### **Result Update**



October 24, 2017

<b>Rating matri</b>	х				
Rating	:		Hold		
Target	:		₹ 550	I	
Target Period	:		12 m	onths	
Potential Upsi	de :		7%		
What's char	iged?				
Target			Change	d from ₹ 540	) to ₹ 550
EPS FY18E				U	nchanged
EPS FY19E			0	from ₹ 15.0	
Rating			Cha	nge from Bu	y to Hold
	-				
Quarterly pe	rformance	)			
	Q2FY18	Q1FY17	YoY (%)	Q1FY18	QoQ (%)
Revenue	1,777.4	1,452.2	22.4	1,860.5	-4.5
EBITDA	256.9	203.4	26.3	172.4	49.0
EBITDA (%)	14.5	14.0	45bps	9.3	519bps
PAT	171.0	145.8	17.3	121.4	40.9
Key financia					
₹ Crore	FY1		FY17E	FY18E	FY19E
Net Sales	5,37		6,135	8,859	10,210
EBITDA	754		824.2	1,075.9	1,439.1
Net Profit	712		539.0	715.8	953.6
EPS (₹)	11	.4	8.6	11.5	15.3
Valuetien en					
Valuation su		0		51/4.05	5/4.05
D/E	FY1		FY17E	FY18E	FY19E
P/E	60		59.1	47.1	35.3
Target P/E	62		60.2	48.0	36.0
EV / EBITDA	42		38.8	31.1	23.1 7.9
P/BV	12		10.3	9.6	
RoNW (%)	21		17.4	20.3	22.2
RoCE (%)	26	.4	23.0	27.1	29.5
Stock data					
Particular					Amount
Market Capital					32,006.1
Total Debt (FY					202.6
Cash and Invest	stments (FY	17) (₹ Cr	ore)		1,937.5
EV (₹ Crore)					30,271.2
52 week H/L					554 / 303
Equity capital	(₹ Crore)				62.5
Face value (₹)					1.0

Price performance				
	1M	3M	6M	12M
Havells India	5.2	11.9	6.6	26.3
Bajaj Electricals	10.8	17.4	13.8	50.4
Symphony	3.7	(1.1)	(4.0)	17.4
V-Guard	7.4	8.6	4.6	41.8

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# **Havells India (HAVIND)**

# ₹ 513

## Product mix, price hike drive margin...

- Havells' record sales growth of 4% YoY (22% YoY growth including Lloyd) in Q2FY18 was led by strong 21% revenue growth in the lighting & fixture segment. However, transition to GST regime that led to a decline in primary offtake starting May 2017, continued its impact on electrical consumer durable (ECD) (mainly due to higher GST rate). However, despite weak season Lloyd's business grew ~11% YoY in Q2. On the other hand, sluggishness in construction activities marred the performance of the switchgear segment
- During the period, a change in product mix, withdrawal of discounts, lower advertisement expenses and price hike (to offset higher raw material prices) helped drive overall EBITDA margin up by ~45 bps YoY. We believe there would be short-term pressure on the margin owing to lower operating leverage and higher advertisement expenses (under ECD category)

#### To benefit from Seventh Pay Commission, GST

We believe consumer durable companies will be key beneficiaries of the government's key reforms like implementation of GST and pay hike. While the Seventh Pay Commission boosted the disposable income of 1.4 crore government employees, GST will bring down the effective tax rate of the company. Additionally, a reduction of tax arbitrage for the unorganised segment will provide additional benefit to organised players in the long run. Further, the company has created a strong brand in electrical consumer products in India, which was traditionally a low involvement product category. Advertisement expenditure always remained at  $\sim$ 2-3% of net sales to build the brand image and awareness in Tier I, Tier II cities. Appliances have lower penetration in India. Hence, an improvement in power availability, increase in disposable income and shift in focus towards branded category products would help grow the consumer durable (including Lloyd) segment at  $\sim$ 56% CAGR in FY16-19E.

#### Recovery in demand in industrial segment to drive growth

HIL's switchgear segment recorded revenue CAGR of ~11% in FY11-17 largely due to new product launch, a gradual shift in branded product categories and sustained demand from rural markets. This has helped Havells increase its market share aggressively from 15% in 2006 to 28% in FY17. The switchgear segment is the most profitable business (~39% contribution margin). We believe a recovery in demand of industrial products led by higher government spending to improve power infrastructure spending would lead the switchgear and cable & wire division sales at 9% CAGR each in FY16-19E.

#### Stock prices in all near term positives; recommend HOLD

We expect Havells to record revenue, EBITDA CAGR of ~24%, 10%, respectively, in FY16-19E supported by a change in product mix, revival in industrial and consumer products (led by acquisition of Lloyd's CD business). Scalability through acquisition coupled with launch of premium products into domestic market would negate the impact of higher commodity prices. Further, strong cash flow from Havells' core business coupled with minimal debt/equity (as large part of acquisition financed through internal accrual) would strongly position the company to negate any short-term hiccups. Despite being on a strong footing, we believe at the current market price the stock discounts all near term positives. Hence, we change our rating from BUY to **HOLD** with a revised target price of ₹ 550/ share (36x EPS of FY19E).



Variance analysis							
	Q2FY18	Q2FY18E	Q2FY17	YoY (%)	Q1FY18	QoQ (%)	Comments
Revenue	1777.4	1896.9	1452.2	22.4	1860.5	-4.5	Topline growth was led by lighting division and consolidation of Lloyd Electrical. However, slow pace of re-stocking of inventories at the dealer's level had hurt the performance of switchgear and ECD (excluding Lloyd)
Other Income	28.7	26.5	32.3	-11.2	34.8	-17.6	Lower interest income during the period dragged down other income
Raw Material Exp	771.3	901.0	686.6	12.3	926.4	-16.7	Change in product mix coupled with price hike in some category helped drive gross margin up by 60 bps YoY
Employee Exp	161.7	151.7	121.6	33.0	161.9	-0.1	Acquisition of Lloyd resulted in higher employee cost
Purchase of Traded goods	253.8	275.0	159.6	59.1	270.2	-6.0	
Other expenses	333.6	332.0	281.2	18.7	329.7	1.2	Weak demand and uncertainty on GST transition event resulted in lower advertisment expenses
EBITDA	256.9	237.1	203.4	26.3	172.4	49.0	
EBITDA Margin (%)	14.5	12.5	14.0	45 bps	9.3	519 bps	Higher gross margin coupled with lower advertisement expenses helped in expanding EBITDA margin by 45 bps YoY
Depreciation	34.9	34.1	30.8	13.4	33.6	3.9	
Interest	6.7	4.4	1.9	253.7	3.4	97.6	
PBT	244.0	225.1	203.0	20.2	170.2	43.3	
Total Tax	73.0	64.6	57.2	27.5	48.9	49.4	
PAT	171.0	160.5	145.8	17.3	121.4	40.9	Higher topline growth and EBITDA margin helped drive PAT in Q2
Key Metrics							
Cable	569.3	607.9	559.2	1.8	636.3	-10.5	Segment volume declined $\sim\!\!10\%$ owing to sharp dip in demand of under ground cable. We believe price hike to the extent of $\sim\!\!12\%$ helped drive revenue growth
Switchgear	329.9	380.0	347.4	-5.1	338.9	-2.7	Lack of fresh demand owing to sluggish construction activities hurt switchgear performance
ECD	591.4	661.8	308.5	91.7	625.5	-5.5	Lloyd segment recorded 11% YoY sales growth during Q2FY18 on an LTL basis. Sales of ECD segment grew at a slow pace of 4% YoY due to lower primary sales
Lighting & Fixtures	286.8	220.5	237.1	21.0	259.8	10.4	Company's project segment clubbed under lighting & fixtures segment. The LED segment grew 38% during Q2 while conventional lighting (CFL) segment declined 43% YoY

#### Source: Company, ICICIdirect.com Research

Change in estimates	S						
(₹ Crore)		FY18E			FY19E		Comments
	Old	New	% Change	Old	New	% Change	
							We have modelled $\sim\!\!24\%$ CAGR in FY16-19E led by ECD segment due to addition of
Revenue	9088.1	8858.7	(2.5)	10454.9	10210.3	(2.3)	Lloyd's AC business. We believe switchgear, lighting & consumer durable segment will
nevenue	5000.1	0050.7	(2.5)	10454.5	10210.5	(2.3)	benefit from GST in long run (due to a shift from unorganised to organised segments)
							and improvement in construction activity
EBITDA	1068.3	1075.9	0.7	1394.1	1439.1	3.2	
							We have tweaked EBITDA margin considering the recent price hike on account of
EBITDA Margin %	11.8	12.1	35bps	13.3	14.1	79bps	higher raw material price. We believe being a strong brand Havells would pass on
							higher raw material prices to customers to maintain its gross margin
PAT	719.7	715.8	(0.5)	982.3	953.6	(2.9)	
EPS (₹)	11.5	11.5	(0.5)	15.7	15.3	(2.9)	
Source: Company, ICIC	ldirect.com l	Research					

#### Assumptions

Assumptions					
		Current		Earlie	lier Comments
	FY17E	FY18E	FY19E	FY18E	FY19E
Cable Growth (%)	8.8	10.2	12.3	13.4	Price hike (to offset rising raw material prices) coupled with various government initiatives improve power infrastructure would help drive sales of the cable & wire segment
Switchgear Growth (%)	10.5	3.8	13.8	12.4	13.8 Sales growth would largely be driven by new range of products (to serve the upcoming demar from low cost housing industry)
ECD Growth (%)	22.4	159.8	18.2	170.2	Implementation of GST (shift in demand from unorganised to organised category) coupled wi 18.0 introduction of new categories such as air conditioners and air purifier would help drive sale going forward
Lighting & Fixtures (%)	22.4	23.2	14.7	10.6	The lighting division performance remained lacklustre due to a sharp fall in sales of tradition 14.1 lighting products. However, shift in focus towards LED luminaries and fixtures coupled with bid f
					EESL's would help drive sales of lighting segment, going ahead

Source: Company, ICICIdirect.com Research

# Icici direct.com

## Key takeaways from conference call

- 1. The transition to the GST regime, which led to a decline in primary offtake starting May 2017, continued its impact on the business during Q2
- 2. According to the management, though GST would render long term benefits, for the short-term the demand was impacted by a higher GST rate on some of the consumer facing products. The company is experiencing a slowdown in demand due to perceived higher pricing of electrical products and slower primary re-stocking post GST de-stocking in June
- 3. Q2FY18 was a period of lower demand and GST transition, which led to a cut in advertisement expenditure. Also, there was a tactical shift to higher advertisement under Lloyd business. However, the budget was restored to normal levels
- 4. The contribution margin of the cable segment increased from 14.2% in Q2FY17 to 19.9% during Q2FY. Increase in margins was due to favourable commodity price on inventory and product mix shift towards domestic cables. Domestic cables constituted 54% in Q2FY18 against 50% in Q2FY17. During the period, realisation of wire segment increased ~10-12% whereas in the cable segment realisation was higher by ~5%
- 5. During the period, the company clubbed project business revenue (classified under 'others' segment) into lighting & fixtures category. Revenue contribution of EESL revenue in the overall lighting & fixture revenue was at ~₹ 45 crore. Margin of the EESL business was ~19-20%
- 6. Total ~70% of Lloyd revenue would be contributed by AC segment while 30% revenue would include other segment such as LED. The company is unlikely to take price hike Lloyd's products in the near term but the management has guided that increase in operational efficiency (like consolidation of warehouses, back office cost control) would help drive margins, going forward
- 7. The company has outlined a capex of ₹ 200 crore for FY18



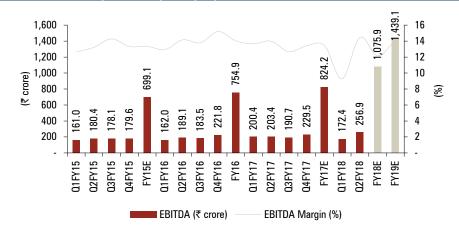
We have modelled standalone revenue CAGR of 24% in FY16-19E led by the ECD (addition of new business of LEEL) considering implementation of Seventh Pay Commission recommendations, GST and expectation of better monsoon

#### Exhibit 1: Standalone revenue CAGR of 24% in FY16-19E



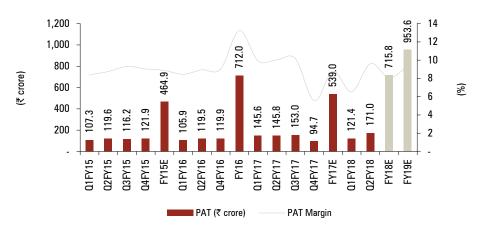
Source: Company, ICICIdirect.com Research

#### Exhibit 2: EBITDA margin to inch up owing to price hike and lower discounts



Source: Company, ICICIdirect.com Research

Exhibit 3: PAT to grow at slow pace owing to muted margin and decline in other income





We believe higher raw material prices and employee cost would be partly offset by price hike, launch of new premium products and higher volume

We believe PAT would grow at a CAGR of 10% in FY16-19E mainly due to a decline in other income



## Annual report key takeaways (FY17)

- During FY17, Havells acquired Lloyd's consumer durable business with an enterprise value of ₹ 1600 crore and largely financed through internal accrual. The acquisition includes the Lloyd brand, distribution network and manpower of the consumer durable business of Lloyd Electric and Engineering. This acquisition will help Havells participate in a high growth consumer durable segment (white goods) with low penetration levels, increasing urbanisation, aspirational and expanding middle class
- Apart from Lloyd's acquisition, the company also launched new products under existing portfolio those are: 1) personal grooming, 2) air coolers and 3) solar solutions, ranging from solar street light solutions, rooftop power generating systems for industries and residential areas
- LED contributes over 75% to total lighting revenues of Havells. Also, the company has bagged projects from EESL and Government of Delhi worth over ₹ 500 crore during FY17
- 4. Havells commenced production at its first plant outside North India in Guwahati, Assam. The new plant would help strengthen the company's presence into eastern markets
- 5. In order to enhance focus on domestic markets, Havells completely exited its international operations including transfer of 20% stake in Feilo Malta (erstwhile Havells Malta), divestment of 100% stake in Havells Sylvania (Thailand) to Inesa UK and orderly termination of Jiangsu Havells Sylvania Lighting Company, a joint venture and Havells Sylvania Brasil Illuminacao Ltd's operations. The entire cost, net of gains from sale of 20% stake sale in Feilo Exim Ltd (erstwhile Havells Exim Ltd) during the year, is ₹ 57.8 crore. The company is expected to receive ~₹ 204 crore from the above planned exit
- The company launched an array of exciting, contemporary and innovative personal grooming products and aims to capture around 25% market share in the next three years
- 7. Advertisement & sales promotion expenses were at 3.0% of standalone sales (similar compared to FY16)
- During FY17, the company added ~1700 dealers, taking the total count to ~7575 dealers across India



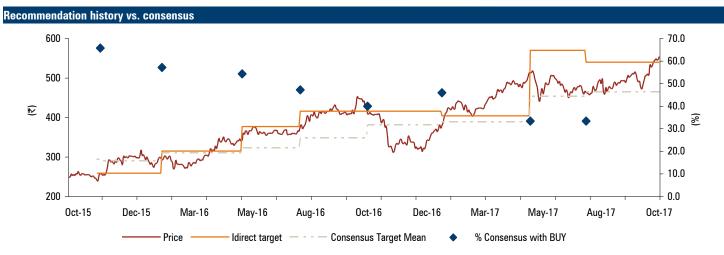
## **Outlook and valuation**

We expect Havells to record revenue, EBITDA CAGR of ~25%, ~10%, respectively, in FY16-19E supported by a revival in industrial and consumer products (led by acquisition of Lloyd's CD business). Scalability through acquisition coupled with launch of premium products into domestic market would negate the impact higher commodity prices. Further, strong cash flow from Havells' core business coupled with minimal debt/equity (as large part of acquisition financed through internal accrual) would strongly position the company to negate any short-term hiccups. Despite being on a strong footing, we believe at the CMP the stock discounts all near term positives. Hence, we revise our recommendation from BUY to **HOLD** with a revised target price of ₹ 550 per share (36x EPS of FY19E).

Exhibit 4: Va	aluation							
	Sales	Growth	EPS	Growth	PE	EV/EBITDA	RoNW	RoCE
	(₹ cr)	(%)	(₹)	(%)	(x)	(x)	(%)	(%)
FY16	5378.3		11.4		45.0	40.0	21.0	26.4
FY17E	6135.3	14.1	8.6	-24.3	59.4	36.7	17.4	23.0
FY18E	8858.7	44.4	11.5	32.8	44.7	29.5	20.3	27.1
FY19E	10210.3	15.3	15.3	33.2	33.6	21.9	22.2	29.5

Source: Company, ICICIdirect.com Research





#### Source: Reuters, ICICIdirect.com Research

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Key events											
Date	Event										
Mar-09	Wins export order worth US\$200 million from	n West European cou	ntries to :	supply CFL over	five years						
Jun-09	Opens new switchgear plant at Baddi in Him	achal Pradesh. This b	oosts ove	erall volume grov	wth by 67% Yo	Y					
Sep-10	Announces bonus issue of 1:1										
Oct-10	Enters premium range of new generation ele	ctric water heater seg	ment								
Nov-10	Sylvania reports maiden profit in Q2FY11, for	the first time after the	ree years	of its acquisitio	n						
Dec-10	Announcement on doubling capacity of cable	e & wire and CFL plant	i								
Jul-11	Announces entry into home and kitchen appl	iances business									
Dec-11	Enters into 50:50 joint venture agreement wi	th Shanghai Yaming L	ighting								
May-12	Havells Sylvania Europe successfully refinant	ces existing outstandi	ng term l	oan liability of €	77.5 million						
Sep-12	Receives one-time fee of US\$38 million again	nst settlement of juris	dictional	ownership of Sy	/Ivania brand w	ith Osram Sy	ylvania Inc	and Osra	m AG		
Oct-12	Unveils country's first large-scale state-of-the	e-art lighting fixture pl	ant in Ne	emrana, Rajastl	han (Incurred ₹	100 crore fo	r expansio	n)			
Jan-13	Company enters revised trademark license a	greement with promo	ters								
Feb-13	Warburg Pincus offloads 5.6% stake in Have	lls India for ₹ 455 cror	е								
May-13	Launches new range of non modular (REO) s	witches									
Apr-15	Acquires 51% stake in Promptec Renewable	Energy Solutions for a	about₹3	3 crore to enter	the solar energ	y and LED st	treet lightin	ng segme	nt		
Dec-15	Decides to divest its 100% holding in Havells	Malta and Havells Ex	im (large	ly Sylvania busi	ness) to China-	based Shang	ghai Feilo A	Acoustics	Company		
Feb-17	Acquires consumer durable (CD) business of	Lloyd Electric & Engir	neering (L	.EEL) with an en	terprise value o	of ~₹ 1600 d	crore				
Source: Comp	any, ICICIdirect.com Research										
Top 10 Shar	eholders					Sharehold	ling Patt	ern			
Rank Name		Latest Filing Date	% 0/S	Position (m)	Change (m)	(in %)	Sep-17	Dec-17	Mar-17	Jun-17	Sep-17
1 QRG En	terprises, Ltd.	30-Jun-17	41.4	258.6	0.0	Promoter	61.6	61.6	61.6	61.6	61.6
2 Gupta (	Vinod)	30-Jun-17	6.3	39.5	0.0	FII	26.7	26.2	26.5	26.3	25.7
3 Naland	a India Equity Fund Ltd.	30-Jun-17	5.3	33.0	0.0	DII	2.7	2.3	2.4	2.9	3.2

3	Nalanda India Equity Fund Ltd.	30-Jun-17	5.3	33.0	0.0
4	Gupta (Surjeet Kumar)	30-Jun-17	5.2	32.7	0.0
5	Gupta (Anil Rai)	30-Jun-17	4.9	30.7	0.0
6	Norges Bank Investment Management (NBIM)	30-Jun-17	2.8	17.7	-0.4
7	Capital World Investors	30-Jun-17	2.8	17.5	-2.2
8	Gupta (Qimat Rai)	30-Jun-17	2.2	13.6	0.0
9	Capital Research Global Investors	30-Sep-17	1.5	9.5	-0.1
10	The Vanguard Group, Inc.	30-Sep-17	1.3	8.0	0.0

#### Source: Reuters, ICICIdirect.com Research

		Sells		
Value(m)	Shares(m)	Investor name	Value(m)	Shares(m)
7.4	1.0	Capital World Investors	-15.6	-2.2
4.2	0.6	Lyxor Asset Management	-6.7	-0.9
4.3	0.6	Amundi Asset Management	-3.0	-0.4
2.8	0.4	Norges Bank Investment Management (NBIM)	-2.6	-0.4
2.4	0.3	Nuveen LLC	-1.7	-0.2
	7.4 4.2 4.3 2.8	7.4 1.0   4.2 0.6   4.3 0.6   2.8 0.4	Value(m)Shares(m)Investor name7.41.0Capital World Investors4.20.6Lyxor Asset Management4.30.6Amundi Asset Management2.80.4Norges Bank Investment Management (NBIM)	Value(m)Shares(m)Investor nameValue(m)7.41.0Capital World Investors-15.64.20.6Lyxor Asset Management-6.74.30.6Amundi Asset Management-3.02.80.4Norges Bank Investment Management (NBIM)-2.6

Others

9.0

9.9

9.4

9.2

9.6

Source: Reuters, ICICIdirect.com Research



## **Financial summary**

Profit and loss statement				₹ Crore
Year End March	FY16	FY17E	FY18E	FY19E
Total Operating Income	5378.3	6135.3	8858.7	10210.3
Growth (%)		14.1	44.4	15.3
Raw Material Expenses	2875.4	3268.7	4365.7	5031.8
Employee Expenses	370.8	500.4	647.6	692.6
Marketing Expenses	178.8	190.6	296.3	391.9
Other expenses	900.3	971.7	1322.1	1395.0
Total Operating Expenditure	4623.4	5311.1	7782.8	8771.3
Operating Profit (EBITDA)	754.9	824.2	1075.9	1439.1
Growth (%)		9.2	30.5	33.8
Other Income	69.4	120.5	106.1	87.5
Interest	12.7	12.2	24.5	25.3
Depreciation	104.9	119.6	130.2	152.1
Less: Exceptional Items	-202.4	44.1	0.0	0.0
PBT	909.0	768.8	1027.3	1349.1
Total Tax	197.0	229.8	311.5	395.5
PAT	712.0	539.0	715.8	953.6
Minority Interest	0.0	0.0	0.0	0.0
PAT before MI	712.0	539.0	715.8	953.6
Growth (%)	59.5	-24.3	32.8	33.2
EPS (₹)	11.4	8.6	11.5	15.3

Source: Company, ICICIdirect.com Research, FY17E As per Ind AS

Balance sheet			₹	Crore
(Year-end March)	FY16	FY17E	FY18E	FY19E
Equity Capital	62.5	62.5	62.5	62.5
Reserve and Surplus	2578.5	3211.1	3458.7	4226.7
Total Shareholders funds	2641.0	3273.6	3521.2	4289.2
Total Debt	4.1	202.6	252.6	253.6
Deferred Tax Liability	74.9	113.8	113.8	113.8
Total Liabilities	2720.0	3589.9	3887.6	4656.6
Assets				
Total Gross Block	1494.2	1832.4	2082.4	2332.4
Less Total Accumulated Depre	447.0	566.6	696.9	849.0
Net Block	1047.2	1265.8	1385.5	1483.4
Capital WIP	22.1	11.9	11.9	11.9
Total Fixed Assets	1069.4	1277.7	1397.4	1495.3
Goodwill on cons			1600.0	1600.0
Investment	460.27	1382.57	100	150
Inventory	784.4	928.4	1340.6	1678.4
Debtors	157.6	228.5	485.4	559.5
Other Current Assets	35.9	96.7	139.6	160.9
Cash	1353.7	554.9	374.0	619.1
Total Current Assets	2388.1	1808.5	2339.5	3017.8
Total Current Liabilities	1271.4	1370.0	2040.6	2147.7
Net Current Assets	1116.7	438.5	298.9	870.1
Total Assets	2720.0	3589.9	3887.5	4656.6

Source: Company, ICICIdirect.com Research, FY17E As per Ind AS

Cash flow statement			Ŧ	Crore
	<b>EV/4 C</b>			
(Year-end March)	FY16	FY17E	FY18E	FY19E
Profit after Tax	712.0	539.0	715.8	953.6
Depreciation	104.9	119.6	130.2	152.1
CF before working cap changes	829.7	670.8	870.5	1131.1
Net Increase in Current Assets	-149.2	-219.1	-711.9	-433.2
Net Increase in Current Liabilities	84.8	98.6	670.6	107.1
CF from operating activities	765.3	550.3	829.2	805.0
(Purchase)/Sale of Liquid Investmen	551.5	-922.3	1282.6	-50.0
Others	-718.4	594.4	-1532.6	-200.0
(Purchase)/Sale of Fixed Assets	-167.0	-327.9	-250.0	-250.0
CF from Investing Activities	564.6	-1629.0	-567.4	-350.0
Proceeds from issues of Equity Shar	0.0	0.0	0.0	0.0
Inc / (Dec) in Loan Funds	-39.0	198.5	50.0	1.0
Others	-459.6	81.4	-492.7	-210.9
CF from Financing Activities	-498.6	279.9	-442.7	-209.9
Net Cash flow	831.3	-798.7	-180.9	245.1
Opening Cash	522.4	1353.7	554.9	374.0
Closing Cash	1353.7	554.9	374.0	619.1

Source: Company, ICICIdirect.com Research, FY17E As per Ind AS

Key ratios (Year-end March)	FY16	FY17E	FY18E	FY19E
Per Share Data				
Reported EPS	11.4	8.6	11.5	15.3
Cash EPS	13.1	10.6	13.6	17.7
BV per share	42.3	52.5	56.4	68.7
DPS	7.2	4.2	1.8	3.0
Operating Ratios (%)				
EBITDA Margin (%)	14.0	13.4	12.1	14.1
PAT Margin (%)	10.3	9.3	8.1	9.3
Asset Turnover	2.0	1.7	2.3	2.2
Debtors Turnover	10.7	13.6	20.0	20.0
Creditor Turnover	29.6	37.5	40.0	40.0
Return Ratios (%)				
RoE	21.0	17.4	20.3	22.2
RoCE	26.4	23.0	27.1	29.5
RoIC	52.0	31.2	35.2	41.6
Valuation Ratios				
EV / EBITDA	40.0	36.7	29.5	21.9
P/E	45.0	59.4	44.7	33.6
EV / Net Sales	5.6	4.9	3.6	3.1
EV / Net Sales	5.6	4.9	3.6	3.1
Market Cap / Sales	6.0	5.2	3.6	3.1
Price to Book Value	12.1	9.8	9.1	7.5
Solvency Ratios				
Debt / Equity	0.0	0.1	0.1	0.1
Current Ratio	1.2	1.7	1.7	1.8
Quick Ratio	0.3	0.4	0.5	0.5

Source: Company, ICICIdirect.com Research, FY17E As per Ind AS



## ICICIdirect.com coverage universe (Consumer Discretionery)

Sector / Company	СМР			М Сар	Cap EPS (₹)				P/E (x) EV/EBITDA (x)			(x)	F	RoCE (%	)	RoE (%)			
	(₹)	TP(₹)	Rating	(₹ Cr)	FY17E	FY18E	FY19E	FY17E	FY18E	FY19E	FY17E	FY18E	FY19E	FY17E	FY18E	FY19E	FY17E	FY18E	FY19E
Asian Paints (ASIPAI)	1,184	1,181	Hold	110,116	21.4	22.5	27.5	53.6	51.1	41.7	36.1	34.8	28.0	32.9	29.5	31.4	26.9	24.9	26.3
Astral Polytecnik (ASTPOL)	744	720	Buy	7,832	12.1	15.9	20.6	54.2	41.0	31.7	30.2	23.7	18.9	21.3	21.8	23.3	17.2	17.4	18.5
Bajaj Electricals (BAJELE)	397	380	Buy	3,272	10.8	13.1	19.0	30.4	25.1	17.3	15.2	14.4	10.5	16.7	17.8	22.5	12.4	14.0	17.5
Havells India (HAVIND)	513	550	Hold	32,006	8.6	11.5	15.3	59.4	44.7	33.6	36.7	29.5	21.9	23.0	27.1	29.5	17.4	20.3	22.2
Kansai Nerolac (KANNER)	492	540	Buy	26,030	9.4	10.8	12.7	51.5	44.6	38.1	35.6	30.2	25.6	26.2	28.3	28.9	18.0	19.6	20.0
Pidilite Industries (PIDIND)	796	890	Buy	41,319	16.8	17.4	20.8	47.9	46.4	38.8	31.7	30.8	25.9	33.0	31.4	32.8	24.9	23.7	24.8
Essel Propack (ESSPRO)	272	270	Hold	4,194	12.5	12.6	15.3	21.4	21.2	17.4	11.4	9.8	8.4	17.7	16.3	18.3	17.8	13.9	15.0
Supreme Indus (SUPIND)	1,124	1,285	Buy	13,973	33.7	36.3	40.4	32.6	30.3	27.2	18.5	17.7	15.3	30.0	30.7	33.3	25.3	26.4	26.2
Symphony (SYMLIM)	1,401	1,430	Buy	8,325	23.7	30.5	37.7	50.3	39.1	31.5	41.1	30.9	24.7	48.4	47.7	54.2	36.1	36.1	40.9
V-Guard Ind (VGUARD)	196	165	Hold	7,559	3.6	3.6	4.4	49.8	49.0	40.1	34.7	34.9	28.5	32.3	28.6	29.1	23.8	22.1	22.5
Voltas Ltd (VOLTAS)	537	600	Buy	17,893	15.5	17.2	22.6	35.0	31.5	24.0	30.3	28.7	20.0	21.5	23.3	27.1	15.5	17.8	19.9

Source: Company, ICICIdirect.com Research



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