

Britannia Industries

Estimate change

TP change

Rating change



Bloomberg	BRIT IN
Equity Shares (m)	240
M.Cap.(INRb)/(USDb)	844.1 / 11
52-Week Range (INR)	3705 / 2101
1, 6, 12 Rel. Per (%)	10/31/33
12M Avg Val (INR M)	1724

Financials & Valuations (INR b)

Y/E March	2020	2021E	2022E
Sales	116.0	132.3	147.0
Sales Gr. (%)	4.9	14.0	11.1
EBITDA	18.4	22.6	25.2
Margins (%)	15.9	17.1	17.1
Adj. PAT	14.1	16.7	18.6
Adj. EPS (INR)	58.6	69.5	77.1
EPS Gr. (%)	21.8	18.5	11.0
BV/Sh.(INR)	183.1	188.0	193.4
Ratios			
RoE (%)	32.6	37.5	40.5
RoCE (%)	24.2	25.5	28.3
Payout (%)	60.9	80.0	80.0
Valuations			
P/E (x)	59.9	50.5	45.5
P/BV (x)	19.2	18.7	18.2
EV/EBITDA (x)	45.0	36.5	32.7
Div. Yield (%)	1.0	1.6	1.8

Shareholding pattern (%)

As On	Mar-20	Dec-19	Mar-19			
Promoter	50.6	50.6	50.7			
DII	13.4	13.6	12.4			
FII	14.7	15.8	15.8			
Others	21.3	20.0	21.2			
FII Includes depository receipts						

CMP: INR3,510 TP: INR3,470 (-1%) Neutral Earnings outlook seems promising, but valuations

fully capture upside

- BRIT declared an in-line set of results, but we are pleasantly surprised with the commentary on ~24% avg. sales growth in Apr—May'20. The management attributed this growth to high in-home consumption in the lockdown period and BRIT being quicker off the block than peers after the initial COVID-19-led disruption.
- Two factors highlighted in the post-results call could keep multiple re-rating in check. (a) The management going back on its stated commitment of Inter Corporate Deposits (ICDs) not exceeding INR5b. (b) The company following the policy of not repaying debt while letting the investment book to build up despite a sharp inventory reduction in the past six months. This would lead to consequent concerns over ROCE.
- While we have revised our FY21 and FY22 EPS by 19.8% and 15.4%, respectively, but valuations fully capture upside at 45.5x FY22 EPS. Maintain Neutral.

Sales/EBITDA in-line; PAT beat on lower taxes and higher other income

- BRIT's consol. sales increased 2.5% YoY to INR28.7b (in-line) in 4QFY20. Standalone sales were flat YoY at INR26.9b. We believe base business volume growth would be flat YoY (in line with our estimate). Consol. EBITDA grew 4.1% YoY to INR4.5b (in-line), consol. PBT 1.6% YoY to INR4.6b (est.: INR4.4b), and consol. adj. PAT 26.5% YoY to INR3.7b (est.: INR3.4b).
- Consol. gross margin contracted by 150bp YoY to 39.7% due to moderate inflation in the price of key raw materials for the bakery business. As a percentage of sales, higher staff cost (40bp YoY) and lower other expenses (-210bp YoY) implied the EBITDA margin expanded 20bp YoY to 15.8% (inline).
- **FY20 consol.** sales / EBITDA / adj. PAT grew 4.9%/6.3%/21.9% YoY.

Highlights from management commentary

- BRIT witnessed a segmental uptick over Jan–Feb'20 (unlike FMCG peers) and its rural initiatives have also enabled growth.
- BRIT reported an average 24% increase in the first two months of 1QFY21 owing to: (a) high in home consumption and (b) the company's nimbleness in ensuring faster availability of products compared to peers. The management believes the trust in brands also plays a big role in times when safety is a concern.
- In 1QFY21, the outlook on all commodities is weak, including palm oil and milk, which were up 18% YoY and 50% YoY, respectively, in 4QFY20.
- ICD is at the same level as a year ago, i.e., at around INR6b, but higher than the earlier commitment of not exceeding INR5b levels.

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Valuation and view

- We have increased our FY21/FY22 EPS estimate by 19.8%/15.4% on account of: (a) significantly stronger than expected topline growth over Apr–May'20, (b) recovery in category growth after a long time over Jan–Feb (pre COVID-19), (c) the expectation of in-home consumption continuing to be reasonably strong for the large part of the year, and (d) a benign outlook on all raw materials.
- While the structural story is attractive, the increase in ICD beyond earlier-guided threshold levels, problems with group-level companies, and the fact that the company seems to have chosen to have both debt and cash on the books, thereby leading to consequent concerns over ROCE, would keep the target multiple in check.
- Valuing the company at 45x FY22 EPS, we arrive at a target price of INR3,470, leading to 1% downside to CMP. Maintain Neutral.

Consol. Quarterly Performance												(INR m)
Y/E March		FY	19			FY	20		FY19	FY20	FY20	Variance
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q			4QE	(%)
Base business volume growth (%)	11.0	11.0	7.0	7.0	3.0	3.0	3.0	0.0	9.0	2.3	0.0	
Net Sales	25,438	28,696	28,424	27,990	27,004	30,488	29,827	28,677	110,547	115,996	28,609	0.2
YoY change (%)	12.4	12.7	10.7	10.3	6.2	6.2	4.9	2.5	11.5	4.9	2.2	
Gross Profit	10,175	11,491	11,737	11,531	10,912	12,247	12,185	11,377	44,932	46,721	11,519	
Margins (%)	40.0	40.0	41.3	41.2	40.4	40.2	40.9	39.7	40.6	40.3	40.3	
EBITDA	3,894	4,544	4,518	4,366	3,947	4,922	5,020	4,543	17,334	18,432	4,543	(0.0)
Margins (%)	15.3	15.8	15.9	15.6	14.6	16.1	16.8	15.8	15.7	15.9	15.9	
YoY growth (%)	18.5	20.3	13.4	9.9	1.4	8.3	11.1	4.1	15.4	6.3	4.1	
Depreciation	356	369	424	469	448	449	467	485	1,619	1,848	517	
Interest	24	24	30	13	101	161	237	270	91	769	253	
Other Income	420	440	600	618	675	682	652	786	2,065	2,794	637	
РВТ	3,933	4,590	4,664	4,502	4,072	4,994	4,969	4,574	17,689	18,609	4,409	3.8
Tax	1,352	1,559	1,658	1,557	1,430	955	1,273	849	6,125	4,507	984	
Rate (%)	34.4	34.0	35.5	34.6	35.1	19.1	25.6	18.6	34.6	24.2	22.3	
Adjusted PAT	2,581	3,031	3,007	2,946	2,642	4,038	3,696	3,725	11,564	14,102	3,425	8.8
YoY change (%)	19.5	16.2	14.1	11.7	2.4	33.2	22.9	26.5	15.2	21.9	16.3	

E: MOFSL Estimates

Key Performance Indicators

Y/E March		FY19)			FY20)		FY19	FY20
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q		
2Y average growth %										
Volumes	6.5	8.0	9.0	9.0	7.0	7.0	5.0	3.5	8.1	5.6
Sales	9.1	9.7	11.6	11.7	9.3	9.5	7.8	6.4	10.5	8.2
EBITDA	11.2	15.9	20.1	19.4	9.9	14.3	12.3	7.0	16.5	10.9
PAT	9.0	13.8	16.8	18.4	10.9	24.7	18.5	19.1	14.4	18.6
% sales										
COGS	60.0	60.0	58.7	58.8	59.6	59.8	59.1	60.3	59.4	59.7
Staff cost	4.3	3.8	4.1	3.9	4.5	4.1	4.1	4.2	4.0	4.2
Others	20.4	20.4	21.3	21.7	21.3	20.0	19.9	19.6	21.0	20.2
Depreciation	1.4	1.3	1.5	1.7	1.7	1.5	1.6	1.7	1.5	1.6
YoY change %										
COGS	10.0	8.6	6.0	5.4	5.4	6.0	5.7	5.1	7.4	5.6
Staff cost	17.3	1.0	25.0	-0.2	11.0	14.4	3.9	11.7	10.0	10.2
Others	14.1	23.1	20.7	29.2	10.9	3.8	-1.7	-7.5	21.8	1.0
Other income	19.3	-13.5	66.9	39.1	60.6	55.0	8.6	27.2	24.1	35.3
EBIT	19.8	21.3	12.0	9.8	-1.1	7.2	11.2	4.1	15.6	5.5

E: MOFSL Estimates

3 June 2020

Key Exhibits

10 10

Exhibit 1: BRIT's base business volumes were likely flat YoY in 4QFY20

1QFY18

2QFY18

3QFY18

1QFY19

2QFY19

3QFY19

BRIT's base business volume growth (%)

11 11 11 11 7 7 7 3 3 3 3 0

Source: Company, MOFSL

1QFY20

4QFY20

Standalone performance

10

2QFY17

1QFY17

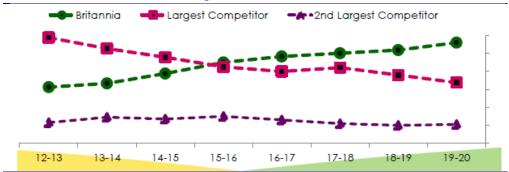
3QFY17

■ In 4QFY20, sales, EBITDA and adj. PAT grew 0.9%, 1.9%, and 31.6% YoY, respectively. The EBITDA margin was up 20bp to 16%.

Imputed subsidiary performance

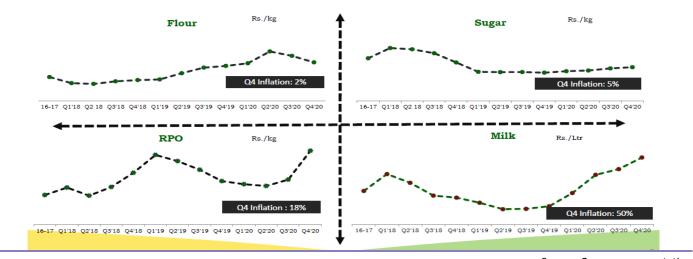
Sales and EBITDA grew sharply by 34.3% YoY and 67.2% YoY, respectively. On the other hand, adj. PAT registered loss of INR88m, against profit of INR46m in the base quarter. Subsidiary EBITDA margin expanded 270bp YoY to 13.7% during the quarter.

Exhibit 2: Accelerated market share gains in 4QFY20



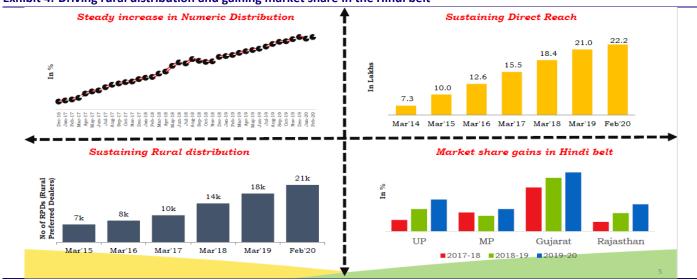
Source: Company, MOFSL

Exhibit 3: Overall commodity inflation was moderate at ~4% in 4QFY20



Source: Company presentation

Exhibit 4: Driving rural distribution and gaining market share in the Hindi belt



Source: Company presentation

Exhibit 5: Sustainability is a key focus area for BRIT; it launched multiple initiatives for the underprivileged sections affected by the lockdown



Source: Company presentation



Conference call highlights

Key highlights

- 4QFY20 has witnessed strong growth over Jan–Feb compared with 9MFY20.
 Sales and profits for the quarter are estimated to have been impacted by 7–10% due to the COVID-19-led disruption.
- BRIT witnessed a segmental uptick over Jan—Feb'20 (unlike FMCG peers) and its rural initiatives have also enabled growth.
- Direct reach stood at 2.22m outlets as of the end of Feb'20, against 2.1m as of Mar'19.
- Modest inflation of 2% YoY was witnessed on flour and 5% YoY on sugar in 4QFY20. In 1QFY21, the outlook on all commodities is weak, including palm oil and milk, which were up 18% YoY and 50% YoY, respectively, in 4QFY20.
- BRIT reported an average 24% increase in the first two months of 1QFY21 owing to: (a) high in-home consumption and (b) the company's nimbleness in ensuring faster availability of products compared to peers. The management believes the trust in brands also plays a big role in times when safety is a concern.
- Importantly, secondary sales over Apr—May'20 are likely to be just 2—3% lower than primary sales growth.
- BRIT focused on producing more premium biscuits given the production constraints. Contract manufacturing was also utilized as much as possible.
- Until May'20, BRIT was manufacturing largely high-velocity SKUs given the supply chain constraints. June onward, it would manufacture other SKUs as well, as customers now seek variety.
- There is currently a lack of clarity on how demand would be for the rest of the year, but the management is reviewing and reacting on a daily basis.
- By now, peers have also got their acts together, but the management still expects BRIT to do better.

Response to newer products and product pipeline

- Cream wafers and milk drinks are doing well.
- The test marketing of croissants was affected by the lockdown as the Ranjangaon facility was in the middle of the COVID-19 territory.
- The product test marketing of snacks in Andhra was disrupted by COVID-19, but the company expects it to be back to normal soon.
- Winkin Cow Yogurt was launched in East India and has received a good initial response.
- Complete normalcy may not be witnessed for another year or so. BRIT would gradually resume the innovation funnel.

Initial response to COVID-19

- BRIT ensured quick approval from authorities by coordinating consistently with the center, states, and districts. This enabled them to resume operations quickly.
- All factories, depots, and distribution centers are now operational, with safety compliance and social distancing in place.
- The distribution reach was 100% in the first fortnight of the lockdown.

Performances of adjacencies

Adjacencies such as bread did well in FY20, with high single-digit sales growth and profitability; dairy profitability was maintained and international business, apart from the Middle East, grew in the double digits.

Other points

- ICDs are at the same level as a year ago, i.e., at around INR6b.
- Incremental investments are in non-group entities.
- Loans are also to non-group companies.
- Capex was INR 2.25b in FY20. It is likely to be similar in FY21 depending on demand, but it is currently too early for the management to give a concrete projection.
- The rate of debt on working capital is attractive, enough to retain debt on the books.
- BRIT plans to set up greenfield capacities in Bihar and Tamil Nadu.
- The Ranjangaon facility has resumed normal operations.

Valuation and view

What happened in the last decade?

- The past decade ending FY20 was a phenomenal one for BRIT on account of: (a) huge market share gains, (b) strengthening distribution reach (particularly direct reach), and (c) better product development v/s peers.
- The distribution advantage is particularly important for food players such as Britannia as the velocity of food consumption is much higher than personal care products. With the stated goal of being a total foods player, the company's utilization of this reach would play a crucial role in expanding to other food subcategories.
- Financial performance over the last decade has been splendid, with the company reporting sales CAGR of ~12% and EBITDA and PAT CAGR of ~27% each. This is easily among the best of breed for the decade v/s other Consumer peers.
- Financial performance in the past five years has also been healthy, with ~8% sales growth CAGR, ~16% EBITDA growth CAGR, and ~20% PAT CAGR.

Our view on the stock

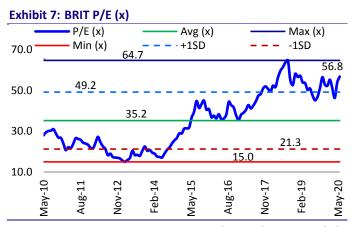
- We have increased our FY21/FY22 EPS estimate by 19.8%/15.4% on account of: (a) significantly stronger than expected topline growth over Apr-May'20, (b) recovery in category growth after a long time over Jan–Feb (per COVID-19), (c) the expectation of in-home consumption continuing to be reasonably strong for the large part of the year, and (d) a benign outlook on all raw materials.
- While the structural story is attractive, the increase in ICD beyond earlier-guided threshold levels, problems with group-level companies, and the fact that the company seems to have chosen to have both debt and cash on the books, thereby leading to consequent concerns over ROCE, would keep the target multiple in check.
- Valuing the company at 45x FY22 EPS, we arrive at a target price of INR3,470, leading to 1% downside to CMP. Maintain Neutral.

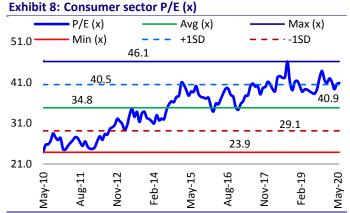
 $Motilal\ Oswal$

Exhibit 6: There is an increase of 19.8%/15.4% in our PAT forecasts for FY21/FY22

	Nev	New		l	% Change		
INR m	FY21E	FY22E	FY21E	FY22E	FY21E	FY22E	
Net Sales	132,271	147,007	121,045	135,921	9.3%	8.2%	
EBITDA	22,599	25,172	19,111	22,129	18.2%	13.8%	
Adj. PAT	16,709	18,550	13,944	16,069	19.8%	15.4%	

Source: Company, MOFSL





Source: Company, MOFSL

Source: Company, MOFSL

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3 June 2020

Financials and Valuations

Income statement	2016	2017	2010	2010	2020	20245	(INR m)
Y/E March	2016	2017	2018	2019	2020	2021E	2022E
Net Revenues	83,972	90,541	99,140	110,547	115,996	132,271	147,007
Change (%)	6.9	7.8	9.5	11.5	4.9	14.0	11.1
Raw Material Cost	50,127	55,888	61,071	65,615	69,275	77,764	86,494
Gross Profit	33,845	34,653	38,069	44,932	46,721	54,507	60,512
Margin (%)	40.3	38.3	38.4	40.6	40.3	41.2	41.2
EBITDA	12,144	12,781	15,017	17,334	18,432	22,599	25,172
Change (%)	40.6	5.2	17.5	15.4	6.3	22.6	11.4
Margin (%)	14.5	14.1	15.1	15.7	15.9	17.1	17.1
Depreciation	1,134	1,193	1,421	1,619	1,848	2,275	2,477
Int. and Fin. Charges	49	55	76	91	769	1,034	1,195
Financial Other Income	1,244	1,505	1,664	2,065	2,794	3,040	3,290
PBT	12,205	13,039	15,184	17,689	18,609	22,330	24,790
Tax	3,967	4,019	5,137	5,998	4,477	5,620	6,240
Deferred Tax	-6	178	5	127	30	0	0
Tax Rate (%)	32.5	32.2	33.9	34.6	24.2	25.2	25.2
PAT	8,244	8,842	10,041	11,564	14,102	16,709	18,550
Change (%)	43.6	7.3	13.6	15.2	21.9	18.5	11.0
Margin (%)	9.8	9.8	10.1	10.5	12.2	12.6	12.6
Non-rec. (Exp.)/Income	0	0	0	0	-170	0	0
Reported PAT	8,246	8,845	10,040	11,555	13,936	16,709	18,550
Balance sheet Y/E March	2016	2017	2018	2019	2020	2021E	(INR m) 2022E
Share Capital	240	240	240	240	241	241	241
Reserves	20,677	26,724	33,822	42,292	43,788	44,964	46,270
Networth	20,917	26,964	34,062	42,533	44,028	45,205	46,511
Minority Interest	25	26	131	327	357	0	0
Loans	1,311	1,246	2,007	1,560	15,141	14,393	13,719
Capital Employed	22,252	28,236	36,201	44,420	59,525	59,597	60,230
Gross Block	18,142	12,309	15,554	20,615	24,276	26,276	28,776
Less: Accum. Depn.	-9,799	-1,988	-3,380	-5,035	-6,884	-9,158	-11,636
Net Fixed Assets	8,343	10,322	12,174	15,579	17,392	17,117	17,140
Goodwill on consolidation	1,159	1,278	1,282	1,304	1,390	1,390	1,390
Capital WIP	901	301	2,028	1,012	396	396	396
Investments	7,884	4,869	10,793	14,763	28,932	29,817	30,701
Deferred Liability	-444	-231	-226	-99	-69	-69	-69
Currents Assets	16,208	24,088	25,377	29,623	30,117	32,373	34,289
Inventory	4,407	6,615	6,528	7,814	7,410	8,879	10,156
Account Receivables	1,706	1,792	3,046	3,942	3,204	4,039	4,470
Cash and Bank Balance	877	1,208	1,864	1,098	1,229	3,376	3,223
Others	9,219	14,474	13,938	16,768	18,275	16,079	16,441
Curr. Liab. & Prov.	12,687	12,852	15,679	17,960	18,770	21,564	23,754
Account Payables	7,691	7,573	9,941	11,405	11,163	13,243	14,650
Other Liabilities	4,996	5,279	5,738	6,555	7,607	8,320	9,104
Net Current Assets	3,521	11,236	9,698	11,663	11,347	10,809	10,535
Net Assets	22,252	28,236	36,201	44,420	59,525	59,597	60,230
NCC MODELS	22,232	20,230	30,201	77,720	33,323	33,331	00,230

E: MOFSL Estimates

Financials and Valuations

Ratios

natios							
Y/E March	2016	2017	2018	2019	2020	2021E	2022E
Basic (INR)							
EPS	34.3	36.8	41.8	48.1	58.6	69.5	77.1
BV/Share	87.2	112.4	141.9	177.0	183.1	188.0	193.4
DPS	10.0	11.0	12.5	15.6	35.7	55.6	61.7
Payout (%)	29.1	29.9	29.9	32.3	60.9	80.0	80.0
Valuation (x)							
P/E	102.2	95.3	83.9	72.9	59.9	50.5	45.5
EV/Sales	9.9	9.3	8.4	7.5	7.1	6.2	5.6
EV/EBITDA	68.8	65.5	55.4	47.8	45.0	36.5	32.7
P/BV	40.3	31.2	24.7	19.8	19.2	18.7	18.2
Dividend Yield	0.3	0.3	0.4	0.4	1.0	1.6	1.8
Return Ratios (%)							
RoE	49.5	36.9	32.9	30.2	32.6	37.5	40.5
RoCE	41.1	31.1	27.9	25.5	24.2	25.5	28.3
RoIC	80.0	45.6	41.5	41.9	44.5	55.3	65.4
Working Capital Ratios							
Debtor (Days)	7	7	11	13	10	11	11
Asset Turnover (x)	3.8	3.2	2.7	2.5	1.9	2.2	2.4
Leverage Ratio							
Debt/Equity (x)	0.1	0.0	0.1	0.0	0.3	0.3	0.3
Cash flow statement							(INR m)
Y/E March	2016	2017	2018	2019	2020	2021E	2022E
OP Profit	12,205	13,040	15,184	17,689	18,439	22,330	24,790
Dep	1,134	1,193	1,421	1,619	1,848	2,275	2,477
Financial Other Income	-368	-497	-470	-487	-684	-3,040	-3,290
Net Interest Paid	675	843	964	1,277	999	-1,034	-1,195
Direct Taxes Paid	4,032	3,966	4,965	5,961	5,033	5,620	6,240
Inc in WC	-1,329	4,514	-2,283	25	-1,274	-2,685	-121
CF from Operations	9,592	4,413	12,488	11,558	14,845	19,663	19,053
(Inc)/Dec in FA	-2,494	-3,518	-4,212	-3,994	-2,434	-2,000	-2,500
Free Cash Flow	7,098	895	8,276	7,564	12,411	17,663	16,553
(Pur.)/Sale of Investments	-2,109	3,593	-5,374	-3,341	-13,266	-884	-884
Other Non Rec Exp	-3,914	-1,206	72	-1,462	406	2,683	3,291
CF from Investments	-8,517	-1,131	-9,514	-8,797	-15,294	-201	-93
Issue of Shares	43	58	151	298	7,449	0	0
Inc in Debt	0	0	0	-419	-2,305	-748	-673
Dividend Paid	2,308	2,884	3,174	3,544	4,325	15,533	17,244
Other Item	197	125	-706	-138	240	1,034	1,195
CF from Fin. Activity	-2,462	-2,951	-2,318	-3,527	579	-17,315	-19,112
Inc/Dec of Cash	-1,387	331	657	-766	130	2,147	-152
Add: Beginning Balance	2,263	877	1,208	1,864	1,098	1,229	3,376
Closing Balance	877	1,208	1,864	1,098	1,229	3,376	3,223

E: MOFSL Estimates

NOTES

Explanation of Investment Rating					
Investment Rating	Expected return (over 12-month)				
BUY	>=15%				
SELL	<-10%				
NEUTRAL	< - 10 % to 15%				
UNDER REVIEW	Rating may undergo a change				
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation				

*In case the recommendation given by the Research Analyst is inconsistent with the investment rating legend for a continuous period of 30 days, the Research Analyst shall within following 30 days take appropriate measures to make the recommendation consistent with the investment rating legend.

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