# **Kajaria Ceramics**

## Buy



## Volume driven growth

Kajaria Ceramics reported topline of ₹ 6.5 bn (+4.6% YoY, -12.4% QoQ), 4.5% higher than D'est. Tile segment reported topline growth of 2.1% YoY on the back of 8.7% YoY growth in Volumes (-11.5% QoQ), Volume growth of 8.7% YoY during the quarter driven by 20.8% YoY growth in own manufacturing sales. Blended realisation for the tile division declined to ₹345/MSM (-6.1% YoY, -0.5% QoQ). Sanitaryware/Faucets division reported 68.7% YoY growth (-19.2% QoQ). Capacity addition by Morbi based players in the wall segment likely to impact realisations going forward.

#### **EBITDA** below estimates

Increase in Power & Fuel cost resulted in, KJC reporting EBITDA de-growth of 7.2% YoY to ₹ 968Mn (-19.4% QoQ), 2.4% lower than D'est, despite 73bps YoY expansion in gross margin expansion to 65.4% during the quarter. EBITDA margin at 14.7% contracted by 187bps YoY (-127bps QoQ). Weak operating performance resulted in EBIT Margin declining to 11.7% for the quarter (-184bps YoY, -167bps QoQ).

## **PAT** below estimates

Lower than expected EBITDA resulted in KJC reporting APAT of ₹ 456Mn (-9.7% YoY, -30.9% QoQ).

### **View**

Concerns remain on the pricing environment, realisation in the wall tile segment likely to be under pressure during the year on the back of capacity addition by Morbi based players. Subdued pricing environment in the high realisation GVT segment, JV issues (Soriso Ceramics ceased to be a subsidiary of KJC). Stabilisation of gas prices during the quarter is a major relief. We expect KJC to register sales CAGR of 9.4% during FY18-20E which would drive operating & PAT CAGR by 7.8% & 9.4% respectively. We have cut our eps estimates for FY19E/20E by 11.5%&22.5% respectively. At CMP KJC is trading at 29x/24x FY19E/20E EPS of ₹14.7 & 17.9 respectively. We maintain BUY recommendation with a revised target price of ₹538/share.

## Q1FY19 Result (₹ mn)

Particulars	Q1FY19	Q1FY18	YoY (%)	Q4FY18	QoQ (%)
Net Sales	6,570	6,282	4.6	7,500	(12.4)
Total Expenditure	5,602	5,239	6.9	6,300	(11.1)
EBITDA	968	1,043	(7.2)	1,201	(19.4)
Depreciation	227	218	3.8	229	(0.8)
EBIT	742	825	(10.1)	972	(23.7)
Other Income	24	28	(15.0)	51	(53.7)
Interest	42	78	(46.5)	47	(11.1)
PBT	724	775	(6.6)	977	(25.9)
Tax	270	293	(7.9)	280	(3.7)
RPAT after MI	456	510	(10.6)	660	(30.9)
APAT after MI	456	505	(9.7)	660	(30.9)
EPS (`)	2.9	3.2	(9.7)	4.2	(30.9)
Tiles Volume (MSM)	17.92	16.48	8.7	20.24	(11.5)
Blended Tiles Realisation/sq. m.	345	367	(6.1)	346	(0.5)
Blended Cost / sq. m.	313	318	(1.7)	311	0.4
Blended EBITDA / sq. m.	54	63	(14.6)	59	(8.9)
EBITDA Margin (%)	14.7	16.6	(187)bps	16.0	(127)bps

CMP	₹ 432
Target / Upside	₹ 538/24%
BSE Sensex	36,985
NSE Nifty	11,167
Scrip Details	
Equity / FV	₹ 159mn/₹1/-
Market Cap	₹ 69bn
	USD 1.01bn
52-week High/Low	₹ 768/415
Avg. Volume (no)	580,927
NSE Symbol	KAJARIACER
Bloomberg Code	KJC IN
Shareholding Pattern	1 June'18(%)
Promoters	47.6
MF/Banks/FIs	9.6
FIIs	26.6
Public / Others	16.2

### Valuation (x)

FY18	FY19E	FY20E
29.3	29.3	24.1
15.2	15.0	12.5
18.6	16.2	17.2
14.8	13.7	14.5
	29.3 15.2 18.6	15.2 15.0 18.6 16.2

## Estimates (₹ mn)

	FY18	FY19E	FY20E
Net Sales	27,106	29,021	32,620
EBITDA	4,564	4,532	5,306
PAT	2,345	2,341	2,847
EPS	14.8	14.7	17.9

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Exhibit 1: Kajaria's per ton matrix (₹ / SQM)

Particulars	Q1FY19	Q1FY18	YoY (%)	Q4FY18	QoQ (%)
Net Sales per sq. m.	367	381	(3.8)	371	(1.1)
Cost per sq. m.	313	318	(1.7)	311	0.4
Cost of Material Consumed	108	115	(5.9)	94	15.5
Purchase of Stock in trade	38	48	(19.4)	48	(20.3)
Change in Inventories	(20)	(28)	(29.3)	2	(1,112.8)
Raw Material Cost	127	135	(5.8)	144	(11.8)
Employee benefit expenses	48	46	4.4	40	21.6
Power & Fuels	86	77	11.9	75	14.3
Other expenses	51	60	(14.3)	52	(1.9)
EBITDA per sq. m.	54	63	(14.6)	59	(8.9)

Source: Company, DART

Exhibit 2: KJC's cost as a % of Net Sales

Particulars	Q1FY19	Q1FY18	YoY (bps)	Q4FY18	QoQ (bps)
Cost of Material Consumed	29	30	(64)	25	422
Purchase of Stock in trade	10	13	(203)	13	(253)
Change in Inventories	(5)	(7)	194	1	(592)
Raw Material Cost	35	35	(73)	39	(423)
Employee benefit expenses	13	12	104	11	247
Power & Fuels	23	20	329	20	315
Other expenses	14	16	(173)	14	(12)

Source: Company, DART

Exhibit 3: KJC's Segmental Revenue (₹ mn)

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Particulars	Q1FY19	Q1FY18	YoY (%)	Q4FY18	QoQ (%)	
Sanitary ware / Faucets	397	235	68.7	491	(19.2)	
Outsourcing (Tiles)	754	887	(15.0)	1,031	(26.9)	
JV's (Tiles)	1,535	1,759	(12.8)	1,738	(11.7)	
Own Manufacturing (Tiles)	3,885	3,400	14.2	4,241	(8.4)	
Total	6,570	6,282	4.6	7,500	(12.4)	

Source: Company, DART

Exhibit 4: KJC's production (MSM)

Particulars	Q1FY19	Q1FY18	YoY (%)	Q4FY18	QoQ (%)
Own	11.3	9.6	17.7	10.8	5.1
JV	5.0	5.7	(11.7)	5.5	(8.4)
Total	16.3	15.3	6.8	16.2	0.6

Source: Company, DART

Exhibit 5: KJC's Sales (MSM)

Particulars	Q1FY19	Q1FY18	YoY (%)	Q4FY18	QoQ (%)
Own	10.5	8.7	20.8	11.3	(7.1)
JV	4.7	4.5	4.4	5.4	(12.9)
Outsource/import	2.7	3.3	(17.4)	3.5	(23.2)
Total	17.9	16.5	8.7	20.2	(11.5)

Source: Company, DART



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Exhibit 6: KJC's blended realization (tiles only) (in ₹)

Particulars	Q1FY19	Q1FY18	YoY (%)	Q4FY18	QoQ (%)
Own Realization	370	391	(5.4)	375	(1.4)
JV Realization	326	390	(16.5)	321	1.4
Outsource/import	278	271	2.9	292	(4.8)
Tiles Realization	345	367	(6.1)	346	(0.5)

Source: Company, DART

Exhibit 7: Segmental EBIT & EBIT margin

EBIT (Rs Mn)	Q1FY19	Q1FY18	YoY (%)	Q4FY18	QoQ (%)
Tiles	742	845	(12.2)	973	(23.7)
Others (Sanitary ware /faucets)	(1)	(20)	(97.5)	(1)	(16.7)
Total	741	825	(10.1)	972	(23.7)
EDIT margin (0/)	Q1FY19	O4EV40	VoV (hnc)	O4EV40	OoO (bpc)
EBIT margin (%)	WILLIA	Q1FY18	YoY (bps)	Q4F110	QoQ (bps)
Tiles	12.0	12.5	(51)	13.9	(183)

Source: Company, DART

#### View

Concerns remain on the pricing environment, realisation in the wall tile segment likely to be under pressure during the year on the back of capacity addition by Morbi based players. Subdued pricing environment in the high realisation GVT segment, JV issues (Soriso Ceramics ceased to be a subsidiary of KJC). Stabilisation of gas prices during the quarter is a major relief. We expect KJC to register sales CAGR of 9.4% during FY18-20E which would drive operating & PAT CAGR by 7.8% & 9.4% respectively. We have cut our eps estimates for FY19E/20E by 11.5%&22.5% respectively. At CMP KJC is trading at 29x/24x FY19E/20E EPS of ₹14.7 & 17.9 respectively. We maintain BUY recommendation with a revised target price of ₹ 538/share



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Income Statement (₹ mı	1)			
Particulars	Mar17	Mar18	Mar19E	Mar20E
Net Sales	25,496	27,106	29,021	32,620
Total Income	25,496	27,106	29,021	32,620
Total Expenditure	20,533	22,542	24,489	27,313
Raw Materials Consumed	9,194	10,603	11,463	12,754
Employees Cost	2,887	3,177	3,314	3,660
Power & Fuel expenses	4,480	5,194	5,601	6,198
Freight & Forwarding Exp.	860	894	987	1,076
Selling & Distribution Exp.	982	1,079	1,393	1,761
Other expenses	2,130	1,595	1,731	1,864
EBIDTA	4,963	4,564	4,532	5,306
Depreciation	814	885	906	955
EBIT	4,149	3,678	3,626	4,351
Other Income	154	108	105	120
Interest	340	241	210	200
PBT & EO Items	3,963	3,546	3,521	4,271
Extra Ordinary Exps/(Inc)	0	(8)	0	0
Profit Before Tax	3,963	3,553	3,521	4,271
Tax	1,425	1,267	1,127	1,367
Net Profit	2,538	2,286	2,394	2,904
Minority Interest	10	(64)	53	57
Net Profit	2,528	2,350	2,341	2,847
Adj. Net Profit	2,528	2,345	2,341	2,847

Balance Sheet (₹ mn)						
Particulars	Mar17	Mar18	Mar19E	Mar20E		
Sources of Funds						
Equity Capital	159	159	159	159		
Reserves & Surplus	11,592	13,351	15,215	17,584		
Net Worth	11,751	13,510	15,374	17,743		
Minority Interest	760	661	800	820		
Long Term borrowing	1,155	594	1,044	844		
Short Term borrowing	551	757	1,057	857		
Loan Funds	1,706	1,351	2,101	1,701		
Long-term provisions	103	52	56	63		
Net Deferred Tax Liability	1,106	1,099	1,099	1,099		
Total Capital Employed	15,427	16,673	19,429	21,426		
Applications of Funds						
Gross Block	16,618	17,182	18,694	19,694		
Less: Accumulated Dep.	4,845	5,731	6,637	7,592		
Net Block	11,773	11,451	12,057	12,102		
Capital WIP	83	176	150	150		
Non-Current Investments	1	4	4	4		
Long-term loans and adv.	186	176	176	176		
Other non-current assets	138	82	82	82		
Current Assets, Loans & Ad	vances					
Inventories	3,720	3,785	4,052	4,555		
Sundry Debtors	3,389	4,507	4,825	5,423		
Cash and Bank Balance	520	824	2,771	4,035		
Short Term Loans and Adv.	45	113	86	86		
Other Current Assets	546	285	580	652		
sub total	8,221	9,513	12,315	14,751		
Less: Current Liabilities & Provisions						
Other Current Liabilities	2,195	2,026	2,191	2,283		
Trade payable	2,677	2,578	3,047	3,425		
Provisions	103	127	117	131		
sub total	4,975	4,730	5,355	5,839		
Net Current Assets	3,246	4,783	6,960	8,912		
Total Assets	15,427	16,673	19,429	21,426		
E – Estimates						

Cash Flow (₹ mn)				
Particulars	Mar17	Mar18	Mar19E	Mar20E
Profit before tax and EOI	3,963	3,609	3,468	4,214
Net Interest Exp	340	241	210	200
Depreciation & w.o.	814	885	906	955
Direct taxes paid	(1,289)	(1,267)	(1,127)	(1,367)
Change in Working Capital	(481)	(1,510)	70	(609)
Other	30	8	0	0
(A) CF from Opt. Activities	3,377	1,966	3,527	3,394
Capex	(1,470)	(663)	(1,474)	(1,000)
Free Cash Flow	1,907	1,303	2,053	2,394
(Inc.)/ Dec. in Investments	(0)	(3)	0	0
Other	73	259	(307)	(72)
(B) CF from Inv. Activities	(1,397)	(408)	(1,781)	(1,072)
Issue of Equity/ Preference	0	0	0	0
Inc./(Dec.) in Debt	(820)	(355)	750	(400)
Interest exp net	(340)	(241)	(210)	(200)
Dividend Paid (Incl. Tax)	(491)	(557)	(478)	(478)
Other	(7)	(79)	158	47
(C) CF from Fin. Activities	(1,658)	(1,233)	221	(1,031)
Net Change in Cash	322	326	1,967	1,291
Opening Cash balances	197	498	804	2,744
Closing Cash balances	519	824	2,771	4,035

Mar18  16.8 13.6 60.9 35.4 8.7  39.1 11.7 9.9  0.1 15.3 15.8 61 51 89 7.2	15.6 12.5 60.5 32.0 8.1 39.5 11.4 10.8 0.1 17.3 12.2 61 51	16.3 13.3 60.9 32.0 8.7 39.1 11.2 11.1 0.1 21.8 10.5 61
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89	97	51
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—	7.2	7.2
2.4	2.4	2.7
5.7	4.2	3.7
14.8	14.7	17.9
14.8	14.7	17.9
20.4	20.4	23.9
3.0	2.5	2.5
20.3	17.0	14.0
79.7	83.0	86.0
85.0	96.8	111.7
18.6	16.2	17.2
14.8	13.7	14.5
432	432	432
29.3	29.3	24.1
68,645	68,645	68,645
2.5	2.4	2.1
69,172	67,975	66,311
2.6	2.3	2.0
	15.0	12.5
15.2	4.5	3.9
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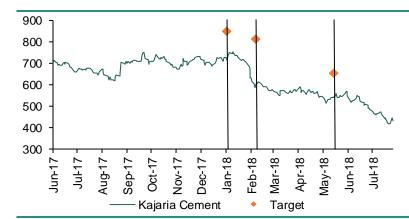


## **DART RATING MATRIX**

Total Return Expectation (12 Months)

Buy	> 20%
Accumulate	10 to 20%
Reduce	0 to 10%
Sell	< 0%

## **Rating and Target Price History**



Month	Rating	TP (₹)	Price (₹)*
Jan-16	Buy	848	711
Feb-18	Buy	813	588
May-18	Buy	651	540

<sup>\*</sup> As on Recommended Dated

## **DART** Team

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