

REDUCE

TP: Rs 1,220 | ▼ 4%

PVR

| Media

| 15 September 2020

Cost control only positive in washout quarter; cut to REDUCE

In a washout first quarter with no meaningful revenue, PVR (PVRL) reported operating and net losses of Rs 1.2bn and Rs 2.3bn respectively. The company, however, managed to contain its cash opex burden (adj. for accounting impact) at Rs 325mn/month in Q1FY21 – 20% lower than guided earlier. Post rights issue, liquidity is comfortable at Rs 5.5bn. PVRL hopes screens will reopen in Oct'20 and believes fresh content can draw patrons. We maintain our Sep'21 TP of Rs 1,220, but downgrade the stock to REDUCE from ADD after the recent rally.

Sayan Das Sharma

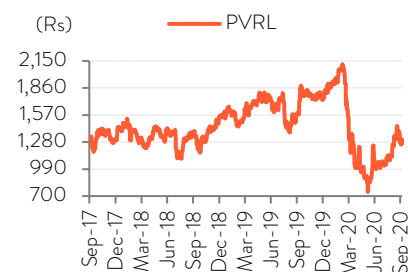
research@bobcaps.in

Tight leash on cost: A slew of stringent cost control measures – reduction in headcount (~33% over Mar-Jun), temporary salary cuts (25-50%), and overheads reduction – helped PVRL contain opex burn at Rs 325mn/month in Q1, a commendable ~78% YoY decline and ~20% lower than guided earlier. Staff costs in Q2 may fall by another Rs 100mn/month, led by a further 15% cut in headcount. While some of these costs are likely to shoot up once operations resume, PVRL estimates 15-20% sustainable savings on fixed costs.

Ticker/Price	PVRL IN/Rs 1,265
Market cap	US\$ 947.8mn
Shares o/s	55mn
3M ADV	US\$ 34.7mn
52wk high/low	Rs 2,087/Rs 705
Promoter/FPI/DII	19%/37%/31%

Source: NSE

Pinning hopes on October reopening: PVRL has made several representations to government authorities and is hopeful that screens will be permitted to open from Oct'20. Per the company, the content slate is healthy, with 'Sooryavanshi', '83', 'Tenet' and 'Master' lined up, which should drive footfalls, akin to trends observed globally. For instance, PVRL's nine screens in Sri Lanka have reached 65-70% of pre-Covid occupancies, led by the 'Tenet' and 'Mulan' releases.

STOCK PERFORMANCE

Source: NSE

Downgrade to REDUCE: We expect a gradual, arduous recovery for PVRL even after screens reopen. Limits on capacity, pandemic apprehensions and depleted content will weigh on occupancies, while probable discounts could cap ATP and SPH. We expect recovery only in FY22. We maintain our Sep'21 TP of Rs 1,220 but cut our rating to REDUCE on limited near-term upside.

KEY FINANCIALS

Y/E 31 Mar	FY19A	FY20A	FY21E	FY22E	FY23E
Total revenue (Rs mn)	30,856	34,144	13,072	31,666	38,106
EBITDA (Rs mn)	5,863	10,766	1,876	10,191	13,198
Adj. net profit (Rs mn)	1,898	273	(5,823)	562	2,652
Adj. EPS (Rs)	40.6	5.3	(105.5)	10.2	48.1
Adj. EPS growth (%)	51.5	(85.6)	(2233.1)	(109.6)	372.1
Adj. ROAE (%)	12.7	1.8	(48.6)	4.5	18.3
Adj. P/E (x)	31.1	237.9	(12.0)	124.2	26.3
EV/EBITDA (x)	13.3	7.4	43.1	7.9	6.1

Source: Company, BOBCAPS Research

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Important disclosures, including any required research certifications, are provided at the end of this report.



FIG 1 – QUARTERLY PERFORMANCE – CONSOLIDATED (AS REPORTED)

Y/E Mar (Rs mn)	Q1FY21	Q1FY20	YoY (%)	Q4FY20	QoQ (%)
Revenue	127	8,804	(98.6)	6,451	(98.0)
Movie exhibition costs	-	1,991	(100.0)	1,436	(100.0)
% of sales	-	22.6	(2,262bps)	22.3	(2,226bps)
Consumption of F&B	7	716	(99.0)	512	(98.6)
% of sales	5.6	8.1	(254bps)	7.9	(234bps)
Employee expenses	682	1,057	(35.5)	765	(10.9)
% of sales	536.8	12.0	NM	11.9	NM
Other expenses	597	2,254	(73.5)	2,012	(70.3)
% of sales	470.3	25.6	NM	31.2	NM
Total expenditure	1,286	6,018	(78.6)	4,725	(72.8)
EBITDA	(1,159)	2,786	NM	1,727	NM
EBITDA margin (%)	(912.7)	31.6	NM	26.8	NM
Depreciation	1,445	1,259	14.8	1,422	1.6
EBIT	(2,604)	1,527	NM	304	NM
Interest expense	1,240	1,314	(5.7)	1,171	5.9
Other income*	427	68	530.0	167	156.2
PBT	(3,418)	281	NM	(701)	NM
PBT margin (%)	(2,691.1)	3.2	NM	(10.9)	NM
Exceptional/extra-ordinary items	-	-	-	-	-
Income tax	(1,162)	104	NM	44	NM
Effective tax rate (%)	34.0	37.2	(317bps)	(6.3)	4,031bps
Reported PAT	(2,256)	176	NM	(745)	NM
Profit/(loss) from JVs/Minority/Associates	(0)	(1)	NM	(0)	NM
Reported PAT – after profit/(loss) from JVs/Minority/Associates	(2,256)	176	NM	(745)	NM
Adjustments	-	-	-	-	-
Adjusted PAT	(2,256)	176	NM	(745)	NM
Adjusted PAT margin (%)	(1,776.5)	2.0	NM	(11.5)	NM
Adjusted EPS	(43.9)	3.4	NM	(14.5)	NM

Source: Company, BOBCAPS Research | *Note: Other income includes a rent concession of Rs 281mn

FIG 2 – REVENUE BREAKUP (ADJ. FOR IND-AS 116 IMPACT)

(Rs mn)	Q1FY21	Q1FY20	YoY (%)	Q4FY20	QoQ (%)
Income from sale of movie tickets	-	45,659	(100.0)	32,991	(100.0)
Sale of F&B	135	26,336	(99.5)	17,690	(99.2)
Advertisement income	-	9,156	(100.0)	6,854	(100.0)
Income from movie production and distribution	292	1,738	(83.2)	1,642	(82.2)
Other income*	831	5,827	(85.7)	7,001	(88.1)
Total income	1,258	88,716	(98.6)	66,178	(98.1)

Source: Company, BOBCAPS Research | *Includes both other operating income and non-operating income

FIG 3 – COST CONTROL MEASURES YIELDING RESULTS (ADJ. FOR IND-AS 116 IMPACT)

(Rs mn)	Q1FY21	Q1FY20	YoY (%)	Q4FY20	QoQ (%)
Employee benefit expenses	682	1,057	(35.5)	765	(10.9)
Rent	-	1,430	(100.0)	1,391	NM
Common area maintenance (CAM)	280	374	(25.0)	395	(29.0)
Electricity and water charges	60	588	(89.9)	389	(84.7)
Other expenses	258	1,062	(75.7)	1,137	(77.3)
Total fixed expenses	1,279	4,510	(71.6)	4,076	(68.6)
Less: provision for CAM	280	-	-	-	-
Less: inventory write-off	25	-	-	18	-
Total cash fixed expenses	974	4,510	(78.4)	4,058	(76.0)
Cash fixed expenses/month	325	1,503	(78.4)	1,353	(76.0)

Source: Company, BOBCAPS Research

FIG 4 – SCREEN PIPELINE – MAJORITY OF WORK COMPLETED FOR 30 SCREENS; CAPEX PLAN TO BE FINALISED AFTER REOPENING

Cities	Screens	Seats	% Complete
Mysore	6	1,053	95%
Faridabad	3	618	95%
Kanpur	3	500	95%
Lucknow	1	519	95%
Gurugram	4	246	90%
Jamnagar	3	795	90%
Hyderabad	4	929	90%
Mumbai	6	868	Multiplex: 70% Drive-in: 10%
Total	30	5,528	70-95%

Source: Company, BOBCAPS Research

Earnings call takeaways

Cost cutting measures

- Fixed cost has reduced by 78% YoY to Rs 325mn/month in Q1FY21, lower than the Rs 400mn-450mn guided for earlier. This was driven mainly by reduction in manpower (7,529 in Jun'20 vs. 11,073 in Mar'20), temporary salary cuts in the range of 25-50% across the organisation, and control on overheads. Opex burn in Q2 is expected to be even lower (by ~Rs 100mn/month) as PVRL has reduced the headcount further to 6,376 in Aug'20.
- The company does not intend to add to manpower once screens reopen, at least for the next three months. It has taken steps to sustainably run operations with a leaner workforce and expects a 15-20% reduction in staff cost on a sustainable basis.

- Saving of 15-20% are likely on some overheads as well. Electricity costs are also expected to be lower as some states have provided relaxation on tariffs to businesses.
- Most developers have agreed to waive off rentals for the screen shutdown phase. However, ~10% of CAM will be charged during the phase when malls were shut and ~30-35% for the period when malls are operational but screens remain shut.
- Liquidity position remains strong – Rs 5.5bn of liquidity is available, including Rs 1.6bn of undrawn bank lines.

Screen reopening

- Management is confident that the government will allow theatres to reopen as part of the next set of unlock guidelines due end-September. It has made several representations to state governments about the SOPs that have been put in place for safety of patrons.
- PVRL's nine screens in Sri Lanka have been operational for the past one month to an encouraging response. Occupancies have inched up to 65-70% of pre-Covid levels with the release of Tenet and Mulan. ATP has reached normal levels of Rs 750 (Sri Lankan Rupee), while SPH/ATP has hit 60%, higher than pre-Covid figures.
- The first two months post reopening are expected to be difficult as occupancies ramp up. Breakeven is likely at 18-20% occupancy vs. 23-24% earlier due to the cost reduction initiatives, and should occur after 50-60 days of operation.
- 75% of the audience is typically under 40 years of age.

Content pipeline

- Theatres have opened across ~80 countries and response to fresh content has been encouraging. Countries with strong local content – China and South Korea – have performed better. Local content is likely to drive the Indian box office as well.
- Big-ticket films – Sooryavanshi, 83 and Master (Telugu) – should help attract footfalls. While some movies have been released on digital platforms, regional content – especially in Telugu, Malayalam and Kannada – have been largely held back for theatrical release.

Screen expansion

- For 30 screens where construction work is 70-95% complete, further capex of Rs 400mn is required. 28 screens at fit-out stage require an additional ~Rs 750mn outlay.
- Management has maintained guidance of 80-90 screen openings for three years, from next year onwards.

Others

- The pandemic may hasten the consolidation process that was already underway. Some signs will be visible once screens resume.
- The theatrical window has not shrunk anywhere globally. Cinemas generate 60-70% of box office collections for a movie and hence theatrical releases make more economic sense than direct digital releases.

Valuation methodology

We revise our revenue estimates marginally to factor in a lower number of new screen openings in FY21, at 30 from 35 assumed earlier. We broadly maintain our FY22/FY23 EBITDA estimates but cut our FY21 forecast by 16% as PVRL has clubbed rent concessions in other income, instead of EBITDA as we had anticipated. Accordingly, our other income estimate moves up, nullifying the impact on PAT. Excluding the accounting-related changes, our adj. EBITDA estimates are largely retained across FY21-FY23.

Since our Aug'20 sector initiation report, **Opportunity in adversity**, the stock has rallied ~12% without any material change in business fundamentals. We continue to bake in an Oct'20 opening for screens and maintain our Sep'21 target price of Rs 1,220 based on 13x Sep'22E TTM adjusted EBITDA (adj. for Ind-AS 116). At the CMP of Rs 1,265, our TP implies a 4% downside for the stock, which trades at 16x FY22E EV/EBITDA (Ind-AS 116 adjusted). We downgrade to REDUCE from ADD on limited near-term upside.

We remain positive on PVRL's long-term prospects due to its leadership in the underpenetrated Indian multiplex industry, presence in premium catchment areas, and established relationships with advertisers, distributors and developers. However, we are cognizant of the near-term challenges faced by multiplexes and expect operating losses to continue in Q3FY20 as well, after a dismal H1FY20, even assuming screens were to reopen as soon as Oct'20. Given the uncertainties surrounding reopening timelines, content pipeline after screens resume, and ramp-up in operating parameters – footfalls, ATP, SPH – amidst the unabated pandemic, we believe investors should await a better entry point.

FIG 5 – REVISED ESTIMATES

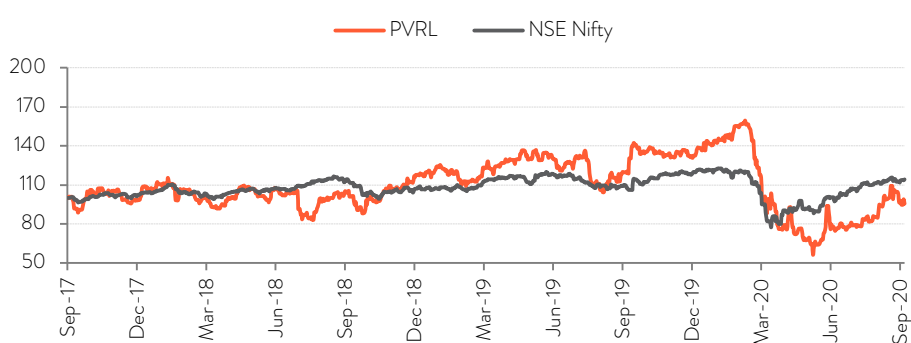
(Rs mn)	FY21E			FY22E			FY23E		
	Old	New	Change (%)	Old	New	Change (%)	Old	New	Change (%)
Revenue	13,248	13,072	(1.3)	31,760	31,666	(0.3)	38,204	38,106	(0.3)
EBITDA	2,226	1,876	(15.7)	10,210	10,191	(0.2)	13,213	13,198	(0.1)
EBITDA Margin (%)	16.8	14.4	(245bps)	32.1	32.2	4bps	34.6	34.6	5bps
PAT	(5,810)	(5,823)	NM	567	562	(1.0)	2,673	2,652	(0.8)
PAT Margin (%)	(43.9)	(44.5)	(69bps)	1.8	1.8	(1bps)	7.0	7.0	(4bps)
Adj. EBITDA*	(2,485)	(2,418)	NM	4,970	4,924	(0.9)	6,986	6,999	0.2
Adj. EBITDA Margin (%)	(18.8)	(18.5)	26bps	15.6	15.6	(9bps)	18.3	18.4	8bps

Source: BOBCAPS Research | *Adjusted for Ind-AS 116 accounting impact

FIG 6 – VALUATION SUMMARY

(Rs mn)	
Sep'22E TTM EBITDA	11,695
Ind-AS 116 adjusted EBITDA	5,962
EV/EBITDA multiple assigned (x)	13.0
Enterprise value	77,504
Net debt (FY22E)	10,162
Equity value	67,342
No. of shares (mn)	55.2
Target price per share (Rs)	1,220

Source: BOBCAPS Research

FIG 7 – RELATIVE STOCK PERFORMANCE

Source: NSE

Key risks

Key upside risks to our assumptions are –

- faster-than-anticipated ramp-up in footfalls,
- better content performance, and
- sharp recovery in SPH and ad revenue.

FINANCIALS

Income Statement

Y/E 31 Mar (Rs mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Total revenue	30,856	34,144	13,072	31,666	38,106
EBITDA	5,863	10,766	1,876	10,191	13,198
Depreciation	1,913	5,425	5,397	5,575	6,156
EBIT	3,951	5,341	(3,521)	4,617	7,042
Net interest income/(expenses)	(1,280)	(4,818)	(4,642)	(4,215)	(3,896)
Other income/(expenses)	331	378	500	350	400
Exceptional items	0	0	0	0	0
EBT	3,002	901	(7,662)	751	3,546
Income taxes	(1,097)	(627)	1,839	(189)	(894)
Extraordinary items	0	0	0	0	0
Min. int./Inc. from associates	(7)	(1)	0	0	0
Reported net profit	1,898	273	(5,823)	562	2,652
Adjustments	0	0	0	0	0
Adjusted net profit	1,898	273	(5,823)	562	2,652

Balance Sheet

Y/E 31 Mar (Rs mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Accounts payables	3,677	3,124	1,182	3,036	3,654
Other current liabilities	4,187	3,901	1,504	3,644	4,385
Provisions	215	180	69	166	200
Debt funds	12,824	12,947	12,947	10,947	8,947
Other liabilities	2,272	39,321	36,424	36,843	38,677
Equity capital	467	514	552	552	552
Reserves & surplus	14,494	14,292	11,428	11,990	13,979
Shareholders' fund	14,962	14,805	11,980	12,541	14,531
Total liabilities and equities	38,136	74,278	64,105	67,178	70,394
Cash and cash eq.	352	3,235	549	785	1,058
Accounts receivables	1,839	1,893	895	1,909	2,297
Inventories	303	307	117	284	342
Other current assets	1,439	2,102	1,287	2,249	2,707
Investments	100	11	11	11	11
Net fixed assets	14,900	16,358	16,028	16,249	17,156
CWIP	2,208	1,547	0	0	0
Intangible assets	12,525	12,455	12,455	12,455	12,455
Deferred tax assets, net	(266)	2,049	2,049	2,049	2,049
Other assets	4,736	34,322	30,714	31,187	32,319
Total assets	38,135	74,278	64,105	67,178	70,394

Source: Company, BOBCAPS Research

Cash Flows

Y/E 31 Mar (Rs mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Net income + Depreciation	3,811	5,698	(426)	6,136	8,808
Interest expenses	1,280	4,818	4,642	4,215	3,896
Non-cash adjustments	416	(2,315)	0	0	0
Changes in working capital	1,226	(1,133)	(1,050)	708	(158)
Other operating cash flows	0	0	0	0	0
Cash flow from operations	6,733	7,068	3,166	11,060	12,547
Capital expenditures	(14,630)	(3,052)	(500)	(2,815)	(3,831)
Change in investments	99	89	0	0	0
Other investing cash flows	0	0	0	0	0
Cash flow from investing	(14,531)	(2,963)	(500)	(2,815)	(3,831)
Equities issued/Others	0	46	38	0	0
Debt raised/repaid	4,519	123	0	(2,000)	(2,000)
Interest expenses	(1,280)	(1,521)	(1,424)	(1,314)	(1,094)
Dividends paid	(112)	(205)	0	0	(663)
Other financing cash flows	4,686	336	(3,966)	(4,695)	(4,686)
Cash flow from financing	7,812	(1,222)	(5,351)	(8,009)	(8,443)
Changes in cash and cash eq.	14	2,883	(2,686)	236	273
Closing cash and cash eq.	352	3,235	549	785	1,058

Per Share

Y/E 31 Mar (Rs)	FY19A	FY20A	FY21E	FY22E	FY23E
Reported EPS	40.6	5.3	(105.5)	10.2	48.1
Adjusted EPS	40.6	5.3	(105.5)	10.2	48.1
Dividend per share	2.0	4.0	0.0	0.0	12.0
Book value per share	320.1	288.3	217.1	227.3	263.4

Valuations Ratios

Y/E 31 Mar (x)	FY19A	FY20A	FY21E	FY22E	FY23E
EV/Sales	2.5	2.3	6.2	2.6	2.1
EV/EBITDA	13.3	7.4	43.1	7.9	6.1
Adjusted P/E	31.1	237.9	(12.0)	124.2	26.3
P/BV	4.0	4.4	5.8	5.6	4.8

DuPont Analysis

Y/E 31 Mar (%)	FY19A	FY20A	FY21E	FY22E	FY23E
Tax burden (Net profit/PBT)	63.2	30.3	76.0	74.8	74.8
Interest burden (PBT/EBIT)	76.0	16.9	217.6	16.3	50.4
EBIT margin (EBIT/Revenue)	12.8	15.6	(26.9)	14.6	18.5
Asset turnover (Revenue/Avg TA)	100.2	60.7	18.9	48.2	55.4
Leverage (Avg TA/Avg Equity)	3.0	5.0	4.8	5.5	5.2
Adjusted ROAE	12.7	1.8	(48.6)	4.5	18.3

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

Ratio Analysis

Y/E 31 Mar	FY19A	FY20A	FY21E	FY22E	FY23E
YoY growth (%)					
Revenue	32.2	10.7	(61.7)	142.2	20.3
EBITDA	45.9	83.6	(82.6)	443.2	29.5
Adjusted EPS	51.5	(85.6)	(2233.1)	(109.6)	372.1
Profitability & Return ratios (%)					
EBITDA margin	19.0	31.5	14.4	32.2	34.6
EBIT margin	12.8	15.6	(26.9)	14.6	18.5
Adjusted profit margin	6.2	0.8	(44.5)	1.8	7.0
Adjusted ROAE	12.7	1.8	(48.6)	4.5	18.3
ROCE	16.1	11.2	(5.6)	7.6	11.5
Working capital days (days)					
Receivables	22	20	25	22	22
Inventory	4	3	3	3	3
Payables	43	33	33	35	35
Ratios (x)					
Gross asset turnover	1.8	1.6	0.5	1.2	1.3
Current ratio	0.5	0.8	1.1	0.8	0.8
Net interest coverage ratio	3.1	1.1	(0.8)	1.1	1.8
Adjusted debt/equity	0.9	0.7	1.1	0.8	0.6

Source: Company, BOBCAPS Research

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Recommendations and Absolute returns (%) over 12 months

BUY – Expected return >+15%

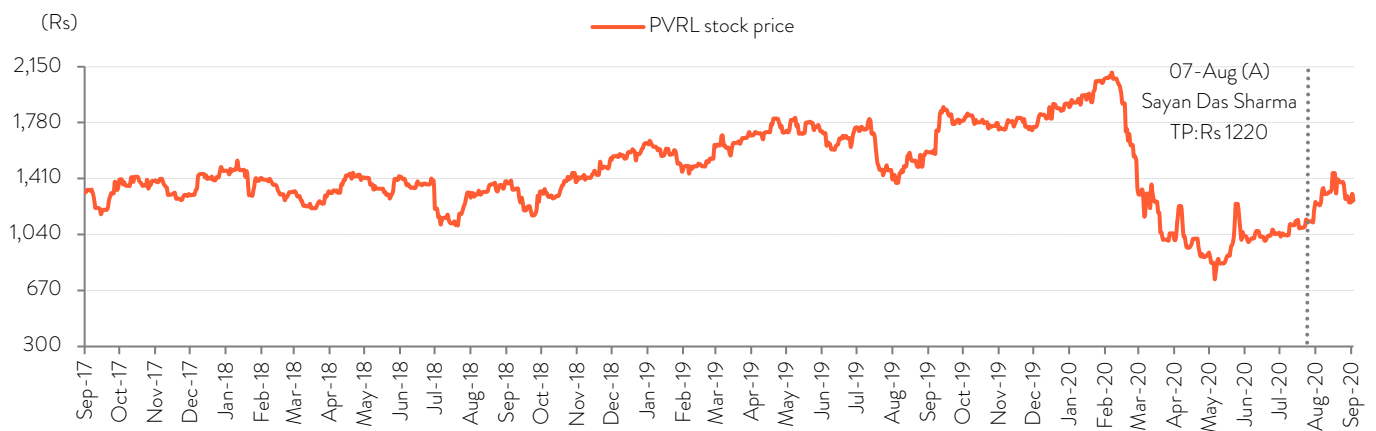
ADD – Expected return from >+5% to +15%

REDUCE – Expected return from -5% to +5%

SELL – Expected return <-5%

Note: Recommendation structure changed with effect from 1 January 2018 (Hold rating discontinued and replaced by Add / Reduce)

RATINGS AND TARGET PRICE (3-YEAR HISTORY): PVR (PVRL IN)



B – Buy, A – Add, R – Reduce, S – Sell

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