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16 May 2024

India | Equity Research | Q4FY24 results review

Somany Ceramics

Tiles

Tepid quarter; guiding for better traction from 2HFY25

In Q4FY24, Somany Ceramics (SOMC) reported consolidated revenue growth of 8.6% YoY driven by tile volume growth of 7.3% YoY (+19.9% QoQ; 3-year CAGR of 3.8%), but tile realisation declined 2.3% YoY (-1.2% QoQ). Consol. OPM increased 180bps YoY (+113bps QoQ) to 10.8%, primarily due to lower RM costs (down 128bps YoY, including power and fuel cost), resulting in EBITDA/PBT growth of 30.3%/41.4% YoY, respectively. Management stated demand conditions were subdued in Q4FY24 and remain so in Q1FY25-TD, and expects it to pick up H2FY25 onwards as many real estate projects will complete by then. For FY25, it has guided for low double-digit tile volume growth with OPM increase of 100-150bps YoY (aided by benign gas prices and operating leverage). We broadly maintain estimates and **BUY** rating with an unchanged Mar'25E TP of INR 916.

Revenue growth of 8.6% YoY led by 7.3% YoY volume growth

SOMC reported consolidated revenue growth of 8.6% YoY in Q4FY24 to ~INR 7.4bn driven by tile volume growth of 7.3% YoY (+19.9% QoQ; 3-year CAGR of 3.8%), but tile realisation declined 2.3% YoY (-1.2% QoQ). Bathware segment revenue grew 7.2% YoY (+21.9% QoQ). Management stated demand was subdued in Q4 and continues to be tepid in FY25-TD. It expects demand to revive H2FY25 onwards as many real estate projects will complete and has guided for low double-digit tile volume growth in FY25. For bathware segment, management expects double digit revenue growth in FY25. Net working capital (NWC) improved by 23 days YoY to 8 days in Q4FY24 (primarily due to increase of creditor days) and management expects to maintain NWC going ahead. Net debt declined to INR 2.6bn (down ~INR 0.5bn YoY) in FY24. We have modelled tile volume CAGR of 10% over FY24-26E.

EBITDA margin improves on lower gas cost

In Q4FY24, SOMC's consolidated EBITDA margin increased 180bps YoY (+113bps QoQ) to 10.8% primarily on lower raw material expenses (down 128bps YoY, including power and fuel cost) and other expenses being lower 42bps YoY. Management has guided for EBITDA margin improvement of 100-150bps YoY in FY25 (vs 9.8% in FY24) driven by operating leverage and continued benign gas prices. We have modelled EBIDTA margins of 10.6-10.8% for FY25-26E (vs ~9.9% avg. OPM over FY16-FY24).

Financial Summary

Y/E March (INR mn)	FY23A	FY24A	FY25E	FY26E
Net Revenue	24,785	25,914	28,272	31,180
EBITDA	1,891	2,532	3,006	3,364
EBITDA %	7.6	9.8	10.6	10.8
Net Profit	709	983	1,457	1,708
EPS (INR)	17.3	24.0	35.5	41.7
EPS % Chg YoY	(18.9)	38.7	48.2	17.3
P/E (x)	35.9	25.9	17.5	14.9
EV/EBITDA (x)	15.1	11.0	8.9	7.7
RoCE (%)	6.3	9.7	13.6	14.3
RoE (%)	9.4	13.0	18.6	18.5

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Market Data

Market Cap (INR)	26bn
Market Cap (USD)	307mn
Bloomberg Code	SOMC IN
Reuters Code	SOCE.BO
52-week Range (INR)	819 /515
Free Float (%)	45.0
ADTV-3M (mn) (USD)	0.3

Price Performance (%)	3m	6m	12m
Absolute	(8.1)	(7.3)	14.9
Relative to Sensex	(9.4)	(18.5)	(2.2)

Earnings Revisions (%)	FY25E	FY26E
Revenue	0.2	0.1
EBITDA	0.6	0.3
EPS	(0.2)	0.1

Previous Reports

03-02-2024: <u>Q3FY24 results review</u> 12-08-2023: <u>Q1FY24 results review</u>



Valuation and view

SOMC's operational performance in Q4 was marginally below our expectations. The company has medium-term demand and margin tailwinds led by healthy domestic housing market and continued high exports from Morbi (thus, lower domestic competition and pricing pressure) along with lower gas prices. We, thus, continue to like the company and maintain **BUY** with an unchanged Mar'25E target price of INR 916, set at 22x Mar'26E P/E.

Exhibit 1: Q4FY24 consolidated result review

INR mn	Q4FY24	Q4FY23	% YoY	Q3FY24	% QoQ	FY24	FY23	% YoY
Net Revenue	7,375	6,792	8.6%	6,121	20.5%	25,914	24,785	4.6%
Raw Material	3,561	3,111	14.5%	2,728	30.5%	11,979	10,694	12.0%
% of sales	48.3%	45.8%	248 bps	44.6%	372 bps	46.2%	43.1%	308 bps
Power & Fuel	1,399	1,543	(9.4%)	1,252	11.7%	5,219	6,471	(19.3%)
% of sales	19.0%	22.7%	-376 bps	20.5%	-150 bps	20.1%	26.1%	-597 bps
Employee expense	867	805	7.7%	794	9.2%	3,244	3,012	7.7%
% of sales	11.8%	11.8%	-9 bps	13.0%	-122 bps	12.5%	12.2%	37 bps
Other Expenses	754	723	4.3%	757	(0.4%)	2,940	2,721	8.0%
% of sales	10.2%	10.7%	-42 bps	12.4%	-214 bps	11.3%	11.0%	36 bps
Total Expenditure	6,581	6,182	6.4%	5,531	19.0%	23,381	22,898	2.1%
% of sales	89.2%	91.0%	-180 bps	90.4%	-113 bps	90.2%	92.4%	-216 bps
EBITDA	795	610	30.3%	590	34.6%	2,532	1,887	34.2%
EBITDA Margin (%)	10.8%	9.0%	180 bps	9.6%	113 bps	9.8%	7.6%	216 bps
Depreciation/Amortisation	193	187	3.2%	188	2.6%	725	679	6.9%
EBIT	602	423	42.3%	402	49.6%	1,807	1,209	49.5%
EBIT Margin (%)	8.2%	6.2%	193 bps	6.6%	159 bps	7.0%	4.9%	210 bps
Net Interest Expenses	134	116	15.4%	109	23.4%	465	404	15.1%
Other Income	16	36	(55.2%)	28	(43.4%)	106	145	(27.0%)
PBT	483	342	41.4%	321	50.4%	1,449	950	52.4%
Tax Expenses	177	89	99.1%	100	76.5%	434	249	74.5%
PAT before MI & extraordinaries	306	253	21.0%	221	38.5%	1,014	702	44.6%
Minority Interest	-31	-1	3737.5%	-12	153.7%	-25	46	NA
Exceptional items	33	-9	nm	13	nm	-21	-32.3	NA
Reported PAT	308	243	26.7%	222	38.8%	969	715	35.5%
Adjusted PAT	287	250	15.1%	213	34.9%	983	739	33.1%

Source: I-Sec research, Company data

Exhibit 2: Q4FY24 segmental result review

	Q4FY24	Q4FY23	% YoY	Q3FY24	% QoQ	FY24	FY23	% YoY
Tiles Revenue (INR mn)								
Own Manufacturing	2,100	2,153	(2.5%)	1,857	13.1%	8,154	8,335	(2.2%)
JVs	2,234	2,212	1.0%	1,887	18.4%	7,713	8,040	(4.1%)
Outsourced	1,780	1,469	21.2%	1,419	25.4%	6,117	5,108	19.7%
Bathware	796	742	7.2%	653	21.9%	2,671	2,450	9.0%
Others	183	107	70.4%	153	19.8%	597	332	79.7%
Total	6,115	5,835	4.8%	5,163	18.4%	21,984	21,483	2.3%
Tiles Volume (MSM)								
Own Manufacturing	6.7	6.6	1.4%	5.8	15.3%	25.3	25.3	0.2%
JVs	6.7	6.4	5.2%	5.6	20.9%	22.6	23.1	(2.3%)
Outsourced	5.5	4.6	18.6%	4.4	24.5%	19.0	15.5	22.9%
Total	18.9	17.6	7.3%	15.8	19.9%	67.0	63.9	4.8%
Tiles Realisation (INR/sqm)								
Own Manufacturing	314	326	(3.8%)	320	(2.0%)	322	330	(2.4%)
JVs	333	347	(4.0%)	340	(2.1%)	341	348	(1.8%)
Outsourced	325	318	2.2%	323	0.7%	321	330	(2.6%)
Blended	324	332	(2.3%)	328	(1.2%)	328	336	(2.3%)

Source: I-Sec research, Company data

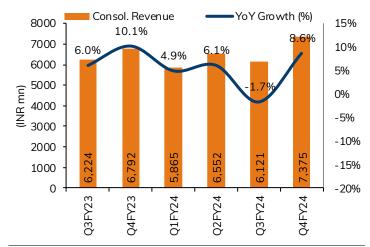


Takeaways from Q4FY24 earnings conference call

- Demand: Management indicated demand has been sluggish in Q4FY24 and FY24 due to delayed construction. It stated demand remains subdued in Q1FY25 as well due to manpower shortage led by elections. Also, slowdown in exports due to higher freight rates and geopolitical instability has added pressure on domestic players. Management stated Morbi players are running at 65-70% utilisation. Management expects demand to revive post-Q1FY25 as exports are likely to revive in FY25.
- Industry: Management valued total Indian tiles industry at INR 560-580bn in FY24 (including INR 190bn of exports). It expects domestic tiles industry to grow at 5-6% in FY25.
- **Guidance**: Management has guided for low double-digit volume growth in FY25 and EBITDA margin in the range of 10.8-11.3%. For bathware, management expects double-digit growth in FY25.
- Pricing: Management indicated realisation declined due to increased competitive intensity and discounts offered to incentivise sales. It believes realisation has largely bottomed out in FY24.
- Capex: Management has indicated maintenance capex of INR 500-600mn in FY25. It has not planned any other major capex.
- Product mix: In Q4FY24, ceramic formed 35%, PVT formed 29% and GVT formed 36% of volume mix. In FY24, ceramic formed 37%, PVT formed 29% and GVT formed 34% of volume mix. Management targets GVT sales mix of 38% in FY25.
- Branding: Management indicated A&P expenses at 2.5% of revenue in FY24 and expects it to be ~3% in FY25.
- Gas prices: Average gas cost for FY24 was INR 45/scm (vs INR 59/scm YoY). Gas prices remain stable in FY25-TD.
- Working capital: Management stated working capital discipline will be maintained going forward as well.
- **Distribution:** SOMC added net 110 dealers during FY24 and expects to add ~150 dealers in FY25.
- Retail forms 80% of sales while institutional segment accounts for ~20% of sales (~12% government orders and 8-9% from corporates). With increased traction in institutional development, management expects 25% of sales mix in favour of institutional sales.
- SOMC plans long-term debt repayment of INR 400mn per year going forward and has indicated that if no significant expansion is planned, excess cash will be distributed to shareholders in the form of dividends.

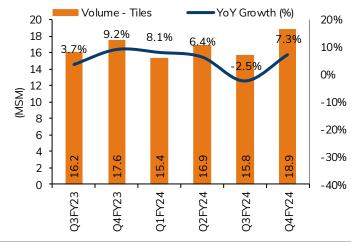
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Exhibit 3: Consolidated quarterly revenue



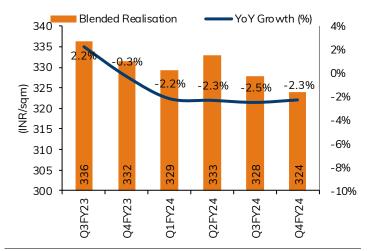
Source: I-Sec research, Company data

Exhibit 5: Quarterly volume growth



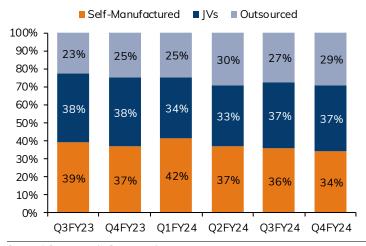
Source: I-Sec research, Company data

Exhibit 7: Quarterly realisation



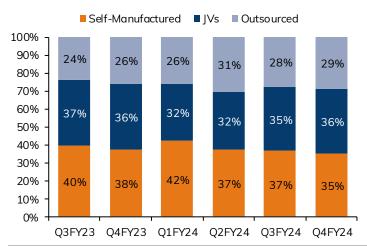
Source: I-Sec research, Company data

Exhibit 4: Quarterly revenue breakup



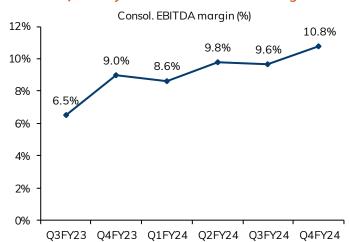
Source: I-Sec research, Company data

Exhibit 6: Quarterly volume breakup



Source: I-Sec research, Company data

Exhibit 8: Quarterly consolidated EBITDA margin



Source: I-Sec research, Company data



Valuation

SOMC is one of the leading players in the Indian tile market with significant presence in markets beyond tier-I cities. It has a strong brand with wide distribution and a broad product portfolio. It focuses on retail segment, which accounts for ~80% of total revenue.

The stock trades at a P/E of 14.9x FY26E, which is attractive and led by high growth prospects (EBIDTA CAGR of 15.3% during FY24-26E driven by tile volume CAGR of 10%) and healthy return ratios (RoE of 18.5% FY26E). Maintain BUY with an unchanged target price of INR 916, set at 22x P/E Mar'26E.

Exhibit 9: 1-year forward P/E band



Source: I-Sec research, Company data

Key downside risks

- Slowdown in housing market: The housing market is the demand driver for tile sector. Unexpected slowdown in tile market could adversely affect the company.
- Higher raw material prices: Gas accounts for ~25% of total production cost. Continuous increase in gas prices could adversely affect margins/demand for tiles.
- Continuous slowdown in exports from Morbi: A prolonged slowdown in exports from Morbi could lead to pressure on supply in domestic markets, and thus, affect growth prospects for the company.
- Resurgence of pandemic: A resurgence of covid pandemic could adversely affect demand prospects in the near term.

Exhibit 10: Shareholding pattern

%	Sep'23	Dec'23	Mar'24
Promoters	54.8	54.8	55.0
Institutional investors	25.1	24.1	25.1
MFs and others	20.4	20.8	21.2
Fls/Banks	0.0	0.0	0.0
Insurance	0.3	0.1	0.0
FIIs	4.4	3.8	3.9
Others	20.1	20.5	19.9

Exhibit 11: Price chart



Source: Bloomberg

Source: Bloomberg



Financial Summary

Exhibit 12: Profit & Loss

(INR mn, year ending March)

	FY23A	FY24A	FY25E	FY26E
Net Sales	24,785	25,914	28,272	31,180
Operating Expenses	22,894	23,381	25,266	27,816
EBITDA	1,891	2,532	3,006	3,364
EBITDA Margin (%)	7.6	9.8	10.6	10.8
Depreciation & Amortization	679	725	757	841
EBIT	1,213	1,807	2,249	2,523
Interest expenditure	404	465	336	270
Other Non-operating Income	100	106	94	101
Recurring PBT	910	1,449	2,007	2,354
Less: Taxes	(249)	(434)	(514)	(603)
PAT	661	1,014	1,493	1,751
Profit / (Loss) from Associates	-	-	-	-
Less: Minority Interest	46	(25)	(37)	(43)
Extraordinaries (Net)	9	(21)	-	-
Net Income (Reported)	715	969	1,457	1,708
Net Income (Adjusted)	709	983	1,457	1,708

Source Company data, I-Sec research

Exhibit 13: Balance sheet

(INR mn, year ending March)

	FY23A	FY24A	FY25E	FY26E
Assets				
Inventories	3,915	3,466	3,807	4,191
Cash & cash eqv.	1,864	855	1,438	1,731
Sundry Debtors	2,683	3,372	3,641	4,015
Other Current Assets	941	760	852	940
Trade payables	3,776	5,593	6,032	6,596
Other Current Liabilities	1,720	1,771	1,852	2,048
Net Current Assets	3,907	1,089	1,853	2,233
Investments	-	-	-	-
Net Fixed Assets	10,120	10,846	10,793	11,352
Other Non Current Assets	504	458	458	458
Total Assets	14,531	12,393	13,105	14,043
Liabilities				
Borrowings	4,884	3,351	2,751	2,151
Other Non Current Liabilities	702	713	713	713
Total Liabilities	5,586	4,064	3,464	2,864
Equity Share Capital	85	82	82	82
Reserves & Surplus	7,785	7,119	8,394	9,889
Total Net Worth	7,870	7,201	8,476	9,971
Minority Interest	1,076	1,128	1,165	1,208
Total Liabilities & Net Worth	14,531	12,393	13,105	14,043

Source Company data, I-Sec research

Exhibit 14: Quarterly trend

(INR mn, year ending March)

	Jun-23	Sep-23	Dec-23	Mar-24
Net Sales	5,865	6,552	6,121	7,375
% growth (YOY)	4.9	6.1	-1.7	8.6
EBITDA	506	641	590	795
Margin %	8.6	9.8	9.6	10.8
Other Income	24	38	28	16
Extraordinaries	-66	0	13	33
Adjusted Net Profit	196	293	213	287

Source Company data, I-Sec research

Exhibit 15: Cashflow statement

(INR mn, year ending March)

	FY23A	FY24A	FY25E	FY26E
Operating Cashflow	1,484	3,626	2,105	2,550
Working Capital Changes	216	1,809	(182)	(86)
Capital Commitments	(1,429)	(1,451)	(704)	(1,400)
Free Cashflow	55	2,174	1,401	1,150
Other investing cashflow	-	-	-	-
Cashflow from Investing Activities	(1,429)	(1,451)	(704)	(1,400)
Issue of Share Capital	-	(3)	-	-
Inc (Dec) in Borrowings	(229)	(1,533)	(600)	(600)
Dividend paid	(123)	(123)	(218)	(256)
Others	74	(1,525)	-	0
Cash flow from Financing Activities	(277)	(3,183)	(818)	(856)
Chg. in Cash & Bank balance	(222)	(1,009)	583	294
Closing cash & balance	1,864	855	1,438	1,731

Source Company data, I-Sec research

Exhibit 16: Key ratios

(Year ending March)

	FY23A	FY24A	FY25E	FY26E
Per Share Data (INR)				
Reported EPS	17.4	23.6	35.5	41.7
Adjusted EPS (Diluted)	17.3	24.0	35.5	41.7
Cash EPS	33.8	41.7	54.0	62.2
Dividend per share (DPS)	3.0	3.0	5.3	6.2
Book Value per share (BV)	191.9	175.6	206.7	243.2
Dividend Payout (%)	17.4	12.5	15.0	15.0
Growth (%)				
Net Sales	18.3	4.6	9.1	10.3
EBITDA	(9.6)	33.9	18.7	11.9
EPS (INR)	(18.9)	38.7	48.2	17.3
Valuation Ratios (x)				
P/E	35.9	25.9	17.5	14.9
P/CEPS	18.4	14.9	11.5	10.0
P/BV	3.2	3.5	3.0	2.6
EV / EBITDA	15.1	11.0	8.9	7.7
EV / Sales	1.1	1.1	0.9	8.0
Dividend Yield (%)	0.5	0.5	0.9	1.0
Operating Ratios				
Gross Profit Margins (%)	30.5	33.6	34.0	34.0
EBITDA Margins (%)	7.6	9.8	10.6	10.8
Effective Tax Rate (%)	27.4	30.0	25.6	25.6
Net Profit Margins (%)	2.9	3.8	5.2	5.5
NWC / Total Assets (%)	10.2	1.2	2.0	2.2
Net Debt / Equity (x)	0.4	0.3	0.2	0.0
Net Debt / EBITDA (x)	1.6	1.0	0.4	0.1
Profitability Ratios				
RoCE (%)	6.3	9.7	13.6	14.3
RoE (%)	9.4	13.0	18.6	18.5
Cash Conversion Cycle				
(on net sales)				
Inventory Turnover Days	58	49	49	49
Receivables Days	40	47	47	47
Payables Days	56	79	78	77
Source Company data, I-Sec resec	arch			

Source Company data, I-Sec research



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