**India I Equities** 

FMCG

**Company Update** 

8 May 2025

## **Godrej Consumer Products**

Volumes rebound; margin recovery likely in H2, retaining a Buy

With 6% volume growth (4% in India business) and 21.1% EBITDA margin (Street's estimate at 20.4%), Godrej Consumer posted broadly in-line Q4 results. The company's focus on developing categories/businesses and innovation drove launches with huge potential: a liquid detergent (Fab), RNF molecule-based anti-mosquito repellents and its entry into pet care. Management maintained its focus on volume-led growth and guided for 5-6% volume expansion in FY26, with double-digit EBITDA growth. The new guidance, however, was a tad underwhelming; we, thus, lower our FY26e/27e revenue by 5% each and EPS by 6%/7%. We retain a Buy, with a lower 12-mth TP of Rs1,430 (earlier Rs1,485), 52x FY27e EPS (50x FY27e EPS), due to the weaker FY26 guidance.

Consolidated revenue grew 6% y/y, led by 6% overall volume growth. Domestic revenue grew 8% (volumes up 4%), led by a 14% rise in home care (double-digit growth in HI volumes buoyed by a good season) and a 4% increase in personal care (mid-high single-digit decline in personal wash volumes). Indonesia revenue rose 5% (volumes up 6%); GUAM posted 23% organic growth. We forecast 9% revenue CAGR over FY25-27, aided by a 9% revenue CAGR domestically and 10% internationally.

**Q4 EBITDA** margin dipped 120bps y/y on inflation in palm oil prices. This was due to a 360bp contraction in the gross margin and other expenses rising by 30bps, though partly offset by a 230bp decline in employee spends. Management maintained its 24-27% EBITDA margin guidance over the medium term for the domestic business and guided for double-digit EBITDA growth in FY26. We build in a 130bp rise in the overall EBITDA margin to 22.2% in FY25-27, aided by price hikes in soaps, the recent softening in palm oil prices and improving margins in the international business.

**Valuation.** At the CMP, the stock trades at 53x/45x FY26e/27e EPS of Rs23.4/27.5. **Key risks:** Failed launches, pricey/unwarranted bolt-on acquisitions, geopolitical turbulence shrinking the international business.

Key financials (YE Mar)	FY23	FY24	FY25	FY26e	FY27e
Sales (Rs m)	133,160	140,961	143,664	156,229	171,383
Net profit (Rs m)	17,566	19,163	19,152	23,907	28,087
EPS (Rs)	17.2	18.7	18.7	23.4	27.5
P/E (x)	72.2	66.1	66.2	53.0	45.1
EV / EBITDA (x)	51.2	43.2	42.7	37.2	33.1
P / BV (x)	9.2	10.1	10.7	9.7	8.8
RoE (%)	12.7	15.2	16.1	18.4	19.6
RoCE (%)	14.3	14.4	14.0	16.7	18.5
Dividend yield (%)	-	0.4	2.0	1.0	1.2
Net debt / equity (x)	0.0	0.2	0.3	0.2	0.1
Source: Company, Anand Rathi Res	search				

Rating: **Buy**Target Price (12-mth): Rs.1,430
Share Price: Rs.1,240

Key data	GCPL IN / GOCP.BO
52-week high / low	Rs.1541 / 980
Sensex / Nifty	80335 / 24274
Market cap	Rs.1,275bn
Shares outstanding	1,023m

Shareholding pattern (%)	Mar'25	Dec'24	Sep'24
Promoters	53.1	53.0	63.0
- of which, Pledged	0.8	0.8	0.7
Free Float	46.9	47.0	37.0
- Foreign Institutions	19.5	20.7	22.0
- Domestic Institutions	12.2	11.0	9.6
- Public	15.2	15.3	5.4

Estimates revision (%)	FY26e	FY27e
Sales	-5.0	-5.5
EBITDA	-6.3	-8.0
PAT	-6.8	-7.5



Source: Bloomberg

Ajay Thakur Research Analyst

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Anand Rathi Research India Equities

## **Quick Glance – Financials and Valuations**

Fig 1 – Income staten	nent (Rs	m)			
Year-end: Mar	FY23	FY24	FY25	FY26e	FY27e
Net revenues	133,160	140,961	143,664	156,229	171,383
Growth (%)	8	6	2	9	10
Direct costs	67,028	63,203	65,360	70,132	76,595
Gross profit	66,132	77,758	78,304	86,096	94,788
Gross margins %	49.7	55.2	54.5	55.1	55.3
Other expenses	41,700	48,191	48,313	51,921	56,703
EBITDA	24,432	29,567	29,991	34,175	38,085
EBITDA margins (%)	18.3	21.0	20.9	21.9	22.2
- Depreciation	2,363	2,410	2,339	2,440	2,519
Other income	1,684	2,690	3,199	3,500	4,000
Interest expenses	1,885	3,096	3,502	2,708	1,739
PBT	21,868	26,751	27,349	32,527	37,827
Effective tax rates (%)	19.7	28.4	30.0	26.5	25.8
+ Associates / (Minorities)	-	-	-	-	-
Net Income	17,566	19,163	19,152	23,907	28,087
WANS	1,022	1,022	1,022	1,022	1,022
FDEPS (Rs)	17.2	18.7	18.7	23.4	27.5

Fig 3 – Cash-flow statement (Rs m)									
Year-end: Mar	FY23	FY24	FY25	FY26e	FY27e				
PBT	21,327	1,982	27,349	32,527	37,827				
+ Non-cash items	-3,430	-27,016	-2,642	-1,648	-258				
Operating profit before WC	24,758	28,998	29,991	34,175	38,085				
- Incr. / (decr.) in WC	933	-4,559	2,213	613	-533				
Others including taxes	4,185	3,739	8,196	8,620	9,740				
Operating cash-flow	21,507	20,700	24,007	26,169	27,812				
- Capex (tangible + intangible)	77	-2,766	-2,761	-3,400	-3,400				
Free cash-flow	21,583	17,934	21,246	22,769	24,412				
Acquisitions	-	-	-	-	-				
- Div (incl. buyback & taxes)	-	5,114	25,570	12,274	14,831				
+ Equity raised	0	0	-	-	-				
+ Debt raised	-6,344	22,652	7,300	-10,000	-8,000				
- Fin Investments	18,769	5,871	-	-	-				
- Misc. Items (CFI + CFF)	491	28,209	1,176	-689	-2,154				
Net cash-flow	-4,020	1,392	1,801	1,184	3,736				
Source: Company, Anand Rathi Res	earch								

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	May-20	Sep-20	Jan-21	May-21	Sep-21	Jan-22	May-22	Sep-22	Jan-2	May-23	Sep-23	Jan-24	May-24	Sep-24	Jan-25	May-25
Sourc	e: Blo	oomb	erg													

Fig 2 – Balance shee	t (Rs m)				
Year-end: Mar	FY23	FY24	FY25	FY26e	FY27e
Share capital	1,023	1,023	1,023	1,023	1,023
Net worth	137,942	125,986	118,695	130,226	143,375
Debt	10,340	31,546	38,846	28,846	20,846
Minority interest	-	-	-	-	-
TL / (Assets)	-6,412	-2,804	-2,804	-2,804	-2,804
Lease liabilities	-	-	-	-	-
Capital employed	141,870	154,729	154,738	156,268	161,418
Net tangible assets	15,341	14,464	15,125	16,184	17,165
Net intangible assets	25,773	39,569	39,569	39,569	39,569
Goodwill	58,223	50,264	50,264	50,264	50,264
CWIP (tang. & intang.)	454	939	700	600	500
Investments (strategic)	8,393	17,875	17,875	17,875	17,875
Investments (financial)	21,897	17,162	17,162	17,162	17,162
Current assets (excl. cash)	33,972	35,375	34,220	36,285	39,432
Cash	3,907	5,469	7,270	8,454	12,190
Current liabilities	26,091	26,389	27,446	30,125	32,739
Working capital	7,882	8,986	6,774	6,160	6,693
Capital deployed	141,870	154,729	154,738	156,268	161,418

Fig 4 – Ratio analysis					
Year-end: Mar	FY23	FY24	FY25	FY26e	FY27e
P/E (x)	72.2	66.1	66.2	53.0	45.1
EV / EBITDA (x)	51.2	43.2	42.7	37.2	33.1
EV / Sales (x)	9.4	9.1	8.9	8.1	7.3
P/B (x)	9.2	10.1	10.7	9.7	8.8
RoE (%)	12.7	15.2	16.1	18.4	19.6
RoCE (%) - after tax	14.3	14.4	14.0	16.7	18.5
RoIC (%) - after tax	17.2	17.2	16.5	19.8	22.4
DPS (Rs)	-	5.0	25.0	12.0	14.5
Dividend yield (%)	-	0.4	2.0	1.0	1.2
Dividend payout (%) - incl. DDT	-	26.7	133.4	51.3	52.8
Net debt / equity (x)	0.0	0.2	0.3	0.2	0.1
Receivables (days)	34.1	39.8	38.1	36.2	35.5
Inventory (days)	42.1	32.9	32.4	32.1	32.0
Payables (days)	50.0	43.4	48.1	49.1	48.9
CFO : PAT (%)	122.4	108.0	125.3	109.5	99.0
Source: Company, Anand Rathi Resea	rch				



# Result highlights

(Rs m)	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25	Q4 FY25
Volume growth (%)	-6	-5	3	11	11	11	8	12	2	7	0	6
Net sales	31,250	33,919	35,989	32,002	34,489	36,020	36,596	33,856	33,316	36,663	37,684	35,980
Y/Y	8.0	7.2	9.0	9.8	10.4	6.2	1.7	5.8	-3.4	1.8	3.0	6.3
Gross profit	14,558	16,238	18,408	16,928	18,534	19,771	20,454	18,999	18,608	20,381	20,402	18,890
Gross margins (%)	46.6	47.9	51.1	52.9	53.7	54.9	55.9	56.1	55.9	55.6	54.1	52.5
Staff expenses	2,597	2,593	2,917	3,008	3,140	3,356	2,761	3,237	2,796	3,106	2,961	2,625
Advertising spends	2,014	2,839	2,758	2,245	3,204	3,659	3,433	3,063	3,308	3,640	3,644	3,101
Other expenses	4,739	5,385	5,467	5,267	5,762	5,714	5,853	5,142	5,260	6,039	6,238	5,573
EBITDA	5,208	5,421	7,266	6,409	6,428	7,042	8,407	7,557	7,244	7,596	7,559	7,592
Y/Y	-13.2	-17.8	8.8	37.1	23.4	29.9	15.7	17.9	12.7	7.9	-10.1	0.5
EBITDA margins	16.7	16.0	20.2	20.0	18.6	19.5	23.0	22.3	21.7	20.7	20.1	21.1
PBT	4,562	4,804	6,726	5,777	5,617	6,319	7,903	6,912	6,643	7,124	6,874	6,708
Y/Y	-15.9	-20.8	10.1	42.8	23.1	31.5	17.5	19.6	18.3	12.7	-13.0	-3.0
Profit before expenses	3,470	3,815	5,538	4,743	4,006	4,453	5,880	4,824	4,710	4,971	5,041	4,433
Exceptionals and Minority.	(18)	(227)	(74)	(222)	(818)	(125)	(69)	(23,757)	(203)	(58)	(57)	(314)
Reported PAT	3,451	3,589	5,463	4,521	3,188	4,328	5,811	(18,932)	4,507	4,913	4,983	4,119
Y/Y	-16.6	-25.1	3.6	24.5	-7.6	20.6	6.4	-518.7	41.4	13.5	-14.2	-121.8
% to sales												
Staff costs	8.3	7.6	8.1	9.4	9.1	9.3	7.5	9.6	8.4	8.5	7.9	7.3
Advertising spends	6.4	8.4	7.7	7.0	9.3	10.2	9.4	9.0	9.9	9.9	9.7	8.6
Other expenses	15.2	15.9	15.2	16.5	16.7	15.9	16.0	15.2	15.8	16.5	16.6	15.5
Region-wise revenue split												
India												
Sales	18,140	19,530	19,750	17,890	19,710	21,290	21,600	20,070	21,400	27,780	22,370	21,849
Y/Y (%)	12	8	11	12	9	9	9	12	9	7	4	6
Indonesia												
Sales	3,760	4,080	4,330	4,340	4,500	4,730	4,660	4,980	4,650	5,130	5,080	5,043
Y/Y (%)	-9	-8	-3	8	20	16	8	15	3	9	9	9
Africa, US and Mid-East												
Sales	7,790	8,570	10,060	7,700	8,470	8,160	9,220	5,930	5,430	6,430	7,710	6,903
Y/Y (%)	12	15	14	6	9	-5	-8	-23	-36	-21	-16	16
Others												
Sales	1,510	1,720	1,810	2,030	1,780	1,810	990	2,870	1,910	2,460	2,620	2,572
Y/Y (%)	-5	-1	-8	-3	18	5	-45	41	7	36	165	-11

## Key highlights from analyst meet

### Q4 FY25 snapshot

- Consolidated volumes grew 5% (6% organic), while sales rose 6% and EBITDA, 1%. PAT (before exceptional items) fell 8% y/y to Rs4.9bn.
- The standalone business saw 4% volume increase, led by double-digit growth in household insecticides (HI).
- Indonesia business delivered 5% volume and 9% EBITDA growth.
- GAUM (Africa, the US and the Middle East) saw strong recovery with 12% organic volume growth and 37% EBITDA growth.
- The company commissioned two factories in Chengalpattu (Tamil Nadu) and Malanpur (Madhya Pradesh).
- It launched Godrej Ninja, a pet care brand, in Tamil Nadu.

### Management scorecard vs. FY25 targets

- Management delivered mid-single-digit volume growth vs. its guidance of high-single-digit volume growth in standalone and Indonesia business.
- It achieved improved profitability in the international business, with the EBITDA margin rising from ~10% in FY23 to 17% in FY25.
- However, it failed to deliver mid-teen EBITDA growth at the consolidated level.

#### **India business**

### Household insecticides (HI)

- Early signs of recovery were seen; incense sticks led category growth.
- Goodknight Agarbatti: Achieved Rs1bn in sales in 15 months, 8% market share and a 50% share of agarbatti handlers.
- Goodknight Electrics: Double-digit volume growth in Q4, reflecting 200bps in electric MS share gain; volume growth for 9M FY25 was flat, with a flat share.
- The new **RNF** molecule was launched across portfolio—2x more effective.
- The aim is to premiumise HI post incense stick-led growth.
- HI segment is growing, led disproportionately by incense sticks. The segment has seen mid-single-digit in volumes, with incense sticks growing in strong double digits, while others were flat.
- Incense sticks' share is 25%. This market can grow to 30-40% peak and then premiumisation is expected to catch up.
- The company launched RNF with 2x effectiveness, with 50% share of handlers. Currently, it has 8% share in incense sticks. Incense sticks grew too strongly, which calibrated in Q4 and hence, good growth was seen in HI.

#### Home & personal care

- Body wash underperforming: **Cinthol foam body wash** yet to scale up.
- Hair colours' penetration is up 6x over 2015 and 2x in the last three years. Hair colour segment is doubling penetration, with mini crème innovation and expects growth to continue with innovation and premiumisation.

#### Air care

- Blockbuster innovations, strong media push and consistent growth.
- Aer Pocket is available in 50+ countries and enjoys 35% market share in India.
- Aer Mini Power Pocket and Plug-in piloted in south India.

#### **Deodorants and fragrances**

- KS Spark, Bloq and Amazon Woods were launched to improve GTM relevance.
- Park Avenue EDP gift packs and market expansion in premium fragrances. Deodorants category is underpenetrated; opportunity seen to scale up in anti-perspirants. The company launched Anti-Perspirants Bloq, which is expected to drive growth.
- Sexual wellness has grown in double digits, while fragrances rose 3x; does were impacted by GTM issues. KS Spark mini was launched with lower trade margins, reducing MRP to Rs99 (vs. Rs230 earlier for the main brand).

#### Liquid detergents and soaps

- Godrej Fab is seeing explosive growth; needs margin improvement.
- Liquid detergents grew at a 35% CAGR over the last two years. ARR: Rs250cr.
- Soap volumes to grow modestly (2–3%); focus is on value over volumes. Soaps 5% CAGR over two years, while body wash saw a 30-35% CAGR; the company is behind on the soaps-to-bodywash curve.

#### Pet care

- Launched Godrej Ninja in Tamil Nadu; focus is on nutrition & affordability.
- India's Rs5,000cr pet food market is underpenetrated; the company plans to go national in FY26.

## **Growth strategy**

- Simplification Four levers include (a) Fewer SKUs (20% cut), (b) fewer people, (c) exit from loss-making ops (e.g., Kenya) and (d) simpler processes, e.g. GUAM margins up from ~9% to 15% in FY25, now driven by a simpler process.
- Value shift to consumers: Aer spray reduced trade margins and brought down the retail price to Rs99, which helped growth.
- Inventory days reduced from 42 in FY22 to 29 in FY25.
- Rural distribution expansion: Under Project VISTAAR, the distribution network scaled up from 35,000 to 80,000 villages, with

- reach increasing to 6,20,000 rural outlets (vs. 3,50,000 earlier). The project entailed a 100bp EBITDA margin impact.
- Media strategy overhaul: Improved efficiency, new agency onboarded; expects **150bp savings in ad spends**.

#### International business update

#### Indonesia

- FY18-23 GDP growth was 3-4%, but GCPL's UVG was just 1%. Over FY23-25, GDP growth was 4-5% but the company's UVG rose to 9%.
- This was driven by strengthening of the product portfolio, brand investments (a 200bp rise), and distribution scale-up & rejig (scale rising 1.2x).
- The three successful bets were HI electric (2.5x), Nyu Shampoos hair colour (3x) and Air fresheners pocket (1.5x).

#### **GAUM** and the RoW

- UVG just 4% and the EBITDA margin at ~8%.
- Profitability reset for GUAM. The EBITDA margin rose to 17% in FY25, from 9% in FY23. For LATAM, the EBITDA margin rose to ~8% in FY25, from 4% in FY23.
- Chile's hair colour factory shifted to India, which will aid the EBITDA margin by 12%.
- GUAM's overhead fell 250bps, making the organization more agile.
- The company saw three quarters' correction in GUAM volumes; Q4 is now up at 12% (after -21% in Q1, -8% in Q2 and -6% in Q3). The issue has been structurally addressed.
- The company continues to scale up its hero products in hair fashion in Africa.
- The strategy ahead entails maintaining leadership in hair fashion through profitable growth; FMCG scaling up global blockbuster products, optimizing manufacturing footprint.

### **Category development case studies**

- HI electric's salience is lower in Indonesia and Bangladesh (vs. India), owing to higher relative pricing to India. The company lowered prices of electric in both markets and introduced a marketing campaign to drive growth, with reasonable margins.
- Air care in India: Two-year UVG CAGR ~20%, a 250bp penetration delta, 700bp share gain.
- Shampoo hair colour: 5-minute colour format scaled up globally; 200bp market-share gain in India and 450bps in Argentina.

#### Other highlights

- Raymond Consumer's acquisition mixed performance so far. ATL up from Rs35cr to Rs100cr. Still, EBITDA grew from Rs50cr in FY23 to Rs100cr in FY25 (still lower than Rs40cr vs. the company's target).
- Dividend payout at Rs2,500cr in FY25. The dividend policy will include a 50% payout ratio (plus or minus 20%).
- The company hiked soap prices 20 days back.

- Also, it raised prices of incense sticks from Rs10 to Rs15 (for a pack of Rs10) without impacting portfolio growth. Currently, it is making about 20% gross margin in the incense stick portfolio. So, higher growth of incense sticks can dilute gross margin of the HI portfolio.
- Major volume uptick in Q4 in HI was contributed by electric and not from the incense stick segment.
- ETR is to fall to 26% in FY26, from 30% in FY25 for the standalone entity.
- Currently, the company's ATL spend is 12% in India. It is looking at maintaining the same and can take it up, if it sees some good opportunity.
- Indonesia saw a strong and disruptive competitor's entry in air freshener. The company remains focused on maintaining profitable growth in the segment.
- The slower consumption growth was owing to most of the consumption being driven by income growth happening at the top end (by USD10,000 per-capita income consumers), where growth starts stagnating, and the lower-end of consumers didn't see much of income growth.
- Soaps constitute 70-75% of the personal care portfolio.
- Drawing a seasonality index on temperature and mosquito infestation will help in better demand generation in HI segment in advance (about 20-30 days in advance). This helps in better selling and market-share gains.

#### Financial highlights and guidance

- FY25: Consolidated EBITDA margin improved from 18% to 21%; strong cash flow and a reset in international profitability.
- Normative EBITDA for the standalone business will be 24-27% and current margins are lower than that; the aim is to get margins back to that band. Priority is to get volumes.
- FY26 guidance:
  - Standalone volume growth: Mid-high single digit.
  - o Consolidated revenue growth: High single digit.
  - o Consolidated EBITDA growth: Double digit.
  - PAT to grow faster than EBITDA due to the **400bp ETR drop** (shift to the new tax regime).
- For FY26, the company is more optimistic about India business and less regarding Indonesia.
- Capex: Rs700cr over 18–24 months for organic manufacturing.

## Forward-looking growth engines

- HI expected to reach 10% volume growth in the medium term.
- Volume growth: Soaps will grow at 2%; HI will ramp up at 6-7% and others will do the remaining 15%.
- 5.5-6% volume growth is realistic for the whole year.

- Emerging categories: Air freshener (15-20% growth), liquid detergents, deodorants, pet care, and sexual wellness.
- Cost efficiency in media the changed media agency will aid 150bp savings in A&SP (Group M).
- Cost efficiency in the supply chain procurement and conversion savings are expected. H1 will be tough for margins if palm oil prices remain high; H2 to be better.
- Quick commerce and rural GT are emerging as high-margin channels.

## Valuation

The company's focus on developing categories/businesses and innovation drove launches with huge potential: a liquid detergent (Fab), RNF molecule-based anti-mosquito repellents and its entry into pet care. Management maintained its focus on volume-led growth and guided for 5-6% volume growth in FY26, with double-digit EBITDA growth. However, the new guidance was slightly underwhelming; as a result, we lower our FY26e/27e revenue by 5% each and EPS by 6%/7%.

We, however, remain optimistic about the long term, given the company's (a) rural distribution initiatives, (b) innovation-led growth, (c) efforts to simplify its international business and (d) better mix, driving improved margins. We retain a Buy with a lower 12-mth TP of Rs1,430 (earlier Rs1,485), 52x FY27e EPS (50x FY27e EPS), owing to the weaker guidance for FY26. At the CMP, the stock trades at 53x/45x FY26e/27e EPS of Rs23.4/27.5.

Fig 8 - Ch	nange in estim	ates					
	Old		Revis	ed	Change (%)		
(Rs m)	FY26e	FY27e	FY26e	FY27e	FY26	FY27	
Sales	164,413	181348	156,229	171,383	-5.0	-5.5	
EBITDA	36,455	41379	34,175	38,085	-6.3	-8.0	
PAT	25,659	30354	23,907	28,087	-6.8	-7.5	
Source: Ananc	l Rathi Research						



## **Key risks**

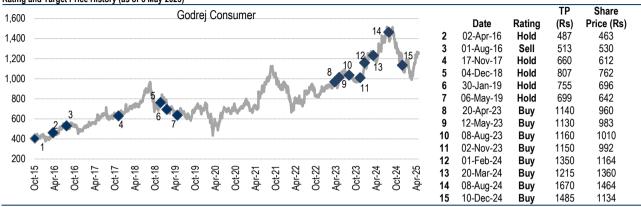
- Failure of brand launches.
- Sharp rise in key input prices.
- Price-based competition in key products.
- Adverse geopolitical events hurting overseas business.

#### **Appendix**

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