



**V-GUARD INDUSTRIES** 

Consumer Durables

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Average topline, margins improve

- Q2 topline up 15% YoY with gross margin expansion of 460bps; markets outside South India grew 11%
- Margins guided to rise further in H2 aided by festive season demand
- Our TP stands revised to Rs 300 (vs. Rs 290) on rollover maintain HOLD

**Topline growth average; gross margin shoots up:** VGRD posted a Q2FY24 topline of Rs 11.3bn (Rs 10.7bn ex-Sunflame acquisition), growing 15% YoY (8.7% ex-Sunflame). Gross margin swelled 460bps YoY to 33.8% aided by softer raw material prices, whereas EBITDA margin expanded by a lower 80bps YoY to 8.2% owing to higher employee and other expenses. Management expects festive season demand to boost Q3 margins. It further indicated that lower raw material costs have helped with inventory and working capital management, but these benefits are likely to be partly offset by higher A&P spends going forward.

**Consumer durables margin subdued:** Electrical and electronics segments performed fairly well in Q2, with topline growth of 10% and 12% YoY respectively. EBIT margin expanded 290bps and 20bps YoY respectively, but the consumer durables vertical posted an EBIT loss due to negative operating leverage and low revenue growth of 5% due to subdued demand.

**Higher growth in non-South markets:** Revenue from VGRD's traditional South India market grew 7% YoY for the quarter whereas the non-southern markets increased by 11%. In terms of mix, markets outside the south contributed close to 44% of the quarter's revenue.

**Sunflame disappoints:** Sunflame – which the company intends to run as a separate entity – posted a disappointing topline and underperformed the kitchen industry. Though margins for the segment were intact, management believes that the kitchen industry is facing headwinds and that internal gaps in the portfolio undermined the company's performance vis-à-vis peers.

**Maintain HOLD:** Although VGRD has guided for stronger margins, the company is still facing headwinds in the form of inflation and rising competition in the sector. We thus retain HOLD and continue to value the stock at a 30x P/E multiple, which is a 15% discount to the 3Y average. On rolling valuations over to Sep'25E, we have a revised TP of Rs 300 (vs. Rs 290).

#### Key changes

Rating	
VGRD IN/Rs 298	
US\$ 1.6bn	
44%	
US\$ 1.8mn	
Rs 335/Rs 229	
56%/13%/19%	
	VGRD IN/Rs 298 US\$ 1.6bn 44% US\$ 1.8mn Rs 335/Rs 229

Source: NSE | Price as of 1 Nov 2023

#### Key financials

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Y/E 31 Mar	FY23A	FY24E	FY25E
Total revenue (Rs mn)	41,260	51,095	57,608
EBITDA (Rs mn)	3,199	5,507	6,145
Adj. net profit (Rs mn)	1,891	3,458	3,849
Adj. EPS (Rs)	4.4	8.0	8.9
Consensus EPS (Rs)	4.4	6.6	8.4
Adj. ROAE (%)	12.5	19.8	18.8
Adj. P/E (x)	68.1	37.2	33.5
EV/EBITDA (x)	40.3	23.4	21.0
Adj. EPS growth (%)	(16.9)	82.9	11.3
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Source: Company, Bloomberg, BOBCAPS Research

### Stock performance



Source: NSE





## Fig 1 – Quarterly performance

Particulars (Rs mn)	Q2FY24	Q2FY23	YoY (%)	Q1FY24	QoQ (%)	H1FY24	H1FY23	YoY (%)
Revenue	11,338	9,861	15.0	12,148	(6.7)	23,485	20,044	17.2
EBITDA	925	727	27.2	1,048	(11.7)	1,972	1,547	27.5
EBITDA Margin (%)	8.2	7.4	80bps	8.6	(50bps)	8.4	7.7	70bps
Depreciation	198	150		198		396	287	
Interest	93	19		109		202	36	
Other Income	142	33		118		260	84	
PBT	775	592	31.0	859	(9.8)	1,634	1,308	24.9
Тах	186	155		217		403	338	
Adjusted PAT	590	437	35.0	642	(8.2)	1,232	970	26.9
Exceptional item	-	-	-	-	-	-	-	-
Reported PAT	590	437	35.0	642	(8.2)	1,232	970	27.0
Adj. PAT Margin (%)	5.2	4.4	80bps	5.3	(10bps)	5.2	4.8	40bps
EPS (Rs)	1.4	1.0	34.8	1.5	(8.2)	2.9	2.2	26.8

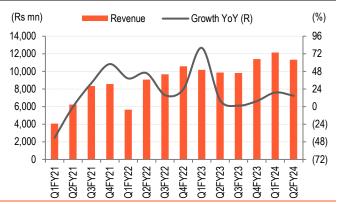
Source: Company, BOBCAPS Research

# Fig 2 – Segment-wise performance

(Rs mn)	Q2FY21	Q3FY21	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23	Q4FY23	Q1FY24	Q2FY24
Revenues													
Consumer Durables	1,634	2,641	2,237	1,497	2,794	3,384	2,959	2,991	3,372	3,537	2,862	3,312	3,547
Growth YoY	(6.6)	30.8	55.2	75.1	71.0	28.1	32.3	99.7	20.7	4.5	(3.3)	10.7	5.2
Electricals	2,886	3,635	3,888	2,565	4,188	4,292	5,152	4,159	4,216	4,358	5,253	4,567	4,623
Growth YoY	2.8	31.6	57.6	38.8	45.1	18.1	32.5	62.1	0.7	1.6	2.0	9.8	9.6
Electronics	1,710	2,074	2,428	1,590	2,092	1,999	2,471	3,034	2,274	1,914	2,717	3,637	2,551
Growth YoY	2.0	34.9	61.5	15.5	22.3	(3.6)	1.8	90.8	8.7	(4.3)	10.0	19.9	12.2
Sunflame	-	-	-	-	-	-	-	-	-	-	569	632	617
EBIT													
Consumer Durables	136	264	89	(59)	85	96	50	38	97	(45)	(11)	9	(9)
Margin (%)	8.3	10.0	4.0	(3.9)	3.0	2.8	1.7	1.3	2.9	(1.3)	(0.4)	0.3	(0.3)
Electricals	287	331	427	254	421	355	555	283	228	397	478	290	383
Margin (%)	9.9	9.1	11.0	9.9	10.1	8.3	10.8	6.8	5.4	9.1	9.1	6.3	8.3
Electronics	306	512	531	207	392	338	431	429	333	222	325	585	378
Margin (%)	17.9	24.7	21.9	13.0	18.7	16.9	17.4	14.1	14.6	11.6	12.0	16.1	14.8
Sunflame	-	-	-	-	-	-	-	-	-	-	80	58	37
Margin (%)	-	-	-	-	-	-	-	-	-	-	14.1	9.2	6.0

Source: Company, BOBCAPS Research

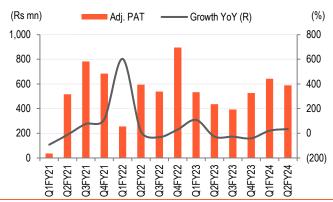




## Fig 3 – Revenue growth trend

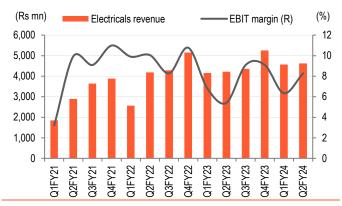
Source: Company, BOBCAPS Research

## Fig 5 – Profit growth trend



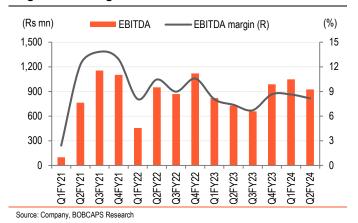
Source: Company, BOBCAPS Research

## Fig 7 – Electricals performance

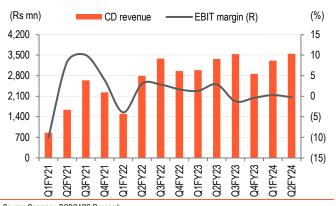


Source: Company, BOBCAPS Research

## Fig 4 – EBITDA growth trend

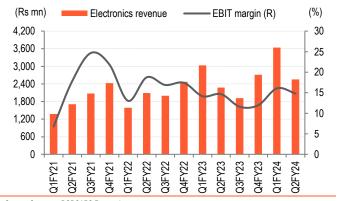


# Fig 6 – Consumer durables (CD) performance



Source: Company, BOBCAPS Research

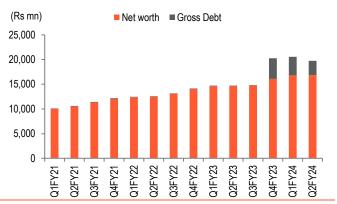
### Fig 8 – Electronics performance



Source: Company, BOBCAPS Research



## Fig 9 – Capital levels



Source: Company, BOBCAPS Research

## Fig 11 – Cost profile

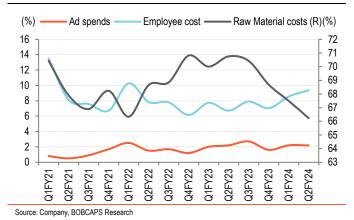
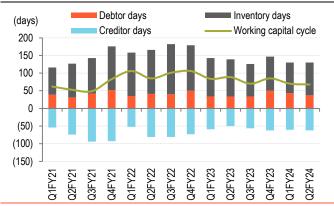
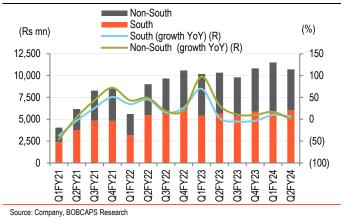


Fig 10 – Working capital cycle



Source: Company, BOBCAPS Research

## Fig 12 – Geographical revenue breakup



# **Earnings call highlights**

- **Expansion:** VGRD's Tanzania plant has reached its planned output, and the new battery and kitchen products units are expected to be commissioned in Q3FY24, followed by ramp-up in the subsequent quarter.
- Electricals: The electricals business is VGRD's largest segment, accounting for 41% of the topline and comprising wires, pumps, switchgears, cables and switches. Pumps grew at a normal rate of 8-12% in Q2FY24, but pumps performance was flattish and has not yet returned to normal. Other categories posted strong growth, surpassing that in cables.
- Sunflame: The kitchen industry declined sharply during the quarter and Sunflame underperformed the industry. Per management, this is largely due to internal gaps in the portfolio, even as the operating margin is intact at 5.4%.
- Consumer durables: The consumer durables segment posted mere 5% YoY topline growth due to subdued demand. Management expects a pickup in the segment with the water heater season coming up and expects full recovery in FY25. Ceiling fans continue to face headwinds on account of the transition from traditional to BLDC (brushless direct current) fans, which makes the clearing of old inventory difficult.



# Valuation methodology

VGRD is a prominent player in South India and fast expanding its reach beyond its traditional market. We expect sales of fans and water heaters to accelerate growth in the company's consumer durables segment, in turn offsetting potentially lower revenue from kitchen appliances (Sunflame) due to the slowdown in the kitchen industry. Our FY24/FY25 estimates remain unchanged and we now introduce FY26 forecasts for the company.

Although management has guided for stronger margins, the company is still facing headwinds in the form of inflation and rising competition in the sector. We thus retain HOLD and continue to value the stock at a 30x P/E multiple, which is a 15% discount to the three-yar average. On rolling valuations over to Sep'25E, we have a revised TP of Rs 300 (vs. Rs 290). On the whole, we prefer HAVL in the consumer durables space.

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(Rs mn)	FY24E	FY25E	FY26E
Sales	51,095	57,608	63,234
EBITDA	5,507	6,145	6,989
PAT	3,458	3,849	4,410
EPS (Rs)	8.0	8.9	10.2
EBITDA Margin (%)	10.8	10.7	11.1

## Fig 13 – Key assumptions

Source: Company, BOBCAPS Research

# **Key risks**

- Above-expected growth in northern regions is a key upside risk to our estimates.
- Increased competition in the kitchen appliances segment, resulting in fewer synergistic benefits from the Sunflame acquisition, is a primary downside risk.

# Sector recommendation snapshot

Company	Ticker	Market Cap (US\$ bn)	Price (Rs)	Target (Rs)	Rating
Amber Enterprises	AMBER IN	1.2	2,919	2,900	HOLD
Blue Star	BLSTR IN	2.2	934	1,100	BUY
Crompton Greaves	CROMPTON IN	2.1	277	360	BUY
Dixon Technologies	DIXON IN	3.8	5,181	6,300	BUY
Havells India	HAVL IN	9.5	1,241	1,600	BUY
KEI Industries	KEII IN	2.7	2,470	2,400	HOLD
Orient Electric	ORIENTEL IN	0.6	214	250	HOLD
Polycab India	POLYCAB IN	8.9	4,901	6,100	BUY
V-Guard Industries	VGRD IN	1.6	298	300	HOLD
Voltas	VOLT IN	3.3	830	910	HOLD

Source: BOBCAPS Research, NSE | Price as of 1 Nov 2023



# Financials

Income Statement					
Y/E 31 Mar (Rs mn)	FY22A	FY23A	FY24E	FY25E	FY26E
Total revenue	35,002	41,260	51,095	57,608	63,234
EBITDA	3,402	3,199	5,507	6,145	6,989
Depreciation	491	644	799	966	1,116
EBIT	2,911	2,555	4,708	5,179	5,873
Net interest inc./(exp.)	(79)	(162)	(268)	(238)	(208)
Other inc./(exp.)	108	164	184	206	231
Exceptional items	0	0	0	0	0
EBT	2,940	2,557	4,624	5,147	5,896
Income taxes	655	667	1,165	1,297	1,486
Extraordinary items	0	0	0	0	0
Min. int./Inc. from assoc.	0	0	0	0	0
Reported net profit	2,277	1,891	3,458	3,849	4,410
Adjustments	0	0	0	0	0
Adjusted net profit	2,277	1,891	3,458	3,849	4,410

Balance Sheet					
Y/E 31 Mar (Rs mn)	FY22A	FY23A	FY24E	FY25E	FY26E
Accounts payables	4,880	4,885	7,699	8,681	9,528
Other current liabilities	1,166	1,814	2,247	2,533	2,781
Provisions	0	0	0	0	0
Debt funds	118	4,196	2,679	2,379	2,079
Other liabilities	732	2,097	2,597	2,928	3,214
Equity capital	432	432	432	432	432
Reserves & surplus	13,638	15,644	18,454	21,569	25,157
Shareholders' fund	14,070	16,076	18,886	22,001	25,589
Total liab. and equities	20,966	29,069	34,108	38,522	43,192
Cash and cash eq.	613	670	67	122	1,084
Accounts receivables	4,841	5,687	6,999	8,207	9,009
Inventories	8,596	7,674	11,199	13,415	15,592
Other current assets	1,152	1,021	1,265	1,426	1,565
Investments	0	0	0	0	0
Net fixed assets	4,842	5,683	5,884	6,418	6,803
CWIP	92	237	293	331	363
Intangible assets	200	6,822	6,822	6,822	6,822
Deferred tax assets, net	0	0	0	0	0
Other assets	631	1,274	1,578	1,779	1,953
Total assets	20,966	29,069	34,108	38,522	43,192

Cash Flows

FY22A	FY23A	FY24E	FY25E	FY26E
1,390	4,238	2,423	2,497	3,504
0	(1,012)	(1,000)	(1,500)	(1,500)
0	(6,615)	0	0	0
(1,198)	(85)	140	92	80
(1,198)	(7,712)	(860)	(1,408)	(1,420)
0	1	0	0	0
(12)	1,349	(1,517)	(300)	(300)
0	0	0	0	0
(603)	1,912	(648)	(735)	(821)
0	0	0	0	0
(615)	3,262	(2,165)	(1,035)	(1,121)
(423)	(212)	(603)	55	962
613	670	67	122	1,084
	1,390 0 0 (1,198) (1,198) 0 (12) 0 (603) 0 (603) 0 (615) (423)	1,390 4,238   0 (1,012)   0 (6,615)   (1,198) (85)   (1,198) (7,712)   0 1   (12) 1,349   0 0   (603) 1,912   0 0   (615) 3,262   (423) (212)	1,390 4,238 2,423   0 (1,012) (1,000)   0 (6,615) 0   (1,198) (85) 140   (1,198) (7,712) (860)   0 1 0   (12) 1,349 (1,517)   0 0 0   (603) 1,912 (648)   0 0 0   (615) 3,262 (2,165)   (423) (212) (603)	1,390 4,238 2,423 2,497   0 (1,012) (1,000) (1,500)   0 (6,615) 0 0   (1,198) (85) 140 92   (1,198) (7,712) (860) (1,408)   0 1 0 0   (12) 1,349 (1,517) (300)   0 0 0 0   (603) 1,912 (648) (735)   0 0 0 0   (615) 3,262 (2,165) (1,035)   (423) (212) (603) 55

Per Share					
Y/E 31 Mar (Rs)	FY22A	FY23A	FY24E	FY25E	FY26E
Reported EPS	5.3	4.4	8.0	8.9	10.3
Adjusted EPS	5.3	4.4	8.0	8.9	10.3
Dividend per share	1.3	1.3	1.5	1.7	1.9
Book value per share	32.6	37.2	43.7	50.9	59.
Valuations Ratios					
Y/E 31 Mar (x)	FY22A	FY23A	FY24E	FY25E	FY26
EV/Sales	3.7	3.1	2.5	2.2	2.
EV/EBITDA	37.9	40.3	23.4	21.0	18.
Adjusted P/E	56.6	68.1	37.2	33.5	29.
P/BV	9.2	8.0	6.8	5.9	5.
DuPont Analysis Y/E 31 Mar (%)	FY22A	FY23A	FY24E	FY25E	FY26
Tax burden (Net profit/PBT)	77.5	73.9	74.8	74.8	74.
Interest burden (PBT/EBIT)	101.0	100.1	98.2	99.4	100.
EBIT margin (EBIT/Revenue)	8.3	6.2	9.2	9.0	9.
• • • •	7.2	7.3			9.
Asset turnover (Rev./Avg TA)	0.4	0.4	8.7 0.3	9.0 0.3	9.
Leverage (Avg TA/Avg Equity)					
Adjusted ROAE	17.4	12.5	19.8	18.8	18.
Ratio Analysis					
Y/E 31 Mar	FY22A	FY23A	FY24E	FY25E	FY26
YoY growth (%)					
Revenue	28.6	17.9	23.8	12.7	9.
EBITDA	9.0	(6.0)	72.1	11.6	13.
Adjusted EPS	13.4	(16.9)	82.9	11.3	14.
Profitability & Return ratios (%)					
EBITDA margin	9.7	7.8	10.8	10.7	11.
EBIT margin	8.3	6.2	9.2	9.0	9.
Adjusted profit margin	6.5	4.6	6.8	6.7	7.
Adjusted ROAE	17.4	12.5	19.8	18.8	18.
ROCE	17.6	11.7	17.5	17.5	17.
Working capital days (days)					
Receivables	45	47	50	52	5
Inventory	78	72	80	85	9
Payables	50	43	55	55	5
Ratios (x)					
Gross asset turnover	6.1	5.8	6.1	6.0	5.
Current ratio	2.5	1.8	1.9	2.0	2.
	00.0	45.0	47.0	21.8	28.
Net interest coverage ratio	36.9	15.8	17.6	Z1.0	Z0.

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



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BUY – Expected return >+15%

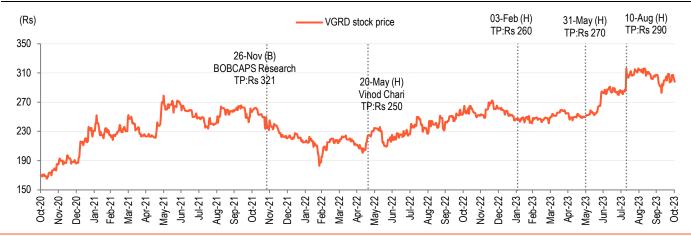
HOLD – Expected return from -6% to +15%

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): V-GUARD INDUSTRIES (VGRD IN)



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

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