

Campus Activewear



Estimate change TP change Rating change

Bloomberg	CAMPUS IN
Equity Shares (m)	305
M.Cap.(INRb)/(USDb)	89 / 1.1
52-Week Range (INR)	324 / 213
1, 6, 12 Rel. Per (%)	0/4/-24
12M Avg Val (INR M)	459

Financials & Valuations (INR b)

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Y/E March	FY24	FY25E	FY26E				
Sales	14.5	16.0	18.8				
EBITDA	2.1	2.5	3.3				
Adj. PAT	0.9	1.3	1.7				
EBITDA Margin (%)	14.6	15.9	17.3				
Adj. EPS (INR)	2.9	4.3	5.6				
EPS Gr. (%)	-23.6	46.8	30.6				
BV/Sh. (INR)	21.3	25.6	31.2				
Ratios							
Net D:E	0.2	0.2	0.0				
RoE (%)	13.7	16.8	18.0				
RoCE (%)	13.1	16.3	17.6				
Payout (%)	0.0	0.0	0.0				
Valuations							
P/E (x)	99.8	68.0	52.1				
EV/EBITDA (x)	43.1	35.6	27.6				
EV/Sales (X)	6.3	5.7	4.8				
Div. Yield (%)	0.0	0.0	0.0				
FCF Yield (%)	2.1	0.9	1.6				

Shareholding pattern (%)

	7	,	
As On	Jun-24	Mar-24	Jun-23
Promoter	73.9	73.9	73.9
DII	9.5	7.8	6.6
FII	5.9	5.2	11.5
Others	10.8	13.1	7.9

FII Includes depository receipts

CMP: INR292 TP: INR335 (+15%) Buy

Weak revenue hurts PAT

- Campus Activewear (Campus) posted a revenue decline of 4% YoY (9% miss), due to weak performances of both the trade distribution channel (TD) and D2C online channel. Growth in open footwear was a silver lining in 1QFY25. Weak revenue led to 22%/19% YoY decline in EBITDA/PAT (21%/22% miss) for the quarter.
- We broadly maintain our estimates, factoring in 14%/38% revenue/PAT CAGR over FY24-26. The stock has corrected sharply; however, Campus's strong market position, stabilization of D2C online/TD channels, and a long runway for growth should result in a market recovery in 2HFY25E. **Reiterate BUY with a TP of INR335.**

Revenue/PAT down 4%/19% YoY

- Revenue declined 4% YoY to INR 3.4b (9% miss) due to muted demand environment.
- Volumes increased 3% YoY to 5.8m led by open footwear; however, the ASP declined 7% YoY to INR585 due to a change in mix towards open footwear.
- TD channel declined 9% YoY; D2C channel declined 6% YoY and expect stabilization.
- Gross profit declined 5% YoY to INR 1.8b (9% miss), and margin dipped 40bp YoY to 53%. GM contraction could be due to a change in mix towards open footwear.
- EBITDA declined 22% YoY to INR517m (21% miss) due to decline in GP. Margins declined 350bp YoY to 15.3%.
- This has led to decline in PAT by 19% YoY to INR254m (22% miss). PAT margin contracted 140bp YoY to 7.5%.

Key takeaways from the management commentary

- **BIS**: It is fully effective from 1st Aug'24, while the mandated time to liquidate the inventory is the end of Jun'25. The cheap imports have reduced. Campus is fully compliant with the BIS norms. The cost impact on BIS for the company is very small.
- Distribution: The company has strengthened its distribution side by adding a few more superstockists and eight new distributors. The dip in trade distribution was due to open footwear sales-driven lower ASP. In terms of volumes, the channel grew YoY. Management expects to keep the mix at 50:50 going forward.
- ASP: The ASP decline was largely led by the higher share of open footwear. Management does not expect the ASP to increase considerably in FY25; however, as demand picks up, management is hopeful of the ASP to improve.

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Valuation and view

- Our channel checks depict: 1) prolonged macro headwinds, particularly in the value segment, in the northern belt, as evident from the performances of all players, and 2) increased competitive intensity as other players are offering low-ASP products and high channel commissions, which have led to distributor churn. Campus's premiumization strategy, focusing on the INR1,000-2,000 ASP segment, could see headwinds in the current weak environment, where we see down-trading across discretionary categories.
- The ongoing weak environment, coupled with the churn in distributors and decline in O2O business partners, hurt revenue growth. However, stabilization in D2C online and trade distribution channels provides comfort.
- We broadly retain our estimates, factoring in 14%/38% revenue/PAT CAGR over FY24-26. Reiterate BUY with a TP of INR335 (premised on 60x P/E on FY26E EPS).

Y/E March		FY2	24			FY2	5E		FY24	FY25E	FY25E	Est
7	1Q	2Q	3Q	4Q	1Q	2QE	3QE	4QE	•		1QE	Var. (%)
Revenue	3,538	2,587	4,720	3,639	3,392	3,360	5,251	3,999	14,483	16,001	3,724	-8.9
YoY Change (%)	4.8	-22.4	1.4	4.6	-4.1	29.9	11.2	9.9	-2.4	10.5	5.3	
Gross Profit	1,888	1,406	2,420	1,815	1,797	1,781	2,720	2,023	7,528	8,321	1,974	-9.0
Gross margin	53.4	54.3	51.3	49.9	53.0	53.0	51.8	50.6	52.0	52.0	53.0	-3
Total Expenditure	2,876	2,342	4,158	3,000	2,874	2,833	4,400	3,350	12,375	13,457	3,072	-6.4
EBITDA	662	245	563	639	517	528	851	649	2,108	2,544	652	-20.6
EBITDA margins (%)	18.7	9.5	11.9	17.6	15.3	15.7	16.2	16.2	14.6	15.9	17.5	-224
Depreciation	171	181	184	186	162	172	182	195	721	713	192	-15.5
Interest	69	65	58	40	37	40	40	44	232	161	40	-8.7
Other Income	2	4	14	25	23	23	23	12	45	80	13	79.9
PBT	424	4	335	438	341	338	651	421	1,200	1,750	432	-21.1
Tax	109	1	86	110	87	84	163	103	306	438	108	-19.3
Rate (%)	25.8	13.5	25.6	25.2	25.6	25.0	25.0	24.6	25.5	25.0	25.0	
Reported PAT	315	3	249	328	254	253	488	318	894	1,313	324	-21.6
Adj PAT	314	3	249	328	254	253	488	318	894	1,313	324	-21.6
YoY Change (%)	1	-98	-48	43	-19	7,811	96	-3	-23.6	46.8		

E: MOFSL Estimates

Exhibit 1: Valuation based on Mar'26E

Particulars	INR/Share
EPS	5.6
Target PE (x)	60
Equity value/share (INR)	335
Upside/(Downside) (%)	15%
CMP (INR)	292

Source: MOFSL, Company

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Key takeaways from the management interaction

Detailed takeaways

Open footwear:

- The company saw higher sales of open footwear (ahead of anticipated) largely led by seasonal factors like heatwaves. Open footwear majorly included Sandals and Slippers.
- The price range in open footwear starts from INR499 to INR999. The difference in ASP will be INR150-200 for open v/s closed.
- The share of open footwear stood at 22% v/s 18% YoY.

LFS: The Company strengthened its distribution channel by adding LFS account. LFS is fast growing channel for Campus. Though it is small contributor the company's focus is to add big LFS partner going forward.

Distribution:

- The company has strengthened its distribution side by adding a few more superstockists and eight new distributors.
- The dip in trade distribution was due to open footwear sales-driven lower ASP. In terms of volumes, the channel grew YoY. Management expects to keep the mix at 50:50 going forward.

EBO: The company added 13 new EBOs during the quarter taking the total to 275+. The addition includes seven COCO and six franchisees. Along with footwear, it also sells backpacks, socks and caps in its EBO. The decision to include apparel will be taken once the company reach to a sizeable amount of EBO. The company will maintain mix at 65-70% COCO and 30-35% franchisee.

ASP: The ASP decline was largely led by the higher share of open footwear. Management does not expect the ASP to increase considerably in FY25; however, as demand picks up, management is hopeful of the ASP to improve.

Price point: During the quarter, contribution from <INR1000 sales increased from 27% to 30% YoY, for INR1000-1500 the contribution increased from 25% to 30% while for >INR1500 it declined from 46% to 40% YoY.

Industry: S&A is the fastest-growing category across footwear for the last six years. Lower double-digit growth is expected as demand recovers. The company is expected to grow in line or faster than the category.

Geographic: North saw a slight decline in YoY primarily due to heat wave. West and South grew 4%. While East was flattish, Central grew 6 to 7%.

BIS:

- It is fully effective from 1st Aug'24, while the mandated time to liquidate the inventory is the end of Jun'25.
- The cheap imports have reduced. Campus is fully compliant with the BIS norms. The cost impact on BIS for the company is very small. Smaller players will have a cost impact of BIS.
- For SME with <INR50cr turnover there is no timeline. They are not falling in the BIS compliance bracket.

Channel mix:

- For MBO, the company recorded two consecutive quarters of 4.5% plus volume growth. In online sales, the marketplace grew by 24% YoY while all other online channel saw decline. Overall, online sales decline was 5%. The D2C (EBO) grew 8%.
- The decline in online sales is expected to end this quarter as the corrected base (Q2FY24) will come into play.
- **Strategy**: Distribution will focus on volume growth while EBO, online channels will focus to drive premiumization.

Others:

- The company launched 78 new designs during 1QFY25.
- Channel inventory: The channel inventory was at normal level at 60 days.
- Men v/s Women/Kids: The mix changed from 80:20 in previous year to 77:23 which is in line with the company's strategy.
- Addition of stores staff and inflation in increments impacted employee cost.
- Sneakers: The portfolio have grown by 120% on low base. The demand and acceptance in market is huge. Going forward the company will focus on these category also along with Women and Children.
- The management in noticing decent recovery in demand post July.

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Exhibit 2: Quarterly performance

INR m	1QFY24	4QFY24	1QFY25E	YoY%	QoQ%	1QFY25E	v/s Est (%)
Total Revenue	3,538	3,639	3,392	-4	-7	3,724	-9
Raw Material cost	1,650	1,824	1,595	-3	-13	1,750	-9
Gross Profit	1,888	1,815	1,797	-5	-1	1,974	-9
Gross margin (%)	53.4%	49.9%	<i>53.0%</i>	- 39	310	53.0%	-3
Employee Costs	237	272	287	21	6	279	3
SGA Expenses	988	904	992	0	10	1,043	-5
EBITDA	662	639	517	-22	-19	652	-21
EBITDA margin (%)	18.7%	17.6%	15.3%	-346	-230	17.5%	-224
Depreciation and amortization	171	186	162	-5	-13	192	-15
EBIT	491	453	355	-28	-22	460	-23
EBIT margin (%)	13.9%	12.4%	10.5%	-342	-198	12.3%	-187
Finance Costs	69	40	37	-47	-8	40	-9
Profit before Tax	424	438	341	-20	-22	432	-21
Tax	109	110	87	-20	-21	108	-19
Profit after Tax	315	328	254	-19	-23	324	-22
PAT margin (%)	8.9%	9.0%	7.5%	-142	-152	8.7%	-121

Source: MOFSL, Company

Exhibit 3: Summary of revisions to our estimates

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Revenue (INR m)		
Old	16,100	18,921
Actual/New	16,001	18,805
Change (%)	-0.6	-0.6
Gross Profit (INR m)		
Old	8,372	9,933
Actual/New	8,321	9,873
Change (%)	-0.6	-0.6
Gross margin (%)		
Old	52.0%	52.5%
Actual/New	52.0%	52.5%
Change (bp)	0	0
EBITDA (INR m)		
Old	2,576	3,273
Actual/New	2,544	3,253
Change (%)	-1.2	-0.6
EBITDA margin (%)		
Old	16.0%	17.3%
Actual/New	15.9%	17.3%
Change (bp)	-10	0
Net Profit (INR m)		
Old	1,273	1,703
Actual/New	1,313	1,714
Change (%)	3.2	0.6
EPS (INR)		
Old	4.2	5.6
Actual/New	4.3	5.6
Change (%)	3.2	0.6

Source: MOFSL, Company

Story in charts

1QFY23

2QFY23

EBITDA (INRm)

Exhibit 4: Revenue declined 4% YoY, led by a decline in ASP

Revenue (INRb) **─**Gross Margin (%) 53 51 51 50 50 49 48 3.5 3.5 3.4 3.3 2.6 4.7 3.6 3.4

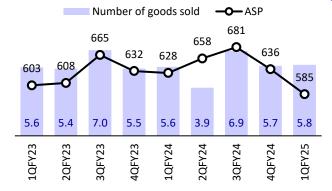
1QFY24

2QFY24

3QFY24

─ EBITDA Margin (%)

Exhibit 5: Volume increased 3% YoY and ASP dipped 7% YoY



Source: MOFSL, Company

Source: MOFSL, Company

4QFY24

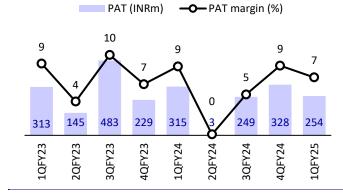
1QFY25

Exhibit 6: EBITDA declined 22% YoY; margin dipped 350bp

4QFY23

20 19 18 18 16 15 O 12 O 617 434 565 662 563 639 517 2QFY23 4QFY23 1QFY24 2QFY24 3QFY24 1QFY25 4QFY24

Exhibit 7: PAT declined 19% YoY; margin contracted 140bp



Source: MOFSL, Company

Source: MOFSL, Company

Financials and valuations

Consolidated - Income Statement								(INR m
Y/E March	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Revenue from Operations	5,949	7,320	7,113	11,942	14,842	14,483	16,001	18,805
Change (%)	17	23	-3	68	24	-2	10	18
Raw Materials	3,212	3,801	3,744	5,973	7,520	6,955	7,681	8,932
GROSS PROFIT	2,737	3,519	3,369	5,968	7,323	7,528	8,321	9,873
Margin (%)	46	48	47	50	49	52	52	53
Employees Cost	431	570	552	679	802	1,015	1,216	1,260
Other Expenses	1,305	1,586	1,657	2,874	3,985	4,405	4,560	5,359
Total Expenditure	1,736	2,157	2,209	3,553	4,787	5,420	5,777	6,619
% of Sales	29.2	29.5	31.1	29.8	32.3	37.4	36.1	35.2
EBITDA	1,000	1,363	1,160	2,415	2,536	2,108	2,544	3,253
Margin (%)	16.8	18.6	16.3	20.2	17.1	14.6	15.9	17.3
Depreciation	144	231	327	532	710	721	713	901
EBIT	857	1,132	833	1,883	1,826	1,387	1,832	2,352
Margin (%)	14.4	15.5	11.7	15.8	12.3	9.6	11.4	12.5
Finance costs	212	165	172	196	287	232	161	161
Other Income	18	21	38	24	28	45	80	94
PBT bef. EO Exp.	663	988	699	1,711	1,567	1,200	1,750	2,285
Total Tax	277	364	431	634	396	306	438	571
Tax Rate (%)	41.8	36.8	61.6	37.0	25.0	25.0	25.0	25.0
Reported PAT	386	624	269	1,078	1,171	894	1,313	1,714
Adjusted PAT	386	612	279	1,273	1,171	894	1,313	1,714
Change (%)	23.0	58.4	-54.5	356.9	-8.0	-23.6	46.8	30.6
Margin (%)	6.5	8.4	3.9	10.7	7.9	6.2	8.2	9.1
Consolidated - Balance Sheet Y/E March	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	(INR m) FY26E
Equity Share Capital	1	1,519	1,519	1,522	1,523	1,526	1,526	1,526
Total Reserves	2,017	1,329	1,608	2,754	3,998	4,990	6,303	8,017
Net Worth	2,018	2,847	3,126	4,276	5,521	6,517	7,829	9,543
Minority Interest	-26	1	4	0	0	0	0	0
Total Loans	1,986	2,756	1,772	2,890	3,350	1,778	1,930	2,045
Lease Liability	239	323	416	1,147	1,542	1,535	1,687	1,802
Capital Employed	3,978	5,604	4,902	7,166	8,871	8,294	9,760	11,588
Gross Block	1,480	2,474	3,318	4,460	5,695	6,384	7,588	8,792
Less: Accum. Deprn.	229	429	753	1,214	1,924	2,645	3,358	4,259
Net Fixed Assets	1,251	2,044	2,564	3,246	3,770	3,739	4,230	4,533
Right to use assets	298	416	491	1,208	1,501	1,437	1,867	2,304
Capital WIP	246	352	3	25	38	201	201	201
Total Investments	0	450	0	0	0	0	0	0
Curr. Assets, Loans&Adv.	2,874	3,348	3,067	4,975	6,677	5,599	7,022	8,810
Inventory	1,182	1,699	2,025	3,543	4,490	3,963	4,629	5,139
Account Receivables	1,620	1,443	982	1,337	1,766	1,183	1,534	1,803
Cash and Bank Balance	18	153	12	3	240	248	652	1,662
Loans and Advances	54	53	48	92	181	206	206	206
Curr. Liability & Prov.	1,045	1,524	1,888	2,386	2,776	2,504	2,944	3,421
Account Payables	806	1,228	1,709	1,966	2,144	2,002	2,315	2,692
Other Current Liabilities	237	279	175	414	623	484	611	711
	2	17	5	6	10	18	18	18
Provisions	_	1,	,	U	10	10	10	10
Provisions Net Current Assets	1,829	1.824	1.179	2.590	3.901	3.095	4.078	5.390
Net Current Assets	1,829 634	1,824	1,179 401	2,590	3,901	3,095	4,078	5,390
	1,829 634 265	1,824 621 665	1,179 401 758	2,590 218 1,112	3,901 309 891	3,095 382 1,078	4,078 382 1,070	5,390 382 1,284

Financials and valuations

Ratios								
Y/E March	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Basic (INR)								
EPS	NA	2.0	0.9	4.2	3.8	2.9	4.3	5.6
Cash EPS	NA	2.8	2.0	5.9	6.1	5.3	6.6	8.5
BV/Share	NA	9.4	10.3	14.1	18.0	21.3	25.6	31.2
DPS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Payout (%)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valuation (x)								
P/E	NA	144.6	317.8	69.7	76.2	99.8	68.0	52.1
Cash P/E	NA	105.0	146.2	49.2	47.5	55.3	44.1	34.1
P/BV	NA	31.1	28.3	20.7	16.2	13.7	11.4	9.4
EV/Sales	0.3	12.5	12.7	7.7	6.2	6.3	5.7	4.8
EV/EBITDA	2.0	66.9	77.8	37.9	36.4	43.1	35.6	27.6
Dividend Yield (%)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FCF per share	NA	-1.8	2.3	-0.5	1.9	6.2	2.7	4.8
Return Ratios (%)								
RoE	19.2	21.5	8.9	29.8	21.2	13.7	16.8	18.0
RoCE	16.2	16.4	8.4	21.1	18.2	13.1	16.3	17.6
RoIC	16.8	18.4	8.4	20.8	18.2	13.2	16.6	19.1
Working Capital Ratios								
Fixed Asset Turnover (x)	4.0	3.0	2.1	2.7	2.6	2.3	2.1	2.1
Asset Turnover (x)	1.5	1.3	1.5	1.7	1.7	1.7	1.6	1.6
Inventory (Days)	120	138	182	170	195	222	220	210
Debtor (Days)	108	76	62	35	38	37	35	35
Creditor (Days)	108	98	143	112	100	109	110	110
WC (Days)	120	117	101	93	133	150	145	135
Leverage Ratio (x)								
Current Ratio	2.8	2.2	1.6	2.1	2.4	2.2	2.4	2.6
Interest Cover Ratio	4.0	6.9	4.9	9.6	6.4	6.0	11.4	14.6
Net Debt/Equity	1.0	0.8	0.6	0.7	0.6	0.2	0.2	0.0
Compalidated Cook Flour Statement								(IND)
Consolidated - Cash Flow Statement Y/E March	FY19	FY20	FV21	FY22	FY23	FY24	FY25E	(INR m)
· 			FY21					FY26E
OP/(Loss) before Tax	663	988	699	1,711	1,566	1,200	1,750	2,285
Depreciation	144 212	231	327	532	710 287	721	713	901
Interest & Finance Charges		165	172	196		232	161	161
Others	100	187	87	65	180	282	0	0
Direct Taxes Paid	-92 -483	-397	-252	-436	-525 -954	-350	-438	-571
(Inc)/Dec in WC		-179	210	-1,890		560	-570	-515
CF from Operations	544	995	1,243	178	1,265	2,645	1,616	2,260
Others	0	0	0	0	0	0	0	2 200
CF from Operating incl EO	544	995	1,243	178	1,265	2,645	1,616	2,260
(Inc)/Dec in FA	-288	-1,545	-539	-341	-697	-745	-804	-804
Free Cash Flow	257	-550	704	-163	568	1,900	813	1,457
(Pur)/Sale of Investments	0	0	449	0	0	0	0	0
Others	0	0	0	0	0	0	0	0
CF from Investments	-288	-1,545	-90	-341	-697	-745	-804	-804
Issue of Shares	0	179	0	32	38	98	0	0
Inc/(Dec) in Debt	-54	654	-1,077	387	65	-1,565	0	0
Interest Paid	-201	-148	-140	-121	-137	-99	-25	-25
Lease instalment	0	0	-77	-143	-297	-359	-384	-422
Minority	0	0	0	0	0	0	0	0
CF from Fin. Activity	-255	686	-1,294	155	-331	-1,925	-408	-447
Inc/Dec of Cash	1	135	-141	-9	236	-25	404	1,010
Opening Balance	16	18	153	12	3	240	248	652
Closing Balance	18	153	12	3	240	248	652	1,662

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

Explanation of Investment Rating					
Investment Rating	Expected return (over 12-month)				
BUY	>=15%				
SELL	<-10%				
NEUTRAL	< - 10 % to 15%				
UNDER REVIEW	Rating may undergo a change				
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation				

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