

The Story so far....

Prism Cement has delivered decent returns in the past 5 years to the investors. The initial rally in Prism Cement started in Feb'14 when prices bottomed out around closing lows of Rs.23.10/- on the PF charts.

The bull market then saw the prices of Prism Cement surging to as high as Rs. 130/- in Mar'15 and thereafter entered into a 29 month of sideways congestion between Rs.60-130/-.

Presently, we believe that the stock is coming out of a 29 month consolidation which started in Mar'15 and finally appears to be ending in Aug'17 and we expect the stock price to appreciate significantly from current levels of Rs.121/-.



What is changing?

The consolidation which started in Mar'15 appears to have completed as prices trade firmly above the 45 degree resistance trend line and that caught our attention and we expect the prices to trade higher.

The **0.6% x 15 Box PF**, indicating strong signals of a breakout after 29 months of sideways congestion as prices appear to break past above the highs of Rs.130/-.

The latest up move has only strengthened the breakout in **Prism Cement** and we expect the stock to do well in the next 6 months or so.

What is in store?

We applied "*horizontal count method*", to ascertain the probable target for the uptrend in the stock and based on that, we expect the stock to trade around Rs.192/- or above in the next 6 months or more.

The stock has delivered approximately 10.54% CAGR since 1995 on NSE but a better looking 18.18% CAGR in the past 5 years. We expect the stock to continue its uptrend after having traded sideways between Mar'15-Aug'17 before breaking out and it appears to be a good time initiate longs in **Prism Cement** at current levels of Rs.121/-

A good way of accumulating the stock would be spread the purchases evenly between Rs.114-128 and keep a stop loss around 99 on a closing basis.

Price	Value	Date	CAGR	Percentage	Years
All time High	133.45	08-Apr-2015	Since Inception -NSE	10.54	22.15
All time Low	3.60	21-Sep-2001	Aug-12	18.18	5.00
52 Week High	129.90	06-Jul-2017	Details Recommendation		
52 Week Low	72.90	27-Dec-2016	Recommendation	Buy	
Latest Close	121.05	08-Aug-2017	Closing Price	121.05	
Average Closing CY 2017	107.97	08-Aug-2017	Range	114-128	
EMA			Expected Target Price	192.00	
Short Term	120.37	08-Aug-2017	Expected Return	58.61%	
Medium Term	115.98	08-Aug-2017	Stop Loss	99.00	
Long Term	107.23	08-Aug-2017	Expected Risk	-18.22%	
			Minimum Holding Period	6 months	

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