CONSUMER DURABLES | Q2FY24 Review | 15 November 2023

EMS, cables and wires sales buoy quarter

- **Our consumer durables universe grew 20% YoY in Q2, once again led by demand for EMS, cables and wires**
- **We expect H2 to be better across categories as the festival calendar spills over to the third quarter**
- **HAVL and POLYCAB remain our top picks, now joined by DIXON that we had raised to BUY post results**

Vinod Chari | Arshia Khosla
Swati Jhunjhunwala
research@bobcaps.in

C&W and EMS bolster aggregate revenue: Our consumer durables coverage grew 20% YoY on average in Q2FY24, underpinned by the cables & wires (C&W) and electronics manufacturing services (EMS) segments. Aggregate EMS revenue grew 30% YoY in Q2. Domestic C&W demand was robust amid improving trends in capex and real estate, with aggregate revenue growth at 21% YoY despite a 10-11% correction in copper prices (pass-through) during the quarter.

Lower raw material costs negated by A&P spends: Most players did not take any major price hikes during Q2, barring CROMPTON which raised fan prices in September. Raw material costs moderated, enabling aggregate gross margin expansion of ~70bps YoY, but higher A&P spends limited EBITDA margin gains to ~40bps.

BLSTR stood out in room AC segment: Backed by volume growth, BLSTR's unitary cooling products (UCP) topline increased 39% YoY to Rs 7.3bn, which compares favourably with VOLT's 15.4% and Llyod's 18.5% YoY prints for the quarter. The company's EBIT margin also expanded 220bps YoY to 8.4%, whereas VOLT reported an increase of only 40bps to 7.7%. Lloyd continues to report losses.

DIXON led the EMS charge: EMS companies under our coverage delivered a robust performance in Q2, growing 30% YoY. DIXON, which accounted for 75% of our EMS universe revenue, looks to maintain strong return ratios and positive cash flow. AMBER's focus is on expanding its non-AC businesses**.** SYRMA saw lower margin slippage due to a change in revenue mix toward the consumer business.

FMEG a mixed bag: In fast-moving electric goods (FMEG), B2B categories such as industrial switchgears, professional lighting and power cables saw healthy growth. Lighting delivered decent volume growth, but price deflation in LEDs hurt the segment's topline. Premiumisation in fans continues with high-end products faring well.

Top picks: HAVL (TP Rs 1,600), DIXON (TP Rs 6,300) and POLYCAB (TP Rs 6,100) are our top picks, with DIXON being added to our preferred list in the wake of strong Q2FY24 results and an even stronger outlook.

Recommendation snapshot

Ticker	Price	Target	Rating
AMBER IN	3,095	2,900	HOLD
BLSTR IN	960	1,100	BUY
CROMPTON IN	279	330	BUY
DIXON IN	5,234	6,300	BUY
HAVL IN	1,251	1,600	BUY
KEII IN	2,579	2,400	HOLD
ORIENTEL IN	218	240	HOLD
POLYCAB IN	5,132	6,100	BUY
SYRMA IN	534	560	HOLD
VGRD IN	291	300	HOLD
VOLT IN	814	910	HOLD

Price & Target in Rupees | Price as of 13 Nov 2023

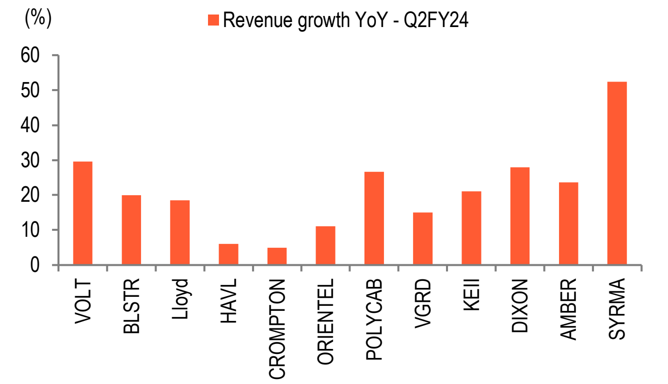
Consumer durables: Q2 result reviews

Company	Result review link
AMBER IN	Healthy topline; RAC outlook still soft
BLSTR IN	On a purple patch
CROMPTON IN	ECD robust; lighting and kitchen appliances falter
DIXON IN	Strong quarter, even stronger outlook – upgrade to BUY
HAVL IN	Q2 a miss but expect improvement ahead
KEII IN	Capacity addition to spur growth
ORIENTEL IN	ECD-led growth; working capital rises on festive inventory
POLYCAB IN	Impressive run continues
SYRMA IN	Miss on margins; downgrade to HOLD
VGRD IN	Average topline, margins improve
VOLT IN	UCP upbeat but EMP plays spoilsport

Source: BOBCAPS Research

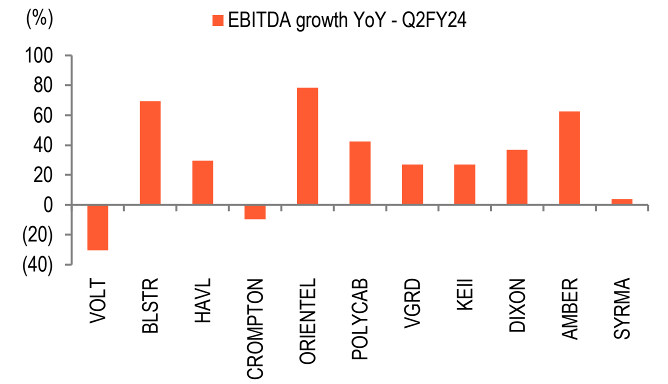
Quarterly trends

Fig 1 – Revenue growth



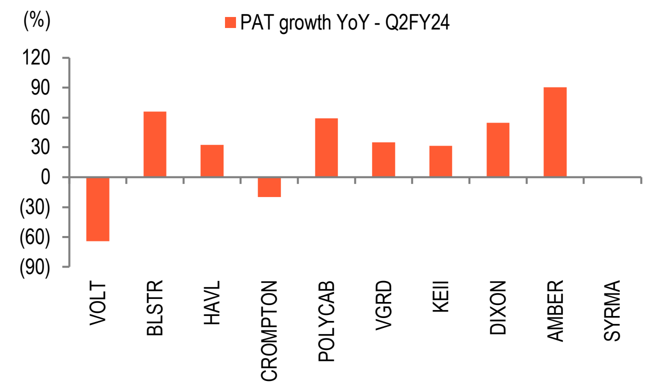
Source: Company, BOBCAPS Research

Fig 2 – EBITDA growth



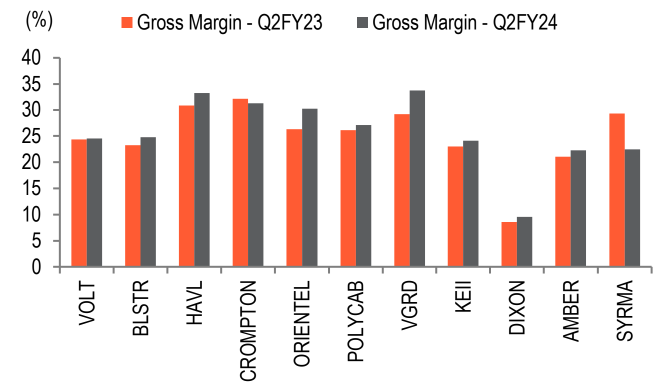
Source: Company, BOBCAPS Research

Fig 3 – PAT growth



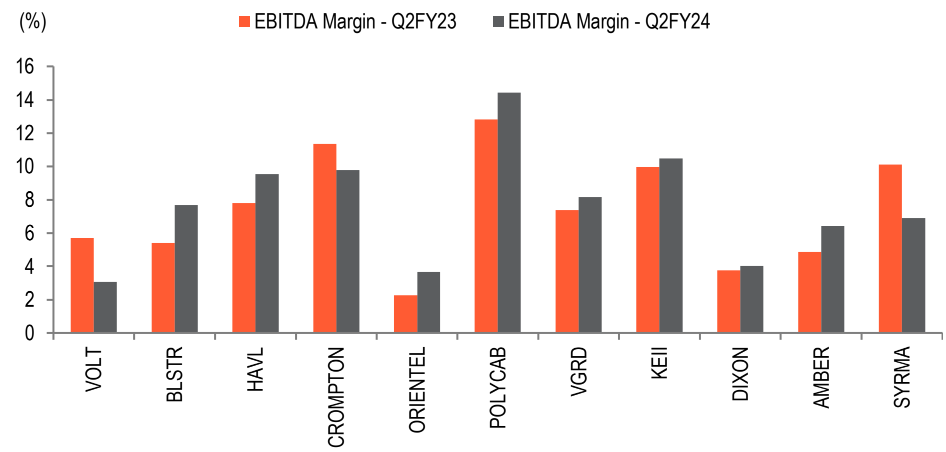
Source: Company, BOBCAPS Research

Fig 4 – Gross margin trend



Source: Company, BOBCAPS Research

Fig 5 – EBITDA margin trend



Source: Company, BOBCAPS Research

Valuation matrix

Fig 6 – Consumer Durables Universe: Valuation snapshot

Companies	Rating	TP	Upside (%)	Revenue (Rs bn)					EBITDA (Rs bn)				
				FY22	FY23	FY24E	FY25E	CAGR (%)	FY22	FY23	FY24E	FY25E	CAGR (%)
VOLT	HOLD	910	12	79	95	108	126	15	7	6	7	10	32
BLSTR	BUY	1,100	15	60	80	92	108	16	3	5	7	8	29
POLYCAB	BUY	6,100	19	122	141	170	196	18	13	19	24	28	22
CROMPTON	BUY	330	18	54	69	79	91	15	8	8	8	10	12
HAVL	BUY	1,600	28	139	169	191	217	13	18	16	19	24	23
ORIENTEL	HOLD	240	10	24	25	30	34	16	2	2	2	3	39
VGRD	HOLD	300	4	35	41	51	58	18	3	3	6	6	39
KEII	HOLD	2,400	(7)	57	69	81	95	17	6	7	9	11	22
DIXON	BUY	6,300	20	107	122	183	255	45	4	5	8	11	43
AMBER	HOLD	2,900	(7)	42	69	85	101	21	3	4	5	7	25
SYRMA	HOLD	560	5	13	20	30	39	39	1	2	2	4	41

Source: Company, BOBCAPS Research

Fig 7 – Consumer Durables Universe: Valuation snapshot

Company	EBITDA Margin (%)				PAT (Rs bn)					P/E (x)			
	FY22	FY23	FY24E	FY25E	FY22	FY23	FY24E	FY25E	CAGR (%)	FY22	FY23	FY24E	FY25E
VOLT	8.6	6.0	6.9	7.9	5	4	4	7	37	53.5	71.2	50.6	37.7
BLSTR	5.7	6.2	7.2	7.6	2	3	3	5	32	110.3	71.1	53.3	40.5
POLYCAB	10.4	13.1	13.9	14.0	8	13	16	19	22	91.7	60.4	47.4	40.8
CROMPTON	14.3	11.2	10.6	10.7	6	5	6	7	19	29.9	38.3	32.8	27.4
HAVL	12.6	9.5	10.0	11.1	12	11	13	17	24	65.4	73.0	59.5	47.4
ORIENTEL	9.4	6.0	8.0	8.5	1	1	1	2	43	36.5	61.2	38.2	29.9
V-GUARD	9.7	7.8	10.8	10.7	2	2	3	4	43	54.9	66.1	36.1	32.5
KEI	10.3	10.2	10.8	11.2	4	5	6	7	21	62.2	49.0	41.8	33.5
DIXON	3.5	4.2	4.1	4.1	2	3	4	6	53	163.4	121.9	75.7	51.9
AMBER	6.5	6.0	6.1	6.4	1	2	2	3	35	96.3	66.9	50.1	34.9
SYRMA	9.9	9.2	8.0	9.4	1	1	2	2	41	123.4	79.1	61.4	40.1

Source: Company, BOBCAPS Research

NOT FOR DISTRIBUTION, DIRECTLY OR INDIRECTLY, IN OR INTO THE UNITED STATES OF AMERICA ("US") OR IN OR INTO ANY OTHER JURISDICTION IF SUCH AN ACTION IS PROHIBITED BY APPLICABLE LAW.

Disclaimer

Name of the Research Entity: **BOB Capital Markets Limited**

Registered office Address: **1704, B Wing, Parinee Crescenzo, G Block, BKC, Bandra East, Mumbai 400051**

SEBI Research Analyst Registration No: **INH000000040 valid till 03 February 2025**

Brand Name: **BOBCAPS**

Trade Name: **www.barodaetrade.com**

CIN: **U65999MH1996GOI098009**

Logo:

Investments in securities market are subject to market risks. Read all the related documents carefully before investing.

Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors.

Recommendation scale: Recommendations and Absolute returns (%) over 12 months

BUY – Expected return >+15%

HOLD – Expected return from -6% to +15%

SELL – Expected return <-6%

Note: Recommendation structure changed with effect from 21 June 2021

Our recommendation scale does not factor in short-term stock price volatility related to market fluctuations. Thus, our recommendations may not always be strictly in line with the recommendation scale as shown above.

Analyst certification

The research analyst(s) authoring this report hereby certifies that (1) all of the views expressed in this research report accurately reflect his/her personal views about the subject company or companies and its or their securities, and (2) no part of his/her compensation was, is, or will be, directly or indirectly, related to the specific recommendation(s) or view(s) in this report. Analysts are not registered as research analysts by FINRA and are not associated persons of BOB Capital Markets Limited (BOBCAPS).

General disclaimers

BOBCAPS is engaged in the business of Stock Broking and Investment Banking. BOBCAPS is a member of the National Stock Exchange of India Limited and BSE Limited and is also a SEBI-registered Category I Merchant Banker. BOBCAPS is a wholly owned subsidiary of Bank of Baroda which has its various subsidiaries engaged in the businesses of stock broking, lending, asset management, life insurance, health insurance and wealth management, among others.

BOBCAPS's activities have neither been suspended nor has it defaulted with any stock exchange authority with whom it has been registered in the last five years. BOBCAPS has not been debarred from doing business by any stock exchange or SEBI or any other authority. No disciplinary action has been taken by any regulatory authority against BOBCAPS affecting its equity research analysis activities.

BOBCAPS is also a SEBI-registered intermediary for the broking business having SEBI Single Registration Certificate No.: INZ000159332 dated 20 November 2017.

BOBCAPS prohibits its analysts, persons reporting to analysts, and members of their households from maintaining a financial interest in the securities or derivatives of any companies that the analysts cover. Additionally, BOBCAPS prohibits its analysts and persons reporting to analysts from serving as an officer, director, or advisory board member of any companies that the analysts cover.

Our salespeople, traders, and other professionals may provide oral or written market commentary or trading strategies to our clients that reflect opinions contrary to the opinions expressed herein, and our proprietary trading and investing businesses may make investment decisions that are inconsistent with the recommendations expressed herein. In reviewing these materials, you should be aware that any or all of the foregoing, among other things, may give rise to real or potential conflicts of interest. Additionally, other important information regarding our relationships with the company or companies that are the subject of this material is provided herein.

This material should not be construed as an offer to sell or the solicitation of an offer to buy any security in any jurisdiction We are not soliciting any action based on this material. It is for the general information of BOBCAPS's clients. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. Before acting on any advice or recommendation in this material, clients should consider whether it is suitable for their particular circumstances and, if necessary, seek professional advice. BOBCAPS research reports follow rules laid down by Securities and Exchange Board of India and individuals employed as research analysts are separate from other employees who are performing sales trading, dealing, corporate finance advisory or any other activity that may affect the independence of its research reports.

The price and value of the investments referred to in this material and the income from them may go down as well as up, and investors may realize losses on any investments. Past performance is not a guide for future performance, future returns are not guaranteed and a loss of original capital may occur. BOBCAPS does not provide tax advice to its clients, and all investors are strongly advised to consult with their tax advisers regarding any potential investment in certain transactions — including those involving futures, options, and other derivatives as well as non-investment-grade securities — that give rise to substantial risk and are not suitable for all investors. The material is based on information that we consider reliable, but we do not represent that it is accurate or complete, and it should not be relied on as such. Opinions expressed are our current opinions as of the date appearing on this material only. We endeavour to update on a reasonable basis the information discussed in this material, but regulatory, compliance, or other reasons may prevent us from doing so.

We and our affiliates, officers, directors, and employees, including persons involved in the preparation or issuance of this material, may from time to time have "long" or "short" positions in, act as principal in, and buy or sell the securities or derivatives thereof of companies mentioned herein and may from time to time add to or dispose of any such securities (or investment). We and our affiliates may assume an underwriting commitment in the securities of companies discussed in this document (or in related investments), may sell them to or buy them from customers on a principal basis, and may also perform or seek to perform investment banking or advisory services for or relating to these companies and may also be represented in the supervisory board or any other committee of these companies.

For the purpose of calculating whether BOBCAPS and its affiliates hold, beneficially own, or control, including the right to vote for directors, one per cent or more of the equity shares of the subject company, the holdings of the issuer of the research report is also included.

BOBCAPS and its non-US affiliates may, to the extent permissible under applicable laws, have acted on or used this research to the extent that it relates to non-US issuers, prior to or immediately following its publication. Foreign currency denominated securities are subject to fluctuations in exchange rates that could have an adverse effect on the value or price of or income derived from the investment. In addition, investors in securities such as ADRs, the value of which are influenced by foreign currencies, effectively assume currency risk. In addition, options involve risks and are not suitable for all investors. Please ensure that you have read and understood the Risk disclosure document before entering into any derivative transactions.

Company-specific disclosures under SEBI (Research Analysts) Regulations, 2014

The research analyst(s) or his/her relatives do not have any material conflict of interest at the time of publication of this research report.

BOBCAPS or its research analyst(s) or his/her relatives do not have any financial interest in the subject company, except for Research Analyst Vinod Chari having 875 shares of Voltas (VOLT IN). BOBCAPS or its research analyst(s) or his/her relatives do not have actual/beneficial ownership of one per cent or more securities in the subject company at the end of the month immediately preceding the date of publication of this report.

The research analyst(s) has not received any compensation from the subject company or third party in the past 12 months in connection with research report/activities. Compensation of the research analyst(s) is not based on any specific merchant banking, investment banking or brokerage service transactions.

BOBCAPS or its research analyst(s) is not engaged in any market making activities for the subject company.

The research analyst(s) has not served as an officer, director or employee of the subject company.

BOBCAPS or its associates may have material conflict of interest at the time of publication of this research report.

BOBCAPS's associates may have financial interest in the subject company. BOBCAPS's associates may hold actual / beneficial ownership of one per cent or more securities in the subject company at the end of the month immediately preceding the date of publication of this report.

BOBCAPS or its associates may have managed or co-managed a public offering of securities for the subject company or may have been mandated by the subject company for any other assignment in the past 12 months.

BOBCAPS may have received compensation from the subject company in the past 12 months. BOBCAPS may from time to time solicit or perform investment banking services for the subject company. BOBCAPS or its associates may have received compensation from the subject company in the past 12 months for services in respect of managing or co-managing public offerings, corporate finance, investment banking or merchant banking, brokerage services or other advisory services in a merger or specific transaction. BOBCAPS or its associates may have received compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company in the past 12 months.

Other disclaimers

BOBCAPS and MAYBANK (as defined below) make no representation or warranty, express or implied, as to the accuracy or completeness of any information obtained from third parties and expressly disclaim the merchantability, suitability, quality and fitness of this report. The information in this report has not been independently verified, is provided on an "as is" basis, should not be relied on by you in connection with any contract or commitment, and should not be used as a substitute for enquiries, procedures and advice which ought to be undertaken by you. This report also does not constitute an offer or solicitation to buy or sell any securities referred to herein and you should not construe this report as investment advice. All opinions and estimates contained in this report constitute BOBCAPS's judgment as of the date of this report and are subject to change without notice, and there is no obligation on BOBCAPS or MAYBANK to update this report upon issuance. This report and the information contained herein may not be reproduced, redistributed, disseminated or copied by any means without the prior consent of BOBCAPS and MAYBANK.

To the full extent permitted by law neither BOBCAPS, MAYBANK nor any of their respective affiliates, nor any other person, accepts any liability howsoever arising, whether in contract, tort, negligence, strict liability or any other basis, including without limitation, direct or indirect, special, incidental, consequential or punitive damages arising from any use of this report or the information contained herein. By accepting this report, you agree and undertake to fully indemnify and hold harmless BOBCAPS and MAYBANK from and against claims, charges, actions, proceedings, losses, liabilities, damages, expenses and demands (collectively, the "Losses") which BOBCAPS and/or MAYBANK may incur or suffer in any jurisdiction including but not limited to those Losses incurred by BOBCAPS and/or MAYBANK as a result of any proceedings or actions brought against them by any regulators and/or authorities, and which in any case are directly or indirectly occasioned by or result from or are attributable to anything done or omitted in relation to or arising from or in connection with this report.

Distribution into the United Kingdom ("UK"):

This research report will only be distributed in the United Kingdom, in accordance with the applicable laws and regulations of the UK, by Maybank Securities (London) Ltd ("**MSL**") who is authorised and regulated by the Financial Conduct Authority ("FCA") in the United Kingdom (MSL and its affiliates are collectively referred to as **"MAYBANK**"). BOBCAPS is not authorized to directly distribute this research report in the UK.

This report has not been prepared by BOBCAPS in accordance with the UK's legal and regulatory requirements.

This research report is for distribution only to, and is solely directed at, selected persons on the basis that those persons: (a) are eligible counterparties and professional clients of MAYBANK as selected by MAYBANK solely at its discretion; (b) have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended from time to time (the "Order"), or (c) fall within Article 49(2)(a) to (d) (high net worth companies, unincorporated associations, etc. as mentioned in the stated Article) of the Order; (all such persons together being referred to as "relevant persons").

This research report is directed only at relevant persons and must not be acted on or relied on by any persons who are not relevant persons. Any investment or investment activity to which this material relates is available only to relevant persons and will be engaged in only with relevant persons.

The relevant person as recipient of this research report is not permitted to reproduce, change, remove, pass on, distribute or disseminate the data or make it available to third parties without the written permission of BOBCAPS or MAYBANK. Any decision taken by the relevant person(s) pursuant to the research report shall be solely at their costs and consequences and BOBCAPS and MAYBANK shall not have any liability of whatsoever nature in this regard.

No distribution into the US:

This report will not be distributed in the US and no US person may rely on this communication.

Other jurisdictions:

This report has been prepared in accordance with SEBI (Research Analysts) Regulations and not in accordance with local regulatory requirements of any other jurisdiction. In any other jurisdictions, this report is only for distribution (subject to applicable legal or regulatory restrictions) to professional, institutional or sophisticated investors as defined in the laws and regulations of such jurisdictions by Maybank Securities Pte Ltd. (Singapore) and / or by any broker-dealer affiliate or such other affiliate as determined by Malayan Banking Berhad.

If the recipient of this report is not as specified above, then it should not act upon this report and return the same to the sender.

By accepting this report, you agree to be bound by the foregoing limitations.