

Godrej Consumer Products

Sustaining strategic force while reviving the core

We maintain BUY with a Sep-27 TP of INR 1,100, based on 37x P/E, set at a 20% discount to the 5-year average forward P/E. Following the leadership transition, GCPL is addressing structural gaps to revive the core portfolio while accelerating momentum in newer initiatives, supported by higher R&D spend and premium innovations from G-lab. For FY27, management remains confident of double-digit earnings growth, though India will see near-term pressure from trade destocking and a step-up in media investments. As outlined in our initiation report *Building Newer Moat Crucial for Valuations*, the company is strengthening its relevance through deeper channel participation and sharper alignment with evolving media platforms. The CEO's agenda is anchored around four thrust areas: category development, portfolio transformation, new-age FMCG transformation, and sustaining performance.

- Thrust on reviving core growth with strategic actions:** In his first call as GCPL's new CEO, Aasif Malbari emphasized rehauling and refreshing long-range plans, with a focus on solving structural business gaps to align with the 2040 vision. In India, management expects execution-led progress through sharper distribution and media strategy. It plans to correct trade inventory, with destocking of INR1.25-1.50bn over the next three quarters (150bps revenue impact). Annual media investments will increase by INR2bn, alongside INR1.5bn earmarked for R&D. Across core categories, HI strategy centers on leveraging 80% penetration to drive consumer upgrades over the next few quarters. In skin cleansing, the focus is on building share — stable over the past three years — while expanding into white spaces. In hair color, the thrust is on upgrading the 2/3rd of users in traditional formats into cream/shampoo formats and subsequently premium hair color.
- Portfolio transformation an agenda for India and international:** The new leadership aims to accelerate GCPL's innovation and category-expansion agenda through a three-pronged approach: entering new categories, building a futuristic think tank under G-lab, and finding white spaces beyond home care. Internationally, the thrust is on scaling innovation with speed. GCPL has entered liquid dishwash with its organic brand *Rizz* and is rolling out *Zap* in stain removal. G-lab's first patented launch — a single-step shampoo hair color — signals the beginning of a sustained premium innovation pipeline. Management also highlighted openness to early-stage brand M&A, backed by high-conviction ideas and the ability to scale them rapidly.
- Execution remains central to performance and valuations:** The stock's 27% YTD correction reflects inflationary pressures and abrupt management changes. While a prolonged El Niño could keep input volatility elevated, corrective actions are underway. We expect any rerating to be execution-led, with consistent delivery under the new leadership as the key catalyst. Management has broadly maintained FY27 guidance, with incremental pressure likely from trade destocking in India and a higher media spend.

Annual financial summary

YE Mar (INR mn)	FY24	FY25	FY26	FY27E	FY28E	FY29E
Revenue	138,050	139,965	151,779	175,965	192,294	209,598
EBITDA	29,435	30,031	31,562	35,669	41,712	47,422
APAT	20,169	19,155	20,710	23,639	28,183	32,415
Adj. EPS (INR)	19.7	18.7	20.2	23.1	27.5	31.7
P/E (x)	46	48	45	39	33	29
EV / EBITDA (x)	32	31	30	26	23	20
RoE (%)	15.3	15.6	16.8	18.6	21.9	24.9

Source: Company, HSIE Research

BUY

CMP (as on 2 Sep 2026)	INR 905
Target Price	INR 1,100
NIFTY	23,914

KEY CHANGES	OLD	NEW
Rating	BUY	BUY
Price Target	INR 1,100	INR 1,100
EPS %	FY27E	FY28E
	0%	0%

KEY STOCK DATA

Bloomberg code	GCPL IN
No. of Shares (mn)	1,023
MCap (INR bn) / (\$ mn)	926/9,753
6m avg traded value (INR mn)	1,797
52 Week high / low	INR 1,309/891

STOCK PERFORMANCE (%)

	3M	6M	12M
Absolute (%)	(9.4)	(23.0)	(29.5)
Relative (%)	(12.0)	(18.5)	(25.0)

SHAREHOLDING PATTERN (%)

	Mar-26	Jun-26
Promoters	53.1	53.1
FIs & Local MFs	18.0	19.6
FPIs	13.9	12.3
Public & Others	15.0	15.0

Pledged Shares

Source : NSE

Nitin Gupta

nitin.gupta1@hdfcsec.com
+91-22-6171-7357

Ishant Lalwani

ishant.lalwani@hdfcsec.com
+91-22-6171-7324

Exhibit 1: GCPL's one year forward P/E

Source: Bloomberg, Company, HSIE Research

Exhibit 2: HSIE estimates vs Consensus estimates

(INR mn)	HSIE estimates			Consensus estimates			HSIE vs Consensus estimates		
	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Revenue	175,965	192,294	209,598	174,147	191,457	209,917	1.0%	0.4%	(0.2%)
growth (%)	15.9%	9.3%	9.0%	14.7%	26.1%	9.6%			
EBITDA	35,669	41,712	47,422	35,392	40,569	45,879	0.8%	2.8%	3.4%
growth (%)	13.0%	16.9%	13.7%	12.1%	28.5%	13.1%			
EBITDA margin (%)	20.3%	21.7%	22.6%	20.3%	21.2%	21.9%			
Adj. PAT	23,639	28,183	32,415	23,871	28,005	31,916	(1.0%)	0.6%	1.6%
growth (%)	14.1%	19.2%	15.0%	15.3%	35.2%	14.0%			
Adj. EPS (INR/Share)	23.1	27.5	31.7	23.3	27.4	31.2	(1.1%)	0.5%	1.5%

Source: Bloomberg, HSIE Research

Exhibit 3: Key assumptions

	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E
Profit and loss account							
Domestic Sales growth	10.6%	9.4%	6.0%	8.0%	12.3%	9.0%	8.6%
Console Sales growth	8.5%	5.0%	1.4%	8.4%	15.9%	9.3%	9.0%
EBITDA growth	1.5%	21.1%	2.0%	5.1%	13.0%	16.9%	13.7%
Earnings growth	(2.0%)	14.8%	(5.1%)	8.1%	14.1%	19.2%	15.0%
Gross margin	49.0%	54.2%	53.3%	51.3%	50.0%	51.0%	51.5%
A&P spends as a % of sales	7.2%	9.5%	8.7%	7.7%	7.8%	7.8%	7.8%
EBITDA margin	18.5%	21.3%	21.5%	20.8%	20.3%	21.7%	22.6%
Adj EPS (INR/Share)	17.2	19.7	18.7	20.2	23.1	27.5	31.7
DPS (INR/Share)	-	15.0	20.0	20.0	23.0	26.0	30.0
Balance sheet							
Avg. ROCE	16.5%	18.2%	17.6%	17.5%	19.4%	23.1%	26.6%
Avg. ROE	13.9%	15.3%	15.6%	16.8%	18.6%	21.9%	24.9%
Inventory days (no of)	43	34	37	40	38	35	35
Receivable days (no of)	35	41	47	44	45	44	44
Payable days (no of)	51	44	56	55	55	55	55

Source: Company, HSIE Research

Income Statement (Consolidated)

YE March (INR mn)	FY22	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E
Net Revenues	121,193	131,483	138,050	139,965	151,779	175,965	192,294	209,598
<i>Growth (%)</i>		8.5	5.0	1.4	8.4	15.9	9.3	9.0
Material Expenses	60,751	67,028	63,203	65,361	73,944	87,983	94,224	101,655
Employee Expense	11,041	11,115	12,493	11,488	12,321	13,184	14,107	15,235
Other Expenses	25,450	29,035	32,919	33,086	33,951	39,129	42,251	45,286
EBITDA	23,951	24,305	29,435	30,031	31,562	35,669	41,712	47,422
<i>EBITDA Growth (%)</i>		1.5	21.1	2.0	5.1	13.0	16.9	13.7
EBITDA Margin (%)	19.8	18.5	21.32	21.46	20.79	20.27	21.69	22.63
Depreciation	2,099	2,363	2,410	2,340	2,675	2,775	2,875	3,025
EBIT	21,852	21,942	27,025	27,691	28,887	32,894	38,837	44,397
Other Income (Including EO Items)	897	1,684	2,690	3,161	2,662	2,191	2,134	2,089
Interest	1,102	1,757	2,964	3,501	3,316	3,354	3,140	2,976
PBT before extraordinary items	21,647	21,868	26,751	27,351	28,233	31,731	37,830	43,510
Extraordinary items	(98)	(541)	(25,775)	(632)	(2,095)	-	-	-
Total Tax	3,719	4,303	6,582	8,196	7,523	8,091	9,647	11,095
Share of Minority Interest	(3)	-	-	-	-	-	-	-
RPAT after MI	17,834	17,025	(5,605)	18,523	18,615	23,639	28,183	32,415
Adjusted PAT	17,929	17,566	20,169	19,155	20,710	23,639	28,183	32,415
APAT Growth (%)		(2.0)	14.8	(5.0)	8.1	14.1	19.2	15.0
EPS	17.5	17.2	19.7	18.7	20.2	23.1	27.5	31.7
<i>EPS Growth (%)</i>		(2.0)	14.8	(5.1)	8.1	14.1	19.2	15.0

Source: Company, HSIE Research

Balance Sheet (Consolidated)

YE March (INR mn)	FY22	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E
SOURCES OF FUNDS								
Share Capital - Equity	1,023	1,023	1,023	1,023	1,023	1,023	1,023	1,023
Other Equity	114,537	136,920	124,963	119,016	125,506	126,632	128,208	129,921
Total Shareholders' Funds	115,559	137,942	125,986	120,039	126,530	127,655	129,231	130,945
Total Debt	9,281	3,927	28,743	39,764	43,278	42,110	37,110	37,110
TOTAL CAPITAL EMPLOYED	124,840	141,870	154,729	159,803	169,808	169,765	166,341	168,055
APPLICATION OF FUNDS								
Tangible Assets	37,441	40,147	52,382	52,307	63,688	63,913	66,537	67,512
Intangible Assets	53,768	58,223	50,264	51,454	57,151	57,151	57,151	57,151
CWIP	1,164	454	939	5,497	3,143	4,500	2,500	2,000
Right of Use Assets	985	967	1,651	2,141	3,869	4,063	4,266	4,479
Other Non-Current Assets	-	8,393	17,875	5,419	9,145	9,145	9,145	9,145
Total Non-current Assets	93,357	108,184	123,111	116,817	136,996	138,771	139,599	140,287
Current Investments	10,154	21,897	17,162	31,027	18,524	18,524	18,524	18,524
Inventories	21,299	15,372	12,709	14,186	16,595	18,220	18,338	19,987
Debtors	11,163	12,453	15,354	18,191	18,367	21,576	23,053	25,126
Cash & Equivalents	11,078	3,907	5,469	4,831	10,054	7,225	4,324	4,751
Other Current Assets	6,974	6,148	7,313	7,923	8,885	9,329	9,796	10,285
Total Current Assets	60,668	59,776	58,007	76,158	72,425	74,874	74,034	78,673
Creditors	21,631	18,232	16,755	21,421	23,017	26,370	28,816	31,408
Other Current Liabilities & Provns	7,555	7,859	9,634	11,751	16,596	17,509	18,475	19,497
Total Current Liabilities	29,185	26,091	26,389	33,172	39,613	43,880	47,292	50,905
Net Current Assets	31,483	33,685	31,618	42,986	32,812	30,994	26,742	27,768
TOTAL APPLICATION OF FUNDS	124,840	141,870	154,729	159,803	169,808	169,765	166,341	168,055

Source: Company, HSIE Research

Cash Flow (Consolidated)

YE March (INR mn)	FY22	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E
Reported PBT	21,553	21,327	1,982	26,719	25,902	31,731	37,830	43,510
Depreciation	2,099	2,363	2,410	2,340	2,675	2,775	2,875	3,025
Working Capital Change	(5,362)	933	(4,560)	351	552	(1,234)	1,108	(860)
Tax Paid	(4,475)	(4,185)	(3,739)	(4,701)	(5,286)	(8,091)	(9,647)	(11,095)
Interest/Dividend received	506	802	1,094	1,153	1,644	1,164	2,134	2,089
Other items	185	266	23,512	(95)	(601)	192	0	-
OPERATING CASH FLOW (a)	14,506	21,507	20,699	25,767	24,885	26,536	34,301	36,669
Capex	(2,765)	(2,197)	(2,766)	(5,592)	(5,421)	(4,551)	(3,703)	(3,713)
Free Cash Flow (FCF)	11,741	19,309	17,933	20,176	19,464	21,985	30,598	32,955
Others	(5,877)	(15,386)	(30,865)	2,156	8,975	2,191	-	-
INVESTING CASH FLOW (b)	(8,642)	(17,583)	(33,630)	(3,436)	3,554	(2,360)	(3,703)	(3,713)
Debt Issuance/(Repaid)	(2,198)	(6,344)	22,652	7,318	266	(1,360)	(5,000)	-
Interest Expenses	(1,123)	(1,116)	(2,620)	(3,111)	(2,849)	(3,354)	(2,134)	(2,089)
FCFE	10,665	14,082	43,205	30,604	22,579	23,979	27,731	35,044
Dividend	-	-	(5,114)	(25,573)	(20,462)	(22,514)	(26,607)	(30,701)
Others	(477)	(436)	(855)	(449)	(831)	224	242	261
FINANCING CASH FLOW (c)	(3,798)	(7,896)	14,063	(21,815)	(23,876)	(27,004)	(33,499)	(32,529)
NET CASH FLOW (a+b+c)	2,065	(3,972)	1,132	517	4,563	(2,829)	(2,902)	427
Add: Beginning balance	5,241	7,509	3,907	5,469	4,831	10,054	7,225	4,324
EO Items, Others	203	39	(672)	(1,155)	661	-	-	-
Closing Cash & Equivalents	7,509	3,537	5,039	5,986	9,394	7,225	4,324	4,751

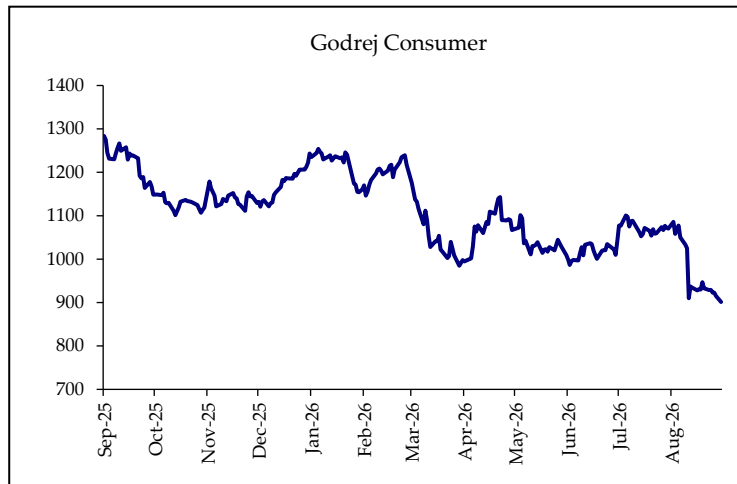
Source: Company, HSIE Research

Key Ratios

	FY22	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E
PROFITABILITY (%)								
GPM	49.9	49.0	54.2	53.3	51.3	50.0	51.0	51.5
EBITDA Margin (%)	19.8	18.5	21.3	21.5	20.8	20.3	21.7	22.6
EBIT Margin	18.0	16.7	19.6	19.8	19.0	18.7	20.2	21.2
PBT Margin	17.9	16.6	19.4	19.5	18.6	18.0	19.7	20.8
APAT Margin	14.8	13.4	14.6	13.7	13.6	13.4	14.7	15.5
ROE	15.5	13.9	15.3	15.6	16.8	18.6	21.9	24.9
RoIC (or Core RoCE)	17.5	16.0	16.4	15.1	16.0	17.2	20.1	22.9
RoCE	17.5	16.5	18.2	17.6	17.5	19.4	23.1	26.6
EFFICIENCY								
Tax Rate (%)	17.2	19.7	24.6	30.0	26.6	25.5	25.5	25.5
Fixed Asset Turnover (x)	2.5	2.5	1.9	1.9	1.7	1.9	2.0	2.1
Inventory (days)	64	43	34	37	40	38	35	35
Debtors (days)	34	35	41	47	44	45	44	44
Other Current Assets (days)	21	17	19	21	21	19	19	18
Payables (days)	65	51	44	56	55	55	55	55
Other Current Liab & Provns (days)	23	22	25	31	40	36	35	34
Cash Conversion Cycle (days)	31	22	24	19	10	11	7	8
Net D/E (x)	(0.0)	0.0	0.2	0.3	0.3	0.3	0.3	0.2
Interest Coverage (x)	19.8	12.5	9.1	7.9	8.7	9.8	12.4	14.9
PER SHARE DATA (INR)								
EPS	17.5	17.2	19.7	18.7	20.2	23.1	27.5	31.7
CEPS	19.6	19.5	22.1	21.0	22.9	25.8	30.3	34.6
Dividend	-	-	15.0	20.0	20.0	23.0	26.0	30.0
Book Value	113.0	134.9	123.2	117.3	123.6	124.7	126.3	128.0
VALUATION								
P/E (x)	51.6	52.7	45.9	48.4	44.7	39.2	32.9	28.6
P/BV (x)	8.0	6.7	7.3	7.7	7.3	7.3	7.2	7.1
EV/EBITDA (x)	38.1	37.2	31.7	31.0	29.8	26.4	22.5	19.8
EV/Revenues (x)	7.5	6.9	6.7	6.6	6.2	5.4	4.9	4.5
OCF/EV (%)	1.6	2.4	2.2	2.8	2.6	2.8	3.6	3.9
FCF/EV (%)	1.3	2.1	1.9	2.2	2.1	2.3	3.3	3.5
FCFE/Mkt Cap (%)	1.2	1.5	4.7	3.3	2.4	2.6	3.0	3.8
Dividend Yield (%)	-	-	1.7	2.2	2.2	2.5	2.9	3.3

Source: Company, HSIE Research

Price Movement



Rating Criteria

BUY: >+15% return potential
ADD: +5% to +15% return potential
REDUCE: -10% to +5% return potential
SELL: >10% Downside return potential

Disclosure:

We, **Nitin Kumar Gupta, CA, & Ishant Lalwani, B.Com (Hons)**, authors and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. SEBI conducted the inspection and based on their observations have issued advise/warning. The said observations have been complied with. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report.

Research Analyst or his/her relative or HDFC Securities Ltd. does not have any financial interest in the subject company. Also Research Analyst or his relative or HDFC Securities Ltd. or its Associate may have beneficial ownership of 1% or more in the subject company at the end of the month immediately preceding the date of publication of the Research Report. Further Research Analyst or his relative or HDFC Securities Ltd. or its associate does have/does not have any material conflict of interest.

Any holding in the stock - YES

HDFC Securities Limited (HSL) is a SEBI Registered Research Analyst having registration no. INH000002475.

Disclaimer:

This report has been prepared by HDFC Securities Ltd and is solely for information of the recipient only. The report must not be used as a singular basis of any investment decision. The views herein are of a general nature and do not consider the risk appetite or the particular circumstances of an individual investor; readers are requested to take professional advice before investing. "This report may have been refined using AI tools to enhance clarity and readability."

Nothing in this document should be construed as investment advice. Each recipient of this document should make such investigations as they deem necessary to arrive at an independent evaluation of an investment in securities of the companies referred to in this document (including merits and risks) and should consult their own advisors to determine merits and risks of such investment. The information and opinions contained herein have been compiled or arrived at, based upon information obtained in good faith from sources believed to be reliable. Such information has not been independently verified and no guaranty, representation of warranty, express or implied, is made as to its accuracy, completeness or correctness. All such information and opinions are subject to change without notice. Descriptions of any company or companies or their securities mentioned herein are not intended to be complete. HSL is not obliged to update this report for such changes. HSL has the right to make changes and modifications at any time.

This report is not directed to, or intended for display, downloading, printing, reproducing or for distribution to or use by, any person or entity who is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, reproduction, availability or use would be contrary to law or regulation or what would subject HSL or its affiliates to any registration or licensing requirement within such jurisdiction.

If this report is inadvertently sent or has reached any person in such country, especially, United States of America, the same should be ignored and brought to the attention of the sender. This document may not be reproduced, distributed or published in whole or in part, directly or indirectly, for any purposes or in any manner.

Foreign currencies denominated securities, wherever mentioned, are subject to exchange rate fluctuations, which could have an adverse effect on their value or price, or the income derived from them. In addition, investors in securities such as ADRs, the values of which are influenced by foreign currencies effectively assume currency risk. It should not be considered to be taken as an offer to sell or a solicitation to buy any security.

This document is not, and should not, be construed as an offer or solicitation of an offer, to buy or sell any securities or other financial instruments. This report should not be construed as an invitation or solicitation to do business with HSL. HSL may from time to time solicit from, or perform broking, or other services for, any company mentioned in this mail and/or its attachments.

HSL and its affiliated company(ies), their directors and employees may; (a) from time to time, have a long or short position in, and buy or sell the securities of the company(ies) mentioned herein or (b) be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) discussed herein or act as an advisor or lender/borrower to such company(ies) or may have any other potential conflict of interests with respect to any recommendation and other related information and opinions.

HSL, its directors, analysts or employees do not take any responsibility, financial or otherwise, of the losses or the damages sustained due to the investments made or any action taken on basis of this report, including but not restricted to, fluctuation in the prices of shares and bonds, changes in the currency rates, diminution in the NAVs, reduction in the dividend or income, etc.

HSL and other group companies, its directors, associates, employees may have various positions in any of the stocks, securities and financial instruments dealt in the report, or may make sell or purchase or other deals in these securities from time to time or may deal in other securities of the companies / organizations described in this report. As regards the associates of HSL please refer the website.

HSL or its associates might have managed or co-managed public offering of securities for the subject company or might have been mandated by the subject company for any other assignment in the past twelve months.

Please note that HDFC Securities has a proprietary trading desk. This desk maintains an arm's length distance with the Research team and all its activities are segregated from Research activities. The proprietary desk operates independently, potentially leading to investment decisions that may deviate from research views.

HSL or its associates might have received any compensation from the companies mentioned in the report during the period preceding twelve months from the date of this report for services in respect of managing or co-managing public offerings, corporate finance, investment banking or merchant banking, brokerage services or other advisory service in a merger or specific transaction in the normal course of business.

HSL or its analysts did not receive any compensation or other benefits from the companies mentioned in the report or third party in connection with preparation of the research report. Accordingly, neither HSL nor Research Analysts have any material conflict of interest at the time of publication of this report. Compensation of our Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions. HSL may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report.

Research entity has not been engaged in market making activity for the subject company. Research analyst has not served as an officer, director or employee of the subject company. We have not received any compensation/benefits from the subject company or third party in connection with the Research Report.

HDFC securities Limited, I Think Techno Campus, Building - B, "Alpha", Office Floor 8, Near Kanjurmarg Station, Opp. Crompton Greaves, Kanjurmarg(East), Mumbai 400 042 Tel.: +91-22-30753400 Fax: +91-22-30753435 www.hdfcsec.com
Compliance Officer: Murli V Karkera, Contact: +91 022-69151436, Email: complianceofficer@hdfcsec.com, For any complaints / grievance: services@hdfcsec.com

HDFC Securities Limited, SEBI Reg. No.: NSE, BSE, MSEI, MCX: INZ000186937; AMFI Reg. No. ARN: 13549; PFRDA Reg. No. POP: 11092018; IRDA Corporate Agent License No.: CA0062; SEBI Research Analyst Reg. No.: INH000002475. BSE Enlistment Number: 5159; SEBI Investment Adviser Reg. No.: INA000011538; CIN - U67120MH2000PLC152193

Investment in securities market are subject to market risks. Read all the related documents carefully before investing. Mutual Funds Investments are subject to market risk. Please read the offer and scheme related documents carefully before investing.

Registration granted by SEBI, enlistment as RA with Exchange and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors.

SEBI Registration & Disclaimer <https://www.hdfcsec.com/article/disclaimer-1795>.

HDFC Securities

Institutional Equities

Unit No. 1602, 16th Floor, Tower A, Peninsula Business Park,
Senapati Bapat Marg, Lower Parel, Mumbai - 400 013
Board: +91-22-6171-7330 www.hdfcsec.com