

INDUSTRY	FMCG
CMP (as on 03 May 2018)	Rs 1,082
Target Price	Rs 1,230
Nifty	10,680
Sensex	35,103
KEY STOCK DATA	
Bloomberg	HMN IN
No. of Shares (mn)	227
MCap (Rs bn)/(US\$ mn)	245/3,683
6m avg traded value (Rs mn)	199
STOCK PERFORMANCE (%)	
52 Week high / low	Rs 1,428 / 1,001
	3M 6M 12M
Absolute (%)	(2.1) (12.5) 1.1
Relative (%)	(2.2) (16.7) (16.3)
SHAREHOLDING PATTERN (%)	
Promoters	72.74
FIs & Local MFs	5.45
FPIs	13.06
Public & Others	8.75
Source : BSE	

Naveen Trivedi
naveen.trivedi@hdfcsec.com
+91-22-6171-7324

Siddhant Chhabria
siddhant.chhabria@hdfcsec.com
+91-22-6171-7336

Awaiting for recovery

Emami's consolidated revenues grew by 12% on a like-like basis (in-line) driven by 9% volume growth. We were surprised with EBITDA/APAT decline of -3/-5% vs. expectation of 9/3% respectively.

Domestic business grew by 10% driven by growth in Navratna/Pain Management/Male Grooming/Kesh King hair oil of 14/13/8/11%. Boroplus (off-season) and Healthcare range (impacted by Pancharishtha) disappointed as both declined by 2%.

International business bounced back with 37% growth, albeit with a favorable base (-38%). MENAP and SAARC (combined 75% of international) regions picked up growth after lackluster performance in the previous quarters.

Emami's strategy remains (1) Decrease dependence on wholesale channel (38% now vs. 50% in FY17) by increasing direct reach (2) Revive Kesh King (6% growth in 4QFY18) (3) Increase A&P spend to support new launches (up 30/17% in 4QFY18/3QFY18) (4) Increase share from modern trade (6% with aim to double) (5) Recover international biz (mid teen growth in FY18). After laying the foundation for the next leg of growth, we believe

Financial Summary

(Rs mn)	4QFY18	4QFY17	YoY (%)	3QFY18	QoQ (%)	FY16	FY17	FY18P	FY19E	FY20E
Net Sales	6,170	5,701	8.2	7,566	(18.5)	23,970	25,010	25,306	29,234	33,628
EBITDA	1,733	1,781	(2.7)	2,785	(37.8)	6,873	7,591	7,195	8,414	10,072
APAT	1,183	1,252	(5.5)	2,116	(44.1)	5,326	5,491	5,141	6,326	7,670
Diluted EPS (Rs)	5.21	5.51	(5.5)	9.32	(44.1)	23.5	24.2	22.6	27.9	33.8
P/E (x)						46.2	44.9	47.9	38.9	32.1
EV / EBITDA (x)						36.6	32.9	34.4	29.1	24.1
Core RoCE (%)						38.8	24.0	21.8	26.8	32.7

Source: Company, HDFC sec Inst Research

Emami will return to profitable growth with a pickup in rural demand (~52% domestic revenue share).

Our structural thesis on Emami is (1) Leadership in ~70% domestic portfolio and gaining market share gain, (2) Focus on low penetration and high-margin categories, (3) Consistent new launches, and (4) Distribution expansion (direct reach is now 0.85mn vs. 0.73mn in FY17).

We value Emami based on P/E of 36x on Mar-20 EPS to arrive at a TP of Rs 1,230. We maintain BUY.

Highlights of the quarter

- **EBITDA down 3%:** GM declined by 37bps to 65% owing to input inflation. A&P grew by 30% resulting in EBITDA margin decline of 316bps to 28.1% (our expectation 30.6%). APAT declined by 5% to Rs 1,183mn vs. expectation of Rs 1,431mn, owing to lower other income (-76% YoY) and interest expense (-60% YoY) partially offset by higher depreciation (48% YoY).
- **Near term outlook:** Recovering underlying demand and favorable base should result in healthy earnings in the coming quarters.

Domestic revenue on a like-to-like basis grew by 10%, primarily driven by rural (52% of total revenue) growth

International business grew by a robust 37%, owing to a favourable base (-38%). Mgt believes ~15% growth is sustainable

Wholesale dependence declined to 38% in FY18 vs. 50% in FY17

EBITDA decline of 3% was disappointing driven by higher ASP (support new launches) and other expenses

CSD business reported 1% growth after 3 consecutive quarters of decline

Quarterly Financials

Year to March (Rs mn)	4QFY18	4QFY17	YoY (%)	3QFY18	QoQ (%)	FY18	FY17	YoY (%)
Net Revenue	6,170	5,701	8.2	7,566	(18.5)	25,306	24,882	1.7
Material Expenses	2,149	1,965	9.4	2,195	(2.1)	8,099	7,910	2.4
Employee Expenses	580	521	11.3	680	(15)	2,547	2,336	9.0
ASP Expenses	987	759	30.0	1,293	(23.7)	4,696	4,428	6.1
Other Operating Expenses	721	675	6.8	613	17.6	2,770	2,617	5.9
EBITDA	1,733	1,781	(2.7)	2,785	(37.8)	7,194	7,591	(5.2)
Depreciation & amortisation	808	764	5.8	800	1.1	3,109	3,086	0.7
EBIT	924	1,018	(9.1)	1,985	(53.4)	4,281	4,506	(5.0)
Other Income (Inc exceptional)	22	92	(76.5)	55	(60.9)	195	311	(37.3)
Interest Cost	68	168	(59.8)	92	(26.8)	343	580	(40.9)
PBT	878	941	(6.7)	1,948	(54.9)	3,938	4,236	(7.0)
Tax	270	108	149.1	338	(20.2)	863	836	3.2
RPAT	609	833	(26.9)	1,610	(62.2)	3,063	3,400	(9.9)
Adjustment (EO net of taxes)	574	419	37.2	506	13.4	2,078	2,091	(0.6)
APAT	1,183	1,252	(5.5)	2,116	(44.1)	5,141	5,491	(6.4)
EPS (Adjusted)	5.21	5.51	(5.5)	9.32	(44.1)	22.65	24.19	(6.4)
As % Of Net Revenue	4QFY18	4QFY17	YoY (bps)	3QFY18	QoQ (bps)	FY18	FY17	YoY (bps)
Material Expenses	34.8	34.5	37	29.0	582	32.0	31.8	21
Employee Expenses	9.4	9.1	26	9.0	42	10.1	9.4	68
ASP	16.0	13.3	268	17.1	(109)	18.6	17.8	76
Other Expenses	11.7	11.8	(15)	8.1	358	10.9	10.5	43
EBITDA	28.1	31.2	(316)	36.8	(873)	28.4	30.5	(208)
Tax Rate	30.7	11.5	1,921	17.4	1,335	21.9	19.7	217
APAT	19.2	22.0	(278)	28.0	(879)	20.3	22.1	(175)

Source: Company, HDFC sec Inst Research

Business Break-up

Revenue Mix (%)	2QFY16	3QFY16	4QFY16	1QFY17	2QFY17	3QFY17	4QFY17	1QFY18	2QFY18	3QFY18	4QFY18
Domestic	83.0	83.0	82.0	84.0	84.0	85.0	85.0	85.0	83.0	87.0	85.0
IMD	14.0	14.0	14.0	12.0	12.0	11.0	11.0	11.0	14.0	9.0	11.0
CSD	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0

Source: Company, HDFC sec Inst Research

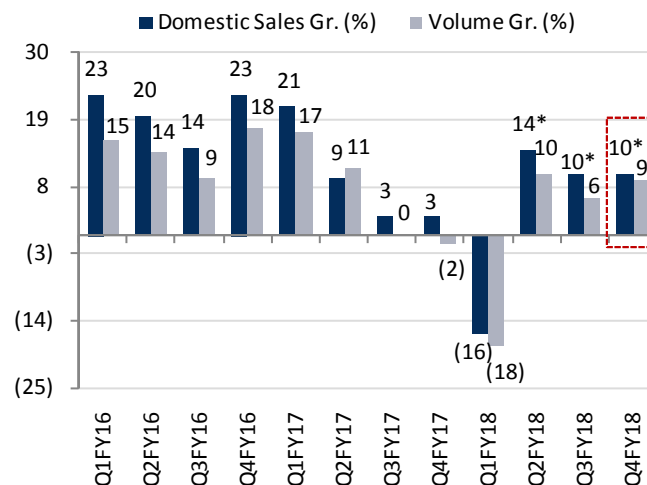
Volume growth was higher than expected (6%) which is encouraging. Volume growth is expected to grow at double digits in the medium term

International business has rebounded owing to a favourable base. Management believes 15% growth is sustainable

Mgt. has taken 3-4% price hike in Apr to pass on majority of input inflation. Favourable Operating leverage will offset GM pressure to sustain EBITDA margins

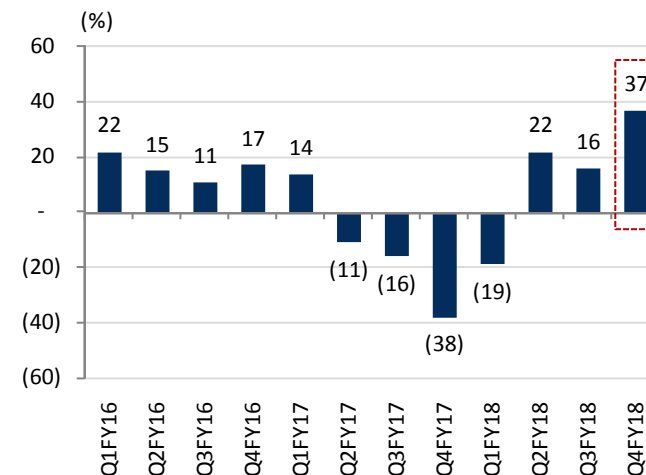
Mentha oil inflation during 4QFY18 was ~45% YoY

Domestic Revenue Performance



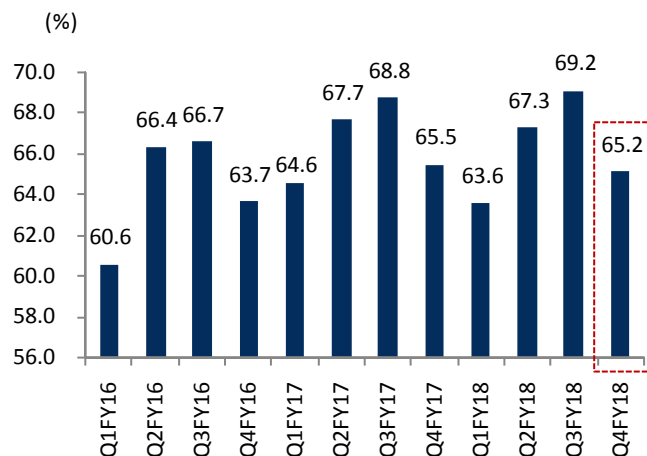
Source: Company, HDFC sec Inst Research *Like-to-like growth

International Revenue Performance



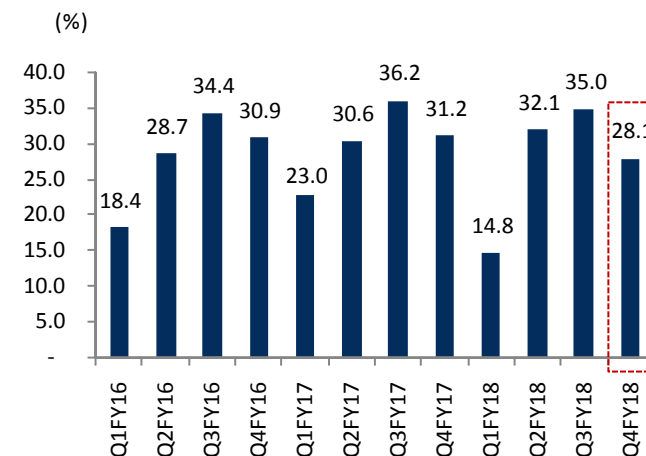
Source: Company, HDFC sec Inst Research

Gross Margin



Source: Company, HDFC sec Inst Research

EBITDA Margin



Source: Company, HDFC sec Inst Research

A&P spend would be 18-19% (16% in 4QFY18) in the ensuing quarters to support new launches

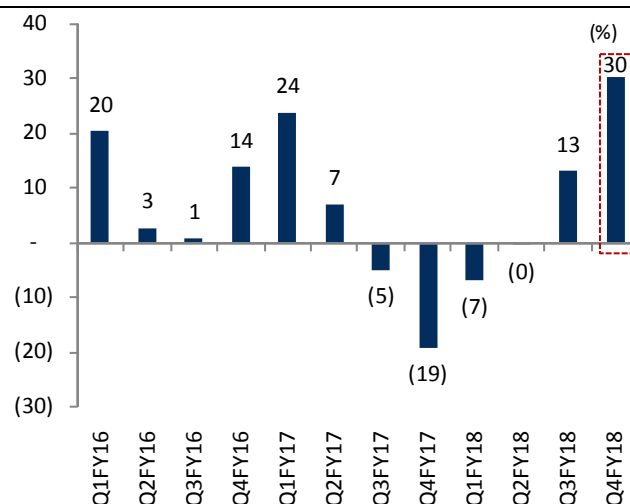
Barring BoroPlus and healthcare range, all other brands registered healthy growth during the quarter

Kesh King (10% of revenues) recovered with 6% growth. Kesh King hair oil growth was at 11%. Maintained leadership with 27.9% market share

F&H reported single digit growth, however improved market share of Fairness cream and face wash by 110bps and 230bps respectively

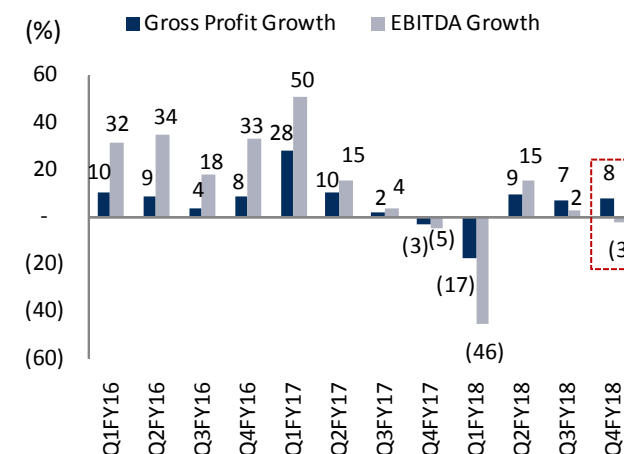
Chyawanprash range grew strongly with double digit volume growth

ASP Growth



Source: Company, HDFC sec Inst Research

Gross Profit Growth vs. EBITDA Growth



Source: Company, HDFC sec Inst Research

Brand-wise Performance

Brands	Q4FY16	Q1FY17	Q2FY17	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18
Boroplus Cream	41%	38%	16%	13%	2%	41%	38%	10%	-2%
Navratana Range	4%	8%	-3%	-4%	5%	-15%	16%	15%	14%
Male Grooming Range	0%	1%	1%	-18%	-5%	-21%	10%	20%	8%
Pain Relief	12%	6%	19%	-5%	1%	-21%	15%	17%	13%
Kesh King	na	50%	50%	2%	1%	-28%	-16%	-19%	6%

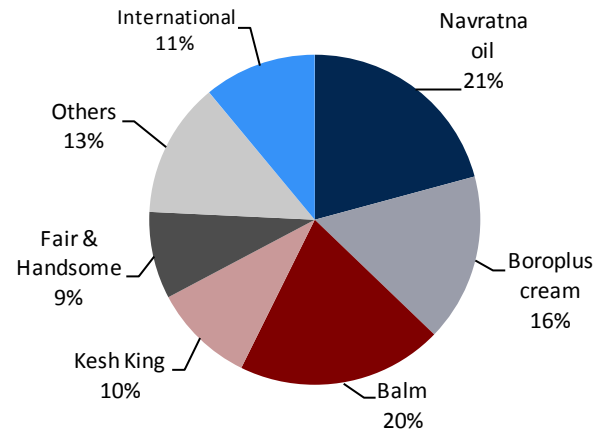
Source: Company, HDFC sec Inst Research

Emami has leadership in ~70% product portfolio

The company focusses on low penetration and high-margin categories, resulting in it having one of the highest gross margins in the consumer space

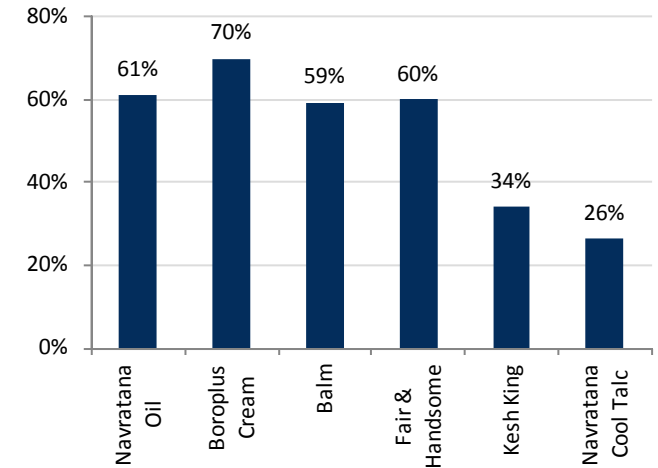
Emami's Core Strength And Past Performance

Revenue Break-up



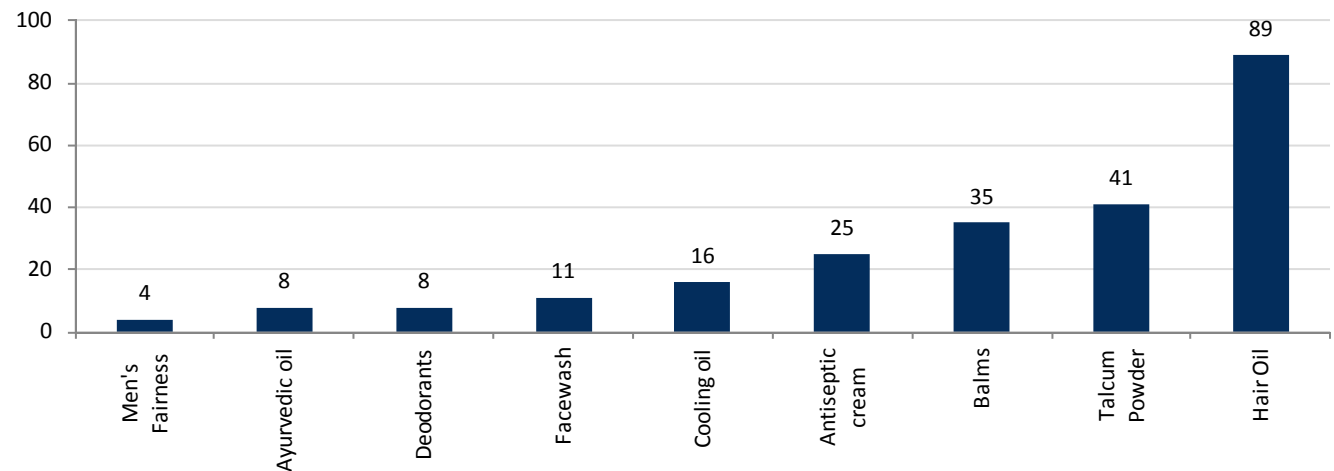
Source: Company, HDFC sec Inst Research

Domestic Market Share



Source: Company, HDFC sec Inst Research

Presence In Low Penetration Categories



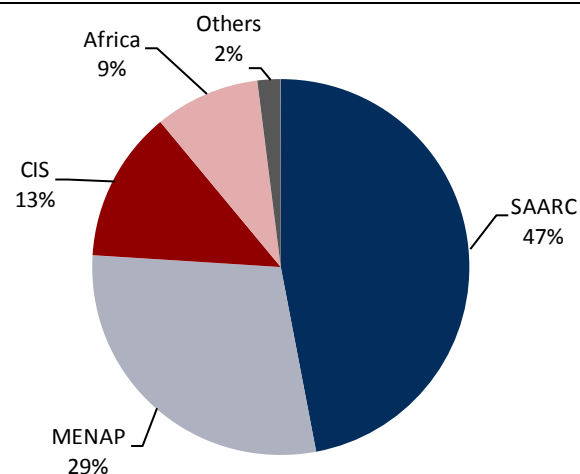
Source: Company, HDFC sec Inst Research

Brand-wise Performance

Domestic Brands Gr. (%)	FY14	FY15	FY16	FY17
Navratna Cooling Oil	3	18	6	3
Boroplus Cream	(2)	11	8	15
Zandu & Mentho plus balm	2	16	12	6
Fair & Handsome	11	15	9	(6)
Navratna Cool Talc	7	32	4	26
HCD	36	25	34	(1)
Kesh King	na	na	na	48
Total	5	19	20	10

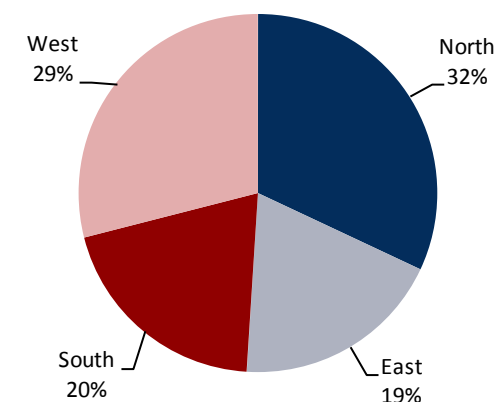
Source: Company, HDFC sec Inst Research

Geographic Breakup (FY18)



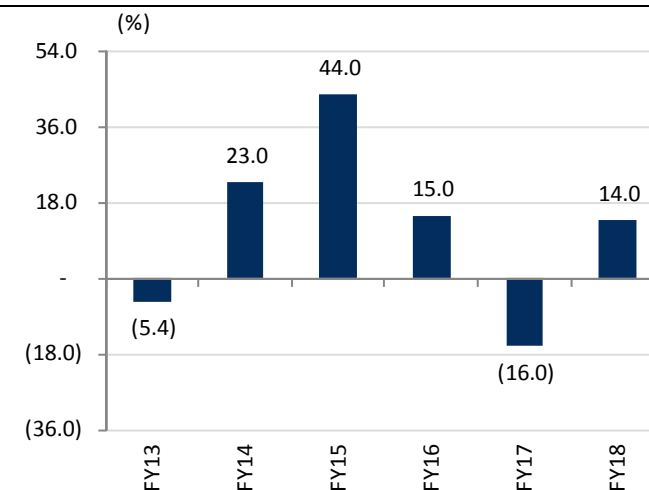
Source: Company, HDFC sec Inst Research

Regional Breakup



Source: Company, HDFC sec Inst Research

International Performance



Source: Company, HDFC sec Inst Research

Emami has high dependence on SAARC and MENAP as they constitute ~75% of Emami's international sales

Assumptions

Year to March (Rs mn)	FY16	FY17	FY18P	FY19E	FY20E
Revenue Growth (%)					
Domestic Gr. (%)	18.3	10.0	1.3	15.6	15.1
Navratna oil	6.0	3.0	3.0	13.5	13.5
Boroplus cream	8.0	15.0	10.0	13.0	13.0
Zandu & Mentho plus balm	12.0	6.0	5.0	14.0	14.0
Fair & Handsome	9.0	(6.0)	3.0	17.5	16.5
Kesh King		48.0	(15.1)	16.5	15.0
International Gr. (%)	18.3	(16.0)	(0.3)	14.6	14.6
Gross Margin (%)	64.5	66.7	68.0	67.9	68.4
Employee (% of sales)	8.7	9.4	10.1	9.7	9.5
ASP (% of sales)	18.0	17.7	18.6	18.8	18.5
Distribution (% of sales)	2.5	2.5	2.5	2.5	2.5
Other Expenses (% of sales)	6.7	6.7	8.4	8.1	7.9
EBITDA Margin (%)	28.7	30.4	28.4	28.8	30.0
Tax Rate (%)	14.1	19.7	21.9	20.0	20.0

Source: Company, HDFC sec Inst Research

Income Statement

(Rs mn)	FY16	FY17	FY18P	FY19E	FY20E
Net Revenues	23,970	25,010	25,306	29,234	33,628
Growth (%)	8.1	4.3	1.2	15.5	15.0
Material Expense	8,507	8,327	8,099	9,395	10,616
Employee Expense	2,078	2,347	2,547	2,826	3,194
ASP Expense	4,305	4,428	4,696	5,492	6,237
Distribution Expense	611	638	645	745	858
Other Expense	1,595	1,680	2,125	2,361	2,653
EBITDA	6,873	7,591	7,195	8,414	10,072
EBITDA Growth (%)	28.4	10.4	(5.2)	16.9	19.7
EBITDA Margin (%)	28.7	30.4	28.4	28.8	30.0
Depreciation & Amortisation	2,550	3,086	3,109	3,166	3,309
EBIT	4,324	4,505	4,087	5,249	6,763
Other Income (Inc. EO Items)	444	311	195	451	622
Interest	539	580	343	228	233
PBT	4,229	4,236	3,938	5,471	7,151
Tax	598	836	863	1,094	1,430
RPAT	3,635	3,404	3,064	4,377	5,721
Adjustment	1,691	2,087	2,077	1,949	1,949
APAT	5,326	5,491	5,141	6,326	7,670
APAT Growth (%)	10.7	3.1	(6.4)	23.0	21.2
Adjusted EPS (Rs)	23.5	24.2	22.6	27.9	33.8
EPS Growth (%)	10.7	3.1	(6.4)	23.0	21.2

Source: Company, HDFC sec Inst Research

Balance Sheet

(Rs mn)	FY16	FY17	FY18P	FY19E	FY20E
SOURCES OF FUNDS					
Share Capital - Equity	227	227	227	227	227
Reserves	15,889	17,320	19,909	21,685	24,252
Total Shareholders' Funds	16,116	17,547	20,136	21,912	24,479
Minority interest	41	14	14	14	14
Long Term Debt	3,000	-	-	-	-
Short Term Debt	3,714	4,619	3,259	3,259	3,259
Total Debt	6,714	4,619	3,259	3,259	3,259
Net Deferred Taxes	9	422	118	147	147
Non Current Liabilities	327	368	496	496	496
TOTAL SOURCES OF FUNDS	23,208	22,970	24,024	25,828	28,395
APPLICATION OF FUNDS					
Net Block	4,706	7,504	8,005	9,990	12,125
CWIP (Including capital advances)	671	129	-	-	-
Goodwill	15,088	12,532	10,095	7,659	5,223
Non Current Investments	355	944	1,855	944	1,855
Other Non Current Assets	1,103	451	790	790	790
Total Non-current Assets	21,923	21,559	20,745	19,383	19,994
Inventories	1,505	1,792	1,940	2,240	2,577
Debtors	1,309	970	1,559	1,761	1,979
Other Current Assets	889	972	1,433	1,533	1,633
Cash & Equivalents	1,204	834	2,005	4,957	6,622
Total Current Assets	4,907	4,567	6,937	10,491	12,812
Creditors	2,477	1,847	2,420	2,808	3,173
Other Current Liabilities	1,201	1,310	1,238	1,238	1,238
Total Current Liabilities	3,678	3,157	3,659	4,046	4,411
Net Current Assets	1,229	1,410	3,278	6,445	8,401
TOTAL APPLICATION OF FUNDS	23,208	22,970	24,024	25,828	28,395

Source: Company, HDFC sec Inst Research

Cash Flow Statement

(Rs mn)	FY16	FY17	FY18P	FY19E	FY20E
Reported PBT	4,171	4,236	3,938	5,471	7,151
Non-operating & EO Items	663	-	-	-	-
Interest Expenses	539	580	343	228	233
Depreciation	2,101	3,086	3,109	3,166	3,309
Working Capital Change	(542)	139	(2,948)	(716)	(791)
Tax Paid	(957)	(836)	(863)	(1,094)	(1,430)
OPERATING CASH FLOW (a)	5,312	7,205	3,580	7,055	8,473
Capex	(18,153)	(2,786)	(1,043)	(2,715)	(3,008)
Free Cash Flow (FCF)	(12,841)	4,419	2,537	4,340	5,465
Investments	4,260	(589)	(912)	912	(912)
Non-operating Income	823	435	(643)	29	-
INVESTING CASH FLOW (b)	(13,070)	(2,940)	(2,598)	(1,774)	(3,920)
Debt Issuance/(Repaid)	3,357	(3,000)	-	-	-
Interest Expenses	(519)	(580)	(343)	(228)	(233)
FCFE	(4,921)	685	638	5,053	4,320
Share Capital Issuance	3,000	-	-	-	-
Dividend	(818)	(1,867)	(1,867)	(2,601)	(3,154)
Others	13	648	1,452	-	-
FINANCING CASH FLOW (c)	5,032	(4,799)	(758)	(2,830)	(3,387)
NET CASH FLOW (a+b+c)	(2,726)	(534)	224	2,451	1,166
EO Items, Others	(269)	50	(1)	(0)	-
Closing Cash & Equivalents	1,084	501	725	3,176	4,342

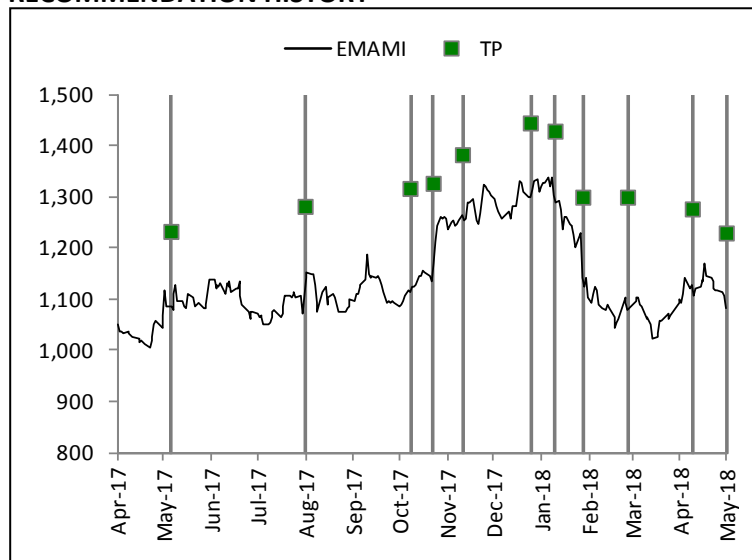
Source: Company, HDFC sec Inst Research

Key Ratios

	FY16	FY17	FY18P	FY19E	FY20E
PROFITABILITY (%)					
GPM	64.5	66.7	68.0	67.9	68.4
ASP (% of sales)	18.0	17.7	18.6	18.8	18.5
EBITDA Margin	28.7	30.4	28.4	28.8	30.0
EBIT Margin	18.0	18.0	16.1	18.0	20.1
APAT Margin	22.2	22.0	20.3	21.6	22.8
RoE	37.5	32.6	27.3	30.1	33.1
RoIC (or Core RoCE)	38.8	24.0	21.8	26.8	32.7
RoCE	20.5	15.7	13.6	16.8	20.0
EFFICIENCY					
Tax Rate (%)	14.1	19.7	21.9	20.0	20.0
Fixed Asset Turnover (x)	5.1	3.3	3.2	2.9	2.8
Inventory (days)	22.9	26.1	28.0	28.0	28.0
Debtors (days)	19.9	14.2	22.5	22.0	21.5
Other Current Assets (days)	13.5	14.2	20.7	19.1	17.7
Payables (days)	37.7	27.0	34.9	35.1	34.4
Other Current Liab & Provns (days)	18.3	19.1	17.9	15.5	13.4
Cash Conversion Cycle (days)	0.4	8.4	18.4	18.6	19.3
Net D/E (x)	0.3	0.2	0.1	(0.1)	(0.1)
Interest Coverage (x)	8.0	7.8	11.9	23.0	29.0
PER SHARE DATA (Rs)					
EPS	23.5	24.2	22.6	27.9	33.8
CEPS	25.3	26.3	25.6	31.1	37.6
Dividend	7.0	7.0	7.0	9.8	11.8
Book Value	71.0	77.3	88.7	96.5	107.8
VALUATION					
P/E (x)	46.2	44.9	47.9	38.9	32.1
P/BV (x)	15.3	14.0	12.2	11.2	10.1
EV/EBITDA (x)	36.6	32.9	34.4	29.1	24.1
EV/Revenues (x)	10.5	10.0	9.8	8.4	7.2
OCF/EV (%)	2.1	2.9	1.4	2.9	3.5
FCF/EV (%)	(5.1)	1.8	1.0	1.8	2.2
FCFE/Mkt Cap (%)	(2.0)	0.3	0.3	2.1	1.8
Dividend Yield (%)	0.6	0.6	0.6	0.9	1.1

Source: Company, HDFC sec Inst Research

RECOMMENDATION HISTORY



Date	CMP	Reco	Target
9-May-17	1,080	BUY	1,231
3-Aug-17	1,141	BUY	1,282
10-Oct-17	1,110	BUY	1,317
26-Oct-17	1,171	BUY	1,327
13-Nov-17	1,261	BUY	1,383
27-Dec-17	1,294	BUY	1,445
12-Jan-18	1,300	BUY	1,429
30-Jan-18	1,143	BUY	1,300
28-Feb-18	1,087	BUY	1,300
11-Apr-18	1,126	BUY	1,277
4-May-18	1,082	BUY	1,230

Rating Definitions

BUY : Where the stock is expected to deliver more than 10% returns over the next 12 month period

NEUTRAL : Where the stock is expected to deliver (-)10% to 10% returns over the next 12 month period

SELL : Where the stock is expected to deliver less than (-)10% returns over the next 12 month period

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HDFC securities Limited, I Think Techno Campus, Building - B, "Alpha", Office Floor 8, Near Kanjurmarg Station, Opp. Crompton Greaves, Kanjurmarg (East), Mumbai 400 042 Phone: (022) 3075 3400 Fax: (022) 2496 5066

Compliance Officer: Binkle R. Oza Email: complianceofficer@hdfcsec.com Phone: (022) 3045 3600

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