

11 February 2025

Kajaria Ceramics

*Weak Q3, management expects bounce back, maintaining a Buy*Rating: **Buy**

Target Price (12-mth): Rs.1,563

Share Price: Rs.937

Kajaria Ceramics' Q3 revenue rose only 1% y/y to Rs 11.6bn. EBITDA/PAT fell 16.8%/25.4% y/y to Rs1.5bn/Rs777m, below ARE's Rs1.9bn/Rs 1.2bn. Lower revenue and higher input costs led to a 43bp y/y gross margin contraction to 58.5%. High employee/ other operating costs led to a 274bp y/y contraction in the EBITDA margin to 12.8%. The PAT margin dipped 237bps y/y to 6.7%. Management expects 15-17% revenue growth and a 14-15% EBITDA margin in FY26 driven by higher retail sales in the mix, stabilisation of the new sanitaryware plant and greater cost efficiencies.

Revenue growth soft. Tile revenue grew only 3% y/y and sanitaryware & faucets revenue, 2.5% y/y, while plywood revenue plunged 76% y/y.

Offtake in tiles up 6.7% y/y to 28.9m sq.mtrs. Business in the retail channel, a high margin business, was weak (70-75% of tile sales). High freight costs curbed exports; these, however, have now stabilised.

Muted growth in sanitaryware and faucets, plywood down significantly. Ramp-up issues at the new sanitaryware plant in Morbi, and higher raw material costs in plywood hindered growth.

To focus on enhancing utilisation: No major capex has been planned as the company will focus on increasing utilisation; maintenance capex, however, is likely. Also, investment in key subsidiaries and JVs would continue, through stake enhancement to fuel expansion if required.

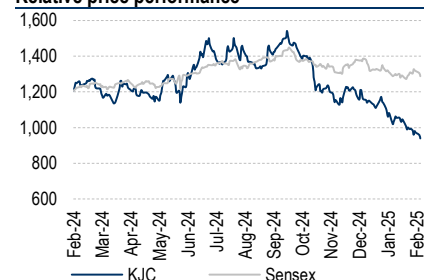
Outlook, Valuation. The medium to long term structural story is intact, and we believe that the budget proposals could provide the necessary fillip to fuel a demand revival. We expect 10.7/13.8% revenue/earnings CAGRs over FY24-27. We retain our Buy rating on the stock with a 12-mth TP of Rs1,563, 40x FY27e earnings (earlier Rs1,695, 40x FY27e earnings). **Risks:** Demand slowdown, rise in input and other costs, and stiff competition.

Key data	KJC IN / KAJR.BO
52-week high / low	Rs1579 / 936
Sensex / Nifty	76294 / 23072
3-m average volume	\$2.5m
Market cap	Rs150bn / \$1723m
Shares outstanding	159m

Shareholding pattern (%)	Dec'24	Sep'24	Jun'24
Promoters	47.5	47.5	47.5
- of which, Pledged	-	-	-
Free float	52.5	52.5	52.5
- Foreign institutions	16.0	16.1	16.2
- Domestic institutions	27.9	28.4	27.8
- Public	8.6	8.0	8.5

Estimates revision (%)	FY25e	FY26e	FY27e
Sales	(4.0)	(2.9)	(1.6)
EBITDA	(12.1)	(10.1)	(5.7)
EPS	(19.5)	(15.1)	(7.8)

Relative price performance



Source: Bloomberg

Rishab Bothra
Research Analyst

Key financials (YE Mar)	FY23	FY24	FY25e	FY26e	FY27e
Sales (Rs m)	43,819	45,784	47,787	53,761	62,161
Net profit (Rs m)	3,445	4,221	3,862	4,846	6,223
EPS (Rs)	21.6	26.5	24.2	30.4	39.1
P/E (x)	43.4	35.4	38.7	30.9	24.0
EV / EBITDA (x)	24.9	20.9	21.7	18.2	14.9
P/BV (x)	6.4	5.7	5.3	4.8	4.2
RoE (%)	15.5	17.1	14.2	16.4	18.7
RoCE (%)	14.3	15.7	13.6	15.6	17.9
Dividend yield (%)	1.0	1.3	1.3	1.3	1.3
Net debt / equity (x)	(0.1)	(0.1)	(0.1)	(0.1)	(0.1)

Source: Company, Anand Rathi Research

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Quick Glance – Financials and Valuations

Fig 1 – Income statement (Rs m)

Year-end: Mar	FY23	FY24	FY25e	FY26e	FY27e
Net revenues	43,819	45,784	47,787	53,761	62,161
Growth (%)	18.3	4.5	4.4	12.5	15.6
Direct costs	18,070	19,770	20,907	23,100	26,224
SG&A	9,275	10,357	10,901	12,432	14,569
EBITDA	5,920	6,997	6,720	7,980	9,713
EBITDA margins (%)	13.5	15.3	14.1	14.8	15.6
- Depreciation	1,329	1,480	1,643	1,680	1,748
Other income	336	462	508	605	777
Interest expenses	223	211	269	235	194
PBT	4,625	5,768	5,316	6,670	8,547
Effective tax rates (%)	25.1	24.9	25.0	25.0	25.0
+ Associates / (Minorities)	-18	-113	-125	-156	-188
Net income	3,445	4,221	3,862	4,846	6,223
Adj. income	3,445	4,221	3,862	4,846	6,223
WANS	159	159	159	159	159
FDEPS (Rs)	21.6	26.5	24.2	30.4	39.1
Adj. FDEPS growth (%)	-8.6	22.5	-8.5	25.5	28.4
Gross margin (%)	58.8	56.8	56.3	57.0	57.8

Fig 3 – Cash-flow statement (Rs m)

Year-end: Mar	FY23	FY24	FY25e	FY26e	FY27e
PBT (Adj. OI and interest)	4,625	5,768	5,316	6,670	8,547
+ Non-cash items	1,329	1,480	1,643	1,680	1,748
Oper. prof. before WC	5,954	7,248	6,959	8,350	10,295
- Incr. / (decr.) in WC	(1,968)	471	(364)	(1,181)	(1,629)
Others incl. taxes	(983)	(1,205)	(1,060)	(1,432)	(1,943)
Operating cash-flow	3,003	6,514	5,534	5,736	6,723
- Capex (tang. + intang.)	(2,501)	(3,382)	(2,713)	(3,118)	(3,405)
Free cash-flow	502	3,132	2,821	2,619	3,319
Acquisitions					
- Dividend	(1,433)	(1,912)	(1,912)	(1,912)	(1,912)
+ Equity raised	17	(1,806)	-	-	-
+ Debt raised	814	(387)	(120)	(25)	(40)
- Fin. investments	-	(37)	-	-	-
- Misc. items (CFI + CFF)	(205)	2,212	(394)	(391)	(382)
Net cash-flow	(306)	1,203	395	291	986

Source: Company, Anand Rath Research

Fig 5 – Price movement



Source: Bloomberg, Anand Rath Research

Fig 2 – Balance sheet (Rs m)

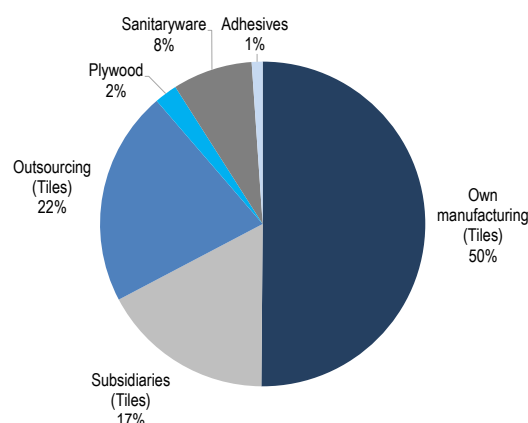
Year-end: Mar	FY23	FY24	FY25e	FY26e	FY27e
Share capital	159	159	159	159	159
Net worth	23,268	26,165	28,116	31,050	35,362
Debt (incl. Preference shares)	2,093	1,706	1,585	1,560	1,520
Minority interest	776	591	591	591	591
Deferred tax liability / (Assets)	738	801	801	801	801
Capital employed	26,876	29,263	31,093	34,003	38,274
Net tangible assets	13,724	15,484	16,734	18,296	20,171
Net intangible assets	434	714	714	714	714
Goodwill	327	327	327	327	327
CWIP (tang. and intang.)	817	679	500	375	156
Investments (strategic)	-	37	37	37	37
Investments (financial)	-	-	-	-	-
Current assets	2,380	1,494	1,494	1,494	1,494
Cash	3,938	5,141	5,536	5,827	6,812
Current liabilities	3,300	3,196	3,249	3,193	3,146
Working capital	8,555	8,583	9,001	10,126	11,708
Capital deployed	26,875	29,263	31,093	34,003	38,274
Contingent liabilities	93.8	98.1	-	-	-

Fig 4 – Ratio analysis

Year-end: Mar	FY23	FY24	FY25e	FY26e	FY27e
P/E (x)	43.4	35.4	38.7	30.9	24.0
EV / EBITDA (x)	24.9	20.9	21.7	18.2	14.9
EV / Sales (x)	3.4	3.2	3.0	2.7	2.3
P/B (x)	6.4	5.7	5.3	4.8	4.2
RoE (%)	15.5	17.1	14.2	16.4	18.7
RoCE (%) - after tax	14.3	15.7	13.6	15.6	17.9
RoE (%) - after tax	16.9	18.7	16.5	18.9	21.6
DPS (Rs)	9.0	12.0	12.0	12.0	12.0
Dividend yield (%)	1.0	1.3	1.3	1.3	1.3
Dividend payout (%)	41.6	45.3	49.5	39.4	30.7
Net debt / equity (x)	(0.1)	(0.1)	(0.1)	(0.1)	(0.1)
Receivables (days)	50.1	49.4	50.0	50.0	50.0
Inventory (days)	47.0	42.4	43.8	43.8	43.8
Payables (days)	25.9	23.4	25.0	25.0	25.0
CFO : PAT (%)	87.2	154.3	143.3	118.4	108.0

Source: Company, Anand Rath Research

Fig 6 – Revenue mix (FY24)



Source: Company, Anand Rath Research

Results Highlights

Fig 7 – Quarterly performance

(Rs m)	Q3 FY24	Q2 FY25	Q3 FY25	% Y/Y	% Q/Q	9M FY24	9M FY25	% Y/Y	FY23	FY24	% Y/Y
Revenue	11,518	11,793	11,637	1.0	(1.3)	33,376	34,567	3.6	43,819	45,784	4.5
Raw material costs	4,692	5,115	4,790	2.1	(6.3)	13,990	14,627	4.5	18,070	19,770	9.4
Employee costs	1,319	1,443	1,507	14.2	4.4	3,756	4,344	15.7	4,612	5,053	9.5
Power & fuel expenses	2,395	2,244	2,412	0.7	7.5	6,543	6,784	3.7	10,554	8,661	(17.9)
Other expenses	1,324	1,401	1,440	8.8	2.8	3,810	4,065	6.7	4,663	5,304	13.8
EBITDA	1,788	1,589	1,487	(16.8)	(6.4)	5,277	4,747	(10.0)	5,920	6,997	18.2
Other income	113	99	105	(6.6)	6.7	288	306	6.2	336	462	37.5
Depreciation	389	406	399	2.4	(1.8)	1,055	1,226	16.2	1,329	1,480	11.4
Finance costs	50	47	87	74.7	83.9	145	181	24.8	223	211	(5.4)
Profit / Loss from Associate	(3)	(29)	(10)	233.3	(65.8)	(5)	(62)	1,144.0	(1)	(12)	1,400.0
PBT	1,474	1,281	1,205	(18.2)	(5.9)	2,901	2,487	(14.3)	4,704	5,756	22.4
Tax	379	350	307	(18.9)	(12.2)	1,081	1,015	(6.1)	1,163	1,435	23.4
MI	38	13	12	(67.1)	(2.4)	82	50	(39.1)	17	105	517.6
PAT	1,042	843	777	(25.4)	(7.7)	3,197	2,518	(21.2)	3,445	4,217	22.4
Adj. PAT	1,042	843	777	(25.4)	(7.7)	3,197	2,518	(21.2)	3,524	4,217	19.7
EPS (Rs)	6.5	5.3	4.9	(25.4)	(7.7)	20.1	15.8	(21.2)	21.6	26.5	22.4

As % of revenue				bps y/y	bps q/q				bps y/y		
Material costs	40.7	43.4	41.2	43	(221)	41.9	42.3	40	41.2	43.2	194
Gross margins	59.3	56.6	58.8	(43)	221	58.1	57.7	(40)	58.8	56.8	(194)
Employee costs	11.5	12.2	12.9	149	71	11.3	12.6	131	10.5	11.0	51
Power & fuel expenses	20.8	19.0	20.7	(7)	170	19.6	19.6	2	24.1	18.9	(517)
Other expenses	11.5	11.9	12.4	88	49	11.4	11.8	34	10.6	11.6	94
EBITDA margins	15.5	13.5	12.8	(274)	(69)	15.8	13.7	(208)	13.5	15.3	177
Other income	1.0	0.8	0.9	(7)	7	0.9	0.9	2	0.8	1.0	24
Depreciation	3.4	3.4	3.4	5	(2)	3.2	3.5	39	3.0	3.2	20
Finance costs	0.4	0.4	0.7	32	35	0.4	0.5	9	0.5	0.5	(5)
PBT margins	12.7	10.2	9.4	(16)	(5)	13.1	10.4	(13)	10.6	12.6	23
Effective tax rates	25.9	28.3	27.8	14	3	24.8	27.8	15	24.7	24.9	(0)
Adj. PAT margin	9.0	7.1	6.7	(20)	(7)	9.6	7.3	(17)	8.0	9.2	23

Source: Company, Anand Rathi Research

Q3 FY25 Result Highlights

Disappointing Q3, challenging demand situation curbs growth momentum, under-absorption of fixed overheads hurts profitability

- Q3 revenue was up only 1% y/y to Rs11.6bn, supported by 3.5% y/y growth in tiles (its key business bringing 91% y/y to overall revenue). Revenue in Other businesses together was 18.7% lower y/y
- Higher input costs led to the gross margin contracting 43bps y/y to 58.8%, which led to flattish gross profit of Rs6.8bn
- EBITDA was 16.8% lower y/y to Rs1.5bn, led by a significant increase (14.2/8.8% y/y) in employee/other operating expenses, excl. power & fuel expenses, which were flat
- The EBITDA margin contracted 274bps y/y to 12.8%, driven down by lower realisations and losses in bathware
- The adverse impact on PAT escalated owing to higher interest expense (up 74.7% y/y) and higher tax incidence of 27.8% vs. 25.9% a year ago.

Segment details

A. Tiles & Adhesives

- **Revenue:** Rs10.4bn, up 3% y/y, driven by a 6.7% y/y increase in sales volumes to 28.9m sq.mtrs.
- Tile production was 23.2m sq.mtrs with its own manufacturing and its subsidiaries mix being 70:30 vs. 75:25 a year back
- Sale volume split between own manufacturing/subsidiaries/outsourcing was 54:20:26, with realisations remaining soft
- Tile revenue grew only 3.5% y/y to Rs 10.6bn. The EBIT margin significantly deteriorated, contracting 258bps y/y to 10.9%.
- Adhesives revenue grew 60.5% y/y to Rs205m.

B. Others (bathware, sanitaryware, plywood)

- Revenue declined 18.7% y/y to Rs1bn with the segment reporting an EBIT loss of Rs65m vs. a Rs19m profit a year ago. However, the loss narrowed from Rs107m the previous quarter
- **Bathware & sanitaryware** revenue grew 2.5% y/y to Rs950m. Growth was muted as retail demand was sluggish (the retail channel comprises 95% of sales)
- **Plywood** revenue dropped a considerable 76% y/y to Rs81m as the company deliberately scaled down operations due to high input costs.
- **Sanitaryware** revenue was up only 2.5% y/y to Rs945m
- The loss in the Others category was largely due to front-loading costs w.r.t the commissioning of the Morbi sanitaryware plant during the year, along with a significant decline in the plywood business.

Key decisions from the Board meeting

- The company is investing Rs160m to acquire up to a 75% stake in, and/or provide a loan to, Kajaria Adhesive Pvt. Ltd. to establish an adhesive manufacturing plant in Tamil Nadu with capacity of 1.2m adhesive bags.
- The company acquired an additional 1% stake in Kajaria Ramesh Tiles, Nepal, increasing its holding to 51% and establishing it as a subsidiary.
- The Board enhanced the loan limit to Rs1bn (earlier Rs900m) and approved a bank guarantee of up to Rs200m to support the working capital needs of Kerovit Global Pvt. Ltd.
- Enhanced investment limit in subsidiary Keronite Tiles Pvt. Ltd. to Rs850m (earlier Rs650m) by subscribing to up to 90% of the latter's shares and/or granting loans. Besides, it will offer a bank guarantee of up to Rs200m to meet operational and working capital needs.

Other highlights

- Working capital days increased to 59 vs. 58 in Dec'23.

Q3 FY25 Concall highlights

Challenging demand environment and margin pressures; Management expects demand recovery & margin trends to reverse

Market trends and Demand outlook

A. Domestic

- Management anticipates a demand uptick, driven by favourable Union Budget proposals (incl. higher disposable income), an infrastructure push, and expected RBI rate cuts in Feb'25
- Retail demand was muted, affecting pricing and realisations. However, project demand is steady but the sub-segment is highly competitive
- While some shutdowns were expected in Morbi, many plants continue to operate, leading to oversupply
- Traditional facilities with outdated and less energy-efficient machinery face financial stress, while new plants are competing strongly.

B. Exports

- India's tile exports slid 16% y/y to Rs116bn in the first eight months of FY25, hurt by higher ocean freight rates due to the Red Sea crisis and market uncertainty in the Gulf region
- Freight rates for key markets were \$1,600 (pre-crisis) and are now \$1,750, down from the peak \$4,000. Thus, exports are expected to recover as freight rates normalise.

Operational highlights

- The company is eyeing market recovery and hence is avoiding sales push to maintain working capital efficiency
- More institutional sales in Q3, driven by weak retail demand, resulted in lower realisations and squeezed margins
- Growing retail sales over project sales is the prime focus (higher margins in retail)
- The number of dealers, now 1,880 (460 exclusive to Kajaria), is being increased. The focus is to broaden its reach to smaller cities and towns.

Segment highlights

A. Tiles

- Domestic capacity utilisation: ~105%; ~20-25% of sales to be met via outsourcing
- Retail sales brought 70-75% to total tile sales; projects, 30-25%
- Retail demand was weak; project sales, stable. Keen competition in the project segment, however, piled pressure on pricing
- No immediate price hikes expected
- The ceramics/PVT/GVT volume mix was 42:25:33 and value mix, 37:26:37.

B. Others (sanitaryware, faucets, plywood)

- Expecting 10% growth in FY25 in bathware
- The new sanitaryware plant is stabilising and will contribute from FY26
- Faucets had higher raw material costs (brass) in Q1 FY25, but prices have now stabilised
- The priority in the plywood business is market recovery over relentless sales growth.

Cost & Pricing challenges

- Propane in Morbi is 4-6% cheaper than PNG, but savings are limited
- **Gas prices (in Q3 FY25):** North/ South/ West: Rs38/38/37 per standard cu.mtr (scm). Prices averaged ~Rs37/scm
- Gas & fuel prices are expected to be stable, with no significant reduction expected in Q4
- Employee expenses rose 150bps y/y, to 13% of sales
- No major price hikes planned due to the subdued demand environment.

Capacity expansion

- No major capex planned; the company will focus on maximising existing plant output and carry out strategic outsourcing when needed
- It may undertake minimal capex, however, in FY26, chiefly for maintenance and expansion in key markets.

Facility in Nepal JV

- The plant was commissioned in Sep'24 and is now operating at 70% capacity, expected to rise to 80-85% by Mar'25
- The company will consolidate the JV's financials from Q1 FY26
- Lower interest costs (from 14% to 8-9%) would boost profitability
- Incurring Rs310m capex to build a warehouse for inventory management.

Facility in Tamil Nadu

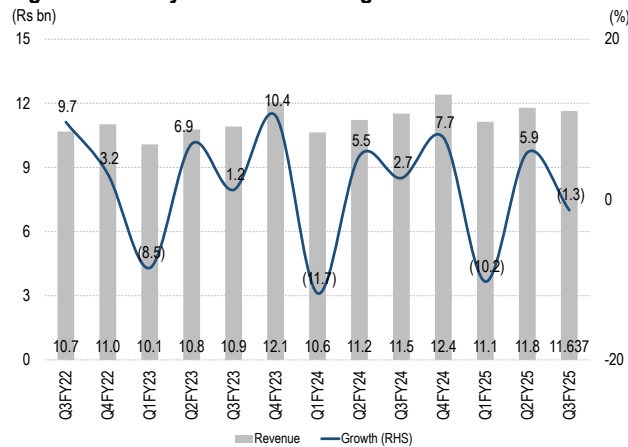
- The company is acquiring a 75% stake in Kajaria Ceramics Pvt. Ltd., with Lakshmi Ceramics (a large distributor) holding 25%. This is to strengthen sales in Tamil Nadu through Lakshmi's 17 retail showrooms and manage local operations and regulatory issues efficiently.

Growth guidance

- Targeting ~8-9% volume growth for FY25 (previous target, 10%)
- Management aims to optimise costs in FY26 to align them with FY24 levels (largely to do with high employee expenses)
- Targeting ~15-17% revenue growth in FY26. Management anticipates a gradual EBITDA margin recovery to 14-15% in FY26, driven by higher retail sales in the mix, stabilisation of the new sanitaryware plant, and greater cost efficiencies.
- Earlier guidance of 12-15% revenue CAGR over 3 years is under review.

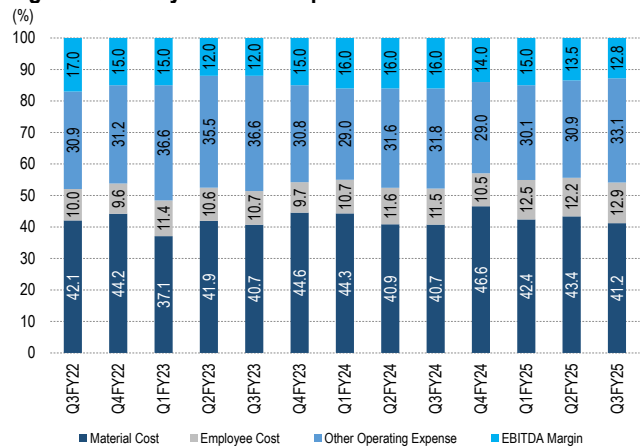
Story in charts

Fig 8 – Quarterly revenue trend & growth



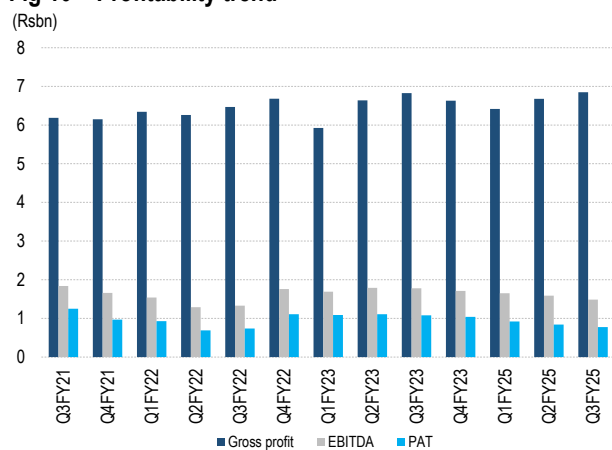
Source: Company, Anand Rathi Research

Fig 9 – Quarterly cost breakup



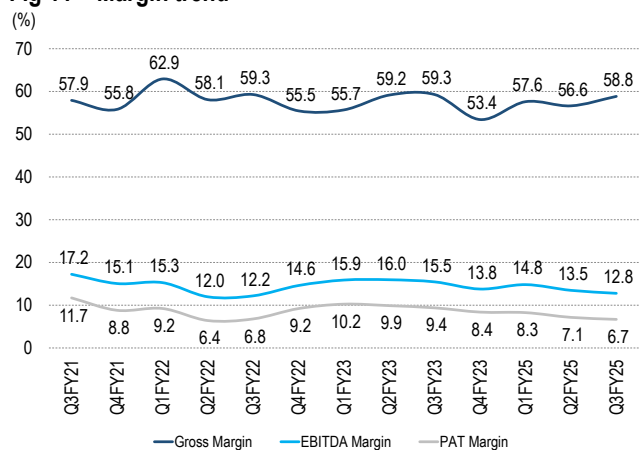
Source: Company, Anand Rathi Research

Fig 10 – Profitability trend



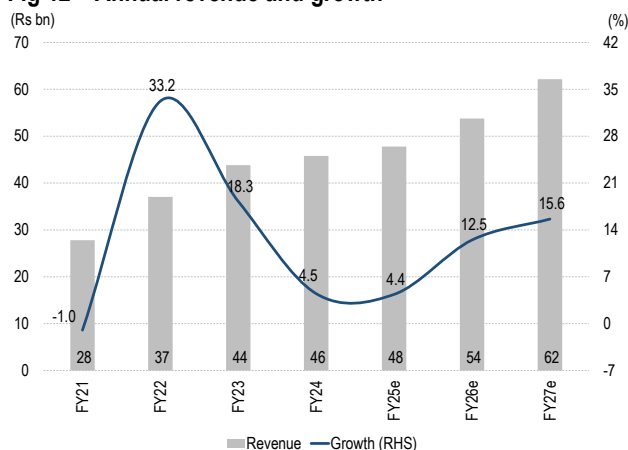
Source: Company, Anand Rathi Research

Fig 11 – Margin trend



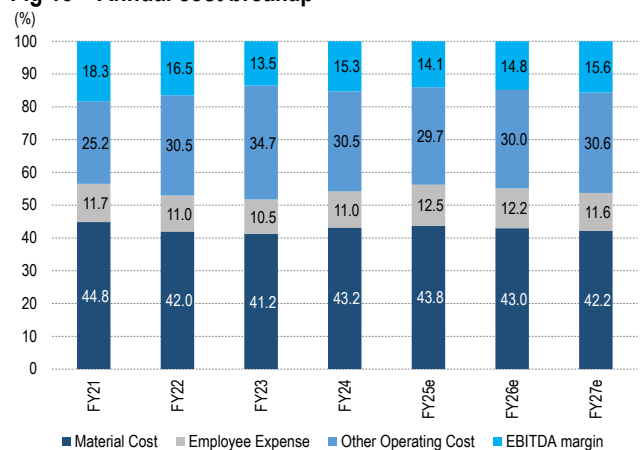
Source: Company, Anand Rathi Research

Fig 12 – Annual revenue and growth

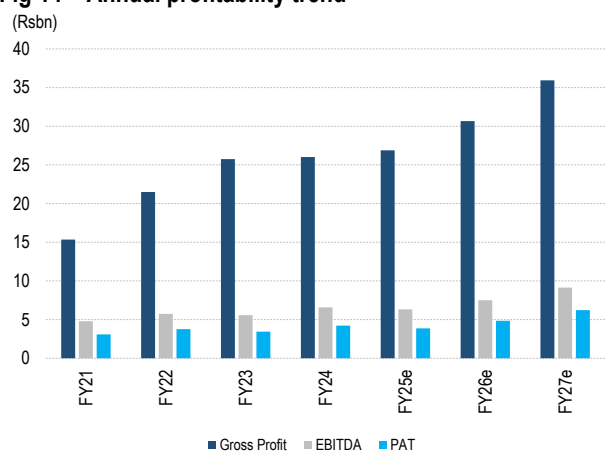


Source: Company, Anand Rathi Research

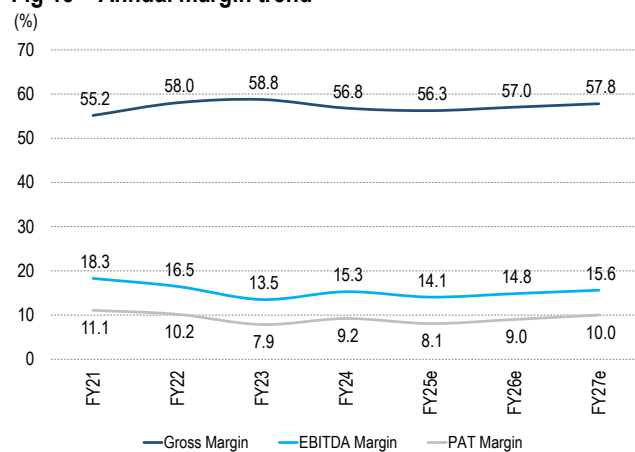
Fig 13 – Annual cost breakup



Source: Company, Anand Rathi Research

Fig 14 – Annual profitability trend

Source: Company, Anand Rathi Research

Fig 15 – Annual margin trend

Source: Company, Anand Rathi Research

Outlook & Valuations

Management expects 15-17% revenue growth and 14-15% EBITDA margins in FY26 driven by higher retail sales in the mix, stabilisation of the new sanitaryware plant, and greater cost efficiencies.

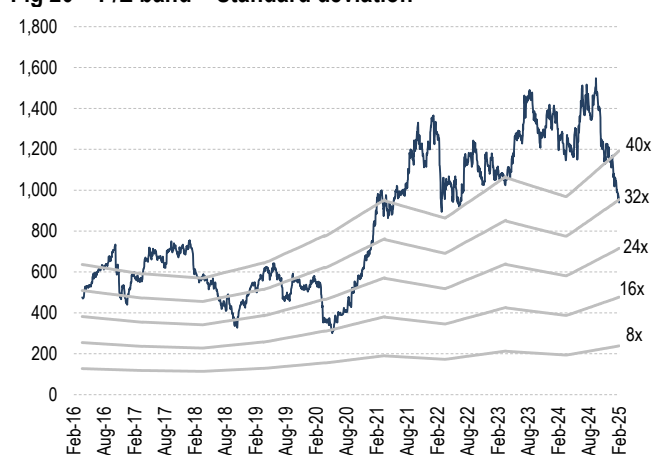
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Fig 19 – Change in estimates

(Rs m)	Old			New			Variance %		
	FY25e	FY26e	FY27e	FY25e	FY26e	FY27e	FY25	FY26	FY27
Sales	49,790	55,392	63,181	47,787	53,761	62,161	(4.0)	(2.9)	(1.6)
EBITDA	7,641	8,878	10,305	6,720	7,980	9,713	(12.1)	(10.1)	(5.7)
EBITDA margins (%)	15.3	16.0	16.3	14.1	14.8	15.6	(128)	(118)	(68)
PAT	4,797	5,711	6,751	3,862	4,846	6,223	(19.5)	(15.1)	(7.8)
EPS (Rs)	30.1	35.9	42.4	24.2	30.4	39.1	(19.5)	(15.1)	(7.8)

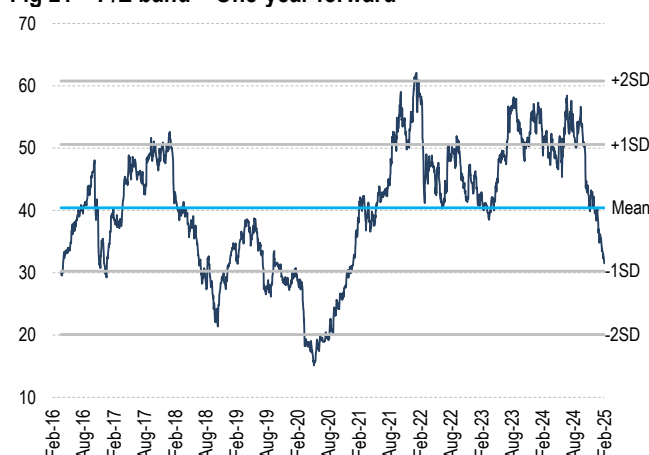
Source: Anand Rathi Research

Fig 20 – P/E band – Standard deviation



Source: Bloomberg, Anand Rathi Research

Fig 21 – P/E band – One-year forward



Source: Bloomberg, Anand Rathi Research

Risks

- Slowdown in commercial and/or residential real estate would curb demand
- Keener competition from the informal segment or from peers in the formal one might slash realisations, cutting into profitability
- Higher raw material and fuel (gas) costs might compress gross margins.

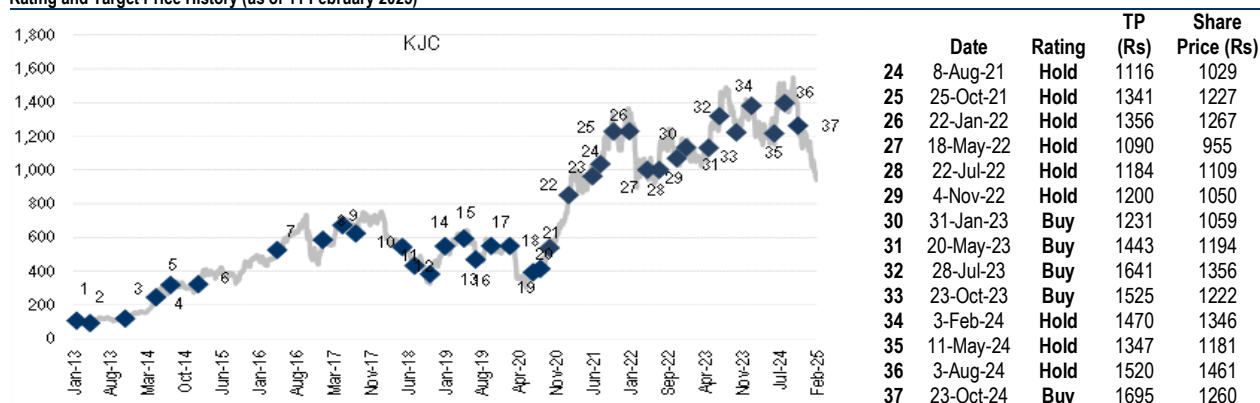
Appendix

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