CMP: ₹ 2100

Target: ₹ 2000 (-5%)

Target Period: 12 months

May 20, 2022



HOLD



Dec-20 Mar-21 Jun-21 Sep-21 Dec-21 Mar-22

70 0

11.8

7.3

10.9

Nifty 50

11.7

7.5 7.3

10.9 11.2

20000

15000

10000

5000 0

70 2

12.1

7.2

10.5

Apr-1 Aug-Apr-Apr-Apr-Aug-Aug-Aug-Aug-Apr-Aug-

Key Risk: (i) Better than expected volume growth amid revival in

real estate sector (ii) Delay in

passing of higher raw material

Pidilite

Recent event & key risks

Particulars

Market Cap (₹ Crore)

Total Debt (FY22) (₹ Crore)

Cash & Inv (FY22) (₹ Crore)

Shareholding pattern

70 2

11.4

8.3

10.1

Price Chart

3000

2000

1000

70 2

11.9

7.6

10.3

Particular

EV (₹ Crore)

52 week H/L Equity capital (₹ Crore)

Face value (₹)

(in %)

Promoter

FII

DII

Others

Margin pressure continues...

About the stock: Pidilite is a market leader in the adhesive and sealants business.

- The company's consumer & bazaar (C&B) segment (adhesives & • sealants, construction & paint chemical, art & craft materials) contributes 80% to topline while the B2B segment (industrial adhesive, resins and pigments) contributes ~20% to topline.
- Has 4800+ distributors, strong balance sheet (RoE, 19%, RoCE, 22%)

Q4FY22 Results: EBITDA margin pressure continues due to delay in price hike. Lower volume offtake is attributable to supply disruption

- Revenues were up 12% YoY to ~₹ 2851 crore led by ~15% price hike. The volume offtake was impacted by lower rural demand and supply disruption in January 2022. EBITDA margin down 461 bps YoY to 16%, led by 730 bps YoY fall in gross margin
- PAT declined ~17% YoY to ₹ 254 crore

What should investors do? Pidilite's share price has grown by ~2.8x over the past five years (from ~₹ 761 in May 2017 to ~₹ 2100 levels in May 2022).

We maintain our HOLD rating on the stock

Target Price and Valuation: We value Pidilite at ₹ 2000, 62x P/E of FY24E EPS

Key triggers for future price performance:

- The management is targeting the 'core segment' (i.e. adhesive, sealants) and 'the growth' segment to grow at 1-2x and 2-4x of GDP, respectively, in the long term
- Revival in the real estate business will be a key demand driver for C&B segment, going forward
- Addition of premium products in the portfolio such as Araldite, cost optimisation measures will help drive EBITDA margin of the company

Alternate Stock Idea: We like Supreme Industries in our coverage universe.

- Supreme is market leader in plastic piping segment with ~14% market share. Robust b/s with average RoE, RoCE of 24%, 27%, respectively
- BUY with a target price of ₹ 2320

Key Financial Summary								
₹ Crore	FY19	FY20	FY21	FY22	5 Year CAGR (FY17-22)	FY23E	FY24E	2 Year CAGR (FY22- 24E)
Net sales	7078.0	7294.5	7292.7	9921.0	12.1	10874.2	12126.1	10.6
EBITDA	1368.2	1576.0	1680.6	1847.3	8.0	1975.1	2426.4	14.6
EBITDA Margin(%)	19.3	21.6	23.0	18.6		18.2	20.0	
Net Profit	928.4	1122.1	1126.1	1206.8	6.9	1318.5	1634.4	16.4
EPS (₹)	18.3	22.1	22.2	23.8		26.0	32.2	
P/E(x)	114.9	95.0	94.7	88.4		80.9	65.2	
Price /book (x)	25.7	23.9	19.1	16.7		15.4	14.0	
Mcap /sales (x)	15.1	14.6	14.6	10.7		9.8	8.8	
RoE (%)	22.6	26.1	20.2	18.8		19.1	21.4	
RoCE (%)	29.5	31.0	23.8	22.2		22.6	25.6	

Result Update

Amount

287.3

355.1

50.8

1.0

69.9 70 0

11.6

1,06,638.0

1,06,396.7

2765/1922

Saniav Manval sanjay.manyal@icicisecurities.com Hitesh Taunk hitesh.taunk@icicisecurities.com

cost

Research Analyst

Source: Company, ICICI Direct Research

Key takeaways of recent quarter & conference call highlights

Q4FY22 Results:

- Consolidated sales increased 12% YoY to ₹ 2507 crore led by price hike of ~15%. The volume growth impacted by lower demand in the rural regions and supply disruption due to pandemic (in January 2022)
- Standalone sales (~85% of total revenue) increased ~12% supported by price hike. On the segment front, C&B segment and B2B segment revenues were up by 10% and 24% YoY to ₹ 1599 crore and ₹ 523 crore, respectively
- The company has taken price hike of ~15% in the selected product categories. Hence, consolidated gross margins fell 730 bps YoY (flat QoQ). However, savings in other costs restricted the overall fall in EBITDA margin to 461 bps YoY at 16%. The management believes higher raw material prices will start subsiding from H2FY23 onwards supported by improved supply condition
- Net profit declined ~17% to ₹ 254 crore

Q4FY22 Earnings Conference Call highlights:

- Demand outlook:
 - Demand in Q4 was subdued due to a few challenges such as local stoppages, Omicron, supply chain challenges and shop closures. The management expects demand pick up in FY23 led by good monsoon, revival in the real estate industry and higher government capex
 - The Company is aggressively focusing on innovation and the management expects one-third of the company's growth to be led by new products. According to the management, the company will launch new products every quarter for FY23
 - The company has gained nominal market share in the waterproofing segment and also gained nominal market share across regions. It remains the market leader
 - The Management expects its core business to grow at 1-2x of GDP, growth business at 2-4x of GDP and higher revenue is expected in the pioneer business in the next two years
- Margin outlook:
 - The margins remained impacted adversely by unprecedented inflation in key raw materials as well as increased improved cost
 - Prices of key raw material, VAM continued to rise in Q4 due to force majeure of two major supplier plants. Spot price of VAM is at US\$2500/tonne from average consumption cost of US\$2420/tonne vs. US\$1180 in Q4FY21 and US\$1986/tonne in Q3FY22
 - The company has taken 5-15% price hikes so far and is closely watching the industry trends to take further price hikes which will help mitigate the higher input costs
 - The management gave margin guidance of 20-24%
 - According to the management, margin pressure is the highest on its core portfolio and lower on its growth and pioneer segment

• Others:

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- The management gave margin guidance of 20-24%
- According to the management, margin pressure is the highest on its core portfolio and lower on its growth and pioneer segment

Exhibit 1:	Peer Co	ompa	arisoı	า																					
Company	Мсар		Reve	enue			EBITDA	margir	1		P	AT			R	DCE			R	οE			ļ	PE	
Company	₹ cr	FY21	FY22E	FY23E	FY24E	FY21	FY22E	FY23E	FY24E	FY21	FY22E	FY23E	FY24E	FY21	FY22E	FY23E	FY24E	FY21	FY22E	FY23E	FY24E	FY21	FY22E	FY23E	FY24E
Asian Paints	2,97,961	21713	29101	33133	37848	22	17	18	19	3207	3085	4129	5013	30	27	33	37	25	5 23	28	31	93	97	72	59
Berger Paints	60,894	6818	8736	9781	11122	17	15	15	17	720	844	932	1218	25	28	29	34	21	23	24	28	85	72	65	50
Kansai Nero	21,557	4771	5949	6684	7550	18	11	13	13	531	374	524	651	17	12	17	20	13	8 9	13	15	41	58	41	33
Pidilite Ind	1,06,638	7293	9921	10874	12126	23	19	18	20	1126	1207	1319	1634	24	22	23	26	20) 19	19	21	95	88	81	65

Source: ICICI Direct Research

Pidilite has witnessed severe gross margin pressure in FY22. We believe rising competitive intensity and focus on gaining market share has restricted Pidilite to take the required price hike despite a steep rise in raw material prices. Pidilite's consolidated EBITDA margin of 18.6% is much lower than its pre-Covid level EBITDA margin range of 21-22%. On the revenue front, Pidilite's FY22 revenue growth at 36% YoY came on a lower base of FY21 (the company reported flattish growth in FY21). If we compare historical performance, of Pidilite and Asian Paints (considering companies are serving to same sector and has the market leadership position in the respective product categories), Asian Paints has outperformed with higher revenue growth. In the last five years, Asian Paints has reported revenue CAGR of 14% vs. 12% of Pidilite. Going forward, we believe Pidilite's revenue, PAT will grow at CAGR of ~11% and 16%, respectively (lower than Asian Paints, revenue, PAT CAGR of 14%, 28%, respectively). Though we subscribe to the argument of Pidilite's strong fundamental and continuous market leadership position in the adhesive category, we believe the premium multiple to Asian Paints may shrink, going forward (Pidilite has traded at 10% premium valuation to Asian Paints historically). We value the stock at ₹ 2000, ascribing P/E multiple of 62x FY24E EPS (vs. 65xFY24E EPS assigned to Asian Paints).

	Q4FY22	Q4FY22E	Q4FY21	YoY (%)	Q3FY22	QoQ (%)	Comments
Revenue	2507.1	2437.2	2235.5	12.1	2850.7	-12.1	Strong revenue growth led by price hike (of ${\sim}15\%$) while volume offtake was impacted by pandemic led disruption in Q4FY22
Other Income	11.1	4.4	17.3	-35.9	5.2	114.9	
Raw Material Exp	1416.3	1301.9	1099.6	28.8	1608.3	-11.9	Higher raw mateial prices (average consumption cost of VAM increased by ${\sim}105\%$ YoY to US\$2420/t) led decline in gross margins by ${\sim}730$ bps YoY
Employee Exp	278.6	278.9	262.7	6.1	280.0	-0.5	
Admin & Other exp	411.1	393.7	412.4	-0.3	413.4	-0.5	Various cost optimisation measures help savings in the other expenditure
Total Expenditure	2106.0	1974.5	1774.7	18.7	2301.7	-8.5	
EBITDA	401.1	462.7	460.8	-13.0	549.0	-26.9	
EBITDA Margin (%)	16.0	19.0	20.6	-461 bps	19.3	-326 bps	Lower gross margin was partially offset by savings in other cost As a result, EBITDA margin fall was limited to 461 bps YoY
Depreciation	62.2	61.0	57.2	8.7	60.5	2.9	
Interest	9.4	8.0	7.4	25.7	10.8	-13.0	
Exceptional items	0.0	0.0	3.6		0.0	NM	
PBT	340.7	398.1	409.9	-16.9	483.0	-29.5	
Total Tax	91.5	105.1	103.8	-11.8	127.5	-28.2	
PAT	254.4	298.3	307.4	-17.3	359.2	-29.2	Bottomline decline was attributable to decline in EBITDA and lower other income
Key Metrics							
Consumer & Bazaar	1,913.2	1,901.5	1,730.3	10.6	2,264.5	-15.5	On standalone basis, C&B segment revenue increased by 10% YoY led by by price hike (of ${\sim}15\%)$
B2B	645.3	549.7	535.0	20.6	618.6	4.3	B2B segment also witnessed price led growth during Q4
Others	18.8	27.7	17.4	7.9	20.5	-8.3	

Source: Company, ICICI Direct Research

Exhibit 3: Change i	in estimates						
(3	F۱	(23E			FY24E		Comments
(₹ crore)	Old	New	% Chg	Old	New	% Chg	
							We revise our revenue estimate upward for FY23E-24E
Revenue	10,331.0	10,874	5.3	11,407.7	12,126.1	6.3	considering price hike and demand revival in the rural
							regions
EBITDA	1,960.3	1975.1	0.8	2,476.8	2426.4	(2.0)	
							We revise our EBITDA margin estimate downward for
EBITDA Margin (%)	19.0	18.2	-84bps	21.7	20.0	-169bps	FY23E-24E considering steep rise in raw material prices
							and delay in price hikes
PAT	1313.1	1318.5	0.4	1,688.2	1634.4	(3.2)	
EPS (₹)	25.9	26.0	0.4	33.3	32.2	(3.2)	

Source: ICICI Direct Research

Exhibit 4: Assumptions

		Growt	h Assu	mption		Ear	lier	Comments
	FY20	FY21	FY22	FY23E	FY24E	FY23E	FY24E	
								We believe, demand revival in the real estate segment and increased demand from
Consumer & Bazaar (%)	2.9	4.2	34.2	10.0	11.5	4.8		rural regions will help drive C&B segment (adhesive and construction chemical) revenues going forward. We build in segment revenue CAGR of ${\sim}11\%$ in FY22-24E
Business to Business (%)	3.8	-12.3	44.6	5.2	11.4	3.6	10.4	The revenue growth would largely be driven by recovery in the manufacturing and industrial sector. We model segment revenue CAGR of 8% in FY22-24E

Source: ICICI Direct Research

25.0

20.0

15.0

50

FY24E

FY 22 FY 23E

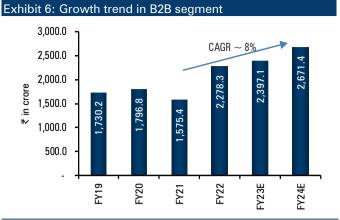
FY21

EBITDA Margin %

్ 10.0

Financial story in charts





Source: Company, ICICI Direct Research

Source: Company, ICICI Direct Research

Exhibit 8: EBITDA margin trend



3,000.0

2,500.0

2,000.0

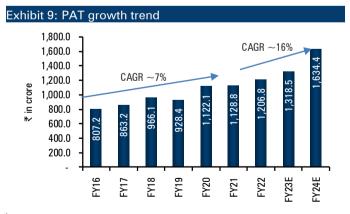
1,500.0

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500.0

₹ crore

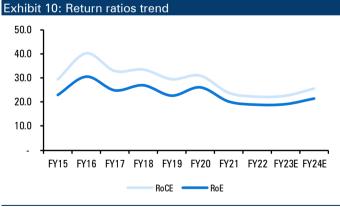
Source: Company, ICICI Direct Research



Source: Company, ICICI Direct Research

Source: Company, ICICI Direct Research

FY16 FY17 FY18



FY19

EBITDA

FY 20

Source: Company, ICICI Direct Research

Financial Summary

Exhibit 11: Profit and loss s	tatement			₹ crore
(Year-end March)	FY21	FY22	FY23E	FY24E
Total Operating Income	7292.7	9921.0	10874.2	12126.1
Growth (%)		36.0	9.6	11.5
Raw Material Expenses	3376.7	5444.2	5876.7	6345.7
Employee Expenses	980.9	1112.4	1087.5	1214.4
Other Expenses	1254.6	1517.1	1552.6	1729.2
Total Operating Expenditure	5612.1	8073.7	8899.1	9699.7
EBITDA	1,680.6	1,847.3	1,975.1	2,426.4
Growth (%)		9.9	6.9	22.9
Other Income	79.4	36.3	84.4	94.1
Interest	37.2	42.1	31.5	27.3
PBDT	1722.8	1841.5	2028.0	2493.2
Depreciation	200.7	239.6	282.7	327.4
Total Tax	396.4	407.0	439.8	545.8
Profit from Associates	4.0	11.9	13.1	14.4
PAT	1,126.1	1,206.8	1,318.5	1,634.4

Exhibit 12: Cash flow stateme	ent		₹c	rore
(Year-end March)	FY21	FY22	FY23E	FY24E
Profit after Tax	1126.1	1206.8	1318.5	1634.4
Depreciation	200.7	239.6	282.7	327.4
CF bef working cap chan	1364	1488	1633	1989
Net Inc in Current Assets	-550.2	-599.7	-216.5	-426.9
Net Inc in Current Liab.	768.5	-179.9	149.8	260.3
Net CF from Op activities	1582.3	708.8	1566.1	1822.4
(Purchase)/Sale of FA	-1746.5	-514.3	-400.0	-400.0
Increase/decrease in other investmen	127.0	115.1	-400.0	-400.0
Others	-233.3	-41.3	-153.0	-23.0
others	-200.0	-41.3	-155.0	-151.0
Net CF from Inv Activities	-1852.8	-440.5	-603.0	-574.0
Inc / (Dec) in Equity Capital	0.0	0.0	0.0	0.0
Inc / (Dec) in Loan Funds	44.8	73.4	-50.0	-20.0
Total Outflow of dividend	-431.6	-611.2	-916.8	-916.8
Others	406	173	71	-27
Net CF from Fin. Activities	18.7	-364.6	-895.9	-964.0
Net Cash flow	-251.8	-96.3	67.2	284.4
Cash and Cash Equi beg.	703.2	451.5	355.1	422.3
Cash	451.5	355.1	422.3	706.7

Source: Company, ICICI Direct Research

Exhibit 13: Balance Sheet				₹ crore
(Year-end March)	FY21	FY22	FY23E	FY24E
Equity Capital	50.8	50.8	50.8	50.8
Reserve and Surplus	5542.1	6352.9	6857.0	7574.6
Total Shareholders funds	5592.9	6403.7	6907.8	7625.4
Total Debt	213.9	287.3	237.3	217.3
Deferred Tax Liability	398.0	398.5	398.5	398.5
Minority Interest	240.0	198.9	200.9	202.9
Total Liabilities	6539.2	7404.4	7860.4	8560.1
Assets				
Total Gross Block	4805.5	5388.3	5866.0	6266.0
Less acc depreciation	1671.6	1911.2	2193.9	2521.3
Net Block	3133.9	3477.1	3672.1	3744.7
Total Fixed Assets	3427.8	3702.5	3819.8	3892.4
Other Investments	339.5	224.4	274.4	297.4
Goodwill on consolidation	1284.0	1286.83	1286.83	1286.83
Inventory	1234.2	1695.1	1668.4	1860.4
Debtors	1321.0	1430.5	1638.6	1827.2
Loans and Advances	21.7	22.3	24.4	27.2
Other Current Assets	315.4	344.1	377.1	420.5
Cash	451.5	355.1	422.3	706.7
Total Current Assets	3343.7	3847.1	4130.8	4842.1
Total Current Liabilities	2291.2	2111.2	2261.1	2521.4
Net Current Assets	1052.6	1735.9	1869.7	2320.7
Total Assets	6539.2	7404.4	7860.4	8560.1

(Year-end March)	FY21	FY22	FY23E	FY24
Per Share Data				
EPS	22.2	23.8	26.0	32.
Cash EPS	26.1	28.5	31.5	38.
BV	110.1	126.1	136.0	150.
DPS	8.5	12.0	18.1	18.
Operating Ratios				
EBITDA Margin	23.0	18.6	18.2	20.
PAT Margin	15.5	12.2	12.1	13
Return Ratios				
RoE	20.2	18.8	19.1	21
RoCE	23.8	22.2	22.6	25
RoIC	28.1	26.7	26.3	30
Valuation Ratios				
ev / Ebitda	63.2	57.6	53.8	43
P/E	94.7	88.4	80.9	65
EV / Net Sales	14.6	10.7	9.8	8
Market Cap / Sales	14.6	10.7	9.8	8
Price to Book Value	19.1	16.7	15.4	14
Turnover Ratios				
Asset turnover	1.1	1.3	1.4	1
Debtor Days	66.1	52.6	55.0	55
Creditor Days	50.4	38.6	37.0	37
Inventory Days	61.8	62.4	56.0	56
Solvency Ratios				
Debt / Equity	0.0	0.0	0.0	0
Current Ratio	2.7	3.0	3.0	3
Quick Ratio	1.5	1.5	1.7	1

Source: Company, ICICI Direct Research

Exhibit 15: ICICI Di	rect uni	ivers	e (Cor	nsum	er Di	scret	ionary	/)													
Sector / Company	M Cap		EPS	(₹)			P/E	(x)			EV/EBIT	DA (x)			RoCE	(%)			RoE	(%)	
Sector / Company	(₹ Cr)	FY21	FY22E	FY23E	FY24E	FY21	FY22E	FY23E	FY24E	FY21	FY22E	FY23E I	FY24E	FY21	FY22E I	FY23E	FY24E	FY21	FY22E	FY23E	FY24E
Asian Paints (ASIPAI)	2,97,961	33.4	32.2	43.1	52.3	92.9	96.6	72.2	59.4	60.4	61.4	48.3	40.2	29.6	27.1	33.3	36.8	25.0	23.0	28.4	30.9
Berger Paints (BERPAI)	60,894	7.4	8.7	9.6	12.5	84.6	72.2	65.4	50.0	51.0	45.3	41.3	32.3	24.9	27.7	29.1	33.9	21.3	23.1	24.0	27.7
Kansai Nerolac (KANNER)	21,557	9.8	6.9	9.7	12.1	40.6	57.6	41.1	33.1	25.6	33.2	25.6	21.1	17.2	12.1	16.8	19.5	13.2	9.2	12.7	14.6
Pidilite Industries (PIDIND)	1,06,638	22.2	23.8	26.0	32.2	94.7	88.4	80.9	65.2	63.2	57.6	53.8	43.6	23.8	22.2	22.6	25.6	20.2	18.8	19.1	21.4
Bajaj Electricals (BAJELE)	10,934	16.5	10.8	22.0	29.5	57.7	87.9	43.3	32.3	36.8	43.3	32.4	24.6	15.1	13.5	19.1	22.1	10.7	7.8	14.9	17.2
Crompton Greaves(CROGR)	21,060	9.8	8.7	8.6	10.6	34.2	38.5	38.8	31.6	27.7	27.4	26.1	21.7	34.4	35.2	25.2	29.3	31.9	27.7	23.3	24.9
Havells India (HAVIND)	76,802	16.7	17.8	19.3	26.7	73.9	69.3	63.9	46.1	48.3	45.8	42.7	31.5	24.9	24.2	25.9	34.7	20.1	20.4	21.8	29.2
Polycab India (POLI)	37,779	59.3	61.4	62.9	80.8	42.6	41.2	40.2	31.3	33.2	29.0	25.9	20.2	20.6	20.2	20.7	23.0	17.9	15.6	15.7	17.5
Symphony (SYMLIM)	7,688	15.3	17.3	26.1	34.8	71.9	63.5	42.1	31.6	54.0	46.6	32.4	24.5	15.2	15.9	24.5	29.0	14.9	14.4	23.6	27.4
V-Guard Ind (VGUARD)	9,594	4.7	4.6	5.7	7.0	47.5	48.3	39.5	31.9	29.9	29.3	25.7	20.8	23.9	23.1	24.8	27.5	16.7	16.7	18.9	21.1
Voltas Ltd (VOLTAS)	32,313	16.0	15.3	21.0	28.9	61.1	63.9	46.6	33.8	49.7	46.4	38.5	27.5	15.0	14.0	18.0	21.0	10.6	9.2	13.8	16.6
Amber Enterprises (AMBEN)	8,578	24.7	33.0	60.4	86.2	103.0	77.1	42.2	29.5	38.7	32.4	23.4	17.5	7.7	6.8	10.5	13.4	5.2	6.4	11.2	13.8
Dixon Technologies (DIXTEC)	20,185	27.3	35.9	78.5	110.9	124.7	94.7	43.3	30.7	70.4	49.1	27.0	19.9	23.5	27.4	39.9	39.7	21.7	26.4	39.9	38.3
Supreme Indus (SUPIND)	22,890	77.0	76.2	78.8	92.7	23.4	23.6	22.9	19.4	17.2	18.0	17.3	14.2	33.1	25.9	25.2	26.7	30.9	25.2	24.3	25.1
Astral Ltd (ASTPOL)	33,829	20.3	24.9	27.5	33.9	82.9	67.7	61.2	49.6	51.8	43.7	40.3	33.3	27.5	29.6	28.8	30.3	21.5	23.0	22.3	23.3

Source: Bloomberg, ICICI Direct Research

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Pankaj Pandey

Head – Research

ICICI Direct Research Desk, ICICI Securities Limited, 1st Floor, Akruti Trade Centre, Road No 7, MIDC, Andheri (East) Mumbai – 400 093 research@icicidirect.com pankaj.pandey@icicisecurities.com

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