# MIRAE ASSET Sharekhan



# What has changed in 3R MATRIX Old New RS ↔ RQ ↔ RV ↔

#### **Company details**

Market cap:	Rs. 85,417 cr
52-week high/low:	Rs. 672 / 420
NSE volume: (No of shares)	24.3 lakh
BSE code:	500096
NSE code:	DABUR
Free float: (No of shares)	59.8 cr

#### Shareholding (%)

Promoters	66.3
FII	13.0
DII	15.7
Others	5.1

#### **Price chart**



Source: NSE India, Mirae Asset Sharekhan Research

**Price performance** 

		-		
(%)	1m	3m	6m	12m
Absolute	1.3	-5.3	-4.8	-10.7
Relative to Sensex	-1.5	-13.7	-10.5	-21.1

Source: Mirae Asset Sharekhan Research, Bloomberg

# **Dabur India Ltd**

# India biz drags Q4; international delivers

Consumer Goods		Sharekhan code: DABUR			
Reco/View: Buy	$\leftrightarrow$	CMP: <b>Rs. 482</b> Price Target: <b>Rs. 570</b>			
<b>↑</b> Up	grade	↔ Maintain ↓ D	owngrade		

#### Summary

- Dabur India's (Dabur's) Q4FY25 numbers were weak, with consolidated revenue marginally rising ~1% y-o-y and OPM declining 150 bps y-o-y to 15.1% leading to an 8.5% y-o-y fall in adjusted PAT.
- Demand is expected to gradually improve in the coming quarters. It targets high single-digit revenue growth and expansion in OPM for FY26.
- The management has employed a new seven-pillar strategy to accelerate profitable growth through focus on core brands, premiumisation, category expansion, portfolio rationalisation, distribution channel, M&A strategy and cost optimisation.
- Stock has corrected by 11% from recent highs and trades at 44x/39x its FY26E/FY27E earnings, respectively. We maintain a Buy rating with a revised PT of Rs. 570.

Dabur's Q4FY25 numbers were dragged by weak performance of the India business, while the international business delivered good performance. Consolidated revenues grew by just 0.6% y-o-y to Rs. 2,830 crore, with domestic business reporting a 4.6% y-o-y decline to Rs. 1,787 crore, impacted by weak urban demand, food inflation, and an unfavourable season, while the international business reported a 19% y-o-y CC growth to Rs. 815 crore aided by double-digit growth across all regions. Gross margins fell by 192 bps y-o-y to 46.7% and OPM declined by 150 bps y-o-y to 15.1%. Operating profit fell by 8.6% y-o-y to Rs. 427 crore and PAT declined by 8.5% y-o-y to Rs. 313 crore. In FY25, revenue grew by just 1.3% y-o-y to Rs. 12,563 crore, OPM fell by 120 bps y-o-y to 18.4% and adjusted PAT declined by 6.2% y-o-y to Rs. 1,740 crore. The board has recommended a final dividend of Rs. 5.25 per share for FY25.

#### **Key positives**

- Dabur reported market share gains across 90% of the portfolio. Juices & nectars/hair oils/Odomos/ Hajmola/Real gained a 261/196/386/233/260 bps market share, respectively.
- Egypt grew by 36%, Turkey was up by 23.4%, MENA was up by 22.3% and Bangladesh grew by 22% in CC terms

#### **Key negatives**

• The beverages portfolio declined by 9.2% y-o-y, impacted by high competitive intensity and a slowdown in urban consumption.

#### **Management Commentary**

- High food inflation and a surge in cost of living limited urban spending in Q4. Dabur expects consumer demand in India to recover progressively in the coming quarters, both in urban and rural markets.
- Emerging channels of Modern Trade, E-Commerce and Quick Commerce, grew in double digits, while general trade in urban markets remained under pressure.
- For FY26, Dabur eyes a high-single-digit value growth and increase its OPM. Premiumisation, continued
  investments in core brands, and health & wellness segment will be key growth drivers in the coming
  quarters.
- Dabur has laid out a refreshed roadmap anchored on seven strategic pillars aimed at driving profitable growth and portfolio modernisation with focus on 1) Continued confidence & investments in core brands,
   2) Premiumization and contemporisation across categories,
   3) Bold bets across Health & Wellness spaces,
   4) Streamlined portfolio,
   5) GTM 2.0,
   6) Strategic M&A and
   7) Operating model refinement.

**Revision in earnings estimates** – We have reduced our estimates for FY26 and FY27 to factor in weak performance in FY25 owing to muted demand sentiments and we expect a recovery to be gradual.

#### **Our Cal**

View – Retain Buy with a revised PT of Rs. 570: Dabur's FY25 performance was weak as multiple headwinds led to muted revenue growth and decline in profitability. Dabur expects a high-single-digit value growth and increase its OPM in FY26. Dabur continues to face short-term challenges due to inflationary pressures, seasonal disruptions, and high base effects, further compounded by operating deleverage. While near-term recovery may take time, Dabur's long-term prospects remain strong, driven by market share gains, distribution expansion, investments in power brands and new launches, while profitability is expected to improve, as raw-material inflation eases and operating leverage improves. Stock currently trades at 44x/39x its FY26E/FY27E EPS, respectively. We retain our Buy rating on the stock with a revised price target (PT) of

#### **Key Risks**

Heightened competition in key categories or a slowdown in demand would act as a key risk to our earnings estimates in the near to medium term.

Valuation (Consolidated)					Rs cr
Particulars	FY23	FY24	FY25	FY26E	FY27E
Revenues	11,530	12,404	12,563	13,587	14,834
OPM (%)	18.8	19.6	18.4	18.9	19.3
Adjusted PAT	1,703	1,855	1,740	1,953	2,199
% YoY growth	-6.9	8.9	-6.2	12.3	12.6
Adjusted EPS (Rs.)	9.6	10.5	9.8	11.0	12.4
P/E (x)	50.2	46.0	49.1	43.7	38.9
P/B (x)	9.5	8.7	7.9	7.4	6.9
EV/EBIDTA (x)	39.6	35.4	37.2	33.3	29.8
RoNW (%)	19.6	19.7	16.8	17.5	18.5
RoCE (%)	22.1	22.0	19.5	20.7	22.0

Source: Company; Mirae Asset Sharekhan estimates



# Weak domestic biz (down 4.6% y-o-y); international biz grew ~19% y-o-y (CC terms)

# Home and personal care (HPC):

- Revenues fell by 3.3% y-o-y to Rs. 863 crore.
- **Oral care (down 5.2% y-o-y):** Segment was impacted on account of higher base effect (22% growth in Q4FY24). Meswak and Dabur Herb'l portfolio performed well.
- **Haircare (down 4.6% y-o-y):** Shampoo segment grew in mid-single digits and gained 20 bps market share. Hair oils outperformed category growth and gained 196 bps market share.
- **Homecare (up 0.9% y-o-y):** Odonil grew in mid-single digits; Aerosol and Gel pockets reported strong double-digit growth. Odomos reported a muted performance on a high base effect, but witnessed market share gain of 386 bps in the MRC category.
- **Skincare (up 8% y-o-y):** Gulabari franchise reported double-digit growth.

#### Healthcare (HC):

- Revenues fell 4.7% y-o-y to Rs. 536 crore with decline across segments.
- **Health supplements (down 3.6% y-o-y):** Revenue decline was due to delayed and contracted winters, which impacted Chyawanprash and Honey. Glucose registered a 10% y-o-y growth and gained 112 bps market share.
- **Digestives (down 2.1% y-o-y):** Hajmola recorded low-single digit growth with market share gain of 233 bps. Hajmola candies recorded strong double-digit growth
- OTC and ethicals (down 8.4% y-o-y): Health juices continued growth momentum with over 25% y-o-y growth. Winter centric products such as Lal Tail, Honitus reported muted performance.

# Foods & Beverages (F&B):

- Revenues fell by 7.6% y-o-y (foods grew by 14.2% but beverages declined by 9.2%) to Rs. 388 crore.
- **Foods (up 14.2% y-o-y):** Foods sustained its growth momentum with ~14% y-o-y growth driven by strong performance across Hommade coconut milk, Lemoneez, etc.
- **Badshah (up 6% y-o-y):** Delivered volume growth of 11%. Entered new markets of Rajasthan and Madhya Pradesh. Product portfolio expansion planned based on regional tastes and preferences.
- **Beverages (down 9.2% y-o-y):** Real gained 260 bps market share in the J&N category. Premium portfolio comprising Real Activ range and coconut water grew in double-digits.

#### International business:

- Revenue grew by 19.3% y-o-y on CC terms to Rs. 814 crore (grew by 13.4% in Rupee terms).
- Egypt business grew by 36%, Turkey business was up by 23.4%, Bangladesh grew by 22%, MENA region grew by 22.3%, Namaste grew by 13.4% and SSA showed a growth of 19.8%.

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# **Investor's Eye**

Results (Consolidated)					Rs cr
Particulars	Q4FY25	Q4FY24	y-o-y (%)	Q3FY25	q-o-q (%)
Total Revenue	2,830.1	2,814.6	0.6	3,355.3	-15.7
Materials	1,509.1	1,446.8	4.3	1,742.8	-13.4
Employee cost	294.4	316.2	-6.9	335.2	-12.2
Ad Promotions	176.4	183.7	-3.9	226.7	-22.2
Other expenditure	423.5	401.2	5.5	368.6	14.9
Total Expenditure	2,403.3	2,347.8	2.4	2,673.4	-10.1
Operating Profit	426.9	466.8	-8.6	681.9	-37.4
Other Income	141.2	128.9	9.5	128.0	10.2
Interest Expenses	39.3	35.2	11.4	44.2	-11.2
Depreciation	116.9	107.4	8.9	108.6	7.6
Profit before tax	411.9	453.1	-9.1	657.1	-37.3
Tax	99.2	111.4	-11.0	141.8	-30.0
Adjusted PAT	312.7	341.6	-8.5	515.3	-39.3
Minority interest	0.0	0.4	-	-0.5	-98.0
Reported PAT	312.7	341.2	-8.3	515.8	-39.4
Adjusted EPS (Rs.)	1.8	1.9	-8.5	2.9	-39.3
			BPS		BPS
GPM (%)	46.7	48.6	-192	48.1	-138
OPM (%)	15.1	16.6	-150	20.3	-524
NPM (%)	11.0	12.1	-109	15.4	-431
Tax rate (%)	24.1	24.6	-52	21.6	250

Source: Company; Mirae Asset Sharekhan Research

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#### **Outlook and Valuation**

# ■ Sector Outlook - Volumes and margins to recover gradually

Consumer goods companies are expected to see yet another muted quarter in Q4FY25. We expect gradual uptick in volume growth on low base from Q1/Q2FY26 driven by expectations of good monsoon, moderation in urban inflation and government impetus to aid a volume recovery. With sustained input cost inflation, most companies are likely to undertake further price hikes in Q1FY26. Hence, we believe large improvement in volume growth could be seen in H2FY26 in a stable demand environment. On the margin front, margins are likely to remain lower in the coming quarters and if input prices stabilise in the coming months, we might see margin expansion from H2FY26.

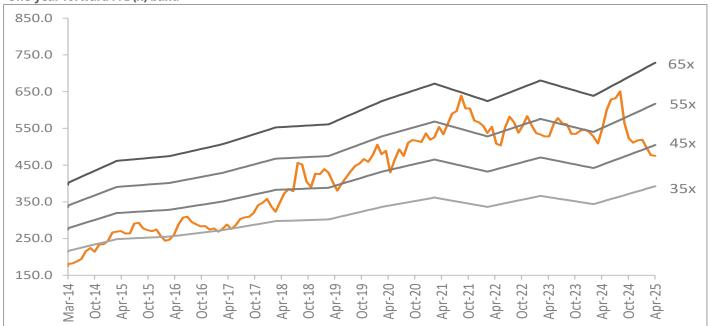
# ■ Company Outlook - Near term outlook bleak; medium term prospects intact

FY25 was weak for Dabur, with consolidated revenue growing by just 1.3% y-o-y and OPM falling by 120 bps y-o-y to 18.4%, which led to adjusted PAT declining by 6.2% y-o-y. With rural sentiments improving, management expects to deliver good performance in the rural market in the coming quarters, while it expects urban market slowdown to have bottomed out and expects recovery going ahead. We see growth momentum in the domestic business to recover in the coming quarters, driven by market share gains in key categories, improving category penetration, strong traction in product launches, and expansion in distribution reach. Revenue and PAT are expected to post a 9% and 12% CAGR during FY25-FY27E.

# ■ Valuation - Maintain Buy with a revised PT of Rs. 570

Dabur's FY25 performance was weak as multiple headwinds led to muted revenue growth and decline in profitability. Dabur expects a high-single-digit value growth and increase its OPM in FY26. Dabur continues to face short-term challenges due to inflationary pressures, seasonal disruptions, and high base effects, further compounded by operating deleverage. While near-term recovery may take time, Dabur's long-term prospects remain strong, driven by market share gains, distribution expansion, investments in power brands and new launches, while profitability is expected to improve, as raw-material inflation eases and operating leverage improves. Stock currently trades at 44x/39x its FY26E/FY27E EPS, respectively. We retain our Buy rating on the stock with a revised price target (PT) of Rs. 570.





Source: Company; Mirae Asset Sharekhan Research

# Peer Comparison

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Particulars		P/E (x)		EV/EBITDA (x)			RoCE (%)		
Particulars	FY25	FY26E	FY27E	FY25	FY26E	FY27E	FY25	FY26E	FY27E
Marico	55.3	49.6	43.0	42.2	36.4	31.4	43.2	45.2	44.9
Hindustan Unilever	54.2	51.3	46.6	38.2	36.0	32.6	26.9	29.0	32.8
Dabur India	49.1	43.7	38.9	37.2	33.3	29.8	19.5	20.7	22.0

Source: Company; Mirae Asset Sharekhan Research

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#### **About company**

Dabur is one of India's leading FMCG companies with revenue of over Rs. 12,500 crore (FY25). The company operates in key consumer product categories such as hair care, oral care, healthcare, and skin care based on Ayurveda. Dabur India's FMCG portfolio today includes eight distinct Power Brands in India: Dabur Chyawanprash, Dabur Honey, Dabur Honitus, Dabur PudinHara and Dabur Lal Tail in the Healthcare space; Dabur Amla and Dabur Red Paste in the Personal Care category; and Real in the Food & Bseverages space. Vatika is the International Power Brand in Dabur's portfolio. The company has a large presence in rural India (especially in northern and eastern parts of India). Further, the company has a substantial international presence (in regions such as the Middle East, North America, and SAARC), contributing ~26% to total revenue.

#### **Investment theme**

Dabur's positioning as an Ayurvedic products company with a focus on herbal and natural products in the healthcare and personal care segments and a strong presence in the juices segment makes it a formidable play in the domestic market. Further, the company's international presence de-risks its business model when demand slows down in the domestic market. The company continues to leverage its urban and rural presence by enhancing its distribution network and product launches. The management has employed a new seven-pillar strategy to accelerate profitable growth through focus on core brands, premiumisation, category expansion, portfolio rationalisation, distribution channel, M&A strategy and cost optimisation.

# **Key Risks**

- Any slowdown in rural demand would affect volume growth.
- Any increase in prices of key raw materials would affect profitability and earnings growth.
- Increased competition in highly penetrated categories such as hair care and oral care would act as a threat to revenue growth.

# **Additional Data**

#### Key management personnel

Name	Designation
Mohit Burman	Chairman
Mohit Malhotra	Chief Executive Officer
Ankush Jain	Chief Financial Officer
Ashok Kumar Jain	Company Secretary and Compliance Officer

Source: Company Website

# **Top 10 shareholders**

Sr. No.	Holder Name	Holding (%)
1	Life Insurance Corp of India	5.43
2	NPS Trust A/C Uti Retirement Solutions Ltd.	1.93
3	Blackrock Inc.	1.65
4	ICICI Prudential AMC Ltd.	1.58
5	SBI Funds Management Ltd.	1.50
6	MN Finmart Pvt. Ltd.	1.50
7	Vanguard Group Inc.	1.35
8	HDFC AMC Ltd.	1.06
9	First Sentier Investors ICVC	0.81
10	SBI Pension Funds Pvt. Ltd.	0.67

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 upcycle 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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