## P\&L Print reasonable; Capital base inching up!

FY20 was all about soaring gold prices impacting fresh jewellery purchases. Demand unpredictability meant reliance on Gold loan reduced and focus increased on pushing sales via the capital heavy-gold exchange scheme. Note: While Jewellery biz' sales grew $5.7 \%$ to Rs. 173.2 bn , its capital employed ballooned to $\sim 1.6 x$ YoY to Rs. $\sim 41$ bn in FY20 partly led by the shift to IND-AS 116. However, core cash conversion (CC) cycle ( 120 to 130 days) and capex has inched up too. FY21 is likely to follow the same capital-heavy template as gold exchange is revved up to salvage jewellery demand in the COVID19 era. Ergo, Return profile is likely to shrink at a time when cost of operations is likely to inch up (as the lower cost Gold Loan sourcing reduces in mix). We have cut our DCF-based TP by $17 \%$ to Rs. 900/sh (implying 49x F22 earnings), to factor in the demand destruction and its second order impact on the balance sheet. EBITDA cuts for FY21/22 are $24 / 22 \%$ respectively. We downgrade the stock to a REDUCE (Earlier ADD) given the uncertainty in demand recovery.

- Pre-COVID Print remained robust: Consol. revenue declined $3.6 \%$ YoY to Rs. 47.1bn (in-line). Note: Revenue growth for Jan+Feb-2020 was at 16.2 YoY. Margins surprised positively across segments. GMs expanded 315bp YoY to 30.3\% (HSIE: 26.5\%). EBIT margins expanded 249bp YoY to 10.8\% (HSIE: $7.5 \%$ ) largely led by the trickle-down effect of higher-than-expected gross margins. APAT declined 1.5\% YoY to Rs. 3.43bn (HSIE: Rs. 3.22bn).
- Jewellery growth gets dearer, margins surprise: Jewellery biz' revenue declined 5\% YoY to Rs. 39bn (in-line, HSIE: Rs. 39.28bn). Note: Revenue growth for Jan+Feb-2020 was at $16.5 \%$ YoY. Grammage declined by $20 \%$ YoY in 4Q (in-line, HSIE: -20.9\%) Adj. EBIT margin improved 32bp YoY to Rs. $13.6 \%$. EBIT growth was primarily a function of 1. GM trickle-down effect, 2. Ad spend cuts. Studded ratio stood at $37 \%$ (vs $36 \%$ in 4QFY20, HSIE: $36 \%$ ). Tanishq added 40 stores (net) in FY20, (Store Count: 327).
...Capital base continues to balloon: Despite top-line decline, the reliance on capital heavy gold exchange scheme continues to increase primarily to salvage volumes. (Jewellery net assets up $63 \%$ YoY). The jump is primarily a function of 1. Deteriorating core CC cycle, 2. Higher capex, 3. IND-AS accounting changes. This trend is likely to continue as the WC-light Gold on lease instrument is reined in given the unpredictability in demand in FY21.
- Non-Jewellery print better-than-expected: Non-jewellery sales were largely in-line, but surprised on the margin front. Watch/Eyewear grew 5/-16 resp. While adj. EBIT margins improved expanded 100bp for Watches to 9.7\%. Eyewear hit operational profitability in 4 Q .

Financial Summary - Standalone

| (Rs mn) | 4QFY20 | 4QFY19 | YoY (\%) | 3QFY20 | QoQ (\%) | FY18 | FY19 | FY20E | FY21E | FY22E |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Net Revenue | 47115 | 48888 | $(3.6)$ | 65274 | $(27.8)$ | 161,198 | 197,785 | 210,515 | 169,659 | 224,130 |
| EBITDA | 6124 | 4485 | 36.6 | 7584 | $(19.2)$ | 16,447 | 21,365 | 24,666 | 18,035 | 25,764 |
| APAT | 3431 | 3943 | $(13.0)$ | 4742 | $(27.7)$ | 11,186 | 15,337 | 14,927 | 9,750 | 16,405 |
| EPS (Rs) | 3.86 | 3.92 | $(1.5)$ | 5.34 | $(27.7)$ | 12.6 | 17.3 | 16.8 | 11.0 | 18.5 |
| P/E (x) |  |  |  |  |  | 80.9 | 59.0 | 60.6 | 92.8 | 55.2 |
| EV/EBITDA (x) |  |  |  |  |  | 56.3 | 43.5 | 38.6 | 51.3 | 36.2 |
| Core RoCE(\%) |  |  |  |  |  | 17.3 | 18.0 | 15.3 | 10.4 | 16.4 |


| CMP (as on 9 June 2020) | Rs 997 |  |
| :--- | ---: | ---: |
| Target Price | Rs 900 |  |
| NIFTY | $\mathbf{1 0 , 0 4 7}$ |  |
|  | OLD | NEW |
| KEY |  |  |
| CHANGES | Add | Reduce |
| Rating | Rs 1,080 | Rs 900 |
| Price Target | FY21E | FY22E |
| EPS \% | -32.2 | -25.4 |

## KEY STOCK DATA

Bloomberg code TTAN IN
No. of Shares (mn) 888

MCap (Rs bn) / (\$ mn) 885/11,704
6 m avg traded value (Rs mn) 3,376
52 Week high / low
Rs 1,390/720

STOCK PERFORMANCE (\%)

|  | 3M | $\mathbf{6 M}$ | $\mathbf{1 2 M}$ |
| :--- | ---: | ---: | ---: |
| Absolute (\%) | $(17.1)$ | $(15.4)$ | $(21.4)$ |
| Relative (\%) | $(12.4)$ | 0.8 | $(7.1)$ |
|  |  |  |  |
| SHAREHOLDING PATTERN (\%) |  |  |  |
|  | Dec-19 | Mar-20 |  |
| Promoters | 52.91 | 52.91 |  |
| FIs \& Local MFs | 9.28 | 10.87 |  |
| FPIs | 18.31 | 17.74 |  |
| Public \& Others | 19.50 | 19.40 |  |
| Pledged Shares | 0.0 | 0.0 |  |

Source : BSE

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## Earnings Call Highlights

## Jewellery Biz:

- Revenue growth for Jan+Feb-2020 was at 16.5 YoY.
- Tanishq has re-opened $271 / 329$ stores since $1^{\text {st }}$ week of May and is expected to be $\sim 90 \%$ operational across categories by end-June.
- Recovery rates in operational stores is as high as $80 \%$. However, this might have some pent-up GHS demand built in and hence, the next 2 quarters are key to assess the extent of demand revival. Last 5 weeks recovery rate has been $>70 \%$
- From a revenue standpoint, Apr was at near-zero sales, May at 10-15\% and June is likely to be at $30-40 \%$ of the Pre-COVID revenue run-rate.
- Mgt expects Wedding-based sales to revive in 2 H and it targets to recover (runrate wise) by exit 4QFY21. Wedding contribution for FY20 stands at $23 \%$ of jewellery sales.
- There could be some excessive discounting in select geographies as peers attempt at liquidating their inventory pile up. This coupled with the higher reliance on Gold Exchange Scheme, wedding sales, lower studded ratio and higher one-time gold re-sale t0 weigh on GMs.
- For FY20, Gold sourcing mix stood at Gold on lease: 39\%, Gold exchange: 42\%, Spot purchase: 19
- Titan has managed to secure Rs. 10bn of CP at $4.42 \%$. This coupled with the deferment permitted by RBI on gold on loan may help keep capital base in check.
- Fixed cost base in jewellery is sub- $10 \%$ of costs


## Watches \& Wearables Biz:

- Revenue growth of Jan \& Feb month was $\sim 15.7 \%$.
- 576/3480/32 Retail/Trade/LFS stores accounting for $74 / 50 / 11 \%$ of respective channels are now open for biz.
- Recovery rate for the above channels has been encouraging at 48/30/14\% resp. ECommerce remins the fastest growing channel (growing at 77\%).
- Of the 750 odd stores, 165 stores are now omni-plays and should help in salvaging demand.


## Eyewear Biz

- Growth for Jan \& Feb month was flat.
- Market size pegged at Rs. 110bn.
- $1^{\text {st }}$ store re-opened on $6^{\text {th }}$ May 2020 and as on date $412 / 584$ stores are operational.
- May avg. daily sales have hit $60 \%$ of Feb-2020 sales for operational stores
- For Titan Eyeplus, $50 \%$ of stores have reached Feb-2020 avg. daily sales run-rate
- Malls and LFS stores just about re-opening
- Focus will be to scale down or exit unprofitable channels.
- Titan Eyeplus and online will be key channels for growth.

| Quarterly Financials (Consolidated) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Year to March (Rs mn) | 4QFY20 | 4QFY19 | YoY (\%) | 3QFY20 | QoQ (\%) | FY20P | FY19 | YoY (\%) |
| Net Revenue | 47,115 | 48,888 | (3.6) | 65,274 | (27.8) | 210,515 | 197,785 | 6.4 |
| Material Expenses | 32,850 | 35,624 | (7.8) | 48,717 | (32.6) | 152,117 | 144,475 | 5.3 |
| Employee Expenses | 2,847 | 2,866 | (0.6) | 3,267 | (12.9) | 11,994 | 10,193 | 17.7 |
| Other Operating Expenses | 5,293 | 5,913 | (10.5) | 5,705 | (7.2) | 21,738 | 23,203 | (6.3) |
| EBITDA | 6,125 | 4,485 | 36.6 | 7,584 | (19.2) | 24,666 | 19,915 | 23.9 |
| Depreciation | 1,021 | 408 | 150.0 | 877 | 16.4 | 3,480 | 1,628 | 113.7 |
| EBIT | 5,104 | 4,077 | 25.2 | 6,707 | (23.9) | 21,186 | 18,287 | 15.9 |
| Other Income | 417 | 563 | (25.9) | 227 | 83.8 | 1,532 | 1,829 | (16.2) |
| Interest Cost | 427 | 125 | 242.2 | 447 | (4.4) | 1,662 | 525 | 216.3 |
| PBT before exceptional | 5,093 | 4,515 | 12.8 | 6,487 | (21.5) | 21,057 | 19,591 | 7.5 |
| Exceptional | - | - | - | - | - | - | - | - |
| PBT | 5,093 | 4,515 | 12.8 | 6,487 | (21.5) | 21,057 | 19,591 | 7.5 |
| Tax | 1,662 | 1,032 | 61.0 | 1,740 | (4.5) | 6,090 | 5,682 | 7.2 |
| Share of Associate Earnings | 1 | (1) | NM | 4 | (78.0) | (40) | (22) |  |
| RPAT | 3,431 | 3,483 | (1.5) | 4,742 | (27.7) | 14,927 | 13,887 | 7.5 |
| APAT | 3,431 | 3,943 | (13.0) | 4,742 | (27.7) | 14,927 | 15,337 | (2.7) |
| EPS | 3.9 | 3.9 | (1.5) | 5.3 | (27.7) | 16.8 | 17.3 | (2.7) |
| \% of Net Revenue | 4QFY20 | 4QFY19 | YoY (bps) | 3QFY20 | QoQ (bps) | FY20P | FY19 | YoY (bps) |
| Material Cost | 69.7 | 72.9 | (315) | 74.6 | (491) | 72.3 | 73.0 | (79) |
| Employee Expenses | 6.0 | 5.9 | 18 | 5.0 | 104 | 5.7 | 5.2 | 54 |
| Other Expenses | 11.2 | 12.1 | (86) | 8.7 | 249 | 10.3 | 11.7 | (141) |
| EBITDA | 13.0 | 9.2 | 382 | 11.6 | 138 | 11.7 | 10.1 | 165 |
| Tax Rate | 32.6 | 22.9 | 976 | 26.8 | 580 | 28.9 | 29.0 | (8) |
| APAT | 7.3 | 8.1 | (78) | 7.3 | 2 | 7.1 | 7.8 | (66) |

[^1]| Quarterly Segmental (Reported) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Year to March (Rs mn) | 4QFY20 | 4QFY19 | YoY (\%) | 3QFY20 | QoQ (\%) | FY20P | FY19 | YoY (\%) |
| Segmental Revenues |  |  |  |  |  |  |  |  |
| Jewellery | 38,993 | 41,054 | (5.0) | 56,058 | (30.4) | 173,192 | 163,901 | 5.7 |
| Watches | 5,583 | 5,312 | 5.1 | 6,272 | (11.0) | 26,217 | 24,475 | 7.1 |
| Eyewear | 1,077 | 1,277 | (15.7) | 1,333 | (19.2) | 5,440 | 5,088 | 6.9 |
| Others | 1,812 | 1,387 | 30.6 | 1,748 | 3.7 | 6,347 | 4,834 | 31.3 |
| Corporate (unallocated) | 67 | 420 | (84.0) | 89 | (24.6) | 851 | 1,318 | (35.4) |
| Total | 47,532 | 49,451 | (3.9) | 65,501 | (27.4) | 212,048 | 199,615 | 6.2 |
| Segmental EBIT |  |  |  |  |  |  |  |  |
| Jewellery | 5,301 | 4,989 | 6.2 | 7,044 | (24.7) | 20,508 | 19,080 | 7.5 |
| Watches | 543 | 123 | 340.1 | 390 | 39.1 | 3,161 | 2,668 | 18.5 |
| Eyewear | 18 | (45) | NM | (67) | NM | (143) | (24) | NM |
| Others | (3) | 22 | NM | 167 | NM | 190 | 13 | 1,422.4 |
| Corporate (unallocated) | (338) | (450) | NM | (604) | NM | $(1,038)$ | $(1,642)$ | NM |
| Total | 5,520 | 4,640 | 19.0 | 6,930 | (20.3) | 22,678 | 20,094 | 12.9 |
| EBIT Margin (\%) |  |  |  |  |  |  |  |  |
| Jewellery | 13.6 | 12.2 | 144 | 12.6 | 103 | 11.8 | 11.6 | 20 |
| Watches | 9.7 | 2.3 | 740 | 6.2 | 350 | 12.1 | 10.9 | 116 |
| Eyewear | 1.7 | (3.5) | NM | (5.0) | NM | (2.6) | (0.5) | NM |
| Others | (0.2) | 1.6 | NM | 9.5 | NM | 3.0 | 0.3 | 274 |
| Corporate (unallocated) | (504.2) | (107.1) | NM | (678.5) | NM | (121.9) | (124.6) | NM |
| Total | 11.6 | 9.4 | 223 | 10.6 | 103 | 10.7 | 10.1 | 63 |
|  |  |  |  |  |  |  |  |  |
| Capital Employed |  |  |  |  |  |  |  |  |
| Jewellery | 40,927 | 25,193 | 62.5 | 33,474 | 22.3 | 40,927 | 25,193 |  |
| Watches | 14,347 | 10,949 | 31.0 | 13,164 | 9.0 | 14,347 | 10,949 |  |
| Eyewear | 2,615 | 2,674 | (2.2) | 2,490 | 5.0 | 2,615 | 2,674 |  |
| Others | 4,687 | 3,706 | 26.5 | 4,817 | (2.7) | 4,687 | 3,706 |  |
| Corporate (unallocated) | 4,157 | 18,319 | (77.3) | 10,438 | (60.2) | 4,157 | 18,319 |  |
| Total Capital Employed | 66,732 | 60,842 | 9.7 | 64,382 | 3.6 | 66,732 | 60,842 |  |

[^2]
## Story in Charts

Revenue and growth (Rs. mn, YoY \%)


Source: Company, HSIE Research

Jewellery Biz - Revenue and growth


Source: Company, HSIE Research

Watches segment - Revenue and growth


[^3]Gross margin and EBITDA margin
$■$ Gross Margin (\%) EBITDA margin (\%)


Source: Company, HSIE Research

Jewellery - EBIT and EBIT margin


Source: Company, HSIE Research

Watches - EBIT and EBIT margin
Watches - EBIT (Rs mn) EBIT margin (\%) (RHS)


[^4]Eyewear segment - Revenue and growth


Source: Company, HSIE Research

Jewellery biz- Studded Ratio


[^5]Eyewear - EBIT and EBIT margin


Source: Company, HSIE Research

Gold grammage growth, Watches volume growth


[^6]| Quarterly snapshot (Actual vs HDFC estimates) |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Rs. Mn | 4QFY19 | 3QFY20 | 4QFY20 | YoY (\%) | QoQ (\%) | 4QFY20E | Variance (\%) |
| Net Revenue | 48,888 | 65,274 | 47,115 | (3.6) | (27.8) | 47,649 | (1.1) |
| Total COGS | 35,624 | 48,717 | 32,850 | (7.8) | (32.6) | 35,026 | (6.2) |
| Gross Profit | 13,264 | 16,557 | 14,265 | 7.5 | (13.8) | 12,623 | 13.0 |
| Gross Profit Margin (\%) | 27.1 | 25.4 | 30.3 | 315 bps | 491 bps | 26.5 | 379 bps |
| Total Operating expenses | 8,779 | 8,973 | 8,141 | (7.3) | (9.3) | 8,209 | (0.8) |
| Reported EBITDA | 4,485 | 7,584 | 6,124 | 36.6 | (19.2) | 4,414 | 38.7 |
| EBITDA Margin (\%) | 9.2 | 11.6 | 13.0 | 382 bps | 138 bps | 9.3 | 373 bps |
| Adj EBITDA | 4,945 | 7,584 | 6,124 | 23.9 | (19.2) | 4,414 | 38.7 |
| Adj EBITDA Margin (\%) | 10.1 | 11.6 | 13.0 | 288 bps | 138 bps | 9.3 | 373 bps |
| Depreciation | 408 | 877 | 1,021 | 150.0 | 16.4 | 860 | 18.6 |
| EBIT | 4,077 | 6,707 | 5,104 | 25.2 | (23.9) | 3,554 | 43.6 |
| EBIT Margin (\%) | 8.3 | 10.3 | 10.8 | 249 bps | 56 bps | 7.5 | 337 bps |
| Adj EBIT | 4,077 | 6,707 | 5,104 | 25.2 | (23.9) | 3,554 | 43.6 |
| Adj EBIT Margin (\%) | 8.3 | 10.3 | 10.8 | 249 bps | 56 bps | 7.5 | 337 bps |
| Finance cost | 125 | 447 | 427 | 242.2 | (4.4) | 520 | (17.7) |
| Other income | 563 | 227 | 417 | (25.9) | 83.8 | 735 | (43) |
| PBT | 4,515 | 6,487 | 5,093 | 12.8 | (21.5) | 3,770 | 35.1 |
| Exceptional Item | - | - | - |  |  | - |  |
| Tax Expenses | 1,032 | 1,740 | 1,662 | 61.0 | (4.5) | 547 | 204.0 |
| Effective Tax Rate (\%) | 22.9 | 26.8 | 32.6 | 976 bps | 580 bps | 14.5 | 1813 bps |
| Share of associate earnings | 1 | (4) | (1) | $N M$ | NM | (5) | $N M$ |
| EO items | - | - | - |  |  | - |  |
| PAT | 3,483 | 4,742 | 3,431 | (1.5) | (27.7) | 3,218 | 6.6 |
| APAT | 3,483 | 4,742 | 3,431 | (1.5) | (27.7) | 3,218 | 6.6 |
| APAT margin (\%) | 7.1 | 7.3 | 7.3 | 16 bps | 2 bps | 6.8 | 53 bps |

Segment-wise performance (Actual vs HDFC estimates)

|  | 4QFY19 | 3QFY20 | 4QFY20 | YoY (\%) | QoQ (\%) | 4QFY20E | Variance (\%) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue (Rs. Mn) | 49,451 | 65,501 | 47,532 | (3.9) | (27.4) | 48,110 | (1.2) |
| -Jewellery | 41,054 | 56,058 | 38,993 | (5.0) | (30.4) | 39,285 | (0.7) |
| -Watches | 5,312 | 6,272 | 5,583 | 5.1 | (11.0) | 5,365 | 4.1 |
| -Eyewear | 1,277 | 1,333 | 1,077 | (15.7) | (19.2) | 1,021 | 5.5 |
| -Others | 1,387 | 1,748 | 1,812 | 30.6 | 3.7 | 1,971 | (8.0) |
| -Unallocated | 420 | 89 | 67 | (84.0) | (24.6) | 468 | (85.6) |
| EBIT (incl. Other income) (Rs. Mn) | 4,640 | 6,930 | 5,520 | 19.0 | (20.3) | 2,509 | 120.0 |
| -Jewellery | 4,989 | 7,044 | 5,301 | 6.2 | (24.7) | 4,494 | 18.0 |
| -Watches | 123 | 390 | 543 | 340.1 | 39.1 | (114) | NM |
| -Eyewear | (45) | (67) | 18 | NM | NM | (36) | NM |
| -Others | 22 | 167 | (3) | NM | NM | 91 | NM |
| -Unallocated | (450) | (604) | (338) | NM | NM | $(1,925)$ | NM |
|  | 101 | 490 | 558 |  |  | (59) |  |
| EBIT margin (\%) |  |  |  |  |  |  |  |
| -Jewellery | 12.2 | 12.6 | 13.6 | 144 bps | 103 bps | 11.4 | 216 bps |
| -Watches | 2.3 | 6.2 | 9.7 | 740 bps | 350 bps | (2.1) | NM |
| -Eyewear | (3.5) | (5.0) | 1.7 | NM | NM | (3.6) | NM |
| -Others | 1.6 | 9.5 | (0.2) | NM | NM | 4.6 | NM |
| -Unallocated | (107.1) | (678.5) | (504.2) | NM | NM | (411.8) | NM |
| Operating Expenses (Rs mn) | 8,779 | 8,973 | 8,141 | (7.3) | (9.3) | 8,209 | (0.8) |
| Employee expenses | 2,866 | 3,267 | 2,847 | (0.6) | (12.9) | 3,305 | (13.8) |
| Advertising expenses | 1,383 | 1,679 | 971 | (29.8) | (42.2) | 1,073 | (9.4) |
| Other expenses | 4,531 | 4,026 | 4,322 | (4.6) | 7.4 | 3,831 | 12.8 |
| Opex (As \% of Sales) |  |  |  |  |  |  |  |
| Employee expenses | 5.9 | 5.0 | 6.0 | 18 bps | 104 bps | 6.9 | (89 bps) |
| Advertising expenses | 2.8 | 2.6 | 2.1 | (77 bps) | (51 bps) | 2.3 | (19 bps) |
| Other expenses | 8.3 | 6.2 | 9.2 | 85 bps | 301 bps | 8.0 | 113 bps |



Segmental Capital

| Employed |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Jewelry | 25,193 | 33,474 | 40,927 | 62.5 | 22.3 |
| Watches | 10,949 | 13,164 | $\mathbf{1 4 , 3 4 7}$ | 31.0 | 9.0 |
| Eyewear | 2,674 | 2,490 | 2,615 | $(2.2)$ | 5.0 |
| Others | 3,706 | 4,817 | 4,687 | 26.5 | $(2.7)$ |
| Unallocated | 18,319 | 10,438 | 4,157 | $(77.3)$ | $(60.2)$ |
| Total | $\mathbf{6 0 , 8 4 2}$ | $\mathbf{6 4 , 3 8 2}$ | $\mathbf{6 6 , 7 3 2}$ | $\mathbf{9 . 7}$ | $\mathbf{3 . 6}$ |


| Assumptions |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | FY17 | FY18 | FY19 | FY20E | FY21E | FY22E |
| Jewellery Biz |  |  |  |  |  |  |
| Net Revenue (Rs mn) | 105,964 | 132,569 | 163,901 | 173,192 | 137,665 | 185,528 |
| YoY (\%) | 21.5 | 25.1 | 23.6 | 5.7 | (20.5) | 34.8 |
| -Gold Jewellery | 74,599 | 93,175 | 114,677 | 119,348 | 97,742 | 129,870 |
| YoY (\%) | 18.8 | 24.9 | 23.1 | 4.1 | (18.1) | 32.9 |
| -Studded Jewellery | 31,365 | 39,393 | 49,223 | 53,844 | 39,923 | 55,659 |
| YoY (\%) | 28.4 | 25.6 | 25.0 | 9.4 | (25.9) | 39.4 |
| EBITDA (Rs mn) | 10,455 | 15,105 | 19,654 | 20,956 | 14,868 | 22,634 |
| YoY(\%) | 24.6 | 44.5 | 30.1 | 6.6 | (29.1) | 52.2 |
| EBITDA margin (\%) | 9.9 | 11.4 | 12.0 | 12.1 | 10.8 | 12.2 |
| Total gold sold (tonnes) | 21.0 | 25.9 | 30.1 | 26.9 | 20.1 | 26.0 |
| YoY(\%) | 5.1 | 23.1 | 16.2 | (10.6) | (25.0) | 29.0 |
| Average gold price (Rs/gm) | 30,862 | 30,708 | 31,936 | 37,684 | 41,453 | 42,696 |
| YoY(\%) | 13.0 | (0.5) | 4.0 | 18.0 | 10.0 | 3.0 |
| Studded share (\%) | 29.6 | 29.7 | 30.0 | 31.1 | 29.0 | 30.0 |
| Total no. of stores | 286 | 330 | 398 | 461 | 481 | 531 |
| Revenue/store (Rs mn) | 413 | 430 | 450 | 403 | 292 | 367 |
| EBITDA/store (Rs mn) | 41 | 49 | 54 | 49 | 32 | 45 |
| Revenue per sq ft (Rs) | 113,432 | 128,137 | 144,631 | 137,874 | 100,217 | 125,598 |
| Watches Biz |  |  |  |  |  |  |
| Net Revenue (Rs mn) | 20,611 | 21,315 | 24,475 | 26,217 | 21,580 | 25,973 |
| YoY (\%) | 4.4 | 3.4 | 14.8 | 7.1 | (17.7) | 20.4 |
| EBITDA (Rs mn) | 2,124 | 2,471 | 3,079 | 3,408 | 2,482 | 3,506 |
| YoY (\%) | 8.7 | 16.4 | 24.6 | 10.7 | (27.2) | 41.3 |
| EBITDA margin (\%) | 10.3 | 11.6 | 12.6 | 13.0 | 11.5 | 13.5 |
| Watches sold (mn pieces) | 14.1 | 15.2 | 17.0 | 18.1 | 15.0 | 17.7 |
| YoY (\%) | 1.5 | 8.0 | 12.0 | 6.2 | (17.0) | 18.0 |
| Eyewear Biz |  |  |  |  |  |  |
| Net Revenue (Rs mn) | 4140 | 4150 | 5088 | 5440 | 4335 | 5183 |
| YoY (\%) | 10.5 | 0.2 | 22.6 | 6.9 | (20.3) | 19.6 |
| EBITDA (Rs mn) | 279 | 159 | 146 | 163 | 43 | 181 |
| YoY (\%) |  | (43.0) | (8.2) | 11.8 | (73.4) | 318.5 |
| EBITDA margin (\%) | 6.7 | 3.8 | 2.9 | 3.0 | 1.0 | 3.5 |
| Eyewear sold (mn) | 6.2 | 6.3 | 7.9 | 8.7 | 7.2 | 8.8 |
| YoY (\%) | 5 | 1 | 26 | 9 | (17) | 22 |
| Other Biz |  |  |  |  |  |  |
| Net Revenue (Rs mn) | 3,348 | 3,719 | 4,834 | 6,347 | 6,982 | 9,077 |
| YoY (\%) |  | 11.1 | 30.0 | 31.3 | 10.0 | 30.0 |

Source: Company, HSIE Research
Change in Estimates

| (Rs mn) | FY20E |  |  | FY21E |  |  | FY22E |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | New | Old | Change (\%) | New | Old | Change <br> (\%) | New | Old | Change (\%) |
| Revenue | 210,515 | 211,048 | (0.3) | 169,659 | 214,011 | (20.7) | 224,130 | 280,402 | (20.1) |
| Gross Profit | 58,398 | 56,755 | 2.9 | 45,299 | 56,492 | (19.8) | 60,750 | 76,555 | (20.6) |
| Gross Profit Margin (\%) | 27.7 | 26.9 | 85 bps | 26.7 | 26.4 | 30 bps | 27.1 | 27.3 | (20 bps) |
| EBITDA | 24,666 | 22,987 | 7.3 | 18,035 | 23,599 | (23.6) | 25,764 | 33,064 | (22.1) |
| EBITDA margin (\%) | 11.7 | 10.9 | 83 bps | 10.6 | 11.0 | (40 bps) | 11.5 | 11.8 | (30 bps) |
| APAT | 14,927 | 14,768 | 1.1 | 9,750 | 14,390 | (32.2) | 16,405 | 21,980 | (25.4) |
| APAT margin (\%) | 7.1 | 7.0 | 9 bps | 5.7 | 6.7 | (98 bps) | 7.3 | 7.8 | (52 bps) |
| EPS | 16.8 | 16.6 | 1.1 | 11.0 | 16.2 | (32.2) | 18.5 | 24.8 | (25.4) |

Source: Company, HSIE Research

## Peer Set Comparison

| Company | CMP | M cap <br> (Rs bn) | Reco | TP | EPS (Rs) |  |  | EV/EBITDA (x) |  |  | P/E (x) |  |  | Core RoCE(\%) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | FY20E | FY21E | FY22E | FY20E | FY21E | FY22E | FY20E | FY21E | FY22E | FY20E | FY21E | FY22E |
| Avenue | 2,392 | 1,370 | SELL | 1,700 | 21.9 | 22.9 | 34.0 | 74.8 | 72.6 | 49.1 | 109.6 | 104.8 | 70.6 | 19.1 | 15.0 | 19.6 |
| ABFRL | 132 | 101 | ADD | 120 | (1.0) | (2.3) | (0.1) | 26.8 | 54.2 | 24.7 | NM | NM | NM | (8.6) | (1.1) | 4.1 |
| Shoppers Stop | 200 | 27 | RED | 190 | 0.5 | (6.4) | (0.1) | 7.2 | 12.9 | 6.8 | NM | NM | NM | 0.3 | (11.5) | (2.7) |
| V Mart | 1,786 | 32 | BUY | 1,800 | 44.0 | 24.5 | 45.3 | 24.6 | 33.3 | 21.4 | 40.6 | 73.0 | 39.4 | 19.2 | 9.9 | 17.8 |
| Trent | 556 | 214 | ADD | 460 | 4.3 | 1.4 | 5.0 | 35.6 | 45.5 | 31.2 | 128.4 | 391.7 | 111.5 | NM | 3.9 | 7.0 |
| TCNS | 397 | 24 | RED | 390 | 13.6 | 11.1 | 16.6 | 20.1 | 24.9 | 15.1 | 29.2 | 35.6 | 23.9 | 15.5 | 11.2 | 18.1 |
| Titan | 997 | 885 | RED | 900 | 16.8 | 11.0 | 18.5 | 37.8 | 50.2 | 35.4 | 59.3 | 90.7 | 53.9 | 18.0 | 15.3 | 10.4 |
| Reliance Retail |  |  | NR | 375 | 9.8 | 9.7 | 12.5 | 24.5 | 23.7 | 18.8 | 38.2 | 38.8 | 30.0 | 24.3 | 19.1 | 20.4 |

Source: Company, HSIE Research, Note : Reliance Retail- TP, EV/EBITDA and P/E are on Fair value

## Financials

Consolidated Income Statement

| Year End (March) | FY15 | FY16 | FY17 | FY18 | FY19 | FY20P | FY21E | FY22E |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Revenues | 119,134 | 112,759 | 132,608 | 161,198 | 197,785 | 210,515 | 169,659 | 224,130 |
| Growth (\%) | 9.0 | (5.4) | 17.6 | 21.6 | 22.7 | 6.4 | (19.4) | 32.1\% |
| COGS | 88,574 | 82,891 | 95,530 | 117,425 | 144,475 | 152,117 | 124,360 | 163,379 |
| Employee Expense | 6,325 | 6,963 | 7,875 | 8,851 | 10,193 | 11,994 | 10,858 | 12,775 |
| A\&P Expense | 3,821 | 4,295 | 4,812 | 4,940 | 5,992 | 5,597 | 2,290 | 5,603 |
| S\&D Expense | 1,157 | 1,394 | 3,898 | 4,757 | 5,549 | 6,947 | 5,599 | 6,724 |
| Rent Expense | 1,769 | 1,854 | 1,954 | 2,170 | 2,274 | 211 | 204 | 247 |
| Other Expenses | 6,005 | 6,016 | 6,985 | 6,609 | 7,938 | 8,984 | 8,313 | 9,638 |
| EBITDA | 11,484 | 9,347 | 11,555 | 16,447 | 21,365 | 24,666 | 18,035 | 25,764 |
| EBITDA Growth (\%) | 10.0 | (18.6) | 23.6 | 42.3 | 29.9 | 15.5 | (26.9) | 42.9\% |
| EBITDA Margin (\%) | 9.6 | 8.3 | 8.7 | 10.2 | 10.1 | 11.7 | 10.6 | 11.5\% |
| Depreciation | 896 | 982 | 1,105 | 1,314 | 1,628 | 3,480 | 3,917 | 4,285 |
| EBIT | 10,588 | 8,365 | 10,450 | 15,133 | 19,737 | 21,186 | 14,118 | 21,479 |
| Other Income (Including EO Items) | 708 | 739 | (322) | 722 | 1,829 | 1,532 | 937 | 1,986 |
| Interest | 807 | 424 | 377 | 529 | 525 | 1,662 | 1,970 | 1,489 |
| PBT | 10,489 | 8,681 | 9,750 | 15,326 | 21,041 | 21,057 | 13,084 | 21,976 |
| Total Tax | 2,326 | 1,916 | 2,760 | 4,279 | 5,682 | 6,090 | 3,293 | 5,531 |
| RPAT before associate earnings | 8,163 | 6,765 | 6,991 | 11,047 | 15,358 | 14,967 | 9,790 | 16,445 |
| Share of Associate earnings | 0 | (20) | (18) | (28) | (22) | (40) | (40) | (40) |
| RPAT | 8,163 | 6,745 | 6,973 | 11,019 | 15,337 | 14,927 | 9,750 | 16,405 |
| Exceptional Gain/(loss) | - | - | $(1,027)$ | (167) | - | - | - | - |
| Adjusted PAT | 8,163 | 6,745 | 8,000 | 11,186 | 15,337 | 14,927 | 9,750 | 16,405 |
| APAT Growth (\%) | 11.1 | (17.4) | 18.6 | 39.8 | 37.1 | (2.7) | (34.7) | 68.2\% |
| Adjusted EPS (Rs) | 9.2 | 7.6 | 9.0 | 12.6 | 17.3 | 16.8 | 11.0 | 18.5 |
| EPS Growth (\%) | 11.1 | (17.4) | 18.6 | 39.8 | 37.1 | (2.7) | (34.7) | 68.2 |

## Consolidated Balance Sheet

| Year End (March) | FY15 | FY16 | FY17 | FY18 | FY19E | FY20E | FY21E | FY22E |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| SOURCES OF FUNDS |  |  |  |  |  |  |  |  |
| Share Capital - Equity | 888 | 888 | 888 | 888 | 888 | 888 | 888 | 888 |
| Reserves | 32,634 | 34,175 | 41,436 | 50,011 | 59,814 | 65,800 | 71,266 | 77,498 |
| Total Shareholders Funds | 33,522 | 35,063 | 42,324 | 50,899 | 60,702 | 66,688 | 72,154 | 78,386 |
| Minority Interest | - | - | 264 | (18) | 141 | 44 | 44 | 44 |
| Long Term Debt | - | - | - | - | 317 | 170 | 170 | 170 |
| Short Term Debt | 11,212 | 20,688 | 26,066 | 27,295 | 36,346 | 39,096 | 39,084 | 40,498 |
| Total Debt | 11,212 | 20,688 | 26,066 | 27,295 | 36,663 | 51,696 | 51,684 | 53,097 |
| Net Deferred Taxes | (632) | (894) | (861) | $(1,351)$ | (688) | $(1,528)$ | $(1,528)$ | $(1,528)$ |
| Other Non-current Liabilities \& Provns | - | - | - | 13 | 13 | 45 | 45 | 45 |
| TOTAL SOURCES OF FUNDS | 44,102 | 54,857 | 67,792 | 76,838 | 96,831 | 116,944 | 122,399 | 130,044 |
| APPLICATION OF FUNDS |  |  |  |  |  |  |  |  |
| Net Block | 6,823 | 7,705 | 10,745 | 13,512 | 14,436 | 15,583 | 13,566 | 11,250 |
| CWIP | 552 | 1,067 | 1,432 | 430 | 318 | 115 | 115 | 115 |
| Goodwill on Consolidation | - | - | 1,230 | 1,230 | 1,230 | 1,230 | 1,230 | 1,230 |
| Other Non-current Assets | 955 | 1,040 | 949 | 1,083 | 2,870 | 13,798 | 13,798 | 13,798 |
| Total Non-current Assets | 8,329 | 9,812 | 14,356 | 16,255 | 18,854 | 30,726 | 28,710 | 26,394 |
| Investments | 95 | 279 | 370 | 344 | 392 | 444 | 444 | 444 |
| Inventories | 40,493 | 44,472 | 49,257 | 59,248 | 70,388 | 81,030 | 62,410 | 79,377 |
| Debtors | 1,897 | 1,925 | 2,076 | 2,957 | 4,205 | 3,116 | 2,950 | 3,897 |
| Other Current Assets | 4,945 | 4,718 | 5,428 | 8,860 | 11,215 | 13,646 | 10,653 | 14,074 |
| Cash \& Equivalents | 2,138 | 1,189 | 11,727 | 6,195 | 11,357 | 4,947 | 31,073 | 25,679 |
| Total Current Assets | 49,473 | 52,304 | 68,488 | 77,261 | 97,164 | 102,738 | 107,087 | 123,027 |
| Creditors | 9,465 | 2,156 | 7,828 | 8,777 | 9,060 | 5,967 | 4,809 | 8,195 |
| Other Current Liabilities \& Provns | 4,330 | 5,382 | 7,595 | 8,245 | 10,520 | 10,996 | 9,032 | 11,625 |
| Total Current Liabilities | 13,796 | 7,538 | 15,423 | 17,022 | 19,580 | 16,964 | 13,841 | 19,820 |
| Net Current Assets | 35,678 | 44,766 | 53,066 | 60,239 | 77,585 | 85,774 | 93,245 | 103,206 |
| TOTAL APPLICATION OF FUNDS | 44,102 | 54,857 | 67,792 | 76,838 | 96,831 | 116,944 | 122,399 | 130,044 |

Source: Company, HSIE Research

Consolidated Cash Flow

| Year ending March | FY15 | FY16 | FY17 | FY18 | FY19E | FY20E | FY21E | FY22E |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Reported PBT | 10,489 | 8,681 | 9,733 | 15,298 | 19,569 | 21,017 | 13,084 | 21,976 |
| Non-operating \& EO Items | (565) | (670) | (483) | (723) | 103 | $(1,340)$ | (977) | $(2,027)$ |
| Interest Expenses | 807 | 424 | 377 | 529 | 525 | 1,662 | 1,970 | 1,489 |
| Depreciation | 896 | 982 | 1,105 | 1,314 | 1,628 | 3,480 | 3,917 | 4,285 |
| Working Capital Change | $(4,152)$ | $(1,631)$ | 9,158 | $(12,365)$ | $(3,036)$ | $(22,715)$ | 18,655 | $(15,356)$ |
| Tax Paid | $(2,449)$ | $(2,025)$ | $(2,768)$ | $(4,561)$ | $(6,360)$ | $(5,577)$ | $(3,293)$ | $(5,531)$ |
| OPERATING CASH FLOW ( a ) | 5,026 | 5,761 | 17,123 | (507) | 12,429 | $(3,474)$ | 33,357 | 4,837 |
| Capex | $(2,070)$ | $(2,522)$ | $(6,359)$ | $(2,993)$ | $(2,451)$ | $(3,456)$ | $(1,901)$ | $(1,969)$ |
| Free Cash Flow (FCF) | 2,956 | 3,239 | 10,764 | $(3,500)$ | 9,978 | $(6,930)$ | 31,456 | 2,868 |
| Investments | 118 | 351 | $(3,894)$ | 3,316 | $(6,381)$ | 4,796 | - | - |
| Non-operating Income | 766 | 583 | 409 | 636 | 849 | 728 | 937 | 1,986 |
| INVESTING CASH FLOW ( b ) | $(1,187)$ | $(1,588)$ | $(9,844)$ | 960 | $(7,983)$ | 2,068 | (964) | 17 |
| Debt Issuance/(Repaid) | $(7,071)$ | 133 | $(1,243)$ | 790 | (389) | 6,934 | (12) | 1,414 |
| Interest Expenses | (807) | (424) | (377) | (541) | (525) | $(1,662)$ | $(1,970)$ | $(1,489)$ |
| FCFE | $(4,922)$ | 2,948 | 9,144 | $(3,251)$ | 9,063 | $(1,658)$ | 29,473 | 2,792 |
| Share Capital Issuance | - | - | - | - | - | - | - | - |
| Dividend | $(2,169)$ | $(4,757)$ | (36) | $(2,774)$ | $(3,974)$ | $(5,356)$ | $(4,283)$ | $(10,173)$ |
| Others | - | - | - | - | - | - | (0) | 0 |
| FINANCING CASH FLOW ( c ) | $(10,047)$ | $(5,048)$ | $(1,656)$ | $(2,524)$ | $(4,888)$ | (83) | $(6,266)$ | $(10,248)$ |
| NET CASH FLOW (a+b+c) | $(6,207)$ | (876) | 5,623 | $(2,072)$ | (443) | $(1,490)$ | 26,126 | $(5,394)$ |
| EO Items, Others | 432 | 319 | 1,322 | 1,471 | 6,387 | 3,057 | 3,056 | 3,056 |
| Closing Cash \& Equivalents | 2,138 | 1,164 | 7,789 | 6,179 | 10,665 | 3,811 | 29,938 | 24,543 |


| Key Ratios |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | FY15 | FY16 | FY17 | FY18 | FY19E | FY20E | FY21E | FY22E |
| PROFITABILITY (\%) |  |  |  |  |  |  |  |  |
| GPM | 25.65 | 26.49 | 28.0 | 27.2 | 27.0 | 27.7 | 26.7 | 27.1 |
| EBITDA Margin | 9.64 | 8.29 | 8.7 | 10.2 | 10.1 | 11.7 | 10.6 | 11.5 |
| EBIT Margin | 8.9 | 7.4 | 7.9 | 9.4 | 10.0 | 10.1 | 8.3 | 9.6 |
| APAT Margin | 6.9 | 6.0 | 6.0 | 6.9 | 7.8 | 7.1 | 5.7 | 7.3 |
| RoE | 27.8 | 19.7 | 20.7 | 24.0 | 27.5 | 23.4 | 14.0 | 21.8 |
| RoIC (or Core RoCE) | 20.8 | 13.6 | 14.2 | 17.3 | 18.0 | 15.3 | 10.4 | 16.4 |
| RoCE | 19.5 | 14.3 | 13.5 | 16.0 | 18.1 | 15.1 | 9.4 | 13.9 |
| EFFICIENCY |  |  |  |  |  |  |  |  |
| Tax Rate (\%) | 22.2 | 22.1 | 25.6 | 27.6 | 29.0 | 28.9 | 25.2 | 25.2 |
| Fixed Asset Turnover (x) | 10.1 | 13.9 | 13.5 | 12.0 | 12.8 | 10.7 | 7.9 | 9.5 |
| Inventory (days) | 121.3 | 137.5 | 129 | 123 | 120 | 131 | 134 | 129 |
| Debtors (days) | 5.3 | 6.2 | 6 | 6 | 7 | 6 | 6 | 6 |
| Other Current Assets (days) | 15.1 | 15.3 | 15 | 20 | 21 | 24 | 23 | 23 |
| Payables (days) | 27.7 | 18.8 | 22 | 20 | 17 | 10 | 10 | 13 |
| Other Current Liab \& Provns (days) | 13.3 | 17.4 | 21 | 19 | 19 | 19 | 19 | 19 |
| Cash Conversion Cycle (days) | 100.8 | 122.7 | 113 | 110 | 111 | 132 | 134 | 126 |
| Net Debt/Equity (x) | 0.3 | 0.6 | 0.3 | 0.4 | 0.4 | 0.7 | 0.3 | 0.3 |
| Interest Coverage (x) | 13.1 | 19.7 | 27.7 | 28.6 | 37.6 | 12.7 | 7.2 | 14.4 |
| PER SHARE DATA (Rs) |  |  |  |  |  |  |  |  |
| EPS | 9.19 | 7.60 | 9.0 | 12.6 | 17.3 | 16.8 | 11.0 | 18.5 |
| CEPS | 10.20 | 8.70 | 10.3 | 14.1 | 19.1 | 20.7 | 15.4 | 23.3 |
| Dividend | 2.30 | 4.44 | 2.6 | 3.8 | 5.0 | 4.0 | 9.5 | 11.5 |
| Book Value | 37.76 | 39.49 | 47.7 | 57.3 | 68.4 | 75.1 | 81.3 | 88.3 |
| VALUATION |  |  |  |  |  |  |  |  |
| P/E (x) | 110.88 | 134.18 | 113.1 | 80.9 | 59.0 | 60.6 | 92.8 | 55.2 |
| P/BV (x) | 27.00 | 25.81 | 21.4 | 17.8 | 14.9 | 13.6 | 12.5 | 11.5 |
| EV/EBITDA (x) | 79.60 | 98.91 | 79.6 | 56.3 | 43.5 | 38.6 | 51.3 | 36.2 |
| EV/Revenues (x) | 7.67 | 8.20 | 6.9 | 5.7 | 4.7 | 4.5 | 5.5 | 4.2 |
| OCF/EV (\%) | 0.55 | 0.62 | 1.9 | (0.1) | 1.3 | (0.4) | 3.6 | 0.5 |
| FCF/EV (\%) | 0.32 | 0.35 | 1.2 | (0.4) | 1.1 | (0.7) | 3.4 | 0.3 |
| FCFE/Mkt Cap (\%) | (0.54) | 0.33 | 1.0 | (0.4) | 1.0 | (0.2) | 3.3 | 0.3 |
| Dividend Yield (\%) | 0.23 | 0.44 | 0.3 | 0.4 | 0.5 | 0.4 | 0.9 | 1.1 |

Source: Company, HSIE Research

## RECOMMENDATION HISTORY



| Date | CMP | Reco | Target |
| :---: | :---: | :---: | :---: |
| 9-Jul-19 | 1,099 | NEU | 1,020 |
| 7-Aug-19 | 1,047 | NEU | 1,020 |
| 22-Sep-19 | 1,260 | NEU | 1,140 |
| 11-Oct-19 | 1,231 | NEU | 1,140 |
| 6-Nov-19 | 1,285 | NEU | 1,170 |
| 12-Jan-20 | 1,154 | NEU | 1,170 |
| 5-Feb-20 | 1,276 | NEU | 1,170 |
| 2-Mar-20 | 1,255 | ADD | 1,260 |
| 18-Apr-20 | 968 | ADD | 1,080 |
| 10-Jun-20 | 997 | REDUCE | 900 |

From $2^{\text {nd }}$ March 2020, we have moved to new rating system

## Rating Criteria

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

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## HDFC securities

## Institutional Equities

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[^0]:    Source: Company, HSIE Research

[^1]:    Source: Company, HSIE Research

[^2]:    Source: Company, HSIE Research

[^3]:    Source: Company, HSIE Research

[^4]:    Source: Company, HSIE Research

[^5]:    Source: Company, HSIE Research

[^6]:    Source: Company, HSIE Research

