



“Decisions made Simpler “

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The results speak for themselves. We have always endeavored to enhance client servicing and transparency. We present below a summary of successful fundamental ideas and updates recommended from January 2013 to August 2014. Our Research team consists of analysts and has been credited with several successful stock ideas.

Between January 2013 and August 2014, a staggering **243** fundamental research reports and updates were successful, and call closure reports were released. Of 243, more than **100** reports and updates were released in the current fiscal. Average return generated per call has been **13.8%** without annualizing the same. Of the total, **87** ideas were unique. We thank you for your business and continued association with I Tips Advisory and promise to deliver the best always.

List of successful Research ideas and updates released

Reco Date	Success Date	Companies	Success/ Update	Rating	Reco price (Rs)	Target (Rs)	Return
<u>3-Jun-14</u>	<u>12-Jun-14</u>	Tata Steel Ltd	<u>Update</u>	<u>BUY</u>	<u>503</u>	<u>570</u>	<u>13.30%</u>
<u>19-May-14</u>	<u>12-Jun-14</u>	Coal India	<u>Update</u>	<u>BUY</u>	<u>390</u>	<u>422</u>	<u>8.20%</u>
<u>23-May-14</u>	<u>12-Jun-14</u>	Hindustan Zinc	<u>Update</u>	<u>BUY</u>	<u>160</u>	<u>178</u>	<u>11.30%</u>
<u>22-May-14</u>	<u>11-Jun-14</u>	Federal Bank	<u>Update</u>	<u>BUY</u>	<u>121</u>	<u>131</u>	<u>8.30%</u>
<u>29-May-14</u>	<u>11-Jun-14</u>	Hero Moto Corp	<u>Update</u>	<u>BUY</u>	<u>2,334</u>	<u>2,700</u>	<u>15.70%</u>
<u>15-May-14</u>	<u>10-Jun-14</u>	Bharti Airtel	<u>Success</u>	<u>BUY</u>	<u>235</u>	<u>252</u>	<u>7.20%</u>
<u>5-May-14</u>	<u>09-Jun-14</u>	Marico	<u>Update</u>	<u>BUY</u>	<u>217</u>	<u>244</u>	<u>12.40%</u>
<u>16-May-14</u>	<u>09-Jun-14</u>	ONGC	<u>Update</u>	<u>BUY</u>	<u>405</u>	<u>435</u>	<u>7.40%</u>
<u>29-May-14</u>	<u>09-Jun-14</u>	Amara Raja Batteries	<u>Update</u>	<u>BUY</u>	<u>392</u>	<u>453</u>	<u>15.60%</u>
<u>20-May-14</u>	<u>09-Jun-14</u>	Tata Comm	<u>Update</u>	<u>BUY</u>	<u>340</u>	<u>364</u>	<u>7.10%</u>
<u>3-Jun-14</u>	<u>09-Jun-14</u>	Cox& Kings	<u>Success</u>	<u>BUY</u>	<u>183</u>	<u>210</u>	<u>14.80%</u>
<u>20-May-14</u>	<u>09-Jun-14</u>	Prestige Estates	<u>Success</u>	<u>BUY</u>	<u>194</u>	<u>249</u>	<u>28.40%</u>
<u>19-May-14</u>	<u>09-Jun-14</u>	Apollo Tyres	<u>Update</u>	<u>BUY</u>	<u>173</u>	<u>200</u>	<u>15.60%</u>
<u>3-Jun-14</u>	<u>09-Jun-14</u>	Eros Media	<u>Success</u>	<u>BUY</u>	<u>186</u>	<u>230</u>	<u>23.70%</u>
<u>3-Jun-14</u>	<u>09-Jun-14</u>	Sobha Developers	<u>Success</u>	<u>BUY</u>	<u>467</u>	<u>560</u>	<u>19.90%</u>



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<u>27-May-14</u>	<u>06-Jun-14</u>	JK Lakshmi Cement	<u>Update</u>	<u>BUY</u>	<u>171</u>	<u>215</u>	<u>25.70%</u>
<u>28-May-14</u>	<u>05-Jun-14</u>	Bharat Forge	<u>Update</u>	<u>BUY</u>	<u>500</u>	<u>575</u>	<u>15.00%</u>
<u>2-Jun-14</u>	<u>05-Jun-14</u>	BPCL	<u>Update</u>	<u>BUY</u>	<u>556</u>	<u>600</u>	<u>7.90%</u>
<u>22-May-14</u>	<u>05-Jun-14</u>	Magma Fincorp	<u>Update</u>	<u>BUY</u>	<u>101</u>	<u>111</u>	<u>9.90%</u>
<u>6-May-14</u>	<u>04-Jun-14</u>	Swaraj Engines	<u>Update</u>	<u>BUY</u>	<u>800</u>	<u>880</u>	<u>10.00%</u>
<u>16-May-14</u>	<u>03-Jun-14</u>	Tata Steel Ltd	<u>Update</u>	<u>BUY</u>	<u>465</u>	<u>503</u>	<u>8.20%</u>
<u>16-May-14</u>	<u>26-May-14</u>	Maruti	<u>Update</u>	<u>BUY</u>	<u>2,230</u>	<u>2,400</u>	<u>7.60%</u>
<u>12-May-14</u>	<u>26-May-14</u>	M&M	<u>Update</u>	<u>BUY</u>	<u>1,115</u>	<u>1,200</u>	<u>7.60%</u>
<u>22-May-14</u>	<u>26-May-14</u>	Kec International	<u>Update</u>	<u>BUY</u>	<u>113</u>	<u>124</u>	<u>9.70%</u>
<u>14-May-14</u>	<u>23-May-14</u>	GSK Consumers	<u>Success</u>	<u>BUY</u>	<u>4,159</u>	<u>4,578</u>	<u>10.10%</u>
<u>13-May-14</u>	<u>23-May-14</u>	TVS Motors	<u>Update</u>	<u>BUY</u>	<u>125</u>	<u>135</u>	<u>8.00%</u>
<u>6-May-14</u>	<u>23-May-14</u>	Talwakars	<u>Update</u>	<u>BUY</u>	<u>190</u>	<u>204</u>	<u>7.40%</u>
<u>16-May-14</u>	<u>23-May-14</u>	Shriram Transport	<u>Update</u>	<u>BUY</u>	<u>850</u>	<u>925</u>	<u>8.80%</u>
<u>20-May-14</u>	<u>23-May-14</u>	Hindustan Zinc	<u>Update</u>	<u>BUY</u>	<u>148</u>	<u>160</u>	<u>8.10%</u>
<u>16-May-14</u>	<u>23-May-14</u>	Power grid	<u>Update</u>	<u>BUY</u>	<u>121</u>	<u>130</u>	<u>7.40%</u>
<u>13-May-14</u>	<u>22-May-14</u>	Motherson Sumi	<u>Update</u>	<u>BUY</u>	<u>280</u>	<u>300</u>	<u>7.10%</u>
<u>16-May-14</u>	<u>22-May-14</u>	Federal Bank	<u>Update</u>	<u>BUY</u>	<u>112</u>	<u>121</u>	<u>8.00%</u>
<u>19-May-14</u>	<u>22-May-14</u>	Kec International	<u>Update</u>	<u>BUY</u>	<u>104</u>	<u>113</u>	<u>8.70%</u>
<u>05-June-14</u>	<u>01-Sep-14</u>	Magma Fincorp	<u>Update</u>	<u>BUY</u>	<u>111</u>	<u>128</u>	<u>15.70%</u>
<u>14-Aug-14</u>	<u>01-Sep-14</u>	BPCL	<u>Update</u>	<u>BUY</u>	<u>600</u>	<u>700</u>	<u>16.70%</u>
<u>31-Jul-14</u>	<u>01-Sep-14</u>	Dabur India	<u>Update</u>	<u>BUY</u>	<u>200</u>	<u>231</u>	<u>15.50%</u>
<u>12-Aug-14</u>	<u>01-Sep-14</u>	Emami Ltd	<u>Update</u>	<u>BUY</u>	<u>562</u>	<u>648</u>	<u>15.30%</u>
<u>18-Aug-14</u>	<u>28-Aug-14</u>	Cox& Kings	<u>Success</u>	<u>BUY</u>	<u>265</u>	<u>310</u>	<u>17.00%</u>
<u>12-Aug-14</u>	<u>28-Aug-14</u>	Tata Motors	<u>Update</u>	<u>BUY</u>	<u>460</u>	<u>520</u>	<u>13.00%</u>
<u>24-Mar-14</u>	<u>22-Aug-14</u>	Jyothy Lab	<u>Update</u>	<u>BUY</u>	<u>194</u>	<u>232</u>	<u>19.60%</u>
<u>14-Aug-14</u>	<u>19-Aug-14</u>	Britannia Industries	<u>Update</u>	<u>BUY</u>	<u>1,136</u>	<u>1,308</u>	<u>15.10%</u>
<u>1-Nov-13</u>	<u>12-Aug-14</u>	Emami Ltd	<u>Update</u>	<u>BUY</u>	<u>497</u>	<u>576</u>	<u>15.90%</u>
<u>2-May-14</u>	<u>31-Jul-14</u>	Dabur India	<u>Update</u>	<u>BUY</u>	<u>179</u>	<u>204</u>	<u>14.00%</u>
<u>23-May-14</u>	<u>31-Jul-14</u>	Talwakars	<u>Success</u>	<u>BUY</u>	<u>204</u>	<u>227</u>	<u>11.30%</u>
<u>26-Jun-14</u>	<u>17-Jul-14</u>	TVS Motors	<u>Update</u>	<u>BUY</u>	<u>150</u>	<u>175</u>	<u>16.70%</u>
<u>26-May-14</u>	<u>08-Jul-14</u>	Kec International	<u>Update</u>	<u>BUY</u>	<u>124</u>	<u>138</u>	<u>11.30%</u>
<u>23-May-14</u>	<u>07-Jul-14</u>	Power grid	<u>Update</u>	<u>BUY</u>	<u>130</u>	<u>144</u>	<u>10.80%</u>
<u>16-Jun-14</u>	<u>03-Jul-14</u>	Motherson Sumi	<u>Update</u>	<u>BUY</u>	<u>325</u>	<u>360</u>	<u>10.80%</u>
<u>5-Jun-14</u>	<u>02-Jul-14</u>	Bharat Forge	<u>Update</u>	<u>BUY</u>	<u>575</u>	<u>640</u>	<u>11.30%</u>
<u>26-May-14</u>	<u>02-Jul-14</u>	Maruti	<u>Update</u>	<u>BUY</u>	<u>2,400</u>	<u>2,650</u>	<u>10.40%</u>
<u>29-May-14</u>	<u>01-Jul-14</u>	IGL	<u>Update</u>	<u>BUY</u>	<u>313</u>	<u>365</u>	<u>16.60%</u>
<u>17-Feb-14</u>	<u>30-Jun-14</u>	Britannia Industries	<u>Success</u>	<u>BUY</u>	<u>903</u>	<u>1,018</u>	<u>12.70%</u>
<u>4-Jun-14</u>	<u>30-Jun-14</u>	Swaraj Engines	<u>Success</u>	<u>BUY</u>	<u>880</u>	<u>970</u>	<u>10.20%</u>
<u>31-Mar-14</u>	<u>30-Jun-14</u>	Godrej Industries	<u>Success</u>	<u>BUY</u>	<u>312</u>	<u>358</u>	<u>14.70%</u>



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<u>23-May-14</u>	<u>27-Jun-14</u>	GSPL	<u>Update</u>	<u>BUY</u>	<u>80</u>	<u>95</u>	<u>18.80%</u>
<u>23-May-14</u>	<u>26-Jun-14</u>	TVS Motors	<u>Update</u>	<u>BUY</u>	<u>135</u>	<u>150</u>	<u>11.10%</u>
<u>2-Jun-14</u>	<u>25-Jun-14</u>	Indian Hotels	<u>Success</u>	<u>BUY</u>	<u>90</u>	<u>105</u>	<u>16.70%</u>
<u>17-Aug-13</u>	<u>18-Jun-14</u>	Bhushan Steel	<u>Success</u>	<u>SELL</u>	<u>498</u>	<u>403</u>	<u>19.10%</u>
<u>6-Jun-14</u>	<u>17-Jun-14</u>	JK Lakshmi Cement	<u>Update</u>	<u>BUY</u>	<u>215</u>	<u>240</u>	<u>11.60%</u>
<u>22-May-14</u>	<u>16-Jun-14</u>	Motherson Sumi	<u>Update</u>	<u>BUY</u>	<u>300</u>	<u>325</u>	<u>8.30%</u>
<u>9-Jun-14</u>	<u>13-Jun-14</u>	Amara Raja Batteries	<u>Update</u>	<u>BUY</u>	<u>453</u>	<u>500</u>	<u>10.40%</u>
<u>16-Apr-14</u>	<u>13-Jun-14</u>	Colgate Palmolive	<u>Success</u>	<u>BUY</u>	<u>1,396</u>	<u>1,512</u>	<u>8.30%</u>

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