Titan Company

Buy



View: Promising results. Upgrade to Buy.

- Titan's Q4FY20 revenue was in line, but operational performance was better than our estimates.
- The company was able to report ~16.5% growth in Jewellery business during January and February, however, lockdown in March resulted in revenue decline.
- Nevertheless, with efficient cost management, the company was able to post strong operational performance and margin expansion.
- Watches and Eyewear segments were impacted mainly due to lockdown, but margin expansion in watch division was encouraging.
- We have broadly revised our FY21E at Rs 19.8 and maintained our FY22E EPS estimates Rs 26.9. We Upgrade to Buy, with TP of Rs 1,293 (48x FY22E).

Jewellery segment expected to recover

Jewellery business reported a 5.8% YoY revenue de-growth in Q4FY20. The company was able to meet its targets in January and February was encouraging. Going ahead, we believe that the lockdown during April and May would hamper Q1FY21E performance, but postponement of marriage season to H2FY21E would result in pent up demand. Despite revenue decline, the company was able to expand EBIT margin was a positive surprise. Q4FY20 results indicate that there is a scope for increase in operating margin for the company.

Operating performance was better than expected

Net revenues de-grew by 5.2% YoY to Rs 44.3bn — came in line with our estimate. EBITDA grew 32.5% YoY to Rs 6.0bn. A 280/70/50bps decline in RM/A&P spends/ other expenses resulted in 390bps expansion in EBITDA margin during the quarter. RPAT increased 21.1% YoY to Rs 3.6bn — came ahead of our estimate.

Strong operating performance across segments despite challenges

- Jewellery reported 5.8% YoY revenue de-growth to Rs 37.5bn and 4.2% EBIT growth to Rs 5.3bn. EBIT margin expanded by 140bps to 14.2%.
- Revenue from Watches business increased 4.9% to Rs 5.6bn. Watches EBIT jumped 149% YoY to Rs 722mn with 750bps margin expansion.
- Eyewear reported 17.4% YoY decline in revenues to Rs 1.1bn and registered EBIT of Rs 18mn compared to a loss of Rs 17mn in Q4FY19.

Q4FY20 Result (Rs Mn)

Particulars	Q4FY20	Q4FY19	YoY (%)	Q3FY20	QoQ (%)
Revenue	44,288	46,721	(5.2)	62,062	(28.6)
Total Expense	38,251	42,165	(9.3)	54,706	(30.1)
EBITDA	6,037	4,556	32.5	7,356	(17.9)
Depreciation	902	335	169.4	777	16.0
EBIT	5,135	4,221	21.6	6,579	(22.0)
Other Income	401	551	(27.3)	197	103.9
Interest	379	122	210.5	405	(6.3)
EBT	5,156	3,950	30.5	6,371	(19.1)
Tax	1,588	1,004	58.2	1,671	(5.0)
RPAT	3,569	2,947	21.1	4,700	(24.1)
APAT	3,569	3,647	(2.1)	4,700	(24.1)
			(bps)		(bps)
Gross Margin (%)	30.1	27.2	283	24.9	518
EBITDA Margin (%)	13.6	9.8	388	11.9	178
NPM (%)	8.1	6.3	175	7.6	48
Tax Rate (%)	30.8	25.4	538	26.2	457
EBIT Margin (%)	11.6	9.0	256	10.6	99

CMP	Rs 997
Target / Upside	Rs 1,293 / 30%
BSE Sensex	33,889
NSE Nifty	10,047
Scrip Details	
Equity / FV	Rs 888mn / Rs 1
Market Cap	Rs 885bn
	US\$ 12bn
52-week High/Low	Rs1,390/ Rs 721
Avg. Volume (no)	44,73,480
NSE Symbol	TITAN
Bloomberg Code	TTAN IN
Shareholding Patte	ern Mar'20(%)
Promoters	52.9
MF/Banks/FIs	9.1
FIIs	19.4
Public / Others	18.6

Valuation (x)

	FY20A	FY21E	FY22E
P/E	58.3	50.4	37.0
EV/EBITDA	37.8	32.9	25.1
ROE (%)	23.3	22.7	25.0
RoACE (%)	18.2	18.1	20.8

Estimates (Rs mn)

	FY20A	FY21E	FY22E
Revenue	2,00,096	2,23,076	2,81,771
EBITDA	24,177	27,475	36,449
PAT	15,176	17,556	23,923
EPS (Rs.)	17.1	19.8	26.9

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Exhibit 1: Segmental Performance

Q4FY20	Q4FY19	YoY %	Growth in Jan & Feb20	Q3FY20	QoQ %
37,544	39,855	(5.8)	16.5	54,087	(30.6)
5,568	5,311	4.9	15.7	6,253	(11.0)
1,077	1,304	(17.4)	Flat	1,333	(19.2)
415	369	12.5		494	(16.0)
5,339	5,121	4.2		7,013	(23.9)
722	290	149.3		521	38.5
18	(17)	NA		(67)	NA
(209)	(171)	NA		(92)	NA
14.2	12.8	140		13.0	130
13.0	5.5	750		8.3	460
1.7	(1.3)	NA		(5.0)	NA
(50.3)	(46.4)	NA		(18.6)	NA
	37,544 5,568 1,077 415 5,339 722 18 (209) 14.2 13.0 1.7	37,544 39,855 5,568 5,311 1,077 1,304 415 369 5,339 5,121 722 290 18 (17) (209) (171) 14.2 12.8 13.0 5.5 1.7 (1.3)	37,544 39,855 (5.8) 5,568 5,311 4.9 1,077 1,304 (17.4) 415 369 12.5 5,339 5,121 4.2 722 290 149.3 18 (17) NA (209) (171) NA 14.2 12.8 140 13.0 5.5 750 1.7 (1.3) NA	37,544 39,855 (5.8) 16.5 5,568 5,311 4.9 15.7 1,077 1,304 (17.4) Flat 415 369 12.5 5,339 5,121 4.2 722 290 149.3 18 (17) NA (209) (171) NA 14.2 12.8 140 13.0 5.5 750 1.7 (1.3) NA	37,544 39,855 (5.8) 16.5 54,087 5,568 5,311 4.9 15.7 6,253 1,077 1,304 (17.4) Flat 1,333 415 369 12.5 494 5,339 5,121 4.2 7,013 722 290 149.3 521 18 (17) NA (67) (209) (171) NA (92) 14.2 12.8 140 13.0 13.0 5.5 750 8.3 1.7 (1.3) NA (5.0)

Source: DART, Company

Exhibit 2: Actual V/s DART estimates

Rs mn	Actual	Estimates	Variance (%)	Comments
Revenue	44,288	45,284	(2.2)	
EBITDA	6,037	4,506	34.0	Variation mainly due to lower than expected RM costs
EBITDA margin %	13.6	10.0	370bps	
APAT	3,569	2,832	26.0	Cascading effect of higher EBITDA

Source: Company, DART

Exhibit 3: Change in estimates

Rs Mn	FY21E			FY22E			
	New	Previous	Chg (%)	New	Previous	Chg (%)	
Net Revenue	223,076	242,281	(7.9)	281,771	283,303	(0.5)	
EBITDA	27,475	28,814	(4.6)	36,449	35,385	3.0	
EBITDA Margin (%)	12.3	11.9	40 bps	12.9	12.5	40 bps	
APAT	17,556	19,187	(8.5)	23,923	23,707	0.9	
EPS (Rs)	19.8	21.6	(8.5)	26.9	26.7	0.9	

Source: DART, Company

We have downward revised our FY21E revenues to factor in extended lockdown in Q1FY21E. Nevertheless, we have upward revised our margin estimates to factor in operational efficiencies and higher contribution of studded jewellery.



Conference call highlights

- Most plants are operational currently. More than 1400 out of 1800 stores are already open.
- Titan expects to attain normalcy in businesses by Q4FY21E.
- Company plans to implement Omni channel strategy across all divisions.
- Customer testimonials on safety will help to lower barriers of visiting stores.
- Titan will lay higher emphasis on growth and gaining market share rather than margins in FY21.

Jewellery Division

- Retail sales of Tanishq and Caratlane grew 12% YoY and 36% YoY from 1st Jan to 15th March 2020. In the last 15 days of March, sales of Tanishq and Caratlane de-grew 74% and 81% YoY respectively. This resulted in 4% de growth in Tanishq and 15% growth in Caratlane in Q4FY20.
- Revenue growth of Jewellery division in Jan and Feb 2020 was ~16.5%.
- In Q4, the diamond studded activation did well and wedding jewellery sales continued to be good till the disruption.
- Studded ratio stood at 37% in Q4FY20 compared to 36% in Q4FY19.
- ~80% of Tanishq stores are operational. Average daily sales are 70-80% of normal day sales in last 4 weeks of opening. Company expects normalcy in next 2-3 weeks.
- ~75% of 460 stores are reopened, expect this to reach 90% by June end with mall stores opening.
- 40 net new stores of Tanishq were added in FY20 to take count to 327 stores.
 37 (net) new Caratlane stores were added to take count to 92 during FY20.
- Company had planned to open 50 stores by end of FY20, however could open 41 due to last 15 days disruption. Remaining 8 to 9 stores would open in next few months.
- Jewellery margins expanded in Q4FY20 as 1) studded ratio was much better
 2) lost 15 days of plain gold sales 3) customer discounts brought down 4) making charge per gram was higher due to high gold prices
- Spike in gold prices hike is likely to impact consumer demand. Moreover, high gold prices are likely to exert pressure on gross margins due to increase in competitive intensity (making charges). Lower studded ratio typically in Q1 will further impact gross margins in Q1FY21E as well as FY21E.
- Company witnessed 35% new customers in May'20 indicating market share gain. Of the 35%, 27% were new to Titan and 8% were new to Tanishq.
- Company has seen continued enrolment and payment of monthly instalments in Golden Harvest Scheme and very few requests of refund.
- Wedding Jewelry has seen deferred demand from Q1 to H2FY21E.
 Management expects huge headroom for growth in this category. Wedding contribution increased to 23% in FY20 from 21% in FY18.
- Due to asset value of gold and diminishing returns in other asset classes, plain gold jewellery as well as gold coins and bullions are gaining traction, in anticipation of price increase going ahead.





- Sales contribution through Gold Harvest Scheme was 21% in FY20 (17% in FY18). Contribution from old Gold exchange program was 33% in FY20 from 28% in FY18. Tanishq Gold + GEP contribution is 42-43%.
- Gold on lease was 39% of inventory as on March 2020.
- 45% of gold purchase is from exchange; 10-15% is outright purchases.
- Company may take accounting hit in Q1FY21E based on hedge accounting policy.
- Caratlane and Tanishq are witnessing 2.5mn website visitors per month.
 Digital demand of gold during Akshay Tritiya in April was encouraging. Going ahead, post Covid, Titan will focus on Omni and remote selling and the affordable price bands to grow volumes.

Watches Division

- More than 70% of WOT and Fasttrack stores are currently operational.
- Revenue growth of Jan and Feb month was ~15.7%.
- WOT and Fasttrack exhibited 7% and 10% degrowth respectively in Q4FY20.
 WOT stores were growing at 5% before Covid-19 disruption.
- 13 net new WOT stores and 11 Fasttrack stores were added in FY20 to take the count to 499 and 183 respectively.
- Ecommerce was the fastest growing channel for both Q4 and FY20.
- Retail sales in LFS channel also grew well with new product introductions in O4
- WOT, Helios & LFS grew through consumer acquisition, retention and premiumisation strategies in FY20.
- Retail channel and trade channels are operating at 48% and 30% pre covid levels respectively.
- Company expects to sustain margins in watch segment with cost control measures.

Eyewear Division

- Number of customers in eyewear are 50% more than that of jewelry.
- 47 net additions in Titan Eye+ in FY20 took store count to 584 stores.
- 80% of the stores are currently operational with 44% recovery rate.

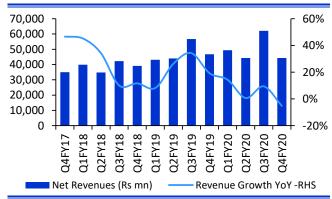
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 Division expects to exit/ convert unprofitable stores as part of its cost control measures



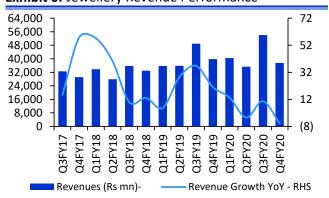


Exhibit 4: Revenue Performance



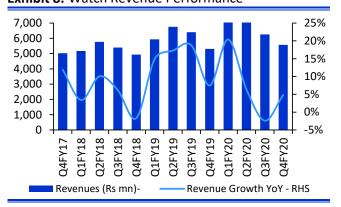
Source: DART, Company

Exhibit 6: Jewellery Revenue Performance



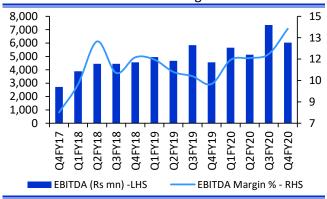
Source: DART, Company

Exhibit 8: Watch Revenue Performance



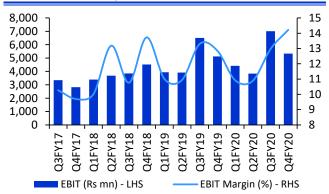
Source: DART, Company

Exhibit 5: EBITDA & EBITDA Margin



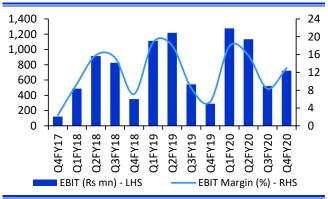
Source: DART, Company

Exhibit 7: Jewellery EBIT Performance



Source: DART, Company

Exhibit 9: Watch EBIT Performance



Source: DART, Company

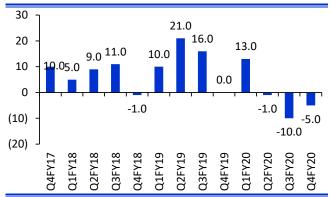
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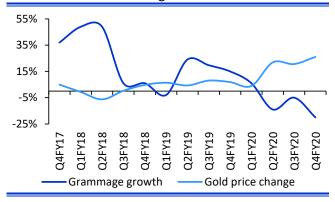


Exhibit 10: Watch Volumes



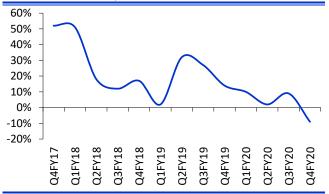
Source: DART, Company

Exhibit 11: Gold Grammage



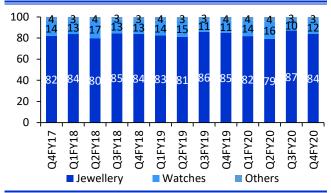
Source: DART, Company

Exhibit 12: Tanishq Like to Like Growth



Source: DART, Company

Exhibit 13: Segmental Revenue Contribution



Source: DART, Company





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(Rs Mn)	FY19A	FY20A	FY21E	FY22E
Revenue	1,90,700	2,00,096	2,23,076	2,81,771
Total Expense	1,70,678	1,75,919	1,95,601	2,45,322
COGS	1,39,872	1,45,118	1,62,549	2,07,649
Employees Cost	8,788	10,401	11,193	11,969
Other expenses	22,018	20,400	21,860	25,704
EBIDTA	20,022	24,177	27,475	36,449
Depreciation	1,389	3,097	3,165	3,245
EBIT	18,633	21,080	24,310	33,204
Interest	445	1,495	2,123	2,489
Other Income	1,785	1,464	1,537	1,614
Exc. / E.O. items	(700)	0	0	0
EBT	19,274	21,050	23,725	32,329
Tax	5,530	5,873	6,168	8,405
RPAT	13,744	15,176	17,556	23,923
Minority Interest	0	0	0	0
Profit/Loss share of associates	0	0	0	0
APAT	14,444	15,176	17,556	23,923

Balance Sheet

(Rs Mn)	FY19A	FY20A	FY21E	FY22E
Sources of Funds				
Equity Capital	888	888	888	888
Minority Interest	0	0	0	0
Reserves & Surplus	60,929	67,361	85,379	1,03,947
Net Worth	61,817	68,249	86,267	1,04,835
Total Debt	22,876	32,694	33,194	33,694
Net Deferred Tax Liability	(848)	(1,720)	(1,720)	(1,720)
Total Capital Employed	83,846	99,222	1,17,741	1,36,809

Applications of Funds

Net Block	10,694	20,564	21,023	22,002
CWIP	256	107	107	107
Investments	8,759	9,831	9,831	9,831
Current Assets, Loans & Advances	94,142	94,893	1,16,623	1,40,951
Inventories	67,192	77,406	86,015	1,15,431
Receivables	3,582	2,144	3,384	4,530
Cash and Bank Balances	10,010	3,560	14,441	5,651
Loans and Advances	9,376	8,711	9,712	12,267
Other Current Assets	3,981	3,071	3,071	3,071
Less: Current Liabilities & Provisions	30,005	26,173	29,843	36,082
Payables	7,959	5,099	7,114	8,744
Other Current Liabilities	22,046	21,074	22,729	27,338
sub total				
Net Current Assets	64,137	68,720	86,780	1,04,869
Total Assets	83,846	99,222	1,17,741	1,36,809

E – Estimates



June 09, 2020 ⁷



Important Ratios				
Particulars	FY19A	FY20A	FY21E	FY22E
(A) Margins (%)				
Gross Profit Margin	26.7	27.5	27.1	26.3
EBIDTA Margin	10.5	12.1	12.3	12.9
EBIT Margin	9.8	10.5	10.9	11.8
Tax rate	28.7	27.9	26.0	26.0
Net Profit Margin	7.2	7.6	7.9	8.5
(B) As Percentage of Net Sales (%)				
COGS	73.3	72.5	72.9	73.7
Employee	4.6	5.2	5.0	4.2
Other	11.5	10.2	9.8	9.1
(C) Measure of Financial Status				
Gross Debt / Equity	0.4	0.5	0.4	0.3
Interest Coverage	41.9	14.1	11.5	13.3
Inventory days	129	141	141	150
Debtors days	7	4	6	6
Average Cost of Debt	2.3	5.4	6.4	7.4
Payable days	15	9	12	11
Working Capital days	123	125	142	136
FA T/O	17.8	9.7	10.6	12.8
(D) Measures of Investment				
AEPS (Rs)	16.3	17.1	19.8	26.9
CEPS (Rs)	17.8	20.6	23.3	30.6
DPS (Rs)	4.5	6.0	6.0	6.0
Dividend Payout (%)	27.5	35.3	30.5	22.4
BVPS (Rs)	69.6	76.9	97.2	118.1
RoANW (%)	24.2	23.3	22.7	25.0
RoACE (%)	19.7	18.2	18.1	20.8
RoAIC (%)	27.6	24.9	24.4	28.3
(E) Valuation Ratios				
CMP (Rs)	997	997	997	997
P/E	61.3	58.3	50.4	37.C
Mcap (Rs Mn)	8,85,225	8,85,225	8,85,225	8,85,225
MCap/ Sales	4.6	4.4	4.0	3.1
EV	8,98,092	9,14,359	9,03,978	9,13,268
EV/Sales	4.7	4.6	4.1	3.2
EV/EBITDA	44.9	37.8	32.9	25.1
P/BV	14.3	13.0	10.3	8.4
Dividend Yield (%)	0.4	0.6	0.6	0.6
(F) Growth Rate (%)				
Revenue	22.1	4.9	11.5	26.3
EBITDA	15.5	20.8	13.6	32.7
EBIT	14.8	13.1	15.3	36.6
PBT	22.7	9.2	12.7	36.3
APAT	15.1	5.1	15.7	36.3
EPS	15.1	5.1	15.7	36.3
Cash Flow				
(Rs Mn)	FY19A	FY20A	FY21E	FY22E
CFO	12,490	(2,881)	21,484	2,779
CFI	(3,930)	(617)	(3,624)	(4,224)
CFF	(4,673)	(2,952)	(6,978)	(7,345)
FCFF	10,236	(5,905)	17,860	(1,445)
Opening Cash	6,123	10,010	3,560	14,441
Closing Cash	10,010	3,560	14,441	5,651
E – Estimates				



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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 (Rs.)	Price (Rs.)
Feb-19	Buy	1,139	992
May-19	Buy	1,245	1,145
Aug-19	Accumulate	1,172	1,047
Nov-19	Sell	1,160	1,284
Feb-20	Accumulate	1,371	1,276
Mar-20	Accumulate	988	905
Mar-20	Accumulate	988	928

^{*}Price as on recommendation date

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