

India I Equities

Building Material - Ceramics Company update

Change in Estimates □ Target ☑ Reco ☑

8 August 2025

Cera Sanitaryware

Stable performance, management retains guidance; upgrading to a Buy

Amidst the subdued demand environment, Cera Sanitaryware reported a stable performance. Revenue grew 5.4% y/y to Rs4.2bn, largely supported by faucets as sanitaryware revenue was flat. The product-mix change led to a 2% y/y rise in gross profit to Rs2.2bn, while higher employee expenses dragged EBITDA down 5.1% y/y to Rs551m. PAT slipped 1.1% y/y to Rs466m.

We introduce FY28e and expect 12%/14% revenue/earnings CAGRs over FY25-28. Considering the 11% fall in the stock price in the past one month, we believe the risk-reward to be favourable. Also, significant cash on the books provide assurance; hence, we upgrade our rating on the stock to a Buy with a 12-mth TP of Rs8,956, 35x the average of FY27e/FY28e EPS (earlier Rs8,034, 35x FY27 earnings).

Revenue growth led by faucets, tier 1 and mid-segment products. In the core business, revenue from faucets grew 14% y/y while sanitaryware was muted. Revenue from tier-1/-2/-3 cities grew 8%/5%/3% y/y. Revenue from mid-segment products grew 15% y/y.

Focus to enhance business in premium and entry segments. Senator brands target the luxury segment with an expanded portfolio and a dedicated sales team. Polipluz, launched during the quarter to penetrate the value segment in tier-3/-4 towns and rural markets, is expected to be margin-accretive, compared to current blended margins.

Outlook. Management is optimistic of recovery in H2 FY26 and is aiming at high-single digits to low-teen revenue growth for FY26. It reiterates a sustainable EBITDA margin of 15-17%. The company continues to focus on brand building, product innovation and operational efficiency. We introduce FY28e and expect 12%/14% revenue/earnings CAGR over FY25-28. Considering the 11% fall in the stock price in the past one month, we believe risk-reward is favourable. Also, significant cash on the books provides comfort; hence, we upgrade our rating to a Buy with a 12-mth TP of Rs8,956, 35x the average of FY27e/FY28e (earlier Rs8,034, 35x FY27 earnings).

Risks: Demand slowdown, higher input costs, increased competition.

Key financials (YE Mar)	FY24	FY25	FY26e	FY27e	FY28e
Sales (Rs m)	18,794	19,262	20,905	23,562	27,338
Net profit (Rs m)	2,390	2,480	2,564	2,960	3,640
EPS (Rs)	183.8	192.3	198.8	229.5	282.3
PE (x)	33.7	32.3	31.2	27.0	22.0
EV / EBITDA (x)	24.0	24.4	21.7	18.6	14.6
P/BV (x)	6.0	5.9	5.4	4.9	4.0
RoE (%)	19.0	18.4	18.1	18.9	19.9
RoCE (%)	17.6	16.0	22.6	23.9	25.4
Dividend yield (%)	1.0	1.0	1.2	1.6	1.6
Net debt/ equity (x)	(0.6)	(0.5)	(0.5)	(0.5)	(0.6)
Source: Company, Anand Rathi Rese	earch				

Rating: **Buy**Target price (12-mth): Rs.8,956
Share price: Rs.6,201

Key data	CRS IN / CERA.BO
52-week high / low	Rs.11,500 / 5,062
Sensex / Nifty	80,623 / 24,596
Market cap	Rs.81bn
Shares outstanding	13m

Shareholding pattern (%)	Jun'25	Mar'25	Dec'24
Promoters	54.4	54.4	54.4
- of which, Pledged	-	-	-
Free float	45.6	45.6	45.6
- Foreign institutions	17.2	20.6	22.2
- Domestic institutions	12.1	6.9	6.2
- Public	16.3	18.1	1.2



Source: Bloomberg

Research Analyst

Anu Parakh Research Associate

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Anand Rathi Research India Equities

Fig 2 - Balance sheet (Rs m)

Quick Glance – Financials and Valuations

Year-end: Mar	FY24	FY25	FY26e	FY27e	FY28e
Net revenues	18,794	19,262	20,905	23,562	27,338
Growth (%)	3.8	2.5	8.5	12.7	16.0
Direct costs	8,828	9,119	10,113	11,222	12,815
SG&A	6,934	7,144	7,460	8,512	9,825
EBITDA	3,033	2,998	3,332	3,829	4,699
EBITDA margins (%)	16.1	15.6	15.9	16.3	17.2
- Depreciation	365	407	425	442	470
Other income	595	605	653	736	854
Interest expenses	58	75	91	118	171
PBT	3,188	3,122	3,469	4,006	4,912
Effective tax rates (%)	24.3	19.9	25.0	25.0	25.0
+ Associates / (Minorities)	-23	-22	-38	-44	-44
Net income	2,390	2,480	2,564	2,960	3,640
Adj. income	2,390	2,480	2,564	2,960	3,640
WANS	13.0	12.9	12.9	12.9	12.9
FDEPS (Rs)	183.8	192.3	198.8	229.5	282.3
FDEPS growth (%)	14.1	4.6	3.4	15.5	23.0
Gross margins (%)	53.0	52.7	51.6	52.4	53.1

Year-end: Mar	FY24	FY25	FY26e	FY27e	FY28e
Share capital	65	64	64	64	64
Net worth	13,458	13,536	14,810	16,481	20,121
Debt	205	181	166	148	128
Minority interest	128	147	188	219	219
DTL / (Assets)	482	407	407	407	407
Capital employed	14,272	14,271	15,571	17,255	20,876
Net tangible assets	3,499	3,519	3,769	3,957	4,082
Net intangible assets	215	446	446	446	446
Goodwill	10	6	6	6	6
CWIP (tang. & intang.)	130	108	75	50	25
Investments (strategic)	271	254	254	254	254
Investments (financial)	7,769	6,729	6,729	6,729	6,729
Current assets (excl. cash)	527	435	395	361	321
Cash	372	316	1,222	2,187	4,898
Current liabilities	2,393	2,479	2,515	2,585	2,672
Working capital	3,872	4,937	5,190	5,850	6,788
Capital deployed	14,272	14,271	15,571	17,255	20,876
Contingent liabilities	79	88	-	-	-

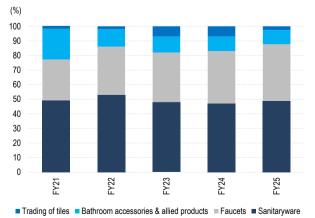
Fig 3 – Cash-flow statement (Rs m)							
Year-end: Mar	FY24	FY25	FY26e	FY27e	FY28e		
PBT	3,188	3,122	3,469	4,006	4,912		
+ Non-cash items	365	407	425	442	470		
Oper. prof. before WC	3,554	3,529	3,894	4,447	5,382		
- Incr. / (decr.) in WC	67	(1,197)	(221)	(619)	(890)		
Others incl. taxes	(666)	(581)	(765)	(871)	(1,045)		
Operating cash-flow	2,955	1,751	2,908	2,958	3,448		
- Capex (tang. + intang.)	(655)	(633)	(641)	(604)	(570)		
Free cash-flow	2,300	1,118	2,267	2,353	2,878		
Acquisitions							
- Div. (incl. buyback & taxes)	(780)	(838)	(967)	(1,290)	(1,290)		
+ Equity raised	-	(1)	-	-	-		
+ Debt raised	(49)	(23)	(15)	(18)	(20)		
- Fin investments	(1,413)	1,058	-	-	-		
- Misc. (CFI + CFF)	52	(1,369)	(379)	(81)	1,143		
Net cash-flow	110	(55)	905	965	2,711		
Source: Company, Anand Rathi Res	Source: Company, Anand Rathi Research						

Year-end: Mar	FY24	FY25	FY26e	FY27e	FY28e
P/E (x)	33.7	32.3	31.2	27.0	22.0
EV / EBITDA (x)	24.0	24.4	21.7	18.6	14.6
EV / Sales (x)	3.9	3.8	3.5	3.0	2.5
P/B (x)	6.0	5.9	5.4	4.9	4.0
RoE (%)	19.0	18.4	18.1	18.9	19.9
RoCE (%) - after tax	17.6	16.0	22.6	23.9	25.4
RoIC (%)	39.3	36.1	33.4	36.0	40.2
DPS (Rs)	60.0	65.0	75.0	100.0	100.0
Dividend yield (%)	1.0	1.0	1.2	1.6	1.6
Dividend payout (%) - incl. DDT	32.7	33.8	37.7	43.6	35.4
Net debt / equity (x)	(0.6)	(0.5)	(0.5)	(0.5)	(0.6)
Receivables (days)	39	51	50	50	50
Inventory (days)	71	78	75	75	75
Payables (days)	35	36	34	34	34
CFO : PAT %	123.6	70.6	113.4	99.9	94.7

Fig 5 - Price movement



Fig 6 – Revenue mix



Anand Rathi Research 2

Source: Company

Financial Highlights

Fig 7 – Quarterly trend								
(Rs m)	Q1FY25	Q4FY25	Q1FY26	Y/Y(%)	Q/Q(%)	FY24	FY25	Y/Y (%)
Revenue	4,007	5,805	4,222	5.4	(27.3)	18,794	19,262	2.5
Raw material cost	1,812	2,859	1,983	9.5	(30.6)	8,828	9,119	3.3
Employee costs	589	614	654	11.1	6.5	2,309	2,453	6.2
Other expenses	1,026	1,251	1,034	0.7	(17.4)	4,624	4,691	1.,4
EBITDA	581	1,081	551	(5.1)	(49.1)	3,033	2,998	(1.1)
Other income	159	151	181	14.0	19.8	595	605	1.7
Depreciation	90	106	95	6.1	(10.6)	365	407	11.2
Finance costs	13	17	15	21.2	(9.5)	58	75	28.7
PBT	637	1,095	622	(2.4)	(43.2)	3,188	3,107	(2.6)
Tax	163	232	151	(7.0)	(34.7)	775	620	(20.0)
PAT	471	856	466	(1.1)	(45.6)	2,413	2,487	3.1
EPS (Rs)	36.2	66.9	36.5	0.8	(45.5)	183.8	190.4	4.6

				y/y (bps)	q/q (bps)			bps y/y
Gross margins	54.8	50.8	53.0	-176	227	53.0	52.7	(37)
Employee cost	14.7	10.6	15.5	80	491	12.3	12.7	45
Other operating costs	25.6	21.5	24.5	-112	293	24.6	24.4	(25)
EBITDA margins	14.5	18.6	13.0	-144	-558	16.1	15.6	(57)
Other income	4.0	2.6	4.3	33	169	3.2	3.1	(2)
Depreciation	2.2	1.8	2.3	2	42	1.9	2.1	17
Interest expenses	0.3	0.3	0.4	5	7	0.3	0.4	8
PBT	15.9	18.9	14.7	-118	-412	17.0	16.1	(83)
Tax rates	25.5	21.2	24.3	-120	317	24.3	20.0	(436)
PAT margins	11.7	14.7	11.0	-72	-372	12.7	12.8	8
Source: Company, Anand Rathi Research								

Q1 FY26 Results analysis

In-line revenues, PAT below estimates

- Revenue was up 5.4% y/y to Rs4.2bn, broadly in line with ARe, while 1.3% below consensus estimates.
- Gross profit rose a meagre 2% y/y to Rs2.2bn, while the gross margin contracted 176bps y/y to 53%.
- Reduced profitability coupled with an 11.1% y/y increase in employee expenses led to a 5.1% y/y decline in EBITDA to Rs551m. Thus, the EBITDA margin contracted 144bps y/y to 13%.
- Net profit was down 1.1% y/y to Rs466m, leading to a 72bp y/y contraction in the net margin to 11%.

Q1 FY26 earnings call highlights

Stable performance amid soft demand, Focus or premiumization and rural penetration

Q4 FY25 revenue mix under various categories:

63

Segment-wise:

Fig 8 – Segment				
	Revenue (Rs m)		Y/Y growth (%)	% of total revenue
	Q1 FY26	Q1 FY25		
Sanitaryware	2087	2092	(0.3)	50
Faucets	1619	1427	13.4	39
Tiles	426	406	5.0	10

Source: Company

Wellness

■ Category-wise. Premium/mid/entry-level product contributions were 43/35/22%.

55

14.6

1

- **Region-wise.** Tier-1/-2/-3 accounted for 36/22/42% of total revenue.
- Project (B2B) sales
 - Contributed 38% to total revenue (36% a year back).
 - The order book grew 32% y/y as real estate is showing signs of recovery.
 - Margins are 6-7% lower than retail due to higher discounts.

Costs

- Blended gas prices. Rs33.17/cu.mtr (Rs31.64/cu.mtr a year ago). Gas prices account for 3.6% of revenue. The gas-procurement mix was 84:16 from GAIL/Sabarmati.
- **A&SP spends.** Rs93m in Q1 FY26 (Rs114m a year back), as some activities are planned for Q2/Q3 FY26.

Business performance

- Demand in Q1 FY26 was soft (esp. in sanitaryware), while the company reported a stable performance.
- Capacity utilization. Faucets 92%, sanitaryware 86%.
- Outsourcing/manufacturing mix. Sanitaryware 57:43, Faucets 48:52.
- Working capital days increased from 66 to 75, on the rise in inventory days from 75 to 80, and in receivable days from 32 to 38, while payable days increased from 41 to 43. However, WC improved by 5 days q/q.
- **Credit write-offs.** Rs27.2m in Q1 FY26 (Rs60m a year back).
- Cash & cash equivalents were Rs7.8bn on 30th Jun'25. Dividend payout is steadily increasing; no current plans for buyback.

Strategic Initiatives

A. Senator

- This is positioned as a luxury brand, expanding the range by introducing eight sanitary products, nine faucet collections and the newly introduced wellness line comprising whirlpools, steam cabins, and high-end showers.
- Onboarded 23 channel partners and is in the process of operationalizing 45-50 outlets by end-FY26.
- Premium positioning with higher dealer margins.

B. Polipluz

- Designed to offer affordable bathroom solutions for value-conscious households. With a Rs90bn market, dominated by the informal segment, this range is designed to bridge the price-quality gap for consumers in tier-4 towns and rural India, along with targeting replacement markets.
- Sales target for FY26. Rs250m-300m.
- **EBITDA** margins. Management anticipates margins of 22-25%.
- Target share of total revenue. 5-7% in three years.
- Offers PTMT and brass variants; fully outsourced currently.
- **Distribution plan.** 140 distributors and 5,000 retail outlets in a year.

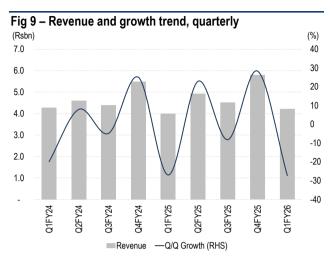
Capex

- **FY26 planned capex.** Rs230m for routine investments, expanding retail channels and increased spending on brand-building.
- Sanitaryware greenfield expansion. Acquired land but construction not started; will review by end-FY26.

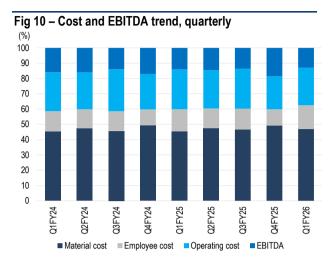
Growth Guidance

■ Management sticks to its previous Rs29bn revenue guidance for FY27 and sustainable 15-17% EBITDA margins, provided market shows strong signs of recovery. It expects demand to recover in H2 FY26. Furthermore, it is targeting high-single digits to low-teen revenue growth in FY26.

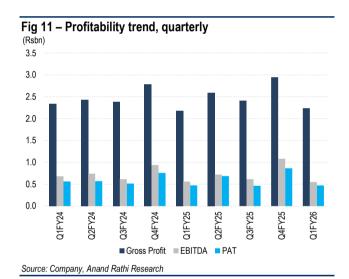
Story in charts



Source: Company, Anand Rathi Research



Source: Company, Anand Rathi Research



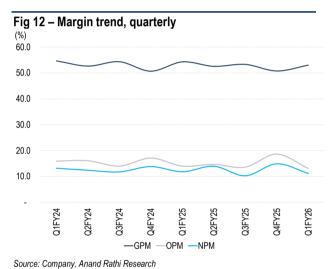
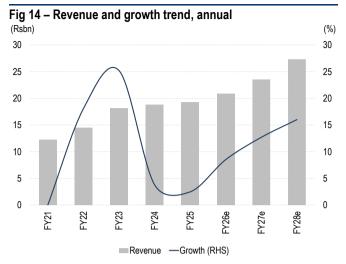
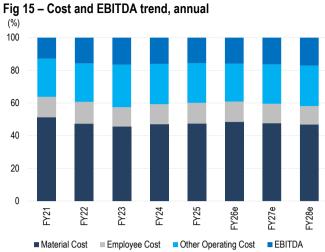


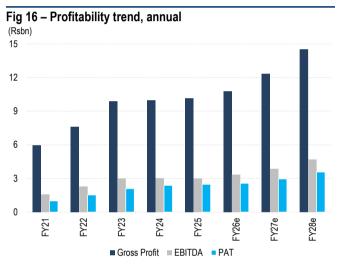
Fig 13 - EPS and growth trend, quarterly (Rs) (%) 75 120 50 80 40 25 0 -40 -25 Q2FY24 Q4FY24 Q1FY25 Q2FY25 Q4FY25 Q3FY24 EPS -Growth (RHS) Source: Company, Anand Rathi Research

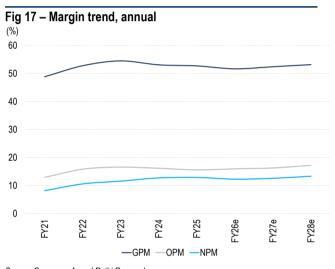




Source: Company, Anand Rathi Research

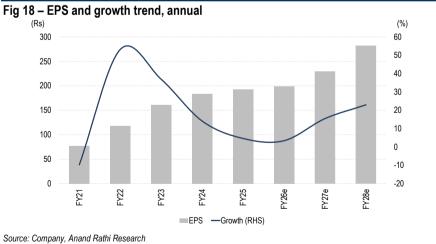






Source: Company, Anand Rathi Research

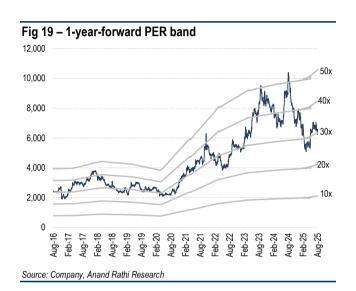


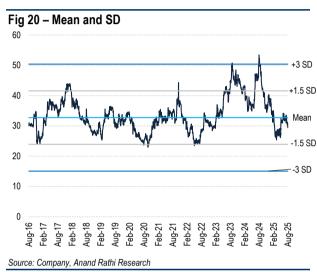


Outlook & Valuations

Outlook. Management is optimistic of recovery in H2 FY26 and is aiming at high-single digits to low-teen revenue growth for FY26. It reiterates a 15-17% sustainable EBITDA margin. It continues to focus on brand building, product innovation and operational efficiency.

We introduce FY28e and expect 12%/14% revenue/earnings CAGRs over FY25-28. Considering the 11% fall in the stock price in the past one month, we believe risk-reward is favourable. Also, significant cash on the books is reassuring; hence, we upgrade our rating to a Buy with a 12-mth TP of Rs8,956, 35x the average of the FY27e/FY28e EPS (earlier Rs8,034, 35x FY27e earnings).





Risks

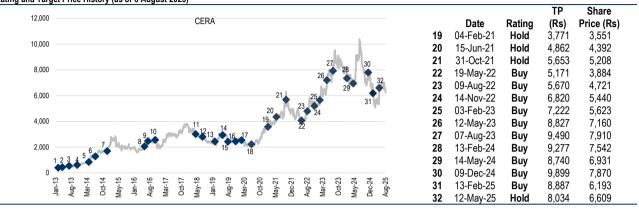
- Slowdown in economy activity, including real estate, may curtail offtake.
- Delay in the anticipated pickup in retail sector demand.
- Higher input costs and under-absorption of overheads would compress margins.

Appendix

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