Systematix

Institutional Equities

ITC 27 July 2023

ROCE to see sharp jump post long-awaited hotel demerger

ITC management has proposed the long-awaited demerger of its hotel business into a new separately listed entity. Under the demerger scheme, ITC would hold a stake of 40% and the balance 60% will be held by company's shareholders proportionate to their shareholding in the company. The hotel business has been a cash-guzzler for ITC contributing only about 4% to revenue and 3% to ITC's EBITDA in FY23 with 22% contribution to its capital employed resulting in single-digit ROCEs. With the new company now becoming an associate company for ITC, it would drive a significant 18-20% jump in ROCE and ~10% jump in ROIC for the company. The transaction is expected to be tax-neutral with stamp duty cost not having a material bearing on the transaction. A royalty structure will be worked out based on relevant industry benchmarks at a later date.

While a 100% mirror demerger would have been better for shareholders in our view, the management believes that there are significant synergy benefits that all stakeholders can derive with ITC being the controlling shareholder in addition to offering the flexibility and stability required for future growth aspirations in the hotels business. This transaction would create India's second largest hotel entity with a cash-rich balance sheet and options to enter strategic partnerships in its growth pursuits. This can lead to some holding company discount which investors might ascribe to ITC's stake in the hotels entity which was not the case currently, while there could also be some supply from existing shareholders like BAT on listing, which will remain an overhang. This is not a precedent for future corporate actions for other ITC businesses in our view, as the optimum structure for each business will be separately evaluated on the basis of its integration and shareholder value creation potential. We see this as a neutral event for ITC shareholders and would await the quarter results before revising our estimates and view on the stock.

ITC Hotels Overview

ITC Hotels currently has over 120 hotels and 11,600 keys across 70+ locations. Prior to 2004, ownership of Hotels business was split between ITC Ltd and ITC Hotels Ltd and its subsidiaries. ITC Hotels (separate listed entity) & Ansal Hotel Ltd was merged with ITC ltd. Wef. 1st April, 2004. In 2018, ITC Hotels pivoted to an Asset Right strategy by focusing on taking up hotels on management contract basis to ensure that the company remains competitive and contemporary and continues to deliver superior performance.

Hospitality Industry poised for strong growth

Tourism industry in India is growing exponentially due to increasing global attention towards India and favorable Government policies. However, the hotel room supply in India is low. Over the next 5 years, demand for hotel rooms is expected to grow at 7% CAGR compared to supply growing at just 5% CAGR.

COMPANY UPDATE Sector: FMCG Rating: BUY CMP: Rs 465 Target Price: Rs 474 Stock Info Sensex/Nifty 66,266/19,660 **Bloomberg** ITC IN Equity shares (mn) 12439 Rs 499/300 52-wk High/Low Face value Rs 1 Rs 5787bn/US\$ 70bn M-Cap

US\$ 55mn

Financial Snapshot (Rs mn)

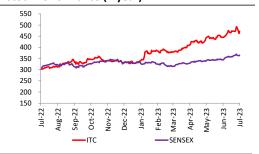
3-m Avg volume

Y/E Mar	FY23	FY24E	FY25E
Sales	709,369	774,858	848,281
PAT	193,549	213,209	235,529
EPS (Rs)	15.6	17.2	19.0
PE (x)	29.9	27.1	24.5
EV/EBITDA (x)	22.3	20.2	18.2
P/BV (x)	8.3	8.1	7.8
EV/Sales	8.1	7.4	6.8
RoE (%)	29.4	30.4	32.5
RoCE (%)	39.0	40.3	43.2
NWC (days)	52	60	61
Net gearing (x)	0.0	0.0	0.0

Shareholding pattern (%)

	Jun23	Mar23	Dec22
Promoter	-	-	-
-Pledged	-	-	-
FII	43.6	43.4	43.0
DII	41.9	42.1	42.2
Others	14.5	14.6	14.8

Stock Performance (1-year)



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Demerger transaction summary

ITC shareholders will hold about 60% direct stake in the Hotels Co. (proportionate to their stake in ITC); remaining about 40% stake will continue to be with ITC. The proposed restructuring would pave the way for the hotel business to operate as a separate entity in the rapidly expanding hospitality industry, focusing on its growth path with an optimal capital structure. This strategic move aims to ensure the company's continued interest in the hospitality sector, providing long term stability and support to the new entity for accelerated growth and sustained value creation. The demerger will help the new entity in attracting appropriate investors and strategic partners/ collaborations whose investment strategies and risk profiles are aligned more sharply with the hospitality industry. In addition, it will unlock value of the hotel business for the company's shareholders by providing them a direct stake in the new entity along with an independent market-driven valuation thereof. Assets, liabilities, contracts and employees forming part of the Hotel business are intended to be transferred to the Hotels Company. ITC Hotels will be given a license to use the 'ITC' name as part of its corporate name & some of its properties' names, subject to customary conditions.

Q&A Takeaways

ITC Hotels to be classified as an associate - The transfer of ITC Hotels into a separate company where ITC will have 40% stake will be classified as an associate in the consolidated balance sheet.

Asset Right strategy to continue - Strategic positioning on future expansion will continue to be asset right going forward as well – focused on management contracts.

Financial structure of ITC Hotels - The new company will have strong balance sheet with no debt and asset worth few thousand crores. Management believes the company will be well equipped to raise capital. Mostly it will be asset light with less capital. Capital employed in hotel business is c. Rs 6000 crore in net assets.

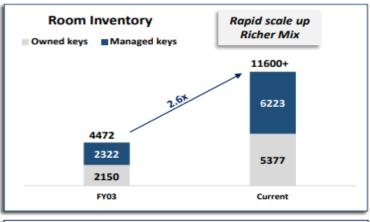
Impact on financial ratios - Financial ratios are expected to improve substantially. Since the new entity will be folded as an associate, it will move out of the segment capital employed i.e 20% comprising of hotels business will be moved out. Segment ROCE will improve by 18-20%. ROIC is also expected to improve in double digits by c. 10%. (based on FY23 numbers)

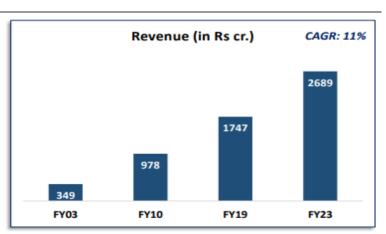
Royalty and Tax implications - For usage of ITC and brand assets there would be some royalty and it would be as per industry standards. Synergies will continue however will be on arm's length basis. As per the company, the demerger fulfills all tax conditions, so it's going to be a tax neutral situation.

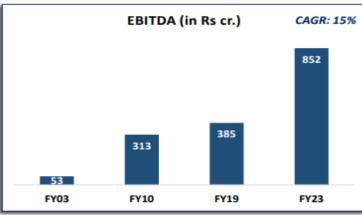
Issue of talent shifting from ITC to ITC Hotels - The fact that new entity will continue to have the strategic support from ITC will continue to give support to employees. The values and the culture of the organization will continue. There is mobility of managers across divisions in ITC and that is the opportunity provided to high potential employees—where similar skills may be needed. ITC does have a stock option scheme for a section of employees. Once the employees are transferred, the new company would determine the terms of the scheme, the benefits that accrue to employees moving to hotels will be in no way inferior to that of ITC.

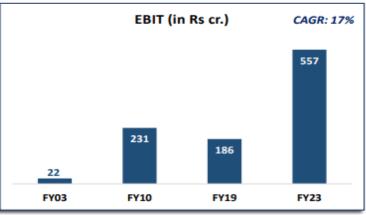
Benefits from the new structure - The structure is designed to reward the existing shareholders more than new shareholders. The new entity is expected to thrive in a much faster way as it will be given the brand value, goodwill, stability, and comfort to stakeholders & employees. Hence this structure will help to grow in a pure play method.

Exhibit 1: Rapid scale up of Hotels business post merger in 2004



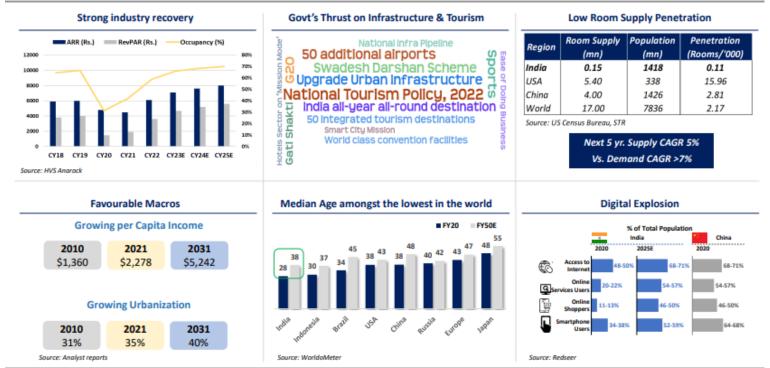






Source: Company, Systematix Institutional Research

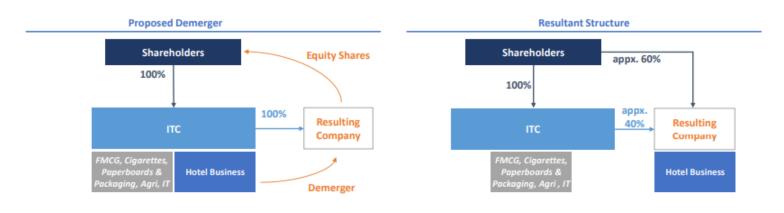
Exhibit 2: Hospitality industry poised for strong growth ahead



Source: Company, Systematix Institutional Research

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Exhibit 3: Existing ITC shareholders will hold 100% of Hotels Co.; 60% directly and balance of about 40% through their shareholding in ITC



Source: Company, Systematix Institutional Research

FINANCIALS

Profit & Loss Statement

YE: Mar (Rs mn)	FY21	FY22	FY23	FY24E	FY25E
Revenue	4,92,728	6,06,681	7,09,369	7,74,858	8,48,281
Gross profit	2,91,413	3,42,830	4,19,311	4,61,816	5,09,817
GP margin (%)	59.1%	56.5%	59.1%	59.6%	60.1%
Operating profit	1,70,027	2,06,584	2,56,649	2,84,943	3,15,336
OP margin (%)	34.5%	34.1%	36.2%	36.8%	37.2%
Depreciation	16,456	17,324	18,090	21,006	22,656
Interest expense	446	394	432	454	476
Other income	26,326	18,364	19,805	20,795	21,835
Profit before tax	1,79,451	2,07,230	2,57,932	2,84,279	3,14,039
Taxes	45,553	52,373	64,384	71,070	78,510
Tax rate (%)	25.4%	25.3%	25.0%	25.0%	25.0%
Adj. PAT	1,31,612	1,52,427	1,93,549	2,13,209	2,35,529
Exceptional loss	69	-	(729)	-	-
Net profit	1,31,543	1,52,427	1,94,277	2,13,209	2,35,529
EPS	10.7	12.4	15.6	17.2	19.0

Source: Company, Systematix Institutional Research

Balance Sheet

YE: Mar (Rs mn)	FY21	FY22	FY23	FY24E	FY25E
Equity capital	12,309	12,323	12,428	12,428	12,428
Reserves	5,91,165	6,12,232	6,79,125	7,00,445	7,23,998
Debt	95	56	388	388	388
Minority Int	3,468	3,663	3,835	3,835	3,835
Deffered tax Liab	16,779	16,099	15,770	15,770	15,770
Other non current liabilities	es 6,935	5,957	9,723	10,209	10,719
Total liabilities	6,30,750	6,50,331	7,21,269	7,43,076	7,67,139
Fixed Asset	2,59,560	2,62,258	2,76,274	2,85,268	2,92,613
Investments	2,52,474	2,52,052	2,97,673	2,97,673	2,97,673
Other Non-current Assets	24,117	37,968	59,982	62,981	66,130
Inventories	1,03,972	1,08,642	1,17,712	1,37,988	1,53,388
Sundry debtors	25,017	24,619	29,562	42,458	48,805
Cash & equivalents	46,590	46,544	48,802	36,508	43,285
Loans and Advances	25,878	39,877	28,305	29,858	33,684
Sundry creditors	43,187	44,173	46,590	53,072	60,425
Other current liabilities	63,671	77,457	90,451	96,586	1,08,015
Total Assets	6,30,750	6,50,331	7,21,269	7,43,076	7,67,138

Source: Company, Systematix Institutional Research

Cash Flow

FY21	FY22	FY23	FY24E	FY25E
1,79,897	2,07,624	2,58,364	2,84,732	3,14,515
16,456	17,324	18,090	21,006	22,656
(45,553)	(52,373)	(64,384)	(71,070)	(78,510)
30,225	22,321	(36,716)	(22,108)	(6,791)
-	-	-	-	-
1,81,025	1,94,895	1,75,355	2,12,561	2,51,870
(39,843)	(20,022)	(32,106)	(30,000)	(30,001)
1,41,181	1,74,873	1,43,249	1,82,561	2,21,869
(48,482)	10,374	65,354	0	0
6,993	(25,398)	4,065	-	-
21	(39)	332	-	-
(446)	(394)	(432)	(454)	(476)
(1,32,320)	(1,41,718)	(1,92,634)	(1,91,888)	(2,11,976)
6,869	(17,745)	(17,676)	(2,513)	(2,639)
(26,183)	(46)	2,258	(12,294)	6,778
	1,79,897 16,456 (45,553) 30,225 - 1,81,025 (39,843) 1,41,181 (48,482) 6,993 21 (446) (1,32,320) 6,869	1,79,897 2,07,624 16,456 17,324 (45,553) (52,373) 30,225 22,321 1,81,025 1,94,895 (39,843) (20,022) 1,41,181 1,74,873 (48,482) 10,374 6,993 (25,398) 21 (39) (446) (394) (1,32,320) (1,41,718) 6,869 (17,745)	1,79,897 2,07,624 2,58,364 16,456 17,324 18,090 (45,553) (52,373) (64,384) 30,225 22,321 (36,716) - - - 1,81,025 1,94,895 1,75,355 (39,843) (20,022) (32,106) 1,41,181 1,74,873 1,43,249 (48,482) 10,374 65,354 6,993 (25,398) 4,065 21 (39) 332 (446) (394) (432) (1,32,320) (1,41,718) (1,92,634) 6,869 (17,745) (17,676)	1,79,897 2,07,624 2,58,364 2,84,732 16,456 17,324 18,090 21,006 (45,553) (52,373) (64,384) (71,070) 30,225 22,321 (36,716) (22,108) - - - - 1,81,025 1,94,895 1,75,355 2,12,561 (39,843) (20,022) (32,106) (30,000) 1,41,181 1,74,873 1,43,249 1,82,561 (48,482) 10,374 65,354 0 6,993 (25,398) 4,065 - 21 (39) 332 - (446) (394) (432) (454) (1,32,320) (1,41,718) (1,92,634) (1,91,888) 6,869 (17,745) (17,676) (2,513)

Source: Company, Systematix Institutional Research

Ratios

YE: Mar	FY21	FY22	FY23	FY24E	FY25E
Revenue growth (%)	-0.3	23.1	16.9	9.2	9.5
Op profit growth (%)	-11.7	21.5	24.2	11.0	10.7
Net profit growth (%)	-16.3	15.8	27.0	10.2	10.5
OPM (%)	34.5	34.1	36.2	36.8	37.2
Net profit margin (%)	26.7	25.1	27.3	27.5	27.8
RoCE (%)	28.5	33.6	39.0	40.3	43.2
RoNW (%)	21.0	24.8	29.4	30.4	32.5
EPS (Rs)	10.7	12.4	15.6	17.2	19.0
DPS (Rs)	10.8	11.5	15.5	15.4	17.1
BVPS (Rs)	49.3	51.0	56.0	57.7	59.6
Debtor days	19	15	15	20	21
Inventory days	77	65	61	65	66
Creditor days	32	27	24	25	26
P/E (x)	43.5	37.6	29.9	27.1	24.5
P/B (x)	9.4	9.1	8.3	8.1	7.8
EV/EBITDA (x)	33.4	27.5	22.3	20.2	18.2

Source: Company, Systematix Institutional Research

ITC 27 July 2023

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Chintan Shah Pawan Sharma Mukesh Chaturvedi Vinod Bhuwad Rashmi Solanki Karan Damani Vipul Chheda Paras Shah Rahul Singh Corporate Access Pearl Pillay	Sales Director and Head - Sales Trading Vice President and Co Head - Sales Trading Sales Trading Sales Trading Sales Trading Dealer Dealer Dealer	+91-22-6704 8061 +91-22-6704 8067 +91-22-6704 8074 +91-22-6704 8051 +91-22-6704 8053 +91-22-6704 8087 +91-22-6704 8047 +91-22-6704 8054	chintanshah@systematixgroup.in pawansharma@systematixgroup.in mukeshchaturvedi@systematixgroup.in vinodbhuwad@systematixgroup.in rashmisolanki@systematixgroup.in karandamani@systematixgroup.in vipulchheda@systematixgroup.in parasshah@systematixgroup.in rahulsingh@systematixgroup.in
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Chintan Shah Pawan Sharma Mukesh Chaturvedi Vinod Bhuwad Rashmi Solanki Karan Damani Vipul Chheda Paras Shah Rahul Singh Corporate Access Pearl Pillay Production Madhu Narayanan Mrunali Pagdhare	Sales Director and Head - Sales Trading Vice President and Co Head - Sales Trading Sales Trading Sales Trading Sales Trading Dealer Dealer Dealer Dealer Editor	+91-22-6704 8061 +91-22-6704 8067 +91-22-6704 8074 +91-22-6704 8051 +91-22-6704 8053 +91-22-6704 8087 +91-22-6704 8047 +91-22-6704 8054 +91-22-6704 8088	chintanshah@systematixgroup.in pawansharma@systematixgroup.in mukeshchaturvedi@systematixgroup.in vinodbhuwad@systematixgroup.in rashmisolanki@systematixgroup.in karandamani@systematixgroup.in vipulchheda@systematixgroup.in parasshah@systematixgroup.in rahulsingh@systematixgroup.in pearlpillay@systematixgroup.in madhunarayanan@systematixgroup.in mrunalip@systematixgroup.in
Rahul Khandelwal Chintan Shah Pawan Sharma Mukesh Chaturvedi Vinod Bhuwad Rashmi Solanki Karan Damani Vipul Chheda Paras Shah Rahul Singh Corporate Access Pearl Pillay Production Madhu Narayanan Mrunali Pagdhare Vijayendra Achrekar Operations	Sales Director and Head - Sales Trading Vice President and Co Head - Sales Trading Sales Trading Sales Trading Sales Trading Dealer Dealer Dealer Dealer Editor Production	+91-22-6704 8061 +91-22-6704 8067 +91-22-6704 8074 +91-22-6704 8051 +91-22-6704 8053 +91-22-6704 8087 +91-22-6704 8047 +91-22-6704 8054 +91-22-6704 8088 +91-22-6704 8071 +91-22-6704 8057	chintanshah@systematixgroup.in pawansharma@systematixgroup.in mukeshchaturvedi@systematixgroup.in vinodbhuwad@systematixgroup.in rashmisolanki@systematixgroup.in karandamani@systematixgroup.in vipulchheda@systematixgroup.in parasshah@systematixgroup.in rahulsingh@systematixgroup.in pearlpillay@systematixgroup.in madhunarayanan@systematixgroup.in mrunalip@systematixgroup.in
Chintan Shah Pawan Sharma Mukesh Chaturvedi Vinod Bhuwad Rashmi Solanki Karan Damani Vipul Chheda Paras Shah Rahul Singh Corporate Access Pearl Pillay Production Madhu Narayanan Mrunali Pagdhare Vijayendra Achrekar Operations	Sales Director and Head - Sales Trading Vice President and Co Head - Sales Trading Sales Trading Sales Trading Sales Trading Dealer Dealer Dealer Dealer Editor Production	+91-22-6704 8061 +91-22-6704 8067 +91-22-6704 8074 +91-22-6704 8051 +91-22-6704 8053 +91-22-6704 8087 +91-22-6704 8047 +91-22-6704 8054 +91-22-6704 8088 +91-22-6704 8071 +91-22-6704 8057	chintanshah@systematixgroup.in pawansharma@systematixgroup.in mukeshchaturvedi@systematixgroup.in vinodbhuwad@systematixgroup.in rashmisolanki@systematixgroup.in karandamani@systematixgroup.in vipulchheda@systematixgroup.in parasshah@systematixgroup.in rahulsingh@systematixgroup.in pearlpillay@systematixgroup.in madhunarayanan@systematixgroup.in mrunalip@systematixgroup.in
Chintan Shah Pawan Sharma Mukesh Chaturvedi Vinod Bhuwad Rashmi Solanki Karan Damani Vipul Chheda Paras Shah Rahul Singh Corporate Access Pearl Pillay Production Madhu Narayanan Mrunali Pagdhare Vijayendra Achrekar	Sales Director and Head - Sales Trading Vice President and Co Head - Sales Trading Sales Trading Sales Trading Sales Trading Dealer Dealer Dealer Dealer Editor Production Production	+91-22-6704 8061 +91-22-6704 8067 +91-22-6704 8074 +91-22-6704 8051 +91-22-6704 8053 +91-22-6704 8087 +91-22-6704 8047 +91-22-6704 8054 +91-22-6704 8088 +91-22-6704 8071 +91-22-6704 8057 +91-22-6704 8089	chintanshah@systematixgroup.in pawansharma@systematixgroup.in mukeshchaturvedi@systematixgroup.in vinodbhuwad@systematixgroup.in rashmisolanki@systematixgroup.in karandamani@systematixgroup.in vipulchheda@systematixgroup.in parasshah@systematixgroup.in rahulsingh@systematixgroup.in pearlpillay@systematixgroup.in madhunarayanan@systematixgroup.in mrunalip@systematixgroup.in vijayendraachrekar@systematixgroup.in

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