

July 26, 2018

# **Q1FY18 Result Update**

☑ Change in Estimates | ☑ Target | ■ Reco

### **Change in Estimates**

	Curr	ent	Prev	ious
	FY19E	FY20E	FY19E	FY20E
Rating	Вι	JY	В	UY
Target Price	29	90	2	99
Sales (Rs. m)	47,032	54,210	48,024	55,359
% Chng.			(2.1)	(2.1)
EBITDA (Rs. m)	6,391	7,422	6,592	7,652
% Chng.			(3.0)	(3.0)
EPS (Rs.)	6.5	7.6	6.7	7.9
% Chng.			(3.3)	(3.2)

#### **Key Financials**

	FY17	FY18	FY19E	FY20E
Sales (Rs. m)	39,009	40,797	47,032	54,210
EBITDA (Rs. m)	4,846	5,310	6,391	7,422
Margin (%)	12.4	13.0	13.6	13.7
PAT (Rs. m)	2,857	3,238	4,046	4,775
EPS (Rs.)	4.6	5.2	6.5	7.6
Gr. (%)	139.8	13.3	25.0	18.0
DPS (Rs.)	1.5	1.7	3.0	3.5
Yield (%)	0.6	0.7	1.2	1.5
RoE (%)	78.9	49.5	46.0	44.4
RoCE (%)	50.1	39.8	41.0	42.2
EV/Sales (x)	3.9	3.7	3.2	2.7
EV/EBITDA (x)	31.6	28.5	23.5	20.0
PE (x)	52.7	46.5	37.2	31.5
P/BV (x)	29.1	19.1	15.5	12.7

Key Data	CROP.BO   CROMPTON IN
52-W High / Low	Rs.295 / Rs.203
Sensex / Nifty	36,985 / 11,167
Market Cap	Rs.151bn/ \$ 2,192m
Shares Outstanding	627m
3M Avg. Daily Value	Rs.347.17m

#### **Shareholding Pattern (%)**

Promoter's	34.38
Foreign	34.79
Domestic Institution	15.45
Public & Others	15.38
Promoter Pledge (Rs bn)	-

#### Stock Performance (%)

	1M	6M	12M
Absolute	7.6	1.1	17.1
Relative	3.3	(1.5)	2.5

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# Crompton Greaves Consumer Electricals (CROMPTON IN)

Rating: BUY | CMP: Rs240 | TP: Rs290

# On the right track

#### **Key pointers**

- Growth bounced back in ECD segment led by success of new innovations like Air 360 (mass premium fan segment growth 31% YoY), Crest mini (30% YoY volume growth).
- Go-to-market (GTM) strategy showing encouraging results. They expect to reach coverage of ~75% in next 12-18 months.
- Air Cooler business grew 21% YoY in spite of a difficult market

Crompton Greaves Consumer Electricals (CGCEL) delivered strong set of numbers with a 30% growth in PAT at Rs1.04bn. Revenues came in at Rs12.05bn, up 14.1% YoY (adjusted comparable growth – 20% YoY). CGCEL continued to gain healthy market share in core categories of Fans and Lighting (LED) segment. Innovation (Air 360/Crest mini pumps) in core categories is yielding results and helped growth in ECD segment.

Go-to-market (GTM) strategy implementation is on track and focus is to improve quality, reach of coverage using technology as the backbone. While the implementation of GTM strategy might create short-term disruptions, it will create a base for strong and sustainable growth for the future. CGCEL is seeing encouraging results in regions where GTM is being implemented. CGCEL expects to reach coverage of ~75% in next 12-18 months.

The company's focus is on a) investing and increasing brand awareness, b) developing innovative products in core categories like Fans/Llighting and Air Coolers and c) strengthening the go-to-market in order to increase its reach (both quality and quantity of reach) and significantly increasing focus on retail/distributor network.

While the company has successfully executed the first leg of strategy of setting Fans/Lighting/Agro pumps on a strong growth footing, maintenance of the growth and successful scale up in other categories will be the key monitorables. We expect sales to grow at a CAGR of 11.5% and earnings CAGR of 18% over FY17-20E. We maintain "BUY" with a TP of Rs290.

Strong margin beat: Revenues came in at Rs12.04bn, up 14.1% YoY (Adjusted comparable growth-20% YoY). Sales for Electric consumer products segment grew by 14.7% YoY driven by new innovations (Air 360 fans and Crest Mini Pumps) and continued focus on Go-To-Market strengthening, while sales for Lighting segment was up 1.6% YoY (Adjusted for EESL sales for lighting up 15% YoY). EBITDA came in at ~Rs1.6bn, up 29.3% YoY due to operating efficiencies. EBITDA Margins improved 160bps to 13.9%. Better mix and reduced ESOP expense helped improve margins. CGCEL's continued focus on improving efficiency and cost-saving projects have started showing results, with EBIT margins improving by 200bps in the Electric Consumer Products to 19.5%. PAT came in at Rs1.04bn, up 30% YoY.

July 26, 2018



- Fans segment: CGCEL's focus on distribution and growth in the premium Fans segment continues to help the company grow faster than the market. While the Fans market has been flat (against historical growth rate of 7-8%), CGCEL continues to grow led by premium fans. The focus on innovation to drive the business continues to be at the core. Their "Anti-Dust" and "Air360" fans have seen an encouraging response leading to the ECD growth (mass premium segment which is 65% of fans segment have seen 31% YoY growth). CGCEL gained further 100bps market share in the fan segment in Q1FY19 (400bps market share gain in last 2-3 years).
- As a part of its go-to-market strategy, CGCEL is focusing more on retail/distributor network. Implementation of the go-to market strategy in the initial quarters might see some weakness in sales; however, a strong growth is expected soon after once the model settles. West and the North markets are seeing healthy growth. 20-25% of the business is under the GTM model with plans to take it to 75-80% in the next 18 months. With encouragement from pilot projects, CGCEL extended a pan-product segment 'Go-to-market' drive, enabled by technology, in wider geography to include North region.
- Lighting segment: Lighting segment clocked growth of 15% for the quarter (excluding EESL) driven by their focus on B-2-C and go-to market strategy. The segment grew 9% (against the historical 20%) due to growth in LED business (40%) and some lumpiness in the EESL orders. The LED business (80% of the total) continues to grow robustly in value and volume terms, on track with the company's target. LED to be 90-95% of business in the next 18 months, however Non Led business de—grew at fast pace of 30% YoY impacting overall segment growth.
- Pumps segment: CGCEL saw strong performance in domestic and agricultural pumps, witnessing a 30% volume growth. Their latest launch, the "Crest Mini Pumps" have received an over whelming response. To build on the success of its latest innovative products, the company is readying a steady stream of new products which could be potential market winners.
- Air Coolers: CGCEL's focus is to scale the Air cooler and Geyser business. In spite of the adverse market conditions, the company saw some green shoots, leading to a ~20% growth in the cooler business. It aspires to be amongst the top three players in the Air cooler segment over near/medium term led by innovative product offering.
- Go-to-market programme: The current reach for CGCEL is ~3000+dealers and 1,00,000+ retail touch points; it expects to increase its touch points to ~1,50,000 in the next few years through its go-to market programme. CGCEL had implemented pilot programme for B-2-C business in lightning/fan segment to improve its retail reach. It has got very encouraging results in most regions where it has been implemented (achieved 36% increase in store reach in lighting, 20-25% in sales etc.). CGCEL has also started with a pilot programme for fan and pumps and is implementing it on a pan-India basis based on the above achieved response. While go-to-market strategy is a continuous effort, channel switch should be completed in this year for all market and segments.

July 26, 2018 2



Exhibit 1: Q1FY19 Result Overview (Rs m)

Y/e March	Q1FY19	Q1FY18	YoY gr. (%)	Q4FY18	FY19E	FY18	YoY gr. (%)
Net Sales	12,039	10,555	14.1	11,263	47,032	40,797	15.3
Expenditure							
Operating & Manufacturing Expenses	8,143	7,329	11.1	7,704	32,170	27,996	14.9
% of Net Sales	67.6	69.4		68.4	68.4	68.6	
Personnel Cost	718	686	4.8	700	3,109	2,827	10.0
% of Net Sales	6.0	6.5		6.2	6.6	6.9	
Other Expenses	1,505	1,246	20.8	1,215	5,362	4,664	15.0
% of Net Sales	12.5	11.8		10.8	11.4	11.4	
Total Expenditure	10,366	9,261	11.9	9,618	40,640	35,486	14.5
EBITDA	1,673	1,294	29.3	1,645	6,391	5,310	20.4
Margin (%)	13.9	12.3	1.6	14.6	13.6	13.0	
Other income	88	97	(8.8)	109	331	308	7.6
Depreciation	31	32	(1.6)	31	135	126	7.0
EBIT	1,730	1,359	27.3	1,723	6,587	5,492	19.9
Interest	152	161	-5.8	161	637	637	0.0
PBT	1,578	1,198	31.7	1,562	5,950	4,854	22.6
Total Taxes	535	395	35.4	530	1,904	1,617	17.8
ETR (%)	33.9	33.0		33.9	32.0	33.3	
PAT	1,043	803	29.9	1,032	4,046	3,238	25.0

Source: Company, PL

Exhibit 2: Semgental Breakup (Rs m)

Y/e March	Q1FY19	Q1FY18	YoY gr. (%)	Q4FY18	QoQ gr. (%)
Revenues					
Lightning products	2,791	2,748	1.6	3,379	(17.4)
Electric Consumer Products	9,248	8,061	14.7	7,884	17.3
EBIT					
Lightning products	188	220	(14.9)	374	(49.9)
EBIT margin (%)	6.7	8.0		11.1	
Electric Consumer Products	1,802	1,414	27.4	1,711	5.3
EBIT margin (%)	19.5	17.5		21.7	

Source: Company, PL

July 26, 2018 3



# **Financials**

#### Income Statement (Rs m)

Y/e Mar	FY17	FY18	FY19E	FY20E
Net Revenues	39,009	40,797	47,032	54,210
YoY gr. (%)	115.3	4.6	15.3	15.3
Cost of Goods Sold	27,335	27,996	32,170	37,079
Gross Profit	11,674	12,801	14,862	17,130
Margin (%)	29.9	31.4	31.6	31.6
Employee Cost	2,322	2,827	3,109	3,420
Other Expenses	4,506	4,664	5,362	6,288
EBITDA	4,846	5,310	6,391	7,422
YoY gr. (%)	131.4	9.6	20.4	16.1
Margin (%)	12.4	13.0	13.6	13.7
Depreciation and Amortization	110	126	135	144
EBIT	4,736	5,184	6,256	7,277
Margin (%)	12.1	12.7	13.3	13.4
Net Interest	655	637	637	637
Other Income	195	308	331	331
Profit Before Tax	4,250	4,854	5,950	6,971
Margin (%)	10.9	11.9	12.7	12.9
Total Tax	1,419	1,617	1,904	2,196
Effective tax rate (%)	33.4	33.3	32.0	31.5
Profit after tax	2,832	3,238	4,046	4,775
Minority interest	-	-	-	-
Share Profit from Associate	-	-	-	-
Adjusted PAT	2,857	3,238	4,046	4,775
YoY gr. (%)	139.8	13.3	25.0	18.0
Margin (%)	7.3	7.9	8.6	8.8
Extra Ord. Income / (Exp)	(25)	-	-	-
Reported PAT	2,832	3,238	4,046	4,775
YoY gr. (%)	169.2	14.3	25.0	18.0
Margin (%)	7.3	7.9	8.6	8.8
Other Comprehensive Income	-	-	-	-
Total Comprehensive Income	2,832	3,238	4,046	4,775
Equity Shares O/s (m)	627	627	627	627
EPS (Rs)	4.6	5.2	6.5	7.6

Source: Company Data, PL Research

Y/e Mar	FY17	FY18	FY19E	FY20E
Non-Current Assets				
Gross Block	8,725	8,849	9,049	9,299
Tangibles	853	954	1,154	1,404
Intangibles	7,873	7,895	7,895	7,895
Acc: Dep / Amortization	110	234	385	529
Tangibles	95	194	329	473
Intangibles	15	39	56	56
Net fixed assets	8,615	8,616	8,664	8,770
Tangibles	758	760	825	931
Intangibles	7,858	7,856	7,839	7,839
Capital Work In Progress	1	6	6	6
Goodwill	-	-	-	-
Non-Current Investments	124	129	141	163
Net Deferred tax assets	295	479	477	477
Other Non-Current Assets	64	147	188	271
Current Assets				
Investments	3,189	3,676	3,676	3,676
Inventories	2,734	3,032	3,221	3,713
Trade receivables	4,728	5,536	6,443	7,426
Cash & Bank Balance	697	1,774	3,256	4,797
Other Current Assets	549	718	941	1,193
Total Assets	21,133	24,250	27,152	30,630
Equity				
Equity Share Capital	1,254	1,254	1,254	1,254
Other Equity	3,924	6,641	8,431	10,574
Total Networth	5,178	7,895	9,685	11,827
Non-Current Liabilities				
Long Term borrowings	6,478	6,486	6,486	6,486
Provisions	176	175	-	-
Other non current liabilities	-	-	-	-
Current Liabilities				
ST Debt / Current of LT Debt	-	-	-	-
Trade payables	7,128	7,682	8,762	10,099
Other current liabilities	2,174	2,012	2,218	2,216
Total Equity & Liabilities	21,133	24,250	27,152	30,630

Source: Company Data, PL Research

July 26, 2018

Cash Flow (Rs m)				
Y/e Mar	FY17	FY18	FY19E	FY20E
PBT	4,250	4,854	5,950	6,971
Add. Depreciation	110	126	135	144
Add. Interest	655	637	637	637
Less Financial Other Income	195	308	331	331
Add. Other	124	282	(312)	(331)
Op. profit before WC changes	5,140	5,900	6,410	7,422
Net Changes-WC	(548)	(933)	(261)	(496)
Direct tax	(1,466)	(1,812)	(1,904)	(2,196)
Net cash from Op. activities	3,126	3,154	4,245	4,730
Capital expenditures	(148)	(133)	(200)	(250)
Interest / Dividend Income	188	285	331	331
Others	(3,233)	(482)	-	-
Net Cash from Invt. activities	(3,193)	(331)	131	81
Issue of share cap. / premium	-	-	-	-
Debt changes	56	7	-	-
Dividend paid	-	(1,129)	(2,256)	(2,632)
Interest paid	(230)	(634)	(637)	(637)
Others	-	-	-	-
Net cash from Fin. activities	(175)	(1,755)	(2,894)	(3,270)
Net change in cash	(242)	1,069	1,482	1,541
Free Cash Flow	2,976	3,020	4,045	4,480

Source: Company Data, PL Research

# Quarterly Financials (Rs m)

Y/e Mar	Q2FY18	Q3FY18	Q4FY18	Q1FY19
Net Revenue	9,597	9,382	11,263	12,039
YoY gr. (%)	-	-	7.6	14.1
Raw Material Expenses	6,686	6,277	7,704	8,143
Gross Profit	2,911	3,105	3,560	3,896
Margin (%)	30.3	33.1	31.6	32.4
EBITDA	1,207	1,165	1,645	1,673
YoY gr. (%)	(6.7)	(3.5)	41.2	1.7
Margin (%)	12.6	12.4	14.6	13.9
Depreciation / Depletion	32	32	31	31
EBIT	1,175	1,133	1,614	1,642
Margin (%)	12.2	12.1	14.3	13.6
Net Interest	157	158	161	152
Other Income	35	66	109	88
Profit before Tax	1,054	1,040	1,562	1,578
Margin (%)	11.0	11.1	13.9	13.1
Total Tax	346	345	530	535
Effective tax rate (%)	32.8	33.2	33.9	33.9
Profit after Tax	708	695	1,032	1,043
Minority interest	-	-	-	-
Share Profit from Associates	-	-	-	-
Adjusted PAT	708	695	1,032	1,043
YoY gr. (%)	-	-	29.0	29.9
Margin (%)	7.4	7.4	9.2	8.7
Extra Ord. Income / (Exp)	-	-	-	-
Reported PAT	708	695	1,032	1,043
YoY gr. (%)	-	-	29.0	29.9
Margin (%)	7.4	7.4	9.2	8.7
Other Comprehensive Income	-	-	-	-
Total Comprehensive Income	708	695	1,032	1,043
Avg. Shares O/s (m)	-	-	-	-
EPS (Rs)	-	-	-	-

Source: Company Data, PL Research

Key Financial Metrics				
Y/e Mar	FY17	FY18	FY19E	FY20E
Per Share(Rs)				
EPS	4.6	5.2	6.5	7.6
CEPS	4.7	5.4	6.7	7.8
BVPS	8.3	12.6	15.5	18.9
FCF	4.7	4.8	6.5	7.1
DPS	1.5	1.7	3.0	3.5
Return Ratio(%)				
RoCE	50.1	39.8	41.0	42.2
ROIC	56.8	45.7	51.0	56.8
RoE	78.9	49.5	46.0	44.4
Balance Sheet				
Net Debt : Equity (x)	0.5	0.1	0.0	(0.2)
Net Working Capital (Days)	3	8	7	7
Valuation(x)				
PER	52.7	46.5	37.2	31.5
P/B	29.1	19.1	15.5	12.7
P/CEPS	4.9	5.5	6.8	8.1
EV/EBITDA	31.6	28.5	23.5	20.0
EV/Sales	3.9	3.7	3.2	2.7
Dividend Yield (%)	0.6	0.7	1.2	1.5

Source: Company Data, PL Research



# PL's Recommendation Nomenclature (Absolute Performance)

 Buy
 : > 15%

 Accumulate
 : 5% to 15%

 Hold
 : +5% to -5%

 Reduce
 : -5% to -15%

 Sell
 : < -15%</td>

Not Rated (NR) : No specific call on the stock Under Review (UR) : Rating likely to change shortly

July 26, 2018 6



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