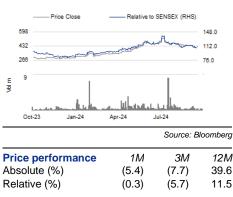
India

ADD (previously HOLD)

Consensus ratings*: Buy 12	Hold 7 Sell 4
Current price:	Rs423
Target price:	Rs500
Previous target:	Rs487
Up/downside:	18.2%
InCred Research / Consensus:	2.5%
Reuters:	VGUA.NS
Bloomberg:	VGRD IN
Market cap:	US\$2,535m
	Rs184,046m
Average daily turnover:	US\$4.7m
	Rs337.7m
Current shares o/s:	434.4m
Free float: *Source: Bloomberg	11.5%

Key changes in this note

We increase our revenue estimates by 4%-5% and PAT estimates by 1%-8% for FY25F-FY27F.



Major shareholders	% held
Sbi Small Cap Fund	8.1
Kotak Emerging Equity Scheme	6.5
Nalanda India Equity	4.0

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Industrial - Overall | India | October 31, 2024

V-Guard Industries

Healthy demand with margin expansion

- 2Q EBITDA grew 19% YoY to Rs1.1bn (10% below our estimate & 5% below BB consensus estimate). The EBITDA margin rose by 36bp YoY to 8.5%.
- V-Guard is likely to report healthy growth across segments with improved profitability in the coming quarters, led by demand pick-up and pricing action.
- For 1HFY25, revenue/PAT grew 18%/32% while the margin rose by 120bp. We increase our PAT by 1%-8% for FY25F-FY27F; upgrade to ADD (from HOLD).

Healthy 2QFY25 performance

V-Guard Industries (VGRD) reported a healthy 2QFY25 revenue of Rs12.9bn, up 14% YoY (1% above our estimate and 3% above the Bloomberg or BB consensus estimate). The revenue was driven by the electronics segment (19% YoY) and electricals (16% YoY). Revenue of the consumer durables segment grew by 11% YoY, while Sunflame declined by 1% YoY. Gross margin expanded by 207bp YoY to 35.8%. Gross margin continued to improve, aided by a higher share of in-house manufacturing, cost-saving initiatives and a gradual shift towards the premium portfolio. The margin in wires, which is the largest category in the electricals segment, was hit due to volatile copper prices. The EBIT margin of the electronics segment rose by 480bp YoY to 19.6% while electricals and consumer durables segments were up by 85bp and 436bp, respectively. Sunflame's EBIT margin fell 459bp YoY. EBITDA grew by 19% YoY to Rs1.1bn (10% below our estimate and 5% below the BB consensus estimate). The EBITDA margin expanded by 36bp YoY to 8.5%. PAT grew 7.5% YoY (-36% QoQ), 14% below our estimate and 17% below the BB consensus.

Further uptick likely

Management expects healthy growth across segments with improved profitability in coming quarters led by strategic actions, and also emphasized its ongoing efforts in functional integration and sales acceleration. Initial Diwali festival-led sales showed strong traction in Oct 2024, although management noted that the early Diwali festival this year may have preponed some of the demand. The electronics segment benefited from weather-driven demand, while electrical products saw consistent growth supported by price hike. The non-southern markets led with 16.9% YoY growth, contributing 44.5% to total revenue. Southern markets grew 13.6%.

Outlook and valuation; upgrade our rating to ADD

For 1HFY25, revenue/PAT grew 18%/32%, respectively, while the margin expanded by 120bp. Based on positive management commentary and likely healthy performance, we increase our revenue estimates by 4%-5% and PAT estimates by 1%-8% for FY25F-FY27F. The stock has corrected ~10% in the last three months. Factoring in healthy demand, margin expansion and healthy operating cash flow, we upgrade our rating on the stock to ADD (from HOLD) with a higher target price of Rs500 (Rs487 earlier), valuing it at 50x Sep 2026F EPS. Volatility in the prices of raw materials like copper and aluminium, lower demand and further weakness in Sunflame are key downside risks.

Financial Summary	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
Revenue (Rsm)	41,260	48,567	56,247	62,821	71,558
Operating EBITDA (Rsm)	3,199	4,267	5,625	6,328	7,391
Net Profit (Rsm)	1,890	2,576	3,446	3,912	4,758
Core EPS (Rs)	4.4	5.9	7.9	9.0	11.0
Core EPS Growth	(16.4%)	36.3%	33.6%	13.5%	21.6%
FD Core P/E (x)	96.93	71.10	53.24	46.89	38.56
DPS (Rs)	1.3	1.3	1.5	1.8	2.3
Dividend Yield	0.31%	0.31%	0.37%	0.42%	0.54%
EV/EBITDA (x)	58.36	43.40	32.84	28.95	24.35
P/FCFE (x)	373.13	193.64	65.52	53.88	53.57
Net Gearing	21.9%	11.2%	6.1%	(1.1%)	(12.6%)
P/BV (x)	11.40	10.10	8.77	7.63	6.60
ROE	12.5%	15.1%	17.6%	17.4%	18.3%
% Change In Core EPS Estimates			7.94%	1.02%	
InCred Research/Consensus EPS (x)					

SOURCE: INCRED RESEARCH, COMPANY REPORTS

2QFY25 conference-call highlights

- **Overview**: V-Guard reported a 14% YoY revenue growth, driven primarily by the electronics segment (stabilizers, UPS, inverters, and batteries), which saw an 18.8% rise in revenue due to the strong summer season demand. The electrical segment (wires, pumps, switchgear, and modular switches) grew 16.3% YoY, although volatile copper prices impacted the margin slightly.
- **Festive season demand**: Initial Diwali sales showed strong traction in Oct 2024, although management noted that the early Diwali festival this year may have preponed some of the demand. The electronics segment benefited from weather-driven demand, while electrical products saw consistent demand supported by price growth.
- **Geographical performance**: The non-southern markets led with 16.9% YoY growth, contributing 44.5% to total revenue. Southern markets grew by 13.6%. Inclement weather in the eastern region, a key market for V-Guard, caused some sales disruption.
- Working capital and debt: Strong cash flow from operations allowed V-Guard to generate Rs3.4bn in 1HFY25. This facilitated debt repayment for the Sunflame acquisition, with full repayment expected by FY25F-end.
- **Margin pressure**: Sunflame's EBITDA margin decreased due to lack of topline growth and increased consulting expenses associated with integration. With strategic initiatives underway, management is optimistic about a return to higher margins.
- Segments:
 - Electricals: The segment grew 16.3% YoY. The wires category saw healthy demand but volatility in copper prices slightly impacted the margin. Demand for switches and switchgear remained steady, with these categories continuing to post double-digit growth. The pump segment also performed well, but management indicated that demand in this category could fluctuate depending on regional water table levels, which recent monsoon patterns may influence. Despite these variables, the electricals segment is expected to maintain its overall growth trajectory in coming quarters.
 - Electronics: V-Guard's electronics segment grew 18.8% YoY, largely fueled by strong seasonal demand for products like voltage stabilizers and batteries. The recent performance of batteries marked a positive shift, as the category had previously been under pressure. Solar power systems stood out as a rapidly expanding area within the electronics segment and are expected to play a significant role in future growth. Management attributed the segment's margin improvement to insourced manufacturing, especially with the new voltage stabilizer and inverter factory contributing positively. Management expects the electronics segment to sustain its annual growth rate of 12-14%.
 - Consumer durables: This segment reported an 11% YoY growth, although some challenges in specific product lines affected the results. Growth in water heaters was muted, impacted by the extended summer, which delayed seasonal demand for these products. Management said that some industry peers witnessed stronger growth in water heaters, possibly due to regional market variations. Kitchen appliances, particularly those under the Sunflame brand, saw slower growth than anticipated, especially in the eastern region where weather disruption affected demand. Management remains optimistic about the consumer durables segment's long-term fundamentals and its ability to recover in coming quarters.
- **Sunflame**: A part of V-Guard's kitchen appliances segment faced a challenging quarter with a 1.1% decline in revenue due to subdued demand in modern trade and e-commerce channels. Integration efforts for Sunflame are

well underway, with SAP systems now fully implemented, a new operational team in place, and the transition in e-commerce processes which involved shifting from intermediaries to direct inventory control. While these changes impacted the short-term performance, management expects stabilization as the new systems take effect. Sunflame's EBITDA margin was also under pressure during the quarter by way of consulting costs relating to strategic projects, along with lower sales and higher staffing expenses. However, gross margin remained steady, and management is optimistic about Sunflame's future performance as it invests in the product refresh cycle, which typically takes 12-15 months to complete.

Figure 1: Results summary								
Y/E Mar (Rs m)	2QFY25	2QFY24	YoY (%)	1QFY25	QoQ (%)	1HFY25	1HFY24	YoY (%)
Total income	12,940	11,338	14.1%	14,771	-12.4%	27,711	23,485	18.0%
Net raw material costs	8,302	7,509	10.6%	9,408	-11.8%	17,710	15,708	12.7%
Staff costs	1,293	1,061	21.9%	1,226	5.5%	2,519	2,101	19.9%
Other expenditure	2,242	1,842	21.7%	2,580	-13.1%	4,821	3,704	30.2%
Total expenditure	11,837	10,413	13.7%	13,213	-10.4%	25,051	21,513	16.4%
EBITDA	1,103	925	19.2%	1,558	-29.2%	2,660	1,972	34.9%
EBITDA margin (%)	8.5%	8.2%	36bp	10.5%	-202bp	9.6%	8.4%	120bp
Depreciation	221	198	11.7%	217	1.7%	438	396	10.8%
EBIT	881	727	21.3%	1,340	-34.2%	2,222	1,577	40.9%
Interest expenses	76	93	-18.8%	86	-11.8%	162	202	-19.9%
Other income	41	142	-71.4%	69	-41.4%	110	260	-57.8%
PBT	846	775	9.1%	1,324	-36.1%	2,170	1,634	32.8%
Tax – current	211	159	33.0%	325	-35.2%	536	385	39.2%
Tax – deferred	1	27	-94.9%	9	-83.7%	10	17	-42.5%
Reported consolidated PAT	634	590	7.5%	990	-36.0%	1,624	1,232	31.8%
Adjusted PAT	634	590	7.5%	990	-36.0%	1,624	1,232	31.8%
					SOUR	CE: INCRED RE	SEARCH, COMPA	NY REPORTS

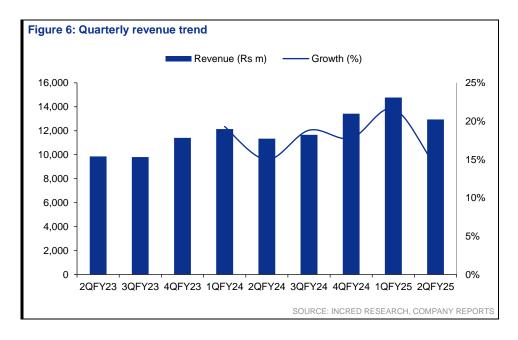
Figure 2: Margin and cost analysis								
Margins	2QFY25	2QFY24	YoY (%)	1QFY25	QoQ (%)	1HFY25	1HFY24	YoY (%)
Gross margin	35.8%	33.8%	207bp	36.3%	-47bp	36.1%	33.1%	297bp
EBITDA	8.5%	8.2%	36bp	10.5%	-202bp	9.6%	8.4%	120bp
EBIT	6.8%	6.4%	40bp	9.1%	-226bp	8.0%	6.7%	130bp
Adjusted PAT	4.9%	5.2%	-30bp	6.7%	-180bp	5.9%	5.2%	61bp
Cost Analysis	2QFY25	2QFY24	YoY	1QFY25	QoQ	1HFY25	1HFY24	YoY
Net RM	64.2%	66.2%	-207bp	63.7%	47bp	63.9%	66.9%	-297bp
Staff costs	10.0%	9.4%	63bp	8.3%	170bp	9.1%	8.9%	15bp
Other expenditure	17.3%	16.2%	108bp	17.5%	-14bp	17.4%	15.8%	163bp
Total	91.5%	91.8%	-36bp	89.5%	202bp	90.4%	91.6%	-120bp
			-		SOUR	CE: INCRED RE	SEARCH, COMPA	ANY REPORTS

(Rs m)	2QFY25	2QFY24	YoY (%)	1QFY25	QoQ (%)	1HFY25	1HFY24	YoY (%)
Revenue								
Electronics	3,030	2,551	18.8%	5,131	-41.0%	8,161	6,188	31.9%
Electricals	5,376	4,623	16.3%	4,877	10.2%	10,253	9,190	11.6%
Consumer Durables	3,923	3,547	10.6%	4,176	-6.1%	8,100	6,858	18.1%
Sunflame	611	617	-1.1%	587	4.1%	1,197	1,249	-4.1%
Total	12,940	11,338	14.1%	14,771	-12.4%	27,711	23,485	18.0%
EBIT								
Electronics	595	378	57.3%	1,035	-42.6%	1,630	963	69.3%
Electricals	491	383	28.2%	492	-0.1%	983	673	46.0%
Consumer Durables	161	-9	N/A	217	-26.0%	378	-0	NA
Sunflame	9	37	-76.8%	27	-68.5%	36	95	-62.4%
Total	1,255	752	66.9%	1,771	-29.1%	3,027	1,731	74.9%
EBIT margin (%)								
Electronics	19.6%	14.8%	480bp	20.2%	-55bp	20.0%	15.6%	441bp
Electricals	9.1%	8.3%	85bp	10.1%	-95bp	9.6%	7.3%	226bp
Consumer Durables	4.1%	-0.3%	436bp	5.2%	-110bp	4.7%	0.0%	467bp
Sunflame	1.4%	6.0%	-459bp	4.7%	-325bp	3.0%	7.6%	-464bp
Total	9.7%	6.6%	307bp	12.0%	-229bp	10.9%	7.4%	355bp

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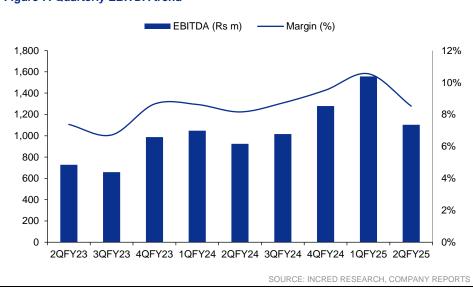
Figure 4: Actuals vs. estimates			
Actuals Vs. Estimates			
(Rs m)	2QFY25	2QFY25F	Var (%)
Revenue	12,940	12,767	1.4%
EBITDA	1,103	1,223	-9.8%
EBITDA margin (%)	8.5%	9.6%	-106bp
Adj. PAT	634	742	-14.6%
Actuals Vs. Consensus			
(Rs m)	2QFY25	2QFY25C	Var (%)
Revenue	12,940	12,629	2.5%
EBITDA	1,103	1,170	-5.8%
EBITDA margin (%)	8.5%	9.3%	-74bp
Adj. PAT	634	741	-14.5%
	SOURCE: INCR	ED RESEARCH, COMP	PANY REPORTS

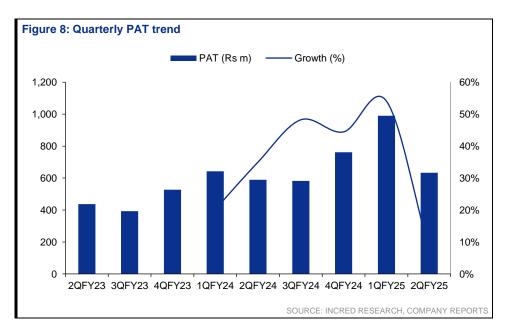
Ex-Sunflame (Rs m)	2QFY25	2QFY24	YoY (%)	1QFY25	QoQ (%)	1HFY25	1HFY24	YoY (%)
Total income	12,329	10,720	15.0%	14,184	-13.1%	26,514	22,236	19.2%
COGS	7,915	7,109	11.3%	9,051	-12.5%	16,965	14,900	13.9%
Staff costs	1,231	1,016	21.1%	1,167	5.5%	2,398	2,020	18.7%
Other expenditure	2,090	1,723	21.3%	2,436	-14.2%	4,526	3,472	30.3%
Total expenditure	11,236	9,848	14.1%	12,653	-11.2%	23,889	20,392	17.1%
EBITDA	1,094	872	25.4%	1,531	-28.6%	2,625	1,844	42.3%
EBITDA margin (%)	8.9%	8.1%	73 bps	10.8%	-193 bps	9.9%	8.3%	161 bps
Depreciation	203	176	15.6%	200	1.8%	403	352	14.5%
EBIT	890	696	27.8%	1,332	-33.1%	2,222	1,492	48.9%
Interest expenses	75	93	-18.7%	86	-12.0%	161	201	-19.7%
Other income	38	135	-72.2%	66	-42.6%	103	249	-58.5%
Extraordinary Income/(expenses)	0	0	N/A	0	N/A	0	0	N/A
PBT	852	739	15.4%	1,311	-35.0%	2,164	1,540	40.5%
Tax	215	176	21.9%	330	-34.9%	544	378	43.8%
Reported consolidated PAT	638	563	13.3%	982	-35.0%	1,620	1,162	39.4%
Adjusted PAT	638	563	13.3%	982	-35.0%	1,620	1,162	39.4%

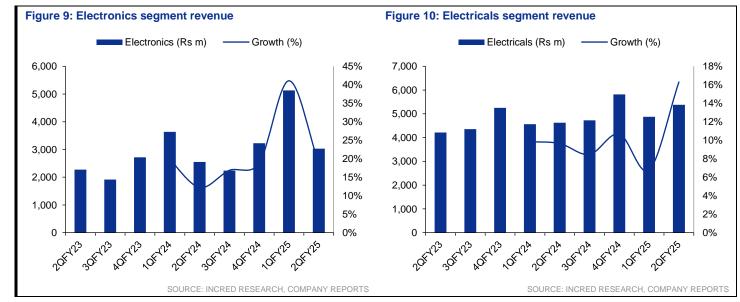


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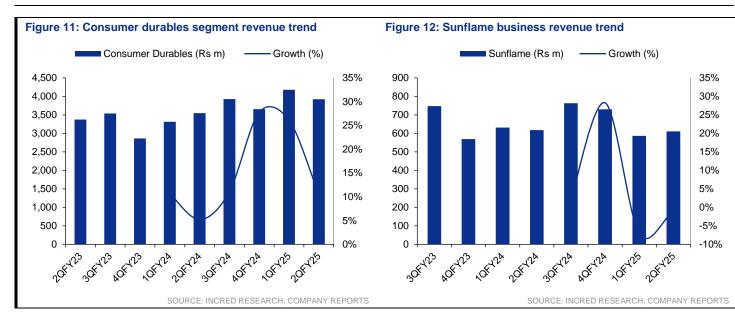
Figure 7: Quarterly EBITDA trend







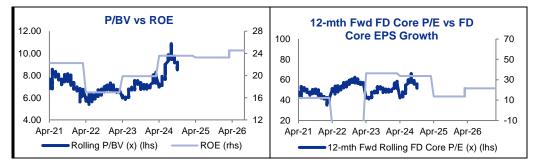
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		New Estimates		0	d Estimates		С	hange (%)	
	FY25F	FY26F	FY27F	FY25F	FY26F	FY27F	FY25F	FY26F	FY27F
Revenue	56,247	62,821	71,558	53,714	59,640	68,724	4.7%	5.3%	4.1%
EBITDA	5,625	6,328	7,391	5,210	5,994	6,991	8.0%	5.6%	5.7%
Adjusted consol. PAT	3,446	3,912	4,758	3,192	3,873	4,512	8.0%	1.0%	5.4%
EBITDA margin (%)	10.0%	10.1%	10.3%	9.7%	10.1%	10.2%	30bp	2bp	16bp

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BY THE NUMBERS



Profit & Loss					
(Rs mn)	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
Total Net Revenues	41,260	48,567	56,247	62,821	71,558
Gross Profit	12,416	16,326	19,417	21,786	25,174
Operating EBITDA	3,199	4,267	5,625	6,328	7,391
Depreciation And Amortisation	(644)	(809)	(894)	(940)	(1,003)
Operating EBIT	2,555	3,458	4,731	5,388	6,388
Financial Income/(Expense)	(88)	(368)	(237)	(274)	(148)
Pretax Income/(Loss) from Assoc.					
Non-Operating Income/(Expense)	90	313	112	117	121
Profit Before Tax (pre-EI)	2,557	3,403	4,606	5,231	6,361
Exceptional Items					
Pre-tax Profit	2,557	3,403	4,606	5,231	6,361
Taxation	(667)	(827)	(1,160)	(1,318)	(1,603)
Exceptional Income - post-tax					
Profit After Tax	1,891	2,576	3,446	3,912	4,758
Minority Interests	(1)				
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax					
Net Profit	1,890	2,576	3,446	3,912	4,758
Recurring Net Profit	1,890	2,576	3,446	3,912	4,758
Fully Diluted Recurring Net Profit	1,890	2,576	3,446	3,912	4,758

Cash Flow					
(Rs mn)	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
EBITDA	3,199	4,267	5,625	6,328	7,391
Cash Flow from Invt. & Assoc.					
Change In Working Capital	1,414	308	(801)	(741)	(1,190)
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense					
Other Operating Cashflow	(24)	(183)	(125)	(157)	(27)
Net Interest (Paid)/Received	138	368	237	274	148
Tax Paid	(488)	(833)	(1,160)	(1,318)	(1,603)
Cashflow From Operations	4,238	3,927	3,776	4,385	4,719
Capex	(1,012)	(1,274)	(859)	(885)	(911)
Disposals Of FAs/subsidiaries					
Acq. Of Subsidiaries/investments	(6,721)	(281)			(500)
Other Investing Cashflow	21	29	81	105	217
Cash Flow From Investing	(7,712)	(1,526)	(778)	(780)	(1,194)
Debt Raised/(repaid)	3,964	(1,455)	(200)	(200)	(100)
Proceeds From Issue Of Shares	20	61			
Shares Repurchased					
Dividends Paid	(561)	(563)	(671)	(780)	(997)
Preferred Dividends					
Other Financing Cashflow	(162)	(365)	(318)	(379)	(366)
Cash Flow From Financing	3,261	(2,322)	(1,189)	(1,359)	(1,463)
Total Cash Generated	(212)	79	1,809	2,246	2,062
Free Cashflow To Equity	490	946	2,798	3,405	3,425
Free Cashflow To Firm	(3,635)	2,006	2,680	3,226	3,159

SOURCE: INCRED RESEARCH, COMPANY REPORTS

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BY THE NUMBERS...cont'd

			M. 055		
(Rs mn)	Mar-23A 670	Mar-24A 875	Mar-25F	Mar-26F	Mar-27F
Total Cash And Equivalents			1,435	2,775	5,919
Total Debtors	5,687	5,958	6,900	7,707	8,779
Inventories	7,674	8,118	9,094	9,985	11,373
Total Other Current Assets	1,021	1,423	1,648	1,840	2,096
Total Current Assets	15,052	16,375	19,077	22,307	28,167
Fixed Assets	8,851	9,465	9,527	9,472	9,381
Total Investments	352	722	722	722	722
Intangible Assets	2,528	2,528	2,528	2,528	2,528
Total Other Non-Current Assets	2,205	2,426	2,328	2,328	2,328
Total Non-current Assets	13,936	15,141	15,106	15,051	14,960
Short-term Debt	1,467	1,538	1,432	1,326	1,274
Current Portion of Long-Term Debt					
Total Creditors	4,885	5,500	6,370	7,114	8,104
Other Current Liabilities	1,815	2,983	3,455	3,859	4,396
Total Current Liabilities	8,168	10,021	11,257	12,300	13,773
Total Long-term Debt	2,729	1,373	1,278	1,184	1,137
Hybrid Debt - Debt Component					
Total Other Non-Current Liabilities	1,065	1,061	1,061	1,061	1,061
Total Non-current Liabilities	3,794	2,433	2,339	2,245	2,197
Total Provisions	951	919	919	919	919
Total Liabilities	12,912	13,374	14,515	15,464	16,890
Shareholders Equity	16,076	18,142	20,917	24,050	27,811
Minority Interests					
Total Equity	16,076	18,142	20,917	24,050	27,811
Key Ratios	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
Revenue Growth	17.9%	17.7%	15.8%	11.7%	13.9%
Operating EBITDA Growth	(5.4%)	33.4%	31.8%	12.5%	16.8%
Operating EBITDA Margin	7.8%	8.8%	10.0%	10.1%	10.3%
Net Cash Per Share (Rs)	(8.14)	(4.70)	(2.94)	0.61	8.09
BVPS (Rs)	37.13	41.91	48.23	55.46	64.13
Gross Interest Cover	15.78	8.75	14.88	14.21	17.46
Effective Tax Rate	26.1%	24.3%	25.2%	25.2%	25.2%
Net Dividend Payout Ratio	21.9%	16.5%	14.6%	14.9%	15.7%
Accounts Receivables Days	46.57	43.76	41.72	42.44	42.04
Inventory Days	102.94	89.40	85.29	84.85	84.03
Accounts Payables Days	61.79	58.79	58.82	59.97	59.88
ROIC (%)	18.3%	16.3%	22.1%	24.3%	27.9%
ROCE (%)	14.8%	16.1%	20.7%	21.1%	22.5%

SOURCE: INCRED RESEARCH, COMPANY REPORTS

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Stock Ratings	Definition:
Add	The stock's total return is expected to exceed 10% over the next 12 months.
Hold	The stock's total return is expected to be between 0% and positive 10% over the next 12 months.
Reduce	The stock's total return is expected to fall below 0% or more over the next 12 months.
The total expected return of a stock is defined as the sum of the: (i) percentage difference between the target price and the current price and (ii) the forward net dividend yields of the stock. Stock price targets have an investment horizon of 12 months.	
Sector Ratings	Definition:
Overweight	An Overweight rating means stocks in the sector have, on a market cap-weighted basis, a positive absolute recommendation.
Neutral	A Neutral rating means stocks in the sector have, on a market cap-weighted basis, a neutral absolute recommendation.
Underweight	An Underweight rating means stocks in the sector have, on a market cap-weighted basis, a negative absolute recommendation.
Country Ratings	Definition:
Overweight	An Overweight rating means investors should be positioned with an above-market weight in this country relative to benchmark.
Neutral	A Neutral rating means investors should be positioned with a neutral weight in this country relative to benchmark.
Underweight	An Underweight rating means investors should be positioned with a below-market weight in this country relative to benchmark.