

What has changed in 3R MATRIX Old New \leftrightarrow RS RQ \leftrightarrow RV

Company details

| Market cap: | Rs. 1,15,590 cr |
|-------------------------------|-------------------|
| 52-week high/low: | Rs. 1,541 / 1,056 |
| NSE volume: (No of shares) | 14.2 lakh |
| BSE code: | 532424 |
| NSE code: | GODREJCP |
| Free float: (No of shares) | 48.0 cr |

Shareholding (%)

| Promoters | 53.0 |
|-----------|------|
| FII | 21.2 |
| DII | 11.0 |
| Others | 14.7 |

Price chart



Source: NSE India, Mirae Asset Sharekhan Research

Price performance

| (%) | 1m | 3m | 6m | 12m |
|-----------------------|----------|----------|------------|--------|
| Absolute | 4.7 | -10.0 | -22.6 | -2.9 |
| Relative to Sensex | 7.6 | -5.2 | -17.6 | -10.2 |
| Source: Mirae Asse | et Share | khan Res | earch, Blo | omberg |

Godrej Consumer Products Ltd

Weak O3

| Consumer Goods | | Sharekh | an code: GODREJCP | |
|------------------|--------|----------|--------------------------------|-------------------|
| Reco/View: Buy ↔ | CMP: R | s. 1,130 | Price Target: Rs. 1,355 | \leftrightarrow |
| ↑ Upgrad | ↔ Main | tain 🔱 🏻 | Downgrade | |

Summary

- Godrej Consumer Products Limited's (GCPL's) Q3FY25 performance was muted with revenue growth of 3% y-o-y (domestic volume growth stood flat), OPM fell by 466 bps y-o-y to 20.1% and adjusted PAT declined by 18% y-o-y.
- Management expects domestic volume and value growth to improve sequentially in Q4. It eyes a low-mid single-digit volume growth in FY25 (stood at 7% in H1FY25 and flat in Q3)
- If raw material prices remain stable, management eyes 24% OPM for domestic business (lower end of normal range of 24-26%) in 6-8 months.
- Stock has corrected 27% from its recent high and trades at 62x/49x/41x its FY25E/FY26E/FY27E EPS, respectively. We maintain a Buy with an unchanged PT of Rs. 1,355.

GCPL's Q3FY25 performance was weak as domestic business posted muted 3.6% y-o-y revenue growth (flat volume growth) and a sharp 672 bps y-o-y decline in OPM, which dragged PAT down by 27.7% y-o-y. Multiple headwinds such as a slowdown in urban consumption, surge in palm oil prices and poor season for household insecticides affected domestic performance in Q3. Both home care and personal care posted subdued performance registering 4% and 2% y-o-y revenue growth, respectively. On the global front, revenue performance was mixed, while EBITDA margin continued to rise across geographies. Consolidated revenue grew by 3% y-o-y to Rs. 3,768 crore. Gross margin and OPM declined by 175 bps and 466 bps y-o-y to 54.1% and 20.1%, respectively on higher input prices and negative operating leverage. Operating profit and adjusted PAT fell by 16.4% and 17.9% to Rs. 756 crore and Rs. 504 crore respectively. In 9MFY25, revenue and adjusted PAT stood flat y-o-y at Rs. 10,766 crore and Rs. 1,472 crore, respectively, while OPM fell by 73 bps y-o-y to 20.8%. The board declared a second interim dividend of Rs. 5 per share for FY25.

Key positives

- Air fresheners and laundry liquids posted strong double-digit volume growth.
- Sexual wellness segment delivered double-digit value growth and continued to gain market share.
- LatAm region posted strong performance, registering 1.6x y-o-y revenue growth and 1,460 bps y-o-y EBITDA margin expansion.
- EBITDA margin of AUM business registered an improvement of 340 bps y-o-y to 14.8%.

- Personal wash volumes declined by mid-high single digits.
- Consolidated gross margins and OPM fell by 175 bps and 466 bps y-o-y to 54.1% and 20.1%, respectively.
- EBITDA margin of India business declined by 672 bps y-o-y to 22.7%.

Management Commentary

- Rural markets are doing well but urban markets are witnessing a slowdown (there is pressure in GT, MT and premium categories and downgrading in core categories) and are thus a cause of concern.
- Management expects both volume and value to improve sequentially in Q4. Volume growth stood at 7% in H1FY25 and flat in Q3, expects low-mid single-digit volume growth in FY25.
- In India business, volumes and pricing are expected to improve in Q4, while margins may be stable q-o-q. If raw material prices remain stable, the management targets to get to –24% margins (lower end of 24-26% normal margin range) in 6-8 months.
- Soaps segment saw channel destocking and smaller pack purchases by consumers due to recent price hikes. Management guided that GCPL will undertake another 1-2 rounds of price hikes. Pricing growth in Q4 to be higher than in Q3. Margins to come to better levels in 2-3 quarters.
- Incense sticks have high single-digit market share, took 8-9 months to see good uptick.
- In the recently launched RNF molecule, liquid vaporisers have gained significant market shares in machines and coils are also seeing market share gains.
- $RCCL\ portfolio's\ EBITDA\ margins\ have\ improved\ to\ mid-teens\ (GCPL\ is\ still\ working\ on\ improving\ margins).$

Revision in earnings estimates – We have reduced our FY25 estimates to factor in higher interest cost than earlier estimated and for FY26 and FY27 as we expect recovery to be gradual.

Our Call

View – Retain Buy with an unchanged PT of Rs. 1,355: GCPL's Q3FY25 performance was weak with double-digit decline in PAT due to subdued performance of domestic business. With strategies in place, the management aims to achieve double-digit growth in the medium to long term (largely volume-led growth). The company targets a consistent rise in OPM through premiumisation and operating efficiencies in the medium to long run (especially in the international business). The stock has corrected by 27% from its recent high and trades at 62x/49x/41x its FY25E/FY26E/FY27E earnings, respectively. We maintain a Buy with an unchanged PT of Ps. 1 355 unchanged PT of Rs. 1,355

 $Any \, demand \, slowdown \, in \, key \, markets \, or \, inflation \, in \, raw-material \, prices \, would \, act \, as \, a \, key \, risk \, to \, our \, earnings \, estimates \, in \, the \, medium \, to \, long \, term.$

Valuation (Consolidated)

| R۹ | r |
|----|---|

| | | | | 110 01 |
|--------|--|---|---|---|
| FY23 | FY24 | FY25E | FY26E | FY27E |
| 13,316 | 14,096 | 14,326 | 15,323 | 17,277 |
| 19.1 | 21.8 | 20.2 | 21.3 | 22.0 |
| 1,743 | 2,033 | 1,879 | 2,357 | 2,810 |
| 17.0 | 19.9 | 18.4 | 23.0 | 27.5 |
| 66.3 | 56.9 | 61.5 | 49.0 | 41.1 |
| 8.4 | 9.2 | 8.6 | 7.8 | 7.0 |
| 49.7 | 41.9 | 42.4 | 34.5 | 30.0 |
| 13.7 | 15.4 | 14.4 | 16.7 | 17.9 |
| 15.2 | 17.1 | 16.6 | 19.1 | 20.7 |
| | 13,316 19.1 1,743 17.0 66.3 8.4 49.7 | FY23 FY24 13,316 14,096 19.1 21.8 1,743 2,033 17.0 19.9 66.3 56.9 8.4 9.2 49.7 41.9 13.7 15.4 | FY23 FY24 FY25E 13,316 14,096 14,326 19.1 21.8 20.2 1,743 2,033 1,879 17.0 19.9 18.4 66.3 56.9 61.5 8.4 9.2 8.6 49.7 41.9 42.4 13.7 15.4 14.4 | FY23 FY24 FY25E FY26E 13,316 14,096 14,326 15,323 19.1 21.8 20.2 21.3 1,743 2,033 1,879 2,357 17.0 19.9 18.4 23.0 66.3 56.9 61.5 49.0 8.4 9.2 8.6 7.8 49.7 41.9 42.4 34.5 13.7 15.4 14.4 16.7 |

Source: Company; Mirae Asset Sharekhan estimates

January 24, 2025

Weak Q3

GCPL's consolidated revenues grew by 3% y-o-y to Rs. 3,768 crore (organic growth at 6% y-o-y), versus our expectation of Rs. 3,735 crore and street average expectation of Rs. 3,702 crore. Domestic business volume growth stood flat y-o-y. India and Indonesia business grew by 3.5% and 9% y-o-y (reported basis), respectively, while AUM business declined by 16.4% y-o-y (organic decline at 8%) and Latin America grew by 1.6x y-o-y. In India business, home care segment registered a growth of 4.3% y-o-y while the personal care segment grew by 1.8% y-o-y. Consolidated gross margins and OPM contracted by 175 bps and 466 bps y-o-y to 54.1% and 20.1%, respectively. OPM came in marginally lower than our expectation of 20.5% and street average expectations of 20.8%. EBITDA margin of India business declined by 672 bps y-o-y to 22.7%, while Indonesia and AUM business registered an improvement of 60 bps and 340 bps y-o-y to 21.5% and 14.8%, respectively. Operating profit declined by 16.4% y-o-y to Rs. 756 crore and adjusted PAT fell by 17.9% y-o-y to Rs. 504 crore, versus ours and the street's average expectation of Rs. 526 crore. Reported PAT stood at Rs. 498 crore. In 9MFY25, revenue and adjusted PAT stood flat y-o-y at Rs. 10,766 crore and Rs. 1,472 crore, while OPM fell by 73 bps y-o-y to 20.8%. The board has declared second interim dividend of Rs. 5 per share for FY25.

India business - Weak quarter

- Revenues rose 3.5% y-o-y (organic growth at 6%) to Rs. 2,337 crore, with volumes remaining flat y-o-y. Muted revenue growth can be attributed to slowdown in urban consumption, surge in palm oil prices (price increases taken by the company led to trade destocking) and weak seasonality for HI.
- Both home care and personal care delivered soft performance reporting muted growth of 4.3% and 1.8% y-o-y respectively.
- Air fresheners and laundry liquids continued to deliver strong double-digit volume growth.
- India business's EBITDA margins fell by 672 bps y-o-y to 22.7% impacted by an increase in palm oil prices and negative operating leverage.

Home care

- Revenues grew 4.3% y-o-y to Rs. 1,095 crore impacted by a relatively poor season.
- Goodknight Agarbatti has seen strong outperformance and has gained significant market share in
 the incense sticks category. Management expects it to be the clear market leader in this category
 in the near term. Premium formats have been impacted by the urban consumption slowdown;
 however, GCPL has gained share amongst premium formats, indicating that the RNF molecule is
 working among consumers.
- Air Fresheners continues to perform well, delivering double-digit volume growth and continuing to enjoy market leadership. GCPL launched mini Aer Pocket in a few states in South India at Rs. 30. Re-launched Aer Spray at Rs. 99 across India.
- Fabric Care delivered strong double-digit volume growth. Godrej Fab has been scaled up nationally and continues to gain market share

Personal care

- Revenue grew by 1.8% y-o-y to Rs. 1,176 crore due to weak performance in personal wash.
- Personal wash volumes declined by mid-high single digits, almost compensated by commensurate pricing growth. GCPL continued to witness significant cost pressures due to inflation in palm derivatives and has taken significant price hikes across the portfolio, which will lead to reduced volume growth and increased price-led growth. Management guided that margin pressure would remain for the next few months. Magic Handwash continued to deliver strong double-digit volume growth.



- Hair Colour volumes grew in mid-single digit. Godrej Expert Rich Crème access packs continued to perform well and grow in double-digit. Shampoo Hair Colour volumes continued to grow in strong double-digit.
- Sexual Wellness segment grew in double digits in value terms and continued to gain market share.
 GTM integration in cosmetic outlets is almost complete for Deodorants and performance has been stable.

India business's performance

| Particulars | Q3FY25 | Q3FY24 | Y-o-Y (%) | Q2FY25 | Q-o-Q (%) |
|------------------------------|--------|--------|-----------|--------|-----------|
| Revenue (Rs. Crore) | | | | | |
| Home care | 1,095 | 1,047 | 4.6 | 1,016 | 7.8 |
| Personal care | 1,044 | 1,035 | 0.9 | 1,176 | -11.2 |
| Unbranded & Exports | 97 | 78 | 24.4 | 86 | 12.8 |
| Total India business | 2,236 | 2,160 | 3.5 | 2,278 | -1.8 |
| India business volume growth | | | 0% | | |

Source: Company; Mirae Asset Sharekhan Research

Performance across regions:

Indonesia - volume-led revenue growth; margins up y-o-y

- Revenues grew by 9% y-o-y (8% in CC terms) to Rs. 508 crore with volume growth at 6%.
- EBITDA margin came in at 11.5%, up 60 bps y-o-y, led by gross margin expansion.
- Hair Colour recorded strong double-digit volume growth led by shampoo hair colour.
- Stella Pocket continued its robust performance with volumes doubling y-o-y.
- Household Insecticides delivered teens volume growth on a 2-year CAGR basis.

Africa, US, and Middle East (GUAM) - Revenue declined y-o-y; sharp margin expansion

- GUAM region's revenues decreased by 16.4% y-o-y to Rs. 771 crore (organic revenues fell by 8%) due to currency volatility.
- EBITDA margin at 14.8% expanded by ~340 bps y-o-y led by gross margin expansion, mix improvement and reduction in controllable costs.

Latin America and Others – Strong revenue growth and margin expansion

- Revenue grew by 1.6x y-o-y to Rs. 262 crore
- EBITDA margin rose by 1,460 bps y-o-y to 11.4%.



| Results (Consolidated) | | | | | Rs cr |
|---------------------------|---------|---------|-----------|---------|-----------|
| Particulars | Q3FY25 | Q3FY24 | Y-o-Y (%) | Q2FY25 | Q-o-Q (%) |
| Net sales | 3,749.1 | 3,622.8 | 3.5 | 3,647.1 | 2.8 |
| Other operating income | 19.3 | 36.8 | -47.6 | 19.2 | 0.5 |
| Total revenue | 3,768.4 | 3,659.6 | 3.0 | 3,666.3 | 2.8 |
| Raw material cost | 1,728.2 | 1,614.3 | 7.1 | 1,628.2 | 6.1 |
| Employee cost | 296.1 | 276.1 | 7.3 | 310.6 | -4.7 |
| Advertisement & Publicity | 364.4 | 343.3 | 6.1 | 364.0 | 0.1 |
| Other expenses | 623.8 | 521.3 | 19.7 | 601.9 | 3.6 |
| Total operating expenses | 3,012.5 | 2,754.9 | 9.3 | 2,904.7 | 3.7 |
| Operating profit | 755.9 | 904.7 | -16.4 | 761.7 | -0.8 |
| Other income | 83.1 | 70.1 | 18.6 | 86.0 | -3.4 |
| Forex gain / (loss) | 0.0 | -64.0 | - | -2.0 | - |
| Interest expense | 89.7 | 66.6 | 34.7 | 83.1 | 8.0 |
| Depreciation | 61.9 | 53.9 | 14.9 | 50.1 | 23.5 |
| Profit before tax | 687.4 | 790.3 | -13.0 | 712.4 | -3.5 |
| Tax | 183.4 | 176.5 | 3.9 | 215.4 | -14.8 |
| Adjusted PAT (before MI) | 504.1 | 613.9 | -17.9 | 497.1 | 1.4 |
| Extraordinary item | -5.7 | -32.8 | -82.5 | -5.8 | -0.7 |
| Reported PAT | 498.3 | 581.1 | -14.2 | 491.3 | 1.4 |
| EPS (Rs.) | 4.9 | 6.0 | -17.9 | 4.9 | 1.4 |
| | | | bps | | bps |
| GPM (%) | 54.1 | 55.9 | -175 | 55.6 | -145 |
| OPM (%) | 20.1 | 24.7 | -466 | 20.8 | -72 |
| NPM (%) | 13.4 | 16.8 | -340 | 13.6 | -18 |
| Tax rate (%) | 26.7 | 22.3 | 435 | 30.2 | -355 |

Source: Company; Mirae Asset Sharekhan Research



Outlook and Valuation

■ Sector Outlook - Volume growth recovery to be gradual

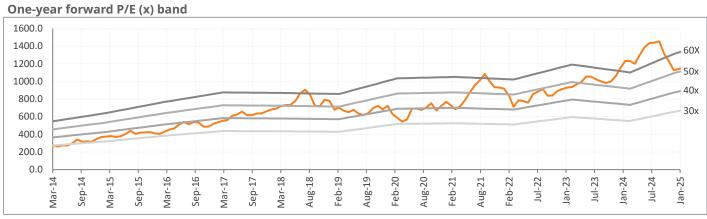
Demand remained muted in Q3 with rural growth outpacing urban growth for another quarter. Monsoon season was above normal and well spread out, which will help agri production to be better in the current year. This will not only boost rural consumption but will also help agri inflation to stabilise in the near term. Revenue growth in the near term would be driven by mix of volume and price-led growth as most companies have taken price increases to mitigate the impact of higher input costs. Global uncertainties will lead to volatility in raw material prices and currency movement. This will put pressure on the margins of the consumer goods companies in the quarters ahead. We expect operating profit growth to be lower as compared to revenue growth in the near term. On the other hand, an increase in commodity prices will reduce the competition intensity from small/regional players in the quarters ahead.

■ Company Outlook - Change in leadership likely to drive consistent growth in the long run

GCPL is expected to post muted domestic volume growth and dip in the OPM in FY25. In line with its strategy, the company targets to achieve high single-digit volume growth and mid-teens operating profit growth in the medium term. This will be driven by high single-digit volume growth in the India and Indonesia businesses. A surge in palm oil prices and muted volume growth would result in decline in the OPM in FY25. However, OPM is expected to consistently improve through premiumisation and cost efficiency at media and manufacturing levels in the coming years.

■ Valuation - Maintain Buy with an unchanged PT of Rs. 1,355

GCPL's Q3FY25 performance was weak with double-digit decline in PAT due to subdued performance of domestic business. With strategies in place, the management aims to achieve double-digit growth in the medium to long term (largely volume-led growth). The company targets a consistent rise in OPM through premiumisation and operating efficiencies in the medium to long run (especially in the international business). The stock has corrected by 27% from its recent high and trades at 62x/49x/41x its FY25E/FY26E/FY27E earnings, respectively. We maintain a Buy with an unchanged PT of Rs. 1,355.



Source: Company; Mirae Asset Sharekhan Research

Peer Comparison

| Particulars | | P/E (x) | | Ε\ | //EBIDTA (| x) | | RoCE (%) | |
|--------------------------|------|---------|-------|------|------------|-------|------|----------|-------|
| Particulars | FY24 | FY25E | FY26E | FY24 | FY25E | FY26E | FY24 | FY25E | FY26E |
| Hindustan Unilever | 56.2 | 53.7 | 50.0 | 39.4 | 38.4 | 35.5 | 25.9 | 26.8 | 28.5 |
| Dabur India | 51.1 | 47.7 | 39.3 | 38.9 | 36.7 | 30.7 | 21.5 | 21.6 | 24.1 |
| Godrej Consumer Products | 56.9 | 61.5 | 49.0 | 41.9 | 42.4 | 34.5 | 17.1 | 16.6 | 19.1 |

Source: Company; Mirae Asset Sharekhan Research



About company

GCPL, a part of the Godrej Industries Group, is a leading emerging market company with a turnover of more than Rs. 14,000 crore (FY24). GCPL enjoys the patronage of 1.4 billion consumers globally across businesses. GCPL is present in key product categories such as soaps, hair colour, and HI. The company's power brands include Godrej No. 1 soap, Godrej expert range of hair colours, and Good Knight. GCPL operates internationally in Indonesia, Latin America, and AUM (Africa, U.S., and Middle East) regions.

Investment theme

GCPL has a '3 by 3' approach to international expansion by building its presence in '3' emerging markets (Asia, Africa, and Latin America) across '3' categories (home care, personal wash, and hair care products). The company has a leadership position in most categories in the domestic and international markets. Under the new leadership, the immediate focus of the company is to fill the gaps to achieve sustainable double-digit revenue growth in the medium term. Increased penetration, cross-pollination, simplifying business in key markets, and increased distribution are some of the key growth drivers in the medium term. Premiumisation, better revenue mix, and operating efficiencies would drive margins in the long run.

Key Risks

- Currency fluctuation in key international markets, including Africa and Indonesia, will affect earnings performance.
- Increased prices of key raw materials such as palm oil would affect profitability and earnings growth.
- Increased competition in highly penetrated categories such as soaps would threaten revenue growth or any competition from illegal entrants in the HI category would affect its performance.

Additional Data

Key management personnel

| Nisaba Godrej | Chairperson | | | |
|-----------------|---|--|--|--|
| Sudhir Sitapati | Managing Director and Chief Executive Officer | | | |
| Sameer Shah | Chief Financial Officer | | | |
| Rahul Botadara | Company Secretary and Compliance Officer | | | |

Source: Company Website

Top 10 shareholders

| Sr. No. | Holder Name | Holding (%) |
|------------|--|-------------|
| 1 | First Sentier Investments ICVC | 2.24 |
| 2 | First Sentier Global Umbrella Fund PLC/Ireland | 1.77 |
| 3 | First Sentier Investors LLC | 1.77 |
| 4 | Blackrock Inc. | 1.53 |
| 5 | Vanguard Group Inc | 1.47 |
| 6 | Capital Group Cos Inc/The | 1.38 |
| 7 | NPS Trust A/c Uti Retirement Solutions Ltd. | 1.25 |
| 8 | HDFC Asset Management Co. Ltd. | 1.13 |
| 9 | SBI Funds Management Ltd. | 1.12 |
| 10 | Kotak Mahindra Asset Management Co. Ltd. | 0.96 |

Source: Bloomberg

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MIRAE ASSET Sharekhan

Understanding the Mirae Asset Sharekhan 3R Matrix

| Right Sector | |
|-----------------|--|
| Positive | Strong industry fundamentals (favorable demand-supply scenario, consistent industry growth), increasing investments, higher entry barrier, and favorable government policies |
| Neutral | Stagnancy in the industry growth due to macro factors and lower incremental investments by Government/private companies |
| Negative | Unable to recover from low in the stable economic environment, adverse government policies affecting the business fundamentals and global challenges (currency headwinds and unfavorable policies implemented by global industrial institutions) and any significant increase in commodity prices affecting profitability. |
| Right Quality | |
| Positive | Sector leader, Strong management bandwidth, Strong financial track-record, Healthy Balance sheet/cash flows, differentiated product/service portfolio and Good corporate governance. |
| Neutral | Macro slowdown affecting near term growth profile, Untoward events such as natural calamities resulting in near term uncertainty, Company specific events such as factory shutdown, lack of positive triggers/events in near term, raw material price movement turning unfavourable |
| Negative | Weakening growth trend led by led by external/internal factors, reshuffling of key management personal, questionable corporate governance, high commodity prices/weak realisation environment resulting in margin pressure and detoriating balance sheet |
| Right Valuation | |
| Positive | Strong earnings growth expectation and improving return ratios but valuations are trading at discount to industry leaders/historical average multiples, Expansion in valuation multiple due to expected outperformance amongst its peers and Industry up-cycle with conducive business environment. |
| Neutral | Trading at par to historical valuations and having limited scope of expansion in valuation multiples. |
| Negative | Trading at premium valuations but earnings outlook are weak; Emergence of roadblocks such as corporate governance issue, adverse government policies and bleak global macro environment etc warranting for lower than historical valuation multiple. |

Source: Mirae Asset Sharekhan Research



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Registration and Contact Details: Name of Research Analyst - Sharekhan Limited, Research Analyst Regn No.: INH000006183. CIN: - U99999MH1995PLC087498.

Registered Office: The Ruby, 18th Floor, 29 Senapati Bapat Marg, Dadar (West), Mumbai – 400 028, Maharashtra, INDIA. Tel: 022-6115000.

Correspondence/Administrative Office Address - Gigaplex IT Park, Unit No 1001, 10th Floor, Building No.9, TTC Industrial Area, Digha, Airoli-West, Navi Mumbai – 400708. Tel: 022 61169000 / 61150000, Fax No. 61169699.

Other registrations of Sharekhan Ltd.: SEBI Regn. Nos.: BSE / NSE (CASH / F&O / CD) / MCX - Commodity: INZ000171337; BSE - 748, NSE - 10733, MCX - 56125, DP: NSDL/CDSL-IN-DP-365-2018; PMS: INP000005786; Mutual Fund: ARN 20669 (date of initial registration: 03/07/2004, and valid till 02/07/2026); IRDAI Registered Corporate Agent (Composite) License No. CA0950, valid till June 13, 2027.

Compliance Officer: Ms. Binkle R. Oza; Tel: 022-62263303; email id: complianceofficer@sharekhan.com

For any complaints/grievance, email us at igc@sharekhan.com or you may even call Customer Service desk on - 022- 41523200/022-69920600.