

HOLD**TP: Rs 965 | ▲ 10%****MARICO**

Consumer Staples

04 August 2026

Volume Surge

- Copra prices has corrected materially from peak levels, while management continues to monitor crude and vegetable oil inflation
- Traditional and organised trade delivered double-digit growth, while Quick Commerce grew over 50%, supporting broad-based offtake
- Over 96% of the portfolio gained/sustained market share and 99% sustained penetration, reflecting strong execution across categories

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Strong execution drives multi-quarter high growth: Marico delivered a robust consol rev growth of 23% YoY, driven by 11% India volume growth (highest in 20 quarters) and 15% cc growth in the international business. Core franchises remained strong, with Parachute reporting 10% volume growth and 23% value growth, VAHO growing 22%, and Saffola Oils posting 7% revenue growth despite a high-single digit volume decline owing to profitability-led supply rationalisation. Foods grew 43%, crossing Rs 1,300 crore annualised revenue run-rate, while Premium Personal Care reached an ARR of ~Rs 450 crore and Digital-first brands maintained Rs1,100+ crore ARR. International business remained resilient with 15% CCG, led by Vietnam (+27%), MENA (+24%), South Africa (+8%), while Bangladesh grew 4% amid inflation-led demand softness. Gross margin expanded 30bps YoY aided by softer copra prices and favourable mix, while continued investments behind brands (A&P +25% YoY) resulted in EBITDA and PAT growing 25% YoY (highest in 28 quarters), with EBITDA margin improving 40bps to 20.7%.

Portfolio transformation & outlook: Marico continued to strengthen its premiumisation strategy through the scale-up of Foods, PPC and Digital-first brands, while integrating 4700BC and Cosmix, with the latter expanding its portfolio through new product launches. Management expects copra prices to remain range-bound with a slight upward bias, while crude-linked inputs and vegetable oils are likely to remain volatile. Despite the inflationary environment, it reiterated its FY27 guidance of double-digit rev growth (crossing Rs 150 bn), high-single-digit India volume growth, mid-teens international cc growth and high-teen EBITDA growth. Over the medium term, the company remains focused on increasing the contribution of premium categories, improving Digital-first profitability, and accelerating international premiumisation and diversification as part of its Vision 2030 strategy.

Our view: Marico's strong execution, improving input cost environment and continued premiumisation provide confidence in management's FY27 guidance. We model a revenue/EBITDA/PAT CAGR of 10%/17%/13% over FY26–29E. We broadly maintain our estimates and retain our HOLD rating, with a TP of Rs 965 valuing the stock at 50x P/E on June'28 EPS.

Key changes

Target	Rating
▲	◀ ▶

Ticker/Price	MRCO IN/Rs 875
Market cap	US\$ 11.9bn
Free float	40%
3M ADV	US\$ 18.6mn
52wk high/low	Rs 889/Rs 690
Promoter/FPI/DII	59%/23%/13%

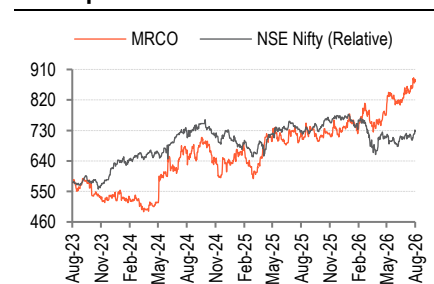
Source: NSE | Price as of 4 Aug 2026

Key financials

Y/E 31 Mar	FY26A	FY27E	FY28E
Total revenue (Rs mn)	136,110	154,113	169,391
EBITDA (Rs mn)	23,980	31,676	34,530
Adj. net profit (Rs mn)	18,580	22,943	24,728
Adj. EPS (Rs)	14.3	17.6	19.0
Consensus EPS (Rs)	14.3	16.6	19.1
Adj. ROAE (%)	42.4	45.6	40.2
Adj. P/E (x)	61.2	49.6	46.0
EV/EBITDA (x)	47.1	35.6	32.7
Adj. EPS growth (%)	13.2	23.5	7.8

Source: Company, Bloomberg, BOBCAPS Research

Stock performance



Source: NSE



Earnings call KTA's

- On a 2-year CAGR basis, Volume, Revenue and PAT grew 10%, 23% and 17% respectively. Business fundamentals remained robust, with over 96% of the business gaining/sustaining market share and over 99% gaining/sustaining penetration on a MAT basis. Both Traditional and Organized Trade recorded double-digit growth, while Quick commerce grew >50% (now ~5% of India business revenue ex-digital brands, with all digital channels combined contributing over 20% of India business revenue). The company reclassified certain customer-related A&P expenses against revenue during the quarter (change in accounting policy, applied retrospectively to prior periods), with no impact on EBITDA, PAT, equity, cash flows or EPS.
- Gross margin expanded 30bps YoY, aided by softer copra prices and a favourable channel/portfolio mix, though this was partly offset by a sharp 60–70% increase in crude-linked derivatives (LDPE, polymers) and continued elevated edible oil prices. A&P spends rose 25% YoY as the company continued to invest behind both core and new brands (including the national shampoo launch). EBITDA and PAT both grew 25% YoY to Rs 8.19bn and Rs 6.30bn respectively (highest growth in 28 quarters) with EBITDA margin expanding 40bps YoY to 20.7%. Management flagged that Q2 input costs are expected to be relatively higher given the crude/vegetable oil upward bias, even as copra remains range-bound ~30–35% below peak levels with a slight upward bias.
- Parachute Rigids delivered 10% volume growth (strongest in 20 quarters) and 23% revenue growth, gaining over 400bps volume market share to a new high of 59%. Management clarified this was organic growth with no grammage changes; the ~10% price cut taken was restricted to loyalty/non-price-point packs (not the ml-age price-point packs cut last year), executed faster than in the past aided by AI-led demand sensing and a thin distributor pipeline. Management does not expect further price cuts in the near term (moving into the off-season) and guided to mid-single-digit volume growth for the FY27.
- VAHO sustained strong momentum, delivering 22% value growth and an 80bps MAT value market share gain, driven by the mid and premium segments (~high-teens volume growth). Management expects to maintain a double-digit growth trajectory, with an aspiration for high-teens growth, aided by continued investment and Project Setu-led distribution gains. Additionally, almond hair oil franchise is scaling well, with an aspiration to build a Rs100cr+ ARR franchise by FY28E, drawing a parallel to Marico's earlier disruption of the Amla category.
- Saffola Edible Oils grew 7% in revenue with a high-single-digit volume decline, as the company selectively rationalised supply of low-profitability variants/channels to protect threshold profitability, alongside calibrated pricing action in response to input cost inflation. Management do not see any impact on Saffola Gold/loyal users from the cold-pressed oil trend and confirmed cold-pressed gross margins are far superior to core Saffola edible oil margins; cold-pressed is expected to become a sizeable part of the Saffola business by next year. Management is comfortable with mid-single-digit volume growth for the brand going forward, with Foods expected to become a larger part of the Saffola architecture over time.

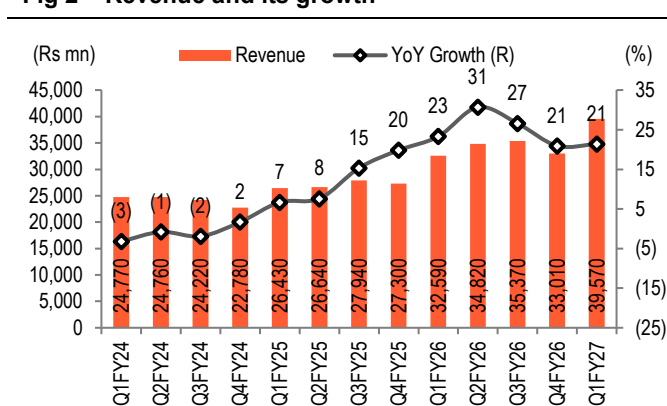
- Foods delivered 43% growth, crossing Rs 1,300+ crore in annualised revenue run-rate; ex-4700BC/Cosmix organic growth was double-digit, led by continued double-digit growth in core Saffola Foods (Soya Chunks, Oats, Muesli — Saffola Oats gained market share). Moreover, 4700BC and Cosmix are tracking ahead of initial assumptions and integrating well within Marico's Foods platform, while remaining mindful of profitability; Cosmix expanded further with a fermented yeast protein launch.
- Premium Personal Care scaled to ~Rs 450cr annualised revenue run-rate, with the newly launched Parachute Advanced Protein Shampoo off to an encouraging start and further extended via the Protein Hair Conditioner launch; management aspires to ~Rs 100cr revenue in year one and sees shampoo as a large multi-year bet, alongside Amla and cold-pressed oil. Digital-first brands (Beardo, Plix) scaled to an ARR of Rs 1,100+ crore with improving profitability — Beardo is double-digit profitable, Plix is high-single-digit trending to double-digit, and Cosmix was already high-teens profitable at acquisition; other brands are expected to reach profitability over the next 12–18 months. Management reiterated the medium-term aspiration of an ~Rs 4,000cr, early-to-mid-teens EBITDA digital business by 2030, with 20–25% profitable growth prioritised over 40–50% cash-burning growth.
- International business delivered 15% CCG, led by outperformance in Vietnam (+27% CCG, driven by male and female personal care and GTM/e-commerce capability build-out) and MENA (+24% CCG, resilient performance across Gulf and Egypt despite inflationary pressures). Bangladesh grew a more modest 4% CCG amid transient demand softness from pricing anniversarization and elevated inflation/fuel costs, though market share gains continued. South Africa grew 8% CCG led by Hair Care (Black Seed, Just for Kids, Isoplus). NCD and Exports grew 16%.
- Management highlighted supply chain and back-end capabilities (strategic positioning of raw materials, packaging and finished goods) as a key source of competitive advantage amid global disruptions, positioning Marico to outperform smaller players facing packaging/fuel/working-capital constraints.
- For FY27, management reiterated guidance for double-digit consol revenue growth to cross Rs 15,000cr, high-teen EBITDA growth (aspiring to 20%+), high single-digit India volume growth and mid-teens international CCG. Over the medium term, per the Vision 2030 EDGE framework, Marico aspires to double-digit consol revenue CAGR to Rs 20,000cr+ with mid-teens EBITDA CAGR, targeting top-quartile India volume growth and teens CCG internationally. Foods & PPC (incl. digital-first) share of India revenue is targeted at ~27% by FY27-end and ~33% by FY30 (from ~23% in FY26), with digital-first EBITDA margins targeted at double-digit by FY27 and teens over the medium term. Internationally, premium categories' revenue share is targeted to expand from ~30% in FY26 to ~40% by FY30, and non-Bangladesh revenue share from ~55% in FY26 to ~65% by FY30, driven by continued diversification into Vietnam, MENA and South Africa.

Fig 1 – Quarterly Table

Consolidated (mn)	Q1FY27	Q4FY26	QoQ (%)	Q1FY26	YoY (%)
Total Revenues	39,570	33,010	19.9	32,210	22.9
COGS	21,120	18,350	15	17,300	22.1
as % of sales	53.4	55.6	(222bps)	53.7	(34bps)
Gross Profit	18,450	14,660	26	14,910	23.7
Gross margin (%)	46.6	44.4	222bps	46.3	34bps
Employee costs	2,690	2,370	14	2,200	22.3
as % of sales	6.8	7.2	(38bps)	6.8	(3bps)
Other expenses	4,300	4,200	2	3,550	21.1
as % of sales	10.9	12.7	(186bps)	11.0	(15bps)
EBITDA	8,190	5,210	57	6,550	25.0
EBITDA margin (%)	20.7	15.8	491bps	20.3	36bps
D&A	560	600	(7)	450	24.4
Interest cost	210	170	24	100	110.0
PBT	7,900	5,040	57	6,560	20.4
Tax	1,380	960	44	1,430	(3.5)
Reported PAT	6,520	4,080	60	5,130	27.1
PAT margin	16	12	412bps	16	55bps

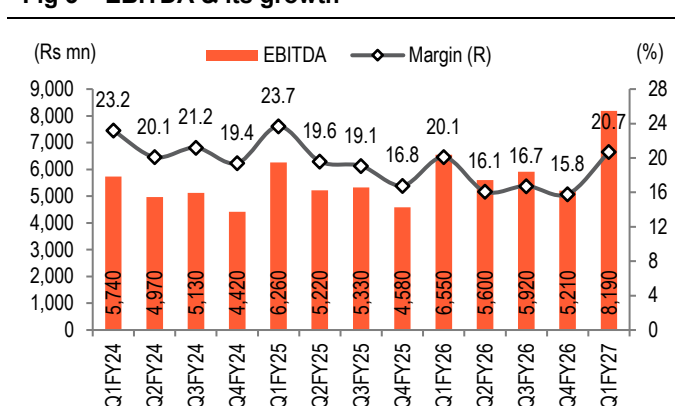
Source: BOBCAPS Research, Company

Fig 2 – Revenue and its growth



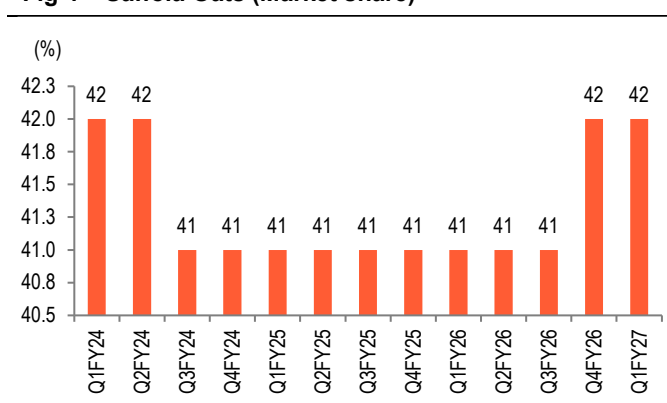
Source: Company, BOBCAPS Research

Fig 3 – EBITDA & its growth



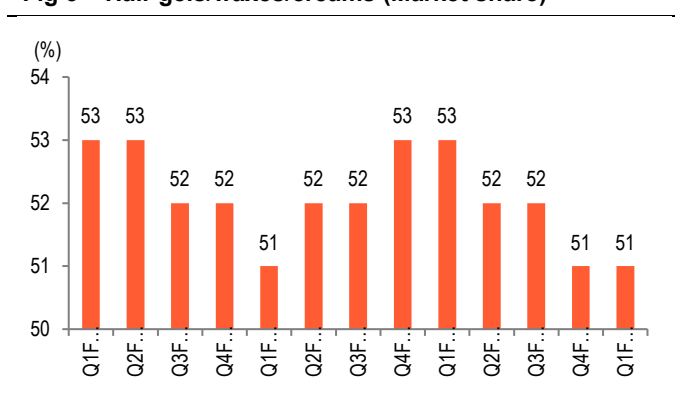
Source: Company, BOBCAPS Research

Fig 4 – Saffola Oats (Market share)

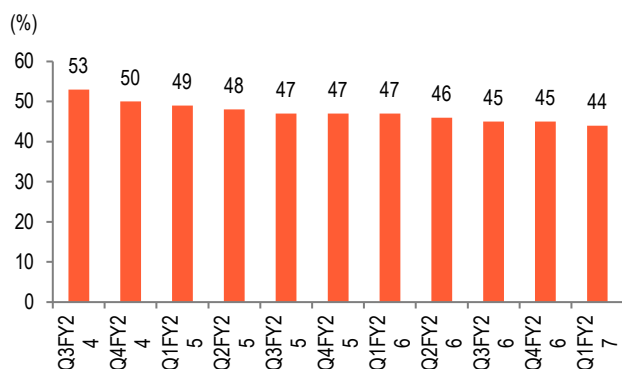


Source: Company, BOBCAPS Research

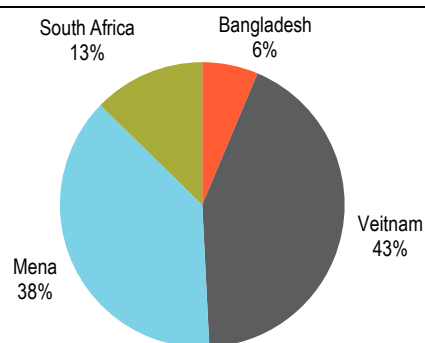
Fig 5 – Hair gels/waxes/creams (Market share)



Source: Company, BOBCAPS Research

Fig 6 – Post-wash leave on serum (Market share)

Source: Company, BOBCAPS Research

Fig 7 – International growth (%)

Source: Company, BOBCAPS Research

Fig 8 – Actual vs Estimates

Rs mn	Q1FY27	Q1FY27E	Deviation (%)
Revenue	39570	38,456	2.90
EBITDA	8190	7,520	8.91
EBITDA Margin (%)	20.7	19.6	114bps

Source: Company, BOBCAPS Research

Valuation methodology

Marico's strong execution, improving input cost environment and continued premiumisation provide confidence in management's FY27 guidance. We model a revenue/EBITDA/PAT CAGR of 10%/17%/13% over FY26–29E. We broadly maintain our estimates and retain our HOLD rating, with a TP of Rs 965 valuing the stock at 50x P/E on June'28 EPS.

Fig 9 – Revised estimates

(Rs mn)	New			Old			Change (%)		
	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Sales	154,113	169,391	182,747	150,749	165,729	178,750	2.23	2.21	2.24
EBITDA	31,676	34,530	38,338	29,898	32,815	35,424	5.95	5.23	8.23
EBITDA Margin (%)	20.6	20.4	21.0	19.8	19.8	19.8	72bps	58bps	116bps
Adj. PAT	22,943	24,728	27,163	23,298	24,528	26,419	(1.52)	0.81	2.82
Adj EPS	17.6	19.0	20.9	17.9	18.9	20	(1.41)	0.64	2.93

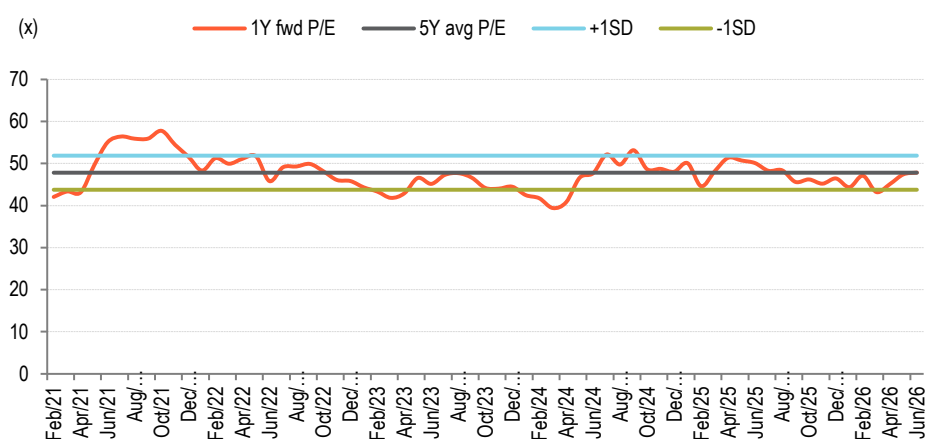
Source: BOBCAPS Research

Key risks

Key upside/downside risks to our estimates are:

- Lower- / higher-than-expected volatility in sales, due to inventory destocking from Project SETU
- Earlier / delayed and/or higher / lower-than-anticipated benefits from Project SETU
- Stronger / weaker-than-expected recovery from rural markets

Fig 10 – Trading at 46.5x on 1YF P/E vs historical average of 47.1x since IPO



Source: Company, BOBCAPS Research

Financials

Income Statement

Y/E 31 Mar (Rs mn)	FY25A	FY26A	FY27E	FY28E	FY29E
Total revenue	108,310	136,110	154,113	169,391	182,747
EBITDA	21,390	23,980	31,676	34,530	38,338
Depreciation	1,780	2,020	2,615	3,091	3,605
EBIT	19,610	21,960	29,061	31,439	34,733
Net interest inc./(exp.)	530	530	608	712	872
Other inc./(exp.)	2,080	2,040	2,137	2,244	2,356
Exceptional items	0	0	0	0	0
EBT	21,160	23,470	30,591	32,971	36,217
Income taxes	4,580	4,640	7,648	8,243	9,054
Extraordinary items	0	0	0	0	0
Min. int./Inc. from assoc.	290	250	0	0	0
Reported net profit	16,290	18,580	22,943	24,728	27,163
Adjustments	0	0	0	0	0
Adjusted net profit	16,290	18,580	22,943	24,728	27,163

Balance Sheet

Y/E 31 Mar (Rs mn)	FY25A	FY26A	FY27E	FY28E	FY29E
Accounts payables	13,630	16,340	17,206	18,255	19,600
Other current liabilities	2,320	2,210	2,502	2,750	2,967
Provisions	220	100	101	102	103
Debt funds	3,790	3,550	4,260	5,112	6,134
Other liabilities	20,760	33,610	37,495	40,791	43,673
Equity capital	1,290	1,300	1,300	1,300	1,300
Reserves & surplus	41,370	43,640	54,371	65,936	78,640
Shareholders' fund	42,660	44,940	55,671	67,236	79,940
Total liab. and equities	83,380	100,750	117,235	134,248	152,419
Cash and cash eq.	7,770	4,930	17,407	30,082	44,130
Accounts receivables	12,710	13,040	14,765	16,228	17,508
Inventories	12,350	16,110	16,963	17,999	19,324
Other current assets	4,250	5,040	5,693	6,248	6,733
Investments	15,900	20,830	20,830	20,830	20,830
Net fixed assets	7,100	8,320	9,317	10,195	10,873
CWIP	400	850	850	850	850
Intangible assets	9,460	14,980	14,980	14,980	14,980
Deferred tax assets, net	570	1,250	1,415	1,556	1,678
Other assets	12,870	15,400	15,713	15,980	16,212
Total assets	83,380	100,750	117,935	134,948	153,119

Cash Flows

Y/E 31 Mar (Rs mn)	FY25A	FY26A	FY27E	FY28E	FY29E
Cash flow from operations	22,190	21,540	25,362	27,424	30,283
Capital expenditures	(1,610)	(3,190)	(3,612)	(3,970)	(4,283)
Change in investments	(5,230)	180	0	0	0
Other investing cash flows	630	(4,210)	2,137	2,244	2,356
Cash flow from investing	(6,210)	(7,220)	(1,475)	(1,726)	(1,927)
Equities issued/Others	460	1,540	0	0	0
Debt raised/repaid	(50)	(240)	710	852	1,022
Interest expenses	(510)	(370)	(608)	(712)	(872)
Dividends paid	(4,530)	(9,080)	(12,212)	(13,162)	(14,459)
Other financing cash flows	(1,390)	(3,830)	0	0	0
Cash flow from financing	(6,490)	(12,790)	(12,110)	(13,023)	(14,308)
Chg in cash & cash eq.	9,490	1,530	11,777	12,675	14,048
Closing cash & cash eq.	3,210	4,740	16,517	29,192	43,240

Per Share

Y/E 31 Mar (Rs)	FY25A	FY26A	FY27E	FY28E	FY29E
Reported EPS	12.6	14.3	17.6	19.0	20.9
Adjusted EPS	12.6	14.3	17.6	19.0	20.9
Dividend per share	3.9	7.7	9.5	10.2	11.2
Book value per share	33.1	34.8	43.2	52.1	62.0

Valuations Ratios

Y/E 31 Mar (x)	FY25A	FY26A	FY27E	FY28E	FY29E
EV/Sales	10.4	8.3	7.3	6.7	6.2
EV/EBITDA	52.8	47.1	35.6	32.7	29.4
Adjusted P/E	69.3	61.2	49.6	46.0	41.9
P/BV	26.5	25.1	20.3	16.8	14.1

DuPont Analysis

Y/E 31 Mar (%)	FY25A	FY26A	FY27E	FY28E	FY29E
Tax burden (Net profit/PBT)	77.0	79.2	75.0	75.0	75.0
Interest burden (PBT/EBIT)	107.9	106.9	105.3	104.9	104.3
EBIT margin (EBIT/Revenue)	18.1	16.1	18.9	18.6	19.0
Asset turnover (Rev./Avg TA)	129.9	135.1	130.7	125.5	119.4
Leverage (Avg TA/Avg Equity)	2.0	2.2	2.1	2.0	1.9
Adjusted ROAE	38.2	41.3	41.2	36.8	34.0

Ratio Analysis

Y/E 31 Mar	FY25A	FY26A	FY27E	FY28E	FY29E
YoY growth (%)					
Revenue	12.2	25.7	13.2	9.9	7.9
EBITDA	5.6	12.1	32.1	9.0	11.0
Adjusted EPS	10.0	13.2	23.5	7.8	9.8

Profitability & Return ratios (%)

EBITDA margin	19.7	17.6	20.6	20.4	21.0
EBIT margin	18.1	16.1	18.9	18.6	19.0
Adjusted profit margin	15.0	13.7	14.9	14.6	14.9
Adjusted ROAE	38.6	42.4	45.6	40.2	36.9
ROCE	26.5	28.0	31.2	28.2	26.6

Working capital days (days)

Receivables	39	35	33	33	34
Inventory	87	69	76	76	75
Payables	100	72	77	77	76

Ratios (x)

Gross asset turnover	1.2	1.2	1.2	1.1	1.1
Current ratio	2.1	1.4	1.7	1.8	2.0
Net interest coverage ratio	37.0	41.4	47.8	44.1	39.8
Adjusted debt/equity	8.9	7.9	7.7	7.6	7.7

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

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

BUY – Expected return >+15%

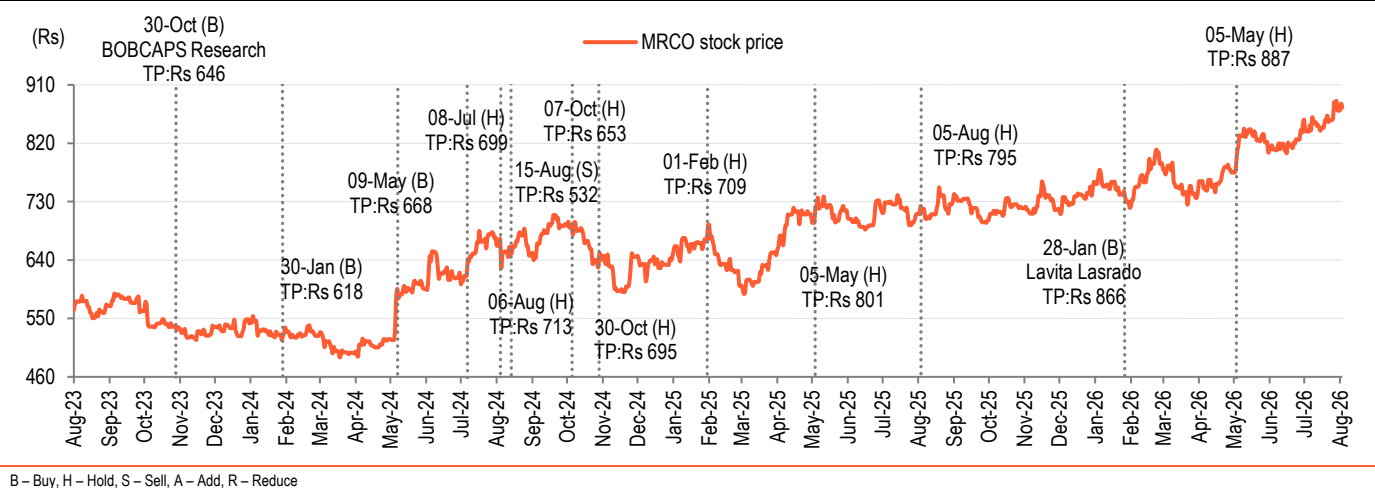
HOLD – Expected return from -6% to +15%

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.

Ratings and Target Price (3-year history): MARICO (MRCO IN)



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