

Taj GVK Hotels (TAJGVK)

₹ 168

Cost efficiencies drive margins...

- Taj GVK reported a mixed set of numbers. While revenues were below our estimates, EBITDA was above our estimate mainly led by a decline in raw material cost and power & fuel cost
- Revenues increased 2.2% YoY to ₹ 59.6 crore (below I-direct estimate of ₹ 62.2 crore). The EBITDA margin increased 91 bps YoY to 22.6% (above I-direct estimate of 21.2%) in Q1FY18 mainly due to a decline in raw material expenses (down 5.3% YoY) and power & fuel cost (down 4.3% YoY)
- While on a standalone basis, the company reported a net profit of ₹ 1.9 crore, at consolidated level, net profit was at ₹ 14 lakh mainly due to loss of ₹ 1.8 crore from the Mumbai property (Taj Santacruz)

Expansion to help reduce geographical concentration

The company has a modest scale of operation, with significant geographic concentration in Hyderabad i.e. 67% share in room portfolio. The remaining 33% is contributed by Chandigarh and Chennai. In line with the subdued performance of the Indian hotels industry, Taj GVK also witnessed a considerable moderation in performance since the peak of FY08. The Hyderabad centric business was impacted severely due to Telangana issue. Between FY08 and FY15, its revenue growth remained flatish while increase in fixed overheads led to a sharp contraction in margins (i.e. down from 47% in FY08 to 20.3% in FY15). Hence, to reduce the dependence on one location, the company started expanding into newer geographies of Bengaluru and Mumbai. While the Mumbai property opened in January 2016, the company was allotted 7.5 acre of land in Bengaluru for the hotel project.

Company's key markets on verge of turnaround

The business of TajGVK had been hit hard in the past two years due to concerns on the Telangana issue along with a sharp rise in room inventory. The inventory in the organised segment has almost doubled to 5,101 in the past five years. Due to this, ARR and occupancy both declined sharply in Hyderabad. With the Telangana issue now resolved and an expected pick-up in infra spend, we expect the hotel business in Telangana to improve led by improvement in occupancy, going forward.

Addition of Taj Santacruz to be long term value accretive

The company jointly with M/s Greenridge Hotels and Resorts LLP (Greenridge - a GVK company) set up a luxury hotel comprising 280 rooms near Mumbai International Airport, Santacruz, under the 'Taj' brand. Taj-GVK invested ₹ 110 crore for a 49% stake in the hotel. The hotel commenced operation from January 2016. Although the JV has reported loss of ₹ 6.2 crore for FY17, we expect the losses to narrow down in FY18E and start contributing to profitability from FY19E onwards.

Operating leverage of JV to flow from FY19E; maintain BUY

We expect occupancy levels to improve due to slowing down of capacity additions rise in spending by domestic travellers and demand revival in Telangana. However, a turnaround of JV venture (Mumbai property) holds key, which remains a short-term concern. The stock is trading at an EV/room of ₹ 1 crore/room (which is below industry average of ₹ 2.5-3.0 crore/room). Given this, we maintain our **BUY** rating on the stock with a target price of ₹ 190/share (i.e. at 19.0x FY19E EBITDA).

Rating matrix

Rating	:	Buy
Target	:	₹ 190
Target Period	:	12-15 months
Potential Upside	:	13%

What's Changed?

Target	Changed from ₹188 to ₹190
EPS FY18E	Unchanged
EPS FY19E	Changed from ₹2.2 to ₹2.6
Rating	Unchanged

Quarterly Performance

	Q1FY18	Q1FY17	YoY (%)	Q4FY17	QoQ (%)
Revenue	59.6	58.3	2.2	73.4	-18.8
EBITDA	13.5	12.6	6.5	13.5	-0.3
EBITDA (%)	22.6	21.7	91 bps	18.4	419 bps
PAT	0.1	-0.2	NA	-0.8	NA

Key Financials

₹ Crore	FY16	FY17	FY18E	FY19E
Net Sales	279.0	269.7	289.6	318.6
EBITDA	66.7	61.0	66.3	73.3
Net Profit	3.6	4.1	10.2	16.3
EPS (₹)	0.6	0.6	1.6	2.6

Valuation summary

	FY16	FY17	FY18E	FY19E
PE (x)	294.4	259.5	103.3	64.8
Target PE (x)	332.9	293.4	116.8	73.3
EV to EBITDA (x)	21.3	21.0	19.0	17.0
Price to book (x)	3.1	3.0	2.9	2.8
RoNW (%)	1.0	1.2	2.8	4.4
RoCE (%)	6.5	7.4	8.4	9.6

Stock data

Particular	Amount
Market Cap	₹ 1053 crore
Debt	₹ 232 crore
Cash	₹ 3 crore
EV	₹ 1282 crore
52 week H/L (₹)	184/93
Equity capital	₹ 12.5
Face value (₹)	2

Price performance (%)

	1M	3M	6M	12M
Indian Hotels	-6.8	-2.9	15.4	-7.3
Taj GVK	-3.4	0.1	23.1	16.4
Hotel Leela	6.8	12.0	37.2	21.5
IIH	1.8	5.1	39.5	17.7

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Variance analysis

	Q1FY18	Q1FY18E	Q1FY17	YoY (%)	Q4FY17	QoQ (%)	Comments
Total Operating Income	59.6	62.2	58.3	2.2	73.4	-18.8	We believe the increase in revenues was mainly led by higher occupancy (driven by improving demand in the region)
Raw Material Expenses	6.2	7.3	6.6	-5.3	8.1	-23.6	
Employee Expenses	15.1	15.5	14.6	3.4	15.8	-4.5	
P&F cost	7.0	8.1	7.3	-4.3	7.1	-1.7	
Other Expenses	17.9	18.1	17.3	3.6	28.9	-38.1	
EBITDA	13.5	13.2	12.6	6.5	13.5	-0.3	
EBITDA Margin (%)	22.6	21.2	21.7	91 bps	18.4	419 bps	Margins for the quarter increased on account of lower raw material and power cost
Interest	6.4	7.1	7.4	-12.9	7.0	-8.0	
Depreciation	4.3	4.6	4.5	-4.4	4.5	-4.0	
PBT	2.7	1.5	0.7	266.2	2.0	34.8	
Total Tax	0.8	0.6	0.9	-18.3	1.2	-38.2	
PAT	0.1	0.9	-0.2	NA	-0.8	NA	Loss of ₹ 1.8 crore from JV (Mumbai property) led the company to report meagre profit during the quarter
Adjusted PAT	0.1	0.9	-0.2	NA	-0.8	NA	

Source: Company, ICICIdirect.com Research

Change in estimates

(₹ Crore)	FY18E			FY19E			Comments
	Old	New	% Change	Old	New	% Change	
Revenue	298.5	289.6	-3.0	319.4	318.6	-0.3	We expect improving occupancy to drive revenues over the next two years
EBITDA	67.8	66.3	-2.2	68.7	73.3	6.7	
EBITDA Margin (%)	22.2	22.9	69 bps	21.5	23.0	150 bps	Cost rationalisation to lead to margin improvement of 38 bps over FY17-19E
PAT	10.3	10.2	-1.0	14.0	16.3	16.4	
EPS (₹)	1.6	1.6	-1.0	2.2	2.6	16.4	We expect share of loss from JV to reduce gradually over next two years

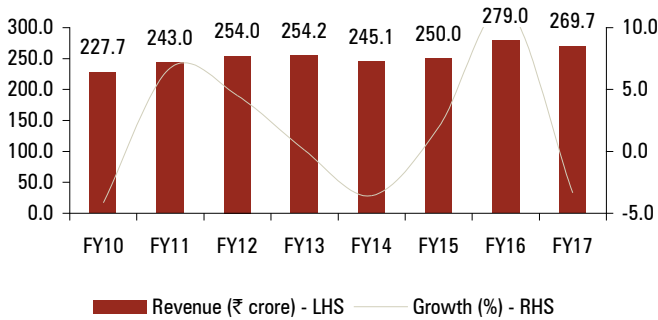
Source: Company, ICICIdirect.com Research

Company Analysis

Checking in new geographies to reduce concentration risk

The company has a modest scale of operation, with significant geographic concentration in Hyderabad i.e. 67% share in room portfolio. The remaining 33% is contributed by Chandigarh and Chennai. In line with the subdued performance of the Indian hotels industry, Taj GVK has also witnessed a considerable moderation in performance since the peak of FY08. The Hyderabad centric business also led the Telangana issue to impact the company severely. Between FY08 and FY15, its revenue growth remained flattish while increase in fixed overheads led to a sharp contraction in margins (i.e. down from 47% in FY08 to 20.3% in FY15). To reduce the dependence on one location, the company is expanding into newer geographies of Bangalore and Mumbai, which we believe would provide the company with better scale and geographic diversity over the longer term.

Exhibit 1: Annual revenue trend



Source: Company, ICICIdirect.com, Research

Exhibit 2: Hotel details

Hotel Name	Location	Rooms
Taj Krishna	Hyderabad	261
Taj Banjara	Hyderabad	122
Taj Deccan (Residency)	Hyderabad	151
Taj Chandigarh	Chandigarh	152
Taj Mount Road	Chennai	215
Taj Begumpet (Vivanta)	Hyderabad	181
Taj Santacruz (JV 49% stake)	Mumbai	137
Total		1219

Source: Company, ICICIdirect.com, Research

Telangana region on verge of recovery

The business of TajGVK has been hit hard in the past two years due to concerns on the Telangana issue along with a sharp rise in room inventory. The inventory in the organised segment has almost doubled to 5,101 in the past five years. Due to this, ARR and occupancy both declined sharply in Hyderabad. With the Telangana issue now resolved and an expected pick-up in infra spend, we expect the hotel business in Telangana to improve, going forward.

Exhibit 3: Trend of average room rates (ARR) across properties

ARR trend	FY15				FY16				FY17
	Q1	Q2	Q3*	Q4	Q1	Q2	Q3	Q4	Q1
Hyderabad									
Taj Krishna	7500	7600	7650	7700	7500	7500	7800	8000	7900
Taj Deccan	4700	4700	4800	4900	4500	4600	4900	5400	5100
Taj Banjara	4200	4200	4350	4500	4200	4200	4400	5100	4800
VBT Begumpet	4400	4600	4650	4700	4400	4600	4900	5600	5300
Chandigarh									
Taj Chandigarh	6300	6600	6950	7300	7000	6900	7600	7300	7100
Chennai									
Taj Mount Road	4200	4300	4400	4500	4300	4300	4300	5000	5000

Source: Company, ICICIdirect.com Research

Exhibit 4: Occupancy trend

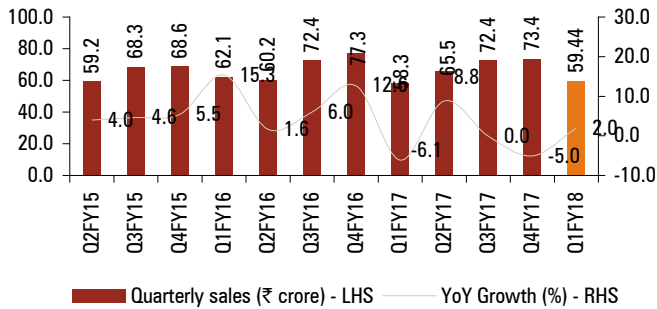
Occupancy	FY15				FY16				FY17
	Q1	Q2	Q3*	Q4	Q1	Q2	Q3	Q4	Q1
Hyderabad									
Taj Krishna	35%	37%	51%	52%	42%	41%	48%	55%	40%
Taj Deccan	56%	59%	61%	62%	61%	66%	69%	69%	56%
Taj Banjara	50%	58%	59%	61%	58%	55%	69%	63%	47%
VBT Begumpet	48%	51%	54%	55%	53%	61%	59%	62%	54%
Chandigarh									
Taj Chandigarh	58%	52%	53%	54%	61%	48%	61%	59%	52%
Chennai									
Taj Mount Road	58%	57%	63%	69%	65%	68%	60%	65%	58%

Source: Company, ICICIdirect.com Research

Expect revenue CAGR of 8.7% in FY17-19E

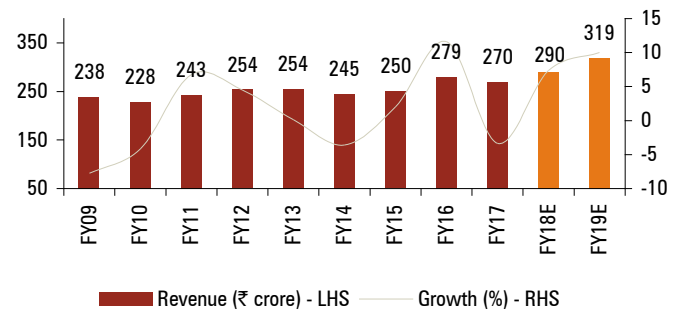
The Hyderabad centric business has led the Telangana issue to impact the company severely. Between FY08 and FY15, its revenue growth remained flattish. However, given the expected recovery in demand from Hyderabad (led by improvement in the macro environment) coupled with addition of Taj Santacruz, we expect revenue growth to improve over the next two years. Taking this into account, we expect revenue CAGR of 8.7% during FY17-19E.

Exhibit 5: Q1FY18 revenue improves 2.2% YoY



Source: Company, ICICIdirect.com Research, *Q1FY17 are standalone numbers

Exhibit 6: Expect revenue CAGR of 8.7% during FY17-19E

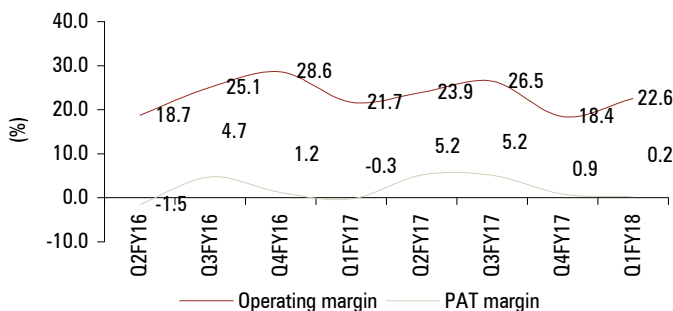


Source: Company, ICICIdirect.com Research

Margins to improve over coming years

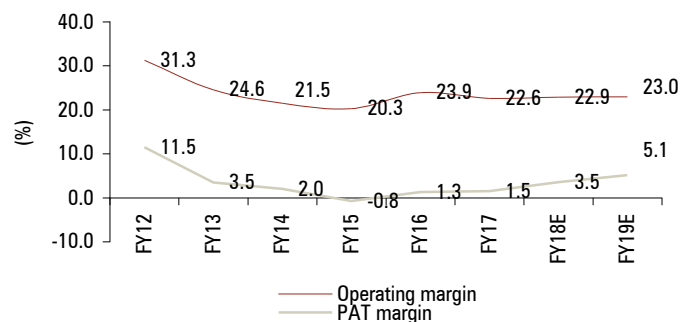
While revenue growth remained flattish due to a slowdown in Hyderabad, an increase in fixed overheads coupled with addition of new properties led to a sharp contraction in margins (i.e. down from 47% in FY08 to 20.3% in FY15). With the demand recovery in the Telangana region along with cost control initiatives, we expect margins to improve to 23.0% in FY19E.

Exhibit 7: Quarterly trend in margins



Source: Company, ICICIdirect.com Research, *Q3FY17 are standalone numbers

Exhibit 8: Annual trend in margins

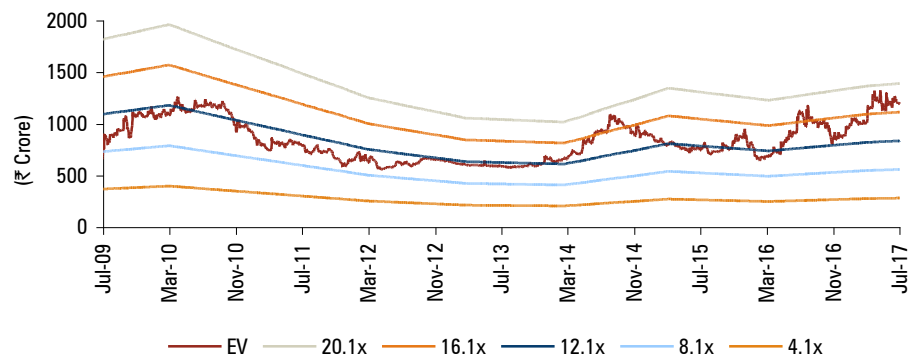


Source: Company, ICICIdirect.com Research

Outlook and valuations

We expect occupancy levels to improve due to slowing down of capacity addition, rise in spending by domestic travellers and demand revival in Telangana. However, a turnaround of the JV venture (Mumbai property) holds the key, which remains a short-term concern. The stock is trading at an EV/room of ₹ 1 crore/room (which is below industry average of ₹ 2.5-3.0 crore/room). Given this, we maintain our **BUY** rating on the stock with a target price of ₹ 190/share (i.e. at 19.0x FY19E EBITDA).

Exhibit 9: One year forward EV/EBITDA



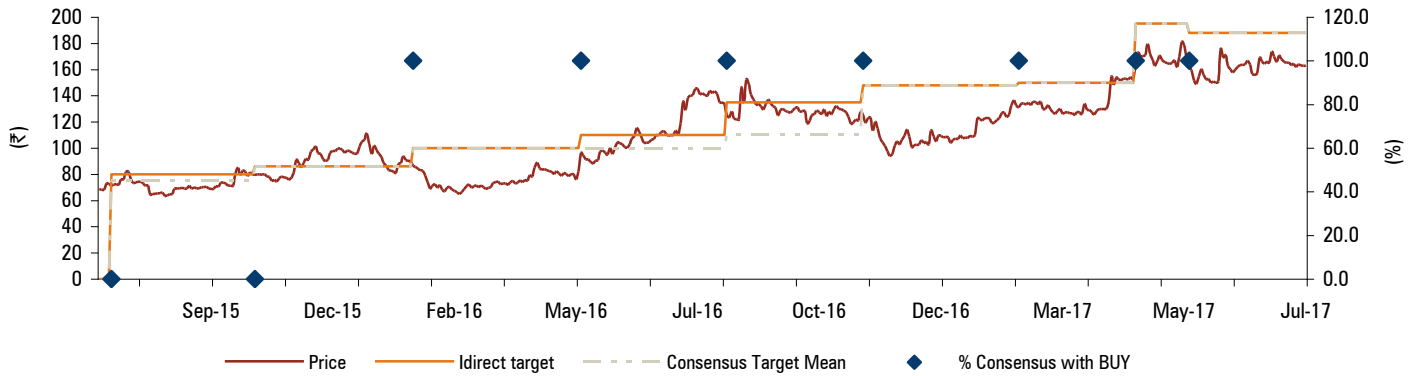
Source: Company, ICICIdirect.com Research

Exhibit 10: Valuation

	Sales (₹ cr)	Growth (%)	EPS (₹)	Growth (%)	PE (x)	EV/EBITDA (x)	RoNW (%)	RoCE (%)
FY16	279.0	11.6	0.6	NA	294.4	21.3	1.0	6.5
FY17	269.7	-3.4	0.6	12.9	259.5	21.0	1.2	7.4
FY18E	289.6	7.4	1.6	151.2	103.3	19.0	2.8	8.4
FY19E	318.6	10.0	2.6	59.4	64.8	17.0	4.4	9.6

Source: Company, ICICIdirect.com Research

Recommendation history vs. Consensus estimate



Source: Bloomberg, Company, ICICIdirect.com Research

Key events

Date	Event
Mar-07	Announces launch of its new premium Five Star Hotel in the centre of Chennai under the name Taj Mount Road
Jul-07	Adds new facilities in the existing block of Taj Deccan at a cost of ₹ 25 crore and also proposes to construct a spa and other facilities at the existing premise of Taj Krishna
Jul-07	The company's hotels at Chandigarh and Chennai clock improved occupancy levels of 75% and 63%, respectively in Q1
Dec-10	Opens new brand in Sri Lanka
Dec-11	Announces setting up of a luxury hotel comprising 275 rooms near the Mumbai International Airport, Santacruz, Mumbai, jointly with M/s. Greenridge Hotels and Resorts LLP (Greenridge - a GVK Company) under the Taj brand
Jan-16	Taj GVK opens Taj Santacruz hotel

Source: Company, ICICIdirect.com Research

Top 10 Shareholders						Shareholding Pattern					
Rank	Name	Latest Filing Date	% O/S	Position (m)	Change (m)	(in %)	Jun-16	Sep-16	Dec-16	Mar-17	Jun-17
1	Tata Group of Companies	31-Mar-17	25.52	16.00	0.00	Promoter	74.99	74.99	74.99	74.99	74.99
2	Bhupal (Shalini)	26-May-17	18.70	11.73	-11.41	FII	3.39	3.39	3.54	3.54	3.54
3	Bhupal (Krishna Ram)	26-May-17	18.70	11.72	11.41	DII	0.67	0.84	2.05	2.97	6.06
4	Reddy (Krishna G V)	31-Mar-17	6.07	3.81	0.00	Others	20.95	20.78	19.42	18.50	15.41
5	Reddy (Indira Krishna G)	31-Mar-17	6.00	3.76	0.00						
6	Altavista Capital India Fund, Ltd.	31-Mar-17	3.39	2.13	0.00						
7	Kabra (Kamal Shyamsunder)	31-Mar-17	2.39	1.50	0.00						
8	Damani Estates & Finance Pvt. Ltd.	31-Mar-17	2.38	1.49	0.00						
9	Sundaram Asset Management Company Limited	31-Mar-17	1.43	0.90	0.00						
10	IDFC Asset Management Company Private Limited	30-Apr-17	0.54	0.34	0.00						

Source: Reuters, ICICIdirect.com Research

Recent Activity					
Buys			Sells		
Investor name	Value	Shares	Investor name	Value	Shares
Bhupal (Krishna Ram)	27.04	11.41	Bhupal (Shalini)	-27.04	-11.41
			Franklin Templeton Asset Management (India) Pvt. Ltd.	-0.25	-0.10

Source: Reuters, ICICIdirect.com Research

Financial summary

Profit and loss statement	₹ Crore			
(Year-end March)	FY16	FY17	FY18E	FY19E
Total operating Income	279.0	269.7	289.6	318.6
Growth (%)	11.6	-3.4	7.4	10.0
Raw Material Expenses	32.6	31.0	32.4	38.2
Employee Expenses	59.5	60.6	65.2	71.0
Power & Fuel Exp	30.1	28.8	30.5	34.8
Other Exp	90.2	88.3	95.3	101.4
Total Operating Expenditure	212.3	208.7	223.3	245.3
EBITDA	66.7	61.0	66.3	73.3
Growth (%)	9.4	-8.6	8.7	10.5
Depreciation	20.1	18.1	18.5	19.0
Interest	33.1	29.1	25.7	23.6
Other Income	0.0	-0.2	0.0	0.0
PBT	13.6	13.7	22.1	30.7
Others	0.0	1.3	5.7	3.5
Total Tax	6.6	8.3	6.2	10.9
PAT	3.6	4.1	10.2	16.3
Growth (%)	NA	12.9	151.2	59.4
EPS (₹)	0.6	0.6	1.6	2.6

Source: ICICIdirect.com Research

Balance sheet	₹ Crore			
(Year-end March)	FY16	FY17	FY18E	FY19E
Liabilities				
Equity Capital	12.5	12.5	12.5	12.5
Reserve and Surplus	334.4	339.1	346.3	359.6
Total Shareholders funds	346.9	351.6	358.9	372.2
Total Debt	369.4	231.8	211.8	191.8
Deferred Tax Liability	47.8	56.0	56.0	56.0
Total Liabilities	764.1	639.3	626.6	619.9
Assets				
Gross Block	847.4	756.9	767.9	772.9
Less: Acc Depreciation	239.8	239.8	239.8	239.8
Net Block	607.6	517.1	528.1	533.1
Capital WIP	0.0	0.0	0.0	0.0
Total Fixed Assets	608	517.1	528.1	533.1
Investments	0.0	99.3	71.3	71.3
Inventory	8.4	9.0	8.1	10.7
Debtors	13.5	11.4	14.0	15.4
Loans and Advances	142.7	62.4	53.5	54.9
Other Current Assets	3.2	24.7	33.2	30.5
Cash	0.7	3.2	8.2	2.7
Total Current Assets	168.5	110.8	116.9	114.2
Creditors	79.6	80.8	82.6	90.9
Provisions	6.1	7.1	7.2	7.9
Total Current Liabilities	85.6	87.9	89.8	98.8
Net Current Assets	82.9	22.9	27.1	15.4
Deferred tax Assets	0.0	0.0	0.0	0.4
Application of Funds	764.1	639.3	626.6	619.9

Source: Company, ICICIdirect.com Research

Cash flow statement	₹ Crore			
(Year-end March)	FY16	FY17	FY18E	FY19E
Profit after Tax	3.6	4.1	10.2	16.3
Add: Depreciation	20.1	18.1	18.5	19.0
(Inc)/dec in Current Assets	-36.2	60.2	-1.2	-2.8
Inc/(dec) in CL and Provisions	33.4	2.3	1.9	9.0
CF from operating activities	20.8	84.7	29.5	41.5
(Inc)/dec in Investments	110.3	-99.3	28.0	0.0
(Inc)/dec in Fixed Assets	-144.7	72.4	-29.5	-24.0
Others	0.6	0.0	0.0	0.0
CF from investing activities	-101.0	54.7	-1.5	-24.0
Issue/(Buy back) of Equity	0.0	0.0	0.0	0.0
Inc/(dec) in loan funds	82.5	-137.7	-20.0	-20.0
Dividend paid & dividend tax	-3.0	0.0	-3.0	-3.0
Inc/(dec) in Sec. premium	0.0	0.6	0.0	0.0
Others	-0.2	0.1	0.0	0.0
CF from financing activities	79.3	-137.0	-23.0	-23.0
Net Cash flow	-0.9	2.5	5.0	-5.5
Opening Cash	1.6	0.7	3.2	8.2
Closing Cash	0.7	3.2	8.2	2.7

Source: Company, ICICIdirect.com Research

Key ratios	FY16	FY17	FY18E	FY19E
(Year-end March)				
Per share data (₹)				
EPS	0.6	0.6	1.6	2.6
Cash EPS	3.8	3.5	4.6	5.6
BV	55.1	56.1	57.2	59.4
DPS	0.4	0.0	0.4	0.4
Cash Per Share	0.1	0.5	1.3	0.4
Operating Ratios (%)				
EBITDA Margin	23.9	22.6	22.9	23.0
PBT / Total Operating income	3.6	6.8	7.6	9.6
PAT Margin	1.3	1.5	3.5	5.1
Inventory days	10.8	11.8	10.8	10.8
Debtor days	17.6	15.4	17.6	17.6
Creditor days	104.1	109.4	104.1	104.1
Return Ratios (%)				
RoE	1.0	1.2	2.8	4.4
RoCE	6.5	7.4	8.4	9.6
RoIC	6.1	6.7	7.7	8.8
Valuation Ratios (x)				
P/E	294.4	259.5	103.3	64.8
EV / EBITDA	21.3	21.0	19.0	17.0
EV / Net Sales	5.1	4.8	4.3	3.9
Market Cap / Sales	3.8	3.9	3.6	3.3
Price to Book Value	3.1	3.0	2.9	2.8
Solvency Ratios				
Debt/EBITDA	5.5	3.8	3.2	2.6
Debt / Equity	1.1	0.7	0.6	0.5
Current Ratio	2.0	1.3	1.3	1.2
Quick Ratio	2.0	1.2	1.2	1.1

Source: Company, ICICIdirect.com Research

ICICIdirect.com coverage universe (Hotels)

Sector/Company	CMP			M Cap (₹ Cr)	EPS			P/E (X)			EV/EBITDA			ROCE (%)			RoE (%)		
	(₹)	TP(₹)	Rating		FY17	FY18E	FY19E	FY17	FY18E	FY19E	FY17	FY18E	FY19E	FY17	FY18E	FY19E	FY17	FY18E	FY19E
Indian Hotel (INDHOT)	126	145	BUY	12465	-0.6	1.2	0.9	NA	NA	136.5	25.1	22.4	20.5	4.8	6.1	7.0	-2.5	4.8	3.5
Elh (Elh)	136	155	BUY	7745	1.9	2.3	3.4	73.0	60.2	39.7	30.4	23.0	16.4	6.4	6.0	9.6	4.7	4.5	6.5
TajGVK Hotels (TAJGVK)	168	190	BUY	1053	0.6	1.6	2.6	259.5	103.3	64.8	21.0	19.0	17.0	7.4	8.4	9.6	1.2	2.8	4.4

Source: Company, ICICIdirect.com Research

RATING RATIONALE

ICICIdirect.com endeavours to provide objective opinions and recommendations. ICICIdirect.com assigns ratings to its stocks according to their notional target price vs. current market price and then categorises them as Strong Buy, Buy, Hold and Sell. The performance horizon is two years unless specified and the notional target price is defined as the analysts' valuation for a stock.

Strong Buy: > 15%/20% for large caps/midcaps, respectively, with high conviction;

Buy: > 10%/15% for large caps/midcaps, respectively;

Hold: Up to +/-10%;

Sell: -10% or more;



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