

India

Free float:

*Source: Bloomberg

ADD (no change)

Sell 1 Consensus ratings*: Buy 34 Hold 11 Current price: Rs525 Rs604 Target price: Previous target: Rs604 15.0% Up/downside: InCred Research / Consensus: 0.5% DABU.NS Reuters: DABUR IN Bloombera: US\$11,152m Market cap: Rs930,852m US\$13.5m Average daily turnover: Rs1127.3m Current shares o/s: 1,767.4m

33.8%

Key changes in this note

Lowered/raised FY25F/FY26F EPS by 1.3%/0.16%.



		Source. L	biooinberg
Price performance	1M	ЗМ	12M
Absolute (%)	(1.2)	(3.6)	(2.1)
Relative (%)	(2.2)	(6.8)	(19.7)

Major shareholders	% held
Promoter	66.3
LIC	3.5
Blackrock	1.8

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Dabur India Ltd

Rural growth outlook improving gradually

- India business posted 4Q volume/value growth of 5.2%/4.2% yoy, respectively. IBD grew 12% yoy (CC terms). Recovery in rural markets aided volume growth.
- Gains from gross margin expansion were offset by higher ad spends. EBITDA margin at 19.4% was slightly below the guided range of 19.5%-20% in FY24.
- Retain ADD rating with an unchanged TP of Rs604 (42x Mar 2026F EPS) and it remains our preferred pick from a rural recovery perspective.

Gradual recovery in rural markets aids volume growth in 4QFY24

Dabur India's (Dabur) 4QFY24 consolidated sales growth stood at 5.1% while the domestic business registered sales volume/value growth of 4.2%/5.2% yoy, respectively. Dabur continued to post a faster growth in rural markets, growing 8% vs. urban markets which grew 3%-4%, as per management. We believe this would have come from focused initiatives in the stronger markets of North & East India, which also host large rural markets. Out of the universe of 800,000 villages in India, Dabur currently reaches 1,50,000 villages, implying a large runway for distribution expansion. Management is optimistic about the recovery in rural markets and expects the volume growth to inch up to mid-single digits gradually, and also expects double-digit reported growth in the international business division (IBD), notwithstanding currency fluctuations, to aid growth in the medium term.

Health supplements, beverages & hair oil categories drag growth

Dabur continued to gain market share across categories during the quarter. The home and personal care (HPC) segment grew 8.7% yoy, with home care (up 7.5% yoy) and oral care up 22% yoy, in value terms, led by the natural segment. In markets like Odisha, Karnataka and Himachal Pradesh, Dabur has reached the No.1 spot in oral care. The hair oil business declined by 2.5% yoy owing to stiff competition in the category. Health supplements continued to see elevated inventory levels in wholesale channels for chyawanprash and honey, due to which restocking was lower, leading to a 9.1% decline in sales. Within the F&B segment, beverages declined by 1.5% due to a high base & supply chain constraints.

Margins expected to remain rangebound in the medium term

The consol. gross margin expansion of 280bp yoy to 48.6% in 4Q was aided by moderation of input cost inflation across key commodities, barring the food basket. The EBITDA margin expansion of 130bp yoy to 16.6% in 4Q was restricted due to higher advertising expenses (up 21.1% yoy), which are likely to remain firm. The EBITDA margin in FY24 stood at 19.4%, slightly short of the guided range of 19.5%-20%, which stays unchanged for FY25F.

Maintain ADD rating with a target price of Rs604

The focus remains on expanding the company's power brands and widening TAM. Recovery in healthcare offerings and new initiatives should aid growth. We retain our ADD rating on Dabur with an unchanged target price of Rs604 (42x Mar 2026F EPS) and it remains our preferred pick from a rural recovery perspective. Downside risks: Intense competition in key categories and sub-optimal performance of new product launches in the e-commerce segment leading to lower-than-estimated revenue growth.

Financial Summary	Mar-22A	Mar-23A	Mar-24A	Mar-25F	Mar-26F
Revenue (Rsm)	108,080	115,299	124,040	137,303	151,041
Operating EBITDA (Rsm)	22,348	21,452	24,002	27,232	31,114
Net Profit (Rsm)	18,052	16,883	18,427	21,914	25,468
Core EPS (Rs)	10.2	9.5	10.4	12.4	14.4
Core EPS Growth	6.8%	(6.6%)	9.0%	19.1%	16.4%
FD Core P/E (x)	51.43	55.07	50.51	42.42	36.45
DPS (Rs)	4.0	5.2	5.4	6.1	7.0
Dividend Yield	1.05%	0.99%	1.04%	1.16%	1.34%
EV/EBITDA (x)	41.39	43.61	38.56	33.42	28.87
P/FCFE (x)	760.91	163.14	71.42	45.28	40.64
Net Gearing	(4.7%)	1.2%	(9.4%)	(20.7%)	(26.6%)
P/BV (x)	11.08	10.37	9.43	8.32	7.45
ROE	22.5%	19.5%	19.6%	20.9%	21.6%
% Change In Core EPS Estimates				(1.33%)	0.16%
InCred Research/Consensus EPS (x)					

SOURCE: INCRED RESEARCH, COMPANY REPORTS



Rural growth outlook improving gradually

Highlights from the earnings call

Highlights

- Demand: Overall demand trend was similar to 3Q. Rural markets grew ahead
 of urban markets for the first time (for Dabur) in the last three years, as per
 management. Dabur's rural markets grew 8% vs. 3-4% in the case of urban
 markets.
- **Distribution:** 150k villages and 22k yoddhas (village entrepreneurs) covered as of FY24-end. Total reach stood at 7.9mn outlets, adding 200k outlets during FY24.
- E-commerce channel grew the fastest in FY24, at 19-20% of India business in FY24. Q-commerce accounted for c.13% of e-commerce sales. Modern trade (MT) grew 7% in 4Q. Reliance Retail contributes to c.13% of Dabur's MT channel sales.
- **Power brands:** (70-80% salience to sales) like Real (15% growth on a three-year CAGR basis in FY24) and Chyawanprash did not fire as well as in the previous years, but sales salience remained similar.
- **Premiumization:** Contributes to 18% of sales as of FY24. Management aims to increase the sales mix of the premium range going forward.

Segment-wise highlights

Healthcare

- Health supplements declined by 9.1% yoy in 4Q led by a delayed winter season impacting Chyawanprash sales. Wholesale channels had high inventory, with the offtake being slower. The glucose range grew 9.3% yoy. Chyawanprash's market share gains continued (as the wholesale channel destocked). Honey was soft, in line with seasonality. The tea range has been reworked and relaunched with a new formulation.
- Digestives grew 16% yoy in 4Q led by Hajmola and Pudin Hara.
- OTC & ethicals: Posted flat growth in 4Q, impacted by a delayed winter season. Health juices (Rs260m in FY24 vs. Rs200m in FY23) and shilajit (+21% yoy in FY24) performed well. Classicals business grew in double digits.
- Baby care business is now at Rs400-450m vs. Rs300m in FY23. Dabur Superpants (Diapers) is doing very well in the e-commerce channel (Rs100m from e-commerce) and advocacy channels.
- Therapeutics division clocked Rs1,200m in revenue FY24, reaching 1,10,000 doctors (ayurvedic + allopathic) now vs. 20k ayurvedic doctors earlier.

Home and personal care

- Oral care: Posted a 22% yoy growth in 4Q (on a low base of -3%) led by the
 herbal segment. The recently launched Bae Fresh gel is performing well
 (Rs400m in FY24). Dabur Red is up 25-26% in FY24. In Odisha, Karnataka
 and Himachal Pradesh, Dabur has taken the No.1 place and No.2 place in
 other markets. Growth in South India was better (higher salience of Dabur
 Red).
 - The oral care category is 93% penetrated in India and is growing 7.5% vs. 6% in case of the overall FMCG market.
 - Some market share may have been gained from the No.4 player, but the category has also been gaining market share.
 - In FY24, Patanjali gained market share consistently. Colgate lost some market share (in volume terms) while Dabur gained market share.



Himalaya lost market share. GSK gained (in value terms) market share in Sensodyne. Organized players gained market share overall.

- **Hair oils:** Declined 2.5% yoy in 4Q but market share improved by 115bp. The overall category grew 8% in value terms in FY24 vs. 4.2% for Dabur.
- Shampoo: Grew 6.1% yoy in 4Q led by the Vatika range. Market share gains continued.
- Home care grew 7.5% yoy led by robust double-digit growth in Odomos (MS up 600bp). The liquid variant of Odonil is scaling up well.
- Skin care was flat in 4Q. The Gulabari range posted an 18% growth in FY24.

Food & beverages

- Beverages declined by 1.5% yoy in 4Q on a high base and some supply chain constraints.
 - Real Activ posted double-digit growth.
 - 1QFY25F is expected to see better growth due to expectations of a hotter summer season. Targeting double-digit growth in FY25.
- Foods: Badshah range grew 23.2% yoy in FY24. The homemade range grew in mid-teens.
- · Badshah masalas:
 - On news of ethylene oxide: Domestic regulator's (FSSAI) rules have been followed and ethylene oxide is not used in its products in India.
 - International business goes through screening via the Indian Spice Board before they are exported. Management stated that the company is within the limits set by the Spice Board (commonly used to prevent microbial growth). The market leader (MDH) was slightly higher in contents and hence, management believes Badshah is in a safer position.
 - Going ahead, as the inflationary trend in raw materials is expected to tone down, some price cuts will be rolled out in the category.

International business

- MENA grew 11.8% yoy, Egypt grew 46.6%, SSA was up 15.1%, Turkey was up 52.3%, while Namaste business was down 7.3% yoy in CC terms respectively.
- International business (IBD) was up 16.4% in CC terms in 4QFY24.

Litigation in USA regarding hair relaxers

 Only Namaste is now involved in the case, which accounts for less than 1% of sales. The case is expected to continue for 1-1.5 years. Once it comes to a scientific test, management believes the verdict will be in Dabur's favour. Management is optimistic about claiming legal costs from insurance providers. Dabur incurred Rs1.05bn in legal costs in FY24. Similar costs are expected next year as well.

Outlook

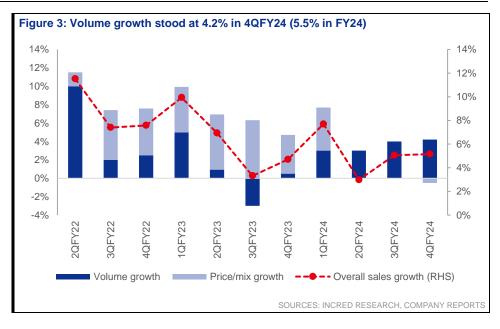
- Management is optimistic about growth going ahead. Rural markets are expected to continue to inch up gradually.
- Targeting a 5-6% volume growth in FY25F. As price growth will be limited going ahead (2-3%), gross margin expansion is expected to be lower than the past years (where price hikes were higher). Advertising expenditure will be elevated. The EBITDA margin should gradually improve (19.4% in FY24). Targeting 20% in FY25F. Once the healthcare range starts posting faster growth, the EBITDA margin profile can improve.

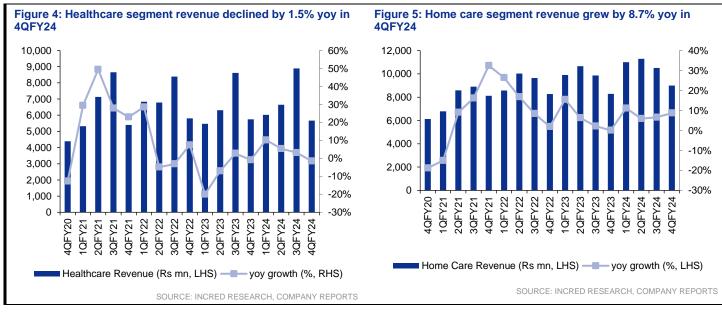
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Figure 1: Quarterly sum	nmary - o	consolid	ated					
Y/E, Mar (Rs. m)	4QFY23	3QFY24	4QFY24	YoY (%)	QoQ (%)	FY23	FY24	Gr (%)
Revenue	26,778	32,551	28,146	5.1	-13.5	1,15,299	1,24,040	7.6
Expenditure	22,680	25,872	23,478	3.5	-9.3	93,658	1,00,038	6.8
Consumption of RM	14,510	16,728	14,468	-0.3	-13.5	62,687	64,470	2.8
as % of sales	54.2%	51.4%	51.4%			54.4%	52.0%	
Employee Cost	2,887	3,106	3,162	9.5	1.8	11,370	12,396	9.0
as % of sales	10.8%	9.5%	11.2%			9.9%	10.0%	
Advertising & SP	1,516	2,445	1,837	21.1	-24.9	6,403	8,491	32.6
as % of sales	5.7%	7.5%	6.5%			5.6%	6.8%	
Other expenditure	3,766	3,593	4,012	6.5	11.7	13,198	14,682	11.2
as % of sales	14.1%	11.0%	14.3%			11.4%	11.8%	
EBITDA	4,098	6,678	4,668	13.9	-30.1	21,641	24,002	10.9
Depreciation	1,020	969	1,074	5.3	10.8	3,110	3,992	28.4
EBIT	3,078	5,709	3,595	16.8	-37.0	18,532	20,010	8.0
Other Income	1,207	1,274	1,289	6.7	1.2	4,454	4,824	8.3
Interest	321	365	352	9.7	-3.4	782	1,242	58.7
PBT	3,964	6,618	4,531	14.3	-31.5	22,203	23,593	6.3
Total Tax	1,035	1,550	1,114	7.7	-28.1	5,174	5,474	5.8
Adjusted PAT	2,930	5,068	3,416	16.6	-32.6	17,030	18,118	6.4
(Profit)/loss from JV's/Ass/MI	-78.8	-73.8	-79.1	NA	NA	-41.9	-308.6	NA
APAT after MI	3,008	5,142	3,495	16.2	-32.0	17,072	18,427	7.9
Extra ordinary items	0	0	0	NA	NA	0	0	NA
Reported PAT	3,008	5,142	3,495	16.2	-32.0	17,072	18,427	7.9
Adj. EPS	1.7	2.9	2.0	16.2	-32.0	9.7	10.4	7.9
Margins (%)	4QFY23	3QFY24	4QFY24	(bp)	(bp)	FY23	FY24	(bp)
Gross margin	45.8	48.6	48.6	280	0	45.6	48.0	240
EBITDA	15.3	20.5	16.6	130	-390	18.8	19.4	60
EBIT	11.5	17.5	12.8	130	-480	16.1	16.1	10
EBT	14.8	20.3	16.1	130	-420	19.3	19.0	-20
PAT	11.2	15.8	12.4	120	-340	14.8	14.9	0
Effective tax rate	26.1	23.4	24.6	-150	120	23.3	23.2	-10
				SOURC	E: INCRED	RESEARCH	I, COMPANY F	REPORTS

Figure 2: Segmental	breakup							
Y/E Mar (Rs. m)	4QFY23	3QFY24	4QFY24	YoY (%)	QoQ (%)	FY23	FY24	Gr (%)
Segment Revenue								
Consumer Care	20,967	27,418	22,140	5.6	-19.3	92,615	99,422	7.3
Foods	5,212	4,421	5,277	1.3	19.4	19,816	21,786	9.9
Others	234	291	318	36.1	9.4	1,375	1,228	(10.7)
Retail	275	329	309	12.4	-6.2	1,110	1,234	11.2
Total	26,687	32,459	28,043	5.1	-13.6	1,14,916	1,23,670	7.6
Segment EBIT								
Consumer Care	3,883	6,662	4,503	15.9	-32.4	20,418	23,045	12.9
Foods	711	628	676	-4.9	7.7	3,136	3,036	(3.2)
Others	31	31	17	-45.6	-44.9	160	118	(26.0)
Retail	-12	6	8	-172.4	35.5	-13	13	(201.6)
Total	4,614	7,326	5,204	12.8	-29.0	23,701	26,212	10.6
Add- Unall Income / (Exp)	321	365	352	9.7	-3.4	782	1,242	58.7
Less- Interest Exp	328	343	321	NA	-6.4	715	1,378	NA
PBT	3,964	6,618	4,531	14.3	-31.5	22,203	23,593	6.3
Segment Margins (%)				(bp)	(bp)			(bp)
Consumer Care	18.5	24.3	20.3	180	-400	22.0	23.2	110
Foods	13.6	14.2	12.8	-80	-140	15.8	13.9	-190
Others	13.2	10.5	5.3	-790	-520	11.6	9.6	-200
Retail	-4.2	1.9	2.7	690	80	-1.1	1.0	220
Average	17.3	22.6	18.6	130	-400	20.6	21.2	60
				SOU	RCE: INCR	ED RESEARC	CH, COMPANY	REPORTS







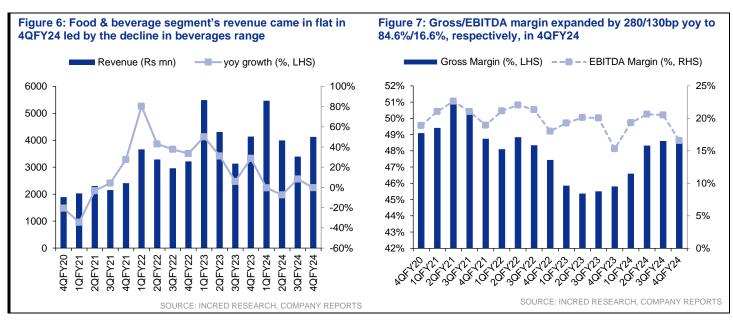
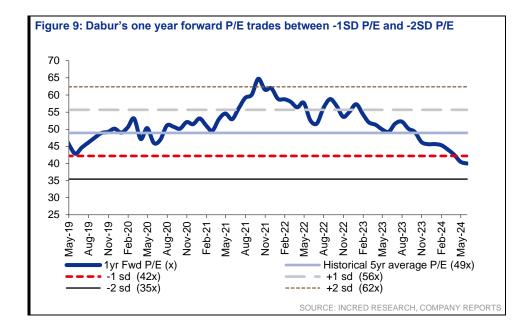


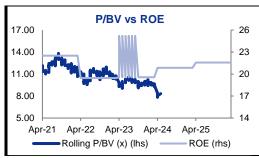


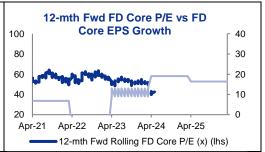
Figure 8: Our revised earnings estimates							
		FY25F			FY26F		
Y/E Mar (Rs. m)	Earlier	Revised	% Change	Earlier	Introduced	% Change	
Revenue	1,39,828	1,37,303	-1.8	1,53,669	1,51,041	-1.7	
EBITDA	27,625	27,232	-1.4	31,117	31,114	0.0	
EBITDA Margin (%)	19.8	19.8	8 bp	20.2	20.6	35 bp	
Net Profit	22,178	21,914	-1.2	25,427	25,468	0.2	
EPS	12.6	12.4	-1.2	14.4	14.4	0.2	
	SOURCES: INCRED RESEARCH, COMPANY REPORTS						





BY THE NUMBERS





Profit & Loss					
(Rs mn)	Mar-22A	Mar-23A	Mar-24A	Mar-25F	Mar-26F
Total Net Revenues	108,887	115,299	124,040	137,303	151,041
Gross Profit	52,489	52,612	59,571	66,387	73,897
Operating EBITDA	22,348	21,452	24,002	27,232	31,114
Depreciation And Amortisation	(2,529)	(3,110)	(3,992)	(3,415)	(3,464)
Operating EBIT	19,819	18,342	20,010	23,817	27,649
Financial Income/(Expense)	3,546	3,672	3,582	4,526	5,276
Pretax Income/(Loss) from Assoc.					
Non-Operating Income/(Expense)					
Profit Before Tax (pre-EI)	23,365	22,014	23,593	28,343	32,925
Exceptional Items					
Pre-tax Profit	23,365	22,014	23,593	28,343	32,925
Taxation	(5,264)	(5,174)	(5,474)	(6,512)	(7,554)
Exceptional Income - post-tax					
Profit After Tax	18,101	16,840	18,118	21,831	25,371
Minority Interests	(49)	43	309	83	98
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax					
Net Profit	18,052	16,883	18,427	21,914	25,468
Recurring Net Profit	18,052	16,883	18,427	21,914	25,468
Fully Diluted Recurring Net Profit	18,052	16,883	18,427	21,914	25,468

Cash Flow					
(Rs mn)	Mar-22A	Mar-23A	Mar-24A	Mar-25F	Mar-26F
EBITDA	22,348	21,452	24,002	27,232	31,114
Cash Flow from Invt. & Assoc.	(49)	43	309	83	98
Change In Working Capital		(922)	2,072	(6,060)	(2,594)
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense					
Other Operating Cashflow	3,932	4,454	4,824	5,096	5,796
Net Interest (Paid)/Received	(386)	(782)	(1,242)	(570)	(520)
Tax Paid	(5,264)	(5,174)	(5,474)	(6,512)	(7,554)
Cashflow From Operations	20,581	19,071	24,491	19,269	26,339
Capex	(4,229)	(14,352)	(6,697)	(6,936)	(3,500)
Disposals Of FAs/subsidiaries					
Acq. Of Subsidiaries/investments	(20,600)	(456)	(6,674)	7,454	
Other Investing Cashflow					
Cash Flow From Investing	(24,829)	(14,809)	(13,371)	518	(3,500)
Debt Raised/(repaid)	5,468	1,437	1,913	743	
Proceeds From Issue Of Shares					
Shares Repurchased					
Dividends Paid	(9,723)	(9,213)	(9,658)	(10,780)	(12,443)
Preferred Dividends					
Other Financing Cashflow	(429)	2,613	28	1,714	16
Cash Flow From Financing	(4,684)	(5,163)	(7,717)	(8,323)	(12,426)
Total Cash Generated	(8,932)	(901)	3,403	11,464	10,412
Free Cashflow To Equity	1,220	5,699	13,033	20,530	22,839
Free Cashflow To Firm	(3,862)	5,044	12,362	20,357	23,359

SOURCE: INCRED RESEARCH, COMPANY REPORTS



BY THE NUMBERS...cont'd

Balance Sheet					
(Rs mn)	Mar-22A	Mar-23A	Mar-24A	Mar-25F	Mar-26F
Total Cash And Equivalents	14,247	10,624	23,330	38,368	48,780
Total Debtors	6,462	8,488	8,987	14,566	17,526
Inventories	19,114	20,242	19,470	21,289	23,424
Total Other Current Assets	4,619	4,365	6,539	2,441	2,683
Total Current Assets	44,441	43,718	58,325	76,664	92,414
Fixed Assets	22,243	33,485	36,190	36,711	36,746
Total Investments	53,651	55,288	52,661	41,632	41,632
Intangible Assets	2,512	4,053	4,051	4,053	4,053
Total Other Non-Current Assets					
Total Non-current Assets	78,405	92,826	92,902	82,395	82,430
Short-term Debt	6,402	7,306	6,589	7,306	7,306
Current Portion of Long-Term Debt					
Total Creditors	20,180	21,866	24,217	28,054	30,560
Other Current Liabilities	4,827	4,832	6,056		
Total Current Liabilities	31,408	34,004	36,861	35,360	37,866
Total Long-term Debt	3,899	4,432	7,062	7,088	7,088
Hybrid Debt - Debt Component					
Total Other Non-Current Liabilities					
Total Non-current Liabilities	3,899	4,432	7,062	7,088	7,088
Total Provisions	3,320	3,694	4,272	3,552	3,788
Total Liabilities	38,627	42,129	48,196	46,000	48,743
Shareholders Equity	83,813	89,733	98,663	111,527	124,667
Minority Interests	406	4,682	4,368	4,531	4,433
Total Equity	84,219	94,414	103,031	116,058	129,100

Key Ratios					
	Mar-22A	Mar-23A	Mar-24A	Mar-25F	Mar-26F
Revenue Growth	13.7%	6.7%	7.6%	10.7%	10.0%
Operating EBITDA Growth	11.8%	(4.0%)	11.9%	13.5%	14.3%
Operating EBITDA Margin	20.7%	18.6%	19.4%	19.8%	20.6%
Net Cash Per Share (Rs)	2.23	(0.63)	5.46	13.57	19.46
BVPS (Rs)	47.41	50.64	55.68	63.11	70.55
Gross Interest Cover	51.35	23.44	16.11	41.78	53.17
Effective Tax Rate	22.5%	23.5%	23.2%	23.0%	22.9%
Net Dividend Payout Ratio	53.9%	54.6%	52.4%	49.2%	48.9%
Accounts Receivables Days	20.24	23.66	25.71	31.31	38.78
Inventory Days	117.97	114.58	112.42	104.89	105.78
Accounts Payables Days	127.28	122.41	130.45	134.52	138.66
ROIC (%)	66.2%	41.7%	44.5%	46.7%	51.3%
ROCE (%)	26.4%	21.9%	21.5%	22.9%	24.0%
Return On Average Assets	12.6%	10.2%	10.1%	11.2%	12.0%

Key Drivers					
	Mar-22A	Mar-23A	Mar-24A	Mar-25F	Mar-26F
Domestic business revenue growth (%)	13.8%	6.2%	5.2%	8.9%	10.0%
EBIDTA margin (%)	19.2%	17.4%	17.8%	17.9%	18.7%

SOURCE: INCRED RESEARCH, COMPANY REPORTS



Personal Products | India Dabur India Ltd | May 03, 2024

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