# REDUCE SBI Cards

# Downgrade to reduce, as asset quality stress aggravates



BFSI - Banks > Result Update > January 27, 2024

**TARGET PRICE (Rs): 725** 

SBI Cards (SBIC), yet again, reported a miss on earnings (of 10%), with PAT at Rs5.5bn/4.1% RoA due to continued deterioration in asset quality leading to higher LLP/charge-off. Though SBIC has taken incremental measures to cut portfolio risk, NPAs are on the rise, with GNPA ratio now at 2.6% from a low 2.2% a year ago. With the revolver portfolio being relatively lower at 23% from the 40% peak pre-Covid, we do not expect a full blown asset-quality fallout akin to that during Covid, but delinquencies would continue rising as stress in the multi-card & lower-bucket customer portfolio emerges. Mgmt has guided to NIMs too remaining under pressure for an extended period due to rising funding cost and, now, NPAs too. Company's CET 1 has fallen sharply by 450bps QoQ to 16.3%, which would call for capital raise soon and, hence, further RoE dilution. Factoring-in the slower growth/higher LLP, we cut our earnings estimate by 19-30% and revise our ERE model-based TP to Rs725/sh (from Rs865), implying 4.5x Dec-25 ABV/24x EPS; downgrade to REDUCE from Buy.

| SBI Cards: Financial Snapshot (Standalone) |        |        |        |        |        |  |  |
|--|--------|--------|--------|--------|--------|--|--|
| Y/E Mar (Rs mn)                            | FY22   | FY23   | FY24E  | FY25E  | FY26E  |  |  |
| Net profit                                 | 16,161 | 22,585 | 22,793 | 24,544 | 30,912 |  |  |
| Loan growth (%)                            | 28.7   | 30.4   | 25.5   | 22.2   | 21.6   |  |  |
| NII growth (%)                             | (1.7)  | 17.4   | 18.4   | 25.8   | 26.6   |  |  |
| NIM (%)                                    | 13.4   | 12.0   | 11.1   | 11.3   | 11.7   |  |  |
| PPOP growth (%)                            | 11.8   | 17.1   | 21.8   | 23.4   | 23.0   |  |  |
| Adj. EPS (Rs)                              | 17.2   | 23.9   | 24.0   | 25.8   | 32.5   |  |  |
| Adj. EPS growth (%)                        | 63.8   | 39.3   | 0.5    | 7.4    | 25.9   |  |  |
| Adj. BV (INR)                              | 80.3   | 101.1  | 119.9  | 140.0  | 166.3  |  |  |
| Adj. BVPS growth (%)                       | 23.5   | 26.4   | 18.5   | 16.4   | 18.6   |  |  |
| RoA (%)                                    | 5.2    | 5.6    | 4.4    | 3.8    | 4.0    |  |  |
| RoE (%)                                    | 23.0   | 25.7   | 21.1   | 19.2   | 20.5   |  |  |
| P/E (x)                                    | 44.3   | 31.8   | 31.6   | 29.4   | 23.4   |  |  |
| P/ABV (x)                                  | 9.5    | 7.5    | 6.3    | 5.4    | 4.6    |  |  |

Source: Company, Emkay Research

# Margins could be under pressure for an extended period

New card addition count has moderated to 1.1mn in 3Q vs 1.6mn last year, partly due to devaluation of the cash-back card and Company's cautious approach amid rising delinquencies. Further, the card drop rate too has accelerated, to 51% of new card adds vs the mid-40s range earlier – a phenomenon seen across the industry due to clean-up of inactive cards post change in rules by the RBI as well as some lower-ticket card deactivation. CIF growth has moderated to 16% YoY to 18.5mn, leading to continued decline in market share to 18.9% from 19.3% a year ago. However, cumulative spends growth remains high at 31% YoY, partly aided by festive spends, with some improvement in market share to 18.3% for 3Q. This is reflecting in the higher AUM growth, at 27% YoY/8% QoQ. However, NIM was largely stable at 13.4% due to sharp rise in CoF, while Bank guides for softer margins in the near-term as the rate reversal cycle is delayed.

# Asset quality aggravates for the industry, as also for SBIC

SBIC's GNPA ratio has deteriorated from a low of 2.2% a year ago to 2.6% now, leading to higher charge-off and pressure on earnings. Management had earlier indicated a one-off stress in the old 2019 pool some time ago, and it now believes the stress is likely be more widespread and swiftly intensify due to higher customer leverage. With the revolver portfolio being relatively lower at 23% from the peak of 40%, we do not expect a full blown asset-quality fallout similar to that during Covid, but delinquencies would continue to rise as stress in the multi-card and lower-bucket customer portfolio comes to the fore. Thus, we build-in higher LLP/charge-off for SBIC.

# We downgrade to REDUCE, as asset-quality stress intensifies

Company's CET 1 has sharply fallen by 450bps QoQ to 16.3%, which would call for a capital raise soon and hence lead to further RoE dilution. Factoring-in the slower growth/higher LLP, we cut our earnings estimates 19-30% and revise our ERE model based TP to Rs725/share (from Rs865), implying 4.5x its Dec-25 ABV/24x EPS. We downgrade our rating to REDUCE from Buy. Key upside risks to our TP: Lower than anticipated asset-quality deterioration.

| Target Price – 12M    | Dec-24 |
|-----------------------|--------|
| Change in TP (%)      | 16.2   |
| Current Reco.         | REDUCE |
| Previous Reco.        | BUY    |
| Upside/(Downside) (%) | (4.6)  |
| CMP (25-Jan-24) (Rs)  | 759.9  |

| Stock Data              | Ticker   |
|-------------------------|----------|
| 52-week High (Rs)       | 933      |
| 52-week Low (Rs)        | 691      |
| Shares outstanding (mn) | 950.8    |
| Market-cap (Rs bn)      | 722      |
| Market-cap (USD mn)     | 8,692    |
| Net-debt, FY24E (Rs mn) | NA       |
| ADTV-3M (mn shares)     | 2        |
| ADTV-3M (Rs mn)         | 1,475.7  |
| ADTV-3M (USD mn)        | 17.8     |
| Free float (%)          | 31.0     |
| Nifty-50                | 21,353   |
| INR/USD                 | 83.1     |
| Shareholding, Sep-23    |          |
| Promoters (%)           | 68.9     |
| FPIs/MFs (%)            | 9.1/17.3 |

| Price Performance |       |        |        |  |  |  |
|-------------------|-------|--------|--------|--|--|--|
| (%)               | 1M    | 3M     | 12M    |  |  |  |
| Absolute          | (1.7) | (2.3)  | 6.3    |  |  |  |
| Rel. to Nifty     | (1.7) | (12.5) | (11.0) |  |  |  |



### Anand Dama

anand.dama@emkayglobal.com +91 22 6624 2480

# Kunaal N

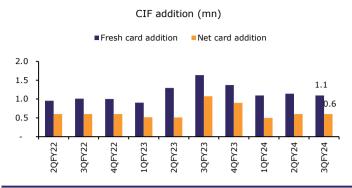
kunaal.n@emkayglobal.com +91 22 6612 1275

## Marazbaan Dastur

marazbaan.dastur@emkayglobal.com +91 22 6612 1281

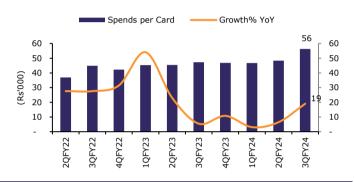
# **Story in Charts**

Exhibit 1: Net card addition moderates a bit



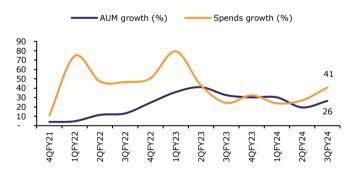
Source: Company, Emkay Research

Exhibit 3: Spends per card pick up due to festive cheer...



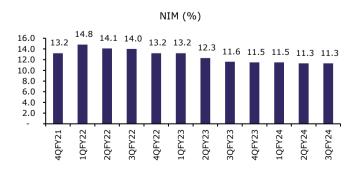
Source: Company, Emkay Research

Exhibit 5: Gross receivables growth remains healthy, benefiting from the higher spends growth and EMI share



Source: Company, Emkay Research

Exhibit 7: NIM stabilizes, but improvement could be delayed



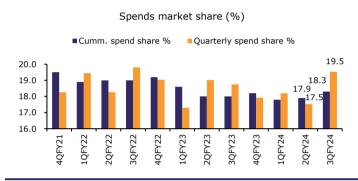
Source: Company, Emkay Research

Exhibit 2: SBIC continues to lose CIF market share from the peak in 40



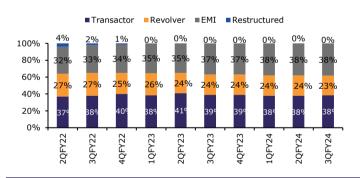
Source: Company, Emkay Research

Exhibit 4: ...leading to some market share gains in spends



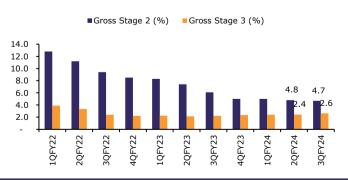
Source: Company, Emkay Research

Exhibit 6: Revolver share remains persistently low at 23%, as also for other players



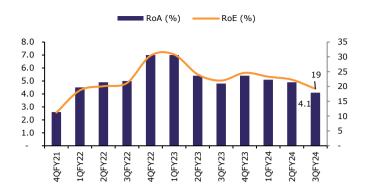
Source: Company, Emkay Research

Exhibit 8: Stage-3 assets continued to inch up due to rising stress in the card portfolio for the industry and, hence, also for SBIC



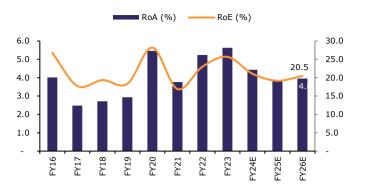
Source: Company, Emkay Research

Exhibit 9: Margin pressure and higher LLP hurts RoA



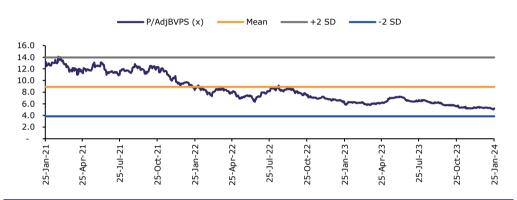
Source: Company, Emkay Research

Exhibit 10: We expect SBIC's RoA/RoE to moderate, mainly due to rising LLP



Source: Company, Emkay Research

Exhibit 11: The stock currently trades at 4.5x one-year forward ABV



Source: Bloomberg, Emkay Research

Exhibit 12: Actuals vs. Estimates (Q3FY24)

| (De)       | Actuale | Estimates |           | stimates Variation |           | Commonte  |
|------------|---------|-----------|-----------|--------------------|-----------|---|
| (Rs mn)    | Actuals | Emkay     | Consensus | Emkay              | Consensus | Comments  |
| Net income | 40,461  | 37,813    | 34,495    | 7%                 | 17%       | Higher NII and other income led to a beat                     |
| PPOP       | 16,205  | 15,756    | 14,367    | 3%                 | 13%       | Higher PPOP partly offset by higher opex led to a slight beat |
| PAT        | 5,491   | 6,076     | 5,911     | -10%               | -7%       | Higher provisions led to a PAT miss                           |

Source: Company, Bloomberg, Emkay Research

**Exhibit 13: Quarterly Summary** 

| (Rs mn)                   | 3QFY23 | 4QFY23 | 1QFY24 | 2QFY24 | 3QFY24 | YoY (%) | QoQ (%) | FY23   | FY24E  | YoY (%) |
|---------------------------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Interest Earned           | 16,089 | 16,724 | 18,042 | 19,018 | 20,825 | 29      | 10      | 61,530 | 79,681 | 29      |
| Interest Exp              | 4,643  | 5,073  | 5,711  | 6,049  | 6,955  | 50      | 15      | 16,476 | 26,342 | 60      |
| Net Interest Income       | 11,446 | 11,651 | 12,332 | 12,969 | 13,870 | 21      | 7       | 45,053 | 53,339 | 18      |
| Non-interest Income       | 20,473 | 22,442 | 22,419 | 23,196 | 26,591 | 30      | 15      | 45,053 | 53,339 | 18      |
| Operating Expenses        | 19,745 | 19,799 | 19,599 | 20,656 | 24,256 | 23      | 17      | 74,486 | 89,461 | 20      |
| PPoP                      | 12,174 | 14,294 | 15,151 | 15,509 | 16,205 | 33      | 4       | 51,860 | 63,172 | 22      |
| Provision & Contingencies | 5,330  | 6,298  | 7,186  | 7,416  | 8,829  | 66      | 19      | 21,554 | 32,578 | 51      |
| PBT                       | 6,843  | 7,997  | 7,966  | 8,094  | 7,376  | 8       | -9      | 30,306 | 30,595 | 1       |
| Income Tax Expense (Gain) | 1,749  | 2,032  | 2,033  | 2,064  | 1,885  | 8       | -9      | 7,721  | 7,802  | 1       |
| Net Profit/(Loss)         | 5,095  | 5,965  | 5,933  | 6,030  | 5,491  | 8       | -9      | 22,585 | 22,793 | 1       |
| Gross NPA (%)             | 2.2    | 2.4    | 2.4    | 2.4    | 2.6    | 42bps   | 21bps   | 2.4    | 2.7    | 32bps   |
| Net NPA (%)               | 0.8    | 0.9    | 0.9    | 0.9    | 1.0    | 16bps   | 7bps    | 0.9    | 1.0    | 12bps   |
| CIF (mn)                  | 15.9   | 16.8   | 17.3   | 17.9   | 18.5   | 16      | 3       | 16.8   | 19.3   | 15      |
| Spends (Rs bn)            | 688.4  | 716.9  | 739.1  | 791.6  | 968.6  | 41      | 22      | 2,625  | 3,489  | 33      |
| Net Advances (Rs bn)      | 373.5  | 393.6  | 418.1  | 435.6  | 471.6  | 26      | 8       | 393.6  | 493.9  | 25.48   |
| RoA - annualized (%)      | 4.8    | 5.4    | 5.1    | 4.9    | 4.1    | -70bps  | -80bps  | 5.6    | 4.4    | -120bps |
| RoE - annualized (%)      | 22.0   | 24.6   | 23.3   | 22.3   | 19.2   | -280bps | -310bps | 25.7   | 21.1   | -460bps |

Source: Company, Emkay Research

**Exhibit 14: Revision in Estimates** 

| FY24E             |         |         | FY25E  |         |         | FY26E  |         |         |        |
|-------------------|---------|---------|--------|---------|---------|--------|---------|---------|--------|
| Y/E March (Rs mn) | Earlier | Revised | Change | Earlier | Revised | Change | Earlier | Revised | Change |
| Net income        | 149,733 | 152,634 | 1.9%   | 183,613 | 182,339 | -0.7%  | 226,680 | 217,305 | -4.1%  |
| PPOP              | 63,388  | 63,172  | -0.3%  | 80,535  | 77,951  | -3.2%  | 103,078 | 95,848  | -7.0%  |
| PAT               | 24,867  | 22,793  | -8.3%  | 30,664  | 24,544  | -20.0% | 37,393  | 30,912  | -17.3% |
| EPS (Rs)          | 26.3    | 24.0    | -8.6%  | 32.4    | 25.8    | -20.4% | 39.5    | 32.5    | -17.8% |
| BV (Rs)           | 126.7   | 123.9   | -2.2%  | 154.6   | 145.2   | -6.1%  | 188.6   | 172.2   | -8.7%  |

Source: Emkay Research

**Exhibit 15: Key Assumptions** 

|                 | FY23A | FY24E | FY25E | FY26E |
|-----------------|-------|-------|-------|-------|
| Loan Growth (%) | 30.4  | 25.5  | 22.2  | 21.6  |
| CIF Growth (%)  | 21.7  | 14.8  | 11.8  | 11.8  |
| NIM (%)         | 12.0  | 11.1  | 11.3  | 11.7  |
| GNPA (%)        | 2.4   | 2.7   | 3.0   | 2.8   |
| Credit Cost (%) | 6.1   | 7.2   | 8.1   | 8.0   |

Source: Emkay Research

FY25E

128.569

138,079

502.759

502,759

62,222

703.060

603.545

34,770

10,912

7,205

34,291

145.2

140.0

NA

NA

6.8

85.8

22.2

NΔ

17.2

626,894

703,060

661,564

9.510

FY26E

163,760

645.765

645,765

52,170

861.695

733.901

43,462

11.458

8,478

172.2

166.3

NA

NA

6.6

85.2

21.6

NA

18.6

761.888

42,864

861,695

810,352

9,510 154,250

# **SBI Cards: Standalone Financials and Valuations**

| Profit & Loss              |         |         |         |         |         |
|----------------------------|---------|---------|---------|---------|---------|
| Y/E Mar (Rs mn)            | FY22    | FY23    | FY24E   | FY25E   | FY26E   |
| Interest Income            | 48,660  | 61,530  | 79,681  | 98,300  | 123,771 |
| Interest Expense           | 10,273  | 16,476  | 26,342  | 31,182  | 38,822  |
| Net interest income        | 38,387  | 45,053  | 53,339  | 67,118  | 84,949  |
| NII growth (%)             | (1.7)   | 17.4    | 18.4    | 25.8    | 26.6    |
| Other income               | 64,355  | 81,293  | 99,295  | 115,221 | 132,355 |
| Total Income               | 102,742 | 126,346 | 152,634 | 182,339 | 217,305 |
| Operating expenses         | 58,462  | 74,486  | 89,461  | 104,388 | 121,456 |
| PPOP                       | 44,280  | 51,860  | 63,172  | 77,951  | 95,848  |
| PPOP growth (%)            | 11.8    | 17.1    | 21.8    | 23.4    | 23.0    |
| Core PPOP                  | 44,280  | 51,860  | 63,172  | 77,951  | 95,848  |
| Provisions & contingencies | 22,558  | 21,554  | 32,578  | 45,006  | 54,356  |
| PBT                        | 21,722  | 30,306  | 30,595  | 32,945  | 41,492  |
| Extraordinary items        | 0       | 0       | 0       | 0       | C       |
| Tax expense                | 5,560   | 7,721   | 7,802   | 8,401   | 10,580  |
| Minority interest          | 0       | 0       | 0       | 0       | C       |
| Income from JV/Associates  | 0       | 0       | 0       | 0       | C       |
| Reported PAT               | 16,161  | 22,585  | 22,793  | 24,544  | 30,912  |
| PAT growth (%)             | 64.2    | 39.7    | 0.9     | 7.7     | 25.9    |
| Adjusted PAT               | 16,161  | 22,585  | 22,793  | 24,544  | 30,912  |
| Diluted EPS (Rs)           | 17.0    | 23.7    | 23.8    | 25.6    | 32.3    |
| Diluted EPS growth (%)     | 64.0    | 39.4    | 0.5     | 7.4     | 25.9    |
| DPS (Rs)                   | 7.1     | 11.3    | 14.0    | 15.0    | 16.0    |
| Dividend payout (%)        | 14.6    | 12.6    | 14.6    | 17.4    | 16.9    |
| Effective tax rate (%)     | 25.6    | 25.5    | 25.5    | 25.5    | 25.5    |
| Net interest margins (%)   | 13.4    | 12.0    | 11.1    | 11.3    | 11.7    |
| Cost-income ratio (%)      | 56.9    | 59.0    | 58.6    | 57.2    | 55.9    |
| Shares outstanding (mn)    | 943.2   | 946.1   | 951.0   | 951.0   | 951.0   |
|                            |         | 3.0.1   | 332.0   | 332.0   | 331.0   |

Source: Company, Emkay Research

Balance Sheet Y/E Mar (Rs mn)

Reserves & surplus

Interest bearing liab.

Other liabilities & prov.

Total liabilities & equity

Cash, other balances

Interest earning assets

Share capital

Net worth

Net advances

Investments

Other assets

Total assets

Adj. BVPS (INR)

Gross advances

CASA ratio (%)

Cost of funds (%)

Loans-to-Assets (%)

Deposit growth (%)

Book value growth (%)

Net advances growth (%)

Credit to deposit (%)

BVPS (Rs)

Deposits
Borrowings

FY22

9,432

68.095

77,527

217.864

217,864

51,093

346.484

301.873

12,972

7,582

4,537

16,039

82.2

80.3

NA

NA

5.0

87.1

28.7

ΝΔ

22.7

346,484

312.810

325,908

FY23

9,461

88.840

98,301

297.491

297,491

59,664

455,456

393.610

21,397

9.898

5,737

21,168

103.9

101.1

NA

NA

6.1

86.4

30.4

NΔ

26.4

407.216

455,456

428,551

FY24E

108.304

117,814

386.738

386,738

68,714

573.266

493.895

27,816

10,393

6,101

27.433

123.9

119.9

NA

NA

7.4

86.2

25.5

19.2

NA

512.017

573,266

539,732

9.510

| Source: | Company, | Emkay | Research |  |
|---------|----------|-------|----------|--|
|         |          |       |          |  |

| Asset quality and oth    | er metrics | ;        |          |          |          |
|--------------------------|------------|----------|----------|----------|----------|
| Y/E Mar (Rs mn)          | FY22       | FY23     | FY24E    | FY25E    | FY26E    |
| Asset quality            |            |          |          |          |          |
| Gross NPLs               | 6,934.2    | 9,575.3  | 13,645.4 | 18,259.7 | 21,250.5 |
| Net NPLs                 | 2,409.0    | 3,544.9  | 5,048.8  | 6,573.5  | 7,437.7  |
| GNPA ratio (%)           | 2.3        | 2.4      | 2.7      | 3.0      | 2.8      |
| NNPA ratio (%)           | 0.8        | 0.9      | 1.0      | 1.1      | 1.0      |
| Provision coverage (%)   | 65.3       | 63.0     | 63.0     | 64.0     | 65.0     |
| Gross slippages          | 22,564.3   | 21,529.4 | 22,612.1 | 30,761.6 | 29,908.5 |
| Gross slippage ratio (%) | 7.4        | 5.4      | 4.5      | 5.0      | 4.0      |
| LLP ratio (%)            | 8.2        | 6.1      | 7.2      | 8.1      | 8.0      |
| NNPA to networth (%)     | 2.9        | 3.4      | 4.0      | 4.5      | 4.3      |
| Capital adequacy         |            |          |          |          |          |
| Total CAR (%)            | 23.8       | 23.1     | 22.1     | 20.9     | 19.6     |
| Tier-1 (%)               | 21.0       | 20.4     | 19.8     | 19.0     | 18.1     |
| CET-1 (%)                | 21.0       | 20.4     | 19.8     | 19.0     | 18.1     |
| RWA-to-Total Assets (%)  | 90.0       | 92.0     | 94.0     | 95.0     | 98.0     |
| Miscellaneous            |            |          |          |          |          |
| Total income growth (%)  | 16.3       | 26.4     | 25.3     | 19.3     | 20.0     |
| Opex growth (%)          | 24.2       | 27.4     | 20.1     | 16.7     | 16.4     |
| Core PPOP growth (%)     | 11.8       | 17.1     | 21.8     | 23.4     | 23.0     |
| PPOP margin (%)          | 39.2       | 36.3     | 35.3     | 36.5     | 37.4     |
| PAT/PPOP (%)             | 36.5       | 43.6     | 36.1     | 31.5     | 32.3     |
| LLP-to-Core PPOP (%)     | 50.9       | 41.6     | 51.6     | 57.7     | 56.7     |
| Yield on advances (%)    | 18.1       | 17.5     | 17.8     | 17.7     | 18.3     |
| Cost of funds (%)        | 5.0        | 6.1      | 7.4      | 6.8      | 6.6      |

| Source: | Company, | Emkay | Research |
|---------|----------|-------|----------|

| Valuations and key   | Ratios |        |        |        |        |
|----------------------|--------|--------|--------|--------|--------|
| Y/E Mar              | FY22   | FY23   | FY24E  | FY25E  | FY26E  |
| P/E (x)              | 44.3   | 31.8   | 31.6   | 29.4   | 23.4   |
| P/B (x)              | 9.2    | 7.3    | 6.1    | 5.2    | 4.4    |
| P/ABV (x)            | 9.5    | 7.5    | 6.3    | 5.4    | 4.6    |
| P/PPOP (x)           | 16.2   | 13.9   | 11.4   | 9.3    | 7.5    |
| Dividend yield (%)   | 0.3    | 0.4    | 0.5    | 0.6    | 0.7    |
| DuPont-RoE split (%) |        |        |        |        |        |
| NII/avg assets       | 12.5   | 11.2   | 10.4   | 10.5   | 10.9   |
| Other income         | 20.9   | 20.3   | 19.3   | 18.1   | 16.9   |
| Fee income           | 19.2   | 18.8   | 18.3   | 17.4   | 16.5   |
| Opex                 | 19.0   | 18.6   | 17.4   | 16.4   | 15.5   |
| PPOP                 | 14.4   | 12.9   | 12.3   | 12.2   | 12.3   |
| Core PPOP            | 14.4   | 12.9   | 12.3   | 12.2   | 12.3   |
| Provisions           | 7.3    | 5.4    | 6.3    | 7.1    | 6.9    |
| Tax expense          | 1.8    | 1.9    | 1.5    | 1.3    | 1.4    |
| RoA (%)              | 5.2    | 5.6    | 4.4    | 3.8    | 4.0    |
| Leverage ratio (x)   | 4.4    | 4.6    | 4.8    | 5.0    | 5.2    |
| RoE (%)              | 23.0   | 25.7   | 21.1   | 19.2   | 20.5   |
| Quarterly data       |        |        |        |        |        |
| Rs mn, Y/E Mar       | Q3FY23 | Q4FY23 | Q1FY24 | Q2FY24 | Q3FY24 |
| NII                  | 11,446 | 11,651 | 12,332 | 12,969 | 13,870 |
| NIM (%)              | 11.6   | 11.5   | 11.5   | 11.3   | 11.3   |
| PPOP                 | 12,174 | 14,294 | 15,151 | 15,509 | 16,205 |
| PAT                  | 5,095  | 5,965  | 5,933  | 6,030  | 5,491  |
| EPS (Rs)             | 5.40   | 6.30   | 6.27   | 6.37   | 5.80   |

Source: Company, Emkay Research

# **RECOMMENDATION HISTORY - DETAILS**

| Date      | Closing<br>Price (INR) | TP (INR) | Rating | Analyst    |
|-----------|------------------------|----------|--------|------------|
| 30-Nov-23 | 739                    | 865      | Buy    | Anand Dama |
| 29-Oct-23 | 790                    | 865      | Hold   | Anand Dama |
| 30-Jul-23 | 857                    | 950      | Hold   | Anand Dama |
| 29-Apr-23 | 772                    | 980      | Buy    | Anand Dama |
| 09-Mar-23 | 767                    | 1,000    | Buy    | Anand Dama |
| 24-Jan-23 | 745                    | 1,000    | Buy    | Anand Dama |
| 30-Nov-22 | 824                    | 1,000    | Buy    | Anand Dama |

Source: Company, Emkay Research

# **RECOMMENDATION HISTORY - TREND**



Source: Company, Bloomberg, Emkay Research

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|---------|---|--|--|
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| ADD     | 5-15% upside                                  |  |  |
| REDUCE  | 5% upside to 15% downside                     |  |  |
| SELL    | <15% downside                                 |  |  |

## **Emkay Global Financial Services Ltd.**

CIN - L67120MH1995PLC084899

7th Floor, The Ruby, Senapati Bapat Marg, Dadar - West, Mumbai - 400028. India Tel: +91 22 66121212 Fax: +91 22 66121299 Web: www.emkavglobal.com

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