**HOLD** Sapphire Foods

## KFC robust, but challenges persist in Pizza category; HOLD

Retail > Result Update > August 3, 2023

Sapphire's Q1 EBITDA was largely in line with estimates. Revenue grew 20%, led by 27% growth in store count, flat SSG in KFC/PH Sri Lanka (SL) and 9% SSG decline in PH India. For KFC, focus remains on retaining the strong topline growth with stable margins, while PH's focus is on marketing and improving product/value proposition to capitalize on recovery in category growth. New product innovation continued with launch of KFC snackers (7 products) at Rs99 and earlier launch of entry-level pizzas/big menu-revamp in PH. Gross margin improved by 60bps QoQ, suggesting bottoming of the RM pain. Sapphire expects PH network expansion to moderate with weak trends, while KFC expansion will continue. Unhurried store addition coupled with slower SL recovery drive the 3% cut to our estimates. TP remains unchanged at Rs1,400/sh on 3M rollover.

Sapphire Foods: Financial Snapshot (Consolidated)										
Y/E Mar (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E					
Revenue	17,216	22,656	28,180	36,505	43,844					
EBITDA	3,050	4,284	5,289	7,111	8,896					
Adj. PAT	460	2,332	1,401	1,974	2,615					
Adj. EPS (Rs)	7.2	36.7	22.0	31.1	41.2					
EBITDA margin (%)	17.7	18.9	18.8	19.5	20.3					
EBITDA growth (%)	145.2	40.4	23.5	34.4	25.1					
Adj. EPS growth (%)	0.0	407.1	(39.9)	40.9	32.4					
RoE (%)	6.2	20.6	10.6	13.2	15.2					
RoIC (%)	14.7	47.2	22.0	26.8	33.0					
P/E (x)	185.4	36.6	60.8	43.2	32.6					
EV/EBITDA (x)	26.8	19.3	15.6	11.3	8.8					
P/B (x)	8.5	6.8	6.1	5.3	4.6					
FCFF yield (%)	0.0	2.0	2.5	4.0	6.2					

Source: Company, Emkay Research

KFC growing 20%+ but PH growth impacted due to weak category trends: KFC's revenue grew 21% led by 28% growth in store-count and a flat SSG, while PH saw lower growth at 12% owing to 30% growth in store-count and a 9% drop in SSG. KFC outperformed peers with 24% growth in brand contribution, while PH saw 32% de-growth (in line with peers). New innovations have been particularly strong, with launch of KFC snackers at Rs99 (7 products). The medium-term outlook, of 7%/5% SSG, was maintained for the PH/KFC formats. For SL, demand remains impacted by inflation/higher direct taxes, but better INR conversion rate helped deliver 27% growth in Q1. Sapphire expects gradual improvement in store-margins over the next 12-24 months (vs. 13% in Q1FY24). Store additions were healthy, with 35 net additions in Q1FY24, of which 17 were for KFC and 16 for PH. Encouragingly, gross margin improved by 60bps QoQ, led by 80-130bps improvement in PH/KFC. However, store margins declined by 120bps to 17.3%, due to 580/250bps decline in PH India/Sri-Lanka. Higher HO costs (+30bps) led the overall EBITDA margin decline of 150bps to 11.8%.

Earnings-call KTAs: 1) Sapphire indicated that RM inflation has cooled in Q1. 2) KFC expects to bring back transaction growth through its newly-launched 'Snackers' range priced at Rs99 and which consists of 7 products (like Rolls, Longer burger, Popcorn, Beverages, Fries and Dessert). 3) Sapphire is making an attempt to improve brand accessibility with network expansion and launch of entry-level KFC snackers at Rs79. 4) Sapphire took price hikes in KFC in Apr-23, but indicated that 2-3% price hikes in KFC was easily absorbed without impacting volume. 5) While weak trends endure but Sapphire remains bullish on the pizza category; Focus remains on enhancing customer experience, marketing and product innovations to capitalize on category growth revival. 6) Sapphire maintained its outlook for doubling the number of KFC/PH stores in 3-4 years; however, it indicated opening lesser number of PH stores in FY24 vs FY23. 7) Sapphire indicated that consumer demand remains challenged in Sri Lanka due to inflation and higher direct taxes, but believe that the adverse conditions have bottomed out and expects recovery in FY24.

TARGET PRICE (Rs): 1,400

mkal

Target Price – 12M	Jun-24
Change in TP (%)	-
Current Reco.	HOLD
Previous Reco.	HOLD
Upside/(Downside) (%)	4.3
CMP (02-Aug-23) (Rs)	1,341.7
Stock Data	Ticker
52-week High (Rs)	1,574

52-week Low (Rs)	1,102
Shares outstanding (mn)	63.6
Market-cap (Rs bn)	85
Market-cap (USD mn)	1,033
Net-debt, FY24E (Rs mn)	-2,991
ADTV-3M (mn shares)	-
ADTV-3M (Rs mn)	149.9
ADTV-3M (USD mn)	1.8
Free float (%)	49.0
Nifty-50	19,527
INR/USD	82.6
Shareholding, Dec-20	
Promoters (%)	44.86
FPIs/MFs (%)	18.66/ 22.62

Price Performance								
(%)	1M	3M	12M					
Absolute	(2.4)	8.2	11.9					
Rel. to Nifty	(4.1)	0.5	(0.6)					



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# **Story in Charts**

Exhibit 1: Performance across key metrics over the past few quarters

Key Metrics (Rs mn)	Q4FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23	Q1FY24
KFC India						
Number of stores	263	281	301	325	341	358
SSG (%)	15	65	15	3	2	C
ADS (Rs)	1,32,000	1,44,000	1,34,000	1,36,000	1,27,000	1,38,000
Revenue	2,966	3,537	3,491	3,810	3,691	4,286
Gross margin (%)	67.9	67.3	65.6	66.5	66.8	68.1
Brand contribution margin (%)	19.0	20.3	17.9	20.2	19.1	20.8
PH India						
Number of stores	219	235	249	274	286	302
SSG (%)	3	47	23	-4	-4	-9
ADS (Rs)	55,000	61,000	64,000	58,000	50,000	52,000
Revenue	1,032	1,219	1,410	1,364	1,221	1,362
Gross margin (%)	74.8	75.3	74.7	74.4	74.3	75.1
Brand contribution margin (%)	11.5	14.8	15.1	14.1	8.6	9.0
Sri Lanka (Pizza Hut)						
Number of stores	95	98	106	114	114	114
SSG (%)	29	53	37	18	-3	C
ADS (Rs)	1,12,000	75,000	73,000	75,000	65,000	81,000
Revenue	917	650	669	731	667	825
Gross margin (%)	64.9	58.8	55.4	57.3	61.0	60.5
Brand contribution margin (%)	24.4	15.5	15.0	14.6	14.2	13.0
Others (Maldives)						
Revenue	28	30	34	34	13	53
Brand contribution margin (%)	21.5	16.1	5.4	3.9	40.8	12.6
Sapphire - Consolidated						
Number of stores	579	616	658	715	743	778
Store additions (no. of)	29	37	42	57	28	35
Revenue	4,943	5,436	5,604	5,939	5,592	6,526
Gross margin (%)	69.1	68.2	66.7	67.3	68.1	68.7
Brand contribution margin (%)	18.5	18.5	16.8	18.0	16.3	17.3
Overhead opex/revenue (%)	5.6	5.2	5.6	5.6	6.2	5.
Consol. EBITDA	636	722	624	738	563	772
EBITDA margin (%)	12.9	13.3	11.1	12.4	10.1	11.8

Source: Company, Emkay Research; \*EBITDA/margins are pre IndAS-116

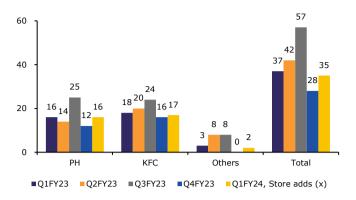
### Exhibit 2: Actual vs. Estimates (Q1FY24)

(Rs mn)	Actual	Estima	ates	Variat	tion	Comments
(RS mn)	Actual	Emkay	Consensus	Emkay Consensus		
Net Sales	6,544	6,670	6,550	-1.9%	-0.1%	Revenue was broadly in-line
EBITDA*	1,214	1,256	1,149	-3.3%	5.7%	EBITDA was lower, owing to weaker SL margins
EBITDA margin*	18.6%	18.8%	17.5%	-27	102	
PAT	249	309	270	-19.5%	-7.9%	PAT was lower, due to deferred tax of Rs80mn

Source: Company, Emkay Research; \*Post IndAS-116 EBITDA

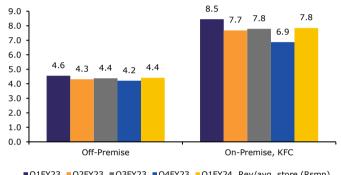
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Source: Company, Emkay Research

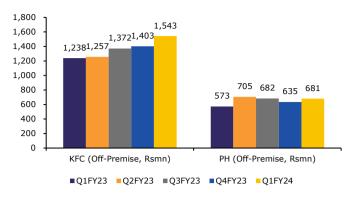
Exhibit 5: For KFC, both, on-premise and off-premise sales per store, saw a decent sequential pick-up



■Q1FY23 ■Q2FY23 ■Q3FY23 ■Q4FY23 ■Q1FY24, Rev/avg. store (Rsmn)

Source: Company, Emkay Research

Exhibit 4: Channel-wise, off-premise sales grew 25%/19% YoY for KFC/Pizza Hut, in Q1



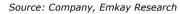
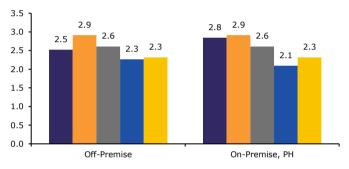


Exhibit 6: For PH, on-premise sales per store picked up, while offpremise sales per store were flat



■Q1FY23 ■Q2FY23 ■Q3FY23 ■Q4FY23 ■Q1FY24, , Rev/avg. store (Rsmn)

August 3, 2023 |3

Source: Company, Emkay Research

### Exhibit 7: Summary of quarterly results

Y/E, Mar (Rs mn)	Q1FY23	Q2FY23	Q3FY23	Q4FY23	Q1FY24	YoY (%)	QoQ (%)	FY23TD	FY24TD	YoY (%)
Revenue	5,463	5,628	5,961	5,604	6,544	19.8	16.8	5,463	6,544	19.8
Expenditure	4,359	4,596	4,795	4,623	5,329	22.3	15.3	4,359	5,329	22.3
Consumption of RM	1,756	1,890	1,964	1,797	2,061	17.4	14.7	1,756	2,061	17.4
as % of sales	32.1%	33.6%	32.9%	32.1%	31.5%			32.1%	31.5%	
Employee Cost	684	747	731	767	850	24.3	10.8	684	850	24.3
as % of sales	12.5%	13.3%	12.3%	13.7%	13.0%			12.5%	13.0%	
Other expenditure	1,919	1,959	2,100	2,059	2,418	26.0	17.5	1,919	2,418	26.0
as % of sales	35.1%	34.8%	35.2%	36.7%	37.0%			35.1%	37.0%	
EBITDA	1,104	1,032	1,167	981	1,214	10.0	23.8	1,104	1,214	10.0
Depreciation	609	628	681	724	727	19.3	0.5	609	727	19.3
EBIT	495	404	486	258	487	-1.5	89.0	495	487	-1.5
Other Income	59	71	67	114	75	27.2	-34.2	59	75	27.2
Interest	197	206	217	249	226	14.6	-9.2	197	226	14.6
РВТ	356	269	336	123	336	-5.6	173.8	356	336	-5.6
Total Tax	-25	1	9	-1,232	88			-25	88	
Reported PAT	381	269	327	1,355	249	-34.8	-81.6	381	249	-34.8
Extra ordinary items	0	0	0	0	0			0	0	
PAT before minority interests	381	269	327	1,355	249	-34.8	-81.6	381	249	-34.8
Minority Interests	-1	0	1	-1	-1			-1	-1	
PAT after MI	383	269	326	1,356	249	-34.8	-81.6	383	249	-34.8
EPS (Rs)	6.0	4.2	5.1	21.3	3.9			6.0	3.9	
(%)	Q1FY23	Q2FY23	Q3FY23	Q4FY23	Q1FY24	YoY (%)	QoQ (%)	FY23TD	FY24TD	YoY (%)
EBITDAM	20.2	18.3	19.6	17.5	18.6	-160	100	20.2	18.6	-160
EBITM	9.1	7.2	8.2	4.6	7.4	-160	280	9.1	7.4	-160
EBTM	6.5	4.8	5.6	2.2	5.1	-140	290	6.5	5.1	-140
РАТМ	7.0	4.8	5.5	24.2	3.8	-320	-2,040	7.0	3.8	-320
Effective Tax rate	-7.1	0.3	2.6	-1003.2	26.0	NA	NA	-7.1	26.0	NA

Source: Company, Emkay Research; \*Post IndAS-116 EBITDA

### Exhibit 8: Changes in estimates

(Rs mn)	FY24E			FY25E			FY26E		
(RS mn)	Old	New	% change	Old	New	% change	Old	New	% change
Revenue	28,282	28,180	(0.4)	36,694	36,505	(0.5)	44,056	43,844	(0.5)
EBITDA*	3,383	3,364	(0.6)	4,814	4,665	(3.1)	6,116	5,913	(3.3)
EBITDA margin (%)*	12.0	11.9	0 bps	13.1	12.8	-30 bps	13.9	13.5	-40 bps
PAT	1,436	1,401	(2.4)	2,074	1,974	(4.8)	2,804	2,615	(6.7)
EPS (Rs)	22.6	22.0	(2.4)	32.6	31.1	(4.8)	44.1	41.2	(6.7)

Source: Company, Emkay Research, \*Pre-IndAS-116 EBITDA

### **Exhibit 9: Peer Comparison**

Companies	Price Mcap		<b>D</b>	Target		P/E (x)			Pre IndAS-116 EV/EBITDA (x)		
Companies	(Rs)	(Rs bn)	Reco	(Rs)	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	
Jubilant FoodWorks	488	322	Sell	420	81.2	55.4	44.4	38.3	28.1	23.2	
Devyani International	194	234	Hold	175	100.0	66.0	50.5	42.6	30.8	24.2	
Westlife Foodworld	929	145	Buy	1,035	89.5	72.1	54.2	37.4	31.4	25.2	
Sapphire Foods	1,342	85	Hold	1,400	60.8	43.2	32.6	27.8	20.1	15.8	

Source: Company, Emkay Research

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### Sapphire Foods: Consolidated Financials and Valuations

Profit & Loss					
Y/E Mar (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
Revenue	17,216	22,656	28,180	36,505	43,844
Revenue growth (%)	68.8	31.6	24.4	29.5	20.1
EBITDA	3,050	4,284	5,289	7,111	8,896
EBITDA growth (%)	145.2	40.4	23.5	34.4	25.1
Depreciation & Amortization	2,135	2,642	3,094	3,775	4,507
EBIT	915	1,642	2,195	3,335	4,389
EBIT growth (%)	0.0	79.5	33.7	51.9	31.6
Other operating income	0	0	0	0	0
Other income	380	311	315	330	350
Financial expense	781	869	953	1,197	1,470
РВТ	514	1,084	1,557	2,468	3,269
Extraordinary items	0	0	0	0	0
Taxes	54	(1,248)	156	494	654
Minority interest	0	0	0	0	0
Income from JV/Associates	0	0	0	0	0
Reported PAT	460	2,332	1,401	1,974	2,615
PAT growth (%)	0.0	407.1	(39.9)	40.9	32.4
Adjusted PAT	460	2,332	1,401	1,974	2,615
Diluted EPS (Rs)	7.2	36.7	22.0	31.1	41.2
Diluted EPS growth (%)	0.0	407.1	(39.9)	40.9	32.4
DPS (Rs)	0.0	0.0	0.0	0.0	0.0
Dividend payout (%)	0.0	0.0	0.0	0.0	0.0
EBITDA margin (%)	17.7	18.9	18.8	19.5	20.3
EBIT margin (%)	5.3	7.2	7.8	9.1	10.0
Effective tax rate (%)	10.5	(115.1)	10.0	20.0	20.0
NOPLAT (pre-IndAS)	819	3,532	1,975	2,668	3,511
Shares outstanding (mn)	63.5	63.5	63.5	63.5	63.5

Balance Sheet					
Y/E Mar (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
Share capital	635	635	635	635	635
Reserves & Surplus	9,436	11,924	13,325	15,300	17,914
Net worth	10,071	12,559	13,961	15,935	18,550
Minority interests	(17)	(20)	(20)	(20)	(20)
Deferred tax liability (net)	197	(1,077)	(924)	(373)	294
Total debt	612	443	443	443	443
Total liabilities & equity	10,864	11,905	13,458	15,985	19,267
Net tangible fixed assets	5,462	7,706	8,679	9,950	10,909
Net intangible assets	566	647	751	824	868
Net ROU assets	(1,032)	(1,270)	(1,636)	(2,064)	(2,616
Capital WIP	327	550	550	550	550
Goodwill	1,622	1,622	1,622	1,622	1,622
Investments [JV/Associates]	0	0	0	0	(
Cash & equivalents	4,071	2,864	3,434	5,025	7,841
Current assets (ex-cash)	3,344	3,403	4,392	5,690	6,834
Current Liab. & Prov.	3,495	3,616	4,333	5,613	6,74
NWC (ex-cash)	(151)	(213)	60	77	93
Total assets	10,864	11,905	13,458	15,985	19,267
Net debt	(3,459)	(2,421)	(2,991)	(4,582)	(7,398)
Capital employed	10,864	11,905	13,458	15,985	19,267
Invested capital	6,466	8,491	9,474	10,409	10,876
BVPS (Rs)	158.5	197.7	219.7	250.8	291.9
Net Debt/Equity (x)	(0.3)	(0.2)	(0.2)	(0.3)	(0.4
Net Debt/EBITDA (x)	(1.1)	(0.6)	(0.6)	(0.6)	(0.8
Interest coverage (x)	0.6	0.4	0.4	0.3	0.3
RoCE (%)	15.6	17.2	19.8	24.9	26.9

Source: Company, Emkay Research

Cash flows					
Y/E Mar (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
РВТ	514	1,084	1,557	2,468	3,269
Others (non-cash items)	2,135	2,642	3,094	3,775	4,507
Taxes paid	(54)	1,248	(156)	(494)	(654)
Change in NWC	(312)	59	(225)	28	25
Operating cash flow	2,685	5,591	4,908	6,645	8,267
Capital expenditure	(2,672)	(3,915)	(2,818)	(3,430)	(3,430)
Acquisition of business	0	0	0	0	0
Interest & dividend income	380	311	315	330	350
Investing cash flow	(2,292)	(3,604)	(2,503)	(3,100)	(3,080)
Equity raised/(repaid)	5,166	0	0	0	0
Debt raised/(repaid)	(164)	(1,441)	105	506	627
Payment of lease liabilities	(1,249)	(1,696)	(1,925)	(2,445)	(2,983)
Interest paid	(126)	(74)	(15)	(15)	(15)
Dividend paid (incl tax)	0	0	0	0	0
Others	(716)	16	0	0	0
Financing cash flow	2,911	(3,195)	(1,835)	(1,954)	(2,371)
Net chg in Cash	3,304	(1,208)	570	1,591	2,816
OCF	2,685	5,591	4,908	6,645	8,267
Adj. OCF (w/o NWC chg.)	2,996	5,532	5,134	6,617	8,243
FCFF	13	1,676	2,090	3,215	4,837
FCFE	(388)	1,118	1,452	2,348	3,717
OCF/EBITDA (%)	88.0	130.5	92.8	93.5	92.9
FCFE/PAT (%)	(84.4)	48.0	103.6	118.9	142.1
FCFF/NOPLAT (%)	1.6	47.5	105.8	120.5	137.8

Source: Company, Emkay Research

Source: Company, Emkay Research

Valuations and key Ratios							
Y/E Mar	FY22	FY23	FY24E	FY25E	FY26E		
P/E (x)	185.4	36.6	60.8	43.2	32.6		
P/CE(x)	32.9	17.1	19.0	14.8	12.0		
P/B (x)	8.5	6.8	6.1	5.3	4.6		
EV/Sales (x)	4.8	3.7	2.9	2.2	1.8		
EV/EBITDA (x)	26.8	19.3	15.6	11.3	8.8		
EV/EBIT(x)	89.4	50.4	37.5	24.2	17.7		
EV/IC (x)	12.6	9.8	8.7	7.7	7.2		
FCFF yield (%)	0.0	2.0	2.5	4.0	6.2		
FCFE yield (%)	(0.5)	1.3	1.7	2.8	4.4		
Dividend yield (%)	0.0	0.0	0.0	0.0	0.0		
DuPont-RoE split							
Net profit margin (%)	2.7	10.3	5.0	5.4	6.0		
Total asset turnover (x)	2.1	2.0	2.2	2.5	2.5		
Assets/Equity (x)	1.1	1.0	1.0	1.0	1.0		
RoE (%)	6.2	20.6	10.6	13.2	15.2		
DuPont-RoIC							
NOPLAT margin (%)	4.8	15.6	7.0	7.3	8.0		
IC turnover (x)	3.1	3.0	3.1	3.7	4.1		
RoIC (%)	14.7	47.2	22.0	26.8	33.0		
Operating metrics							
Core NWC days	(29.2)	(25.6)	(23.0)	(22.6)	(23.4)		
Total NWC days	(3.2)	(3.4)	0.8	0.8	0.8		
Fixed asset turnover	2.1	2.1	2.0	2.2	2.2		
Opex-to-revenue (%)	51.6	48.4	49.5	49.0	48.7		

Source: Company, Emkay Research

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### **RECOMMENDATION HISTORY - DETAILS**

Date	CMP (INR)	TP (INR)	Rating	Analyst
10-Jul-23	1,400	1,400	Hold	Devanshu Bansal
21-May-23	1,298	1,380	Hold	Devanshu Bansal
13-May-23	1,277	1,380	Hold	Devanshu Bansal
20-Apr-23	1,195	1,350	Hold	Devanshu Bansal
09-Apr-23	1,215	1,350	Hold	Devanshu Bansal
10-Feb-23	1,205	1,620	Buy	Devanshu Bansal
09-Jan-23	1,342	1,700	Buy	Devanshu Bansal
04-Nov-22	1,431	1,650	Buy	Devanshu Bansal
12-Aug-22	1,322	1,650	Buy	Devanshu Bansal
16-Jul-22	1,101	1,500	Buy	Devanshu Bansal

Source: Company, Emkay Research

### **RECOMMENDATION HISTORY - TREND**



Source: Bloomberg, Company, Emkay Research

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