Canara Bank Securities Ltd.

(A Wholly Owned Subsidiary of Canara Bank)

Urban Company Ltd
TECHNICAL CALL
Date: 19th November 2026

Action:	CMP: ₹	TGT:	Stop Loss:	Time frame: 4
BUY	172.70	₹ 185.70	₹ 164.10	WEEKS

Urban Company Limited is an India-based home services and solutions platform. Its segments include India consumer services (excluding Insta Help), Insta Help, Native and International business. India consumer services (excluding Insta Help) segment includes an online marketplace which helps registered customers to search for and hire registered service professionals for their household service needs. This segment also covers the sale of products, tools and consumables sold to service professionals for use during service delivery on the platform. This segment covers only Indian operations. Insta Help segment covers one service category, which is designed to address the daily cleaning and housekeeping needs of households. Native segment includes the sale of Native branded products to the customers. International business segment includes an online marketplace, which helps registered customers to search for and hire registered service professionals for their household service needs.

Key Data	
Nifty	25227.95
Sector	E-Retail/E-Commerce
52 Week H/L(Rs)	183.65/96.35
Market Cap (Rs Cr)	26633.46
Face Value (Rs)	1.00
Daily Oscillator Direction	
20 EMA	+ve
50 EMA	+ve
100 EMA	+ve
200 EMA	+ve

RESEARCH ANALYST

Sankita V
sankita@canmoney.in
Tel 022-43603863
canmoney.in
A route to making money online



TECHNICAL RATIONALE

- Trendline: Broke above the downward sloping trendline near ₹162, signalling a potential trend reversal.
- Retest: Successfully retested the breakout zone around ₹160, confirming previous resistance has turned into support.
- RSI: RSI at 61 indicates improving bullish momentum with room for further upside.
- We recommend to buy at current market price ₹172.70 with short-term target of ₹185.70 and keep a stop-loss at 164.10.

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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Research Desk

Canara Bank Securities Ltd

SEBI: RESEARCH ANALYST REGISTRATION: INH000001253

SEBI REGISTRATION NUMBER: INZ000279135

Maker Chambers III, 7th floor,

Nariman Point, Mumbai 400021

Contact No. : 022 - 43603861/62/63

Email id: researchdesk@canmoney.in

Website: www.canmoney.in

Analyst Certification

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