HERE ARE 10 REASONS ON WHY YOU SHOULD NOT MISS INVESTING IN THIS STOCK
BY NAVRATAN AGRAWAL

1.) ***MARKET POSITIONING :-*** COMPANY IS THE NO:2 PLAYER IN ITS AREA OF OPERATIONS ALONG WITH A STRONG MARKET SHARE. THE COMPANY IS ALSO THE FASTEST GROWING AMONGST ITS PEERS, OUTPERFORMING ITS COMPETITORS IN A BIG WAY. COMPANY BRAND NAME IS CONSISTENTLY IMPROVING AND CLOSING ON THE MARKET LEADER.

2.) ***STRONG BUSINESS MODEL :-*** THE COMPANY HAS A VERY STRONG BUSINESS MODEL WHERE THERE IS VERY LITTLE CAPEX INVOLVED AND THERE IS REGULAR GROWTH. THE BUSINESS ALSO WORKS ON RELATIONSHIPS AND CREDIBILITY WHICH GIVES THE COMPANIES AN EDGE OVER NEW PLAYERS.

3.) ***LONG TERM OPPORTUNITY :-*** COMPANY IS TAPPING INTO A HUGE OPPORTUNITY AND THE MANAGEMENT HAS JUST SCRATCHED THE TIP OF AN ICEBERG. INDIA'S LONG TERM STRUCTURAL STORY GIVES THIS COMPANY'S BUSINESS A BIG BOOST AND THE GROWTH OF ITS TARGET MARKET IS A NECESSITY FOR INDIA TO BECOME A LARGE ECONOMY.

4.) ***FINANCIAL PARAMETERS :-*** C**Z**E HAS VERY STRONG FINANCIAL PARAMETERS WHERE THE COMPANY HAS VERY STRONG MARGINS UPWARDS OF 50% WHICH IS THERE IN VERY FEW BUSINESSES. ALSO THE COMPANY HAS A CLEAN BALANCE SHEET WITH ZERO DEBT WHICH WILL HELP IT IN TOUGH TIMES.

5.) ***CONSISTENT TRACK RECORD :-*** COMPANY HAS A STRONG TRACK RECORD OF PERFORMANCE. THE COMPANY'S REVENUES HAS GROWN AT OVER 35% CAGR FOR THE LAST MANY YEARS AND THE MARGIN PERFORMANCE HAS BEEN VERY STABLE DURING THIS PERIOD HIGHLIGHTING ITS PERFORMANCE.

6.) ***GROWTH PROSPECTS :-*** COMPANY HAS RECENTLY DIVERSIFIED INTO ATTRACTIVE SUB-NICHES OF THE AREA IT OPERATES IN AND WE BELIEVE THESE WOULD EMERGE AS BIG REVENUES GENERATORS GOING FORWARD. COMPANY ALSO HAS GONE INTO ACQUISITION ROUTE TO BOOST ITS GROWTH INORGANICALLY.

7.) ***BUSINESS MOATS :-*** THE MARKET HAS A LIMITED SET OF PLAYERS AS THIS BUSINESS INHERENTLY HAS A LOT OF MOATS IN THE FORM OF CLIENT RELATIONSHIPS AND CREDIBILITY WHICH IS HARD TO BUILD. ALSO THE KNOWLEDGE BASE WHICH IT HAS ACCUMULATED OVER A PERIOD OF TIME IS DIFFICULT TO REPLICATE, THUS ACTING AS A GOOD MOAT.

8.) ***CASH FLOWS :-*** COMPANY GENERATES VERY STRONG CASH FLOWS FROM ITS OPERATIONS REGULARLY. THE FREE CASH FLOW COMPONENT IS HIGH AS THERE IS VERY LITTLE INVESTMENTS REQUIRED. THIS ALLOWS THE COMPANY TO CONSISTENTLY TARGET NICHE COMPANIES FOR INORGANIC GROWTH.

9.) ***MANAGEMENT/ CORPORATE GOVERNANCE :-*** THE COMPANY IS PROMOTED BY A SET OF INSTITUTIONS WHICH ARE HIGHLY CREDIBLE AND THE COMPANY HAS A VERY STRONG CORPORATE GOVERNANCE AND MOST IMPORTANTLY, A SHARE-HOLDER FRIENDLY POLICY.

10.) ***VALUATIONS :-*** IN SPITE OF SO MANY ADVANTAGES, THE COMPANY IS QUOTING AT VERY ATTRACTIVE VALUATIONS OF LESS THAN <10X ITS EARNINGS WHICH IS A HUGE DISCOUNT TO ITS PEERS. MORE IMPORTANTLY, THE STOCK IS AVAILABLE VALUATIONS WHICH WILL MAKE IT TEMPTING TO SEVERAL INVESTORS SOON.