



Annual report analysis: On a strong wicket

- Strong FY23 performance with revenue/PAT up 11%/29%, underpinned by innovation, premiumisation and distribution
- 34 new products launched in FY23 vs. 19 in FY22, with doubling of direct reach to 1.5mn outlets
- Expect a robust revenue/PAT CAGR of 12%/19% over FY22-FY25; maintain BUY with an unchanged TP of Rs 924

Broad-based growth: TCPL's focus on growing the core business and increasing its addressable market enabled 11% YoY growth (10% CC) in FY23. India revenue grew 10% YoY as (i) the salt business increased 25% led by price hikes and volume growth, and (ii) growth businesses soared 53% driven by expansion in distribution reach. India beverage sales declined marginally owing to price correction and weakness in some key markets. International business was up 5% YoY CC on account of price increases taken across markets. Within this, non-branded sales grew 21% CC led by higher realisations in the coffee plantation and extraction business.

Innovation remains key catalyst for growth: TCPL accelerated the pace of innovation during the year with a focus on health & wellness, convenience and premiumisation. The company launched 34 products in FY23 compared to 19 in FY22 and 14 in FY21, besides raising the innovation-to-sales ratio to 3.4% in FY23 from 0.8% in FY20. It entered new categories including plant-based meat, protein supplements, ready-to-eat (RTE) and ready-to-cook (RTC).

Sustained focus on wider reach: In FY23, the company increased its direct distribution network by 15% to 1.5mn outlets (more than double FY21 levels) and now has a total reach of 3.8mn outlets. TCPL remains focused on enhancing semiurban and rural distribution.

Maintain BUY, TP 924: We expect TCPL's focus on strengthening core businesses along with accelerating innovation and unlocking efficiencies to spur growth. The company intends to continue exploring new growth opportunities, both organic and inorganic. We expect TCPL to deliver a strong performance due to a sustained focus on network extension, premiumisation, market share gains, product launches and digitisation. We model for a strong revenue/EBITDA/PAT CAGR of 11.6%/14.8%/ 19.3% over FY22-FY25 due to TCPL's sustained thrust on network extension, premiumisation, market share gains, product launches and digitisation. We thus maintain BUY while retaining our SOTP-based TP of Rs 924.

Consumer Staples

29 May 2023

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Key changes

	Target	Rating			
	<►	<►			
Ticke	er/Price	TATACONS IN/Rs 790			
Market cap		US\$ 8.9bn			
Free	float	64%			
3M A	DV	US\$ 10.6mn			
52wk	high/low	Rs 861/Rs 687			
Prom	oter/FPI/DII	34%/25%/41%			

Source: NSE | Price as of 26 May 2023

Key financials

FY23A	FY24E	FY25E
1,37,832	1,54,545	1,73,125
18,565	23,343	26,024
10,443	15,498	17,297
11.3	16.7	18.6
11.3	16.0	18.7
7.0	8.6	9.0
70.0	47.3	42.4
39.5	31.4	28.2
28.2	28.1	11.6
	1,37,832 18,565 10,443 11.3 11.3 7.0 70.0 39.5	1,37,832 1,54,545 18,565 23,343 10,443 15,498 11.3 16.7 11.3 16.0 7.0 8.6 70.0 47.3 39.5 31.4

Source: Company, Bloomberg, BOBCAPS Research | P - Provisional

Stock performance



Source: NSE





Annual report takeaways

India business: During FY23, TCPL's India business grew 10% YoY to Rs 87.2bn and its share in total branded business stood at 71%. The company has been able to deliver strong growth on the back of product launches (~2x over FY22), premiumisation and consistent progress in direct as well as total reach expansion, particulary in rural and semiurban markets. Modern trade and e-commerce channels posted strong growth, contributing 14% and 9% respectively towards India sales.

The India beverages business declined 5% (1% volume dip) owing to price correction and weakness in some key markets. To energise growth, the company has introduced several new products and sharpened its focus on premiumisation.

Salt revenue grew by 25% (three-year CAGR 19%) with the value-added portfolio up 4.5x. The *Tata Sampann* portfolio grew 29%, *Tata Soulfull* was up 100% with improved profitability, *NourishCo* grew 80%, and *Himalayan* water registered a strong increase of 85% and stayed EBIT positive. The Tata Starbucks JV performed well as revenue grew 77% YoY and EBIT turned positive. The JV added 71 new stores during the year across 15 new cities and continued its expansion in tier-2 markets.

International business: Revenue from international business grew 8% YoY (5% CC) to Rs 35.9bn in FY23 and its total share in branded business stood at 29%. The company entered the fast-growing Indian ready foods segment with *Tata Raasa*, a range of RTE and RTC products tailored for local preferences. UK revenue remained flat in constant currency, USA coffee revenue grew 7% CC and Canada revenue was up 9% CC as the company took multiple price hikes during the year to mitigate the impact of input cost inflation, which resulted in margin expansion.

In the UK, the company integrated the *Teapigs* brand with Tata Consumer UK. In the US, it launched Tata Raasa RTE in select ethnic grocery stores. Tetley maintained market leadership in Canada aided by market share gains in the regular tea segment.



Fig 1 – Geographical mix – branded business

Source: Company, BOBCAPS Research

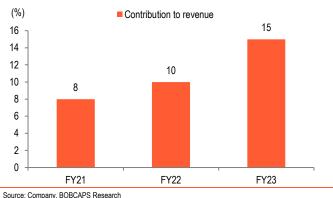
Fig 2 – Segment revenue contribution

Source: Company, BOBCAPS Research

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Fig 3 – India growth businesses – contribution to revenue



Source: Company, BOBCAPS Research

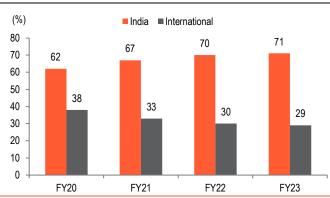


Fig 5 – Branded business – geographical mix

Source: Company, BOBCAPS Research

Fig 7 – NourishCo – revenue trend

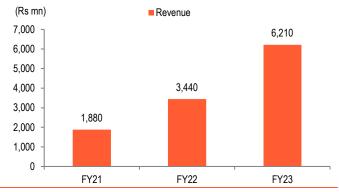
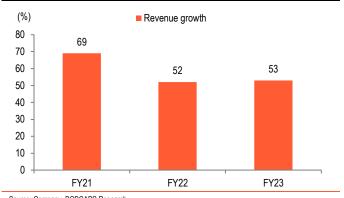
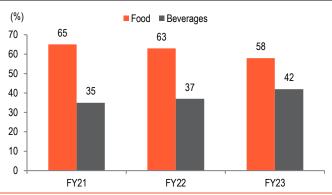


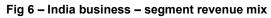


Fig 4 - India growth businesses - annual growth



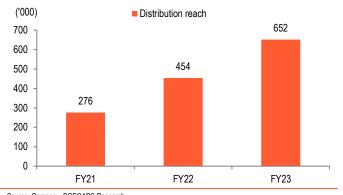
Source: Company, BOBCAPS Research





Source: Company, BOBCAPS Research

Fig 8 – NourishCo – distribution reach



Source: Company, BOBCAPS Research

Fortifying the FMCG business: Over the years, TCPL has strengthened and expanded its brand portfolio with a focus on innovation, health and wellness, convenience, and premiumisation. The company has classified its product offerings under five key platforms: (1) current core (tea, coffee, salt); (2) pantry (pulses, spices, staples, RTC, dry fruits); (3) liquids (water, RTD); (4) mini meals (breakfast cereals, RTE, snacks); and (5) protein (plant-based meats, plant protein powder).



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FY23

The company continues to evaluate new growth opportunities, organically as well as inorganically. During FY23, TCPL entered the protein category and also forayed into newer markets and consumer segments in the Sampann, Soulfull and RTE/ RTC portfolios.

Innovation spurring growth: TCPL launched 34 new products during FY23 compared to 19 products in FY22 and 14 products in FY21, besides raising the innovation-to-sales ratio to 3.4% from 0.8% in FY20. The company has invested in building a 'fit-for-future' R&D capability and accelerated the pace of launches to an average of three per month, besides targeting new categories.

TCPL has a dedicated team of 35 R&D professionals and the company incurred Rs 363mn on R&D during FY23. It has three world-class R&D facilities in India (~20,000sft cumulatively in Mumbai, Bengaluru and Sri City) and one in London for innovation in the international beverages business.

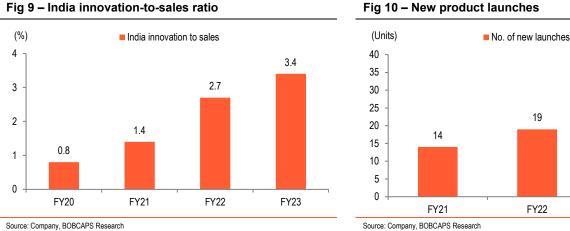
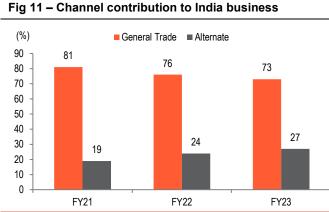


Fig 9 – India innovation-to-sales ratio

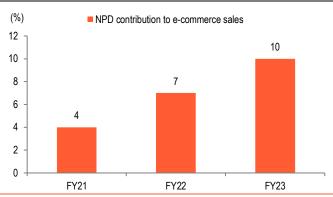
Alternate channels remain instrumental for growth: The e-commerce channel grew 32% YoY and contributed 9% of India business revenue in FY23, up from

~2.5% in FY20. Modern trade has grown 21% in FY23 and contributed 14% of India business. E-commerce's innovation-to-sales contribution now stands at 10% against the company average of 3.4%.



Source: Company, BOBCAPS Research

Fig 12 - NPD contribution to e-commerce sales

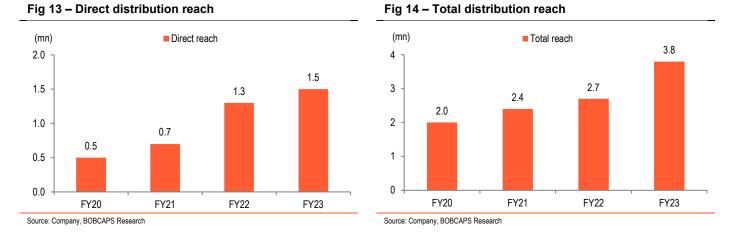


Source: Company, BOBCAPS Research



Steady distribution expansion: TCPL has rapidly expanded its direct distribution reach in India by ~170,000 outlets to 1.5mn outlets in FY23, growing 3x from ~0.5mn outlets in FY20. The company is now looking to appoint distributors in all towns with a population of 50,000+ and in high-income towns with a population of 20,000+. Split routes have been implemented in towns with a population of 1mn+ which will enhance bandwidth for the salesforce at the front end.

Overall, the company is on track to achieve a total reach of 4mn outlets by CY23. TCPL has further started making progress in expanding its rural and semiurban reach, with increased direct distributor coverage in semiurban areas.



Tata Starbucks JV continues to broaden footprint: The Tata Starbucks JV opened 71 new stores in FY23 (against 50 in FY22) and clocked turnover of over Rs 10bn, growing at 77% YoY and turning positive at the EBIT level. The JV is now present in 41 cities in India and has a total store count of 333 at the end of FY23.

The company launched a pilot that entailed a newer food menu, wider beverage choices and a new small-size beverage 'Picco' in select stores and cities to recruit new consumers. The pilot was a success and hence the format will be expanded to other stores and markets.

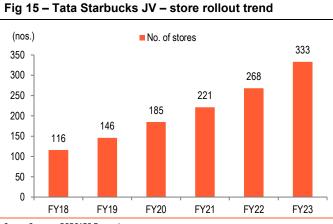
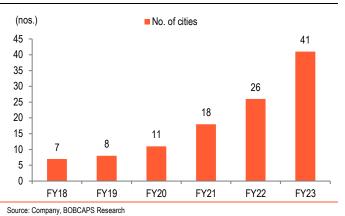


Fig 16 – Tata Starbucks JV – expansion in new cities



Source: Company, BOBCAPS Research



Valuation methodology

We expect TCPL's focus on strengthening core businesses along with accelerating innovation and unlocking efficiencies to spur growth. The company intends to continue exploring new growth opportunities, both organic and inorganic. We model for a strong revenue/EBITDA/PAT CAGR of 11.6%/14.8%/ 19.3% over FY22-FY25 due to TCPL's sustained thrust on network extension, premiumisation, market share gains, product launches and digitisation. We thus maintain BUY while retaining our SOTP-based TP of Rs 924.

Fig 17 – Valuation summary

EV/EBITDA (Rs mn)	FY25E EBITDA	Multiple (x)	EV
India Business	20,705	36.0x	744,540
International Business	7,772	12.0x	93,260
EV/Revenue	FY25E Revenue	Multiple (x)	EV
Tata Starbucks	1,565	3.0x	4,695.84
Enterprise Value	-	-	842,497
Less: Net debt	-	-	(16141)
Market Value (Rs mn)	-	-	858638
No of share (mn)	-	-	929
Target Price (Rs)	-	-	924

Source: Company, BOBCAPS Research

Key risks

Key downside risks to our estimates are:

- continued inflation in international markets,
- adverse currency movements, and
- delayed rural recovery.

Sector recommendation snapshot

Company	Ticker	Market Cap (US\$ bn)	Price (Rs)	Target (Rs)	Rating
Britannia Industries	BRIT IN	13.5	4,596	5,623	BUY
Dabur India	DABUR IN	11.7	542	628	BUY
Godrej Consumer Products	GCPL IN	13.1	1,050	1,159	BUY
Hindustan Unilever	HUVR IN	85.5	2,652	3,069	BUY
ITC	ITC IN	67.1	444	486	BUY
Marico	MRCO IN	8.5	544	629	BUY
Nestle India	NEST IN	25.3	21,582	24,670	BUY
Tata Consumer Products	TATACONS IN	8.9	790	924	BUY
Zydus Wellness	ZYWL IN	1.1	1,457	1,631	HOLD

Source: BOBCAPS Research, NSE | Price as of 26 May 2023



Financials

Y/E 31 Mar (Rs mn)	FY21A	FY22A	FY23A	FY24E	FY25E
Total revenue	1,16,020	1,24,254	1,37,832	1,54,545	1,73,125
EBITDA	15,438	17,188	18,565	23,343	26,024
Depreciation	2,547	2,780	3,041	3,095	3,271
EBIT	12,890	14,408	15,524	20,248	22,752
Net interest inc./(exp.)	(687)	(728)	(872)	(940)	(940)
Other inc./(exp.)	1,214	1,401	1,689	2,261	2,261
Exceptional items	(307)	(521)	1,595	0	0
EBT	13,111	14,560	17,936	21,569	24,074
Income taxes	3,172	3,770	4,470	5,435	6,067
Extraordinary items	0	0	0	0	0
Min. int./Inc. from assoc.	104	156	900	322	360
Reported net profit	8,567	9,358	12,038	15,498	17,297
Adjustments	(307)	(521)	1,595	0	0
Adjusted net profit	8,874	9,878	10,443	15,498	17,297

Y/E 31 Mar (Rs mn)	FY21A	FY22A	FY23A	FY24E	FY25E
Accounts payables	16,255	19,159	23,482	25,612	28,691
Other current liabilities	1,361	1,322	1,735	1,735	1,735
Provisions	2,942	2,488	2,449	2,449	2,449
Debt funds	7,206	10,106	11,828	11,828	11,828
Other liabilities	18,525	15,162	17,349	17,349	17,349
Equity capital	922	922	929	929	929
Reserves & surplus	1,55,349	1,62,014	1,70,340	1,80,101	1,90,996
Shareholders' fund	1,56,270	1,62,936	1,71,269	1,81,030	1,91,925
Total liab. and equities	2,02,559	2,11,172	2,28,111	2,40,003	2,53,977
Cash and cash eq.	20,420	14,980	15,396	22,304	29,860
Accounts receivables	7,613	8,352	7,983	8,951	10,027
Inventories	22,492	22,665	27,017	29,467	33,010
Other current assets	16,730	23,380	25,143	25,143	25,143
Investments	5,986	5,630	11,403	11,403	11,403
Net fixed assets	12,227	14,803	16,047	18,012	20,233
CWIP	932	2,094	2,861	2,861	2,861
Intangible assets	1,04,006	1,05,456	1,08,753	1,08,352	1,07,931
Deferred tax assets, net	381	427	486	486	486
Other assets	11,773	13,385	10,874	10,874	10,874
Total assets	2,02,559	2,11,172	2,28,111	2,40,002	2,53,977

Cash Flows

Y/E 31 Mar (Rs mn)	FY21A	FY22A	FY23A	FY24E	FY25E
Cash flow from operations	16,564	15,158	14,613	18,880	20,679
Capital expenditures	(2,107)	(2,733)	(3,118)	(4,074)	(4,489)
Change in investments	4,149	(971)	(5,818)	0	0
Other investing cash flows	(5,008)	(4,512)	2,076	4,967	(1,522)
Cash flow from investing	(4,084)	(13,218)	(8,278)	893	(6,011)
Equities issued/Others	0	0	0	0	0
Debt raised/repaid	(573)	(4,947)	(38)	0	0
Interest expenses	(654)	(625)	(817)	0	0
Dividends paid	(2,582)	(3,848)	(5,734)	(6,372)	(7,112)
Other financing cash flows	(451)	(528)	(556)	0	0
Cash flow from financing	(4,260)	(9,948)	(7,144)	(6,372)	(7,112)
Chg in cash & cash eq.	8,838	(7,961)	(867)	13,400	7,555
Closing cash & cash eq.	17,732	9,771	8,904	22,304	29,860

Per Share					
Y/E 31 Mar (Rs)	FY21A	FY22A	FY23A	FY24E	FY25
Reported EPS	9.3	10.2	13.0	16.7	18.
Adjusted EPS	9.6	10.7	11.3	16.7	18.
Dividend per share	2.7	4.1	6.1	6.9	7.
Book value per share	169.6	176.8	185.8	196.4	208.
Valuations Ratios					
Y/E 31 Mar (x)	FY21A	FY22A	FY23A	FY24E	FY25
EV/Sales	6.3	5.9	5.3	4.7	4.
EV/EBITDA	47.5	42.7	39.5	31.4	28.
Adjusted P/E	82.0	73.7	70.0	47.3	42.
P/BV	4.7	4.5	4.2	4.0	3.
DuPont Analysis Y/E 31 Mar (%)	FY21A	FY22A	FY23A	FY24E	FY25
Tax burden (Net profit/PBT)	65.3	64.3	67.1	71.9	71.
Interest burden (PBT/EBIT)	101.7	101.1	115.5	106.5	105.
EBIT margin (EBIT/Revenue)	11.1	11.6	11.3	13.1	13.
Asset turnover (Rev./Avg TA)	57.3	58.8	60.4	64.4	68.
Leverage (Avg TA/Avg Equity)	1.3	1.3	1.3	1.3	1.
Adjusted ROAE	5.5	5.7	7.0	8.6	9.
Ratio Analysis					
Y/F 31 Mar	FY21A	FY22∆	FY23∆	FY24F	EY25
	FY21A	FY22A	FY23A	FY24E	FY25
Y/E 31 Mar YoY growth (%)					
YoY growth (%) Revenue	20.4	7.1	10.9	12.1	12.
YoY growth (%) Revenue EBITDA	20.4 19.5	7.1 11.3	10.9 8.0	12.1 25.7	12. 11.
YoY growth (%) Revenue EBITDA Adjusted EPS	20.4	7.1	10.9	12.1	12. 11.
YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%)	20.4 19.5 86.3	7.1 11.3 9.2	10.9 8.0 28.2	12.1 25.7 28.1	12. 11. 11.
YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%) EBITDA margin	20.4 19.5 86.3 13.3	7.1 11.3 9.2 13.8	10.9 8.0 28.2 13.5	12.1 25.7 28.1 15.1	12. 11. 11. 11.
YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin	20.4 19.5 86.3 13.3 11.1	7.1 11.3 9.2 13.8 11.6	10.9 8.0 28.2 13.5 11.3	12.1 25.7 28.1 15.1 13.1	12. 11. 11. 15. 13.
YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin	20.4 19.5 86.3 13.3 11.1 7.6	7.1 11.3 9.2 13.8 11.6 8.0	10.9 8.0 28.2 13.5 11.3 7.6	12.1 25.7 28.1 15.1 13.1 10.0	12. 11. 11. 15. 13. 10.
YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE	20.4 19.5 86.3 13.3 11.1 7.6 5.5	7.1 11.3 9.2 13.8 11.6 8.0 5.7	10.9 8.0 28.2 13.5 11.3 7.6 7.0	12.1 25.7 28.1 15.1 13.1 10.0 8.6	12. 11. 11. 15. 13. 10. 9.
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YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days)	20.4 19.5 86.3 13.3 11.1 7.6 5.5 7.9	7.1 11.3 9.2 13.8 11.6 8.0 5.7 8.3	10.9 8.0 28.2 13.5 11.3 7.6 7.0 8.5	12.1 25.7 28.1 15.1 13.1 10.0 8.6 10.5	12. 11. 11. 15. 13. 10. 9. 11.
YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables	20.4 19.5 86.3 13.3 11.1 7.6 5.5 7.9 24	7.1 11.3 9.2 13.8 11.6 8.0 5.7 8.3 25	10.9 8.0 28.2 13.5 11.3 7.6 7.0 8.5 21	12.1 25.7 28.1 15.1 13.1 10.0 8.6 10.5 21	12. 11. 11. 15. 13. 10. 9. 11. 2
YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables Inventory	20.4 19.5 86.3 13.3 11.1 7.6 5.5 7.9 24 119	7.1 11.3 9.2 13.8 11.6 8.0 5.7 8.3 25 117	10.9 8.0 28.2 13.5 11.3 7.6 7.0 8.5 21 123	12.1 25.7 28.1 15.1 13.1 10.0 8.6 10.5 21 123	12. 11. 11. 15. 13. 10. 9. 11. 2 12.
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YoY growth (%) Revenue EBITDA Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables Inventory Payables Ratios (x)	20.4 19.5 86.3 13.3 11.1 7.6 5.5 7.9 24 119 86	7.1 11.3 9.2 13.8 11.6 8.0 5.7 8.3 25 117 99	10.9 8.0 28.2 13.5 11.3 7.6 7.0 8.5 21 123 107	12.1 25.7 28.1 15.1 13.1 10.0 8.6 10.5 21 123 107	12. 11. 11. 15. 13. 10. 9. 11. 2 12 12 10
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Source: Company, BOBCAPS Research | Note: TA = Total Assets

TATA CONSUMER PRODUCTS



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Recommendation scale: Recommendations and Absolute returns (%) over 12 months

BUY - Expected return >+15%

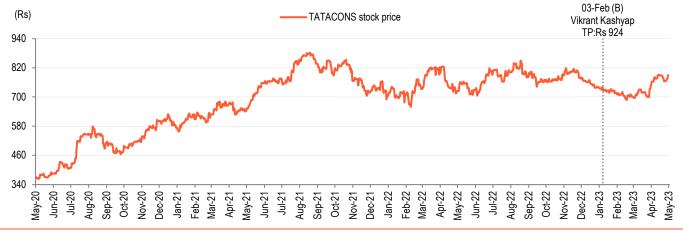
HOLD - Expected return from -6% to +15%

SELL - Expected return <-6%

Note: Recommendation structure changed with effect from 21 June 2021

Our recommendation scale does not factor in short-term stock price volatility related to market fluctuations. Thus, our recommendations may not always be strictly in line with the recommendation scale as shown above.

Ratings and Target Price (3-year history): TATA CONSUMER PRODUCTS (TATACONS IN)



B - Buy, H - Hold, S - Sell, A - Add, R - Reduce

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TATA CONSUMER PRODUCTS



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