Motilal Oswal

S&P CNX

15,691

17 June 2021 Update | Sector: Consumer

Hindustan Unilever

BSE SENSEX

52,323

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Hindustan Unilever Limited

Stock Info

Bloomberg	HUVR IN
Equity Shares (m)	2,350
M.Cap.(INRb)/(USDb)	5678.7 / 76.7
52-Week Range (INR)	2504 / 2001
1, 6, 12 Rel. Per (%)	-4/-7/-40
12M Avg Val (INR M)	5345
Free float (%)	38.1

Financials & Valuations (INR b)

Y/E March	2021	2022E	2023E	
Sales	460	504	577	
Sales Gr. (%)	18.6	9.5	14.6	
EBITDA	113	131	154	
EBITDA mrg. (%)	24.6	26.0	26.7	
Adj. PAT	82	93	114	
Adj. EPS (INR)	34.8	39.5	48.4	
EPS Gr. (%)	11.5	13.6	22.5	
BV/Sh.(INR)	201.8	202.4	203.3	
Ratios				
RoE (%)	29.5	19.6	23.9	
RoCE (%)	39.0	26.6	32.1	
Payout (%)	116.3	98.6	98.1	
Valuations				
P/E (x)	69.4	59.2	48.3	
P/BV (x)	12.0	11.6	11.5	
EV/EBITDA (x)	49.7	41.6	35.3	
Div. Yield (%)	1.7	1.6	2.0	

CMP: INR2,417 TP: INR2,780 (+15%)

Buy

Demand for essentials unscathed, but discretionaries impacted

We interacted with the management of Hindustan Unilever (HUVR) for an update on overall market conditions. Here are the key takeaways:

Macro environment and sales channels

- With various parts of India progressively opening up, the management believes the impact from the second COVID wave would have peaked in May'21 and things will progressively get better. The outlook from Jun'21 onwards is positive, barring the emergence of a third COVID wave.
- The increase in store operating hours is also a positive development.
- Rural continues to do better than urban, despite experiencing a higher impact from the pandemic in 1QFY22 v/s last year. Prediction of a normal monsoon, good Rabi harvest, favorably timed Kharif sowing, and MNREGA provide prospective support as well.
- The modern trade (MT) channel was affected.

Segmental demand trends

- There was a lower amount of pantry stocking as the availability of essentials was ensured.
- Preventive measures like hand washing and a focus on hygiene among consumers continues to be seen.
- Hygiene and in-home categories (80% of HUVR's portfolio) continue to witness healthy demand.
- Demand for discretionary products was impacted as urban and MT sales, which had normalized in 4QFY21, were affected from the second half of Apr'21 till the end of May'21. The impact though is lesser than last year.
- The management said there would be some impact on the sales of GSKCH products due to temporary destocking on account of distributor integration, which started at the end of Mar'21.

Costs and margin

- While there has been some softening of palm oil prices in the last two weeks, Apr'21 and May'21 continued to witness RM inflation.
- Crude and tea prices have risen sequentially. In the case of tea, there is hope that the new crop, due to arrive in Jul'21, will lead to a softening of prices.
- HUVR has taken further price increases in soaps, detergents, home products, and tea in 1QFY22.
- Unlike last year, A&P is healthy as demand was far less affected, and thus advertising spends remains high.
- With some impact on discretionary demand sequentially (albeit better than 1QFY21), further RM inflation, and elevated advertising spends, EBITDA margin will be under pressure in 1QFY22.

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Shareholding pattern (%)

As On	Mar-21	Dec-20	Mar-20
Promoter	61.9	61.9	67.2
DII	10.7	10.7	6.7
FII	15.0	14.9	12.1
Others	12.5	12.5	14.1

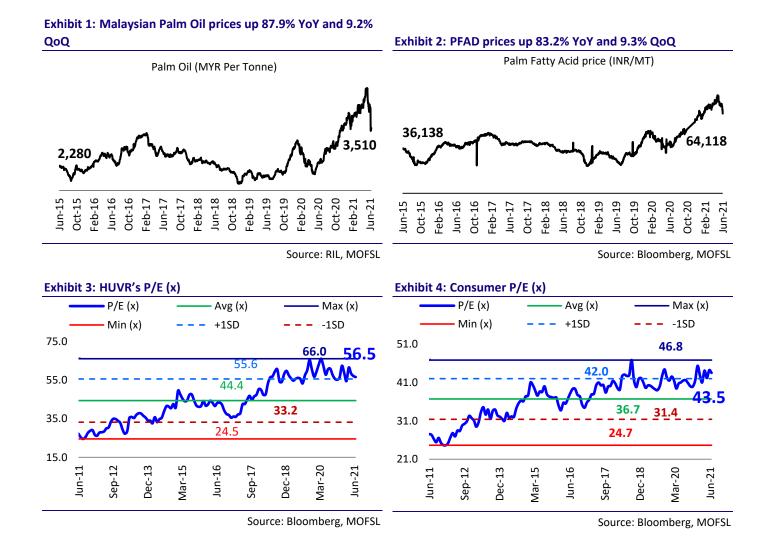
FII Includes depository receipts

Stock performance (one-year)



Valuation and view

- While 1QFY22 will be impacted by the second COVID wave, the extent will be far lower compared to last year. Rural continues to remain resilient, and demand in Health, Hygiene, and Nutrition categories remains healthy. While discretionary demand will be affected, we expect the impact to be lower YoY. EBITDA margin is likely to remain under pressure owing to sequential RM inflation and higher A&P spends.
- From a medium-term perspective, the outlook remains positive. Growth in earnings has gained further momentum in recent years (~18% EPS CAGR in the four years ended FY20 v/s ~12% CAGR over the 10 years ended FY20). Despite a highly disruptive year, HUVR posted an EPS growth of 11.5% in FY21. This is particularly impressive given the weak mid-single-digit earnings growth posted by (much smaller) peers in recent years.
- HUVR's best-of-breed analytics and execution capabilities (demonstrated via the successful implementation of its WIMI strategy, cost-saving plans, herbals, etc.) are key factors driving the pace of earnings growth. The strong outlook on rural, GSKCH synergies, and sustained growth and premiumization in Skin Cleansing offer further medium-term tailwinds.
- We maintain our **Buy** rating with a TP of INR2,780 per share.



Story in charts



16.5

8.1

8.1

Domestic volume growth (%)

Exhibit 6: Revenue to grow at 12% CAGR over FY21-23E...

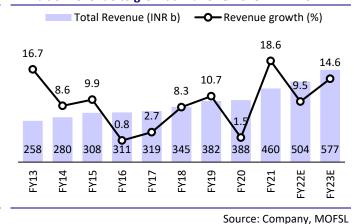


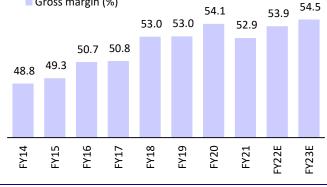
Exhibit 8: ...leading to operating margin expansion of 210bp



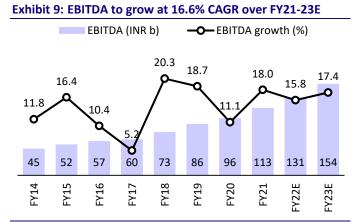
Source: Company, MOFSL



9.8

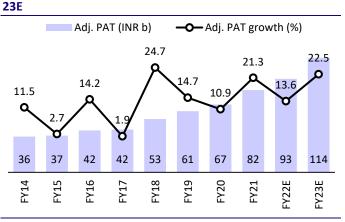


Source: Company, MOFSL



Source: Company, MOFSL

Exhibit 10: Adjusted PAT to grow at 18% CAGR over FY21-



Source: Company, MOFSL

Financials and valuations

Income Statement							(INR b)
Y/E March	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E
Net Sales	313	339	377	383	453	497	570
Other Oper. Income	6	6	6	5	7	7	8
Total Revenue	319	345	382	388	460	504	577
Change (%)	2.7	8.3	10.7	1.5	18.6	9.5	14.6
COGS	157	162	180	178	217	232	263
Gross Profit	162	183	203	210	243	272	315
Gross Margin (%)	50.8	53.0	53.0	54.1	52.9	53.9	54.5
Operating Exp.	102	110	116	114	130	140	161
% of sales	31.9	31.9	30.4	29.4	28.3	27.9	27.8
EBITDA	60	73	86	96	113	131	154
Change (%)	5.2	20.3	18.7	11.1	18.0	15.8	17.4
Margin (%)	19.0	21.1	22.6	24.8	24.6	26.0	26.7
Depreciation	4	5	5	9	10	11	11
Int. and Fin. Charges	0	0	0	1	1	1	1
Other Income - Recurring	5	6	7	7	5	7	11
Profit before Taxes	62	73	87	93	107	126	152
Change (%)	3.0	19.4	19.1	6.2	15.4	17.2	21.1
Margin (%)	19.7	21.7	23.2	24.3	23.7	25.3	26.7
Tax	19.7	21.7	23:2	24.5	25.7	33	38
Deferred Tax	0	-1	-1	2	1	0	0
Tax Rate (%)	31.0	27.9	30.5	27.4	23.7	26.0	25.2
Profit after Taxes	42	53	<u> </u>	67	82	93	114
Change (%)	1.9	24.7	14.7	10.9	21.3	13.6	22.5
Margin (%)	13.6	15.6	14.7	10.5	18.1	13.0	22.5
Non-rec. (Exp.)/Income	2	-1	0	0	-2	0	0
Reported PAT	45	52	60	67	80	93	114
Reported PAT	45	52	00	07	00	33	114
Balance Sheet							(INR b)
Y/E March							
	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E
Share Capital	FY17 2	FY18 2	FY19 2	FY20 2	FY21 2	FY22E 2	. ,
							FY23E
Share Capital	2	2	2	2	2	2	FY23E 2
Share Capital Reserves	2 63	2 69	2 74	2 78	2 472	2 473	FY23E 2 475
Share Capital Reserves Net Worth Loans	2 63 65	2 69 71	2 74 77	2 78 80	2 472 474	2 473 476	FY23E 2 475 478
Share Capital Reserves Net Worth	2 63 65 0	2 69 71 0	2 74 77 0	2 78 80 0	2 472 474 0	2 473 476 0	FY23E 2 475 478 0
Share Capital Reserves Net Worth Loans	2 63 65 0	2 69 71 0	2 74 77 0	2 78 80 0	2 472 474 0	2 473 476 0	FY23E 2 475 478 0
Share Capital Reserves Net Worth Loans Capital Employed	2 63 65 0 65	2 69 71 0 71	2 74 77 0 77	2 78 80 0 80	2 472 474 0 474	2 473 476 0 476	FY23E 2 475 478 0 478
Share Capital Reserves Net Worth Loans Capital Employed Gross Block	2 63 65 0 65 66	2 69 71 0 71 72	2 74 77 0 77 79	2 78 80 0 80 96	2 472 474 0 474 565	2 473 476 0 476 570	FY23E 2 475 478 0 478 575
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn. Net Fixed Assets incl. Goodwill	2 63 65 0 65 66 -26	2 69 71 0 71 72 -30	2 74 77 0 77 79 -36	2 78 80 0 80 96 -45	2 472 474 0 474 565 -55	2 473 476 0 476 570 -66	FY23E 2 475 478 0 478 575 -78
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn.	2 63 65 0 65 66 -26 40	2 69 71 0 71 72 -30 41	2 74 77 0 77 79 -36 43	2 78 80 0 80 96 -45 51	2 472 474 0 474 565 -55 510	2 473 476 0 476 570 -66 504	FY23E 2 475 478 0 478 575 -78 497
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn. Net Fixed Assets incl. Goodwill Capital WIP	2 63 65 0 65 66 -26 40 2	2 69 71 0 71 72 -30 41 4	2 74 77 0 77 79 -36 43 4	2 78 80 0 80 96 -45 51 5	2 472 474 0 474 565 -55 510 6	2 473 476 0 476 570 -66 504 6	FY23E 2 475 478 0 478 575 -78 497 6
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn. Net Fixed Assets incl. Goodwill Capital WIP Investment in Subsidiaries Current Investments	2 63 65 0 65 -26 40 2 3	2 69 71 0 71 72 -30 41 4 3	2 74 77 0 77 79 -36 43 4 3	2 78 80 0 80 96 -45 51 5 3	2 472 474 0 474 565 -55 510 6 3	2 473 476 0 476 570 -66 504 6 3	FY23E 2 475 478 0 478 575 -78 497 6 3
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn. Net Fixed Assets incl. Goodwill Capital WIP Investment in Subsidiaries	2 63 65 0 65 66 -26 40 2 3 35	2 69 71 0 71 72 -30 41 4 3 29	2 74 77 0 77 -36 43 4 3 27	2 78 80 0 80 96 -45 51 5 3 3 13	2 472 474 0 474 565 -55 510 6 3 3 27	2 473 476 0 476 570 -66 504 6 3 30	FY23E 2 475 478 0 478 575 -78 497 6 3 34
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn. Net Fixed Assets incl. Goodwill Capital WIP Investment in Subsidiaries Current Investments Deferred Charges Curr. Assets, L&A	2 63 65 0 65 66 -26 40 2 3 35 2 66	2 69 71 0 71 72 -30 41 4 3 29 3 92	2 74 77 0 77 -36 43 4 3 27 3 99	2 78 80 0 80 96 -45 51 5 3 13 3 13 3 123	2 472 474 0 474 565 555 510 6 3 27 -60 135	2 473 476 0 476 570 -66 504 6 3 30 -60 151	FY23E 2 475 478 0 478 575 -78 497 6 3 34 -60
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn. Net Fixed Assets incl. Goodwill Capital WIP Investment in Subsidiaries Current Investments Deferred Charges Curr. Assets, L&A Inventory	2 63 65 0 65 66 -26 40 2 3 35 2	2 69 71 0 71 72 -30 41 4 3 29 3 92 24	2 74 77 0 79 -36 43 4 3 27 3 99 24	2 78 80 0 80 96 -45 51 5 3 13 3 13 3 123 26	2 472 474 0 474 565 555 510 6 3 27 -60 135 34	2 473 476 0 476 570 -66 504 6 3 30 -60	FY23E 2 475 478 0 478 575 -78 497 6 3 34 -60 174
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn. Net Fixed Assets incl. Goodwill Capital WIP Investment in Subsidiaries Current Investments Deferred Charges Curr. Assets, L&A	2 63 65 0 65 -26 -26 40 2 3 35 2 66 24 9	2 69 71 0 71 72 -30 41 4 3 29 3 92	2 74 77 0 79 -36 43 4 3 27 3 99 24 17	2 78 80 0 80 96 -45 51 5 3 13 3 123 26 10	2 472 474 0 474 565 555 510 6 3 27 -60 135	2 473 476 0 476 570 -66 504 6 3 30 -60 151 39 21	FY23E 2 475 478 0 478 575 -78 497 6 3 34 -60 174 44
Share Capital Reserves Net Worth Loans Capital Employed Gross Block Less: Accum. Depn. Net Fixed Assets incl. Goodwill Capital WIP Investment in Subsidiaries Current Investments Deferred Charges Curr. Assets, L&A Inventory Account Receivables Cash and Bank Balance	2 63 65 0 65 -26 40 2 3 35 2 66 24 9 17	2 69 71 0 71 72 -30 41 4 3 29 3 92 24 11 34	2 74 77 0 79 -36 43 4 3 27 3 99 24 17 37	2 78 80 0 80 96 -45 51 5 3 13 3 123 26 10 50	2 472 474 0 474 565 555 510 6 3 27 -60 135 34 34 16 43	2 473 476 0 476 570 -66 504 6 3 30 -60 151 39 21 48	FY23E 2 475 478 0 478 575 -78 497 6 3 34 -60 174 44 22 60
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E: MOFSL estimates

Financials and valuations

Ratios Y/E March	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E
Basic (INR)	1117	1110	1115	1120			11202
EPS	19.6	24.5	28.1	31.2	34.8	39.5	48.4
Cash EPS	21.5	26.7	30.5	35.6	39.1	44.4	53.3
BV/Share	30.0	32.7	35.4	37.2	201.8	202.4	203.3
DPS	17.0	20.0	22.0	25.0	40.5	39.0	47.5
Payout (%)	98	99	95	96	116	99	98
Valuation (x)							
P/E	123.1	98.7	86.1	77.4	69.4	59.2	48.3
Cash P/E	112.6	90.5	79.2	68.0	61.8	52.8	43.9
EV/Sales	16.6	15.3	13.8	13.5	12.4	11.3	9.9
EV/EBITDA	86.2	71.4	60.1	53.8	49.7	41.6	35.3
P/BV	80.6	73.9	68.3	65.0	12.0	11.6	11.5
Dividend Yield (%)	0.7	0.8	0.9	1.0	1.7	1.6	2.0
Return Ratios (%)							
RoE incl. Goodwill	66.5	78.1	82.5	86.0	29.5	19.6	23.9
RoCE incl. Goodwill	96.7	108.6	119.1	119.8	39.0	26.6	32.1
Working Capital Ratios							
Debtor (Days)	11	12	16	10	13	16	14
Asset Turnover (x)	4.8	4.8	4.9	4.8	1.0	1.0	1.2
Leverage Ratio					_		
Debt/Equity (x)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash Flow Statement							(INR b)
Y/E March	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E
OP/(loss) before Tax	62	73	85	91	105	126	152
Financial other income	-1	-3	-1	-2	1	-7	-11
Depreciation	4	5	5	9	11	11	11
Net Interest Paid	-2	-2	-3	-4	-2	1	1
Direct Taxes Paid	-18	-22	-27	-25	-24	-33	-38
(Incr.)/Decr. in WC	5	9	-3	3	-1	0	7
CF from Operations	50	59	57	73	90	99	123
Other Items	0	5	4	-8	12	10	13
(Incr.)/Decr. in FA	-9	-8	-7	-7	-40	-5	-5
Free Cash Flow	41	51	50	66	50	94	118
(Pur.)/Sale of Investments	-10	8	3	22	24	-3	-4
CF from Invest.	-18	4	0	7	-4	2	4
Dividend Paid	-36	-39	-45	-62	-88	-92	-112
Others	-7	-8	-9	-4	-5	-4	-4
CF from Fin. Activity	-43	-47	-55	-67	-93	-95	-115
Incr./Decr. in Cash	-11	17	3	13	-7	5	12
Add: Opening Balance	28	17	34	37	50	43	48
Add: Opening Balance Closing Balance	28 17	17 34	34 37	37 50	50 43	43 48	48 60

E: MOFSL estimates

ΝΟΤΕS

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

*In case the recommendation given by the Research Analyst is inconsistent with the investment rating legend for a continuous period of 30 days, the Research Analyst shall within following 30 days take appropriate measures to make the recommendation consistent with the investment rating legend.

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