

# Pick of *the week*

## Eureka Forbes (EUREKAFO)

Recommendation: **Buy**

Target Price: **₹700**

Current Price: **₹597**

Time Period: **12 Months**

Date: **21<sup>st</sup> October 2024**



- 🔧 Eureka Forbes' product business is growing in high-teens, enabled by volume growth/product mix.
- 🔧 Innovations have had excellent market acceptance and are making a visible impact on growth.
- 🔧 Eureka's A&P spends grew by 9% in FY24 and it is looking to step them up significantly, particularly in advertising and in-store presence.
- 🔧 Eureka's service business has witnessed a significant turnaround.
- 🔧 Eureka is planning extensive technology deployment to bring about a step change in customer experience.
- 🔧 EFL is looking to further improve margins on YoY basis led by operational leverage, even as focus on cost efficiencies will continue.

Note: The above is a brief note on the company, based on the inputs of KIE research report dated 2<sup>nd</sup> Oct'24, which is available on our website at: <https://www.kotaksecurities.com/ksweb/ResearchCall/Fundamental>.

Disclaimer: <http://bit.ly/2n5AxIE>

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