



# WEALTH WEEKLY

## Weekly Alerts You Can Use!

### Weekly View: Nifty, Bank Nifty:

Indices	CMP	Support	Resistance	50 DMA	200 DMA	Range	Preferred Trade
NIFTY	24853	24501	25257	23725	24051	24611-25177	Buy between 24721-24775 zone. Targets at 25257/25651. Stop at 24475.
BANK NIFTY	55398	53901	56351	52672	51367	54566-56275	Buy at CMP. Targets at 56351/57444/58001. Stop 53775.

### Medium Term Pick:

Stocks	CMP	Support	Resistance	50 DMA	200 DMA	Bias	Preferred Trade
AFFLE 3I	1727	1391	1971	1565	1588	Positive	<b>Affle 3I</b> is a global technology company with a consumer intelligence platform that transforms ads into recommendations helping marketers to effectively identify, engage, acquire and drive transactions with their potential and existing users. It has a reach across 3.4+ Bn connected devices. Affle reported a robust performance for Q4 FY2025 with a consolidated revenue from operations of Rs.602.3 crore, an increase of 19.0% y-o-y from a revenue of Rs. 506.2 crore in Q4 last year. EBITDA stood at Rs. 134.0 crore, an increase of 36.7% y-o-y. EBITDA margin was at 22.2% in Q4 FY2025, an increase of 289 basis points on a y-o-y basis. PAT increased by 17.8% y-o-y to Rs. 103.1 crore from Rs. 87.5 crore in Q4 last year. This growth was broad-based coming across India & International markets. Technically, brace yourselves for a major breakout play from a probable 'higher consolidation zone' on the weekly charts. The 200 days Exponential Moving Average (EMA) of the stock on the daily chart is currently at 1587 zone. The level of Rs 1575-1585 zone will act as a strong support. <b>Simply buy at CMP, and on dips between 1600-1625 zone, targeting 1885/1971 mark and then at 2050 mark. Stop below 1391. Holding Period: 12-15 Months.</b>

BUY AFFLE 3i CMP 1727, Target 1971

CMP	1727
Target Price	1971
52 Week H/L	1883.1/1060
P/E	210.14
EPS (TTM)	8.22
Promoter Holding/DIIs/FIIs	55.02/31.4/16.1
Book Value	133.86
Market Cap (INR)	24,269.75 crores

Theme:

Incorporated in the year 1994, Affle 3i Limited is a global technology company with proprietary consumer intelligence platform that delivers consumer recommendations and conversions through relevant mobile advertising. Affle offers AI-led solutions in mobile advertising. It enables advertisers to optimise targeting, personalise user engagement and maximise ROI by combining proprietary data, deep audience insights and advanced generative AI capabilities. Affle 3i successfully completed its IPO in India on Aug, 2019. The firm has presence in Asia, North America, South America, Europe, and Africa.

Affle Holdings ("AHPL") is the Singapore based promoter of Affle 3i, and AHPL investors include Microsoft, Bennett Coleman & Company (BCCL) amongst others. Domestic Institutional Investors holding has gone up from 14.56 (31 Dec 2024) to 15.31 (31 Mar 2025). Foreign Institutional Investors holding have gone down from 16.49 (31 Dec 2024) to 16.09 (31 Mar 2025)

Performance Highlights for Fy24

- Revenue Growth: Affle 3i Limited reported a 19% YoY revenue growth.
- EBITDA Increase: The company experienced a 36.7% increase in EBITDA.
- Total Income: Total income for Q4 FY2025 was ₹602.25 crore.
- Profit After Tax: Net profit after tax was ₹103.07 crore.
- CPCU Model: The strong performance of the CPCU model contributed significantly to the positive results.

"Affle continued its outstanding track record to conclude FY2025 as a landmark year having delivered over 13X growth in topline and profitability since our DRHP filing in 2018, with a consistent y-o-y growth coming across all the quarters.

This growth was broad-based coming across India & International markets. The cost-per-converted-user (CPCU) business noted strong momentum delivering 10.4 crore converted users in Q4 FY2025, an increase of 17.7% y-o-y and taking the total converted users delivered in FY2025 to 39.3 crore. The top industry verticals for the company continued the strong momentum, helping it register a robust growth anchored on the CPCU business model along with an operating margin expansion on both y-o-y and q-o-q basis. Management expects to deliver at least a 20% revenue CAGR in the next five years because of its CPCU model.

The positive catalyst for Affle revolves around companies increasingly shifting focus towards mobile channels to reach their audience. Affle's exposure to fast-growing markets such as India and SEA and emerging verticals in developed markets and strategic positioning and technological expertise continue to expand its footprint, making it a pivotal player in the fast-evolving world of digital advertising.

# Technically, brace yourselves for a major breakout play from a probable 'higher consolidation zone' on the weekly charts. An impulse uptrend is seen forming on the daily time scale, with positive SAR series, with major support placed at Rs. 1300-1350 zone.

Add to that a bullish divergence and a rising stochastic signal (on weekly charts) with recent increase in volumes signalling a larger rebound. The 200 days Exponential Moving Average (EMA) of the stock on the daily chart is currently at 1587 zone. The level of Rs 1587-1600 zone will act as a strong support area.

**Simply buy at CMP, and on dips between 1600-1625 zone, targeting 1885/1971 mark and then at 2050 mark. Stop below 1391. Holding Period: 12-15 Months**

Daily Chart of AFFLE :

