

November 8, 2024

Q2FY25 Result Update

☑ Change in Estimates | ☑ Target | ■ Reco

Change in Estimates

	Cur	rent	Pre	vious
	FY26E	FY27E	FY26E	FY27E
Rating	н	OLD	Н	OLD
Target Price	7	61	8	36
Sales (Rs. m)	42,088	45,958	43,355	47,358
% Chng.	(2.9)	(3.0)		
EBITDA (Rs. m)	11,588	12,816	12,117	13,166
% Chng.	(4.4)	(2.7)		
EPS (Rs.)	20.8	23.8	23.4	24.0
% Chng.	(11.0)	(0.5)		

Key Financials - Standalone

Y/e Mar	FY24	FY25E	FY26E	FY27E
Sales (Rs. m)	35,781	38,575	42,088	45,958
EBITDA (Rs. m)	9,495	10,682	11,588	12,816
Margin (%)	26.5	27.7	27.5	27.9
PAT (Rs. m)	7,295	8,168	9,077	10,408
EPS (Rs.)	16.7	18.7	20.8	23.8
Gr. (%)	(2.6)	12.0	11.1	14.7
DPS (Rs.)	12.0	9.0	12.0	13.0
Yield (%)	1.8	1.3	1.8	1.9
RoE (%)	30.7	31.5	31.0	31.0
RoCE (%)	31.2	32.4	31.7	31.4
EV/Sales (x)	8.1	7.4	6.7	6.0
EV/EBITDA (x)	30.5	26.8	24.3	21.6
PE (x)	40.1	35.8	32.2	28.1
P/BV (x)	12.0	10.7	9.4	8.1

Key Data	EMAM.BO HMN IN
52-W High / Low	Rs.860 / Rs.417
Sensex / Nifty	79,486 / 24,148
Market Cap	Rs.294bn/ \$ 3,486m
Shares Outstanding	439m
3M Avg. Daily Value	Rs.416.87m

Shareholding Pattern (%)

Promoter's	54.84
Foreign	14.38
Domestic Institution	21.51
Public & Others	9.27
Promoter Pledge (Rs bn)	4.47

Stock Performance (%)

	1M	6M	12M
Absolute	(9.4)	25.3	31.2
Relative	(7.0)	15.8	7.2

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Emami (HMN IN)

Rating: HOLD | CMP: Rs670 | TP: Rs761

Watch for winter onset and brands under stress

Quick Pointers:

- Favorable and strong winter could boost winter portfolio
- 20% of portfolio under Kesh King, Fair & Handsome and Boroplus is under pressure, HMN needs recovery in these brands to sustain double digit growth

HMN's near-term outlook appears positive, supported by an uptick in rural markets, favorable seasonal conditions, and stable raw material prices. A strong winter season could drive 2H sales, benefiting from both the winter portfolio's performance, a low base and anticipated uptick in rural demand. Emami is also experiencing a positive recovery in general trade across rural and urban areas, while modern trade and e-commerce channels are the fastest-growing (26% share) led by quick commerce.

We cut FY25/FY26/FY27 EPS estimates by 9.7%/11.0%/0.5% given 1) sustained pressure on Kesh King, Boroplus & Fair and Handsome 2) limited scope to increase margins and 3) higher spending to push for growth in troubled brands. While near term outlook seems positive, the stock has appreciated by \sim 60% in past 9 months and trades at 30.8xSep26 EPS. We estimate 13% PAT CAGR over FY25-27 and value the stock at 35x Sep'26 assigning a value of Rs761 (Rs.831 earlier). Retain Hold.

Tepid 2Q led by 1.3% realization: Revenues grew by 3% YoY to Rs8.9bn (PLe: Rs9.16bn) Domestic revenues increased by 2.6% driven by 1.7% volume growth while International business grew by 6% Gross margins expanded by 61bps YoY to 70.7% (Ple: 70%) EBITDA grew by 7.2% YoY to Rs2.5bn (PLe: Rs.2.2bn); Margins expanded by 111bps YoY to 28.1% (PLe:27.2%) led by 150bps decline in A&P spends & 90bps increase in employee costs. Adj PAT grew by 19.1% YoY to Rs2.1bn (PLe:Rs 1.9bn), PAT beat has been mainly due to nearly doubling of other income and decline in tax rate by 390bps to 4.2%.Growth was led by 10% growth in Navratna & Dermi-cool, followed by 11% growth in Healthcare, 2% growth in Boroplus cream & 5% growth in pain management range. Kesh King (9% de-growth), & Malegrooming (13% de-growth) continue to remain under pressure

Concall takeaways: 1) HMN expects high single digit revenue growth & double-digit EBITDA margin in FY25 2) Rural markets slightly grew ahead of urban markets 3) MT/E-comm account for 26% of distribution channels are likely to grow going ahead 4) Bangladesh will witness growth 3Q onwards 5) Boroplus is expected to achieve double-digit growth for FY25 if winter conditions are favorable; otherwise, growth is anticipated to be around 8-9% for the year 6) Kesh King continues to remain under pressure and growth will take time, current ad spends are done disproportionately 7) In spite of existing pressures, HMN continues to remain bullish on Kesh King as it believes hair care/hair fall as a category has big potential 8) The Man Company & Male Grooming will make a comeback soon 9) HMN will continue to invest behind business through ad spends as margins continue expanding 10) Re-launched Fair & Handsome with packaging overhaul & new brand ambassador 11) HMN has engaged BCG for growth of Kesh King & Boroplus



Exhibit 1: Revenues grew by 3%, EBITDA margin expanded by 110bps YoY to 28.1%.

Y/e March	2QFY25	2QFY24	YoY gr. (%)	1QFY25	1HFY25	1HFY24	YoY gr. (%)
Net Sales	8,906	8,649	3.0	9,061	17,967	16,905	6.3
Gross Profit	6,296	6,061	3.9	6,131	12,427	11,462	8.4
% of NS	70.7	70.1	0.6	67.7	69.2	<i>67.8</i>	1.4
Other Expenses	3,791	3,724	1.8	3,966	7,757	7,225	7.4
% of NS	42.6	43.1	(0.5)	43.8	43.2	42.7	0.4
EBITDA	2,505	2,337	7.2	2,165	4,670	4,237	10.2
Margins %	28.1	27.0	1.1	23.9	26.0	25.1	0.9
Depreciation	447	461	-3.1	444	891	921	-3.3
Interest	23	23	3.6	21	44	44	0.0
Other Income	216	111	94.1	105	320	194	65.1
PBT	2,251	1,964	14.6	1,805	4,055	3,466	17.0
Tax	94	158	-40.4	278	372	287	29.6
Tax rate %	4.2	8.1	(3.9)	15.4	9.2	8.3	0.9
Adjusted PAT	2,127	1,785	19.1	2,584	3,653	3,162	15.5

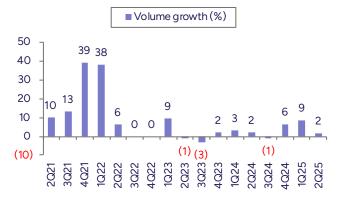
Source: Company, PL

Exhibit 2: Navratna reported 10% growth while Kesh King/ Male grooming continued decline in volumes

			3-		,				
Brand/segments	Q2FY23	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25
Navratna	-5	-6	-3	-8	12	7	1	27	10
Boroplus	17	-3	-25	19	-4	-9	33	4	2
Pain Management	-13	-2	-9	13	1	3	9	-7	5
7 Oils in one	NA	5	NA	2	NA	NA	NA	9	-3
Kesh King	-10	-1	1	2	-5	7	-9	-15	-9
Male Grooming	2	-1	29	0	-7	-6	-2	-5	-13
Health Care	-16	2	-13	11	4	0	10	11	11

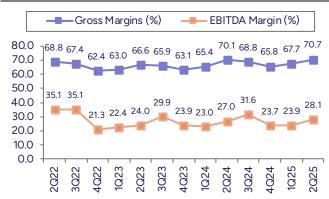
Source: Company, PL

Exhibit 3: 2Q25 volumes grew by 1.7%



Source: Company, PL

Exhibit 4: GM expand by 303bps QoQ at 70.7%



Source: Company, PL



Exhibit 5: New Launches in 2Q



Source: Company, PL

Exhibit 6: 12% CCG growth in IBD excluding Bangladesh



Source: Company, PL



Financials

Income Statement (Rs m)

Income Statement (Rs m)				
Y/e Mar	FY24	FY25E	FY26E	FY27E
Net Revenues	35,781	38,575	42,088	45,958
YoY gr. (%)	5.1	7.8	9.1	9.2
Cost of Goods Sold	11,605	12,185	13,605	14,945
Gross Profit	24,175	26,390	28,483	31,013
Margin (%)	67.6	68.4	67.7	67.5
Employee Cost	3,956	4,352	4,787	5,266
Other Expenses	1,321	1,381	1,474	1,593
EBITDA	9,495	10,682	11,588	12,816
YoY gr. (%)	9.9	12.5	8.5	10.6
Margin (%)	26.5	27.7	27.5	27.9
Depreciation and Amortization	1,859	2,017	2,066	2,038
EBIT	7,636	8,665	9,522	10,777
Margin (%)	21.3	22.5	22.6	23.5
Net Interest	100	79	71	75
Other Income	468	549	751	986
Profit Before Tax	8,004	9,136	10,202	11,689
Margin (%)	22.4	23.7	24.2	25.4
Total Tax	667	914	1,071	1,227
Effective tax rate (%)	8.3	10.0	10.5	10.5
Profit after tax	7,338	8,222	9,131	10,462
Minority interest	(5)	(5)	(4)	(4)
Share Profit from Associate	(37)	(50)	(50)	(50)
Adjusted PAT	7,295	8,168	9,077	10,408
YoY gr. (%)	(3.6)	12.0	11.1	14.7
Margin (%)	20.4	21.2	21.6	22.6
Extra Ord. Income / (Exp)	(854)	(690)	(655)	(563)
Reported PAT	7,305	8,177	9,085	10,415
YoY gr. (%)	18.5	11.9	11.1	14.6
Margin (%)	20.4	21.2	21.6	22.7
Other Comprehensive Income	81	-	-	-
Total Comprehensive Income	7,224	8,177	9,085	10,415
Equity Shares O/s (m)	437	437	437	437
EPS (Rs)	16.7	18.7	20.8	23.8

Source: Company Data, PL Research

Balance Sheet Abstract (Rs m)

Y/e Mar	FY24	FY25E	FY26E	FY27E
Non-Current Assets				
Gross Block	36,036	38,508	39,883	41,258
Tangibles	12,750	15,122	16,397	17,672
Intangibles	23,286	23,386	23,486	23,586
Acc: Dep / Amortization	25,873	27,890	29,956	31,994
Tangibles	6,419	7,516	8,709	9,997
Intangibles	19,454	20,373	21,247	21,997
Net fixed assets	10,164	10,618	9,927	9,264
Tangibles	6,331	7,605	7,688	7,675
Intangibles	3,832	3,013	2,239	1,589
Capital Work In Progress	75	75	75	75
Goodwill	682	682	682	682
Non-Current Investments	2,951	3,221	3,541	3,894
Net Deferred tax assets	4,271	3,517	3,505	3,492
Other Non-Current Assets	364	552	597	640
Current Assets				
Investments	1,610	5,500	8,250	12,000
Inventories	3,234	3,662	4,012	4,389
Trade receivables	4,942	4,227	4,612	5,036
Cash & Bank Balance	2,014	1,798	3,132	4,294
Other Current Assets	1,606	2,122	2,315	2,528
Total Assets	32,788	36,380	41,096	46,785
Equity				
Equity Share Capital	437	437	437	437
Other Equity	24,029	26,938	30,785	35,526
Total Networth	24,466	27,374	31,221	35,962
Non-Current Liabilities				
Long Term borrowings	-	-	-	-
Provisions	153	169	185	204
Other non current liabilities	147	192	243	302
Current Liabilities				
ST Debt / Current of LT Debt	785	785	785	785
Trade payables	4,546	4,197	4,694	5,156
Other current liabilities	2,248	3,150	3,422	3,796
Total Equity & Liabilities	32,788	36,380	41,096	46,785

Source: Company Data, PL Research

November 8, 2024



Cash Flow (Rs m)				
Y/e Mar	FY24	FY25E	FY26E	FY27E
PBT	8,005	9,136	10,202	11,689
Add. Depreciation	1,859	2,017	2,066	2,038
Add. Interest	100	79	71	75
Less Financial Other Income	468	549	751	986
Add. Other	(314)	(387)	(580)	(806)
Op. profit before WC changes	9,649	10,844	11,759	12,996
Net Changes-WC	(270)	1,530	(121)	(132)
Direct tax	(667)	(914)	(1,071)	(1,227)
Net cash from Op. activities	8,712	11,460	10,567	11,636
Capital expenditures	(554)	(2,501)	(1,400)	(1,395)
Interest / Dividend Income	319	391	584	810
Others	(1,005)	(281)	(309)	(339)
Net Cash from Invt. activities	(1,240)	(2,390)	(1,124)	(925)
Issue of share cap. / premium	(655)	(1,390)	(50)	(50)
Debt changes	49	-	-	-
Dividend paid	(5,238)	(3,929)	(5,238)	(5,675)
Interest paid	(100)	(79)	(71)	(75)
Others	-	-	-	-
Net cash from Fin. activities	(5,944)	(5,397)	(5,359)	(5,799)
Net change in cash	1,528	3,673	4,084	4,912
Free Cash Flow	8,159	8,960	9,167	10,241

Source: Company Data, PL Research

Quarterly Financials (Rs m)

Y/e Mar	Q3FY24	Q4FY24	Q1FY25	Q2FY25
Net Revenue	9,963	8,912	9,061	8,906
YoY gr. (%)	1.4	6.6	9.7	3.0
Raw Material Expenses	3,112	3,050	2,930	2,610
Gross Profit	6,851	5,863	6,131	6,296
Margin (%)	68.8	65.8	67.7	70.7
EBITDA	3,149	2,109	2,165	2,505
YoY gr. (%)	7.0	5.5	13.9	7.2
Margin (%)	31.6	23.7	23.9	28.1
Depreciation / Depletion	458	480	444	447
EBIT	2,691	1,629	1,721	2,058
Margin (%)	27.0	18.3	19.0	23.1
Net Interest	27	29	21	23
Other Income	167	107	105	216
Profit before Tax	2,831	1,707	1,805	2,251
Margin (%)	28.4	19.2	19.9	25.3
Total Tax	155	225	278	94
Effective tax rate (%)	5.5	13.2	15.4	4.2
Profit after Tax	2,676	1,482	1,527	2,156
Minority interest	22	(23)	(21)	(17)
Share Profit from Associates	(10)	(16)	(21)	(46)
Adjusted PAT	2,643	1,489	1,527	2,127
YoY gr. (%)	11.5	3.0	10.8	18.2
Margin (%)	26.5	16.7	16.8	23.9
Extra Ord. Income / (Exp)	(59)	-	-	-
Reported PAT	2,584	1,489	1,527	2,127
YoY gr. (%)	9.0	3.0	10.8	18.2
Margin (%)	25.9	16.7	16.8	23.9
Other Comprehensive Income	(120)	(54)	(11)	(32)
Total Comprehensive Income	2,583	1,435	1,516	2,095
Avg. Shares O/s (m)	445	445	439	437
EPS (Rs)	5.9	3.3	3.5	4.9

Source: Company Data, PL Research

Kev Financial Metrics

Rey Financial Metrics						
Y/e Mar	FY24	FY25E	FY26E	FY27E		
Per Share(Rs)						
EPS	16.7	18.7	20.8	23.8		
CEPS	21.0	23.3	25.5	28.5		
BVPS	56.1	62.7	71.5	82.4		
FCF	18.7	20.5	21.0	23.5		
DPS	12.0	9.0	12.0	13.0		
Return Ratio(%)						
RoCE	31.2	32.4	31.7	31.4		
ROIC	26.2	29.8	32.0	35.3		
RoE	30.7	31.5	31.0	31.0		
Balance Sheet						
Net Debt : Equity (x)	(0.1)	(0.2)	(0.3)	(0.4)		
Net Working Capital (Days)	37	35	34	34		
Valuation(x)						
PER	40.1	35.8	32.2	28.1		
P/B	12.0	10.7	9.4	8.1		
P/CEPS	31.9	28.7	26.2	23.5		
EV/EBITDA	30.5	26.8	24.3	21.6		
EV/Sales	8.1	7.4	6.7	6.0		
Dividend Yield (%)	1.8	1.3	1.8	1.9		

Source: Company Data, PL Research





Analyst Coverage Universe

Analyst Coverage Universe						
Sr. No.	Company Name	Rating	TP (Rs)	Share Price (Rs)		
1	Asian Paints	Reduce	2,605	3,073		
2	Avenue Supermarts	Hold	4,748	4,573		
3	Britannia Industries	Accumulate	6,397	6,206		
4	Colgate Palmolive	Reduce	2,973	3,219		
5	Dabur India	Hold	589	547		
6	Emami	Hold	836	743		
7	Hindustan Unilever	Hold	2,744	2,659		
8	ITC	Accumulate	539	472		
9	Jubilant FoodWorks	Hold	582	629		
10	Kansai Nerolac Paints	Reduce	286	292		
11	Marico	Accumulate	693	629		
12	Metro Brands	Hold	1,208	1,165		
13	Mold-tek Packaging	Accumulate	803	737		
14	Nestle India	Accumulate	2,689	2,379		
15	Pidilite Industries	Accumulate	3,339	3,122		
16	Restaurant Brands Asia	Hold	109	92		
17	Titan Company	BUY	3,782	3,230		
18	Westlife Foodworld	Hold	797	802		

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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