

16 October 2024

India | Equity Research | Q2FY25 results review

PVR Inox

Media

In line Q2FY25, all eyes on Q3FY25 now

PVR Inox's occupancy reverted to ~26% in Q2FY25 despite a very weak content pipeline. Management has guided for significant improvement in Q3FY25. In fact, management called out that moviegoer excitement levels are now back to pre-Covid peaks and lower number of movie releases are the only hindrance to occupancy levels reverting to >30% levels. Given the pipeline in Q3FY25, management is hopeful of replicating the success of Q2FY24, which is in line with our thesis (link). We believe capex intensity may also reduce as a proportion of revenue from FY26 as PVR plans to open 15% screens on FOCO model, 35-50% on asset-light model and rest on structured lease model. Net debt declined by INR 1.4bn in H1FY25. Monetisation of assets is also on track and may help in deleveraging further. Re-iterate **BUY**.

Q2FY25 performance review

Revenue was INR 16.2bn (up 36.2% QoQ/down 18.9% YoY), 6.3% higher than our estimates. Adjusted EBITDA was INR 1.8bn (I-Sec estimate: INR 1.7bn). Net loss was INR 121mn. Ticketing revenue grew 41.1% QoQ to INR 8.4bn. F&B revenue grew ~30.2% QoQ to INR 5.2bn. Ad revenue grew 17.0% QoQ to INR 1.1bn.

Admits increased 27.6% QoQ to 38.8mn in Q2FY25. There was also a sequential increase of 540bps to 25.7% in occupancy. Average ticket price grew to INR 257, down 6.9% YoY (up 9.4% QoQ) and F&B spend per head was INR 134 (up 1.5% QoQ/flat YoY).

Management commentary

Management emphasised that high-quality content is the key driver of cinema attendance, as evidenced by the strong performance of both new and old movie re-releases. It also expressed confidence that Q3 will be the best quarter of FY25 led by strong content line up, and remains optimistic on H2FY25. Management believes there is significant room for growth in occupancy as the number of quality content releases is expected to increase in CY25 compared to CY23 and CY24. It further highlighted that in Q2FY25, with 25.7% occupancy, it achieved an EBITDA margin of ~13%. As occupancy levels rise, EBITDA margin is expected to improve further led by operating leverage.

Financial Summary

Y/E March (INR mn)	FY24A	FY25E	FY26E	FY27E
Net Revenue	61,071	70,529	80,867	91,775
EBITDA	18,101	21,510	26,092	30,676
EBITDA Margin (%)	29.6	30.5	32.3	33.4
Net Profit	(320)	3,004	4,984	7,084
EPS (INR)	(3.3)	30.7	50.9	72.3
EPS % Chg YoY	-	-	65.9	42.1
P/E (x)	-	52.9	31.9	22.4
EV/EBITDA (x)	23.9	18.7	13.4	5.0
RoCE (%)	0.2	4.2	6.4	8.1
RoE (%)	(0.4)	3.9	5.9	7.3

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Market Data

Market Cap (INR)	159bn
Market Cap (USD)	1,895mn
Bloomberg Code	PVRINOX IN
Reuters Code	PVRL.BO
52-week Range (INR)	1,830 /1,204
Free Float (%)	72.0
ADTV-3M (mn) (USD)	9.4

Frice Ferioriiance (%)	3111	OIII	12111
Absolute	11.0	16.1	(7.5)
Relative to Sensex	9.6	4.6	(31.0)

Previous Reports

13-09-2024: <u>Company Update</u> 23-07-2024: <u>Q1FY25 results concall</u>



Management is also taking proactive steps to control fixed costs, particularly rentals. For underperforming properties or those located in poorly performing malls, it is renegotiating rental agreements with developers. Management has guided for capex of INR 4-5bn in FY26, with focus on allocating more capital for renovating high-value, high-performing properties. Additionally, it stated that free cashflow generated after meeting capex requirements will be directed towards debt reduction.

Regarding expansion in Southern India, management noted the rapid development of shopping malls and centres in smaller cities. The company is engaging with developers of these centres to establish theatres. In most cases, developers contribute a substantial portion of the capex and receive returns through rent or revenue-sharing arrangements. The company plans to open 80-120 screens in FY26, with approximately 15% of these screens under FOCO model, 35-50% under asset-light model, and the remainder under structured lease agreements.

On the topic of re-releasing movies, management explained that this initiative is profitable on a variable cost basis, helping the company recover some fixed costs and drive footfalls during lean periods (~6% of Q2FY25 admissions). Screen hire charges for re-releases are lower compared to new films, and while the average ticket price (ATP) is also lower, gross margins are high. Management also provided updates on food business. It plans to open a food court in partnership with Devyani International by Dec'24 and is working with Zomato and Swiggy on improving the food delivery business model. It mentioned SPH (spend per head) has remained flat and did not rise due to Cinema Lovers Day, which caused ~10% of the month's total footfall to concentrate on a single day, impacting SPH. However, the management is confident that SPH will increase significantly next year.

Content pipeline for Q3FY25

Notable releases in Q3FY25

Hindi: Bhool Bhulaiyaa 3, Singham Again, Chaava (Maddock), Baby John (Maddock).

English: Venom, Gladiator 2, Mufasa: The Lion King, The Lord of The Rings (2024).

Regional: Pushpa 2, Vettaiyan, Kanguva, Thandel, Devara: Part 1 (spillover).

Valuation and risks

We maintain our target price of INR 2,250 valuing the company at multiple of 16x adj. EBITDA (1-year forward).

Key risks: Lower-than-expected performance of upcoming movies and merger synergies not playing out as expected.



Exhibit 1: PVR result review

INR mn	Q2FY24	Q1FY25	Q2FY25	QoQ (%)	YoY (%)	2QFY25E	Diff
Revenue	19,999	11,907	16,221	36.2	(18.9)	15,263	6.3
Cost of goods sold	6,498	3,456	4,587	32.7	(29)	4,426	3.6
Gross Profit	13,501	8,451	11,634	37.7	(14)	10,837	7.4
% Gross profit margin	67.5	71.0	71.7			71.0	
Employee Cost	1,679	1,643	1,773	7.9	5.6	1,643	7.9
% of revenue	8.4	13.8	10.9			10.8	1.5
Other expenses	4,754	4,293	5,068	18.1	6.6	4,336	16.9
% of revenue	23.8	36.1	31.2			28.4	10.0
Total expenses	6,433	5,936	6,841	15.2	6	5,979	14.4
EBITDA	7,068	2,515	4,793	90.6	(32)	4,858	(1.3)
EBITDA margin (%)	35.3	21.1	29.5			31.8	
Adj EBITDA	4,276	(378)	1,871	NA	(56)	1,738	7.7
EBITDA margin (%)	21.4	(3.2)	11.5			11.4	
Depreciation	3,086	3,142	3,294	4.8	7	3,200	2.9
EBIT	3,982	(627)	1,499	NA	(62)	1,658	(9.6)
EBIT margin (%)	19.9	(5.3)	9.2			10.9	
Other income	238	287	418	45.6	76	287	45.6
Finance cost	2,003	2,041	2,064	1.1	3	1,914	7.9
PBT	2,217	(2,381)	(147)	(93.8)	NA	31	NA
Tax expenses	555	(591)	(26)	(95.6)	NA	8	NA
ETR (%)	25.0	24.8	17.7			25.4	
PAT	1,663	(1,790)	(121)	(93.2)	NA	26	
Net profit margin (%)	8.3	(15.0)	(0.7)			0.2	
EPS	16.9	(13.2)	(1.2)	(90.9)	(107.1)	0.3	NA

Source: I-Sec research

Exhibit 2: Movie exhibition

INR mn	Q2FY24	Q1FY25	Q2FY25	QoQ (%)	YoY (%)
Seat Capacity	150	150	151	0.8	0.8
Occupany (%)	32.3	20.3	25.70		
Admits (mn)	48.4	30.4	38.8	27.6	(19.8)
ATP (Rs)	276	235	257	9.4	(6.9)
Gross ticket revenue	13358	7144	9972	39.6	(25.4)
Taxes	2165.4	1209	1595.6		(20)
Tax rate (%)	19.3	20.4	19.0		
Ticket revenue	11,193	5,935	8,376	41.1	(25.2)
Gross profit	6,239	3,484	5,119	46.9	(18.0)
Gross profit margin (%)	55.7	58.7	61.1		

Source: I-Sec research, Company data

Exhibit 3: Food & beverage

INR mn	Q2FY24	Q1FY25	Q2FY25	QoQ (%)	YoY (%)
Spend per head (Rs)	136	134	136	1.5	-
SPH to ATP ratio (%)	49.3	57.0	52.9		
Gross F&B revenue	6,582	4.074	5,277	29.5	(19.8)
Taxes	170	56	45		, ,
Tax rate (%)	2.7	1.4	0.9		
F&B revenue	6,412	4,018	5,232	30.2	(18.4)
COGS	1,544	1,005	1,330		
Gross profit	4,868	3,013	3,902	29.5	(19.8)
Gross profit margin (%)	75.9	75.0	74.6		

Source: I-Sec research, Company data



Exhibit 4: Cost break up

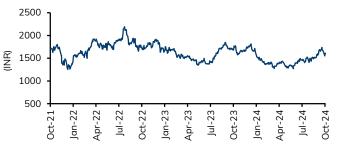
(in INR mn)	Q2FY24	Q1FY25	Q2FY25	QoQ (%)	YoY (%)
Variable Cost					
FHC(%)	46.4	44.2	44.9	70bps	(146bps)
COGS(%)	23.7	24.5	25	50bps	(130bps)
Fixed Cost					
Rent	3,129	3029	3,128	3.3%	0.0%
CAM	836	891	909	2.0%	8.7%
Personnel	1679	1643	1,773	7.9%	5.6%
Electricity & Water utilities	1,117	1066	1,092	2.4%	-2.2%
Other expenses	1,907	1779	1,884	5.9%	-1.2%
Movie distribution charges	557	421	977	132.1%	75.4%
Total fixed expenses	9,225	8829	9,763		

Source: I-Sec research, Company data

Exhibit 5: Shareholding pattern

%	Dec'23	Mar'24	Jun'24
Promoters	27.8	27.8	27.8
Institutional investors	61.1	57.0	56.9
MFs and others	33.9	35.2	34.0
Fls/Banks	0.5	0.5	0.0
Insurance	4.3	4.2	4.0
FIIs	22.4	17.6	18.9
Others	11.1	15.2	15.3





Source: Bloomberg Source: Bloomberg



Financial Summary

Exhibit 7: Profit & Loss

(INR mn, year ending March)

	FY24A	FY25E	FY26E	FY27E
Net Sales	61,071	70,529	80,867	91,775
Operating Expenses	23,863	26,768	29,249	32,174
EBITDA	18,101	21,510	26,092	30,676
EBITDA Margin (%)	29.6	30.5	32.3	33.4
Depreciation & Amortization	12,193	10,756	11,996	13,267
EBIT	5,908	10,754	14,096	17,408
Interest expenditure	7,913	8,478	9,345	10,039
Other Non-operating Income	1,566	1,723	1,895	2,084
Recurring PBT	(439)	3,998	6,646	9,453
Profit / (Loss) from Associates	-	-	-	-
Less: Taxes	(112)	1,008	1,675	2,382
PAT	(327)	2,991	4,971	7,071
Less: Minority Interest	7	13	13	13
Extraordinaries (Net)	-	-	-	-
Net Income (Reported)	(327)	2,991	4,971	7,071
Net Income (Adjusted)	(320)	3,004	4,984	7,084

Source Company data, I-Sec research

Exhibit 8: Balance sheet

(INR mn, year ending March)

	FY24A	FY25E	FY26E	FY27E
Total Current Assets	9,778	12,952	19,420	29,320
of which cash & cash eqv.	4,038	6,323	11,820	20,694
Total Current Liabilities &	11,007	12,727	14,606	16,590
Provisions	11,007	12,/2/	14,000	10,590
Net Current Assets	(1,229)	225	4,814	12,730
Investments	161	161	161	161
Net Fixed Assets	31,056	34,351	37,945	41,870
ROU Assets	54,917	54,917	54,917	54,917
Capital Work-in-Progress	2,464	2,464	2,464	2,464
Total Intangible Assets	58,808	58,808	58,808	58,808
Other assets	1,806	2,086	2,391	2,714
Deferred Tax Assets	4,908	4,908	4,908	4,908
Total Assets	1,57,197	1,62,893	1,72,110	1,85,043
Liabilities				
Borrowings	17,177	16,177	15,177	14,177
Deferred Tax Liability	123	123	123	123
provisions	141	148	155	163
other Liabilities	666	769	882	1,001
Equity Share Capital	981	980	980	980
Reserves & Surplus	72,251	78,838	88,935	1,02,742
Total Net Worth	73,232	79,818	89,915	1,03,721
Minority Interest	-	-	-	-
Total Liabilities	1,57,197	1,62,893	1,72,110	1,85,043

Source Company data, I-Sec research

Exhibit 9: Quarterly trend

(INR mn, year ending March)

	Dec-24	Mar-24	Jun-24	Sep-24
Net Sales	15459	12564	11907	15,263
% growth (YOY)	64	10	(9)	(18.9)
EBITDA	4,724	2,784	2,515	4,793
Margin %	30.6	22.2	21.1	29.5
Other Income	588	491	287	418
Extraordinaries	-	-	-	-
Adjusted Net Profit	128	(1,297)	(1,790)	(121)

Source Company data, I-Sec research

Exhibit 10: Cashflow statement

(INR mn, year ending March)

	FY24A	FY25E	FY26E	FY27E
Operating Cashflow	19,790	20,509	24,424	28,300
Working Capital Changes	890	(6)	(6)	(7)
Capital Commitments	(6,269)	(6,978)	(7,676)	(8,444)
Free Cashflow	26,059	27,488	32,100	36,744
Other investing cashflow	3	1,723	1,895	2,084
Cashflow from Investing Activities	(6,266)	(5,256)	(5,781)	(6,360)
Issue of Share Capital	188	-	-	-
Interest Cost	(1,792)	(1,668)	(1,724)	(1,614)
Inc (Dec) in Borrowings	-	-	-	-
Dividend paid	-	-	-	-
Others	(11,321)	(1,000)	(1,000)	(1,000)
Cash flow from Financing Activities	(12,925)	(15,288)	(16,840)	(18,214)
Chg. in Cash & Bank balance	599	(34)	1,803	3,726
Closing cash & balance	3,918	3,884	5,686	9,412

Source Company data, I-Sec research

Exhibit 11: Key ratios

(Year ending March)

	FY24A	FY25E	FY26E	FY27E
Per Share Data (INR)				
Reported EPS	(3.3)	30.7	50.9	72.3
Adjusted EPS (Diluted)	(3.3)	30.7	50.9	72.3
Cash EPS	121.0	140.4	173.3	207.7
Dividend per share (DPS)	-	-	-	-
Book Value per share (BV)	746.5	814.7	917.8	1,058.7
Dividend Payout (%)	-	-	-	-
Growth (%)				
Net Sales	62.8	15.5	14.7	0.1
EBITDA	72.8	18.8	21.3	17.6
EPS (INR)	-	-	65.9	42.1
Valuation Ratios (x)				
P/E	_	52.9	31.9	22.4
P/CEPS	13.4	11.5	9.4	7.8
P/BV	2.2	2.0	1.8	1.5
EV / EBITDA	23.9	18.7	13.4	5.0
P / Sales	2.6	2.3	2.0	1.7
Dividend Yield (%)	-	-	-	-
Operating Ratios				
Gross Profit Margins (%)	68.7	68.5	68.4	68.5
EBITDA Margins (%)	29.6	30.5	32.3	33.4
Effective Tax Rate (%)	25.5	25.2	25.2	25.2
Net Profit Margins (%)	(0.5)	4.2	6.1	7.7
NWC / Total Assets (%)	-	-	-	-
Net Debt / Equity (x)	5.3	5.9	6.9	8.3
Net Debt / EBITDA (x)	7.4	8.9	8.8	8.9
Profitability Ratios				
RoCE (%)	0.2	4.2	6.4	8.1
RoE (%)	(0.4)	3.9	5.9	7.3
RoIC (%)	0.2	3.4	5.3	13.1
Fixed Asset Turnover (x)	1.9	2.0	2.1	2.2
Inventory Turnover Days	17	15	15	15
Receivables Days	30	35	57	88
Payables Days	30	26	26	26
Source Company data, I-Sec rese	arch			

Source Company data, I-Sec research



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