

# **PVR Inox (PVRINOX)**

## BUY

Revival in Hindi cinema and mid-scale movies key positive

### **Summary**

PVRINOX reported strong quarter backed by super hits in hindi, regional and Hollywood. The company has seen revival in mid-scale films which bodes well for longer term growth. Once the audience starts to come in we believe occupancy can see sustained momentum. We expect Q3 and Q4 to be healthy (but lower than Q2) led by better content & festive season. In addition, we expect full scale improvement in footfall, advesrtising revenues and merger benefits to be visible in FY25E. Hence, we now expect FY25E occupancy at 27% and margins at 19%. We are revising our margin estimates upwards by 96 bps in FY25E.As a result, we maintain BUY rating on the stock with a revised target price of Rs 2,015 (15x on FY25E EBITDA).

### **Key Highlights and Investment Rationale**

- Revenue growth to improve over coming years: Improving advertising revenues, market share gain from single screen players, higher premium screens (aspire to increase to 15-20% of total screens) and robust spend per head (on food) will drive revenue growth (18% CAGR over FY23-FY25E). This coupled with the synergy benefits due to merger with Inox will give its economies of scale, healthy balance sheet and expansion plans of adding 130 screens on combined basis will drive long term growth. The company is also taping south market which has low multiplex presence to drive growth.
- Margin to improve: Improving SPH & ATP, better content, premium screens occupancy and cost rationalization benefits of covid era will help the company to improve its margins. Hence, we expect the company to register EBITDA margins of 15% & 19% in FY24E & FY25E.

TP Rs	2,015
CMP Rs	1,742
Potential upside/downside	16%
Previous Rating	BUY

Price Performance (%)							
	-1m	-3m	-12m				
Absolute	1.8	21.1	(2.2)				
Rel to Sensex	4.7	23.3	(13.2)				

V/s Consensus		
EPS (Rs)	FY24E	FY25E
IDBI Capital	28	59
Consensus	33	72
% difference	(14.5)	(17.5)

Key Stock Data	
Bloomberg/Reuters	PVRINOX IN /PVRL.BO
Sector	Media
Shares o/s (mn)	98
Market cap. (Rs mi	n) 170,983
3-m daily avg Trd v	alue (Rs mn)
52-week high / low	Rs1,925 / 1,337
Sensex / Nifty	65,629 / 19,625

Shareholding Pattern (%)	
Promoters	27.6
FII	26.8
DII	32.2
Public	13.4

### **Financial snapshot**

(Rs mn)

Year	FY21*	FY22	FY23	FY24E	FY25E
Revenue	3,859	20,140	52,237	62,556	72,665
Change (yoy, %)	(93)	422	159	20	16
EBITDA	(7,008)	(3,409)	5,227	9,397	13,775
Change (yoy, %)	(177)	(51)	(253)	80	47
EBITDA Margin(%)	(181.6)	(16.9)	10.0	15.0	19.0
Adj.PAT	(9,157)	(5,829)	(1,418)	2,762	5,749
EPS (Rs)	(93)	(96)	(14)	28	59
Change (yoy, %)	(449.1)	2.2	(84.9)	N.M	108
PE(x)	(18.6)	(18.2)	(120.4)	62	30
Dividend Yield (%)	-	-	-	0	0
EV/EBITDA (x)	(25.2)	(32.5)	34.4	19.7	13.2
RoE (%)	(36.8)	(28.4)	(3.3)	4	7
RoCE (%)	(27.6)	(14.5)	1	3	6

Source: IDBI Capital Research; \*Numbers are of combined entity

#### **Devang Bhatt**

devang.bhatt@idbicapital.com +91-22-2217 1846



#### **Concall Highlights**

- Revenue for the quarter stood at 19,999 mn (+53%/88.5% QoQ/YoY). Net box office collection stood at Rs. 11,193 mn (109% YoY), F&B revenue came in at Rs. 6,412 mn (89% YoY), ad revenue stood at Rs. 1,176 mn (41% YoY) and convenience fee revenue stood at Rs 685 mn (23% YoY).
- Ad revenue has seen robust growth Q2FY24E due to big momentum in Hollywood and Bollywood movies. The company expects ad revenues to take a while to reach 2019 levels (mainly if stability in audience increases). It expects by next year ad revenues will reach 2019 levels.
- EBITDA margin stood at 21% in Q2FY24. This was due to strong footfalls (48.4 mn up 64% YoY). With full synergy benefits the company expects 200 bps margins higher than 21% in next 12 months (if there is blockbuster quarter like Q2).
- In terms of debt, the company will use operating cash flow to expand and pare down debt. The company is focused to bring net debt to EBITDA to 1:1 by FY24E. Average cost of debt is 9%.
- SPH grew 15% YoY to Rs.136. This growth was due to introduction of new items, change in sales mix and launch of new SKUs at erstwhile Inox theatres. ATP grew 25% YoY to Rs276. Company believes ATP could be lower in H2 compared to H1 while SPH can be more or less similar trend is expected.
- During the quarter, 37 screens were added. The company has added 68 screens in H1 and have closed 33 screen. The company will add 160 screens in FY24E. The company is shutting only those which have end of life or mall is shutting. PVR will continue to evaluate 1-2% of screens which are at the bottom end and end of life cycle or mall is not lucrative. So on net basis the company will add 120-130 screens going forward.
- In terms of merger synergies, the company has highlighted synergy benefits from merger in which Box office synergy is Rs 750 mn to Rs 840 mn in H1FY24, F&B synergy of Rs 310-380 mn and overhead cost synergy of Rs 170-210 mn. The full impact of synergy is expected to be seen in FY25E.
- **Demand outlook**: The company expects healthy Q3 and Q4 trend but will be lower than Q2 performance. This is due to better content pipeline and lower volatility in mid-scale movies. The company expects to breach pre-covid levels in FY25E.



Exhibit 1: Financial snapshot

(Rs mn)

mn) Q2FY24 Q2FY23	YoY (%)
19,999 10,608	88.5
12,142 6,673	81.9
7,857 3,935	99.7
3,581 3,990	(10.2)
4,276 -54	n.m.
ortization 1,220 903	35.1
3,056 -958	n.m.
197 217	(9.1)
486 419	16.1
2,767 -1,160	n.m.
693 -378	n.m.
0 3	n.m.
t 2,074 -779	n.m.
411 337	n.m.
0 0	n.m.
t 1,663 -1,116	n.m.
21.2 (8.0)	n.m
e	
39.3 37.1	
17.9 37.6	
21.4 (0.5)	
15.3 (9.0)	
10.4 (10.5)	
25.0 32.6	
· · ·	

Source: Company; IDBI Capital Research.



**Exhibit 2: Actual vs. estimates** 

Year-end: March	Q2FY24	Q2FY24E	Variance (%)
Revenue (Rs mn)	19,999	18,653	7.2%
EBITDA* (Rs mn)	4,276	3,611	18.4%
EBITDA margin* (%)	21.4%	19.4%	200bps
PAT *(Rs mn)	2,074	1,679	24%
PAT margin* (%)	10.4%	9.0%	140bps
EPS* (Rs)	21.2	17.2	4.0

Source: Company; IDBI Capital Research; \*Adjusted for Ind-AS impact

**Exhibit 3: Earnings revision** 

	FY24E* FY25E*					
Year-end: March	New	Old	Ch (%)	New	Old	Ch (%)
Revenue (Rs mn)	62,556	62,226	0.5%	72,665	69,698	4.3%
EBITDA* (Rs mn)	9,397	10,262.5	-8.4%	13,775	12,543	9.8%
EBITDA margin* (%)	15.0%	16.5%	(147 bps)	19.0%	18%	96 bps
Net Profit (Rs mn)	2,762	3,393	-18.6%	5,749	4,767	20.6%
EPS* (Rs)	28.2	34.6	-18.6%	58.6	48.7	20.4%

Source: Company; IDBI Capital Research; \*Adjusted for Ind-AS impact;



## **Financial Summary**

Profit & Loss Account\* (Rs mn)

Year-end: March	FY20	FY21	FY22	FY23	FY24E	FY25E
Net sales	53,119	3,859	20,140	52,237	62,556	72,665
Change (yoy, %)	11.2	(93)	422	159	20	16
Operating expenses	(44,055)	(10,867)	(23,549)	(47,011)	(53,159)	(58,890)
EBITDA	9,064	(7,008)	(3,409)	5,227	9,397	13,775
Change (yoy, %)	1.2	(177)	(51)	(253)	80	47
Margin (%)	17.1	(181.6)	(16.9)	10.0	15.0	19.0
Depreciation	(3,399)	(3,505)	(3,790)	(3,909)	(4,558)	(4,855)
EBIT	5,665	(10,513)	(7,200)	1,318	4,839	8,919
Interest paid	(1,639)	(1,661)	(1,646)	(1,673)	(1,950)	(2,038)
Other income	550	727	996	866	796	814
Pre-tax profit	4,576	(11,488)	(7,849)	(274)	2,895	7,696
Tax	(1,953)	2,288	2,018	(1,916)	(919)	(1,947)
Effective tax rate (%)	42.7	19.9	25.7	(698.0)	31.7	25.3
Minority Interest	(0.1)	1.7	2.7	(13.3)	(4.0)	-
Adj. net profit before Ind AS adjustment	2,623	(9,198)	(5,829)	(2,204)	1,972	5,749
Exceptional items	-	(41)	-	(786)	(790)	-
Adj. net profit after Ind AS adjustment	2,623	(9,157)	(5,829)	(1,418)	2,762	5,749
Change (yoy, %)	(22.0)	(449)	(36)	(76)	N.M	108
EPS	26.8	(93.5)	(95.6)	(14.5)	28.2	58.7
Dividend per sh	0.5	-	-	-	2.0	2.0
Dividend Payout %	2.4	-	-	-	7	3

<sup>\*</sup>From FY20 onward, numbers are of merged entity



Balance Sheet*						(Rs mn)
Year-end: March	FY20	FY21	FY22	FY23	FY24E	FY25E
Shareholders' funds	22,470	27,291	13,704	73,299	75,082	80,635
Share capital	514	608	610	980	980	980
Reserves & surplus	21,956	26,684	13,094	72,319	74,102	79,655
Total Debt	12,947	13,519	10,333	12,723	18,723	16,723
Other liabilities	-	-	34,259	57,841	57,841	57,841
Curr Liab & prov	8,811	6,654	14,939	20,877	12,575	14,607
Current liabilities	8,632	6,429	14,814	20,247	11,820	13,730
Provisions	180	225	126	631	755	877
Total liabilities	21,758	20,173	59,532	91,441	89,139	89,171
Total equity & liabilities	44,231	47,464	73,233	1,64,732	1,64,218	1,69,803
Net fixed assets	30,360	29,369	54,719	1,44,559	1,40,803	1,43,023
Investments	11	3	-	-	-	-
Other non-curr assets	3,928	5,599	9,854	11,676	13,046	14,390
Current assets	9,932	12,493	8,661	8,498	10,368	12,390
Inventories	307	250	342	664	795	923
Sundry Debtors	1,891	307	818	1,825	2,185	2,538
Cash and Bank	3,235	7,323	5,781	3,616	4,524	5,602
Loans and advances	2,482	2,547	18	34	41	47
Total assets	44,231	47,464	73,233	1,64,732	1,64,218	1,69,803

<sup>\*</sup>From FY23 onwards, numbers are of merged entity



Cash Flow Statement						(Rs mn
Year-end: March	FY20	FY21	FY22	FY23*	FY24E	FY25E
Pre-tax profit	4,576	(11,488)	(7,849)	(274)	2,895	7,696
Depreciation	2,324	2,383	3,790	3,909	7,717	4,855
Tax paid	(4,849)	350	78	(726)	(919)	(1,947)
Chg in working capital	(3,744)	(581)	10,211	4,593	(8,800)	1,544
Other operating activities	-	(1)	(1)	(8)	(1,826)	(1,799)
Cash flow from operations (a)	(1,693)	(9,336)	6,229	7,494	(934)	10,349
Capital expenditure	(2,469)	(1,391)	(29,140)	(93,749)	(3,962)	(7,075)
Chg in investments	89	8	3	-	-	-
Other investing activities	9,412	14,142	24,549	81,348	-	-
Cash flow from investing (b)	7,032	12,759	(4,588)	(12,401)	(3,962)	(7,075)
Equity raised/(repaid)	46	94	2	370	-	-
Debt raised/(repaid)	123	573	(3,186)	2,390	6,000	(2,000)
Dividend (incl. tax)	(62)	-	-	-	(196)	(196)
Chg in monorities	(2,563)	(1)	-	(17)	-	-
Other financing activities	-	-	-	-	-	-
Cash flow from financing (c)	(2,456)	666	(3,184)	2,742	5,804	(2,196)
Net chg in cash (a+b+c)	2,882	4,088	(1,542)	(2,165)	909	1,078

<sup>\*</sup>From FY23 onwards, numbers are of merged entity



### **Financial Ratios**

Year-end: March	FY20	FY21	FY22	FY23	FY24E	FY25E
Book Value (Rs)	229.4	279	225	748	766	823
Adj EPS (Rs)	26.8	-93.5	-95.6	-14.5	28.2	58.7
Adj EPS growth (%)	-62.8	-449	2	-85	-295	108
EBITDA margin (%)	17.1	-181.6	-16.9	10.0	15.0	19.0
Pre-tax margin (%)	8.6	-297.7	-39.0	-0.5	4.6	10.6
Net Debt/Equity (x)	0.4	0.2	0.3	0.1	0.2	0.1
ROCE (%)	17.9	-28	-15	1	3	6
ROE (%)	15.0	-37	-28	-3	4	7
DuPont Analysis						
Asset turnover (x)	1.3	0.1	0.3	0.4	0.4	0.4
Leverage factor (x)	2.4	1.8	2.9	2.7	2.2	2.1
Net margin (%)	4.9	-237.3	-28.9	-2.7	4.4	7.9
Working Capital & Liquidity ratio						
Inventory days	2	24	6	5	5	5
Receivable days	13	29	15	13	13	13
Payable days	26	68	47	40	39	41

### **Valuations**

Year-end: March	FY20	FY21	FY22	FY23	FY24E	FY25E
PER (x)	65.1	-18.6	-18.2	-120.4	61.8	29.7
Price/Book value (x)	7.6	6.3	7.8	2.3	2.3	2.1
EV/Net sales (x)	3.4	45.8	5.5	3.4	3.0	2.5
EV/EBITDA (x)	19.9	-25.2	-32.5	34.4	19.7	13.2
Dividend Yield (%)	0.0	0.0	0.0	0.0	0.1	0.1

Source: Company; IDBI Capital Research





Dealing (91-22) 6836 1111 dealing@idbicapital.com

**Key to Ratings Stocks:** 

**BUY:** 15%+; **HOLD:** -5% to 15%; **SELL:** -5% and below.

#### IDBI Capital Markets & Securities Ltd.

#### **Equity Research Desk**

6th Floor, IDBI Tower, WTC Complex, Cuffe Parade, Colaba, Mumbai – 400 005. Phones: (91-22) 2217 1700; Fax: (91-22) 2215 1787; Email: info@idbicapital.com

SEBI Registration: BSE & NSE (Cash & FO) - INZ000007237, NSDL - IN-DP-NSDL-12-96, Research - INH000002459, CIN - U65990MH1993GOI075578

Compliance Officer: Christina D'souza; Email: compliance@idbicapital.com; Telephone: (91-22) 2217 1907

#### Disclaimer

This report has been published by IDBI Capital Markets & Securities Ltd. (hereinafter referred to as "IDBI Capital") for private circulation. This report should not be reproduced or copied or made available to others. No person associated with IDBI Capital is obligated to call or initiate contact with you for the purposes of elaborating or following up on the information contained in this report. The information contained herein is strictly confidential and meant for solely for the selected recipient and may not be altered in any way, transmitted to copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without the prior written consent of IDBI Capital.

Recipients may not receive this report at the same time as other recipients. IDBI Capital will not treat recipients as customers by virtue of their receiving this report.

The information contained herein is from the public domain or sources believed to be reliable, but we do not make any representation or warranty that it is accurate, complete or up-to-date and it should not be reliable upon as such. While reasonable care has been taken to ensure that information given is at the time believed to be fair and correct and opinions based thereupon are reasonable, due to the very nature of research it cannot be warranted or represented that it is accurate or complete and it should not be reliable upon as such. In so far as this report includes current or historical information, it is believed to be reliable, although its accuracy and completeness cannot be guaranteed.

Opinions expressed are current opinions as of the date appearing on this material only. While we endeavor to update on a reasonable basis, the information discussed in this material, IDBI Capital, its directors, employees are under no obligation to update or keep the information current. Further there may be regulatory, compliance, or other reasons that prevent us from doing so.

Prospective investors and others are cautioned that any forward-looking statements are not predictions and may be subject to change without notice.

IDBI Capital, its directors and employees and any person connected with it, will not in any way be responsible for the contents of this report or for any losses, costs, expenses, charges, including notional losses/lost opportunities incurred by a recipient as a result of acting or non-acting on any information/material contained in the report.

This is not an offer to sell or a solicitation to buy any securities or an attempt to influence the opinion or behavior of investors or recipients or provide any investment/tax advice.

This report is for information only and has not been prepared based on specific investment objectives. The securities discussed in this report may not be suitable for all investors. Investors must make their own investment decision based on their own investment objectives, goals and financial position and based on their own analysis.

Trading in stocks, stock derivatives, and other securities is inherently risky and the recipient agrees to assume complete and full responsibility for the outcomes of all trading decisions that the recipient makes, including but not limited to loss of capital.

Opinions, projections and estimates in this report solely constitute the current judgment of the author of this report as of the date of this report and do not in any way reflect the views of IDBI Capital, its directors, officers, or employees.

This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject IDBI Capital and associates to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this report may come are required to inform themselves of and to observe such restriction.

E-mail is not a secure method of communication. IDBI Capital cannot accept responsibility for the accuracy or completeness of any e-mail message or any attachment(s).

This transmission could contain viruses, be corrupted, destroyed, incomplete, intercepted, lost or arrived late. IDBI Capital, its directors or employees or associates accept no liability for any damage caused, directly or indirectly, by this email.



#### **Analyst Disclosures**

I, Devang Bhatt, hereby certify that the views expressed in this report accurately reflect my personal views about the subject companies and / or securities. I also certify that no part of my compensation was, is or will be directly or indirectly related to the specific recommendations or views expressed in this report. Principally, I will be responsible for the preparation of this research report and have taken reasonable care to achieve and maintain independence and objectivity in making any recommendations herein.

#### Other Disclosure

IDBI Capital Markets & Securities Ltd. (herein after referred to as "IDBI Capital") was incorporated in the year 1993 under Companies Act, 1956 and is a wholly owned subsidiary of IDBI Bank Limited. IDBI Capital is one of India's leading securities firm which offers a full suite of products and services to individual, institutional and corporate clients namely Stock broking (Institutional and Retail), Distribution of financial products, Merchant Banking, Corporate Advisory Services, Debt Arranging & Underwriting, Portfolio Manager Services and providing Depository Services. IDBI Capital is a registered trading and clearing member of BSE Ltd. (BSE) and National Stock Exchange of India Limited (NSE). IDBI Capital is also a SEBI registered Merchant Banker, Portfolio Manager and Research Analyst. IDBI Capital is also a SEBI registered depository participant with National Securities Depository Limited (NSDL) and is also a Mutual Fund Advisor registered with Association of Mutual Funds in India (AMFI).

IDBI Capital and its associates IDBI Bank Ltd. (Holding Company), IDBI Intech Ltd. (Fellow Subsidiary), IDBI Asset Management Ltd. (Fellow Subsidiary) and IDBI Trusteeship Services Ltd. (Fellow Subsidiary).

IDBI Group is a full-serviced banking, integrated investment banking, investment management, brokerage and financing group. Details in respect of which are available on www.idbicapital.com IDBI Capital along with its associates are leading underwriter of securities and participants in virtually all securities trading markets in India. We and our associates have investment banking and other business relationships with a significant percentage of the companies covered by our Research Department. Investors should assume that IDBI Capital and/or its associates are seeking or will seek investment banking or other business from the company or companies that are the subject of this material. IDBI Capital generally prohibits its analysts, persons reporting to analysts, and their dependent family members having a financial conflict of interest in the securities or derivatives of any companies that the analysts cover. Additionally, IDBI Capital generally prohibits its analysts and persons reporting to analysts from serving as an officer, director, or advisory board member of any companies that the analysts cover. Our sales people, traders, and other professionals may provide oral or written market commentary or trading strategies to our clients that reflect opinions that are contrary to the opinions expressed herein, and our proprietary trading and investing businesses may make investment decisions that are inconsistent with the recommendations expressed herein. In reviewing these materials, you should be aware that any or all of the foregoing, among other things, may give rise to real or potential conflicts of interest. Directors of IDBI Capital and its associates may have interest in the Companies under recommendation in this report either as Director or shareholder. Additionally, other important information regarding our relationships with the company or companies that are the subject of this material is provided herein. This material should not be construed as an offer to sell or the solicitation of an offer to buy a

IDBI Capital hereby declares that our activities were neither suspended nor we have materially defaulted with any Stock Exchange authority with whom we are registered in last five years. However SEBI, Exchanges and Depositories have conducted the routine inspection and based on their observations have issued advice letters or levied minor penalty on IDBI Capital for certain operational deviations. We have not been debarred from doing business by any Stock Exchange / SEBI or any other authorities; nor has our certificate of registration been cancelled by SEBI at any point of time. IDBI Capital, its directors or employees or associates, may from time to time, have positions in, or options on, and buy and sell securities referred to herein. IDBI Capital or its associates, during the normal course of business, from time to time, may solicit from or perform investment banking or other services for any company mentioned in this document or their connected persons or be engaged in any other transaction involving such securities and earn brokerage or other compensation or at as a market maker in the financial instruments of the company(ies) discussed herein or their affiliate companies or act as advisor or lender / borrower to such company(ies)/associates companies or have other potential conflict of interest. This report may provide hyperlinks to other websites. Except to the extent to which the report refers to the website of IDBI Capital, IDBI Capital states that it has not reviewed the linked site and takes no responsibility for the content contained in such other websites. Accessing such websites shall be at recipient's own risk. IDBI Capital encourages the practice of giving independent opinion in research report preparation by the analyst and thus strives to minimize the conflict in preparation of research report. Accordingly, neither IDBI Capital nor Research Analysts have any material conflict of interest at the time of publication of this report. We offer our research services to primarily institutional inves