



# Shareholders Wealth: What works better? Fundamental Analysis or Technical Analysis: Zomato Ltd Case

By

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## Abstract

E-Commerce is one of the vital sector in globalised economy. Indian market has witnessed the heralding of many E-Commerce companies in stock market bourses such as Zomato Ltd, FSN E-Commerce Ventures Ltd (Nykaa), IndiaMART InterMESH Ltd, CarTrade Tech Ltd, Swiggy Ltd, etc. Zomato Ltd made its IPO in July, 2021 and Listed on 23rd July, 2021. It is the largest E-Commerce stock in Indian stock market with highest market capitalisation of Rs. **₹1,99,067 crore** (nearly ₹2 trillion) approximately. The present paper attempts to answer the question – “What works better – Fundamental Analysis or Technical Analysis to investors in earning higher returns with regard to Zomato Ltd Stocks?”. It develops models for measuring the returns under both approaches. It uses the financial data from company annual reports and stock prices from [www.bseindia.com](http://www.bseindia.com). The study finds that average annual historical returns under fundamental analysis of 59.69% is more than average annualised returns under technical analysis of 18.77% for Zomato Ltd. It finally concludes that fundamental analysis works better for Zomato Ltd stocks.

**Key Words:** Average Annual Historical Returns(AAHR), Average Annualised Returns(AAR), Bracket, Bracket Length, Bottom Price, Fundamental analysis, High price, Intrinsic Value, Technical Analysis,

## Introduction

The debate between **fundamental analysis** and **technical analysis** in terms of –“Which approach generates more investor returns?” is multifaceted and depends on various factors, including the investor's strategy, time horizon, risk tolerance, and market conditions.

Fundamental analysis focuses on evaluating the intrinsic value of a company by examining its financial statements, management, competitive advantages, industry conditions, and macroeconomic factors. The goal is to identify stocks that are undervalued or overvalued relative to their true worth. Long-term value creation through investing in companies with strong fundamentals (e.g., revenue growth, profitability, strong balance sheets, and competitive positioning).

Technical analysis involves studying historical price and volume data of a stock to identify patterns and trends in the future. It primarily uses charts and technical indicators to predict short-term price movements. Short-term trading based on market sentiment, momentum, and price trends. Technical analysts do not focus on a company's fundamentals but rather on the market's psychological factors, using tools such as moving averages, Relative Strength Index (RSI), and chart patterns like head-and-shoulders.

The Indian E-commerce industry has witnessed exponential growth over the past decade, driven by increasing internet penetration, affordable smart phones, digital payment solutions, and a growing consumer base. India is one of the fastest-growing E-commerce markets in the world, with a dynamic landscape dominated by local and global players.

India's E-commerce sector has expanded rapidly, contributing significantly to the economy. According to industry reports, the market is expected to reach **\$350 billion by 2030**, with a **Compound Annual Growth Rate (CAGR) of over 19%**. The government's initiatives such as **Digital India, Make in India, and Startup India** have further accelerated this growth.

Zomato Ltd. is one of India's leading online food delivery and restaurant discovery platforms. Founded in 2008 by **Deepinder Goyal and Pankaj Chaddah**, Zomato started as a restaurant listing and review website and has since evolved into a **global food-tech company**. It provides services like online food ordering, restaurant reservations, and subscription-based dining programs.

Zomato operates in multiple countries, with a strong presence in India, the UAE, and other international markets. It competes with players like **Swiggy, Uber Eats, and DoorDash** in various regions.

Zomato Ltd. made history by launching its **Initial Public Offering (IPO) on July 14, 2021**, becoming the first major Indian food-tech company to go public. The IPO was a massive success, reflecting strong investor interest in India's growing digital and e-commerce economy.

## Key Details of Zomato's IPO

- **IPO Launch Date:** July 14, 2021
- **Issue Price:** ₹72 to ₹76 per share
- **Total Issue Size:** ₹9,375 crore (~\$1.3 billion)
- **Offer Type:** Fresh issue of ₹9,000 crore + Offer for Sale (OFS) of ₹375 crore by Info Edge (India) Ltd.
- **Listing Date:** July 23, 2021
- **Stock Exchange:** NSE & BSE
- **Lot Size:** 195 shares per lot
- **Market Capitalization at Listing:** Over ₹1 lakh crore (\$13.5 billion)

The IPO was **oversubscribed 38.25 times**, with strong demand from institutional investors.

On the listing day, **Zomato's share price surged 53%**, opening at ₹116 on the NSE compared to its issue price of ₹76.

Zomato Ltd. was included in the BSE Sensex on **December 23, 2024**, replacing JSW Steel Ltd. This inclusion marked a significant milestone, making Zomato the first Indian startup and new-age tech company to join the prestigious 30-share index. This move reflects the growing influence of technology-driven companies in India's evolving business landscape.

As of March 1, 2025, Zomato Ltd.'s market capitalization was approximately **₹2.03 trillion** (₹2,030 billion). Zomato Ltd is the Indian top E-commerce company with highest market capitalisation followed by **Info Edge (India) Limited**(Naukri.com), Swiggy Limited and FSN E-Commerce Ventures Ltd. (Nykaa). Major players like **Amazon India, Flipkart, Myntra, Snapdeal, FirstCry, Meesho**, are operationally present and leading in Indian E-Commerce sector. However, their stocks are not listed on Indian bourses.

### Scope of the study

The present study focuses on evaluation about which investment approach – Fundamental analysis or Technical analysis, works better for contributing to shareholders wealth with specific reference to Zomato Ltd stocks investment.

### Objectives

This study on “What works better? Fundamental Analysis or Technical Analysis : Zomato Ltd Case” aims at achieving the following objectives –

1. To understand the basic differences between Fundamental and Technical analysis, as approaches used in equity investing
2. To evolve a decision tool to judge whether fundamental analysis is good or technical analysis is good, for any given stock.
3. To decide on which one of these two approaches works better for Zomato Ltd stock investment.

### Methodology

The data required for the present study is collected from the secondary sources like company websites, annual reports, stock exchange websites, journals, magazines, etc. This study used the relevant pertinent historical data.

For calculating the Annualised Returns(AR) of Zomato stocks in fundamental analysis, the data on its IPO(Initial Public Offer), dividends, bonus share issues, stock splits, share consolidations, etc has been collected from the company's annual reports.

For calculating the Annualised Returns(AR) of Zomato stocks in technical analysis, the required historical price data is obtained from Bombay Stock Exchange(BSE)'s website.

Time value of money is ignored for the purpose of calculating Annualised Returns.

The models used for calculating Annualised Returns(AR) are –

## I) Fundamental Analysis

Fundamental analysts and long term genuine investors study global and domestic economic factors, industry factors and company factors to select best stocks and ascertain “Intrinsic Price” of those stocks. They time the purchasing of these stocks when they are underpriced in the market. Once they purchase and invest money in these stocks, they hold them for a long period. They are interested in long term market price appreciation, dividend incomes, bonus issue and stock splits benefits. Etc.

Annualised Historical Returns of Zomato Ltd stocks is calculated using the following model –

Financial year (1<sup>st</sup> April, of one year to 31<sup>st</sup> March of next year) is taken into account. From the date of closure of IPO, annualised historical returns are to be calculated considering stock market close prices on opening and closing days of every financial year, dividends, bonus issues, stock splits, share consolidations, etc.

Let  $P_o$  be the opening price,  $P_1$  be the closing price,  $D$  be the dividends,  $N_1$  and  $N_2$  be the stock quantity benefits on Bonus issue benefit and stock split benefits and  $N_3$  be the stock quantity loss. Then, Annualised Historical Returns(AHR) for the financial year is –

$$AHR = \{(P_1 - P_o) + D + N_1 + N_2 - N_3\} / P_o$$

Average AHR(AAHR) can be calculated as follows –

$AAHR = (AHR_1 + AHR_2 + \dots + AHR_n) / n$ , where,  $AHR_1, AHR_2, \dots, AHR_n$  are annualised historical returns of year 1, 2...n and n is number of years under study.

## II) Technical Analysis

Technical analysis involves predicting short term prices using different techniques like charts, moving averages, candle sticks, Relative Strength Index(RSI), Support and Resistance levels, etc. It ultimately intends to buy stocks at lower prices and sell them at higher prices. A successful technical investor purchases stocks at every low price and sells at every high prices of the market.

Let  $P_1$  be the Buy price and  $P_2$  be the sell price. n be the bracket length in terms number of days stocks held Then, Annualised Returns(AR) is -

$$AR_1 + \{(P_2 - P_1) / P_1\} * (360/n), \text{ Where, } n \text{ is the bracket length in terms of days.}$$

Similarly,  $AR_2, AR_3, AR_n$  are the returns earned N number of times in a year.

Then, Average Annualised Returns(AAR) is –

$$AAR + (AR_1 + AR_2 + \dots + AR_n) / n$$

If AAHR of fundamental analysis is higher the AAR of technical analysis, then, fundamental analysis is better for the stocks under consideration.

Otherwise, if, AAR of technical analysis is higher than the AAHR of fundamental analysis, then, technical analysis is better for the stock under consideration.

$$AR + (R_1 + R_2 + \dots + R_n) / n$$

➤ **Average Annualised Historical Returns(AAHR) under Fundamental Analysis**

AAHR are calculated as follows –

FY	Opening Day	Price	Closing Day	Price	Dividends	Bonus Shares	Stock Splits	Share Consolidations
2021-22	16-Jul-21 (IPO Closing Day)	76	31-3-2022	82.3	Nil	Nil	Nil	Nil
2022-23	1-4-2022	84.3	31-3-2023	50.96	Nil	Nil	Nil	Nil
2023-24	3.4.2023	51.96	28.3.2024	182.35	Nil	Nil	Nil	Nil
2024-25	1.4.2024	184,55	28.2.2025	221.75	Nil	Nil	Nil	Nil

**Findings and analysis**

**a) AHR for 2021-22**

$$= \{(P1-Po)+D+N1\_N2-N3\} / Po$$

$$= (82,3 - 76) / 76 = 0.0829 = 8.29\%$$

**b) AHR for 2022-23**

$$= (50.96 - 84.3) / 84.3 = -0.3955 = -39.55\%$$

**c) AHR for 2023-24**

$$= (182.35 - 51.96) / 51.96 = 2.5094 = 250.94\%$$

**d) AHR for 2024-25**

$$= (221.75 - 184.55) / 184.55 = 0.2015 = 20.15\%$$

Fundamental analysis involves a comprehensive and detailed study of the company, its industry and macroeconomic factors. They study the past, present and future expected performance of the company. Once choose a right stock, they hold it for long term and Earn generate long term growth. If investors choose Zomato Ltd company and purchase its shares every first trading day and sell on last trading day of the financial year, the highest Annual Historical Returns(AHR) were highest in 2023-24 at 250.94%% and lowest in negative returns in 2022-23 at 39.55%.

So, AAHR is

$$= (8.29 - 39.55 + 250.94 + 20.15) / 4$$

$$= 239.83 / 4$$

$$= 59.96\%$$

➤ **Average Annualised Returns(AAR) under Technical Analysis**

FY	Buying Date	Buying Price(Rs)	Selling Date	Selling Price(Rs)	Profit per Share(Rs)	Bracket Length (No. of Days)	Bracket returns(%)	AR
2021-22	23-07-2021	76	26-07-2021	140.85	15	3	23.6842	
2021-22	28-07-2021	131.6	29-07-2021	141.7	10.1	1	27.6292	
2021-22	30-07-2021	133.35	02-08-2021	139.6	6.25	3	5.6243	
2021-22	10-08-2021	124.95	11-08-2021	135.8	10.85	1	31.2605	
2021-22	12-08-2021	135.45	13-08-2021	137.55	2.1	1	5.5814	
2021-22	17-08-2021	132.4	18-08-2021	135	2.6	1	7.0695	
2021-22	25-08-2021	124.35	26-08-2021	125.85	1.5	1	4.3426	
2021-22	27-08-2021	124.65	30-08-2021	133.4	8.75	3	8.4236	
2021-22	01-09-2021	132.45	02-09-2021	137.55	5.1	1	13.8618	
2021-22	07-09-2021	139.9	08-09-2021	141.25	1.35	1	3.4739	
2021-22	09-09-2021	141.55	13-09-2021	143.2	1.65	4	1.0491	
2021-22	22-09-2021	132.05	23-09-2021	137.25	5.2	1	14.1764	
2021-22	24-09-2021	136.65	27-09-2021	143.65	7	3	6.1471	
2021-22	30-09-2021	136.65	01-10-2021	137.95	1.3	1	3.4248	
2021-22	06-10-2021	135	07-10-2021	137.15	2.15	1	5.7333	
2021-22	08-10-2021	136.15	11-10-2021	136.85	0.7	3	0.6170	
2021-22	14-10-2021	134.95	18-10-2021	144.05	9.1	4	6.0689	
2021-22	25-10-2021	132.6	26-10-2021	135.5	2.9	1	7.8733	
2021-22	27-10-2021	134.85	28-10-2021	135.55	0.7	1	1.8687	
2021-22	29-10-2021	131.6	01-11-2021	132.6	1	3	0.9119	
2021-22	03-11-2021	128.35	04-11-2021	131.6	3.25	1	9.1157	
2021-22	08-11-2021	131.15	09-11-2021	137.55	6.4	1	17.5677	
2021-22	10-11-2021	135.75	11-11-2021	140.8	5.05	1	13.3923	
2021-22	12-11-2021	153.3	15-11-2021	155.75	2.45	3	1.9178	
2021-22	23-11-2021	148.65	24-11-2021	155.45	6.8	1	16.4682	
2021-22	26-11-2021	148.2	29-11-2021	148.95	0.75	3	0.6073	
2021-22	06-12-2021	138.5	07-12-2021	139.8	1.3	1	3.3791	
2021-22	10-12-2021	140.55	13-12-2021	142.55	2	3	1.7076	
2021-22	20-12-2021	126.65	21-12-2021	131.6	4.95	1	14.0703	
2021-22	24-12-2021	131.45	27-12-2021	132.7	1.25	3	1.1411	
2021-22	28-12-2021	132.8	29-12-2021	137.1	4.3	1	11.6566	
2021-22	30-12-2021	133.85	31-12-2021	137.45	3.6	1	9.6825	
2021-22	07-01-2022	129.3	10-01-2022	130.2	0.9	3	0.8353	
2021-22	11-01-2022	131.25	12-01-2022	132.25	1	1	2.7429	
2021-22	13-01-2022	133.05	14-01-2022	133.6	0.55	1	1.4882	
2021-22	24-01-2022	91.4	25-01-2022	100.5	9.1	1	35.8425	
2021-22	28-01-2022	89.6	31-01-2022	90.4	0.8	3	1.0714	
2021-22	01-02-2022	94.55	02-02-2022	98.9	4.35	1	16.5627	
2021-22	04-02-2022	94.2	07-02-2022	98.9	4.7	3	5.9873	
2021-22	08-02-2022	93.6	09-02-2022	94.2	0.6	1	2.3077	
2021-22	14-02-2022	82.4	15-02-2022	82.75	0.35	1	1.5291	
2021-22	16-02-2022	84.95	17-02-2022	89.15	4.2	1	17.7987	
2021-22	22-02-2022	79.75	23-02-2022	84.15	4.4	1	19.8621	
2021-22	24-02-2022	78.45	25-02-2022	78.8	0.35	1	1.6061	46.4396

2021-22	02-03-2022	79.65	03-03-2022	82.15	2.5	1	11.2994
2021-22	08-03-2022	77.95	09-03-2022	80.35	2.4	1	11.0840
2021-22	16-03-2022	75.95	17-03-2022	80.7	4.75	1	22.5148
2021-22	21-03-2022	80.35	22-03-2022	81.1	0.75	1	3.3603
2021-22	24-03-2022	80.3	25-03-2022	80.65	0.35	1	1.5691
2021-22	29-03-2022	78.2	30-03-2022	85.3	7.1	1	32.6854
2021-22	31-03-2022	82.3	01-04-2022	84.3	2	1	8.7485
2022-23	05-04-2022	83.85	06-04-2022	84.55	0.7	1	3.0054
2022-23	07-04-2022	82.5	08-04-2022	83.4	0.9	1	3.9273
2022-23	12-04-2022	81.45	13-04-2022	83.9	2.45	1	10.8287
2022-23	20-04-2022	80.35	21-04-2022	80.8	0.45	1	2.0162
2022-23	25-04-2022	78.75	26-04-2022	79.6	0.85	1	3.8857
2022-23	10-05-2022	52.45	11-05-2022	54.2	1.75	1	12.0114
2022-23	12-05-2022	52	13-05-2022	56.75	4.75	1	32.8846
2022-23	17-05-2022	56.15	18-05-2022	58.8	2.65	1	16.9902
2022-23	19-05-2022	55.35	20-05-2022	58.05	2.7	1	17.5610
2022-23	23-05-2022	57	24-05-2022	64.95	7.95	1	50.2105
2022-23	26-05-2022	60.35	27-05-2022	62.05	1.7	1	10.1408
2022-23	30-05-2022	71.2	31-05-2022	75	3.8	1	19.2135
2022-23	02-06-2022	72	03-06-2022	72.1	0.1	1	0.5000
2022-23	07-06-2022	65.4	08-06-2022	67	1.6	1	8.8073
2022-23	09-06-2022	68.65	10-06-2022	69.1	0.45	1	2.3598
2022-23	13-06-2022	67.4	14-06-2022	70	2.6	1	13.8872
2022-23	16-06-2022	67.1	17-06-2022	67.4	0.3	1	1.6095
2022-23	20-06-2022	65.05	21-06-2022	66.15	1.1	1	6.0876
2022-23	22-06-2022	67.55	23-06-2022	69.55	2	1	10.6588
2022-23	30-06-2022	53.9	01-07-2022	56.1	2.2	1	14.6939
2022-23	04-07-2022	54.4	05-07-2022	55.35	0.95	1	6.2868
2022-23	06-07-2022	54.35	07-07-2022	54.45	0.1	1	0.6624
2022-23	08-07-2022	54.85	11-07-2022	56.05	1.2	3	2.6253
2022-23	18-07-2022	53.6	19-07-2022	53.9	0.3	1	2.0149
2022-23	20-07-2022	53.35	21-07-2022	53.5	0.15	1	1.0122
2022-23	26-07-2022	41.65	27-07-2022	43.95	2.3	1	19.8800
2022-23	28-07-2022	45.65	29-07-2022	46.85	1.2	1	9.4633
2022-23	01-08-2022	46.35	02-08-2022	55.6	9.25	1	71.8447
2022-23	03-08-2022	55.4	04-08-2022	57.75	2.35	1	15.2708
2022-23	05-08-2022	54.5	08-08-2022	55.45	0.95	3	2.0917
2022-23	10-08-2022	55.95	11-08-2022	57.9	1.95	1	12.5469
2022-23	12-08-2022	61.75	16-08-2022	64.25	2.5	4	3.6437
2022-23	17-08-2022	65.3	18-08-2022	67.05	1.75	1	9.6478
2022-23	19-08-2022	61.4	22-08-2022	61.9	0.5	3	0.9772
2022-23	30-08-2022	58	01-09-2022	62.5	4.5	2	13.9655
2022-23	05-09-2022	59.65	06-09-2022	59.7	0.05	1	0.3018
2022-23	07-09-2022	59.5	08-09-2022	61.4	1.9	1	11.4958
2022-23	12-09-2022	62.5	13-09-2022	65.45	2.95	1	16.9920
2022-23	14-09-2022	63.25	15-09-2022	64.6	1.35	1	7.6838
2022-23	16-09-2022	63.5	19-09-2022	63.95	0.45	3	0.8504
2022-23	20-09-2022	62.85	21-09-2022	63.45	0.6	1	3.4368

3.7103

2022-23	26-09-2022	57.85	27-09-2022	58.85	1	1	6.2230
2022-23	28-09-2022	58.05	29-09-2022	61.2	3.15	1	19.5349
2022-23	03-10-2022	61.9	04-10-2022	64.05	2.15	1	12.5040
2022-23	06-10-2022	65.55	07-10-2022	69.6	4.05	1	22.2426
2022-23	13-10-2022	61.3	14-10-2022	61.9	0.6	1	3.5237
2022-23	17-10-2022	62.65	18-10-2022	63.05	0.4	1	2.2985
2022-23	20-10-2022	61.3	21-10-2022	61.85	0.55	1	3.2300
2022-23	24-10-2022	62.35	25-10-2022	64.6	2.25	1	12.9912
2022-23	28-10-2022	62.55	31-10-2022	63.15	0.6	3	1.1511
2022-23	03-11-2022	62.2	04-11-2022	63	0.8	1	4.6302
2022-23	07-11-2022	65.1	09-11-2022	65.3	0.2	2	0.5530
2022-23	10-11-2022	63.95	11-11-2022	72.8	8.85	1	49.8202
2022-23	14-11-2022	69.6	15-11-2022	69.95	0.35	1	1.8103
2022-23	23-11-2022	61.65	24-11-2022	63.15	1.5	1	8.7591
2022-23	25-11-2022	63.95	28-11-2022	64.4	0.45	3	0.8444
2022-23	29-11-2022	63.55	30-11-2022	65.2	1.65	1	9.3470
2022-23	01-12-2022	66.7	02-12-2022	68.6	1.9	1	10.2549
2022-23	08-12-2022	63.85	09-12-2022	64.15	0.3	1	1.6915
2022-23	12-12-2022	64.4	13-12-2022	64.6	0.2	1	1.1180
2022-23	16-12-2022	62.15	20-12-2022	62.85	0.7	4	1.0137
2022-23	23-12-2022	53.6	26-12-2022	58.2	4.6	3	10.2985
2022-23	27-12-2022	58.95	28-12-2022	60.2	1.25	1	7.6336
2022-23	30-12-2022	59.35	02-01-2023	60.25	0.9	3	1.8197
2022-23	06-01-2023	55.3	09-01-2023	56	0.7	3	1.5190
2022-23	17-01-2023	50.15	18-01-2023	51	0.85	1	6.1017
2022-23	19-01-2023	51.1	20-01-2023	51.5	0.4	1	2.8180
2022-23	23-01-2023	51	24-01-2023	52.1	1.1	1	7.7647
2022-23	27-01-2023	46.95	30-01-2023	47.4	0.45	3	1.1502
2022-23	02-02-2023	47.55	03-02-2023	48.8	1.25	1	9.4637
2022-23	06-02-2023	47.75	07-02-2023	49.55	1.8	1	13.5707
2022-23	08-02-2023	54.25	09-02-2023	54.4	0.15	1	0.9954
2022-23	15-02-2023	50.25	16-02-2023	51.4	1.15	1	8.2388
2022-23	17-02-2023	51.85	20-02-2023	54.5	2.65	3	6.1331
2022-23	22-02-2023	53	23-02-2023	54.95	1.95	1	13.2453
2022-23	27-02-2023	53.6	01-03-2023	54.94	1.34	2	4.5000
2022-23	03-03-2023	53.71	06-03-2023	53.96	0.25	3	0.5586
2022-23	15-03-2023	50.76	16-03-2023	53.08	2.32	1	16.4539
2022-23	21-03-2023	53.04	22-03-2023	53.14	0.1	1	0.6787
2022-23	27-03-2023	50.16	28-03-2023	50.23	0.07	1	0.5024
2022-23	31-03-2023	50.96	03-04-2023	51.96	1	3	2.3548
2023-24	05-04-2023	51.75	06-04-2023	52.13	0.38	1	2.6435
2023-24	12-04-2023	53.16	13-04-2023	53.83	0.67	1	4.5372
2023-24	18-04-2023	53.35	19-04-2023	54.14	0.79	1	5.3308
2023-24	20-04-2023	54.21	21-04-2023	56.03	1.82	1	12.0863
2023-24	24-04-2023	55.96	25-04-2023	57.79	1.83	1	11.7727
2023-24	26-04-2023	58.23	27-04-2023	60.71	2.48	1	15.3323
2023-24	02-05-2023	63.43	04-05-2023	65.63	2.2	2	6.2431
2023-24	09-05-2023	60.94	10-05-2023	61.7	0.76	1	4.4897

3.0738

2023-24	11-05-2023	62.51	12-05-2023	62.57	0.06	1	0.3455
2023-24	16-05-2023	62.92	17-05-2023	63.33	0.41	1	2.3458
2023-24	18-05-2023	63.45	19-05-2023	64.54	1.09	1	6.1844
2023-24	23-05-2023	63.25	24-05-2023	64.44	1.19	1	6.7731
2023-24	30-05-2023	66.83	31-05-2023	68.53	1.7	1	9.1576
2023-24	01-06-2023	67.92	02-06-2023	71.19	3.27	1	17.3322
2023-24	05-06-2023	71.28	06-06-2023	72.36	1.08	1	5.4545
2023-24	07-06-2023	74.54	08-06-2023	75.8	1.26	1	6.0853
2023-24	09-06-2023	77.57	12-06-2023	77.79	0.22	3	0.3403
2023-24	14-06-2023	74.07	15-06-2023	75.11	1.04	1	5.0547
2023-24	16-06-2023	74.34	19-06-2023	75.83	1.49	3	2.4052
2023-24	23-06-2023	74.11	26-06-2023	74.81	0.7	3	1.1335
2023-24	28-06-2023	74.88	30-06-2023	75.07	0.19	2	0.4567
2023-24	05-07-2023	74.12	06-07-2023	74.72	0.6	1	2.9142
2023-24	07-07-2023	73.22	10-07-2023	74.84	1.62	3	2.6550
2023-24	11-07-2023	76.77	12-07-2023	77.47	0.7	1	3.2825
2023-24	13-07-2023	82.35	14-07-2023	82.47	0.12	1	0.5246
2023-24	20-07-2023	77.64	21-07-2023	80.31	2.67	1	12.3802
2023-24	24-07-2023	81.27	25-07-2023	82.58	1.31	1	5.8029
2023-24	26-07-2023	83.35	27-07-2023	84.92	1.57	1	6.7810
2023-24	31-07-2023	84.07	01-08-2023	84.7	0.63	1	2.6978
2023-24	02-08-2023	84.9	03-08-2023	86.22	1.32	1	5.5972
2023-24	04-08-2023	95.43	07-08-2023	97.66	2.23	3	2.8041
2023-24	08-08-2023	93.46	09-08-2023	94.11	0.65	1	2.5037
2023-24	18-08-2023	89.38	21-08-2023	89.72	0.34	3	0.4565
2023-24	22-08-2023	91.91	23-08-2023	94.28	2.37	1	9.2830
2023-24	25-08-2023	90.94	28-08-2023	92.33	1.39	3	1.8342
2023-24	29-08-2023	94.65	30-08-2023	99.88	5.23	1	19.8922
2023-24	01-09-2023	97.23	04-09-2023	98.05	0.82	3	1.0120
2023-24	06-09-2023	98.17	07-09-2023	100	1.83	1	6.7108
2023-24	08-09-2023	99.46	11-09-2023	101.34	1.88	3	2.2682
2023-24	13-09-2023	97.91	14-09-2023	99.45	1.54	1	5.6623
2023-24	21-09-2023	99.2	22-09-2023	99.85	0.65	1	2.3589
2023-24	25-09-2023	98.49	26-09-2023	99.88	1.39	1	5.0807
2023-24	28-09-2023	99.93	29-09-2023	101.52	1.59	1	5.7280
2023-24	04-10-2023	100.75	05-10-2023	105.45	4.7	1	16.7940
2023-24	09-10-2023	103.85	10-10-2023	106.1	2.25	1	7.7997
2023-24	11-10-2023	109.1	12-10-2023	109.8	0.7	1	2.3098
2023-24	13-10-2023	111.05	16-10-2023	111.5	0.45	3	0.4863
2023-24	19-10-2023	111.7	20-10-2023	113.4	1.7	1	5.4790
2023-24	27-10-2023	105.85	30-10-2023	107.7	1.85	3	2.0973
2023-24	01-11-2023	103.7	02-11-2023	107.5	3.8	1	13.1919
2023-24	03-11-2023	116.4	06-11-2023	123.3	6.9	3	7.1134
2023-24	07-11-2023	121.35	08-11-2023	125.1	3.75	1	11.1248
2023-24	10-11-2023	121.3	12-11-2023	123.15	1.85	2	2.7453
2023-24	15-11-2023	120.2	16-11-2023	121.9	1.7	1	5.0915
2023-24	23-11-2023	112.95	24-11-2023	113.2	0.25	1	0.7968
2023-24	28-11-2023	113.8	29-11-2023	116.7	2.9	1	9.1740

2023-24	01-12-2023	116.25	04-12-2023	117.3	1.05	3	1.0839
2023-24	05-12-2023	116.65	06-12-2023	118.9	2.25	1	6.9438
2023-24	12-12-2023	116.7	13-12-2023	120	3.3	1	10.1799
2023-24	15-12-2023	123.65	18-12-2023	128.6	4.95	3	4.8039
2023-24	20-12-2023	124.6	21-12-2023	127.55	2.95	1	8.5233
2023-24	26-12-2023	125	27-12-2023	127.05	2.05	1	5.9040
2023-24	28-12-2023	123.2	29-12-2023	123.7	0.5	1	1.4610
2023-24	01-01-2024	124.5	02-01-2024	128.8	4.3	1	12.4337
2023-24	03-01-2024	127.55	04-01-2024	129.95	2.4	1	6.7738
2023-24	08-01-2024	132.8	09-01-2024	134.45	1.65	1	4.4729
2023-24	10-01-2024	134.65	11-01-2024	138.25	3.6	1	9.6250
2023-24	15-01-2024	133.4	16-01-2024	133.55	0.15	1	0.4048
2023-24	17-01-2024	127.3	18-01-2024	129.4	2.1	1	5.9387
2023-24	23-01-2024	130.05	24-01-2024	136.25	6.2	1	17.1626
2023-24	29-01-2024	135.6	30-01-2024	137.2	1.6	1	4.2478
2023-24	31-01-2024	139.5	01-02-2024	140.55	1.05	1	2.7097
2023-24	05-02-2024	140.1	06-02-2024	140.2	0.1	1	0.2570
2023-24	07-02-2024	140.6	08-02-2024	144	3.4	1	8.7055
2023-24	09-02-2024	149.45	12-02-2024	153.75	4.3	3	3.4527
2023-24	14-02-2024	152.2	15-02-2024	154.85	2.65	1	6.2681
2023-24	16-02-2024	156.7	19-02-2024	157.45	0.75	3	0.5743
2023-24	21-02-2024	158.75	22-02-2024	162	3.25	1	7.3701
2023-24	23-02-2024	164	26-02-2024	164.1	0.1	3	0.0732
2023-24	28-02-2024	159.15	29-02-2024	165.5	6.35	1	14.3638
2023-24	01-03-2024	166.5	02-03-2024	167.65	1.15	1	2.4865
2023-24	11-03-2024	154.8	12-03-2024	156.8	2	1	4.6512
2023-24	13-03-2024	148.55	14-03-2024	152.75	4.2	1	10.1784
2023-24	19-03-2024	158	20-03-2024	165.7	7.7	1	17.5443
2023-24	21-03-2024	169.35	22-03-2024	174.1	4.75	1	10.0974
2023-24	27-03-2024	179.5	28-03-2024	182.35	2.85	1	5.7159
2024-25	03-04-2024	178.4	04-04-2024	186.95	8.55	1	17.2534
2024-25	05-04-2024	190.5	08-04-2024	191.8	1.3	3	0.8189
2024-25	09-04-2024	193.7	10-04-2024	196.8	3.1	1	5.7615
2024-25	18-04-2024	185.15	19-04-2024	189.2	4.05	1	7.8747
2024-25	24-04-2024	184.4	25-04-2024	184.75	0.35	1	0.6833
2024-25	26-04-2024	188.15	29-04-2024	193.6	5.45	3	3.4760
2024-25	30-04-2024	193.05	02-05-2024	195.4	2.35	2	2.1911
2024-25	07-05-2024	191.65	08-05-2024	195.4	3.75	1	7.0441
2024-25	09-05-2024	195.3	10-05-2024	201.4	6.1	1	11.2442
2024-25	14-05-2024	187.45	15-05-2024	191.95	4.5	1	8.6423
2024-25	22-05-2024	185.55	23-05-2024	186.8	1.25	1	2.4252
2024-25	24-05-2024	182.9	27-05-2024	183.25	0.35	3	0.2296
2024-25	28-05-2024	181.25	29-05-2024	183.2	1.95	1	3.8731
2024-25	04-06-2024	172.1	05-06-2024	183.75	11.65	1	24.3696
2024-25	06-06-2024	183.65	07-06-2024	184.05	0.4	1	0.7841
2024-25	10-06-2024	181.85	11-06-2024	184.05	2.2	1	4.3552
2024-25	12-06-2024	179.7	13-06-2024	184.9	5.2	1	10.4174
							21.8397

2024-25	14-06-2024	186.2	18-06-2024	188.7	2.5	4	1.2084
2024-25	21-06-2024	194.1	24-06-2024	198.85	4.75	3	2.9366
2024-25	26-06-2024	197.3	27-06-2024	200.15	2.85	1	5.2002
2024-25	28-06-2024	200.35	01-07-2024	204.05	3.7	3	2.2161
2024-25	04-07-2024	207.3	05-07-2024	207.5	0.2	1	0.3473
2024-25	08-07-2024	207.9	09-07-2024	212.5	4.6	1	7.9654
2024-25	10-07-2024	211.2	11-07-2024	217.2	6	1	10.2273
2024-25	12-07-2024	222.45	15-07-2024	229.1	6.65	3	3.5873
2024-25	16-07-2024	217.45	18-07-2024	220.6	3.15	2	2.6075
2024-25	19-07-2024	218.8	22-07-2024	221.65	2.85	3	1.5631
2024-25	23-07-2024	217.85	24-07-2024	223.7	5.85	1	9.6672
2024-25	25-07-2024	219.05	26-07-2024	224.55	5.5	1	9.0390
2024-25	29-07-2024	226.9	30-07-2024	227.2	0.3	1	0.4760
2024-25	31-07-2024	229.5	01-08-2024	234.1	4.6	1	7.2157
2024-25	06-08-2024	249	07-08-2024	265.75	16.75	1	24.2169
2024-25	08-08-2024	265.6	09-08-2024	266.9	1.3	1	1.7620
2024-25	13-08-2024	256.9	14-08-2024	259.6	2.7	1	3.7836
2024-25	19-08-2024	262.3	20-08-2024	263	0.7	1	0.9607
2024-25	22-08-2024	257.8	23-08-2024	262.7	4.9	1	6.8425
2024-25	02-09-2024	244.4	03-09-2024	247.75	3.35	1	4.9345
2024-25	04-09-2024	242.9	05-09-2024	254.9	12	1	17.7851
2024-25	06-09-2024	260.05	09-09-2024	263.2	3.15	3	1.4536
2024-25	10-09-2024	267.6	11-09-2024	271.7	4.1	1	5.5157
2024-25	13-09-2024	272.9	16-09-2024	277.75	4.85	3	2.1326
2024-25	17-09-2024	270.8	18-09-2024	275.75	4.95	1	6.5805
2024-25	19-09-2024	278.85	20-09-2024	290.7	11.85	1	15.2985
2024-25	30-09-2024	273.3	01-10-2024	274.15	0.85	1	1.1196
2024-25	03-10-2024	268.8	04-10-2024	275.2	6.4	1	8.5714
2024-25	07-10-2024	266.35	08-10-2024	279	12.65	1	17.0978
2024-25	10-10-2024	275.15	11-10-2024	277.5	2.35	1	3.0747
2024-25	18-10-2024	257.4	21-10-2024	265.7	8.3	3	3.8695
2024-25	22-10-2024	256.2	23-10-2024	263.85	7.65	1	10.7494
2024-25	25-10-2024	253.85	28-10-2024	253.95	0.1	3	0.0473
2024-25	31-10-2024	241.8	01-11-2024	249.05	7.25	1	10.7940
2024-25	05-11-2024	242.15	06-11-2024	254.95	12.8	1	19.0295
2024-25	08-11-2024	249.1	11-11-2024	258.5	9.4	3	4.5283
2024-25	13-11-2024	258.55	14-11-2024	269.6	11.05	1	15.3858
2024-25	18-11-2024	270.7	19-11-2024	271.35	0.65	1	0.8644
2024-25	22-11-2024	264.15	25-11-2024	273.6	9.45	3	4.2930
2024-25	26-11-2024	280.15	27-11-2024	284.5	4.35	1	5.5899
2024-25	29-11-2024	279.5	02-12-2024	282.5	3	3	1.2880
2024-25	03-12-2024	279.85	04-12-2024	286.3	6.45	1	8.2973
2024-25	05-12-2024	299.5	06-12-2024	303	3.5	1	4.2070
2024-25	09-12-2024	295.25	10-12-2024	295.9	0.65	1	0.7925
2024-25	12-12-2024	284.9	13-12-2024	288.4	3.5	1	4.4226
2024-25	16-12-2024	294.25	17-12-2024	296.8	2.55	1	3.1198

2024-25	23-12-2024	273.9	24-12-2024	274.75	0.85	1	1.1172
2024-25	27-12-2024	271.15	30-12-2024	282.9	11.75	3	5.2001
2024-25	01-01-2025	276.5	02-01-2025	284.85	8.35	1	10.8716
2024-25	13-01-2025	227.15	14-01-2025	233.8	6.65	1	10.5393
2024-25	16-01-2025	242	17-01-2025	248.75	6.75	1	10.0413
2024-25	21-01-2025	214.65	22-01-2025	216.45	1.8	1	3.0189
2024-25	27-01-2025	206.15	28-01-2025	208.35	2.2	1	3.8419
2024-25	30-01-2025	218.8	31-01-2025	220.35	1.55	1	2.5503
2024-25	01-02-2025	236.15	03-02-2025	238.25	2.1	2	1.6007
2024-25	06-02-2025	229.05	07-02-2025	233.85	4.8	1	7.5442
2024-25	12-02-2025	214.75	13-02-2025	217.8	3.05	1	5.1129
2024-25	14-02-2025	216	17-02-2025	218.55	2.55	3	1.4167
2024-25	18-02-2025	223.25	19-02-2025	234.1	10.85	1	17.4961
2024-25	24-02-2025	222.6	25-02-2025	225.65	3.05	1	4.9326
2024-25	28-02-2025	221.75	03-03-2025	222.05	0.3	3	0.1623
2024-25	13-03-2025	201.4	17-03-2025	203.85	2.45	4	1.0948

## Results and Findings

Technical analysis stands on accurate predictions and forecasting. Investors predict near future short term price fluctuations and trade accordingly. They buy at every low price and sell at every high price.

Annualised Returns of Zomato Ltd shares are 46.44%, 3.71%, 3.07% and 21.84% for financial years 2021-22, 2022-23, 2023-24 and 2024-25 (upto 18<sup>th</sup> March, 2025) respectively. Average annualised returns were highest in 2021-22 with 46.44% returns and lowest at 3.07% returns in 2023-24.

Therefore, Average Annualised Returns(AAR) is –

$$\text{AAR} = (46.44 + 3.71 + 3.07 + 21.84) / 4 = 75.06 / 4 = \mathbf{18.77\%}$$

## Conclusion

The investors who believed in fundamental analysis by buying Zomato Ltd shares on first trading of every financial year and sold them on last trading day of the same financial year earned an Average Annualised Historical Returns(AAHR) is 59.69%. This is merely stock price appreciation as Zomato Ltd has not declared any dividends, made no bonus issues, no stock splits or consolidations.

The investors who believed in technical analysis, bought Zomato Ltd shares at every low price and sold them at high price, earned a Average Annualised Returns(AAR) of 18.77%.

## Recommendations

Since returns are higher in case of fundamental analysis, fundamental analysis is better for the Zomato Ltd stocks.

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