

Gillette India (GILL) FMCG | 3QFY25 Result Update

May 27, 2025

BUY

CMP: Rs9,389 | Target Price (TP): Rs11,940 | Upside: 27%

Stellar numbers across all parameters; outlook bright

Key Points

- GILL reported an extremely strong set of numbers in its 3QFY25 results. Grooming segment (84% of sales) reported its third consecutive quarter of extremely strong growth. Following the 23% growth in the Sept'24 quarter, it reported 11% growth in the Dec'25 quarter, and now 15% growth in the Mar' 25 quarter. Gross margins are improving sharply led by decline in costs of key raw materials like steel and crude derivatives, and possibly by rupee stability vs other currencies, given GILL's import content. Thus, despite the steep increase in ad-spend to sales (from 11.8% in FY23, 13.6% in FY24, and 14.3% in FY25), EBITDA margins are also improving sharply from the early-20s level to the mid-to-late 20s level. ROEs have also reached over 50% levels in 9MFY25 compared to the early-to-mid 20 levels until FY22.
- The worst seems to be over for the oral care business (16% of sales) after four quarters of decline with flattish sales in 3QFY25.
- We had released a <u>detailed BUY note in June 2023</u> at a price of ~Rs4,586, and downgraded the same after <u>the 4QFY24 results</u>, after the stock had more than doubled. As part of our recent <u>earnings preview</u>, we had upgraded the stock to BUY again and after the stellar results, we maintain our BUY rating with a revised TP of Rs11,940; a 27% upside to the CMP.

3QFY25 performance update: GILL's 3QFY25 revenues grew 12.7% YoY to Rs7.7bn (vs est. Rs7.3bn). The growth was driven by the grooming category. The 6-year revenue CAGR stood at ~8.7% in 3QFY25. EBITDA was up 40% YoY to Rs2.3bn (vs est. of Rs1.8bn). APAT rose 60.1% YoY to Rs1.6bn (vs est. of Rs1.2bn). Gross margin came in at 62%, up by ~860bps YoY and by ~330bps QoQ (vs est. 58%). Absolute employee cost declined 3.3% YoY (down by ~90bps YoY). Absolute other expenses were up 9.2% YoY (down by 40bps YoY), while absolute A&SP spends saw an increase of 60.5% YoY; as a % of sales they were up by 420bps YoY. Thus overall EBITDA margin was up by 570bps YoY to 29.4% (vs est. 25%).

3QFY25 segmental performance: The Grooming business (~84% of revenues in 3QFY25 vs 82% in 3QFY24) revenue grew 15.6% YoY to Rs6.4bn (vs est. Rs6.1bn). Grooming segment EBIT margin was up by ~600bps YoY to 27.4%. Oral care business growth came in line with our expectation with revenues remaining flat at Rs1.2bn (vs est. Rs1.2bn) with segment EBIT margin coming at 18.6% (up by 110bps YoY).

Est Change	Upward
TP Change	Upward
Rating Change	No change

Company Data and Valuation Summary

-	
Reuters:	GILE.BO
Bloomberg:	GILL IN Equity
Mkt Cap (Rsbn/US\$mn):	305.9 / 3.6
52 Wk H / L (Rs):	10,699 / 6,711
ADTV-3M (mn) (Rs/US\$):	465.6 / 5.4
Stock performance (%) 1M/6M/1yr:	15.0 / (6.5) / 36.2
Nifty 50 performance (%) 1M/6M/1yr:	3.5 / 9.0 / 9.2

Shareholding	2QFY25	3QFY25	4QFY25
Promoters	75.0	75.0	75.0
DIIs	10.8	10.0	9.9
Flls	3.3	4.1	4.3
Others	11.0	11.0	10.8
Pro pledge	0.0	0.0	0.0

Financial and Valuation Summary

		•		
Particulars (Rsmn)	FY24	FY25*	FY26E	FY27E
Net Sales	26,331	22,348	33,507	37,121
Growth YoY (%)	6.3%	13.2%	12.4%	10.8%
Gross margin (%)	58.2	59.0	60.5	61.0
EBITDA	6,314	5,990	9,080	10,394
EBITDA margin (%)	24.0%	26.8%	27.1%	28.0%
Adj PAT	4,117	4,177	6,363	7,341
Growth YoY (%)	15.8%	35.3%	14.3%	15.4%
Adj EPS (Rs)	126.3	170.9	195.2	225.2
RoCE	43.0	56.7	62.7	69.4
RoE	42.0	55.8	61.8	68.4
RoIC	101.6	123.8	116.6	161.1
P/E (x)	74.3	54.9	48.1	41.7
EV/EBITDA (x)	48.2	38.1	33.5	29.3
P/BV (x)	31.5	29.9	29.5	27.6

Source: Company, Bloomberg, Nirmal Bang Institutional Equities Research

*Please note: FY25 is a 9-month period as the company has changed its financial year from June to March yearend starting FY25. The growth rates have been adjusted to reflect the annualized base

Key Links - <u>3QFY25 Result</u>

3QFY25 Press Release

Please refer to the disclaimer towards the end of the document

Krishnan Sambamoorthy Head of Research krishnan.s@nirmalbang.com +91-22-6273-8210 Sunny Bhadra Research Associate sunny.bhadra@nirmalbang.com +91-22-6273-8176





Balance sheet and other comments: (1) NWC days saw an increase of ~7 on the back of decrease in creditor days by 9 (79 days in FY25 vs 91 days in FY24). Debtors days at 40 were largely flat while inventory days declined by 4 to 52 (vs 56 in FY24). (2) Cash balance was at Rs4.2bn at the end of FY25. (3) The board of directors have recommended a final dividend of Rs47/share. Total dividend for FY25 is at Rs112/share.

View and valuation: After the extremely strong results in 3QFY25, significant beat over expectations, and a healthy outlook ahead, we have upgraded our EPS forecast for FY26 and FY27 by 18% and 19%, respectively. As highlighted in our detailed notes over the last two years, we had examined key changes driving better topline growth, looked at how these changes flow from the parent's successful strategy in the global grooming business and in the note after their first ever analyst meet, the subsequent annual report analysis note, the latest analyst meet note and subsequent annual report analysis note. We believe GILL offers a healthy long term investment opportunity based on significant turnaround in the sales momentum compared to the past. We have adjusted our growth numbers to adjust for FY25 being a nine-month reporting period as the company is transitioning from being a June year-end company to a March year-end company. We maintain our BUY rating for now and the multiple at 53x Mar'27 EPS, resulting in a TP of Rs11,940 (Rs9,685 earlier).

Particulars (Rsmn)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	FY24	FY25*	3Q25E	Var
Net Sales	6,676	6,395	6,807	6,453	7,818	6,856	7,675	26,331	22,348	7,291	5.3
YoY Change (%)	7.7%	3.4%	10.0%	4.2%	17.1%	7.2%	12.7%	6.3%	13.2%	7.1%	-
Gross profit	3,642	3,713	3,636	4,327	4,412	4,024	4,759	15,318	13,195	4,229	12.5
Margin (%)	54.6%	58.1%	53.4%	67.1%	56.4%	58.7%	62.0%	58.2%	59.0%	58.0%	-
Total Expenditure	5,298	4,827	5,194	4,698	5,913	5,028	5,417	20,017	16,359	5,468	-
EBITDA	1,377	1,568	1,613	1,755	1,905	1,827	2,258	6,314	5,990	1,823	23.9
Growth	1.4%	24.4%	20.7%	22.2%	38.3%	16.5%	40.0%	17.1%	26.5%	13.7%	-
Margins (%)	20.6%	24.5%	23.7%	27.2%	24.4%	26.7%	29.4%	24.0%	26.8%	25.0%	-
Depreciation	201	207	206	212	192	205	245	826	643	215	-
Interest	11	42	36	37	11	43	32	126	85	25	-
Other Income	86	72	57	46	71	92	117	261	280	78	-
PBT after EO expense	1,314	1,390	1,428	1,552	1,773	1,671	2,098	5,623	5,542	1,661	26.3
Тах	325	351	437	393	442	412	511	1,506	1,365	427	-
Rate (%)	24.7	25.2	30.6	25.3	25.0	24.6	24.4	26.5	24.6	25.7	-
Adj PAT	989	1,040	991	1,160	1,330	1,260	1,587	4,117	4,177	1,234	28.6
YoY Change (%)	14.0%	39.6%	-3.5%	26.4%	34.4%	21.2%	60.1%	15.8%	35.3%	24.5%	-
Adj. EPS (Rs)	30.4	31.9	30.4	35.6	40.8	38.7	48.7	126.3	170.9	37.9	-

Exhibit 1: 3QFY25 performance

Source: Company, Nirmal Bang Institutional Equities Research

Please note: FY25 is a 9- month period as the company has changed its financial year from June-year to March year-end starting FY25. The growth rates have been adjusted to reflect the annualized base.



Exhibit 2: Quarterly segmental performance

Description	3QFY23	4QFY23	1QFY24	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25	3QFY25
Net Sales (Rsmn)	6,191	6,194	6,676	6,395	6,807	6,453	7,818	6,856	7,675
Grooming	4,914	4,854	5,275	5,142	5,577	5,197	6,489	5,706	6,446
Oral Care	1,277	1,341	1,401	1,253	1,230	1,257	1,329	1,149	1,229
Sales proportion (%)									
Grooming	79.4	78.4	79.0	80.4	81.9	80.5	83.0	83.2	84.0%
Oral Care	20.6	21.6	21.0	19.6	18.1	19.5	17.0	16.8	16.0%
YoY Growth (%)									
Grooming	10.0	13.9	7.8	4.0	13.5	7.1	23.0	11.0	15.6%
Oral Care	6.5	5.9	7.3	0.9	-3.7	-6.3	-5.1	-8.3	-0.1%
EBIT (Rsmn)	1,109	1,215	1,189	1,355	1,408	1,522	1,720	1,622	1,995
Grooming	915	899	933	1,290	1,193	1,392	1,563	1,235	1,767
Oral Care	195	316	256	65	215	130	157	387	229
EBIT margin (%)									
Grooming	18.6	18.5	17.7	25.1	21.4	26.8	24.1	21.6	27.4%
Oral Care	15.3	23.6	18.3	5.2	17.4	10.3	11.8	33.7	18.6%
EBIT margin change YoY (%)									
Grooming	-2.3	1.9	-2.7	5.5	2.8	8.3	6.4	-3.5	6.0%
Oral Care	-2.4	6.4	3.5	-2.1	2.2	-13.2	-6.5	28.5	1.1%

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 3: Common-size P&L over the quarters

Particulars	3QFY23	4QFY23	1QFY24	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25	3QFY25
Gross margin	53.0%	48.8%	54.6%	58.1%	53.4%	67.1%	56.4%	58.7%	62.0%
Staff Cost	8.6%	6.0%	8.0%	7.6%	6.7%	6.2%	6.2%	5.9%	5.7%
Advertisement expenses	12.5%	7.1%	15.4%	11.8%	10.1%	17.9%	14.5%	14.1%	14.2%
Other expenses	10.3%	12.4%	10.7%	14.2%	13.1%	16.0%	11.4%	12.1%	12.6%
EBITDA	21.6%	23.2%	20.5%	24.4%	23.6%	27.0%	24.4%	26.7%	29.4%
EBIT	18.1%	19.7%	17.5%	21.1%	20.5%	23.8%	21.9%	23.7%	26.2%
PBT	19.8%	20.0%	18.7%	21.7%	21.0%	24.1%	22.7%	24.4%	27.3%
Adjusted PAT	16.6%	14.8%	14.8%	16.3%	14.6%	18.0%	17.0%	18.4%	20.7%

Source: Company, Nirmal Bang Institutional Equities Research;

Exhibit 4: Our estimates vs BBG consensus vs actual

Particulars (Pamn)	3QFY24	2QFY25	3QFY25	YoY (%)	QoQ (%)	NBIE	Variation	BBG	Variation
Particulars (Rsmn)	JULL 1 74	201123	JULLIZI	101 (%)	QUQ (%)	Estimates	(%)	Consensus	(%)
Net Sales	6,807	6,856	7,675	12.7	11.9	7,291	5.3	7,305	5.1
EBITDA	1,613	1,827	2,258	40.0	23.6	1,823	23.9	1,823	23.9
EBITDA margin (%)	23.7	26.7	29.4	5.7	2.8	25.0	4.4	25.0	4.5
Adj. PAT	991	1,260	1,587	60.1	26.0	1,234	28.6	1,262	25.7

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 5: Change in our estimates

Y/E March	Earlier E	Earlier Estimates		timates	Change (%)		
(Rsmn)	FY26E	FY27E	FY26E	FY27E	FY26E	FY27E	
Net Sales	32,226	35,783	33,507	37,121	4.0	3.7	
EBITDA	7,863	8,946	9,080	10,394	15.5	16.2	
EBITDA margin (%)	24.4	25.0	27.1	28.0	2.7	3.0	
Adj PAT	5,369	6,151	6,363	7,341	18.5	19.3	

Source: Company, Nirmal Bang Institutional Equities Research



Exhibit 6: Net sales grew ~12.7% YoY to Rs7.7bn



Source: Company, Nirmal Bang Institutional Equities Research



Exhibit 8: Absolute ad spend was at Rs1.1bn; as a % of net revenue, ad spend was up by 420bps YoY





Exhibit 7: Gross margin came in at 62% (up by

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 9: EBITDA was up 40% YoY at Rs2.2bn



Source: Company, Nirmal Bang Institutional Equities Research





Source: Company, Nirmal Bang Institutional Equities Research

Source: Company, Nirmal Bang Institutional Equities Research



Source: Company, Nirmal Bang Institutional Equities Research

Institutional Equities



Exhibit 12: One-year forward P/E



Source: Company, Nirmal Bang Institutional Equities Research



Financials

Exhibit 13: Income statement

Y/E March (Rsmn)	FY23	FY24	FY25*	FY26E	FY27E
Net Sales	24,771	26,331	22,348	33,507	37,121
Growth YoY %	9.8%	6.3%	13.2%	12.4%	10.8%
Gross profit	12,889	15,318	13,195	20,272	22,644
Gross margin %	52.0%	58.2%	59 .0%	60.5%	61.0%
Advertising costs	2,916	3,589	3,191	4,724	5,197
% of sales	11.8%	13.6%	14.3%	14.1%	14.0%
Staff costs	1,698	1,874	1,326	2,278	2,561
% of sales	6.9%	7.1%	5.9%	6.8%	6.9%
Other expenses	2,884	3,541	2,689	4,188	4,492
% of sales	11.6%	13.4%	12.0%	12.5%	12.1%
EBITDA	5,392	6,314	5,990	9,080	10,394
Growth YoY %	11.8%	17.1%	26.5%	13.7%	14.5%
EBITDA margin (%)	21.8%	24.0%	26.8%	27.1%	28.0%
Depreciation	807	826	643	814	860
EBIT	4,585	5,488	5,347	8,266	9,534
Interest	78	126	85	120	140
Other income	222	261	280	360	420
PBT (bei)	4,729	5,623	5,542	8,506	9,814
PBT	4,729	5,623	5,542	8,506	9,814
ETR	24.8%	26.8%	24.6%	25.2%	25.2%
PAT	3,557	4,117	4,177	6,363	7,341
Adj PAT	3,557	4,117	4,177	6,363	7,341
Growth YoY %	22.9%	15.8%	35.3%	14.3%	15.4%

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 14: Balance sheet

Y/E March (Rsmn)	FY23	FY24	FY25*	FY26E	FY27E
Share capital	326	326	326	326	326
Reserves	9,563	9,387	9,905	10,034	10,768
Net worth	9,889	9,713	10,231	10,360	11,094
Total debt (incl. long term & short term)	0	0	0	0	0
Net debt	-4556	-4756	-4191	-2447	-6840
Other non-current liabilities	632	470	483	361	361
Total Equity & Liabilities	10,521	10,182	10,714	10,721	11,455
Gross block	8,029	8,430	9,025	9,475	10,075
Accumulated depreciation	4,134	4,961	5,603	6,417	7,278
Net block	3,895	3,469	3,421	3,057	2,797
CWIP	324	259	174	450	600
Intangible and others	27	25	26	26	26
Other non-current assets	1986	2178	2114	5265	837
Investments	0	0	0	0	0
Trade receivables	3,202	2,743	3,790	3,737	4,602
Inventories	4,124	3,958	4,535	4,893	5,419
Cash & Cash Equivalents	4,556	4,756	4,191	2,447	6,840
Other current assets	591	383	282	383	383
Total current assets	12,499	11,866	12,825	11,487	17,272
Trade payables	6,801	6,390	6,513	7,991	8,271
Other current liabilities	1,382	1,200	1,305	1,547	1,780
Total current liabilities	8,183	7,590	7,819	9,538	10,051
Total assets	10,521	10,182	10,715	10,721	11,455

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 15: Cash flow

Y/E March (Rsmn)	FY23	FY24	FY25*	FY26E	FY27E
PBT	4,729	5,623	5,542	8,506	9,814
Depreciation	807	826	643	814	860
Interest	78	126	85	120	140
Other adjustments	-222	-261	-280	-360	-420
Change in Working capital	215	241	-1296	1313	-879
Tax paid	1172	1506	1365	2144	2473
Operating cash flow	4,434	5,050	3,329	8,250	7,042
Capex	-746	-336	-509	-726	-750
Free cash flow	3,688	4,714	2,820	7,523	6,292
Other investing activities	219	174	863	-3,299	4,848
Investing cash flow	-527	-162	354	-4,025	4,098
Issuance of share capital	0	0	0	0	0
Movement of Debt	0	0	0	0	0
Dividend paid (incl DDT)	-2,314	-4,399	-3,650	-5,726	-6,607
Other financing activities	51	-288	-72	-243	-140
Financing cash flow	-2,262	-4,687	-3,722	-5,969	-6,747
Net change in cash flow	1,645	201	-565	-1,745	4,394
Opening C&CE	2,911	4,556	4,756	4,191	2,447
Closing C&CE	4,556	4,756	4,191	2,447	6,840
			- ·		

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 16: Key ratios

Y/E March	FY23	FY24	FY25*	FY26E	FY27E
Per share (Rs)					
Adj EPS	109.1	126.3	170.9	195.2	225.2
Book value	303.4	298.0	313.9	317.9	340.4
DPS	85.0	130.0	112.0	175.7	202.7
Valuation (x)					
P/Sales	12.4	11.6	10.3	9.1	8.2
EV/EBITDA	56.4	48.2	38.1	33.5	29.3
P/E	86.0	74.3	54.9	48.1	41.7
P/BV	30.9	31.5	29.9	29.5	27.6
Return ratios (%)					
RoCE	39.1	43.0	56.7	62.7	69.4
RoCE (pre-tax)	52.0	58.7	75.2	83.8	92.8
RoE	38.5	42.0	55.8	61.8	68.4
RoIC	81.9	101.6	123.8	116.6	161.1
Profitability ratios (%)					
Gross margin	52.0	58.2	59.0	60.5	61.0
EBITDA margin	21.8	24.0	26.8	27.1	28.0
PAT margin	14.4	15.6	18.7	19.0	19.8
Liquidity ratios (x)					
Current ratio	1.5	1.6	1.6	1.2	1.7
Quick ratio	1.0	1.0	1.1	0.7	1.2
Solvency ratio (x)					
Net Debt to Equity ratio	-0.5	-0.5	-0.4	-0.2	-0.6
Turnover ratios					
Fixed asset turnover ratio (x)	6.4	7.6	8.7	11.0	13.3
Debtor days	43	41	40	41	41
Inventory days	58	56	52	51	51
Creditor days	91	91	79	79	80
Net Working capital days	10	6	13	13	12

Source: Company, Nirmal Bang Institutional Equities Research

*Please note: FY25 is a 9-month period as the company has changed its financial year from June year to March-year end starting FY25. The growth rates and ratios have been adjusted to reflect the annualized base wherever required



Rating track

Date	Rating	Market price (Rs)	Target price (Rs)
29 September 2017	Buy	5,640	7,000
14 November 2017	Buy	5,861	7,000
12 February 2018	Buy	6,546	8,000
14 May 2018	Buy	6,532	7,600
29 August 2018	Buy	6,542	7,600
5 November 2018	Buy	6,539	7,500
13 February 2019	Buy	6,489	7,500
9 April 2019	Buy	6,800	7,900
9 May 2019	Hold	7,297	7,700
23 Aug 2019	Hold	7,124	7,700
23 September 2019	Hold	7,148	7,930
6 November 2019	Hold	7,900	7,800
14 February 2020	Hold	6,356	6,677
30 March 2020	Hold	5,220	5,550
8 May 2020	Hold	4,991	4,870
27 August 2020	Hold	5,550	5,770
23 September 2020	Hold	5,378	5,770
10 November 2020	Hold	5,487	5,895
8 January 2021	Hold	5,899	6,165
	Hold	5,786	6,115
4 February 2021			
9 April 2021	Hold	5,587	6,100
6 May 2021	Hold	5,450	6,020
25 August 2021	Hold	5,929	6,000
23 September 2021	Hold	5,927	6,230
3 November 2021	Hold	5,800	6,325
3 February 2022	Hold	5,295	5,900
21 February 2022	Buy	5,110	5,945
30 April 2022	Hold	5,265	5,880
22 August 2022	Hold	5,525	5,800
14 September 2022	Hold	5,405	6,020
05 November 2022	Hold	5,135	5,815
2 February 2023	Hold	4,878	5,550
22 March 2023	Buy	4,304	5,845
12 May 2023	Buy	4,640	5,380
23 June 2023	Buy	4,586	5,550
29 August 2023	Buy	5,523	6,455
8 September 2023	Buy	5,885	6,775
23 September 2023	Buy	5,996	6,880
31 October 2023	Buy	6,124	7,125
10 November 2023	Buy	6,372	7,395
30 January 2024	Buy	6,714	7,915
29 April 2024	Buy	6,207	7,730
10 July 2024	Buy	7,398	8,535
30 August 2024	Hold	8,977	9,390
19 September 2024	Hold	9,006	9,390
09 October 2024	Hold	8,996	9,385
28 October 2024	Hold	8,516	9,480
29 November 2024	Hold	9,750	9,480
09 January 2025	Hold	9,742	9,870
10 February 2025	Hold	8,853	9,720
11 April 2025	Buy	7,942	9,685
27 May 2025	Buy	9,389	11,940
	20,	0,000	11,840



Rating track graph





DISCLOSURES

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Stock Ratings Absolute Returns

BUY > 15%

HOLD -5% to 14%

SELL < -5%

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Team Details:			
Name		Email Id	Direct Line
Rahul Arora	CEO	rahul.arora@nirmalbang.com	-
Krishnan Sambamoorthy	Head of Research	krishnan.s@nirmalbang.com	+91 22 6273 8210
Dealing			
Ravi Jagtiani	Dealing Desk	ravi.jagtiani@nirmalbang.com	+91 22 6273 8230, +91 22 6636 8833
Michael Pillai	Dealing Desk	michael.pillai@nirmalbang.com	+91 22 6273 8102/8103, +91 22 6636 8830

Nirmal Bang Equities Pvt. Ltd.

Correspondence Address

B-2, 301/302, Marathon Innova,

Nr. Peninsula Corporate Park,

Lower Parel (W), Mumbai-400013.

Board No. : 91 22 6273 8000/1; Fax. : 022 6273 8010