Berger Paints India (BERPAI)

CMP: ₹ 558 Target: ₹ 600 (8%) Target Period: 12 months



February 4, 2023

Margin pressure sustains...

About the stock: Berger Paints is the second largest paint player in India.

- Berger derives ~80-85% of its topline from decorative paints while the
 rest comes from the industrial segment. It has ~13 manufacturing units
 in India with ~50,000 dealer network (FY22) across India
- Strong b/s with RoCE, RoE of 26%, 22%, respectively, (five-year average)

Q3FY23 Results: New product launches and network expansion drives volume growth, use of high cost inventory drags margin.

- Revenue increased 5.6% YoY to ₹ 2693.6 crore in Q3FY23 driven by 6.6% volume growth in the decorative paints segment
- Gross margin declined 198 bps YoY owing to adverse product mix and use
 of high cost inventory. Increased employee expenses and lower gross
 margin dragged EBITDA margin down by 239 bps YoY to 13%
- PAT down ~21% YoY to ₹ 201 crore tracking lower EBITDA margin and higher interest outgo

What should investors do? Berger's share price has given ~130% return over the past five years (from ~₹ 242 in February 2018 to ~₹ 558 levels in February 2023).

We maintain our HOLD rating on the stock

Target Price and Valuation: We introduce FY25E estimates. We roll over our valuation on FY25E, value Berger at 48x P/E FY25E EPS and revise our target price to ₹ 600.

Key triggers for future price performance:

- Repainting represents ~80% of total decorative paint demand. Gradual reduction in repainting cycle would drive future paint demand
- Increased focus on the 'water proofing & building chemical' category will
 continue to drive revenue growth for Berger. Water proofing & building
 chemical industry is pegged at ₹ 6000 crore vs. ₹ 1.5 lakh crore in China
- New product launches and expansion of manufacturing capabilities

Alternate Stock Idea: We like Supreme Industries in our coverage.

- Supreme is market leader in the plastic piping segment with \sim 15% market share. Robust b/s with average RoE, RoCE of 24%, 27%, respectively
- BUY with a target price of ₹ 2600



HOLD

Particulars	
Particular	Amount
Market Capitalization (₹ Crore)	54,198.5
Total Debt (FY22) (₹ Crore)	667.9
Cash and Inv (FY22) (₹ Crore)	400.2
EV (₹ Crore)	54,466.3
52 week H/L (₹)	746/527
Equity capital (₹ Crore)	97.1
Face value (₹)	1.0

Shareholding pattern									
(in %)	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22				
Promoter	75.0	75.0	75.0	75.0	75.0				
FII	11.3	11.3	11.0	11.1	11.1				
DII	3.6	3.4	3.6	3.2	2.9				
Others	10.1	10.3	10.4	10.7	11.0				



Recent event & key risks

 Key Risk: (i) Strong growth in decorative paints, (ii) Higher advertisement expenses may restrict EBITDA margin expansion

Research Analyst

Sanjay Manyal sanjay.manyal@icicisecurities.com

Hitesh Taunk hitesh.taunk@icicisecurities.com

Ashwi Bhansali ashwi.bhansali@icicisecurities.com

Key Financial Sumn	nary								
(₹ Crore)	FY19	FY20	FY21	FY22	5 Year CAGR (17-22)	FY23E	FY24E	FY25E	3 Year CAGR (22-25E)
Net Sales	6061.9	6365.8	6817.6	8761.8	14%	10535.3	11938.4	13194.8	15%
EBITDA	881.6	1061.0	1188.0	1331.1	13%	1471.8	1695.3	1913.3	13%
EBITDA Margin (%)	14.5	16.7	17.4	15.2		14.0	14.2	14.5	
Net Profit	497.5	656.1	719.7	833.0	12%	912.5	1074.6	1223.0	14%
EPS (₹)	5.1	6.8	7.4	8.6		9.4	11.1	12.6	
P/E (x)	108.9	82.6	75.3	65.1		59.4	50.4	44.3	
Price/Book (x)	21.9	20.4	16.0	13.8		14.4	13.1	11.6	
Mcap/Sales (x)	8.9	8.5	7.9	6.2		5.1	4.5	4.1	
RoE (%)	20.1	24.7	21.3	21.2		24.3	26.0	26.2	
RoCE (%)	26.2	26.6	24.9	23.3		26.9	29.2	30.1	

Source: Company, ICICI Direct Research

Key takeaways of recent quarter & conference call highlights

Q3FY23 Results: Higher raw material, operating costs drag margins

- On a high base, Berger reported revenue growth of ~5.6% YoY to ₹ 2693.6 led by improvement in demand traction from both industrial and decorative paints. Decorative paint volumes increased 6.6% YoY. The company has launched new products and expanded its distribution network in 9MFY23
- Subsidiaries' sales (~10% of revenue) came in at ~₹ 275 crore, down ~7% YoY. The overseas subsidiaries sales were impacted by disruptions in Europe and inflation headwinds in Nepal
- On a three-year basis, revenue grew at \sim 17% CAGR led by volume CAGR of \sim 16%
- Gross margins declined 198 bps YoY due to use of high cost inventory and adverse product mix. As a result, EBITDA margin declined 239 bps YoY to 13%. This was also due to higher employee expenses
- PAT declined ~21% to ₹ 201.2 crore on account of lower EBITDA and higher interest cost

Q3FY23 Earnings Conference Call highlights

- According to the management, the company's decorative paints business is seeing double digit volume growth since December 2022. The company has gained market share in Q3FY23
- The management expects double digit volume growth for the company in the medium to long term supported by new product launches and addition of new retail touch points
- Berger has added 8000 retail sales points and installed 4,300 colorbank machines in 9MFY23. The company aims to reach 10,000 retail sales points by FY24
- In Q3FY23, Berger launched two new products in the decorative paints segment
- Demand for industrial paints continues to remain robust led by strong demand from automotive sector
- On the profitability front, margins in Q3 were impacted mainly due to inferior product mix
- The company was unable to take advantage of falling raw material prices due to built-up high cost inventory. According to the management, benefit of lower raw material prices will be realised in Q4FY23 and Q1FY24
- The company has taken further price hikes in the industrial paints segment
- Berger's new manufacturing facility in Sandila, Uttar Pradesh will begin commercial production from February 2023. The installed capacity at this plant is 33,000 kl per month

Berger Paints - ES	SG Disc	closure	Score*	
Score	FY19	FY20	FY21	
Environmental	15.6	19.0	20.2	
Social	22.3	23.4	23.4	
Governance	83.6	83.6	83.0	
Overall ESG Score	40.6	42.0	42.2	

Source: Bloomberg, ICICI Direct Research, *Score ranges from 0 - 100 with a higher score indicating higher ESG disclosures

Exhibit 1: Peer	comp	ariso	n																						
Company	Мсар		Rev	enue		EE	BITDA r	nargin			P.A	\T			RoC	E			Rol	E			I	PE	
Company	₹cr	FY21	FY22	FY23E	FY24E	FY21	FY22 F	Y23EF	Y24E	FY21	FY22	FY23E	FY24E	FY21	FY22 F	Y23EF	Y24E	FY21	FY22 F	Y23EFY	24E	FY21	FY22	FY23E	FY24E
Asian Paints	2,64,684	21713	29101	33662	39040	22	17	17	18	3207	3085	3962	4750	30	27	33	34	25	23	28	28	83	86	67	56
Berger Paints	54,199	6818	8762	10535	11938	17	15	14	14	720	833	913	1075	25	23	27	29	21	21	24	26	75	65	59	50
Kansai Nero	22,581	4771	5949	7267	8164	18	11	12	14	531	374	559	704	17	12	17	20	13	9	13	15	43	60	40	32
Pidilite Ind	1,18,978	7293	9921	11874	13474	23	19	17	20	1126	1207	1329	1797	23	22	23	27	20	18	19	23	106	99	90	66
Sheela Foam	12,039	2435	2982	3215	3644	15	11	11	13	238	217	248	321	24	18	20	23	20	16	16	19	51	55	49	37

Source: Bloomberg, ICICI Direct Research

We believe, Berger Paints' Q3FY23 volume growth at 6.6% was better than Asian Paints' flattish volume in Q3. The company has witnessed strong demand traction from both decorative and industrial paints business. Berger Paints has also significantly expanded its network by adding 8000 retail sales points in 9MFY23. Going forward, the management has reiterated its double digit volume growth guidance in the medium to long term led by new product launches and dealer expansion in the new geographies. On the margin front, the exit EBITDA margin at 13% remains a concern for the company. It is much lower than the company's pre-Covid margin range of 15-17.5%. According to the management, the benefit of lower raw material costs will start flowing from Q4FY23 onwards, which will drive overall gross margin up from ~35% in Q3FY23 to ~38% in coming quarters. However, we believe the guided gross margins is still lower than its pre-Covid gross margin range of ~40-41%.

We revise our earnings estimates downward by ~9% each for FY23E and FY24E factoring in lower EBITDA margins. We introduce our FY25E estimates and model revenue, PAT CAGR of 15% and 14%, respectively, over FY22-25E, respectively. We value Berger Paints at 48x FY25E earnings (~20% discount to Asian Paints) with a revised target price of ₹ 600/share and maintain our HOLD rating on the stock. With increased competitive intensity, we turn cautious on the paint sector for the medium term. We believe established paint players will have to sacrifice profitability in order to maintain market share, which will limit their bottomline growth.

	Q3FY23	Q3FY23E	Q3FY22	YoY (%)	Q2FY23	QoQ (%)	Comments
Revenue	2,693.6	2,749.1	2,550.8	5.6	2,670.9	0.8	Revenue growth driven by 6.6% volume growth in decorative paints segment
Other Income	10.9	15.8	15.5	-29.6	12.6	-13.5	
Raw Material Exp	1,759.1	1,726.5	1,615.3	8.9	1,728.1	1.8	Gross margin declined by 198 bps YoY mainly due to use of high cost inventory
Employee Exp	148.1	162.2	136.0	8.9	160.4	-7.7	
Other exp	436.7	453.6	407.4	7.2	418.5	4.3	
Total Exp	2,343.9	2,342.3	2,158.7	8.6	2,307.0	1.6	
EBITDA	349.7	406.9	392.1	-10.8	364.0	-3.9	
EBITDA Margin (%)	13.0	14.8	15.4	-239 bps	13.6	-65 bps	Lower gross margin and increased employee expenses resulted in fall in EBITDA margin
Depreciation	64.4	58.6	56.1	14.8	62.5	3.0	
Interest	29.6	18.2	13.9	113.4	24.1	22.5	
Exceptional items							
PBT	266.6	345.9	337.7	-21.0	289.9	-8.0	
Total Tax	68.0	86.5	84.2	-19.3	73.5	-7.5	
PAT	201.2	262.5	253.0	-20.5	219.5	-8.4	PAT was dragged by lower gross margin and sharp increase in interest cost
Key Metrics							
							Steady demand of both decorative and industrial paints drive
Volume growth (%)	6.6	5.3	12.0		11.0		overall volume growth in Q3
Realisation growth (%)	-0.9	2.4	7.5		8.1		Change in product mix has led to lower realization

Source: Company, ICICI Direct Research

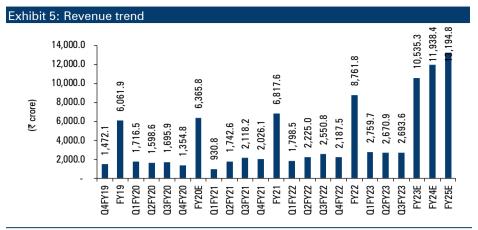
Exhibit 3: Change	e in estim	ates						
(7 arara)		FY23E			FY24E		FY25E	Comments
(₹ crore)	Old	New	% Chg	Old	New	% Chg	Introduced	
Revenue	10629.3	10535.3	(0.9)	11701.4	11938.4	2.0	13194.8	We slightly cut our revenue estimate for FY23 factoring in weak Q3 performance. We build in volume, value CAGR of ~12%, 15%, respectively, for
EBITDA	1589.1	1471.8	(7.4)	1837.1	1695.3	(7.7)	1913.3	
EBITDA Margin (%)	15.0	14.0	-103bps	15.7	14.2	-150bps	14.5	We cut our EBITDA margin estimates for FY23E, FY24E considering, increasing competitive intensity and higher advertisement expenses, going forward
PAT	999.6	912.5	(8.7)	1184.4	1074.6	(9.3)	1223.0	
EPS (₹)	10.3	9.4	(8.7)	12.2	11.1	(9.3)	12.6	

Source: ICICI Direct Research

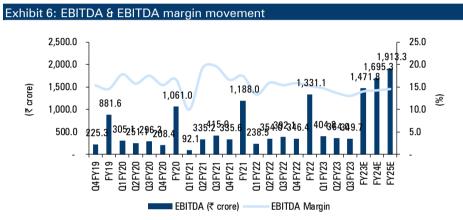
Exhibit 4: Assu	mptio	ns								
			Cur	rent			FY25E	Ear	lier	Comments
	FY19E	FY20E	FY21E	FY22E	FY23E	FY24E	Introduced	FY23E	FY24E	
Volume Gr (%)	16.3	5.6	15.3	19.7	14.5	11.3	10.2	15.1		We model volume CAGR of \sim 12% over FY22-25E supported by capacity additions, new product launches and dealer expansion in new geographies
Realisation Gr (%)	0.9	(1.1)	(7.2)	7.4	4.9	1.8	0.3	5.2	(1.1)	

Source: ICICI Direct Research

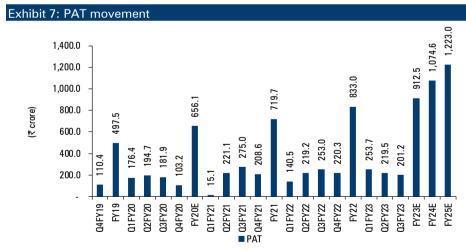
Financial story in charts



Source: Company, ICICI Direct Research



Source: Company, ICICI Direct Research



Source: Company, ICICI Direct Research

Financial Summary

Exhibit 8: Profit and	d loss state	ment		₹ crore
(Year-end March)	FY22	FY23E	FY24E	FY25E
Revenue	8,761.8	10,535.3	11,938.4	13,194.8
Growth (%)	28.5	20.2	13.3	10.5
Raw material expense	4,665.3	5,773.3	6,446.7	7,032.9
Cost of traded goods	763.8	1,000.9	1,062.5	1,187.5
Employee expenses	543.1	603.7	680.5	738.9
Other expenses	1,458.5	1,685.6	2,053.4	2,322.3
Total Operating Exp	7,430.7	9,063.5	10,243.2	11,281.6
EBITDA	1,331.1	1,471.8	1,695.3	1,913.3
Growth (%)	12.0	10.6	15.2	12.9
Depreciation	226.5	247.6	262.6	316.7
Interest	50.7	76.0	68.7	65.0
Other Income	64.6	52.7	53.7	84.4
PBT	1,118.4	1,200.9	1,417.6	1,616.0
Total Tax	289.3	302.6	357.2	407.2
PAT	833.0	912.5	1,074.6	1,223.0
Growth (%)	15.7	9.6	17.8	13.8
EPS (₹)	8.6	9.4	11.1	12.6

Source: Company, ICICI Direct Research

Exhibit 9: Cash flow stateme	nt		₹	crore
(Year-end March)	FY22	FY23E	FY24E	FY25E
Profit after Tax	833.0	912.5	1074.6	1223.0
Add: Depreciation	226.5	247.6	262.6	316.7
(Inc)/dec in Current Assets	-744.4	-28.8	-523.6	-443.0
Inc/(dec) in CL and Provisions	418.5	251.7	327.2	293.0
Others	50.7	76.0	68.7	65.0
CF from operating activities	784.3	1458.9	1209.6	1454.7
(Inc)/dec in Investments	-1.2	0.0	0.0	0.0
(Inc)/dec in Fixed Assets	-880.0	-250.0	-350.0	-350.0
Others	19.6	-20.0	-120.0	-120.0
CF from investing activities	-861.6	-270.0	-470.0	-470.0
Issue/(Buy back) of Equity	0.0	0.0	0.0	0.0
Inc/(dec) in loan funds	284.2	-100.0	-30.0	-30.0
Dividend paid & dividend tax	-361.3	-699.3	-699.3	-699.3
Others	27.7	-454.1	-68.7	-65.0
CF from financing activities	-49.4	-1,253.4	-798.0	-794.3
Net Cash flow	-126.7	-64.4	-58.4	190.4
Opening Cash	439.6	313.0	248.5	190.1
Closing Cash	313.0	248.5	190.1	380.5

Source: Company, ICICI Direct Research

Exhibit 10: Balance Sl	neet			₹ crore
(Year-end March)	FY22	FY23E	FY24E	FY25E
Liabilities				
Equity Capital	97.1	97.1	97.1	97.1
Reserve and Surplus	3,829.9	3,665.0	4,040.3	4,564.1
Total Shareholders funds	3,927.0	3,762.1	4,137.5	4,661.2
Total Debt	667.9	567.9	537.9	507.9
Other non current liabilities	412.6	412.6	412.6	412.6
Total Liabilities	5,007.5	4,742.7	5,088.0	5,581.8
Assets				
Gross Block	2,933.3	3,183.3	3,533.3	3,883.3
Less: Acc Depreciation	1,022.0	1,269.6	1,532.2	1,848.9
Total Fixed Assets	2,516.8	2,519.2	2,606.5	2,639.9
Investments	147.1	147.1	147.1	147.1
Inventory	2,315.8	2,107.1	2,387.7	2,639.0
Debtors	1,053.7	1,212.3	1,406.4	1,554.5
Loans and Advances	0.0	0.0	0.0	0.0
Other CA	287.7	366.7	415.5	459.3
Cash	313.0	248.5	190.1	380.5
Total Current Assets	3,970.2	3,934.5	4,399.7	5,033.2
Creditors	1,802.9	2,020.5	2,289.6	2,530.5
Provisions	51.6	73.1	82.9	91.6
Other CL	350.6	363.2	411.6	454.9
Total Current Liabilities	2,205.1	2,456.8	2,784.0	3,077.0
Net current assets	1,765.0	1,477.7	1,615.7	1,956.1
Other non current assets	578.7	598.7	718.7	838.7
Total Assets	5,007.5	4,742.7	5,088.0	5,581.8

Source: Company, ICICI Direct Research

Exhibit 11: Key ratios				
(Year-end March)	FY22	FY23E	FY24E	FY25E
Per share data (₹)				
EPS	8.6	9.4	11.1	12.6
Cash EPS	10.9	11.9	13.8	15.9
BV	40.4	38.7	42.6	48.0
DPS	3.7	7.2	7.2	7.2
Operating Ratios (%)				
EBITDA Margin	15.2	14.0	14.2	14.5
PAT Margin	9.5	8.7	9.0	9.3
Asset Turnover	3.0	3.3	3.4	3.4
Inventory Days	96.5	73.0	73.0	73.0
Debtor Days	43.9	42.0	43.0	43.0
Creditor Days	75.1	70.0	70.0	70.0
Return Ratios (%)				
RoE	21.2	24.3	26.0	26.2
RoCE	23.3	26.9	29.2	30.1
RoIC	28.6	33.5	35.9	37.9
Valuation Ratios (x)				
P/E	65.1	59.4	50.4	44.3
EV / EBITDA	40.9	37.0	32.0	28.2
EV / Net Sales	6.2	5.2	4.5	4.1
Market Cap / Sales	6.2	5.1	4.5	4.1
Price to Book Value	13.8	14.4	13.1	11.6
Solvency Ratios				
Debt / Equity	0.2	0.2	0.1	0.1
Current Ratio	2.0	1.8	1.8	1.8
Quick Ratio	0.7	0.8	0.8	0.8

Source: Company, ICICI Direct Research

Exhibit 12: ICICI Direct universe (Consumer Discretionary)																								
Sector / Company	CMP (₹)	TP(₹)	Rating	M Cap		EPS (₹)				P/E (x)			EV/EBITDA (x)				RoCE (%)				RoE (%)			
				(₹ Cr)	FY21	FY22	FY23E	Y24E	FY21	FY22	FY23E	FY24E	FY21	FY22	FY23E	FY24E	FY21	FY22	FY23E	FY24E	FY21	FY22	FY23E	FY24E
Asian Paints (ASIPAI)	2,760	3,180	Hold	2,64,684	33.4	32.2	41.3	49.5	82.5	85.8	66.8	55.7	53.6	54.5	44.6	37.2	29.6	27.1	32.6	33.7	25.0	23.0	27.5	27.7
Berger Paints (BERPAI)	558	610	Hold	54,199	7.4	8.6	9.4	11.1	75.3	65.1	59.4	50.4	45.4	40.9	37.0	32.0	24.9	23.3	26.9	29.2	21.3	21.2	24.3	26.0
Kansai Nerolac (KANNER)	419	515	Hold	22,581	9.8	6.9	10.4	13.1	42.6	60.3	40.4	32.1	26.8	34.8	24.7	19.8	17.2	12.1	17.3	20.0	13.2	9.2	13.4	15.2
Pidilite Industries (PIDIND)	2,343	2,535	Hold	1,18,978	22.2	23.8	26.2	35.4	105.7	98.6	89.5	66.2	70.4	64.2	58.3	44.5	23.3	21.7	22.5	27.3	19.6	18.4	18.8	22.6
Sheela Foam (SHEFOA)	1,234	1,659	Buy	12,039	24.4	22.3	25.4	32.9	50.6	55.4	48.6	37.5	33.3	38.9	33.5	25.6	24.3	18.0	19.8	23.5	20.1	15.6	16.2	18.8
Bajaj Electricals (BAJELE)	1,157	1,275	Hold	13,288	16.5	10.8	19.5	31.1	70.1	106.8	59.4	37.2	44.6	52.7	36.3	26.2	15.1	13.5	20.2	24.6	10.7	7.8	13.5	18.2
Crompton Greaves(CROGR)	304	415	Hold	19,055	9.8	9.2	8.9	11.1	30.9	32.9	34.1	27.4	25.0	24.9	22.2	18.4	34.4	16.2	16.6	20.5	31.9	24.0	21.7	23.4
Havells India (HAVIND)	1,193	1,420	Buy	74,718	16.7	19.1	18.2	26.1	71.6	62.5	65.5	45.6	46.9	41.3	43.5	31.0	24.9	23.7	23.6	30.2	20.1	20.0	19.9	25.3
Polycab India (POLI)	2,957	3,380	Buy	44,190	59.3	61.4	80.7	90.1	49.9	48.2	36.6	32.8	39.0	34.1	23.6	21.2	20.6	20.2	25.8	24.3	17.9	15.6	19.2	18.4
Symphony (SYMLIM)	954	1,215	Hold	6,674	15.3	17.3	26.1	34.8	62.4	55.2	36.5	27.4	46.7	40.3	28.1	21.2	15.2	15.9	24.5	29.0	14.9	14.4	23.6	27.4
V-Guard Ind (VGUARD)	246	310	Buy	10,536	4.7	5.3	5.4	7.9	52.2	46.1	45.9	31.3	32.9	31.0	29.5	19.2	23.9	21.2	23.7	25.4	16.7	16.2	17.8	22.9
Voltas Ltd (VOLTAS)	813	1,005	Hold	26,889	16.0	15.3	16.1	23.3	50.8	53.1	50.5	34.9	41.2	38.5	37.4	26.6	15.0	14.0	16.5	20.3	10.6	9.2	10.9	14.2
Amber Enterprises (AMBEN)	1,900	2,150	Hold	6,402	24.7	33.0	44.1	69.4	76.9	57.5	43.1	27.4	28.8	24.5	18.6	13.9	7.7	6.8	9.8	13.0	5.2	6.4	8.4	11.6
Dixon Technologies (DIXTEC)	2,755	3,055	Hold	16,351	27.3	32.1	40.4	68.1	101.0	85.9	68.1	40.4	57.0	43.5	34.1	23.0	23.5	17.7	22.0	27.9	21.7	19.1	24.6	31.7
Supreme Indus (SUPIND)	2,635	2,880	Buy	33,472	77.0	76.2	63.9	84.6	34.2	34.6	41.3	31.1	25.5	26.5	29.0	21.5	33.1	25.9	22.5	28.0	30.9	25.2	20.7	24.5
Astral Ltd (ASTPOL)	2,057	2,275	Buy	41,322	20.3	24.4	22.1	32.7	101.2	84.3	93.1	62.9	63.5	54.0	53.2	40.6	27.5	26.6	23.3	27.7	21.5	21.0	17.3	22.0
EPL (ESSPRO)	153	175	Hold	4,835	7.7	7.0	8.6	10.6	19.7	21.9	17.8	14.5	8.3	9.2	7.7	6.5	16.2	12.6	15.9	18.5	14.8	12.1	14.7	17.1
Time Techno (TIMTEC)	82	125	BUY	1,854	4.8	8.5	9.8	13.2	17.2	9.6	8.3	6.2	6.3	5.1	4.5	3.7	8.7	11.3	12.5	14.7	5.7	9.3	10.4	12.6
Moldtek Packaging (MOLPLA)	1,079	1,045	Hold	3,588	17.2	20.4	26.7	34.4	62.8	53.0	40.5	31.4	38.9	30.0	24.0	19.0	20.1	18.6	27.6	27.9	18.7	13.9	24.3	24.3

Source: Bloomberg, ICICI Direct Research

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Reduce: -15% to -5%;

Sell: <-15%



Pankaj Pandey

Head - Research

pankaj.pandey@icicisecurities.com

ICICI Direct Research Desk, ICICI Securities Limited, 1st Floor, Akruti Trade Centre, Road No 7, MIDC, Andheri (East) Mumbai – 400 093 research@icicidirect.com

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