

India

HOLD (previously ADD)

Sell 2 Consensus ratings*: Buy 14 Hold 3 Current price: Rs240 Rs250 Target price: Previous target: Rs250 4.2% Up/downside: InCred Research / Consensus: -4.0% ONTE.NS Reuters: **ORIENTEL IN** Bloombera: US\$618m Market cap: Rs51,208m US\$1.0m Average daily turnover: Rs82.1m Current shares o/s: 212.8m Free float: 61.7% *Source: Bloomberg

Key changes in this note

- > FY24F/25F revenue raised by 1.8%/1.5%.
- > FY24F EBITDA/PAT cut by 6.4%/14.5%.
- > FY25F EBITDA/PAT raised by 3.3%/0.3%.



	Source: E	Bloomberg
1M	ЗМ	12M
(2.1)	9.1	(7.7)
(2.8)	1.4	(18.0)
	(2.1)	1M 3M (2.1) 9.1

Major shareholders	% held
Promoters	38.3
NIPPON INDIA FUND	6.6
MIRAE ASSET TAX SAVER FUND	4.9

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Orient Electric

Higher opex offsets sales, gross margin beat

- OEL's 1Q revenue beat estimates by 10-15% as it regained market share in fans. Overall sales: +13.5% yoy. Fan sales volume/pricing: +10%/+16% yoy.
- Gross margin recovered to 30.7%, +285bp yoy. However, opex jumping +28% yoy (staff cost up 43% yoy) led to a flat EBITDA margin at 6.2% yoy.
- Management assured that business will remain as usual despite the new CEO quitting. Margin recovery pushed by a fiscal. Retain TP. Downgrade to HOLD.

Good recovery in fan biz & gross margin; opex growth hits EBITDA

Orient Electric (OEL) posted 1QFY24 revenue of Rs7.1bn, +14%/7% yoy/qoq, beating our/Bloomberg consensus estimates by 10-15%. EBITDA/PAT stood at Rs440m/197m, +15%/4% yoy, respectively, missing estimates by 5-13%. Consolidated gross/EBITDA margins were at 30.7%/6.2%, +285bp/+10bp yoy/qoq, respectively. Sales mix, cost savings and cheaper input prices aided gross margin. Opex rose by +28% yoy (staff cost: Rs671m, +43% yoy), leading to a flat EBITDA margin yoy. The ECD segment's sales grew by 16% yoy and 13% qoq to Rs5.2bn, led by the recovery in market share for fans and above-average demand for water heaters while cooler sales were weak due to untimely rains. Fan sales volume/ revenue grew by 10%/16% yoy, respectively, led by the launch of new models, channel-filling and price hikes. The lighting & switchgear segment's sales grew by 8% yoy to Rs1.9bn. B2C lighting sales were soft due to weak demand and a fall in LED prices & B2B sales rose by 40% yoy. Small appliances' revenue grew by 32% yoy. Switchgear & wire segments did well owing to new realty project wins and a good head start in new markets (Punjab, Bihar), albeit on a very low base.

No quick change in strategy post new CEO exit; opex to remain high

The new CEO appointed on 31 Mar 2023 – Mr. Rajan Gupta – resigned on 14 Jul 2023 due to personal reasons. Mr. Desh Deepak Khetrapal, vice chairman of OEL, has been given additional responsibility of being the MD for a period of one year. Mr. Khetrapal assured investors of smooth operations and no major changes to the existing business strategy as the search for a new CEO/MD continues. No new states were added to the DTM structure. DTM sales grew by 100% yoy in 1Q. Management gave guidance of opex remaining elevated for the rest of the financial year (FY24F staff cost: Rs2.4bn, +20% yoy) due to investment in people and brand building and also expenses related to consultants appointed and others. This delays the EBITDA margin recovery by a year, in our view.

Change in our estimates, valuation and risks

Our revenue estimates largely remain unchanged while we cut our EBITDA/PAT estimates by 6-15% due to higher opex, leading to a lower EBITDA margin in FY24F. FY25F estimates have been marginally altered. We retain our target price of Rs250 based on a P/E of 35x (5-year mean ex-FY23) FY25F EPS. With limited upside now, we have downgraded the stock's rating to HOLD (ADD earlier). Upside risks: Quick margin recovery. Downside risks: Higher employee attrition rate and capex delay.

Financial Summary	Mar-21A	Mar-22A	Mar-23A	Mar-24F	Mar-25F
Revenue (Rsm)	20,326	24,484	25,292	28,891	33,137
Operating EBITDA (Rsm)	2,195	2,313	1,510	2,152	2,900
Net Profit (Rsm)	1,197	1,266	759	1,068	1,529
Core EPS (Rs)	5.6	6.0	3.6	5.0	7.2
Core EPS Growth	52.3%	5.8%	(40.1%)	40.7%	42.9%
FD Core P/E (x)	42.53	40.21	67.14	47.73	33.40
DPS (Rs)	2.0	2.0	1.5	1.5	2.0
Dividend Yield	0.83%	0.83%	0.63%	0.63%	0.83%
EV/EBITDA (x)	21.92	21.28	32.51	23.04	16.68
P/FCFE (x)	28.95	74.07	85.68	(130.61)	35.18
Net Gearing	(61.5%)	(31.6%)	(31.6%)	(21.5%)	(35.1%)
P/BV (x)	11.18	9.40	8.71	7.73	6.63
ROE	29.4%	25.4%	13.5%	17.2%	21.4%
% Change In Core EPS Estimates				(14.08%)	0.69%
InCred Research/Consensus EPS (x)					



1QFY24 earnings-call highlights

- Profile of Mr. Desh Deepak Khetrapal: The existing vice chairman of OEL
 has also been appointed as the MD with effect from 15 Jul 2023 for a period of
 one year. Mr. Khetrapal, aged 67 years, holds an Honours degree in Business
 and Economics from Shri Ram College of Commerce and an MBA degree from
 Faculty of Management Studies, Delhi University. He has rich experience in
 industrial, consumer, and retail businesses.
- 1QFY24 sub-segment performance: Digital revenue (e-commerce and modern retail channels) grew by 58% yoy while export sales grew by 38% yoy, despite geopolitical headwinds in key markets like Sudan, Sri Lanka and Ghana. Premium fan sales contributed ~32% to the fan portfolio, offsetting the economy share's growth. Three new BLDC fan models were launched in 1Q. DTM state sales grew by 107% yoy, gaining regional market share. Water heater sales grew by 23% yoy while the demand for air coolers was impacted due to unseasonal rains across North and West India. Small appliances' sales grew by 32% yoy with green shoots of consumer demand revival witnessed in T-2/T-3 cities.
- LED prices: The fall in the cost of DoB (Driver-on-Board) technology for LEDs and subsequent pass-through of that in terms of lower selling prices for lamps impacted B2C sales across the industry in 1QFY24.
- Cost savings: Project Sanchay the flagship cost-saving initiative moved ahead with ~Rs150m savings in 1QFY24. Under this scheme, the company aspires to save Rs500m+ in FY24F.
- Capex update: The upcoming greenfield plant at Hyderabad is expected to be
 operational in Sep 2023F. Owing to imported automated machinery, OEL has
 been waiting for a few foreign nationals to get Indian visas in order to visit the
 plant and commence production. The total estimated capex for the project is
 Rs1.8bn, of which Rs1.3bn has been incurred till date.
- Cash flow: The net working capital cycle improved to 13 days of TTM sales at
 the end of Jun 2023 vs. 22 days yoy, largely led by a significant reduction in
 inventory. Higher channel finance availed by dealers aided the reduction in
 receivables. Net cash (including equivalents) stood at Rs1.6bn at the end of
 Jun 2023 vs. Rs1.9bn qoq.

Figure 1: New product launches - fans

- 15+ New SKUs launched in the quarter
- 8 SKUs in Lighting including panels, downlighters, wall lights and flexible lights in wide colour range
- 6 key SKUs in Water Heater broadening product portfolio
- 3 new BLDC fans launched Ecotech, I-Falcon and Jazz Antidust
- Introduced new BLDC models and kitchen appliances on ecommerce platforms powering digital strategy
- New colour variations in highest selling models of fans based on consumer insights





Figure 2: New product launches - lighting and water heaters





SOURCE: INCRED RESEARCH, COMPANY REPORTS

Figure 3: Strategic growth drivers



Go-tomarket

Fans

- · Expanding BLDC product portfolio
- Continued focus on growing in South India
- Initiatives in-place to drive overall distribution expansion and strengthening sales infrastructure with continued focus on growing DTM
- Ramping up investments in building focus product segments



- Network expansion in key states
- · Marketing investment to build market share



Lighting and Switchgear

- B2B: Building enquiry bank
- Growing P-Lum with focus on business development, and solution capability (product & design) buildout.
 Strengthening design capabilities in Façade Lighting.
- B2C: Distribution scale up and increasing share of value-added products in the portfolio to maintain high value growth



Digital

- Significantly scaling up E-Commerce business across categories
- Continued adoption of digital tools to optimize offline channel efficiency



Cost Reduction

- 'Spark Sanchay' cost savings of Rs 15cr in Q1FY24 and Rs 60cr in FY23
- Institutionalizing cost optimizing initiatives through Cost and Manufacturing Centers of Excellence



Overseas

Exploring new markets, onboarding new channel partners and category expansion



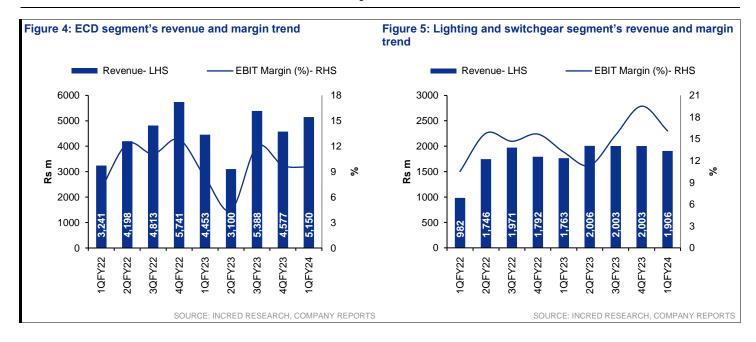
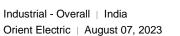


Figure 6: 1QFY24 re	sults snapsho	ot				
Y/E Mar (Rs m)	1QFY24	1QFY23	yoy (%)	4QFY23	qoq (%)	
Revenue	7,056	6,216	13.5	6,579	7.3	
EBITDA	440	382	15.3	464	(5.2)	
EBITDA margin (%)	6.2	6.1	10 bp	7.0	-82 bp	
Adj. PAT	197	190	3.9	246	(20.1)	
Diluted EPS (Rs)	0.9	0.9		1.2		
			SOURCE: INCRED RESEARCH, COMPANY REPORTS			

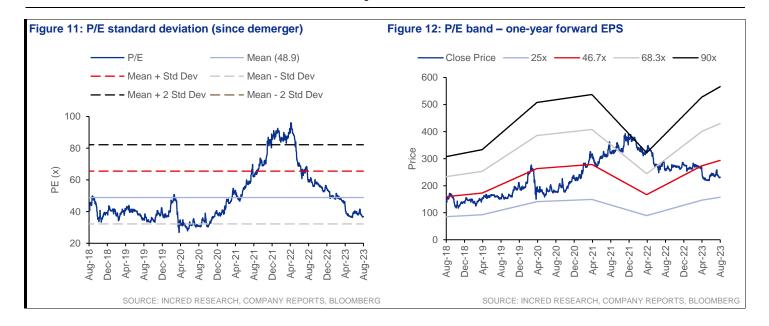
Figure 7: 1QFY24 seg	mental results	snapshot			
	1QFY24	1QFY23	yoy (%)	4QFY23	qoq (%)
Revenue (Rs m)					
Electrical consumer durables	5,150	4,453	15.6	4,577	12.5
Lighting & switchgear	1,906	1,763	8.1	2,003	(4.8)
Total	7,056	6,216	13.5	6,579	7.3
EBIT (Rs m)					
Electrical consumer durables	492	372	32.2	445	10.4
Lighting & switchgear	307	232	32.1	391	(21.4)
Total	799	604	32.2	836	(4.5)
EBIT margin (%)					
Electrical consumer durables	9.5	8.3	120 bp	9.7	-18 bp
Lighting & switchgear	16.1	13.2	293 bp	19.5	-340 bp
Total	11.3	10	160 bp	12.7	-139 bp
			SOURCE: INCRED F	RESEARCH, COMPA	NY REPORTS

Figure 8: Actuals vs.	our estimates			Figure 9: Actuals v	vs. Bloomberg consen	sus	
Rs m	1QFY24	1QFY24F	Var (%)	Rs m	1QFY24	1QFY24C	Var (%)
Revenue	7,056	6,147	14.8	Revenue	7,056	6,420	9.9
EBITDA	440	433	1.5	EBITDA	440	461	(4.6)
EBITDA margin (%)	6.2	7.1	-82 bp	EBITDA margin (%)	6.2	7.2	-95 bp
Adj. PAT	197	217	(9.1)	Adj. PAT	197	226	(12.9)
SO	URCE: INCRED RESEARC	H ESTIMATES, COM	PANY REPORTS	3	SOURCE: INCRED RESEARCH	I, COMPANY REPORTS	S, BLOOMBERG

	New Estim	nates	Old Estim	ates	Change (%)	
	FY24F	FY25F	FY24F	FY25F	FY24F	FY25F
Revenue	28,891	33,137	28,385	32,642	1.8	1.5
EBITDA	2,152	2,900	2,299	2,807	-6.4	3.3
Adjusted consol. PAT	1,068	1,529	1,250	1,525	-14.5	0.3
EPS	5.0	7.2	5.9	7.2	-14.5	0.3
EBITDA margin (%)	7.5	8.7	8.1	8.6	-65 bp	15 bp

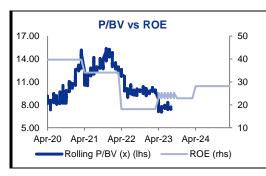








BY THE NUMBERS





(Rs mn)	Mar-21A	Mar-22A	Mar-23A	Mar-24F	Mar-25F
Total Net Revenues	20,326	24,484	25,292	28,891	33,137
Gross Profit	6,117	6,818	7,050	8,884	10,438
Operating EBITDA	2,195	2,313	1,510	2,152	2,900
Depreciation And Amortisation	(432)	(471)	(535)	(674)	(840)
Operating EBIT	1,764	1,842	975	1,478	2,059
Financial Income/(Expense)	(179)	(191)	(171)	(118)	(110)
Pretax Income/(Loss) from Assoc.					
Non-Operating Income/(Expense)	35	46	215	60	63
Profit Before Tax (pre-EI)	1,619	1,698	1,019	1,420	2,012
Exceptional Items					
Pre-tax Profit	1,619	1,698	1,019	1,420	2,012
Taxation	(422)	(431)	(261)	(351)	(483)
Exceptional Income - post-tax					
Profit After Tax	1,197	1,266	759	1,068	1,529
Minority Interests					
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax					
Net Profit	1,197	1,266	759	1,068	1,529
Recurring Net Profit	1,197	1,266	759	1,068	1,529
Fully Diluted Recurring Net Profit	1,197	1,266	759	1,068	1,529

Cash Flow					
(Rs mn)	Mar-21A	Mar-22A	Mar-23A	Mar-24F	Mar-25F
EBITDA	2,195	2,313	1,510	2,152	2,900
Cash Flow from Invt. & Assoc.					
Change In Working Capital	2,211	(1,906)	567	(60)	130
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense					
Other Operating Cashflow	101	23	196	(304)	(329)
Net Interest (Paid)/Received	179	191	(27)	118	110
Tax Paid	(414)	(508)	(349)	(351)	(483)
Cashflow From Operations	4,273	114	1,897	1,556	2,329
Capex	(359)	(427)	(1,139)	(1,550)	(508)
Disposals Of FAs/subsidiaries	1	4			
Acq. Of Subsidiaries/investments	(1,170)	1,172	(56)	(500)	(500)
Other Investing Cashflow	22	33	95	104	130
Cash Flow From Investing	(1,506)	782	(1,100)	(1,946)	(878)
Debt Raised/(repaid)	(1,008)	(208)	(203)		
Proceeds From Issue Of Shares			1		
Shares Repurchased					
Dividends Paid	(265)	(424)	(425)	(319)	(426)
Preferred Dividends					
Other Financing Cashflow	(164)	(164)	(34)	(222)	(240)
Cash Flow From Financing	(1,437)	(797)	(661)	(542)	(666)
Total Cash Generated	1,330	99	137	(932)	785
Free Cashflow To Equity	1,759	688	594	(390)	1,451
Free Cashflow To Firm	2,559	693	710	(613)	1,211

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BY THE NUMBERS...cont'd

Balance Sheet					
(Rs mn)	Mar-21A	Mar-22A	Mar-23A	Mar-24F	Mar-25F
Total Cash And Equivalents	2,956	1,858	1,948	1,517	2,802
Total Debtors	3,552	3,904	3,560	3,958	4,358
Inventories	2,492	3,261	2,846	2,929	3,178
Total Other Current Assets	345	390	647	554	636
Total Current Assets	9,345	9,412	9,002	8,957	10,972
Fixed Assets	1,442	1,642	1,455	3,386	3,335
Total Investments					
Intangible Assets					
Total Other Non-Current Assets	837	820	2,189	1,380	1,380
Total Non-current Assets	2,279	2,462	3,644	4,766	4,714
Short-term Debt	135	147	101	101	101
Current Portion of Long-Term Debt					
Total Creditors	5,191	4,495	4,530	4,749	5,447
Other Current Liabilities	1,036	930	1,000	1,108	1,271
Total Current Liabilities	6,362	5,572	5,631	5,958	6,819
Total Long-term Debt	17				
Hybrid Debt - Debt Component					
Total Other Non-Current Liabilities	688	886	1,169	1,169	1,169
Total Non-current Liabilities	705	886	1,169	1,169	1,169
Total Provisions					
Total Liabilities	7,067	6,457	6,800	7,127	7,988
Shareholders Equity	4,557	5,417	5,846	6,596	7,699
Minority Interests					
Total Equity	4,557	5,417	5,846	6,596	7,699

Key Ratios					
	Mar-21A	Mar-22A	Mar-23A	Mar-24F	Mar-25F
Revenue Growth	(1.4%)	20.5%	3.3%	14.2%	14.7%
Operating EBITDA Growth	24.4%	5.4%	(34.7%)	42.6%	34.7%
Operating EBITDA Margin	10.8%	9.4%	6.0%	7.5%	8.7%
Net Cash Per Share (Rs)	13.21	8.06	8.71	6.66	12.69
BVPS (Rs)	21.47	25.53	27.55	31.04	36.18
Gross Interest Cover	8.51	9.08	4.40	6.65	8.58
Effective Tax Rate	26.0%	25.4%	25.6%	24.8%	24.0%
Net Dividend Payout Ratio	26.2%	25.0%	31.3%	22.5%	21.2%
Accounts Receivables Days	64.55	55.57	53.85	47.49	45.80
Inventory Days	68.80	59.42	61.10	52.68	49.09
Accounts Payables Days	109.12	100.06	90.28	84.64	81.98
ROIC (%)	32.7%	75.5%	21.2%	28.6%	32.4%
ROCE (%)	38.4%	36.1%	17.8%	25.0%	30.2%
Return On Average Assets	16.9%	16.1%	9.7%	11.7%	14.4%



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