

We remain positive on Emami, given the focus on execution to drive growth (with a professional team in place), the rebound in rural growth, increased thrust on urban (26% sales from Modern trade and Ecommerce), and hopes of a better season ahead. We maintain BUY with a Sep-25E TP of Rs950, on 44x P/E. Q2 operating performance (EBITDA grew 7% YoY) stood in line, managed by lower A&P spending (down by 150bps YoY to 16.4%), whereas the earnings beat (+16% YoY) was driven by better-than-expected other income (+94% YoY, aided by higher yield and liquidity) and lower tax rate. After a muted Q2, we expect growth recovery in 2H, helped by better seasonality. Management maintains its guidance of high-single digit revenue and double digit earnings for FY25. We see 10% topline and 12% earnings growth for 2HFY25.

Emami: Financial Snapshot (Consolidated)

Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Revenue	34,057	35,781	38,858	41,724	45,101
EBITDA	8,628	9,495	10,549	11,425	12,835
Adj. PAT	6,401	7,273	8,293	8,827	9,949
Adj. EPS (Rs)	14.5	16.7	19.0	20.2	22.8
EBITDA margin (%)	25.3	26.5	27.1	27.4	28.5
EBITDA growth (%)	(9.4)	10.1	11.1	8.3	12.3
Adj. EPS growth (%)	(11.7)	14.9	14.0	6.4	12.7
RoE (%)	29.2	30.6	28.9	25.3	25.4
RoIC (%)	35.4	41.5	49.4	54.6	62.9
P/E (x)	46.2	40.2	35.3	33.1	29.4
EV/EBITDA (x)	34.2	30.7	26.7	24.3	21.3
P/B (x)	12.8	12.0	8.9	7.9	7.0
FCFF yield (%)	2.4	2.6	3.3	3.1	3.6

Source: Company, Emkay Research

Muted Q2 topline show; expected recovery in growth ahead

Revenue from operations grew 3%, affected by delayed winter loading (vs Aug/Sep, shifted to Oct/Nov), demand pressure for Kesh King and Fair and Handsome, and management transition for digital brands. Domestic growth was muted at 2.6% (1.7% volume growth), while international (18% of consol revenue) reported growth stood at 6% (ex-Bangladesh growth at 12%). In domestic, Navratna and Dermicool portfolio saw 10% growth, with market share gains. The healthcare range grew 11% YoY. Male grooming and Kesh King continue to disappoint with a sales decline of 13% and 9%, respectively. As a part of its growth transformation strategy to focus more on urban, the company has revamped its HE brand; it has expanded the brand into face wash, shampoo, body wash, shower gel, and perfume categories. Going ahead, we see possible low double-digit growth on expectations of favorable seasonality, relaunch of Fair and Handsome, and digital brands returning to the growth path.

EBITDA gets reduced A&P support; earnings boosted by higher other income

EBITDA margin at 28.1% (expanded by 110bps YoY) stood 60bps better than our expectations. This expansion was driven by a 150bps YoY cut in A&P spending to 16.4%, with absolute spending reducing 6% YoY. With relaunches and new launches planned, A&P spends should see expansion in 2H. Gross margin expanded by 60bps YoY to 70.7%. EBITDA grew 7% YoY and stood in line. Higher other income (+85% YoY), drove Adj PAT growth of 16%, which stood 8% above expectations. With some EBITDA margin expansions ahead, we see low double-digit earnings growth in 2HFY25.

Relatively better financial show ahead should aid valuations; maintain BUY

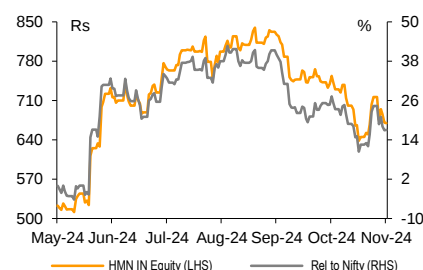
Emami remains a play on rural with additional focus on urban; the company is transforming itself for double-digit growth going forward. But seasonality remains a key risk ahead. Muted Q2 and weak sector outlook has a bearing on valuations, but we see rerating on relatively better earnings show ahead. Maintain BUY with TP of Rs950.

Target Price – 12M	Sep-25
Change in TP (%)	-
Current Reco.	BUY
Previous Reco.	BUY
Upside/(Downside) (%)	41.8
CMP (08-Nov-24) (Rs)	669.9

Stock Data	HMN
52-week High (Rs)	860
52-week Low (Rs)	417
Shares outstanding (mn)	439.1
Market-cap (Rs bn)	294
Market-cap (USD mn)	3,486
Net-debt, FY14E (Rs mn)	-2,034
ADTV-3M (mn shares)	1
ADTV-3M (Rs mn)	416.9
ADTV-3M (USD mn)	4.9
Free float (%)	45.5
Nifty-50	24,148
INR/USD	84.4
Shareholding, Sep-24	
Promoters (%)	54.8
FPIs/MFs (%)	14.4/21.5

Price Performance			
(%)	1M	3M	12M
Absolute	(9.4)	(13.9)	31.2
Rel. to Nifty	(6.2)	(14.0)	5.6

1-Year share price trend (Rs)



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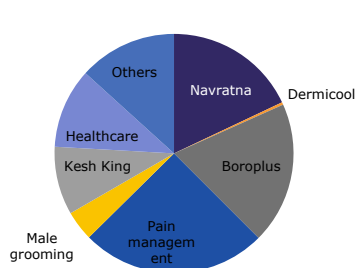
Quarterly performance

Exhibit 1: Q2FY25 performance

(Rs mn)	2QFY25	2QFY24	YoY (%)	1QFY24	QoQ (%)	Emkay Est	Var (%)	H1FY25	H1FY24	YoY (%)
Total income	8,906	8,649	3.0	9,061	(1.7)	9,116	(2)	17,966	16,905	6.3
Cost of goods	2,610	2,588	0.9	2,930	(10.9)	2,689	(3)	5,540	5,444	1.8
Employee expenses	1,129	1,017	11.0	1,111	1.6	1,076	5	2,239	2,031	10.3
A&P spends	1,457	1,544	(5.6)	1,837	(20.7)	1,705	(15)	3,294	3,063	7.6
Other expenses	1,205	1,163	3.6	1,018	18.3	1,139	6	2,224	2,131	4.3
EBITDA	2,505	2,337	7.2	2,165	15.7	2,507	(0)	4,670	4,237	10.2
EBITDA Margin (%)	28.1	27.0	110bps	23.9	420bps	27.5	60bps	26.0	25.1	90bps
Depreciation	214	227	(5.8)	212	0.7	230	(7)	426	455	(6.4)
EBIT	2,291	2,110	8.6	1,953	17.3	2,277	1	4,244	3,782	12.2
EBIT Margin (%)	25.7	24.4	130bps	21.6	420bps	25.0	70bps	23.6	22.4	130bps
Interest cost	23	23	3.6	21	13.1	25	(6)	44	44	0.0
Other income	216	111	94.1	105	106.1	117	85	320	194	65.1
PBT	2,483	2,199	12.9	2,037	21.9	2,369	5	4,520	3,932	15.0
Tax	418	419	(0.3)	436	(4.2)	474	(12)	854	709	20.4
Tax rate (%)	16.8	19.1	(11.7)	21.4	(21.4)	20.0	-320bps	18.9	18.0	4.7
PAT	2,126	1,785	19.1	1,526	39.3	2,023	5	3,667	3,223	13.8
Adj Profit	2,036	1,759	15.8	1,600	27.2	1,884	8	3,667	3,223	13.8
Net profit margin (%)	22.9	20.3	250bps	17.7	520bps	20.7	220bps	20.4	19.1	130bps
EPS (Rs)	4.7	4.0	15.8	3.7	27.2	4.3	(7)	8	7	13.7

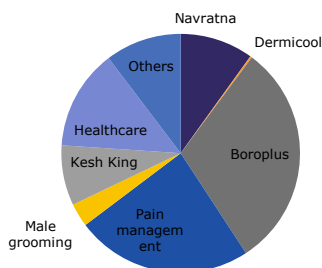
Source: Company, Emkay Research

Exhibit 2: Q2FY25 domestic sales mix



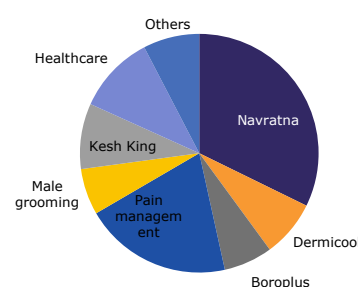
Source: Company, Emkay Research

Exhibit 3: Exp Q3FY25 domestic sales mix



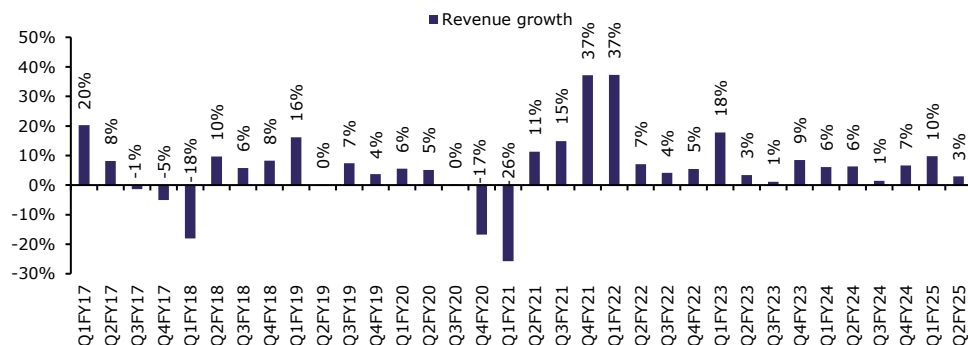
Source: Company, Emkay Research

Exhibit 4: Exp Q4FY25 domestic sales mix

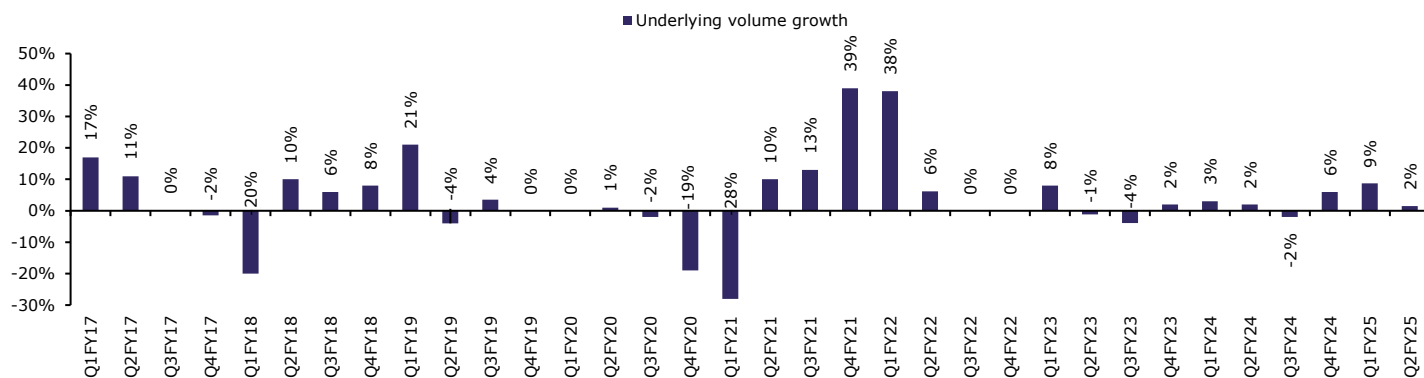


Source: Company, Emkay Research

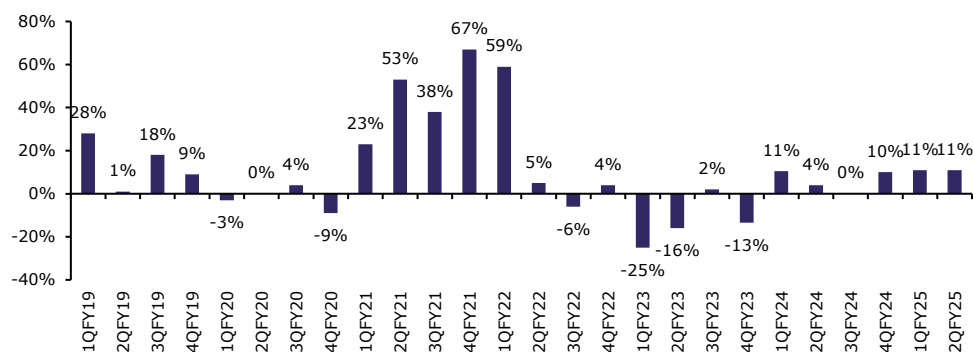
Exhibit 5: Revenue growth (YoY)



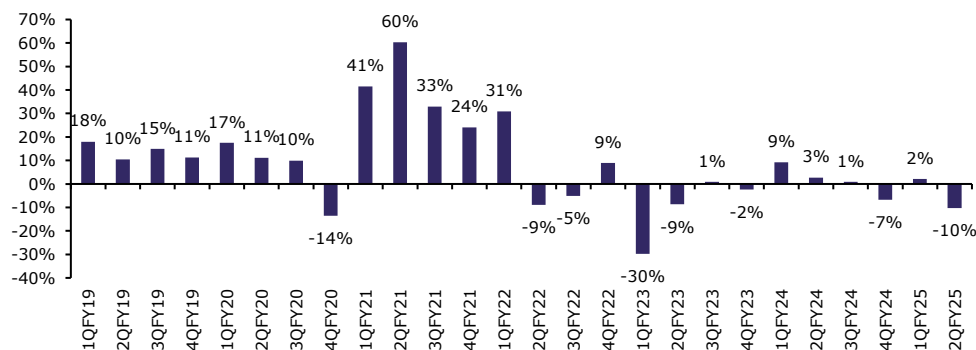
Source: Company, Emkay Research

Exhibit 6: Domestic volume growth trend (YoY)

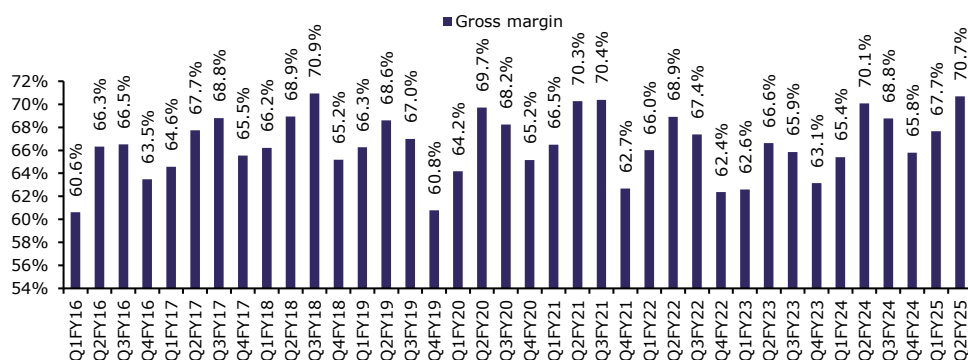
Source: Company, Emkay Research

Exhibit 7: Emami's healthcare revenue growth is relatively better vs peers, aided by better execution in Zandu care

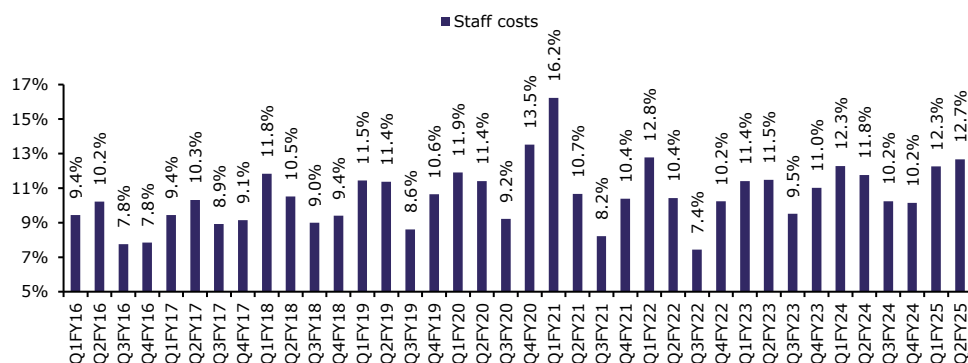
Source: Company, Emkay Research

Exhibit 8: Dabur India's healthcare revenue growth

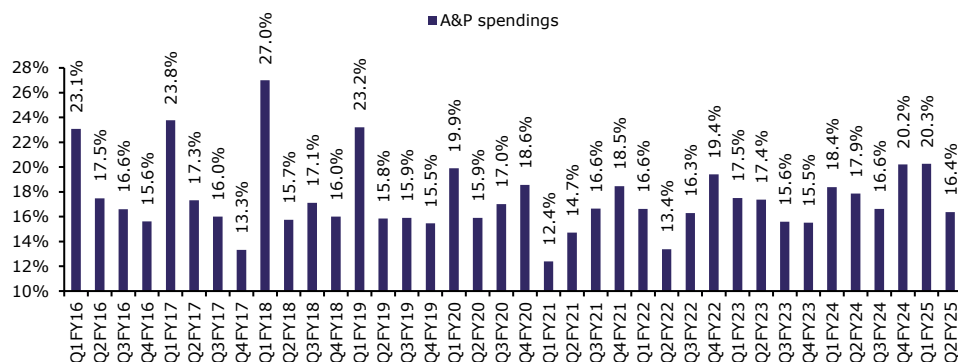
Source: Company, Emkay Research

Exhibit 9: Gross margin trend

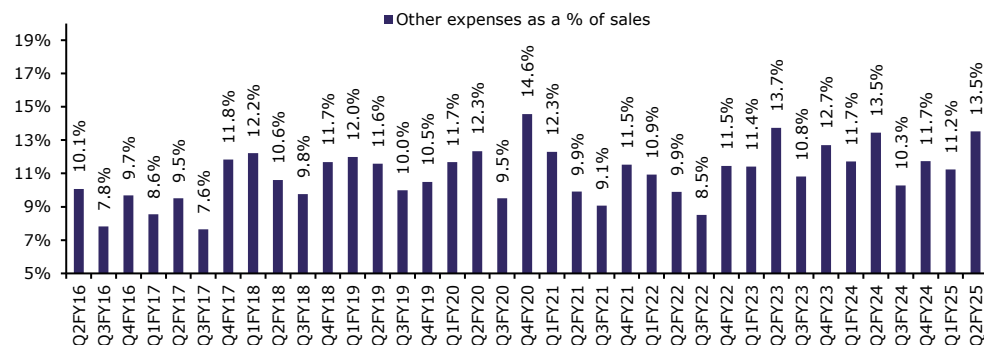
Source: Company, Emkay Research

Exhibit 10: Staff costs as a % of sales

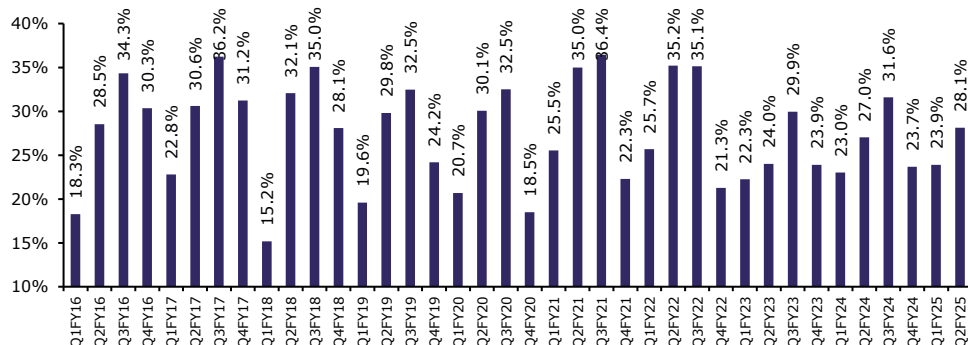
Source: Company, Emkay Research

Exhibit 11: A&P spends as a % of sales

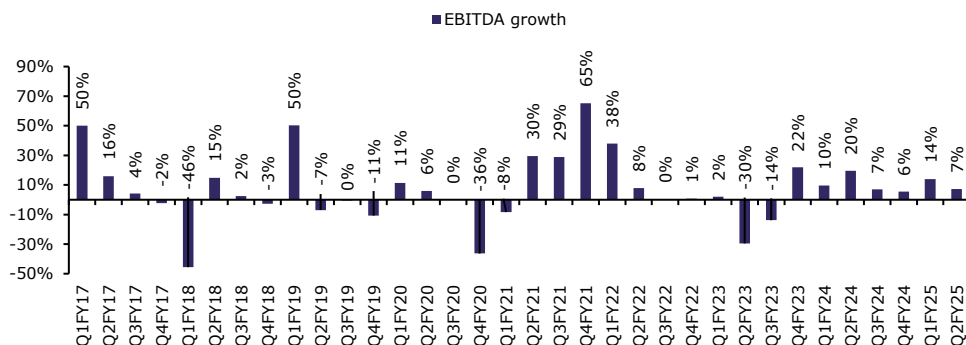
Source: Company, Emkay Research

Exhibit 12: Other expenses as a % of sales

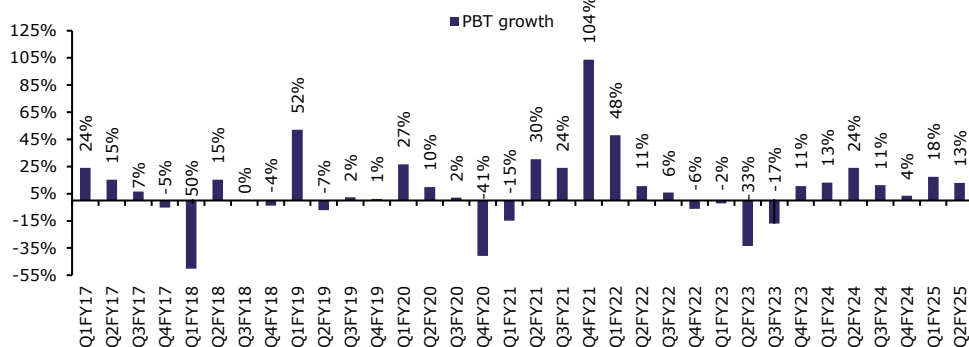
Source: Company, Emkay Research

Exhibit 13: EBITDA margin trend

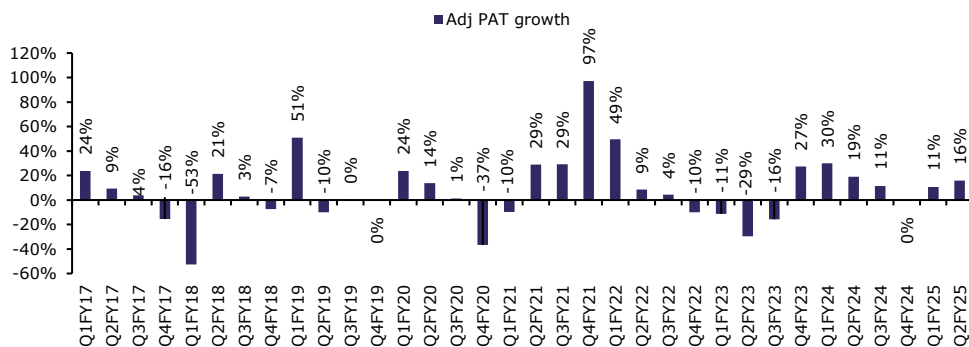
Source: Company, Emkay Research

Exhibit 14: EBITDA growth

Source: Company, Emkay Research

Exhibit 15: Profit before tax growth

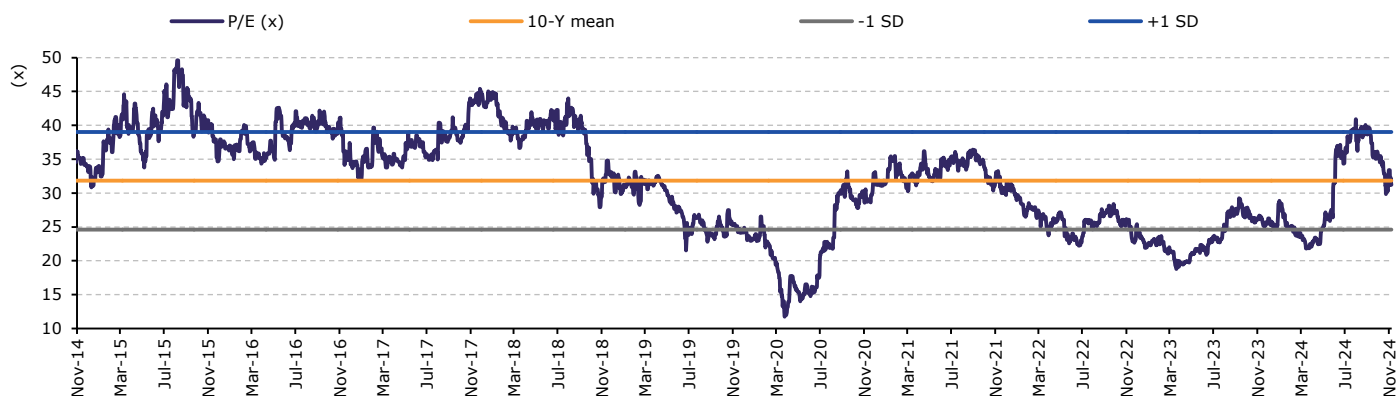
Source: Company, Emkay Research

Exhibit 16: Adjusted PAT growth

Source: Company, Emkay Research

Valuations

Exhibit 17: Emami's one-year forward P/E trend



Source: Company, Bloomberg, Emkay Research

Exhibit 18: Key assumptions

	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Growth							
Domestic sales growth	8.5%	7.0%	4.4%	4.2%	8.8%	7.3%	7.9%
Volume growth	7.8%	10.9%	1.2%	1.2%	7.0%	5.0%	5.0%
Realization growth	0.7%	-3.5%	3.2%	2.9%	1.7%	2.2%	2.8%
International sales growth	13.3%	7.0%	19.1%	9.0%	8.0%	8.0%	9.0%
International sales contribution	17.0%	15.0%	16.9%	17.5%	17.4%	17.5%	17.7%
Consolidated revenue growth	9.2%	7.0%	6.6%	5.0%	8.6%	7.4%	8.1%
Consolidated EBITDA growth	27.9%	7.9%	-9.4%	10.1%	11.1%	8.3%	12.3%
Consolidated earnings growth	31.9%	8.3%	-11.7%	13.6%	14.0%	6.4%	12.7%
As a % of sales							
Gross margin	67.7%	66.3%	64.7%	67.6%	68.5%	68.8%	69.0%
Employee costs	10.7%	10.0%	10.8%	11.1%	11.1%	11.3%	11.3%
A&P spends	15.9%	16.4%	16.5%	18.2%	18.9%	19.0%	18.5%
Other operating expenses	10.4%	10.1%	12.1%	11.7%	11.4%	11.1%	10.8%
EBITDA margin	30.7%	29.9%	25.3%	26.5%	27.1%	27.4%	28.5%
Per share data (Rs)							
EPS	15.1	16.4	14.5	16.7	19.0	20.2	22.8
DPS	8.0	8.0	8.0	8.0	9.0	10.0	11.0
Pay-out	53%	49%	55%	48%	47%	49%	48%
Balance sheet assumptions							
Capex (Rs mn)	-337	-4,836	-405	-406	-1,200	-1,200	-1,200
Receivable days (no of)	34	32	39	46	38	38	38
Inventory days (no of)	35	38	37	33	35	35	35
Payable days (no of)	43	43	44	44	45	45	45
Avg ROE	37%	38%	29%	31%	29%	25%	25%
Avg ROCE	40%	41%	32%	35%	33%	29%	30%
Avg ROIC	42%	43%	32%	37%	44%	48%	55%

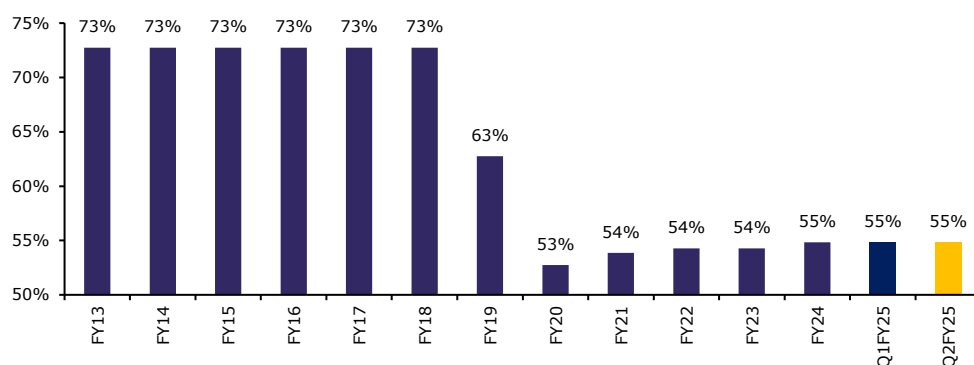
Source: Company, Emkay Research

Exhibit 19: Changes to Emkay estimates

(Rs mn)	New estimates			Old estimates			Changes to estimates		
	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E
Net sales	38,858	41,724	45,101	38,858	41,879	45,265	0%	0%	0%
growth	5.1%	8.6%	7.4%	5.1%	7.8%	8.1%			
EBITDA	10,549	11,425	12,835	10,550	11,587	13,011	0%	-1%	-1%
growth	10.1%	11.1%	8.3%	10.1%	9.8%	12.3%			
EBITDA margin	27.1%	27.4%	28.5%	27.1%	27.7%	28.7%	0bps	-29bps	-28bps
Adj PAT	8,293	8,827	9,949	8,010	8,836	9,952	4%	0%	0%
growth	14.0%	6.4%	12.7%	10.1%	10.3%	12.6%			
EPS (Rs)	19.0	20.2	22.8	18.4	20.2	22.8	4%	0%	0%

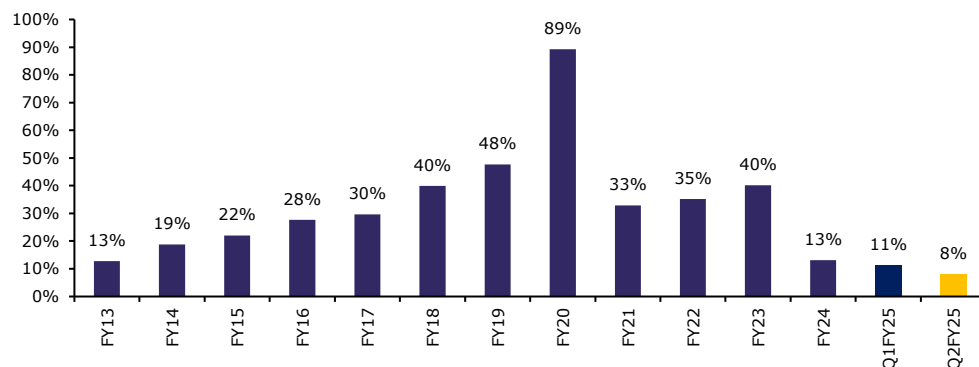
Source: Company, Emkay Research

Exhibit 20: Promoter shareholding



Source: Company, Emkay Research

Exhibit 21: Promoter pledge position



Source: Company, Emkay Research

Emami: Consolidated Financials and Valuations

Profit & Loss					
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Revenue	34,057	35,781	38,858	41,724	45,101
Revenue growth (%)	6.9	5.1	8.6	7.4	8.1
EBITDA	8,628	9,495	10,549	11,425	12,835
EBITDA growth (%)	(9.4)	10.1	11.1	8.3	12.3
Depreciation & Amortization	974	927	875	925	975
EBIT	7,654	8,568	9,674	10,500	11,860
EBIT growth (%)	(10.8)	11.9	12.9	8.5	13.0
Other operating income	437	478	502	527	553
Other income	351	468	600	700	750
Financial expense	74	100	100	100	100
PBT	7,931	8,936	10,174	11,100	12,510
Extraordinary items	(5)	(38)	(105)	(494)	(494)
Taxes	1,577	1,620	1,831	2,220	2,502
Minority interest	47	(43)	(49)	(53)	(59)
Income from JV/Associates	0	0	0	0	0
Reported PAT	6,396	7,236	8,188	8,334	9,455
PAT growth (%)	(23.8)	13.1	13.2	1.8	13.5
Adjusted PAT	6,401	7,273	8,293	8,827	9,949
Diluted EPS (Rs)	14.5	16.7	19.0	20.2	22.8
Diluted EPS growth (%)	(11.7)	14.9	14.0	6.4	12.7
DPS (Rs)	8.0	8.0	9.0	10.0	11.0
Dividend payout (%)	55.2	48.3	48.0	52.4	50.8
EBITDA margin (%)	25.3	26.5	27.1	27.4	28.5
EBIT margin (%)	22.5	23.9	24.9	25.2	26.3
Effective tax rate (%)	19.9	18.1	18.0	20.0	20.0
NOPLAT (pre-IndAS)	6,132	7,015	7,933	8,400	9,488
Shares outstanding (mn)	441.2	436.5	436.5	436.5	436.5

Source: Company, Emkay Research

Cash flows					
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
PBT	7,931	8,936	10,174	11,100	12,510
Others (non-cash items)	(365)	12	0	0	0
Taxes paid	(1,170)	(1,463)	(1,831)	(2,220)	(2,502)
Change in NWC	(112)	(337)	888	42	30
Operating cash flow	7,489	7,790	10,562	9,908	11,062
Capital expenditure	(301)	(288)	(1,200)	(1,200)	(1,200)
Acquisition of business	0	0	0	0	0
Interest & dividend income	90	131	0	0	0
Investing cash flow	(602)	(2,054)	(1,200)	(1,200)	(1,200)
Equity raised/(repaid)	(10)	(2,291)	0	0	0
Debt raised/(repaid)	89	(133)	143	0	0
Payment of lease liabilities	0	0	0	0	0
Interest paid	(60)	(99)	(100)	(100)	(100)
Dividend paid (incl tax)	(3,529)	(3,492)	(3,929)	(4,365)	(4,802)
Others	(2,566)	385	4,213	0	0
Financing cash flow	(6,076)	(5,630)	328	(4,465)	(4,902)
Net chg in Cash	687	62	9,689	4,243	4,960
OCF	7,489	7,790	10,562	9,908	11,062
Adj. OCF (w/o NWC chg.)	7,601	8,127	9,674	9,865	11,032
FCFF	7,188	7,502	9,362	8,708	9,862
FCFE	7,204	7,533	9,262	8,608	9,762
OCF/EBITDA (%)	86.8	82.0	100.1	86.7	86.2
FCFE/PAT (%)	112.5	103.6	111.7	97.5	98.1
FCFF/NOPLAT (%)	117.2	106.9	118.0	103.7	103.9

Source: Company, Emkay Research

Balance Sheet					
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Share capital	441	437	437	437	437
Reserves & Surplus	22,587	24,029	32,502	36,470	41,124
Net worth	23,028	24,466	32,938	36,907	41,561
Minority interests	100	111	111	111	111
Deferred tax liability (net)	(3,502)	(4,271)	(4,271)	(4,271)	(4,271)
Total debt	1,334	1,180	1,323	1,323	1,323
Total liabilities & equity	20,959	21,486	30,102	34,070	38,724
Net tangible fixed assets	11,772	10,454	10,162	9,820	9,428
Net intangible assets	942	882	892	903	914
Net ROU assets	0	0	0	0	0
Capital WIP	63	75	75	75	75
Goodwill	682	682	682	682	682
Investments [JV/Associates]	1,800	2,805	2,805	2,805	2,805
Cash & equivalents	1,848	2,014	11,703	15,946	20,906
Current assets (ex-cash)	11,038	12,187	11,879	12,552	13,331
Current Liab. & Prov.	7,801	8,188	8,781	9,518	10,357
NWC (ex-cash)	4,535	5,256	4,464	4,522	4,596
Total assets	20,959	21,486	30,102	34,070	38,724
Net debt	(514)	(834)	(10,380)	(14,623)	(19,583)
Capital employed	20,959	21,486	30,102	34,070	38,724
Invested capital	17,248	16,592	15,518	15,244	14,938
BVPS (Rs)	52.2	56.1	75.5	84.6	95.2
Net Debt/Equity (x)	0.0	0.0	(0.3)	(0.4)	(0.5)
Net Debt/EBITDA (x)	(0.1)	(0.1)	(1.0)	(1.3)	(1.5)
Interest coverage (x)	0.0	0.0	0.0	0.0	0.0
RoCE (%)	37.9	42.6	39.8	34.9	34.6

Source: Company, Emkay Research

Valuations and key Ratios					
Y/E Mar	FY23	FY24	FY25E	FY26E	FY27E
P/E (x)	46.2	40.2	35.3	33.1	29.4
P/CE(x)	40.1	35.7	31.9	30.0	26.8
P/B (x)	12.8	12.0	8.9	7.9	7.0
EV/Sales (x)	8.8	8.3	7.4	6.7	6.1
EV/EBITDA (x)	34.2	30.7	26.7	24.3	21.3
EV/EBIT(x)	38.5	34.0	29.2	26.5	23.0
EV/IC (x)	17.1	17.6	18.2	18.2	18.3
FCFF yield (%)	2.4	2.6	3.3	3.1	3.6
FCFE yield (%)	2.4	2.6	3.2	2.9	3.3
Dividend yield (%)	1.2	1.2	1.3	1.5	1.6
DuPont-RoE split					
Net profit margin (%)	18.8	20.3	21.3	21.2	22.1
Total asset turnover (x)	1.6	1.7	1.5	1.3	1.2
Assets/Equity (x)	1.0	0.9	0.9	0.9	0.9
RoE (%)	29.2	30.6	28.9	25.3	25.4
DuPont-RoIC					
NOPLAT margin (%)	18.0	19.6	20.4	20.1	21.0
IC turnover (x)	2.0	2.1	2.4	2.7	3.0
RoIC (%)	35.4	41.5	49.4	54.6	62.9
Operating metrics					
Core NWC days	(6.6)	(6.2)	(5.9)	(6.1)	(6.8)
Total NWC days	48.6	53.6	41.9	39.6	37.2
Fixed asset turnover	0.9	1.0	1.0	1.1	1.1
Opex-to-revenue (%)	39.4	41.0	41.4	41.4	40.5

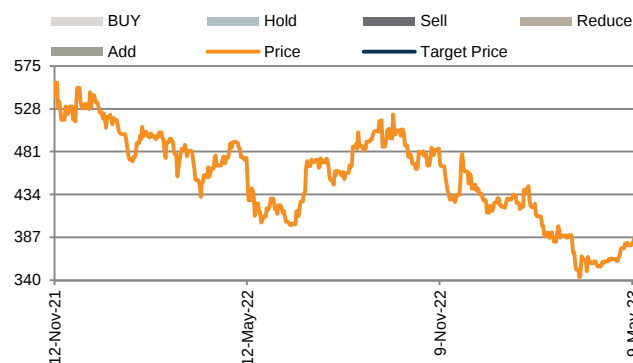
Source: Company, Emkay Research

RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (INR)	TP (INR)	Rating	Analyst
02-Oct-24	754	950	Buy	Nitin Gupta
02-Oct-24	754	950	Buy	Nitin Gupta
24-Sep-24	761	950	Buy	Nitin Gupta
24-Sep-24	761	950	Buy	Nitin Gupta
16-Sep-24	752	950	Buy	Nitin Gupta
16-Sep-24	752	950	Buy	Nitin Gupta
02-Aug-24	779	950	Buy	Nitin Gupta
02-Aug-24	779	950	Buy	Nitin Gupta
04-Jul-24	739	850	Buy	Nitin Gupta
04-Jul-24	739	850	Buy	Nitin Gupta
30-May-24	612	625	Buy	Nitin Gupta
30-May-24	612	625	Buy	Nitin Gupta
13-May-24	519	600	Buy	Nitin Gupta
13-May-24	519	600	Buy	Nitin Gupta
13-May-24	519	600	Buy	Nitin Gupta
13-May-24	519	600	Buy	Nitin Gupta
08-May-24	535	600	Buy	Nitin Gupta
08-May-24	535	600	Buy	Nitin Gupta
15-Apr-24	452	600	Buy	Nitin Gupta
15-Apr-24	452	600	Buy	Nitin Gupta
07-Apr-24	447	600	Buy	Nitin Gupta
07-Apr-24	447	600	Buy	Nitin Gupta
14-Mar-24	435	650	Buy	Nitin Gupta
14-Mar-24	435	650	Buy	Nitin Gupta
09-Feb-24	485	650	Buy	Nitin Gupta
09-Feb-24	485	650	Buy	Nitin Gupta
23-Jan-24	499	675	Buy	Nitin Gupta
23-Jan-24	499	675	Buy	Nitin Gupta
07-Jan-24	565	675	Buy	Nitin Gupta
07-Jan-24	565	675	Buy	Nitin Gupta
31-Dec-23	564	625	Buy	Nitin Gupta
31-Dec-23	564	625	Buy	Nitin Gupta
12-Dec-23	495	625	Buy	Nitin Gupta
12-Dec-23	495	625	Buy	Nitin Gupta
30-Nov-23	506	625	Buy	Nitin Gupta
30-Nov-23	506	625	Buy	Nitin Gupta
24-Nov-23	504	625	Buy	Nitin Gupta
24-Nov-23	504	625	Buy	Nitin Gupta
06-Nov-23	519	625	Buy	Nitin Gupta
06-Nov-23	519	625	Buy	Nitin Gupta
20-Oct-23	510	625	Buy	Nitin Gupta
20-Oct-23	510	625	Buy	Nitin Gupta
03-Oct-23	535	625	Buy	Nitin Gupta
03-Oct-23	535	625	Buy	Nitin Gupta
25-Sep-23	515	625	Buy	Nitin Gupta
25-Sep-23	515	625	Buy	Nitin Gupta

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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ADD	5-15% upside
REDUCE	5% upside to 15% downside
SELL	<15% downside

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