

Vadilal Industries

NOT RATED

Household name in ice-cream

Summary

We interacted with Vadilal Industries CFO & promoter Kalpit Gandhi, to understand its business. Vadilal a household name in ice-cream was established in 1907. Over the years, company has travelled through 4 generations of Gandhi's and currently is engaged in the business of manufacturing Ice-cream, frozen dessert, candy and processing and exporting food products. Vadilal has foothold in northern, eastern and western regions of India & export contributes 13% to its revenue (FY23). It aims to maintain mid-teens sales growth in coming 4-5 years with EBITDA margin of 15%+. Importantly its EBITDA margin expanded by a 200 bps YoY in FY23 to 16% (despite cost inflation), indicating its brand strength. For growth, company is contemplating shifting its Bareilly plant to other location where it aims to set up a plant with a much larger capacity.

Other key takeaways

- Market share: Brand Vadilal has a 16% market share in Indian organized market of Rs200 bn. Vadilal has a robust and extensive pan-India distribution network with more than 1,75,000 dealers. Company emphasis is on prompt order delivery underscores its commitment to customer satisfaction.
- **Expansion plans:** The company aims to double its production capacity in Uttar Pradesh which should likely drive its targeted mid-teens sales growth over coming 4-5 years. The capex for this is likely to be Rs3bn (70% likely to be financed likely with term loans). Its plants are located in Bareilly (Uttar Pradesh) and Gandhinagar (Gujarat) and Dharampur (Gujarat).
- Positive OCF: Vadilal has delivered sales CAGR of 13% and PAT of 35% in the last 10 years. Importantly its operating cash flow has been consistently positive in the last 10 years.

ТР			-	Key Stock Data	
СМР		Rs 2	2,518	Bloomberg/Reuters	VDI IN / VDLI.BO
Potential upsi	de/dov	vnside	-	Sector	Dairy Products
Previous Ratin	ng		-	Shares o/s (mn)	7
Price Perform	ance (%	6)		Market cap. (Rs mn)	18,099
	-1m	-3m	-12m	3-m daily avg Trd value	e (Rs mn)
Absolute	(3.4)	(9.8)	1.4	52-week high / low	3,298 / 1,800
Rel to Sensex	(3.4)	(10.0)	(11.7)	Sensex / Nifty	65,632 / 19,546

V/s Consensus			Shareholding Pattern (%)	
EPS (Rs)	FY24E	FY25	Promoters	64.7
IDBI Capital	-	-	FII	(
Consensus	-	-	DII	C
% difference	-	-	Public	35.3

Financial snapshot

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Year	FY19	FY20	FY21	FY22	FY23
Revenue	5,671	5,993	4,634	6,977	10,579
Change (yoy, %)	4%	6%	-23%	51%	52%
EBITDA	720	787	348	988	1625
Change (yoy, %)	50%	9%	-56%	184%	65%
EBITDA Margin(%)	13%	13%	8%	14%	15%
Adj.PAT	334	414	46	447	963
EPS (Rs)	46	58	6	62	134
Change (yoy, %)	113%	24%	-89%	866%	115%
PE(x)	57	46	408	42	20
Dividend Yield (%)	0	N/A	N/A	0	0
EV/EBITDA (x)	27.5	25.7	55.9	20.0	12.9
RoE (%)	16%	17%	2%	15%	24%
RoCE (%)	24%	23%	10%	24%	29%

Source: IDBI Capital Research

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(Rs mn)

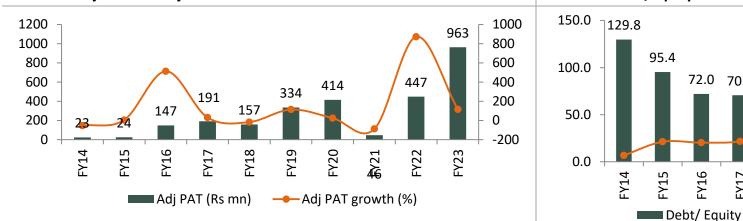


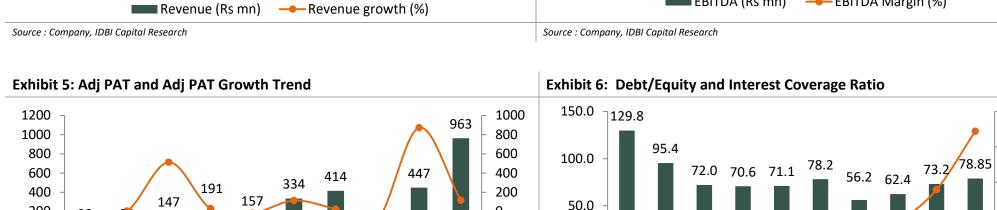
Company overview

Vadilal Industries is an Indian food and beverage company headquartered in Ahmedabad, Gujarat. Founded in 1907, it is one of the leading ice cream brands in India. The company also produces a variety of other food products, such as flavored milk, frozen desserts, and packaged foods. The company has three manufacturing plants, two of which are in Gujarat and one in Uttar Pradesh.



Source: Company; IDBI Capital Research







²⁰⁰⁰ 200 184 150 50 1500 65 100 30 48 50 1000 50 10 9 -3 -2 -9 -15 0 -10 500 -50 -30 -100 0 -50 FY14 FY16 FY17 FY18 FY19 FY20 FY21 FY22 FY23 ഹ FT EBITDA (Rs mn)

FY20

FΥ19

FY18

FY17

Exhibit 3: Revenue and Revenue Growth Trend



20.0

15.0

10.0

5.0

0.0

FY23

FY22

FY21

---- Interest Coverage Ratio

Source : Company, IDBI Capital Research

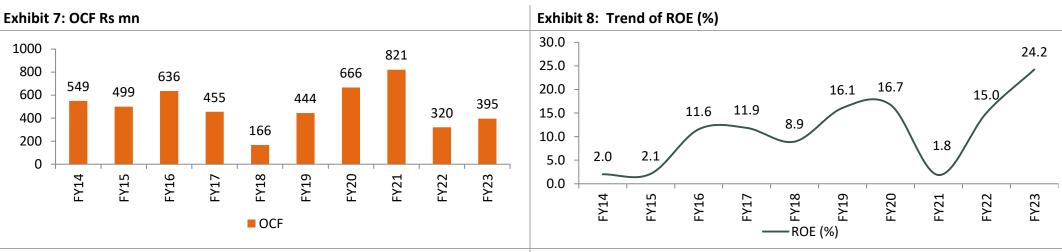
Source : Company, IDBI Capital Research

FY16

Exhibit 4: EBITDA and EBITDA Margin Trend

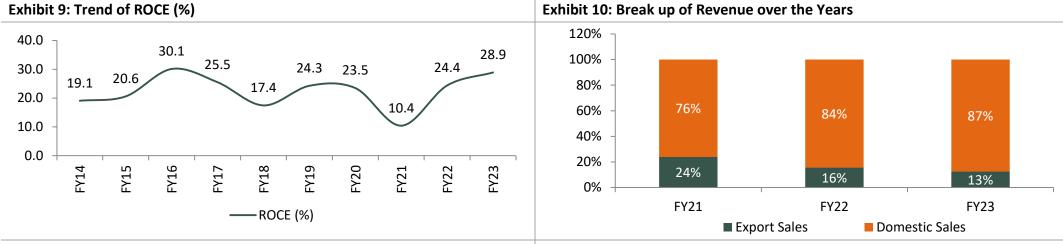
Vadilal Industries | Company Note

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Source : Company, IDBI Capital Research

Source : Company, IDBI Capital Research



Source : Company, IDBI Capital Research

Source : Company, IDBI Capital Research

Exhibit 10: Break up of Revenue over the Years



Vadilal's growth strategy

Vadilal's five-pronged growth strategy is explained as under:

- Geographical Expansion:
- Company is expanding distribution footprints in North and East regions
- It is increasing presence in tier 3-4 cities.
 - Vadilal is reaching customers through different supermarkets like the Big Basket, D-mart, Reliance Smart, Star Bazaar, Max Bazaar and also on online portals like Zomato, Swiggy, Swiggy Instamart, Blink It & Zepto.
- New Product Development:
 - The company had introduced many variants in the premium segment like Gourmet Natural ice cream tubs, cups, and kulfis.
 - They have introduced a new product Vadilal Quick treat Ghee; currently this product is only available in Gujarat.
 - Vadilal's MELT IN parlor offers a range of high-end Artisanal Gelato ice cream that has gained popularity in the past few years.
 - The latest introduction by Vadilal is the seasonal party packs category with premium quality and a unique mix of flavours that is quickly catching hold over the niche market.
- Brand Building Initiatives:
 - Company aims to spend 4% of sales towards promotional activiites.
 - They had recently started campaign "Dil Bole Waah Vadilal".
 - Company is promoting its brand on all social media handles and OTT platforms.



Retail Investments:

- Vadilal has a robust and extensive pan-India distribution network with more than 1,75,000 dealers and trade partners that cater to every nook and corner of the country.
- They are working to increase the physical touch points with the consumers and executing it by putting in place a robust network of dealers, FOWs (Freezer on Wheels) and Ice cream parlors.
- Global expansions:
 - Vadilal is leveraging frozen foods channels to expand ice cream exports globally.
 - Strong distribution to Indian diaspora who have displayed affinity for the brand.
 - The company is also focusing on exports in the past few years and it has received strong response from the US and Middle East in the past three years.

Exhibit 11: Awards & Recognitions

Name of the Award	Detail
The Great Indian Ice Cream	They received 27 awards over 4 years at "The Great Indian Ice Cream Contest" over FY08, FY09, FY10 and FY13.
India's Most Trusted Ice cream	The company ranked No. 18th In The Food Products Category by The Economic Times in FY13.
BRCGS, ISO 22000:2018	Vadilal Quick Treats Unit is certified with BRCGS, ISO 22000:2018.
Source: Company, IDBI Capital	



Management profile

Name	Designation	Details
Mr. Preet Shah	Executive Chairman & Independent Director	He was appointed as the chairman of the board of director of the company on 30 th September 2022. He has an expertise in finance.
Mr. Rajesh R. Gandhi	Managing Director	He has been associated with the Company since its inception, having experience on hands of the Ice-cream & Processed Food business. He looks after Exports and Domestic Sales, International Freight, and Government Subsidies of entire division.
Mr. Devanshu L. Gandhi	Managing Director	He is a Commerce Graduate and has been associated with the Company since its inception. He looks after Production, Purchase, and R&D of Processed Food Division. He looks after purchase of Land & Materials, Project Commissioning & Legal for Construction Division.
Ms. Kalpit R. Gandhi	Chief Financial Officer	He has completed Master's in Business Administration from IESE Business School Barcelona (Spain). He is a graduate from the University of Southern California with a BSC in Business Administration & Accounting. Earlier, he served reputed organizations like Godrej Consumer Products Limited, Financial Technologies (India) Itd and had also exposure in international company named Akin Bay in USA.

Exhibit 12: Key management persons



Peer Comparison

Charles	Sale	s (Mn)	P/	BV	P,	/E	EBITDA	Margin	RO	E %
Stocks	FY22	FY23	FY22	FY23	FY22	FY23	FY22	FY23	FY22	FY23
Vadilal Industries	6,954	10,579	3.41	3.97	22.67	16.39	14.22	15.42	16.3	27.73
Hatsun Agro	63,535	72,282	20.85	13.02	93.09	111.07	11.52	9.71	20.46	13.01



Industry overview

Global ice cream market

The global ice cream market size stood at \$71 bn in CY22 and is expected to reach \$94 bn by CY28, exhibiting a CAGR of 5% during the same period. The North America ice cream market is expected to grow from \$29 bn in 2022 to \$36 bn by 2028, with a CAGR of 4% from 2022 to 2028. The European ice cream market is projected to record a CAGR of 4.9% over the coming five years. The Middle East and Africa ice cream market is projected to grow at faster growth (CAGR likely at 10.7% during 2023-2028).

Indian ice cream market

India is the largest producer and marketer of milk. It accounts overall 1/5th of the global milk production. The ice cream market in India is forecasted at a CAGR of 17% over 2022-2028. The total Indian organized ice cream market is estimated at approx. Rs200 bn currently. However overall organized and unorganized market ice cream market is estimated at Rs320 bn with national, regional and local players. The per capita consumption of ice cream in India is low compared to western countries, so there is a huge scope in expansion and market penetration with an innovative product mix to attract all class and mass consumers.

Frozen Food market

The global frozen food market size was valued at \$ 256 bn in 2021 and is projected to reach \$328 bn in 2028, representing a CAGR of 5% over the same period. Sale of frozen pizza, appetizer and desserts are growing at faster pace than the overall market. The convenience food and ready meal segments growth from 2023 to 2030 can be attributed with the changing lifestyle of young people who rely on frozen foods.

Europe dominated the frozen food market with a 37% share in 2022, followed by North America 28% market share. The North America frozen food market was valued at \$73 bn in 2022 and is expected to reach \$102 bn by 2028 with an annual growth rate of 5.5% from 2022 to 2028.



Financial Summary

Year-end: March	FY18	FY19	FY20	FY21	FY22	FY23
Net sales	5,474	5,671	5,993	4,634	6,977	10,579
Change (yoy, %)		4	6	-23	51	52
Operating expenses	-4,993	-4,951	-5,206	-4,285	-5,989	-8,953
EBITDA	481	720	787	348	988	1,625
Change (yoy, %)		50	9	-56	184	65
Margin (%)	8.8	12.7	13.1	7.5	14.2	15.4
Depreciation	-161	-169	-237	-228	-240	-299
EBIT	320	551	550	120	748	1,326
Interest paid	-153	-141	-167	-214	-194	-159
Other income	63	109	96	172	84	138
Pre-tax profit	229	519	479	77	638	1,306
Tax	-73	-185	-66	-31	-191	-343
Effective tax rate (%)	32	36	14	40	30	26
Minority Interest	-0.01	-0.02	0.05	0.05	0.01	0.01
Net profit	157	334	414	46	447	963
Exceptional items	-	-	-	-	-	-
Adjusted net profit	157	334	414	46	447	963
Change (yoy, %)		113	24	-89	865	115
EPS	22	46	58	6	62	134
Dividend per sh	1.25	1.25	N/A	N/A	1.25	1.5
Dividend Payout %	5.74	2.69	N/A	N/A	2.01	1.12



Balance Sheet						(Rs mn)
Year-end: March	FY18	FY19	FY20	FY21	FY22	FY23
Shareholders' funds	1,753	2,074	2,470	2,511	2,973	3,973
Share capital	71.878	71.878	71.878	71.878	71.878	71.878
Reserves & surplus	1,681	2,002	2,399	2,439	2,902	3,901
Total Debt	1,240	1,236	1,548	1,268	1,498	2,909
Other liabilities	298	314	392	268	308	275
Curr Liab & prov	1,103	1,147	1,329	1,628	1,454	1,222
Current liabilities	1,079	1,095	1,274	1,484	1,265	1,176
Provisions	24	52	55	144	189	46
Total liabilities	2,642	2,697	3,269	3,164	3,260	4,406
Total equity & liabilities	4,394	4,770	5,740	5,675	6,233	8,379
Net fixed assets	2,565	2,671	3,175	3,116	3,065	3,093
Investments	8	8	8	6	6	113
Other non-curr assets	200	275	218	132	137	1,198
Current assets	1,621	1,816	2,339	2,421	3,025	3,974
Inventories	1,022	1,270	1,545	1,411	1,652	2,557
Sundry Debtors	420	311	442	453	654	775
Cash and Bank	46	86	192	357	516	375
Loans and advances	77	75	128	111	91	3
Othe current assets	56	74	33	89	111	266
Total assets	4,394	4,770	5,740	5,675	6,233	8,379

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Cash Flow Statement						(Rs mn
Year-end: March	FY18	FY19	FY20	FY21	FY22	FY23
Pre-tax profit	229	519	479	77	638	1,306
Depreciation	161	169	237	228	240	299
Tax paid	-52	-149	-133	-22	-116	-434
Chg in working capital	-307	-227	-67	387	-649	-994
Other operating activities	-	-	-	-	-	-
Cash flow from operations (a)	166	444	666	821	320	395
	-	-	-	-	-	-
Capital expenditure	-249	-326	-683	-148	-214	-584
Chg in investments						
Other investing activities	8.97	13.81	10.71	40.12	14.60	-34.89
Cash flow from investing (b)	-240	-313	-672	-108	-199	-619
Equity raised/(repaid)		-		-	-	-
Debt raised/(repaid)	574	101	431	254	463	299
Dividend (incl. tax)	-11	-11	-11	-	-	-9
Chg in monorities						
Other financing activities	-502	-186	-379	-809	-385	-200
Cash flow from financing (c)	61	-96	41	-556	78	90
Net chg in cash (a+b+c)	-13	36	35	156	199	-134



Financial Ratios

Year-end: March	FY18	FY19	FY20	FY21	FY22	FY23
Book Value (Rs)	244	288	344	349	414	553
Adj EPS (Rs)	22	46	58	6	62	134
Adj EPS growth (%)		113	24	-89	866	115
EBITDA margin (%)	9	13	13	8	14	15
Pre-tax margin (%)	4	9	8	2	9	12
Net Debt/Equity (x)	68	68	73	42	37	42
ROCE (%)	17	24	23	10	24	29
ROE (%)	9	16	17	2	15	24
DuPont Analysis						
Asset turnover (x)	1.2	1.2	1.0	0.8	1.1	1.3
Leverage factor (x)	2.5	2.3	2.3	2.3	2.1	2.1
Net margin (%)	0.0	0.1	0.1	0.0	0.1	0.1
Working Capital & Liquidity ratio						
Inventory days	119	157	179	211	170	167
Receivable days	28	20	27	36	34	27
Payable days	91	86	98	165	85	58
Valuations						
Year-end: March	FY18	FY19	FY20	FY21	FY22	FY23
PER (x)	116	54	44	391	40	19
Price/Book value (x)	10	9	7	7	6	5
EV/Net sales (x)	4	3	3	4	3	2
EV/EBITDA (x)	41	28	26	56	20	13
Dividend Yield (%)		0	N/A	N/A	0	0
Source: Company: IDBI Canital Research						

Notes



Dealing

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Key to Ratings Stocks:

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

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