

BUY
TP: Rs 2,895 | A 17%

**HINDUSTAN UNILEVER** 

**Consumer Staples** 

20 January 2024

## Volume growth subdued in a challenging environment

- Delayed rural recovery and elevated competition from regional players impacted volume recovery in Q3
- Gross margin up 400bps YoY but higher A&P spend depletes EBITDA margin
- Maintain BUY with revised TP of Rs 2,895 (earlier Rs 3,069), assigning a target P/E of 51.5x on FY26E (earlier 52.5x on FY25E)

Vikrant Kashyap research@bobcaps.in

Volume growth fails to pick up: HUVR's underlying volume growth (UVG) was flat sequentially at 2% in Q3FY24 as heightened competition from regional players and delayed recovery in rural markets constrained sales. Consolidated revenue was also flat at Rs 155.7bn, below our expectations of 2.1% YoY growth largely due to price corrections taken in key portfolios. Urban volumes continued to grow ahead of rural and premium products and clocked 2.5x higher growth than the mass category as on 9MFY24. The company's gross margin expanded 400bps YoY, but EBITDA margin slipped 20bps amid a spike in brand investments, with A&P spend stepped up by 270bps.

**Key categories deliver modest growth:** On a YoY basis in Q3, HUVR's home care (HC) and beauty & personal care (BPC) segment volumes grew in mid-single-digits, while foods & refreshment (F&R) declined in low-single-digits, though underlying sales growth for both segments stayed flat. Household care and fabric wash reported low- to mid-single-digit volume growth. Skin cleansing declined due to price cuts, and oral care reported mid-single-digit growth led by *Closeup* toothpaste. The tea business saw a muted performance owing to continuous downtrading in the category.

**Innovation remains a focus area:** HUVR continues to strengthen its core portfolio by launching new products across segments. In the BPC segment, its launches during Q3 included *Glow & Lovely Powder* finish crème, a new active skin barrier care range by *Simple*, *Sunsilk* hair serums, a *Closeup* naturals range and *Lakme's* range of make-up products. In F&R, HUVR strengthened its portfolio by launching *Knorr* Korean K-Pot noodles and *Bru Gold* in three flavours.

**Maintain BUY:** HUVR's volume and value growth remained weak in a challenging environment amid elevated regional competition and delayed rural recovery. We cut our FY24/FY25 EPS expectations by 12%/14% to build in slower volumes and lower margins. We now introduce FY26 estimates and roll valuations forward, translating to a new TP of Rs 2,895 (earlier Rs 3,069), based on a target P/E 51.5x on FY26E (vs. 52.5x on FY25E earlier), and retain BUY. Our multiple is in-line with the long-term mean.

## **Key changes**

Target	Rating	
▼	< ▶	

Ticker/Price	HUVR IN/Rs 2,469
Market cap	US\$ 70.6bn
Free float	38%
3M ADV	US\$ 47.4mn
52wk high/low	Rs 2,770/Rs 2,393
Promoter/FPI/DII	62%/14%/24%

Source: NSE | Price as of 20 Jan 2024

### **Key financials**

Y/E 31 Mar	FY23A	FY24E	FY25E
Total revenue (Rs mn)	605,800	621,718	673,056
EBITDA (Rs mn)	141,490	148,446	166,661
Adj. net profit (Rs mn)	101,600	104,643	117,759
Adj. EPS (Rs)	43.2	44.5	50.1
Consensus EPS (Rs)	43.2	44.8	50.7
Adj. ROAE (%)	20.4	20.5	22.6
Adj. P/E (x)	57.1	55.4	49.3
EV/EBITDA (x)	41.0	39.1	34.8
Adj. EPS growth (%)	14.1	2.7	13.3

Source: Company, Bloomberg, BOBCAPS Research

## Stock performance



Source: NSE



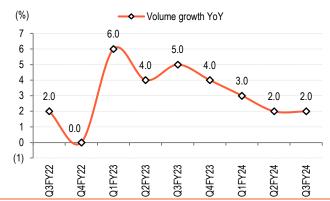


Fig 1 - Financial performance

(Rs mn)	Q3FY24	Q2FY24	Q3FY23	QoQ (%)	YoY (%)	Estimates	Variance (%)
Revenue	155,670	156,230	155,970	(0.4)	(0.2)	159,312	(2.3)
EBITDA	36,660	37,970	36,940	(3.5)	(0.8)	37,120	(1.2)
Adj. PAT	25,380	26,610	25,770	(4.6)	(1.5)	26,262	(3.4)
Gross Margin (%)	52.0	53.0	48.0	(100bps)	400bps	51.6	40bps
EBITDA Margin (%)	23.5	24.3	23.7	(80bps)	(20bps)	23.3	20bps
Adj. PAT Margin (%)	16.3	17	16.5	(70bps)	(20bps)	16.5	(20bps)

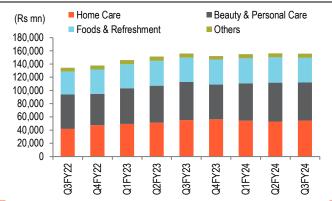
Source: Company, BOBCAPS Research

Fig 2 - Underlying volume growth



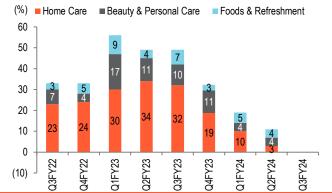
Source: Company, BOBCAPS Research

Fig 4 - Segment revenue



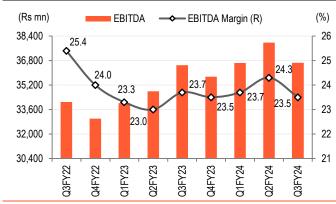
Source: Company, BOBCAPS Research

Fig 6 - Segment growth YoY



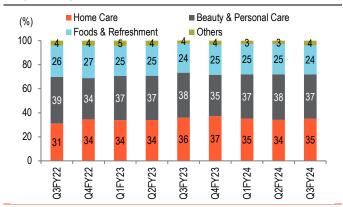
Source: Company, BOBCAPS Research

Fig 3 - EBITDA and margin



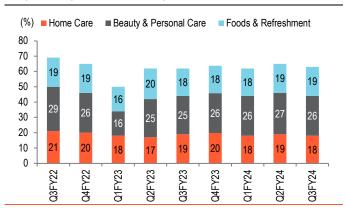
Source: Company, BOBCAPS Research

Fig 5 - Segment revenue contribution



Source: Company, BOBCAPS Research

Fig 7 - Segment EBIT margin



Source: Company, BOBCAPS Research



## **Earnings call highlights**

- HUVR expects gradual recovery in demand driven by increased government spending, recovery in winter crop sowing and better crop realisation. Rural income growth and winter crop yields will be key factors to determine the pace of recovery.
- The company continues to focus on driving competitive volume growth whilst stepping up investments behind brands and long-term strategic priorities. Management remains confident of the mid- to long-term potential of the Indian FMCG sector and believes HUVR remains well positioned to unlock this opportunity while navigating the short-term challenges.
- Volumes sold through the modern trade channel grew in double digits during Q3FY24, continuing to outpace general trade. The company's premium product volumes grew at 2.5x that of mass products. [assume this data is for HUVR not for industry – if for industry, pls specify]
- HUVR posted UVG of 2% YoY and QoQ in Q3. HC and BPC which constitute ~75% of the business continued to see volume recovery with mid-single-digit UVG YoY.
- F&R, on the other hand, saw a low-single-digit YoY decline in UVG primarily due to pricing corrections during the year to offset the impact of higher commodity cost.
- Fabric wash volumes grew in mid-single digits YoY driven by outperformance in the premium portfolio. Household care volumes grew in low single digits led by dishwash.
- Skin cleansing revenue declined due to the impact of price reductions taken to pass on the benefits of lower commodity costs to consumers. Market development actions in bodywash continue to yield good results.
- A delayed winter impacted the performance of the skin care business during Q3 while the premium non-winter portfolio continued to do well. Hair care delivered double-digit volume growth YoY with a broad-based performance across brands and future formats continuing to gain traction.
- Deflation in tea continued during Q3. Consumers continued to downtrade, though HUVR maintained its value and volume leadership as well as market share.
- Coffee volumes grew in double digits YoY driven by pricing. The health food drinks (HFD) segment delivered competitive, modest price-led growth driven by the *Plus* range. Foods solutions, mayonnaise and peanut butter continued to clock strong growth while ice cream grew in mid-single digits on a high base.
- Beginning Q1FY25, the BPC business will transition into two independent business
  units, namely (i) beauty and well-being and (ii) personal care, in order to help scale
  up the businesses, improve efficiency and develop a full portfolio of prestige brands.
  - Beauty and well-being will house skin care, premium beauty, hair care, colour cosmetics, and the health and well-being categories.
  - Personal care will include skin cleansing, oral care, and deodorants.

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- Market penetration of Horlicks and Boost has increased by 600bps YoY. Both brands had witnessed a drop in consumption due to higher milk prices which HUVR expects to improve as milk rates have softened. The company is also focusing on driving HFD consumption in monsoon and winter.
- HUVR's *Plus* versions are doing well in the premium HFD segment. In the south and east, penetration is at 40%, though it is lower in the north and west.
- The company has changed its margin structure to incentivise distributors in large cities to improve sales & services and ensure faster delivery with a focus on market development, which could result in better volumes and distributor earnings.



# Valuation methodology

HUVR's volume and value growth remained weak during Q3FY24 in a challenging environment marked by elevated regional competition and delayed rural recovery. However, the company continues to drive category development, innovation and premiumisation across product categories.

We cut our FY24/FY25 revenue expectations by 3%/5% and EPS expectations by 12%/14% to build in slower volume recovery and lower margins owing to increased spending on advertising and promotions. We also introduce FY26 estimates and roll valuations forward, translating to a new TP of Rs 2,895 (vs. Rs 3,069), based on a target P/E 51.5x on FY26E (vs. 52.5x on FY25E) – in-line with the long-term mean. The stock is currently trading at 49.3x/43.9x FY25E/FY26E EPS. Maintain BUY.

Fig 8 - Revised estimates

(Po mn)		New		Ole	d	Change	e (%)
(Rs mn)	FY24E	FY25E	FY26E	FY24E	FY25E	FY24E	FY25E
Revenue	621,718	673,056	744,415	641,512	710,474	(3.1)	(5.3)
EBITDA	148,446	166,661	187,226	166,730	193,320	(11.0)	(13.8)
PAT	104,643	117,759	132,111	118,302	137,386	(11.5)	(14.3)
EPS (Rs)	44.2	50.1	56.2	50.2	58.5	(12.0)	(14.4)

Source: BOBCAPS Research

## **Key risks**

Key downside risks to our estimates are:

- continued stress in underlying volume growth, and
- sustained food inflation.

## Sector recommendation snapshot

Company	Ticker	Market Cap (US\$ bn)	Price (Rs)	Target (Rs)	Rating
Britannia Industries	BRIT IN	15.1	5,166	5,844	BUY
Dabur India	DABUR IN	11.6	538	669	BUY
Hindustan Unilever	HUVR IN	70.6	2,469	2,895	BUY
ITC	ITC IN	70.8	468	523	BUY
Marico	MRCO IN	8.2	524	646	BUY
Nestle India	NEST IN	2.9	2,480	2,826	BUY
Zydus Wellness	ZYWL IN	1.3	1,620	1,556	HOLD

Source: BOBCAPS Research, NSE | Price as of 20 Jan 2024



## **Financials**

Y/E 31 Mar (Rs mn)	FY22A	FY23A	FY24E	FY25E	FY26E
Total revenue	524,460	605,800	621,718	673,056	744,415
EBITDA	128,570	141,490	148,446	166,661	187,226
Depreciation	10,910	11,370	11,802	12,658	14,083
EBIT	117,660	130,120	136,644	154,003	173,143
Net interest inc./(exp.)	1,060	1,140	2,595	2,724	2,860
Other inc./(exp.)	2,580	5,120	7,480	7,854	8,247
Exceptional items	(440)	(640)	(730)	0	0,2
EBT	118,740	133,460	140,799	159,133	178,529
Income taxes	29,870	32,010	36,856	41,375	46,418
Extraordinary items	0	0	0	0	10,110
Min. int./Inc. from assoc.	130	230	30	32	33
Reported net profit	88,740	101,220	103,913	117,759	132,111
Adjustments	(440)	(640)	(730)	0	102,111
Adjusted net profit	89,180	101,600	104,643	117,759	132,111
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Balance Sheet					
Y/E 31 Mar (Rs mn)	FY22A	FY23A	FY24E	FY25E	FY26E
Accounts payables	90.680	95,740	90,554	97,551	107,638
Other current liabilities	6,650	7,640	7,841	8,488	9,388
Provisions	19.260	17,520	17,878	19,033	20,639
Debt funds	0	980	980	980	980
Other liabilities	97,710	103,770	106,414	114,942	126,795
Equity capital	2,350	2,350	2,350	2,350	2,350
Reserves & surplus	488,520	502,870	513,291	525,067	538,278
Shareholders' fund	490,870	505,220	515,641	527,417	540,628
Total liab. and equities	705,170	730,870	739,309	768,411	806,068
Cash and cash eq.	38,460	46,780	43,246	60,747	82,809
Accounts receivables	22,360	30,790	31,599	34,208	37,835
Inventories	40,960	42,510	40,208	43,314	47,793
Other current assets	25,190	28,680	29,430	31,851	35,215
Investments	35,210	28,820	38,839	38,899	38,982
Net fixed assets	61,690	69,490	71,798	73,947	76,241
CWIP	13,130	11,320	11,320	11,320	11,320
Intangible assets	279,070	282,630	282,630	282,630	282,630
Deferred tax assets, net	110	100	103	111	123
Other assets	188,990	189,750	190,137	191,385	193,120
Total assets	705,170	730,870	739,309	768,411	806,068
Total assets	703,170	730,070	135,305	700,411	000,000
Cash Flows					
Y/E 31 Mar (Rs mn)	FY22A	FY23A	FY24E	FY25E	FY26E
Cash flow from operations	90.480	99.910	116,409	141,075	160,284
Capital expenditures	(12,250)	(11,740)	(13,678)	(14,807)	(16,377)
Change in investments	(7,910)	(3,670)	(10,000)	(14,007)	(10,377)
Other investing cash flows	1,580	2,600	(10,000)	0	
Cash flow from investing	(17,280)	(14,940)	(23,696)	(14,867)	(16,461)
Equities issued/Others Debt raised/repaid	0	780	0	0	(
Interest expenses	(820)	(880)	(2,595)	(2,724)	(2,860)
Other financing each flows	(75,260)	(84,740)	(93,522)	(105,983)	(118,900)
Other financing cash flows	(4,070)	(4,690)	(06 116)	(409 707)	(124 764)
Cash flow from financing	(80,150)	(89,530)	(96,116)	(108,707)	(121,761)
Chg in cash & cash eq.	(6,950)	(4,560)	(3,404)	17,500	22,063

Per Share					
Y/E 31 Mar (Rs)	FY22A	FY23A	FY24E	FY25E	FY26E
Reported EPS	37.8	43.1	44.2	50.1	56.2
Adjusted EPS	37.9	43.2	44.5	50.1	56.
Dividend per share	32.0	36.0	39.8	45.1	50.0
Book value per share	208.9	215.0	219.4	224.4	230.
Valuations Ratios					
Y/E 31 Mar (x)	FY22A	FY23A	FY24E	FY25E	FY26E
EV/Sales	11.1	9.6	9.3	8.6	7.8
EV/EBITDA	45.1	41.0	39.1	34.8	31.0
Adjusted P/E	65.1	57.1	55.4	49.3	43.
P/BV	11.8	11.5	11.3	11.0	10.7
DuPont Analysis					
Y/E 31 Mar (%)	FY22A	FY23A	FY24E	FY25E	FY26E
Tax burden (Net profit/PBT)	74.7	75.8	73.8	74.0	74.
Interest burden (PBT/EBIT)	100.9	102.6	103.0	103.3	103.
EBIT margin (EBIT/Revenue)	22.4	21.5	22.0	22.9	23.
Asset turnover (Rev./Avg TA)	74.4	82.9	84.1	87.6	92.
Leverage (Avg TA/Avg Equity)	1.4	1.4	1.4	1.5	1.
Adjusted ROAE	18.1	20.0	20.2	22.3	24.
Ratio Analysis					
Y/E 31 Mar	FY22A	FY23A	FY24E	FY25E	FY26E
YoY growth (%)					
Revenue	11.5	15.5	2.6	8.3	10.0
EBITDA	10.6	10.0	4.9	12.3	12.
Adjusted EPS	11.0	14.1	2.7	13.3	12.
Profitability & Return ratios (%)					
EBITDA margin	24.5	23.4	23.9	24.8	25.
EBIT margin	22.4	21.5	22.0	22.9	23.
Adjusted profit margin	17.0	16.8	16.8	17.5	17.
Adjusted ROAE	18.4	20.4	20.5	22.6	24.
ROCE	15.1	16.4	16.3	17.9	19.
Working capital days (days)					
Receivables	14	16	18	18	1
Inventory	54	48	50	47	4
Payables	127	107	113	106	10
Ratios (x)					
Gross asset turnover	0.7	0.8	0.8	0.8	0.

Adjusted debt/equity 0.0 0.2

Source: Company, BOBCAPS Research | Note: TA = Total Assets

1.4

111.0

1.4

114.1

1.5

52.7

0.2

1.6

56.5

0.2

1.7

60.5

0.2

Current ratio

Net interest coverage ratio



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

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Note: Recommendation structure changed with effect from 21 June 2021

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### Ratings and Target Price (3-year history): HINDUSTAN UNILEVER (HUVR IN)



 $B-Buy,\,H-Hold,\,S-Sell,\,A-Add,\,R-Reduce$ 

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