

July 23, 2024

## **Event Update**

■ Change in Estimates | ■ Target | ■ Reco

## **Change in Estimates**

	Cur	rent	Pre	vious
	FY25E	FY26E	FY25E	FY26E
Rating	НС	DLD	Н	OLD
Target Price	9	41	9	41
Sales (Rs. m)	50,430	56,826	50,430	56,826
% Chng.	-	-		
EBITDA (Rs. m)	3,537	4,396	3,537	4,396
% Chng.	-	-		
EPS (Rs.)	19.0	25.1	19.0	25.1
% Chna.	-	-		

#### **Key Financials - Standalone**

Y/e Mar	FY23	FY24	FY25E	FY26E
Sales (Rs. m)	48,892	46,413	50,430	56,826
EBITDA (Rs. m)	3,748	2,597	3,537	4,396
Margin (%)	7.7	5.6	7.0	7.7
PAT (Rs. m)	2,154	1,359	2,186	2,893
EPS (Rs.)	18.7	11.8	19.0	25.1
Gr. (%)	43.3	(37.0)	60.9	32.3
DPS (Rs.)	4.0	3.0	5.0	6.0
Yield (%)	0.4	0.3	0.5	0.6
RoE (%)	11.8	8.1	11.9	12.3
RoCE (%)	18.8	14.1	19.3	19.1
EV/Sales (x)	2.2	2.3	2.1	1.8
EV/EBITDA (x)	28.7	41.9	29.6	23.7
PE (x)	51.9	82.4	51.2	38.7
P/BV (x)	5.9	7.8	5.0	4.5

Key Data	BJEL.BO   BJE IN
52-W High / Low	Rs.1,168 / Rs.820
Sensex / Nifty	80,429 / 24,479
Market Cap	Rs.112bn/ \$ 1,338m
Shares Outstanding	115m
3M Avg. Daily Value	Rs.136.7m

## **Shareholding Pattern (%)**

Promoter's	62.85
Foreign	10.49
Domestic Institution	12.06
Public & Others	14.60
Promoter Pledge (Rs bn)	-

## Stock Performance (%)

	1M	6M	12M
Absolute	(8.3)	(4.7)	(14.2)
Relative	(12.0)	(16.6)	(28.8)
-			

#### **Praveen Sahay**

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# **Bajaj Electricals (BJE IN)**

Rating: HOLD | CMP: Rs972 | TP: Rs941

## Exit of MD and CEO

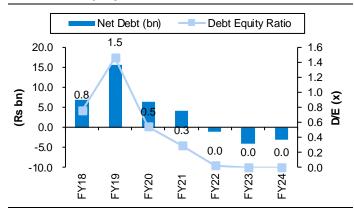
The company has informed exchanges that Mr Anuj Poddar, MD & CEO, has tendered his resignation to explore an external opportunity (dated 16th Jul'24). The Board of Directors has decided to relieve him of his duties with effect from 30th Sep'24.

Mr Poddar joined the organization in May'16 as a non-executive independent director and later transitioned to executive director in Nov'18 and MD & CEO in Aug'22. He played a pivotal role in the company's transformation over the past five years. The resignation of Mr Poddar is a negative for the company. The management indicated they are looking for a new MD and the company will remain professionally managed. Maintain 'HOLD' rating with TP of Rs941.

## **Conference Call Takeaways**

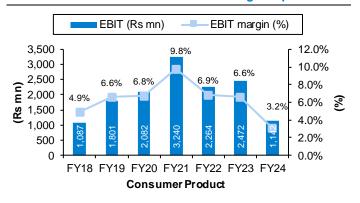
- Strategic initiatives for sustainable growth to continue: The management (Mr Shekhar Bajaj) indicated that the initiatives taken for sustainable growth will continue and the company will remain professionally managed. The management is looking for a new MD, who will fit into the shoes of Mr Anuj Poddar. The company will continue to focus on R&D and brand investment.
- Initiatives driven by Mr Poddar in challenge times, benefited company: Mr Poddar efficiently managed the company despite several challenges during his tenure. Under his leadership, the company became net debt free, relaunched Bajaj brand, expanded product portfolio with focus on premiumization, signed a long-term agreement with Morphy Richards, reorganized the lighting business, rolled out new ERP system, hired strong talent, and successfully demerged its EPC business in Sep'23.
- Mr Poddar has communicated that he is not joining any competitor and doesn't have any differences with the company's management or board. But his decision is professionally motivated for better opportunity.
- Appointment of COO Consumer Products: The company has appointed Mr Vishal Chadha (ex-MD of Kohler India) as the COO of consumer business. He has three decades of diversified experience and has worked with organizations like Britannia, Nokia and Snapdeal. The management indicated that he will take over the consumer business from Mr Poddar.
- Lighting segment to continue to be led by Mr Naik: The lighting business is being led by Mr Rajesh Naik from the last five years, during which the segment has witnessed growth with significant margin expansion. The company indicated that the focus will be on GTM strategy in the lighting segment at pan-India level in the coming years.
- Morphy Richards: The segment is performing well, which is expected to translate into improved numbers and higher margins for the company in the coming quarters and financial years.

Exhibit 1: Company debt free from FY22



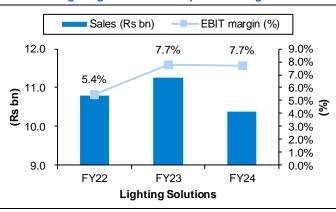
Source: Company, PL

**Exhibit 2: Consumer Products – EBIT margin improves** 



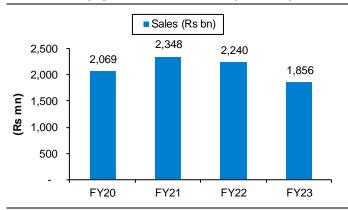
Source: Company, PL

**Exhibit 3: Lighting Solutions – improved margins** 



Source: Company, PL

Exhibit 4: Morphy Richards focused on premium portfolio



Source: Company, PL

Exhibit 5: Key managerial personnel hired to drive the growth

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Name	Appointment Date	Designation	Education	Years of Experience	Previous Employment
Mr Anuj Poddar	Nov'18	MD & CEO	CA	29	Arthur Andersen, KPMG, Viacom18 Media
Mr Vishal Chadha	Jul'24	COO - Consumer Products	IIM Lucknow	27	Britannia Industries, Nokia, Snapdeal, Kohler Co.
Mr Rajesh Naik	Dec'19	EVP & Business Head - Lighting Solutions	BE (Electrical), KJ Somaiya	36	Crompton Greaves Consumer Electricals, Kaycee Ind.
Mr EC Prasad	Nov'19	President & CFO	CA, ICWA	27	Voltas, Emami
Mr Kiran TK	Feb'22	Country Head - B2C Lighting	MBA, GITAM	21	Atomberg Tech, Philips Lighting, Nokia
Mr Prashant Thorat	Dec'20	Head - Marketing			Crompton, Panasonic India
Mr Sanjivv Chhabra	Jul'21	Head Sales - CSD & CPC	MBA, University of Lucknow	24	Wipro Consumer, Dabur
Mr Suman Kumar Ghosh	Jul'18	CHRO	MBA, NMIMS	27	TATA Communications

Source: Company, PL

Exhibit 6: Key managerial personnel exits in CY24

Name	Exit Date	Designation	Joined	Appointment Date	Designation
Mr Anuj Poddar	Sep'24	MD & CEO			
Mr Ravindra Singh Negi	May'24	COO - Consumer Products	Orient Electric	May'24	MD & CEO

Source: PL, Company



## **Financials**

Income Statement (	Rs m	)
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Income Statement (Rs m) Y/e Mar	FY23	FY24	FY25E	FY26E
Net Revenues	48,892	46,413	50,430	56,826
YoY gr. (%)	2.1	(5.1)	8.7	12.7
Cost of Goods Sold	33,815	32,871	35,149	39,437
Gross Profit	15,078	13,542	15,280	17,389
Margin (%)	30.8	29.2	30.3	30.6
Employee Cost	3,437	3,649	3,883	4,148
Other Expenses	4,999	4,452	4,750	5,536
EBITDA	3,748	2,597	3,537	4,396
YoY gr. (%)	49.2	(30.7)	36.2	24.3
Margin (%)	7.7	5.6	7.0	7.7
Depreciation and Amortization	738	1,096	1,093	1,250
EBIT	3,010	1,501	2,444	3,146
Margin (%)	6.2	3.2	4.8	5.5
Net Interest	436	635	624	627
Other Income	450	865	1,103	1,349
Profit Before Tax	3,024	1,731	2,923	3,868
Margin (%)	6.2	3.7	5.8	6.8
Total Tax	870	372	737	975
Effective tax rate (%)	28.8	21.5	25.2	25.2
Profit after tax	2,154	1,359	2,186	2,893
Minority interest	-	-	-	-
Share Profit from Associate	-	=	=	-
Adjusted PAT	2,154	1,359	2,186	2,893
YoY gr. (%)	43.6	(36.9)	60.9	32.3
Margin (%)	4.4	2.9	4.3	5.1
Extra Ord. Income / (Exp)	-	(41)	-	-
Reported PAT	2,154	1,318	2,186	2,893
YoY gr. (%)	57.5	(38.8)	65.9	32.3
Margin (%)	4.4	2.8	4.3	5.1
Other Comprehensive Income	-	-	-	-
Total Comprehensive Income	2,154	1,318	2,186	2,893
Equity Shares O/s (m)	115	115	115	115
EPS (Rs)	18.7	11.8	19.0	25.1

Source: Company Data, PL Research

**Balance Sheet Abstract (Rs m)** 

<b>Balance Sheet Abstract (Rs</b>	m)			
Y/e Mar	FY23	FY24	FY25E	FY26E
Non-Current Assets				
Gross Block	11,019	13,577	15,682	17,888
Tangibles	10,687	13,211	15,216	17,371
Intangibles	331	366	466	516
Acc: Dep / Amortization	5,223	6,319	6,111	6,902
Tangibles	5,084	6,107	5,853	6,590
Intangibles	139	212	258	312
Net fixed assets	5,795	7,258	9,571	10,985
Tangibles	5,603	7,104	9,363	10,781
Intangibles	192	154	208	204
Capital Work In Progress	419	635	435	266
Goodwill	1,900	1,900	1,900	1,900
Non-Current Investments	512	681	883	987
Net Deferred tax assets	1,226	833	833	833
Other Non-Current Assets	1,202	903	1,830	1,805
Current Assets				
Investments	408	301	301	301
Inventories	9,756	7,566	8,290	9,341
Trade receivables	11,113	11,632	12,435	14,012
Cash & Bank Balance	3,702	2,747	6,790	7,565
Other Current Assets	2,898	3,716	4,033	4,544
Total Assets	49,928	38,332	47,449	52,704
Equity				
Equity Share Capital	230	230	230	230
Other Equity	18,845	14,182	22,095	24,412
Total Networth	19,075	14,412	22,325	24,643
Non-Current Liabilities				
Long Term borrowings	-	-	-	-
Provisions	886	1,823	1,833	2,017
Other non current liabilities	488	519	1,023	1,087
Current Liabilities				
ST Debt / Current of LT Debt	2	-	-	-
Trade payables	17,960	18,417	18,652	21,018
Other current liabilities	11,461	3,158	3,614	3,938
Total Equity & Liabilities	49,928	38,332	47,449	52,704

Source: Company Data, PL Research



Cash Flow (Rs m)				
Y/e Mar	FY23	FY24	FY25E	FY26E
PBT	3,172	1,731	2,923	3,868
Add. Depreciation	738	1,096	1,093	1,250
Add. Interest	499	635	624	627
Less Financial Other Income	450	865	1,103	1,349
Add. Other	926	1,667	(438)	204
Op. profit before WC changes	5,335	5,128	4,202	5,950
Net Changes-WC	739	-	-	(500)
Direct tax	(872)	(372)	(737)	(975)
Net cash from Op. activities	5,201	4,756	3,466	4,474
Capital expenditures	325	(1,307)	(3,206)	(2,496)
Interest / Dividend Income	-	(796)	-	-
Others	(168)	1	96	-
Net Cash from Invt. activities	157	(2,102)	(3,109)	(2,496)
Issue of share cap. / premium	0	51	-	-
Debt changes	(357)	(449)	-	-
Dividend paid	(345)	(461)	(346)	(576)
Interest paid	(499)	(468)	(624)	(627)
Others	-	-	-	-
Net cash from Fin. activities	(1,199)	(1,326)	(970)	(1,203)
Net change in cash	4,160	1,328	(613)	775
Free Cash Flow	5,527	3,449	260	1,978

Source: Company Data, PL Research

## Quarterly Financials (Rs m)

Y/e Mar	Q2FY24	Q3FY24	Q4FY24	Q1FY25E
Net Revenue	11,128	12,282	11,881	10,669
YoY gr. (%)	(3.5)	(6.1)	(8.0)	(4.1)
Raw Material Expenses	7,838	8,710	8,510	7,650
Gross Profit	3,289	3,572	3,371	3,019
Margin (%)	29.6	29.1	28.4	28.3
EBITDA	581	806	497	395
YoY gr. (%)	(41.6)	(22.7)	(47.4)	(43.0)
Margin (%)	5.2	6.6	4.2	3.7
Depreciation / Depletion	256	295	302	273
EBIT	324	511	196	122
Margin (%)	2.9	4.2	1.6	1.1
Net Interest	141	204	176	156
Other Income	321	427	225	276
Profit before Tax	505	735	245	241
Margin (%)	4.5	6.0	2.1	2.3
Total Tax	126	131	(49)	61
Effective tax rate (%)	25.0	17.9	(19.9)	25.2
Profit after Tax	378	604	293	181
Minority interest	-	-	-	-
Share Profit from Associates	-	-	-	-
Adjusted PAT	378	374	293	181
YoY gr. (%)	(37.2)	(42.1)	(43.5)	(58.0)
Margin (%)	3.4	3.0	2.5	1.7
Extra Ord. Income / (Exp)	-	230	-	-
Reported PAT	378	604	293	181
YoY gr. (%)	(37.2)	(6.5)	(44.7)	(58.0)
Margin (%)	3.4	4.9	2.5	1.7
Other Comprehensive Income	-	-	-	-
Total Comprehensive Income	378	604	293	181
Avg. Shares O/s (m)	115	115	115	115
EPS (Rs)	3.3	3.3	2.6	1.6

Source: Company Data, PL Research

Key Financial Metrics						
Y/e Mar	FY23	FY24	FY25E	FY26E		
Per Share(Rs)						
EPS	18.7	11.8	19.0	25.1		
CEPS	25.1	21.3	28.5	36.0		
BVPS	165.7	125.1	193.8	213.9		
FCF	48.0	29.9	2.3	17.2		
DPS	4.0	3.0	5.0	6.0		
Return Ratio(%)						
RoCE	18.8	14.1	19.3	19.1		
ROIC	15.0	8.6	16.2	15.1		
RoE	11.8	8.1	11.9	12.3		
Balance Sheet						
Net Debt : Equity (x)	(0.2)	(0.2)	(0.3)	(0.3)		
Net Working Capital (Days)	22	6	15	15		
Valuation(x)						
PER	51.9	82.4	51.2	38.7		
P/B	5.9	7.8	5.0	4.5		
P/CEPS	38.7	45.6	34.1	27.0		
EV/EBITDA	28.7	41.9	29.6	23.7		
EV/Sales	2.2	2.3	2.1	1.8		
Dividend Yield (%)	0.4	0.3	0.5	0.6		

Source: Company Data, PL Research

July 23, 2024





			<u> </u>			
N	lo.	Date	Rating	TP (Rs.) Share	TP (Rs.) Share Price (Rs.)	
1		05-Jul-24	Hold	941	1,102	
2		15-May-24	Hold	941	936	
3		05-Apr-24	Hold	997	996	
4		07-Feb-24	Hold	997	1,065	
5		09-Jan-24	Hold	1,047	1,026	
6		13-Nov-23	Hold	1,032	1,018	
7		07-Oct-23	BUY	1,421	1,056	
8		10-Aug-23	Accumulate	1,337	1,220	

## **Analyst Coverage Universe**

Sr. No.	Coverage Universe  Company Name	Rating	TP (Rs)	Share Price (Rs)
1	Astral Ltd.	Hold	2,330	2,406
2	Bajaj Electricals	Hold	941	1,102
3	Century Plyboard (I)	BUY	757	743
4	Cera Sanitaryware	Accumulate	9,650	9,093
5	Crompton Greaves Consumer Electricals	Accumulate	462	409
6	Finolex Industries	Hold	312	323
7	Greenpanel Industries	Accumulate	359	330
8	Havells India	Accumulate	1,976	1,863
9	Kajaria Ceramics	Hold	1,488	1,476
10	KEI Industries	Hold	4,688	4,686
11	Polycab India	BUY	7,788	6,336
12	R R Kabel	BUY	2,173	1,786
13	Supreme Industries	Hold	6,069	5,694
14	Voltas	Reduce	1,293	1,449

## PL's Recommendation Nomenclature (Absolute Performance)

 Buy
 : > 15%

 Accumulate
 : 5% to 15%

 Hold
 : +5% to -5%

 Reduce
 : -5% to -15%

 Sell
 : < -15%</td>

Not Rated (NR) : No specific call on the stock
Under Review (UR) : Rating likely to change shortly



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