

Estimate change	↔
TP change	↓
Rating change	↔

Bloomberg	INMART IN
Equity Shares (m)	61
M.Cap.(INRb)/(USDb)	149.3 / 1.8
52-Week Range (INR)	3336 / 2180
1, 6, 12 Rel. Per (%)	-12/-23/-8
12M Avg Val (INR M)	649

## Financials & Valuations (INR b)

Y/E Mar	2024E	2025E	2026E
Sales	12.0	14.6	17.7
EBITDA	3.3	4.1	5.4
Adj. PAT	3.1	3.9	5.1
Adj. EPS (INR)	52.2	65.6	86.2
Adj. EPS Gr. (%)	37%	26%	31%
BV/Sh. (INR)	384.9	433.7	487.9

## Ratios

RoE (%)	14.3	15.9	18.7
RoCE (%)	16.3	17.5	20.1
Payout (%)	25.6	35.8	37.6

## Valuations

P/E (x)	47.7	37.7	28.7
P/BV (x)	6.4	5.7	5.1

## Shareholding pattern (%)

As On	Sep-23	Jun-23	Sep-22
Promoter	49.2	49.2	49.2
DII	5.5	5.6	5.2
FII	27.5	26.9	25.2
Others	18.3	18.3	20.3

FII Includes depository receipts

**CMP: INR 2,489**      **TP: INR3,000 (+21%)**      **Buy**

## Weak supplier addition to weigh on near-term growth

### Underlying fundamentals remain intact; reiterate BUY

- IndiaMART (INMART) delivered a weak 3QFY24 performance, with five-quarter low collection growth of 17% (last four-quarter average of 24%) as its paying supplier addition moderated to only 1.8k QoQ (vs. ~2k in 2Q and quarterly average of 8.5k in FY23). INMART reported in-line 3Q revenue of INR3.05b, up 21% YoY, aided by continued strength in deferred revenue (up 24% YoY to INR12.3b). On the other hand, EBITDA margin expanded by a strong 90bp QoQ to 27.9% and ARPU jumped 11% YoY (vs. 10% in 2Q) to INR55.1k.
- Weak paying supplier addition is a near-term concern for INMART's business growth as it would hurt collections (and subsequently revenue) over the next few quarters. But we take comfort in the fact that the impact is mainly seen among some Silver customers, which form only 25% of the company's revenue base. Moreover, the management remains confident that the supplier addition trajectory (impacted by price hikes few quarters ago) should return to over 5k per quarter in the next few quarters, helping INMART return to its long-term collection growth target of 20-25% YoY.
- Moreover, we continue to view INMART as a long-term play on MSMEs transitioning to the online model, and see the low penetration (<3% overall and 4-5% in Tier 1 cities) as a key growth driver. With gross additions now close to last year's levels – implying that new customers are ready to pay higher pricing, the churn should start moderating in the next 2-3 quarters. We estimate INMART to deliver a 21.5% CAGR in INR revenue over FY23-26.
- With its sales investments behind, INMART has started delivering better profitability and reported 30% EBITDA margin in its core business (ex of Busy). We continue to see an upward trajectory in profitability in the medium term as employee cost management and higher ARPU should aid margins. We estimate consolidated EBITDA margin of 28.2%/30.6% in FY25/FY26 and a PAT CAGR of 30% (excluding one-time gain) over FY23-26.
- We adjust our FY24/FY25/FY26 earnings estimates by +3.3%/-2.5%/+4.7% as we bake in longer recovery time for margins and higher other income. We value INMART on a DCF basis to arrive at a TP of INR3,000, assuming 12.5% WACC and a 6.5% terminal growth rate. **We retain our BUY rating on the stock.**

### In-line performance; muted subscriber addition

- INMART's 3QFY24 revenue grew 21% YoY, EBITDA rose 22% YoY, and Adj. PAT was up 33.5% YoY.
- Standalone collection was below our estimates at INR3.2b (+17% YoY). Deferred revenue rose 24% YoY to INR12.3b.
- Subscriber addition was weak at +1.8k paying subscribers QoQ vs. normal range of 6-8k. ARPU jumped again by 11% YoY to INR55.1k (vs. 10% in 2Q).

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Investors are advised to refer through important disclosures made at the last page of the Research Report.

Motilal Oswal research is available on [www.motilaloswal.com/Institutional-Equities](http://www.motilaloswal.com/Institutional-Equities), Bloomberg, Thomson Reuters, Factset and S&P Capital.

- EBITDA margin at 27.9% was up 90bp QoQ and 40bp below our estimate on the back of higher-than-expected employee expenses.
- Adj. PAT was up 33.5% YoY at INR817m, beating our estimate due to higher other income.
- Traffic momentum remained intact in 3Q, growing 9% YoY to 272m after 10% YoY growth reported in 2Q. Total suppliers on the platform stood at 7.8m, up 5.0% YoY
- Total cash and Investments stood at INR20.4b.

#### Highlights from the management commentary

- The slowing customer growth is primarily attributed to the churn that has intensified in the Silver bucket, which is also leading to slower growth in collections. The subscriber addition to 5k-6k per quarter would result in 20% YoY growth in collections going forward.
- To address the churn in the Silver bucket, the company has hired senior managers; however, it will take a couple of quarters to reduce that degree of churn.
- In terms of unique business enquiries, the YoY growth decelerated. The company has experimented (through WhatsApp, social media apps) in the past to improve unique business enquiries. The company firmly believes that it will achieve the earlier YoY growth rate in unique business enquiries.
- The increase in employee costs was mainly due to wage revisions in 3Q (Dec'23) — ideally the wage revision cycle is executed in 4Q.

#### Valuation and View

- We anticipate that collection growth would return to its earlier trajectory with the reduction of churn in the Silver bucket.
- We are confident of strong fundamental growth in operations, propelled by: 1) higher growth in Digitization among SMEs (~25%), 2) the need for out-of-the-circle buyers, 3) a strong network effect, 4) over 70% market share in the underlying industry, 5) the ability to improve ARPU on low price sensitivity, and 6) higher operating leverage.
- We have arrived at our DCF-based TP of INR3,000, assuming 12.5% WACC and a terminal growth rate of 6.5%. Our TP implies a 21% potential upside. **We reiterate our BUY rating on the stock.**

## Consolidated quarterly earnings

(INR m)

Y/E March	FY23				FY24				FY23	FY24E	FY24	Var.
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4QE			3QE	(%/bp)
<b>Gross Sales</b>	<b>2,246</b>	<b>2,406</b>	<b>2,514</b>	<b>2,688</b>	<b>2,821</b>	<b>2,947</b>	<b>3,053</b>	<b>3,218</b>	<b>9,854</b>	<b>12,039</b>	<b>3,065</b>	<b>-0.4</b>
Change (YoY %)	23.7	31.9	33.7	33.5	25.6	22.5	21.4	19.7	30.8	22.2	21.9	-50bp
<b>Total Expenditure</b>	<b>1,604</b>	<b>1,734</b>	<b>1,812</b>	<b>2,027</b>	<b>2,048</b>	<b>2,150</b>	<b>2,200</b>	<b>2,385</b>	<b>7,177</b>	<b>8,783</b>	<b>2,198</b>	<b>0.1</b>
<b>EBITDA</b>	<b>642</b>	<b>672</b>	<b>702</b>	<b>661</b>	<b>773</b>	<b>797</b>	<b>853</b>	<b>833</b>	<b>2,677</b>	<b>3,256</b>	<b>867</b>	<b>-1.6</b>
Margin (%)	28.6	27.9	27.9	24.6	27.4	27.0	27.9	25.9	27.2	27.0	28.3	-30bp
Depreciation	63	76	86	86	74	80	84	86	311	324	79	6
Interest	12	26	22	21	22	23	22	22	81	89	20	10
Other Income	10	466	352	307	571	346	417	387	1,135	1,721	352	19
<b>PBT before EO expense</b>	<b>577</b>	<b>1,036</b>	<b>946</b>	<b>861</b>	<b>1,248</b>	<b>1,040</b>	<b>1,164</b>	<b>1,112</b>	<b>3,420</b>	<b>4,564</b>	<b>1,120</b>	<b>3.9</b>
Extra-Ord. expense	0	0	-516	0	18	0	0	0	-516	18	0	
<b>PBT</b>	<b>577</b>	<b>1,036</b>	<b>1,462</b>	<b>861</b>	<b>1,230</b>	<b>1,040</b>	<b>1,164</b>	<b>1,112</b>	<b>3,936</b>	<b>4,546</b>	<b>1,120</b>	<b>3.9</b>
Tax	40	243	240	198	293	239	277	255	721	1,064	257	8
Rate (%)	6.9	23.5	16.4	23.0	23.8	23.0	23.8	23.0	18.3	23.4	22.9	90bp
MI and P/L of Asso. Cos.	70	109	94	105	106	110	80	80	378	376	110	
<b>Reported PAT</b>	<b>467</b>	<b>684</b>	<b>1,128</b>	<b>558</b>	<b>831</b>	<b>691</b>	<b>807</b>	<b>776</b>	<b>2,837</b>	<b>3,105</b>	<b>753</b>	<b>7.1</b>
<b>Adj. PAT</b>	<b>467</b>	<b>684</b>	<b>612</b>	<b>558</b>	<b>849</b>	<b>691</b>	<b>807</b>	<b>776</b>	<b>2,321</b>	<b>3,123</b>	<b>753</b>	<b>7.1</b>
Change (YoY %)	-46.9	-16.8	-12.8	-2.8	81.8	1.0	31.8	39.1	-22.0	34.6	23.1	880bp
Margin (%)	20.8	28.4	24.3	20.8	30.1	23.4	26.4	24.1	23.6	25.9	24.6	190bp

## Key performance indicators

Y/E March	FY23				FY24				FY23	FY24E
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4QE		
<b>Revenue indicators</b>										
Paid suppliers ('000)	179.0	188.0	194.4	203.0	208.0	210.0	212.0	217.2	203.0	217.2
ARPU ('000)	47.6	48.7	49.4	50.6	51.5	53.5	55.1	56.8	46.4	53.0
<b>Cost indicators</b>										
Employees	3835	4088	4413	4583	4821	5,066	5,186	5,286	4583	
Other expenses (INR m)	359	484	482	567	488	460	460	478	1892	

## Highlights from the management commentary



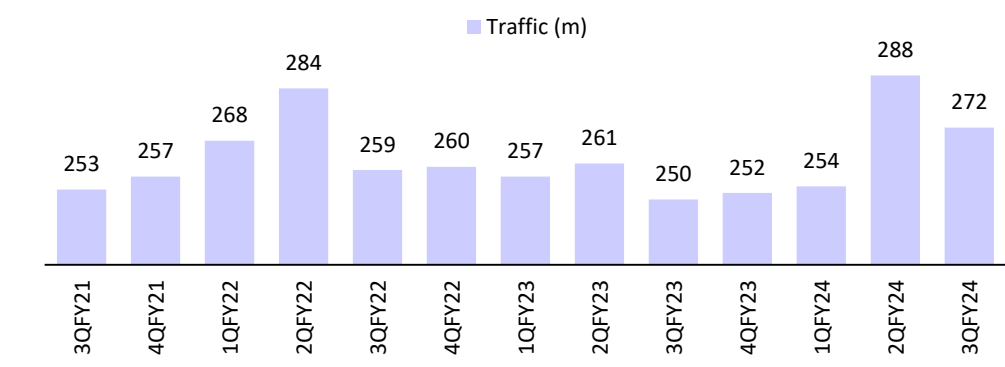
- The slowing customer growth is primarily attributed to the churn that has intensified in the Silver bucket, which is also leading to slower growth in collections. The subscriber addition to 5k-6k per quarter would result in 20% YoY growth in collections going forward.
- Despite the churn witnessed in the Silver bucket, ARPU has seen a consistent sequential increase for the last two quarters. About 33% of the subscribers in the silver bucket are on the new tariff, and additionally, 50% of the subscribers are Platinum and Gold, which keeps ARPU stable, as the churn in the Gold and Silver buckets is at an all-time low.
- To address the churn in the Silver bucket, the company has hired senior managers; however, it will take a couple of quarters to reduce that degree of churn.
- The churn in monthly subscribers has usually been high. The company wants to follow a disciplined approach and would like to move to annual subscription for tier-3 and tier-4 cities.
- In terms of unique business enquiries, the YoY growth decelerated. The company has experimented (through WhatsApp, social media apps) in the past to improve unique business enquiries. The company firmly believes that it will achieve the earlier YoY growth rate in unique business enquiries.

- Busy InfoTech's performance has been within the anticipated range. The company has acquired senior resources for sales and marketing, which is helping the company generate overall leads.

### Cost and margin

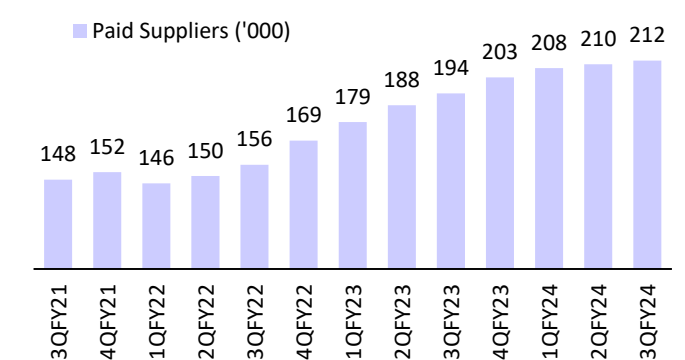
- The increase in employee costs was mainly due to wage revisions in 3Q (Dec'23) — ideally the wage revision cycle is executed in 4Q. Additionally, the company is shifting employees from the third-party payroll to the company payroll, which is again leading to a consistent increase in employee costs.
- The company has been implementing automation and optimization tools to improve margins. The management alluded that it is striving to introduce ML/AI mechanism in the space, in which a large number of manual resources get occupied that can be automated.
- It is planning to introduce a decentralized management structure under which a state head would be solely responsible for managing its P&L. The part of the margin contribution would be utilized for re-investing in better management and setting up system protocols.

### Exhibit 1: Traffic moderated from its peak



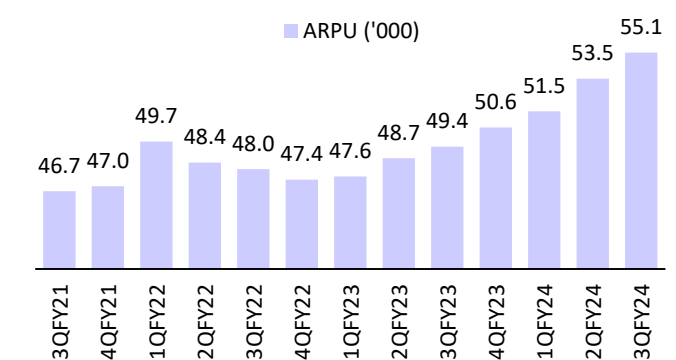
Source: Company, MOFSL

### Exhibit 2: Paid supplier additions plateaued



Source: Company, MOFSL

### Exhibit 3: ARPU continued to inch up



Source: Company, MOFSL

**Valuation and View**

- We anticipate that collection growth would return to its earlier trajectory with the reduction of churn in its Silver bucket.
- We are confident of strong fundamental growth in operations, propelled by: 1) higher growth in Digitization among SMEs (~25%), 2) the need for out-of-the-circle buyers, 3) a strong network effect, 4) over 70% market share in the underlying industry, 5) the ability to improve ARPU on low price sensitivity, and 6) higher operating leverage.
- We have arrived at our DCF-based TP of INR3,000, assuming 12.5% WACC and a terminal growth rate of 6.5%. Our TP implies a 21% potential upside. **We reiterate our BUY rating on the stock.**

**Exhibit 4: Revisions to our estimates**

Standalone business	Revised estimate			Old estimate			Change (%/bp)		
	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue (INR m)	12039	14572	17660	12086	15002	17622	-0.4	-2.9	0.2
YoY (%)	22.2	21.0	21.2	22.7	24.1	17.5	-50bp	-310bp	370bp
EBITDA (%)	27.0	28.2	30.6	27.4	29.8	30.3	-30bp	-160bp	30bp
EBIT (%)	24.4	25.6	28.2	24.8	27.4	28.0	-40bp	-170bp	30bp
EPS (INR)	51.9	65.6	86.2	50.2	67.2	82.3	3.3	-2.5	4.7

Source: MOFSL

## Financials and valuations

Consolidated Income Statement							(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24E	FY25E	FY26E
<b>Total Income from Operations</b>	<b>6,386</b>	<b>6,696</b>	<b>7,535</b>	<b>9,854</b>	<b>12,039</b>	<b>14,572</b>	<b>17,660</b>
Change (%)	26.0	4.9	12.5	30.8	22.2	21.0	21.2
Employees Cost	2,670	2,052	2,676	3,975	5,413	6,702	7,754
Outsourced sales cost	724	534	728	1,310	1,484	1,668	1,876
Other Expenses	1,310	828	1,053	1,892	1,886	2,097	2,622
<b>Total Expenditure</b>	<b>4,704</b>	<b>3,414</b>	<b>4,457</b>	<b>7,177</b>	<b>8,783</b>	<b>10,467</b>	<b>12,252</b>
As a percentage of Sales	73.7	51.0	59.2	72.8	73.0	71.8	69.4
<b>EBITDA</b>	<b>1,682</b>	<b>3,282</b>	<b>3,078</b>	<b>2,677</b>	<b>3,256</b>	<b>4,106</b>	<b>5,408</b>
Margin (%)	26.3	49.0	40.8	27.2	27.0	28.2	30.6
Depreciation	207	161	119	311	324	369	423
<b>EBIT</b>	<b>1,475</b>	<b>3,121</b>	<b>2,959</b>	<b>2,366</b>	<b>2,931</b>	<b>3,737</b>	<b>4,985</b>
Int. and Finance Charges	29	67	54	81	89	88	88
Other Income	683	866	1,122	1,135	1,721	1,783	2,113
<b>PBT bef. EO Exp.</b>	<b>2,129</b>	<b>3,920</b>	<b>4,027</b>	<b>3,420</b>	<b>4,564</b>	<b>5,432</b>	<b>7,010</b>
EO Items	229	-109	0	516	-18	0	0
<b>PBT after EO Exp.</b>	<b>2,358</b>	<b>3,811</b>	<b>4,027</b>	<b>3,936</b>	<b>4,546</b>	<b>5,432</b>	<b>7,010</b>
Total Tax	872	986	928	721	1,064	1,248	1,611
Tax Rate (%)	37.0	25.9	23.0	18.3	23.4	23.0	23.0
Minority Interest	14.0	27.0	122.0	378.0	376.0	320.0	320.0
<b>Reported PAT</b>	<b>1,472</b>	<b>2,798</b>	<b>2,977</b>	<b>2,837</b>	<b>3,105</b>	<b>3,864</b>	<b>5,079</b>
<b>Adjusted PAT</b>	<b>1,243</b>	<b>2,907</b>	<b>2,977</b>	<b>2,321</b>	<b>3,123</b>	<b>3,864</b>	<b>5,079</b>
Change (%)	491.9	133.9	2.4	-22.0	34.6	23.7	31.4
Margin (%)	19.5	43.4	39.5	23.6	25.9	26.5	28.8

Consolidated Balance Sheet							(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24E	FY25E	FY26E
Equity Share Capital	289	303	306	306	306	306	306
Total Reserves	2,462	15,806	18,616	20,338	22,743	25,244	28,432
<b>Net Worth</b>	<b>2,751</b>	<b>16,109</b>	<b>18,922</b>	<b>20,644</b>	<b>23,049</b>	<b>25,550</b>	<b>28,738</b>
Other Liabilities	3,312	3,318	3,933	4,543	5,731	6,456	7,258
Total Loans	0	0	0	0	0	0	0
Deferred Tax Liabilities	-536	-244	-232	-84	-104	-124	-144
<b>Capital Employed</b>	<b>5,527</b>	<b>19,183</b>	<b>22,623</b>	<b>25,103</b>	<b>28,677</b>	<b>31,882</b>	<b>35,852</b>
<b>Net Fixed Assets</b>	<b>52</b>	<b>22</b>	<b>30</b>	<b>118</b>	<b>138</b>	<b>158</b>	<b>178</b>
Goodwill on Consolidation	5	3	2	1	1	1	1
Capital WIP	2	2	2	2	2	2	2
Other Assets	1,514	1,054	5,053	11,177	11,177	11,177	11,177
<b>Total Investments</b>	<b>8,719</b>	<b>22,174</b>	<b>22,994</b>	<b>21,520</b>	<b>24,520</b>	<b>27,520</b>	<b>30,520</b>
<b>Curr. Assets, Loans, and Adv.</b>	<b>401</b>	<b>1,616</b>	<b>1,337</b>	<b>704</b>	<b>3,722</b>	<b>5,613</b>	<b>8,519</b>
Inventory	0	0	0	0	0	0	0
Account Receivables	17	13	13	16	33	40	48
Cash and Bank Balance	169	401	453	501	3,442	5,266	8,104
Loans and Advances	215	1,202	871	187	247	307	367
<b>Curr. Liability and Prov.</b>	<b>5,166</b>	<b>5,688</b>	<b>6,795</b>	<b>8,419</b>	<b>10,883</b>	<b>12,589</b>	<b>14,545</b>
Account Payables	179	154	183	255	409	507	586
Other Current Liabilities	4,682	5,210	6,335	7,914	10,214	11,812	13,679
Provisions	305	324	277	250	260	270	280
<b>Net Current Assets</b>	<b>-4,765</b>	<b>-4,072</b>	<b>-5,458</b>	<b>-7,715</b>	<b>-7,161</b>	<b>-6,976</b>	<b>-6,026</b>
Misc. Expenditure	0	0	0	0	0	0	0
<b>Appl. of Funds</b>	<b>5,527</b>	<b>19,183</b>	<b>22,623</b>	<b>25,103</b>	<b>28,677</b>	<b>31,882</b>	<b>35,852</b>

## Financials and valuations

### Ratios

Y/E March	FY20	FY21	FY22	FY23	FY24E	FY25E	FY26E
<b>Basic (INR)</b>							
<b>EPS</b>	<b>25.9</b>	<b>48.3</b>	<b>48.6</b>	<b>46.4</b>	<b>51.9</b>	<b>65.6</b>	<b>86.2</b>
Cash EPS	25.9	48.3	48.6	46.4	51.9	65.6	86.2
BV/Share	48.4	278.1	308.7	337.4	384.9	433.7	487.9
DPS	5.1	7.7	1.0	2.0	13.3	23.5	32.4
Payout (%)	22.7	16.0	2.1	4.3	25.6	35.8	37.6
<b>Valuation (x)</b>							
P/E ratio	95.5	51.2	50.9	53.3	47.7	37.7	28.7
Cash P/E ratio	95.5	51.2	50.9	53.3	47.7	37.7	28.7
P/BV ratio	51.1	8.9	8.0	7.3	6.4	5.7	5.1
EV/Sales ratio	22.0	21.3	20.0	15.3	12.0	9.6	7.8
EV/EBITDA ratio	83.4	43.5	49.1	56.3	44.4	34.2	25.4
Dividend Yield (%)	0.2	0.3	0.0	0.1	0.5	0.9	1.3
FCF per share	45.0	55.7	65.7	73.3	85.5	76.6	97.2
<b>Return Ratios (%)</b>							
RoE	57.2	30.8	17.0	11.7	14.3	15.9	18.7
RoCE	62.5	31.3	17.9	14.5	16.3	17.5	20.1
<b>Working Capital Ratios</b>							
Fixed Asset Turnover (x)	122.8	304.4	251.2	83.5	87.2	92.2	99.2
Asset Turnover (x)	1.2	0.3	0.3	0.4	0.4	0.5	0.5
Debtor (Days)	1	1	1	1	1	1	1
Creditor (Days)	10	8	9	9	12	13	12
<b>Leverage Ratio (x)</b>							
Current Ratio	0.1	0.3	0.2	0.1	0.3	0.4	0.6
Interest Coverage Ratio	50.9	46.6	54.8	29.2	32.9	42.5	56.6
Net Debt/Equity ratio	-3.2	-1.4	-1.2	-1.1	-1.2	-1.3	-1.3

### Consolidated Cash Flow Statement

(INR m)

Y/E March	FY20	FY21	FY22	FY23	FY24E	FY25E	FY26E
OP/(Loss) before Tax	2,114	3,893	4,026	3,453	4,564	5,432	7,010
Depreciation	211	161	119	193	324	369	423
Interest and Finance Charges	33	67	54	46	89	88	88
Direct Taxes Paid	-186	-588	-971	-718	-1,064	-1,248	-1,611
(Inc.)/Dec. in WC	1,022	471	1,803	2,457	3,256	2,044	2,369
<b>CF from Operations</b>	<b>3,194</b>	<b>4,004</b>	<b>5,031</b>	<b>5,431</b>	<b>7,168</b>	<b>6,685</b>	<b>8,279</b>
Others	-589	-779	-963	-795	-1,703	-1,783	-2,113
<b>CF from Operations incl. EO</b>	<b>2,605</b>	<b>3,225</b>	<b>4,068</b>	<b>4,636</b>	<b>5,465</b>	<b>4,901</b>	<b>6,166</b>
(Inc.)/Dec. in FA	-45	2	-42	-154	-344	-389	-443
<b>Free Cash Flow</b>	<b>2,560</b>	<b>3,227</b>	<b>4,026</b>	<b>4,482</b>	<b>5,121</b>	<b>4,512</b>	<b>5,723</b>
(Pur.)/Sale of Investments	-2,047	-13,379	-356	1,839	-3,000	-3,000	-3,000
Others	-233	1	-2,992	-4,841	1,703	1,783	2,113
<b>CF from Investments</b>	<b>-2,325</b>	<b>-13,376</b>	<b>-3,390</b>	<b>-3,156</b>	<b>-1,641</b>	<b>-1,606</b>	<b>-1,330</b>
Issue of Shares	19	10,520	5	2	0	0	0
Interest Paid	-199	-122	-125	-127	-89	-88	-88
Dividend Paid	-333	-15	-455	-1,307	-794	-1,383	-1,911
<b>CF from Fin. Activity</b>	<b>-513</b>	<b>10,383</b>	<b>-575</b>	<b>-1,432</b>	<b>-883</b>	<b>-1,471</b>	<b>-1,999</b>
<b>Inc./Dec. in Cash</b>	<b>-233</b>	<b>232</b>	<b>103</b>	<b>48</b>	<b>2,941</b>	<b>1,825</b>	<b>2,837</b>
Opening Balance	402	169	350	453	501	3,442	5,266
<b>Closing Balance</b>	<b>169</b>	<b>401</b>	<b>453</b>	<b>501</b>	<b>3,442</b>	<b>5,266</b>	<b>8,104</b>

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NOTES



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Investment Rating	Expected return (over 12-month)
BUY	>=15%
SELL	< - 10%
NEUTRAL	< - 10 % to 15%
UNDER REVIEW	Rating may undergo a change
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation

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