

18 December 2025

India | Equity Research | Company Update

LG Electronics India

White Goods

Near-term demand softness, market share gains support medium-term outlook

We remain positive on LG Electronics India (LG) given its sustained market leadership across categories and backward integration. However, the near-term outlook is likely to be soft due to weak primary and secondary sales. While the GST cuts in air conditioner, television and dishwashers have helped to drive volumes, the demand has slowed down after festivals. We note: (1) Price hike of 8–10% in 5-star ACs could happen due to new BEE norms. (2) LG gained market share in 5-star RACs and refrigerators, even in a weak demand environment. (3) The company's channel inventory is relatively placed better than peers, although higher YoY. (4) LG has rationalised various promotional schemes to support margin. (5) The Essential series is gaining traction and supports revenue visibility.

(6) The company plans to launch chest freezers by H1FY27 and would leverage its existing distribution network. (7) We remain positive on the back of the company's premium positioning, sustained market share and backward integration. Maintain **BUY** with a DCF-based TP of INR 1,875; implied target P/E at 45x FY28E EPS.

Likely weak Q3FY26; strategic restraint

We expect Q3FY26 to be soft due to weaker primary and secondary sales across ACs, TVs and appliances. We also note LG has rationalised its promotional incentives post the festive season to protect margins. This reflects a shift towards margin protection, rather than chasing volumes in a soft demand environment in our view. We believe this disciplined approach positions LG better once demand normalises. As per our checks, LG also has lower trade inventory than most of the peers.

Expected price hike due to new BEE norms

We model price hike of 8–10% price hike in 5-star rated RACs due to the new BEE norms. Incremental costs stem from new BEE norms and raw material inflation. The price hike may happen in 2–3 tranches, in our view. It would apply only to new-rated inventory, while old-rated products offer temporary arbitrage to dealers. We believe industry-wide pricing action is inevitable to sustain margins, and LG's premium mix provides relative resilience.

Financial Summary

Y/E March (INR mn)	FY25A	FY26E	FY27E	FY28E
Net Revenue	2,43,666	2,57,219	2,91,758	3,24,992
EBITDA	31,101	32,274	37,484	42,078
EBITDA Margin (%)	12.8	12.5	12.8	12.9
Net Profit	22,033	22,815	26,013	28,353
EPS (INR)	32.5	33.6	38.3	41.8
EPS % Chg YoY	45.8	3.5	14.0	9.0
P/E (x)	47.8	46.2	40.5	37.2
EV/EBITDA (x)	32.7	31.5	27.3	(0.6)
RoCE (%)	37.1	31.7	37.1	42.3
RoE (%)	45.2	38.5	44.7	50.2

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Market Data

Market Cap (INR)	1,054bn
Market Cap (USD)	11,590mn
Bloomberg Code	LGEIL IN
Reuters Code	LGEL.BO
52-week Range (INR)	1,749 / 1,533
Free Float (%)	11.0
ADTV-3M (mn) (USD)	0.0

Price Performance (%)	3m	6m	12m
Absolute	0.0	0.0	0.0
Relative to Sensex	0.0	0.0	0.0

ESG Score	2024	2025	Change
ESG score	NA	NA	NA
Environment	NA	NA	NA
Social	NA	NA	NA
Governance	NA	NA	NA

Note - Score ranges from 0 - 100 with a higher score indicating higher ESG disclosures.

Source: SES ESG, I-sec research

Previous Reports

16-11-2025: [Q2FY26 results review](#)

14-10-2025: [Initiating coverage](#)

Continues to gain market share

LG continues to strengthen its position in the RAC market, particularly in 5-star inverter ACs. It now holds leadership position in the 5-star RAC category. The refrigerator category saw some demand softness due to weaker consumer sentiment. However, LG has gained ~1% market share CY25 YTD in refrigerators. We believe launch of Essentials series, product breadth and premium positioning would likely support market share gains ahead too.

Channel inventory better placed than peers

Channel inventory has materially reduced post the festive season but remains high YoY. Importantly, LG's inventory position is healthier than most peers. We believe LG's relatively cleaner channel inventory allows it to manage the transition with less margin disruption.

Sri City plant facility progressing well

The company is on a track to manufacture RACs from its new facility by early Q3FY27 and aircon compressors by Q4FY27. The company would be manufacturing refrigerators and washing machines at a later date too. We believe that in-house manufacturing and backward integration enhances supply-chain resilience and margin sustainability over the medium-long term.

Essential series gaining good market traction

The company launched the Essential series to capture the mass premium market. This series would be launched only for the underpenetrated regional markets. This should allow LG to capture larger demand without any cannibalisation, in our view. The company implemented various cost-efficient initiatives to maintain margins.

Regional trends: Premiumisation broadening

The company is seeing premium adoption in north India in RAC category. South and west India remains premium-heavy markets, with high penetration of 5-star ACs. While inventory levels in the south remain elevated across the industry, LG's premium skew and channel discipline help mitigate risk. We believe regional premiumisation supports long-term ASP growth.

Television category continues to perform steadily

TV penetration in India (~77%) remains lower than global levels (~90%). Ongoing infrastructure, superior viewing experience and faster replacement cycle support demand-led growth. We believe that technology-led innovation and GST rate reductions will likely further lead to increase in TV demand. There is healthy potential to drive growth in B2B markets too.

E-waste cost: Industry-wide cost headwind

E-waste regulations have increased recycling costs materially, with input-based costs at ~INR 23/kg and output-based costs slightly lower. For LG, this translates to ~1–1.1% of revenue, with an incremental ~0.4% impact in FY26 due to higher recycling targets. While there is impact on earnings as of now due to higher provision costs, there is no impact on cash outflow.

Expansion into B2B market and certain niche categories

LG plans to enter the B2B chest freezer segment by H1FY27 and would leverage its existing distribution network. Microwave ovens continue to perform strongly, supported by hybrid and auto-cook features. Dishwashers remain niche but are positioned in the premium-end of the category. Air purifiers and water purifiers are small but profitable categories. This strategy of multi-product launches allows LG to reduce dependency on any particular product and would allow capture more demand.

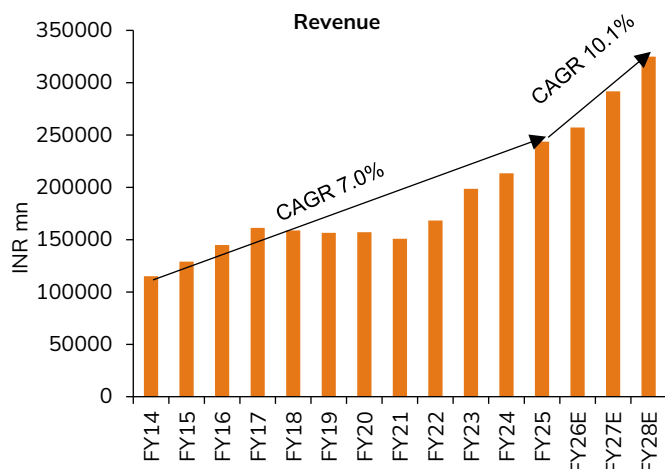
Maintain BUY

We model LG to report revenue and PAT CAGRs of 10.1% and 8.8%, respectively, over FY25–28E. Maintain **BUY** with a DCF-based TP of INR 1,875; implied target P/E at 45x FY28E EPS.

Key risks: Steep increase in commodity prices; & material increase in competitive pressures.

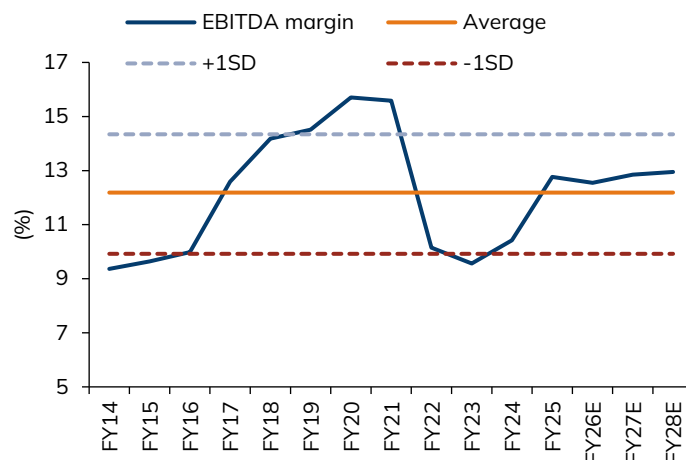
Key indicators – Annual

Exhibit 1: Revenue and revenue growth



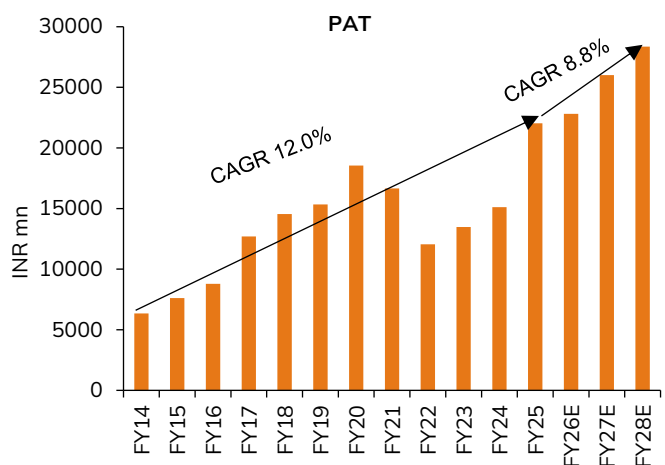
Source: Company data, I-Sec research

Exhibit 2: EBITDA margin



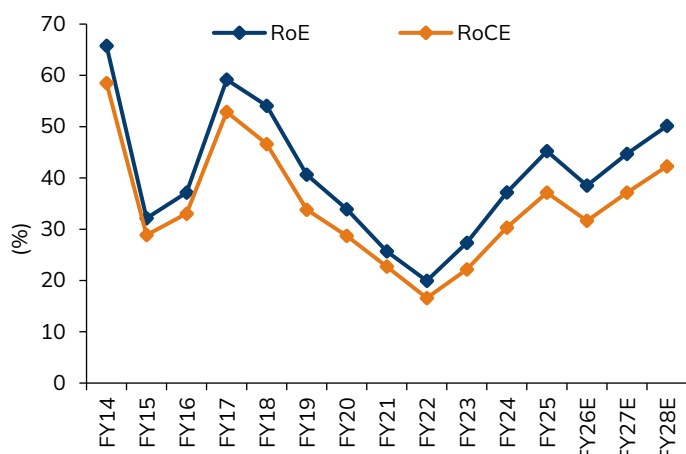
Source: Company data, I-Sec research

Exhibit 3: PAT and PAT growth



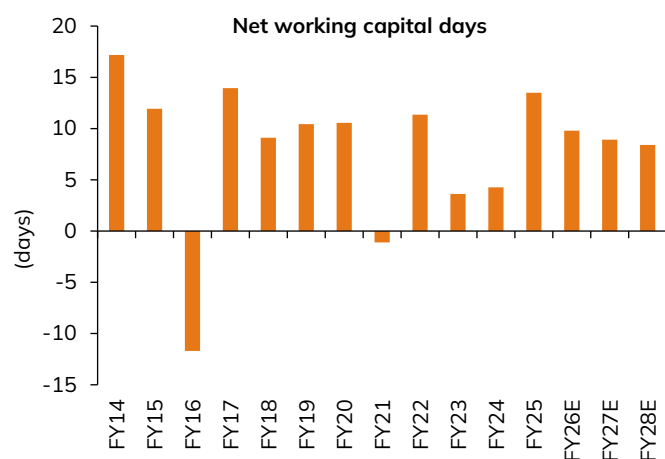
Source: Company data, I-Sec research

Exhibit 4: RoE and RoCE



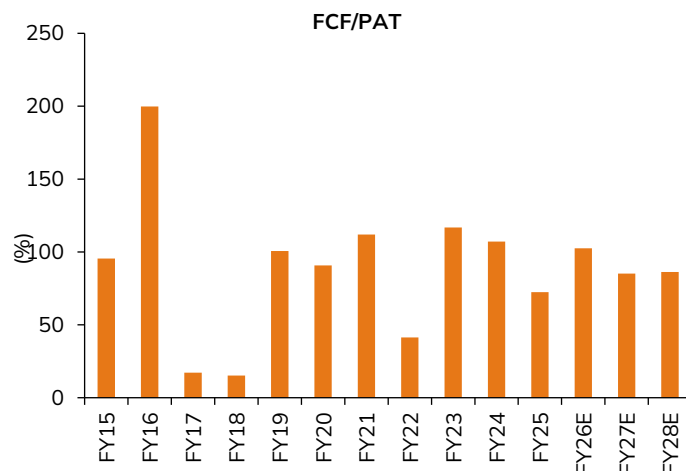
Source: Company data, I-Sec research

Exhibit 5: Net working capital days



Source: Company data, I-Sec research

Exhibit 6: FCF/PAT (%)



Source: Company data, I-Sec research

Valuation and key risks

DCF valuation

We model LG to report revenue and PAT CAGRs of 10.1% and 8.8%, respectively, over FY25–28E. Maintain **BUY** with a DCF-based TP of INR 1,875; implied target P/E at 45x FY28E EPS.

Exhibit 7: DCF-based valuation

Particulars	
Cost of Equity (%)	11.0%
Terminal growth rate (%)	5.0%
Discounted interim cash flows (INR mn)	402,526
Discounted terminal value (INR mn)	870,172
Total equity value (INR mn)	1,272,698
Value per share (INR)	1,875

Source: Company data, I-Sec research

Risks

Sharp increase in input prices and competitive pressures

Major increase in input prices and/or increase in competitive pressures may result in downside to our estimates.

Delays in launch of new plants/products

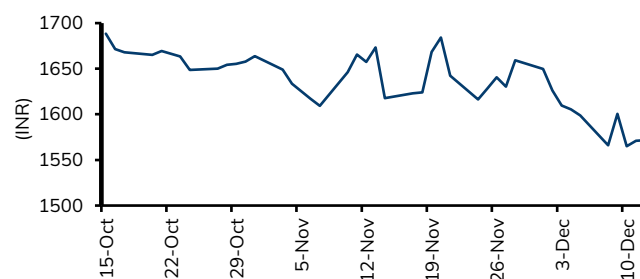
Any delays in launch of new products may result in lower earnings than estimated.

Exhibit 8: Shareholding pattern

%	Oct'25
Promoters	85.0
Institutional investors	7.4
MFs and others	2.7
FIs/Banks	1.0
Insurance	0.7
FIIIs	3.0
Others	7.5

Source: Bloomberg, I-Sec research

Exhibit 9: Price chart



Source: Bloomberg, I-Sec research

Financial Summary

Exhibit 10: Profit & Loss

(INR mn, year ending March)

	FY25A	FY26E	FY27E	FY28E
Net Sales	2,43,666	2,57,219	2,91,758	3,24,992
Operating Expenses	2,12,565	2,24,944	2,54,275	2,82,914
EBITDA	31,101	32,274	37,484	42,078
EBITDA Margin (%)	12.8	12.5	12.8	12.9
Depreciation & Amortization	3,804	4,466	5,372	6,464
EBIT	27,298	27,809	32,112	35,614
Interest expenditure	306	389	389	389
Other Non-operating Income	2,640	3,082	3,055	2,680
Recurring PBT	29,631	30,501	34,777	37,905
Profit / (Loss) from Associates	-	-	-	-
Less: Taxes	7,598	7,686	8,764	9,552
PAT	22,033	22,815	26,013	28,353
Less: Minority Interest	-	-	-	-
Extraordinaries (Net)	(54)	-	-	-
Net Income (Reported)	21,979	22,815	26,013	28,353
Net Income (Adjusted)	22,033	22,815	26,013	28,353

Source Company data, I-Sec research

Exhibit 11: Balance sheet

(INR mn, year ending March)

	FY25A	FY26E	FY27E	FY28E
Total Current Assets	95,408	95,134	97,388	98,290
of which cash & cash eqv.	37,415	37,051	32,051	25,974
Total Current Liabilities & Provisions	48,985	51,187	58,206	64,836
Net Current Assets	46,424	43,948	39,182	33,454
Investments	3,679	3,679	3,679	3,679
Net Fixed Assets	13,291	15,578	19,207	22,742
ROU Assets	-	-	-	-
Capital Work-in-Progress	753	-	-	-
Total Intangible Assets	-	-	-	-
Other assets	-	-	-	-
Deferred Tax assets	-	-	-	-
Total Assets	64,147	63,205	62,067	59,875
Liabilities				
Borrowings	6,485	6,485	6,485	6,485
Deferred Tax Liability	(2,040)	(2,040)	(2,040)	(2,040)
provisions	-	-	-	-
other Liabilities	-	-	-	-
Equity Share Capital	6,788	6,788	6,788	6,788
Reserves & Surplus	52,914	51,972	50,835	48,643
Total Net Worth	59,702	58,760	57,622	55,430
Minority Interest	-	-	-	-
Total Liabilities	64,147	63,205	62,067	59,875

Source Company data, I-Sec research

Exhibit 12: Quarterly trend

(INR mn, year ending March)

	Jun-25	Sep-25
Net Sales	62,629	61,740
% growth (YOY)	(2.3)	1.0
EBITDA	7,163	5,476
Margin %	11.4	8.9
Other Income	744	798
Extraordinaries	8	(10)
Adjusted Net Profit	5,133	3,894

Source Company data, I-Sec research

Exhibit 13: Cashflow statement

(INR mn, year ending March)

	FY25A	FY26E	FY27E	FY28E
Operating Cashflow	18,701	29,393	31,151	34,468
Working Capital Changes	(7,025)	2,112	(234)	(349)
Capital Commitments	(3,393)	(6,000)	(9,000)	(10,000)
Free Cashflow	15,308	23,393	22,151	24,468
Other investing cashflow	641	-	-	-
Cashflow from Investing Activities	(2,752)	(6,000)	(9,000)	(10,000)
Issue of Share Capital	-	-	-	-
Interest Cost	-	-	-	-
Inc (Dec) in Borrowings	(760)	-	-	-
Dividend paid	-	(23,757)	(27,151)	(30,545)
Others	-	-	-	-
Cash flow from Financing Activities	(760)	(23,757)	(27,151)	(30,545)
Chg. in Cash & Bank balance	15,189	(364)	(5,000)	(6,077)
Closing cash & balance	37,415	37,051	32,051	25,974

Source Company data, I-Sec research

Exhibit 14: Key ratios

(Year ending March)

	FY25A	FY26E	FY27E	FY28E
Per Share Data (INR)				
Reported EPS	32.5	33.6	38.3	41.8
Adjusted EPS (Diluted)	32.5	33.6	38.3	41.8
Cash EPS	38.1	40.2	46.2	51.3
Dividend per share (DPS)	-	35.0	40.0	45.0
Book Value per share (BV)	88.0	86.6	84.9	81.7
Dividend Payout (%)	-	104.1	104.4	107.7
Growth (%)				
Net Sales	14.1	5.6	13.4	11.4
EBITDA	39.8	3.8	16.1	12.3
EPS (INR)	45.8	3.5	14.0	9.0
Valuation Ratios (x)				
P/E	47.8	46.2	40.5	37.2
P/CEPS	40.8	38.6	33.6	30.3
P/BV	17.7	17.9	18.3	19.0
EV / EBITDA	32.7	31.5	27.3	(0.6)
P / Sales	4.3	4.1	3.6	-
Dividend Yield (%)	-	2.3	2.6	2.9
Operating Ratios				
Gross Profit Margins (%)	32.0	31.7	31.9	31.9
EBITDA Margins (%)	12.8	12.5	12.8	12.9
Effective Tax Rate (%)	25.6	25.2	25.2	25.2
Net Profit Margins (%)	9.0	8.9	8.9	8.7
NWC / Total Assets (%)	72.4	69.5	63.1	55.9
Net Debt / Equity (x)	(0.6)	(0.6)	(0.5)	(0.4)
Net Debt / EBITDA (x)	(1.1)	(1.1)	(0.8)	(0.6)
Profitability Ratios				
RoCE (%)	37.1	31.7	37.1	42.3
RoE (%)	45.2	38.5	44.7	50.2
RoC (%)	95.0	83.9	90.8	87.9
Fixed Asset Turnover (x)	7.2	6.6	6.2	5.8
Inventory Turnover Days	48	45	47	46
Receivables Days	38	34	35	35
Payables Days	75	72	75	74

Source Company data, I-Sec research

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