Bajaj Consumer Care

Reduce

Consumer Staples | Q1FY26 Result Update

CMP: Rs.225 | TP: Rs 230 | Upside 2%

Modest performance; Maintain Reduce

- BJCOR's Q1FY26 revenue grew 4.4% YoY, in line with our estimates, driven by modest 4.0% YoY growth with flat volume growth in ADHO. Growth was modest due to mid-single digit growth in small packs and low-single digit growth in mid & large packs. Nonetheless, sachet registered high teens growth.
- Organized trade grew in the teens, driven by 20%+ growth in both MT & E-com. Q-com also recorded strong growth and remains a key focus area. Going ahead, BJCOR will continue to scale up its presence in the E-com channel.
- Though Q1 profitability was in line, we have marginally downward revised our FY26E EPS estimates by 2.2% at Rs 11.4 but maintained FY27E EPS at Rs 12.5. We expect a gradual recovery in the operating margin with recent price increases and acquisition. However, we remain cautious about the premium hair oil category, due to increased competitive intensity. Valuing the stock at 18x FY27E EPS, we arrive at a TP of Rs 230 and maintain our 'Reduce' rating.

Revenue and APAT in line; EBITDA ahead of our estimates

Revenue increased by 4.4% YoY to Rs 2.5bn in Q1FY26. The overall ADHO business grew by 4.0%. ADHO saw modest growth, with small packs up midsingle digits, mid/large packs up low-single digits and sachets growing in high teens. IB saw double-digit decline from tariffs and wars affecting GCC, Africa & ROW, while Nepal and Bangladesh grew in strong teens. GM expanded by 180bps YoY to 57.8%. A 60bps increase in employee cost was fully offset by a 180bps decline in RM cost. Consequently, EBITDA margin expanded by 120bps to 16.7%. EBITDA grew by 12.1% YoY to Rs 419mn. APAT grew by 2.8% YoY to Rs 390mn.

Margins guidance maintained

In Q1FY26, GM expanded by 180bps YoY to 57.8% led by improved product mix, price hike and reduced trade investment. Further, EBITDA margin expanded by 120bps despite higher investment in the project Aarohan.

The company has taken a price hike aligned with the market index to mitigate the higher copra price in Bajaj 100% Pure Coconut Oil. The company continues to invest in ADHO through brand-building, marketing & distribution to boost visibility, innovation and market share. Going ahead, the company has maintained its EBITDA margin guidance of ~18% for the long run. Though the company has taken price hikes in the recent past and there is an RM deflation. We believe that the EBITDA margin expansion hereon will remain gradual as the operating efficiencies will remain lower due to continued pressure on demand in the premium hair oil category.



| Key Data | |
|------------------|-----------------|
| Nifty | 24,585 |
| Equity / FV | Rs 137mn / Rs 1 |
| Market Cap | Rs 31bn |
| | USD 351.8mn |
| 52-Week High/Low | Rs 289/ 152 |
| Avg. Volume (no) | 16,18,790 |
| Bloom Code | BJCOR IN |
| | |

| | Current | Previous |
|----------------|---------|----------|
| Rating | Reduce | Reduce |
| Target Price | 230 | 181 |
| Change in Esti | mates | |

| (Bo bn) | Current | | Chg (%)/bps | | |
|------------------------------|-----------|----------------|-------------|----------------------------------|--|
| (Rs.bn) | FY26E | FY27E | FY26E | FY27E | |
| Revenue | 10 | 11 | (2.8) | (1.3) | |
| EBITDA | 2 | 2 | (2.6) | 0.0 | |
| EBITDA (%) | 16.6 | 16.7 | 4 | 21 | |
| APAT | 2 | 2 | (2.2) | 0.0 | |
| EPS (Rs) | 11.4 | 12.5 | (2.2) | 0.0 | |
| EBITDA EBITDA (%) APAT | 16.6 2 | 2 16.7 2 | (2.6) | (1.3) 0.0 21 0.0 0.0 | |

Valuation (x)

| | FY25P | FY26E | FY27E |
|-----------|-------|-------|-------|
| P/E | 23.7 | 19.7 | 18.0 |
| EV/EBITDA | 19.9 | 15.6 | 14.0 |
| ROE (%) | 15.7 | 18.9 | 18.7 |
| RoACE (%) | 15.7 | 18.9 | 18.8 |

Q1FY26 Result (Rs Mn)

| Particulars | Q1FY26 | YoY (%) | QoQ (%) |
|---------------|--------|---------|---------|
| Revenue | 2,517 | 4.4 | 3.4 |
| Total Expense | 2,098 | 2.9 | (0.5) |
| EBITDA | 419 | 12.1 | 27.9 |
| Depreciation | 23 | 3.1 | (12.0) |
| EBIT | 396 | 12.7 | 31.4 |
| Other Income | 76 | (30.5) | (5.3) |
| Interest | 4 | 126.9 | 247.0 |
| EBT | 469 | 1.9 | 23.0 |
| Tax | 79 | (2.0) | 18.2 |
| RPAT | 390 | 2.8 | 24.0 |
| APAT | 390 | 2.8 | 24.0 |
| | | (bps) | (bps) |
| Gross Margin | 57.8 | 182 | 291 |
| EBITDA (%) | 16.7 | 115 | 320 |
| NPM (%) | 15.5 | (24) | 258 |
| Tax Rate (%) | 16.8 | (68) | (68) |
| EBIT (%) | 15.7 | 116 | 336 |

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Exhibit 1: Actual V/s Dolat Estimates

| Particulars (Rs mn) | Actual | Estimates | Variance (%) | Comments |
|---------------------|--------|-----------|--------------|--|
| Revenue | 2,517 | 2,508 | 0.4 | |
| EBITDA | 419 | 394 | 6.4 | GM performance was better than estimates |
| EBITDA margin % | 16.7 | 15.7 | 100bps | |
| APAT | 390 | 400 | (2.5) | |

Source: Company, Dolat Capital.

Exhibit 2: Change in estimates

| Darticulare (Darren) | | FY26E | | | FY27E | |
|----------------------|-------|--------|----------|--------|--------|----------|
| Particulars (Rs mn) | New | Old | Chg. (%) | New | Old | Chg. (%) |
| Revenue | 9,857 | 10,141 | (2.8) | 10,658 | 10,799 | (1.3) |
| EBITDA | 1,638 | 1,681 | (2.6) | 1,778 | 1,779 | (0.0) |
| EBITDA margin (%) | 16.6 | 16.6 | 0bps | 16.7 | 16.5 | 20bps |
| PAT | 1,567 | 1,603 | (2.2) | 1,714 | 1,714 | 0.0 |
| EPS (Rs) | 11.4 | 11.7 | (2.2) | 12.5 | 12.5 | 0.0 |

Source: Company, Dolat Capital

We have decreased our revenue estimates for FY26/27E to factor in Q1 performance and slowdown in the hair oil category. Further, we have broadly maintained FY26E EBITDA margin, and increased FY27E EBITDA margin estimate to factor in the gradual recovery expected. In line with the revision in EBITDA, we have revised APAT and EPS estimates.

Exhibit 3: Q1FY26 performance

| Particulars (Rs.mn) | Q1FY26 | Q1FY25 | YoY (%) | Q4FY25 | QoQ (%) |
|---------------------|--------|--------|---------|--------|---------|
| Net Sales | 2,517 | 2,412 | 4.4 | 2,435 | 3.4 |
| Total Expenditure | 2,098 | 2,038 | 2.9 | 2,107 | (0.5) |
| RM Cost | 1,062 | 1,062 | 0.0 | 1,098 | (3.3) |
| Other Exp | 737 | 706 | 4.5 | 731 | 0.9 |
| Employee cost | 298 | 270 | 10.3 | 278 | 7.2 |
| PBIDT (Excl OI) | 419 | 374 | 12.1 | 328 | 27.9 |
| Other Income | 76 | 110 | (30.5) | 81 | (5.3) |
| Depreciation | 23 | 22 | 3.1 | 26 | (12.0) |
| EBIT | 473 | 462 | 2.4 | 382 | 23.6 |
| Interest | 4 | 2 | 126.9 | 1 | 247.0 |
| PBT | 469 | 460 | 1.9 | 381 | 23.0 |
| Tax | 79 | 80 | (2.0) | 67 | 18.2 |
| RPAT | 390 | 380 | 2.8 | 315 | 24.0 |
| APAT | 390 | 380 | 2.8 | 315 | 24.0 |
| EPS | 2.7 | 2.7 | 2.8 | 2.3 | 19.0 |
| | | | bps | | bps |
| Gross Profit (%) | 57.8 | 56.0 | 180 | 54.9 | 290 |
| Employee Exp (%) | 11.8 | 11.2 | 60 | 11.4 | 40 |
| Other Exp (%) | 29.3 | 29.3 | - | 30.0 | (70) |
| EBITDA (%) | 16.7 | 15.5 | 120 | 13.5 | 320 |
| PAT (%) Adj | 15.5 | 15.7 | (20) | 12.9 | 260 |

Source: Company, Dolat Capital

Earning call KTAs

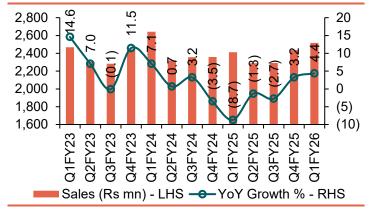
- BJCOR's revenue grew by 4.4% YoY, driven by modest 4.0% YoY growth in the overall ADHO segment with flat volume growth. However, the Coconut Oil portfolio registered high double-digit growth, led by a price hike lower compared to Marico. Going ahead, the company will continue to work towards reviving double-digit growth, with strong emphasis on and sustained support for its core brand, Almond Drops. The company aspires to deliver improved performance in ADHO, led by continued investment in brand-building, market expansion initiatives and efforts towards increasing direct reach through project Aarohan.
- GM expanded by 180bps YoY to 57.8% led by improved product mix, price hike and reduced trade investment. To manage copra price inflation, the company has taken a price hike aligned with the market index in Bajaj 100% Pure Coconut Oil. Going ahead, the company plans to implement calibrated price hikes to navigate commodity cost volatility, protect margins and support revenue momentum, while continuing to invest in brand-building and market expansion initiatives. Further, EBITDA margin expanded by 120bps YoY despite higher investment in the project Aarohan. Going ahead, management aims to improve margins from the current 17-18% towards industry levels (low 20s) over time, driven by better product mix, higher realised value through price/pack changes, optimised spending and operating leverage.
- During the quarter, LLP prices continued to decline due to weak demand and drop in crude oil prices. However, RMO prices surged by around 25%, while Copra prices doubled.
- The overall ADHO business posted 4.0% YoY growth in Q1FY26. ADHO reported modest growth due to mid-single digit growth in small packs and low-single digit growth in mid & large packs. Nonetheless, Sachet registered high teens growth. Further, the ADHO segment registered growth across domestic business. During the quarter, A&P spends on ADHO grew by ~46.0% YoY, while total ad spends remained flat on a YoY basis. The company witnessed double-digit growth in price point packs led by enhanced size perception and improved point of sales visibility in GT.
- Bajaj 100% Pure Coconut Oil posted ~20%+ YoY growth in Q1, supported by a price hike aligned with the market index. The brand has been consistently gaining all-India market share over recent quarters, reflecting sustained consumer demand and competitive strength. However, Almond Drop Hair and Skin Care saw subdued performance in Q1FY26 YoY. Q1 focus was on product revamp and margin optimization.
- The company witnessed green shoots in GT in Q1, which posted YoY growth after a gap. Urban registered strong growth on a YoY basis, led by improved performance in the wholesale channel. However, rural areas continued to witness subdued performance due to internal issues.
- During the quarter, organised trade registered a growth in the teens on YoY basis, with saliency of 29%. Further, modern trade and E-com each grew 20%+, driven by strong performance across the chain and supported by customer activation, while canteens remained flat due to customer stock rationalization. At the brand level, revenue growth was primarily driven by ADHO, while at the subchannel level, Q-com and beauty channels led the performance.
- IB reported double-digit (~20%) de-growth due to external headwinds like tariffs and wars primarily impacting distributor markets in GCC, Africa & ROW.



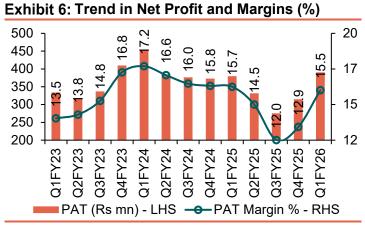
- However, key markets of Nepal and Bangladesh grew in the strong teens. The company continues to invest in brands across these markets while expanding offerings and distribution network to enhance on-ground execution and drive stronger performance.
- BJCOR has undertaken an RTM revamp plan (Project Aarohan), which would focus on enhancing distribution mainly in high-potential towns and would optimize representation in lower-potential towns. We believe this would improve reach and servicing in high-potential outlets and provide effective channel management. In Q3FY25, the company added 24,000+ outlets and 1,300+ towns in UP and MP. Phase 2 began in Q4FY25, expanding to Delhi, Haryana, Rajasthan, and Chhattisgarh, with completion in Q1FY26. In Q1FY26, expansion moved to West Bengal and Maharashtra, set to finish by Q2FY26. As of June'25, the company's total outlet reach stood at 25,000.
- The company has rationalized marketing spends in Q1FY26. The company is focused on increasing marketing spends in ADHO, which should boost almond drops' performance. In Q1, Bajaj Consumer boosted ADHO visibility through a large TV, digital and influencer campaign, alongside its first IWM Buzz OTT Awards collaboration supported by multi-channel promotions. Additionally, strong digital media push targeted urban audiences through a mix of programmatic advertising, influencer collaborations and social media marketing, further enhancing brand reach and resonance in the digital space.
- The company completed the acquisition of Vishal Personal Care Ltd., buying 49% in March 2025 and the remaining 51% in May 2025, making it a wholly owned subsidiary. Integration is underway with a leading consultant. VPCL's portfolio grew by high-single digits to Rs 155mn. Further, excluding one-offs, EBITDA margins stood in the low teens.
- Bajaj Consumer Care will buy back 64.34 lakh shares (4.69% of capital) at Rs 290 per share for Rs 1.9bn, reducing equity capital from 1,370.53 lakh to 1,306.19 lakh shares.



Exhibit 4: Trend in Net Sales and Sales Growth

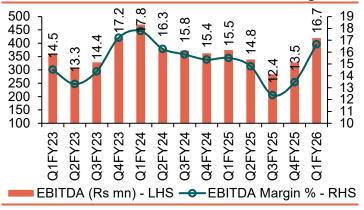


Source: Company, Dolat Capital



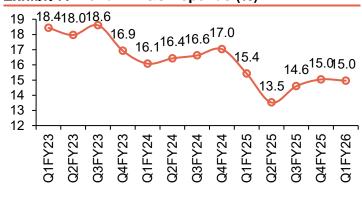
Source: Company, Dolat Capital

Exhibit 5: Trend in EBITDA and EBITDA Margins



Source: Company, Dolat Capital

Exhibit 7: Trend in A&SP spends (%)



Source: Company, Dolat Capital



Financial Performance

Profit and Loss Account

| (Rs Mn) | FY24A | FY25P | FY26E | FY27E |
|--|-------|-------|-------|--------|
| Revenue | 9,677 | 9,428 | 9,857 | 10,658 |
| Total Expense | 8,095 | 8,103 | 8,219 | 8,879 |
| COGS | 4,350 | 4,318 | 4,319 | 4,655 |
| Employees Cost | 963 | 1,065 | 982 | 1,063 |
| Other expenses | 2,782 | 2,720 | 2,918 | 3,161 |
| EBIDTA | 1,582 | 1,324 | 1,638 | 1,778 |
| Depreciation | 95 | 97 | 121 | 133 |
| EBIT | 1,487 | 1,227 | 1,517 | 1,646 |
| Interest | 10 | 5 | 7 | 9 |
| Other Income | 446 | 355 | 389 | 440 |
| Exc. / E.O. items | 0 | 0 | 0 | 0 |
| EBT | 1,924 | 1,577 | 1,899 | 2,077 |
| Tax | 336 | 276 | 332 | 363 |
| Minority Interest | 0 | 0 | 0 | 0 |
| Profit/Loss share of associates | 0 | 0 | 0 | 0 |
| RPAT | 1,588 | 1,301 | 1,567 | 1,714 |
| Adjustments | 0 | 0 | 0 | 0 |
| APAT | 1,588 | 1,301 | 1,567 | 1,714 |
| | | | | |
| Balance Sheet | | | | |
| (Rs Mn) | FY24A | FY25P | FY26E | FY27E |
| Sources of Funds | | | | |
| Equity Capital | 143 | 137 | 137 | 137 |
| Minority Interest | 0 | 0 | 0 | 0 |
| Reserves & Surplus | 8,512 | 7,747 | 8,560 | 9,452 |
| Net Worth | 8,655 | 7,884 | 8,697 | 9,589 |
| Total Debt | 88 | 42 | 42 | 42 |
| Net Deferred Tax Liability | 0 | 0 | 0 | 0 |
| Total Capital Employed | 8,742 | 7,925 | 8,739 | 9,631 |
| | | | | |
| Applications of Funds | | | | |
| Net Block | 536 | 493 | 522 | 640 |
| CWIP | 14 | 14 | 14 | 14 |
| Investments | 1,713 | 2,327 | 2,327 | 2,327 |
| Current Assets, Loans & Advances | 7,833 | 6,486 | 7,333 | 8,226 |
| Current Investments | 5,856 | 3,407 | 3,407 | 3,407 |
| Inventories | 537 | 517 | 540 | 584 |
| Receivables | 433 | 730 | 756 | 812 |
| Cash and Bank Balances | 370 | 1,070 | 1,847 | 2,576 |
| Loans and Advances | 637 | 762 | 783 | 847 |
| Other Current Assets | 0 | 0 | 0 | 0 |
| | _ | _ | _ | |
| Less: Current Liabilities & Provisions | 1,353 | 1,393 | 1,457 | 1,575 |
| Payables | 400 | 492 | 515 | 556 |
| Other Current Liabilities | 954 | 901 | 942 | 1,019 |
| sub total | | | | |
| Net Current Assets | 6,480 | 5,092 | 5,876 | 6,651 |
| Total Assets | 8,742 | 7,925 | 8,739 | 9,631 |
| F _ Estimates | | | | |

E – Estimates



| Particulars | FY24A | FY25P | FY26E | FY27E |
|------------------------------------|--------------|--------------|--------------|--------|
| (A) Margins (%) | | | | |
| Gross Profit Margin | 55.0 | 54.2 | 56.2 | 56.3 |
| EBIDTA Margin | 16.4 | 14.0 | 16.6 | 16.7 |
| EBIT Margin | 15.4 | 13.0 | 15.4 | 15.4 |
| Tax rate | 17.5 | 17.5 | 17.5 | 17.5 |
| Net Profit Margin | 16.4 | 13.8 | 15.9 | 16.1 |
| (B) As Percentage of Net Sales (%) | | | | |
| COGS | 45.0 | 45.8 | 43.8 | 43.7 |
| Employee | 10.0 | 11.3 | 10.0 | 10.0 |
| Other | 28.7 | 28.9 | 29.6 | 29.7 |
| (C) Measure of Financial Status | 20 | 20.0 | 20.0 | 20.1 |
| Gross Debt / Equity | 0.0 | 0.0 | 0.0 | 0.0 |
| Interest Coverage | 147.9 | 228.4 | 216.7 | 182.9 |
| Inventory days | 20 | 20.4 | 20 | 20 |
| Debtors days | 16 | 28 | 28 | 28 |
| Average Cost of Debt | 11.2 | 8.3 | 16.8 | 21.6 |
| Payable days | 15 | 19 | 19 | 19 |
| Working Capital days | 244 | 197 | 218 | 228 |
| FA T/O | 18.1 | 19.1 | 18.9 | 16.7 |
| (D) Measures of Investment | 10.1 | 19.1 | 10.9 | 10.7 |
| AEPS (Rs) | 11.6 | 9.5 | 11.4 | 12.5 |
| CEPS (Rs) | 12.3 | 10.2 | 12.3 | 13.5 |
| DPS (Rs) | 8.3 | 5.0 | 5.5 | 6.0 |
| | 71.8 | 52.7 | 48.1 | 48.0 |
| Dividend Payout (%) BVPS (Rs) | 63.2 | 52.7 57.5 | 63.5 | 70.0 |
| | 18.8 | ······ | 18.9 | 18.7 |
| RoANW (%) | ······ | 15.7 | ····· | 18.8 |
| RoACE (%) | 18.7 18.0 | 15.7 16.1 | 18.9 22.1 | 23.6 |
| RoAIC (%) | 10.0 | 10.1 | 22.1 | 23.0 |
| (E) Valuation Ratios | 005 | 005 | 005 | 005 |
| CMP (Rs) | 225 | 225 | 225 | 225 |
| Mcap (Rs Mn) | 30,837 | 30,837 | 30,837 | 30,837 |
| EV MO/ Color | 24,698 | 26,402 | 25,625 | 24,895 |
| MCap/ Sales | 3.2 | 3.3 | 3.1 | 2.9 |
| EV/Sales | 2.6 | 2.8 | 2.6 | 2.3 |
| P/E | 19.4 | 23.7 | 19.7 | 18.0 |
| EV/EBITDA | 15.6 | 19.9 | 15.6 | 14.0 |
| P/BV | 3.6 | 3.9 | 3.5 | 3.2 |
| Dividend Yield (%) | 3.7 | 2.2 | 2.4 | 2.7 |
| (F) Growth Rate (%) | | | | |
| Revenue | 1.9 | (2.6) | 4.6 | 8.1 |
| EBITDA | 11.9 | (16.3) | 23.6 | 8.6 |
| EBIT | 11.6 | (17.5) | 23.6 | 8.5 |
| PBT | 13.5 | (18.0) | 20.4 | 9.3 |
| APAT | 13.6 | (18.0) | 20.4 | 9.3 |
| EPS | 13.6 | (18.0) | 20.4 | 9.3 |



| Cash Flow | | | | |
|--|---------|---------|-------|-------|
| Particulars | FY24A | FY25P | FY26E | FY27E |
| Profit before tax | 1,924 | 1,577 | 1,899 | 2,077 |
| Depreciation & w.o. | 95 | 97 | 121 | 133 |
| Net Interest Exp | 10 | 5 | 7 | 9 |
| Direct taxes paid | (336) | (276) | (332) | (363) |
| Change in Working Capital | (73) | (362) | (7) | (45) |
| Non Cash | 0 | 0 | 0 | 0 |
| (A) CF from Operating Activities | 1,620 | 1,042 | 1,688 | 1,811 |
| Capex {(Inc.)/ Dec. in Fixed Assets n WIP} | (78) | (54) | (150) | (250) |
| Free Cash Flow | 1,542 | 988 | 1,538 | 1,561 |
| (Inc)./ Dec. in Investments | (154) | 1,836 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 |
| (B) CF from Investing Activities | (232) | 1,782 | (150) | (250) |
| Issue of Equity/ Preference | (1) | (1,387) | 0 | 0 |
| Inc./(Dec.) in Debt | (5) | (46) | 0 | 0 |
| Interest exp net | (10) | (5) | (7) | (9) |
| Dividend Paid (Incl. Tax) | (1,141) | (685) | (754) | (822) |
| Other | 0 | 0 | 0 | 0 |
| (C) CF from Financing | (1,157) | (2,124) | (761) | (831) |
| Net Change in Cash | 231 | 700 | 777 | 730 |
| Opening Cash balances | 139 | 370 | 1,070 | 1,847 |
| Closing Cash balances | 370 | 1,070 | 1,847 | 2,576 |

E – Estimates

| Notes |
|-------|
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Stock Info and Rating History

Price Performance

| Particulars | 1M | 3M | 12M |
|------------------|-----|----|------|
| Absolute (%) | (3) | 36 | (17) |
| Rel to NIFTY (%) | (1) | 37 | (18) |

Shareholding Pattern

| Particulars | Dec'24 | Mar'25 | Jun'25 |
|-----------------|--------|--------|--------|
| Promoters | 41.0 | 41.0 | 41.0 |
| MF/Banks/FIs | 20.2 | 18.5 | 16.8 |
| FIIs | 10.5 | 10.6 | 11.0 |
| Public / Others | 28.3 | 29.9 | 31.3 |



| Month | Rating | TP (Rs.) | Price (Rs.) |
|--------|--------|----------|-------------|
| Nov-24 | Reduce | 220 | 204 |
| Feb-25 | Reduce | 183 | 173 |
| May-25 | Reduce | 181 | 168 |

*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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Analyst(s) Certification

The research analyst(s), with respect to each issuer and its securities covered by them in this research report, certify that: All of the views expressed in this research report accurately reflect his or her or their personal views about all of the issuers and their securities; and No part of his or her or their compensation was, is, or will be directly or indirectly related to the specific recommendations or views expressed in this research report.

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