Emami Reduce

Consumer Staples | Q3FY25 Result Update

CMP: Rs. 556 | TP: Rs. 601 | Upside 8%

Demonstrates sustained growth with profitability

- HMN's Q3FY25 revenue was in line; however, EBITDA and APAT were ahead of our estimates. Domestic business revenue grew by 9.0% led by 6.0% volume growth, while IB de-grew by 3.0% YoY. In constant currency (CC) terms, IB reported 2% de-growth.
- In Q3FY25, organized channels like Modern Trade, E-Commerce, and Institutional sales contributed 28.6% to domestic business, a 160bps increase in Q3FY25. HMN is continuously improving its share in the new trade channels and is expected to accelerate sales.
- Though Q3 profitability was ahead, we have decreased our FY25/26/27E EPS estimates by 6.4/2.4/1.4% at Rs. 18.7/20.4/21.5 to factor in overall slowdown in the industry and seasonality associated with the company. We continue to value the stock at 28x FY27E EPS and arrive at a TP of Rs. 601. Considering the recent correction in stock price, we have upward revised our rating to 'Reduce'.

Revenue in line; EBITDA and APAT ahead of our estimates

Net sales grew by 5.3% YoY to Rs. 10.5bn in Q3FY25, in line with our estimates. Domestic business grew by 9.0% led by 6.0% volume growth, while IB reported 3.0% YoY de-growth (incl. Bangladesh) (de-grew 2.0% in CC terms). GM expanded by 150bps YoY to 70.3%. A 150bps decline in RM cost was partially offset by a 10/50/30bps increase in ad spends/employee cost/ other expenses. Consequently, EBITDA margin expanded by 70bps to 32.3%. EBITDA increased by 7.6% YoY to Rs. 3.4bn. APAT grew by 5.6% to Rs. 2.8bn.

Mixed segmental performance

Urban demand faced challenges due to food inflation and liquidity issues, while rural demand remained resilient, driven by favorable monsoons and a strong harvest, offering a positive outlook amidst market uncertainties. New launches and brand investment helped Navratna and Dermicool/ Healthcare/ Boroplus/ Pain management to report 3/13/20/3% growth during the quarter. However, Kesh King/ Male grooming posted a decline of 10/4% during Q3. The company purchased the remaining stake in Helios Lifestyle (The Man Company) for a total consideration of Rs. 1.8bn, consequent to which Helios has become a wholly owned subsidiary of the company. We remain optimistic about future growth given the headroom for further expansion in rural markets across categories. In H2FY25E, the company expects stronger offtakes in Boroplus and Healthcare portfolio despite its unfavourable base.



22,957
Rs 437mn / Rs 1
Rs 242bn
USD 2.8bn
Rs 860/ 417
6,25,390
HMN IN

	Current	Previous
Rating	Reduce	SELL
Target Price	601	610
Change in Esti	mates	

C	har	ige i	in	Esti	imat	tes
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(Pahn)	Cur	rent	Chg (%)/bps		
(Rs.bn)	FY25E	FY26E	FY25E	FY26E	
Revenue	38	41	(1.1)	(1.0)	
EBITDA	10	12	(1.1)	2.2	
EBITDA (%)	27.2	28.2	0	90	
APAT	8	9	(6.4)	(2.4)	
EPS (Rs)	18.7	20.4	(6.4)	(2.4)	

Valuation (x)

	FY25E	FY26E	FY27E
P/E	29.8	27.2	25.9
EV/EBITDA	23.1	20.5	18.9
ROE (%)	32.8	34.9	35.6
RoACE (%)	39.2	41.9	42.4

Q3FY25 Result (Rs Mn)

Particulars	Q3FY25	YoY (%)	QoQ (%)
Revenue	10,495	5.3	17.8
Total Expense	7,108	4.3	11.0
EBITDA	3,387	7.6	35.2
Depreciation	456	(0.5)	2.1
EBIT	2,931	8.9	42.4
Other Income	149	(10.7)	(30.8)
Interest	22	(19.9)	(6.9)
EBT	3,059	8.1	35.9
Tax	224	44.5	137.0
RPAT	2,791	8.0	31.2
APAT	2,791	5.6	31.2
		(bps)	(bps)
Gross Margin	70.3	153	(40)
EBITDA (%)	32.3	67	415
NPM (%)	26.6	65	270
Tax Rate (%)	7.3	173	312
EBIT (%)	27.9	92	482

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Exhibit 1: Actual V/s Dolat estimates

Particulars (Rs mn)	Actual	Estimates	Variance (%)	Comments
Revenue	10,495	10,661	(1.6)	
EBITDA	3,387	3,252	4.2	GM expansion was higher than estimate
EBITDA margin %	32.3	30.5	180bps	
APAT	2,790	2,624	6.3	Lower than estimated other income and tax.

Source: Company, Dolat Capital

Exhibit 2: Change in estimates

Dorticuloro (Do mn)		FY25E			FY26E			FY27E	
Particulars (Rs mn)	New	Old	Chg. (%)	New	Old	Chg. (%)	New	Old	Chg. (%)
Revenue	37,992	38,397	1.1)	41,301	41,738	(1.0)	44,950	45,425	(1.0)
EBITDA	10,322	10,432	(1.1)	11,634	11,381	2.2	12,662	12,432	1.8
EBITDA margin (%)	27.2	27.2	0bps	28.2	27.3	90bps	28.2	27.4	80bps
PAT	8,141	8,699	(6.4)	8,922	9,139	(2.4)	9,380	9,514	(1.4)
EPS (Rs)	18.7	19.9	(6.4)	20.4	20.9	(2.4)	21.5	21.8	(1.4)

Source: Company, Dolat Capital

We have reduced our FY25/26/27E revenue estimates to factor in slowdown in revenue growth. However, we have increased our EBITDA margin estimates to factor in Q3 performance. We have lowered our other income estimates in line with Q3. In line with the change, we have revised our APAT and EPS estimates.

Exhibit 3: 9MFY25 performance

Particulars (Rs.mn)	Q3FY25	Q3FY24	YoY (%)	Q2FY25	QoQ (%)	9MFY25	9MFY24	YoY (%)
Net Sales	10,495	9,963	5.3	8,906	17.8	28,461	26,869	5.9
Total Expenditure	7,108	6,815	4.3	6,401	11.0	20,405	19,483	4.7
RM Cost	3,118	3,112	0.2	2,610	19.5	8,658	8,556	1.2
Employee Exp	1,125	1,021	10.2	1,129	(0.4)	3,364	3,052	10.2
Ad spends	1,757	1,657	6.0	1,457	20.6	5,051	4,720	7.0
Other Exp	1,108	1,024	8.2	1,205	(8.1)	3,331	3,156	5.6
PBIDT (Excl OI)	3,387	3,149	7.6	2,505	35.2	8,057	7,386	9.1
Other Income	149	167	(10.7)	216	(30.8)	470	361	30.1
Depreciation	456	458	(0.5)	447	2.1	1,347	1,379	(2.3)
EBIT	3,080	2,858	7.8	2,274	35.5	7,179	6,368	12.8
Interest	22	27	(19.9)	23	(6.9)	66	71	(7.6)
PBT	3,059	2,831	8.1	2,251	35.9	7,114	6,297	13.0
Tax	224	155	44.5	94	137.0	596	442	34.8
RPAT	2,835	2,676	5.9	2,156	31.5	6,518	5,854	11.3
APAT (After EI & OCI)	2,790	2,643	5.6	2,127	31.2	6,443	5,805	11.0
EPS (Rs)	6.4	6.1	5.6	4.9	31.2	14.8	13.3	11.3
			bps		bps			bps
Gross Profit (%)	70.3	68.8	150	70.7	(40)	69.6	68.2	140
Ad spends (%)	16.7	16.6	10	16.4	40	17.7	17.6	20
Employee Cost (%)	10.7	10.2	50	12.7	(200)	11.8	11.4	50
Other Exp (%)	10.6	10.3	30	13.5	(300)	11.7	11.7	0
EBITDA (%)	32.3	31.6	70	28.1	410	28.3	27.5	80
PAT (%) Adj	26.6	26.5	10	23.9	270	22.6	21.6	100

Source: Company, Dolat Capital



Earning call KTAs

- Domestic business revenue grew by ~9% YoY with ~6% volume growth led by double-digit growth in Boroplus and Healthcare range despite challenges posed by delayed and mild winters. Going ahead, HMN expects strong growth in the coming periods led by the successful rebranding of Smart and Handsome, strategic initiatives for Kesh King and an expected rebound in international business.
- Urban demand faced challenges due to food inflation and liquidity issues in retail and wholesale trade channels, while rural demand remained resilient, driven by favorable monsoons and a strong harvest, offering a positive outlook amidst market uncertainties.
- GM expanded by 150bps YoY to 70.3% led by price hike (resulting in a 1.5-2.5% pricing benefit) and input cost deflation in packaging material in Q3FY25. Further, the EBITDA margin expanded by 70bps YoY to 32.3% as a result of operation efficiency. In Q4FY25E, HMN anticipates a 1.5-2% weighted average price benefit.
- IB revenue de-grew by 3% (incl Bangladesh) (2% in cc terms) due to weak performance in Russia & Ukraine and geopolitical crisis. During the quarter, SAARC & SEA/ MENA/ CIS contributed 39/45/10% respectively. Going ahead, the management expects a revival in international business in Q4FY25E.
- The BoroPlus range delivered strong growth of 20% driven by BoroPlus Antiseptic Cream and Lotions. Additionally, the Boroplus range continued its positive trajectory in Jan'25. Going ahead, the company expects to sustain this momentum with double-digit growth in Q4FY25E.
- The Healthcare range grew by 13% led by Zanducare, Zandu Ayurvedic Cough Syrup, Zandu Health Juices and Immunity range. Further, Navratna and Dermicool/Pain management grew by 3/3% YoY respectively. Going ahead, the company expects sustained momentum with double-digit growth in the Healthcare range in Q4FY25E.
- Kesh King/ Male grooming de-grew by 10/4% YoY during the quarter due to lower discretionary consumption. The company rebranded and relaunched Fair and Handsome as 'Smart and Handsome' in Jan'25 with a new brand ambassador Kartik Aaryan. Further, the management remains optimistic about driving growth for Kesh King through targeted initiatives in the upcoming quarters.
- During the quarter, the company purchased the remaining stake in Helios Lifestyle (The Man Company) for a total consideration of Rs. 1.8bn, consequent to which Helios has become a wholly owned subsidiary of the company.
- The revenue of strategic subsidiaries (The Man Company & Brillare) declined by 13% YoY in Q3FY25. The Man Company's (low-single-digit market share) performance was impacted by increased competitive intensity, a shorter festive season, delays in transitioning to Q-com and subdued urban consumption. As a result, the company resorted to calibrated discounts, which had a short-term impact on revenues. However, the company remains confident that it will achieve sustainable and profitable growth over the next couple of quarters. Furthermore, management anticipates a better performance for The Man Company in Q4 compared to Q3.



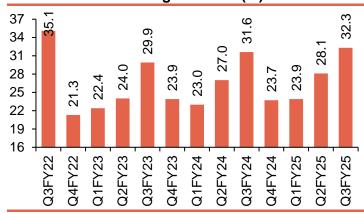
- The company launched Mentho Plus Balm Total in the southern region in Dec'24, positioned as an aromatic balm addressing all types of body pain leveraging the equity of menthol plus pain balm in the southern region.
- In Q3FY25, organized channels like Modern Trade, E-Commerce, and Institutional sales contributed 28.6% to domestic business, a 160bps increase. Further, the rural contribution stood at ~53-54% in the domestic business.
- The average tax rate is expected to be in the range of 8-9% for FY25E and for FY26E, it would be in the region of 10%.
- Receivable days improved YoY to 16-17 in 9MFY25. The company's operating cash flow for 9MFY25 was between Rs. 5.5-5.6bn. Amortization for FY26E is expected to be ~Rs. 900mn.

Exhibit 4: Domestic Volume Growth Trend (YoY%)

12 9.6 8.7 10 8 6.4 6.0 6 3 4 2 0 2 2 1.2 0.0 0 (2) (4) (6) -0.9 Q3FY23 Q2FY24 Q1FY25 Q1FY24 Q3FY24 Q4FY24

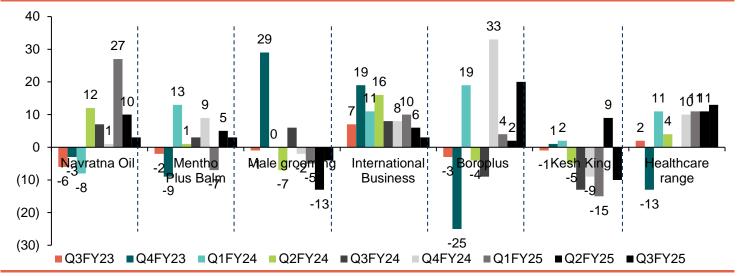
Source: Company, Dolat Capital

Exhibit 5: EBITDA Margins Trend (%)



Source: Company, Dolat Capital

Exhibit 6: Category-wise Growth Trend (YoY %)



Source: Company, Dolat Capital



Financial Performance

Deaf:4	a 10 al	1 000	A
Profit	and	LOSS	Account

1 Tont and Loss Account				
(Rs Mn)	FY24A	FY25E	FY26E	FY27E
Revenue	35,781	37,992	41,301	44,950
Total Expense	26,286	27,670	29,667	32,288
COGS	11,605	11,777	12,555	13,934
Employees Cost	3,956	4,179	4,626	5,034
Other expenses	10,724	11,713	12,486	13,319
EBIDTA	9,495	10,322	11,634	12,662
Depreciation	1,859	1,809	2,105	2,265
EBIT	7,636	8,513	9,529	10,397
Interest	100	92	95	96
Other Income	468	630	655	683
Exc. / E.O. items	(59)	0	0	0
EBT	7,945	9,051	10,089	10,984
Tax	667	860	1,110	1,538
Minority Interest	43	50	57	66
Profit/Loss share of associates	0	0	0	0
RPAT	7,235	8,141	8,922	9,380
Adjustments	59	0	0	0,000
APAT	7,294	8,141	8,922	9,380
	,	,	,	,
Balance Sheet				
(Rs Mn)	FY24A	FY25E	FY26E	FY27E
Sources of Funds		<u>-</u>	<u>-</u>	
Equity Capital	437	437	437	437
Minority Interest	111	161	218	284
Reserves & Surplus	24,029	24,722	25,480	26,278
Net Worth	24,466	25,158	25,917	26,714
Total Debt	657	657	657	657
Net Deferred Tax Liability	(4,271)	(4,704)	(4,704)	(4,704)
Total Capital Employed	20,964	21,273	22,088	22,952
Total Capital Employee	20,00		,	,
Applications of Funds				
Net Block	11,145	12,535	13,630	14,565
CWIP	67	70	70	70
Investments	2,805	800	800	800
Current Assets, Loans & Advances	14,401	15,268	15,392	15,766
Current Investments	1,610	800	800	800
Inventories	3,234	3,610	3,811	4,025
Receivables	4,942	4,163	4,526	4,926
Cash and Bank Balances	2,014	4,095	3,655	3,415
Loans and Advances	2,382	2,382	2,382	2,382
Other Current Assets	2,302	2,302	2,302	219
	210	210	213	213
Less: Current Liabilities & Provisions	7,454	7,401	7,804	8,249
Payables	4,546	4,493	4,896	5,340
Other Current Liabilities	2,908	2,908	2,908	2,908
sub total	2,300	2,300	2,300	۷,300
Net Current Assets	6,947	7,867	7,588	7,517
Total Assets	20,964	•		
I Ulai ASSELS	20,904	21,273	22,088	22,952

E – Estimates



Particulars	FY24A	FY25E	FY26E	FY27E
(A) Margins (%)				
Gross Profit Margin	67.6	69.0	69.6	69.0
EBIDTA Margin	26.5	27.2	28.2	28.2
EBIT Margin	21.3	22.4	23.1	23.1
Tax rate	8.4	9.5	11.0	14.0
Net Profit Margin	20.2	21.4	21.6	20.9
(B) As Percentage of Net Sales (%)				
COGS	32.4	31.0	30.4	31.0
Employee	11.1	11.0	11.2	11.2
Other	30.0	30.8	30.2	29.6
(C) Measure of Financial Status				
Gross Debt / Equity	0.0	0.0	0.0	0.0
Interest Coverage	76.5	92.6	100.7	108.4
Inventory days	33	35	34	33
Debtors days	50	40	40	40
Average Cost of Debt	14.3	14.0	14.4	14.6
Payable days	46	43	43	43
Working Capital days	71	76	67	61
FA T/O	3.2	3.0	3.0	3.1
(D) Measures of Investment				
AEPS (Rs)	16.7	18.7	20.4	21.5
CEPS (Rs)	21.0	22.8	25.3	26.7
DPS (Rs)	15.2	17.1	18.7	19.7
Dividend Payout (%)	90.8	91.5	91.5	91.5
BVPS (Rs)	56.1	57.6	59.4	61.2
RoANW (%)	30.5	32.8	34.9	35.6
RoACE (%)	36.0	39.2	41.9	42.4
RoAIC (%)	40.8	47.1	53.5	54.8
(E) Valuation Ratios				
CMP (Rs)	556	556	556	556
Mcap (Rs Mn)	2,42,498	2,42,498	2,42,498	2,42,498
EV	2,39,530	2,38,260	2,38,700	2,38,940
MCap/ Sales	6.8	6.4	5.9	5.4
EV/Sales	6.7	6.3	5.8	5.3
P/E	33.2	29.8	27.2	25.9
EV/EBITDA	25.2	23.1	20.5	18.9
P/BV	9.9	9.6	9.4	9.1
Dividend Yield (%)	2.7	3.1	3.4	3.5
(F) Growth Rate (%)				
Revenue	5.1	6.2	8.7	8.8
EBITDA	10.1	8.7	12.7	8.8
EBIT	24.1	11.5	11.9	9.1
PBT	17.4	13.9	11.5	8.9
APAT	14.1	11.6	9.6	5.1
EPS	14.1	11.6	9.6	5.1



Cash Flow				
Particulars	FY24A	FY25E	FY26E	FY27E
Profit before tax	8,004	9,051	10,089	10,984
Depreciation & w.o.	1,859	1,809	2,105	2,265
Net Interest Exp	100	92	95	96
Direct taxes paid	(1,463)	(860)	(1,110)	(1,538)
Change in Working Capital	(337)	(83)	(161)	(169)
Non Cash	1,417	0	0	0
(A) CF from Operating Activities	9,580	10,009	11,018	11,639
Capex {(Inc.)/ Dec. in Fixed Assets n WIP}	(288)	(3,203)	(3,200)	(3,200)
Free Cash Flow	9,292	6,806	7,818	8,439
(Inc)./ Dec. in Investments	(363)	2,815	0	0
Other	0	0	0	0
(B) CF from Investing Activities	(651)	(387)	(3,200)	(3,200)
Issue of Equity/ Preference	(5)	0	0	0
Inc./(Dec.) in Debt	(2,039)	0	0	0
Interest exp net	(100)	(92)	(95)	(96)
Dividend Paid (Incl. Tax)	(6,620)	(7,449)	(8,163)	(8,583)
Other	0	0	0	0
(C) CF from Financing	(8,763)	(7,541)	(8,258)	(8,678)
Net Change in Cash	166	2,081	(440)	(240)
Opening Cash balances	1,848	2,014	4,095	3,655
Closing Cash balances	2,014	4,095	3,655	3,415

E – Estimates

Notes



Stock Info and Rating History

Price Performance

Particulars	1M	3M	12M
Absolute (%)	(12)	(15)	13
Rel to NIFTY (%)	(7)	(9)	5

Shareholding Pattern

Particulars	Jun'24	Sep'24	Dec'24
Promoters	54.8	54.8	54.8
MF/Banks/FIs	21.6	21.5	21.7
FIIs	14.0	14.4	14.1
Public / Others	9.5	9.3	9.4



Month	Rating	TP (Rs.)	Price (Rs.)
Feb-24	Accumulate	556	485
May-24	Accumulate	556	524
Aug-24	Sell	745	824
Nov-24	Sell	610	670

*Price as on recommendation date

Notes



Dolat Rating Matrix

Total Return Expectation (12 Months)

Buy	> 20%
Accumulate	10 to 20%
Reduce	0 to 10%
Sell	< 0%

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I. Analyst(s) and Associate (S) holding in the Stock(s): (Nil)

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