Amber Enterprises

Refer to important disclosures at the end of this report

Weak primary demand to impact FY21

CMP: Rs 1,339 as of (May 31, 2020)

TP: Rs 1,225 (▲)

Rating: HOLD (■)

Upside: (8.5) %



A SHAMONEY

We appreciate your support in the Asiamoney Brokers Poll 2020

- Amber reported better-than-estimated performance, driven by volume growth in RACs vs our estimate of 10% decline. EBITDA was impacted by a forex loss of Rs160mn. Adjusting the same, EBITDA growth was 4.2% yoy.
- Realizations have been falling due to the changing product mix, with strong growth in Indoor Units. Operating performance across the subsidiaries was satisfactory, with margin improvement. Revenue growth of ILJIN was impacted by letting go of low-margin orders.
- We factor in a 17% fall in RAC volumes in FY21 and a strong rebound in FY22. Our estimates bake in Amber's volume drop to be lower than the industry as we hope for incremental volume wins. Sidwal's performance is expected to remain healthy in FY21.
- Increased demand for domestic procurement of components could restrict revenue decline. As we have lowered our revenues, which leads to EPS cut of 17%/4% for FY21/22E. Maintain Hold, with a revised TP of Rs1,225 (20x PE on FY22).

Growth in Air Conditioners leads to revenue beat: Consolidated revenue grew 10% yoy to Rs13.2bn, driven by: 1) Growth in the Air Conditioner segment, which witnessed 2% revenue growth yoy vs. expectation of a decline (RAC volumes grew 35% yoy to 0.57mn units); and 2) Subsidiaries delivered 19.7% growth on the back of consolidation of Sidwal. EBITDA declined 9.9% yoy to Rs1019mn, while EBITDA margins stood at 7.7% (down 171bps yoy). Employee and Other expenses rose 78% and 47% yoy to Rs306mn and Rs864mn, respectively. PAT stood at Rs628mn vs. Rs659mn in Q4FY19.

Outlook: Amber has been positively surprising on RAC volume growth, which has been backed by the increasing focus of brands for indigenization as the government has been raising the import duty. Amber continues to remain in a strong position to capture incremental volumes from the China+1 strategy being adopted by brands. Additionally, a further rise in import duties on RAC and components will increase the order book for companies like Amber. Management is hopeful of export opportunities post-Covid-19, while we are not penciling any benefit arising from exports yet in our estimates. The sustained improvement in margin performance of subsidiaries would aid EBITDA growth. Sidwal's healthy order book provides revenue visibility, and the focus on tight working capital continues to remain a key positive. Key risks: Higher-than-estimated RAC volume decline in FY21; in-house manufacturing by brands that can lead to loss of business for the company; higher working capital requirement; and sustained adverse currency movement.

Please see our sector model portfolio (Emkay Alpha Portfolio): Consumer Durables (page 9)

Financial Snapshot (Consolidated)

(Rs mn)	FY19	FY20	FY21E	FY22E	FY23E
Revenue	27,520	39,628	34,818	49,688	55,637
EBITDA	2,129	3,093	2,681	3,975	4,423
EBITDA Margin (%)	7.7	7.8	7.7	8.0	8.0
APAT	937	1,584	1,003	1,926	2,146
EPS (Rs)	29.8	50.4	31.9	61.2	68.3
EPS (% chg)	50.3	69.1	(36.7)	92.0	11.4
ROE (%)	10.0	15.0	8.5	14.5	14.0
P/E (x)	44.9	26.6	42.0	21.9	19.6
EV/EBITDA (x)	20.8	14.4	16.7	11.3	9.9
P/BV (x)	4.3	3.7	3.4	3.0	2.6

Source: Company, Emkay Research

Change in Estimates	
EPS Chg FY21E/FY22E (%)	(17)/(4)
Target Price change (%)	3.5
Target Period (Months)	12
Previous Reco	HOLD

Emkay vs Consensus

FY21E

FY22E

Emkay	31.9	61.2
Consensus	54.4	73.2
Mean Consensus TP (12M	l) Rs	1,424
Stock Details		
Bloomberg Code	AME	BER IN
Face Value (Rs)		10
Shares outstanding (mn)		31
52 Week H/L	1,69	5 / 750
M Cap (Rs bn/USD bn)	42	/ 0.56
Daily Avg Volume (nos.)		99,486
Daily Avg Turnover (US\$ n	nn)	1.5

Shareholding Pattern Mar '20

Promoters	44.0%
FIIs	12.4%
DIIs	7.2%
Public and Others	36.4%

Price Performance

(%)	1M	3M	6M	12M
Absolute	25	(2)	30	60
Rel. to Nifty	25	11	59	94

Relative price chart



Source: Bloomberg

This report is solely produced by Emkay Global. The following person(s) are responsible for the production of the recommendation:

Naval Seth

naval.seth@emkayglobal.com +91 22 6624 2414

Aakash Fadia

aakash.fadia@emkayglobal.com

+91 22 6612 1241

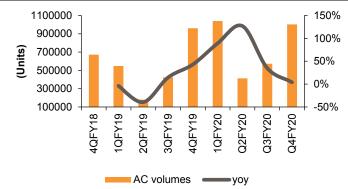
30%

Other highlights

- The Air Conditioner segment reported revenue growth of 2% in Q4 vs. expectation of a decline, while other business grew 26% yoy. Growth is on back of consolidation of Sidwal.
- ILJIN's FY20 revenue stood at Rs3250mn, with an EBITDA margin of 5.8%. PICL's FY20 revenues came in at Rs1850mn, with an EBITDA margin of 5.9%. EVER's FY20 revenue was Rs2970mn and EBITDA margin was 3.4%. Sidwal's FY20 revenue stood at Rs2260mn, with 23.5% EBITDA margin.
- Working capital has seen improvement to 37 days in FY20 vs. 54 days in FY19.

10000

Exhibit 1: RAC volume - Quarterly trend (standalone)



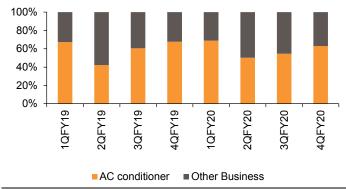
8000 20% 6000 10% 4000 0% 2000 -10% 4QFY18 QFY19 **2QFY19 3QFY19** 1QFY19 Q4FY20

Exhibit 2: Average realization per unit - Quarterly trend (standalone)

Average Realisation per unit

Source: Company, Emkay Research

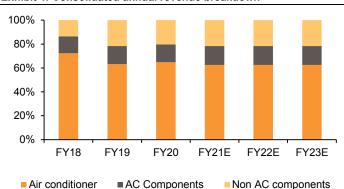
Exhibit 3: Consolidated quarterly revenue breakdown



Source: Company, Emkay Research

Source: Company, Emkay Research

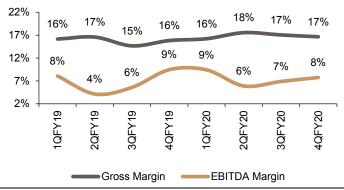
Exhibit 4: Consolidated annual revenue breakdown



Source: Company, Emkay Research

Consolidated gross margin expanded by 83bps yoy to 16.6% in Q4FY20.

Exhibit 5: Consolidated gross margin and EBITDA margin



Source: Company, Emkay Research

Exhibit 6: Gross margin and EBITDA margin - Consolidated

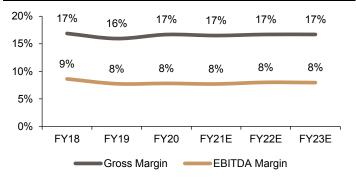


Exhibit 7: Actual vs. Estimates - Consolidated (Q4FY20)

(Rs mn)	Actual	Esti	mates	% va	ariation	Comment	
	Actual	Emkay	Consensus	Emkay	Consensus	Comment	
Revenue	13,152	10,748	11,803	22%	11%	Growth in Air-conditioners led revenue beat	
EBITDA	1,019	906	1,108	12%	-8%		
EBITDA Margin	7.7%	8.4%	9.4%	-68 bps	-164 bps	Higher employee and other expense led to decline in EBITDA margin	
PAT	628	431	572	46% 10%			

Source: Company, Emkay Research

Exhibit 8: Standalone quarterly financials

Rs mn	Q4FY19	Q1FY20	Q2FY20	Q3FY20	Q4FY20	YoY (%)	QoQ (%)	FY20	FY19	YoY (%)
Total Sales	9,713	9,957	3,934	5,676	10,461	7.7	84.3	30,027	21,884	37.2
Raw Material	8098	8484	3351	4921	8893	9.8	80.7	25,649	18,336	39.9
as % of sales	83.4	85.2	85.2	86.7	85.0			85.4	83.8	
Employee Cost	110.9	126.0	119.6	127.8	144.3	30.1	6.9	518	429	20.6
as % of sales	1.1	1.3	3.0	2.3	1.4			1.7	2.0	
Other operating expenses	480	414	291	358	663	38.1	22.7	1,725	1,235	39.7
as % of sales	4.9	4.2	7.4	6.3	6.3			5.7	5.6	
Total Expenditure	8,689	9,024	3,762	5,406	9,700	11.6	43.7	27,892	20,001	39.5
EBITDA	1024	933	171	270	761	(25.7)	57.7	2,135	1,883	13.4
Depreciation	130.7	145.2	149.0	155.0	161.4	23.5	4.1	611	496	23.1
EBIT	893	788	22	115	599	(32.9)	417.4	1,524	1,387	9.9
Other Income	49	50	-6	20	-6	(112)	(445.1)	59	90	(34.5)
Interest	51.5	76.5	70.8	73.1	73.6	43	3.3	294	148	98.9
PBT	890	762	-54	62	520	(41.6)	(213.7)	1,289	1,329	(3.0)
Tax	274.9	275.9	-100.2	-53.6	-12.5	(104.5)	(46.6)	110	404	(72.9)
PAT before MI	616	486	46	115	532	(13.5)	151.5	1,179	925	27.5
Minority interest	0.0	0.0	0.0	0.0	0.0			0	0	
PAT	616	486	46	115	532	(13.5)	151.5	1179	925	27.5
. (0/)										
Margins (%)						(bps)	(bps)			(bps)
Gross Margin	16.6	14.8	14.8	13.3	15.0	(52)	(149)	14.6	16.2	(163)
EBIDTA	10.5	9.4	4.4	4.8	7.3	(92)	40	7.1	8.6	(150)
EBIT	9.2	7.9	0.6	2.0	5.7	(51)	146	5.1	6.3	(126)
EBT	9.2	7.7	(1.4)	1.1	5.0	(63)	247	4.3	6.1	(178)
PAT	6.3	4.9	1.2	2.0	5.1	104	87	3.9	4.2	(30)
Effective Tax rate	30.9	36.2	184	(86.7)	(2.4)	NM	NM	8.5	30.4	(2,189)

Exhibit 9: Consolidated quarterly financials

Rs mn	Q4FY19	Q1FY20	Q2FY20	Q3FY20	4QFY20	YoY (%)	QoQ (%)	FY20	FY19	YoY (%)
Total Sales	11,960	12,359	6,232	7,884	13,152	10.0	66.8	39,628	27,520	44.0
Raw Material	10068	10355	5139	6540	10963	8.9	67.6	32996	23179	42.4
as % of sales	84.2	83.8	82.4	82.9	83.4			83.3	84.2	
Employee Cost	171.3	235.7	251.1	270.5	305.6	78.4	13.0	1062.8	587.6	80.9
as % of sales	1.4	1.9	4.0	3.4	2.3			2.7	2.1	
Other operating expenses	589	605	476	531	864	46.7	62.7	2476	1625	52.4
as % of sales	4.9	4.9	7.6	6.7	6.6			6.2	5.9	
Total Expenditure	10829	11195	5865	7342	12133	12.0	65.3	36535	25391	43.9
EBITDA	1131	1164	367	543	1019	(9.9)	87.7	3093	2129	45.3
Depreciation	167.9	200.2	213.4	214.6	219.5	30.8	2.3	847.7	623.1	36.1
EBIT	963	964	154	328	799	(17.0)	143.7	2245	1506	49.1
Other Income	54	61	-1	22	0	(100.4)	(100.9)	82	99	(18.0)
Interest	78.4	109.7	105.9	105.2	98.3	25.5	(6.5)	419.1	245.7	70.5
PBT	939	915	46	245	701	(25.4)	186.3	1907	1359	40.3
Tax	270.6	272.0	-75.4	-3.3	72.6	(73.2)		266.0	411.6	(35.4)
PAT before MI	668	643	122	248	628	(6.0)	153.2	1641	948	73.2
Minority interest	8.9	31.1	4.0	22.4	-0.1			57.4	11.1	
PAT	659	612	118	226	628	(4.7)	178.3	1584	937	69.1

Margins (%)						(bps)	(bps)			(bps)
Gross Margin	15.8	16.2	17.6	17.1	16.6	83	(41)	16.7	15.8	96
EBIDTA	9.5	9.4	5.9	6.9	7.7	(171)	86	7.8	7.7	7
EBIT	8.1	7.8	2.5	4.2	6.1	(198)	192	5.7	5.5	19
EBT	7.9	7.4	0.7	3.1	5.3	(252)	222	4.8	4.9	(13)
PAT	5.5	5.0	1.9	2.9	4.8	(74)	191	4.0	3.4	59
Effective Tax rate	28.8	29.7	(162.3)	(1.3)	10.4	(1,846)	1,171	13.9	30.3	(1,633)

Source: Company, Emkay Research

We now expect RAC volume estimates for FY21 to decline 17% vs. growth of 3% earlier on the lockdown extension and a subsequent recovery in FY22. We also reduced our non-AC business revenue estimates by 11.5% and 3.1%, respectively, for FY21 and FY22.

Exhibit 10: Estimate revision

Particulars		FY21E			FY22E		FY23E
raiticulais	Old	New	% Change	Old	New	% Change	Introduced
AC Revenue	22,810	20,124	-11.8%	29,197	29,179	-0.1%	32,681
Non AC Revenue	16,600	14,695	-11.5%	21,158	20,509	-3.1%	22,956
Revenue	39,410	34,818	-11.7%	50,355	49,688	-1.3%	55,637
EBITDA	3,054	2,681	-12.2%	4,154	3,975	-4.3%	4,423
EBITDA Margin %	7.8	7.7	-5 bps	8.2	8.0	-25 bps	8.0
PAT	1211	1003	-17.1%	1999	1926	-3.6%	2146
EPS	38.5	31.9	-17.1%	63.6	61.2	-3.6%	68.3

Source: Emkay Research

Exhibit 11: Key revenue assumptions

Rs mn	FY18	FY19E	FY20E	FY21E	FY22E	FY23E
Air-Conditioner	15,404	17,408	24,246	20,124	29,179	32,681
% yoy growth	23%	13%	39%	-17%	45%	12%
AC Components	2,999	4,172	5,557	5,112	7,413	8,303
% yoy growth	58%	39%	33%	-8%	45%	12%
Non AC Components	2,877	5,941	7,565	6,960	10,092	11,303
% yoy growth	37%	106%	27%	-8%	45%	12%
Sidwal			2,260	2,622	3,004	3,350
% yoy growth				16%	15%	12%
Total Revenue	21,281	27,520	39,628	34,818	49,688	55,637
% yoy growth	29%	29%	44%	-12%	43%	12%

Conference call highlights

- Impact of Covid-19 lockdown: There is pent-up demand from the customers due to the easing of lockdown restrictions. The company does not have finished goods inventory on the books. There is enough raw material inventory to match the demand and there are no challenges on that front. However, the availability of labor is a challenge in the current juncture. It would normalize as the company enters into the non-peak season in Q2.
 - The lockdown in March impacted revenue by Rs1.5-2bn and EBITDA by Rs200mn in Q4.
- Management expects channel inventory to be liquidated in the next few days after which brands would liquidate finished goods inventory. Amber has started supplying small volumes
- Many dealers have started taking fresh inventory from companies. In the last ~15 days, approx. 0.5mn RCAs have been sold. Assuming the current run rate of consumer demand, Amber moves towards Q2FY19 sales in Q2FY20.
 - <u>Cost rationalization</u>: Strict monitoring of fixed costs will reduce the overheads.
 Promoters will take a 50% salary cut for three months along with the rationalization of salaries across the organization.
 - There will be an impact on the receivable cycle due to liquidity issues, while there are no challenges in payments, given the financial strength of large brands.
 - Many brands are showing interest to reduce dependence on China and Amber will likely be one of the chosen manufacturers for such brands.
- Costs: In Q4, the forex loss was Rs160mn (re-statement losses).
- China substitution: There are a lot of meeting happening at the government level for policy interventions for import curbs. In value terms so far, 28% of RACs are imported from China (apart from Component imports). Approx. 2mn IDUs are imported from China.
 - Window ACs are fully manufactured in India and India has 6-7% lower price than China.
 - Components: Motors, PCBA boards and Heat Exchangers are the key components where Amber has strong presence and will see accelerated demand with the China+1 strategy. Components will be a big opportunity for Amber going forward. The company has already started orders from customers in USA. Four customers have given orders for Invertor PCBA boards (ILJIN) and four new customers are in the pipeline.
 - Commercial AC: The company has launched a range for 7-12 tons and the production would start from July, with small volumes initially. This has been manufactured in-house by brands, while now brands are looking to outsource the same.
 - Exports opportunity: The company has got prototype orders from some brands for exports. US imports 20mn finished RACs annually.
 - Amber currently has a 23% market share and there is no major competition coming up.
- ETR: Lower tax was on account of MAT credit on the standalone level. The company restated deferred tax liability, which had a positive impact on Q4 and FY20 tax payout. At standalone levels, ETR would be at 35%, while subsidiaries would opt for the new tax regime.
- Subsidiaries performance: Revenue growth for Ever and ILJIN in FY20 was impacted as the company let go of some low margin business.
 - Sidwal performance in FY21 would remain strong.

Exhibit 12: Subsidiaries financial

Rs mn	Revenue (Q420)	Revenue (FY19)	Revenue (FY20)	yoy	EBITDA (FY19)	EBITDA (FY20)	EBITDA M (FY19)	EBITDA M (FY20)
Sidwal	650	-	2260	-	-	530	-	23.5%
PICL	570	1370	1850	35%	65	110	4.7%	5.9%
ILJIN	920	3346	3250	-3%	161	182	4.8%	5.6%
EVER	830	2722	2970	9%	66	101	2.4%	3.4%

Key Financials (Consolidated)

Income Statement

Y/E Mar (Rs mn)	FY19	FY20	FY21E	FY22E	FY23E
Revenue	27,520	39,628	34,818	49,688	55,637
Expenditure	25,391	36,535	32,137	45,713	51,214
EBITDA	2,129	3,093	2,681	3,975	4,423
Depreciation	623	848	956	1,057	1,169
EBIT	1,506	2,245	1,725	2,918	3,254
Other Income	99	82	168	161	128
Interest expenses	246	419	419	419	419
PBT	1,359	1,907	1,475	2,660	2,963
Tax	412	266	413	670	746
Extraordinary Items	0	0	0	0	0
Minority Int./Income from Assoc.	11	57	59	64	71
Reported Net Income	937	1,584	1,003	1,926	2,146
Adjusted PAT	937	1,584	1,003	1,926	2,146

Balance Sheet

Y/E Mar (Rs mn)	FY19	FY20	FY21E	FY22E	FY23E
Equity share capital	314	314	314	314	314
Reserves & surplus	9,547	10,970	11,981	13,921	16,088
Net worth	9,861	11,284	12,295	14,236	16,402
Minority Interest	190	348	348	348	348
Loan Funds	2,479	3,205	3,205	3,205	3,205
Net deferred tax liability	438	678	678	678	678
Total Liabilities	12,969	15,515	16,527	18,467	20,634
Net block	8,095	11,058	11,819	12,379	12,986
Investment	0	0	0	0	0
Current Assets	15,276	17,833	15,864	21,723	25,079
Cash & bank balance	401	700	650	410	1,296
Other Current Assets	1,150	1,741	1,612	2,010	2,169
Current liabilities & Provision	10,739	13,494	11,274	15,753	17,550
Net current assets	4,537	4,339	4,590	5,970	7,529
Misc. exp	0	0	0	0	0
Total Assets	12,969	15,515	16,527	18,467	20,634

Cash Flow

Y/E Mar (Rs mn)	FY19	FY20	FY21E	FY22E	FY23E
PBT (Ex-Other income) (NI+Dep)	1,260	1,826	1,306	2,499	2,835
Other Non-Cash items	0	0	0	0	0
Chg in working cap	(2,280)	737	(301)	(1,620)	(673)
Operating Cashflow	(631)	3,641	1,967	1,685	3,004
Capital expenditure	(1,657)	(3,592)	(1,717)	(1,617)	(1,777)
Free Cash Flow	(2,287)	49	250	69	1,227
Investments	57	0	0	0	0
Other Investing Cash Flow	383	0	0	0	0
Investing Cashflow	(1,117)	(3,511)	(1,548)	(1,455)	(1,649)
Equity Capital Raised	0	0	0	0	0
Loans Taken / (Repaid)	1,340	726	0	0	0
Dividend paid (incl tax)	0	(121)	(50)	(50)	(50)
Other Financing Cash Flow	1,055	384	700	650	410
Financing Cashflow	2,149	570	231	180	(59)
Net chg in cash	401	700	650	410	1,296
Opening cash position	1,194	401	700	650	410
Closing cash position	401	700	650	410	1,296

Key Ratios

Profitability (%)	FY19	FY20	FY21E	FY22E	FY23E
EBITDA Margin	7.7	7.8	7.7	8.0	8.0
EBIT Margin	5.5	5.7	5.0	5.9	5.8
Effective Tax Rate	30.3	13.9	28.0	25.2	25.2
Net Margin	3.4	4.1	3.0	4.0	4.0
ROCE	13.7	16.3	11.8	17.6	17.3
ROE	10.0	15.0	8.5	14.5	14.0
RoIC	14.3	16.7	11.3	17.3	17.5

Per Share Data (Rs)	FY19	FY20	FY21E	FY22E	FY23E
EPS	29.8	50.4	31.9	61.2	68.3
CEPS	49.6	77.3	62.3	94.9	105.4
BVPS	313.6	358.8	391.0	452.7	521.6
DPS	0.0	3.2	1.6	1.6	1.6

Valuations (x)	FY19	FY20	FY21E	FY22E	FY23E
PER	44.9	26.6	42.0	21.9	19.6
P/CEPS	27.0	17.3	21.5	14.1	12.7
P/BV	4.3	3.7	3.4	3.0	2.6
EV / Sales	1.6	1.1	1.3	0.9	0.8
EV / EBITDA	20.8	14.4	16.7	11.3	9.9
Dividend Yield (%)	0.0	0.2	0.1	0.1	0.1

Gearing Ratio (x)	FY19	FY20	FY21E	FY22E	FY23E
Net Debt/ Equity	0.2	0.2	0.2	0.2	0.1
Net Debt/EBIDTA	1.0	0.8	1.0	0.7	0.4
Working Cap Cycle (days)	54.9	33.5	41.3	40.8	40.9

Growth (%)	FY19	FY20	FY21E	FY22E	FY23E
Revenue	29.3	44.0	(12.1)	42.7	12.0
EBITDA	16.0	45.3	(13.3)	48.3	11.3
EBIT	11.9	49.1	(23.1)	69.1	11.5
PAT	50.3	69.1	(36.7)	92.0	11.4

Quarterly (Rs mn)	Q4FY19	Q1FY20	Q2FY20	Q3FY20	Q4FY20
Revenue	11,960	12,359	6,232	7,884	13,152
EBITDA	1,131	1,164	367	543	1,019
EBITDA Margin (%)	9.5	9.4	5.9	6.9	7.7
PAT	659	612	118	226	628
EPS (Rs)	21.0	19.5	3.7	7.2	20.0

Source: Company, Emkay Research

Shareholding Pattern (%)	Mar-19	Jun-19	Sep-19	Dec-19	Mar-20
Promoters	44.0	44.0	44.0	44.0	44.0
FIIs	11.5	11.4	11.5	12.5	12.4
DIIs	5.9	5.7	6.0	6.0	7.2
Public and Others	38.7	38.8	38.5	37.5	36.4

Source: Capitaline

RECOMMENDATION HISTORY TABLE

Date	Closing Price	TP	Period (months)	Rating	Analyst
07-Apr-20	1,190	1,184	12m	Hold	Naval Seth
03-Apr-20	1,193	1,184	12m	Hold	Naval Seth
•	,	•			
16-Mar-20	1,225	1,664	12m	Buy	Naval Seth
05-Mar-20	1,423	1,664	12m	Buy	Naval Seth
13-Feb-20	1,606	1,664	12m	Buy	Naval Seth
31-Jan-20	1,510	1,664	12m	Buy	Naval Seth
16-Dec-19	1,016	1,154	12m	Buy	Naval Seth
28-Nov-19	1,016	1,154	12m	Buy	Naval Seth
19-Nov-19	987	1,154	12m	Buy	Naval Seth
10-Nov-19	976	1,154	12m	Buy	Naval Seth
23-Sep-19	916	1,136	12m	Buy	Naval Seth
11-Sep-19	843	1,072	12m	Buy	Naval Seth
09-Aug-19	799	1,072	12m	Buy	Naval Seth
13-Jun-19	817	1,072	12m	Buy	Naval Seth
27-May-19	826	1,072	12m	Buy	Naval Seth
20-May-19	743	1,072	12m	Buy	Naval Seth
08-Apr-19	835	1,072	12m	Buy	Naval Seth
26-Mar-19	780	1,072	12m	Buy	Naval Seth
23-Mar-19	790	1,072	12m	Buy	Naval Seth
14-Mar-19	815	1,126	12m	Buy	Naval Seth
11-Feb-19	700	1,126	12m	Buy	Naval Seth
21-Jan-19	880	1,126	12m	Buy	Naval Seth

Source: Company, Emkay Research

RECOMMENDATION HISTORY CHART



Source: Bloomberg, Company, Emkay Research

Emkay Alpha Portfolio – Consumer Durables

EAP sector portfolio

Company Name	BSE200 Weight	EAP Weight	OW/UW (%)	OW/UW (bps)	EAP Weight (Normalised)
Consumer Durables	0.76	0.76	0%	0	100.00
Amber Enterprises	0.00	0.01	NA	1	0.99
Blue Star	0.00	0.00	NA	0	0.00
Crompton Greaves CE	0.18	0.20	10%	2	26.36
Dixon Technologies	0.00	0.02	NA	2	2.99
Havells India	0.24	0.23	-6%	-1	30.0
V-Guard Industries	0.00	0.00	NA	0	0.00
Voltas	0.21	0.19	-12%	-3	24.82
Whirlpool Of India	0.12	0.11	-7%	-1	14.81
Cash	0.00	0.00	NA	0	0.00

Source: Emkay Research

■ High Conviction/Strong Over Weight ■ High Conviction/Strong Under Weight

Analyst: Naval Seth

Contact Details

naval.seth@emkayglobal.com +91 22 66242414

Sector

Consumer Durables, Media & Entertainment, SMID and Telecom

Analyst bio

Naval holds an MBA in Finance and has more than 11 years of experience in equity research. His team currently covers 18 stocks spread across three different sectors.

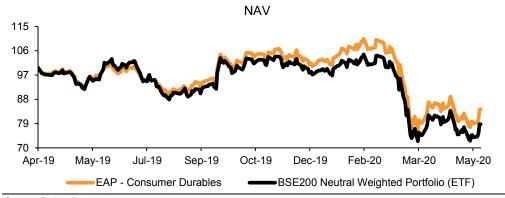
Sector portfolio NAV

Base						Latest
	01-Apr-19	28-Aug-19	29-Nov-19	27-Feb-20	29-Apr-20	29-May-20
EAP - Consumer Durables	100.0	93.4	104.1	107.7	86.7	84.3
BSE200 Neutral Weighted Portfolio (ETF)	100.0	90.8	101.4	102.2	81.7	78.7

*Performance measurement base date 1st April 2019

Source: Emkay Research

NAV chart



Source: Emkay Research

Please see our model portfolio (Emkay Alpha Portfolio): <u>SMID</u>

Please see our model portfolio (Emkay Alpha Portfolio): Nifty

"Emkay Alpha Portfolio – SMID and Nifty are a supporting document to the Emkay Alpha Portfolios Report and is updated on regular intervals"

^{*} Not under coverage: Equal Weight

Emkay Rating Distribution

Ratings	Expected Return within the next 12-18 months.	
BUY	Over 15%	
HOLD	Between -5% to 15%	
SELL	Below -5%	

Completed Date: 02 Jun 2020 12:35:49 (SGT) Dissemination Date: 02 Jun 2020 12:36:49 (SGT)

Sources for all charts and tables are Emkay Research unless otherwise specified.

GENERAL DISCLOSURE/DISCLAIMER BY EMKAY GLOBAL FINANCIAL SERVICES LIMITED (EGFSL):

Emkay Global Financial Services Limited (CIN-L67120MH1995PLC084899) and its affiliates are a full-service, brokerage, investment banking, investment management and financing group. Emkay Global Financial Services Limited (EGFSL) along with its affiliates are participants in virtually all securities trading markets in India. EGFSL was established in 1995 and is one of India's leading brokerage and distribution house. EGFSL is a corporate trading member of Bombay Stock Exchange Limited (BSE), National Stock Exchange of India Limited (NSE), MCX Stock Exchange Limited (MCX-SX). EGFSL along with its subsidiaries offers the most comprehensive avenues for investments and is engaged in the businesses including stock broking (Institutional and retail), merchant banking, commodity broking, depository participant, portfolio management, insurance broking and services rendered in connection with distribution of primary market issues and financial products like mutual funds, fixed deposits. Details of associates are available on our website i.e. www.emkayqlobal.com

EGFSL is registered as Research Analyst with SEBI bearing registration Number INH000000354 as per SEBI (Research Analysts) Regulations, 2014. EGFSL hereby declares that it has not defaulted with any stock exchange nor its activities were suspended by any stock exchange with whom it is registered in last five years, except that NSE had disabled EGFSL from trading on October 05, October 08 and October 09, 2012 for a manifest error resulting into a bonafide erroneous trade on October 05, 2012. However, SEBI and Stock Exchanges have conducted the routine inspection and based on their observations have issued advice letters or levied minor penalty on EGFSL for certain operational deviations in ordinary/routine course of business. EGFSL has not been debarred from doing business by any Stock Exchange / SEBI or any other authorities; nor has its certificate of registration been cancelled by SEBI at any point of time.

EGFSL offers research services to clients as well as prospects. The analyst for this report certifies that all of the views expressed in this report accurately reflect his or her personal views about the subject company or companies and its or their securities, and no part of his or her compensation was, is or will be, directly or indirectly related to specific recommendations or views expressed in this report.

Other disclosures by Emkay Global Financial Services Limited (Research Entity) and its Research Analyst under SEBI (Research Analyst) Regulations, 2014 with reference to the subject company(s) covered in this report

EGFSL and/or its affiliates may seek investment banking or other business from the company or companies that are the subject of this material. Our salespeople, traders, and other professionals may provide oral or written market commentary or trading strategies to our clients that reflect opinions that are contrary to the opinions expressed herein, and our proprietary trading and investing businesses may make investment decisions that may be inconsistent with the recommendations expressed herein. In reviewing these materials, you should be aware that any or all of the foregoing, among other things, may give rise to real or potential conflicts of interest including but not limited to those stated herein. Additionally, other important information regarding our relationships with the company or companies that are the subject of this material is provided herein. This report is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would subject EGFSL or its group companies to any registration or licensing requirement within such jurisdiction. Specifically, this document does not constitute an offer to or solicitation to any U.S. person for the purchase or sale of any financial instrument or as an official confirmation of any transaction to any U.S. person. Unless otherwise stated, this message should not be construed as official confirmation of any transaction. No part of this document may be used by private customers in United Kingdom. All material presented in this report, unless specifically indicated otherwise, is under copyright to Emkay. None of the material, nor its content, nor any copy of it, may be altered in any way, transmitted to, copied or distributed to any other party, without the prior express written permission of EGFSL. All trademarks, service marks and logos used in this report are trademarks or registered trademarks of EGFSL or its Group Companies. The information contained herein is not intended for publication or distribution or circulation in any manner whatsoever and any unauthorized reading, dissemination, distribution or copying of this communication is prohibited unless otherwise expressly authorized. Please ensure that you have read "Risk Disclosure Document for Capital Market and Derivatives Segments" as prescribed by Securities and Exchange Board of India before investing in Indian Securities Market. In so far as this report includes current or historic information, it is believed to be reliable, although its accuracy and completeness cannot be guaranteed.

- This publication has not been reviewed or authorized by any regulatory authority. There is no planned schedule or frequency for updating research publication relating to any issuer.
- Please contact the primary analyst for valuation methodologies and assumptions associated with the covered companies or price targets

Disclaimer for U.S. persons only: This research report is a product of Emkay Global Financial Services Limited (Emkay), which is the employer of the research analyst(s) who has prepared the research report. The research analyst(s) preparing the research report is/are resident outside the United States (U.S.) and are not associated persons of any U.S. regulated broker-dealer and therefore the analyst(s) is/are not subject to supervision by a U.S. broker-dealer, and is/are not required to satisfy the regulatory licensing requirements of Financial Institutions Regulatory Authority (FINRA) or required to otherwise comply with U.S. rules or regulations regarding, among other things, communications with a subject company, public appearances and trading securities held by a research analyst account. This report is intended for distribution to "Major Institutional Investors" as defined by Rule 15a-6(b)(4) of the U.S. Securities and Exchange Act, 1934 (the Exchange Act) and interpretations thereof by U.S. Securities and Exchange Commission (SEC) in reliance on the sender. Further, this report may not be copied, duplicated and/or transmitted onward to any U.S. person, which is not the Major Institutional Investor. In reliance on the exemption from registration provided by Rule 15a-6 of the Exchange Act and interpretations thereof by the SEC in order to conduct certain business with Major Institutional Investors.

ANALYST CERTIFICATION BY EMKAY GLOBAL FINANCIAL SERVICES LIMITED (EGFSL)

The research analyst(s) primarily responsible for the content of this research report, in part or in whole, certifies that the views about the companies and their securities expressed in this report accurately reflect his/her personal views. The analyst(s) also certifies that no part of his/her compensation was, is, or will be, directly or indirectly, related to specific recommendations or views expressed in the report. The research analyst (s) primarily responsible of the content of this research report, in part or in whole, certifies that he or his associate does not serve as an officer, director or employee of the issuer or the new listing applicant (which includes in the case of a real estate investment trust, an officer of the management company of the real estate investment trust; and in the case of any other entity, an officer or its equivalent counterparty of the entity who is responsible for the management of the issuer or the new listing applicant). The research analyst(s) primarily responsible for the content of this research report or his associate does not have financial interests in relation to an issuer or a new listing applicant that the analyst reviews. EGFSL has procedures in place to eliminate, avoid and manage any potential conflicts of interests that may arise in connection with the production of research reports. The research analyst(s) responsible for this report operates as part of a separate and independent team to the investment banking function of the EGFSL and procedures are in place to ensure that confidential information held by either the research or investment banking function is handled appropriately. There is no direct link of EGFSL compensation to any specific investment banking function of the EGFSL.

¹ An associate is defined as (i) the spouse, or any minor child (natural or adopted) or minor step-child, of the analyst; (ii) the trustee of a trust of which the analyst, his spouse, minor child (natural or adopted) or minor step-child, is a beneficiary or discretionary object; or (iii) another person accustomed or obliged to act in accordance with the directions or instructions of the analyst.

COMPANY-SPECIFIC / REGULATORY DISCLOSURES BY EMKAY GLOBAL FINANCIAL SERVICES LIMITED (EGFSL):

Disclosures by Emkay Global Financial Services Limited (Research Entity) and its Research Analyst under SEBI (Research Analyst) Regulations, 2014 with reference to the subject company(s) covered in this report-:

- 1. EGFSL, its subsidiaries and/or other affiliates do not have a proprietary position in the securities recommended in this report as of June 1, 2020
- 2. EGFSL, and/or Research Analyst does not market make in equity securities of the issuer(s) or company(ies) mentioned in this Research Report Disclosure of previous investment recommendation produced:
- 3. EGFSL may have published other investment recommendations in respect of the same securities / instruments recommended in this research report during the preceding 12 months. Please contact the primary analyst listed in the first page of this report to view previous investment recommendations published by EGFSL in the preceding 12 months.
- 4. EGFSL, its subsidiaries and/or other affiliates and Research Analyst or his/her relative's does not have any material conflict of interest in the securities recommended in this report as of June 1, 2020.
- 5. EGFSL, its subsidiaries and/or other affiliates and Research Analyst or his/her relative's does not have actual/beneficial ownership of 1% or more securities of the subject company at the end of the month immediately preceding the June 1, 2020
- 6. EGFSL, its subsidiaries and/or other affiliates and Research Analyst have not received any compensation in whatever form including compensation for investment banking or merchant banking or brokerage services or for products or services other than investment banking or merchant banking or brokerage services from securities recommended in this report (subject company) in the past 12 months.
- 7. EGFSL, its subsidiaries and/or other affiliates and/or and Research Analyst have not received any compensation or other benefits from securities recommended in this report (subject company) or third party in connection with the research report.
- 8. Securities recommended in this report (Subject Company) has not been client of EGFSL, its subsidiaries and/or other affiliates and/or and Research Analyst during twelve months preceding the June 1, 2020

² Financial interest is defined as interest that are commonly known financial interest, such as investment in the securities in respect of an issuer or a new listing applicant, or financial accommodation arrangement between the issuer or the new listing applicant and the firm or analysis. This term does not include commercial lending conducted at the arm's length, or investments in any collective investment scheme other than an issuer or new listing applicant notwithstanding the fact that the scheme has investments in securities in respect of an issuer or a new listing applicant.

RESTRICTIONS ON DISTRIBUTION

RESTRICTIONS ON L	DISTRIBUTION
General	This report is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation.
Australia	This report is not for distribution into Australia.
Hong Kong	This report is not for distribution into Hong Kong.
Indonesia	This report is being distributed in Indonesia by PT DBS Vickers Sekuritas Indonesia.
Malaysia	This report is not for distribution into Malaysia.
Singapore	This report is distributed in Singapore by DBS Bank Ltd (Company Regn. No. 16800306E) or DBSVS (Company Regn. No. 1860024G) both of which are Exempt Financial Advisers as defined in the Financial Advisers Act and regulated by the Monetary Authority of Singapore. DBS Bank Ltd and/or DBSVS, may distribute reports produced by its respective foreign entities, affiliates or other foreign research houses pursuant to an agreement under Regulation 32C of the financial Advisers Regulations. Singapore recipients should contact DBS Bank Ltd at 6327 2288 for matters arising from, or in connection with the report.
Thailand	This report is being distributed in Thailand by DBS Vickers Securities (Thailand) Co Ltd.
United Kingdom	This report is disseminated in the United Kingdom by DBS Vickers Securities (UK) Ltd, ("DBSVUK"). DBSVUK is authorised and regulated by the Financial Conduct Authority in the United Kingdom. In respect of the United Kingdom, this report is solely intended for the clients of DBSVUK, its respective connected and associated corporations and affiliates only and no part of this document may be (i) copied, photocopied or duplicated in any form or by any means or (ii) redistributed without the prior written consent of DBSVUK. This communication is directed at persons having professional experience in matters relating to investments. Any investment activity following from this communication will only be engaged in with such persons. Persons who do not have professional experience in matters relating to investments should not rely on this communication.
Dubai International Financial Centre	This research report is being distributed by DBS Bank Ltd., (DIFC Branch) having its office at units 608-610, 6th Floor, Gate Precinct Building 5, PO Box 506538, Dubai International Financial Centre (DIFC), Dubai, United Arab Emirates. DBS Bank Ltd., (DIFC Branch) is regulated by The Dubai Financial Services Authority. This research report is intended only for professional clients (as defined in the DFSA rulebook) and no other person may act upon it.
United Arab Emirates	This report is provided by DBS Bank Ltd (Company Regn. No. 196800306E) which is an Exempt Financial Adviser as defined in the Financial Advisers Act and regulated by the Monetary Authority of Singapore. This report is for information purposes only and should not be relied upon or acted on by the recipient or considered as a solicitation or inducement to buy or sell any financial product. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situation, or needs of individual clients. You should contact your relationship manager or investment adviser if you need advice on the merits of buying, selling or holding a particular investment. You should note that the information in this report may be out of date and it is not represented or warranted to be accurate, timely or complete. This report or any portion thereof may not be reprinted, sold or redistributed without our written consent.
United States	DBSVUSA did not participate in its preparation. The research analyst(s) named on this report are not registered as research analysts with FINRA and are not associated persons of DBSVUSA. The research analyst(s) are not subject to FINRA Rule 2241 restrictions on analyst compensation, communications with a subject company, public appearances and trading securities held by a research analyst. This report is being distributed in the United States by DBSVUSA, which accepts responsibility for its contents. This report may only be distributed to Major U.S. Institutional Investors (as defined in SEC Rule 15a-6) and to such other institutional investors and qualified persons as DBSVUSA may authorize. Any U.S. person receiving this report who wishes to effect transactions in any securities referred to herein should contact DBSVUSA directly and not its affiliate.
Other jurisdictions	In any other jurisdictions, except if otherwise restricted by laws or regulations, this report is intended only for qualified, professional, institutional or sophisticated investors as defined in the laws and regulations of such jurisdictions.

Emkay Global Financial Services Ltd.

CIN - L67120MH1995PLC084899

7th Floor, The Ruby, Senapati Bapat Marg, Dadar - West, Mumbai - 400028. India Tel: +91 22 66121212 Fax: +91 22 66121299 Web: www.emkayglobal.com