



ORIENT ELECTRIC

Decent 16% revenue surge with 210bps gross margin boost from smart

ORIENTEL accelerates premiumisation in fans, while ensuring quality

Strong topline; margins in line. Upgrade to BUY

cost cuts and strategic price hikes

through in-house PCB production

Consumer Durables

26 October 2024

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We pare FY25E/FY26E/FY27E EPS by 6% each, following sharp 30% correction in stock price since our last update. Upgrade to BUY

Strong revenue growth: Revenue grew 16% YoY to Rs 6.6bn, supported by strong demand in appliances and fans, boosted by digital initiatives, festive sales, and higher realisations, surpassing our and consensus estimates by 7% each. Gross margin improved by 210bps YoY to 32.4%, driven by effective cost optimisation, a favourable product mix and the impact of recent price hikes. EBITDA saw a notable 73% YoY increase to Rs 357mn, with margins rising 180bps YoY to 5.4%, in line with our estimates. Depreciation increased 38% YoY and 12% QoQ to Rs 196mn due to the new Hyderabad plant, while PAT rose to Rs 104mn.

ECD sales surge with strong performance across segments: ORIENTEL'S ECD segment grew a strong 21% YoY to Rs 4.4bn, driven by a favourable product mix and increased volumes. Despite being a non-seasonal quarter, fans recorded high-teens growth, particularly in the general trade (GT) segment, while appliances, including water heaters, coolers, and kitchen appliances, experienced robust double-digit gains. EBIT margin improved by 60bps YoY to 8.8%, benefiting from better product offerings and strategic price hikes.

Lighting strong; despite price erosion: Lighting and switchgear sales grew 8% YoY to Rs 2.2bn, fueled by high-teens volume growth in lighting despite LED price erosion. Although switchgear and wires faced challenges from pricing pressures and commodity cost fluctuations, overall, EBIT margin rose 40bps YoY to 13.6%, with capital employed in lighting and switchgears increasing to Rs 1.1bn.

Upgrade to BUY: Following ORIENTEL's Q2 results, we cut our EPS estimates by 6% each for FY25/FY26/FY27 to factor in a gradual pick up in the festive season and muted international business. We anticipate robust 19% revenue CAGR from FY24-27E, fueled by a low base and margin normalisation, which should drive a strong ~50% earnings CAGR. Maintaining a P/E of 30x, we upgrade ORIENTEL to BUY, driven by management's optimism regarding market share growth with the upcoming Hyderabad facility launch. We roll forward our valuations to Sep'26, with a new TP of Rs 258 (from Rs 300). With the stock down 30% since our last update, we view this as a strategic entry point to capture impressive growth ahead.

Key changes

	Target	Rating				
	•	A				
Ticke	er/Price	ORIENTEL IN/Rs 210				
Mark	et cap	US\$ 530.6mn				
Free	float	62%				
3M A	DV	US\$ 0.9mn				
52wk	high/low	Rs 297/Rs 189				
Prom	noter/FPI/DII	38%/6%/28%				

Source: NSE | Price as of 25 Oct 2024

Key financials

•			
Y/E 31 Mar	FY24A	FY25E	FY26E
Total revenue (Rs mn)	28,121	33,150	39,471
EBITDA (Rs mn)	1,443	2,443	3,140
Adj. net profit (Rs mn)	566	1,066	1,531
Adj. EPS (Rs)	2.7	5.0	7.2
Consensus EPS (Rs)	2.7	5.5	7.8
Adj. ROAE (%)	9.3	15.9	20.4
Adj. P/E (x)	79.1	42.0	29.2
EV/EBITDA (x)	30.9	18.3	14.2
Adj. EPS growth (%)	(25.4)	88.4	43.6
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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	6,602	5,669	16.4	7,549	(12.5)	14,150	12,725	11.2	6,123	(7.3)
EBITDA	357	207	72.5	401	(11.0)	757	647	17.1	317	(11.0)
EBITDA Margin (%)	5.4	3.6	180bps	5.3	10bps	5.4	5.1	30bps	5.2	(4.0)
Depreciation	196	142		175		372	285			
Interest	60	52		57		117	111			
Other Income	42	34		25		67	62			
PBT	142	47	203.4	193	(26.1)	335	313	7.0		
Tax	38	49		49		87	118			
Adjusted PAT	104	(2)	N/M	143	(27.2)	248	195	27.3	91	(12.9)
Exceptional item		(187)		0		-	(187)			
Reported PAT	104	185	(43.4)	143	(27.2)	248	381	(35.0)		
Adj. PAT Margin (%)	1.6	0.0	160bps	1.9	(16.8)	1.8	1.5	20bps		
EPS (Rs)	0.5	0.0		0.7	(27.2)	1.2	0.9	27.3		

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 (ECD)	4,198	4,813	5,741	4,453	3,100	5,388	4,577	5,150	3,634	5,352	5,691	5,449	4,395
Growth YoY (%)	37.9	4.5	(11.1)	37.4	(26.1)	11.9	(20.3)	15.6	17.2	(0.7)	24.3	5.8	20.9
Lighting & Switchgear	1,746	1,971	1,792	1,763	2,006	2,003	2,003	1,906	2,035	2,167	2,186	2,100	2,206
Growth YoY (%)	34.9	24.8	14.8	79.5	14.9	1.6	11.8	8.1	1.4	8.2	9.1	10.2	8.4
EBIT													
ECD	516	534	736	372	137	645	445	492	297	603	465	494	389
Margin (%)	12.3	11.1	12.8	8.3	4.4	12.0	9.7	9.5	8.2	11.3	8.2	9.1	8.8
Lighting & Switchgear	276	289	281	232	227	311	391	307	269	307	281	390	300
Margin (%)	15.8	14.7	15.7	13.2	11.3	15.6	19.5	16.1	13.2	14.2	12.8	18.6	13.6

Source: Company, BOBCAPS Research



Fig 3 – Revenue growth

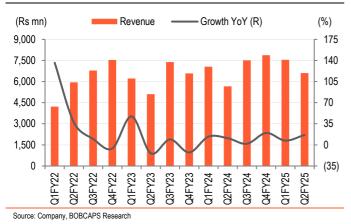
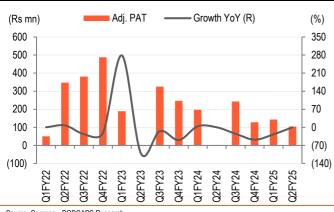
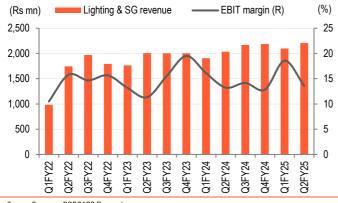


Fig 5 – Profit growth



Source: Company, BOBCAPS Research





Source: Company, BOBCAPS Research

Fig 4 – EBITDA growth

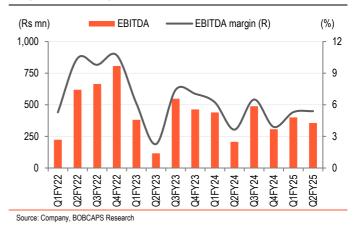
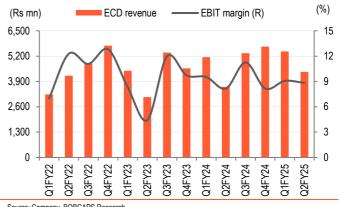
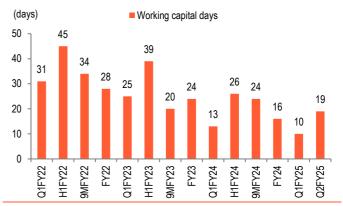


Fig 6 – ECD segment performance



Source: Company, BOBCAPS Research

Fig 8 – Working capital cycle



Source: Company, BOBCAPS Research

EQUITY RESEARCH



Earnings call highlights

Electrical Consumer Durables

- BLDC and premium fans drive growth in ECD segment: The ECD segment continues to benefit from strong growth in the brushless DC motors (BLDC) and premium fan categories. Currently, BLDC fans contribute 25% to total ceiling fan sales, while premium fans account for 35% of the overall fan sales. ORIENTEL has also enhanced its manufacturing capabilities by producing PCBs for BLDC fans inhouse, covering 25% of PCB demand. The direct-to-market (DTM) model has seen significant success, with fan sales in the 10 DTM states growing by 35% YoY in Q2 and capturing 30% of GT fan sales, as multiple states report notable market share gains.
- Expanded export capacity and double-digit growth in appliances: ORIENTEL is strengthening its service model by transferring the network from master distributors to direct company management, supporting faster and more reliable service. With exports comprising 20% of fan sales from TPW (table, pedestal, wall), the newly commissioned Hyderabad plant will enable further export capacity for TPW fans, though intense competition with Chinese manufacturers will affect export margins. In the appliances sector, ORIENTEL achieved double-digit growth, driven primarily by water heaters and coolers, which experienced robust 5-6x growth.

Fans

- In-house PCB production ensures quality and reliability: To enhance product quality and minimise complaints, ORIENTEL has moved to in-house production of printed circuit boards (PCBs) for BLDC fans. This shift has allowed the company to fulfill about 75% of its PCB requirements internally, ensuring tighter quality control and a more reliable product for consumers.
- Spark venture programme drives innovation and margin protection: Through its Spark Venture programme, ORIENTEL has launched 36 products in the first half of the financial year, with a commitment to surpass previous performance by the yearend. The initiative aims for "box leadership" by enhancing innovation, which directly supports gross margin delivery. By developing and protecting margins from commodity fluctuations, the Spark Venture programme is a strategic asset in ORIENTEL's portfolio expansion and premiumisation efforts.

Lighting

 ORIENTEL lighting achieves double-digit growth amid price pressures: ORIENTEL's lighting division posted strong double-digit growth, driven by high-teens volume growth despite ongoing price erosion. The company has focused on expanding its range of value-added premium products, which now accounts for 60% of lighting sales – significantly above the industry average. ORIENTEL's B2B lighting sales represent 30% of total lighting sales, with new category entries like tunnel lighting aligning with its focus on ramping up B2B operations.



Switchgears

- Switchgears expand internationally; wires face outsourcing challenges: ORIENTEL recently expanded switchgear exports with its first batch shipped to Europe, where margins are marginally better than domestic sales. At the gross margin level, switchgears have a higher profitability compared to other segments. However, in the wires segment, ORIENTEL faced challenges due to outsourced production, resulting in a disadvantage in Sep'24 when trade was up-stocking.
- Expanded reach in switchgears amid muted growth: The switchgear segment experienced moderate growth due to commodity fluctuations and pricing pressures but continues to expand sequentially. The company is focusing on strengthening its distribution network by actively engaging with electricians, introducing festival promotions, and conducting market development activities to enhance brand presence.

Other highlights

- Demand recovery and preparing for festive surge: In the latter half of the quarter, ORIENTEL observed a demand recovery across urban and rural markets, with all strategic initiatives progressing as planned. Festive season offtake, especially leading up to Diwali, looks promising, reflecting a rebound in consumer sentiment. The company's Sanchay savings programme generated Rs 360mn in cost savings for H1FY25. ORIENTEL's Hyderabad fan plant is now fully commissioned, and the Faridabad facility has been upgraded to enhance manufacturing excellence. This increased capacity is expected to provide operational leverage, with margins anticipated to approach previous levels of 9% by FY26, aided by ongoing premiumisation.
- Enhanced margins and efficient capital utilisation strengthen financial health: ORIENTEL improved its gross margin through better product mix and cost optimisation, bringing it back to pre-COVID levels, with expectations to sustain this range. Variable expenses – dominated by transportation and advertising – comprise 65% of other expenses, while EPR costs are projected at Rs 210mn-220mn in FY25.
- DTM model fuels strong growth: ORIENTEL's DTM model outpaced growth in all regions, achieving a robust 35% increase for the quarter and capturing notable market share gains across multiple states.
- **Capex:** Maintenance to be Rs 500mn per annum.
- Balance sheet: The company's OCF in H1FY25 was Rs 193mn vs negative Rs 492mn in the previous year.
- Cash conversion cycle: The company's working capital cycle continued to improve, decreasing to 19 days in Q2FY25 compared to 27 days in Q2FY24.



Valuation methodology

ORIENTEL is embarking on an exciting product strategy, strategically targeting B2B clients to propel its growth. We believe that initiatives such as the DTM for fans, expanding alternative channels, rising premiumisation, and the commissioning of the new Hyderabad facility are key drivers poised to elevate growth and margins.

Following ORIENTEL's Q2 results, we lower our EPS estimates by 6% each for FY25, FY26 and FY27 to factor in the gradual pick up in the festive season and muted international business. We anticipate a robust 19% revenue CAGR from FY24 to FY27E, fueled by a low base and margin normalisation, which should drive a strong ~50% earnings CAGR. Maintaining a P/E of 30x, we upgrade the stock to BUY, driven by management's optimism on market share growth with the upcoming Hyderabad facility launch. We roll forward our valuations to Sep'26, and marginally cut our TP to Rs 258 from Rs 300. Considering the 30% decline since our last note on 2 August 2024, we view this as a strategic entry point that captures ORIENTEL's strong growth story.

Fig 9 – Revised estimates

Rs mn		New			Old			Change (%)	
KS IIII	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E
Sales	33,150	39,471	47,095	33,686	40,337	48,345	(1.6)	(2.1)	(2.6)
EBITDA	2,443	3,140	4,011	2,529	3,279	4,211	(3.4)	(4.2)	(4.8)
PAT	1,066	1,531	2,122	1,128	1,631	2,267	(5.5)	(6.2)	(6.4)
EPS (Rs)	5.0	7.2	10.0	5.3	7.7	10.7	(5.5)	(6.2)	(6.4)
EBITDA Margin (%)	7.4	8.0	8.5	7.5	8.1	8.7	(10bps)	(20bps)	(20bps)

Source: BOBCAPS Research

Key risks

Key downside risks to our estimates are:

- delays in ramping up the Hyderabad facility, and
- excessive raw material price volatility.



Financials

Income Statement					
Y/E 31 Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Total revenue	25,292	28,121	33,150	39,471	47,095
EBITDA	1,510	1,443	2,443	3,140	4,011
Depreciation	535	590	903	964	1,026
EBIT	975	853	1,540	2,176	2,985
Net interest inc./(exp.)	(222)	(233)	(285)	(317)	(355)
Other inc./(exp.)	266	155	171	188	207
Exceptional items	0	0	0	0	0
EBT	1,019	776	1,426	2,047	2,837
Income taxes	261	210	359	516	715
Extraordinary items	0	(187)	0	0	0
Min. int./Inc. from assoc.	0	0	0	0	0
Reported net profit	759	753	1,066	1,531	2,122
Adjustments	0	(187)	0	0	0
Adjusted net profit	759	566	1,066	1,531	2,122

Balance enter					
Y/E 31 Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Accounts payables	4,530	5,439	6,812	8,110	9,677
Other current liabilities	1,000	1,270	1,497	1,783	2,127
Provisions	0	0	0	0	0
Debt funds	973	1,116	951	1,056	1,183
Other liabilities	297	295	348	414	494
Equity capital	213	213	213	213	213
Reserves & surplus	5,634	6,176	6,816	7,734	9,008
Shareholders' fund	5,846	6,389	7,029	7,948	9,221
Total liab. and equities	12,646	14,509	16,637	19,311	22,702
Cash and cash eq.	1,642	663	887	1,194	1,792
Accounts receivables	3,560	4,620	5,446	6,484	7,736
Inventories	2,846	3,151	3,714	4,422	5,276
Other current assets	647	761	848	1,010	1,205
Investments	0	0	0	0	0
Net fixed assets	2,902	4,442	4,742	5,042	5,342
CWIP	0	0	0	0	0
Intangible assets	216	167	167	167	167
Deferred tax assets, net	0	0	0	0	0
Other assets	833	707	833	992	1,184
Total assets	12,646	14,510	16,637	19,312	22,703

Cash Flows

Y/E 31 Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Cash flow from operations	1,897	1,183	2,092	2,172	2,757
Capital expenditures	(1,136)	(1,400)	(300)	(300)	(300)
Change in investments	(58)	(376)	0	0	0
Other investing cash flows	95	70	(977)	(1,057)	(1,137)
Cash flow from investing	(1,099)	(1,705)	(1,277)	(1,357)	(1,437)
Equities issued/Others	1	1	0	0	0
Debt raised/repaid	(292)	(183)	(165)	105	127
Interest expenses	0	0	0	0	0
Dividends paid	(370)	(274)	(427)	(612)	(849)
Other financing cash flows	0	0	0	0	0
Cash flow from financing	(661)	(457)	(591)	(507)	(722)
Chg in cash & cash eq.	137	(980)	224	307	598
Closing cash & cash eq.	1,642	663	887	1,194	1,792

Y/E 31 Mar (Rs)	FY23A	FY24A	FY25E	FY26E	FY27E
Reported EPS	3.6	3.5	5.0	7.2	10.0
Adjusted EPS	3.6	2.7	5.0	7.2	10.0
Dividend per share	1.5	1.5	2.0	2.9	4.0
Book value per share	27.5	30.0	33.0	37.3	43.3
Valuations Ratios					
Y/E 31 Mar (x)	FY23A	FY24A	FY25E	FY26E	FY27E
EV/Sales	1.8	1.6	1.3	1.1	0.9
EV/EBITDA	29.5	30.9	18.3	14.2	11.1
Adjusted P/E	59.0	79.1	42.0	29.2	21.1
P/BV	7.7	7.0	6.4	5.6	4.9
DuPont Analysis					
Y/E 31 Mar (%)	FY23A	FY24A	FY25E	FY26E	FY27
Tax burden (Net profit/PBT)	74.4	72.9	74.8	74.8	74.
Interest burden (PBT/EBIT)	104.6	90.9	92.6	94.1	95.
EBIT margin (EBIT/Revenue)	3.9	3.0	4.6	5.5	6.
Asset turnover (Rev./Avg TA)	8.7	6.3	7.0	7.8	8.
Leverage (Avg TA/Avg Equity)	0.5	0.7	0.7	0.7	0.
Adjusted ROAE	13.5	9.3	15.9	20.4	24.
Ratio Analysis					
Y/E 31 Mar	FY23A	FY24A	FY25E	FY26E	FY27E
YoY growth (%)					
Revenue	3.3	11.2	17.9	19.1	19.3
			co 2	00.5	
EBITDA	(34.7)	(4.4)	69.3	28.5	27.
EBITDA Adjusted EPS			88.4	43.6	
	(34.7) (40.3)	(4.4)			
Adjusted EPS	(34.7) (40.3)	(4.4)			38.
Adjusted EPS Profitability & Return ratios (%)	(34.7) (40.3)	(4.4) (25.4)	88.4	43.6	38.1 8.1
Adjusted EPS Profitability & Return ratios (%) EBITDA margin	(34.7) (40.3) 6.0	(4.4) (25.4) 5.1	88.4 7.4	43.6 8.0	38.0 8.5 6.5
Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin	(34.7) (40.3) 6.0 3.9	(4.4) (25.4) 5.1 3.0	88.4 7.4 4.6	43.6 8.0 5.5	38.1 8.1 6.1 4.1
Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin	(34.7) (40.3) 6.0 3.9 3.0	(4.4) (25.4) 5.1 3.0 2.0	88.4 7.4 4.6 3.2	43.6 8.0 5.5 3.9	38. 8. 6. 4. 24.
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Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE	(34.7) (40.3) 6.0 3.9 3.0 13.5	(4.4) (25.4) 5.1 3.0 2.0 9.3	88.4 7.4 4.6 3.2 15.9	43.6 8.0 5.5 3.9 20.4	38.1 8.1 6.1 24.1 24.1
Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days)	(34.7) (40.3) 6.0 3.9 3.0 13.5 14.3	(4.4) (25.4) 5.1 3.0 2.0 9.3 10.2	88.4 7.4 4.6 3.2 15.9 16.5	43.6 8.0 5.5 3.9 20.4 20.8	27.1 38.6 6.2 4.5 24.1 24.6 60 4
Adjusted EPS Profitability & Return ratios (%) EBITDA margin EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables	(34.7) (40.3) 6.0 3.9 3.0 13.5 14.3 51	(4.4) (25.4) 5.1 3.0 2.0 9.3 10.2 60	88.4 7.4 4.6 3.2 15.9 16.5 60	43.6 8.0 5.5 3.9 20.4 20.8 60	38.0 8.0 6.0 24.1 24.0 60

Adjusted debt/equity 0.2 0.2

10.5

1.5

4.4

7.7

1.3

3.7

7.2

1.2

5.4

0.1

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

Ratios (x)

Current ratio

Gross asset turnover

Net interest coverage ratio

8.1

1.2

6.9

0.1

9.1

1.3

8.4

0.1

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

BUY - Expected return >+15%

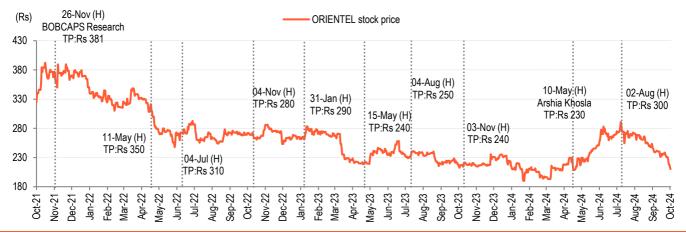
HOLD – Expected return from -6% to +15%

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): ORIENT ELECTRIC (ORIENTEL IN)



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

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