

OCTOBER 2019

INDIAN

STOCK MARKET JOURNAL

EMPOWERING TRADERS AND INVESTORS

**Muhurat
Trading**

Tips For Investors



5

**This Diwali Bet On These
Wealth Generating
STOCKS**

From the Desk of CEO

Dear Readers,

We wish you a very Happy & Prosperous diwali!

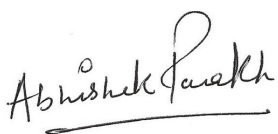
Diwali is an auspicious occasion in India, in which people tend to deal with money, as we worship Goddess Lakshmi so that she showers her blessing on us, and keep us healthy and wealthy and well. To mark the festival of Diwali in the Indian Stock market, the stock exchanges NSE and BSE have an exclusive way to celebrate it, that is Muhurat trading. An age old tradition that has stood the test of time to prevail in a fast changing technological revolution.

In this issue of ISMJ, we have compiled everything you need to know about the muhurat trading. As a Diwali present we give to you the 5 stocks you may invest in, this diwali.

We would like to thank you for appreciating our previous editions with your kind words. We would love to have your continuous feedback so that we improve on our work. Please feel free to write to us at support@equitypandit.com.

We look forward to helping you earn profits.

Sincerely,



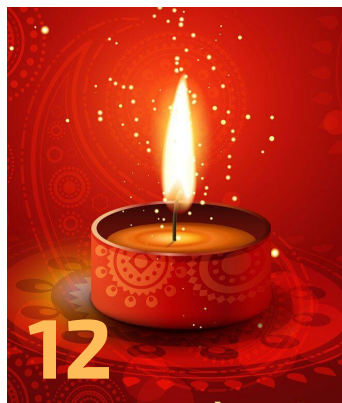
Abhishek Parakh

CEO & Managing Director
EquityPandit Financial Services (P) Limited

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HUNGER STRIKE OUT INTO BUSINESS



**The Journey of Online
Food Delivery**

Food...one word, thousand of feeling!!

I don't think there is anybody in the world whose favourite thing is not food. And this being the reason, the food delivery companies becoming the top in the industry, giving ultimate pleasure to their customer's belly and making money out of it. Here we are with parameters regarding the New trend in the market, i.e for the Online Food Delivery Startup and how it should be done or in other words we can say that the Journey of online food delivery.

But if we talk about the concept of the same, it isn't an Indian baby, it was conceived in Korea. The order was meant for naengmyeon (cold noodles) in Korea, recorded in 1768. Later on, in the year 1994, the first online food delivery started by Pizza Hut for Pizza. In 1995, the first online food ordering services started by World Wide Waiter. The site originally serviced only northern California, later expanding to several additional cities in the United States. Since the 2000s, Pizza chain has created its own mobile application and started 20-30 per cent online food delivery business. As increasing in smartphone technologies the growth of online delivery of food is also increases.

Conceiving the Idea

The idea of getting food delivered on the doorstep popped into the startup's mind once they studied ola, uber etc cab services. The major reason for it is obviously the comfort. As the world is leading towards auto mode, the purpose for it is making human life simpler, without doing many things, and online food home delivery was next in the queue.

Online Food Delivering App

As online shopping has made our life easy, similarly, online food delivery has also made our life easier and happier. There is no more pleasure than sitting on your favourite comfy couch, having your favourite biryani with coke and watching your favourite show streaming on the screen. And imagine, all these things come to you, without giving much effort...it may sound like a dream 10 years back, but thanks to online food delivery apps, they made this dream come true.

Online food app service plays a very important role in the consumption of food as well as the partner restaurant to place their services better. Restaurants are focusing on preparing food with the same taste as they expected from offline food consumption. The app service provides rider who deliver the food to the customer on time, and how can we forget about the 'heavy' discount coupons, that make the food even tastier.



Here we are with few online apps of food delivery service, that helps you in need, helping solve your midnight craving crisis issue:



Zomato, the first ‘Sultan’ in the industry was initially started under the name ‘Foodiebay’. Later, the online food delivery platform was renamed Zomato on November 2010. With this, Zomato allows all their customers to see all nearby restaurants, along with the menu and price of their food.

Adding points to its success, it was later expanded in other cities across the country in Delhi NCR, Mumbai, Bangalore, Chennai, Pune and Kolkata since 2011. Meanwhile, in 2012, the company was expanded operations internationally in various countries such as the United Arab Emirates, Sri Lanka, Qatar. 17 August 2019, more than 1,200 restaurants logged off from Zomato. And as of 2016, the service is available in 24 countries. An Indian restaurant aggregator and food delivery startup Zomato was started by Deepinder Goyal and Pankaj Chaddah.

Launched in the year 2014, Swiggy is India’s one of the largest online food ordering and delivery platforms. The company is based out of Bangalore. Earlier 2019, the online food delivery platform expanded into general product deliveries under brand name Swiggy stores.



The new facility launched by Swiggy is instant pick up and drop is named as SwiggyGo. The service is used to pick the item and drop off a diverse array of items, also including laundry and document or parcel deliveries for business clients and retail customers.

Here we are with few online apps of food delivery service, that helps you in need, helping solve your midnight craving crisis issue:



UberEats is the platform for delivering great food from your favourite local restaurants as easy as requesting a ride. The online food delivery app connects you with a broad range of local restaurants and food which helps you to order the food whenever you want or to kill midnight craving as well.

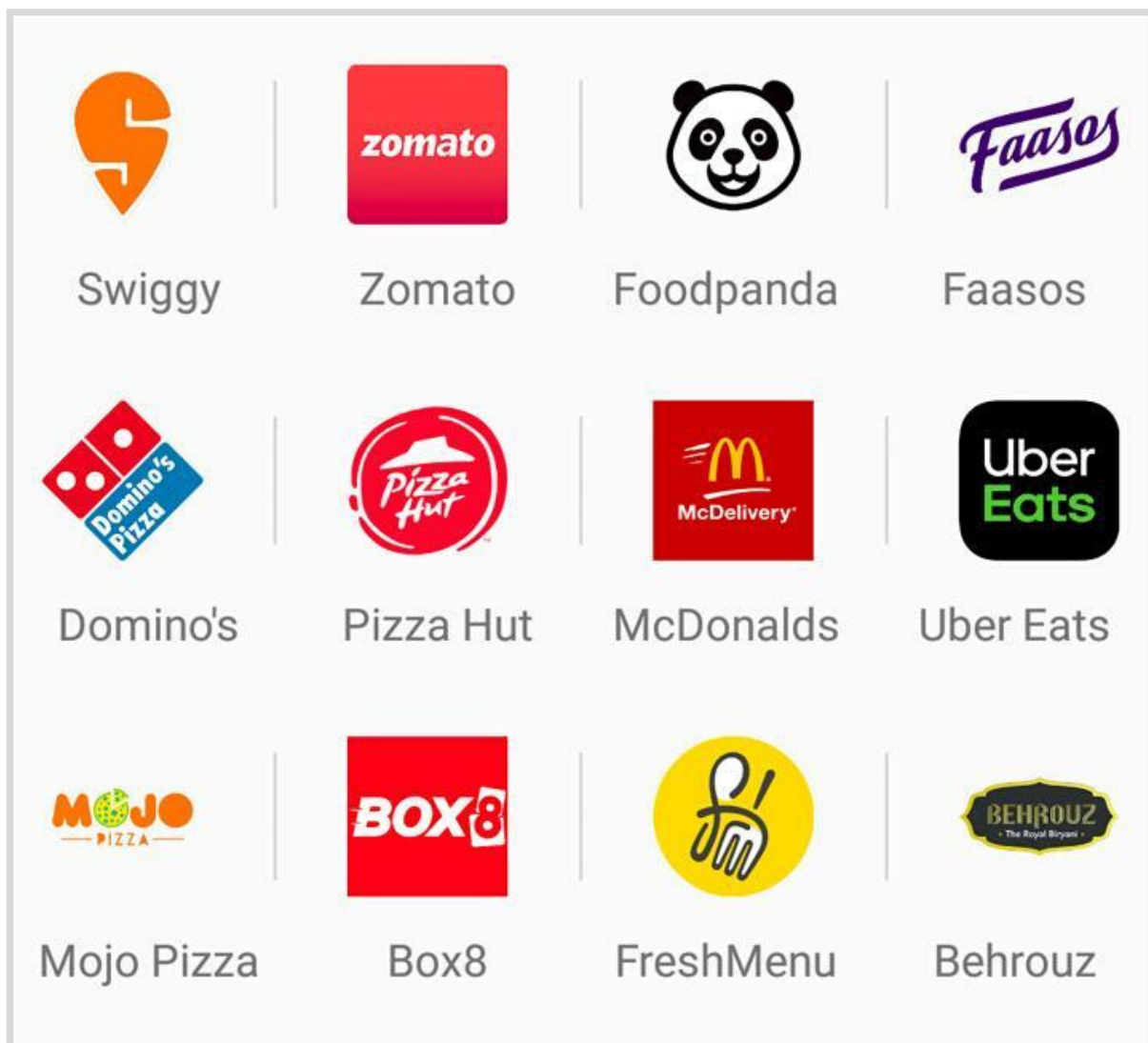
Uber, an American company launched its online food delivery platform based in San Francisco, California in the year 2014. The app, deliver the food in special lunch bag which shows the representation and hygiene of food also it will help to food remain hot or cold.

In 2012, the Foodpanda group was founded by Ralf Wenzel, Rohit Chadda, Ben Bauer, Felix Plog. The group was acquired by the German competitor Delivery Hero. In India, Foodpanda's business was acquired by Ola for an all-share deal on 11 December 2017.

The process of Foodpanda is sent an order directly to partner restaurants, which then deliver to their customers. The service is available via websites and mobile applications. Customer order food by entering their pin codes on the site and order the food from the list of restaurants, and get it delivered within an estimated time.



Other than these apps, there are food chains that offer personal food delivery platform for their customers. These are Pizza Hut, Dominos, McDonald's, Faasos, KFC, Behrouz Biryani, Subway etc. Other than these there are few more apps that take online order to deliver food on trains, to make your journey more comforting. They are, Railresto, IRCTC eCatering, Travelkhana, YatriBhijan, Traveler Food, etc.



PROS OF ONLINE FOOD DELIVERY

CUSTOMER'S CONVENIENCE:

The online food delivery apps are too convenient for the customer as they have no longer to wait in the queue or hold on the phone. The process to order the food online from the app is to look, click, and selection. Making the customers happy and satisfied also increases the chances of profit in revenue and business.



EMPLOYMENT OPPORTUNITY:

Making food available on your fingertips has made it one of the most successful business in the market. Along with satisfying the customer's belly, the online food delivery apps have provided jobs to many delivery boys, provided business to the restaurants and making money of itself. It is noteworthy that the delivery platforms are also coming up with great initiatives to provide employment to the underprivileged categories in the society, like appointing transgenders as a delivery person. Also, they have started appointing handicapped people as a delivery person and providing a special vehicle to them.

CONS OF ONLINE FOOD DELIVERY

PAYMENT GATEWAYS:

As we know, there come cons along with pros. The online food delivery apps provide various payment option to the customer for their convenience. The customer has options of different payment method like Net banking, Paytm, Phonepe etc. The thing which matters the most is trust and liability factor. If you are able to build that trust factor among your client's customers by your services such as by providing hygienic food, delivering the order on time, then surely you will be ensured with the revenue chasing criteria.

By all means, we can say that the online food delivery platforms will continue to prosper and become more popular as their presence is expanding beyond the hyper-smart metropolitan cities into small cities and towns of India. While food providers are still focusing on the upmarket affluent in the Indian population, regional food delivery services can focus on the underserved small-town population and take a large pie of this booming industry. Online food delivery is very beneficial for an outsider who lives away from their families in different cities. In the era of 'Modi-fying' India, where the government is trying to give more and more business opportunities to the youth, online food delivery business is not the 'Elephant in the room' but, 'Tiger in the market', and will continue to roar.

Muhurat Trading

—— What Does History Have To say? ——



Diwali month trading history

Historical data suggest that Nifty closed in red in the Diwali month in six out of last 12 years. It plunged the most in the year 2008 when the Nifty saw a steep fall of nearly 30 percent, followed by the year 2009 when it fell by 7 percent, and in the year 2010 Nifty saw a decline of 2.5 percent.

The bulls failed to regain their foothold on D-Street in the month when this auspicious festive of lights is celebrated. The Nifty index gained the

most in the year 2011 when it rose by 8 percent, followed by the year 2012 when the index rallied a little over 5 percent, and then in 2014 when it saw a surge of 2.5 percent.

Since the Modi government came to power, Nifty closed positive in the year 2014 and 2016 when it rose by 2.5 percent and 0.16 percent Followed by 4.81 percent positive in 2017 and 4.5 percent positive in 2018 respectively. Investors are hopeful for 2019.

Returns Nifty Has Given Previously In The Diwali Months

Diwali Year	Nifty Returns(%)
2008	-29.94
2009	-7.32
2010	-2.57
2011	8.38
2012	5.37
2013	-0.72
2014	2.56
2015	-1.62
2016	0.16
2017	4.81
2018	4.5

The Nifty Midcap and Smallcap indices fell 11 percent and 14 percent respectively in Diwali 2019 (against 7 percent and 22 percent correction in Diwali 2018), but the picture was completely different in benchmark indices.

The Nifty50 and Sensex rallied 6 percent each (against 4.5 percent and 10 percent gains respectively in Diwali 2018) led by hope rally and buying in select blue chips. Banking & financials and IT remained in the forefront again in terms of gains (up 9 percent, 17 percent and 3 percent respectively) whereas the weakness continued in other sectors like auto, metals and pharma which showed double digit fall.

The July-September earnings are expected to continue to show the muted picture for another quarter. But, after several measures taken by the government along with RBI to revive economy and sentiment, the street looks hopeful of recovery in the second half of FY20 and strong growth in FY21.





Muhurat Trading

— Tips For Investors To Trade —



Muhurat trading is the well known old ritual that is being followed by the trading community from ages. This is the auspicious one hour trading held on the day of Diwali and the time for the same is specified by the stock exchange every year. It is an old belief that by doing trade during Muhurat trading a trader or investor will earn wealth and prosperity the whole year.

The word Muhurat means an auspicious time and as per the Hindu calendar during this time the planets align themselves in a pattern and doing a trade during the time brings in prosperity. Most of the traders trade during this time for religious sentimental and traditional reasons.

Diwali Muhurat trading is unique to the Indian stock markets only and brokers used to open the new settlement accounts for all their clients in the day of Diwali during the Muhurat trading session. The same tradition is followed in the capital market where on the day of Diwali, Laxmi puja is done and investors purchase shares of companies so that they can hold them for long term gains. For the trading community, Diwali is a time when old account books are closed and new books opened. On this day, traders worship their new account books in a ceremony called 'Chopda Poojan'. Muhurat trading gives us two clear messages: to focus on quality and to invest with long term goal.

The Muhurat trading time is announced by the national stock exchanges – Bombay Stock Exchange (BSE) & National Stock Exchange (NSE). To mark the auspicious occasion of trading during Diwali, the leading stock exchanges NSE & BSE have declared the trade timings for Muhurat trading for Diwali 2019 will be conducted on Sunday, 28th Oct. 2019 – in the evening. Diwali Muhurat trading will begin from 5:00 pm and will last till 6:40 pm, which mentioned by NSE & BSE in separate notices.

According to NSE & BSE circulars, block deal session will be held from 05:00 pm to 05:15 pm, the pre-open session will be open from 05:15 pm and close at 05:23 pm. It is according to the circulars with respect to Diwali Muhurat trading in equity segment. For equity derivative segment (F&O) and commodity derivatives, the Muhurat trading will be facilitated for an hour between 5:30 pm and 6:30 pm which will be followed by a setup cut off time for determining position limit value up until 6:45 pm.

TIPS ON MUHURAT TRADING FOR INVESTORS

1

Focus on Consumption Sector

The consumption companies are being added on more layers of an alpha because of the implementation of GST. Looking at the sub-themes, such as rural consumption will also give a clear idea about the same. The Minimum Support Price (MSP) is fixed at 150 per cent of the production cost. The benefits are extended to the Rabi crops as well. A substantial shift in purchasing power is also expected.

Consider Intra-Sector Differentiator

When there are companies within the same sector that are performing on a different set of economics, it is the intra-sector differentiator. This is the best time to be meticulous and choose the stocks with utmost care.

2

3

A Big 'NO' to Companies With a Careless Governance Standard

The SEBI has become more stringent with the governance standards of companies, since the past two years. As there is no space for any laxity, so it is advised to avoid companies that have a careless governance standard.

5 WEALTH — Generating — STOCKS

This Diwali Bet On These Stocks



Exclusive Recommendation By:

EquityPandit Financial Services Pvt. Ltd.

(SEBI Registration Number INA000006688)

Please Note

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Bajaj Auto

About the Company

Bajaj Auto is the second-largest motorcycle manufacturer in India and fourth largest three-wheeler and two-wheeler manufacturer in the world. It has a domestic motorcycle market share of 19%. The company is the largest 3-W company in India with a commanding market share of 61%.

P/E : 19.18
Price/Book: 4.13
Dividend Yield.(%) : 1.93
Dividend (%) : 600.00

Recommendation: Buy



BAJAJ-AUTO
BSE:532977

Sector: AUTO - 2 & 3 WHEELERS

CMP(Rs) (as on 22/10/2019) : 3100

Target : 3587

Horizon: 1 Year

Stoploss: 2609

Why Bajaj Auto Is A Good Bet?

Bajaj Auto has resurrected the Bajaj Chetak scooter in an all-new, electric form. The new Bajaj Chetak will be commercially launched in January 2020, when more details will be announced. The Chetak will be part of a new vertical of electric vehicles under the Urbanite brand, and will also include electric three-wheelers and electric quadricycles. The Chetak will be the first electric vehicle to roll out under the Urbanite vertical.

Bajaj seems to be in a better position because almost 40% of their numbers comes from exports and we believe that Bajaj will do a plus 5% kind of volume growth in FY21.

**Please read Terms & Conditions carefully, before investing.*

Larsen & Toubro Ltd (L&T)

About the Company

Larsen & Toubro is a major technology, engineering, construction, manufacturing and financial services conglomerate, with global operations. The company is one of the largest and most respected companies in India's private sector. The company operates in three segments Engineering & Construction Segment, Electrical & Electronics segment, Machinery & Industrial Products, and others.

Recommendation: Buy



NSE: LT
BSE:500510

Sector: INFRASTRUCTURE - GENERAL

CMP(Rs) (as on 22/10/2019) : **1430**

Target : **1812**

Horizon: **1 Year**

Stoploss: **1274**

Why L&T Is A Good Bet?

While smaller capital goods and infrastructure players are struggling now due to the ongoing macroeconomic slowdown, strong players like Larsen & Toubro are benefiting from it. In addition to the customer preference of staying with stronger players in an environment like this, Larsen & Toubro has also been able to corner market share from the space vacated by medium sized players.

Continuing order inflow suggests that Larsen & Toubro should be able to achieve its order inflow guidance of 10-12% for 2019-20. Due to its strong order book and faster execution, there is clear visibility for earnings in coming years.

Its return ratios are also expected to improve in coming years because of the focussed actions by the management on cost reduction and working capital management. For example, its ROE is expected to cross 18% by 2020-21. More importantly, this counter is now trading at a discount to historical valuation averages.

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Apollo Hospitals Enterprises Ltd.

About the Company

Apollo Hospitals Enterprise, incorporated in the year 1979, is a large cap company. Its key products/revenue segments include healthcare services which contributed Rs 4,422.67 crore to sales value (53.05 per cent of total sales), pharmaceuticals which contributed Rs 3,886.04 crore to sales value (46.61 per cent of total sales) and other operating revenue .

Market Cap (Rs. Cr) : 20660.1

Price/Book : 5.44

Dividend Yield.(%) : 0.39

P/E : 65.66

Recommendation: Buy



APOLLOHOSP
BSE:508869

Sector: HOSPITALS & MEDICAL SERVICES

CMP(Rs) (as on 22/10/2019) : 1520

Target : 1722

Horizon: 1 Year

Stoploss: 1347

Why Apollo Hospital Is A Good Bet?

The management has reiterated plans for phased promoters pledge reduction. On 12th Sept, 2019, promoter family sold a 3.6% stake for Rs 741cr to raise funds to trim promoter-level debt. Now the promoters own 30.8% stake in the company and 66.2% of their stake is pledged (vs 71.3% in June 2019). Sale of 50.8% stake in Apollo Munich Health Insurance by the Apollo group (incl 9.99% stake by AHEL for Rs 300 cr) for Rs.1336 cr in Jun 2019 could help in bringing down leverage at the AHEL and promoter levels

A leadership position and multi-pronged healthcare delivery model makes AHEL one of the stronger healthcare models. The company owns one of the best integrated business models in the healthcare space with strong management pedigree and healthy mix -- both patient's type, complexity and higher day care. We feel AHEL will reap significant operating leverage benefits led by maturity of new hospitals & pharmacies and breakeven of retail healthcare format AHLL

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HDFC Bank

About the Company

HDFC Bank Ltd is one of India's premier banks. Headquartered in Mumbai, HDFC Bank is a new generation private sector bank providing a wide range of banking services covering commercial and investment banking on the wholesale side and transactional/branch banking on the retail side.

Market Cap (Rs Cr.) :678,757.68

P/E: 29.01

Price/Book: 4.55

Dividend Yield.(%): 0.60

Recommendation: Buy



HDFCBANK
BSE:500180

Sector: BANKS - PRIVATE SECTOR

CMP(Rs) (as on 22/10/2019) : 1210

Target : 1364

Horizon: 1 Year

Stoploss: 1112

Why HDFC Bank Is A Good Bet?

HDFC Bank have strong positioning, large branch network, healthy balance sheet, superior asset quality and efficient management. Strong retail banks like HDFC Bank should be able to gain further market share, especially from the space vacated by NBFCs. To benefit from this situation and also increase loan book growth, HDFC Bank is focusing on deposit mobilisation, which is good for its long-term growth. One can expect HDFC Bank to continue to deliver consistent growth with margin leadership and robust return ratios.

HDFC Bank posted a 26.8 per cent on-year surge in standalone net profit at Rs 6,345 crore for the second quarter of the ongoing fiscal. The bank posted Rs 5,005.73 crore profit in the corresponding quarter last year. It reported 14.89 per cent rise in net interest income (NII) at Rs 13,515.0 crore as against Rs 11,763.4 crore in the same quarter last year. Net interest margin (NIM) for the quarter came in at 4.2 per cent.

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PVR Ltd

About the Company

PVR Ltd is a leading and premium Multiplex Cinema Exhibition company engaged in the business of Movie exhibition, distribution & production and also earns revenue from in-house advertisement, sale of food & beverages, gaming and restaurant business. The company pioneered the multiplex revolution in India by establishing the country's first multiplex cinema.

Market Cap (Rs Cr.): 8,681.51

P/E: 56.95

Price/Book: 7.17

Dividend Yield.(%): 0.11

Recommendation: Buy



**NSE: PVR
BSE:532689**

Sector: MEDIA & ENTERTAINMENT

CMP(Rs) (as on 22/10/2019) : 1770

Target : 2129

Horizon: 1 Year

Stoploss: 1642

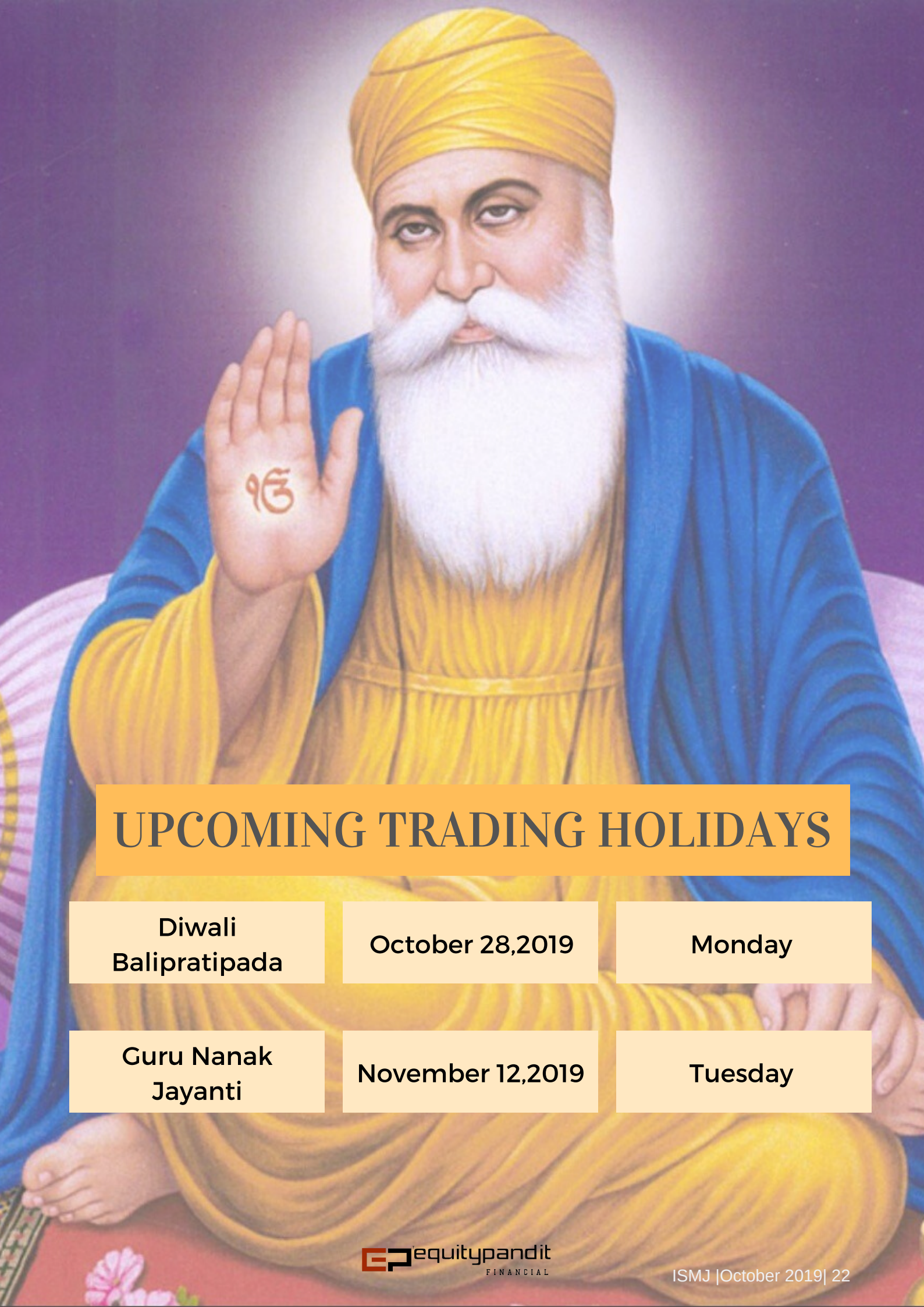
Why PVR Is A Good Bet?

PVR earns revenue from in-cinema advertisements/product displays and in-cinema sale of food and beverages. The company is the largest Multiplex Cinema operator by number of screens in India. Q2FY20 revenue grew by about 37 per cent on a y-o-y basis owing to better box office and F&B collections while ATP continued to witness marginal decrease of -3 per cent (y-o-y).

SPI Cinemas got merged into PVR with effect from August 17th, 2019 by allocation of 16 lakh shares for the balance 28.3 per cent stake.

F&B spend per head grew by about 38 per cent y-o-y while Ad income rose by 16 per cent (y-o-y). We forecast F&B to witness good momentum in FY21. SPI Cinemas posted an average performance while ATP increased (₹162 vs ₹152) due to strong traction from Hollywood movies.

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UPCOMING TRADING HOLIDAYS

**Diwali
Balipratipada**

October 28,2019

Monday

**Guru Nanak
Jayanti**

November 12,2019

Tuesday



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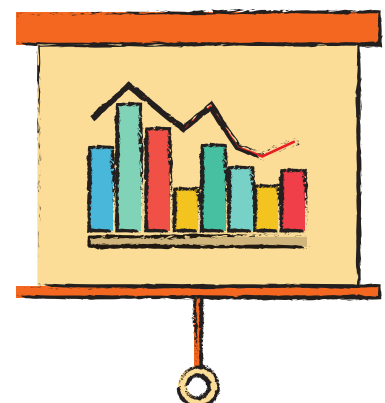


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