

November 27, 2024

Analyst Meet Update

■ Change in Estimates | ■ Target | ☑ Reco

Change in Estimates

	Cur	rent	Pre	vious
	FY26E	FY27E	FY26E	FY27E
Rating	HOLD		REI	DUCE
Target Price	2,9	973	2,	973
Sales (Rs. m)	67,926	73,248	67,926	73,248
% Chng.	-	-		
EBITDA (Rs. m)	22,787	24,611	22,787	24,611
% Chng.	-	-		
EPS (Rs.)	59.6	64.4	59.6	64.4
% Chng.	-	-		

Key Financials - Standalone

Y/e Mar	FY24	FY25E	FY26E	FY27E
Sales (Rs. m)	56,804	62,669	67,926	73,248
EBITDA (Rs. m)	19,008	20,544	22,787	24,611
Margin (%)	33.5	32.8	33.5	33.6
PAT (Rs. m)	13,432	14,707	16,199	17,516
EPS (Rs.)	49.4	54.1	59.6	64.4
Gr. (%)	26.9	9.5	10.1	8.1
DPS (Rs.)	58.0	52.0	55.0	62.0
Yield (%)	1.9	1.7	1.8	2.1
RoE (%)	74.8	83.3	94.4	97.0
RoCE (%)	96.3	106.8	122.4	125.8
EV/Sales (x)	14.2	12.9	11.9	11.0
EV/EBITDA (x)	42.5	39.3	35.3	32.7
PE (x)	61.1	55.8	50.7	46.9
P/BV (x)	43.8	49.6	46.2	44.7

Key Data	COLG.BO CLGT IN
52-W High / Low	Rs.3,893 / Rs.2,139
Sensex / Nifty	80,234 / 24,275
Market Cap	Rs.821bn/ \$ 9,718m
Shares Outstanding	272m
3M Avg. Daily Value	Rs.1917.67m

Shareholding Pattern (%)

Promoter's	51.00
Foreign	24.94
Domestic Institution	5.83
Public & Others	18.23
Promoter Pledge (Rs bn)	_

Stock Performance (%)

	1M	6M	12M
Absolute	(2.1)	13.1	38.0
Relative	(3.1)	6.3	13.4

Amnish Aggarwal

amnishaggarwal@plindia.com | 91-22-66322233

Hasti Savla

hastisavla@plindia.com |

Vishwa Solanki

vishwasolanki@plindia.com | 91-22-66322244

Colgate Palmolive (CLGT IN)

Rating: HOLD | CMP: Rs3,018 | TP: Rs2,973

Cautious growth and margin outlook

Quick Pointers:

- Demand headwinds as Urban Toothpaste growth slows down, rural growth also showing signs of plateauing. 3Q24 and 1Q25 margins an aberration
- Premium portfolio gaining traction new packaging launched for Total, Active
 Salt, Max Fresh and Visible white

CLGT Analyst meet gave a cautious outlook in near term with slowdown in urban demand, Plateauing rural demand and peaked out margins amidst rising promotional intensity. CLGT is aiming for consistent growth adopting four key pillars of its growth strategy, which include 1) leading toothpaste category growth 2) science led premiumisation 3) lead category growth in Toothbrush and devices and 4) build personal care.

CLGT continues to focus on 1) Driving toothpaste category penetration with twice a day usage in urban India 2) significantly faster growth in premium segments with superior products and new packaging in Colgate Total, Colgate MaxFresh, Active Salt and Visible white and 3) strong growth in toothbrushes with leadership in premium segments.

We expect volume growth to settle to mid-single digits, with little scope of margin expansion from FY24 levels of 33.5% we estimate 9.1% EPS CAGR over FY25-27. We value CLGT at 48x Sep-26 EPS and assign a target of Rs2973. CLGT offers little scope of re-rating given that FY24 growth (26.9% EPS growth) is not sustainable. However, given steep correction in stock price (23% from peak) we improve our rating to Hold (reduce earlier).

Key Highlights:

Demand/Margins: Urban demand tepid, margins have peaked out

- CLGT management expects softening growth in 2H25 due to demand headwinds. Urban demand growth is witnessing slowdown; rural growth is outpacing urban demand growth in Toothpaste although rural growth has plateaued and is now flattish. Toothbrush demand growth is accelerating in rural India and both rural and urban growth have now converged.
- 3Q24 and 1Q25 margins were an anomaly and margins are expected to be range bound around earlier levels.
- CLGT anticipates topline growth to be driven by a blend of volume and value, with no pricing actions are expected in the near term.

Toothpaste & Toothbrush: Premium focus continues

Premium Toothpaste brands continue to grow faster with 1) Max fresh being fastest growing brand 2) Total growing at 3x of the category growth and 3) Visible white growing in double digits.

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- Colgate is driving accessibility in premium products as 1) Colgate Total is driving accessibility & availability with pricing at 0.77x vs Dec'23, distribution expansion to 3L stores from 30k and launch of Rs80 pack. 2) It has launched new packaging for Total, Visible while, Max Fresh and Active salt 3) Sensitivity protection in Active salt with KNO3 4) CLGT launched Visible White Purple, a product that uses color theory and builds on growing whitening business.
- Toothbrush category continues strong growth momentum with 1.4x category growth. CLGT has achieved leadership in super premium segment displacing Oral B as the leader. Zig Zag relaunch is leading to further gains.

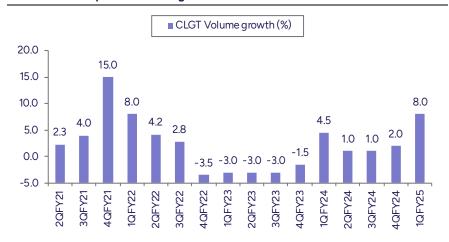
Personal Care: Eyeing new launches from global portfolio, no timelines given

- CLGT has strong double-digit growth across its personal care portfolio
 (Palmolive) which mainly focuses on premium handwash and bodywash
- CLGT continues to explore extensive product portfolio of parent company in Personal and Home care, although no specific launch timelines or products have been specified.

Modification in oral health month program with Al

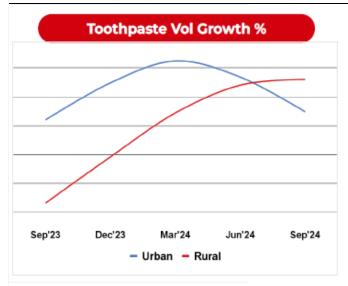
- CLGT has modified its Oral health month model by launching 800mn+ packs with a QR code, which enables universally free dental screening through its Al dental Model.
- CLGT is focusing on higher promotional intensity and digital campaigns to promote brushing among children and twice a day brushing.

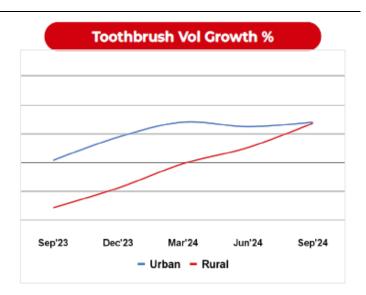
Exhibit 1: Toothpaste volumes grow ~8% in 2Q25



Source: Company, PL

Exhibit 2: Softening category in Urban across categories





Source: Company, PL

Exhibit 3: CLGT's evolved model for Oral Health Month- 800mn+ packs with QR code providing free dental screening via Al









Source: Company, PL



Exhibit 4: CLGT to focus on diversification

Wide Global Portfolio to choose from



Source: Company, PL

Exhibit 5: CLGT has improved its packaging across toothpaste categories



Source: Company, PL

Exhibit 6: CLGT has superior technology across its toothpastes



Source: Company, PL



Financials

Income	Statement	(Dem)
mcome	Statement	(RSIII)

v/o Mor	FY24	EVACE	EVACE	EVOZE
Y/e Mar		FY25E	FY26E	FY27E
Net Revenues	56,804	62,669	67,926	73,248
YoY gr. (%)	8.7	10.3	8.4	7.8
Cost of Goods Sold	17,230	18,842	19,975	21,646
Gross Profit	39,574	43,826	47,951	51,602
Margin (%)	69.7	69.9	70.6	70.4
Employee Cost	4,117	4,609	4,930	5,280
Other Expenses	4,305	5,004	5,417	5,838
EBITDA	19,008	20,544	22,787	24,611
YoY gr. (%)	22.9	8.1	10.9	8.0
Margin (%)	33.5	32.8	33.5	33.6
Depreciation and Amortization	1,715	1,692	1,782	1,884
EBIT	17,293	18,852	21,005	22,727
Margin (%)	30.4	30.1	30.9	31.0
Net Interest	50	55	54	52
Other Income	765	892	705	743
Profit Before Tax	18,008	19,688	21,656	23,417
Margin (%)	31.7	31.4	31.9	32.0
Total Tax	4,577	4,981	5,457	5,901
Effective tax rate (%)	25.4	25.3	25.2	25.2
Profit after tax	13,432	14,707	16,199	17,516
Minority interest	-	-	-	-
Share Profit from Associate	-	-	-	-
Adjusted PAT	13,432	14,707	16,199	17,516
YoY gr. (%)	26.9	9.5	10.1	8.1
Margin (%)	23.6	23.5	23.8	23.9
Extra Ord. Income / (Exp)	(195)	-	-	-
Reported PAT	13,237	14,707	16,199	17,516
YoY gr. (%)	26.4	11.1	10.1	8.1
Margin (%)	23.3	23.5	23.8	23.9
Other Comprehensive Income	-	_	_	-
Total Comprehensive Income	13,237	14,707	16,199	17,516
Equity Shares O/s (m)	272	272	272	272
EPS (Rs)	49.4	54.1	59.6	64.4

Source: Company Data, PL Research

Balance Sheet Abstract (Rs m)

Balance Sheet Abstract (Rs n				
Y/e Mar	FY24	FY25E	FY26E	FY27E
Non-Current Assets				
Gross Block	18,885	19,676	20,659	21,793
Tangibles	18,885	19,676	20,659	21,793
Intangibles	-	-	-	-
Acc: Dep / Amortization	13,137	14,612	16,162	17,796
Tangibles	13,137	14,612	16,162	17,796
Intangibles	-	-	-	-
Net fixed assets	5,748	5,064	4,497	3,996
Tangibles	5,748	5,064	4,497	3,996
Intangibles	-	-	-	-
Capital Work In Progress	1,103	1,100	1,200	1,500
Goodwill	-	-	-	-
Non-Current Investments	178	186	196	205
Net Deferred tax assets	648	-	-	-
Other Non-Current Assets	4,459	4,516	4,541	4,566
Current Assets				
Investments	8,411	9,966	10,805	11,653
Inventories	2,964	3,539	3,865	4,176
Trade receivables	1,674	2,048	2,220	2,394
Cash & Bank Balance	5,327	3,608	4,941	5,488
Other Current Assets	535	467	506	546
Total Assets	31,174	30,636	32,918	34,680
Equity				
Equity Share Capital	272	272	272	272
Other Equity	18,472	16,281	17,484	18,096
Total Networth	18,744	16,553	17,756	18,368
Non-Current Liabilities				
Long Term borrowings	-	-	-	-
Provisions	216	254	271	290
Other non current liabilities	599	548	529	550
Current Liabilities				
ST Debt / Current of LT Debt	-	-	-	-
Trade payables	8,819	9,386	10,176	10,975
Other current liabilities	3,574	3,882	4,174	4,482
Total Equity & Liabilities	31,965	30,636	32,918	34,679

Source: Company Data, PL Research



Cash Flow (Rs m)				
Y/e Mar	FY24	FY25E	FY26E	FY27E
PBT	18,008	19,688	21,656	23,417
Add. Depreciation	1,715	1,692	1,782	1,884
Add. Interest	50	55	54	52
Less Financial Other Income	765	892	705	743
Add. Other	(195)	-	-	-
Op. profit before WC changes	19,578	21,435	23,491	25,353
Net Changes-WC	1,766	(1,035)	(365)	(299)
Direct tax	(4,577)	(5,027)	(5,507)	(5,954)
Net cash from Op. activities	16,767	15,373	17,619	19,101
Capital expenditures	(1,000)	(186)	(1,286)	(1,651)
Interest / Dividend Income	-	-	-	-
Others	-	-	-	-
Net Cash from Invt. activities	(1,000)	(186)	(1,286)	(1,651)
Issue of share cap. / premium	39	12	12	13
Debt changes	-	-	-	-
Dividend paid	(11,695)	(16,863)	(14,959)	(16,863)
Interest paid	(50)	(55)	(54)	(52)
Others	-	-	-	-

4,061

15,768

(11,707) (16,906) (15,001) (16,903)

1,333

16,334

547

17,450

(1,719)

15,188

Source: Company Data, PL Research

Quarterly Financials (Rs m)

Net cash from Fin. activities

Net change in cash

Free Cash Flow

Y/e Mar	Q3FY24	Q4FY24	Q1FY25	Q2FY25
Net Revenue	13,957	14,900	14,967	16,191
YoY gr. (%)	8.1	10.3	13.1	10.1
Raw Material Expenses	3,883	4,573	4,393	5,093
Gross Profit	10,073	10,327	10,574	11,098
Margin (%)	72.2	69.3	70.6	68.5
EBITDA	4,684	5,322	5,083	4,974
YoY gr. (%)	29.6	17.8	21.6	3.2
Margin (%)	33.6	35.7	34.0	30.7
Depreciation / Depletion	414	421	415	417
EBIT	4,270	4,901	4,668	4,556
Margin (%)	30.6	32.9	31.2	28.1
Net Interest	15	14	10	12
Other Income	179	227	190	195
Profit before Tax	4,434	5,114	4,848	4,740
Margin (%)	31.8	34.3	32.4	29.3
Total Tax	1,133	1,315	1,241	1,210
Effective tax rate (%)	25.6	25.7	25.6	25.5
Profit after Tax	3,301	3,798	3,607	3,530
Minority interest	-	-	-	-
Share Profit from Associates	-	-	-	-
Adjusted PAT	3,301	3,798	3,607	3,530
YoY gr. (%)	35.7	19.4	23.0	3.8
Margin (%)	23.7	25.5	24.1	21.8
Extra Ord. Income / (Exp)	-	-	33	421
Reported PAT	3,301	3,798	3,640	3,951
YoY gr. (%)	35.7	20.1	33.0	16.2
Margin (%)	23.7	25.5	24.3	24.4
Other Comprehensive Income	-	-	-	-
Total Comprehensive Income	3,301	3,798	3,640	3,951
Avg. Shares O/s (m)	272	272	272	272
EPS (Rs)	12.1	14.0	13.3	13.0

Source: Company Data, PL Research

Ke۱	/ Fina	ncıal	Metric	S

Key Financial Metrics				
Y/e Mar	FY24	FY25E	FY26E	FY27E
Per Share(Rs)				
EPS	49.4	54.1	59.6	64.4
CEPS	55.7	60.3	66.1	71.3
BVPS	68.9	60.9	65.3	67.5
FCF	58.0	55.8	60.1	64.2
DPS	58.0	52.0	55.0	62.0
Return Ratio(%)				
RoCE	96.3	106.8	122.4	125.8
ROIC	305.9	345.7	1,115.4	1,846.5
RoE	74.8	83.3	94.4	97.0
Balance Sheet				
Net Debt : Equity (x)	(0.7)	(8.0)	(0.9)	(0.9)
Net Working Capital (Days)	(27)	(22)	(22)	(22)
Valuation(x)				
PER	61.1	55.8	50.7	46.9
P/B	43.8	49.6	46.2	44.7
P/CEPS	54.2	50.0	45.6	42.3
EV/EBITDA	42.5	39.3	35.3	32.7
EV/Sales	14.2	12.9	11.9	11.0
Dividend Yield (%)	1.9	1.7	1.8	2.1

Source: Company Data, PL Research

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Analyst Coverage Universe

Sr. No.	Company Name	Rating	TP (Rs)	Share Price (Rs)
1	Asian Paints	Reduce	2,230	2,543
2	Avenue Supermarts	Hold	4,748	4,573
3	Britannia Industries	BUY	5,845	5,028
4	Colgate Palmolive	Reduce	2,973	3,219
5	Dabur India	Hold	589	547
6	Emami	Hold	761	670
7	Hindustan Unilever	Hold	2,744	2,659
8	ITC	Accumulate	539	472
9	Jubilant FoodWorks	Hold	589	603
10	Kansai Nerolac Paints	Reduce	269	271
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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3rd Floor, Sadhana House, 570, P. B. Marg, Worli, Mumbai-400 018, India | Tel: (91 22) 6632 2222 Fax: (91 22) 6632 2209 www.plindia.com