

SELL TP: Rs 2,380 | ¥ 10%

### PIDILITE INDUSTRIES

**Construction Materials** 

10 November 2022

## Margin expansion ahead but valuations lofty; reiterate SELL

- Consolidated Q2 net revenue increased 15% YoY to Rs 30bn as the C&B/B2B segments grew 14%/17%
- Gross margin contracted 440bps YoY to 41% due to a spike in VAM prices to US\$ 2,491/mt from US\$ 2,071/mt in Q2FY22
- We raise FY23/FY24 PAT by 10%/23% and revise our TP to Rs 2,380 (vs. Rs 1,870) based on a higher 64x P/E; retain SELL

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**Steady revenue growth:** PIDI's consolidated Q2FY23 net revenue grew 15% YoY to Rs 30bn led by a combination of product mix, distribution expansion, product innovation, digital initiative and measured price hikes. Consumer & Bazaar (C&B) segment revenue increased 14% YoY to Rs 24.3bn, but segmental EBIT margin contracted 570bps to 21.7%. The B2B segment grew 17% YoY to Rs 6.2bn with EBIT margin expanding 300bps to 7.9%.

**Margins contract:** Gross margin contracted 440bps YoY to 41% owing to raw material inflation, weaker currency and high-priced inventory. However, selective pricing action along with mix enrichment helped to maintain gross margins sequentially (-70bps). Key raw material VAM soared to US\$ 2,491/mt from US\$ 2,071/mt in Q2FY22 (US\$ 2,231/mt in Q1FY23) vs. current orders at US\$ 1,200-1,400/mt. Hence, EBITDA margin contracted by 435bps YoY to 16.6%.

**Solid standalone performance:** PIDI's standalone sales grew 23% YoY to Rs 27.2bn. C&B segment revenue grew 22% YoY to Rs 22bn. Segment EBIT margin declined 520bps YoY to 23.3%. B2B segment revenue grew 26% YoY to Rs 5.5bn with EBIT margin declining 140bps YoY to 8.3%. Gross/EBITDA margins contracted 525bps/455bps YoY to 40.3%/17.1%.

**Margin expansion ahead:** PIDI saw broad-based demand across product categories during the quarter and expects H2FY23 to be driven by good monsoons and continued pickup in the housing market. Per management, VAM prices have currently softened to US\$1,200-1,400/mt vs. US\$ 2,491/mt in Q2, which will benefit margins from Q3FY23.

We raise FY23/FY24 PAT estimates by 10%/23% and have increased our target FY24E P/E multiple to 64x (vs. 62x) to incorporate better H1 numbers and the margin expansion. While the earnings outlook is healthy, valuations are rich at  $\sim$ 72x FY24E EPS (5Y median P/E of  $\sim$ 70x). Despite factoring the better H2FY23, our estimates are below consensus. We maintain SELL with a revised TP of Rs 2,380 (earlier Rs 1,870).

## Key changes

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Target	Rating
<b>A</b>	<b>∢</b> ▶

Ticker/Price	PIDI IN/Rs 2,656
Market cap	US\$ 16.5bn
Free float	30%
3M ADV	US\$ 13.5mn
52wk high/low	Rs 2,919/Rs 1,989
Promoter/FPI/DII	70%/11%/19%

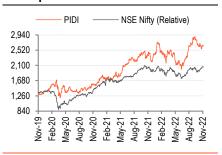
Source: NSE | Price as of 10 Nov 2022

### **Key financials**

FY22A	FY23E	FY24E
99,210	1,10,824	1,34,820
18,473	21,611	28,312
11,965	14,179	18,883
23.5	27.9	37.2
23.5	33.1	38.9
19.9	21.2	25.6
112.8	95.2	71.5
72.9	62.4	47.6
5.5	18.5	33.2
	99,210 18,473 11,965 23.5 23.5 19.9 112.8 72.9	99,210 1,10,824 18,473 21,611 11,965 14,179 23.5 27.9 23.5 33.1 19.9 21.2 112.8 95.2 72.9 62.4

Source: Company, Bloomberg, BOBCAPS Research

## Stock performance



Source: NSE





# **Earnings call highlights**

- With a good monsoon, management is cautiously optimistic on improving demand conditions as well as increased construction activity. Further, the declining VAM prices (key input) should improve profitability considerably in H2FY23.
- Growth was broad-based across the C&B and B2B segments in Q2FY23 with both segments reporting double-digit volume growth, enabled by distribution expansion, innovation, a responsive supply chain and digital initiatives.
- International subsidiaries witnessed good sales growth, but EBITDA remained under pressure due to higher input costs. US revenue grew 8% YoY while EBITDA was down 72%. Asia reported revenue growth of 36% and EBITDA growth of 40%. Middle East and Africa revenue grew 23% and EBITDA turned positive to Rs 32mn vs. a loss of Rs 6mn in Q2FY22.
- Management expects normalcy in raw-material and business from Q1FY24.
- The urban market grew faster than the rural market in Q2FY23.
- Per management, the objective is profitable volume growth. H1FY23 volume growth stood at 21%. For Q2FY23, C&B grew 1.2-1.5% YoY (~0.7% overall).
- Selective pricing action along with mix enrichment helped maintain gross margins sequentially.
- For now, PIDI is not contemplating any price hike on the back of softening VAM prices. Further, it is looking for reduction in prices in B2B.
- Management is not looking at a price reduction in the B2C segment as company took price hike in 75% of the product basket and the USDINR rate has risen to +80. As the products are 15% premium, the company may provide relief via discounts or other schemes if required.
- Two-third of the business comes from renovation and repair while a third comes from new construction.
- Per management, one-third of the growth will come from innovation and two-third from expanding the core business.
- PIDI is planning to roll out new product in the next six months.



Fig 1 – Consolidated quarterly performance

(Rs mn)	Q2FY23	Q2FY22	YoY (%)	Q1FY23	QoQ (%)	H1FY23	H1FY22	YoY (%)
Net revenues	30,112	26,264	14.7	31,011	(2.9)	61,123	45,631	33.9
Raw Material Cost	17,769	14,339	23.9	18,080	(1.7)	35,849	24,197	48.2
Employee cost	3,032	2,731	11.0	3,157	(4.0)	6,190	5,537	11.8
Other expenses	4,311	3,697	16.6	4,479	(3.8)	8,790	6,926	26.9
EBITDA	4,999	5,496	(9.0)	5,295	(5.6)	10,294	8,972	14.7
EBITDA margin (%)	16.6	20.9	(433bps)	17.1	(47bps)	16.8	19.7	(282bps)
Depreciation and amortization	636	603	5.5	613	3.8	1,250	1,170	6.8
EBIT	4,362	4,893	(10.8)	4,682	(6.8)	9,044	7,802	15.9
EBIT Margin (%)	14.5	18.6	(414bps)	15.1	(61bps)	14.8	17.1	(230bps)
Net Interest expenses	117	124	(5.5)	90	29.3	207	220	(5.8)
Foreign exchange gain (loss), net	0	0	n.m.	0	n.m.	0	0	n.m.
Other income	110	139	(21.0)	107	2.8	217	200	8.2
EBT and except. Items	4,355	4,908	(11.3)	4,698	(7.3)	9,053	7,783	16.3
Exceptional items	0	0	n.m.	0	n.m.	0	0	n.m.
Earnings before tax	4,355	4,908	(11.3)	4,698	(7.3)	9,053	7,783	16.3
Income taxes	1,009	1,159	(13.0)	1,157	(12.8)	2,166	1,880	15.2
Income tax as % of PBT	23.2	23.6	(46bps)	24.6	(147bps)	23.9	24.2	(24bps)
Earnings after tax	3,347	3,749	(10.7)	3,541	(5.5)	6,888	5,902	16.7
Profit in associate company	31	7	373.8	34	(9.9)	65	29	121.8
Minority interest (expense) income	(53)	(9)	n.m.	(39)	n.m.	(92)	16	(694.8)
Net income (loss), reported	3,324	3,747	(11.3)	3,536	(6.0)	6,861	5,947	15.4

Source: Company, BOBCAPS Research

Fig 2 – Consolidated segmental performance

(Rs mn)	Q2FY23	Q2FY22	YoY (%)	Q1FY23	QoQ (%)	H1FY23	H1FY22	YoY (%)
Revenue								
Consumer & Bazaar Products	24,315	21,304	14.1	24,358	(0.2)	48,673	36,167	34.6
Business to Business	6,237	5,324	17.2	7,220	(13.6)	13,457	10,144	32.7
Others	224	146	53.6	258	(13.1)	482	245	96.9
Total	30,776	26,774	14.9	31,836	(3.3)	62,612	46,555	34.5
Less: Inter Segment revenue	(665)	(510)	30.2	(825)	(19.4)	(1,489)	(924)	61.2
Net revenues	30,112	26,264	14.7	31,011	(2.9)	61,123	45,631	33.9
EBIT								
Consumer & Bazaar Products	5,265	5,827	(9.6)	5,352	(1.6)	10,617	9,531	11.4
Business to Business	495	263	88.4	748	(33.8)	1,244	683	82.1
Others	(3)	(8)	n.m.	14	(123.2)	11	(2)	(705.6)
Total	5,757	6,082	(5.3)	6,114	(5.8)	11,871	10,212	16.2
EBIT Margin (%)								
Consumer & Bazaar Products	21.7	27.4	(570bps)	22.0	(32bps)	21.8	26.4	(454bps)
Business to Business	7.9	4.9	300bps	10.4	(243bps)	9.2	6.7	251bps
Total	19.1	23.2	(404bps)	19.7	(60bps)	19.4	22.4	(296bps)

Source: Company, BOBCAPS Research



Fig 3 – Standalone quarterly performance

(Rs mn)	Q2FY23	Q2FY22	YoY (%)	Q1FY23	QoQ (%)	H1FY23	H1FY22	YoY (%)
Net revenues	27,152	22,134	22.7	27,897	(2.7)	55,049	39,328	40.0
Raw material exp	16,208	12,052	34.5	16,510	(1.8)	32,717	20,853	56.9
Employee exp	2,533	2,230	13.6	2,652	(4.5)	5,184	4,575	13.3
Other exp	3,771	3,062	23.2	3,864	(2.4)	7,635	5,869	30.1
EBITDA	4,641	4,790	(3.1)	4,872	(4.7)	9,513	8,031	18.5
EBITDA margin (%)	17.1	21.6	(455bps)	17.5	(37bps)	17.3	20.4	(314bps)
Depreciation and amortization	527	443	18.8	504	4.5	1,031	896	15.0
EBIT	4,114	4,347	(5.3)	4,368	(5.8)	8,482	7,135	18.9
EBIT Margin (%)	15.2	19.6	(449bps)	15.7	(51bps)	15.4	18.1	(273bps)
Net Interest expenses	71	87	(18.0)	44	60.0	115	150	(23.0)
Other income	283	164	72.7	107	164.4	390	229	70.7
PBT	4,326	4,424	(2.2)	4,431	(2.4)	8,757	7,214	21.4
Income taxes	958	1,721	(44.4)	1,097	(12.7)	2,055	2,436	(15.6)
Income tax as % of PBT	22.1	38.9	(1,678bps)	24.8	(263bps)	23.5	33.8	(1,031bps)
Earnings after tax, adjusted	3,369	2,703	24.6	3,334	1.1	6,702	4,778	40.3
Extraordinary	0	0	n.m.	0	-	0	0	n.m.
Net income (loss), reported	3,369	2,703	24.6	3,334	1.1	6,702	4,778	40.3

Source: Company, BOBCAPS Research

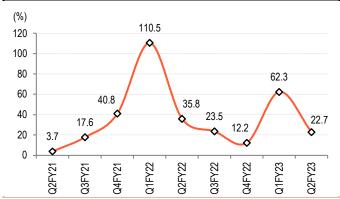
Fig 4 – Standalone segmental performance

(Rs mn)	Q2FY23	Q2FY22	YoY (%)	Q1FY23	QoQ (%)	H1FY23	H1FY22	YoY (%)
Revenue								
Consumer & Bazaar Products	21,964	18,026	21.8	21,983	(0.1)	43,947	31,239	40.7
Business to Business	5,517	4,394	25.5	6,329	(12.8)	11,846	8,598	37.8
Others	224	146	53.6	258	(13.1)	482	245	96.9
Total	27,705	22,566	22.8	28,570	(3.0)	56,274	40,082	40.4
Less: Inter Segment revenue	(553)	(432)	27.8	(672)	(17.8)	(1,225)	(754)	62.3
Net revenues	27,152	22,134	22.7	27,897	(2.7)	55,049	39,328	40.0
EBIT								
Consumer & Bazaar Products	5,118	5,143	(0.5)	5,104	0.3	10,221	8,632	18.4
Business to Business	456	426	7.0	749	(39.1)	1,206	978	23.3
Others	(3)	(11)	n.m.	14	(123.2)	11	(2)	(705.6)
Total	5,571	5,558	0.2	5,867	(5.1)	11,438	9,608	19.0
EBIT Margin (%)								
Consumer & Bazaar Products	23.3	28.5	(523bps)	23.2	8bps	23.3	27.6	(437bps)
Business to Business	8.3	9.7	(143bps)	11.8	(357bps)	10.2	11.4	(119bps)
Others	(1.5)	(7.4)	593bps	5.5	(698bps)	2.3	(0.7)	300bps
Total	20.5	25.1	(460bps)	21.0	(51bps)	20.8	24.4	(365bps)

Source: Company, BOBCAPS Research

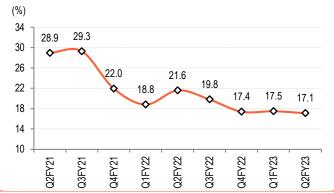


Fig 5 - Standalone revenue growth



Source: Company, BOBCAPS Research

Fig 6 - Standalone EBITDA margin



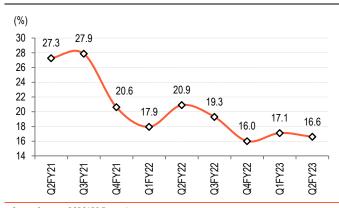
Source: Company, BOBCAPS Research

Fig 7 - Consolidated revenue growth



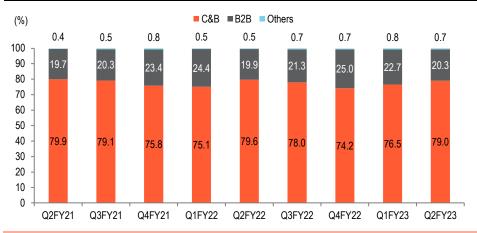
Source: Company, BOBCAPS Research

Fig 8 - Consolidated EBITDA margin



Source: Company, BOBCAPS Research

Fig 9 - Consolidated revenue break-up



Source: Company, BOBCAPS Research



# Valuation methodology

PIDI saw broad-based demand across product categories during the quarter and expects H2FY23 to be driven by good monsoons and continued pickup in the housing market. Per management, VAM prices have currently softened to US\$1,200-1,400/mt vs. US\$ 2,491/mt in Q2, which will benefit margins from Q3FY23.

We raise FY23/FY24 PAT estimates by 10%/23% and have increased our target FY24E P/E multiple to 64x (vs. 62x) to incorporate better H1 numbers and the margin expansion. While the earnings outlook is healthy, valuations are rich at ~72x FY24E EPS (five-year median P/E of ~70x). Despite factoring the better H2FY23, our estimates are below consensus. We thus maintain SELL with a revised TP of Rs 2,380 (earlier Rs 1,870).

Fig 10 - Revised estimates

(Rs mn)	New		Old	İ	Change (%)	
(IX3 IIII)	FY23E	FY24E	FY23E	FY24E	FY23E	FY24E
Net Sales	1,10,824	1,34,820	1,03,920	1,19,726	6.6	12.6
EBITDA	21,611	28,312	19,745	23,347	9.5	21.3
EBITDA Margin (%)	19.5	21.0	19.0	19.5	50bps	150bps
PAT	14,179	18,883	12,932	15,307	9.6	23.4

Source: BOBCAPS Research

## **Key risks**

Key upside risks to our estimates are:

- a sharp decline in raw material prices which could drive above-expected margins,
- a stronger revival in the housing market than anticipated which can take growth ahead of estimates, and
- a strong performance in international subsidiaries.

## Sector recommendation snapshot

Company	Ticker	Market Cap (US\$ bn)	Price (Rs)	Target (Rs)	Rating
Century Plyboards	CPBI IN	1.7	607	735	BUY
Cera Sanitaryware	CRS IN	0.8	5,287	5,225	HOLD
Greenpanel Industries	GREENP IN	0.6	379	595	BUY
Greenply Industries	MTLM IN	0.2	164	215	BUY
Kajaria Ceramics	KJC IN	2.0	1,027	1,325	BUY
Pidilite Industries	PIDI IN	16.5	2,656	2,380	SELL
Somany Ceramics	SOMC IN	0.3	527	830	BUY

Source: BOBCAPS Research, NSE | Price as of 10 Nov 2022



# **Financials**

Income Statement				_	
Y/E 31 Mar (Rs mn)	FY20A	FY21A	FY22A	FY23E	FY24E
Total revenue	72,945	72,927	99,210	1,10,824	1,34,820
EBITDA	15,760	16,806	18,473	21,611	28,312
Depreciation	(1,699)	(2,007)	(2,396)	(2,771)	(3,033)
EBIT	14,061	14,800	16,077	18,840	25,279
Net interest inc./(exp.)	(336)	(372)	(421)	(130)	(60)
Other inc./(exp.)	396	794	363	361	213
Exceptional items	0	0	0	0	0
EBT	15,219	15,221	16,019	19,071	25,432
Income taxes	(3,477)	(3,964)	(4,165)	(4,958)	(6,612)
Extraordinary items	(552)	(36)	0	0	0
Min. int./Inc. from assoc.	(26)	91	111	66	63
Reported net profit	11,164	11,312	11,965	14,179	18,883
Adjustments	426	27	0	0	0
Adjusted net profit	11,590	11,339	11,965	14,179	18,883
Balance Sheet					
Y/E 31 Mar (Rs mn)	FY20A	FY21A	FY22A	FY23E	FY24E
Accounts payables	6,210	10,067	9,598	10,985	13,116
Other current liabilities	9,185	12,958	11,779	11,279	10,779
Provisions	735	829	895	1,045	1,195
Debt funds	1,691	2,139	2,873	850	850
Other liabilities	823	3,980	3,985	3,985	3,985
Equity capital	508	508	508	508	508
Reserves & surplus	44.048	55,421	63,529	69,317	77,025
Shareholders' fund	44,556	55,930	64,037	69,825	77,533
Total liab. and equities	65,357	88,304	95,156	1,00,028	1,09,612
Cash and cash eq.	7,033	4,515	3,552	3,550	5,158
Accounts receivables	10,885	13,210	14,305	15,181	18,468
Inventories	9,295	12,342	16,951	18,855	21,534
Other current assets	10,157	9,190	6,263	9,254	10,095
Investments	7,197	1,765	4,586	4,723	4,880
Net fixed assets	12,890	14,428	41,170	40,136	41,147
CWIP	2,593	2,939	2,939	2,939	2,939
Intangible assets	5,178	29,751	5,178	5,178	5,178
Deferred tax assets, net	130	166	213	213	213
Other assets	0	0	0	0	0
Total assets	65,357	88,304	95,156	1,00,028	1,09,612
Cash Flows					
Y/E 31 Mar (Rs mn)	FY20A	FY21A	FY22A	FY23E	FY24E
Cash flow from operations	13,474	14,866	10,472	12,415	17,044
Capital expenditures	(4,687)	(24,088)	(2,976)	(3,325)	(4,045)
Change in investments	4,317	5,433	(2,822)	(137)	(157)
Other investing cash flows	33	1,203	0	0	Ó
Cash flow from investing	(337)	(17,452)	(5,798)	(3,461)	(4,202)
Equities issued/Others	0	0	0	0	0
Debt raised/repaid	581	448	734	(2,023)	0
Interest expenses	(336)	(372)	(421)	(130)	(60)
Dividends paid	(8,254)	(7)	(5,951)	(6,802)	(11,175)
Other financing cash flows	0	0	0	0	(11,170)
Cash flow from financing	(8,009)	69	(5,637)	(8,956)	(11,234)
			(963)	(2)	1,608
Chg in cash & cash eq.	5,128	(2,517)	(MD.3)	(7)	1.000

Per Share	EV004	EVC44	EV00.4	EVCCE	E)/0.4=
Y/E 31 Mar (Rs)	FY20A	FY21A	FY22A	FY23E	FY24E
Reported EPS	22.0	22.3	23.5	27.9	37.2
Adjusted EPS	22.8	22.3	23.5	27.9	37.2
Dividend per share	13.5	8.5	11.1	13.1	17.5
Book value per share	87.7	110.1	126.0	137.4	152.6
Valuations Ratios					
Y/E 31 Mar (x)	FY20A	FY21A	FY22A	FY23E	FY24E
EV/Sales	18.5	18.5	13.6	12.2	10.0
EV/EBITDA	85.6	80.1	72.9	62.4	47.6
Adjusted P/E	116.4	119.0	112.8	95.2	71.5
P/BV	30.3	24.1	21.1	19.3	17.4
DuPont Analysis Y/E 31 Mar (%)	FY20A	FY21A	FY22A	FY23E	FY24E
Tax burden (Net profit/PBT)	76.2	74.5	74.7	74.3	74.2
Interest burden (PBT/EBIT) EBIT margin (EBIT/Revenue)	108.2 19.3	102.8	99.6 16.2	101.2 17.0	100.6 18.8
• ' '					
Asset turnover (Rev./Avg TA)	117.2	94.9	108.2 1.5	113.6 1.5	128.6 1.4
Leverage (Avg TA/Avg Equity)		1.5			
Adjusted ROAE	26.9	22.6	19.9	21.2	25.6
Ratio Analysis					
Y/E 31 Mar	FY20A	FY21A	FY22A	FY23E	FY24E
YoY growth (%)					
Revenue	3.0	0.0	36.0	11.7	21.7
EBITDA	15.2	6.6	9.9	17.0	31.0
Adjusted EPS	30.2	(2.2)	5.5	18.5	33.2
Profitability & Return ratios (%)					
EBITDA margin	21.6	23.0	18.6	19.5	21.0
• • • • • • • • • • • • • • • • • • • •	21.6 19.3	23.0 20.3	18.6 16.2	19.5 17.0	
EBITDA margin EBIT margin					18.8
EBITDA margin EBIT margin	19.3	20.3	16.2	17.0	18.8 14.0
EBITDA margin EBIT margin Adjusted profit margin	19.3 15.9	20.3 15.5	16.2 12.1	17.0 12.8	18.8 14.0 25.6
EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE	19.3 15.9 26.9	20.3 15.5 22.6	16.2 12.1 19.9	17.0 12.8 21.2	18.8 14.0 25.6
EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE	19.3 15.9 26.9	20.3 15.5 22.6	16.2 12.1 19.9	17.0 12.8 21.2	18.8 14.0 25.6 24.4
EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days)	19.3 15.9 26.9 23.3	20.3 15.5 22.6 20.1	16.2 12.1 19.9 18.4	17.0 12.8 21.2 19.7	18.8 14.0 25.6 24.4
EBITDA margin  EBIT margin  Adjusted profit margin  Adjusted ROAE  ROCE  Working capital days (days)  Receivables	19.3 15.9 26.9 23.3	20.3 15.5 22.6 20.1	16.2 12.1 19.9 18.4	17.0 12.8 21.2 19.7	21.0 18.8 14.0 25.6 24.4 46 103 41
EBITDA margin  EBIT margin  Adjusted profit margin  Adjusted ROAE  ROCE  Working capital days (days)  Receivables  Inventory	19.3 15.9 26.9 23.3 54 100	20.3 15.5 22.6 20.1 60 117	16.2 12.1 19.9 18.4 51 98	17.0 12.8 21.2 19.7 49 109	18.8 14.0 25.6 24.4 46 103
EBITDA margin  EBIT margin  Adjusted profit margin  Adjusted ROAE  ROCE  Working capital days (days)  Receivables  Inventory  Payables	19.3 15.9 26.9 23.3 54 100	20.3 15.5 22.6 20.1 60 117	16.2 12.1 19.9 18.4 51 98	17.0 12.8 21.2 19.7 49 109	18.8 14.0 25.6 24.4 46 103

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

2.1

41.8

(0.1)

1.5

39.8

0.0

1.8

38.2

0.0

2.0

0.0

144.6

2.2

424.9

(0.1)

Current ratio

Net interest coverage ratio

Adjusted debt/equity



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

BUY - Expected return >+15%

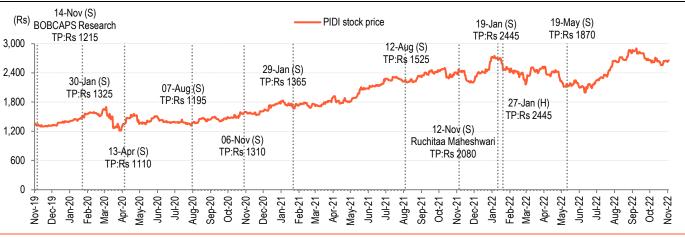
HOLD - Expected return from -6% to +15%

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): PIDILITE INDUSTRIES (PIDI IN)



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

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