

23 May 2024

India | Equity Research | Q4FY24 results review

Indigo Paints

Consumer Staples & Discretionary

Impressive market share gains as Strategy 2.0 execution in full flow

Indigo's strategy 2.0 has continued to yield strong results with market share gains for straight fourth quarter. We are also enthused by (1) the company has materially increased the investments in waterproofing and construction chemical business. It has rolled out 'Indigo protect plus series' with multiple products and Mahendra Singh Dhoni as brand ambassador. Apple Chemie is now rolled out through additional eight states. (2) It has expanded dealer and tinting machine network by 9.8% and 19%, respectively YoY. We model maturity of these new stores to result in higher revenue growth in FY25-26 and (3) The revenue-per-store is up 7.4% YoY. While there is downtrading in overall paint industry with higher off-take of low-priced products, we like Indigo has reported 13.7% YoY volume growth in emulsions.

The company is also in process to almost double the manufacturing capacities to support strong growth and market share gains. We re-iterate the stance of 'niche players are likely to outperform large cap paint companies'. Rate Indigo Paints as **HOLD** retaining our cautious stance on Paints sector.

Q4FY24 result review

Indigo reported revenue, EBITDA and PAT growth of 18.3%, 17.9% and 10.1% respectively YoY. We note revenue growth was largely led by volume growth. Correction in commodity prices and favourable revenue mix led to gross margin expansion of 204bps YoY. EBITDA margin was flat YoY due to higher other expenditure as a percentage of net sales. Standalone revenue growth was 12.5% YoY.

Segment-wise growth details

Volume growth rates: Cement paints and putty: 20.2%; emulsions: 13.7%; enamels and wood coating: 3.4%; and primer, distempers and others: 22%. We believe there was higher growth in low-priced products in-line with industry trends.

Market share gains continued for fourth straight quarter

Indigo's YoY revenue growth of 18.3% (12.5% organic) was higher than Asian Paints (-0.6%), Kansai (2.1%), Berger (3.1%) and Akzo (2.3%). We believe Indigo has continued to gain market shares due to investments in branding, distribution, differentiated products and investments in influencer spends under the strategy 2.0.

Financial Summary

Y/E March (INR mn)	FY23A	FY24A	FY25E	FY26E
Net Revenue	10,733	13,061	15,412	17,878
EBITDA	1,815	2,381	2,513	2,891
EBITDA %	16.9	18.2	16.3	16.2
Net Profit	1,319	1,473	1,597	1,880
EPS (INR)	27.7	30.9	33.5	39.5
EPS % Chg YoY	56.9	11.6	8.4	17.7
P/E (x)	51.6	46.3	42.7	36.3
EV/EBITDA (x)	36.5	27.8	25.6	21.7
RoCE (%)	17.5	16.6	13.9	14.1
RoE (%)	18.5	17.6	16.4	16.7

Manoj Menon

manoj.menon@icicisecurities.com

+91 22 6807 7209

Aniruddha Joshi

aniruddha.joshi@icicisecurities.com

Karan Bhuwania

karan.bhuwania@icicisecurities.com

Nilesh Patil

nilesh.patil@icicisecurities.com

Market Data

Market Cap (INR)	68bn
Market Cap (USD)	819mn
Bloomberg Code	INDIGOPN IN
Reuters Code	INDG BO
52-week Range (INR)	1,700 /1,250
Free Float (%)	21.0
ADTV-3M (mn) (USD)	1.0

Price Performance (%)	3m	6m	12m
Absolute	(1.4)	(2.9)	1.6
Relative to Sensex	(2.8)	(15.3)	(18.2)

Earnings Revisions (%)	FY25E	FY26E
Revenue	(0.6)	(0.6)
EBITDA	(0.4)	(0.4)
EPS	(0.9)	(2.7)

Previous Reports

11-02-2024: [Q3FY24 results review](#)06-11-2023: [Q2FY24 results review](#)

Strong investments in waterproofing

After acquisition of Apple Chemie, Indigo has stepped investments in waterproofing and construction segment. (1) It has launched a new advertisement campaign for its waterproofing segment with Mahendra Singh Dhoni as brand ambassador. (2) It has introduced 'Indigo Protect plus series' with multiple products with waterproofing products, (3) The company has ramped up the sales team and has entered eight more states in addition to eight states earlier. Apple chemie reported 24% revenue growth in FY24 YoY.

Investments in distribution

Indigo's depot count stands at 53 at end of Q4FY24 compared to 47 at end of Mar'23. Its active dealer count increased to 18,105 at end of Q4FY24 up 9.8% YoY. The tinting machine count was 9,842 at end-Q3FY24, up 19% YoY. Revenue per store is 7.7% YoY which indicates strong increase in throughput per store.

Valuation and key risks

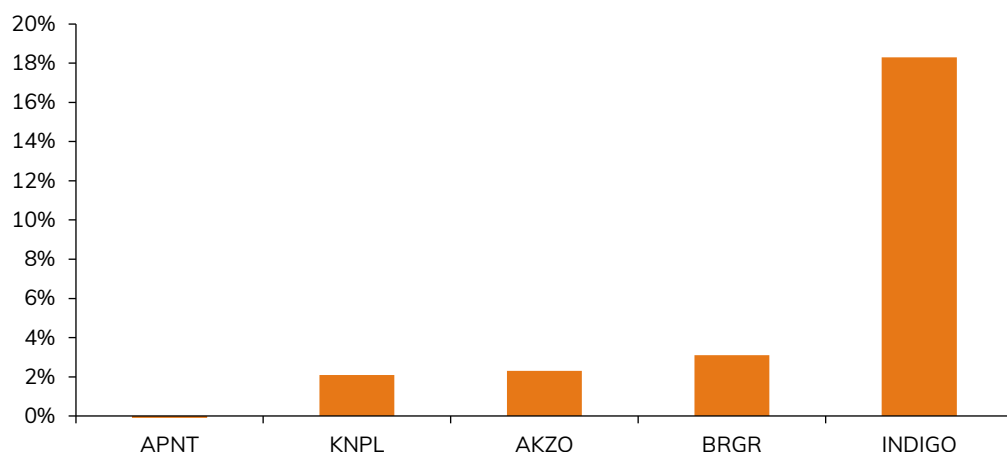
We model sales and earnings CAGR of 17% and 13% respectively, over FY24-FY26E. Maintain **HOLD** with an unchanged DCF-based TP of INR1,380 (implied P/E of 35x FY26E).

Key risks: Potentially higher competitive intensity in Kerala and key downside risk is potentially lower trading multiples due to increasing competitive activity and intensity in paints industry. Aggressive investment leading to higher-than-expected market share gains is an upside risk to our estimates.

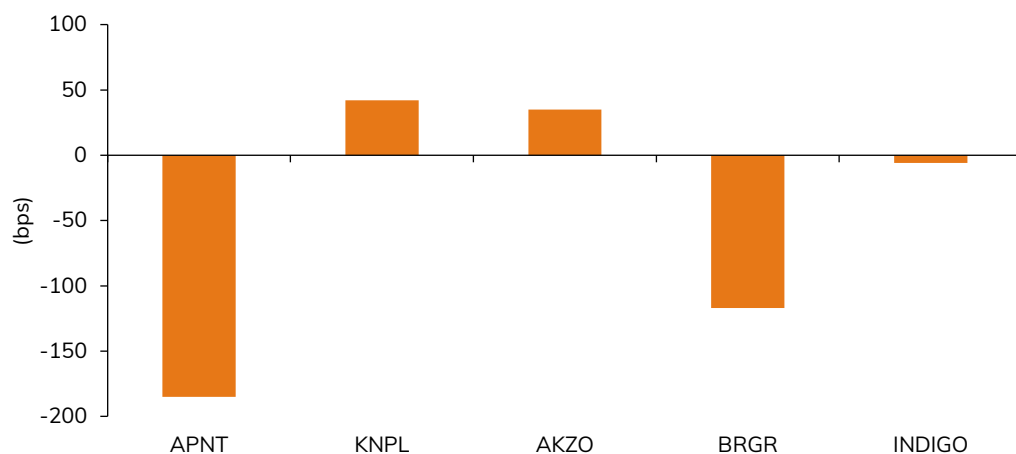
Exhibit 1: Q4FY24 financial performance

INR mn	Q4FY24	Q4FY23	% YoY	Q3FY24	% QoQ	FY24	FY23	Growth (%)
Net revenues	3,849	3,255	18.3	3,538	8.8	13,061	10,733	21.7
Raw materials	1,968	1,731	13.7	1,833	7.4	6,839	5,952	14.9
% of sales	51.1	53.2		51.8		52.4	55.5	
Employee costs	234	187	24.6	264	(11.4)	995	731	36.1
% of sales	6.1	5.8		7.4		7.6	6.8	
Other expenditure	801	619	29.4	819	(2.1)	2,846	2,235	27.4
% of sales	20.8	19.0		23.1		21.8	20.8	
Total expenditure	3,003	2,537	18.3	2,915	3.0	10,680	8,918	19.8
EBITDA	846	717	17.9	622	35.9	2,381	1,815	31.1
EBITDA margin (%)	22.0	22.0		17.6		18.2	16.9	
Other income	42	28	47.8	31	35.6	142	101	41.2
PBDIT	887	745	19.1	653	35.9	2,523	1,916	31.7
Depreciation	156	87	78.8	146	6.6	516	343	50.2
PBIT	732	658	11.2	507	44.3	2,007	1,573	27.6
Interest	5	4	18.0	6	(26.2)	21	14	54.2
PBT	727	654	11.1	501	45.2	1,986	1,559	27.4
Tax	183	168	9.0	125	45.9	498	239	107.8
% of PBT	25.1	25.6	(1.9)	25.0	0.5	25	15	
PAT	544	487	11.8	376	45.0	1,488	1,319	12.8
Minority	8	0	-	3	199.9	(15)	-	-
Adjusted PAT	536	487	10.1	373	43.8	1,473	1,319	11.6
Extraordinary	1	-1	-	0	-	0	(0)	-
PAT	537	486	10.6	372	44.2	1,473	1,319	11.7

Source: Company data, I-Sec research

Exhibit 2: Revenue growth in Q4FY24 across peers (YoY)


Source: Company data, I-Sec research

Exhibit 3: EBITDA margin expansion across peers (YoY)


Source: Company data, I-Sec research

Exhibit 4: Volume and value growth details (Q4FY24 vs Q4FY23)

%	Value growth (%)	Volume growth (%)
Cement Paint & Putty	21.4	20.2
Emulsions	9.1	13.7
Enamels & Wood coatings	-1.0	3.4
Primers, Distempers & Others	27.6	22

Source: Company data, I-Sec research

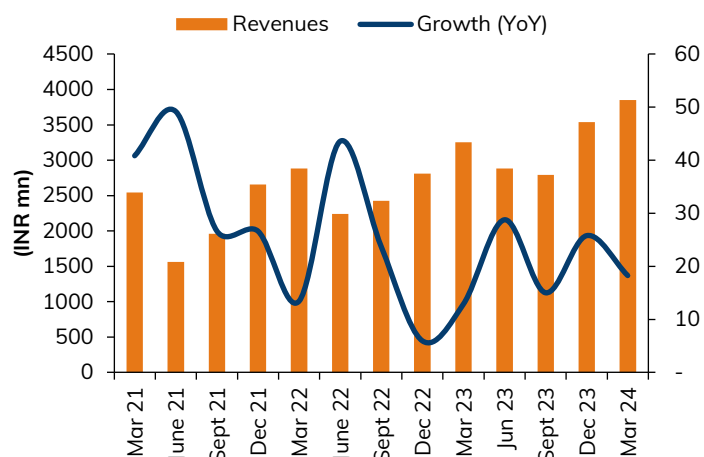
Exhibit 5: Key business drivers

Particulars	June 23	Sep 23	Dec 23	Mar 24
Active dealer network (No)	16,693	17,148	17,745	18,105
Tinting machines (No)	8,657	9,114	9,510	9,842
Tinting machine penetration (%)	51.9	53.1	53.6	54.4
Depots (No)	49	51	53	53

Source: Company data, I-Sec research

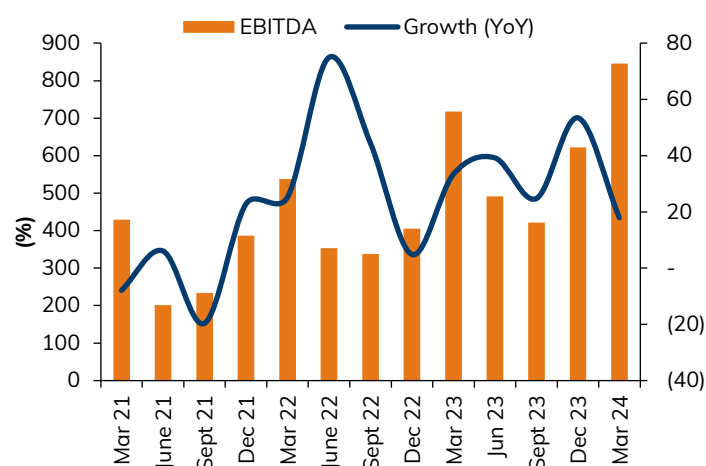
Operational highlights – quarterly

Exhibit 6: Revenue and growth rates (YoY)



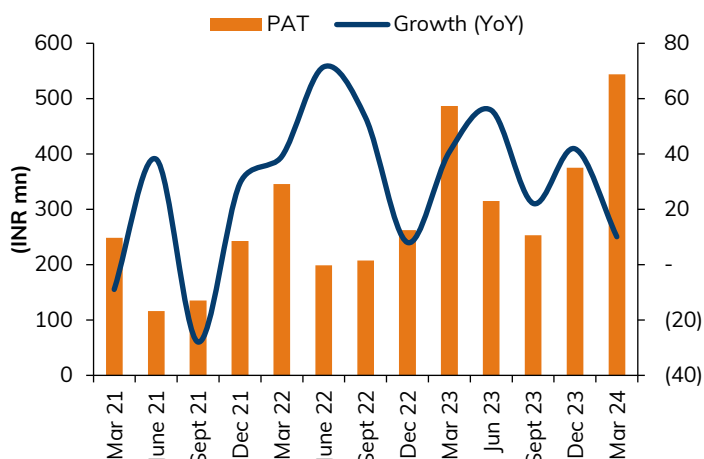
Source: Company data, I-Sec research

Exhibit 7: EBITDA and growth rates (YoY)



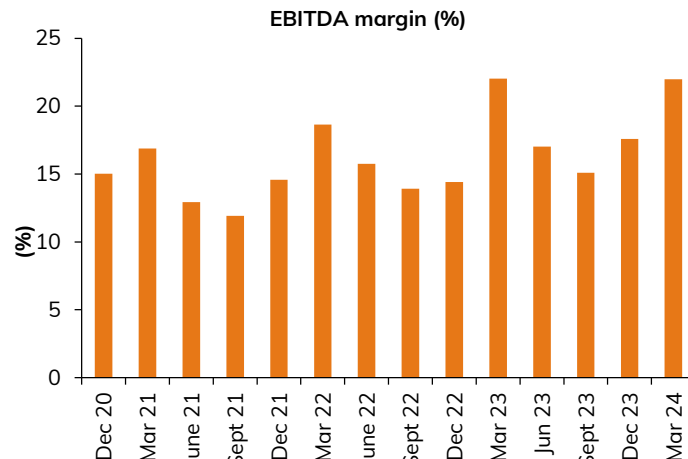
Source: Company data, I-Sec research

Exhibit 8: PAT and growth rates (YoY)



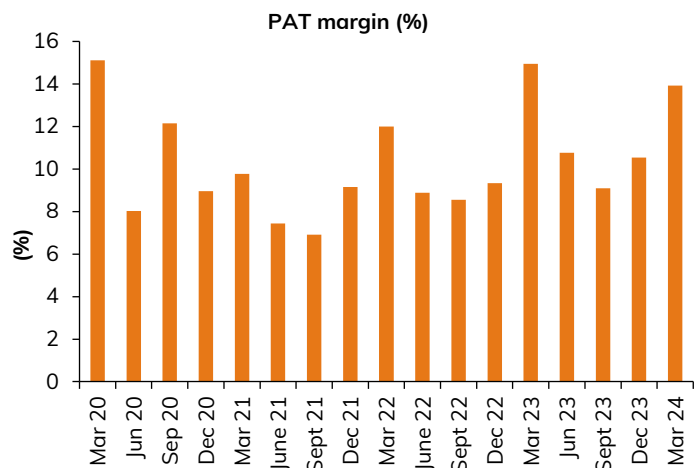
Source: Company data, I-Sec research

Exhibit 9: EBITDA margin



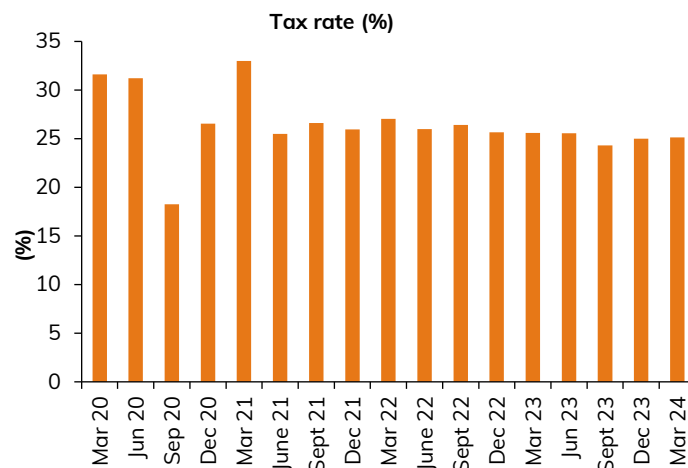
Source: Company data, I-Sec research

Exhibit 10: PAT margin



Source: Company data, I-Sec research

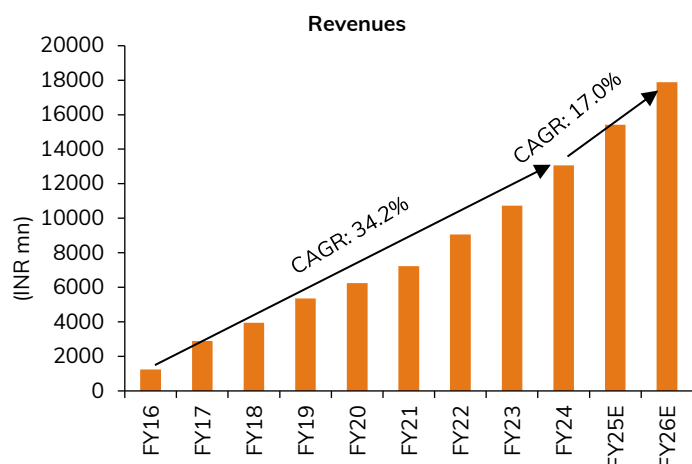
Exhibit 11: Effective tax rate



Source: Company data, I-Sec research

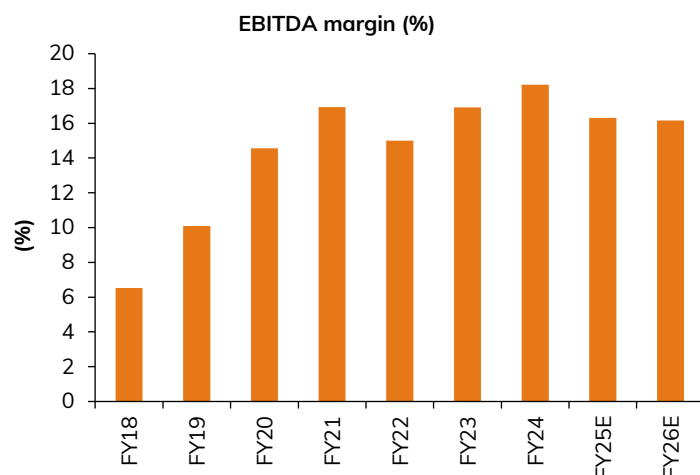
Operational highlights - annual

Exhibit 12: Revenue and growth rates



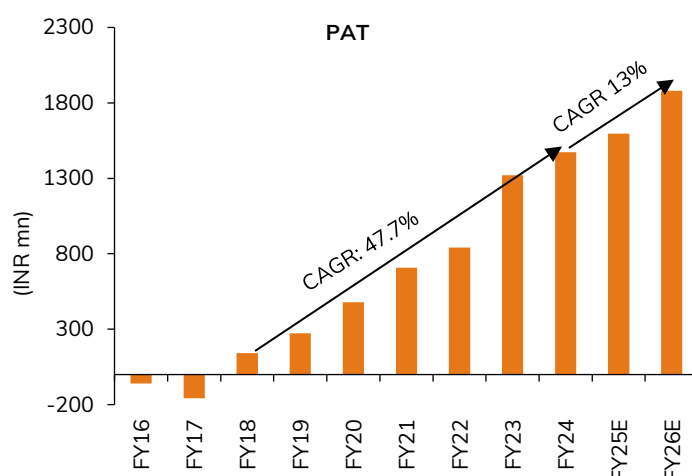
Source: Company data, I-Sec research

Exhibit 13: EBITDA margin



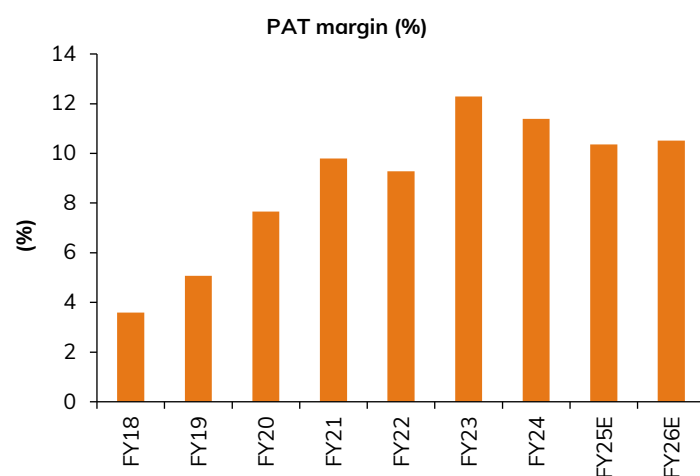
Source: Company data, I-Sec research

Exhibit 14: PAT and growth rates



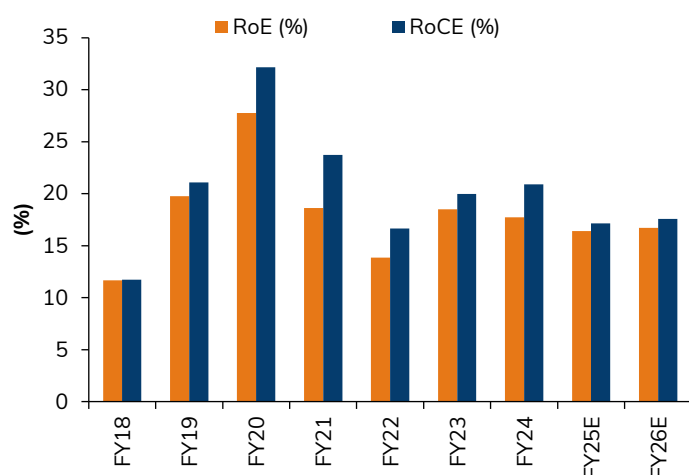
Source: Company data, I-Sec research

Exhibit 15: PAT margin



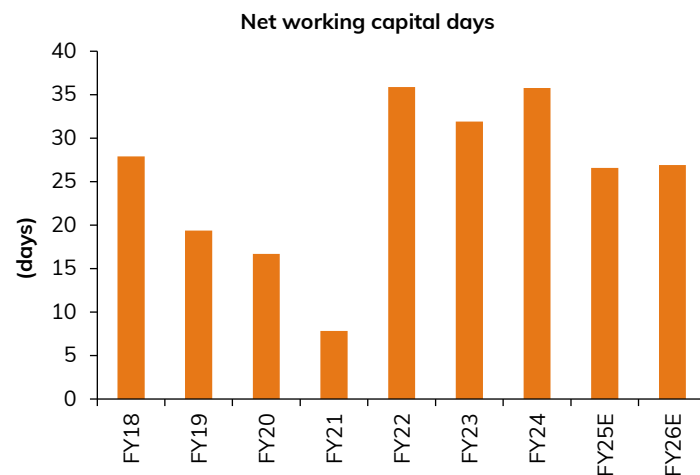
Source: Company data, I-Sec research

Exhibit 16: RoE and RoCE



Source: Company data, I-Sec research

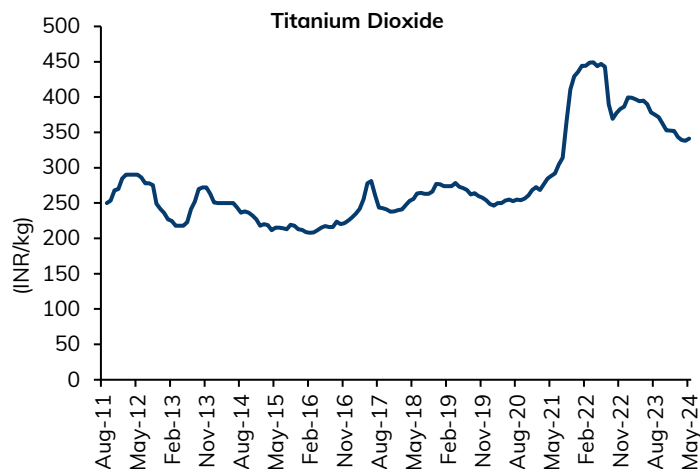
Exhibit 17: Net working capital days



Source: Company data, I-Sec research

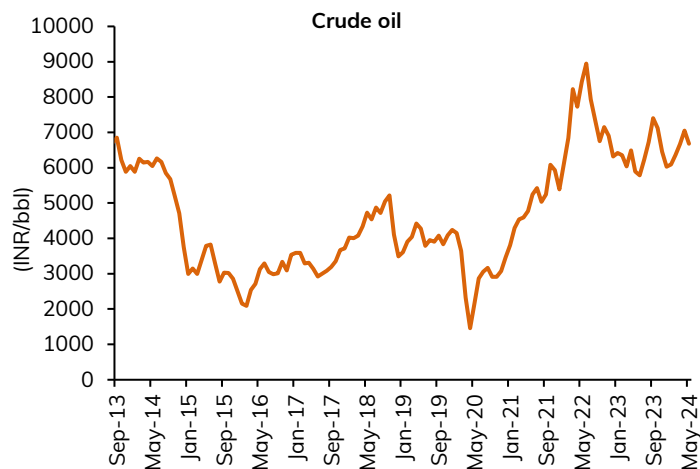
Key raw material prices

Exhibit 18: Titanium di-oxide



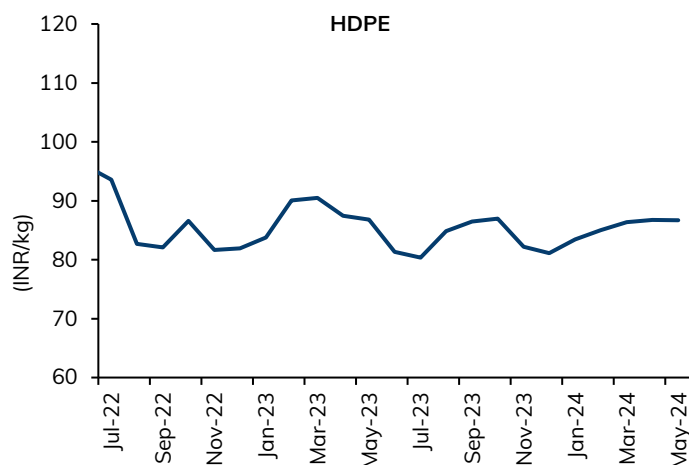
Source: Company data, I-Sec research

Exhibit 19: Crude oil



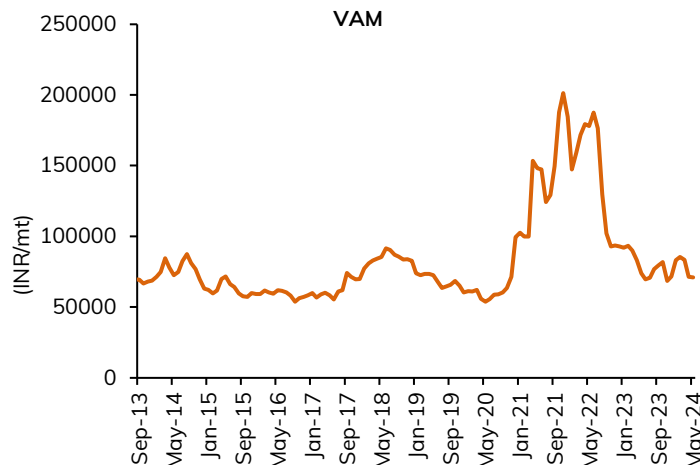
Source: Company data, I-Sec research

Exhibit 20: Packaging material - HPDE



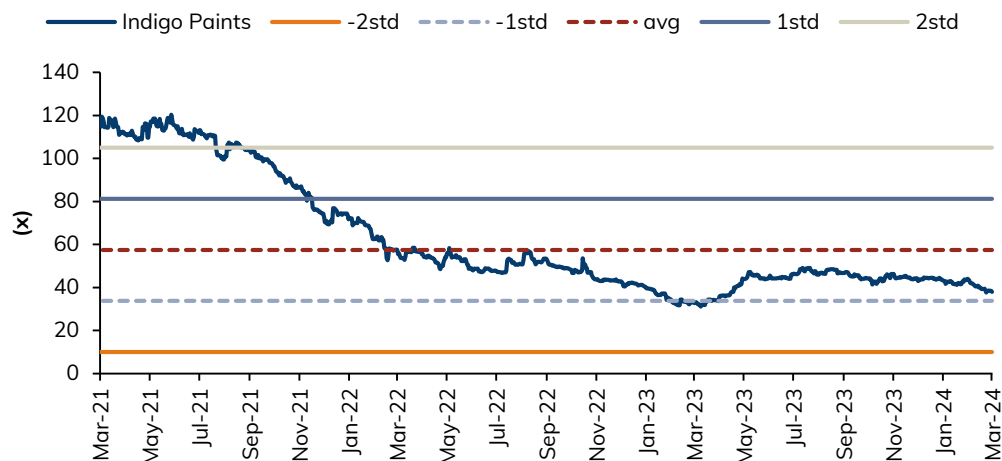
Source: Company data, I-Sec research

Exhibit 21: VAM prices



Source: Company data, I-Sec research

Exhibit 22: Mean PE (x) and standard deviations



Source: I-Sec research, Bloomberg

Exhibit 23: Shareholding pattern

%	Sep'23	Dec'23	Mar'24
Promoters	54.0	53.9	53.9
Institutional investors	11.0	10.5	9.7
MFs and other	0.5	0.6	0.8
FIs/ Banks	-	-	-
Insurance Cos.	1.1	0.8	0.8
FIIIs	9.4	9.1	8.1
Others	35.0	35.6	36.4

Source: Bloomberg, I-Sec research

Exhibit 24: Price chart



Source: Bloomberg, I-Sec research

Financial Summary

Exhibit 25: Profit & Loss

(INR mn, year ending March)

	FY23A	FY24A	FY25E	FY26E
Net Sales	10,733	13,061	15,412	17,878
Operating Expenses	2,966	3,841	4,607	5,333
EBITDA	1,815	2,381	2,513	2,891
EBITDA Margin (%)	16.9	18.2	16.3	16.2
Depreciation & Amortization	343	516	701	763
EBIT	1,472	1,865	1,812	2,128
Interest expenditure	14	21	-	2
Other Non-operating Income	101	142	319	384
Recurring PBT	1,559	1,986	2,131	2,509
Profit / (Loss) from Associates	-	-	-	-
Less: Taxes	239	498	534	629
PAT	1,319	1,488	1,597	1,880
Less: Minority Interest	-	(15)	-	-
Extraordinaries (Net)	0	0	-	-
Net Income (Reported)	1,319	1,488	1,597	1,880
Net Income (Adjusted)	1,319	1,473	1,597	1,880

Source Company data, I-Sec research

Exhibit 26: Balance sheet

(INR mn, year ending March)

	FY23A	FY24A	FY25E	FY26E
Total Current Assets	3,871	4,579	7,026	9,526
of which cash & cash eqv.	488	329	2,094	3,805
Total Current Liabilities & Provisions	2,641	2,846	3,680	4,268
Net Current Assets	1,230	1,733	3,347	5,257
Investments	1,317	1,667	1,667	1,667
Net Fixed Assets	1,795	4,682	4,655	4,392
ROU Assets	543	616	616	616
Capital Work-in-Progress	2,509	174	-	-
Total Intangible Assets	309	613	613	613
Other assets	256	336	336	336
Deferred Tax assests	-	-	-	-
Total Assets	7,975	9,859	11,271	12,919
Liabilities				
Borrowings	-	31	31	31
Deferred Tax Liability	69	200	200	200
provisions	27	30	36	42
other Liabilities	48	466	466	466
Minority Interest	-	-	-	-
Equity Share Capital	476	476	476	476
Reserves & Surplus	7,285	8,545	9,952	11,594
Total Net Worth	7,761	9,021	10,428	12,070
Total Liabilities	7,975	9,859	11,271	12,919

Source Company data, I-Sec research

Exhibit 27: Quarterly trend

(INR mn, year ending March)

	Jun-23	Sep-23	Dec-23	Mar-24
Net Sales	2,884	2,790	3,538	3,849
% growth (YOY)	28.8%	15.0%	25.8%	18.3%
EBITDA	491	421	622	846
Margin %	17.0%	15.1%	17.6%	22.0%
Other Income	38	32	31	42
Extraordinaries	(0)	(0)	(0)	1
Adjusted Net Profit	310	253	373	536

Source Company data, I-Sec research

Exhibit 28: Cashflow statement

(INR mn, year ending March)

	FY23A	FY24A	FY25E	FY26E
Operating Cashflow	1,161	1,432	2,456	2,451
Working Capital Changes	(505)	(341)	157	(195)
Capital Commitments	(1,970)	(1,067)	(500)	(500)
Free Cashflow	3,131	2,499	2,956	2,951
Other investing cashflow	1,126	350	-	-
Cashflow from Investing Activities	(844)	(717)	(500)	(500)
Issue of Share Capital	0	0	-	-
Interest Cost	-	(21)	-	(2)
Inc (Dec) in Borrowings	(58)	31	-	-
Dividend paid	(143)	(167)	(190)	(238)
Others	-	-	-	-
Cash flow from Financing Activities	(201)	(116)	(190)	(241)
Chg. in Cash & Bank balance	116	(159)	1,765	1,710
Closing cash & balance	488	329	2,094	3,805

Source Company data, I-Sec research

Exhibit 29: Key ratios

(Year ending March)

	FY23A	FY24A	FY25E	FY26E
Per Share Data (INR)				
Reported EPS	27.7	30.9	33.5	39.5
Diluted EPS (Adjusted)	27.7	30.9	33.5	39.5
Cash EPS	34.9	41.8	48.3	55.5
Dividend per share (DPS)	3.5	3.5	4.0	5.0
Book Value per share (BV)	163.1	189.4	219.0	253.5
Dividend Payout (%)	12.6	11.3	11.9	12.7
Growth (%)				
Net Sales	18.5	21.7	18.0	16.0
EBITDA	33.5	31.1	5.6	15.0
EPS (INR)	56.9	11.6	8.4	17.7
Valuation Ratios (x)				
P/E	51.6	46.3	42.7	36.3
P/CEPS	41.0	34.3	29.7	25.8
P/BV	8.8	7.6	6.5	5.6
EV / EBITDA	36.5	27.8	25.6	21.7
EV / Sales	6.3	5.2	4.4	3.8
Dividend Yield (%)	0.2	0.2	0.3	0.3
Operating Ratios				
Gross Profit Margins (%)	44.5	47.6	46.2	46.0
EBITDA Margins (%)	16.9	18.2	16.3	16.2
Effective Tax Rate (%)	15.4	25.1	25.1	25.1
Net Profit Margins (%)	12.3	11.3	10.4	10.5
NWC / Total Assets (%)	9.3	14.2	11.1	11.2
Inventory Turnover Days	43.4	52.3	43.3	43.0
Fixed Asset Turnover (x)	3.8	2.8	2.3	2.5
Receivables Days	73.8	68.4	73.7	73.1
Payables Days				
Net Debt / Equity (x)	(0.2)	(0.2)	(0.4)	(0.5)
Net Debt / EBITDA (x)	(1.0)	(0.8)	(1.5)	(1.9)
Profitability Ratios				
RoCE (%)	17.5	16.6	13.9	14.1
RoE (%)	18.5	17.6	16.4	16.7
RoIC (%)	25.6	21.5	19.8	23.9

Source Company data, I-Sec research

This report may be distributed in Singapore by ICICI Securities, Inc. (Singapore branch). Any recipients of this report in Singapore should contact ICICI Securities, Inc. (Singapore branch) in respect of any matters arising from, or in connection with, this report. The contact details of ICICI Securities, Inc. (Singapore branch) are as follows: Address: 10 Collyer Quay, #40-92 Ocean Financial Tower, Singapore - 049315, Tel: +65 6232 2451 and email: navneet_babbar@icicisecuritiesinc.com, Rishi_agrawal@icicisecuritiesinc.com.

"In case of eligible investors based in Japan, charges for brokerage services on execution of transactions do not in substance constitute charge for research reports and no charges are levied for providing research reports to such investors."

New I-Sec investment ratings (all ratings based on absolute return; All ratings and target price refers to 12-month performance horizon, unless mentioned otherwise)
BUY: >15% return; ADD: 5% to 15% return; HOLD: Negative 5% to Positive 5% return; REDUCE: Negative 5% to Negative 15% return; SELL: < negative 15% return

ANALYST CERTIFICATION

I/We, Manoj Menon, MBA, CMA; Aniruddha Joshi, CA; Karan Bhuwania, MBA; Nilesh Patil, MBA; authors and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report. Analysts are not registered as research analysts by FINRA and are not associated persons of the ICICI Securities Inc. It is also confirmed that above mentioned Analysts of this report have not received any compensation from the companies mentioned in the report in the preceding twelve months and do not serve as an officer, director or employee of the companies mentioned in the report.

Terms & conditions and other disclosures:

ICICI Securities Limited (ICICI Securities) is a full-service, integrated investment banking and is, inter alia, engaged in the business of stock brokering and distribution of financial products. Registered Office Address: ICICI Venture House, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025. CIN: L67120MH1995PLC086241, Tel: (91 22) 6807 7100. ICICI Securities is Sebi registered stock broker, merchant banker, investment adviser, portfolio manager, Research Analyst and Alternative Investment Fund. ICICI Securities is registered with Insurance Regulatory Development Authority of India Limited (IRDAI) as a composite corporate agent and with PFRDA as a Point of Presence. ICICI Securities Limited Research Analyst SEBI Registration Number – INH000000990. ICICI Securities Limited SEBI Registration is INZ000183631 for stock broker. ICICI Securities AIF Trust's SEBI Registration number is IN/AIF3/23-24/1292 ICICI Securities is a subsidiary of ICICI Bank which is India's largest private sector bank and has its various subsidiaries engaged in businesses of housing finance, asset management, life insurance, general insurance, venture capital fund management, etc. ("associates"), the details in respect of which are available on www.icicibank.com.

ICICI Securities is one of the leading merchant bankers/ underwriters of securities and participate in virtually all securities trading markets in India. We and our associates might have investment banking and other business relationship with a significant percentage of companies covered by our Investment Research Department. ICICI Securities and its analysts, persons reporting to analysts and their relatives are generally prohibited from maintaining a financial interest in the securities or derivatives of any companies that the analysts cover.

Recommendation in reports based on technical and derivative analysis centre on studying charts of a stock's price movement, outstanding positions, trading volume etc as opposed to focusing on a company's fundamentals and, as such, may not match with the recommendation in fundamental reports. Investors may visit icidirect.com to view the Fundamental and Technical Research Reports.

Our proprietary trading and investment businesses may make investment decisions that are inconsistent with the recommendations expressed herein.

ICICI Securities Limited has two independent equity research groups: Institutional Research and Retail Research. This report has been prepared by the Institutional Research. The views and opinions expressed in this document may or may not match or may be contrary with the views, estimates, rating, and target price of the Retail Research.

The information and opinions in this report have been prepared by ICICI Securities and are subject to change without any notice. The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ICICI Securities. While we would endeavour to update the information herein on a reasonable basis, ICICI Securities is under no obligation to update or keep the information current. Also, there may be regulatory, compliance or other reasons that may prevent ICICI Securities from doing so. Non-rated securities indicate that rating on a particular security has been suspended temporarily and such suspension is in compliance with applicable regulations and/or ICICI Securities policies, in circumstances where ICICI Securities might be acting in an advisory capacity to this company, or in certain other circumstances. This report is based on information obtained from public sources and sources believed to be reliable, but no independent verification has been made nor is its accuracy or completeness guaranteed. This report and information herein is solely for informational purpose and shall not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. ICICI Securities will not treat recipients as customers by virtue of their receiving this report. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. The recipient should independently evaluate the investment risks. The value and return on investment may vary because of changes in interest rates, foreign exchange rates or any other reason. ICICI Securities accepts no liabilities whatsoever for any loss or damage of any kind arising out of the use of this report. Past performance is not necessarily a guide to future performance. Investors are advised to see Risk Disclosure Document to understand the risks associated before investing in the securities markets. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice.

ICICI Securities or its associates might have managed or co-managed public offering of securities for the subject company or might have been mandated by the subject company for any other assignment in the past twelve months.

ICICI Securities or its associates might have received any compensation from the companies mentioned in the report during the period preceding twelve months from the date of this report for services in respect of managing or co-managing public offerings, corporate finance, investment banking or merchant banking, brokerage services or other advisory service in a merger or specific transaction.

ICICI Securities or its associates might have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the companies mentioned in the report in the past twelve months.

ICICI Securities encourages independence in research report preparation and strives to minimize conflict in preparation of research report. ICICI Securities or its associates or its analysts did not receive any compensation or other benefits from the companies mentioned in the report or third party in connection with preparation of the research report. Accordingly, neither ICICI Securities nor Research Analysts and their relatives have any material conflict of interest at the time of publication of this report.

Compensation of our Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions.

ICICI Securities or its subsidiaries collectively or Research Analysts or their relatives do not own 1% or more of the equity securities of the Company mentioned in the report as of the last day of the month preceding the publication of the research report.

Since associates of ICICI Securities and ICICI Securities as an entity are engaged in various financial service businesses, they might have financial interests or actual/ beneficial ownership of one percent or more or other material conflict of interest in various companies including the subject company/companies mentioned in this report.

ICICI Securities may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report.

Neither the Research Analysts nor ICICI Securities have been engaged in market making activity for the companies mentioned in the report.

We submit that no material disciplinary action has been taken on ICICI Securities by any Regulatory Authority impacting Equity Research Analysis activities.

This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject ICICI Securities and affiliates to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction.

This report has not been prepared by ICICI Securities, Inc. However, ICICI Securities, Inc. has reviewed the report and, in so far as it includes current or historical information, it is believed to be reliable, although its accuracy and completeness cannot be guaranteed.

Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors. None of the research recommendations promise or guarantee any assured, minimum or risk free return to the investors.

Name of the Compliance officer (Research Analyst): Mr. Atul Agrawal, Contact number: 022-40701000, **E-mail Address** : complianceofficer@icicisecurities.com

For any queries or grievances: [Mr. Prabodh Avadhoot](#) Email address: headservicequality@icicidirect.com Contact Number: 18601231122
