

January 6, 2022

Event Update

☑ Change in Estimates | ☑ Target | ■ Reco

Change in Estimates

	Cu	rrent	Pre	vious
	FY23E	FY24E	FY23E	FY24E
Rating	E	BUY	ı	BUY
Target Price	2	,915	2	2,651
Sales (Rs. m)	3,38,691	3,93,718	3,15,226	3,66,342
% Chng.	7.4	7.5		
EBITDA (Rs. r	n) 42,429	51,165	40,042	48,075
% Chng.	6.0	6.4		
EPS (Rs.)	33.4	42.2	31.6	39.6
% Chna	59	6.4		

Key Financials - Standalone

Y/e Mar	FY21	FY22E	FY23E	FY24E
Sales (Rs. bn)	206	289	339	394
EBITDA (Rs. bn)	17	34	42	51
Margin (%)	8.3	11.7	12.5	13.0
PAT (Rs. bn)	10	23	30	37
EPS (Rs.)	11.4	25.6	33.4	42.2
Gr. (%)	(33.2)	124.3	30.4	26.2
DPS (Rs.)	4.0	5.0	5.0	6.0
Yield (%)	0.2	0.2	0.2	0.2
RoE (%)	14.1	26.7	27.7	27.5
RoCE (%)	13.3	24.8	27.2	26.8
EV/Sales (x)	11.2	8.0	6.8	5.8
EV/EBITDA (x)	136.0	68.4	54.0	44.3
PE (x)	227.3	101.3	77.7	61.6
P/BV (x)	30.5	24.4	19.2	15.2

Key Data	TITN.BO TTAN IN
52-W High / Low	Rs.2,678 / Rs.1,396
Sensex / Nifty	59,602 / 17,746
Market Cap	Rs.2,305bn/\$30,935m
Shares Outstanding	888m
3M Avg. Daily Value	Rs.4017.76m

Shareholding Pattern (%)

Promoter's	52.90
Foreign	19.06
Domestic Institution	10.10
Public & Others	17.94
Promoter Pledge (Rs bn)	-

Stock Performance (%)

	1M	6M	12M
Absolute	11.6	47.3	65.1
Relative	6.3	30.6	33.4

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Titan Company (TTAN IN)

Rating: BUY | CMP: Rs2,596 | TP: Rs2,915

Glittering on all fronts: BUY

We are increasing FY22/23/24 EPS estimates by 10%, 5.8% and 6.5% to Rs25.6/33.4/42.2 and increase DCF based target price to Rs2915 (Rs2651 earlier). This follows stronger than expected 3Q jewellery sales growth even as watch and Eyewear sales are slightly lower than our expectations. we believe 37% jewellery sales growth (~45% volume growth) shows the benefit of low gold prices, busy marriage season, hallmarking, higher walk ins and 15% increase in ticket size than pre covid levels. Watch sales bounced back led by Titan brand in Tier2/3 cities while Eyewear business growth was led by sunglasses and frames. We note that Tanishq sales are far better than our channel checks which suggested industry growth of ~20%, suggesting market share gains.

Retail expansion continues with addition of 14 stores in Tanishq, 20 in Watches, 53 in Eyewear, 6 in Caratlane and 2 in Taneira. Although 4Q has come under little cloud due to 3rd wave of covid, TTAN is well placed to capitalise on LT growth led by 1) benefit of hallmarking as organized players in jewellery gain share 2) Omni-channel strategy across jewellery, watches and eyewear and 3) new growth drivers like Caratlane, Titan Eye+, Taneira, and entry into high growth segments like Over the Head headphones and Truly Wireless earphones.

We estimate 50.7%/28.3% PAT CAGR over FY21-24/FY22-24 and arrive at a DCF based target price of Rs2915 (Rs2651 earlier). We believe structural story remains intact led by market share gains, strong balance sheet, franchisee based model and Omni Channel across product segments. Reiterate Buy

3QFY22 Update

- Jewellery revenues grew by 37%YoY led by buoyancy in demand driven by festive purchase in Oct/Nov. We estimate EBIT of Rs12bn with a margin of 13.3%. Walk-ins and customer conversions significantly higher. Ticket sizes were 15% higher vs pre-pandemic levels. Tier-1 contribution sustains improvement reaching close to pre-pandemic levels. Plain and studded categories witnessed strong double digit growth. Studded share in overall pie slightly improved YoY. Gold Harvest Scheme (GHS) enrolment have recorded double digit growth driven by strong buyer upticks. Added 14 stores including 2 new stores in Dubai at prime locations. Tanishq's Diwali collections (Utsaah and Color me Joy) have been well received. Mia launched "Inina' and "Sway wit Mia", while Zoya launched its "Libera" collection during the quarter.
- Watches & Wearables Revenues grew by 28% YoY led by multi brand channels (offline and online), mainly on the back of Titan brand. Premiumization aiding gain higher value. We estimate EBIT of Rs1.1bn with a margin of 15.2%. Sales from Trade and LFS clocked higher growth followed by Retail. Tier 2/3 towns did better than metros. Launched Titan Smart Watch during end of December. "Titan Maritime II" and "Raga Love All" were new launches during the quarter. Added 20 stores. A high impact TV campaign in October with a fresh and young take on Titan Mechanicals saw 2.5X jump in

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their sales. Fastrack unveiled its new brand position for Gen Z – "You Do You" while Sonata launched its marquee collection "Unveil".

- Eyewear Revenues grew by 27% YoY driven by sunglasses and frames with good demand uptick also seen in international brands. The division accelerated its growth journey with significant network expansion (added 53 stores). A unique visual solution in lenses for office professionals 'OfficePro' was launched. 'Crest Bold', 'all acetate' material eyeglasses under Titan Crest brand were launched in the quarter.
- Caratlane Revenues grew by 64% YoY leveraging its omni-channel offerings. Studded share of overall pie witnessed growth. Growth was well distributed with strong momentum witnessed even across lower ticket sizes. Opened first ever airport store in Bengaluru. Added 6 stores taking the total count to 129. Went live with Caratlane's US website. 'Dunes' collection launched during the quarter received good response.
- Fragrances & Accessories Revenues grew by 44% YoY as growth was witnessed across all retail and departmental stores. New campaigns for SKINN and Fastrack women's bag were well received. Taneria opened 2 stores (Noida and Bangalore) taking the total store count for the business to 16 across 7 cities. The brand's launch on multimedia elements along with Navratri '#9days9co/ors' micro-influencer campaign showed good traction amongst the customers during the festive period. In Dec'21, Taneira launched the 'Tussar Festivaf campaign with an aim to create awareness about tussar silks.
- TEAL Revenues declined by 9% YoY: The Automation Solutions Business has seen a significant improvement over LY and is showing encouraging signs with new orders coming in from different industry verticals with exports showing similar traction. The Aerospace Business though continuing to face challenges is showing initial signs of recovery.

Jewelry Channel Check:

- Demand for Jewelry was at its peak on Sept-Oct'21 as people purchased raw gold ahead of marriages as prices softened.
- YoY growth was upto 20%, however QoQ Growth rate was only 5--7% among local Jewellers.
- Studded jewelers which was subdued during previous quarters saw pickup in demand during festive season.
- Hallmarking cost at small stores is upto Rs 100/- across categories. Hallmarking time has reduced from 7 days (2 years ago) to 1 day (5-8 hours). In addition to Hallmarking cost, now Transit Insurance cost has also been charged to the product. (Not charged separately in the bill)
- Customer visit at store is still not as precovid level, however conversion Ratio have gone up rapidly after covid.
- Viewing Online & buying offline is inched up, but not significant.



Exhibit 1: Revenue to grow 36% with strong growth across segments

Particulars (Rs m)	Q3FY22E	Q3FY21	YoY gr. (%)	Q2FY22	QoQ gr. (%)	
Sales	99,249	72,870	36.2	71,700	38.4	
EBITDA	13,597	8,580	58.5	9,540	42.5	
Margin (%)	13.7	11.8		13.3		TTAN to report strong Revenue
PBT	12,747	7,650	66.6	8,680	46.9	growth of 36% driven by strong
Adj. PAT	9,535	5,560	71.5	6,410	48.7	wedding/festive demand. Watches and Eyewear also grew strongly on
Jewellery Volume Growth (%)	35.0	(15.0)		101.0		account of improving walk in and
Jewellery Margins (%)	13.3	11.4		12.6		continued growth across E-Com.
Watch Volume Growth (%)	40.0	(26.0)		67.0		
Watch Margins (%)	15.2	10.4		13.4		

Source: Company, PL

Exhibit 2: Watches and Jewelry to witness sharp recovery in FY22

(Rs m)	FY18	FY19	FY20	FY21	FY22E	FY23E	FY24E
Jewellery							
Sales	1,30,231	1,59,881	1,66,983	1,85,877	2,57,999	3,02,191	3,51,443
Growth %	24.3	22.8	4.4	11.3	38.8	17.1	16.3
EBIDTA	15,893	19,996	21,813	18,023	31,743	39,257	47,222
Growth %	41.5	25.8	9.1	(17.4)	76.1	23.7	20.3
EBIDTA Margin %	12.2	12.5	13.1	9.7	12.3	13.0	13.4
Watches							
Sales	20,547	24,409	25,261	15,826	23,264	26,754	30,098
Growth %	2.0	18.8	3.5	(37.4)	47.0	15.0	12.5
EBIDTA	3,083	3,572	3,789	32	3,024	4,147	4,966
Growth %	29.7	15.9	6.1	(99.2)	9,455.0	37.1	19.8
EBIDTA Margin %	15.0	14.6	15.0	0.2	13.0	15.5	16.5

Source: PL



Financials

Income Statement (Rs m)

Y/e Mar	FY21	FY22E	FY23E	FY24E
Net Revenues	2,06,020	2,88,865	3,38,691	3,93,718
YoY gr. (%)	2.9	40.2	17.2	16.2
Cost of Goods Sold	1,57,690	2,13,237	2,38,142	2,86,489
Gross Profit	48,330	75,628	1,00,549	1,07,229
Margin (%)	23.5	26.2	29.7	27.2
Employee Cost	9,110	13,863	16,254	18,896
Other Expenses	-	15,313	26,795	19,498
EBITDA	17,010	33,692	42,429	51,165
YoY gr. (%)	(30.2)	98.1	25.9	20.6
Margin (%)	8.3	11.7	12.5	13.0
Depreciation and Amortization	3,310	3,607	3,996	4,313
EBIT	13,700	30,085	38,433	46,852
Margin (%)	6.6	10.4	11.3	11.9
Net Interest	1,810	1,981	1,961	2,177
Other Income	1,810	2,296	3,180	5,346
Profit Before Tax	13,700	30,400	39,652	50,021
Margin (%)	6.6	10.5	11.7	12.7
Total Tax	3,560	7,652	9,980	12,590
Effective tax rate (%)	26.0	25.2	25.2	25.2
Profit after tax	10,140	22,748	29,672	37,431
Minority interest	-	-	-	-
Share Profit from Associate	-	-	-	-
Adjusted PAT	10,140	22,748	29,672	37,431
YoY gr. (%)	(33.2)	124.3	30.4	26.2
Margin (%)	4.9	7.9	8.8	9.5
Extra Ord. Income / (Exp)	(1,370)	-	-	-
Reported PAT	8,770	22,748	29,672	37,431
YoY gr. (%)	(42.2)	159.4	30.4	26.2
Margin (%)	4.3	7.9	8.8	9.5
Other Comprehensive Income	2,060	-	-	-
Total Comprehensive Income	10,830	22,748	29,672	37,431
Equity Shares O/s (m)	888	888	888	888
EPS (Rs)	11.4	25.6	33.4	42.2

Source: Company Data, PL Research

Balance Sheet Abstract (Rs m)

Y/e Mar	FY21	FY22E	FY23E	FY24E
Non-Current Assets				
Gross Block	24,070	26,173	28,277	30,382
Tangibles	22,348	24,448	26,549	28,651
Intangibles	1,722	1,725	1,728	1,731
Acc: Dep / Amortization	13,018	16,313	19,922	23,846
Tangibles	11,848	15,066	18,600	22,450
Intangibles	1,171	1,246	1,321	1,397
Net fixed assets	11,052	9,860	8,355	6,536
Tangibles	10,500	9,381	7,948	6,201
Intangibles	551	479	407	335
Capital Work In Progress	250	276	305	339
Goodwill	-	-	-	-
Non-Current Investments	10,830	11,913	13,104	14,415
Net Deferred tax assets	1,050	289	339	394
Other Non-Current Assets	10,410	10,717	11,034	11,362
Current Assets				
Investments	27,530	31,660	44,323	50,972
Inventories	79,840	1,04,705	1,22,490	1,37,625
Trade receivables	2,908	3,561	4,175	4,853
Cash & Bank Balance	5,118	1,290	7,539	30,813
Other Current Assets	6,710	3,611	4,234	4,921
Total Assets	1,58,598	1,80,925	2,19,095	2,65,586
Equity				
Equity Share Capital	888	888	888	888
Other Equity	74,640	93,745	1,18,977	1,51,082
Total Networth	75,528	94,633	1,19,865	1,51,969
Non-Current Liabilities				
Long Term borrowings	-	-	-	-
Provisions	1,430	2,022	2,370	2,756
Other non current liabilities	9,710	10,681	11,749	12,924
Current Liabilities				
ST Debt / Current of LT Debt	40,940	31,658	36,522	41,601
Trade payables	6,950	7,788	8,758	10,230
Other current liabilities	24,040	34,144	39,829	46,106
Total Equity & Liabilities	1,58,598	1,80,925	2,19,094	2,65,586

Source: Company Data, PL Research

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Cash Flow (Rs m)				
Y/e Mar	FY21	FY22E	FY23E	FY24E
PBT	15,544	30,400	39,652	50,021
Add. Depreciation	3,350	3,607	3,996	4,313
Add. Interest	1,495	1,844	1,981	1,961
Less Financial Other Income	1,810	2,296	3,180	5,346
Add. Other	719	1,693	693	785
Op. profit before WC changes	21,108	37,545	46,322	57,080
Net Changes-WC	203	(21,531)	(23,818)	(10,483)
Direct tax	(3,917)	(7,652)	(9,980)	(12,590)
Net cash from Op. activities	17,395	8,362	12,523	34,007
Capital expenditures	(2,682)	(2,443)	(2,520)	(2,527)
Interest / Dividend Income	-	-	-	-
Others	1,501	(759)	(835)	(918)
Net Cash from Invt. activities	(1,181)	(3,202)	(3,355)	(3,445)
Issue of share cap. / premium	(795)	795	-	-
Debt changes	(6,262)	(3,500)	3,500	-
Dividend paid	(3,551)	(4,439)	(4,439)	(5,327)
Interest paid	(1,495)	(1,844)	(1,981)	(1,961)
Others	-	-	-	-
Net cash from Fin. activities	(12,104)	(8,988)	(2,920)	(7,288)
Net change in cash	4,110	(3,828)	6,249	23,274
Free Cash Flow	14,713	5,919	10,003	31,480

Source: Company Data, PL Research

Quarterly Financials (Rs m)

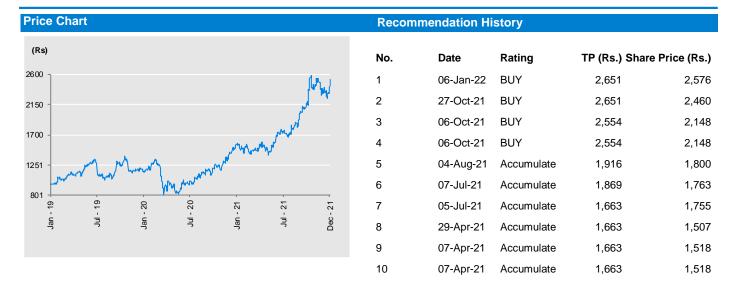
Y/e Mar	Q4FY21	Q1FY22	Q2FY22	Q3FY22E
Net Revenue	71,350	32,490	71,700	99,249
YoY gr. (%)	61.1	74.5	66.0	36.2
Raw Material Expenses	56,110	25,590	54,250	78,355
Gross Profit	15,240	6,900	17,450	20,894
Margin (%)	21.4	21.2	24.3	21.1
EBITDA	7,950	1,440	9,540	13,597
YoY gr. (%)	31.7	(158.5)	224.5	58.5
Margin (%)	11.1	4.4	13.3	13.7
Depreciation / Depletion	820	830	910	950
EBIT	7,130	610	8,630	12,647
Margin (%)	10.0	1.9	12.0	12.7
Net Interest	450	440	450	500
Other Income	340	650	500	600
Profit before Tax	7,020	820	8,680	12,747
Margin (%)	9.8	2.5	12.1	12.8
Total Tax	1,730	210	2,270	3,212
Effective tax rate (%)	24.6	25.6	26.2	25.2
Profit after Tax	5,290	610	6,410	9,535
Minority interest	-	-	-	-
Share Profit from Associates	-	-	-	-
Adjusted PAT	5,290	610	6,410	9,535
YoY gr. (%)	48.3	(122.6)	222.1	71.5
Margin (%)	7.4	1.9	8.9	9.6
Extra Ord. Income / (Exp)	-	-	-	-
Reported PAT	5,290	610	6,410	9,535
YoY gr. (%)	48.3	(122.6)	222.1	127.6
Margin (%)	7.4	1.9	8.9	9.6
Other Comprehensive Income	370	260	(500)	-
Total Comprehensive Income	5,660	870	5,910	9,535
Avg. Shares O/s (m)	888	890	888	-
EPS (Rs)	6.0	0.7	7.2	-

Source: Company Data, PL Research

Key Financial Metrics						
Y/e Mar	FY21	FY22E	FY23E	FY24E		
Per Share(Rs)						
EPS	11.4	25.6	33.4	42.2		
CEPS	15.1	29.7	37.9	47.0		
BVPS	85.1	106.6	135.0	171.2		
FCF	16.6	6.7	11.3	35.5		
DPS	4.0	5.0	5.0	6.0		
Return Ratio(%)						
RoCE	13.3	24.8	27.2	26.8		
ROIC	10.9	20.3	23.0	25.5		
RoE	14.1	26.7	27.7	27.5		
Balance Sheet						
Net Debt : Equity (x)	0.1	0.0	(0.1)	(0.3)		
Net Working Capital (Days)	134	127	127	123		
Valuation(x)						
PER	227.3	101.3	77.7	61.6		
P/B	30.5	24.4	19.2	15.2		
P/CEPS	171.3	87.4	68.5	55.2		
EV/EBITDA	136.0	68.4	54.0	44.3		
EV/Sales	11.2	8.0	6.8	5.8		
Dividend Yield (%)	0.2	0.2	0.2	0.2		

Source: Company Data, PL Research





Analyst Coverage Universe

Sr. No.	Company Name	Rating	TP (Rs)	Share Price (Rs)
1	Asian Paints	BUY	3,675	3,527
2	Avenue Supermarts	Accumulate	5,364	4,687
3	Bajaj Electricals	Accumulate	1,230	1,092
4	Britannia Industries	Accumulate	4,093	3,660
5	Burger King India	BUY	242	140
6	Colgate Palmolive	Accumulate	1,852	1,466
7	Crompton Greaves Consumer Electricals	BUY	530	451
8	Dabur India	Accumulate	647	583
9	Emami	Accumulate	624	511
10	Havells India	Accumulate	1,400	1,286
11	Hindustan Unilever	Accumulate	2,930	2,416
12	ITC	BUY	270	221
13	Jubilant FoodWorks	Accumulate	4,109	3,638
14	Kansai Nerolac Paints	BUY	707	596
15	Marico	Hold	544	501
16	Mold-tek Packaging	UR	725	821
17	Nestle India	Accumulate	18,723	19,936
18	Pidilite Industries	Hold	2,491	2,638
19	Titan Company	BUY	2,651	2,576
20	Voltas	Hold	1,200	1,245
21	Westlife Development	Accumulate	603	542

PL's Recommendation Nomenclature (Absolute Performance)

 Buy
 : > 15%

 Accumulate
 : 5% to 15%

 Hold
 : +5% to -5%

 Reduce
 : -5% to -15%

 Sell
 : < -15%</td>

Not Rated (NR) : No specific call on the stock
Under Review (UR) : Rating likely to change shortly



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