Varun Beverages Limited (VBL)

NSE · Consumer Defensive · Beverages - Non-Alcoholic

ADVISORY SIGNAL
SELL

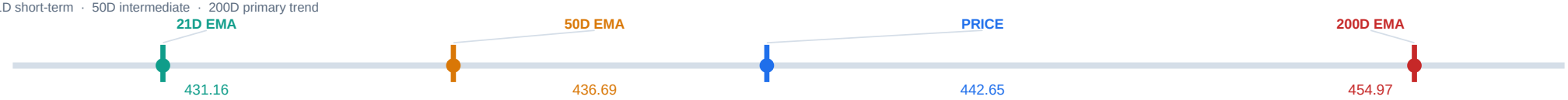
Advisory baseline SELL · Technical snapshot SELL

PRICE NOW	SIGNAL PRICE	VS ADVISED	MARKET CAP	P/E	ROE	SALES GROWTH	EARNINGS GROWTH
Rs.442.65	Rs.472.05	-18.7%	Rs.149,726 Cr	44.3x	16.9%	20.4%	15.7%

EMA TREND MAP

21D short-term · 50D intermediate · 200D primary trend

21D +2.7% | 50D +1.4% | 200D -2.7%



INVESTMENT CASE

Varun Beverages Limited (VBL) is a large-cap Indian non-alcoholic beverages bottler/distributor with PepsiCo-linked brands across India and several international markets. The supplied evidence supports a high-quality branded consumer business, but also shows meaningful leverage and a technically weak setup. Current stance from supplied framework: SELL remains unchanged from the prior signal event. The latest live reference price is Rs.442.65 (captured 2026-10-15 02:31:19 IST, source: Live), below the historical…

BUSINESS / MOAT

Sourced business model: VBL manufactures, bottles, sells, and distributes beverages under PepsiCo brands across India and multiple international markets. The product set includes carbonated soft drinks, juices, club…

Moat view: Potential moat evidence from supplied facts: PepsiCo-linked brand portfolio. Large multi-country manufacturing and distribution footprint. Scale in bottling, logistics, and route-to-market. Broad product range across carbonates…

CATALYSTS / RED FLAGS

Catalysts: Strong revenue growth and earnings growth in the supplied snapshot. Healthy gross, operating, and profit margins. Large scale and broad beverage…

Red flags: Latest reference price: Rs.442.65 Captured at: 2026-10-15 02:31:19 IST Source: Live This is separate from the historical signal-event price…

DECISION CHECKLIST

PASS **SIGNAL ALIGNMENT**
Advisory SELL; technical engine SELL.

FAIL **PRIMARY TREND**
Price/EMA structure is not confirmed.

WATCH **VOLUME SUPPORT**
Volume confirmation is absent or unavailable.

PASS **WEEKLY MOMENTUM**
Latest weekly trend is advancing.

PASS **GROWTH**
Sales 20.4%; earnings 15.7%.

UNKNOWN **MARGIN TREND**
Operating margin 24.1%; change N/A.

UNKNOWN **ROCE / QUALITY**
ROCE N/A; change N/A.

PASS **BALANCE SHEET**
Debt/equity 0.16x.

WATCH **VALUATION**
P/E 44.3x; compare with growth and peers.

REVIEW **MOAT EVIDENCE**
Potential moat evidence from supplied facts: PepsiCo-linked brand portfolio. Large multi-country…

REVIEW **SECTOR / PEERS**
Sector: Consumer Defensive Industry: Beverages - Non-Alcoholic Setting: This is generally a defensive…

REVIEW **EVIDENCE QUALITY**
Evidence quality: moderate-to-low for fundamentals, low for management verification. financial_history…

RISK / RETURN PLAN

RISK GRADE	Very High
LATEST PRICE	Rs.442.65
THESIS BREAK	N/A
DOWNSIDE TO BREAK	Not determinable
MINIMUM REWARD / RISK	Not determinable
2:1 REWARD HURDLE	N/A

EXPOSURE GUIDANCE

0% new exposure; review existing position for exit or reduction

MONITORING HORIZON

Until the next signal or thesis review; monitor at least weekly

PRICE SNAPSHOT

Captured 2026-10-15 02:31:19.30 IST via Live.

Risk/reward is not determinable because a valid current price below/above a usable thesis-break level was not available.

SOURCES: Screener.in, Yahoo Finance fundamentals snapshot, Company website, Goodreturns

This research is AI-assisted and informational only; it is not investment advice. Verify primary filings and current market data before acting.

15 Oct 2026 02:31 IST

Varun Beverages Limited (VBL) · SELL view

MACHINE FRAMEWORK

M — MEGA TAILWINDS & TRENDS

PASS - The supplied inputs show the company in Consumer Defensive / non-alcoholic beverages with revenue growth of 20.4%, which is consistent with a favorable demand…

A — PRICE ACTION & VOLUME

FAIL - Current price is below the 200d EMA, trend_valid is false, volume_support is false, and the decision remains SELL.

C — COMPETITIVE ADVANTAGE - MOAT

WATCH - The business summary shows PepsiCo-branded beverages across multiple countries and categories, which suggests scale and brand access, but direct moat proof is limited.

H — HIGH ROCE - EMERGING & QUALITY

UNKNOWN - ROCE is not supplied; ROE and ROA are positive, but the framework specifically asks for ROCE and it is unavailable.

I — IMPROVEMENTS IN COMPANY

UNKNOWN - Revenue and earnings growth are positive, but operating_margin_change and profit_margin_change are null, so improvement in margins cannot be confirmed.

N — COMPANY GETTING INTO MORE THINGS

WATCH - The business summary and headlines indicate expansion across geographies and categories, but the supplied evidence does not verify strategic success or economics.

E — EXECUTION / EARNINGS TRIGGERS

PASS - Revenue growth is 20.4%, earnings growth is 15.7%, and margins are healthy on the snapshot, indicating execution is visible in the latest numbers.

FUNDAMENTAL SCORECARD

PASS	SALES GROWTH	20.4%
PASS	EARNINGS GROWTH	15.7%
WATCH	GROSS MARGIN	55.5%
WATCH	OPERATING MARGIN	24.1%
UNKNOWN	MARGIN CHANGE	N/A
UNKNOWN	ROCE	N/A
PASS	RETURN ON EQUITY	16.9%
PASS	DEBT / EQUITY	0.16x
WATCH	P / E	44.3x

4-YEAR FINANCIAL TREND

METRIC	-	-	-	-
REVENUE	N/A	N/A	N/A	N/A
SALES GROWTH	N/A	N/A	N/A	N/A
OP MARGIN	N/A	N/A	N/A	N/A
NET MARGIN	N/A	N/A	N/A	N/A
EARNINGS GROWTH	N/A	N/A	N/A	N/A
ROCE	N/A	N/A	N/A	N/A
DEBT / EQUITY	N/A	N/A	N/A	N/A

VALUATION / EXPECTATIONS

Supplied valuation snapshot: P/E: 44.265 P/B: 6.877 Dividend yield: 0.45% Interpretation: This is a premium valuation for a business with: very high leverage, no supplied multi-year history, no ROCE, and a still-negative technical signal. The peer set does not clearly…

SCENARIOS & DELIVERY

BULL

VBL continues to compound revenue and earnings at a healthy pace, margins remain strong, and the market rewards the scale/brand/distribution model. A technical recovery above the…

BASE

The business remains profitable and grows, but leverage and valuation keep returns constrained. The stock may trade in a volatile range while investors wait for clearer evidence…

BEAR

Growth slows, leverage becomes more problematic, and the market continues to de-rate the stock because the technical trend remains weak and the valuation is not supported by…

MANAGEMENT DELIVERY AUDIT

Usable annual-report excerpts: None supplied. Therefore, fewer than two usable reports prevent verification, and no management commitment can be audited against later annual-report evidence. Original management claim | Later annual-report evidence | Status | Not available in supplied evidence |…

CATALYSTS / RISKS

Catalysts: Strong revenue growth and earnings growth in the supplied snapshot. Healthy gross, operating, and profit margins. Large scale and broad…

Risks: SELL signal persists. Stop-loss trigger was hit per supplied decision logic. Price remains below the 200d EMA. Very high debt/equity. Rich…

THESIS BREAK / MONITOR

Price remains below the 200d EMA and fails to regain trend validity. Further deterioration in growth or margins. Evidence of worsening leverage or financing stress. Negative confirmation from future annual reports or quarterly…

EVIDENCE QUALITY & DATA GAPS

Evidence quality: moderate-to-low for fundamentals, low for management verification. financial_history is empty, so no multi-year trend analysis is possible. annual_report_evidence is empty, so management delivery cannot be audited. ROCE is not supplied. Margin-change fields are null, so annual margin change cannot be assessed. Headline items are unverified and should not be treated as facts. Peer set is imperfect and not a…

SOURCE LINKS

Screener.in · screener.in

Yahoo Finance fundamentals… · finance.yahoo.com

Company website · varunbeverages.com

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