

BUY TP: Rs 1,311 | A 20% TATA CONSUMER PRODUCTS

Consumer Staples

19 October 2024

Focus on market share; weathering the tea dynamics

- Compared to consensus, sales came in 3% lower while EBITDA was in line
- Inflation in salt is passed on; tea is a drag as TCPL is prioritising share over margins. Offsets from margin improvement in growth businesses
- Near-term margins in Tea are uncertain but medium- to long-term prospects from growth businesses remain intact. Retain BUY

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Sales missed but EBITDA in line: Compared to consensus, sales were 3% lower while EBITDA was in line. On a YoY basis, group sales were +13% with growth businesses +15% ex M&A. NourishCo was a drag on growth businesses with sales down 11%. Capital Foods (+25% QoQ) and Organic India (+45% QoQ) improved their sequential monthly sales run rate with rising EBITDA margins. International continued to perform well with UK margins improving further on internal initiatives and cost savings. Tea was the main drag on 2Q results and the outlook remains uncertain. However, medium- to long-term prospects remain intact with growth businesses expected to return to the ~30% sales growth run rate in FY26E.

Weathering the tea dynamics: HUL is absorbing about ~30% tea inflation. While TCPL has selectively taken pricing in its strong regions (East, parts of North India), it is being watchful of competitor price moves and market share. The company is prioritising market share over profitability, which is the right stance as regaining shelf-share can be a challenge at food retail. Despite the margin pressure, TCPL may gain share as smaller players may exit the industry if inflationary pressures remain for longer. We estimate TCPL needs mid- to high-teens pricing to offset the underlying tea inflation.

Our view: Amidst an uncertain pricing/margin outlook on Tea, company focus on market share is a reasonable approach. TCPL has an above-average sales growth profile amongst FMCG peers. Strong focus on innovation, M&A and "growth businesses" are the key drivers. TCPL is trading at 62x FY25E EPS. It has historically traded at 2.7x vs the NSE NIFTY 50 1-year forward EPS. We value TCPL at 62x 12M to Sep'26 EPS. We reduce our premium of 15% to 10% on historical average vs NIFTY 50. This reflects the uncertainty on Tea margins as the industry is currently not being rational. BUY with a TP of Rs 1,311 (from Rs 1,402).

| Tata Consumer 2QFY25 result summary (Rs mn) | | | | | Reported vs (%) | |
|---|--------|--------|----------|------------|-----------------|--|
| | Q2FY25 | YoY(%) | BoB Est. | Cons. Est. | | |
| Sales | 37,338 | 42,145 | 13 | (5) | (3) | |
| EBITDA | 5,371 | 6,263 | 17 | 3 | 0 | |
| EBITDA Margin (%) | 14.4 | 14.9 | 48bps | 115bps | 43bps | |

Source: Company, Bloomberg, BOBCAPS Research

Key changes

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

| Ticker/Price | TATACONS IN/Rs 1,093 |
|------------------|----------------------|
| Market cap | US\$ 12.4bn |
| Free float | 64% |
| 3M ADV | US\$ 22.2mn |
| 52wk high/low | Rs 1,269/Rs 872 |
| Promoter/FPI/DII | 34%/25%/41% |
| | |

Source: NSE | Price as of 18 Oct 2024

Key financials

| Y/E 31 Mar | FY24A | FY25E | FY26E |
|-------------------------|---------|---------|---------|
| Total revenue (Rs mn) | 152,058 | 172,719 | 206,096 |
| EBITDA (Rs mn) | 22,841 | 26,555 | 32,532 |
| Adj. net profit (Rs mn) | 14,773 | 17,237 | 23,809 |
| Adj. EPS (Rs) | 15.9 | 17.7 | 23.6 |
| Consensus EPS (Rs) | 15.2 | 17.0 | 20.5 |
| Adj. ROAE (%) | 6.6 | 9.5 | 11.9 |
| Adj. P/E (x) | 68.7 | 61.9 | 46.3 |
| EV/EBITDA (x) | 45.6 | 39.2 | 32.0 |
| Adj. EPS growth (%) | (5.2) | 46.4 | 30.2 |

Source: Company, Bloomberg, BOBCAPS Research

Stock performance



Source: NSE





Conference call notes

Sales

- India beverages organic sales were down 4%.
- Tea volumes declined 4% YoY.
- NourishCo sales were down 11% mainly due to subdued out-of-home consumption. Both Gluco Plus and Tata Plus sales declined.
- Sampann sales increased 26% in the quarter.
- India Foods organic sales were +9% with volumes +1%, slower growth vs +8% in the June quarter.
- Capital Foods sales increased 45% QoQ while Organic India was up 25% QoQ.
- 19 new Starbucks stores were opened during the quarter. Sales growth was +2% mainly on new stores as same store sales growth was negative.
- NourishCo sales were down 11% in 2Q, but pricing is rest vs competition and sales run rate is expected to return to 25%-30% by the end of Dec'24.

Margins

- Tea inflation requires mid- to high-teen pricing to restore gross margins.
- HUL hasn't moved on pricing yet and TCPL will maintain relative price index to maintain share.
- Salt pricing is moving up in October to fully offset inflation. There may be slight margin accretion as well.
- In line with TCPL's general stance, the company is prioritising market share over margins.
- Sampann became EBITDA positive in FY25. Business gross margins are in double digits. Effort is to improve mix to drive margins, for instance, spice contribution margins are 25%-30%.

M&A

 Capital Foods and Organic India sales remain below the required run rate to achieve the 30% annual sales growth target in FY25. EBITDA margins expansion is "strong".



2QFY25 result review

Earnings summary

We reduce our sales forecasts across FY25-FY27 by 0%-4%. Our EBITDA forecasts revisions are steeper at -1% to -9%. The FY25E EBITDA is down 9% reflecting tea inflation and lack of sufficient pricing to maintain margins. We model pricing to resume by 4QFY25 and so FY26E and FY27E sales and EBITDA forecasts are down only upto 1%. With debt paydown, new equity and net cash position, interest income is also helping EPS growth.

Fig 1 - TCPL: Revised estimates

| (Rs mn) | FY24 | FY25E- New | FY25E- Old | Change (%) | FY26E- New | FY26E- Old | Change (%) | FY27E- New | FY27E- Old | Change (%) |
|-------------------|---------|---------------|---------------|------------|---------------|---------------|------------|---------------|---------------|------------|
| Sales | 152,058 | 172,719 | 179,270 | (4) | 206,096 | 205,219 | 0 | 230,923 | 231,675 | 0 |
| Gross Margins (%) | 43.7 | 44.7 | 45.4 | (73bps) | 45.4 | 45.5 | (12bps) | 43.8 | 43.8 | 0bps |
| EBITDA | 22,841 | 26,555 | 29,151 | (9) | 32,532 | 32,953 | (1) | 33,462 | 33,920 | (1) |
| % of Revenue | 20.4 | 20.9 | 20.9 | 4bps | 20.9 | 20.9 | 4bps | 20.7 | 20.7 | 4bps |
| Adj. PAT | 14,773 | 17,237 | 17,387 | (1) | 23,809 | 21,137 | 13 | 24,510 | 21,801 | 12 |
| Adj. EPS | 15.9 | 17.7 | 18.1 | (3) | 23.6 | 21.6 | 9 | 24.3 | 23.5 | 3 |

Sources: Company, BOBCAPS Research

Valuation methodology

The stock is currently trading at 62x FY25E EPS. Tata Consumer has historically traded at 2.7x vs the NSE NIFTY 50 1-year forward EPS. We value Tata Consumer at 62x 12M to Sep'26 EPS. We reduce our premium of 15% to 10% on historical average vs NIFTY 50. This reflects the uncertainty on Tea margins as the industry is currently not being rational. BUY with a TP of Rs 1,311 (from Rs 1,402).

Key risks

Key downside risks to our estimates are:

- Failure of new products in growth businesses.
- Increase in competitive intensity.
- Sustained inflation in underlying commodities.
- Continued intense promotions in soft drinks.
- No pricing action by competitors in Tea through the inflationary period.



Financials

| Y/E 31 Mar (Rs mn) | FY22A | FY23A | FY24A | FY25E | FY26E |
|----------------------------|----------|---------|----------|----------|----------|
| Total revenue | 124,254 | 137,832 | 152,058 | 172,719 | 206,096 |
| EBITDA | 17,188 | 18,565 | 22,841 | 26,555 | 32,532 |
| Depreciation | 2,780 | 3,041 | 3,772 | 4,670 | 3,394 |
| EBIT | 14,408 | 15,524 | 19,069 | 21,885 | 29,138 |
| Net interest inc./(exp.) | 728 | 872 | 1,298 | 2,423 | 940 |
| Other inc./(exp.) | 1,401 | 1,689 | 2,456 | 2,551 | 3,400 |
| Exceptional items | (521) | 1,595 | (3,271) | 443 | 0 |
| EBT | 14,560 | 17,936 | 16,956 | 22,457 | 31,597 |
| Income taxes | 3,770 | 4,470 | 3,948 | 4,732 | 8,120 |
| Extraordinary items | 0 | 0 | 0 | 0 | Ċ |
| Min. int./Inc. from assoc. | 794 | 1,164 | 651 | 96 | 182 |
| Reported net profit | 9,358 | 12,038 | 11,502 | 17,680 | 23,809 |
| Adjustments | (521) | 1,595 | (3,271) | 443 | , 0 |
| Adjusted net profit | 9,878 | 10,443 | 14,773 | 17,237 | 23,809 |
| Balance Sheet | | | | | |
| Y/E 31 Mar (Rs mn) | FY22A | FY23A | FY24A | FY25E | FY26E |
| Accounts payables | 19,159 | 23,482 | 27,072 | 30,891 | 36,386 |
| Other current liabilities | 1,322 | 1,735 | 1,763 | 2,174 | 2,594 |
| Provisions | 2,488 | 2,449 | 3,887 | 3,227 | 3,414 |
| Debt funds | 10,106 | 11,828 | 29,539 | 29,539 | 29,539 |
| Other liabilities | 11,653 | 13,727 | 38,993 | 32,585 | 35,387 |
| Equity capital | 922 | 929 | 953 | 953 | 953 |
| Reserves & surplus | 162,014 | 170,340 | 173,409 | 185,689 | 199,791 |
| Shareholders' fund | 162,936 | 171,269 | 174,361 | 186,641 | 200,744 |
| Total liab. and equities | 211,172 | 228,111 | 280,209 | 289,652 | 312,659 |
| Cash and cash eq. | 14,980 | 15,396 | 23,198 | 20,995 | 30,350 |
| Accounts receivables | 8,352 | 7,983 | 8,968 | 9,464 | 11,293 |
| Inventories | 22,665 | 27,017 | 27,694 | 30,105 | 35,461 |
| Other current assets | 23,367 | 24,935 | 11,966 | 13,543 | 15,253 |
| Investments | 5,630 | 11,403 | 5,921 | 5,921 | 5,921 |
| Net fixed assets | 14,803 | 16,047 | 19,772 | 20,297 | 23,145 |
| CWIP | 2,094 | 2,861 | 1,714 | 1,714 | 1,714 |
| Intangible assets | 105,081 | 108,665 | 166,601 | 166,601 | 166,601 |
| Deferred tax assets, net | 1,417 | 1,603 | 1,027 | 2,009 | 2,397 |
| Other assets | 3,947 | 2,991 | 3,122 | 3,593 | 4,183 |
| Total assets | 211,172 | 228,111 | 280,209 | 290,851 | 314,169 |
| Cash Flows | | | | | |
| Y/E 31 Mar (Rs mn) | FY22A | FY23A | FY24A | FY25E | FY26E |
| Cash flow from operations | 17,511 | 18,500 | 23,345 | 26,769 | 28,349 |
| Capital expenditures | (2,733) | (3,118) | (3,347) | (3,973) | (4,740) |
| Change in investments | 493 | (5,364) | 6,134 | 0 | 0 |
| Other investing cash flows | (10,978) | 203 | (22,097) | (12,444) | 4,512 |
| Cash flow from investing | (13,218) | (8,278) | (19,309) | (16,417) | (228) |
| Equities issued/Others | 0 | 0 | 0 | 0 | (===) |
| Debt raised/repaid | (4,930) | (563) | (734) | 0 | 0 |
| Interest expenses | (625) | (817) | (1,183) | (2,423) | (940) |
| Dividends paid | (3,848) | (5,734) | (8,089) | (5,304) | (9,523) |
| Other financing cash flows | (545) | (30) | 12,561 | (96) | (182) |
| Cash flow from financing | (9,948) | (7,144) | 2,556 | (7,822) | (10,646) |
| oush now month imanicing | , | | | | |
| Chg in cash & cash eq. | (7,961) | (867) | 2,613 | (2,203) | 9,355 |

| Per Share | | | | | |
|-----------------------------------|-----------|---------|--------|--------|-------|
| Y/E 31 Mar (Rs) | FY22A | FY23A | FY24A | FY25E | FY26E |
| Reported EPS | 10.2 | 13.1 | 12.4 | 18.1 | 23.6 |
| Adjusted EPS | 10.7 | 11.3 | 15.9 | 17.7 | 23.6 |
| Dividend per share | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Book value per share | 176.8 | 185.8 | 189.2 | 202.5 | 217.8 |
| Valuations Ratios | | | | | |
| Y/E 31 Mar (x) | FY22A | FY23A | FY24A | FY25E | FY26E |
| EV/Sales | 8.4 | 7.6 | 6.9 | 6.0 | 5.1 |
| EV/EBITDA | 60.6 | 56.1 | 45.6 | 39.2 | 32.0 |
| Adjusted P/E | 102.0 | 96.5 | 68.7 | 61.9 | 46.3 |
| P/BV | 6.2 | 5.9 | 5.8 | 5.4 | 5.0 |
| DuPont Analysis | | | | | |
| Y/E 31 Mar (%) | FY22A | FY23A | FY24A | FY25E | FY26E |
| Tax burden (Net profit/PBT) | 64.3 | 67.1 | 67.8 | 78.7 | 75.4 |
| Interest burden (PBT/EBIT) | 65.0 | 77.5 | 60.3 | 80.8 | 81. |
| EBIT margin (EBIT/Revenue) | 11.6 | 11.3 | 12.5 | 12.7 | 14.1 |
| Asset turnover (Rev./Avg TA) | 58.8 | 60.4 | 54.3 | 59.4 | 65.6 |
| Leverage (Avg TA/Avg Equity) | 1.3 | 1.3 | 1.6 | 1.6 | 1.6 |
| Adjusted ROAE | 5.7 | 7.0 | 6.6 | 9.5 | 11.9 |
| Ratio Analysis | | | | | |
| Y/E 31 Mar | FY22A | FY23A | FY24A | FY25E | FY26E |
| YoY growth (%) | | 1 120/1 | 112-77 | 1 1202 | 1 120 |
| Revenue | 7.1 | 10.9 | 10.3 | 13.6 | 19.3 |
| EBITDA | 11.3 | 8.0 | 23.0 | 16.3 | 22.5 |
| Adjusted EPS | 9.2 | 28.6 | (5.2) | 46.4 | 30.2 |
| Profitability & Return ratios (%) | J.Z | 20.0 | (0.2) | 70.7 | 00.2 |
| EBITDA margin | 13.8 | 13.5 | 15.0 | 15.4 | 15.8 |
| EBIT margin | 11.6 | 11.3 | 12.5 | 12.7 | 14.1 |
| Adjusted profit margin | 8.0 | 7.6 | 9.7 | 10.0 | 11.6 |
| Adjusted ROAE | 5.7 | 7.0 | 6.6 | 9.5 | 11.9 |
| ROCE | 8.3 | 8.5 | 9.4 | 10.1 | 12.7 |
| Working capital days (days) | 0.3 | 0.0 | 5.4 | 10.1 | ız. |
| Receivables | 25 | 21 | 22 | 20 | 20 |
| | 25 117 | 123 | 118 | 115 | 11: |
| Inventory | 99 | | | 118 | |
| Payables | 99 | 107 | 115 | 118 | 118 |
| Ratios (x) | | | | | |

Adjusted debt/equity 0.1 0.1

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

Gross asset turnover Current ratio

Net interest coverage ratio

0.5

2.2

19.8

0.6

2.1

17.8

0.5

1.2

14.7

0.2

0.6

1.3

9.0

0.2

0.6

1.4

31.0

0.1

TATA CONSUMER PRODUCTS



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BUY - Expected return >+15%

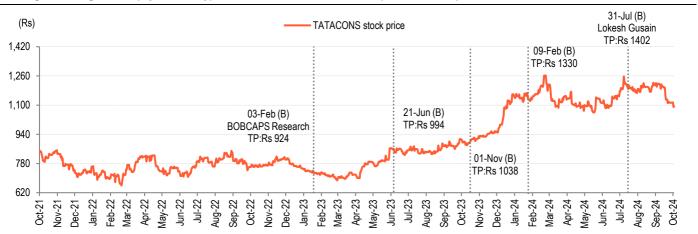
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Note: Recommendation structure changed with effect from 21 June 2021

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



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