

GRASIM INDUSTRIES LIMITED

RECOMMENDATION: BUY

Buy Around: 1068

SL: 1008

Target: 1208

Upside: 13%

Horizon: 1 Month

VALUE PARAMETERS

Price (Rs)	1050.25
52 W H/L(Rs)	781.80/1331.75
Mkt. Cap.(Rs Cr)	69036.46
Latest Equity(Subscribed)	131.47
Latest Reserve (cons.)	31293.44
Latest EPS (cons.) -Unit Curr.	64.59
Latest P/E Ratio -cons	16.26
Latest Bookvalue (cons.) -Unit Curr.	478.07
Latest P/BV - cons	2.20
Dividend Yield -%	0.37
Face Value	2.00

STOCK DATA

BSE Code	500300
NSE Symbol	GRASIM
Reuters	GRAS.BO
Bloomberg	GRASIM IN

SHAREHOLDING PATTERN

(As on 31 Mar 2017)	% Of Holding
Foreign	36.79
Institutions	16.45
Govt Holding	0.00
Non Promoter Corp. Hold.	5.24
Promoters	31.27
Public & Others	10.26

Note: Follow Strict Stop Loss.

Grasim is well-poised to benefit from the expected upturn in the economy given its leadership position in all its businesses and large investments for growth, made in recent years. The company will continue to focus on expanding VSF market in India by partnering with the textile value chain and better customer connect through Brand Liva. Enhancing product mix through larger share of specialty fibre will be yet another focus area. In the Chemical Business, It will benefit from additional volumes from capacity additions. In Cement, UltraTech is well positioned across the country to cater to the growth in demand with a vast network of manufacturing units, split grinding units, bulk terminals and large dealership network spanning across the country.

Business Profile

Grasim Industries has a leadership positions in cement, viscose staple fibre and chemicals businesses.

Investment Rationale

After merger with Aditya Birla Nuvo, Grasim would enjoy the position of holding company and solid business growth which creates a large combination of manufacturing and service businesses commanding leadership Positions across the cement, financial services, telecom, textiles and chemicals sectors

The management expects VSF Business to remain stable as no major capacity addition expected in next 12-18 months globally. Moreover, it guides; it will continued focus on expanding usage and application of VSF in domestic textile market through better customer connect through brand Liva with sharp increase in Liva tagged garment sales. The company launched brand Liva CrÃ me, a premium variant based on our specialty products (Modal, Micro Modal) and partnering with textile value chain through Liva Accredited Partnership Forum. The Company is in the process of debottlenecking of its plants to meet growing demand.

The management expects Caustic demand in India to record stable growth supported by growth in user industries like Textile, Aluminium, Paper, Soap and Detergent etc. The Caustic supply expected to increase on account of new capacity additions in the industry which may create temporary imbalance in the demand supply.

The management expects affordable housing and interest subvention scheme, infrastructure growth, improving demand sentiments in Southern Markets, and bettering of rural housing due to improved rural cash flows will be favorable factors for demand growth going forward.



We recommend a buy in the stock of GRASIM INDUSTRIES LIMITED for a short-term perspective. The stock is trading at its good support level with good fundamental records and is expected to move up from this level. It made a 52 week low Rs. 781.80 and 52 week high of Rs 1331.75. Buy around at 1068 with a closing below stop loss of Rs.1008 levels for the target of Rs.1206.



Moneywise. Be wise.

E-mail: researchfeedback@smcindiaonline.com



Moneywise. Be wise.

Corporate Office:

11/6B, Shanti Chamber,
Pusa Road, New Delhi - 110005
Tel: +91-11-30111000
www.smcindiaonline.com

Mumbai Office:

Lotus Corporate Park , A Wing 401 / 402 ,
4th Floor ,Graham Firth Steel Compound,
Off Western Express Highway, Jay Coach Signal,
Goreagon (East) Mumbai - 400063
Tel: 91-22-67341600, Fax: 91-22-28805606

Kolkata Office:

18, Rabindra Sarani,
"Poddar Court", Gate No. 4,
5th Floor, Kolkata - 700001
Tel: 91-33-39847000, Fax: 91-33-39847004

SMC Global Securities Ltd. (hereinafter referred to as "SMC") is regulated by the Securities and Exchange Board of India ("SEBI") and is licensed to carry on the business of broking, depository services and related activities. SMC is a registered member of National Stock Exchange of India Limited, Bombay Stock Exchange Limited, MSEI (Metropolitan Stock Exchange of India Ltd) and M/s SMC Comtrade Ltd is a registered member of National Commodity and Derivative Exchange Limited and Multi Commodity Exchanges of India and other commodity exchanges in India. SMC is also registered as a Depository Participant with CDSL and NSDL. SMC's other associates are registered as Merchant Bankers, Portfolio Managers, NBFC with SEBI and Reserve Bank of India. It also has registration with AMFI as a Mutual Fund Distributor.

SMC is a SEBI registered Research Analyst having registration number INH100001849. SMC or its associates has not been debarred/ suspended by SEBI or any other regulatory authority for accessing/dealing in securities market. SMC or its associates or its Research Analyst or his relatives do not hold any financial interest in the subject company interest at the time of publication of this Report. SMC or its associates or its Research Analyst or his relatives do not hold any actual/beneficial ownership of more than 1% (one percent) in the subject company, at the end of the month immediately preceding the date of publication of this Report. SMC or its associates its Research Analyst or his relatives does not have any material conflict of interest at the time of publication of this Report.

SMC or its associates/analyst has not received any compensation from the subject company covered by the Research Analyst during the past twelve months. The subject company has not been a client of SMC during the past twelve months. SMC or its associates has not received any compensation or other benefits from the subject company covered by analyst or third party in connection with the present Research Report. The Research Analyst has not served as an officer, director or employee of the subject company covered by him/her and SMC has not been engaged in the market making activity for the subject company covered by the Research Analyst in this report.

The views expressed by the Research Analyst in this Report are based solely on information available publicly available/internal data/ other reliable sources believed to be true. SMC does not represent/ provide any warranty expressly or impliedly to the accuracy, contents or views expressed herein and investors are advised to independently evaluate the market conditions/risks involved before making any investment decision. The research analysts who have prepared this Report hereby certify that the views /opinions expressed in this Report are their personal independent views/opinions in respect of the subject company.

Disclaimer: This Research Report is for the personal information of the authorized recipient and doesn't construe to be any investment, legal or taxation advice to the investor. It is only for private circulation and use. The Research Report is based upon information that we consider reliable, but we do not represent that it is accurate or complete, and it should not be relied upon as such. No action is solicited on the basis of the contents of this Research Report. The Research Report should not be reproduced or redistributed to any other person(s) in any form without prior written permission of the SMC. The contents of this material are general and are neither comprehensive nor inclusive. Neither SMC nor any of its affiliates, associates, representatives, directors or employees shall be responsible for any loss or damage that may arise to any person due to any action taken on the basis of this Research Report. It does not constitute personal recommendations or take into account the particular investment objectives, financial situations or needs of an individual client or a corporate/s or any entity/s. All investments involve risk and past performance doesn't guarantee future results. The value of, and income from investments may vary because of the changes in the macro and micro factors given at a certain period of time. The person should use his/her own judgment while taking investment decisions. Please note that SMC its affiliates, Research Analyst, officers, directors, and employees, including persons involved in the preparation or issuance of this Research Report: (a) from time to time, may have long or short positions in, and buy or sell the securities thereof, of the subject company(ies) mentioned here in; or (b) be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the subject company(ies) discussed herein or may perform or seek to perform investment banking services for such company(ies) or act as advisor or lender/borrower to such subject company(ies); or (c) may have any other potential conflict of interest with respect to any recommendation and related information and opinions.

All disputes shall be subject to the exclusive jurisdiction of Delhi High court.