

February 1, 2018

Rating matrix		
Rating	:	Hold
Target	:	₹ 1540
Target Period	:	12 months
Potential Upside	:	5%

What's changed?	
Target	Changed from ₹ 1440 to ₹ 1540
EPS FY18E	Changed from ₹ 21.9 to ₹ 22.3
EPS FY19E	Changed from ₹ 33.9 to ₹ 32.6
EPS FY20E	Introduced at ₹ 39.3
Rating	Unchanged

Quarterly performance					
	Q3FY18	Q2FY17	YoY (%)	Q2FY18	QoQ (%)
Revenue	557.3	554.2	0.5	555.4	0.3
EBITDA	100.3	93.0	7.8	90.5	10.9
EBITDA(%)	18.0	16.8	122 bps	16.3	171 bps
PAT	28.9	29.1	(0.9)	25.2	NM

Key financials				
₹ Crore	FY17	FY18E	FY19E	FY20E
Net Sales	2,044	2,266	2,609	2,941
EBITDA	357	361	456	523
Net Profit	96	104	152	183
EPS (₹)	20.5	22.3	32.6	39.1

Valuation summary				
	FY17	FY18E	FY19E	FY20E
P/E	71.3	65.6	44.8	37.4
Target P/E	75.2	69.2	47.3	39.4
EV / EBITDA	21.1	21.1	16.6	14.3
P/BV	7.1	6.4	5.7	5.0
RoNW (%)	10.2	9.9	12.7	13.3
RoCE (%)	13.7	12.8	15.7	16.9

Stock data	
Particulars	Amount
Market Capitalization (₹ Crore)	6,826.8
Total Debt (FY17) (₹ Crore)	730.1
Cash (FY17) (₹ Crore)	29.9
EV	7,581.0
52 week H/L	1655 / 1006
Equity capital	46.7
Face value	10.0

Price performance				
	1M	3M	6M	12M
PVR	0.8	1.8	6.2	13.5
Inox	-7.0	18.1	8.2	24.4

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PVR Ltd (PVRLIM)

₹ 1461

Strong operating performance...

- ATP growth for the quarter grew 6.5% YoY to ₹ 212 in line with our expectations, aided by the star studded release of *Tiger Zinda Hai*, *Golmaal Again* and *Judwaa 2* during the quarter. Footfalls declined 2.8% YoY to 17.4 million (mn), in line with our expectations, on account of content heavy base (*Dangal*, *MS Dhoni*, *Ae Dil Hai Mushkil*, etc.). Spend per head (SPH) grew 12% YoY to ₹ 92. Net box office collections came in at ₹ 293.1 crore, up 8.9% YoY, aided by strong growth in ATP. F&B revenues came in at ₹ 143.8 crore, up 6.6% YoY, driven by SPH growth. Ad revenues at ₹ 86.7 crore were up 10.6% YoY (our estimate: 10% YoY growth)
- EBITDA came in at ₹ 100.3 crore vs. our expectation of ₹ 84.1 crore while margins came in at 18% vs. estimated 15.2%, aided mainly by lower repair and maintenance expenditure
- PAT came in at ₹ 28.9 crore (vs. expected PAT of ₹ 23.2 crore), given the beat at the operating level

ATP growth drives box office performance amid relatively soft footfalls

Given heavy content base (*Dangal*, *MS Dhoni*, *Ae Dil Hai Mushkil*, etc), footfall for PVR fell 2.8% YoY to 17.4 mn. Healthy ATP growth of 6.5% YoY to ₹ 212, coupled with lower effective entertainment tax led to 8.9% YoY growth in net box office collection during the quarter. The content pipeline, going ahead, remains robust with likely release of big budget movies like *Padman*, *2.0*, *Race 3*, *Gold*, *Zero*, the Sanjay Dutt biopic, *Thugs of Hindostan*, etc. PVR being a market leader in the multiplex space would be a beneficiary of such strong box-office performance. We expect PVR to exhibit footfall growth of 6.6% CAGR in FY17-20E to 91.2 mn aided by new screen additions & good content, thereby leading to 12.7% CAGR in net ticketing revenues to ₹ 1612.2 crore by FY20E.

Stellar SPH growth; healthy ad growth, albeit lower than Inox...

The quarter saw stellar 12% YoY growth in SPH to ₹ 92. Consequently, F&B revenues grew 6.6% YoY to ₹ 143.8 crore. Going ahead, we expect F&B revenues to grow at 11.6% CAGR in FY17-20E to ₹ 765.7 crore driven by 4.8% CAGR in SPH over FY17-20 to ₹ 93.3. Advertisement revenue grew 10.6% YoY to ₹ 86.7 crore. The company guided for healthy double digit ad revenues growth, going ahead. We expect PVR to post 15.9% CAGR over FY17-20E to ₹ 381.9 crore in its advertisement revenues.

Rich valuations; maintain HOLD

PVR's Q3FY18 performance was impressive, especially on the cost control basis. The company continues to enjoy superior pricing and margins vis-à-vis its key peer Inox. However, we note that Inox has reported a strong ad growth and is likely to outperform given the significant volume/pricing discount that it has vis-à-vis PVR. Moreover, we note that PVR trades at rich valuation 14.3x FY20 EV/EBITDA (higher end of its historical band of 10-15x EV/EBITDA), which is at ~40% premium to Inox. The valuation gap, we believe, is steep and is likely to narrow further as Inox catches up with ad revenue growth. Consequently, we continue to prefer Inox over PVR. We maintain our **HOLD** recommendation on PVR. We roll over our valuations to FY20 and value it at 15x FY20E EV/EBITDA, arriving at a target price of ₹ 1540.

Variance analysis

	Q3FY18	Q3FY18E	Q2FY17	Q2FY18	YoY (%)	QoQ (%)	Comments
Revenue	557.3	554.1	554.2	555.4	0.5	0.3	Net box office collections came in at ₹ 293.1 crore, up 8.9% YoY, aided by strong growth in ATP (6.5% YoY). F&B revenues came in at ₹ 143.8 crore, up 6.6% YoY, driven by SPH growth. Ad revenues at ₹ 86.7 crore, were up 10.6% YoY
Other Income	3.2	6.0	4.9	4.2	-34.0	-22.8	
Employee Expenses	62.2	60.3	54.4	58.7	14.3	6.0	
Film Distributors share	132.3	126.5	114.4	133.5	15.6	-0.9	
F&B Cost	37.9	38.6	35.6	38.5	6.4	-1.5	
Rent	99.4	103.3	95.3	97.2	4.2	2.3	
Repairs and Maintenance	125.2	141.3	161.4	137.1	-22.4	-8.7	Savings were aided by input tax credit benefit and some seasonality impact
EBITDA	100.3	84.1	93.0	90.5	7.8	10.9	EBITDA was higher led by lower repairs & maintenance expenditure
EBITDA Margin (%)	18.0	15.2	16.8	16.3	122 bps	171 bps	
Depreciation	37.5	34.7	34.6	34.7	8.4	8.1	
Interest	21.2	20.4	19.3	20.7	9.5	2.2	
Less: Exceptional Items	0.0	0.0	0.0	0.6	NA	NA	
Total Tax	15.4	11.8	14.9	14.0	NA	9.9	
PAT	28.9	23.2	29.1	25.2	-0.9	NM	PAT was higher boosted by a superior operating performance

Key Metrics

Footfalls (mn)	17.4	17.4	17.9	18.7	-2.8	-7.0	Impacted by postponement of a big release
Occupancy (%)	29.1	29.6	32.0	29.6	-9.0	-1.6	
SPH (₹)	92.0	95.4	87.9	91.0	4.7	1.1	
ATP (₹)	212.0	211.9	199.0	204.0	6.5	3.9	

Source: Company, ICICIdirect.com Research

Change in estimates

(₹ Crore)	FY18E			FY19E			FY20E	Comments
	Old	New	% Change	Old	New	% Change	New	
Revenue	2,277.4	2,276.5	0.0	2,633.7	2,627.2	-0.2	2,961.4	We have realigned our estimates based on 9MFY18 performance
EBITDA	353.7	364.4	3.0	460.7	458.0	-0.6	522.9	
EBITDA Margin (%)	15.5	16.0	51 bps	17.5	17.4	-7 bps	17.7	
PAT	102.1	105.8	3.6	158.2	152.7	-3.5	182.7	
EPS (₹)	21.9	22.6	3.4	33.9	32.7	-3.6	39.1	

Source: Company, ICICIdirect.com Research

Assumptions

	Current			Earlier			Comments
	FY16	FY17E	FY18E	FY19E	FY20E	FY18E	
Footfalls (mn)	69.6	75.2	75.6	84.8	91.2	76.1	We have realigned our estimates based on 9MFY18 performance
SPH (₹)	72.0	81.0	86.8	89.0	93.3	87.3	
ATP (₹)	188.0	196.0	207.1	216.4	226.7	206.5	

Source: Company, ICICIdirect.com Research

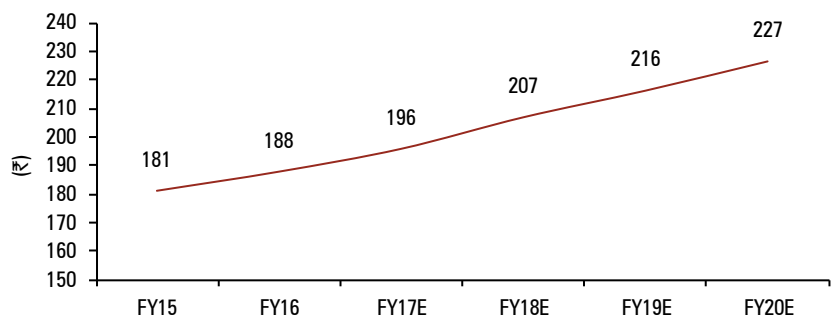
Company Analysis

Factoring in footfall growth of 6.6% CAGR in FY17-20E

Going ahead, the content pipeline remains robust with likely release of big budget movies like *Padman*, *2.0*, *Race 3*, *Gold*, *Zero*, the Sanjay Dutt biopic, *Thugs of Hindostan*, etc. PVR being a market leader in the multiplex space would be a beneficiary of such a strong box-office performance.

We expect PVR to exhibit footfall growth of 6.6% CAGR in FY17-20E to 91.2 mn aided by new screen additions and good content, coupled with 5% CAGR in ATP, thereby leading to 12.7% CAGR in net ticketing revenues to ₹ 1612.2 crore by FY20E.

Exhibit 1: ATP trends



Source: Company, ICICIdirect.com Research

Exhibit 2: Q4FY18 Bollywood content slate ahead

Movie	Cast	Date of Release
Mukkabaz	Vineet Kumar, Zoya Hussain	12 January '18
1921	Zareen Khan, Karan Kundra	12 January '18
Kaalakaandi	Saif Ali Khan, Vijay Raaz	12 January '18
Padmaavat	Deepika Padukone, Ranveer Singh, Shahid Kapoor	25 January '18
Padman	Akshay Kumar, Sonam Kapoor, Radhika Apte	9 February '18
Aiyaary	Siddharth Malhotra, Manoj Bajpayee	9 February '18
Sonu Ke Titu Ki Sweety	Karthik Aaryan, Nusrat Bharucha, Sunny Singh Najjar	23 February '18
Hichki	Rani Mukherjee	23 February '18
Drive	Sushant Singh Rajput, Jacqueline Fernandez	2 March '18
Pari	Anushka Sharma, Paambarta Chatterjee	2 March '18
Parmanu- The story of Pokhran	John Abraham, Boman Irani	2 March '18
Raid	Ajay Devgan, Iliana D Cruz	16 March '18
Baghi 2	Tiger Shroff, Disha Patani	30 March '18

Source: Company, ICICIdirect.com Research

SPH remain robust...

The quarter saw stellar 12% YoY growth in SPH to ₹ 92. Consequently, F&B revenues grew 6.6% YoY to ₹ 143.8 crore. Going ahead, we expect F&B revenues to grow at 11.6% CAGR in FY17-20E to ₹ 765.7 crore driven by 4.8% CAGR in SPH in FY17-20 to ₹ 93.3.

PVR to have screen portfolio of 778 screens by FY20E

The company has always been able to meet its property rollout guidance. As on Q3FY18, PVR has 603 operational screens (including DT Cinema). The company continues to new screen formats in terms of superplexes, drive in cinemas, VR lounges, etc. We expect PVR to meet its screen rollout and factor in 10.3% CAGR in FY17-20E to 778 screens by FY19E.

Guides for strong advertisement revenues...

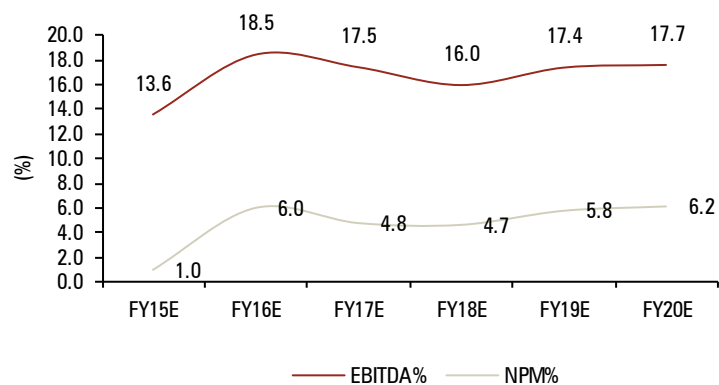
Advertisement revenue grew 10.6% YoY to ₹ 86.7 crore. The company has guided for healthy double digit ad revenues growth, going ahead. We expect PVR to post 15.9% CAGR in FY17-20E to ₹ 381.9 crore in its advertisement revenues.

Margins to reach 17.8% in FY20...

We highlight that PVR's ability to take price hikes, higher advertisement revenues and higher operating leverage will help in the margin expansion.

Going ahead, led by robust content and subsequent operating leverage, margins would rebound by FY19E. Margins are expected at 17.5% and 17.8% in FY19E and FY20E, respectively.

Exhibit 3: EBITDA & PAT margin trend



Source: Company, ICICIdirect.com Research

Exhibit 4: Q3FY18 Top five contributor to PVR's ticketing revenues

Movie	Q3FY18				
	Admits (Lacs)	Occupancy(%)	ATP (₹)	GBOC (₹ cr)	NBOC (₹ cr)
Tiger Zinda Hai	21.6	51.0	268.0	58	45
GolmaalAgain	23.1	41.0	213.0	49	38
Fukrey Returns	13.1	32.0	199.0	26	21
Judwaa2	13.6	28.0	184.0	25	19
Secret Superstar	9.6	31.0	237.0	23	17

Source: Company, ICICIdirect.com Research

Exhibit 5: Q3FY17 Top five contributor to PVR ticketing revenues

Movie	Q3FY17				
	Admits (Lacs)	Occupancy(%)	ATP (₹)	GBOC (₹ cr)	NBOC (₹ cr)
Dangal	30	68	233	69	50
Ae Dil Hai Mushkil	16	39	232	36	26
M.S. Dhoni	16	36	188	31	23
Dear Zindagi	14	34	195	28	20
Befikre	11	28	196	21	15

Source: Company, ICICIdirect.com Research

Conference Call Highlights

- **Company maintains 20% ad revenue growth guidance for FY18, competitive pricing pressure to persists:** The management has guided for 20% ad revenue growth for FY18. Ad revenues would grow largely on account of volumes (15-16%) while the rest would be led by pricing. They have indicated same store growth (SSG) of 10%. As per the management, the ad revenue market remains competitive. Hence, volumes remain the key driver of growth
- **Premium screens to be 20% of screen pie in next two to three years, commands 15-20% premium in ATPs:** The management has said the number of premium screens have reached 55 in Q3 from 39 in Q2. It indicated that in the next two to three years, the number of premium screens will be ~20% of total screens. As per the management, these screens commands 15-20% premium in ATPs compared to normal screens. The payback period for these screens would be similar to normal screens
- **Savings in other expenses aided by input tax credit, no one-offs:** The management indicated that savings in other expenses for the quarter were aided by input tax credit. Electricity and CAMPs charges were also lower on account of seasonality, which also helped in a reduction in other expenses. They clarified that there were no one-offs in the quarter in other expenses
- **Maintains capex guidance of ₹ 270-275 crore, looking to renovate four to five properties every year:** The management maintained capex guidance of ₹ 270-275 crore for FY18, out of which ₹ 125 crore will be spent on renovations of screens. It also indicated that it is targeting to renovate and upgrade four to five properties in a year
- **Investment in US market a strategic one, not looking for aggressive expansion in overseas markets beyond Sri Lanka:** The management said investment of ₹ 25.81 crore in US luxury-theatre company "iPic Gold Class entertainment is a strategic one for cross learning experience, which could be brought back to the home country. It has indicated that the company is not looking for any aggressive expansion overseas beyond Sri Lanka where it is expected to open screens at the end of FY18
- **Expect formal arrangement with content owners at end of FY18 to prevent revenue leakage to other platforms:** The management indicated that they have proposed a formal agreement with content producers to protect their theatrical revenues. They have proposed an approximate eight week window, after which film content will be available to other platforms like OTT and TV. It indicated that such agreements will be formalised at the end of FY18

Valuation

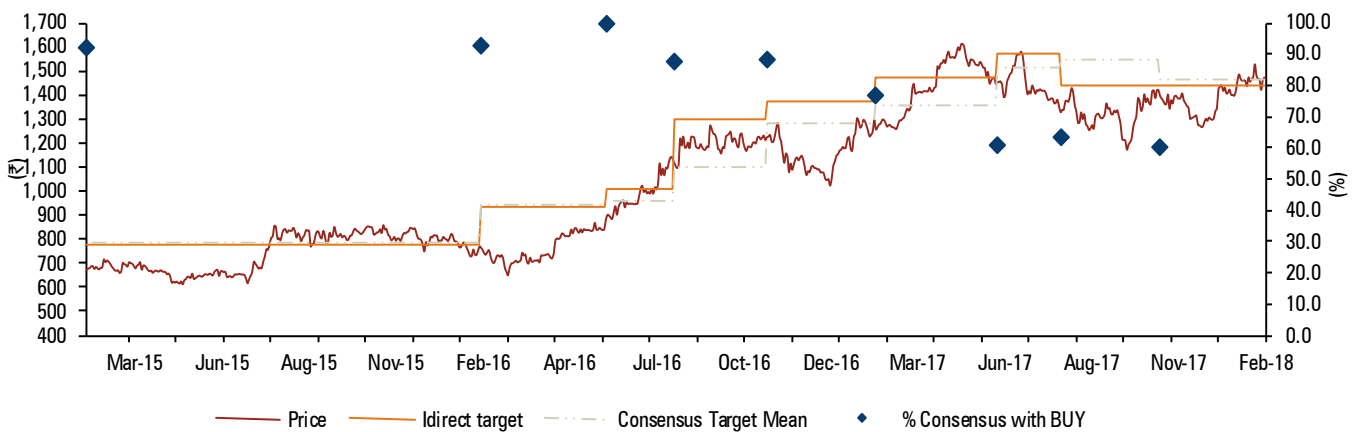
PVR's Q3FY18 performance was impressive, especially on a cost control basis. The company continues to enjoy superior pricing and margins vis-à-vis its key peer Inox. However, we note that Inox has reported a strong ad growth and is likely to outperform given the significant volume/pricing discount that it has vis-à-vis PVR. Moreover, we note that PVR trades at rich valuation 14.3x FY20 EV/EBITDA (higher end of its historical band of 10-15x EV/EBITDA), which is at ~40% premium to Inox. The valuation gap, we believe, is steep and is likely to narrow further as Inox catches up with ad revenue growth. Consequently, we continue to prefer Inox over PVR. We maintain our **HOLD** rating on PVR. We roll over our valuations to FY20 and value it at 15x FY20E EV/EBITDA. We arrive at a target price of ₹ 1540.

Exhibit 6: Valuations

	Sales (₹ cr)	Growth (%)	EPS (₹)	Growth (%)	PE (x)	EV/EBITDA (x)	RoNW (%)	RoCE (%)
FY17	2043.6	15.0	20.5	-2.4	71.3	21.1	10.2	13.7
FY18E	2276.5	11.4	22.6	10.5	64.5	20.9	10.0	13.0
FY19E	2627.2	15.4	32.7	44.3	44.7	16.5	12.7	15.7
FY20E	2961.4	12.7	39.1	19.7	37.4	14.3	13.3	16.8

Source: Company, ICICIdirect.com Research

Recommendation History vs. Consensus Estimates



Source: Bloomberg, Company, ICICIdirect.com Research

Key events

Date	Event
Mar-09	PVR bluO opens its first and India's largest 24 lane Bowling Centre with the brand name of 'blu-O' located at prestigious Ambience Mall in Gurgaon
Apr-09	PVR merged with Sunrise Infotainment Pvt. Ltd (the transferor company) a 100% subsidiary of the Company with PVR Ltd (the transferee Company).
Jun-09	Tiff between movie producers and exhibitors impacts financials of the business and, hence, stock price
Nov-09	PVR Cinemas acquires Dt Cinemas for cash cum stock deal, cash component of ₹ 20.02 crore and allot 2.55 million shares representing 9.1% of PVR's share capital
Jan-10	PVR merges with Leisure World Pvt Ltd (LWPL)
Jan-11	Imax, PVR sign a four theatre deal in India
Jun-12	Multiplexes no longer impacted by IPLs. They exhibit better occupancy even during the IPL season
Aug-12	PVR sells L Capital Eco equity stake of 10.6% based on its aggressive expansion plans
Oct-12	Shift in strategy from production to only distribution owing to heavy losses in the production business
Mar-13	Acquires Cinemax for a consideration of about ₹ 203 per share
Sep-13	Enters into a sale and lease back agreement for Anupam Cinemas, Delhi
Nov-14	Receives board of director's approval for NCD issue of ₹ 500 crore
Jun-15	PVR announces acquisition of DT Cinemas owned by DLF and operating 29 screens for a consideration of about ₹ 500 crore

Source: Company, ICICIdirect.com Research

Top 10 Shareholders

Rank	Name	Latest Filing Date	% O/S	Position (m)	Change (m)
1	Warburg Pincus LLC	18-01-2017	14.00	6.54M	+ 6.54M
2	Bijli (Ajay)	31-12-2017	11.25	5.26M	0.0
3	Kumar (Sanjeev)	31-12-2017	7.98	3.73M	0.0
4	Berry Creek Investment Ltd.	31-12-2017	7.67	3.58M	0.0
5	Plenty Private Equity Fund I Ltd.	31-12-2017	7.18	3.36M	0.0
6	Gray Birch Investment Ltd.	31-12-2017	6.33	2.96M	0.0
7	Multiples Alternate Asset Management Private Limited	31-12-2017	5.09	2.38M	0.0
8	ICICI Prudential Asset Management Co. Ltd.	31-12-2017	3.96	1.85M	+ 0.06M
9	BNP Paribas Asset Management Asia Limited	30-11-2017	2.60	1.21M	+ 0.34M
10	Artisan Partners Limited Partnership	30-09-2017	2.51	1.17M	+ 0.50M

Source: Reuters, ICICIdirect.com Research

Shareholding Pattern

(in %)	Dec-16	Mar-17	Jun-17	Sep-17	Dec-17
Promoter	25.3	20.2	20.3	20.3	20.3
FII	31.0	38.9	39.7	41.4	43.6
DII	12.7	11.6	11.6	9.8	9.7
Others	31.1	29.4	28.5	28.6	26.5

Recent Activity

Buys			Sells		
Investor name	Value	Shares	Investor name	Value	Shares
Artisan Partners Limited Partnership	+9.26M	+0.50M	Mirae Asset Global Investments (Hong Kong) Limited	-1.93M	-0.09M
BNP Paribas Asset Management Asia Limited	+6.91M	+0.34M	Kotak Mahindra Asset Management Company Ltd.	-0.97M	-0.04M
Franklin Advisers, Inc.	+1.31M	+0.06M	Morgan Stanley Investment Management (India) Pvt. Ltd.	-0.79M	-0.04M
ICICI Prudential Asset Management Co. Ltd.	+1.29M	+0.06M	Old Mutual Investment Management Limited	-0.81M	-0.04M
Natixis Asset Management Asia Limited	+0.98M	+0.05M	MFS Investment Management	-0.73M	-0.03M

Source: Reuters, ICICIdirect.com Research

Financial summary

Profit and loss statement				
₹ Crore				
(Year-end March)	FY17	FY18E	FY19E	FY20E
Total operating Income	2,162.8	2,276.5	2,627.2	2,961.4
Growth (%)	15.0	5.3	15.4	12.7
Film Distributors Cost	465.2	540.5	632.4	709.4
F&B Cost	140.1	154.4	169.7	195.3
Employee Expenses	220.5	254.0	276.5	319.8
Other Expenses	980.0	963.2	1,090.6	1,214.0
Total Operating Expenditure	1,805.8	1,912.1	2,169.2	2,438.5
EBITDA	357.0	364.4	458.0	522.9
Growth (%)	10.2	2.1	25.7	14.2
Depreciation	138.4	148.0	176.0	201.4
Interest	80.6	83.9	83.9	78.2
Other Income	18.9	32.8	34.0	38.0
Exceptional Items	4.1	0.6	0.0	0.0
PBT	152.8	164.6	232.1	281.3
MI/PAT from associates	0.1	0.1	0.8	1.8
Total Tax	57.0	58.8	78.7	96.8
PAT	95.8	105.8	152.7	182.7
Growth (%)	-2.4	10.4	44.3	19.7
EPS (₹)	20.5	22.6	32.7	39.1

Source: Company, ICICIdirect.com Research

Cash flow statement				
₹ Crore				
(Year-end March)	FY17	FY18E	FY19E	FY20E
PAT	95.8	105.8	152.7	182.7
Add: Depreciation	138.4	148.0	176.0	201.4
Add: Interest Paid	80.6	83.9	83.9	78.2
(Inc)/dec in Current Assets	-61.5	-36.4	-46.8	-41.7
Inc/(dec) in CL and Provisions	85.1	24.7	79.2	71.5
Others	0.0	0.0	0.0	0.0
CF from operating activities	338.3	326.0	444.9	492.1
(Inc)/dec in Investments	-0.1	-25.8	0.0	0.0
(Inc)/dec in Fixed Assets	-675.2	-275.0	-300.0	-300.0
Others	34.1	-28.9	-0.4	0.3
CF from investing activities	(641.2)	(329.7)	(300.5)	(299.7)
Issue/(Buy back) of Equity	0.1	0.0	0.0	0.0
Inc/(dec) in loan funds	158.3	90.0	-50.0	-50.0
Dividend paid & dividend tax	-10.9	-10.9	-10.9	-10.9
Less: Interest Paid	80.6	83.9	83.9	78.2
Others	-162.3	-167.9	-167.8	-156.5
CF from financing activities	65.7	(4.9)	(144.8)	(139.2)
Net Cash flow	-237.2	-8.5	-0.4	53.3
Opening Cash	267.1	29.9	21.4	21.0
Closing Cash	29.9	21.4	21.0	74.3

Source: Company, ICICIdirect.com Research

Balance sheet				
₹ Crore				
(Year-end March)	FY17	FY18E	FY19E	FY20E
Liabilities				
Equity Capital	46.7	46.7	46.7	46.7
Reserve and Surplus	918.3	1,013.1	1,154.9	1,326.6
Total Shareholders funds	965.0	1,059.9	1,201.6	1,373.4
Total Debt	730.1	820.1	770.1	720.1
Others	41.4	41.2	40.8	41.0
Total Liabilities	1,736.5	1,921.2	2,012.5	2,134.5
Assets				
Total Fixed Assets	1,607.2	1,734.2	1,858.2	1,956.8
Investments	2.0	27.8	27.8	27.8
Goodwill on Consolidation	7.1	7.1	7.1	7.1
Debtors	102.1	115.4	136.8	154.2
Inventory	19.0	21.2	24.5	27.6
Loans and Advances	5.3	5.3	5.3	5.3
Other Current Assets	123.2	144.1	166.2	187.4
Cash	29.9	21.4	21.0	74.3
Total Current Assets	279.4	307.3	353.7	448.7
Total Current Liabilities	489.2	513.9	593.0	664.5
Net Current Assets	-209.7	-206.6	-239.3	-215.9
Other Non Current Assets	330.0	358.7	358.7	358.7
Application of Funds	1,736.5	1,921.2	2,012.5	2,134.5

Source: Company, ICICIdirect.com Research

Key ratios				
(Year-end March)	FY17	FY18E	FY19E	FY20E
Per share data (₹)				
EPS (Diluted)	20.5	22.6	32.7	39.1
Cash EPS	50.1	54.3	70.4	82.2
BV	206.5	226.9	257.2	294.0
DPS	2.3	2.3	2.3	2.3
Cash Per Share	6.4	4.6	4.5	15.9
Operating Ratios (%)				
EBITDA Margin	17.5	16.0	17.4	17.7
EBIT / Net Sales	10.7	9.5	10.7	10.9
PAT Margin	4.8	4.7	5.8	6.2
Inventory days	3.4	3.4	3.4	3.4
Debtor days	18.2	18.5	19.0	19.0
Creditor days	35.3	32.0	32.0	32.0
Return Ratios (%)				
RoE	10.2	10.0	12.7	13.3
RoCE	13.7	13.0	15.7	16.8
RoIC	14.2	12.5	15.1	16.2
Valuation Ratios (x)				
P/E	71.3	64.5	44.7	37.4
EV / EBITDA	21.1	20.9	16.5	14.3
EV / Net Sales	3.7	3.3	2.9	2.5
Market Cap / Sales	3.3	3.0	2.6	2.3
Price to Book Value	7.1	6.4	5.7	5.0
Solvency Ratios				
Debt/EBITDA	2.0	2.3	1.7	1.4
Net Debt / Equity	0.7	0.8	0.6	0.5
Current Ratio	1.2	1.4	1.4	1.4
Quick Ratio	1.1	1.3	1.3	1.3

Source: Company, ICICIdirect.com Research

ICICIdirect.com coverage universe (Media)

Sector / Company	CMP (₹)		Rating	M Cap (₹ Cr)	EPS (₹)			P/E (x)			EV/EBITDA (x)			RoCE (%)			RoE (%)		
	TP(₹)				FY17	FY18E	FY19E	FY17	FY18E	FY19E	FY17	FY18E	FY19E	FY17	FY18E	FY19E	FY17	FY18E	FY19E
DB Corp (DBCORP)	325	350	Hold	5,977	20.4	19.1	22.3	15.9	17.0	14.6	9.1	9.4	8.0	32.2	27.8	28.5	23.5	19.9	20.5
DISH TV (DISHTV)	75	95	Buy	7,994	1.0	0.2	1.4	73.2	491.2	52.5	9.1	9.4	7.6	20.8	14.3	23.3	22.3	3.2	23.2
ENIL (ENTNET)	708	890	Hold	3,375	11.6	9.7	19.1	61.2	72.6	37.2	26.9	25.8	16.8	9.3	7.5	13.3	6.4	4.7	9.2
HT Media (HTMED)	99	120	Hold	2,295	7.3	12.9	10.5	13.5	7.6	9.4	10.0	6.4	5.7	10.9	13.1	12.2	7.6	11.8	8.8
Inox Leisure (INOX)	278	335	Buy	2,672	3.2	6.4	9.8	87.3	43.6	28.2	20.5	15.4	11.8	7.3	11.9	15.3	5.5	10.0	13.4
Jagran Prakashan	173	185	Hold	5,400	10.6	10.3	11.9	16.3	16.9	14.5	8.3	8.9	7.4	18.9	19.1	21.5	16.1	15.9	16.9
PVR (PVRLIM)	1,461	1,440	Hold	6,829	20.5	21.9	33.9	71.3	66.9	43.1	21.1	21.3	16.3	13.7	13.6	17.4	10.2	9.7	13.1
Sun TV (SUNTV)	1,020	960	Buy	40,196	26.1	29.4	36.9	39.0	34.7	27.7	22.0	19.5	15.4	37.2	37.8	41.3	25.6	26.1	28.3
TV Today (TVTNET)	454	370	Hold	2,708	18.1	19.8	25.1	25.1	22.9	18.1	14.9	11.4	9.1	24.7	27.1	27.1	16.3	17.8	17.9
ZEE Ent. (ZEEENT)	597	640	Hold	57,336	23.1	15.8	18.2	25.8	37.8	32.9	27.8	25.3	20.8	21.2	22.6	23.3	15.0	14.5	15.4

Source: Company, ICICIdirect.com Research

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