# EPL

BSE SENSEX

59,035





Motilal Oswal

#### Stock Info

Bloomberg	EPLL IN
Equity Shares (m)	316
M.Cap.(INRb)/(USDb)	57.8 / 0.8
52-Week Range (INR)	294 / 149
1, 6, 12 Rel. Per (%)	10/-23/-38
12M Avg Val (INR M)	95
Free float (%)	48.1

### Financials Snapshot (INR b)

	(		
Y/E MARCH	2022E	2023E	2024E
Sales	34.8	38.4	41.6
EBITDA	5.8	7.1	8.3
Adj. PAT	2.1	3.0	3.8
EBITDA margin (%)	16.6	18.6	20.0
Cons. Adj. EPS (INR)	6.7	9.4	11.8
EPS Gr. (%)	-17.0	41.0	25.9
BV/Sh. (INR)	57.5	61.9	68.2
Ratios			
Net D:E	0.1	0.1	-0.1
RoE (%)	12.0	15.7	18.2
RoCE (%)	11.4	15.0	18.0
Payout (%)	67.5	53.2	46.5
Valuations			
P/E (x)	27.5	19.5	15.5
EV/EBITDA (x)	10.5	8.3	6.9
Div. Yield (%)	2.5	2.7	3.0
FCF Yield (%)	3.6	5.0	7.1

### Shareholding pattern (%)

As On	Dec-21	Sep-21	Dec-20		
Promoter	51.9	51.9	52.0		
DII	14.1	14.8	15.6		
FII	15.0	14.7	13.8		
Others	19.1	18.6	18.7		
FII Includes depository receipts					

#### Stock Doutournes (1 year)



### CMP: INR183 TP: INR250 (+37%)

**Buy** 

### Unpacking sustainable growth despite interim hiccups

Price hikes and better demand to combat margin pressure

- We believe EPL with its new management under Blackstone is destined for longterm growth, driven by: a) growing revenue contribution from Personal Care products, b) a gradual shift to laminated tubes from plastic/aluminum tubes, c) a recovery in travel tube, with the lifting of travel restrictions across the globe, d) higher revenue sustainability owing to long-term contracts in the Oral Care segment, and e) customer additions across geographies as well as greater crossselling opportunities.
- However, EPL has been witnessing margin pressures since the last five quarters, which is likely to continue in the next couple of quarters too due to volatility in raw material prices.
- We believe EPL deserves to trade at higher multiples than its peers owing to its better global presence, strong management and leadership position in the Oral Care segment. We value the stock at 21x FY24E EPS to arrive at our TP of INR250. We maintain our BUY rating on the stock.
- Key risks to our call: a) fluctuation in the key raw material price of polymer, a derivative of crude, which could pressurize margins; b) higher concentration risk as the top 10 clients contribute predominantly to its revenue; and c) slower growth in oral care could impact earnings adversely as the Oral Care segment dominates its revenue mix.

### Near-term challenges likely on higher raw material costs

- EPL has been witnessing margin pressures since the previous five quarters mainly led by rising polymer prices, freight costs (3.0%/3.4% of FY20/FY21 sales) and power costs (2.6%/2.4% of FY20/FY21 sales). Freight costs increased 24% YoY to INR1,039m in FY21 due to shortage of shipping containers caused by the pandemic. Volatile raw material prices amid the geopolitical conflict and supply-side disruption led to a surge in LLDPE/HDPE prices by 69%/71% in the current quarter v/s the same quarter in the previous year. The raw material price volatility is likely to put EPL's margins under pressure in the near term.
- Polymer prices softened during Nov'21-Dec'21; however, prices surged ~25% over Dec'21-Mar'22 due to the third Covid wave. According to the management communication in the recent analyst meet, EPL has already taken two rounds of price hikes in recent quarters and is planning to take further hikes depending upon the directional shift in raw material prices.
- Although EPL enters into long-term contracts (of three to five years) with majority of its clients in the Oral Care segment (54% of its total sales in FY21 and ~80% of its oral care revenue originate from these long-term contracts), the company has been unable to pass on the extreme fluctuations in raw material prices and power costs to its clients. Of the overall revenue, EPL generates more than 50% sales through the long-term contracts.

#### Sumant Kumar - Research Analyst (Sumant.Kumar@motilaloswal.com)

Research Analyst: Pranav Lala (Pranav.Lala@MotilalOswal.com) | Meet Jain (Meet.Jain@motilaloswal.com)

### Investors are advised to refer through important disclosures made at the last page of the Research Report.

Motilal Oswal research is available on www.motilaloswal.com/Institutional-Equities, Bloomberg, Thomson Reuters, Factset and S&P Capital.

### Entry into the Brazilian market is likely to augment growth

- The global tubes market is dominated by the Personal Care tube segment with an estimated volume share of 62-64% (26-28b tubes) at present. Out of the 42b tube industry, Oral Care currently contributes ~16b to the total volume, followed by Beauty and Cosmetics at 14b, Pharmaceuticals at 10b and Food & others at 2b. EPL enjoys volume market share of 7-8% in the global Personal Care segment.
- The global tube market was valued at USD9.91b in 2020, which is projected to report a 6.2% CAGR to reach USD13b in 2026, according to a Grandview Research report. The laminated tube market constituted 44.8% of the global tube packaging market in 2020 (valued at ~USD4.4b).
- EPL currently commands a ~36% global market share in Oral Care and a 7-8% market share in Personal Care segments. EPL was able to maintain its leadership position and dominate about half of the Indian market in FY21. EPL single-handedly accounted for two-thirds of the overall domestic volumes in FY21.
- EPL is likely to add new clients from increasing conversion of plastic bottle/ aluminum tube to laminated tubes. In the past, EPL was able to convert a leading anti-fungal ointment brand to laminated tubes in the AMESA region.
- In line with its global vision, EPL has entered into the Brazilian market (market size of ~3.5b tubes more than 8% of global laminated tube market) under the Oral Care segment with support from its anchor customers. EPL aims to win over the customers, which have shifted to local manufacturing companies, post-exit of Albea from the Brazilian market. Albea is the single largest unlisted global competitor to EPL, which was bought out by a PE firm in 2018. The company aims to expand in new geographies and capture share from the unorganized regional players.
- EPL also aims to expand through the inorganic route, wherein synergy benefits would lead to the addition of new customers, product categories, geographies, and/or technologies. In line with its objective, EPL completed the acquisition of Creative Stylo Packs Ltd in India in FY21.

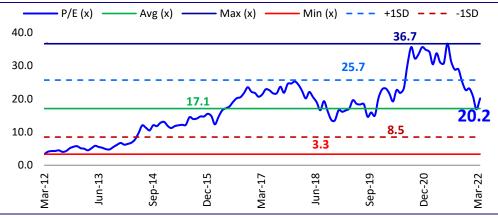
### New product launches and novel initiatives promise long-term growth

- EPL's Platina laminate portfolio is expanding fast, with new extensions such as Platina Pro, Platina Clear, Platina Shine, Platina Me, Platina PCR Max, and Platina Bio Max. Some of these laminates are now in advanced storage trials with global customers and are awaiting commercialization. EPL has received strong global recognition for these efforts and the portfolio has been qualified by the Association of Plastic Recyclers (APR) as the world's first 100% recyclable tubes, including shoulder and caps.
- EPL applied for several patents and it was granted 66 patents in FY21. EPL, inline with its objective to migrate to eco-friendly and 100% recyclable packaging, was successfully able to convince its leading brand partners – such as Vicco, Colgate-Palmolive, Unilever, GSK Consumer Health and Hela Gewürzwerk Hermann Laue GmbH – to use recyclable Platina Tubes in India for multiple segments such as Oral Care, Health & Beauty, and FMCG in FY21.
- During the pandemic, EPL introduced its line of 'hand sanitizer tubes' that fueled Personal Care product growth. Within a short span of time, EPL has become a leading global supplier of hand sanitizer tubes with large quantum of orders.

### Earnings momentum to sustain; deserves to trade at premium multiples

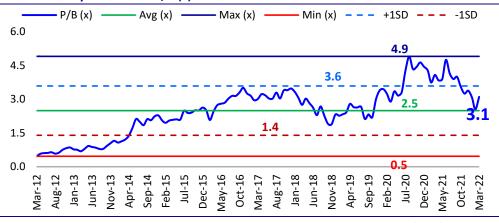
- We expect EPL's earnings momentum to sustain, driven by: a) growing revenue contribution from Personal Care products, b) a gradual shift to laminated tubes from plastic/aluminum tubes, c) a recovery in travel tube, with the lifting of travel restrictions across the globe, d) higher revenue sustainability owing to long-term contracts in the Oral Care segment, and e) customer additions across geographies as well as greater cross-selling opportunities.
- EPL generated an FCF of INR7.7b over FY17-21. We forecast the company to generate an FCF of ~INR9.2b over FY22-24E, backed by increased profitability and prudent capital allocation.
- We expect a revenue/EBITDA/PAT CAGR of 10%/11%/14% over FY21-24, respectively. We believe EPL deserves to trade at higher multiples than its peers owing to its better global presence, strong management and leadership position in the Oral Care segment. We value the stock at 21x FY24E EPS to arrive at our TP of INR250. We retain our **BUY rating** on the stock.





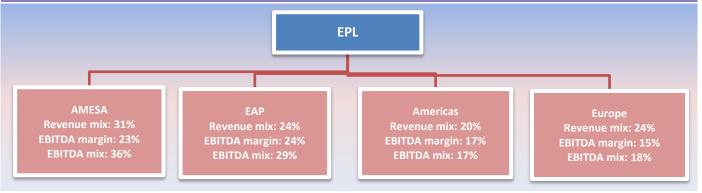
Source: Bloomberg, MOFSL

### Exhibit 2: One-year forward P/B (x)

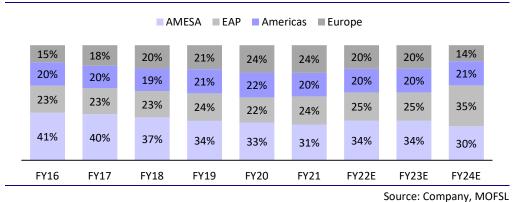


Source: Bloomberg, MOFSL

### Exhibit 3: Geographical revenue composition and EBITDA margin



Note: Figures as of FY20, Source: Company, MOFSL

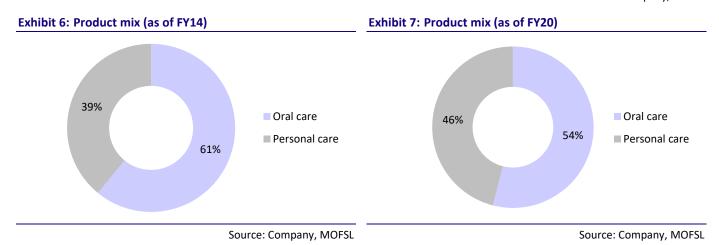


### Exhibit 4: Geographical revenue composition gradually equalizing

**Exhibit 5: Geographical EBITDA mix** 

AMESA EAP Americas Europe								
9%	12%	11%	12%	15%	18%	12%	13%	15%
19%	17%	18%	21%	22%	17%	15%	18%	18%
28%	26%	27%	28%	25%	29%	31%	29%	28%
45%	45%	45%	40%	37%	36%	43%	40%	39%
FY16	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E	FY24E

Source: Company, MOFSL







Source: MOFSL, Company





Source: Company, MOFSL

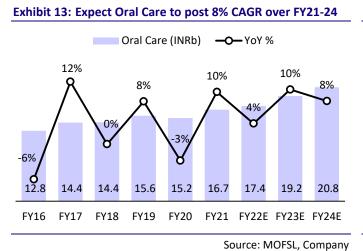
## Exhibit 10: Vicco Labs launches its cosmetic products in EPL's Sustainable Platina tube packaging



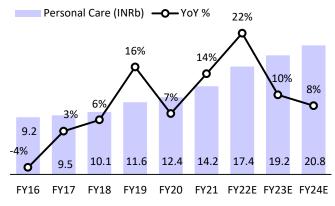
Source: Company, MOFSL



Source: Company, MOFSL



## Exhibit 14: Expect Personal Care to post 13% CAGR over FY21-24

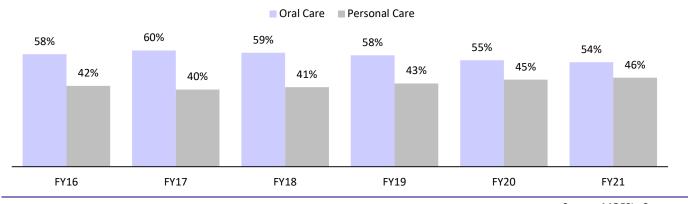


Source: MOFSL, Company





### Exhibit 15: Gradually increasing mix of Personal Care products over the years



Source: MOFSL, Company



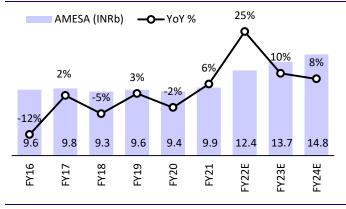
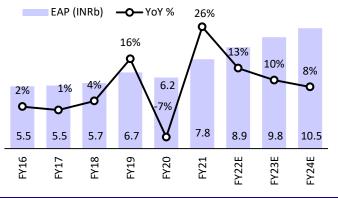
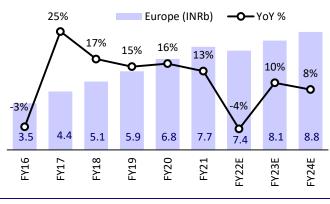


Exhibit 17: Expect EAP to post 10% CAGR over FY21-24



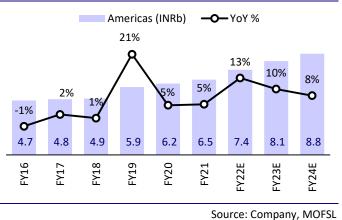
Source: MOFSL, Company

### Exhibit 18: Expect Europe to post 5% CAGR over FY21-24

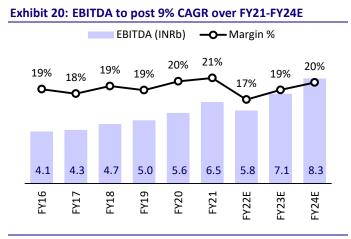


Source: Company, MOFSL

### Exhibit 19: Expect America to post 10% CAGR over FY20-24

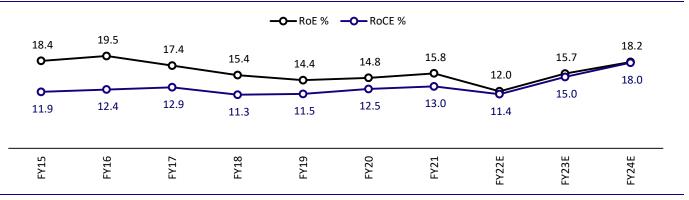


Source: MOFSL, Company



Source: Company, MOFSL

### Exhibit 22: Return ratios to improve going forward



24%

Q

1.7

FY16

4%

'n

1.7

FY17

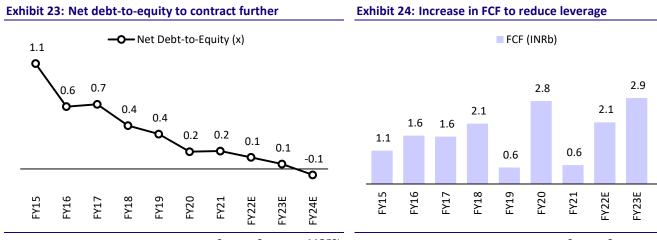
1%

1.8

FY18

4.1

FY23E



Source: Company, MOFSL

Source: Company, MOFSL

41%

3.0

FY23E

Source: Company, MOFSL

26%

σ

3.8

FY24E

### Exhibit 21: PAT to post 14% CAGR over FY21-24E

14%

2.2

FY20

-O-Growth %

18%

2.6

FY21

2.1

FY22E

PAT (INRb)

7%

1.9

FY19

Source: Company, MOFSL

## **Financials and valuations**

Consolidated Income Statement								(INR m)
Y/E March	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E	FY24E
Total Income from Operations	23,023	24,239	27,069	27,614	30,916	34,783	38,393	41,570
Change (%)	8.2	5.3	11.7	2.0	12.0	12.5	10.4	8.3
Raw material cost	10,079	10,366	11,648	11,581	12,934	15,429	16,893	18,083
Employee Cost	4,052	4,338	5,006	5,311	6,064	6,582	6,949	7,400
Other Expenses	4,673	4,886	5,424	5,147	5,807	6,982	7,421	7,754
Total Expenditure	18,804	19,590	22,078	22,039	24,805	28,993	31,263	33,237
% of Sales	81.7	80.8	81.6	79.8	80.2	83.4	81.4	80.0
EBITDA	4,219	4,649	4,991	5,575	6,111	5,790	7,130	8,334
Margin (%)	18.3	19.2	18.4	20.2	19.8	16.6	18.6	20.0
Depreciation	1,415	1,671	1,861	2,298	2,346	2,528	2,707	2,958
EBIT	2,804	2,978	3,130	3,277	3,765	3,262	4,422	5,375
Int. and Finance Charges	581	550	613	556	429	379	263	143
Other Income	353	264	285	133	145	133	161	175
PBT bef. EO Exp.	2,576	2,691	2,802	2,854	3,481	3,015	4,321	5,407
EO Items	157	-50	31	-94	-161	0	0	0
PBT after EO Exp.	2,732	2,642	2,833	2,760	3,320	3,015	4,321	5,407
Total Tax	787	889	932	638	868	746	1,167	1,460
Tax Rate (%)	28.8	33.7	32.9	23.1	26.1	24.7	27.0	27.0
Profit/loss from associates	10.5	-10.4	53.2	-6.0	-9.0	-78	-86	-95
Minority Interest	53	26	29	43	52	73	82	92
Reported PAT	1,903	1,716	1,925	2,073	2,391	2,118	2,986	3,760
Adjusted PAT	1,747	1,766	1,895	2,167	2,552	2,118	2,986	3,760
Change (%)	4.1	1.1	7.3	14.4	17.8	-17.0	41.0	25.9
Margin (%)	7.6	7.3	7.0	7.8	8.3	6.1	7.8	9.0

### **Consolidated Balance Sheet**

Consolidated Balance Sheet								(INR m)
Y/E March	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E	FY24E
Equity Share Capital	314	315	631	631	631	636	636	636
Total Reserves	10,076	12,191	13,249	14,695	16,350	17,633	19,030	21,042
Net Worth	10,390	12,506	13,880	15,326	16,981	18,268	19,665	21,677
Minority Interest	57	43	52	86	333	333	333	333
Total Loans	7,924	7,299	6,313	6,432	5,536	4,036	2,536	1,036
Deferred Tax Liabilities	317	357	510	475	543	543	543	543
Capital Employed	18,688	20,204	20,754	22,319	23,393	23,180	23,077	23,589
Gross Block	15,637	17,691	20,495	22,434	25,500	27,500	29,500	31,500
Less: Accum. Deprn.	3,984	5,992	7,564	9,862	12,208	14,736	17,443	20,402
Net Fixed Assets	11,652	11,699	12,931	12,572	13,292	12,764	12,057	11,098
Goodwill on Consolidation	142	142	142	142	1,159	1,159	1,159	1,159
Capital WIP	193	417	413	352	273	355	371	374
Total Investments	153	131	168	<b>160</b>	149	149	149	149
Current Investments	0	0	0	0	0	0	0	0
Curr. Assets, Loans and Adv.	10,254	12,032	11,547	14,833	15,241	16,333	17,586	19,634
Inventory	2,460	2,864	3,234	3,692	4,149	4,845	5,225	5,555
Account Receivables	3,766	4,590	4,934	4,903	5,891	6,480	7,363	7,972
Cash and Bank Balance	1,028	1,735	1,344	3,715	2,414	1,872	1,537	2,360
Loans and Advances	3,000	2,843	2,035	2,523	2,787	3,136	3,461	3,747
Curr. Liability and Prov.	3,707	4,217	4,447	5,740	6,721	7,579	8,244	8,825
Account Payables	1,473	1,884	2,065	3,538	4,222	4,766	5,139	5,464
Other Current Liabilities	1,834	2,037	2,113	1,942	2,163	2,435	2,688	2,910
Provisions	400	295	269	260	336	378	417	452
Net Current Assets	6,547	7,815	7,100	9,093	8,520	8,754	9,342	10,809
Misc. Expenditure	0	0	0	0	0	0	0	0
Appl. of Funds	18,688	20,204	20,754	22,319	23,393	23,180	23,077	23,589

## **Financials and valuations**

Ratios								
Y/E March	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E	FY24E
Basic (INR)								
EPS	5.5	5.6	6.0	6.8	8.0	6.7	9.4	11.8
Cash EPS	9.9	10.8	11.8	14.0	15.4	14.6	17.9	21.1
BV/Share	32.7	39.3	43.7	48.2	53.4	57.5	61.9	68.2
DPS	1.1	1.2	1.2	3.3	4.1	4.5	5.0	5.5
Payout (%)	21.8	26.4	23.6	57.0	54.5	67.5	53.2	46.5
Valuation (x)								
P/E	33.3	33.0	30.7	26.9	22.8	27.5	19.5	15.5
Cash P/E	18.4	16.9	15.5	13.0	11.9	12.5	10.2	8.7
P/BV	5.6	4.7	4.2	3.8	3.4	3.2	3.0	2.7
EV/Sales	2.8	2.6	2.3	2.2	2.0	1.7	1.6	1.4
EV/EBITDA	15.4	13.7	12.7	10.9	10.1	10.5	8.3	6.9
Dividend Yield (%)	0.6	0.6	0.6	1.8	2.2	2.5	2.7	3.0
FCF per share	5.1	6.5	1.8	8.9	2.0	6.6	9.2	13.0
Return Ratios (%)								
RoE	17.4	15.4	14.4	14.8	15.8	12.0	15.7	18.2
RoCE	12.9	11.3	11.5	12.5	13.0	11.4	15.0	18.0
RoIC	12.2	11.2	11.4	13.6	14.4	11.9	15.4	18.8
Working Capital Ratios								
Fixed Asset Turnover (x)	1.5	1.4	1.3	1.2	1.2	1.3	1.3	1.3
Asset Turnover (x)	1.2	1.2	1.3	1.2	1.3	1.5	1.7	1.8
Inventory (Days)	39	43	44	49	49	51	50	49
Debtor (Days)	60	69	67	65	70	68	70	70
Creditor (Days)	23	28	28	47	50	50	49	48
Leverage Ratio (x)								
Current Ratio	2.8	2.9	2.6	2.6	2.3	2.2	2.1	2.2
Interest Coverage Ratio	4.8	5.4	5.1	5.9	8.8	8.6	16.8	37.6
Net Debt/Equity	0.7	0.4	0.4	0.2	0.2	0.1	0.1	-0.1
Consolidated Cash Flow Statement								(INR m)
Y/E March	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E	(INK M) FY24E
OP/(Loss) before Tax	2,743	-	-	-			-	
	2,743	2,631	2,886	2,854	3,481	3,015	4,321	5,407

								(
Y/E March	FY17	FY18	FY19	FY20	FY21	FY22E	FY23E	FY24E
OP/(Loss) before Tax	2,743	2,631	2,886	2,854	3,481	3,015	4,321	5,407
Depreciation	1,415	1,671	1,861	2,298	2,346	2,528	2,707	2,958
Interest and Finance Charges	284	277	380	423	284	247	102	-32
Direct Taxes Paid	-764	-816	-901	-638	-868	-746	-1,167	-1,460
(Inc.)/Dec. in WC	494	-488	-404	-127	-423	-776	-923	-644
CF from Operations	4,172	3,276	3,821	4,811	4,821	4,267	5,041	6,230
Others	-485	159	-257	-100	-170	-78	-86	-95
CF from Operations incl. EO	3,687	3,435	3,564	4,711	4,651	4,189	4,955	6,135
(Inc.)/Dec. in FA	-2,069	-1,375	-3,003	-1,878	-4,004	-2,082	-2,016	-2,003
Free Cash Flow	1,618	2,060	561	2,833	647	2,108	2,938	4,132
(Pur.)/Sale of Investments	98	1	2	8	11	0	0	0
Others	-769	184	1,122	680	1,188	133	161	175
CF from Investments	-2,740	-1,189	-1,879	-1,190	-2,805	-1,949	-1,855	-1,829
Issue of Shares	7	510	53	0	0	600	0	0
Inc./(Dec.) in Debt	546	-1,199	-1,028	119	-896	-1,500	-1,500	-1,500
Interest Paid	-392	-372	-485	-556	-429	-379	-263	-143
Dividend Paid	-414	-478	-478	-1,182	-1,303	-1,430	-1,589	-1,748
Others	-508	-1	-138	469	-518	-73	-82	-92
CF from Fin. Activity	-762	-1,539	-2,076	-1,150	-3,147	-2,783	-3,434	-3,483
Inc./Dec. in Cash	184	706	-391	2,371	-1,301	-542	-335	823
Opening Balance	844	1,028	1,735	1,344	3,715	2,414	1,872	1,537
Closing Balance	1,028	1,735	1,344	3,715	2,414	1,872	1,537	2,360

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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