & test 2850 levels on expectations of improved demand during the festival season in the domestic market and the government announcing fresh sops for the ailing sugar sector in the season that started this month. Interestingly, global sugar prices, have rallied to a seven-month peak on Wednesday, buoyed by short-covering and an analyst's upward revision for the global sugar deficit in 2015/16 after years of surpluses. Back at home, on the spot markets, the producers have started offering the sweetener at higher rates in hopes of export possibilities and higher domestic demand for the upcoming festivities. The rally in Chana futures (Nov) may get arrested due to profit booking & anticipation of higher supplies. In days to come the counter can see a consolidation in the range of 4900-5250 levels. The Centre said it will sell imported tur (arhar) dal via Kendriya Bhandar and Safal outlets in Delhi at a lower rate in order to give relief to consumers.



BULLIONS

Bullion counter may trade on a volatile path on mixed fundamentals. Uncertainty about hike in interest rates in the US and movement of dollar index can give further direction to the prices. On the domestic bourses, movement in the local currency rupee has affected the prices which can move in the range of 63.5-65.5 in the near term. Meanwhile dollar index can move in the range of 95-96 levels. Gold can move in the range of 25600-27500 while Silver can move in the range of 35500-37500. Recently Federal Reserve meeting minutes showed policymakers at the U.S. central bank were unsettled by signs of a global economic slowdown, but that their outlook was not "materially altered". The Fed thought the economy was close to warranting an interest rate hike in September but policymakers decided it was prudent to wait for evidence a global economic slowdown was not knocking America off course, minutes from the Sept. 16-17 meeting showed. Some investors bet on a further rate-hike delay in the wake of a disappointing U.S. monthly jobs report. The pace and timing of the U.S. central bank's expected rate increase can influence the value and appeal of gold. The Fed has the twin goals of a robust labor market and low, stable inflation. Policy makers concluded at the meeting they were near their goal of "full employment," but they weren't convinced inflation is on its way back to their 2% target after undershooting it for more than three years. Elsewhere, SPDR Gold Trust, the top gold-backed exchange-traded fund, stated that its holdings stood at 687.20 tonnes.

ENERGY COMPLEX

Crude oil may remain on a firm path as a decline in rig count and a drop in US output may give direction to the prices. Crude oil can move in the range of 3000-3450 in MCX. Oil futures rose key level of above \$50 a barrel for the first time since July, as the dollar weakened and traders focused on the expectations of shrinking U.S. production. Concerns about Russia's military operations in Syria also supported prices. Russia launched a series of strikes against Syria overnight, escalating its assault on opponents of Bashar al-Assad's regime. Oil prices can be particularly responsive to unrest or violence in the Middle East, one of the world's biggest oil-producing regions. Prices were up more than 8% last week, as expectations of falling production and growing global demand have boosted the market. The plunge in oil prices in the past year prompted energy producers to cut spending on new drilling, and investors are closely watching how quickly U.S. production will decline in response. Natural gas prices to remain on lower path on decline in demand. Meanwhile weather conditions and EIA inventory position in US to give further direction to the prices. Overall, it can move in the range of 150-170 in MCX. Temperatures are once again expected to be mild across most of the United States in the coming week, with a few locations in the Southeast reaching into the 90s. While the natural gas stockpile is expected to top last year's total, the building El Niño weather pattern is expected to produce a milder winter than last year and that will keep natural gas prices down as demand will not be as strong.

BASE METALS

Base metal counter may witness some short covering at lower levels while red metal copper and zinc may extend its gains further on supply problems. Meanwhile, opening of China markets after holidays have spurred fresh demand and strong crude oil prices may lend support to aluminum. Copper may move in the range of 330-365. Chinese investors returned to the market from a week-long break, reanimating concern about demand from the world's top copper buyer. Copper prices had been marching higher in recent days, as reports of supply cuts and disruptions to copper mines lent support to the market. China drives about 40% of global copper consumption, but an economic slowdown has fanned fears of reduced purchases. Nickel may move in the range of 640-720 in MCX. The global nickel market should swing into a 23,000 tonne deficit in 2016 from a small surplus in 2015, the International Nickel Study Group (INSG) stated recently predicting that Chinese customers would drive an increase in nickel use. It said the market should post a surplus this year of 49,000 tonnes. Aluminum may move in the range of 98-107 in MCX. The scale of the collapse in Japanese premiums is partly down to specific local drivers but even that statement reflects a return to normality, where physical premiums don't move in global lock-step but rather mirror regional supplydemand dynamics. While zinc can move in the range of 110-122 and lead can move in the range of 109-122.

COMMODITY

TREND SHEET

EXCHANGE	COMMODITY	CONTRACT	CLOSING	DATE TREND	TREND	RATE TREND	SUPPORT	RESISTANCE	CLOSING
			PRICE	CHANGED		CHANGED			STOP/LOSS
NCDEX	SOYABEAN	OCT	3853.00	30.09.15	UP	3439.00	3600.00	-	3400.00
NCDEX	JEERA	OCT	15795.00	20.08.15	SIDEWAYS				
NCDEX	CHANA	OCT	5058.00	30.09.15	UP	4804.00	4600.00	-	4400.00
NCDEX	RM SEEDS	OCT	4650.00	16.04.15	UP	3659.00	4300.00	-	4200.00
MCX	MENTHAOIL	OCT	863.70	23.07.15	Down	938.80	-	900.00	925.00
MCX	CARDAMOM	NOV	817.50	23.07.15	Down	778.10	-	870.00	900.00
MCX	SILVER	DEC	36875.00	16.07.15	Down	34504.00	-	37000.00	37500.00
MCX	GOLD	DEC	26446.00	12.08.15	SIDEWAYS				
MCX	COPPER	NOV	339.85	04.06.15	Down	381.35	-	360.00	370.00
MCX	LEAD	OCT	108.70	21.05.15	Down	125.20	-	113.00	115.00
MCX	ZINC	OCT	108.50	04.06.15	Down	137.15	-	113.00	115.00
MCX	NICKEL	OCT	663.00	21.05.15	Down	827.90	-	690.00	710.00
MCX	ALUMINUM	OCT	99.95	10.09.15	UP	108.50	98.00	-	96.00
MCX	CRUDE OIL	OCT	3217.00	17.09.15	UP	3140.00	3000.00	-	2900.00
MCX	NATURAL GAS	OCT	163.10	14.05.15	SIDEWAYS				

Closing as on 08.10.15

NOTES: 1) These levels should not be confused with the daily trend sheet, which is sent every morning by e-mail in the name of Daily report- commodities (Morning Mantra).

Sometimes you will find the stop loss to be too far but if we change the stop loss once, we will find more strength coming into the commodity. At the moment, the stop loss will be far as we
are seeing the graphs on weekly basis and taking a long-term view and not a short-term view.

TECHNICAL RECOMMENDATIONS

ALUMINUM MCX (OCTOBER)



JEERA NCDEX (NOVEMBER)



GUARSEED NCDEX (NOVEMBER)

Moneywise. Be wise



ALUMINUM MCX (OCTOBER) contract closed at `99.95 on 8th Oct '15. The contract made its high of `110.7 on 9th Sep'15 and a low of `99.8 on 8th Oct'15. The 18-day Exponential Moving Average of the commodity is currently at `103.26.

On the daily chart, the commodity has Relative Strength Index (14-day) value of 44. One can buy in the range `100-99 with the stop loss of `98 for a target of `106.

JEERA NCDEX (NOVEMBER) contract closed at `16105 on 8th Oct '15. The contract made its high of `17510 on 14th July" 15 and a low of `15255 on 6th Aug" 15. The 18-day Exponential Moving Average of the commodity is currently at `16173.

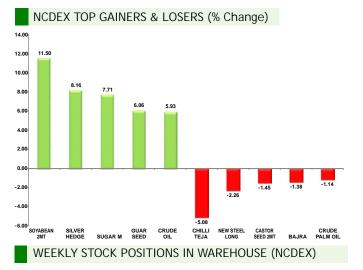
On the daily chart, the commodity has Relative Strength Index (14-day) value of 45. One can buy in the range `16200-16000 with the stop loss of `15800 for a target of `16700.

GUARSEED NCDEX (NOVEMBER) contract closed at `4109 on 8th Oct'15. The contract made its high of `5700 on 5th May'15 and a low of `3420 on 12th Aug'15. The 18-day Exponential Moving Average of the commodity is currently at `3932.1.

On the daily chart, the commodity has Relative Strength Index (14-day) value of 49. One can buy in the range `4150-4100 with the stop loss of `3900 for a target of `4300.

NEWS DIGEST

- IMF forecast that the world economy would grow at 3.1% this year and by 3.6% in 2016.
- Global miner and commodities trader Glencore has closed its Eland platinum mine in South Africa.
- Commodities trader Cargill Inc's financial services
 business has been approved for membership of LME.
- DGCX launched India Silver Quanto Futures contract, would trade before and after the closure of Indian markets to offer traders increased trading opportunities and would be cash settled and denominated in U.S. dollars.
- North Asian refiners have snapped up Russian crude oil loading in the last two months of this year to meet peak winter demand.
- Libya's total oil production is now running at more than 400,000 barrels per day.
- NCDEX announced its tie-up with Kotak Mahindra Bank to provide financing to the depositors of goods in warehouses approved by the exchange.
- The export of oilmeals during Sept., 2015 is reported at just 113,913 tons compared to 109,521 tons in Sept., 2014 i.e. up by 4%. - The Solvent Extractors' Association of India
- The Cotton production will be less than the last year's by 5-10 lakh bales, i.e around 370 lakh bales. - Cotton Corporation of India



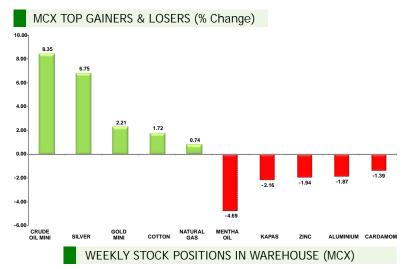
COMMODITY	UNIT	30.09.15 QTY.	07.10.15 QTY.	DIFFERENCE
BARLEY	MT	8722	8193	-529
CASTOR SEED	MT	140446	130152	-10294
CHANA	MT	28375	23781	-4594
CHILLI TEJA	MT	0	0	0
CORIANDER	MT	37440	37988	548
COTTON SEED OILCAKE	E MT	19920	0	-19920
GUARGUM	MT	12985	13359	374
GUARSEED	MT	1474	1286	-188
JEERA	MT	6116	5784	-332
MAIZE	MT	5580	0	-5580
RAPE MUSTARD SEED	MT	60105	51632	-8473
SOYABEAN	MT	0	30	30
SUGAR	MT	8383	4357	-4026
TURMERIC	MT	11628	10530	-1098
WHEAT	MT	31158	29467	-1691



WEEKLY COMMENTARY

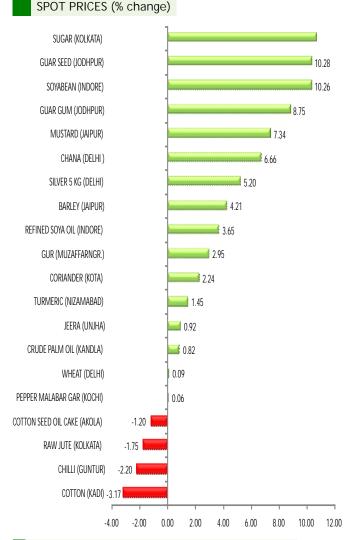
Some buying spree returned in commodity counter, owing to some positive news and downside in dollar index. Dollar index traded weak, near 95 levels, on renewed pressure after minutes of the Federal Reserve's September meeting reinforced doubts that the central bank will hike interest rates this year. INR depreciated last week, and this has given some volatility to the commodities prices. The Chinese market was closed until Thursday for the National Day holidays. Base metals mostly revived on lower levels buying. Lead outperformed among all. Short covering was witnessed in copper, which fell on worries about slowing demand growth in China outweighed falling stocks and output cuts. Prices were weighed down by renewed concerns about demand growth in China, which accounts for nearly half of global copper consumption. Aluminum closed down. Gold climbed to its highest in nearly two weeks, as more sluggish U.S. economic data supported views that the Federal Reserve would delay a rate hike to next year. The International Monetary Fund cut its global growth forecasts for a second time this year on last Tuesday, citing weak commodity prices and a slowdown in China. This also injected safe haven buying in gold. Silver was very volatile throughout the week and prices closed up. In energy counter, natural gas moved down but crude prices reignited on weak dollar and on some positive comments by oil countries amid expectations that global production could begin falling more sharply. Meanwhile, weekly inventories figures showed a bigger-than-expected increase in U.S. crude oil supplies. Stockpiles rose by 3.07 million barrels, compared to a 2.2 million barrel expected build.

In agri commodities, sugar prices sweetened in the domestic market, while international market closed in range with some upside bias. Bullish trigger for this started building after the Uttar Pradesh government in early September adhered to a promise of Rs 40 a quintal incentive for mills. Soyabean and refined soya oil saw magical upside on speculative buying amid improved buying mainly by the stockists. Depreciation in INR also contributed in upside. However, CPO extended losses in anticipation of higher palm oil stock figure in the MPOB monthly demand and supply report. Rally look tired in chana. Central Government extends the stock limit on pulses by one year to September 2016 and states will be allowed to take necessary steps to curb rising prices.



COMMODITY	UNIT	30.09.15	07.10.15	DIFFERENCE
		QTY.	QTY.	
CARDAMOM	MT	32.30	33.60	1.30
COTTON	BALES	0.00	0.00	0.00
GOLD	KGS	174.00	30.00	-144.00
GOLD MINI	KGS	503.90	15.90	-488.00
GOLD GUINEA	KGS	23.66	23.63	-0.02
MENTHA OIL	KGS	6443867.38	6433059.68	-10807.70
SILVER (30 KG Bar)	KGS	11356.09	11862.38	506.29

COMMODITY



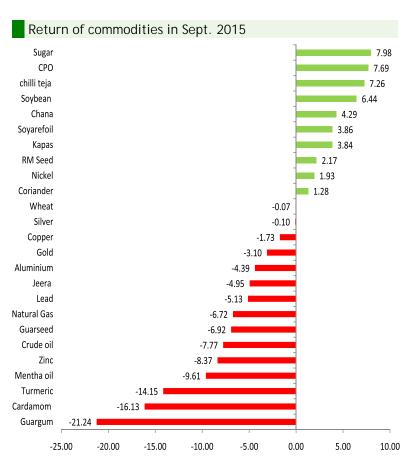
WEEKLY STOCK POSITIONS IN LME (IN TONNES)

COMMODITY	STOCK POSITION	STOCK POSITION	DIFFERENCE		
	30.09.15	08.10.15			
ALUMINIUM	3193875	3147075	-46800		
COPPER	323975	308100	-15875		
NICKEL	451500	446400	-5100		
LEAD	164125	158150	-5975		
ZINC	590875	588650	-2225		

PRICES OF METALS IN LME/ COMEX/ NYMEX (in US \$)

COMMODITY	EXCHANGE	CONTRACT	01 10 15	08.10.15	CHANGE%
	LME	3 MONTHS	1566.00	1561.00	-0.32
COPPER	LME	3 MONTHS	5095.00	5135.00	0.79
LEAD	LME	3 MONTHS	1649.00	1673.00	1.46
NICKEL	LME	3 MONTHS	10050.00	10175.00	1.24
ZINC	LME	3 MONTHS	1687.50	1667.00	-1.21
GOLD	COMEX	DEC	1113.70	1144.30	2.75
SILVER	COMEX	DEC	14.51	15.77	8.65
LIGHT CRUDE OIL	NYMEX	NOV	44.74	49.43	10.48
NATURAL GAS	NYMEX	OCT	2.43	2.50	2.67





Bullion counters traded weak last month owing to stronger Greenback, lack of safe haven demand amid fear of interest rates hike in US and recovery resulted in downside in bullions while lower than expected US data capped the downside. In the energy counter, crude and natural gas prices both moved down. Crude extended losses on ongoing worries over the health of the global economy fueled concerns that a global supply glut may stick around for longer than anticipated. Natural-gas consumption typically falls at this time of year, as few consumers use gas-powered electricity to run air-conditioning units or buy natural gas for indoor heating. In base metal, Lead, Zinc and aluminum were in complete grip of bears while copper tried to overcome the monthly losses. Worsening factory activity in China and growing risk of weak demand in China is hurting metals. However, positive news on Chinese import and plan of production cut by top producing mining firms capped the downside in copper. A rise in China's copper imports, up 12% year-on-year at 262,691 tonnes in August, suggested industrial activity could pick up in the fourth guarter. Nickel rose marginally after data showed China's August refined nickel imports jumped 114.9% to 20,615 tonnes.

In Agri commodities, oilseeds and edible oil traded firm on significant upside in international market, especially in CPO. Spice complex moved down. Only chilli prices propped up on export demand and on the news that Chilli production may go down In Madhya Pradesh by 30% due to virus infection current year. Turmeric saw a sharp fall due to lack of demand. Cardamom slipped due to unwillingness of exporters about buying and the harvesting season & arrivals is in full swing. Sugar is highest gainer due to upcoming festive demand and owing to expectation that India may sign contract to export 100,000 tonnes of the sweetener in the season beginning October. Guargum is the highest looser last month.

INTERNATIONAL COMMODITY PRICES

COMMODITY	EXCHANGE	CONTRACT	UNIT	01.10.15	01.10.15 08.10.15	
Soya	CBOT	NOV	Cent per Bushel	877.25	881.25	0.46
Maize	CBOT	DEC	Cent per Bushel	388.75	391.25	0.64
CPO	BMD	DEC	MYR per MT	2414.00	2251.00	-6.75
Sugar	LIFFE	DEC	10 cents per MT	378.40	386.70	2.19

CURRENCY

Currency Table

Currency Pair	Open	High	Low	Close
USD/INR	65.70	65.70	65.18	65.30
EUR/INR	73.55	73.99	73.24	73.75
GBP/INR	99.64	100.33	99.30	100.08
JPY/INR	54.58	54.72	53.56	54.47

(Source: Reliable Software, Open: Monday 9.00 AM IST, Close: Thursday (5.00 PM IST)

Market Stance

Indian rupee hit fresh two month high against the dollar in the week gone by after the minutes of the Fed's September 16-17 policy review showed that US policymakers looked concerned about the slowing world economy. No rate hike by the US Fed is good for all emerging markets and their respective currencies, with India being a prime beneficiary of that. Moreover, foreign inflows in Indian equities along with government decision to raise foreign investors limit in government bonds also supported the local currency. The Reserve Bank of India (RBI) last week announced denominating foreign investors' limit in government debt in rupee terms. The limits for FPI investment in central government securities will be increased in phases to 5 per cent of the outstanding stock by March 2018. The domestic currency has been Asia's best-performer since the end of August. To note, weakness of dollar in the overseas market also boosted the domestic currency to some extent.

Technical Recommendation

USD/INR



USD/INR (OCT) contract closed at 65.30 on 08th October'15. The contract made its high of 65.70 on 05th October'15 and a low of 65.18 on 07th October'15 (Weekly Basis). The 14-day Exponential Moving Average of the USD/INR is currently at 65.82.

On the daily chart, the USD/INR has Relative Strength Index (14-day) value of 39.10. One can sell around 65.25 for the target of 64.60 with the stop loss of 65.60.



GBP/INR (OCT) contract closed at `100.08 on 08th October'15. The contract made its high of 100.33 on 08th October'15 and a low of `99.30 on 06th October'15 (Weekly Basis). The 14-day Exponential Moving Average of the GBP/INR is currently at `100.59.

On the daily chart, GBP/INR has Relative Strength Index (14-day) value of 39.08. One can sell below 99.00 for a target of 98.00 with the stop loss of 99.55.



News Flows of last week

07th Oct	Moody's maintained U.S. credit rating and stable outlook
07th Oct	U.S. mortgage applications last week rose to highest level in eight months
07th Oct	Rupee hit 8-week high against the US dollar
08th Oct	Japan logged current account surplus for 14th straight month in
	Aug
08th Oct	Japan machinery orders fell in August, undermine BOJ optimism
08th Oct	U.S Jobless claims fell to near a 42-year low
08th Oct	German exports plunged in August by their largest amount since
	the height of the global financial crisis

Economic gauge for the next week

Date	Currency	Event	Previous
13th Oct	GBP	Producer Price Index - Output (YoY) n.s.a	-1.8
13th Oct	GBP	Consumer Price Index (MoM)	0.2
13th Oct	GBP	Consumer Price Index (YoY)	0
13th Oct	GBP	Core Consumer Price Index (YoY)	1
14th Oct	EUR	Industrial Production w.d.a. (YoY)	1.9
14th Oct	GBP	Industrial Production s.a. (MoM)	-
14th Oct	USD	Retail Sales (MoM)	0.2
14th Oct	USD	Producer Price Index (YoY)	-0.8
15th Oct	USD	Consumer Price Index (YoY)	0.2
15th Oct	USD	Consumer Price Index (MoM)	-0.1
16th Oct	EUR	Consumer Price Index (MoM)	0
16th Oct	EUR	Consumer Price Index (YoY)	-0.1
16th Oct	EUR	Trade Balance s.a.	22.4
16th Oct	USD	Industrial Production (MoM)	-0.4

EUR/INR



EUR/INR (OCT) contract closed at 73.75 on 08th October'15. The contract made its high of `73.99 on 07th October'15 and a low of `73.24 on 06th October'15 (Weekly Basis). The 14-day Exponential Moving Average of the EUR/INR is currently at `73.93.

On the daily chart, EUR/INR has Relative Strength Index (14-day) value of 48.38. One can sell below 73.25 for a target of 72.25 with the stop loss of 73.75.



JPY/NR (OCT) contract closed at 54.47 on 08th October'15. The contract made its high of 54.72 on 07th October'15 and a low of `53.56 on 07th October'15 (Weekly Basis). The 14-day Exponential Moving Average of the JPY/INR is currently at `54.79. On the daily chart, JPY/INR has Relative Strength Index (14-day) value of 47.21. One can sell below 53.80 for a target of 52.80 with the stop loss of 54.35.

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COFFEE DAY ENTERPRISES LTD

Issue Highlights

Industry	Infrastructure
Net Offer to the Public (Freshissue)	35,060,976
Issue Size (`Cr.)	1107.93-1150
Price Band (`)	316-328
Offer Date	14-Oct-15
Close Date	16-Oct-15
Face Value	10Per Equity Share
Lot Size	45 Shares

Issue Composition	In shares					
Total Issue for Sale	35,060,976					
QIB	17,530,488					
NIB	5,259,146					
Retail	12,271,341					

Book Running Lead Manager Axis Capital Limited Edelweiss Financial Services Limited

YES Bank Limited

GLOBAL CO-ORDINATORS

Kotak Mahindra Capital Company Limited Citigroup Global Markets India Private Limited Morgan Stanley India Company Private Limited

Name of the registrar

Link Intime India Private Limited

Shareholding Pattern (%)

Particulars	Pre-issue	Post issue
Promoters & promoters group	63.34%	52.56%
OIB	8.17%	15.29%
NIB	27.00%	24.96%
Retail	1.49%	7.19%
		,,
Total	100.00%	100.00%

Objects of the Issue

Company proposes to utilise the net proceeds towards funding the following objects:

- A. Financing its coffee businesses
- B. Repayment or prepayment of loans of the company and subsidiaries; and
- C. General corporate purposes

Risks

- Weak financials
- Business is highly competitive
- Business is highly dependent on consumer preferences
- Depend on the successful identification and installation of its vending machines

Outlook

The company has been incurring losses since last three years. Due to heavy expenditures in increasing outlets, higher depreciation and initial break-even periods have caused negative earnings so far. Turnaround will take few more years. So, the long term investors who have high risk appetite can opt for the issue.



Business Overview

Coffee Day Enterprises Ltd own, which is well known for its brand name 'Cafe Coffee Day' (CCD), operates coffee cafes in India since 1996. The company owns a network of 1,472 Cafe outlets spread across 209 cities in India. As of Dec 2014, Cafe Coffee Day has market share of 46% in India in terms of the number of chained Cafe outlets. In addition to having the largest chain of cafes in India, company operates a highly optimized and vertically integrated coffee business which ranges from procuring, processing and roasting of coffee beans to retailing of coffee products across various formats. The Company also exports Indian coffee beans, primarily to Europe, Japan and the Middle East

Strengths

Strong home-grown brands with a substantial market presence and proven legacy: The management of the company believes that its strong brand enables it to expand its other coffee related businesses, such as its vending machines business (branded as Coffee Day Beverages), its F&G outlets (branded as Coffee Day Fresh & Ground) and its export business (through Coffee Day Exports) to create a unique Indian coffee legacy.

Large pan-India coffee retail network targeting multiple consumption points and customer segments: The Company has the largest footprint of cafés through its Café Network, with 1,538 outlets spread across 219 cities in India as of June 30, 2015. It had a market share of approximately 46% in terms of the number of chained café outlets, as of December 31, 2014.

Highly optimized and vertically integrated coffee business: The Company believes that its presence across the entire coffee value chain enables it to exercise effective control over its various segments within its coffee business ensuring quality and consistency in the entire process.

Highly scalable platform for growth driven by deep operational expertise: The company has longstanding relationships with its key business partners, corporate and institutional clients and media partners. It believes that its strong and long-standing relationship with its vendors and others allows it to negotiate commercial terms that are advantageous to them.

Low risk, built-to-suit model technology parks with predictable cash flow: The company believes that the strategic locations of its technology parks, and associated infrastructure and facilities it offers within these parks, will continue to attract quality tenants that will enable it to further develop these parks to their legally permissible limit.

Track record of value creation through its non-coffee businesses: The Company operates and/ or have invested in select non-coffee businesses which are aimed at leveraging India's growth potential across various sectors.

Visionary Promoter supported by an experienced and professional management team across coffee and non coffee businesses: The operations of the company are conducted by a well qualified management team that has significant experience in all aspects of its business. The company believes that the strength and quality of its management team and its understanding of the coffee business enables it to identify and take advantage of strategic market opportunities.

Strategy

Further deepen the existing café chain: The company intense to focus on expanding its Café Network, primarily its Café Coffee Day outlets, in high visibility and high traffic locations such as shopping malls, high streets, office concentrations, airports and highways, with a focus on Tier 1 and Tier 2 cities across India.

Increase café revenues by generating higher footfalls and driving increased consumption: The company intends to increase café revenues by optimizing the location of its cafés and by driving increased consumption at its cafés. The company intends to improve its product mix to drive greater consumption leading to higher average realization per bill.

Leverage its brands "Café Coffee Day" and "Coffee Day" to capitalize on the growth opportunities in vending and coffee retailing businesses: The company plans to continue to leverage its brands "Café Coffee Day" and "Coffee Day" to capitalize on the growth opportunities in the vending business given the office space additions and increased in-office preference for fresh milk (bean to cup) servings.

Continue to introduce new products and improve existing product offerings in order to expand its market Share: The Company intends to roll out an ecommerce platform for its varied product offerings on its website for its customers who prefer to shop online. To further leverage its existing product offerings, it intends to increase the distribution footprint of its existing products, such as "roast and ground" through FMCGs and modern trade channels. It also intend to set up a new manufacturing facility for producing instant coffee to capture the growing demand for instant coffee in India as well.

Develop its non-coffee businesses, particularly the technology parks, logistics, financial services and hospitality businesses with limited capital investment from CDEL: The Company intends to continue developing its technology park at Bengaluru for reputable corporate tenants using the existing low risk built-to-suit model. On the Financial services, the company intends to grow its financial services business with a focus on upgrading its technology platform and revamping its website to offer a better interface for online transactions.

SMC Ranking $\star \star \star$

FIXED DEPOSIT COMPANIES

				PERI	OD		ADDITIONAL RATE OF INTEREST (%)	MIN.		
S.NO	(NBFC COMPANY -NAME)	12M 18M	24M	36M	45M	48M	60M	84M		INVESTMENT
1	ANSAL HOUSING & CONSTRUCTION LTD.	11.75 -	12.00	12.25 -		-	-	-	•	CUM-20000/-, NON CUM-40000/-
2	BAJAJ FINANCE LTD. (UPTO RS. 5 CR.)	9.10 9.20	9.25	9.25 -		9.25	9.25	-	0.25% FOR SR. CITIZEN, 0.10% FOR EXISTING CUSTOMERUPTO RS. 1CRORE	LOCATION WISE
3	CENT BANK HOME FINANCE LTD. (UPTO RS. 1 CR.)-INDIVIDUAL	8.75 -	8.75	8.75 -		8.85	8.85	8.90	0.25% EXTRA FOR SR. CITIZEN	5000/-
4	CENT BANK HOME FINANCE LTD. (UPTO RS. 1 CR.)-NON INDMIDUAL	8.50 -	8.50	8.50 -		8.50	8.50	8.50	0.25% EXTRA FOR SR. CITIZEN	5000/-
5	DEWAN HOUSING FINANCE CORPORATION LTD	13M=9.2 (FOR TRUST		14M=9.25%			40M=9.35%		0.25% EXTRA FOR SR. CITIZEN, WIDOW, ARMED, PERSONNEL, EXISTING DHFL HOME BORROWERS, 0.25% EXTRA FOR DEPOSIT 50 LAC AND ABOVE	13M=50000; 14M=10000; 40M=2000
6	DEWAN HOUSING FINANCE CORPORATION LTD (AASHRAY)	9.00 -	9.25	9.25 -		9.25	-	9.25		10,000/-
7	GRUH FINANCE LTD.	8.25 13M=8.	50 8.50	8.50 -		8.50	8.50	8.50	96-120M=8.50%; 0.25% FOR SR. CITIZEN & TRUST	1000/-
8	HDFC PREMIUM DEPOSIT FOR INDIVIUAL (UPTO RS. 2 CR.)	30M=8.	35	22M=8.40			44M=8.40	-	0.25% FOR SR. CITIZEN	20000/-, 40000/- IN MONTHLY
9	HDFC LTD FOR INDIVIDUAL (UPTO RS.2 CR.)	8.25 -	8.25	8.25 -		8.25	8.25	-	0.25% FOR SR. CITIZEN.	
10	HDFC PREMIUM DEPOSIT FOR TRUST & INSTITUTE(UPTO RS. 2 OR.)	30M=8.	25	22M=8.30			44M=8.30	-	0.25% FOR SR. CITIZEN	20000/-, 40000/- IN MONTHLY
11	HDFC LTD FOR TRUST & INSTITUTE (UPTO RS.2 CR.)	8.15 -	8.15	8.15 -		8.15	8.15	-	0.25% FOR SR. CITIZEN.	
12	HUDCO LTD. (IND & HUF)	8.25 -	8.25	8.25 -		8.15	8.15	8.00	0.25% FOR SR. CITIZEN	10000/-
13	HUDCO LTD. (TRUST/CO/INSTITUTION)	8.00 -	8.00	8.00 -		8.00	8.00	8.00		10000/-
14	J K TYRE & INDUSTRIES LTD.	9.00 -	9.25	9.50 -		-	-	-	0.50% ADD. INTEREST TO SR. CITIZEN, EMPLOYEES, SHAREHOLDERS AND PERSON INVESTING RS. 5 LACS AND ABOVE - MAX. 0.50%	25000/-
15	J K LAKSHMI CEMENT LTD.	9.00 -	9.25	9.50 -		-	-	-		25000/-
16	KERALA TRANS DEVELOP FINANCE CORP LTD (FOR < RS. 5 CRORE)	9.75 -	9.75	9.75 -		9.50	9.50	-	0.25% EXTRA FOR SR. CITIZEN & 0.25% EXTRA IF APP AMOUNT IS RS. 25 LAC & ABOVE	10000/-
17	LIC HOUSING FINANCE LTD. (UPTO RS. 5 CR.)	8.60 8.60	8.70	8.75 -		-	9.00	-	0.25% FOR SENIOR CITIZEN IF APP ABOVE RS. 50,000/- & 0.10% IF APP UPTO RS. 50,000/-	10000/-
18	M&M FINANCIAL SERVICES LTD (FOR BELOW RS. 1 CRORE)	8.45 8.45	8.45	8.45 -		8.45	8.45	-	0.25% FOR SR. CITIZEN	10000/-
19	OMAXE LTD.	11.50 -	12.00	12.50 -		-	-	-	EXISTING CLIENT-0.15% EXTRA FOR 1 YR & 0.25% EXTRA FOR 2 YR	50000/-
20	PRISM CEMENT LTD.	9.75 -	9.75			-	-	-		10000/-
21	PNB HOUSING FINANCE LTD. (UPTO RS. 5 CR.)	8.25 -	8.25	8.25 -		8.25	8.25	8.25	0.25% EXTRA FOR SR. CITIZEN UPTO RS.1 CRORE	20000/-
22	PNB HOUSING FINANCE LTD. (UPTO RS. 5 CR.)	30M=8.	35	22M=8.40			44M=8.40	-	0.25% FOR SR. CITIZEN	
23	SRS LTD.	11.75 -	12.00	12.25 -		-	-	-	•	30000/-
24	SHRIRAM TRANSPORT FINANCE-UNNATI SCHEME	9.00 -	9.00	9.25 -		9.25	9.25	-	0.25% FOR SR. CITIZEN	5000/-
25	SHRIRAM CITY UNION SCHEME	9.00 -	9.00	9.25 -		9.25	9.25	-	0.25% FOR SR. CITIZEN	5000/-

• Interest structure may be revised by company from time to time. PIs confirm Interest rates before submitting the application.

* For Application Greater Than Rs. Fifty Lakhs Or equal to Fifty Lakhs, Please Contact to Head Office.

* Email us at fd@smcindiaonline.com











APOLLO HEALTH DENGUE CARE PLAN

A unique first of a kind Dengue Care plan offers coverage for any medical expenses incurred on inpatient or outpatient treatment for dengue. You are not required to undergo any medicals at the time of taking the cover.

Benefits at a glance:

Inpatient Benefits

- In-Patient Hospitalisation Treatment arising from Dengue fever where Insured Person has to stay in a Hospital for more than 24 hours.
- Pre-Hospitalisation The medical expenses incurred due to illness during 15 days immediately before hospitalization.
- Post-Hospitalisation The medical expenses you incur in the 15 days immediately after you are discharged from hospital.
- Shared Accommodation Benefit If the Insured Person is Hospitalized in Shared Accommodation in a Network Hospital, exclusion for non payable items under Section III C v) of Policy wordings will be waived off.

Outpatient benefits

The following benefits are available to all Insured Persons during the Policy Period if NS1 (nonstructural protein 1) is positive in result. Any claims made under these benefits will be subject to Out-patient Sum Insured.

- Outpatient Consultations Outpatient consultation by a general Medical Practitioner for treatment of Dengue fever.
- Diagnostic Tests Outpatient diagnostic tests for Dengue fever taken by the Insured Person from a diagnostic centre
- Pharmacy Medicines purchased by the Insured Person from a pharmacy, provided that such medicines have been prescribed for treatment of Dengue Fever.
- Home Nursing We will also reimburse the Medical Expenses for necessary medical treatment taken by the Insured Person by our empanelled medical practitioner at home for treatment of Dengue fever.



Eligibility

- This policy covers persons in the age group 91 days to 65 years. The maximum entry age is restricted upto 65 years. The Minimum entry age for Adult is 18 years and maximum is 65 years. The minimum entry age for child is 91 days and the maximum is 25 years
- No maximum cover ceasing age
- An individual and/or his family members namely spouse, dependent children and parents are eligible for buying this cover.
- This cover will be offered on individual Sum Insured basis only.
- This is an annual policy.
- The premium for the policy will remain the same for the policy period as mentioned in the policy schedule
- A maximum of 6 people can be added

Disclaimer: Insurance is the subject matter of solicitation. For more details on risk factors, terms and conditions please read sales brochure before conducting a sale.



EQUITY (Diversified)

Due to their inherent long term nature, the following 3 categories have been sorted on the basis of 1 year returns

				Returns (%)				Risk			Market Cap (%)			(%)	
Scheme Name	NAV	Launch	QAAUM	3M	6M	1Y	3Y	Since	Std.Dev	Beta	Jenson	LARGE	MID	SMALL	DEBT &
	(`)	Date	(` Cr.)					Launch				CAP	CAP	CAP	OTHER
Motilal Oswal MOSt Focused Midcap 30 F - Reg - G	20.60	24-Feb-2014	702.53	0.42	0.59	36.22	N.A	56.25	2.45	0.76	0.67	19.07	76.71	N.A	4.22
DSP BlackRock Micro Cap Fund - Reg - G	42.49	14-Jun-2007	2098.81	4.63	2.25	35.55	35.91	18.98	2.60	0.81	0.81	N.A	79.42	14.58	6.01
SBI Small & Midcap Fund - Growth	31.92	09-Sep-2009	519.18	-0.10	5.64	34.41	38.59	21.02	2.45	0.75	0.68	6.74	45.50	29.74	18.01
Motilal Oswal MOSt Focused Multicap 35 F - Reg - G	17.90	28-Apr-2014	2463.12	-0.12	1.43	34.40	N.A	49.55	2.30	0.83	0.65	87.20	12.99	N.A	-0.19
JPMorgan India Mid and Small Cap Fund - G	19.50	26-Dec-2007	606.87	-0.68	-2.15	29.25	32.63	8.95	2.64	1.00	0.57	30.02	61.87	3.43	4.67
Canara Robeco Emerging Equities - G	61.73	11-Mar-2005	664.37	2.32	1.46	28.15	34.82	18.83	2.72	1.03	0.68	13.69	77.05	4.12	5.15
Birla Sun Life Mid Cap Fund - Plan A - G	219.43	03-Oct-2002	1569.96	0.41	-0.25	27.55	25.33	26.77	2.29	0.84	0.49	36.82	54.24	2.31	6.62

BALANCED

				Returns (%)				Risk	Market Cap (%)					
Scheme Name	NAV	Launch	QAAUM	3M	6M	1Y	3Y	Since	Std.Dev	Jenson	LARGE	MID	SMALL	DEBT &
	(`)	Date	(` Cr.)					Launch			CAP	CAP	CAP	OTHER
L&T India Prudence Fund - Growth	19.74	07-Feb-2011	420.47	2.07	0.24	18.81	22.47	15.68	1.52	0.33	39.40	21.91	4.90	33.80
Franklin India Balanced Fund - Growth	91.32	10-Dec-1999	599.72	0.20	-0.40	18.49	20.52	14.99	1.49	0.28	57.45	8.72	N.A	33.83
Tata Balanced Fund - Reg - Growth	170.05	08-Oct-1995	4249.31	0.33	-2.89	18.45	21.75	17.00	1.70	0.29	45.87	24.44	0.87	28.83
DSP BlackRock Balanced Fund - Growth	108.90	27-May-1999	784.86	-0.64	-1.13	16.14	16.78	15.70	1.78	0.25	43.04	24.04	2.80	30.12
SBI Magnum Balanced Fund - Growth	95.59	09-Oct-1995	2355.44	-0.14	-2.04	15.67	22.10	16.68	1.52	0.29	32.07	26.48	5.59	35.87
Canara Robeco Balance - Growth	113.76	01-Feb-1993	370.62	0.49	-1.80	15.20	18.72	11.49	1.91	0.24	29.35	34.93	5.83	29.89
Birla Sun Life 95 - Growth	562.23	10-Feb-1995	1707.36	0.26	-1.64	14.99	19.57	21.52	1.70	0.24	45.71	22.88	N.A	31.41

INCOME FUND

				Returns (%)							Risk		Average	Yield till
Scheme Name	NAV	Launch	QAAUM		Annua	lised				Since	Std.	Sharpe		
	(`)	Date	(`Cr.)	1W	2W	1M	6M	1Y	3Y	Launch	Dev.		Maturity (Days)	Maturity
Pramerica Dynamic Bond Fund - Dir - G	1404.37	01-Jan-2013	295.57	19.05	40.22	28.27	10.31	15.48	N.A	9.43	24	0.15	6183.11	7.99
IDFC D B F - Dir - Growth	18.04	01-Jan-2013	5945.57	16.85	40.17	28.79	8.81	15.15	N.A	10.58	30.51	0.16	5840	7.97
IDFC SSIF - Invt Plan - Dir - Growth	36.21	01-Jan-2013	2084	16.32	39.77	28.44	8.64	14.9	N.A	10.31	30.61	0.14	5843.64	7.97
ICICI Prudential LTP - Dir - Growth	17.62	02-Jan-2013	716.54	17.14	42.46	29.73	8.73	14.56	N.A	13.12	26.27	0.27	6810.89	8.02
UTI Bond Fund - Dir - Growth	44.79	01-Jan-2013	2849.07	17.47	40.04	27.83	9.09	14.19	N.A	10.3	25.28	0.17	5182.42	8.35
Axis Dynamic Bond Fund - Dir - Growth	15.42	01-Jan-2013	300.14	17.44	39.5	26.69	10.17	14.12	N.A	10.64	22.05	0.22	5219.5	8.21
Tata Dynamic Bond Fund - Dir - Growth	23.15	01-Jan-2013	946.04	18.06	38.54	26.43	9.42	14.01	N.A	12.09	20.4	0.23	N.A	8.08149

SHORT TERM FUND

Due to their inherent short term nature, Short term funds and Ultra short term funds have been sorted on the basis of 6month and 3month returns respective

				Returns (%)					Risk		Average	Yield till		
Scheme Name	NAV	Launch	QAAUM		Annua	lised				Since	Std.	Sharpe	Maturity (Days)	Maturity
	(`)	Date	(`Cr.)	1W	2W	1M	6M	1Y	3Y	Launch	Dev.			
Birla Sun Life Medium Term Plan - Reg - G	17.95	25-Mar-2009	4340.08	13.02	26.27	17.61	10.13	11.48	10.81	9.35	8.57	0.44	N.A	10.03
Birla Sun Life Dynamic Bond Fund - Ret - DAP	17.75	08-Apr-2009	14941.6	15.24	38.24	25.32	9.58	14.12	10.45	9.22	20.63	0.22	N.A	8.36
Kotak Flexi Debt Fund - Reg - Growth	22.43	07-Dec-2004	319.09	11.56	29.77	22.22	9.44	9.57	9.07	7.74	14.34	0.15	981.85	8.19
ICICI Prudential Banking & PSU Debt F- Reg - G	16.29	01-Jan-2010	3001.87	17.18	32.25	19.5	9.41	10.3	9.67	8.83	8.07	0.33	1507.45	8.44
DSP BlackRock Income Opp Fund - Reg - G	23.48	13-May-2003	2171.07	13.05	21.97	13.78	9.34	10.72	9.46	7.12	8.1	0.37	1215.45	10.23
HDFC Short Term Plan - Growth	28.39	28-Feb-2002	2712.58	13.37	20.48	13.4	9.24	10.57	9.24	7.97	6.74	0.44	816.079	9.97
Birla Sun Life Short Term Fund - DAP	16.82	06-Mar-2009	7874.49	9.44	20.11	13.84	8.98	10.3	9.53	8.21	6.99	0.39	N.A	8.09

ULTRA SHORT TERM

				Returns (%)						Risk		Average	Yield till	
Scheme Name	NAV	Launch	QAAUM		Annua	lised				Since	Std.	Sharpe	Maturity (Days)	Maturity
	(`)	Date	(`Cr.)	1W	2W	1M	ЗM	1Y	3Y	Launch	Dev.			
Franklin India Low Duration Fund - G	16.16	26-Jul-2010	3611.78	10.38	16.97	12.27	10.36	10.18	9.84	9.66	3.01	0.91	441.65	10.19
IDFC Money Manager - Invest Plan - Plan A - G	22.06	09-Aug-2004	1300.70	12.98	21.76	14.58	9.99	9.23	8.82	7.34	N.A	N.A	919.80	8.36
DFCMoneyManager-TreasuryPlan-PlanC-G(ReLaunched)	17.23	06-Oct-2008	1526.33	7.94	13.52	9.84	9.76	8.88	8.84	8.07	2.94	0.58	284.00	8.12
ICICI Prudential Ultra Short Term Plan - Reg - G	14.74	11-Aug-2009	3195.77	12.41	18.47	12.03	9.39	9.52	8.97	6.50	4.34	0.46	390.55	8.25
SBI Treasury Advantage Fund - Growth	1615.25	09-Oct-2009	400.25	11.17	17.19	11.08	9.15	9.26	9.06	8.32	3.64	0.62	427.05	8.40
Birla Sun Life Floating Rate Fund - LTP - Reg - G	175.35	24-Mar-2009	1205.43	7.07	13.78	10.99	9.09	9.31	9.41	8.96	2.54	0.84	N.A	8.15
DWS Cash Opportunities Fund - Growth	19.59	22-Jun-2007	933.52	8.48	14.44	10.18	9.09	9.56	9.27	8.44	2.51	0.83	211.70	9.25



Note: Indicative corpus are including Growth & Dividend option. The above mentioned data is on the basis of 08/10/2015 Beta, Sharpe and Standard Deviation are calculated on the basis of period: 1 year, frequency: Weekly Friday, RF: 7%



SMC Organising an Investor Awareness Seminar in association with Deutsche Asset & Wealth Management on 3rd October at India Habitat Centre, Delhi

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	ê	Online real time connectivity	Nation wide member network across 800 cities	2-0 0

For further information, contact: Ms Nidhi Maheshwari - Regional Head, North (+91-8377 001 907 | >> nidhi.maheshwari@msei.in



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