

HOLD TP: Rs 1,631 | ▲ 12%

ZYDUS WELLNESS

Consumer Staples

23 May 2023

Price-led growth in Q4; HFD category a concern

- Q4 revenue grew 11.4% YoY on the back of continuous price hikes;
 volume growth muted at 4%
- Gross margin flattish YoY at 50.8% but increased overheads weakened
 EBITDA margin
- Slowing HFD business to weigh on performance; we assume coverage with HOLD and a TP of Rs 1,631, based on 22.7x FY25E EPS

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Steady growth with gross margin recovery: ZYWL reported sales growth of 11.4% YoY (3Y CAGR of 13.5%) during Q4FY23, driven by price hikes where as volume growth for the quarter stood at 4%. The company maintained its segmental leadership in five of six categories during the year. Adequate pricing and an improved product mix maintain gross margin at 50.8% in Q4, but EBITDA margin contracted 180bps to 20.3% due to a spike in other expenses (though close to half the increase was one-time in nature). Adj. PAT grew 14% YoY (3Y CAGR of 28.5%).

Market share gains across most categories: The company continues to strengthen its market leadership in most categories. *Glucon-D* remains the #1 brand in the energy drink category and reached market share of 60.1%, up 159bps YoY. ZYWL maintained market share in *Sugar Free* at 96% and improved share in *Nycil* prickly heat powder/*Everyuth* scrub/*Everyuth* peel-off by 157bps/ 68bps/7bps YoY. However, the company lost ground by 50bps YoY in *Complan* to 4.5% as the health food drink (HFD) category continued to witness a slowdown, dipping 1.1%.

International expansion remains a focus area: ZYWL continues to expand its global presence and is now present in 25 countries, with the top 5 contributing ~80% of revenue. During the year, the company operationalised a subsidiary in Bangladesh to expand its presence in the Indian subcontinent. The company aims for robust growth in international markets, where the sugar-free franchise and Complan constitute ~90% of the business.

HOLD, TP Rs 1,631: ZYWL has taken multiple price hikes which resulted in double-digit growth and market share gains during FY23. We expect softening of key raw material prices and further pricing action to result in gross margin recovery, but higher advertisement and other expenses to impact EBITDA margin going ahead. Market share loss and declining volumes in HFD could hurt the company's performance going forward. The stock is trading at 22.3x/20.2x FY24E/FY25E EPS. We assume coverage on ZYWL with HOLD and value the stock at 22.7x FY25E EPS, in line with the long-term mean, translating to a TP of Rs 1,631.

Key changes

Targe	et Rating	9
▼	▼	

Ticker/Price	ZYWL IN/Rs 1,451
Market cap	US\$ 1.1bn
Free float	23%
BM ADV	US\$ 0.7mn
52wk high/low	Rs 1,791/Rs 1,370
Promoter/FPI/DII	66%/4%/30%

Source: NSE | Price as of 22 May 2023

Key financials

Y/E 31 Mar	FY23P	FY24E	FY25E
Total revenue (Rs mn)	22,549	25,242	28,288
EBITDA (Rs mn)	3,373	4,531	5,007
Adj. net profit (Rs mn)	3,205	4,135	4,573
Adj. EPS (Rs)	50.4	65.0	71.9
Consensus EPS (Rs)	50.4	66.2	69.9
Adj. ROAE (%)	6.1	7.6	7.9
Adj. P/E (x)	28.8	22.3	20.2
EV/EBITDA (x)	27.4	20.4	18.4
Adj. EPS growth (%)	0.5	33.2	10.6

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

Stock performance



Source: NSE





Performance of power brands

- Glucon-D: The energy drinks category saw traction with the arrival of summer, and Glucon-D registered strong growth in Q4FY23, remaining the largest revenue contributor for ZYWL. The company managed to put up a strong show despite the inclement weather in some parts of the country in March, which delayed offtake. The glucose powder category grew ~11% in FY23. The company's focus remains on innovation with the launch of a new mango-flavoured Glucose powder variant during the quarter. The brand has maintained leadership in the glucose powder category with a value market share of 60.1% in Q4, up 159bps YoY.
- Complan: Despite a slowdown in the HFD category, ZYWL focused on strengthening the core business by relaunching the product and supporting the brand with active communication, including 360-degree campaigns highlighting the highest protein (*Pack Palto, Farak Dekho:* Turn the Pack, See the Difference) and nutritional differentiation of the brand. The company continued to enhance reach and has added 100,000 stores since acquisition of the portfolio. Even so, the brand lost 50bps market share YoY to 4.5% in the HFD category in Q4.
- Everyuth: Everyuth outpaced category growth during the year, delivering double-digit sales growth. The company remained focused on growing the core portfolio of face wash, scrubs, peel-offs and body lotions through media campaigns during the year. The face scrub category grew by 9% and peel-off category by 4.5% in FY23.
- Nycil: Nycil maintained its dominant position and gained traction during the quarter
 with the arrival of summer. The brand registered strong growth in FY23 and
 increased its market share by 157bps YoY to 35.5% in prickly heat powder. The
 category grew by 13.4% in FY23.
- Sweeteners: The sweeteners portfolio revived with mid-single-digit growth in Q4. ZYWL's Sugar Free brand maintained its dominant position with 96% market share and management believes it has the potential to be among the top 3 global brands. The company continues to build its natural sweetener Sugar Free Green franchise through aggressive media campaigns and enhanced distribution.
- Nutralite: Nutralite continued to grow during FY23 with the support of digital and on-ground activations. The company supported the brand via print and digital media for the dairy portfolio under the umbrella of Nutralite Doodhshakti. ZYWL is leveraging its milk sourcing capabilities to expand the dairy segment with the launch of Doodhshati ghee in retail and institutional channels and probiotic butter.

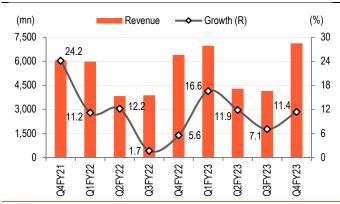
Fig 1 – Financial performance

(Rs mn)	Q4FY23	Q3FY23	Q4FY22	QoQ (%)	YoY (%)	FY23	FY22	YoY (%)
Revenue	7,130	4,156	6,398	71.6	11.4	22,549	20,091	12.2
EBIDTA	1,446	282	1415	412.8	2.2	3,373	3,447	(2.1)
Adj. PAT	1,525	196	1333	678.1	14.4	3,205	3,088	3.8
Gross Margin (%)	50.8	43.9	50.9	690bps	(10bps)	49.2	51.2	(200bps)
EBITDA Margin (%)	20.3	6.8	22.1	1,350bps	(180bps)	15.0	17.2	(220bps)
Adj. PAT Margin (%)	21.4	4.7	20.8	1,670bps	60bps	16.9	14.2	270bps

Source: Company, BOBCAPS Research

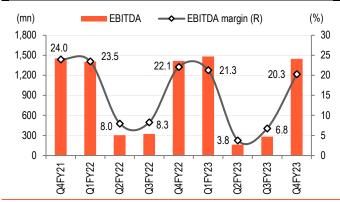


Fig 2 - Quarterly revenue and growth



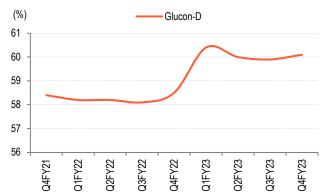
Source: Company, BOBCAPS Research

Fig 3 - EBITDA and margin



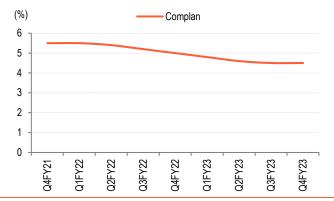
Source: Company, BOBCAPS Research

Fig 4 - Glucon-D market share



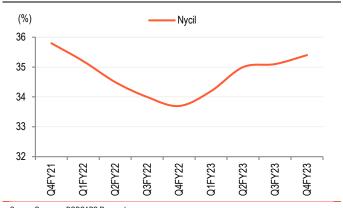
Source: Company, BOBCAPS Research

Fig 5 - Complan market share



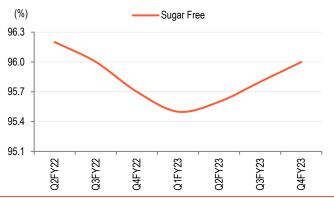
Source: Company, BOBCAPS Research

Fig 6 - Nycil market share



Source: Company, BOBCAPS Research

Fig 7 - Sugar Free market share



Source: Company, BOBCAPS Research



Fig 8 - Everyuth peel-off market share

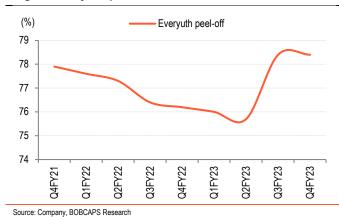
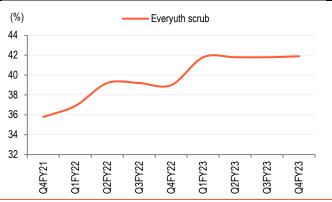


Fig 9 - Everyuth scrub market share



Source: Company, BOBCAPS Research

Earnings call highlights

- During Q4FY23, ZYWL has seen gradual recovery in consumer sentiment. Urban demand continues to outperform rural demand, but the latter appears to be bottoming out and management expects recovery ahead.
- ZYWL registered revenue growth of 12% YoY (3Y CAGR 8.5%) to Rs 22.5bn in FY23. During the year, gross/EBITDA margin contracted by 200bps/220bps. Adj. PAT (before exceptional items) grew 4% YoY (3Y CARG 19.9%) to Rs 3.2bn.
- ZYWL's volume growth stood at 4.8% in FY23. Management remains confident of achieving high-single-digit volume growth in FY24 backed by market share gains in key categories and distribution expansion in a stable demand environment.
- Cumulative price hikes in Q4FY23 stood at ~7.8% and the company may increase
 prices further in some product categories (such as HFD) to mitigate the impact of
 high input cost inflation.
- The company continued to witness high inflation in alternative fuel and labour costs due to which other expenses grew by 36% in FY23. This was accentuated by temporary outsourcing of Glucon-D manufacturing to third parties.
- Almost half of the increase in other expenses was one-time in nature. ZYWL
 expects the change in manufacturing footprint coupled with cost optimisation
 programmes to result in lower expenses in coming quarters.
- Gross margin is guided to cross 51% in FY24 as prices of key commodities, except
 milk, have started softening. Margins could improve further if raw material prices
 softens and the mix improves towards higher-margin products. The company also
 plans to raise investments behind brands to support growth.
- The company retained its focus on innovation and launched various extensions such as sachets, *Kaccha Mango* under Immunovolt, and mango-flavoured glucose powder during FY23. New product launches contributed 3.5% to overall revenue in FY23, and the company pointed to a strong pipeline for FY24.

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- During the year, international business remained flattish. However, management expects it to grow in double digits and to contribute 8-10% of overall revenue within the next five years.
- E-commerce and modern trade channel sales contributed 19.6% of revenue in FY23, up from 17.5% in FY22. Per management, these channels have the potential to contribute 25% in the next few years.
- WHO's new guidelines against the use of non-sugar sweeteners to control or reduce weight are unlikely to have any impact on the company's sugar-free products in the near term. Guidelines vary for different countries and management intends to take relevant steps in case of changes that impact its products.
- Direct distribution reach currently stands at 600,000 stores and is targeted to rise to 700,000 stores by FY24. Management plans to take the overall reach to 3mn outlets by FY24 from the current 2.5mn outlets.
- The tax rate is guided to remain nil in FY24 as well as FY25, but to normalise from FY26 onwards.



Valuation methodology

ZYWL has taken multiple price hikes which resulted in double-digit growth and market share gains during FY23. We expect softening of key raw material prices and further pricing action to result in gross margin recovery, but higher advertisement and other expenses to impact EBITDA margin. Market share loss and declining volumes in the HFD category could hurt the company's performance going forward, while the WHO's cautionary guidelines on non-sugar sweeteners could pose a risk to growth. We also remain watchful of ZYWL's pricing strategy and volume growth trajectory in respective categories.

The stock is trading at 22.3x/20.2x FY24E/FY25E EPS. We assume coverage with a HOLD rating and value the stock at 22.7x FY25E EPS, in line with the long-term mean, translating to a TP of Rs 1,631.

Key risks

Key downside risks to our estimates are:

- continued market share loss in HFD, and
- delayed recovery in rural markets.

Sector recommendation snapshot

Company	Ticker	Market Cap (US\$ bn)	Price (Rs)	Target (Rs)	Rating
Britannia Industries	BRIT IN	13.2	4,499	5,623	BUY
Dabur India	DABUR IN	11.3	522	628	BUY
Godrej Consumer Products	GCPL IN	12.6	1,017	1,159	BUY
Hindustan Unilever	HUVR IN	85.1	2,638	3,069	BUY
ITC	ITC IN	64.2	425	486	BUY
Marico	MRCO IN	8.3	530	629	BUY
Nestle India	NEST IN	25.2	21,495	24,670	BUY
Tata Consumer Products	TATACONS IN	8.7	766	924	BUY
Zydus Wellness	ZYWL IN	1.1	1,451	1,631	HOLD

Source: BOBCAPS Research, NSE | Price as of 22 May 2023



Financials

Y/E 31 Mar (Rs mn)	FY21A	FY22A	FY23P	FY24E	FY25E
Total revenue	18,667	20,091	22,549	25,242	28,288
EBITDA	3,444	3,447	3,373	4,531	5,007
Depreciation	252	236	250	300	338
EBIT	3.192	3,211	3.122	4,231	4,669
Net interest inc./(exp.)	838	255	161	160	160
Other inc./(exp.)	89	104	49	65	65
Exceptional items	1,321	0	101	1	1
EBT	1,122	3,060	2,910	4,134	4,572
Income taxes	(65)	(29)	(195)	0	0
Extraordinary items	0	0	0	0	0
Min. int./Inc. from assoc.	0	0	0	0	0
Reported net profit	1,188	3,088	3,105	4,134	4,572
Adjustments	1,321	0	101	1	1
Adjusted net profit	2,509	3,088	3,205	4,135	4,573
Dalamas Obsest					
Balance Sheet Y/E 31 Mar (Rs mn)	FY21A	FY22A	FY23P	FY24E	FY25E
Accounts payables	4,386	3,643	3,133	2,707	2,967
Other current liabilities	470	345	386	432	484
Provisions	312	347	410	443	480
Debt funds	5,498	3,815	2,925	1,800	700
Other liabilities	321	333	250	273	299
Equity capital	636	636	636	636	636
Reserves & surplus	45,042	47,804	50,590	53,691	57,120
Shareholders' fund	45,678	48,440	51,227	54,327	57,756
Total liab. and equities	56,664	56,922	58,331	59,982	62,687
Cash and cash eq.	1,737	1,154	370	3,199	4,638
Accounts receivables	943	1,423	2,078	1,176	1,318
Inventories	3,647	3,616	4,575	3,722	4,079
Other current assets	2,142	1,673	1,356	1,434	1,605
Investments	0	270	700	700	700
Net fixed assets	1,996	2,445	2,704	3,003	3,365
CWIP	37	119	130	130	130
Intangible assets	44,678	44,655	44,620	44,620	44,620
Deferred tax assets, net	1,265	1,298	1,493	1,671	1,873
Other assets	219	268	300	328	360
Total assets	56,664	56,922	58,331	59,982	62,687
Cash Flows					
Y/E 31 Mar (Rs mn)	FY21A	FY22A	FY23P	FY24E	FY25E
Cash flow from operations	2,866	2,409	930	5,879	4,711
Capital expenditures	(197)	(754)	(450)	(600)	(700)
Change in investments	(19)	(205)	(413)	0	0
Other investing cash flows	111	100	14	(142)	(169)
Cash flow from investing	(104)	(860)	(848)	(742)	(869)
Equities issued/Others	9,866	0	0	0	0
Debt raised/repaid	(9,693)	(1,683)	(890)	(1,125)	(1,100)
Interest expenses	(1,012)	(325)	(159)	(160)	(160)
Dividends paid	(2)	(319)	(319)	(1,034)	(1,143)
Other financing cash flows	(1,324)	(12)	(17)	0	0
Cash flow from financing	(2,164)	(2,338)	(1,385)	(2,319)	(2,403)
Chg in cash & cash eq.	599	(829)	(1,316)	2,818	1,439
Closing cash & cash eq.	2,526	1,697	381	3,199	4,638

Per Share					
Y/E 31 Mar (Rs)	FY21A	FY22A	FY23P	FY24E	FY25E
Reported EPS	18.7	48.6	48.8	65.0	71.9
Adjusted EPS	39.4	48.6	50.4	65.0	71.9
Dividend per share	118.0	74.5	12.2	16.3	18.0
Book value per share	718.2	761.6	805.4	854.2	908.1
Valuations Ratios					
Y/E 31 Mar (x)	FY21A	FY22A	FY23P	FY24E	FY25E
EV/Sales	4.9	4.6	4.1	3.7	3.3
EV/EBITDA	26.8	26.8	27.4	20.4	18.4
Adjusted P/E	36.8	29.9	28.8	22.3	20.2
P/BV	2.0	1.9	1.8	1.7	1.6
DuPont Analysis					
Y/E 31 Mar (%)	FY21A	FY22A	FY23P	FY24E	FY25E
Tax burden (Net profit/PBT)	105.8	100.9	106.7	100.0	100.0
Interest burden (PBT/EBIT)	37.2	96.2	99.4	97.7	97.9
EBIT margin (EBIT/Revenue)	17.1	16.0	13.8	16.8	16.5
Asset turnover (Rev./Avg TA)	32.9	35.3	38.7	42.1	45.1
Leverage (Avg TA/Avg Equity)	1.2	1.2	1.1	1.1	1.1
Adjusted ROAE	2.6	6.4	6.1	7.6	7.9
Ratio Analysis					
Y/E 31 Mar	FY21A	FY22A	FY23P	FY24E	FY25E
YoY growth (%)					
Revenue	5.7	7.6	12.2	11.9	12.1
EBITDA	17.0	0.1	(2.2)	34.3	10.5
Adjusted EPS	(24.0)	160.1	0.5	33.2	10.6
Profitability & Return ratios (%)					
EBITDA margin	18.4	17.2	15.0	18.0	17.7
EBIT margin	17.1	16.0	13.8	16.8	16.5
				40.4	
Adjusted profit margin	13.4	15.4	14.2	16.4	16.2
, , ,	13.4 2.6	15.4	14.2 6.1	7.6	
Adjusted ROAE					7.9
Adjusted ROAE ROCE	2.6	6.4	6.1	7.6	7.9
Adjusted ROAE ROCE Working capital days (days)	2.6	6.4	6.1	7.6	7.9 8.0
Adjusted ROAE ROCE	2.6 6.2	6.4 6.1	6.1 5.8	7.6 7.5	7.9 8.0
Adjusted ROAE ROCE Working capital days (days) Receivables Inventory	2.6 6.2	6.4 6.1 26	6.1 5.8	7.6 7.5	7.9 8.0 17 110
Adjusted ROAE ROCE Working capital days (days) Receivables Inventory	2.6 6.2 18 158	6.4 6.1 26 135	6.1 5.8 17 110	7.6 7.5 17 110	7.9 8.0 17 110
Inventory Payables	2.6 6.2 18 158	6.4 6.1 26 135	6.1 5.8 17 110	7.6 7.5 17 110	16.2 7.9 8.0 17 110 80

Source: Company, BOBCAPS Research | Note: TA = Total Assets

1.1

3.8

0.1

1.1

12.6

0.1

1.3

19.4

0.1

1.9

26.4

0.0

2.6

29.1

0.0

Current ratio

Net interest coverage ratio

Adjusted debt/equity



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BUY - Expected return >+15%

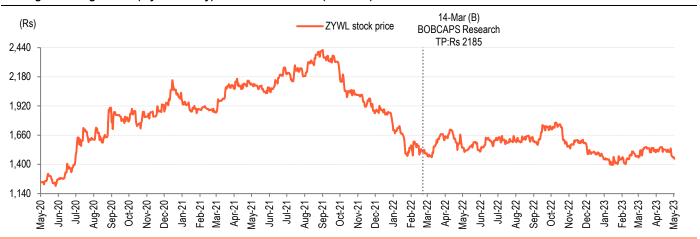
HOLD - Expected return from -6% to +15%

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): ZYDUS WELLNESS (ZYWL IN)



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

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