BRITANNIA INDUSTRIES Ltd.



Industry **Bloomberg BSE CODE**

Cons. Staples BRIT IN 500825

Deeper penetration continues to drive volume

HOLD RATING 5815 **CMP** 6407 **Price Target Potential Upside** 10%



Key Highlights -

- ☐ Britannia's number for Q2FY19 remained largely inline to estimates, sales grew by 13% YoY to Rs 2870 cr(vs expectation of Rs 2885 cr) while PAT grew by 16% YoY to Rs 303 cr(vs our expectation of Rs 314 cr).
- ☐ The company maintained its volume growth momentum and clocked double-digit volume growth in fourth successive quarter.
- ☐ Long position which the company undertook for the key inputs till mid of Q4FY19 helped in the expansion of gross margin by 228 bps YoY while EBITDA margin improved by 100 bps.
- ☐ The company has expanded its direct reach to 1.99 mn(Sept'18) while rural preferred dealers(RPD) increased to 16500(Sept'18) from 6600 in March'15.

2Q FY19 Results-

The company has posted sales growth of 13% led by investment behind brands and continuous expansion of distribution reach in Hindi speaking belt. Hindi belt continues to grow faster than the overall growth of the company at about 1.5 x, posting a growth of 23.3%, 24.3%, 17.2%, 19.2% respectively from Rajasthan, MP, UP and Gujarat. Gross margin improved by 228bps to 40% YoY (Vs expec. of 39% YoY) which was mainly led by long position which the company undertook on key inputs which reduced the inflationary impact while EBITDA margin remained almost inline at 15.8% YoY (Vs expec. of 16%). Other expenses were up by 172 bps due to higher A&P (100year celebration and launches) and expenses related to change in business model of bread. The Company posted a strong double-digit growth in International business (IB) led by growth in Middle East (market share gain) and entries into new geography (Africa).

View and Valuation

Britannia's Q2FY19 numbers remained largely in line, sales up by 13%with double digit volume growth while PAT grew by 16%. Going forward, we expect volume growth to remain strong on the back of company's continued thrust on distribution expansion and aggressive ramp up of product portfolio. While premiumization and judicious pricing action will help in maintaining margin. Taking account of slightly higher expenses related to new launches in 2HFY19e and lower incremental cost saving (FY20e) we have reduced our PAT estimates by 1.7%/3.7%repectively for FY19/FY20e while reduced sales estimates marginally considering company's commentary on pricing. We continue to value Britannia at 52xFY20e eps and recommend Hold with target price of Rs 6407.

Key Risks to our rating and target

☐ Sharp inflation in key input prices and subdued performance from new launches.

FY16	FY17	FY18	FY19E	FY20E
8626	9054	9914	11177	13121
1214	1278	1502	1782	2160
1101	1159	1360	1633	1971
825	885	1004	1195	1470
69	74	84	100	123
20%	7%	13%	19%	23%
39%	33%	29%	29%	30%
50%	41%	38%	38%	39%
174	225	284	342	405
15	17	20	17	14
39	51	67	58	47
	8626 1214 1101 825 69 20% 39% 50% 174	8626 9054 1214 1278 1101 1159 825 885 69 74 20% 7% 39% 33% 50% 41% 174 225 15 17	8626 9054 9914 1214 1278 1502 1101 1159 1360 825 885 1004 69 74 84 20% 7% 13% 39% 33% 29% 50% 41% 38% 174 225 284 15 17 20	8626 9054 9914 11177 1214 1278 1502 1782 1101 1159 1360 1633 825 885 1004 1195 69 74 84 100 20% 7% 13% 19% 39% 33% 29% 29% 50% 41% 38% 38% 174 225 284 342 15 17 20 17

Stock Info

52wk Range H/L	6944/4400
Mkt Capital (Rs Cr)	69870
Free float (%)	49%
Avg. Vol 1M (,000)	189
No. of Shares (Cr)	12
Promoters Pledged %	NA

Research Analyst RAJEEV ANAND

rajeev.anand@narnolia.com +91-22-62701229

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2Q FY 19 Results Largely inline

Financials	2QFY18	3QFY18	4QFY18	1QFY19	2QFY19	YoY %	QoQ%	FY17	FY18	YoY %
Net Sales	2,545	2,567	2,538	2,544	2,870	12.7%	12.8%	9,054	9,914	9.5%
Other Income	51	36	44	42	44	-13.5%	4.6%	151	166	10.5%
COGS	1,584	1,574	1,561	1,526	1,720	8.6%	12.7%	5,589	6,107	9.3%
Gross Margin	38%	39%	38%	40%	40%	2.3%	0.0%	38%	38%	0.1%
Empl. Cost	107	94	108	109	108	1.0%	-0.5%	353	402	13.9%
Other Expen.	477	501	471	520	587	23.1%	12.9%	1,835	1,904	3.8%
EBITDA	378	398	397	389	454	20.3%	16.7%	1,278	1,502	17.5%
EBITDA Mar.	15%	16%	16%	15%	16%	1.0%	0.5%	14%	15%	1.0%
Depreciation	34	33	42	36	37	9.8%	3.6%	119	142	19.1%
EBIT	344	365	355	354	417	21.3%	18.0%	1,159	1,360	17.3%
Interest	1	3	2	2	2	72.9%	-0.8%	5	8	39.3%
PBT	393	399	396	393	459	16.7%	16.7%	1,304	1,518	16.4%
Exceptional	-	-	-	-	-	-	=	-	-	-
Tax	133	135	133	135	156	17.6%	15.3%	420	514	22.5%
PAT	261	264	263	258	303	16.1%	17.4%	885	1,004	13.5%
PAT Margin	10%	10%	10%	10%	11%	0.3%	0.4%	10%	10%	0%

Recorded strong double digit volume growth led by deeper penetration

The company continues to expand its direct distribution reach, presently it has expanded to 1.99 mn outlets(Sept'18) from 0.73(March'14), up by 2.7 times. Expansion in distribution reach in Hindi speaking belt is yielding rich dividend for the company. Hindi belt continues to grow faster than the overall growth of the company at about 1.5 times, posting a growth of 23.3%, 24.3%, 17.2%, 19.2% respectively from Rajasthan, MP, UP and Gujarat.

Innovation and new launches kept company busy in this quarter

Britannia is aggressively concentrating on new launches. In its Biscuit category the company launched Goodday Cashew Almond at LUP of Rs 5, re-launched 50-50 and Bourbon which are witnessing good traction. On the other hand the company has entered into new Premium categories by launching wafers(Market size Rs 400- 500 Cr growing at CAGR of 20%) in two states of South and further planning to make it PAN India launch. While the other products which are yet to be launched in 3QFY19 are Croissant in macro snacking category. It has also launched Milk Shakes.

Long position on key input prices led to gross margin expansion

Long position which the company undertook for the key inputs till mid of Q4FY19 helped in the expansion of gross margin by 228 bps YoY while EBITDA margin improved by 100 bps. EBITDA margin expanded lower than gross margin due to higher other expenses which increased by 172 bps backed by higher A&P (100year celebration and launches) and expenses related to change in business model of bread.

Concall Highlights

- Rural continues to outpace the urban growth backed by increased distribution network and lower unit packs.
- New launches and venturing out in new categories will continue going forward.
- The company plans to add 2 lakh outlets every year in its direct reach for coming few years.
- Outsourced and in-house manufacturing (volume terms) stood at the proportion of 45% and 55%. The company targets to ramp up in-house manufacturing to 65% in coming few years.
- The company did not take any price hike in Q2, expects to take pricing action in Q4FY19e in the range of 3-3.5%(if inflation in key inputs continue).
- The company envisages cost saving of Rs 225 cr in FY19e led by efficiencies in factory, reduction in distance travelled, new facilities and reduction on material wastages.
- Management expects cost inflation in the range of 4-4.5% in Q4FY19e.
- Expected capex: Rs 500 cr for FY19e(1HFY19:Rs 200cr and 2HFY19e:Rs 300 cr).
- Nepal plant is expected to commercialize in 4QFY19e.
- Revenue contribution from products launched 24 months back remains to extent of 5%.
- Ranjangaon Capacity: 130000 tons per annum which is ~11-12% of overall capacity and is expected to reach full capacity by next 2 years.

Exhibit: Direct Reach - 2.7X increase

The company continues to expand its direct reach, presently it has expanded to 1.99 mn outlets.

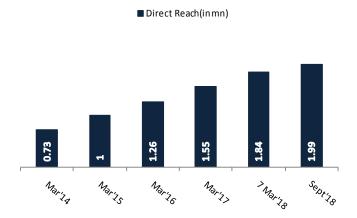


Exhibit: Sales and Sales growth

Sales grew by 13% YoY to Rs 2870 cr led by double-digit volume growth.

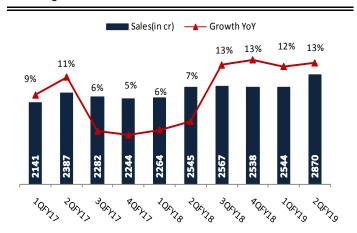


Exhibit: Price trend in key inputs

The company witnessed ~4% overall commodity inflation in this quarter.

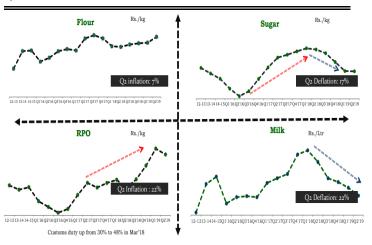


Exhibit: Rural distribution reach

Rural distribution continues to increase and growing in double digit.

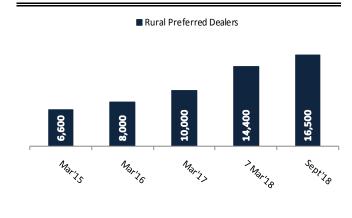


Exhibit: Gross and Ebitda margin

Long position undertaken for the key inputs till mid of Q4FY19 helped in expansion of gross mar. by 228 bps.

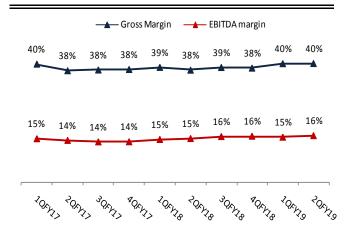
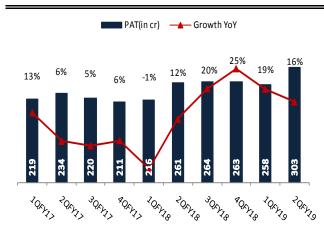


Exhibit: PAT and PAT growth

PAT grew by 16% YoY while PAT margin improved by 31 bps YoY to 10.6%.



BRITANNIA

Financial Details

Balance Sheet

Y/E March	FY13	FY14	FY15	FY16	FY17	FY18	FY19E	FY20E
Share Capital	24	24	24	24	24	24	24	24
Reserves	527	770	1,218	2,068	2,672	3,382	4,076	4,840
Networth	551	794	1,242	2,092	2,696	3,406	4,100	4,864
Debt	341	148	140	124	116	178	171	168
Other Non Current Liab	37	32	26	7	8	9	9	9
Total Capital Employed	892	942	1,382	2,215	2,812	3,584	4,270	5,031
Net Fixed Assets (incl CWIP)	785	848	782	924	1,047	1,405	1,518	1,700
Non Current Investments	35	35	77	371	310	220	220	220
Other Non Current Assets	201	178	262	217	312	237	237	237
Non Current Assets	1,021	1,061	1,120	1,770	1,770	2,037	2,149	2,331
Inventory	375	420	404	441	661	653	443	525
Debtors	123	109	136	171	179	305	343	403
Cash & Bank	103	109	226	65	56	130	939	1,355
Other Current Assets	262	408	907	416	175	857	900	1,000
Current Assets	862	1,046	1,673	1,724	2,339	3,151	3,923	4,806
Creditors	394	557	703	769	757	994	1,121	1,316
Provisions	274	328	417	175	182	179	202	237
Other Current Liabilities	277	242	259	91	92	89	100	118
Curr Liabilities	945	1,126	1,380	1,244	1,261	1,554	1,752	2,057
Net Current Assets	(83)	(80)	293	480	1,078	1,597	2,170	2,749
Total Assets	1,883	2,107	2,793	3,494	4,109	5,188	6,072	7,138

Income Statement

Y/E March	FY13	FY14	FY15	FY16	FY17	FY18	FY19E	FY20E
Revenue from Operation	6,185	6,913	7,858	8,626	9,054	9,914	11,177	13,121
Change (%)		12%	14%	10%	5%	9%	13%	17%
EBITDA	421	627	864	1,214	1,278	1,502	1,782	2,160
Change (%)		49%	38%	41%	5%	17%	19%	21%
Margin (%)	7%	9%	11%	14%	14%	15%	16%	16%
Depr & Amor.	73	83	144	113	119	142	149	189
EBIT	347	544	719	1,101	1,159	1,360	1,633	1,971
Int. & other fin. Cost	41	8	4	5	5	8	10	10
Other Income	52	34	88	124	151	166	190	266
EBT	358	569	804	1,220	1,304	1,518	1,812	2,227
Exp Item	-	-	146	-	-	-	-	-
Tax	99	174	261	396	420	514	617	757
Minority Int & P/L share of Ass.	0	0	0	-	-	-	-	-
Reported PAT	260	396	689	825	885	1,004	1,195	1,470
Adjusted PAT	260	396	590	825	885	1,004	1,195	1,470
Change (%)		52%	74%	20%	7%	13%	19%	23%
Margin(%)	4%	6%	9%	10%	10%	10%	11%	11%

Financial Details

Key Ratios

Y/E March	FY13	FY14	FY15	FY16	FY17	FY18	FY19E	FY20E
ROE	47%	50%	55%	39%	33%	29%	29%	30%
ROCE	39%	58%	52%	50%	41%	38%	38%	39%
Asset Turnover	3	3	3	2	2	2	2	2
Debtor Days	7	6	6	7	7	11	11	11
Inv Days	22	22	19	19	27	24	14	15
Payable Days	23	29	33	33	31	37	37	37
Int Coverage	8	66	186	226	213	179	157	193
P/E	24	16	17	39	51	67	58	47
Price / Book Value	11	8	10	15	17	20	17	14
EV/EBITDA	15	10	13	26	35	45	39	32
FCF per Share	8	47	39	59	7	69	110	103
Div Yield	2%	2%	2%	0%	1%	0%	1%	1%

Cash Flow Statement

Y/E March	FY13	FY14	FY15	FY16	FY17	FY18	FY19E	FY20E
PBT	358	569	950	1,220	1,304	1,518	1,812	2,227
(inc)/Dec in Working Capital	(16)	226	25	133	(451)	228	222	(63)
Non Cash Op Exp	51	68	(52)	77	70	95	149	189
Int Paid (+)	(25)	8	4	5	5	8	10	10
Tax Paid	(89)	(186)	(301)	(403)	(397)	(496)	(617)	(757)
others	(25)	(14)	(41)	(72)	(90)	(104)	-	-
CF from Op. Activities	320	671	584	959	441	1,249	1,577	1,606
(inc)/Dec in FA & CWIP	(225)	(110)	(118)	(251)	(360)	(423)	(262)	(371)
Free Cashflow	95	561	467	708	82	826	1,315	1,235
(Pur)/Sale of Inv	165	(74)	(113)	(210)	367	(536)	(43)	(100)
others	89	(62)	(220)	(245)	(157)	2	-	-
CF from Inv. Activities	28	(246)	(450)	(705)	(150)	(956)	(305)	(471)
inc/(dec) in NW	4	14	-	-	-	15	-	-
inc/(dec) in Debt	(227)	(243)	17	-	-	-	-	-
Int. Paid	(42)	(9)	(3)	(5)	(6)	(7)	(10)	(10)
Div Paid (inc tax)	(118)	(119)	(168)	(231)	(288)	(317)	(502)	(705)
others	5	-	(27)	(10)	(1)	78	(8)	(3)
CF from Fin. Activities	(378)	(357)	(181)	(246)	(295)	(232)	(520)	(719)
Inc(Dec) in Cash	(30)	69	(47)	8	(4)	61	752	416
Add: Opening Balance	52	22	90	43	51	47	186	939
Closing Balance	22	90	43	51	47	108	938	1,355

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Analyst's ownership of the stocks mentioned in the Report	NIL
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Correspondence Office Address: Arch Waterfront, 5th Floor, Block GP, Saltlake, Sector 5, Kolkata 700 091; Tel No.: 033-40541700; www.narnolia.com. Registered Office Address: Marble Arch, Office 201, 2nd Floor, 236B, AJC Bose Road, Kolkata 700 020; Tel No.: 033-4050 1500; www.narnolia.com

Compliance Officer: Manish Kr Agarwal, Email Id: mkagarwal@narnolia.com, Contact No.:033-40541700.

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