

IndiaMART

Estimate change	
TP change	
Rating change	\leftarrow

Bloomberg	INMART IN
Equity Shares (m)	60
M.Cap.(INRb)/(USDb)	180.7 / 2.1
52-Week Range (INR)	3199 / 2229
1, 6, 12 Rel. Per (%)	3/6/-19
12M Avg Val (INR M)	739

Financials & Valuations (INR b)

FY25E	FY26E	FY27E
14.1	16.4	19.9
4.7	5.1	6.4
4.3	4.8	6.1
72.2	80.0	100.8
30%	11%	26%
348.4	406.3	466.2
22.6	21.2	23.1
25.5	23.7	25.3
18.3	27.7	40.9
41.3	37.3	29.6
8.6	7.3	6.4
	14.1 4.7 4.3 72.2 30% 348.4 22.6 25.5 18.3	14.1 16.4 4.7 5.1 4.3 4.8 72.2 80.0 30% 11% 348.4 406.3 22.6 21.2 25.5 23.7 18.3 27.7

Shareholding pattern (%)

As On	Jun-24	Mar-24	Jun-23
Promoter	49.2	49.2	49.2
DII	11.8	10.6	5.6
FII	23.4	23.1	26.9
Others	15.6	17.1	18.3

FII Includes depository receipts

CMP: INR3013 TP: INR3500 (+16%) Buy

Churn in lower-rung accounts persists

But strong margins in the interim provide some respite

■ IndiaMART (INMART) reported 2QFY25 revenue growth of 18% YoY/5% QoQ, in line with our estimate of 18.8% YoY growth. Collection growth was soft at 6% YoY to INR3.5b. Deferred revenue rose 19% YoY to INR14.8b. EBITDA margin expanded ~270bp QoQ, above our estimates of 31.1%, driven by lower employee expenses and outsourced sales costs. For 1HFY25, revenue/EBITDA/PAT grew 17.7%/61.8%/63.6% compared to 1HFY24. We expect revenue/EBIT/PAT to grow by 18.0%/24.9%/2.0% YoY in 2HFY25. Adj. PAT was INR1,352m, up 19% QoQ/96% YoY, beating our estimate of INR966mn.

Our view: Gold and platinum accounts still strong

- Despite decent price increases (ARPU up 14% YoY), the churn in Gold and Platinum accounts remained minimal. Nonetheless, the company continued to witness a higher-than-anticipated churn in the silver bucket, which is a key concern.
- Collection growth sees another soft quarter: Collection growth was weak at 6% YoY, impacted by sales execution issues. Historically, the company has reported single-digit collection growth only 3-4 times, and the management remains focused on improving sales execution to drive stronger collections in the short term. While this could well be the bottom, we believe collections could continue to be soft for the short term.
- Platinum and gold customers strong: Platinum and gold customers, making up ~50% of the customer base and 75% of revenue, continued to exhibit a low churn and strong growth in ARPU and collections. We expect these toppaying accounts to remain stable.
- Margins: INMART's margin expansion was attributed to low supplier additions and cost-optimization initiatives. We believe, as customer growth picks up, customer addition costs will increase, leading to normalized margins. The margin expansion will normalize to gradual operating leverage inherent in the business. A sustainable margin range is expected to be around 34-35%. Hence, we expect margin to contract going forward in the medium term.

Valuation and change in estimates

- We estimate EBITDA margin of 33.4%/31.0%/32.1% for FY25/FY26/FY27. This, in turn, should drive a 21% PAT CAGR over FY23-25E. We expect INMART to deliver a 22% revenue CAGR over FY25-27, aided by sustained paying subscriber additions and strong growth in deferred revenue.
- We continue to see INMART as a key beneficiary of the technology adoption by India's MSME universe and a shift to a formalized ecosystem. We believe that the company is poised to drive significant value, owing to its industry-leading position in the segment. We value INMART on a DCF basis to arrive at our TP of INR3,500, assuming 11.5% WACC and 6% terminal growth.

 Maintain BUY.

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In-line revenues and beat on margins; ARPU up 14% YoY

- INMART reported 2QFY25 revenue of INR3.4b, growth of 18.0% YoY vs. our estimate of 18.8%.
- Collections stood at INR3.56b (+6% YoY). Deferred revenue rose 19% YoY to INR14.9b.
- It added 2.4k paying subscribers QoQ. ARPU grew 14% YoY to INR61k.
- EBITDA margin was 38.7%, up 270bp QoQ and above our estimate of 31.1%, on the back of lower employee expenses and outsourced sales costs.
- Adj. PAT was INR1,352m, up 19% QoQ/96% YoY, beating our estimate of INR966m due to higher other income and lower depreciation.
- Traffic was flat YoY at 287m. Total suppliers on the platform stood at 8m, up 5%
 YoY.
- Total cash and investments stood at INR24.4b.

Highlights from the management commentary

- Unique business inquiries grew 14% YoY to 28m. The total number of paying subscribers rose to 218,000.
- Gold and platinum customers make up 50% of the total customer base and 75% of realized revenue. Revenue and collections from gold and platinum customers were mostly in line.
- The company added 2,400 new customers in 2Q (vs. 1,600 in 1Q). However, the company continued to see more-than-anticipated churn in the silver bucket.
- The increase in the net customer base remained flat, reflecting in collection growth. Low collection growth was due to sales execution issues.
- Traffic growth is less reliable due to an increase in bot activity.
- IndiaMart used to share buyer details with six suppliers, now reduced to 5-5.5 suppliers. However, as churn persists, the company is looking to increase the number of suppliers per buyer.
- Margin expansion was due to organic operating leverage, certain costoptimization initiatives and savings due to lower customer acquisitions. As customer growth picks up, the margin expansion will normalize to gradual operating leverage inherent in the business.

Valuation and View

- We are confident of strong fundamental growth in operations, propelled by: 1) higher growth in digitization among SMEs, 2) the need for out-of-the-circle buyers, 3) a strong network effect, 4) over 70% market share in the underlying industry, 5) the ability to improve ARPU on low price sensitivity, and 6) higher operating leverage.
- Our estimates are largely unchanged. We value INMART on a DCF basis to arrive at our TP of INR3,500, assuming 11.5% WACC and 6% terminal growth. Our TP implies a 17% potential upside. We reiterate our BUY rating on the stock.

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Consolidated - Quarterly Ear	ning Mo	odel										(INR m)
Y/E March		FY	24			FY2	5E		FY24	FY25E	Estimate	Var.
	1Q	2Q	3Q	4Q	1Q	2Q	3QE	4QE			2QFY25E	(% / bp)
Gross Sales	2,821	2,947	3,053	3,147	3,313	3,477	3,601	3,718	11,968	14,109	3,502	-0.7
YoY Change (%)	25.6	22.5	21.4	17.1	17.4	18.0	17.9	18.1	21.5	17.9	18.8	-90bp
Total Expenditure	2,048	2,150	2,200	2,260	2,120	2,130	2,562	2,583	8,658	9,395	2,415	-11.8
EBITDA	773	797	853	887	1,193	1,347	1,039	1,135	3,310	4,714	1,087	23.9
Margins (%)	27.4	27.0	27.9	28.2	36.0	38.7	28.9	30.5	27.7	33.4	31.1	770bp
Depreciation	74	80	84	127	81	82	90	93	365	345	91	-10
Interest	22	23	22	22	20	19	19	19	89	77	20	-5
Other Income	571	346	417	772	532	655	363	378	2,106	1,928	442	48
PBT before EO expense	1,248	1,040	1,164	1,510	1,624	1,901	1,294	1,401	4,962	6,219	1,419	34.0
Extra-Ord expense	18	0	0	0	0	0	0	0	18	0	0	
PBT	1,230	1,040	1,164	1,510	1,624	1,901	1,294	1,401	4,944	6,219	1,419	34.0
Tax	293	239	277	395	374	422	287	311	1,204	1,394	341	24
Rate (%)	23.8	23.0	23.8	26.2	23.0	22.2	22.2	22.2	24.4	22.4	24.0	-180bp
Minority Interest & Profit/Loss												
of Asso. Cos.	106	110	72	116	112	127	127	127	404	493	112	
Reported PAT	831	691	815	999	1,138	1,352	879	963	3,336	4,332	966	39.9
Adj PAT	849	691	815	999	1,138	1,352	879	963	3,354	4,332	966	39.9
YoY Change (%)	81.8	1.0	33.1	79.0	34.0	95.7	7.9	-3.6	44.5	29.2	39.9	5580bp

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Margins (%)

Y/E March		FY24				FY25			
	1Q	2Q	3Q	4Q	1Q	2Q			
Revenue Indicators									
Paid Suppliers ('000)	208.0	210.0	212.0	214.0	216.0	218.0	214.0		
ARPU ('000)	51.5	53.5	55.1	55.9	58.4	60.8	53.4		
Cost Indicators									
Employees	4821	5,066	5,186	5,384	5729	5923	5384		
Other Expenses (INR M)	488	460	460	491	460	440	1899		

34.3 38.9



Highlights from the management commentary

Collections and customer additions

31.7

30.1 23.4 26.7

- Collections from customers grew 6% YoY due to lower subscriber additions.
- The supplier base grew 4%, and ARPU increased by 14%, leading to 18% growth in revenue.

25.9

- The increase in the net customer base remained flat, reflecting in collection growth. Low collection growth was due to sales execution issues.
- Gold and platinum customers make up 50% of the total customer base and 75% of realized revenue. Revenue and collections from gold and platinum customers are mostly in line.
- The company has not yet maxed out ARPU growth for gold accounts.
- Churn in silver accounts is not expected to change in the coming quarters.
- The company added 2,400 new customers (vs. 1,600 in 1Q). These numbers are not significant enough to indicate a permanent upward trend.
- Traffic growth is less reliable due to an increase in bot activity.
- IndiaMart used to share buyer details with six suppliers, now reduced to 5-5.5 suppliers. However, as churn persists, the company is looking to increase the number of suppliers per buyer.
- The challenge of low collections growth has occurred only 3-4 times in the company's history. The management is confident about a recovery in collections going forward. INMART aims to return to its 15-20% collection growth.

- Supplier inquiries are present, but conversion rates are low. Buyers also report difficulty in choosing among suppliers.
- After Covid, the company entered the export market, which was previously underserved. While not expecting a large total addressable market at present, the export business is generating around INR500-600mn.
- Unique business inquiries increased by 14%, driven by WhatsApp and website usage.
- Gold and platinum customers account for 70-80% of collections. The focus is on improving sales execution to boost collections in the short term.
- Monetization: INMART operates as a horizontal marketplace with flat pricing. New sales in the platinum segment are being done at two-tier pricing, indicating room for growth. Key monetization levers include top-of-mind recall and NPS scores of buyers and suppliers.
- The focus is on reducing churn rather than gross supplier additions. Over the last 6-8 quarters, gross supplier additions have been in the range of 2-3k. IndiaMart will not invest further in acquiring more suppliers unless a consistent trend of 5-6k supplier additions is observed.
- Deferred revenue grew by 19% in 2QFY25.
- The company added 2.4k customers in 2Q vs. 1.6k added in 1Q. Churn in the silver bucket persisted.
- Platinum and gold customers experienced low churn.

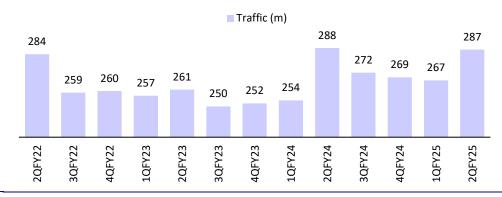
Cost and margin

- Until healthy growth levers are identified and the churn rate is controlled, the focus remains on managing costs carefully.
- There is no near-term visibility on controlling churn.
- EBITDA margin expansion is driven by cost optimization, operating efficiency, and lower customer acquisition costs.
- As customer acquisition accelerates, margins will moderate due to the inherent operating leverage in the business.
- EBITDA margins were elevated last quarter due to lower growth. Once the company resumes adding customers, margins are expected to normalize.
- A sustainable margin range is expected to be around 34-35%.
- Wage hikes will impact margins in 3Q.

Other highlights

- Busy's net billing was INR171mn, up 17% YoY. The company sold 8,000 new licenses this quarter, bringing the total to 0.38mn licenses.
- IndiaMart continues to explore sectors outside of accounting for strategic investment, including logistics, distribution management, the e-commerce universe, and HR tech.
- The company continues to seek niche B2B categories, where platforms like Google, Facebook, Zepto, and Blinkit could not provide material competition.

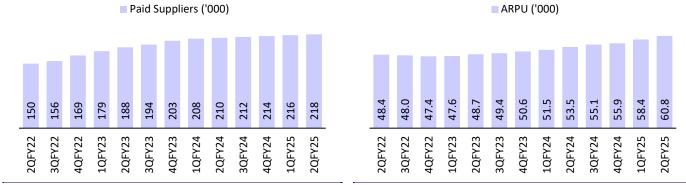
Exhibit 1: Traffic grew 7% QoQ



Source: Company, MOFSL

Exhibit 2: Paid suppliers addition was soft in 2QFY25

Exhibit 3: ARPU continued to inch up



Source: Company, MOFSL

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Valuation and View

- We are confident of strong fundamental growth in operations, propelled by: 1) higher growth in digitization among SMEs, 2) the need for out-of-the-circle buyers, 3) a strong network effect, 4) over 70% market share in the underlying industry, 5) the ability to improve ARPU on low price sensitivity, and 6) higher operating leverage.
- Our estimates are largely unchanged. We value INMART on a DCF basis to arrive at our TP of INR3,500 INR, assuming 11.5% WACC & a terminal growth rate of 6%. Our TP implies a 17% potential upside. We reiterate our BUY rating on the stock.

Exhibit 4: Changes to our estimates

	Revised				Earlier			Change		
	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	
Revenue (INR m)	14,109	16,372	19,902	14,289	17,139	20,026	-1.3	-4.5	-0.6	
YoY (%)	17.9	16.0	21.6	19.4	19.9	16.8	-150bp	-390bp	470bp	
EBITDA (%)	33.4	31.0	32.1	32.4	32.7	35.2	100bp	-170bp	-310bp	
EBIT (%)	31.0	28.6	29.7	29.9	30.3	32.8	110bp	-170bp	-310bp	
EPS (INR)	72.2	80.0	100.8	70.2	84.1	106.1	2.7	-4.9	-5.1	

Source: MOFSL, Company

Financials and valuations

Consolidated - Income Statement	EV.00	EV.0.4			F) (0.4	EV.0.E.E	E) (2.5E	(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27I
Total Income from Operations	6,386	6,696	7,535	9,854	11,968	14,109	16,372	19,902
Change (%)	26.0	4.9	12.5	30.8	21.5	17.9	16.0	21.6
Employees Cost	2,670	2,052	2,676	3,975	5,369	6,016	7,166	8,313
Outsourced sales cost	724	534	728	1,310	1,390	1,218	1,462	1,754
Other Expenses	1,310	828	1,053	1,892	1,899	2,161	2,668	3,448
Total Expenditure	4,704	3,414	4,457	7,177	8,658	9,395	11,295	13,515
% of Sales	73.7	51.0	59.2	72.8	72.3	66.6	69.0	67.9
EBITDA	1,682	3,282	3,078	2,677	3,310	4,714	5,076	6,388
Margin (%)	26.3	49.0	40.8	27.2	27.7	33.4	31.0	32.1
Depreciation	207	161	119	311	365	345	392	479
EBIT	1,475	3,121	2,959	2,366	2,945	4,368	4,684	5,909
Int. and Finance Charges	29	67	54	81	89	77	76	76
Other Income	683	866	1,122	1,135	2,106	1,928	2,224	2,602
PBT bef. EO Exp.	2,129	3,920	4,027	3,420	4,962	6,219	6,832	8,434
EO Items	229	-109	0	516	-18	0	0	C
PBT after EO Exp.	2,358	3,811	4,027	3,936	4,944	6,219	6,832	8,434
Total Tax	872	986	928	721	1,204	1,394	1,517	1,872
Tax Rate (%)	37.0	25.9	23.0	18.3	24.4	22.4	22.2	22.2
Minority Interest	14.0	27.0	122.0	378.0	404.0	493.0	508.0	508.0
Reported PAT	1,472	2,798	2,977	2,837	3,336	4,332	4,807	6,054
Adjusted PAT	1,243	2,907	2,977	2,321	3,354	4,332	4,807	6,054
Change (%)	491.9	133.9	2.4	-22.0	44.5	29.2	11.0	25.9
Margin (%)	19.5	43.4	39.5	23.6	28.0	30.7	29.4	30.4
Consolidated - Balance Sheet								(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Faulty Chara Capital	200	202	200	200	F00	F00	500	F00

Consolidated - Balance Sheet								(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Equity Share Capital	289	303	306	306	599	599	599	599
Total Reserves	2,462	15,806	18,616	20,279	16,762	20,320	23,814	27,414
Net Worth	2,751	16,109	18,922	20,585	17,361	20,919	24,413	28,013
Other Liabilities	3,312	3,318	3,933	5,105	6,181	6,950	7,457	8,306
Total Loans	0	0	0	0	0	0	0	0
Deferred Tax Liabilities	-536	-244	-232	-106	-60	-80	-100	-120
Capital Employed	5,527	19,183	22,623	25,584	23,482	27,789	31,770	36,199
Net Fixed Assets	52	22	30	541	482	502	522	542
Goodwill on Consolidation	5	3	2	4,990	4,878	4,878	4,878	4,878
Capital WIP	2	2	2	2	5	5	5	5
Other Assets	1,514	1,054	5,053	5,173	5,360	5,360	5,360	5,360
Total Investments	8,719	22,174	22,994	22,718	22,222	25,222	28,222	31,222
Curr. Assets, Loans&Adv.	401	1,616	1,337	916	1,479	4,808	7,204	10,852
Inventory	0	0	0	0	0	0	0	0
A D to le le								
Account Receivables	17	13	13	71	48	39	45	55
Cash and Bank Balance	17 169	13 401	13 453	71 581	48 848	39 4,126	45 6,456	55 10,034
Cash and Bank Balance	169	401	453	581	848	4,126	6,456	10,034
Cash and Bank Balance Loans and Advances	169 215	401 1,202	453 871	581 264	848 583	4,126 643	6,456 703	10,034 763
Cash and Bank Balance Loans and Advances Curr. Liability & Prov.	169 215 5,166	401 1,202 5,688	453 871 6,795	581 264 8,756	848 583 10,944	4,126 643 12,986	6,456 703 14,421	10,034 763 16,660
Cash and Bank Balance Loans and Advances Curr. Liability & Prov. Account Payables	169 215 5,166 179	401 1,202 5,688 154	453 871 6,795 183	581 264 8,756 272	848 583 10,944 344	4,126 643 12,986 485	6,456 703 14,421 578	10,034 763 16,660 671
Cash and Bank Balance Loans and Advances Curr. Liability & Prov. Account Payables Other Current Liabilities	169 215 5,166 179 4,682	401 1,202 5,688 154 5,210	453 871 6,795 183 6,335	581 264 8,756 272 8,212	848 583 10,944 344 10,234	4,126 643 12,986 485 12,125	6,456 703 14,421 578 13,457	10,034 763 16,660 671 15,593
Cash and Bank Balance Loans and Advances Curr. Liability & Prov. Account Payables Other Current Liabilities Provisions	169 215 5,166 179 4,682 305	401 1,202 5,688 154 5,210 324	453 871 6,795 183 6,335 277	581 264 8,756 272 8,212 272	848 583 10,944 344 10,234 366	4,126 643 12,986 485 12,125 376	6,456 703 14,421 578 13,457 386	10,034 763 16,660 671 15,593 396

Financials and valuations

Ratios Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Basic (INR)	FTZU	FYZI	FTZZ	F123	FYZ4	FTZSE	FTZOE	F1Z/E
EPS	25.0	40.2	40.6	46.4	55.0	72.2	00.0	100.0
Cash EPS	25.9	48.3	48.6	46.4	55.2	72.2	80.0	100.8
	25.9	48.3	48.6	46.4	55.2	72.2	80.0	100.8
BV/Share	48.4	278.1	308.7	336.5	287.3	348.4	406.3	466.2
DPS	5.1	7.7	1.0	2.0	13.1	13.2	22.2	41.2
Payout (%)	22.7	16.0	2.1	4.3	23.8	18.3	27.7	40.9
Valuation (x)	445.0	64.0		64.2	F 4 0	44.0	27.2	20.6
P/E	115.2	61.8	61.4	64.3	54.0	41.3	37.3	29.6
Cash P/E	115.2	61.8	61.4	64.3	54.0	41.3	37.3	29.6
P/BV	61.6	10.7	9.7	8.9	10.4	8.6	7.3	6.4
EV/Sales	26.5	25.7	24.2	18.5	15.0	12.4	10.6	8.5
EV/EBITDA	100.7	52.5	59.2	68.0	54.2	37.1	34.0	26.5
Dividend Yield (%)	0.2	0.3	0.0	0.1	0.4	0.4	0.7	1.4
FCF per share	45.0	55.7	65.7	75.2	90.1	87.4	75.9	109.3
Return Ratios (%)								
RoE	57.2	30.8	17.0	11.8	17.7	22.6	21.2	23.1
RoCE	62.5	31.3	17.9	14.5	20.1	25.5	23.7	25.3
Working Capital Ratios								
Fixed Asset Turnover (x)	122.8	304.4	251.2	18.2	24.8	28.1	31.4	36.7
Asset Turnover (x)	1.2	0.3	0.3	0.4	0.5	0.5	0.5	0.5
Debtor (Days)	1	1	1	3	1	1	1	1
Creditor (Days)	10	8	9	10	10	13	13	12
Leverage Ratio (x)								
Current Ratio	0.1	0.3	0.2	0.1	0.1	0.4	0.5	0.7
Interest Cover Ratio	50.9	46.6	54.8	29.2	33.1	56.7	61.6	77.7
Net Debt/Equity	-3.2	-1.4	-1.2	-1.1	-1.3	-1.4	-1.4	-1.5
Consolidated - Cash Flow Statement								(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
OP/(Loss) before Tax	2,114	3,893	4,026	3,713	4,544	6,219	6,832	8,434
Depreciation	211	161	119	311	365	345	392	479
Interest & Finance Charges	33	67	54	-32	-29	77	76	76
Direct Taxes Paid	-186	-588	-971	-754	-915	-1,394	-1,517	-1,872
(Inc)/Dec in WC	1,022	471	1,803	2,552	2,937	2,440	1,556	2,698
CF from Operations	3,194	4,004	5,031	5,790	6,902	7,687	7,339	9,815
Others	-589	-779	-963	-1,031	-1,310	-2,072	-2,368	-2,746
CF from Operating incl EO	2,605	3,225	4,068	4,759	5,592	5,616	4,972	7,070
(Inc)/Dec in FA	-45	2	-42	-160	-144	-365	-412	-499
Free Cash Flow	2,560	3,227	4,026	4,599	5,448	5,250	4,559	6,571
(Pur)/Sale of Investments	-2,047	-13,379	-356	866	1,861	-3,000	-3,000	-3,000
Others	-233	1	-2,992	-3,946	-93	1,883	2,164	2,542
CF from Investments	-2,325	-13,376	-3,390	-3,240	1,624	-1,482	-1,249	-957
Issue of Shares	19	10,520	5	0	0	0	0	0
Interest Paid	-199	-122	-125	-128	-139	-61	-60	-60
Dividend Paid	-333	-15	-455	-1,305	-6,810	-794	-1,333	-2,474
2		10,383	- 575	-1,303 -1,433	-6,949	-855	-1,393 -1,393	-2, 4 74
CF from Fin. Activity	-513				0.575			
CF from Fin. Activity	-513 -233							
CF from Fin. Activity Inc/Dec of Cash Opening Balance	- 233	232 169	103 350	86 495	267 581	3,278 848	2,330 4,126	3,578 6,456

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

NOTES

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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