

WEALTH WEEKLY

Weekly Alerts You Can Use!

Weekly View: Nifty, Bank Nifty:

Indices	CMP	Support	Resistance	50 DMA	200 DMA	Range	Preferred Trade
NIFTY	25285	24951	25670	24861	24189	24988-25541	Buy between 25075-25125 zone. Targets at 25337/25670. Stop at 24489.
BANK NIFTY	56610	55200	57500	55131	53326	55300-57350	Buy at CMP. Targets at 57500/59000. Aggressive targets at 60201. Stop at 54400.

Medium Term Pick:

Stocks	CMP	Support	Resistance	50 DMA	200 DMA	Bias	Preferred Trade
CHOLAFIN	1614	1403	1751	1524	1478	Positive	Cholamandam Investment & Finance (Chola) is a financial services arm of the Murugappa Group. The Murugappa Group is a heritage business house based in Chennai, with interests spanning agriculture, engineering, financial services and more. a diversified NBFC offering a range of lending products like, Vehicle Finance (a core pillar of its portfolio), home loans, home equity loans, SME loans, customer durables loans, gold loans, investment advisory services, stock broking and various other financial services to customers. Chola operates from 2481 touch points across India, with assets under management above INR 207663 Crores. The stock at the moment is witnessing massive bullish consolidation and aiming to breakout on the long-term charts. Look to buy at CMP, and on dips between 1500-1525 zone, targeting 1685/1751, and then aggressive targets at 1950-200 zone. Stop below 1403. Holding Period 9-12 Months.

BUY CHOLAFIN CMP 1614, Target 1751

CMP	1614
Target Price	1685/1751
52 Week H/L	1683.65/1167.60
P/E	30.58
EPS (TTM)	52.77
Promoter Holding/DIIs/FIIs (%)	49.9/16.1/28
Book Value	294.62
Market Cap (INR)	136155.30 crores

Theme:

Incorporated in 1978, Cholamandam Investment & Finance (Chola) is a financial services arm of the Murugappa Group. The Murugappa Group is a heritage business house based in Chennai, with interests spanning agriculture, engineering, financial services and more.

Chola began as an equipment finance company, and over time evolved into a diversified NBFC offering a range of lending products like, Vehicle Finance (a core pillar of its portfolio), home loans, home equity loans, SME loans, customer durables loans, gold loans, investment advisory services, stock broking and various other financial services to customers. Chola operates from 2481 touch points across India, with assets under management above INR 207663 Crores.

Chola operates through a vast distribution network — 1,600+ branches across India (various states & union territories) and serves over 43 lakh+ customers. Its Assets Under Management (AUM) tops ₹2.05 lakh crore+

Key Strengths & Competitive Advantages

- 1) Strong brand & parent backing: Part of the Murugappa group gives trust, governance, and financial backing.
- 2) Diversified product suite: Not dependent on a single vertical; can balance segments.
- 3) Extensive branch network: Helps reach underserved markets where competition is lower and yields higher.
- 4) Focus on used / small commercial vehicles & rural SMEs: A niche where many NBFCs have lower presence.

Risks / Challenges: Credit risk / NPAs: Being a finance company, asset quality is a perennial risk — especially in downturns or with stress in commercial vehicle / SME segments.

Key Financial Results (Q1 Fy26):

Total AUM as of 30th Jun 2025 was at ₹ 2,07,663 Cr (Up by 23% YoY)

Net Income for the quarter was at ₹ 3,864 Cr (Up 27% YoY)

PAT for the quarter was at ₹ 1,136 Cr (Up by 21% YoY)

The Capital Adequacy Ratio (CAR) of the company as of 30th June 2025, was at 19.96% as against the regulatory requirement of 15%.

Technical Outlook: The stock at the moment is witnessing massive bullish consolidation and aiming to breakout on the long-term charts and that's on backdrop of one way up move since December 2024 2025 low at Rs 1168.

Major supports are now placed at 1475-1500 zone. The 200 DMA is placed at 1478 levels. The recent sequence of higher high/low is intact on the daily and weekly charts time frames. A move above all-time-high at 1684 is likely to lift the stock to new uncharted territories.

Preferred Strategy: Look to buy at CMP, and on dips between 1500-1525 zone, targeting 1685/1751, and then aggressive targets at 1950-200 zone. Stop below 1403. Holding Period 9-12 Months.

Daily Chart of CHOLAFIN :

