

# Polycab India Ltd.

## Strong show with improved profitability

In Q2 FY23, Polycab India Ltd. (PIL), registered decent growth on a high base, along with strong improvement in margins. The Company clocked a 10% revenue growth on a YoY basis, led by Cable & Wire (C&W) segment. Performance from the Fast Moving Electrical Goods (FMEG) segment was lacklustre owing to a weak demand environment and reorganization of the distribution channel in the segment. There was a significant improvement in working capital days, which came down from 63 in Q1 FY23 to 44 days in Q2 FY23. We believe that PIL's strong performance on growth and margins will continue in H2 FY23 and FY24E. We maintain BUY on PIL with a target price of Rs. 3,063, valuing it at 34x FY24E earnings.

# Strong exports and raw material price softening led to growth in the C&W segment with margin expansion

In Q2 FY23, the C&W segment saw a margin expansion of 300 bps on a Y-o-Y basis. This was mainly due to the jump in export contribution and softening of raw material prices. Exports were led by strong demand from the USA, Europe, Australia, and some traction from Africa. The Company intends to set up a global distribution network and replicate its domestic success in the global market. Segment capacity utilization stood at 65%-70% in Q2 FY23.

#### Improvement in working capital position

PIL's constant efforts have resulted in reduced working capital days from 63 days in Q1 FY23 to 44 days in Q2 FY23. This was mainly due to better inventory management and constant efforts to increase channel financing. Also, payable days have reverted to their average level, which dropped abruptly in Q1 FY23 as the Company relied on domestic suppliers for raw material procurement due to supply challenges.

#### Lacklustre performance from FMEG likely to continue this year

FMEG segment de-grew by 12% on a Y-o-Y basis, mainly due to a subdued demand environment and ongoing realignment of the distribution setup. The Company believes that it can not reach the desired scale of Rs. 20 Bn revenue under project LEAP with the same distributors with whom they reached Rs. 12 Bn. Thus, PIL is remodeling its distributor base. During the quarter, FMEG margins were also subdued due to higher organizational costs. The segment has not seen a contraction in margin contribution. Margin can be expected to normalize from FY24E, and the goal under Project LEAP is to reach 10% operating margins by FY26E. Progress of this segment will be a key monitorable going forward.

#### **View & Valuation**

We believe that the C&W division of PIL will continue its decent performance in H2 FY23 and FY24E on the back of superior domestic and export demand with steady margins. Improved working capital which was seen in this quarter, is also expected to remain steady over the mid to long-term. Based on the above expectations and normalized performance from the FMEG segment, we maintain our view on PIL with a BUY rating and a target price of Rs. 3,063 (34x FY24E earnings).

20th Oct 2022

# BUY

CMP Rs. 2,648

TARGET Rs. 3,063 (+16%)

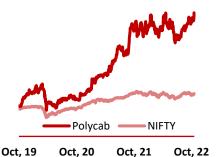
### **Company Data**

MCAP (Rs. Mn)	4,04,746
O/S Shares (Mn)	150
52w High/Low	2,820 / 2,043
Face Value (in Rs.)	10
Liquidity (3M) (Rs. Mn)	827

#### **Shareholding Pattern %**

	Jun 22	Mar 22	Dec 21
Promoters	67.99	68.08	68.15
FIIs	5.71	5.75	6.43
DIIs	9.03	9.18	8.66
Non- Institutional	17.27	16.98	16.77

#### Polycab vs Nifty

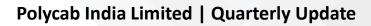


#### **Key Financial Data**

Key Finan	ciai Data		
(Rs Mn)	FY22	FY23E	FY24E
Revenue	1,22,038	1,38,513	1,56,519
EBITDA	12,502	16,483	18,782
Net Profit	8,539	11,861	13,516
Total Assets	74,119	97,419	1,10,559
ROCE (%)	15%	20%	19%
ROE (%)	16%	20%	19%

Source: Company, Keynote Capitals Ltd.

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## Q2 FY23 result update

Result Highlights (Rs. Mn)

Particulars	Q2 FY23	Q2 FY22	Change % (Y-o-Y)	Q1 FY23	Change % (Q-o-Q)	H1 FY23	H1 FY22	Change %	FY22
Revenue	33,324	30,066	11%	27,366	22%	60,689	48,618	25%	1,22,037
COGS	24,625	23,474	5%	20,524	20%	45,148	37,670	20%	94,657
Gross Profit	8,699	6,592	32%	6,842	27%	15,541	10,948	42%	27,380
Gross Profit %	26.1%	21.9%	418 Bps	25.0%	110 Bps	25.6%	22.5%	309 Bps	22.4%
Employee Cost	1,148	1,052	9%	1,101	4%	2,249	1,991	13%	4,066
Power & Fuel	421	321	31%	368	15%	1,103	1,006	10%	1,439
Freight & forwarding	894	690	30%	554	61%	1,448	1,090	33%	2,740
Other Operating Expense	1,960	1,600	23%	1,708	15%	3,353	2,590	29%	6,484
EBITDA	4,276	2,929	46%	3,111	37%	7,388	4,271	73%	12,651
EBITDA %	12.8%	9.7%	309 Bps	11.4%	146 Bps	12.2%	8.8%	339 Bps	10.4%
Depreciation	523	509	3%	510	3%	1,033	1,002	3%	2,015
EBIT	3,753	2,421	55%	2,601	44%	6,355	3,269	94%	10,636
EBIT %	11.3%	8.1%	321 Bps	9.5%	176 Bps	10.5%	6.7%	375 Bps	8.7%
Finance Cost	139	51	173%	84	65%	223	149	50%	352
PBT	3,614	2,370	53%	2,517	44%	6,132	3,120	97%	10,284
PBT %	10.8%	7.9%	296 Bps	9.2%	165 Bps	10.1%	6.4%	369 Bps	8.4%
Share of Associates	-8	-3	163%	-13	-37%	-21	-24	-13%	-26
Other Income	-22	275	-108%	443	-105%	421	515	-18%	899
Tax	880	664	33%	722	22%	1,602	896	79%	2,706
PAT	2,704	1,978	37%	2,225	22%	4,930	2,715	82%	8,451
EPS	17.90	13.27	35%	14.70	22%	32.60	18.23	79%	60.87

Source: Company, Keynote Capitals Ltd.

Segment Highlights (Rs. Mn)

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Particulars	Q2 FY23	Q2 FY22	Change % (Y-o-Y)	Q1 FY23	Change % (Q-o-Q)	H1 FY23	H1 FY22	Change %	FY22
Revenue									
Cables & Wires	29,517	26,281	12%	24,057	23%	53,574	42,550	26%	1,07,938
FMEG	3,054	3,429	-11%	3,082	-1%	6,135	5,348	15%	12,544
Others	1,051	950	11%	999	5%	2,049	1,668	23%	3,702
Operating Profit									
Cables & Wires	3,463	2,283	52%	2,773	25%	6,235	3,350	86%	10,545
FMEG	-27	172	-116%	64	-142%	38	29	31%	196
Others	159	157	1%	125	27%	283	234	21%	499
Operating Profit Margin %									
Cables & Wires	11.7%	8.7%	304 Bps	11.5%	20 Bps	11.6%	7.9%	377 Bps	9.8%
FMEG	-0.9%	5.0%	-589 Bps	2.1%	-297 Bps	0.6%	0.5%	8 Bps	1.6%
Others	15.1%	16.6%	-147 Bps	12.5%	259 Bps	13.8%	14.0%	-18 Bps	13.5%

Source: Company, Keynote Capitals Ltd.

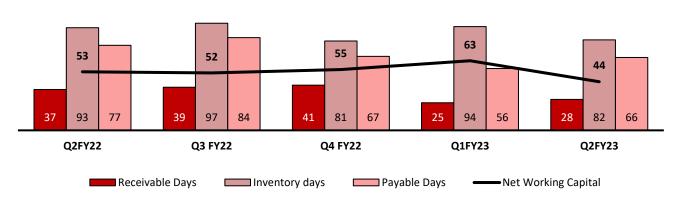


## Quarterly business progression

8.4% 8.1% 7.6% 6.7% 6.7% Q2FY22 Q3 FY22 Q4 FY22 Q1FY23 Q2FY23

Source: Company, Keynote Capitals Ltd.

#### **Working Capital Cycle**



Source: Company, Keynote Capitals Ltd.

## **Updates on Project LEAP**





## Go-To-Market Excellence

- ➤ B2B Cables & Wires reach expanded to 120 new districts
- ➤ 115 new distributors added in Retail Wire business and 193 new distributors added in FMEG business



# Winning with new products

- ➤ Product portfolio roadmap built across large B2C businesses
- ➤ Continued push on premiumization of portfolio in B2C businesses
- ➤ New business launched under 'Etira' brand contributing meaningfully to Retail Wire top-



# Setup of organization and digital enablers

➤ SFDC strengthened for C&W businesses with live performance dashboards and one customer view

influencers



## **Q2 FY23 Conference Call Takeaways**

### **General Highlights**

- Cash on books since Q2 FY22 has doubled from ~Rs. 2.4 Bn to ~Rs. 4.9 Bn due to improved working capital and commodity price softness. The Company plans to incur a Capex of Rs. ~4 Bn in FY23, of which 2/3<sup>rd</sup> will be utilized for C&W (maintenance Capex and new export product launches) and 1/3<sup>rd</sup> for FMEG (setting up additional capacity for switches and switchgears).
- Sharp improvement in working capital will become sustainable in a few quarters. Receivables have improved due to channel financing C&W 70-75%, FMEG 60-70%.
- The Company doesn't want the channel to have more than optimal inventory, as PIL is better at risk mitigation which comes from carrying inventory. Currently, Inventory in the channel is at optimum levels.
- PIL plans to invest up to 5% of B2C revenue behind marketing and is also filling gaps in its product portfolio. On sales tracking, the Company can now track ~39% of end-to-end (Factory to End Consumer) sales, which is helping the Company bring in repeat orders.
- A litigation against the company has been filed by Atomberg Technologies claiming that Polycab is infringing the design of its popular product, i.e., Atomberg Renesa Ceiling Fan. The Company will present itself in court on the upcoming litigation date next month. The contribution of this model to the overall fans sales is immaterial.

### **C&W** segment

- Segment reported a strong volume growth along with margin improvement. Copper prices dropped ~17% on a Y-o-Y basis, and the company did not pass all raw material price benefits to the customers, which aided margins.
- Etira is a quality brand sold at only a high single-digit difference at best compared to unorganized players. It contributes ~11% to incremental sales.
   Because of this, some element of cannibalization is happening to the Polycab brand.
- Strong traction in exports came from sectors like Oil & Gas, Renewables, and Infrastructure. Margins in the export business are similar to the domestic business, but the working capital cycle is slightly better in exports.

### **FMEG** segment

- FMEG demand from the rural segment was muted. The fans' segment was
  affected due to seasonality, rising inflation, and the transition to the new
  BEE (Bureau of Energy Efficiency) regulations. However, it is not a concern
  for the Company, as it can implement new BEE regulations smoothly.
- The Company has charted out a road map and will launch around 300 new products in the future, mainly in the fans and lighting category.

# Polycab India Limited | Quarterly Update



## **Financial Statement Analysis**

Income Statement					
Y/E Mar, Rs. Mn	FY21	FY22	FY23E	FY24E	FY25E
Net Sales	87,922	1,22,038	1,38,513	1,56,519	1,76,867
Growth %		39%	14%	13%	13%
Raw Material Expenses	62,604	92,279	99,729	1,12,694	1,27,344
Employee Expenses	3,537	4,066	4,986	5,635	6,367
Other Expenses	10,670	13,190	17,314	19,408	20,693
EBITDA	11,111	12,502	16,483	18,782	22,462
Growth %		13%	32%	14%	20%
Margin%	13%	10%	12%	12%	13%
Depreciation	1,762	2,015	1,994	2,086	2,123
EBIT	9,350	10,487	14,489	16,697	20,339
Growth %		12%	38%	15%	22%
Margin%	11%	9%	10%	11%	11%
Interest Paid	427	352	256	256	256
Other Income & exceptional	1,193	1,049	1,500	1,500	1,500
PBT	10,116	11,184	15,733	17,941	21,583
Tax	1,703	2,706	3,933	4,485	5,396
PAT	8,412	8,478	11,800	13,456	16,187
Others (Minorities,	44	62	61	60	60
Associates)	44	02	01	00	00
Net Profit	8,456	8,539	11,861	13,516	16,247
Growth %		1%	39%	14%	20%
Shares (Mn)	149.1	149.4	150.0	150.0	150.0
EPS	59.15	60.80	79.07	90.11	108.31

Y/E Mar, Rs. Mn	FY21	FY22	FY23E	FY24E	FY25E
Cash, Cash equivalents & Bank	5,313	4,071	8,670	13,551	21,917
Current Investments	6,231	7,641	7,641	7,641	7,641
Debtors	14,358	12,964	22,162	25,043	28,299
Inventory	19,879	21,996	29,919	33,808	38,203
Short Term Loans & Advances	1,473	3,990	3,990	3,990	3,990
Other Current Assets	472	749	749	749	749
Total Current Assets	47,726	51,411	73,130	84,782	1,00,799
Net Block & CWIP	19,687	20,506	22,113	23,627	24,511
Long Term Investments	118	93	67	40	13
Other Non-current Assets	2,616	2,109	2,109	2,109	2,109
Total Assets	70,147	74,119	97,419	1,10,559	1,27,432
Creditors	13,480	12,175	25,836	27,980	31,617
Provision	519	413	413	413	413
Short Term Borrowings	890	765	765	765	765
Other Current Liabilities	5,257	4,059	4,059	4,059	4,059
Total Current Liabilities	20,146	17,413	31,074	33,218	36,855
Long Term Debt	1,037	30	30	30	30
Deffered Tax Liabilities	418	272	272	272	272
Other Long Term Liabilities	819	716	716	716	716
Total Non Current Liabilities	2,274	1,018	1,018	1,018	1,018
Paid-up Capital	1,491	1,494	1,500	1,500	1,500
Reserves & Surplus	46,048	53,943	63,663	74,747	88,069
Shareholders' Equity	47,539	55,437	65,163	76,247	89,569
Non Controlling Interest	188	251	164	77	-11
Total Equity & Liabilities	70,147	74,119	97,419	1,10,559	1,27,432

Cash Flow					
Y/E Mar, Rs. Mn	FY21	FY22	FY23E	FY24E	FY25E
Pre-tax profit	10,160	11,246	15,707	17,914	21,556
Adjustments	1,684	1,318	776	868	906
Change in Working Capital	2,600	-4,974	-3,459	-4,627	-4,013
Total Tax Paid	-2,409	-3,340	-3,933	-4,485	-5,396
Cash flow from operating					
Activities	12,034	4,250	9,090	9,670	13,053
Net Capital Expenditure	-1,911	-5,200	-3,601	-3,600	-3,007
Change in investments	-8,071	-645	0	0	0
Other investing activities	-139	1,576	1,500	1,500	1,500
Cash flow from investing					
activities	-10,121	-4,270	-2,101	-2,100	-1,507
Equity raised / (repaid)	0	0	0	0	0
Debt raised / (repaid)	-1,217	-168	0	0	0
Dividend (incl. tax)	0	-1,492	-2,135	-2,433	-2,924
Other financing activities	-531	-347	-256	-256	-256
Cash flow from financing					
activities	-1,748	-2,007	-2,391	-2,689	-3,180
Net Change in cash	166	-2,026	4,598	4,882	8,366

Valuation Ratios					
Particulars	FY21	FY22	FY23E	FY24E	FY25E
Per Share Data					
EPS	59	61	79	90	108
Growth %		3%	30%	14%	20%
Book Value Per Share	319	371	436	509	597
Return Ratios					
Return on Assets (%)	13%	12%	14%	13%	14%
Return on Equity (%)	20%	16%	20%	19%	20%
Return on Capital Employed (%)	18%	15%	20%	19%	20%
Turnover Ratios					
Asset Turnover (x)	1.4	1.7	1.6	1.5	1.5
Sales / Gross Block (x)	3.7	4.5	4.9	4.9	5.0
Working Capital / Sales (%)	27%	25%	27%	30%	33%
Receivable Days	60	41	46	55	55
Inventory Days	114	83	95	103	103
Payable Days	78	50	64	84	83
Working Capital Days	96	74	77	74	76
Liquidity Ratios					
Current Ratio (x)	2.4	3.0	2.4	2.6	2.7
Interest Coverage Ratio (x)	24.7	32.8	62.5	71.2	85.4
Total Debt to Equity	0.1	0.0	0.0	0.0	0.0
Net Debt to Equity	-0.1	-0.1	-0.1	-0.2	-0.2
Valuation					
PE (x)	23.3	38.9	34.2	30.0	25.0
Earnings Yield (%)	4%	3%	3%	3%	4%
Price to Sales (x)	2.3	2.9	2.9	2.6	2.3
Price to Book (x)	4.3	6.4	6.2	5.3	4.5
EV/EBITDA (x)	18.3	28.0	24.4	21.4	17.9
FV/Sales (v)	23	2 9	2 9	2.6	2.3

Source: Company, Keynote Capitals Ltd. estimates

## **KEYNOTE Rating History**

Date	Rating	Target Price	Upside/Downside
22 <sup>nd</sup> August 2022	BUY	2,691	+15%
20 <sup>th</sup> October 2022	BUY	3,063	+16%

Source: Company, Keynote Capitals Ltd. estimates





## **Rating Methodology**

Rating	Criteria
BUY	Expected positive return of > 10% over 1-year horizon
NEUTRAL	Expected positive return of > 0% to < 10% over 1-year horizon
REDUCE	Expected return of < 0% to -10% over 1-year horizon
SELL	Expected to fall by >10% over 1-year horizon
NOT RATED (NR)/UNDER REVIEW (UR)/COVERAGE SUSPENDED (CS)	Not covered by Keynote Capitals Ltd/Rating & Fair value under Review/Keynote Capitals Ltd has suspended coverage

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