# CEAT

Estimate change	1
TP change	
Rating change	

Bloomberg	CEAT IN
Equity Shares (m)	40
M.Cap.(INRb)/(USDb)	44.5 / 0.6
52-Week Range (INR)	1477 / 921
1, 6, 12 Rel. Per (%)	15/-5/-30
12M Avg Val (INR M)	219

#### Financials & valuations (INR b)

INR Billion	FY22	FY23E	FY24E
Sales	93.6	105.7	116.8
EBITDA	7.1	8.7	12.1
EBIDTA Margin (%)	7.6	8.2	10.4
Adj. PAT	0.8	1.5	3.6
EPS (INR)	19.6	36.9	89.2
EPS Growth (%)	-82.8	87.9	142.0
BV/Share (INR)	809	834	911
Ratios			
RoE (%)	2.4	4.5	10.2
RoCE (%)	3.6	5.0	8.6
Payout (%)	17.0	32.6	13.5
Valuations			
P/E (x)	56.0	29.8	12.3
P/BV (x)	1.4	1.3	1.2
Div. Yield (%)	0.3	1.1	1.1
FCF Yield (%)	-7.6	5.4	11.3

#### Shareholding pattern (%)

As On	Mar-22	Dec-21	Mar-21
Promoter	47.1	47.1	46.8
DII	11.7	12.7	13.7
FII	22.7	22.7	27.0
Others	18.6	17.5	12.6

FII Includes depository receipts

## CMP: INR1,100 TP: INR1,275 (+16%)

Buy

## Above our estimate; strong revenue and lower cost drives beat Demand recovery on track, but RM cost pressures to persist in 1QFY23

- CEAT's 4QFY22 performance was aided by a recovery in Replacement and Commercial tyre categories. Cost inflation is likely to persist in 1QFY23, with the management raising prices to mitigate the impact, though underrecoveries continue to remain high.
- We upgrade our FY23 EPS estimate by 17% to account for a recovery in demand and price hikes, while maintaining our FY24 EPS estimate. We maintain our **Buy rating** with a TP of INR1,275 per share (based on ~13x Jun'24E EPS).

#### Demand recovery, price hikes, and cost control drive margin

- Revenue grew by ~13% YoY to INR25.9b, but EBITDA/PAT fell 28%/81% in 4QFY22 to INR1.87b/INR290m. Revenue grew 23% YoY, while EBITDA/PAT declined by 28%/83% in FY22.
- Volumes were flat YoY (+4% QoQ). Domestic replacement/OEM demand declined by 10%/7% YoY, offset by strong export growth of 29%.
- Gross margin contracted by 8.5pp YoY and 50bp QoQ to 33.5% (est. 32.9%) as RM cost inflation continued unabated. However, operating leverage restricted the decline in EBITDA margin (up 420bp YoY and 160bp QoQ) to 7.2% (est. 4.6%).
- EBITDA declined by 28% YoY (+40% QoQ) to ~INR1.9b (est. INR1.1b).
- This, coupled with negligible tax, boosted adjusted PAT to INR290m (-81% YoY v/s a QoQ loss of INR159m and our estimate of a loss of INR180m).
- Debt declined to INR21b (v/s INR22.6b in Dec'21 and INR14.2b in Mar'21).
- FCFF stood at a negative INR3.4b (v/s positive INR7.2b in FY21) due to a weak CFO that fell 54% YoY to INR6.2b (v/s INR13.6b in FY21). Capex stood at INR9.6b in FY22 (v/s INR6.4b in FY21).
- Ceat announced a dividend of INR3/share.

#### Highlights from the management commentary

- Demand was tepid in 4QFY22. Overall volumes grew by ~4% QoQ (flat YoY). Exports grew by 29%. Overall replacement demand fell due to a high base effect. However, the same will grow to the tune of 30-40% in 1QFY23 on a lower base. The semiconductor shortage is impacting PV OEM demand. 2W demand has not yet picked up, but is expected to improve with a growth in the rural economy and the opening of schools.
- RM cost rose 3% QoQ in 4QFY22 due to inflation in crude oil. The same is expected to surge by 3-4% in 1QFY23.
- Price hike: CEAT took a 2% price hike in 4QFY22. It raised prices by 2-2.5% in the CV/PV/SCV segment in Apr'22 and will take another ~2% hike in the CV/PV segment in May'22. 2Ws have not seen any price increases given the high competitive intensity. It will need to raise prices by 1-2% to offset the cost inflation impact on margin.
- We expect a project/maintenance capex of ~INR7.5b/~INR1.5b in FY23.

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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.

#### Maintain Buy with a TP of INR1,275/share (16% upside)

- CA cyclical recovery in both OEMs and replacement will enable faster absorption of new capacities and drive benefit of operating leverage. This, coupled with a gradual pass through of cost inflation, will drive margin recovery in FY23E.
- Valuations at 29.8x/12.3x FY23E/FY24E consolidated EPS do not capture the ramp-up in new capacities and stabilization in RM cost. We maintain our Buy rating.

Consolidated quarterly earnings									(	INR m)	
Y/E March		FY	21			FY	22		FY21	FY22	FY22E
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q			4QE
Net Sales	11,202	19,785	22,213	22,897	19,064	24,518	24,133	25,920	76,096	93,634	23,998
Change (YoY %)	-36.1	17.0	26.1	45.5	70.2	23.9	8.6	13.2	12.3	23.0	4.8
RM cost (%)	59.7	53.5	54.5	58.0	61.1	63.1	66.0	66.5	56.1	64.4	67.1
Employee cost (%)	13.5	8.1	8.1	8.0	9.3	7.0	7.1	6.6	8.9	7.4	7.2
Other expenses (%)	17.6	23.5	22.7	22.6	20.9	20.9	21.3	19.7	22.1	20.6	21.1
EBITDA	1,020	2,925	3,277	2,608	1,662	2,203	1,341	1,875	9,830	7,098	1,099
Margin (%)	9.1	14.8	14.8	11.4	8.7	9.0	5.6	7.2	12.9	7.6	4.6
Depreciation	785	839	873	899	965	1,206	1,086	1,096	3,396	4,352	1,106
Interest	488	450	419	399	460	496	548	566	1,755	2,070	562
Other Income	28	38	41	32	39	28	32	33	138	114	82
PBT before EO expense	-225	1,674	2,025	1,342	276	529	-260	246	4,816	790	-486
Exceptional item	218	0	123	0	0	5	65	59	341	129	0
PBT	-443	1,674	1,903	1,342	276	524	-326	187	4,476	661	-486
Tax Rate (%)	12.6	-0.9	36.6	-8.2	41.8	29.2	10.7	5.2	11.5	36.7	48.5
Minority Int. and Profit of Asso. Cos.	-40	-130	-115	-76	-79	-49	-91	-75	-361	-294	-71
Reported PAT	-348	1,819	1,321	1,528	240	420	-200	253	4,320	712	-180
Adj. PAT	-155	1,819	1,430	1,528	240	423	-159	290	4,622	794	-180
Change (YoY %)	-125	308	170	116	-255	-77	-111	-81	100.2	-83	-111.8
Margin (%)	-1.4	9.2	6.4	6.7	1.3	1.7	-0.7	1.1	6.1	0.8	-0.7
Key performance indicators											
RM cost (as a percentage of sales)	59.7	53.5	54.5	58.0	61.1	63.1	66.0	66.5	56.1	64.4	67.1
Staff cost (as a percentage of sales)	13.5	8.1	8.1	8.0	9.3	7.0	7.1	6.6	8.9	7.4	7.2
Other cost (as a percentage of sales)	18	24	23	23	21	21	21	20	22	21	21.1
Gross margin (%)	40.3	46.5	45.5	42.0	38.9	36.9	34.0	33.5	0.0	0.0	32.9
EBITDA Margin (%)	9.1	14.8	14.8	11.4	8.7	9.0	5.6	7.2	12.9	7.6	4.6
EBIT Margin (%)	2.1	10.5	10.8	7.5	3.7	4.1	1.1	3.0	12.9	7.6	0.0
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E: MOFSL estimates



## Highlights from the management commentary

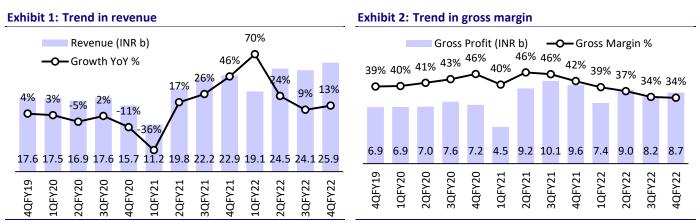
- Demand was tepid in 4QFY22. Overall volumes grew by ~4% QoQ (flat YoY). Exports grew by 29%. Replacement demand was driven by TBR. 2W demand fell 10% YoY (flat QoQ). Overall replacement demand fell due to a high base effect. However, the same will grow to the tune of 30-40% in 1QFY23 on a lower base. The semiconductor shortage is impacting PV OEM demand. 2W demand has not yet picked up, but is expected to improve with a growth in the rural economy and the opening of schools.
- RM cost and price hikes: RM cost rose 3% QoQ in 4QFY22 due to inflation in crude oil. The same is expected to surge by 3-4% in 1QFY23. CEAT raised prices by 2% in 4QFY22 mostly in the CV segment, while the price hike was sub-1% in other segments. It raised prices by 2-2.5% in the CV/PV/SCV segment in Apr'22 and will take another ~2% hike in the CV/PV segment in May'22. 2Ws have not

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seen any price increases given the high competitive intensity. It will need to raise prices by 1-2% to offset the cost inflation impact on margin.

- Capex: CEAT has moderated its capex to INR6.9b (from INR10b) in FY22 and the same was mostly towards project capex. We expect a project/maintenance capex of ~INR7.5b/~INR1.5b in FY23. The same will be prioritized for the OHT segment and for debottlenecking capacity, with some investment in renewable Power. Capex is to be funded equally via internal accruals and debt, within the debt/EBITDA ratio threshold of 3x.
- OHT capacity: CEAT will increase its daily OHT capacity to 81t by Jul'22 and to 105t by the end of FY23 (v/s 50t at present). CEAT's prices are 4-5% lower than that of BKT and is similar to Allianz Tyres in export markets.
- Exports: Its share of exports stood ~20% (v/s 15% in FY21) in 4QFY22. The same is expected to contribute ~25% to revenue in the medium term. Its China+1 strategy is helping to grow its exports. It is expecting a higher growth in the EU Passenger Car segment and will be launching Truck Radial tyres for the EU market by Aug'22 and PV radials in the US market by in a next 12 months.
- Sri Lanka business: CEAT had adequate RM inventory till Apr'22. Due to the shortage of RM/fuel for factory operations/employee commute, the situation is becoming challenging. Sri Lanka accounts for less than 10% of overall revenue. The management expects demand to decline by 20-25%.

## **Key exhibits**



Source: MOFSL, Company

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#### Exhibit 3: EBITDA and EBITDA margin trends

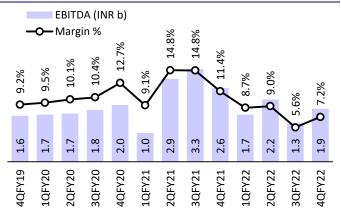
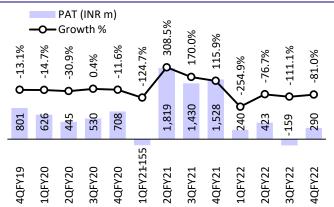


Exhibit 4: PAT and PAT growth trends



Source: MOFSL, Company

Source: MOFSL, Company

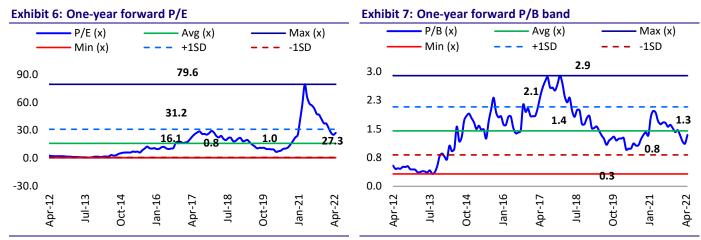
### Maintain Buy with a TP of INR1,275/share

- Focus on improving brand equity to drive market share gains: CEAT has laid a strong emphasis on effective marketing and branding of its products. To position its products competitively, it has developed creative ad campaigns based on extensive research and consumer insights, and invested in innovative marketing programs. Since the 2W and Passenger Car segments are consumer-facing, factors such as brand loyalty, visibility, and recall go a long way in creating replacement market demand and improving market share, which, in turn, will benefit its margin profile.
- Ramp-up in strategic focus areas to continue: The management has identified the 2W, Passenger Car, and OTR (truck/off-road) Tyre segments as strategic focus areas, given their abilities to boost margin and to lower its dependence on the Truck segment. Revenue contribution from these focus areas has increased significantly over the years (to 57% in FY21 from 20% in FY10). This is also reflected in market share gains in the PCR segment, which stood over 15% (v/s 11% a few years back). Expansion in TBR, despite not being a strategic focus area, has been undertaken to maintain overall market share in T&B tyres. Its market share stood at 8-9% (v/s 5% a few years ago) in the TBR category. Given its current capex plan, contribution from focus areas could scale up to 60-65% over the next four-to-five years, which will reflect positively in its operating performance. Benefit of this capex is not fully reflected in our FY22 and FY23 estimates. We expect a revenue CAGR of ~15% over FY21-24.
- Valuation and view: We upgrade our FY23 EPS estimate by 17% to account for a demand recovery and price hikes, while maintaining its FY24 EPS estimate. A cyclical recovery in both OEMs and replacement will enable faster absorption of new capacities and drive benefit of operating leverage. Valuations at 29.8x/12.3x FY23E/FY24E consolidated EPS do not capture the ramp-up in new capacities and recovery in margin. We maintain our Buy rating with a TP of INR1,275 per share (based on ~13x Jun'24E EPS).

(INR m)		FY23E			FY24E			
	Revised	Old Ch	ange (%)	Revised	Old Ch	ange (%)		
Net sales	1,05,689	1,02,412	3.2	1,16,800	1,12,069	4.2		
EBITDA	8,667	8,091	7.1	12,089	11,095	9.0		
EBITDA (%)	8.2	7.9	30bp	10.4	9.9	40bp		
Adj. PAT	1,491	1,275	17.0	3,608	3,541	1.9		
EPS (INR)	36.9	31.5	17.0	89.2	87.5	1.9		

#### Exhibit 5: Change in our estimates

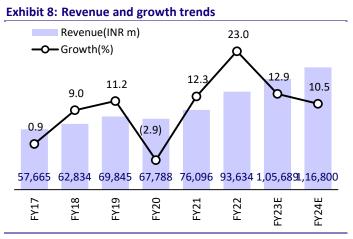
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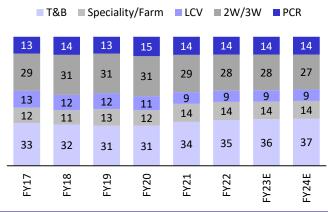
Source: MOFSL, Company

Source: MOFSL, Company

## **Story in charts**

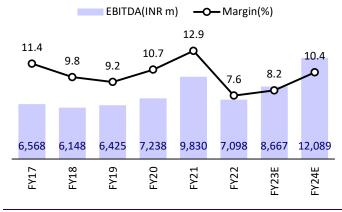


## **Exhibit 9: Key revenue segments**



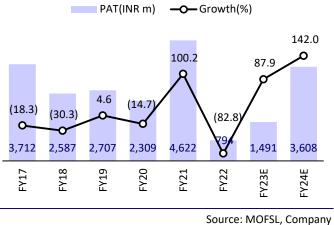
Source: MOFSL, Company

#### **Exhibit 10: EBITDA and EBITDA margin trends**



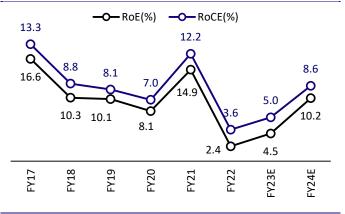
Source: MOFSL, Company

#### Exhibit 11: PAT and PAT growth trends



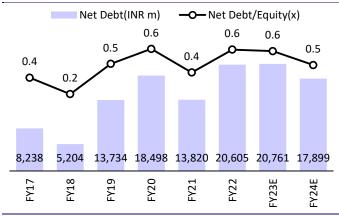
Source: MOFSL, Company

#### Exhibit 13: Trend in return profile



Source: MOFSL, Company

#### Exhibit 12: Trend in debt levels



#### Source: MOFSL, Company

## **Financials and valuations**

Consolidated Income Statement							(INR m)
Y/E March	FY18	FY19	FY20	FY21	FY22	FY23E	FY24E
Net Revenue from Ops.	62,834	69,845	67,788	76,096	93,634	1,05,689	1,16,800
Change (%)	9.0	11.2	-2.9	12.3	23.0	12.9	10.5
EBITDA	6,148	6,425	7,238	9,830	7,098	8,667	12,089
EBITDA Margin (%)	9.8	9.2	10.7	12.9	7.6	8.2	10.4
Depreciation	1,686	1,927	2,765	3,396	4,352	4,613	5,297
EBIT	4,462	4,498	4,473	6,433	2,746	4,054	6,792
EBIT Margin (%)	7.1	6.4	6.6	8.5	2.9	3.8	5.8
Int. and Finance Charges	974	880	1,509	1,755	2,070	2,361	2,097
Other Income	295	390	205	138	114	140	170
PBT bef. EO Exp.	3,783	4,008	3,169	4,816	790	1,832	4,865
EO Items	-340	-297	5	-341	-129	0	0
PBT after EO Exp.	3,443	3,711	3,174	4,476	661	1,832	4,865
Total Tax	1,340	1,402	1,046	516	243	641	1,557
Tax Rate (%)	38.9	37.8	33.0	11.5	36.7	35.0	32.0
Minority Int./Share JV PAT	-277	-213	-184	-361	-294	-300	-300
Reported PAT	2,380	2,522	2,312	4,320	712	1,491	3,608
Adjusted PAT	2,587	2,707	2,309	4,622	794	1,491	3,608
Change (%)	-30.3	4.6	-14.7	100.2	-82.8	87.9	142.0
Margin (%)	4.1	3.9	3.4	6.1	0.8	1.4	3.1
Consolidated Balance Sheet							(INR m)
Y/E March	FY18	FY19	FY20	FY21	FY22	FY23E	FY24E
Equity Share Capital	405	405	405	405	405	405	405
Total Reserves	25,656	27,257	28,675	32,758	32,324	33,329	36,452
Net Worth	26,061	27,661	29,079	33,163	32,728	33,734	36,857
Minority Interest	234	238	237	232	235	235	235
Total Loans	6,467	14,469	18,772	14,180	20,968	21,968	17,968
Deferred Tax Liabilities	1,893	2,198	2,744	2,800	3,177	3,177	3,177
Capital Employed	34,655	44,566	50,832	50,376	57,108	59,114	58,237
capital Employed	54,000	44,500	50,052	30,370	57,100	55,114	30,237
Gross Block	31,123	37,663	50,231	59,663	69,673	77,932	92,932
Less: Accum. Deprn.	4,030	5,868	8,633	12,029	16,381	20,994	26,291
Net Fixed Assets	27,092	31,795	41,598	47,634	53,292	56,938	66,641
Goodwill on Consolidation	0	0	0	0	0	0	0
Capital WIP	3,100	8,329	10,685	7,929	8,759	10,000	3,000
Total Investments	2,135	1,814	1,837	2,101	1,792	1,792	1,792
Total investments	2,135	1,014	1,037	2,101	1,752	1,752	1,752
Curr. Assets, Loans, and Adv.	19,137	22,111	19,410	23,652	27,176	32,819	33,012
Inventory	7,846	10,056	9,257	11,299	13,096	14,620	15,778
Account Receivables	7,472	7,064	6,744	9,216	11,543	11,582	11,200
Cash and Bank Balance	863	735	342	431	363	1,333	11,200
Loans and Advances	2,956	4,256	3,067	2,706	2,174	5,284	5,840
Curr. Liability and Prov.	16,810	19,484	22,697	30,940	33,910	42,435	46,208
Account Payables	8,705	10,529	11,948	19,478	21,576	26,582	28,688
Other Current Liabilities	7,257	7,566	9,114	9,921	10,654	13,740	15,184
Provisions	848	1,389	1,635	1,541	1,680	2,114	2,336
Net Current Assets	2,328	<b>2,627</b>	- <b>3,288</b>	- <b>7,288</b>	- <b>6,734</b>	-9,616	- <b>13,196</b>
Appl. of Funds							
Apple of Fullus	34,655	44,566	50,832	50,376	57,108	59,114	58,237

E: MOFSL estimates

## **Financials and valuations**

Y/E March	FY18	FY19	FY20	FY21	FY22	FY23E	FY24E
Basic (INR)							
EPS	64.0	66.9	57.1	114.3	19.6	36.9	89.2
Cash EPS	105.6	114.6	125.4	198.2	127.2	150.9	220.2
BV/Share	644.3	683.8	718.9	819.8	809.1	834.0	911.2
DPS	11.5	12.0	12.0	18.0	3.0	12.0	12.0
Payout (%)	23.6	23.2	25.3	16.9	17.0	32.6	13.5
Valuation (x)							
P/E	17.2	16.4	19.3	9.6	56.0	29.8	12.3
Cash P/E	10.4	9.6	8.8	5.5	8.6	7.3	5.0
P/BV	1.7	1.6	1.5	1.3	1.4	1.3	1.2
EV/Sales	0.8	0.8	0.9	0.8	0.7	0.6	0.5
EV/EBITDA	8.1	9.1	8.7	5.9	9.2	7.5	5.1
Dividend Yield (%)	1.0	1.1	1.1	1.6	0.3	1.1	1.1
Return Ratios (%)							
RoE	10.3	10.1	8.1	14.9	2.4	4.5	10.2
RoCE	8.8	8.1	7.0	12.2	3.6	5.0	8.6
RoIC	9.4	9.0	8.4	14.6	4.0	5.7	9.3
Working Capital Ratios							
Fixed Asset Turnover (x)	2.0	1.9	1.3	1.3	1.3	1.4	1.3
Asset Turnover (x)	1.8	1.6	1.3	1.5	1.6	1.8	2.0
Inventory (Days)	46	53	50	54	51	50	49
Debtor (Days)	43	37	36	44	45	40	35
Creditor (Days)	51	55	64	93	84	92	90
Leverage Ratio (x)							
Current Ratio	1.1	1.1	0.9	0.8	0.8	0.8	0.7
Interest Coverage Ratio	4.6	5.1	3.0	3.7	1.3	1.7	3.2
Net Debt/Equity ratio	0.2	0.5	0.6	0.4	0.6	0.6	0.5

### **Consolidated Cash Flow Statement**

Consolidated Cash Flow Statement							(INR m)
Y/E March	FY18	FY19	FY20	FY21	FY22	FY23E	FY24E
OP/(Loss) before Tax	3,443	3,560	2,871	4,476	661	1,832	4,865
Depreciation	1,686	1,927	2,765	3,396	4,352	4,613	5,297
Interest and Finance Charges	974	880	1,509	1,755	2,070	2,221	1,927
Direct Taxes Paid	-979	-808	-181	-512	-200	-641	-1,557
(Inc.)/Dec. in WC	1,667	235	2,582	4,516	-736	3,851	2,441
CF from Operations	6,791	5,794	9,546	13,631	6,147	11,876	12,973
Others	-34	-267	17	-54	42	0	0
CF from Operations incl. EO	6,757	5,527	9,563	13,577	6,189	11,876	12,973
(Inc.)/Dec. in FA	-4,872	-11,073	-11,183	-6,395	-9,558	-9,500	-8,000
Free Cash Flow	1,885	-5,547	-1,620	7,182	-3,369	2,376	4,973
(Pur)/Sale of Investments	376	320	9	-27	-89	0	0
Others	345	236	419	241	203	140	170
CF from Investments	-4,151	-10,517	-10,755	-6,181	-9,444	-9,360	-7,830
Issue of Shares	0	0	0	0	0	0	0
Inc./(Dec.) in Debt	-523	6,260	3,854	-5,677	5,821	1,000	-4,000
Interest Paid	-973	-889	-1,925	-1,628	-1,944	-2,361	-2,097
Dividend Paid	-528	-526	-1,139	-4	-746	-485	-485
Others	-1	0	0	0	0	300	300
CF from Fin. Activity	-2,025	4,844	790	-7,309	3,132	-1,547	-6,282
Inc./Dec. in Cash	582	-146	-402	87	-123	970	-1,139
Opening Balance	240	822	675	274	361	238	1,207
Closing Balance	822	675	274	361	238	1,207	68

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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