#### India

#### Overweight (no change)

#### Highlighted Companies Havells India

ADD, TP Rs1493, Rs1182 close

It will post a relatively better performance versus ECD listed peers. Margins in fan business could surprise negatively. Overall margins to sharply recover qoq. Lloyd will continue to report EBIT loss. Commentary on new fan launches and Lloyd product demand trend will be key monitorables.

#### Century Plyboards

ADD, TP Rs754, Rs519 close

Stock price has corrected in line with listed peers, given weak demand. There is raw material-led margin pressure, likely supply glut in MDF from imports, new domestic capacity and a large capex that is underway being exposed to cost/time overruns. We expect an EPS CAGR of 23% over FY23F-25F and recommend ADD rating to the stock for a +40% upside.

#### KEI Industries

ADD, TP Rs1707, Rs1462 close

We expect a good recovery in C&W sales volume led by channel restocking and better margins yoy. The company may report its highest-ever quarterly PAT in 3QFY23F.

#### **Summary Valuation Metrics**

P/E (x)	Mar22-A	Mar23-F	Mar24-F
Havells India	61.82	61.03	46.7
Century Plyboards	35.43	29.89	24.76
KEI Industries	35.02	26.99	21.42
P/BV (x)	Mar22-A	Mar23-F	Mar24-F
Havells India	12.32	11.07	9.68
Century Plyboards	7.36	6.01	4.91
KEI Industries	6.17	5.07	4.15
Dividend Yield	Mar22-A	Mar23-F	Mar24-F
Havells India	0.63%	0.72%	0.85%
Century Plyboards	0.29%	0.29%	0.29%
KEI Industries	0.17%	0.21%	0.27%

# **Industrial - Overall**

### 3QFY23F results preview - tough to predict

- We expect steady revenue growth yoy while lower EBITDA/PAT growth yoy for our coverage universe in consumer durable and building material sectors.
- Channel check reveals huge demand volatility over Oct-Dec 2022. C&W and PVC pipe makers may do better. Fan, tile & wood panel businesses may weaken.
- We expect a relatively better 3Q for Havells, V-Guard, Polycab, Finolex Cables, KEI, APL Apollo, & Cera. CG Consumer & Orient Electric can surprise negatively.

#### We expect steady topline growth but EBITDA/PAT to decline yoy

The winter season was delayed with West/South India witnessing a mild winter chill in 3QFY23. 3Q is typically strong for geysers and washing machine sales while fans, coolers, and RACs register weak sales. Alternate sales channels - rural, modern trade and ecommerce - continue to gain revenue share. Please note that 3QFY23F revenue growth will be lower yoy due to a high base guarter (3QFY22) that had pent-up demand due to the Covid-19 impact in 1HFY22. Based on management interactions and channel check, in the consumer durables segment, ceiling fans have witnessed a volatile quarter with companies expected to post abnormally high revenue growth (liquidation of non-star rated ceiling fans led by BEE star rating norms), low gross/EBITDA margin (higher channel discounts/schemes) and weak operating cash flow due to higher receivables (primary sales>secondary sales). Small appliances saw huge competition with tactical price changes from brands to retain/gain market share. C&W firms saw better demand in Nov/Dec 2022 due to the rise in copper prices leading to channel restocking for wires. C&W brands hiked prices by 3-4% at end-Nov 2022. B2C LED sales were sub-par while B2B demand was relatively better. In the building materials segment, agri pipes were in short supply and saw robust demand recovery on the back of rising PVC prices from end-Nov 2022. Tiles, wood panels and bathware saw relatively weak demand due to high product prices & less spending on home improvement and festivals.

#### Expectations from consumer durables sector

We expect cumulative revenue/EBITDA/PAT growth of 10.5%/6%/-1% yoy, respectively. We expect C&W to fare better vs. ECD. CG Consumer & Orient Electric may post weakest performance owing to high revenue share from ceiling fans. Havells to be relatively better (EBITDA/PAT to fall yoy) and V-Guard to outperform. KEI to post highest-ever quarterly PAT.

#### Expectations from building materials sector

We expect cumulative revenue/EBITDA/PAT growth of 12.8%/-9%/-13% yoy. In terms of reported numbers, Supreme, Astral and Finolex Inds. will see a weak performance yoy. APL Apollo to post strong numbers while Cera may be steady yoy. Kajaria could surprise positively on margins while Century could disappoint. Top picks: Havells, Century, and KEI Industries.

#### Analyst(s)



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Figure 1: 3QFY23F es	stimates sum	mary				
0	Revenue	% уоу	EBITDA	% уоу	PAT	% уоу
Havells India	39,980	9.1	4,115	-6.5	2,713	-11.3
CG Consumer Electrical	17,266	22.4	1,944	-3.5	1,125	-24.1
V-Guard Industries	10,309	6.6	878	1.2	583	9.6
Orient Electric	6,278	-7.4	356	-46.4	146	-61.7
Polycab India	36,893	9.4	4,582	26.7	3,029	22.8
Finolex Cables	11,124	14.3	1,390	17.3	1,331	-7.0
KEI Industries	17,751	13.5	1,930	23.1	1,303	28.7
Astral	11,678	5.9	1,829	-7.5	1,047	-17.8
Supreme Industries	22,032	13.3	3,056	-3.9	2,089	-15.0
Finolex Industries.	9,066	-9.8	1,247	-48.5	823	-53.6
APL Apollo	39,883	23.5	2,492	23.2	1,566	35.4
Kajaria Ceramics	10,683	0.0	1,529	-16.8	914	-25.1
Cera Sanitaryware	4,446	9.9	707	6.2	489	13.0
Century Plyboards	8,883	4.7	1,449	-4.5	948	-2.5
Total	247,937	11.5	27,641	-1.1	18,299	-6.9
			SOURC	E: INCRED RESE	ARCH, COMPAN	IY REPORTS

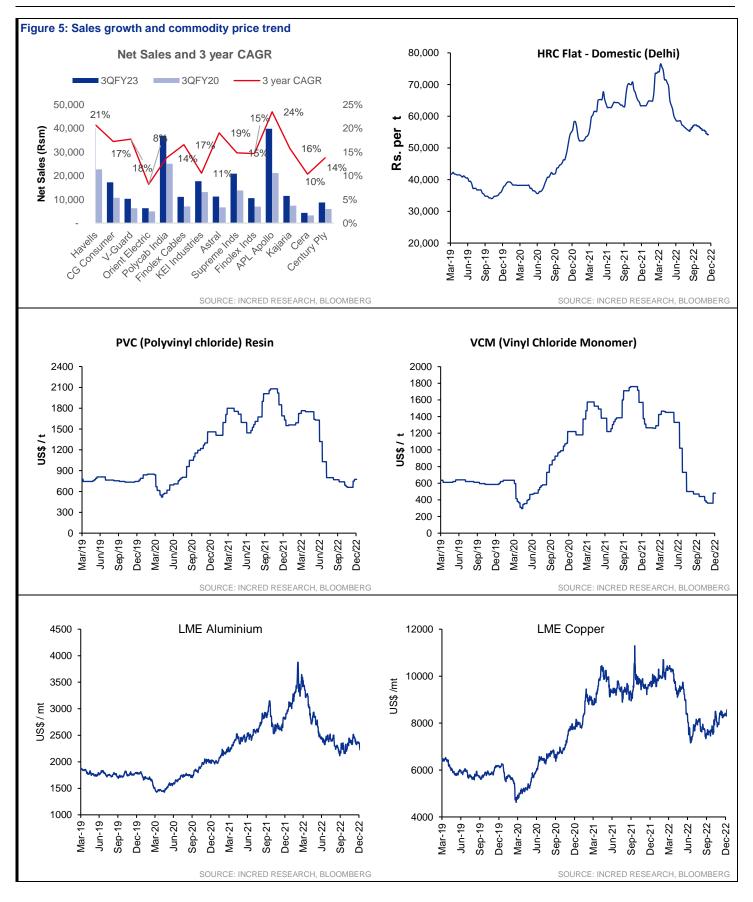
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Company Name Bblg ticker		Deting	Market cap	Closing price	Price Target	Upside [%]	P/E (x)		EV/E (x)	EV/E (x)		CAGR % (FY23F-25F)		FY24F	
Company Name	BDIG ticker	Rating	US\$m	Rs/share	Rs/share	opside [%]	FY24F	FY25F	FY24F	FY25F	Revenue	EPS	RoE (%)	RoCE (%)	OCF Yield
Building Materials															
Astral	ASTRA IN	ADD	5,791	2,087	2,298	10.1	68.1	54.9	42.2	35.1	14.3	30.2	20.7	24.9	1.8
Supreme Industries	SI IN	ADD	4,358	2,491	2,382	-4.4	34.5	31.7	23.6	21.3	5.5	12.8	20.0	21.8	4.0
APL Apollo Tubes	APAT IN	ADD	4,220	1,105	1,223	10.7	32.8	25.8	21.7	17.3	18.3	32.4	29.0	31.5	3.4
Kajaria Ceramics	KJC IN	ADD	2,546	1,161	1,227	5.6	36.0	30.0	22.4	18.6	14.7	28.3	21.0	25.5	3.3
Finolex Industries	FNXP IN	ADD	1,495	175	153	-12.8	20.6	17.7	13.5	11.2	-0.2	12.9	12.0	13.7	5.4
Century Plyboards	CPBI IN	ADD	1,587	519	754	45.4	24.8	19.7	16.5	12.5	20.4	23.2	21.8	24.6	4.3
Cera Sanitaryware	CRS IN	ADD	962	5,372	6,172	14.9	28.7	25.1	18.3	15.6	13.5	16.2	18.8	23.9	2.7
Simple Average							35.1	29.3	22.6	18.8	12.4	22.3	20.5	23.7	3.6
Electricals															
Havells India	HAVL IN	ADD	10,195	1,182	1,493	26.3	46.7	38.2	30.9	25.1	12.6	26.4	22.1	27.6	2.4
Polycab India	POLYCAB IN	REDUCE	5,527	2,681	2,582	-3.7	31.1	27.2	19.1	16.5	11.1	15.0	18.7	24.9	3.6
KEI Industries	KEII IN	ADD	1,816	1,462	1,707	16.7	21.4	18.1	14.3	11.8	16.8	22.2	21.3	27.6	3.6
Crompton Greaves	CROMPTON IN	I REDUCE	2,953	337	366	8.5	32.4	27.1	20.6	17.7	12.8	20.5	21.7	20.5	3.7
Finolex Cables	FNXC IN	HOLD	1,117	530	526	-0.8	12.4	10.8	8.6	6.8	10.4	20.0	14.1	14.4	6.2
V-Guard Industries	VGRD IN	ADD	1,531	258	303	17.8	35.4	30.1	22.8	19.6	10.2	20.0	18.4	24.2	3.1
Orient Electric	ORIENTEL IN	ADD	776	265	312	17.7	37.4	32.0	18.7	16.0	14.6	35.5	22.8	33.6	3.3
Simple Average							31.0	26.2	19.3	16.2	12.6	22.8	19.9	24.7	3.7

	20EV22E	20EV22A	20EV22A	Chang		Comments
FMEG	3QF 123F	3QFY22A	ZQFYZZA	уоу	qoq	
Havells						
Net Sales	39,980	36,642	36,795	9.1	87	# We expect switchgear and LED lighting sales to grow 3-6% yoy.
EBITDA		,	2,868	-6.5		# Channel restocking due to the rise in copper prices (+3% gog; -17% yoy) will drive C&W
	4,115	4,402	,			sales volume in 3QFY23F. # ECD segment sales (50% fans) will see an abnorma
EBITDA margin (%)	10.3	12.0		-172bp		performance due to ~90% ceiling fan product portfolio change over to meet new BEE stal
Consolidated PAT	2,713	3,058	1,870	-11.3	45.1	rating compliance from 1 Jan 2023. # Washing machine sales will be key to track in case of Lloyd. # High-cost raw materials got fully absorbed and margins will sharply improve qoq. # Margins could see an abnormal negative impact due to the possibility of higher discounts on ceiling fans in 3QFY23F to liquidate non-star inventory.
CG Consumer						
Net Sales	47.000	44.400	40.005	00.4	1.0	
	17,266	14,106	16,995	22.4		# Butterfly was fully consolidated with the company from 1QFY23. 3QFY23F financials will,
EBITDA	1,944	2,015	1,931	-3.5		hence, not be comparable yoy.
EBITDA margin (%)	11.3	14.3	11.4	-303bp		# Base quarter had seen pent-up demand on the back of weak 1QFY22 results owing to the
Consolidated PAT	1,125	1,483	1,258	-24.1	-10.5	Covid-19 wave 2.0. Hence, the higher base will lead to weak sales growth yoy in 3QFY23F. # Butterfly had an abnormally weak base quarter due to preponement of festivals to 2QFY22 and hence, YoY performance will be very strong on a low base for Butterfly in 3QFY23F. # We expect Butterfly to report revenue/EBITDA growth of +6%/+49% yoy. EBITDA margin is expected to be at 11.5%, +320bp yoy/+30bp qoq. # ECD sales (50% fans) will see an abnormal quarter due to liquidation of non-star rated ceiling fans. We expect revenue growth of +6% yoy in a seasonally weak quarter. # LED sales will be weak and will decline 6% yoy.
V-Guard						
Net Sales	10,309	9,674	9,861	6.6	4.5	# We expect single-digit yoy revenue growth across segments in 3QFY23F.
EBITDA	878	868	727	1.2		# Wire sales volume may be strong gog owing to channel restocking led by higher copper
						prices. However, copper prices are down 17% yoy and would lead to lower value growth yoy
EBITDA margin (%) Consolidated PAT	8.5 583	9.0 532	7.4 437	-45bp <b>9.6</b>		# Ceiling fan revenue mix is low relatively for V-Guard versus fan market leaders and hence, ECD segment to see lesser volatility in revenue and margins. # Inventory cycle will reduce and may have normalized at the end of Dec 2022, in our view, leading to better operating cash flow. # Sunflame acquisition will be consolidated with the company from 4QFY23F.
Orient Electric						
Net Sales	6,278	6,784	5,106	-7.4	23.0	# The company will continue to report very weak consolidated performance owing to trade
EBITDA	356	665	116	-46.4		channel restructuring and BEE star rating transition for fans (ECD segment).
EBITDA margin (%) Consolidated PAT	5.7 146	9.8 381	2.3 (3)	-412bp -61.7	752bp	# We expect the ECD segment's revenue to decline by 15% yoy, while lighting and switchgear segment's revenue to grow 12% yoy. # Margins to recover gog across segments. However, it will be much lower versus normalized
						level (EBITDA margin: 5.7%, down 410bp yoy).
C&W						
Polycab						
Net Sales	36,893	33,720	33,324	9.4	10.7	# We expect a good quarter for Polycab led by strong sales volume growth due to channel
EBITDA	4,582	3,617	4,276	26.7		restocking in the C&W segment
EBITDA margin (%)	,	,	,			# Owing to lower copper prices (down 17% yoy), C&W segment's revenue growth will be
Consolidated PAT	<u>12.4</u> <b>3,029</b>	<u>10.7</u> 2,467	12.8 <b>2,678</b>	169bp <b>22.8</b>		# Owing to fow rough photo topper photo
Finolex Cables						
Net Sales	11,124	9,730	10,908	14.3		# We expect a good quarter for Finolex Cables with consolidated revenue growth boosted
EBITDA	1,390	1,185	987	17.3	40.9	by recovery in the communication cable segment's sales (+50% yoy). In line with peers, the
EBITDA margin (%)	12.5	12.2	9.0	31bp	314bp	electrical cable segment will see sales volume recovery qoq but revenue growth to be
Consolidated PAT	1,331	1,430	554	-7.0	140.3	restricted to 11% yoy due to lower copper prices vs. last year. # FMEG revenue is expected to grow by 12% yoy. # Electrical cable segment's margins are expected to be stable yoy while communication cable and FMEG segments EBIT margin to improve yoy. # Though we expect good revenue and EBITDA growth yoy, consolidated PAT growth will be under owing the lower of profile form consolidated patience).
KEI Industries						be weak owing to a lower share of profits from associate entities (Finolex Industries).
Net Sales	17,751	15,638	16,081	125	10.4	
				13.5		# We expect the cable segment's revenue growth at 14% yoy. Sales volume growth to
EBITDA	1,930	1,568	1,606	23.1		recover qoq in line with the industry, because of channel restocking led by rising copper
EBITDA margin (%)	10.9	10.0	10.0	85bp		prices. # EPC business intensity defecus will continue with revenue to decline by 50% year
Consolidated PAT	1,303	1,012	1,069	28.7	21.9	# EPC business intensity defocus will continue with revenue to decline by 50% yoy. # EBITDA margin to recover both yoy and gog.
Cumulative Financials						", maigin to robotor boar yoy and yoy.
Net Sales	139,601	126,293	120.070	10.5	00	# Expect fan OEMs to report volatile performance. Operating cash flows will be weak in our
	,		129,070			# Expect fan OEMs to report volatile performance. Operating cash flows will be weak in our view for 3QFY23F.
EBITDA margin (%)	15,195	14,320	12,511	6.1		# Expect non-fan ECD sales to be relatively steadier
EBITDA margin (%) Consolidated PAT	<u>10.9</u> 10,229	<u>11.3</u> 10,363	<u>9.7</u> 7,862	-45bp -1.3		# Expect ron-ran ECD sales to be relatively steader # Expect C&W companies to report good sale volume recovery and margins qoq # Base quarter had pent-up demand and lower opex benefits. Hence expect margins to be lower yoy. # Expect EBITDA margins to be better vs. 1H as pressure from high cost RM considerably eases off. However, seasonal/regulatory implications will lead to volatility in 2HFY23F.
						NM=NOT MEASURED SOURCE: INCRED RESEARCH ESTIMATES, COMPANY REPORTS

	3QFY23F	3QFY22A	2QFY22A	Cha vov	nge (%) qoq	Comments
Plastic Pipes				,-,	4-4	
Astral						
Net Sales	11,678	11,027	11,716	5.9	-0.3	# We expect pipe sales volume at 42kt, +20% yoy, on the back rising PVC prices from
EBITDA	1,829	1,976	1,440	-7.5	27.0	end-Nov 2022. However, realization to be down 24% yoy, leading to the pipe segment's
EBITDA margin (%)	15.7	17.9	12.3	-226bp	337bp	revenue decline of 9% yoy to Rs7.8bn. EBITDA margin too will be lower yoy by 190bp
Consolidated PAT	1,047	1,273	704	-17.8	48.7	yoy, but recover sharply qoq due to lower inventory loss sequentially (approx. Rs100m vs. Rs450m qoq). EBITDA/t is expected at Rs33,750, down 32% yoy. # Adhesives revenue is expected at Rs2.8bn, +11% yoy. # Paints business was acquired in Jun 2022 and was not part of the base quarter. We expect revenue of Rs475m and EBITDA margin of 16% in 3QFY23F. # Plumbing business was not material in 2QFY23. 3QFY23F should be the first quarter where the company's management could potentially share segment-wise financial performance.
Supreme Industries						
Net Sales	22,032	19,451	20,866	13.3	5.6	# We expect a good recovery in revenue growth yoy across plastic pipes, packaging and
EBITDA	3,056	3,179	1,471	-3.9	107.7	industrial segments. Consumer product segment's revenue will see a flattish quarter yoy.
EBITDA margin (%)	13.9	16.3	7.1	-247bp	682bp	# Plastic pipe sales volume is expected at 89kt, +56% yoy, on a very low base (significant
Consolidated PAT	2,089	2,457	820	-15.0		destocking during 3QFY22). Pipe segment's revenue is expected at Rs13.2bn, +15% yoy. # Overall EBIT/t is expected at Rs18,900, down 35% yoy. # Overall EBITDA margins will be weak yoy owing to inventory losses due to the fall in PVC prices in Oct/Nov 2022. Base quarter had inventory gains.
Finolex Industries						
Net Sales	9,066	10,047	9,411	-9.8		# We expect Finolex Industries to be back to profitability on the back of a significant
EBITDA	1,247	2,419	(1,427)	-48.5	-187.4	recovery in agri pipe demand and PVC prices (from Nov-end 2022).
EBITDA margin (%)	13.8	24.1	-15.2	- 1032bp	2891bp	# We build in PVC pipe and fittings sales volume of 72kt, +54% yoy. Realization will decline sharply too by 33% yoy, leading its overall revenue to be largely flattish yoy. # PVC resin
Consolidated PAT	823	1,774	(954)	-53.6	-186.3	sales volume is expected to grow by 75% yoy to 76kt on an abnormally low base of last year. # Inventory gains in 3QFY22 led to abnormally high margins and net profits. We expect foreign exchange (FX)to have suffered inventory losses in Oct/Nov 2022 and inventory gains in Dec 2022 based on extreme volatility in PVC resin prices.
Steel Pipes APL Apollo Tubes						
Net Sales	39,883	32,304	39,692	23.5	0.5	# In its 3QFY23 performance update, APL Apollo Tubes reported sales volume of 605kt,
EBITDA	2,492	2,023	2,319	23.2	7.5	+50% yoy, on a weak base. We expect the realization to drop by 18% yoy to Rs63,850/t,
EBITDA margin (%)	6.2	6.3	5.8	-1bp	41bp	in line with the fall in average HRC prices yoy.
Consolidated PAT	1,566	1,156	1,502	35.4	4.3	# VAP revenue mix largely stayed flat qoq at 56% and hence, we expect EBITDA/t at Rs4,100 vs. Rs3,850 qoq. # Update on Raipur plant production ramp-up is the key parameter to watch out for in the management commentary.
Sanitaryware & Tiles						
Kajaria Ceramics						
Net Sales	10,683	10,682	10,778	0.0		# Demand for tiles has been a challenge during the quarter, as per our channel check. We
EBITDA	1,529	1,838	1,294	-16.8		expect flat sales volume growth for tiles at 25.9msm, +1% yoy. Realization to be up 5%
EBITDA margin (%)	14.3	17.2	12.0	-290bp		yoy, leading to tile revenue of Rs10.2bn, +6% yoy.
Consolidated PAT	914	1,220	735	-25.1	24.4	# Bathware and tile adhesive segments' sales should see significant growth qoq, in line with management guidance. # Based on our channel check, we expect EBITDA margin to positively surprise on the back of lower-than-expected gas cost.
Cera						
Net Sales	4,446	4,045	4,159	9.9	6.9	# We avant a standy quarter with the parity success as mant's revenue to the table
EBITDA	707	666	679	6.2	4.1	# We expect a steady quarter with the sanitaryware segment's revenue to grow by 10%
EBITDA margin (%)	15.9	16.5	16.3	-56bp	-43bp	yoy. # Faucet and tile businesses will see a relatively weaker revenue growth of 6-7% yoy.
Consolidated PAT	489	432	507	13.0	-3.7	$\pi$ r acos and the pashesses will see a relatively weaker revenue growth 01 0-1% yoy.
Wood Panel						
Century Plyboards						
Net Sales	8,883	8,485	9,002	4.7	-1.3	# We expect a soft quarter for the company owing to a weak demand environment across
EBITDA	1,449	1,517	1,507	-4.5		segments, higher imports impacting the domestic demand-supply balance and higher raw
EBITDA margin (%)	16.3	17.9	16.7	-157bp		material prices leading to lower-than-expected margins.
Consolidated PAT	948	973	1,090	-2.5	-13.0	# We expect consolidated revenue to be flattish yoy. Laminates business to do the best in 3QFY23F with a revenue growth of 9% yoy while the MDF segment's revenue to decline by 8% yoy. # EBITDA margin to decline or, at best, be flat yoy across segments excluding laminates, for which we expect margins to grow by 220bp yoy.
Cumulative Financials						
Net Sales	108,336	96,041	105,624	12.8		# We expect plastic pipe companies to report strong recovery in sale volume growth qoq
EBITDA	12,446	13,617	7,284	-8.6		owing to reovery in PVC resin prices. Agri pipes to do better vs plumbing pipes.
EBITDA margin (%) Consolidated PAT	11.5 <b>8,069</b>	14.2 9,286	6.9 <b>4,405</b>	-269bp <b>-13.1</b>	459bp <b>83.2</b>	# Margins will be under pressure across companies given a very high base quarter and RM prices still very high vs. pre-covid.
						# Directionally, PVC pipes and tiles should improve profitability gog over the next 12

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