

May 24, 2023

# Q4FY23 Result Update

☑ Change in Estimates | ☑ Target | ■ Reco

#### **Change in Estimates**

	Cur	rent	Prev	/ious
	FY24E	FY25E	FY24E	FY25E
Rating	ACCU	NULATE	ACCUN	IULATE
Target Price	1,301		1,	280
Sales (Rs. m)	61,114	70,856	61,069	70,045
% Chng.	0.1	1.2		
EBITDA (Rs. m)	5,197	6,383	5,202	6,334
% Chng.	(0.1)	0.8		
EPS (Rs.)	30.9	38.4	30.6	37.7
% Chng.	0.9	1.9		

#### Key Financials - Standalone

Y/e Mar	FY22	FY23	FY24E	FY25E
Sales (Rs. m)	47,882	54,174	61,114	70,856
EBITDA (Rs. m)	2,511	3,575	5,197	6,383
Margin (%)	5.2	6.6	8.5	9.0
PAT (Rs. m)	1,500	2,283	3,553	4,420
EPS (Rs.)	13.1	19.8	30.9	38.4
Gr. (%)	(13.0)	51.9	55.6	24.4
DPS (Rs.)	3.0	4.0	5.0	5.0
Yield (%)	0.2	0.3	0.4	0.4
RoE (%)	9.0	12.3	16.8	17.9
RoCE (%)	13.5	19.5	24.6	26.1
EV/Sales (x)	2.9	2.5	2.2	1.9
EV/EBITDA (x)	55.0	37.9	25.7	20.7
PE (x)	92.9	61.1	39.3	31.6
P/BV (x)	8.0	7.1	6.1	5.3

Key Data	BJEL.BO   BJE IN
52-W High / Low	Rs.1,265 / Rs.858
Sensex / Nifty	61,982 / 18,348
Market Cap	Rs.140bn/ \$ 1,685m
Shares Outstanding	115m
3M Avg. Daily Value	Rs.183.42m

#### **Shareholding Pattern (%)**

Promoter's	62.86
Foreign	11.22
Domestic Institution	12.40
Public & Others	13.51
Promoter Pledge (Rs bn)	-

#### Stock Performance (%)

	1M	6M	12M
Absolute	12.0	13.6	29.2
Relative	7.8	12.7	13.2

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# **Bajaj Electricals (BJE IN)**

# Rating: ACCUMULATE | CMP: Rs1,213 | TP: Rs1,301

# Healthy performance continues

### **Quick Pointers:**

- CP segment grew 9.5%, mainly with 16.2% growth in appliances.
  - Lighting segment continue to scale up professional lighting business.

BJE reported comparatively better growth in consumer products segment against peers in the quarter even after muted demand environment and subdued demand in fans amidst high channel inventory on account of transition to BEE norms and unseasonal rains. The growth in CP mainly come from appliances segment (up 16.2% YoY). BJE's FMEG (CP+Lighting) business has delivered ~15% growth in FY23, outperform the peers on account of market share gain in fans & coolers segment. The appliance business has maintained market share even after muted demand environment. Margin in CP segment has recovery in Q4FY23 as expected and overall margin expected 200-300bps improvement in coming years. It has shown continued balance sheet improvements as it has achieved net cash of Rs4.1bn. We believe market share gain in fans/cooler business is quite encouraging, and increase in premium product contribution holds good for margin improvement in coming years. We tweak our FY24/FY25 earnings upwards by 0.9%/1.9% and maintain 'Accumulate' rating.

**Sales up by 12.3%, PAT up by 39.3% YoY:** Sales grew by 12.3% YoY to Rs14.9bn Gross margin for 4QFY23 came at 28.2%, expanded 240bps YoY driven by core FMEG. Consumer products business grew 9.5%YoY to Rs9.9bn and EBIT margin came at 7.1%, expanded by 190bps YoY. Lighting revenue grew 1% YoY to Rs 3.1bn and EBIT margin contracted by 170bps YoY to 7.4%. EPC revenue grew 59.8% YoY to Rs1.98bn on account of strong order book & timely order execution and has delivered positive EBIT. Overall EBITDA came at Rs888mn (up 39.8% YoY). EBITDA margin expanded by 120bps YoY to 6.0%. (PLe:6.2%), mainly with improvement in gross margin. Adj. PAT came at Rs587mn (up 39.3% YoY). Net Cash balance stands at Rs4.1bn. Order book stand at Rs16bn mostly of RDSS – power distribution. In terms of product category, appliances grew 16.2% YoY, Fans grew 2.3% YoY and Morphy Richards declined 10.0% YoY. Reduction in overall receivables stands at Rs9.86bn (down 6.7% YoY).

**Con call highlights: 1)** CP segment grew with SSG growth without distribution expansion in FY23, expected to drive growth through product portfolio expansion, branding and alternate channels expansion, **2**) BJE registered market share gain in Fan & Cooler, **3**) In Fan business, company witnessed subdued demand amidst high channel inventory due to change in BEE norms and unseasonal rains, **4**) Company not able to pass-on increase in cost in fan business due to BEE norms & expected to mitigate with product mix towards premium, **5**) Fan business observed higher trade discount due to softness in demand, while BJE tactically placed themselves without giving discount, **6**) CP receivables have increased on account of higher contribution from alternate channels, **7**) Other expense increase in warranty & R&D spends in FY23 which will normalized & improve margins by 200-300bps in coming years, **8**) De-merger expected by 1<sup>st</sup> Jul-23, post NCLT hearing.

Y/e March	Q4FY23	Q4FY22	YoY gr. (%)	Q3FY23	QoQ gr. (%)	FY23	FY22	YoY gr. (%)
Net Sales	14,904	13,272	12.3	14,831	0.5	54,174	47,882	13.1
Expenditure								
Operating & Manufacturing Expenses	10,702	9,847	8.7	10,093	6.0	37,683	34,133	10.4
% of Net Sales	71.8	74.2		68.1	3.7	69.6	71.3	
Gross Profit	4,202	3,425	22.7	4,738	(11.3)	16,491	13,748	19.9
% of Net Sales	28.2	25.8		31.9		30.4	28.7	
Personnel Cost	1,056	906	16.5	1,086	(2.7)	4,191	3,954	6.0
% of Net Sales	7.1	6.8		7.3		7.7	8.3	
Other Expenses	2,259	1,884	19.9	2,648	(14.7)	8,725	7,283	19.8
% of Net Sales	15.2	14.2		17.9		16.1	15.2	
Total Expenditure	14,016	12,638	10.9	13,826	1.4	50,599	45,371	11.5
EBITDA	888	635	39.8	1,005	(11.7)	3,575	2,511	42.4
Margin (%)	6.0	4.8		6.8		6.6	5.2	
Other income	340	224	51.7	194	75.3	833	724	15.1
Depreciation	228	163	39.9	178	28.3	754	630	19.6
EBIT	999	696	43.6	1,021	(2.1)	3,654	2,605	40.3
Interest	138	104	32.3	167	(17.7)	499	687	(27.4)
PBT before exceptional item	862	592	45.6	854	0.9	3,156	1,918	64.5
Total Taxes	275	135		219	25.6	872	418	108.5
ETR (%)	31.9	22.8		25.7		27.6	21.8	
Adj. PAT	587	457	28.3	635	(7.6)	2,283	1,500	52.2
Exceptional item	-	-		-		-	(132)	
PAT	587	421	39.3	635	(7.6)	2,283	1,368	66.9

Source: Company, PL

# Exhibit 2: Segmental Breakup: Consumer Products sales up 9.5%; EBIT margin at 7.1%

Y/e March	Q4FY23	Q4FY22	YoY gr. (%)	Q3FY23	QoQ gr. (%)	FY23	FY22	YoY gr. (%)
Revenues								
Consumer Products	9,868	9,009	9.5	10,381	(4.9)	37,524	32,904	14.0
EPC	1,981	1,240	59.8	1,750	13.2	5,400	4,170	29.5
Lighting	3,054	3,023	1.0	2,700	13.1	11,250	10,807	4.1
Revenues	14,904	13,272	12.3	14,831	0.5	54,174	47,882	13.1
EBIT								
Consumer Products	702	473	48.4	781	(10.0)	2,537	2,313	9.7
EBIT margin (%)	7.1	5.3		7.5		6.8	7.0	
EPC	8	(20)	(139.1)	7	NA	74	(396)	(118.6)
EBIT margin (%)	0.4	(1.6)		0.4		1.4	(9.5)	
Lighting	226	275	NA	172	NA	870	588	47.9
EBIT margin (%)	7.4	9.1		6.4		7.7	5.4	
EBIT	936	728	28.5	959	(2.4)	3,481	2,505	39.0
EBIT margin (%)	6.3	5.5		6.5		6.4	5.2	

Source: Company, PL

### Exhibit 3: SOTP: Implied PE of 34x Mar25 EPS

		Per Share		Valuation %
P/E	35.0	36.5	1291	99%
P/E	5.0	1.9	10	1%
			1301	100%
				P/E 5.0 1.9 10

# **Bajaj Electricals**

# **Financials**

### Income Statement (Rs m)

Y/e Mar	FY22	FY23	FY24E	FY25E	Y/e Mar
Net Revenues	47,882	54,174	61,114	70,856	Non-Current Assets
YoY gr. (%)	4.7	13.1	12.8	15.9	
Cost of Goods Sold	34,133	37,683	41,374	47,544	Gross Block
Gross Profit	13,748	16,491	19,740	23,312	Tangibles
Margin (%)	28.7	30.4	32.3	32.9	Intangibles
Employee Cost	3,954	4,191	4,889	5,739	
Other Expenses	4,514	5,538	6,115	7,094	Acc: Dep / Amortization
					Tangibles
EBITDA	2,511	3,575	5,197	6,383	Intangibles
YoY gr. (%)	(16.7)	42.4	45.4	22.8	
Margin (%)	5.2	6.6	8.5	9.0	Net fixed assets
					Tangibles
Depreciation and Amortization	630	754	778	867	Intangibles
EBIT	1,881	2,821	4,419	5,516	Capital Work In Progress
Margin (%)	3.9	5.2	7.2	7.8	Goodwill
					Non-Current Investments
Net Interest	687	499	423	461	Net Deferred tax assets
Other Income	724	833	792	902	Other Non-Current Assets
Profit Before Tax	1,918	3,156	4,788	5,957	Current Assets
Margin (%)	4.0	5.8	7.8	8.4	Investments
					Inventories
Total Tax	418	872	1,235	1,537	Trade receivables
Effective tax rate (%)	21.8	27.6	25.8	25.8	Cash & Bank Balance
					Other Current Assets
Profit after tax	1,500	2,283	3,553	4,420	Total Assets
Minority interest	-	-	-	-	
Share Profit from Associate	-	-	-	-	Equity
					Equity Share Capital
Adjusted PAT	1,500	2,283	3,553	4,420	Other Equity
YoY gr. (%)	(12.7)	52.2	55.6	24.4	Total Networth
Margin (%)	3.1	4.2	5.8	6.2	
Extra Ord. Income / (Exp)	(132)	-	-	-	Non-Current Liabilities
					Long Term borrowings
Reported PAT	1,368	2,283	3,553	4,420	Provisions
YoY gr. (%)	(14.6)	66.9	55.6	24.4	Other non current liabilities
Margin (%)	2.9	4.2	5.8	6.2	
					Current Liabilities
Other Comprehensive Income	-	-	-	-	ST Debt / Current of LT Debt
Total Comprehensive Income	1,368	2,283	3,553	4,420	Trade payables
Equity Shares O/s (m)	115	115	115	115	Other current liabilities
EPS (Rs)	13.1	19.8	30.9	38.4	Total Equity & Liabilities

Source: Company Data, PL Research

### Balance Sheet Abstract (Rs m)

Y/e Mar	FY22	FY23	FY24E	FY25E
Non-Current Assets				
Gross Block	9,695	11,139	11,055	11,700
Tangibles	9,579	10,823	10,639	11,184
Intangibles	3,373 116	316	416	516
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Acc: Dep / Amortization	4,486	5,240	5,187	5,809
Tangibles	4,381	5,100	4,974	5,503
Intangibles	105	140	213	306
Net fixed assets	5,210	5,899	5,868	5,891
Tangibles	5,198	5,723	5,665	5,681
Intangibles	12	176	203	210
Capital Work In Progress	434	420	115	115
Goodwill	1,636	1,636	1,636	1,636
Non-Current Investments	3,451	1,991	3,662	3,972
Net Deferred tax assets	814	(54)	(55)	(57)
Other Non-Current Assets	2,363	2,843	2,848	2,888
Current Assets				
Investments	-	408	408	408
Inventories	9,760	10,496	11,425	13,246
Trade receivables	11,366	14,805	12,593	13,995
Cash & Bank Balance	1,419	3,692	5,410	7,008
Other Current Assets	3,214	4,522	4,008	4,647
Total Assets	40,015	47,148	48,426	54,282
Equity				
Equity Share Capital	230	230	230	230
Other Equity	17,217	19,380	22,473	26,317
Total Networth	17,447	19,611	22,703	26,547
Non-Current Liabilities				
Long Term borrowings	118	-	-	-
Provisions	529	887	1,001	1,161
Other non current liabilities	618	577	651	744
Current Liabilities				
ST Debt / Current of LT Debt	240	2	-	-
Trade payables	12,240	15,603	13,036	13,677
Other current liabilities	8,822	10,414	10,979	12,095
Total Equity & Liabilities	40,015	47,148	48,426	54,282

Source: Company Data, PL Research

# **Bajaj Electricals**

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### Cash Flow (Rs m)

Y/e Mar	FY22	FY23	FY24E	FY25E
РВТ	1,918	3,156	4,788	5,957
Add. Depreciation	630	754	778	867
Add. Interest	687	499	423	461
Less Financial Other Income	724	833	792	902
Add. Other	6,375	926	181	201
Op. profit before WC changes	9,611	5,335	6,171	7,485
Net Changes-WC	190	739	(1,889)	(2,529)
Direct tax	(443)	(872)	(1,235)	(1,537)
Net cash from Op. activities	9,358	5,201	3,046	3,420
Capital expenditures	(49)	206	(442)	(889)
Interest / Dividend Income	410	-	-	-
Others	-	(168)	(408)	104
Net Cash from Invt. activities	361	38	(850)	(786)
Issue of share cap. / premium	143	0	-	-
Debt changes	(5,434)	(357)	(2)	-
Dividend paid	-	(345)	(460)	(576)
Interest paid	(38)	(499)	(423)	(461)
Others	-	-	-	-
Net cash from Fin. activities	(5,329)	(1,199)	(885)	(1,036)
Net change in cash	4,390	4,040	1,310	1,598
Free Cash Flow	9,309	5,408	2,604	2,530

Y/e Mar	FY22	FY23	FY24E	FY25E
Per Share(Rs)				
EPS	13.1	19.8	30.9	38.4
CEPS	18.5	26.4	37.6	45.9
BVPS	151.9	170.4	197.2	230.6
FCF	81.0	47.0	22.6	22.0
DPS	3.0	4.0	5.0	5.0
Return Ratio(%)				
RoCE	13.5	19.5	24.6	26.1
ROIC	8.3	14.0	21.4	23.8
RoE	9.0	12.3	16.8	17.9
Balance Sheet				
Net Debt : Equity (x)	(0.1)	(0.2)	(0.3)	(0.3)
Net Working Capital (Days)	68	65	66	70
Valuation(x)				
PER	92.9	61.1	39.3	31.6
P/B	8.0	7.1	6.1	5.3
P/CEPS	65.4	45.9	32.2	26.4
EV/EBITDA	55.0	37.9	25.7	20.7
EV/Sales	2.9	2.5	2.2	1.9
Dividend Yield (%)	0.2	0.3	0.4	0.4

Source: Company Data, PL Research

### Quarterly Financials (Rs m)

Y/e Mar	Q1FY23	Q2FY23	Q3FY23	Q4FY23
Net Revenue	12,236	12,204	14,831	14,904
YoY gr. (%)	43.5	(5.5)	13.7	12.7
Raw Material Expenses	8,507	8,381	10,093	10,702
Gross Profit	3,728	3,822	4,738	4,202
Margin (%)	30.5	31.3	31.9	28.2
EBITDA	745	938	1,005	888
YoY gr. (%)	943.0	19.3	22.3	50.0
Margin (%)	6.1	7.7	6.8	6.0
Depreciation / Depletion	170	178	178	228
EBIT	575	760	827	659
Margin (%)	4.7	6.2	5.6	4.4
Net Interest	76	97	167	138
Other Income	101	198	194	340
Profit before Tax	600	862	854	862
Margin (%)	4.9	7.1	5.8	5.8
Total Tax	155	223	219	275
Effective tax rate (%)	25.9	25.9	25.7	31.9
Profit after Tax	445	639	635	587
Minority interest	-	-	-	-
Share Profit from Associates	-	-	-	-
Adjusted PAT	445	639	635	587
YoY gr. (%)	(791.3)	0.8	2.7	22.4
Margin (%)	3.6	5.2	4.3	3.9
Extra Ord. Income / (Exp)	-	-	-	-
Reported PAT	445	639	635	587
YoY gr. (%)	(791.3)	0.8	21.6	32.3
Margin (%)	3.6	5.2	4.3	3.9
Other Comprehensive Income	-	-	-	-
Total Comprehensive Income	445	639	635	587
Avg. Shares O/s (m)	115	115	115	115
EPS (Rs)	3.9	5.6	5.5	5.1

May 24, 2023

# **Bajaj Electricals**

# **Price Chart**



# **Recommendation History**

No.	Date	Rating	TP (Rs.) Share	Price (Rs.)
1	11-Apr-23	Accumulate	1,280	1,053
2	03-Feb-23	Accumulate	1,286	1,154
3	06-Jan-23	Hold	1,147	1,196
4	16-Aug-22	Accumulate	1,211	1,144
5	04-Jul-22	Accumulate	1,091	1,077

### Analyst Coverage Universe

Sr. No.	Company Name	Rating	TP (Rs)	Share Price (Rs)
1	Astral Ltd.	BUY	1,830	1,687
2	Bajaj Electricals	Accumulate	1,280	1,053
3	Cera Sanitaryware	BUY	7,706	6,690
4	Crompton Greaves Consumer Electricals	BUY	403	298
5	Finolex Industries	BUY	224	172
6	Havells India	BUY	1,447	1,245
7	Kajaria Ceramics	Accumulate	1,264	1,185
8	KEI Industries	Hold	1,811	1,836
9	Polycab India	Hold	3,249	3,381
10	Prince Pipes and Fittings	BUY	693	574
11	Supreme Industries	BUY	3,245	2,722
12	Voltas	Hold	848	808

# PL's Recommendation Nomenclature (Absolute Performance)

Buy	:	> 15%
Accumulate	:	5% to 15%
Hold	:	+5% to -5%
Reduce	:	-5% to -15%
Sell	:	< -15%
Not Rated (NR)	:	No specific call on the stock
Under Review (UR)	:	Rating likely to change shortly

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