



Sustainability of HUL and ITC Using RSI and ROC - A Technical Analysis

(With special reference to FMCG sector listed at National Stock Exchange)

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ABSTRACT:

In India, the demand for Fast Moving Consumer Goods and respective companies has been gradually growing and expanding its market share. It's being a challenge to an investor in recognition of Fast Moving Consumer Goods (FMCG) companies to their investment and gain greater profit that needs clear cut analysis and information to make his appropriate decision. Therefore, the study adopts to analyze technical analysis using Relative Strength Index and Rate of Change to a randomly selected FMCG companies listed under National Stock Exchange. The RSI analysis has performed for a period of six months whereas ROC has performed for three years on Hindustan Unilever limited and India Tobacco Company Limited to determine the performance of the company's on its stock price. However, this is the prominent technique depend upon closing stock prices of the respective company. The present study projects the volatility and effectiveness of the stock price and makes the comparison between HUL and ITC for the purpose of investor's investment decision.

KEYWORDS: Fast Moving Consumer Goods, Technical analysis, Relative Strength Index, Rate of Change, National Stock Exchange Investment, Stock Price,

INTRODUCTION ABOUT THE STUDY

The Fast-Moving Consumer Goods (FMCG) is the world's fourth largest sector with personal and household products. The top trending FMCG product are detergents, care products, toothpaste, cosmetics and it also includes medicines, electronics, bottled drinks and chocolates, etc. The urban market in India 60% is covered by Indian FMCG consumer income. The semi-urban and rural sectors account for more than 40% of India's total consumer goods income.

Hindustan Unilever Limited is an Indian FMCG company based in Bombay, Maharashtra. It belongs to Anglo Dutch Company. Unilever, which held a 67.25% stake in HUL as of March 2015 and is a HUL portfolio company. HUL products include food and beverage, cleaning products, personal care products and water treatment products. ITC is a subsidiary of British American Tobacco Plc its headquarters located at Kolkata, West Bengal. On 1910, the ITC got established as Imperial Tobacco Company Limited then in 1974 it got renamed as India Tobacco Company Limited. The annual turnover of US\$10.74 Billion as of financial year 2019-2020. The present study aims to analyze the performance and scrips of Hindustan Unilever Limited (HUL) and Indian Tobacco Company Limited (ITC) of FMCG listed at National Stock Exchange (NSE). The study involves technical analysis using Relative Strength Index (RSI) and Rate of Change (ROC).

OBJECTIVES OF THE STUDY

- To analyze price movement and its effectiveness of HUL and ITC companies using RSI and ROC
- To analyze price movement and its effectiveness of HUL and ITC companies using ROC
- To determine the effective performer among HUL and ITC

REVIEW OF LITERATURE

- **Ms. Apurva A. Chauhan (2014)**, a centralized scientific investigation performed for four automobile division firms in relation to the price development of their shares. The findings articulated that financial veteran are engaged in forecasting the performance of securities exchange. The unsettled deals of the organization are equally important for the investigation of data.
- **GB Sabari Rajan and S. Parimala (2013)**, highlights on usage of technical analysis tools and techniques to selective stocks in the FMCG sector. The researcher has used technologies like Bollinger Band and Simple Moving Average to decide whether to buy or sell stocks. Scripts values are influenced by investor emotions, and therefore, it is necessary to consider all factors that can affect investor psychology in technical analysis.
- **J. G. Agrawal, Dr. V. S. Chourasia and Dr. A.K. Mitra (2013)** In this research paper "The state of the art in stock forecasting techniques" of stock calculation techniques. There is a gap between the technologies and the user's need for a safe and accurate stock forecasting system. There are several political and economic factors that control the stock market that are also taken into account apart from the technical indicators.
- **R Chitra (2011)** the paper highlights technical analysis of stocks selected in the energy sector and the interpretation of the opportunity to buy or sell them using various technical analysis techniques. The researcher used secondary data to calculate RSI, Moving Average, which will help investors to determine the current trend.

RESEARCH DESIGN

The research is descriptive and analytical in nature. The source of data has been retrieved from NSE on closing price of HUL and ITC companies. The closing price been retrieved for the month from November to March 2020-2021 for RSI calculations and April 2018 to March 2021 for ROC calculations.

POPULATION

The total number of companies listed under NSE of FMCG sector forms the population of the study. Therefore, the population size is 50.

SAMPLE SIZE

The sample size for the present study has been considered as two FMCG companies stocks listed at NSE.

STATISTICAL TOOLS AND TECHNIQUES

Relative Strength Index

Rate of Change

Formula to calculate Relative Strength Index:

$$RSI = 100 - [100 / (1 + RS)]$$

where, RS = Relative Strength

Formula to calculate Rate of Change:

$$ROC = [Today's closing price - Previous day's closing price / Previous day's closing price] * 100$$

DATA ANALYSIS

I. Relative Strength Index Calculation on Hindustan Unilever Limited (HUL) from November 2020 to March 2021

Date	Close Price	Change	Gain	Loss	Average Gain	Average Loss	RS	RSI
02-11-2020	2072.00	0.70	0.70	0.00	7.20	10.21	0.71	41.36
03-11-2020	2055.70	-16.30	0.00	16.30	6.69	10.65	0.63	38.58
04-11-2020	2060.05	4.35	4.35	0.00	6.52	9.88	0.66	39.74
05-11-2020	2102.35	42.30	42.30	0.00	9.08	9.18	0.99	49.72
06-11-2020	2094.15	-8.20	0.00	8.20	8.43	9.11	0.93	48.06
09-11-2020	2132.55	38.40	38.40	0.00	10.57	8.46	1.25	55.54
10-11-2020	2136.60	4.05	4.05	0.00	10.10	7.85	1.29	56.26
11-11-2020	2131.15	-5.45	0.00	5.45	9.38	7.68	1.22	54.98
12-11-2020	2192.10	60.95	60.95	0.00	13.06	7.13	1.83	64.68
13-11-2020	2185.35	-6.75	0.00	6.75	12.13	7.11	1.71	63.06
14-11-2020	0.00	-2185.35	0.00	2185.35	11.26	162.70	0.07	6.48
17-11-2020	2177.60	2177.60	2177.60	0.00	166.00	151.07	1.10	52.35
18-11-2020	2132.10	-45.50	0.00	45.50	154.15	143.53	1.07	51.78
19-11-2020	2130.75	-1.35	0.00	1.35	143.14	133.38	1.07	51.76

20-11-2020	2120.25	-10.50	0.00	10.50	132.91	124.60	1.07	51.61
23-11-2020	2129.40	9.15	9.15	0.00	124.07	115.70	1.07	51.75
24-11-2020	2157.35	27.95	27.95	0.00	117.21	107.44	1.09	52.17
25-11-2020	2135.85	-21.50	0.00	21.50	108.83	101.30	1.07	51.79
26-11-2020	2154.20	18.35	18.35	0.00	102.37	94.06	1.09	52.11
27-11-2020	2138.20	-16.00	0.00	16.00	95.06	88.49	1.07	51.79
01-12-2020	2133.05	-5.15	0.00	5.15	88.27	82.53	1.07	51.68
02-12-2020	2139.30	6.25	6.25	0.00	82.41	76.64	1.08	51.81
03-12-2020	2127.75	-11.55	0.00	11.55	76.52	71.99	1.06	51.53
04-12-2020	2184.20	56.45	56.45	0.00	75.09	66.85	1.12	52.90
07-12-2020	2256.15	71.95	71.95	0.00	74.87	62.07	1.21	54.67
08-12-2020	2260.00	3.85	3.85	0.00	69.79	57.64	1.21	54.77
09-12-2020	2292.20	32.20	32.20	0.00	67.11	53.52	1.25	55.63
10-12-2020	2350.45	58.25	58.25	0.00	66.48	49.70	1.34	57.22
11-12-2020	2374.75	24.30	24.30	0.00	63.46	46.15	1.38	57.90
14-12-2020	2370.75	-4.00	0.00	4.00	58.93	43.14	1.37	57.74
15-12-2020	2320.05	-50.70	0.00	50.70	54.72	43.68	1.25	55.61
16-12-2020	2343.95	23.90	23.90	0.00	52.52	40.56	1.29	56.43
17-12-2020	2315.30	-28.65	0.00	28.65	48.77	39.71	1.23	55.12
18-12-2020	2333.45	18.15	18.15	0.00	46.58	36.87	1.26	55.82
21-12-2020	2305.95	-27.50	0.00	27.50	43.25	36.20	1.19	54.44
22-12-2020	2311.00	5.05	5.05	0.00	40.52	33.62	1.21	54.66
23-12-2020	2370.35	59.35	59.35	0.00	41.87	31.22	1.34	57.29
24-12-2020	2402.25	31.90	31.90	0.00	41.16	28.99	1.42	58.68
28-12-2020	2388.90	-13.35	0.00	13.35	38.22	27.87	1.37	57.83
29-12-2020	2384.30	-4.60	0.00	4.60	35.49	26.21	1.35	57.52
30-12-2020	2406.60	22.30	22.30	0.00	34.55	24.33	1.42	58.67
31-12-2020	2395.40	-11.20	0.00	11.20	32.08	23.40	1.37	57.82
01-01-2021	2387.55	-7.85	0.00	7.85	29.79	22.29	1.34	57.20
04-01-2021	2426.50	38.95	38.95	0.00	30.44	20.69	1.47	59.53
05-01-2021	2450.55	24.05	24.05	0.00	29.98	19.22	1.56	60.94
06-01-2021	2417.30	-33.25	0.00	33.25	27.84	20.22	1.38	57.93
07-01-2021	2368.85	-48.45	0.00	48.45	25.85	22.23	1.16	53.76
08-01-2021	2391.20	22.35	22.35	0.00	25.60	20.65	1.24	55.36
11-01-2021	2429.10	37.90	37.90	0.00	26.48	19.17	1.38	58.01
12-01-2021	2375.90	-53.20	0.00	53.20	24.59	21.60	1.14	53.23
13-01-2021	2372.35	-3.55	0.00	3.55	22.83	20.31	1.12	52.92
14-01-2021	2398.55	26.20	26.20	0.00	23.07	18.86	1.22	55.02
15-01-2021	2351.15	-47.40	0.00	47.40	21.43	20.90	1.03	50.62
18-01-2021	2332.60	-18.55	0.00	18.55	19.90	20.73	0.96	48.97
19-01-2021	2363.15	30.55	30.55	0.00	20.66	19.25	1.07	51.76
20-01-2021	2355.95	-7.20	0.00	7.20	19.18	18.39	1.04	51.05
21-01-2021	2367.65	11.70	11.70	0.00	18.65	17.08	1.09	52.20
22-01-2021	2409.35	41.70	41.70	0.00	20.29	15.86	1.28	56.14
25-01-2021	2399.60	-9.75	0.00	9.75	18.84	15.42	1.22	54.99
27-01-2021	2391.30	-8.30	0.00	8.30	17.50	14.91	1.17	53.99

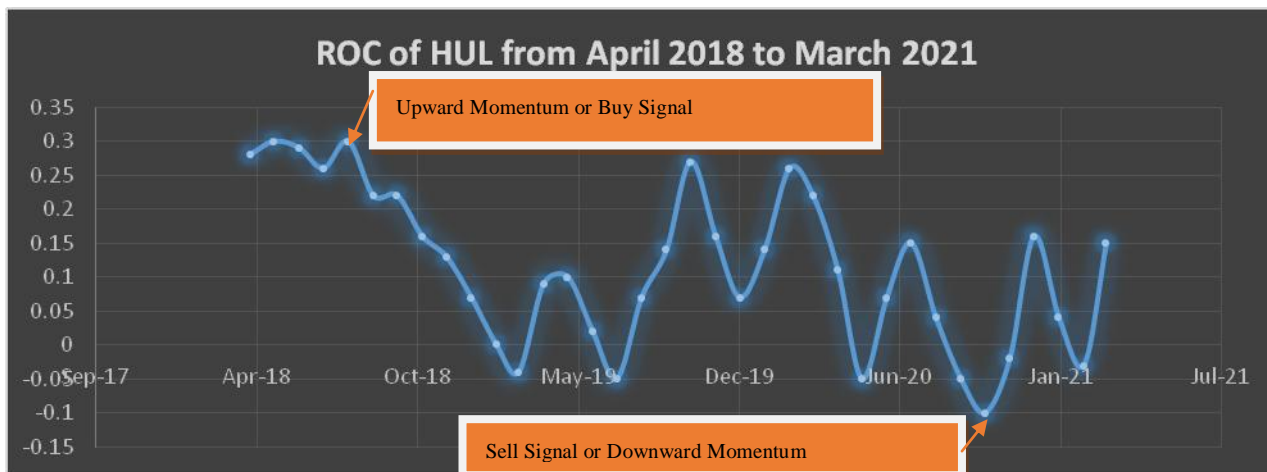
28-01-2021	2300.40	-90.90	0.00	90.90	16.25	20.34	0.80	44.41
29-01-2021	2263.90	-36.50	0.00	36.50	15.09	21.49	0.70	41.24
01-02-2021	2248.60	-15.30	0.00	15.30	14.01	21.05	0.67	39.96
02-02-2021	2230.45	-18.15	0.00	18.15	13.01	20.84	0.62	38.43
03-02-2021	2232.85	2.40	2.40	0.00	12.25	19.36	0.63	38.76
04-02-2021	2245.60	12.75	12.75	0.00	12.29	17.97	0.68	40.60
05-02-2021	2269.55	23.95	23.95	0.00	13.12	16.69	0.79	44.01
08-02-2021	2236.65	-32.90	0.00	32.90	12.18	17.85	0.68	40.57
09-02-2021	2216.25	-20.40	0.00	20.40	11.31	18.03	0.63	38.55
10-02-2021	2235.50	19.25	19.25	0.00	11.88	16.74	0.71	41.51
11-02-2021	2263.00	27.50	27.50	0.00	13.00	15.55	0.84	45.53
12-02-2021	2241.55	-21.45	0.00	21.45	12.07	15.97	0.76	43.04
15-02-2021	2215.20	-26.35	0.00	26.35	11.21	16.71	0.67	40.14
16-02-2021	2196.10	-19.10	0.00	19.10	10.40	16.88	0.62	38.13
17-02-2021	2163.90	-32.20	0.00	32.20	9.66	17.97	0.54	34.96
18-02-2021	2146.85	-17.05	0.00	17.05	8.97	17.91	0.50	33.38
19-02-2021	2181.10	34.25	34.25	0.00	10.78	16.63	0.65	39.32
22-02-2021	2167.60	-13.50	0.00	13.50	10.01	16.41	0.61	37.89
23-02-2021	2179.25	11.65	11.65	0.00	10.12	15.23	0.66	39.93
24-02-2021	2178.85	-0.40	0.00	0.40	9.40	14.17	0.66	39.88
25-02-2021	2163.30	-15.55	0.00	15.55	8.73	14.27	0.61	37.95
26-02-2021	2132.05	-31.25	0.00	31.25	8.11	15.49	0.52	34.36
01-03-2021	2143.40	11.35	11.35	0.00	8.34	14.38	0.58	36.70
02-03-2021	2177.95	34.55	34.55	0.00	10.21	13.35	0.76	43.33
03-03-2021	2193.50	15.55	15.55	0.00	10.59	12.40	0.85	46.07
04-03-2021	2196.90	3.40	3.40	0.00	10.08	11.51	0.88	46.68
05-03-2021	2201.10	4.20	4.20	0.00	9.66	10.69	0.90	47.46
08-03-2021	2174.55	-26.55	0.00	26.55	8.97	11.82	0.76	43.13
09-03-2021	2198.50	23.95	23.95	0.00	10.04	10.98	0.91	47.76
10-03-2021	2227.85	29.35	29.35	0.00	11.42	10.19	1.12	52.83
12-03-2021	2204.75	-23.10	0.00	23.10	10.60	11.12	0.95	48.82
15-03-2021	2210.85	6.10	6.10	0.00	10.28	10.32	1.00	49.90
16-03-2021	2244.05	33.20	33.20	0.00	11.92	9.59	1.24	55.42
17-03-2021	2226.30	-17.75	0.00	17.75	11.07	10.17	1.09	52.12
18-03-2021	2215.20	-11.10	0.00	11.10	10.28	10.23	1.00	50.10
19-03-2021	2312.05	96.85	96.85	0.00	16.46	9.50	1.73	63.40
22-03-2021	2353.20	41.15	41.15	0.00	18.22	8.82	2.07	67.37
23-03-2021	2337.30	-15.90	0.00	15.90	16.92	9.33	1.81	64.46
24-03-2021	2318.60	-18.70	0.00	18.70	15.71	10.00	1.57	61.11
25-03-2021	2237.05	-81.55	0.00	81.55	14.59	15.11	0.97	49.13
26-03-2021	2317.90	80.85	80.85	0.00	19.32	14.03	1.38	57.93
30-03-2021	2398.75	80.85	80.85	0.00	23.72	13.03	1.82	64.54



Interpretation: From the above table and graph, the study shows that the closing price from October 1st 2020 to March 31st 2021 is extracted from NSE website on HUL, it is observed that the closing prices are volatile in nature. In the study price changes will respect to day wise gain and losses are identified and analyzed. During November the value is below 30 so it is time to buy and during rest of the months the value is between 30 to 70 so it indicates the hold signal. Hence, the Relative Strength Index for the period are taken and found that during December 2020 to March 2021 the stocks of HUL were indicating to hold and during November 2020 the stocks were on buying signal.

II. Rate of Change Calculation on Hindustan Unilever Limited (HUL) from April 2018 to March 2021

Months	Close Price	7 Months ROC
April-2018	1508.90	0.28
May-2018	1611.45	0.30
June-2018	1641.15	0.29
July-2018	1731.65	0.26
August-2018	1780.10	0.30
September-2018	1608.40	0.22
October-2018	1621.70	0.22
November-2018	1754	0.16
December-2018	1819.65	0.13
January-2019	1763.25	0.07
February-2019	1732.65	0.0006
March-2019	1706.80	-0.04
April-2019	1757.70	0.09
May-2019	1788.50	0.10
June-2019	1787.60	0.02
July-2019	1726.65	-0.05
August-2019	1881.90	0.07
September-2019	1981.95	0.14
October-2019	2175.35	0.27
November-2019	2035.30	0.16
December-2019	1923.00	0.07
January-2020	2034.25	0.14
February-2020	2174.75	0.26
March-2020	2298.50	0.22
April-2020	2195.00	0.11
May-2020	2057.35	-0.05
June-2020	2180.00	0.07
July-2020	2209.90	0.15
August-2020	2117.35	0.04
September-2020	2068.25	-0.05
October-2020	2071.30	-0.10
November-2020	2138.20	-0.02
December-2020	2395.40	0.16
January-2021	2263.90	0.04
February-2021	2132.05	-0.03
March-2021	2431.50	0.15



Interpretation: The ROC has been analyzed with the range of below 0 and above 0. The stock of HUL has been overbought when the range crossed above 0 whereas the stock has been oversold when the range crossed below 0. Therefore, the ROC graph indicates that the most of the stock value was in overbought zone it indicates a buy signal. The ROC was in overbought region in the month of August 2018 that indicates the investor a buy signal and the ROC was in oversold region in the month of October 2020 that indicates the investor a sell signal. Therefore, HUL stock at NSE has been volatile during the months from April 2018 to March 2021.

III. Relative Strength Index Calculation on India Tobacco Company Limited (ITC) from November 2020 to March 2021

Date	Close Price	Change	Gain	Loss	Average Gain	Average Loss	RS	RSI
02-11-2020	166.75	1.50	1.50	0.00	1.14	0.77	1.49	59.85
03-11-2020	170.10	3.35	3.35	0.00	1.30	0.71	1.83	64.61
04-11-2020	169.80	-0.30	0.00	0.30	1.21	0.68	1.77	63.88
05-11-2020	174.75	4.95	4.95	0.00	1.48	0.63	2.33	69.93
06-11-2020	173.95	-0.80	0.00	0.80	1.37	0.65	2.12	67.95
09-11-2020	172.80	-1.15	0.00	1.15	1.27	0.68	1.86	65.10
10-11-2020	178.35	5.55	5.55	0.00	1.58	0.63	2.49	71.35
11-11-2020	185.30	6.95	6.95	0.00	1.96	0.59	3.33	76.93
12-11-2020	188.00	2.70	2.70	0.00	2.01	0.55	3.69	78.66
13-11-2020	187.10	-0.90	0.00	0.90	1.87	0.57	3.27	76.59
14-11-2020	0.00	-187.10	0.00	187.10	1.74	13.90	0.13	11.11
17-11-2020	187.35	187.35	187.35	0.00	15.00	12.90	1.16	53.75
18-11-2020	184.05	-3.30	0.00	3.30	13.92	12.22	1.14	53.27
19-11-2020	187.90	3.85	3.85	0.00	13.20	11.34	1.16	53.79
20-11-2020	191.70	3.80	3.80	0.00	12.53	10.53	1.19	54.33
23-11-2020	190.85	-0.85	0.00	0.85	11.64	9.84	1.18	54.18
24-11-2020	195.55	4.70	4.70	0.00	11.14	9.14	1.22	54.94
25-11-2020	193.85	-1.70	0.00	1.70	10.35	8.61	1.20	54.59
26-11-2020	194.80	0.95	0.95	0.00	9.68	7.99	1.21	54.76
27-11-2020	193.65	-1.15	0.00	1.15	8.98	7.50	1.20	54.49
01-12-2020	194.40	0.75	0.75	0.00	8.40	6.97	1.20	54.65
02-12-2020	195.95	1.55	1.55	0.00	7.91	6.47	1.22	55.00
03-12-2020	196.20	0.25	0.25	0.00	7.36	6.01	1.22	55.06
04-12-2020	198.20	2.00	2.00	0.00	6.98	5.58	1.25	55.57
07-12-2020	203.15	4.95	4.95	0.00	6.83	5.18	1.32	56.87

08-12-2020	202.45	-0.70	0.00	0.70	6.34	4.86	1.31	56.62
09-12-2020	205.40	2.95	2.95	0.00	6.10	4.51	1.35	57.48
10-12-2020	212.70	7.30	7.30	0.00	6.19	4.19	1.48	59.62
11-12-2020	216.30	3.60	3.60	0.00	6.00	3.89	1.54	60.67
14-12-2020	215.90	-0.40	0.00	0.40	5.57	3.64	1.53	60.48
15-12-2020	213.55	-2.35	0.00	2.35	5.18	3.55	1.46	59.32
16-12-2020	214.00	0.45	0.45	0.00	4.84	3.30	1.47	59.48
17-12-2020	213.05	-0.95	0.00	0.95	4.49	3.13	1.44	58.95
18-12-2020	214.50	1.45	1.45	0.00	4.28	2.91	1.47	59.54
21-12-2020	202.95	-11.55	0.00	11.55	3.97	3.52	1.13	52.98
22-12-2020	203.40	0.45	0.45	0.00	3.72	3.27	1.14	53.20
23-12-2020	207.75	4.35	4.35	0.00	3.76	3.04	1.24	55.34
24-12-2020	208.60	0.85	0.85	0.00	3.56	2.82	1.26	55.76
28-12-2020	209.50	0.90	0.90	0.00	3.37	2.62	1.29	56.24
29-12-2020	211.55	2.05	2.05	0.00	3.27	2.43	1.35	57.36
30-12-2020	211.15	-0.40	0.00	0.40	3.04	2.29	1.33	57.05
31-12-2020	209.00	-2.15	0.00	2.15	2.82	2.28	1.24	55.34
01-01-2021	213.85	4.85	4.85	0.00	2.97	2.11	1.40	58.38
04-01-2021	213.40	-0.45	0.00	0.45	2.75	2.00	1.38	57.99
05-01-2021	211.45	-1.95	0.00	1.95	2.56	1.99	1.28	56.21
06-01-2021	205.40	-6.05	0.00	6.05	2.37	2.28	1.04	50.99
07-01-2021	202.80	-2.60	0.00	2.60	2.21	2.30	0.96	48.89
08-01-2021	201.50	-1.30	0.00	1.30	2.05	2.23	0.92	47.83
11-01-2021	202.50	1.00	1.00	0.00	1.97	2.07	0.95	48.76
12-01-2021	206.45	3.95	3.95	0.00	2.11	1.93	1.10	52.33
13-01-2021	211.25	4.80	4.80	0.00	2.31	1.79	1.29	56.33
14-01-2021	214.15	2.90	2.90	0.00	2.35	1.66	1.41	58.58
15-01-2021	217.85	3.70	3.70	0.00	2.44	1.54	1.59	61.33
18-01-2021	219.75	1.90	1.90	0.00	2.41	1.43	1.68	62.70
19-01-2021	218.85	-0.90	0.00	0.90	2.23	1.39	1.60	61.59
20-01-2021	217.65	-1.20	0.00	1.20	2.07	1.38	1.50	60.06
21-01-2021	213.70	-3.95	0.00	3.95	1.93	1.56	1.23	55.20
22-01-2021	210.70	-3.00	0.00	3.00	1.79	1.67	1.07	51.78
25-01-2021	207.80	-2.90	0.00	2.90	1.66	1.75	0.95	48.64
27-01-2021	210.65	2.85	2.85	0.00	1.75	1.63	1.07	51.74
28-01-2021	206.60	-4.05	0.00	4.05	1.62	1.80	0.90	47.36
29-01-2021	203.25	-3.35	0.00	3.35	1.51	1.91	0.79	44.05
01-02-2021	215.95	12.70	12.70	0.00	2.31	1.78	1.30	56.49
02-02-2021	218.20	2.25	2.25	0.00	2.30	1.65	1.40	58.26
03-02-2021	216.75	-1.45	0.00	1.45	2.14	1.63	1.31	56.66
04-02-2021	229.95	13.20	13.20	0.00	2.93	1.52	1.93	65.85
05-02-2021	234.35	4.40	4.40	0.00	3.03	1.41	2.15	68.27
08-02-2021	233.10	-1.25	0.00	1.25	2.82	1.40	2.01	66.82
09-02-2021	229.00	-4.10	0.00	4.10	2.61	1.59	1.64	62.17
10-02-2021	227.55	-1.45	0.00	1.45	2.43	1.58	1.54	60.56
11-02-2021	226.45	-1.10	0.00	1.10	2.25	1.55	1.46	59.31

12-02-2021	217.45	-9.00	0.00	9.00	2.09	2.08	1.01	50.17
15-02-2021	218.60	1.15	1.15	0.00	2.03	1.93	1.05	51.21
16-02-2021	218.25	-0.35	0.00	0.35	1.88	1.82	1.03	50.86
17-02-2021	217.75	-0.50	0.00	0.50	1.75	1.72	1.01	50.34
18-02-2021	218.85	1.10	1.10	0.00	1.70	1.60	1.06	51.52
19-02-2021	215.95	-2.90	0.00	2.90	1.58	1.69	0.93	48.26
22-02-2021	207.05	-8.90	0.00	8.90	1.47	2.21	0.66	39.91
23-02-2021	208.50	1.45	1.45	0.00	1.47	2.05	0.71	41.68
24-02-2021	208.85	0.35	0.35	0.00	1.39	1.90	0.73	42.12
25-02-2021	209.15	0.30	0.30	0.00	1.31	1.77	0.74	42.52
26-02-2021	203.85	-5.30	0.00	5.30	1.21	2.02	0.60	37.55
01-03-2021	206.90	3.05	3.05	0.00	1.35	1.88	0.72	41.77
02-03-2021	209.90	3.00	3.00	0.00	1.46	1.74	0.84	45.66
03-03-2021	209.95	0.05	0.05	0.00	1.36	1.62	0.84	45.73
04-03-2021	209.70	-0.25	0.00	0.25	1.27	1.52	0.83	45.44
05-03-2021	208.55	-1.15	0.00	1.15	1.18	1.49	0.79	44.04
08-03-2021	208.00	-0.55	0.00	0.55	1.09	1.43	0.77	43.35
09-03-2021	207.80	-0.20	0.00	0.20	1.01	1.34	0.76	43.09
10-03-2021	206.50	-1.30	0.00	1.30	0.94	1.34	0.70	41.33
12-03-2021	205.20	-1.30	0.00	1.30	0.87	1.33	0.66	39.59
15-03-2021	205.45	0.25	0.25	0.00	0.83	1.24	0.67	40.11
16-03-2021	207.85	2.40	2.40	0.00	0.94	1.15	0.82	45.02
17-03-2021	210.60	2.75	2.75	0.00	1.07	1.07	1.00	50.07
18-03-2021	217.65	7.05	7.05	0.00	1.50	0.99	1.51	60.18
19-03-2021	222.95	5.30	5.30	0.00	1.77	0.92	1.92	65.78
22-03-2021	226.00	3.05	3.05	0.00	1.86	0.85	2.18	68.53
23-03-2021	222.20	-3.80	0.00	3.80	1.73	1.06	1.62	61.87
24-03-2021	215.95	-6.25	0.00	6.25	1.60	1.44	1.12	52.78
25-03-2021	211.60	-4.35	0.00	4.35	1.49	1.64	0.91	47.55
26-03-2021	210.90	-0.70	0.00	0.70	1.38	1.58	0.88	46.74
30-03-2021	214.55	3.65	3.65	0.00	1.55	1.46	1.06	51.36

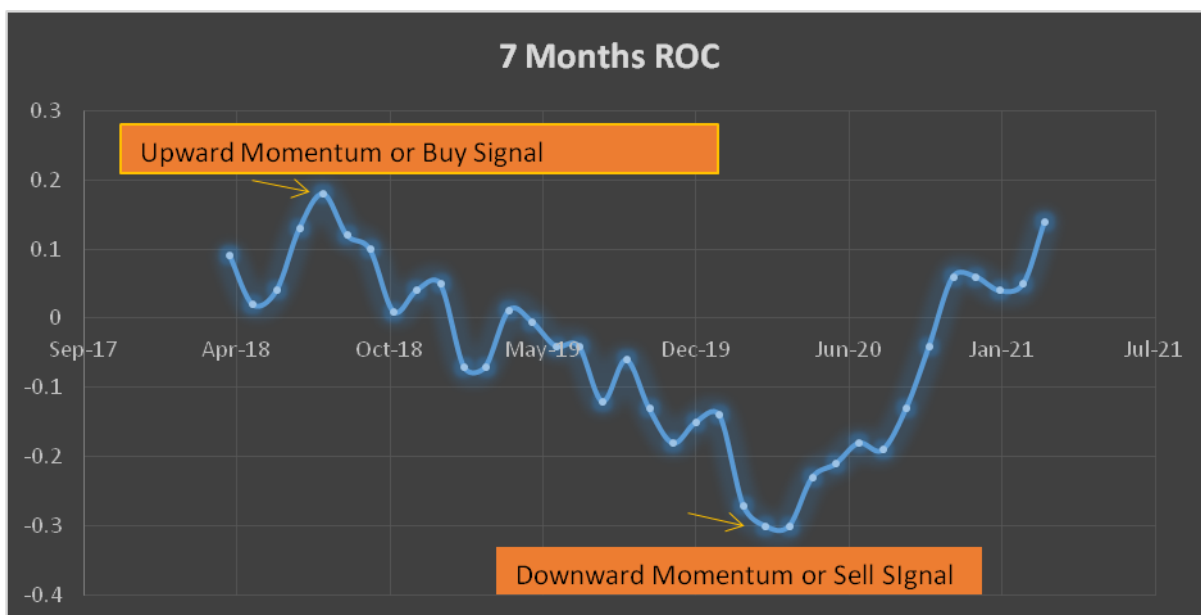
Interpretation: From the above table the closing prices from October 1st 2020 to March 31st 2021 are extracted from NSE website on ITC LTD, it is



observed that the closing prices are volatile in nature. In the study price changes will respect to day wise gain and losses are identified and analyzed. During November 14th the value is below 30 so it is time to buy also November 13th the value is above 70 it is time to sell and during rest of the months the value is between 30 to 70 so it indicates the hold signal. Hence, the Relative Strength Index for the period are taken and found that during December 2020 to March 2021 the stocks of ITC LTD were indicating to hold and during November 2020 the stock showing buying signal.

IV. Rate of Change Calculation on India Tobacco Company (ITC) from April 2018 to March 2021

Months	Close Price	7 Months ROC
April-2018	281.45	0.09
May-2018	271.65	0.02
June-2018	266.20	0.04
July-2018	297.70	0.13
August-2018	319.85	0.18
September-2018	297.75	0.12
October-2018	280.10	0.1
November-2018	285.80	0.01
December-2018	281.65	0.04
January-2019	278.65	0.05
February-2019	276.05	-0.07
March-2019	297.25	-0.07
April-2019	301.35	0.012
May-2019	278.55	-0.005
June-2019	273.85	-0.04
July-2019	270.20	-0.04
August-2019	245.65	-0.12
September-2019	259.85	-0.06
October-2019	257.65	-0.13
November-2019	246.40	-0.18
December-2019	237.70	-0.15
January-2020	235.15	-0.14
February-2020	197.55	-0.27
March-2020	171.70	-0.3
April-2020	182.05	-0.3
May-2020	197.35	-0.23
June-2020	194.65	-0.21
July-2020	194.15	-0.18
August-2020	191.10	-0.19
September-2020	171.70	-0.13
October-2020	165.25	-0.04
November-2020	193.65	0.06
December-2020	209.00	0.06
January-2021	203.25	0.04
February-2021	203.85	0.05
March-2021	218.50	0.14



Interpretation: From the above table and graph, the study shows that the ROC was in overbought region in the month of August 2018 that indicates the investor a buy signal and the ROC was in oversold region in the month of March 2020 and April 2020 that indicates the investor a sell signal. Therefore, ITC LTD stock at NSE has been volatile during the months from April 2018 to March 2021. The ROC has been analyzed with the range of below 0 and above 0. The stock of ITC LTD has been overbought when the range crossed above 0 whereas the stock has been oversold when the range crossed below 0. Therefore, the ROC graph indicates that the most of the stock value was in overbought zone it indicates a buy signal.

FINDINGS

- The study highlights the selling signal of HUL with respect to Relative Strength Index when it crosses below the level 30 during November 2020.
- The study shows the overbought region in August 2018 by determining using Rate of Change of HUL scrips price followed by October 2019 to December 2020 indicates a buy signal for the last 3 financial years.
- The study highlights the selling signal of ITC LTD with respect to Relative Strength Index when it crosses below the level 30 during November 2020
- The study indicates by determining rate of change of ITC LTD scrips prices are in the overbought region in August 2018 and March 2021. It is noticed that the most of the values of ITC LTD is under oversold region on February 2019, March 2020 and April 2020, shows a sell signal for the last 3 financial years.

SUGGESTIONS

- The investor can depend upon RSI information for HUL scrips and ITC scrips for buying decisions as price move downwards.
- The investor can depend upon ROC information for HUL scrips and ITC scrips for buying decisions as price move downwards and at negative values below zero.
- HUL needs to improve upon effectiveness to control on fluctuation of price movements.
- Investor can make their investment decision towards ITC than HUL as the volatility is lower than HUL to achieve profit.

CONCLUSION

The study emphasizes on technical analysis to determine the effectiveness of HUL and ITC Ltd in comparison between rate of change and relative strength index. The ITC Ltd is at selling signal that means the company is making more profit. Hindustan Unilever Limited is considered to be weaker compared to ITC company as it is riskier and more dangerous for investor there to make his own investment decisions. The ITC Ltd is considered as most suitable for investor for investment decisions for another One or more years as the company is promising for investments. The present study likes to conclude that from the point of investor, ITC would be the better choice for time being investment. Hence, the Technical Analysis would be the effective tool to execute performance of stock.

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