

May 19, 2022

RESULT REPORT Q4 FY22 | Sector: Consumer Staples

Godrej Consumer Products

Soft quarter but outlook remains stable; maintain BUY given multiple triggers amidst inexpensive valuations

Our view

GCPL reported a soft quarter both on growth and margin fronts led by a 7% decline in India-home care business, continued sluggishness in Indonesia business and sharp margin fall in international business especially in South Africa. Soft growth in its key HI, Air freshener and Hair care category and 15% cc decline in Indonesia business dragged topline despite c.12% price hikes taken by the company. While the Africa margin plunge was exacerbated by a one-off inventory pilferage, we expect margin to improve on better growth prospects. Management indicated that Q1 can see further margin pressures owing to continued inflation in palm and crude prices post February and a pick-up in A&P spends, we see margin improvement only from Q3 onwards. Double-digit growth in personal care, fabric care were key positives. HI growth should recover after the recent volatility with increasing penetration, marketing spends and category innovation, share gains should continue in soaps and other categories should see steady growth. Africa business and LATAM & SAARC are picking up well with improving operating efficiency (barring Q4 blip in SA) while lackluster Indonesia business performance should continue into FY23 as well. We believe category development-led scale-up in under penetrated categories like HI and hair colors in India in addition to strong growth in Africa can alter the long-term growth trajectory towards double-digits. We maintain our BUY rating despite near-term headwinds given steep correction leading to comfortable valuations and multiple potential re-rating triggers.

Result Highlights

- **Result highlights** – Revenue growth of 6.8%, India business growth of 9% with 3% volume decline on a base of +29%, Gross margin contracted 620bps YoY given -410bps in India business, EBITDA margin came in at 16% vs 20.1% YoY largely due to 810bps fall in Indonesia business.
- **India segmental growth** – -3%/9% volume/value growth in India led by -2% growth in Home care and 20% in Personal care, relatively soft performance in HI, air freshener and Hair colours.

Valuation

We trim our estimates by 3-8% to factor in margin headwinds in the near-term in addition to weak growth in Indonesia and now build in revenue/EBITDA/PAT growth of 11%/16%/13% over FY22-24E with revised TP of Rs 946 and maintain our BUY rating based on 42x FY24E earnings, in-line with LPA. In addition to potential benefits from the new leadership, re-rating should be seen once volume growth starts picking up in India in addition to a sustainable recovery in the Indonesia business.

Exhibit 1: Actual vs estimate

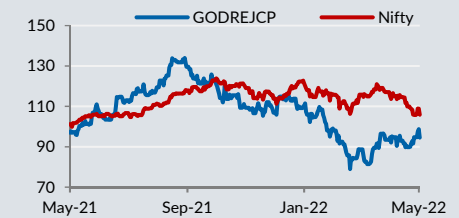
| Rsmn | Actual | Estimate | | % Variation | | Remarks |
|-------------------|--------|----------|-----------|-------------|-----------|------------------------------------------------------------------------------------------------|
| | | YES Sec | Consensus | YES Sec | Consensus | |
| Sales | 29,158 | 29492 | 29039 | (1.1) | 0.4 | Disappointing on both growth and margins front due to poor Home care and Indonesia performance |
| EBITDA | 4,676 | 5898 | 5653 | (20.7) | (17.3) | |
| EBITDA Margin (%) | 16.0 | 20.0 | 19.5 | (396.3) | (343.1) | |
| Adjusted PAT | 3,838 | 4357 | 3949 | (11.9) | (2.8) | |

| | |
|------------------|----------|
| Reco | : BUY |
| CMP | : Rs 796 |
| Target Price | : Rs 946 |
| Potential Return | : +18.9% |

Stock data (as on May 19, 2022)

| | |
|-------------------------|----------------|
| Nifty | 15,809 |
| 52 Week h/l (Rs) | 1138 / 660 |
| Market cap (Rs/USD mn) | 813566 / 10467 |
| Outstanding Shares (mn) | 1,023 |
| 6m Avg t/o (Rs mn): | 1,091 |
| Div yield (%): | N/A |
| Bloomberg code: | GCPL IN |
| NSE code: | GODREJCP |

Stock performance



| | 1M | 3M | 1Y |
|-----------------|------|-------|-------|
| Absolute return | 2.7% | -3.6% | -3.2% |

Shareholding pattern (As of Mar'21 end)

| | |
|----------|-------|
| Promoter | 63.2% |
| FII+DII | 30.1% |
| Others | 6.7% |

Δ in stance

| (1-Yr) | New | Old |
|--------------|-----|-------|
| Rating | BUY | BUY |
| Target Price | 946 | 1,046 |

Δ in earnings estimates

| | FY23e | FY24e |
|-----------|-------|-------|
| EPS (New) | 18.7 | 22.5 |
| EPS (Old) | 20.4 | 23.2 |
| % change | -8.3 | -3.0 |

Financial Summary

| (Rs mn) | FY22 | FY23E | FY24E |
|----------------|----------|----------|----------|
| Revenue | 1,22,765 | 1,36,244 | 1,51,525 |
| YoY Growth (%) | 11.3 | 11.0 | 11.2 |
| EBITDA | 23,951 | 27,249 | 32,123 |
| Margins (%) | 19.5 | 20.0 | 21.2 |
| PAT | 17,931 | 19,171 | 23,041 |
| YoY Growth (%) | 4.5 | 6.9 | 20.2 |
| ROE | 17.1 | 15.3 | 15.8 |
| ROCE | 19.5 | 18.5 | 19.2 |
| EPS | 17.5 | 18.7 | 22.5 |
| P/E | 45.4 | 42.5 | 35.3 |
| EV/EBITDA | 34.2 | 29.3 | 24.2 |

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- **International markets** – Revenue growth muted due to sharp 16% decline in Indonesia business, Constant currency growth of 14% in GAUM, 26% in Latam/SAARC.
- **Outlook** – 4Q margins to improve QoQ led by price hikes; confident of sustaining growth in double-digits led by increased penetration and innovation initiatives albeit it would be pricing-led in the near term.

Exhibit 2: Quarterly snapshot (Consolidated)

| Particulars (Rs mn) | 4QFY21 | 1QFY22 | 2QFY22 | 3QFY22 | 4QFY22 | % yoy | % qoq | FY22 | FY21 | % yoy |
|------------------------|--------|--------|--------|--------|--------|----------------|----------------|----------|----------|----------------|
| Sales | 27,307 | 28,945 | 31,637 | 33,026 | 29,158 | 6.8 | (11.7) | 1,22,765 | 1,10,286 | 11.3 |
| EBITDA | 5,490 | 6,000 | 6,596 | 6,680 | 4,676 | (14.8) | (30.0) | 23,951 | 23,883 | 0.3 |
| EBITDA Margin % | 20.1 | 20.7 | 20.8 | 20.2 | 16.0 | (406.8) bps | (419.0) bps | 19.5 | 21.7 | (214.5) bps |
| Depreciation | 545 | 509 | 509 | 542 | 540 | (0.9) | (0.3) | 2,099 | 2,039 | 3.0 |
| EBIT | 4,945 | 5,491 | 6,087 | 6,138 | 4,136 | (16.4) | (32.6) | 21,852 | 21,844 | 0.0 |
| EBIT Margin % | 18.1 | 19.0 | 19.2 | 18.6 | 14.2 | (392.6) bps | (440.2) bps | 17.8 | 19.8 | (200.7) bps |
| Interest charges | 229 | 273 | 245 | 256 | 328 | 43.3 | 28.4 | 1,102 | 1,266 | (13.0) |
| Other Income | 166 | 209 | 226 | 224 | 238 | 43.4 | 6.0 | 897 | 671 | 33.8 |
| PBT | 4,882 | 5,427 | 6,068 | 6,107 | 4,045 | (17.1) | (33.8) | 21,647 | 21,248 | 1.9 |
| Tax | 586 | 1,272 | 1,267 | 972 | 208 | (64.6) | (78.6) | 3,719 | 3,595 | 3.4 |
| Effective Tax Rate (%) | 12.0 | 23.4 | 20.9 | 15.9 | 5.1 | | | 17.2 | 16.9 | |
| PAT | 4,296 | 4,155 | 4,801 | 5,135 | 3,838 | (10.7) | (25.3) | 17,929 | 17,653 | 1.6 |
| PAT Margin % | 15.7 | 14.4 | 15.2 | 15.5 | 13.2 | (257.1) bps | (15.4) bps | 14.6 | 16.0 | (140.3) bps |
| EPS (Rs) | 4.2 | 4.1 | 4.7 | 5.0 | 3.8 | (10.7) | (25.3) | 17.5 | 17.3 | 1.6 |

Source: Company, YES Sec

PRESENTATION HIGHLIGHTS

- **India business highlights** – Volume growth of -3% (on a base of 29% growth) and revenue growth of 9% with 2-yr CAGR at 21% in India; EBITDA margin at 23.6% vs 22.6% YoY however gross margin fell 410bps, mixed performance in HPC, E-commerce now contributes 6% of branded sales vs 5% in Q3FY22, 85% of categories gaining market share.
- **Household Insecticides** – Weak performance in HI due to seasonality and high base, 50bps market share gain led by penetration, launched Jumbo fast card at Rs 10 to recruit new consumers.
- **Air Fresheners** – Continued steady growth with 130bps market share gains, higher media investments to drive category development.
- **Fabric care** – Strong growth 2-yr CAGR in double-digits driven by TVC and digital communications.
- **Soaps** – Double-digit growth in 4Q with calibrated price increase and 60bps market share gains driven by micro marketing initiatives;
- **Hair colors** – Steady growth, Godrej Expert Rich gaining market share, launched Godrej Expert Rich Crème at INR 15 to drive recruitment, upgradation of powder users and increase penetration.

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- **Indonesia** – 16% cc decline, grew 10%% excl. Saniter, EBITDA margin plunged 1,380bps to 21.6% due to higher input costs and inferior product mix, focus on initiatives to drive category development and GT distribution expansion, launched new campaign.
- **Africa/US/Middle East** – 14% CC growth on 36% growth in base quarter and 630bps margin fall owing to lag between increase in commodity cost and end consumer price increases and increase in advertisement spends to seed marketing initiatives, Goodknight Power Shots aerosol in Nigeria continues to perform well

CONCALL HIGHLIGHTS

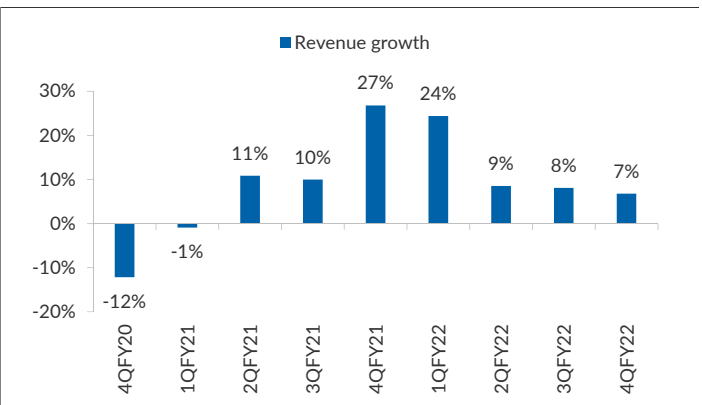
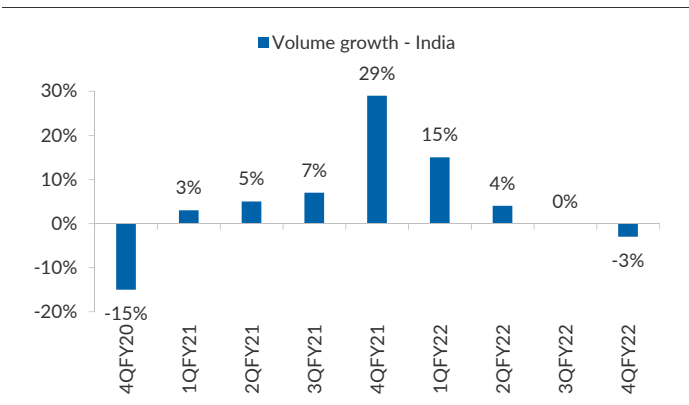
- **Quarter update** – Had weak quarter with few positives, sales up 7% but completely driven by pricing, EBITDA down 9% led by commodity inflation with weakness in Indonesia and Africa; India revenue up 9% driven by pricing with 3% volume decline, EBITDA up 15% with 100bps expansion led by price hikes but expect sharp margin drop in 1Q, Indonesia sales down 15% and EBITDA down 48% given negative operating leverage and higher A&P spends, situation has started to improve there; Latam up 30% and Africa grew in mid-teens, margins impacted sharply in Africa given inventory theft in South Africa.
- **Other highlights and outlook** - Market shares remain stable, FY23 outlook remain unchanged with double digit topline growth with low single digit volume growth, if palm oil corrects by 7-8% from current levels and crude falls to 100 USD, margins should expand in 2HFY23; strong pipeline of category development activities in India - launch of Rs 15 pack in hair color, price drop of Jumbo Fast Card from to Rs 10 from Rs 15; seen cost efficiencies of about 250bps which would help margins once commodity situation improves, new CEO for ASEAN appointed from Unilever, new head of technology and business transformation appointed from Shell Lubricants.
- **Hair color LUP launch** - Expect both penetration and usage frequency to increase with launch of an accessible Rs 15 sachet (Expert Crème) in hair dyes which is a disruptive price point and should help acquire new customers in smaller markets, do not expect much cannibalization for the Rs 30 pack, saloon business continues to do quite well especially in smaller cities.
- **Inventory pilferage issue in Africa** – Will put in stronger checks and balances to avoid such events in future, Africa margins dropped 900bps with 350bps due to pilferage, 250bps due to higher marketing and RTM investments and remaining 300bps on account of lag between price hikes and material inflation, margin trajectory should normalize for FY23 with 100-150bps annual improvement to continue.
- **HI market development** – Recent launches have been at lower price points to improve affordability, other upcoming category development initiatives would improve relevance, access and sampling to drive higher category growth rates; illegal incense sticks still growing albeit at lower growth rates with share at 13-14%, price drop in Fast Card should help take away share.
- **Indonesia business outlook** – Increased media spending (Especially ATL spends) since November which is delivering encouraging results, but will take 2 more quarters to show results, new CEO should help drive strong results in the medium term.
- **Impact of intense summer in India** – Can see some benefit for the soaps segment, new initiatives on Aer also delivering strong results since April.
- **India margin outlook** - India EBITDA margins will get impacted in 1Q due to sharp inflation especially in palm oil post February, 4Q margins in India did not see much impact due to use of low cost inventory, but overall FY23 margins should be better than FY22 margins, expect volume growth to be better than dismal 4Q levels.
- **Margin impact of new accessibility packs** - As gross margins are quite strong, category development and volume growth is the primary objective, do not expect new accessibility packs should not impact gross margin dilution at company level.
- **Palm oil price outlook** - Palm oil prices were higher on account of 1) demand-supply mismatch which should correct soon, 2) Indonesian ban which has been lifted today and 3) sunflower oil shortage which can continue for some more time.
- **Rural-urban growth** – Urban growth has been 1.5x of rural growth.
- **E-Commerce and quick commerce channels** – Focused on improving share, searchability and margins in a balanced manner, quick commerce doing quite well.

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- **Senior leadership changes** – Apart from hiring outside talent, multiple existing employees have been given larger roles, make sure that senior leadership is a good cultural fit for GCPL.
- **Market share in India** - Have lost share optically only in liquid detergents with detergents category moving from powders to liquids in the main wash category where GCPL's brand Ezee does not participate; rest gaining share in 85% of its categories in India.

Exhibit 3: Lower than expected 3% volume decline on a base of 29%

Exhibit 4: Revenue growth muted at 7% due to poor home care and sluggish International performance

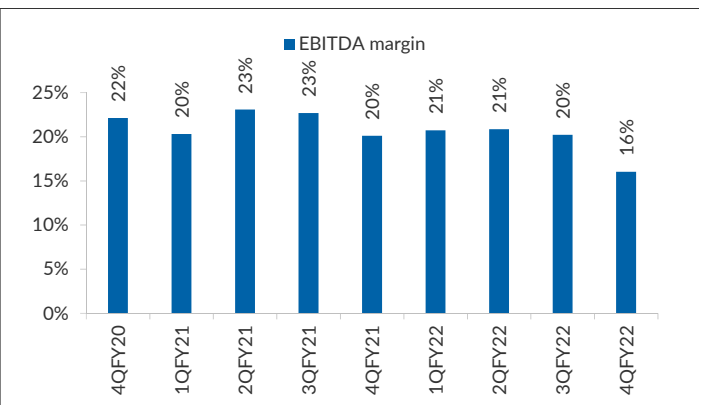
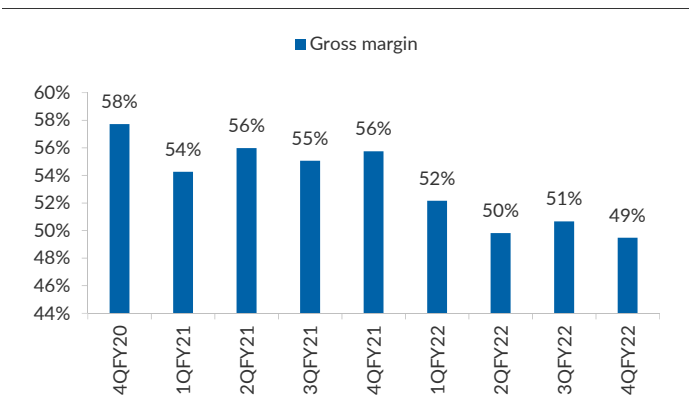


Source: Company, YES Sec

Source: Company, YES Sec

Exhibit 5: Gross margin remain under pressure by consistent rise in Palm oil and crude oil prices despite c.12% price hike

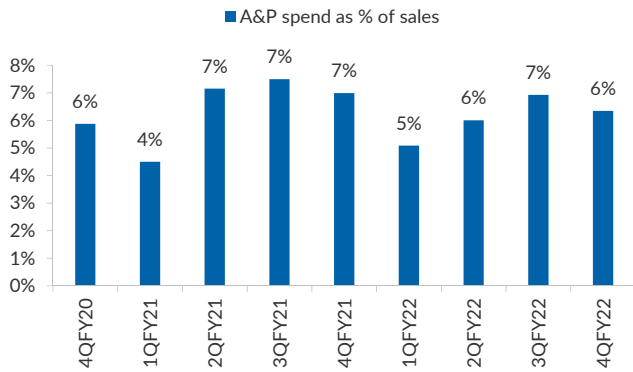
Exhibit 6: EBITDA margin impacted by gross margin contraction partially offset by lower overheads



Source: Company, YES Sec

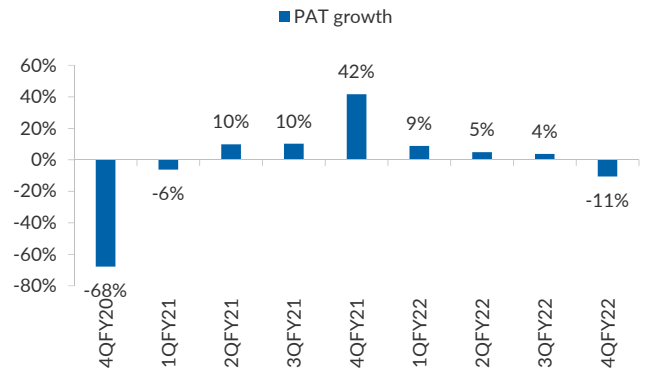
Source: Company, YES Sec

Exhibit 7: A&P spends reduced to mitigate margin pressures



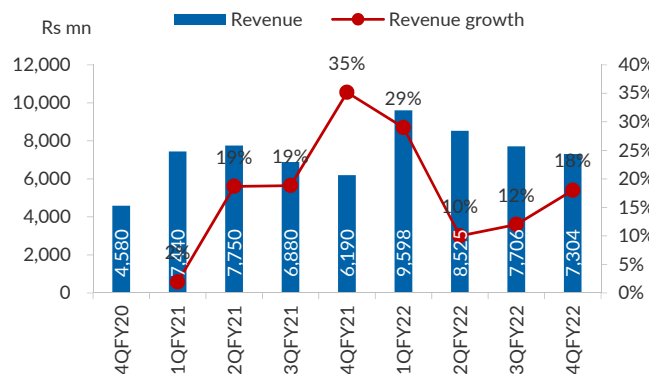
Source: Company, YES Sec

Exhibit 8: PAT declined 11% majorly due to lower volumes and operating leverage



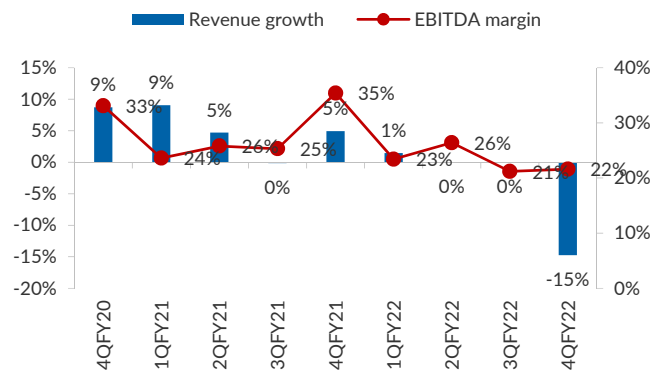
Source: Company, YES Sec

Exhibit 9: Personal care revenue grew 18% led by soaps while hair care was soft



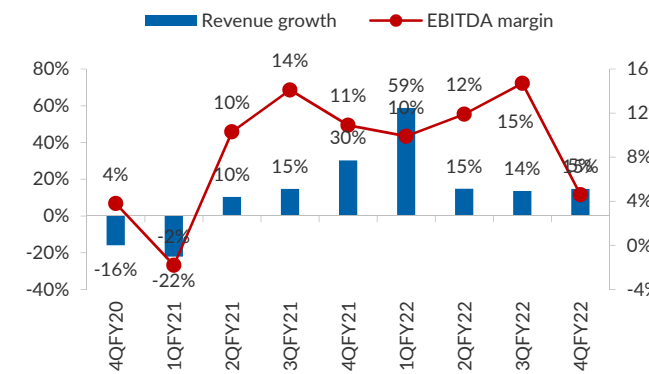
Source: Company, YES Sec

Exhibit 10: Indonesia business continues to face headwinds from adverse macroeconomic factors coupled with structural issues



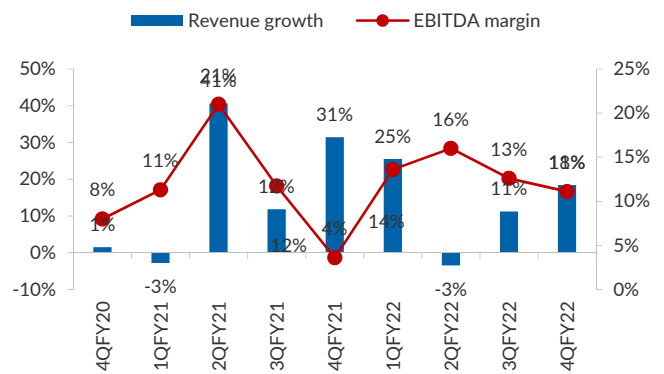
Source: Company, YES Sec

Exhibit 11: Strong growth of 15% on higher base while lower margin in South Africa dragged overall margin



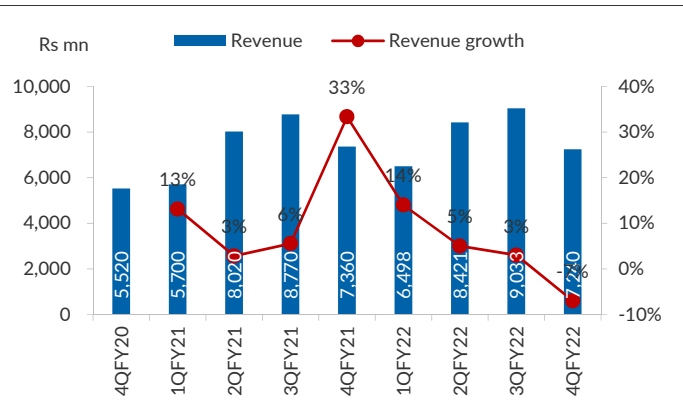
Source: Company, YES Sec

Exhibit 12: 18% CC growth in Latin America & SAARC while margin saw significant improvement YoY



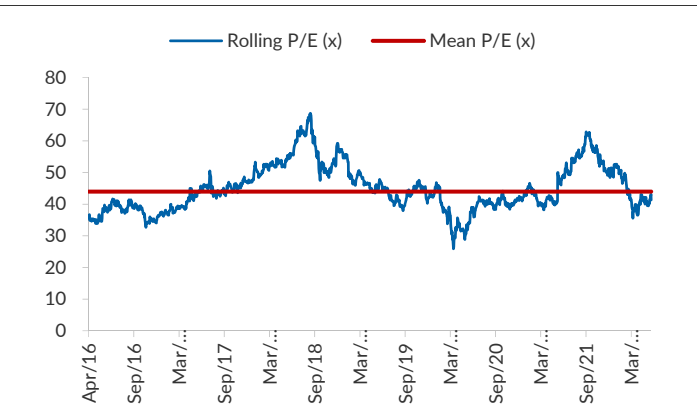
Source: Company, YES Sec

Exhibit 13: Home care de-grew 7% led by muted growth in Household Insecticides and air fresheners



Source: Company, YES Sec

Exhibit 14: Currently trading at 41x one-yr fwd earnings



Source: Company, YES Sec

FINANCIALS

| Y/e 31 Mar (Rs m) | FY20 | FY21 | FY22 | FY23E | FY24E |
|-------------------------------|----------|----------|----------|----------|----------|
| Equity capital | 1,022 | 1,022 | 1,023 | 1,023 | 1,023 |
| Reserves | 77,961 | 93,367 | 1,14,537 | 1,33,719 | 1,56,687 |
| Net worth | 78,984 | 94,389 | 1,15,559 | 1,34,742 | 1,57,710 |
| Debt | 26,637 | 7,595 | 16,077 | 15,077 | 14,077 |
| Deferred tax liab (net) | 767 | 390 | 519 | 519 | 519 |
| Other non current liabilities | 2,903 | 1,891 | 1,737 | 1,911 | 2,102 |
| Total liabilities | 1,09,292 | 1,04,265 | 1,33,893 | 1,52,249 | 1,74,408 |
| Fixed Asset | 38,972 | 38,324 | 39,590 | 36,265 | 36,983 |
| Investments | 6,720 | 6,791 | 10,154 | 10,662 | 11,195 |
| Other Non-current Assets | 62,167 | 59,561 | 63,167 | 61,083 | 61,083 |
| Net Working Capital | -6,269 | -7,132 | 9,904 | 13,873 | 15,373 |
| Inventories | 17,031 | 17,163 | 21,299 | 24,263 | 26,984 |
| Sundry debtors | 11,573 | 10,045 | 11,163 | 13,065 | 14,530 |
| Loans and Advances | 33 | 46 | 1 | 1 | 1 |
| Other current assets | 5,374 | 4,176 | 4,890 | 5,379 | 5,917 |
| Sundry creditors | 24,805 | 21,596 | 21,631 | 22,396 | 24,908 |
| Other current liabilities | 14,914 | 16,242 | 5,055 | 5,599 | 6,227 |
| Provision | 560 | 724 | 762 | 838 | 922 |
| Cash & equivalents | 7,702 | 6,722 | 11,078 | 30,367 | 49,774 |
| Total Assets | 1,09,292 | 1,04,265 | 1,33,893 | 1,52,249 | 1,74,408 |

Source: Company, YES Sec

Exhibit 15: Income statement

| Y/e 31 Mar (Rs m) | FY20 | FY21 | FY22 | FY23E | FY24E |
|-------------------|--------|----------|----------|----------|----------|
| Revenue | 99,108 | 1,10,286 | 1,22,765 | 1,36,244 | 1,51,525 |
| Operating profit | 21,430 | 23,883 | 23,951 | 27,249 | 32,123 |
| Depreciation | 1,973 | 2,039 | 2,099 | 2,147 | 2,282 |
| Interest expense | 2,174 | 1,266 | 1,102 | 1,508 | 1,408 |
| Other income | 1,123 | 671 | 897 | 987 | 1,085 |
| Profit before tax | 18,406 | 21,248 | 21,647 | 24,581 | 29,519 |
| Taxes | 3,787 | 4,081 | 3,719 | 5,410 | 6,478 |
| Adj. PAT | 14,628 | 17,167 | 17,931 | 19,171 | 23,041 |
| Exceptional loss | 811 | 445 | 98 | - | - |
| Net profit | 14,966 | 17,208 | 18,088 | 19,171 | 23,041 |

Source: Company, YES Sec

Exhibit 16: Cash flow statement

| Y/e 31 Mar (Rs m) | FY20 | FY21 | FY22 | FY23E | FY24E |
|-------------------------|----------------|----------------|--------------|---------------|---------------|
| PBIT | 20,581 | 22,515 | 22,749 | 26,089 | 30,927 |
| Depreciation | 1,973 | 2,039 | 2,099 | 2,147 | 2,282 |
| Tax paid | (3,787) | (4,081) | (3,719) | (5,410) | (6,478) |
| Working capital Δ | 3,184 | 864 | (17,036) | (3,969) | (1,501) |
| Other operating items | | | | | |
| Operating cashflow | 21,951 | 21,336 | 4,093 | 18,856 | 25,230 |
| Capital expenditure | (2,902) | (1,390) | (3,365) | 1,178 | (3,000) |
| Free cash flow | 19,049 | 19,946 | 728 | 20,034 | 22,230 |
| Equity raised | 7,614 | (1,803) | 3,082 | 12 | (73) |
| Investments | (1,560) | (71) | (3,364) | (508) | (533) |
| Debt financing/disposal | (2,120) | (19,042) | 8,481 | (1,000) | (1,000) |
| Interest Paid | (2,174) | (1,266) | (1,102) | (1,508) | (1,408) |
| Dividends paid | (16,265) | - | - | - | - |
| Other items | (6,937) | 771 | (3,725) | 2,258 | 191 |
| Net Δ in cash | (2,394) | (1,465) | 4,101 | 19,289 | 19,407 |

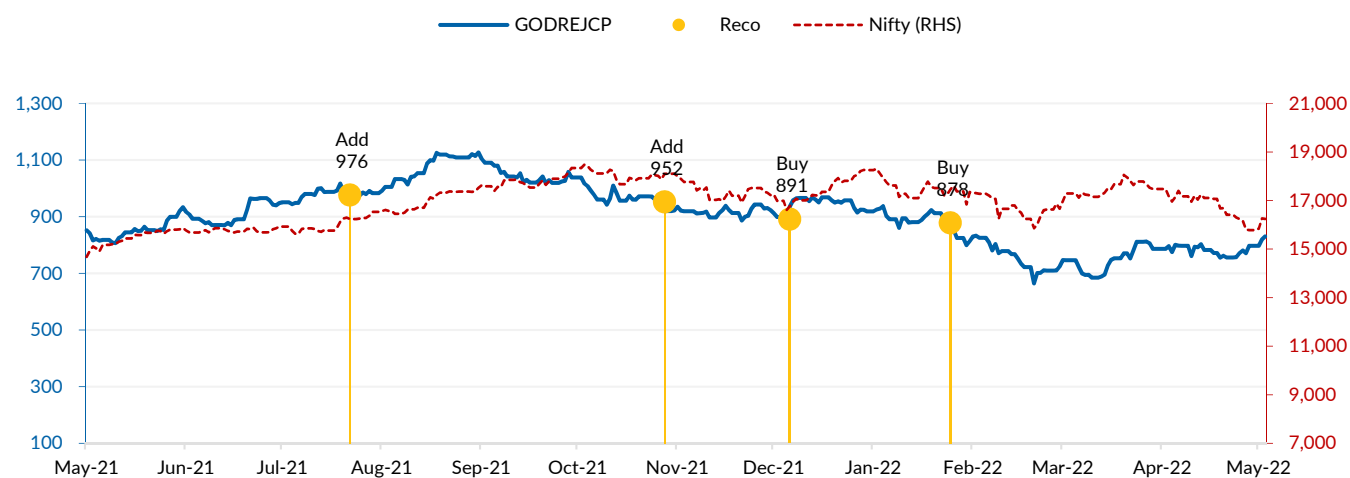
Exhibit 17: Growth and Ratio matrix

| Y/e 31 Mar | FY20 | FY21 | FY22 | FY23E | FY24E |
|---------------------------------|------|------|-------|-------|-------|
| Growth matrix (%) | | | | | |
| Revenue growth | (4) | 11.3 | 11.3 | 11.0 | 11.2 |
| Op profit growth | 1 | 11.4 | 0.3 | 13.8 | 17.9 |
| EBIT growth | 0 | 9.4 | 1.0 | 14.7 | 18.5 |
| Net profit growth | 3 | 17.4 | 4.5 | 6.9 | 20.2 |
| Profitability ratios (%) | | | | | |
| OPM | 21.6 | 21.7 | 19.5 | 20.0 | 21.2 |
| EBIT margin | 20.8 | 20.4 | 18.5 | 19.1 | 20.4 |
| Net profit margin | 14.8 | 15.6 | 14.6 | 14.1 | 15.2 |
| RoCE | 19.9 | 21.7 | 19.5 | 18.5 | 19.2 |
| RoNW | 19.3 | 19.8 | 17.1 | 15.3 | 15.8 |
| RoA | 10.0 | 11.7 | 11.8 | 11.2 | 11.9 |
| Per share ratios | | | | | |
| EPS | 14.3 | 16.8 | 17.5 | 18.7 | 22.5 |
| Dividend per share | 15.9 | - | - | - | - |
| Cash EPS | 16.2 | 18.8 | 19.6 | 20.8 | 24.8 |
| Book value per share | 77.3 | 92.3 | 113.0 | 131.8 | 154.2 |
| Valuation ratios | | | | | |
| P/E | 55.6 | 47.4 | 45.4 | 42.5 | 35.3 |

| Y/e 31 Mar | FY20 | FY21 | FY22 | FY23E | FY24E |
|-------------------------|------|------|------|-------|-------|
| P/CEPS | 49.0 | 42.4 | 40.6 | 38.2 | 32.1 |
| P/B | 10.3 | 8.6 | 7.0 | 6.0 | 5.2 |
| EV/EBIDTA | 38.9 | 34.1 | 34.2 | 29.3 | 24.2 |
| Payout (%) | | | | | |
| Dividend payout | 111 | - | - | - | - |
| Tax payout | 21 | 19.2 | 17.2 | 22.0 | 21.9 |
| Liquidity ratios | | | | | |
| Debtor days | 43 | 33 | 33 | 35 | 35 |
| Inventory days | 63 | 57 | 63 | 65 | 65 |
| Creditor days | 91 | 71 | 64 | 60 | 60 |

Source: Company, YES Sec

Recommendation Tracker



Source: Company, YES Sec

DISCLAIMER

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