

BUY TP: Rs 510 | ∧ 37%

CROMPTON GREAVES

Consumer Durables

15 November 2024

In-line Q2, margins to sustain due to prompt pricing actions

- Decent Q2 topline from strong B2B lighting and pump sales, and gross margin expansion of 140bps driven by strategic pricing actions
- Premiumisation & buildout of presence across alternative channels on track; e-commerce sales topped Rs 2bn in Q2 – the highest in a quarter
- We cut FY25/FY26/FY27 EPS estimates by ~8% each post Q2; TP cut to Rs 510 upon rollover. Maintain BUY on reasonable valuations

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Decent quarter: CROMPTON's consolidated topline grew ~6% YoY to Rs 19bn, lower than our estimate of Rs 19.6bn. The company's gross margin expanded by 140bps to 32.7%, driven by strategic pricing actions. EBITDA margin also improved by 80bps to 10.7%. APAT stood at Rs 1.3bn. Promotional expenditure for standalone revenue rose to 3.5%, from 2.3% in the previous year.

Growth across segments; BGAL declines: The ECD segment's topline grew a robust 13% in Q2, due to broad-based growth. Fans grew 5% with margin improvement, Pumps grew 20% YoY led by the residential and solar business. Management said it was the market leader in the mixer-grinder segment and saw strong growth led by the e-commerce and modern trade channels. EBIT margin rose by 60bps YoY to 14.8%. The lighting sector delivered steady performance, with B2B lighting experiencing strong volume growth and modest revenue increase of about 6% YoY for Q2FY25. BGAL's revenue declined 18% YoY with EBIT at Rs 177mn.

Strategies driving success: CROMPTON's cost savings initiatives, premiumisation efforts, and focus on alternative channels are starting to yield results. Alternative channels grew 37% YoY, with growth led largely by the e-commerce channel which crossed Rs 2bn in business in Q2 – delivering the highest-ever sales in a quarter.

BGAL may be a dampener now, to be accretive in the long term: CROMPTON is repositioning the Butterfly brand and was able to make it EBIT positive in the past two quarters, in line with the long-term growth strategy. The brand has had a strong presence in South India, and CROMPTON aims to improve its presence in the North and West India markets as synergies between the two companies materialise.

Maintain BUY: CROMPTON is a market leader in fans, and has tackled the ongoing price erosion in the lighting industry well. However, BGAL is facing industry-related issues, which we expect will subside over the next 2-3 quarters. To incorporate BGAL's dampness we cut FY25/FY26/FY27 EPS estimates by ~8% each. On the rollover to Sep'26E, we cut TP to Rs 510 (from Rs 520), based on 36x P/E in line with the 5Y average. Given the stock's reasonable valuations, we maintain BUY.

Key changes

| Target | Rating | |
|--------|--------|--|
| ▼ | < ▶ | |

| Ticker/Price | CROMPTON IN/Rs 371 |
|-------------------------|------------------------------|
| Market cap | US\$ 2.8bn |
| Free float | 100% |
| 3M ADV | US\$ 14.6mn |
| 52wk high/low | Rs 484/Rs 261 |
| Promoter/FPI/DII | 0%/40%/44% |
| 3M ADV 52wk high/low | US\$ 14.6mn Rs 484/Rs 261 |

Source: NSE | Price as of 14 Nov 2024

Key financials

| Y/E 31 Mar | FY24A | FY25E | FY26E |
|-------------------------|--------|--------|--------|
| Total revenue (Rs mn) | 73,128 | 85,169 | 99,857 |
| EBITDA (Rs mn) | 7,137 | 9,330 | 11,284 |
| Adj. net profit (Rs mn) | 4,399 | 6,257 | 7,817 |
| Adj. EPS (Rs) | 6.9 | 9.8 | 12.3 |
| Consensus EPS (Rs) | 6.9 | 9.5 | 12.0 |
| Adj. ROAE (%) | 15.5 | 19.5 | 21.0 |
| Adj. P/E (x) | 53.7 | 37.7 | 30.2 |
| EV/EBITDA (x) | 32.4 | 24.6 | 20.7 |
| Adj. EPS growth (%) | (5.0) | 42.2 | 24.9 |

Source: Company, Bloomberg, BOBCAPS Research

Stock performance



Source: NSE





Fig 1 – Quarterly performance

| (Rs mn) | Q2FY25 | Q2FY24 | YoY (%) | Q1FY25 | QoQ (%) | H1FY25 | H1FY24 | YoY (%) | Q2FY25E | Variance (%) |
|---------------------|--------|--------|---------|--------|---------|--------|--------|---------|---------|--------------|
| Revenue | 18,960 | 17,823 | 6.4 | 21,377 | (11.3) | 40,337 | 36,591 | 10.2 | 19,605 | 3.4 |
| Gross Profit | 6,204 | 5,582 | 11.1 | 6,816 | (9.0) | 13,020 | 11,368 | 14.5 | 6,215 | 0.2 |
| Gross Margin (%) | 32.7 | 31.3 | 140bps | 31.9 | 80bps | 32.3 | 31.1 | 80bps | 31.7 | (3.1) |
| EBITDA | 2,034 | 1,745 | 16.6 | 2,324 | (12.5) | 4,358 | 3,603 | 21.0 | 2,027 | (0.4) |
| EBITDA Margin (%) | 10.7 | 9.8 | 90bps | 10.9 | (10bps) | 10.8 | 9.8 | 100bps | 10.3 | (3.7) |
| Depreciation | 382 | 321 | | 372 | | 753 | 613 | | | |
| Interest | 120 | 215 | | 155 | | 753 | 421 | | | |
| Other Income | 175 | 149 | | 238 | | 276 | 347 | | | |
| PBT | 1,707 | 1,358 | 25.8 | 2,035 | (16.1) | 3,742 | 2,916 | 28.3 | | |
| Tax | 427 | 349 | | 511 | | 938 | 687 | | | |
| Adjusted PAT | 1,281 | 1,009 | 27.0 | 1,524 | (15.9) | 2,842 | 2,156 | 31.8 | 1,344 | 4.9 |
| Exceptional item | - | - | | 0 | | - | - | | | |
| Reported PAT | 1,281 | 1,009 | 27.0 | 1,524 | (15.9) | 2,842 | 2,156 | 31.8 | | |
| Adj. PAT Margin (%) | 6.8 | 5.7 | 110bps | 7.1 | (40bps) | 7.0 | 5.9 | 120bps | | |
| EPS (Rs) | 2.0 | 1.6 | 26.6 | 2.4 | (16.1) | 4.4 | 3.5 | 25.5 | | |

Source: Company, BOBCAPS Research

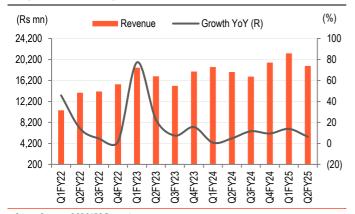
Fig 2 - Segmental performance

| (Rs mn) | Q2FY22 | Q3FY22 | Q4FY22 | Q1FY23 | Q2FY23 | Q3FY23 | Q4FY23 | Q1FY24 | Q2FY24 | Q3FY24 | Q4FY24 | Q1FY25 | Q2FY25 |
|------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Revenue | | | | | | | | | | | | | |
| Electrical Consumer Durables | 10,964 | 10,993 | 12,309 | 13,472 | 10,622 | 10,201 | 13,257 | 14,290 | 12,380 | 12,093 | 15,160 | 17,266 | 13,927 |
| YoY growth (%) | 17.7 | 6.1 | 3.2 | 52.3 | (3.1) | (7.2) | 7.7 | 6.1 | 16.5 | 18.5 | 14.3 | 20.8 | 12.5 |
| Lighting Products | 2,887 | 3,113 | 3,170 | 2,623 | 2,696 | 2,477 | 2,786 | 2,290 | 2,387 | 2,494 | 2,811 | 2,333 | 2,531 |
| YoY growth (%) | 2.6 | (0.3) | (3.7) | 57.9 | (6.6) | (20.4) | (12.1) | (12.7) | (11.5) | 0.7 | 0.9 | 1.9 | 6.0 |
| Butterfly Gandhimathi | | | | 2,535 | 3,677 | 2,484 | 1,867 | 2,189 | 3,056 | 2,341 | 1,639 | 1,777 | 2,502 |
| YoY growth (%) | | | | | | | | (13.7) | (16.9) | (5.8) | (12.2) | (18.8) | (18.1) |
| EBIT | | | | | | | | | | | | | |
| Electrical Consumer Durables | 2,300 | 2,130 | 2,279 | 2,285 | 1,814 | 1,617 | 2,177 | 1,816 | 1,755 | 1,642 | 2,533 | 2,587 | 2,064 |
| Margin (%) | 21.0 | 19.4 | 18.5 | 17.0 | 17.1 | 15.8 | 16.4 | 12.7 | 14.2 | 13.6 | 16.7 | 15.0 | 14.8 |
| Lighting Products | 329 | 324 | 448 | 232 | 215 | 255 | 303 | 273 | 250 | 280 | 251 | 209 | 271 |
| Margin (%) | 11.4 | 10.4 | 14.1 | 8.8 | 8.0 | 10.3 | 10.9 | 11.9 | 10.5 | 11.2 | 8.9 | 8.9 | 10.7 |
| Butterfly Gandhimathi | | | | 219 | 403 | 181 | 37 | 160 | 202 | -19 | -261 | 41 | 177 |
| Margin (%) | | | | 8.6 | 11.0 | 7.3 | 2.0 | 7.3 | 6.6 | (0.8) | (15.9) | 2.3 | 7.1 |

Source: Company, BOBCAPS Research

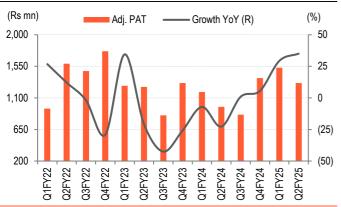


Fig 3 - Revenue growth



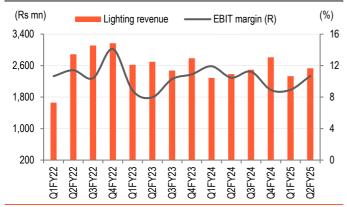
Source: Company, BOBCAPS Research

Fig 5 – Profit growth



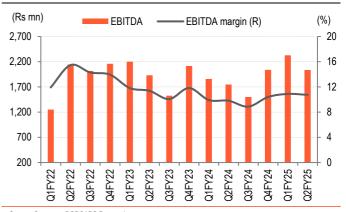
Source: Company, BOBCAPS Research

Fig 7 - Lighting business performance



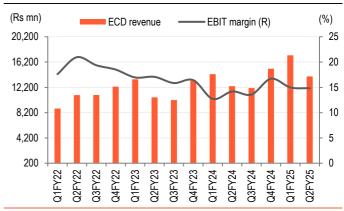
Source: Company, BOBCAPS Research

Fig 4 - EBITDA growth



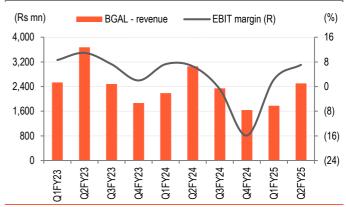
Source: Company, BOBCAPS Research

Fig 6 - ECD business performance



Source: Company, BOBCAPS Research

Fig 8 - BGAL's performance



Source: Company, BOBCAPS Research | BGAL: Butterfly Gandhimati Appliances



Earnings call highlights

Electrical Consumer Durables segment performance

- Fans: CROMPTON grew 5% YoY in the fan segment, driven by both volume and price hikes. The company continues to benefit from premium fan models, especially TPW (table, pedestal, wall) fans, with price hikes improving margin.
- Pumps: Solar and residential pumps reported strong growth, with solar pumps contributing Rs 420mn in orders in Q2FY25. CROMPTON is also co-bidding for solar projects in Haryana and Maharashtra.
- Appliances: Appliances grew by 23% YoY, driven by water heaters, room heaters, and air coolers, despite Q2 typically being a lean season. Strong performance in mixer grinders, along with continued growth in large kitchen appliances, contributed to a solid EBIT margin improvement.

Lighting

- Under the Crompton 2.0 initiative, the lighting business is seeing consistent growth, with both B2B and B2C segments performing well.
- New product launches, such as ceiling and outdoor lighting, have driven demand, particularly outdoor lighting, which is highly profitable.
- CROMPTON executed a major project for NHAI, providing LED street lights, while focusing on converting its order book and launching new lighting solutions.

BGAL

- The integration of Butterfly Gandhimathi Appliances (BGAL) continues to show strong results, aided by pricing actions and a favourable festive season.
- CROMPTON is focused on strengthening the brand's market position in Southern India through separate retail channels. Efforts in pricing strategies, improving brand awareness, and channel expansion have led to margin improvements.
- Products like gas stoves and pressure cookers have seen strong demand.
- Moving forward, CROMPTON plans to boost Butterfly's margins through strategic pricing, cost reductions, and improved unit economics.

Other highlights

- CROMPTON witnessed broad-based growth across product categories in Q2FY25. The company invested Rs 580mn in advertising & promotions, up 69% YoY, to enhance brand visibility. The focus is also on continuous innovation, with 20 new SKUs launched, contributing meaningfully to overall sales.
- The e-commerce channel showed significant growth, with a 37% YoY increase and Rs 1bn in sales for the fifth consecutive quarter.
- Channel inventories remain healthy, and Rs 1bn is being allocated annually to R&D and new product development.



Valuation methodology

CROMPTON continues to lead the market in fans and has effectively managed the ongoing price erosion in the lighting sector. The successful launch of solar pumps this year further strengthened the ECD business. Despite these positives, BGAL is currently facing industry-related and internal challenges. However, management expects to resolve these issues over the next two to three quarters, as BGAL's strategy to build brand equity progresses. We expect a turnaround in the segment in the coming quarters, which should positively impact overall performance.

Given this dampness in BGAL, we cut our EPS estimates for FY25/FY26/FY27 by about 8% each. With the roll over in valuations to Sep'26E, we cut our TP to Rs 510 (from Rs 520), based on 36x P/E which is in line with the 5Y average. Given the stock's reasonable valuations, we maintain our BUY rating.

Fig 9 - Revised estimates

| (Rs mn) | | New | | | Old | | Change (%) | | |
|-------------------|--------|--------|---------|--------|---------|---------|------------|-------|-------|
| | FY25E | FY26E | FY27E | FY25E | FY26E | FY27E | FY25E | FY26E | FY27E |
| Sales | 85,169 | 99,857 | 120,183 | 89,082 | 107,110 | 130,646 | (4.4) | (6.8) | (8.0) |
| EBITDA | 9,330 | 11,284 | 13,941 | 10,050 | 12,103 | 15,155 | (7.2) | (6.8) | (8.0) |
| PAT | 6,257 | 7,817 | 9,926 | 6,812 | 8,449 | 10,860 | (8.1) | (7.5) | (8.6) |
| EPS (Rs) | 9.8 | 12.3 | 15.6 | 10.7 | 13.3 | 17.1 | (8.1) | (7.5) | (8.6) |
| EBITDA Margin (%) | 11.0 | 11.3 | 11.6 | 11.3 | 11.3 | 11.6 | (30bps) | 0bps | 0bps |

Source: Company, BOBCAPS Research

Key risks

Key downside risks to our estimates are:

- continued weakness in Butterfly Gandhimathi vis-à-vis its peers, and
- higher advertising expenses eating away at margins.



Financials

| Y/E 31 Mar (Rs mn) | FY23A | FY24A | FY25E | FY26E | FY27E |
|----------------------------|----------|----------|---------|---------|---------|
| Total revenue | 68,696 | 73,128 | 85,169 | 99,857 | 120,183 |
| EBITDA | 7,705 | 7,137 | 9,330 | 11,284 | 13,941 |
| Depreciation | 1,159 | 1,288 | 1,278 | 1,286 | 1,295 |
| EBIT | | | | | |
| | 6,546 | 5,849 | 8,052 | 9,998 | 12,647 |
| Net interest inc./(exp.) | 1,092 | 792 | 735 | 735 | 735 |
| Other inc./(exp.) | 668 | 674 | 809 | 890 | 979 |
| Exceptional items | 0 | 0 | 0 | 0 | 40.004 |
| EBT | 6,122 | 5,731 | 8,127 | 10,153 | 12,891 |
| Income taxes | 1,358 | 1,313 | 1,869 | 2,335 | 2,965 |
| Extraordinary items | 0 | 0 | 0 | 0 | (|
| Min. int./Inc. from assoc. | 0 | 0 | 0 | 0 | (|
| Reported net profit | 4,632 | 4,399 | 6,257 | 7,817 | 9,926 |
| Adjustments | 0 | 0 | 0 | 0 | (|
| Adjusted net profit | 4,632 | 4,399 | 6,257 | 7,817 | 9,926 |
| Balance Sheet | | | | | |
| Y/E 31 Mar (Rs mn) | FY23A | FY24A | FY25E | FY26E | FY27E |
| Accounts payables | 10,354 | 13,145 | 15,309 | 17,949 | 21,603 |
| Other current liabilities | 3,496 | 4,174 | 4,861 | 5,699 | 6,859 |
| Provisions | | - | - | - | |
| Debt funds | 10,051 | 6,832 | 6,500 | 6,500 | 6,500 |
| Other liabilities | 1,567 | 2,177 | 2,535 | 2,973 | 3,578 |
| Equity capital | 1,272 | 1,286 | 1,286 | 1,286 | 1,280 |
| Reserves & surplus | 29,805 | 33,204 | 37,521 | 43,384 | 50,829 |
| Shareholders' fund | 31,077 | 34,490 | 38,807 | 44,670 | 52,11 |
| Total liab. and equities | 56,544 | 60,817 | 68,013 | 77,791 | 90,65 |
| Cash and cash eq. | 1,095 | 2,608 | 5,338 | 9,727 | 15,222 |
| Accounts receivables | 6,706 | 7,209 | 8,396 | 9,844 | 11,848 |
| Inventories | 7,439 | 8,304 | 9,672 | 11,340 | 13,648 |
| Other current assets | 7,344 | 8,927 | 10,397 | 12,190 | 14,67 |
| Investments | | - | - | | ,- |
| Net fixed assets | 32,710 | 32,439 | 32,661 | 32,875 | 33,080 |
| CWIP | 55 | 114 | 133 | 156 | 188 |
| Intangible assets | 0 | 0 | 0 | 0 | (|
| Deferred tax assets, net | | | | | |
| Other assets | 1,197 | 1,216 | 1,416 | 1,660 | 1,998 |
| Total assets | 56,544 | 60,817 | 68,013 | 77,791 | 90,65 |
| | | | , | , | , |
| Cash Flows | E)/00 A | F)/0.4.4 | EVOSE | EVOCE | EV075 |
| Y/E 31 Mar (Rs mn) | FY23A | FY24A | FY25E | FY26E | FY27E |
| Cash flow from operations | 5,526 | 8,434 | 6,362 | 7,673 | 9,241 |
| Capital expenditures | (708) | (805) | (1,500) | (1,500) | (1,500 |
| Change in investments | - | | - | - | |
| Other investing cash flows | 3,340 | (1,264) | 139 | 170 | 235 |
| Cash flow from investing | 2,632 | (2,069) | (1,361) | (1,330) | (1,265 |
| Equities issued/Others | 416 | 893 | 0 | 0 | (|
| Debt raised/repaid | 9,250 | (4,394) | (332) | 0 | (|
| Interest expenses | - | - | - | - | |
| Dividends paid | - | - | - | - | |
| Other financing cash flows | (18,771) | (1,912) | (1,940) | (1,954) | (2,481 |
| Cash flow from financing | (9,105) | (5,413) | (2,272) | (1,954) | (2,481 |
| Chg in cash & cash eq. | (948) | 952 | 2,730 | 4,389 | 5,495 |
| Closing cash & cash eq. | 1,095 | 2,608 | 5,338 | 9,727 | 15,222 |

| Per Share | | | | | |
|-----------------------------------|--------|-------|-------|-------|-------|
| Y/E 31 Mar (Rs) | FY23A | FY24A | FY25E | FY26E | FY27E |
| Reported EPS | 7.3 | 6.9 | 9.8 | 12.3 | 15.6 |
| Adjusted EPS | 7.3 | 6.9 | 9.8 | 12.3 | 15.6 |
| Dividend per share | 3.0 | 3.0 | 3.0 | 3.1 | 3.9 |
| Book value per share | 41.8 | 47.2 | 53.9 | 63.2 | 74.9 |
| Valuations Ratios | | | | | |
| Y/E 31 Mar (x) | FY23A | FY24A | FY25E | FY26E | FY27E |
| EV/Sales | 3.5 | 3.2 | 2.7 | 2.3 | 2.0 |
| EV/EBITDA | 31.3 | 32.4 | 24.6 | 20.7 | 17.0 |
| Adjusted P/E | 51.0 | 53.7 | 37.7 | 30.2 | 23.8 |
| P/BV | 8.9 | 7.9 | 6.9 | 5.9 | 5.0 |
| DuPont Analysis | | | | | |
| Y/E 31 Mar (%) | FY23A | FY24A | FY25E | FY26E | FY27E |
| Tax burden (Net profit/PBT) | 75.7 | 76.8 | 77.0 | 77.0 | 77.0 |
| Interest burden (PBT/EBIT) | 93.5 | 98.0 | 100.9 | 101.6 | 101.9 |
| EBIT margin (EBIT/Revenue) | 9.5 | 8.0 | 9.5 | 10.0 | 10.5 |
| Asset turnover (Rev./Avg TA) | 2.1 | 2.2 | 2.6 | 3.0 | 3.6 |
| Leverage (Avg TA/Avg Equity) | 1.3 | 1.2 | 1.0 | 0.9 | 0.8 |
| Adjusted ROAE | 18.1 | 15.5 | 19.5 | 21.0 | 22.6 |
| Ratio Analysis | | | | | |
| Y/E 31 Mar | FY23A | FY24A | FY25E | FY26E | FY27E |
| YoY growth (%) | | | | | |
| Revenue | 27.4 | 6.5 | 16.5 | 17.2 | 20.4 |
| EBITDA | 0.1 | (7.4) | 30.7 | 20.9 | 23.6 |
| Adjusted EPS | (21.7) | (5.0) | 42.2 | 24.9 | 27.0 |
| Profitability & Return ratios (%) | | | | | |
| EBITDA margin | 11.2 | 9.8 | 11.0 | 11.3 | 11.6 |
| EBIT margin | 9.5 | 8.0 | 9.5 | 10.0 | 10.5 |
| Adjusted profit margin | 6.7 | 6.0 | 7.3 | 7.8 | 8.3 |
| Adjusted ROAE | 18.1 | 15.5 | 19.5 | 21.0 | 22.6 |
| ROCE | 16.9 | 15.9 | 20.7 | 22.9 | 25.1 |
| Working capital days (days) | | | | | |
| Receivables | 36 | 36 | 36 | 36 | 36 |
| Inventory | 40 | 41 | 41 | 41 | 41 |
| Payables | 55 | 66 | 66 | 66 | 66 |
| Ratios (x) | | | | | |
| Gross asset turnover | 2.0 | 2.1 | 2.3 | 2.6 | 3.0 |
| Current ratio | 1.2 | 1.2 | 1.1 | 1.6 | 17 |

Adjusted debt/equity 0.2 0.1 Source: Company, BOBCAPS Research | Note: TA = Total Assets

Current ratio

Net interest coverage ratio

1.3

6.0

1.3

7.4

1.4

11.0

0.0

1.6

13.6

0.0

3.0

1.7

17.2

(0.1)



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Name of the Research Entity: BOB Capital Markets Limited

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SEBI Research Analyst Registration No: INH000000040 valid till 03 February 2025

Brand Name: BOBCAPS

Trade Name: www.barodaetrade.com CIN: U65999MH1996GOI098009





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

BUY - Expected return >+15%

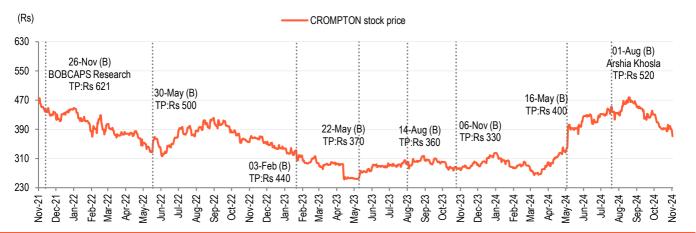
HOLD - Expected return from -6% to +15%

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): CROMPTON GREAVES (CROMPTON IN)



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

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