



Action:
BUY

CMP:
₹301.00

TGT1/TGT2:
₹340.50/400.00

Stop Loss:
₹271.10

Time frame: 5-6 WEEKS

Prime Securities Ltd. (PRIMESECU) is an independent financial services firm primarily engaged in investment banking and corporate advisory services. The company provides a range of solutions including capital restructuring, mergers and acquisitions (M&A), private equity fundraising, and debt placement. In recent years, it has expanded its footprint into wealth management and advisory, aiming to balance its episodic investment banking income with more predictable annuity-based revenue streams.

Operations and Resources: The firm maintains a lean operational structure with low fixed overheads. It recently expanded its wealth management vertical, Prime Trigen Wealth, which operates from 8 locations across India.

Market Significance: Prime Securities serves high-net-worth individuals (HNIs), family offices, and corporate clients, facilitating capital flow between institutional lenders and mid-market enterprises.

Business Model: The model focuses on "Return on Intellectual Property" (RoIP) and "Return on Network" (RoNW). It generates revenue through success-based fees from investment banking transactions and recurring management fees from wealth management services.

Financials:

Company 5-year revenue has increased from ₹44Cr (FY21) to ₹137Cr (FY26) at a 25.50% CAGR. Company YOY revenue increased from ₹89Cr (FY25) to ₹137Cr (FY26) at 53.93%. The Company's EBITDA margin has decreased from 47% for (FY25) to 16% for (FY26). Company Net Profit has also decreased from ₹38Cr (FY25) to ₹13Cr (FY26).

Key Data

Nifty 50	22668.85
Sector	Other Financial Services
52 Week H/L(Rs)	325.00/240.50
Market Cap (Rs Cr)	1022.66
Face Value (Rs)	5.00
Daily Oscillator Direction	
20 DEMA	+ve
50 DEMA	+ve
100 DEMA	+ve
200 DEMA	+ve



TECHNICAL RATIONALE

- The chart is showing a bullish breakout from a long term triangular pattern. The price has shown volatility and has taken a retest on the downward sloping line confirming the breakout.
- Price has again moved above all of the moving averages, indicating improving momentum and strengthening trend structure.
- RSI is near the bullish zone around 58, reflecting strong momentum with room before overbought territory, supporting further upside without signalling exhaustion.
- We recommend to buy at current market price ₹301.00 with short-term targets of ₹ 340.50-400.00, and keep a stop-loss at ₹271.10.

TECHNICAL GLOSSARY:

- **Symmetrical Triangle Breakout:** A chart pattern where the price consolidates within converging trendlines, forming lower highs and higher lows. A breakout above the upper trendline signals bullish momentum, while a breakdown below the lower trendline indicates bearish movement. Volume expansion during the breakout strengthens confirmation.
- **Channel/trendline Breakout:** A technical event where the price moves above the resistance or below the support line of a price channel/trendline, signaling a potential trend continuation or reversal.
- **Retest:** The price action where the stock revisits a previously broken resistance (now acting as support) to confirm the breakout's validity.
- **MACD (Moving Average Convergence Divergence):** A trend-following momentum indicator that shows the relationship between two moving averages of the stock price. Used to identify bullish or bearish signals.
- **Positive Crossover (MACD):** Occurs when the MACD line crosses above the signal line, often interpreted as a buy signal or bullish momentum.
- **RSI (Relative Strength Index):** A momentum oscillator that measures the magnitude of recent price changes to evaluate whether a stock is overbought (above 70) or oversold (below 30).
- **DEMA (Daily Exponential Moving Average):** A type of moving average that places a higher weight on recent prices, making it more responsive to recent price changes compared to a simple moving average (SMA). It is widely used in technical analysis to identify trends, support/resistance levels, and momentum.
- **A higher high occurs** when the price reaches a new peak above the previous high, indicating strong buying pressure and an ongoing uptrend in the market.
- **A higher low forms** when the price pulls back but remains above the previous low, signaling sustained buying interest and confirming the continuation of an uptrend.
- **The signal line in technical analysis** is a smoothed moving average of an indicator, such as the MACD, used to generate buy or sell signals by identifying crossovers, confirming trends, and enhancing decision-making for traders and investors.



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