

## 8 April 2025 Company Update | Sector: Consumer Durables

# **KEI Industries**

### **BSE SENSEX** 74,227



## ires & Cables

Bloomberg	KEII IN
Equity Shares (m)	96
M.Cap.(INRb)/(USDb)	247.5 / 2.9
52-Week Range (INR)	5040 / 2424
1, 6, 12 Rel. Per (%)	-20/-28/-31
12M Avg Val (INR M)	1677
Free float (%)	65.0

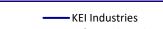
### Financials & Valuations (INR b)

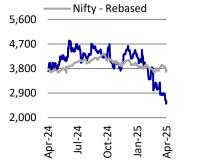
Y/E MARCH	FY25E	FY26E	FY27E				
Sales	94.6	108.9	125.8				
EBITDA	9.4	11.0	13.4				
Adj. PAT	6.6	7.5	8.8				
EBITA Margin (%)	10.0	10.1	10.6				
Cons. Adj. EPS (INR)	68.9	78.9	92.4				
EPS Gr. (%)	7.1	14.4	17.2				
BV/Sh. (INR)	606	679	765				
Ratios							
Net D:E	(0.3)	(0.3)	(0.3)				
RoE (%)	14.7	12.3	12.8				
RoCE (%)	15.1	12.7	13.3				
Payout (%)	7.0	7.6	6.5				
Valuations							
P/E (x)	37.7	33.0	28.1				
P/BV (x)	4.3	3.8	3.4				
EV/EBITDA (x)	24.2	20.8	17.1				
Div Yield (%)	0.2	0.2	0.2				
FCF Yield (%)	(2.7)	(0.2)	0.4				

## Shareholding pattern (%)

As On	Dec-24	Sep-24	Dec-23			
Promoter	35.0	37.1	37.1			
DII	20.7	16.0	16.1			
FII	29.8	31.1	31.0			
Others 14.5 15.8 15.9						
FII Includes depository receipts						

## Stock's performance (one-year)





### **CMP: INR2,600** 22,536

S&P CNX

TP: INR3,000 (+15%)

Neutral

## Capacity expansion to drive growth

We met with KEII's management to gain insights into near-term industry trends and the company's growth outlook. Management indicated that demand remains strong for cables, led by an increase in government capex activities. The demand for wires has also improved, supported by an improvement in real estate demand and higher copper prices, which are encouraging inventory stocking. The company has maintained its revenue growth target of ~18% in FY25E/26E and ~20% in FY27E. With rising demand from power transmission, industrial infrastructure, real estate, and data centers, KEII is strengthening its manufacturing capabilities through brownfield expansions and a new greenfield facility in Sanand, Gujarat. The company is also enhancing its backward integration efforts to improve cost efficiency and supply security. Additionally, management remains focused on expanding its retail presence, optimizing its product mix, and capitalizing on industry tailwinds to sustain long-term growth. Considering recent concerns around growth and RM cost volatility following reciprocal tariff announcements by the US, we have cut our EPS estimates by ~4%/8% for FY26/FY27. This revision reflects reduced margin estimates, as we now factor in stable margins for both cables and wires. KEII has corrected by ~25% in the past month, following announcements by UTCEM and Adani Group regarding their entry into the Cables & Wires (C&W) segment. The stock now trades fairly at 33x/28x FY26E/27E EPS. We maintain our Neutral rating on the stock and value KEII at 32x FY27E EPS to arrive at our TP of INR3,000.

## Industry growth and KEII's strategic positioning

- The Indian C&W industry is witnessing strong growth, with an estimated market size of INR900b. The market has clocked a CAGR of ~10% over the last 12 years, with organized players increasing their share from ~35% in FY15 to ~70% currently. The sector is projected to post a CAGR of ~11-13% over FY24-27, reaching INR1.2t by FY27E, driven by factors such as infrastructure expansion, increasing construction activity, and growing digital connectivity. Among key segments, power transmission cables hold the largest market share (28-30%), followed by building wires (21-23%).
- According to industry data, the revenue share of our coverage companies (HAVL, POLYCAB, KEII, and RRKABEL) increased to ~44% in FY24 vs ~26% in FY19. Considering historical data and various industry estimates (sectoral growth of ~13%), the industry size is projected to reach INR1.2b-INR1.3t by FY28, which is likely when UTCEM's capacity will become fully operational. This implies ~5-6% of industry size at peak capacity utilization. Notably, UTCEM's management recently indicated that there are no plans to increase allocated capex for the C&W segment in the near future.
- As one of the leading players in the industry, KEII is well-positioned to capitalize on this industry growth through strategic capacity expansion, backward integration, and operational efficiency. The company has significantly scaled up its production, with cable capacity increasing ~36% and wires capacity rising ~27% in 1HFY25, compared to FY24-end levels.

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- Cable capacity utilization stood at ~83-85% in Q3FY25 and is projected to reach ~85% by Q4FY25. This expansion is driven by a mix of brownfield and greenfield projects, ensuring long-term scalability.
- KEII maintains high asset utilization (10x for brownfield projects) and a disciplined capex approach. With FY24 capacity utilization at ~71%, the company ensures steady RoCE and profitability.
- To enhance cost efficiency, KEII has implemented backward integration for PVC compound manufacturing, which is currently operating at ~70-75% utilization, with room for further expansion. Going forward, KEII has significant scope to increase its backward integration, thereby improving self-sufficiency, optimizing margins, and reinforcing its pursuit of ambitious growth targets.
- KEII expects a volume CAGR of ~17% over FY25-27E, with overall revenue growth of ~18% in both FY25 and FY26, and ~20% in FY27. Exports are expected to reach INR2b, driven primarily by ESP product shipments to the US.

## Capacity expansion, marketing strategies, and key growth segments

- KEII continues to expand capacity in its wires segment with annual additions.
  Cable capacity expansion typically takes 1.5 years, with greenfield projects requiring about two years and brownfield expansions taking roughly one year.
- KEII is investing INR19b in LT, HT, and EHV cables, with an expected revenue potential of INR58b, while aiming to maintain RoCE in line with its established performance standards.
- The company's upcoming Sanand plant is strategically located near key ports and copper suppliers in Gujarat, enabling optimized logistics costs and reduced raw material procurement costs.
- Chinchpada plant expansion: During 9MFY25, KEII incurred a capex of INR570m for the expansion of its Chinchpada plant. The brownfield expansions at Chinchpada and Pathredi have been completed, adding capacity for wires and power cables. Following the expansion, capacity utilization improved across key segments—with cables at ~85%, house wires at ~69.7%, and stainless steel wires at ~91%. This investment is expected to drive volume growth of 16-17% in FY25. To support this growth and improve production efficiency, the company has installed new equipment, including a 32-wire multi-wire drawing machine, additional bunchers, and machines for HT and LT cables.
- Key growth drivers: a) industrial segments (cement, fertilizers, etc.) rely on robust cabling infrastructure for manufacturing and operations. Demand is supported by capacity expansions, modernization, and higher industrial capex; b) the rapid growth of cloud computing and digitalization is driving significant investments in data centers, which require specialized, high-performance cabling solutions. KEII is well-positioned to cater to this high-growth segment; c) the transmission sector plays a critical role in India's power value chain, ensuring efficient energy flow from generating stations to demand centers; d) with increasing rural development, demand for additional electrification is expected to rise. Government programs continue to support the extension of power networks. With increasing infrastructure development and electrification projects, demand for extra high voltage (EHV) and high-tension (HT) cables is rising. KEII's increased focus on these segments positions it well to capture growth opportunities.



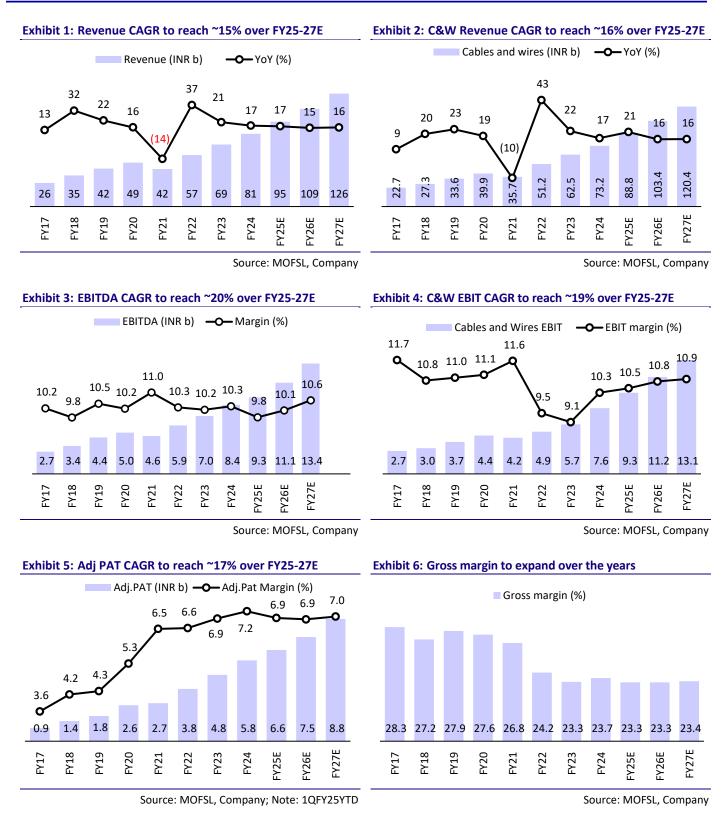
- KEI's top 10 customers contribute ~12-14% of total revenue, while dealers hold 15-20 days of inventory. Retail prices are adjusted every 15-20 days to reflect raw material fluctuations. However, KEI's effective cost management minimizes the impact on annual profitability. The company aims to increase the retail segment's share to ~50% by FY26 (from ~47% in FY24). To support this goal, KEII has expanded its dealer network to over 2,100 in FY25 (from 1,990 in FY24).
- For smaller projects, ~50% of revenue comes from retail, 22-23% from wires, and the rest from LT and medium tension cables, ensuring a balanced product mix. For institutional orders, the company typically maintains 3-4 months of inventory to ensure smooth execution.

## Valuation and view

- KEII has corrected by ~25% in the past month following announcements by UTCEM and Adani Group regarding their entry into the cables & wires segment. We had anticipated a negative reaction for C&W companies and subsequently downgraded our rating on KEII and RRKABEL to Neutral, expecting a de-rating in valuation multiples following the announcement of entry by sizeable players in this business (Link). That said, KEII's business fundamentals remain strong, and we do not foresee any financial impact over the next two years, as: 1) UTCEM's plant is expected to be commissioned by Dec'26 (Link), and 2) Adani Group has not yet announced its capex plans in this segment (Link).
- We have reduced our margin estimates and now factor in stable margin for cables in FY26E/27E, resulting in a 4%/8% EPS reduction for FY26E/27E. We expect KEII's EPS to clock a 16% CAGR over FY25-27E. The stock now trades fairly at 33x/28x FY26E/27E EPS. We maintain our Neutral rating on the stock and value KEII at 32x FY27E EPS to arrive at our TP of INR3,000.

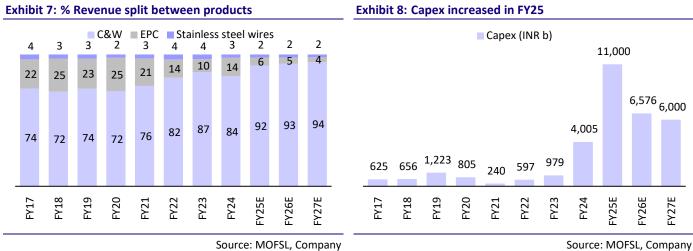


## **Story in charts**



## MOTILAL OSWAL

## **KEI Industries**



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Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Net Sales	48,878	41,815	57,270	69,082	81,041	94,552	1,08,907	1,25,814
Change (%)	15.6	(14.4)	37.0	20.6	17.3	16.7	15.2	15.5
EBITDA	4,996	4,605	5,887	7,020	8,375	9,442	11,025	13,358
% of Net Sales	10.2	11.0	10.3	10.2	10.3	10.0	10.1	10.6
Depreciation	567	578	555	571	614	715	1,159	1,747
Interest	1,292	573	404	347	439	561	590	661
Other Income	165	201	146	318	490	643	798	859
PBT	3,302	3,655	5,075	6,420	7,813	8,808	10,074	11,808
Тах	716	921	1,315	1,647	2,002	2,257	2,582	3,026
Rate (%)	21.7	25.2	25.9	25.7	25.6	25.6	25.6	25.6
Extra-ordinary Inc.(net)	-	-	-	-	2.1	-	-	-
Reported PAT	2,586	2,734	3,760	4,773	5,813	6,550	7,492	8,782
Change (%)	42.3	5.7	37.5	26.9	21.8	12.7	14.4	17.2
Adjusted PAT	2,586	2,734	3,760	4,773	5,811	6,550	7,492	8,782
Change (%)	42.3	5.7	37.5	26.9	21.7	12.7	14.4	17.2
Balance Sheet								(INR M)

Balance Sheet								(INR M)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Share Capital	179	180	180	180	180	190	190	190
Reserves	14,889	17,597	21,175	25,711	31,302	57,387	64,309	72,521
Net Worth	15,068	17,776	21,355	25,892	31,483	57,577	64,499	72,711
Loans	3,151	2,850	3,314	1,353	1,342	1,342	1,042	742
Deferred Tax Liability	310	296	294	266	273	273	273	273
Capital Employed	18,528	20,922	24,963	27,511	33,098	59,192	65,814	73,726
Gross Fixed Assets	6,298	6,631	7,733	8,668	11,312	12,536	26,112	32,112
Less: Depreciation	1,309	1,869	2,424	2,995	3,608	4,324	5,483	7,230
Net Fixed Assets	4,989	4,761	5,309	5,673	7,703	8,212	20,629	24,882
Capital WIP	112	71	165	146	1,224	11,000	4,000	4,000
Investments	6	9	20	13	16	16	16	16
Curr. Assets	27,579	25,295	29,776	31,870	37,636	54,558	57,680	63,902
Inventory	8,638	7,682	10,794	11,023	13,427	15,025	17,007	19,648
Debtors	13,676	13,496	13,955	13,878	15,179	17,356	19,394	22,405
Cash & Bank Balance	2,143	2,212	3,600	5,372	7,004	20,073	18,856	19,050
Loans & Advances	154	220	16	24	27	31	36	41
Other Current Assets	2,969	1,685	1,410	1,573	2,000	2,072	2,387	2,758
Current Liab. & Prov.	14,158	9,214	10,307	10,191	13,482	14,593	16,511	19,074
Creditors	11,690	7,414	7,626	7,482	10,079	11,139	12,532	14,477
Other Liabilities	2,277	1,658	2,538	2,469	3,106	3,109	3,580	4,136
Provisions	192	142	143	240	296	346	398	460
Net Current Assets	13,421	16,081	19,469	21,679	24,155	39,964	41,170	44,828
Application of Funds	18,528	20,922	24,963	27,511	33,098	59,192	65,814	73,726



## Financials and valuations (Consolidated)

Ratios								
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Basic (INR)								
Adjusted EPS	28.9	30.4	41.7	52.9	64.4	68.9	78.9	92.4
Growth (%)	25.5	5.3	37.2	26.8	21.7	7.1	14.4	17.2
Cash EPS	35.2	36.9	47.9	59.3	71.2	76.5	91.1	110.8
Book Value	168.3	197.8	237.0	287.1	348.9	606.1	678.9	765.4
DPS	1.5	2.0	2.5	3.0	3.5	4.0	5.0	5.0
Payout (incl. Div. Tax.)	10.7	6.6	6.0	5.7	4.8	7.0	7.6	6.5
Valuation (x)								
P/Sales	4.8	5.6	4.1	3.4	2.9	2.6	2.3	2.0
P/E	90.0	85.5	62.3	49.1	40.4	37.7	33.0	28.1
Cash P/E	73.8	70.5	54.3	43.9	36.5	34.0	28.6	23.5
EV/EBITDA	46.8	50.9	39.7	32.8	27.3	24.2	20.8	17.1
EV/Sales	4.8	5.6	4.1	3.3	2.8	2.4	2.1	1.8
Price/Book Value	15.4	13.1	11.0	9.1	7.5	4.3	3.8	3.4
Dividend Yield (%)	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Profitability Ratios (%)								
RoE	22.6	16.6	19.2	20.2	20.3	14.7	12.3	12.8
RoCE	22.6	16.0	17.7	19.2	20.3	15.1	12.7	13.3
RoIC	25.0	17.2	19.7	22.1	24.0	19.9	17.1	17.0
Turnover Ratios								
Debtors (Days)	102	118	89	73	68	67	65	65
Inventory (Days)	65	67	69	58	60	58	57	57
Creditors. (Days)	87	65	49	40	45	43	42	42
Asset Turnover (x)	2.6	2.0	2.3	2.5	2.4	1.6	1.7	1.7
Leverage Ratio								
Net Debt/Equity (x)	0.1	0.0	(0.0)	(0.2)	(0.2)	(0.3)	(0.3)	(0.3)
Cash Flow Statement								(INR M)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
PBT before EO Items	3,279	3,654	5,075	6,420	7,811	8,808	10,074	11,808
Add : Depreciation	567	578	555	571	614	715	1,159	1,747
Interest	1,276	554	404	347	439	561	590	661
Less : Direct Taxes Paid	947	903	1,247	1,776	2,045	2,257	2,582	3,026
(Inc)/Dec in WC	4,365	2,420	2,505	349	689	2,740	2,423	3,464
Others	61	76	4	(74)	(24)	(643)	(798)	(859)
CF from Operations	(130)	1,539	2,286	5,139	6,105	4,444	6,020	6,867
(Inc)/Dec in FA	(805)	(240)	(597)	(979)	(4,005)	(11,000)	(6,576)	(6,000)
Free Cash Flow	(936)	1,299	1,688	4,160	2,100	(6,556)	(556)	867
(Pur)/Sale of Investments	783	952	(8)	(547)	265	-	-	-
Others	133	42	22	156	209	643	798	859
CF from Investments	110	754	(584)	(1,371)	(3,531)	(10,357)	(5,778)	(5,141)
(Inc)/Dec in Net Worth	5,020	79	56	20	11	20,000	-	-
(Inc)/Dec in Debt	(1,062)	(714)	666	(1,961)	(9)	-	(300)	(300)
Less : Interest Paid	2,558	471	404	347	439	561	590	661
Dividend Paid	276	180	224	271	281	456	570	570
Others	(131)	-	(408)	-	(225)	-	-	-
CF from Fin. Activity	994	(1,286)	(314)	(2,559)	(942)	18,983	(1,460)	(1,531)
Inc/Dec of Cash	974	1,007	1,388	1,208	1,632	13,070	(1,218)	194
Add: Beginning Balance+FD	1,169	1,205	2,212	4,163	5,372	7,004	20,073	18,856
Closing Balance	2,143	2,212	3,600	5,372	7,004	20,073	18,856	19,050

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ΝΟΤΕS



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>=15%					
< - 10%					
< - 10 % to 15%					
Rating may undergo a change					
We have forward looking estimates for the stock but we refrain from assigning recommendation					

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