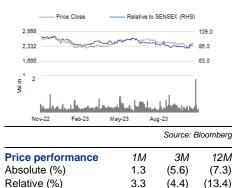
### India

HOLD (no change)

Consensus ratings*: Buy 5	Hold 6 Sell 9
Current price:	Rs2,458
Target price:	Rs2,545
Previous target:	Rs2,360
Up/downside:	3.5%
InCred Research / Consensus:	1.4%
Reuters:	PIDI.NS
Bloomberg:	PIDI IN
Market cap:	US\$15,007m
	Rs1,249,866m
Average daily turnover:	US\$12.3m
	Rs1025.8m
Current shares o/s:	508.3m
Free float: *Source: Bloomberg	25.0%

#### Key changes in this note

- Raise the target price to Rs2,545 from Rs2,360 earlier.
- Introduce FY26F estimates.



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# **Pidilite Industries Limited**

### Gradual improvement likely from here on

- Standalone volume/sales grew by 8.2%/2.4% yoy in 2Q. C&B/B2B segments grew/declined by 3.7%/2.9% yoy, respectively. Consol. sales grew 2.2% yoy.
- Consolidated gross/EBITDA margin stood at 51.3%/22.1%, up 1,032bp/602bp yoy, respectively. EBITDA/PAT grew by 36%/35.6% yoy, respectively.
- Maintain HOLD rating with a new target price of Rs2,545, from Rs2,360 earlier.

#### 2QFY24 sales growth driven by C&B segment; B2B continues to drag

Pidilite Industries' standalone sales growth of 2.4% in 2QFY24 was led by an 8.2% volume growth, with a secular growth across categories. The value-volume gap is likely to get bridged over the next two quarters. The consumer & bazaar (C&B) segment posted volume growth of 8.4% led by growth of 3.7% yoy to Rs22.7bn. The C&B segment's PBIT margin rose by 611bp yoy (+114bp qoq) to 29.4%, largely aided by moderation of input costs. The B2B segment continued to drag sales growth, posting a 2.9% yoy decline (-7.8% qoq) to Rs5.3bn, however volumes grew 20%. Rural markets continued to grow faster than the urban markets, aided by initiatives like 'Pidilite Ki Duniya' stores, which have topped the 12,000-outlet mark in rural markets. Pidilite Industries has announced its foray into the lending space, with a pilot project being conducted in one market, and it has committed Rs1bn over the next three years. Management expects the sales growth to improve in 3QFY24F driven by the festive season.

#### Domestic subsidiaries continue to drive growth

The international business posted a 6.8% yoy decline in 2QFY24 led by a 35.4% decline in America (which is being wound up) and a flat growth in Asia. The Middle East business grew 15.6%. The EBITDA margin of the international business fell by 123bp yoy to 6.1%. Domestic subsidiaries grew by 23.7% yoy led by a 33.1% growth in the C&B segment and a 8.9% yoy growth in the B2B segment. Domestic subsidiaries posted a 239bp yoy EBITDA margin growth to 14.3% led by a 101bp/220bp yoy expansion in C&B/B2B EBITDA margins, respectively.

#### Moderation of input costs drives margin expansion

Pidilite Industries' consumption cost of vinyl acetate monomer (VAM) in 2QFY24 stood at US\$1,000/t vs. US\$2,500/t in 2QFY23. Spot prices stood at US\$950/t and are inching up gradually. The company rationalized its prices by 5% in 2Q to maintain competitive growth. Consol. gross/EBITDA margin stood at 51.3%/22.1%, up 1,032bp/602bp yoy, respectively.

#### Retain HOLD rating with a higher target price of Rs2,545

We see a limited upside Pidilite Industries trades at 67x/58x FY24F/25F EPS, respectively. We retain our HOLD rating on the stock with a higher target price of Rs2,545 (55x Sep 2025F EPS) from Rs2,360 earlier. Upside risks: Faster-than-expected sales growth. Downside risks: Slower-than-expected EBITDA growth.

Financial Summary	Mar-22A	Mar-23A	Mar-24F	Mar-25F	Mar-26F
Revenue (Rsm)	99,210	117,991	129,552	143,481	157,889
Operating EBITDA (Rsm)	18,473	19,844	28,450	31,375	35,295
Net Profit (Rsm)	12,044	12,733	19,457	21,458	24,204
Core EPS (Rs)	23.7	25.0	38.3	42.2	47.6
Core EPS Growth	6.4%	5.5%	52.8%	10.3%	12.8%
FD Core P/E (x)	103.71	98.11	64.20	58.21	51.61
DPS (Rs)	10.0	12.0	13.2	15.8	19.0
Dividend Yield	0.35%	0.41%	0.54%	0.64%	0.77%
EV/EBITDA (x)	67.66	62.83	43.57	39.22	34.58
P/FCFE (x)	361.90	300.12	87.02	73.37	62.71
Net Gearing	(1.7%)	(6.3%)	(13.8%)	(20.7%)	(26.9%)
P/BV (x)	19.51	17.32	14.72	12.71	11.07
ROE	20.1%	18.7%	24.8%	23.4%	22.9%
% Change In Core EPS Estimates			3.48%	(1.78%)	
InCred Research/Consensus EPS (x)					

SOURCE: INCRED RESEARCH, COMPANY REPORTS

## Gradual improvement likely from here on

### Key takeaways from the earnings call

#### Highlights >

- Rural markets grew faster than the urban markets. Tile adhesives, Araldite and other innovative ranges have been doing well in rural/semi-urban markets.
- Price corrections were done to the tune of 5% in 2Q. The volume-value gap will take two quarters to get bridged.
- Commissioned four new plants (four commissioned in 1Q) in 2Q (12 plants commissioned over the last 12 months).
- Distribution expansion continued across the urban and rural markets. Pidilite ki Dunia (supply via distributors) expanded to 12k outlets.
- A new regional distribution centre has been opened in Hyderabad to improve the supply chain.
- Core to pioneer mix was at 75:25 (four-to-five years ago), moving towards 60:40 now. To cite an example, the Araldite brand has grown 20% in volume terms consistently since its acquisition. Core businesses are still growing ahead of India's gross domestic product or GDP growth, as per management.
- **Waterproofing:** The competitive intensity is now higher. But as the usage was lower earlier, the market is growing in a strong manner. Two of the paint players are making headway in the repainting and renovation segment while Pidilite Industries is stronger in the new construction space.
- Joinery channel is growing faster than the retail channel. 10 years ago, Pidilite Industries was under the impression that 10% of the market was in joinery. However, now it's 85:15. Pidilite Industries leads the industry in both retail and joinery channels.

#### **Subsidiaries**

- Domestic subsidiaries performed well.
- International subsidiaries, barring USA (being wound up), reported robust growth.
- Overseas demand remains challenging. The domestic demand scenario remains healthy.

#### Lending business

- Currently in a pilot phase (one geography) and hence, Rs1bn committed over three years.
- Pidilite Industries will partner with other players and expand through an assetlight model.
- A separate team is being formed for running the operations.
- Ticket sizes are likely to be low.

#### Input costs and margins

• Vinyl acetate monomer (VAM) price stood at US\$1,000/t in 2QFY24 vs. US\$2,500/t in 2QFY23. Spot prices (US\$950/t) is inching up slightly.

#### Outlook

- Management is optimistic about growth. Input prices remain benign. The festive season outlook is healthy.
- The focus remains on driving volume higher rather than protecting margins. Over the medium term, management expects to grow volume in double digits, with value growing slightly higher. In the next three-to-six months, value growth will start making a comeback.

## **InCred** Equities

Building Materials | India Pidilite Industries Limited | November 09, 2023

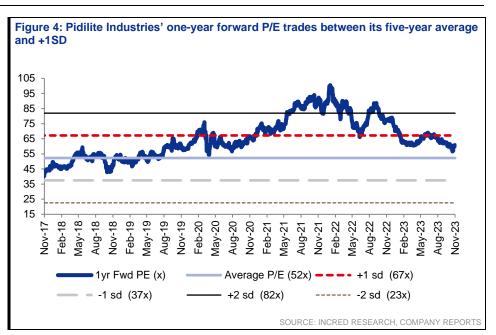
Y/E Mar (Rs. mM)	2QFY23	1QFY24	2QFY24	YoY (%)	QoQ (%)	1HFY23	1HFY24	Gr (%)
Revenue	30,112	32,751	30,760	2.2	-6.1	61,123	63,512	3.9
Expenditure	25,113	25,682	23,963	-4.6	-6.7	50,829	49,645	-2.3
Consumption of RM	17,769	16,697	14,978	-15.7	-10.3	35,849	31,675	-11.6
as % of sales	59.0	51.0	48.7			58.7	49.9	
Employee costs	3,032	3,555	3,632	19.8	2.2	6,190	7,186	16.1
as % of sales	10.1	10.9	11.8			10.1	11.3	
Other expenditure	4,311	5,430	5,354	24.2	-1.4	8,790	10,784	22.7
as % of sales	14.3	16.6	17.4			14.4	17.0	
EBITDA	4,999	7,070	6,797	36.0	-3.9	10,294	13,867	34.7
Depreciation	636	734	752	18.2	2.4	1,250	1,486	19.0
EBIT	4,362	6,335	6,045	38.6	-4.6	9,044	12,380	36.9
Other income	110	234	316	187.7	34.8	217	550	154.0
Interest	117	119	131	27	10.5	207	250	20.8
PBT	4,355	6,451	6,230	43.0	-3.4	9,053	12,680	40.1
Total tax	1,009	1,704	1,631	61.7	-4.3	2,166	3,335	54.0
PAT	3,347	4,746	4,599	37.4	-3.1	6,888	9,345	35.7
Minority interest	22	65	97	336.3	50.2	27	162	496.0
Net profit (before extraordinary items)	3,324	4,682	4,502	35.4	-3.8	6,861	9,183	33.9
Extraordinary items	0	0	0	NA	NA	0	0	NA
Reported net profit	3,324	4,682	4,502	35.4	-3.8	6,861	9,183	33.9
Adjusted EPS	6.5	9.2	8.9	35.4	-3.8	13.5	18.1	33.9
Margins (%)				(bp)	(bp)			(bp)
Gross margin	41.0	49.0	51.3	1,032	229	41.3	50.1	878
EBIDTA	16.6	21.6	22.1	550	51	16.8	21.8	499
EBIT	14.5	19.3	19.7	516	31	14.8	19.5	470
EBT	14.5	19.7	20.3	579	56	14.8	20.0	515
PAT	11.0	14.3	14.6	359	34	11.2	14.5	323
Effective tax rate	23.2	26.4	26.2	302	-24	23.9	26.3	238

Figure 2: Segment-wise p	erforma	nce						
Y/E Mar (Rs. m)	2QFY23	1QFY24	2QFY24	YoY (%)	QoQ (%)	1HFY23	1HFY24	Gr (%)
Segment Revenue								
Consumer & Bazaar	24,315	26,609	25,083	3.2	-5.7	48,673	51,691	6.2
Business-to-Business (B2B)	6,237	6,780	6,153	-1.3	-9.3	13,457	12,933	(3.9)
Others	224	217	179	-20.0	-17.3	482	396	(17.9)
Total	30,776	33,606	31,415	2.1	-6.5	62,612	65,020	3.8
Segment Results								
Consumer & Bazaar	5,265	7,078	6,935	31.7	-2.0	10,617	14,013	32.0
Business-to-Business (B2B)	495	917	685	38.3	-25.3	1,244	1,601	28.7
Others	-3	4	16	-578.8	259.1	11	20	85.3
Total	5,757	7,999	7,635	32.6	-4.5	11,871	15,635	31.7
Add- Unall. Income / (Expenses)	1,285	1,430	1,275	-0.8	-10.8	2,610	2,704	3.6
Less- Interest Expenses	117	119	131	12.4	10.5	207	250	20.8
PBT	4,355	6,451	6,230	43.0	-3.4	9,053	12,680	40.1
Segment Margins (%)				(bp)	(bp)			(bp)
Consumer & Bazaar	21.7	26.6	27.6	600	105	21.8	27.1	530
Business-to-Business (B2B)	7.9	13.5	11.1	319	-239	9.2	12.4	314
Others	(1.5)	2.0	8.8	1030	679	2.3	5.1	284
PBIT Margins%	18.7	23.8	24.3	560	50	19.0	24.0	509
	SOURCE: INCRED RESEARCH, COMPANY REPORTS						EPORTS	

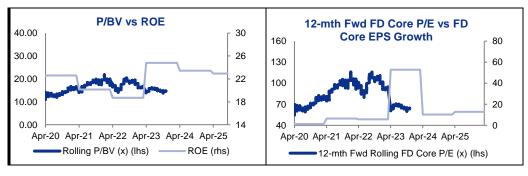
Figure 3: Our revised ear		FY24F			FY25F		FY26F
Y/E Mar (Rs. m)	Earlier	Revised	% Change	Earlier	Revised	% Change	Introduced
Net sales	1,34,690	1,29,552	-3.8	1,48,005	1,43,481	-3.1	1,57,889
EBITDA	27,542	28,450	3.3	31,954	31,375	-1.8	35,295
EBITDA Margin (%)	20.4	22.0	160 bp	21.6	21.9	30 bp	22.4
Net Income	18,803	19,457	3.5	21,846	21,458	-1.8	24,204
EPS	37.0	38.3	3.5	43.0	42.2	-1.8	47.6
					SOURCE: I	NCRED RESEARCH, CO	MPANY REPORTS

## **InCred** Equities

Building Materials | India Pidilite Industries Limited | November 09, 2023



#### BY THE NUMBERS



#### Profit & Loss

Building Materials | India

Pidilite Industries Limited | November 09, 2023

(Rs mn)	Mar-22A	Mar-23A	Mar-24F	Mar-25F	Mar-26F
Total Net Revenues	99,210	117,991	129,552	143,481	157,889
Gross Profit	44,768	50,397	63,083	68,781	76,772
Operating EBITDA	18,473	19,844	28,450	31,375	35,295
Depreciation And Amortisation	(2,396)	(2,697)	(3,255)	(3,574)	(3,905)
Operating EBIT	16,077	17,146	25,195	27,801	31,390
Financial Income/(Expense)	(58)	20	550	592	639
Pretax Income/(Loss) from Assoc.	119	66	73	80	88
Non-Operating Income/(Expense)					
Profit Before Tax (pre-El)	16,138	17,232	25,818	28,473	32,117
Exceptional Items	(32)				
Pre-tax Profit	16,106	17,232	25,818	28,473	32,117
Taxation	(4,070)	(4,344)	(6,341)	(6,995)	(7,893)
Exceptional Income - post-tax					
Profit After Tax	12,036	12,889	19,477	21,478	24,224
Minority Interests	8	(156)	(20)	(20)	(20)
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax					
Net Profit	12,044	12,733	19,457	21,458	24,204
Recurring Net Profit	12,068	12,733	19,457	21,458	24,204
Fully Diluted Recurring Net Profit	12,068	12,733	19,457	21,458	24,204

Cash Flow					
(Rs mn)	Mar-22A	Mar-23A	Mar-24F	Mar-25F	Mar-26F
EBITDA	18,473	19,844	28,450	31,375	35,295
Cash Flow from Invt. & Assoc.	119	66	73	80	88
Change In Working Capital	(7,956)	(338)	(3,840)	(3,294)	(3,482)
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense					
Other Operating Cashflow					
Net Interest (Paid)/Received	(421)	(476)	(325)	(325)	(325)
Tax Paid	(4,070)	(4,344)	(6,341)	(6,995)	(7,893)
Cashflow From Operations	6,144	14,752	18,017	20,841	23,684
Capex	(4,565)	(6,611)	(4,500)	(4,500)	(4,500)
Disposals Of FAs/subsidiaries					
Acq. Of Subsidiaries/investments					
Other Investing Cashflow	937	(3,726)	545	587	634
Cash Flow From Investing	(3,628)	(10,337)	(3,955)	(3,913)	(3,866)
Debt Raised/(repaid)	935	(252)	293	98	103
Proceeds From Issue Of Shares					
Shares Repurchased					
Dividends Paid	(4,319)	(5,083)	(6,710)	(8,051)	(9,662)
Preferred Dividends					
Other Financing Cashflow	(64)	636	(20)	(20)	(20)
Cash Flow From Financing	(3,447)	(4,700)	(6,436)	(7,973)	(9,579)
Total Cash Generated	(931)	(285)	7,626	8,954	10,239
Free Cashflow To Equity	3,451	4,162	14,355	17,026	19,921
Free Cashflow To Firm	2,937	4,891	14,387	17,253	20,143

SOURCE: INCRED RESEARCH, COMPANY REPORTS

### BY THE NUMBERS...cont'd

Building Materials | India

Pidilite Industries Limited | November 09, 2023

(Rs mn)	Mar-22A	Mar-23A	Mar-24F	Mar-25F	Mar-26F
Total Cash And Equivalents	5,287	8,579	16,205	25,159	35,398
Total Debtors	14,305	15,353	18,004	19,954	21,954
Inventories	16,951	18,171	18,563	20,565	22,628
Total Other Current Assets	6,212	6,188	6,462	7,166	7,883
Total Current Assets	42,755	48,290	59,234	72,844	87,862
Fixed Assets	36,419	40,303	41,548	42,474	43,069
Total Investments	2,851	3,497	3,827	4,157	4,487
Intangible Assets	12,868	12,898	12,898	12,898	12,898
Total Other Non-Current Assets	223	335	288	319	351
Total Non-current Assets	52,360	57,032	58,560	59,847	60,804
Short-term Debt	2,856	1,633	1,833	1,833	1,833
Current Portion of Long-Term Debt					
Total Creditors	19,842	21,751	21,652	22,941	24,172
Other Current Liabilities	9,349	11,115			
Total Current Liabilities	32,048	34,499	23,484	24,773	26,004
Total Long-term Debt	1,302	2,274	2,367	2,465	2,568
Hybrid Debt - Debt Component					
Total Other Non-Current Liabilities					
Total Non-current Liabilities	1,302	2,274	2,367	2,465	2,568
Total Provisions	4,917	4,932	4,736	4,839	4,938
Total Liabilities	38,267	41,705	30,587	32,077	33,510
Shareholders Equity	64,037	72,123	84,871	98,277	112,820
Minority Interests	1,989	2,336	2,336	2,336	2,336
Total Equity	66,026	74,459	87,207	100,614	115,156
Key Ratios	Mar-22A	Mar-23A	Mar-24F	Mar-25F	Mar-26F
Revenue Growth	36.0%	18.9%	9.8%	10.8%	10.0%
Operating EBITDA Growth	9.9%	7.4%	43.4%	10.3%	12.5%
Operating EBITDA Margin	18.6%	16.8%	22.0%	21.9%	22.4%
Net Cash Per Share (Rs)		9.19	23.62	41.04	60.98
BVPS (Rs)	125.98	141.89	166.97	193.34	221.96
0 11 10		35.99	77.52	85.54	96.59
Gross Interest Cover	38.21	05.00/	01.00/		
Effective Tax Rate	25.3%	25.2%	24.6%	24.6%	
Effective Tax Rate Net Dividend Payout Ratio	25.3% 35.8%	39.9%	34.5%	37.5%	39.9%
Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days	25.3% 35.8% 50.62	39.9% 45.87	34.5% 46.99	37.5% 48.28	39.9% 48.44
Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days Inventory Days	25.3% 35.8% 50.62 98.19	39.9% 45.87 94.83	34.5% 46.99 100.86	37.5% 48.28 95.59	39.9% 48.44 97.18
Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days Inventory Days Accounts Payables Days	25.3% 35.8% 50.62 98.19 (140.07)	39.9% 45.87 94.83 (112.30)	34.5% 46.99 100.86 (119.17)	37.5% 48.28 95.59 (108.94)	39.9% 48.44 97.18 (105.99
Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days Inventory Days Accounts Payables Days ROIC (%)	25.3% 35.8% 50.62 98.19 (140.07) 27.8%	39.9% 45.87 94.83 (112.30) 28.4%	34.5% 46.99 100.86 (119.17) 33.1%	37.5% 48.28 95.59 (108.94) 34.6%	24.6% 39.9% 48.44 97.18 (105.99) 37.1%
Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days Inventory Days Accounts Payables Days	25.3% 35.8% 50.62 98.19 (140.07)	39.9% 45.87 94.83 (112.30)	34.5% 46.99 100.86 (119.17)	37.5% 48.28 95.59 (108.94)	39.9% 48.44 97.18 (105.99

Key Drivers					
	Mar-22A	Mar-23A	Mar-24F	Mar-25F	Mar-26F
Consumer Bazaar revenue growth	40.3%	21.4%	12.0%	9.8%	9.6%
Industrial product revenue growth	56.6%	8.8%	4.0%	15.0%	12.0%

SOURCE: INCRED RESEARCH, COMPANY REPORTS

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