

Future Lifestyle Fashions

BSE SENSEX	S&P CNX
38,981	11,725
Bloomberg	FLFL IN
Equity Shares (m)	190
M.Cap.(INRb)/(USDb)	94.7 / 1.4
52-Week Range (INR)	502 / 359
1, 6, 12 Rel. Per (%)	3/19/3
12M Avg Val (INR M)	70
Free float (%)	46.5

Financials & Valuations(INR b)

Y/E Mar	2019	2020E	2021E
Net Sales	57.3	69.8	83.2
EBITDA	5.3	6.6	8.0
PAT	1.9	2.1	2.8
EPS (INR)	9.9	10.8	14.5
Gr. (%)	49.9	8.8	34.6
BV/Sh (INR)	96.0	105.0	117.8
RoE (%)	11.3	10.7	13.0
RoCE (%)	11.7	10.6	12.5
P/E (x)	48.5	44.5	33.1
P/BV (x)	5.0	4.6	4.1
EV/EBITDA (x)	18.7	14.2	11.3

Estimate change	\longleftrightarrow
TP change	←
Rating change	

CMP: INR487 TP: INR585(+20%) Buy

Consistent results; not captured fully in valuation

FLF showcased robust 4QFY19 performance with strong revenue/EBITDA growth. Revenue grew 29% YoY to INR13.8b (5% beat), driven by 8.6% overall SSSG, healthy footprint additions and growth in FLF's brands. EBITDA grew 28% YoY to INR1.2b (9% beat) due to strong revenue growth. But, margins were flat YoY at 8.9%, as drop in gross margins (attributed to growth in the low margin Brand Factory (BF) format) were offset by operating leverage benefits. PAT at INR560m was up 166% YoY; however, adjusting for reversal of excess tax provision of ~INR350m, PAT stood flat YoY on high depreciation and low other income. FY19 revenue/EBITDA/PAT grew 27%/27%/50% YoY.

BF driving growth: BF's revenue share zoomed to \sim 35% (v/s \sim 27% YoY); while revenue jumped 61% YoY to INR4.8b due to healthy 13.1% SSSG (13.7% YoY, est. at 11.1%) and four store additions (est. at nine stores). Central's revenue too grew at a healthy 14% YoY to INR7.2b backed by 6.5% SSSG (1% YoY); revenue share dropped to \sim 52% (v/s \sim 59% YoY).

Consistent footprint adds to drive growth: The BF format catering to the value segment with year-round discounted branded apparel products has received excellent reception. We expect it to record strong 30% revenue CAGR over FY19-21E, driven by 8% SSSG and 30-store adds annually. Additionally, Central is expected to grow at 13% CAGR over FY19-21E on 6% SSSG and 5-store adds annually. Own brands should garner 20% revenue CAGR. Subsequently, we expect 21% revenue/PAT CAGR as 40bp EBITDA margin expansion should be compensated by higher depreciation costs.

Valuation compelling – healthy earnings growth offers re-rating potential: The stock is valued at EV/EBITDA and P/E of 11x/33x on FY21E, which is at a discount of ~40% v/s our coverage universe. With healthy 21% PAT CAGR over FY19-21E, improving ROIC, and growing FCF position, the stock should garner better valuation. We maintain our **Buy** rating and unchanged TP of INR585, ascribing 14x (~10% premium to the 3-year average) EV/EBITDA.

Consol Quarterly Earnings	Model											INR m)
Y/E March		FY18			FY19				FY18	FY19	FY19	Est Var
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q			4QE	(%)
Net Sales	10,838	11,178	12,256	10,710	13,190	13,360	16,920	13,810	44,982	57,281	13,199	5
YoY Change (%)	35.3	9.7	15.6	8.5	21.7	19.5	38.1	28.9	16.3	27.3	23.2	
Total Expenditure	9,842	10,138	11,107	9,750	12,000	12,130	15,260	12,580	40,845	52,022	12,067	4
EBITDA	996	1,040	1,149	960	1,190	1,230	1,660	1,230	4,137	5,259	1,132	9
Margins (%)	9.2	9.3	9.4	9.0	9.0	9.2	9.8	8.9	9.2	9.2	8.6	33bp
Depreciation	334	410	387	410	450	470	510	640	1,539	2,071	527	22
Interest	231	240	225	390	270	280	280	340	1,083	1,168	356	-4
Other Income	63	59	114	110	90	80	130	80	341	383	104	-23
PBT	492	450	651	270	560	560	1,000	330	1,856	2,403	353	-7
Tax	172	147	206	60	190	180	320	-230	586	465	113	
Rate (%)	35.0	32.7	31.7	22.2	33.9	32.1	32.0	-69.7	31.6	19.4	32.1	
MI & Profit/Loss of Asso. Cos.	0	0	0	0	0	0	0	0	10	48	0	
Reported PAT	320	303	444	210	370	380	680	560	1,261	1,890	240	134
Adj PAT	320	303	444	210	370	380	680	210	1,261	1,640	240	-12
YoY Change (%)	75.3	3.2	24.0	0.0	15.6	25.5	53.0	0.0	20.7	30.1	-85.4	
Margins (%)	3.0	2.7	3.6	2.0	2.8	2.8	4.0	1.5	2.8	2.9	1.8	

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Other key highlights from the results

- Central: FY19 SSSG stood at 5.7% (v/s 10% YoY); added 4 new stores in FY19 (v/s 5 YoY)
- **Brand Factory**: FY19 SSSG stood at 13.9% (v/s 15.8% YoY); added 30 new stores in FY19 (v/s 10 YoY)
- Inventory days have shot up to 200 days from 190 days in FY18 which could be attributed to the strong footprint addition.
- Capex for FY19 increased to INR5.5b (v/s INR3.3b) due to higher (+34 Central/BF) store adds (v/s +15 in FY18)

Valuation and view

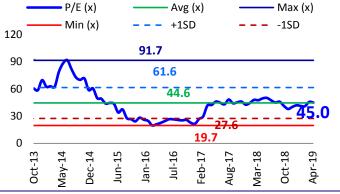
- We expect consol. revenue to grow at healthy 21% CAGR over FY19-21, primarily led by strong 30%/13% revenue CAGR for Brand Factory/Central.
- Strong 30-store adds annually over FY20/21 and healthy 8% SSSG should drive Brand Factory's revenues, while 5-store adds annually and 6% SSSG should drive Central's revenue.
- This coupled with the inherent operating leverage should provide impetus to EBITDA margins. However, this will partly be offset by increasing share of the low margin Brand Factory format. We expect EBITDA margins to expand ~40bp over FY19-21.
- Strong earnings growth, coupled with healthy balance sheet and RoE improvement, should support valuations.
- Stock currently trades at 33x FY21E EPS, at an EV of 11x FY21E EBITDA.
- We have valued FLF at 14x EV/EBITDA to arrive at a TP of INR585. This is at ~10% premium to the three-year average due to strong performance over the last two years, but still ~30% discount to the target EV/EBITDA multiple for our apparel coverage, indicating an opportunity for value appreciation. Maintain **Buy**.

Exhibit 1: Valuation based on FY21E EBITDA

EXHIBIT 1. Valuation based on F121E EDITIDA										
	Methodology	Driver (INR b)	Multiple	Fair Value (INR b)	Value/sh (INR)					
EBITDA	FY21 EV/EBITDA	8.0	14	110	578					
Less Net debt				-1	-7					
Equity Value				111	585					
Shares o/s (m)				190						
CMP (INR)					481					
Upside (%)					20					

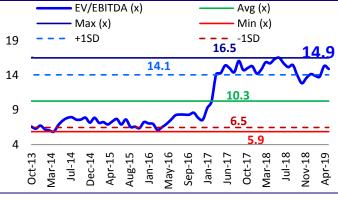
Source: MOFSL, Company





Source: Bloomberg, MOFSL

Exhibit 3: FLFL — 1-year forward EV/EBITDA band



Source: Bloomberg, MOFSL

Exhibit 4: Consol. estimate change summary

- <u></u>		
	FY20E	FY21E
Revenue (INR m)		
Old	67,509	79,152
Actual/New	69,816	83,185
Change (%)	3.4	5.1
EBITDA (INR m)		
Old	6,335	7,585
Actual/New	6,583	7,964
Change (%)	3.9	5.0
EBITDA margin (%)		
Old	9.4	9.6
Actual/New	9.4	9.6
Change (bp)	5bps	-1bps
PAT (INR m)		
Old	2,025	2,678
Actual/New	2,056	2,768
Change (%)	1.5	3.4
Adj. EPS (INR)		
Old	10.6	14.1
Actual/New	10.8	14.5
Change (%)	1.5	3.4

Source: MOFSL, Company

Exhibit 5: Consol. quarterly performance (INR m)

	•	•					
	4QFY18	3QFY19	4QFY19	YoY%	QoQ%	4QFY19E	v/s est (%)
Revenue	10,710	16,920	13,810	28.9	-18.4	13,199	4.6
Raw Material cost	6,630	11,180	8,630	30.2	-22.8	8,208	5.1
Gross Profit	4,080	5,740	5,180	27.0	-9.8	4,991	3.8
Gross margin	38.1	33.9	37.5	-59bps	358bps	37.8	-31bps
Employee Costs	700	840	880	25.7	4.8	860	2.3
Rent	1,130	1,430	1,520	34.5	6.3	1,441	5.5
SGA Expenses	1,290	1,810	1,550	20.2	-14.4	1,559	-0.6
EBITDA	960	1,660	1,230	28.1	-25.9	1,132	8.7
EBITDA margin (%)	9.0	9.8	8.9	-6bps	-90bps	8.6	33bps
Depreciation and amortization	410	510	640	56.1	25.5	527	21.5
EBIT	550	1,150	590	7.3	-48.7	605	-2.5
EBIT margin (%)	5.1	6.8	4.3	-86bps	-252bps	4.6	-31bps
Finance Costs	390	280	340	-12.8	21.4	356	-4.4
Other income	110	130	80	-27.3	-38.5	104	-22.8
Profit before Tax	270	1,000	330	22.2	-67.0	353	-6.6
Tax	60	320	-230	-483.3	-171.9	113	-302.9
Tax rate (%)	22.2	32.0	-69.7	-9192bps	-10170bps	32.1	-10179bps
Profit after Tax	210	680	560	166.7	-17.6	240	133.5
Adj Profit after Tax	210	680	210	0.0	-69.1	240	-12.4

Source: MOFSL, Company

Exhibit 6: SSSG comparison

	4QFY18	3QFY19	4QFY19	YoY bp	QoQ bp	4QFY19E	v/s est (bp)
Overall	4.8%	15.0%	8.6%	380	-640		
Central	1.0%	11.0%	6.5%	550	-450	5.8%	69
Brand Factory	13.7%	21.0%	13.1%	-60	-790	11.1%	198

Source: MOFSL, Company

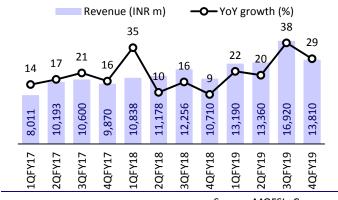
Exhibit 7: Stores comparison

	4QFY18	3QFY19	4QFY19	YoY	QoQ	4QFY19E	v/s est (%)
Central - Total stores	40	44	44	10.0	0.0	45	-2.2
Central - Store adds	1	1	0	-100.0	-100.0	1	-100.0
Brand Factory - Total stores	63	89	93	47.6	4.5	98	-5.1
Brand Factory - Store adds	3	13	4	33.3	-69.2	9	-55.6

Source: MOFSL, Company

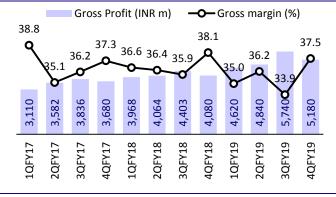
Story in charts

Exhibit 8: Consol. revenue grew 29% YoY



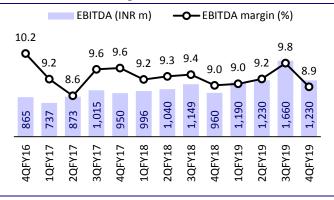
Source: MOFSL, Company

Exhibit 9: Gross margin contracted 60bp YoY to 37.5%



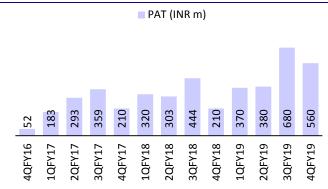
Source: MOFSL, Company

Exhibit 10: EBITDA margins stood flat YoY at 8.9%



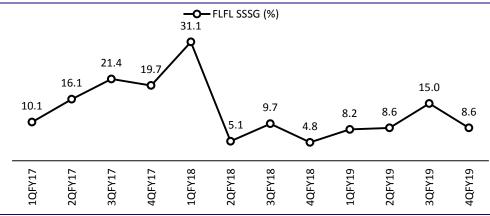
Source: MOFSL, Company

Exhibit 11: PAT grew 167% YoY to INR580m



Source: MOFSL, Company

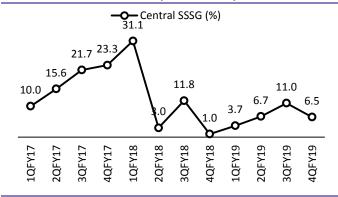
Exhibit 12: Overall SSSG expanded 380bp YoY to 8.6%



Source: MOFSL, Company

2 May 2019

Exhibit 13: Central's SSSG expanded 550bp YoY to 6.5%



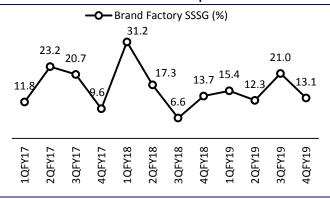
Source: MOFSL, Company

Exhibit 14: Central's total store-count stood at 44



Source: MOFSL, Company

Exhibit 15: BF's SSSG contracted 60bp YoY to 13.1%



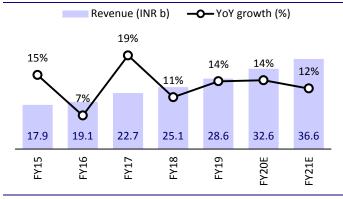
Source: MOFSL, Company

Exhibit 16: Brand Factory's total store-count stood at 93



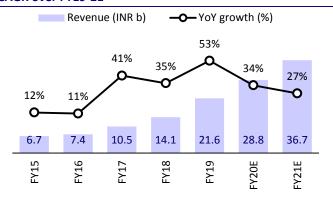
Source: MOFSL, Company

Exhibit 17: Central's revenue to grow at healthy 13% CAGR over FY19-21



Source: MOFSL, Company

Exhibit 18: Brand Factory's revenue to grow at strong 30% CAGR over FY19-21



Source: MOFSL, Company

Exhibit 19: Consolidated revenue to grow at healthy 21% CAGR over FY19-21

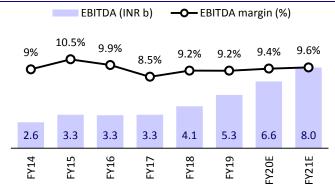
18% 15% 22% 19% 15% 27.4 31.3 33.0 38.9 45.0 57.3 69.8 83.2

FY18

FY15

FY16

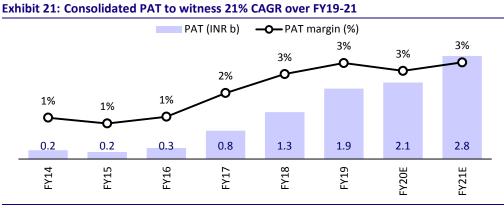
Exhibit 20: EBITDA margin should expand 40bp to reach 9.6% by FY21



Source: MOFSL, Company

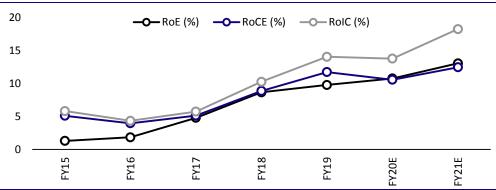
FY21E

Source: MOFSL, Company



Source: MOFSL, Company

Exhibit 22: Return ratios set to grow (%)



Source: MOFSL, Company

Financials and valuations

Consolidated - Income Statement								(INR m)
Y/E March	FY14	FY15	FY16	FY17	FY18	FY19	FY20E	FY21E
Total Income from Operations	27,440	31,341	33,002	38,947	44,982	57,281	69,816	83,185
Change (%)	NA	14.2	5.3	18.0	15.5	27.3	21.9	19.1
Raw Materials	16,970	19,194	20,455	24,721	28,468	36,894	44,961	53,571
Employees Cost	1,291	1,692	1,886	2,139	2,649	3,308	3,936	4,645
Rent	2,919	3,462	3,727	4,410	4,528	5,499	6,690	8,021
Other Expenses	3,696	3,691	3,683	4,383	5,200	6,321	7,645	8,984
Total Expenditure	24,876	28,039	29,750	35,653	40,845	52,022	63,232	75,222
% of Sales	90.7	89.5	90.1	91.5	90.8	90.8	90.6	90.4
EBITDA	2,563	3,302	3,252	3,294	4,137	5,259	6,583	7,964
Margin (%)	9.3	10.5	9.9	8.5	9.2	9.2	9.4	9.6
Depreciation	3,852	1,701	1,614	890	1,539	2,071	2,798	3,447
EBIT	-1,289	1,601	1,637	2,404	2,598	3,188	3,785	4,516
Int. and Finance Charges	1,630	1,583	1,353	1,232	1,083	1,168	1,102	783
Other Income	3,317	217	165	242	341	383	386	398
PBT bef. EO Exp.	399	235	450	1,414	1,856	2,403	3,069	4,131
EO Items	-57	0	0	689	0	0	0	0
PBT after EO Exp.	342	235	450	2,103	1,856	2,403	3,069	4,131
Total Tax	110	49	155	1,033	586	465	1,013	1,363
Tax Rate (%)	32.0	21.0	34.5	49.1	31.6	19.4	33.0	33.0
MI/Share of associates	0.0	0.0	0.0	0.0	9.7	47.6	0.0	0.0
Reported PAT	233	185	295	1,070	1,261	1,890	2,056	2,768
Adjusted PAT	271	185	295	719	1,261	1,640	2,056	2,768
Change (%)	NA	-31.7	58.9	144.1	75.2	30.1	25.4	34.6
Margin (%)	1.0	0.6	0.9	1.8	2.8	2.9	2.9	3.3

Consolidated - Balance Sheet								(INR m)
Y/E March	FY14	FY15	FY16	FY17	FY18	FY19	FY20E	FY21E
Equity Share Capital	309	372	379	380	381	389	389	389
Total Reserves	12,604	15,325	15,853	13,450	14,915	17,881	19,609	22,049
Net Worth	12,913	15,697	16,232	13,830	15,296	18,270	19,999	22,438
Total Loans	13,696	13,994	13,655	8,818	7,479	8,096	6,596	3,846
Deferred Tax Liabilities	645	650	709	-473	-392	-283	0	0
Capital Employed	27,255	30,341	30,597	22,175	22,383	26,084	26,594	26,284
Gross Block	15,524	16,269	16,814	8,182	11,495	17,059	21,537	26,015
Less: Accum. Deprn.	4,025	3,250	4,386	784	2,251	4,322	7,120	10,567
Net Fixed Assets	11,499	13,019	12,428	7,398	9,245	12,737	14,417	15,448
Capital WIP	1,895	1,721	1,862	1,898	2,905	1,578	1,578	1,578
Total Investments	3,785	3,437	3,754	2,164	2,171	3,490	3,490	3,490
Curr. Assets, Loans & Adv.	22,224	21,312	21,771	24,147	23,272	32,518	32,088	35,295
Inventory	10,240	11,732	13,050	15,058	14,829	20,315	18,171	19,372
Account Receivables	2,632	2,692	2,419	3,028	3,032	3,903	4,591	5,242
Cash and Bank Balance	2,711	597	146	299	452	1,256	4,430	5,126
Loans and Advances	6,642	6,291	6,157	5,763	4,959	7,044	4,896	5,555
Curr. Liability & Prov.	12,149	9,148	9,219	13,432	15,209	24,240	24,979	29,527
Account Payables	8,348	8,288	9,216	12,256	10,932	17,999	17,024	20,284
Other Current Liabilities	3,663	686	-191	709	3,311	5,076	6,790	8,079
Provisions	137	175	195	467	966	1,165	1,165	1,165
Net Current Assets	10,075	12,164	12,552	10,715	8,063	8,278	7,109	5,768
Appl. of Funds	27,255	30,341	30,597	22,175	22,383	26,084	26,595	26,284

E: MOFSL Estimates

Financials and valuations - consolidated

Ratios								
Y/E March	FY14	FY15	FY16	FY17	FY18	FY19	FY20E	FY21E
Basic (INR)								
EPS	1.4	1.0	1.6	3.8	6.6	8.6	10.8	14.5
Cash EPS	21.7	9.9	10.0	8.5	14.7	19.5	25.5	32.6
BV/Share	68.0	82.6	85.4	72.6	80.3	96.0	105.0	117.8
DPS	0.0	0.0	0.0	0.8	1.2	1.4	1.4	1.4
Payout (%)	0.0	0.0	0.0	17.1	21.8	17.3	15.9	11.8
Valuation (x)								
P/E				127.3	72.6	55.8	44.5	33.1
Cash P/E				56.9	32.7	24.7	18.9	14.7
P/BV				6.6	6.0	5.0	4.6	4.1
EV/Sales				2.6	2.2	1.7	1.3	1.1
EV/EBITDA				30.4	23.8	18.7	14.2	11.3
Dividend Yield (%)	0.0	0.0	0.0	0.2	0.2	0.3	0.3	0.3
FCF per share	-122.6	-4.8	11.6	21.1	5.4	13.7	30.0	21.8
Return Ratios (%)								
RoE	2.1	1.3	1.8	4.8	8.7	9.8	10.7	13.0
RoCE	NA	5.1	4.0	5.1	8.9	11.7	10.6	12.5
RoIC	NA	5.8	4.3	5.7	10.3	14.0	13.8	18.2
Working Capital Ratios								
Fixed Asset Turnover (x)	1.8	1.9	2.0	4.8	3.9	3.4	3.2	3.2
Asset Turnover (x)	1.0	1.0	1.1	1.8	2.0	2.2	2.6	3.2
Inventory (Days)	136	137	144	141	120	129	95	85
Debtor (Days)	35	31	27	28	25	25	24	23
Creditor (Days)	111	97	102	115	89	115	89	89
Leverage Ratio (x)								
Current Ratio	1.8	2.3	2.4	1.8	1.5	1.3	1.3	1.2
Interest Cover Ratio	-0.8	1.0	1.2	2.0	2.4	2.7	3.4	5.8
Net Debt/Equity	0.6	0.6	0.6	0.5	0.3	0.2	-0.1	-0.2

Consolidated - Cash Flow Statement								(INR m)
Y/E March	FY14	FY15	FY16	FY17	FY18	FY19	FY20E	FY21E
OP/(Loss) before Tax	342	235	450	1,795	1,847	2,403	3,069	4,131
Depreciation	3,852	1,701	1,614	890	1,539	2,071	2,798	3,447
Interest & Finance Charges	1,630	1,583	1,353	1,232	1,033	1,168	1,102	783
Direct Taxes Paid	-125	-47	-98	-116	-456	-465	-1,013	-1,363
(Inc)/Dec in WC	-8,468	-1,194	152	2,711	1,453	698	4,626	2,037
CF from Operations	-2,769	2,278	3,471	6,512	5,416	5,875	10,582	9,035
Others	-3,160	30	113	249	224	973	-386	-398
CF from Operating incl EO	-5,930	2,308	3,584	6,761	5,640	6,848	10,196	8,638
(Inc)/Dec in FA	-17,364	-3,215	-1,384	-2,737	-4,614	-4,237	-4,478	-4,478
Free Cash Flow	-23,293	-907	2,200	4,024	1,026	2,611	5,718	4,160
(Pur)/Sale of Investments	-490	484	-210	340	-10	-1,320	0	0
Others	12,702	65	41	93	-161	383	386	398
CF from Investments	-5,151	-2,666	-1,553	-2,303	-4,785	-5,174	-4,092	-4,080
Issue of Shares	0	2,721	1	4	4	8	0	0
Inc/(Dec) in Debt	15,419	-2,814	-1,039	-2,964	658	617	-1,500	-2,750
Interest Paid	-1,630	-1,583	-1,353	-1,232	-1,033	-1,168	-1,102	-783
Dividend Paid	0	-80	-91	-91	-183	-328	-328	-328
Others	0	0	0	0	0	0	0	0
CF from Fin. Activity	13,790	-1,756	-2,481	-4,283	-555	-871	-2,930	-3,861
Inc/Dec of Cash	2,709	-2,114	-450	174	301	804	3,174	696
Opening Balance	2	2,711	597	125	152	452	1,256	4,430
Closing Balance	2,711	597	146	300	452	1,256	4,430	5,126

Explanation of Investment Rating				
Investment Rating	Expected return (over 12-month)			
BUY	>=15%			
SELL	<-10%			
NEUTRAL	< - 10 % to 15%			
UNDER REVIEW	Rating may undergo a change			
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation			

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