Company Update/Target price change

ITC

India | FMCG



Thriving on non-cigarette expansion

Non-cigarette business remains a key driver

During a recent analyst meeting, ITC (ITC IN) management emphasized on a strategy which identified several growth drivers in the noncigarettes segment. This segment has seen a 2.5x rise in revenue and 3.2x increase in bottom line in the past decade. ITC employs a three-fold growth framework: 1) reinforcing core businesses, 2) developing emerging ventures, such as beverages, frozen foods, liquid wash, nicotine, and value-added agri, and 3) exploring potential growth avenues, including premium skincare and food tech. There has been an increase in ROCE of the non-cigarettes business to 21.7% in FY23 from 14.3% in FY13

Huge room for growth and profitability in other FMCG businesses

In the foods segment, management expects significant growth runway, led by non-branded (82% of category) to branded conversion, penetrating emerging markets, building newer avenues, such as *Yoga Bar* and *Sunrise* acquisition, building future-led portfolio, such as plant-based protein and millets to cater to the affluent India and leveraging its agri sourcing for cost competitiveness. It aims to expand EBITDA margin by 80-100bp pa through improved product mix and premiumization by ~30bp, scale advantages of ~20bp, and cost optimization of ~30bp.

Focus on clawing back market share in cigarettes from illicit trade

In the cigarettes business, management remains committed to its strategy of a tier-wise product portfolio, innovative distinct offerings, and effective last-mile execution. This approach aims to seize significant growth potential in the cigarettes market, which constitutes 9% of total tobacco consumption, reclaim market share from illicit trade (one-third of legal cigarettes), and bolster its position among peers. Management believes that in a stable tax environment ITC will continue to claw back share from the illicit market.

Positive outlook for the hotels and agri businesses

ITC is set to sustain robust growth in its hotels business, capitalizing on rising average room rate (ARR) and occupancy rate. The company targets expansion to 200 hotels with 18,000 keys in the next five years via a managed portfolio which accounts for two-thirds of keys. In the agri business, the company also sees nicotine as a significant exports opportunity due to a huge demand-supply gap and high margin.

Valuation: retain Accumulate with a higher TP of INR 516

We raise our earnings estimates by ~1% each in FY25 and FY26 to factor in higher profitability. We retain **Accumulate** with a higher TP of INR 516 from INR 491 on a SOTP method, valuing cigarettes at 22x (unchanged) March 2026E P/E and FMCG at 6x (unchanged) March 2026E price/sales as we roll forward.

Rating: Accumulate

Target Price: INR 516

Upside: 14%

CMP: INR 453 (as on 12 December 2023)

Key data*	
Bloomberg / Reuters Code	ITC IN/ITC.BO
Current /Dil. Shares O/S (mn)	12,471/12,414
Mkt Cap (INR bn/USD mn)	5,652/67,783
Daily Vol. (3M NSE Avg.)	
Face Value (INR)	1
1 USD = INR 83.4	

Note: *as on 12 December 2023; Source: Bloomberg

Price & Vo	lume			
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Dec-22	Mar-23	Jun-23	Sep-23	Dec-23
_	Vol. in mn	(RHS)	ITC	(LHS)

Source: Bloomberg

Shareholding (%)	Q3FY23	Q4FY23	Q1FY24	Q2FY24
Promoter	0.0	0.0	0.0	0.0
Institutional Investors	85.2	85.4	85.6	85.3
Other Investors	2.1	2.1	2.1	2.1
General Public	12.7	12.4	12.4	12.6
Source: BSE				

Price performance (%)	ЗМ	6M	12M
Nifty	4.6	12.4	13.0
ITC	0.4	3.7	32.8

Source: Bloomberg

YE	Revenue	YoY	EBITDA	EBITDA	Adj PAT	YoY	Fully DEPS	RoE	RoCE	P/E	EV/EBITDA
March	(INR mn)	(%)	(INR mn)	margin (%)	(INR mn)	(%)	(INR)	(%)	(%)	(x)	(x
FY23	660,433	17.2	239,445	36.3	186,804	24.1	15.0	29.0	37.2	30.1	23.4
FY24E	708,161	7.2	262,553	37.1	205,919	10.2	16.6	30.3	38.8	27.3	21.
FY25E	770,733	8.8	293,293	38.1	231,386	12.4	18.6	33.7	43.0	24.3	18.
FY26E	840.337	9.0	326.254	38.8	257.430	11.3	20.7	36.4	46.5	21.9	17.

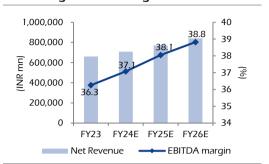


# Financials (YE March)

Financials (YE Mar		5015		=
Income statement (INR mn)	FY23	FY24E	FY25E	FY26E
Net Revenue	660,433	708,161	770,733	840,337
EBITDA	239,445	262,553	293,293	326,254
Less: Depreciation & Amortization	16,627	17,171	17,517	17,665
EBIT	222,817	245,382	275,776	308,590
Less: Interest Expense	418	420	420	420
Add: Other Income	24,376	26,342	29,500	31,000
Exceptional item	729	-	-	
PBT	247,504	271,304	304,856	339,170
Less Taxes	59,971	65,384	73,470	81,740
Reported PAT	187,533	205,919	231,386	257,430
Reported PAT after Minority Interest	187,533	205,919	231,386	257,430
Adjusted PAT	186,804	205,919	231,386	257,430
Balance Sheet (INR mn)	FY23	FY24E	FY25E	FY26E
Share capital	12,428	12,428	12,428	12,428
Reserves	663,510	670,581	678,263	711,989
Borrowings	2,781	3,083	3,083	3,083
Deferred Tax (Net)	16,211	20,000	20,000	20,000
Total Liabilities	694,931	706,092	713,774	747,500
Gross Block	340,909	375,050	408,050	441,050
Less: Accumulated depreciation	104,940	122,111	139,628	157,292
Net Block	235,969	252,939	268,422	283,757
Capital work in progress	16,966	65,053	65,053	65,053
Goodwill	5,772	5,772	5,772	5,772
Investments	327,206	210,515	210,515	210,515
Cash	38,313	99,408	87,569	99,371
Net working capital	70,705	72,405	76,444	83,032
Total Assets	694,931	706,092	713,774	747,500
Cash flow statement (INR mn)	FY23	FY24E	FY25E	FY26E
Operating cash flow	197,575	221,390	244,865	268,506
Less: Capex	18,467	82,228	33,000	33,000
Free cash flow to firm	179,108	139,162	211,865	235,506
Investing cash flow	(72,850)	34,463	(33,000)	(33,000
Financing cash flow	(125,192)	(194,758)	(223,704)	(223,704
Net change in cash	(467)	61,095	(11,839)	11,802
Datio Analysis		01,075	, , ,	,
rauo Anaiysis	FY23	FY24E	FY25E	
-				
Income statement Ratios (%)				FY26E
Income statement Ratios (%) Revenue growth	FY23	FY24E	FY25E	<b>FY26</b> E
Income statement Ratios (%) Revenue growth EBITDA growth	<b>FY23</b>	<b>FY24E</b> 7.2	<b>FY25E</b> 8.8	<b>FY26E</b> 9.0 11.2
Income statement Ratios (%) Revenue growth EBITDA growth PAT growth	FY23 17.2 26.5	7.2 9.7	<b>FY25E</b> 8.8 11.7	9.0 11.2 11.3
Income statement Ratios (%) Revenue growth EBITDA growth PAT growth EBITDA margin	17.2 26.5 24.1	7.2 9.7 10.2	8.8 11.7 12.4	9.0 11.2 11.3 38.8
Income statement Ratios (%) Revenue growth EBITDA growth PAT growth EBITDA margin Net margin	17.2 26.5 24.1 36.3	7.2 9.7 10.2 37.1	8.8 11.7 12.4 38.1	9.0 11.2 11.3 38.8
Income statement Ratios (%) Revenue growth EBITDA growth PAT growth EBITDA margin Net margin Return and liquidity ratios	17.2 26.5 24.1 36.3	7.2 9.7 10.2 37.1	8.8 11.7 12.4 38.1	9.0 11.2 11.3 38.8 30.6
Income statement Ratios (%) Revenue growth EBITDA growth PAT growth EBITDA margin Net margin Return and liquidity ratios Net debt/Equity (x)	17.2 26.5 24.1 36.3 28.3	7.2 9.7 10.2 37.1 29.1	8.8 11.7 12.4 38.1 30.0	9.0 11.2 11.3 38.8 30.6
Income statement Ratios (%) Revenue growth EBITDA growth PAT growth EBITDA margin Net margin Return and liquidity ratios Net debt/Equity (x) ROE (%)	FY23  17.2 26.5 24.1 36.3 28.3  (0.3)	7.2 9.7 10.2 37.1 29.1 (0.3)	8.8 11.7 12.4 38.1 30.0 (0.3)	9.0 11.2 11.3 38.8 30.6 (0.3 36.4 46.5
Income statement Ratios (%) Revenue growth EBITDA growth PAT growth EBITDA margin Net margin Return and liquidity ratios Net debt/Equity (x) ROE (%) ROCE(%)	FY23  17.2 26.5 24.1 36.3 28.3  (0.3) 29.0	7.2 9.7 10.2 37.1 29.1 (0.3) 30.3	8.8 11.7 12.4 38.1 30.0 (0.3) 33.7	9.0 11.2 11.3 38.6 30.6 (0.3 36.4
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Income statement Ratios (%) Revenue growth EBITDA growth PAT growth EBITDA margin Net margin Return and liquidity ratios Net debt/Equity (x) ROE (%) ROCE(%) Per share data and Valuation ratios Diluted EPS (INR) EPS growth (%) DPS (INR)	FY23  17.2 26.5 24.1 36.3 28.3  (0.3) 29.0 37.2  15.0 23.0	7.2 9.7 10.2 37.1 29.1 (0.3) 30.3 38.8 16.6 10.2	8.8 11.7 12.4 38.1 30.0 (0.3) 33.7 43.0	9.0 11.2 11.3 38.8 30.6 (0.3 36.4 46.5 20.7 11.3
Income statement Ratios (%) Revenue growth EBITDA growth PAT growth EBITDA margin Net margin Return and liquidity ratios Net debt/Equity (x) ROE (%) ROCE(%) Per share data and Valuation ratios Diluted EPS (INR) EPS growth (%) DPS (INR) P/E ratio (x)	FY23  17.2 26.5 24.1 36.3 28.3  (0.3) 29.0 37.2  15.0 23.0 15.5	7.2 9.7 10.2 37.1 29.1 (0.3) 30.3 38.8 16.6 10.2 16.0	8.8 11.7 12.4 38.1 30.0 (0.3) 33.7 43.0 18.6 12.4 18.0	9.0 11.2 11.3 38.8 30.6 (0.3 36.4 46.5 20.7 11.3 18.0 21.9
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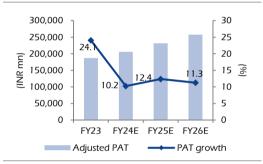
Note: pricing as on 12 December 2023; Source: Company, Elara Securities Estimate

### Revenue growth & margin trend



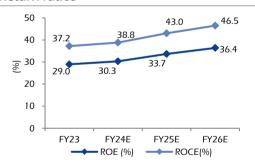
Source: Company, Elara Securities Estimate

### Adjusted profit growth trend



Source: Company, Elara Securities Estimate

### **Return ratios**



Source: Company, Elara Securities Estimate



Exhibit 1: Non-cigarette business – PBIT up 3.2x and ROCE expands 730bp in the past decade

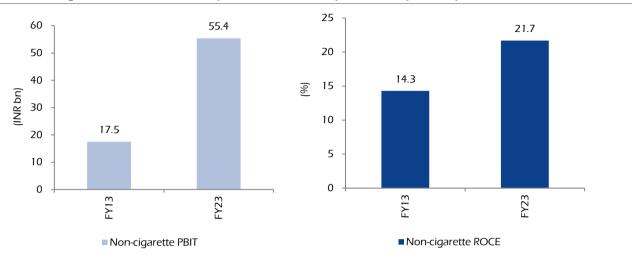
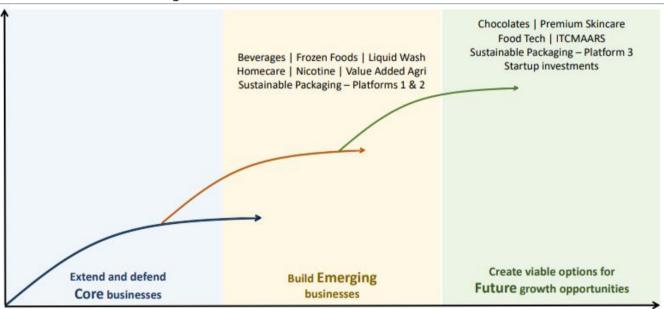


Exhibit 2: ITC's three horizon growth framework



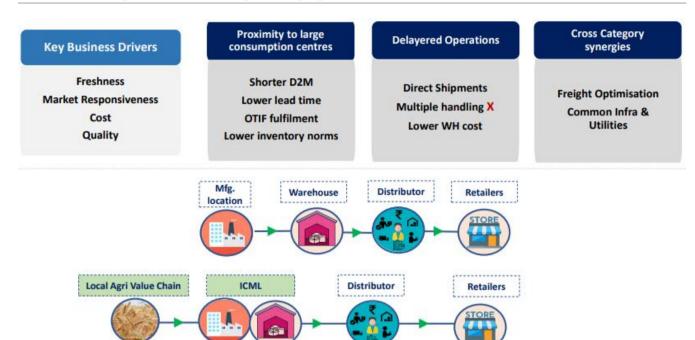
Source: Company, Elara Securities Research

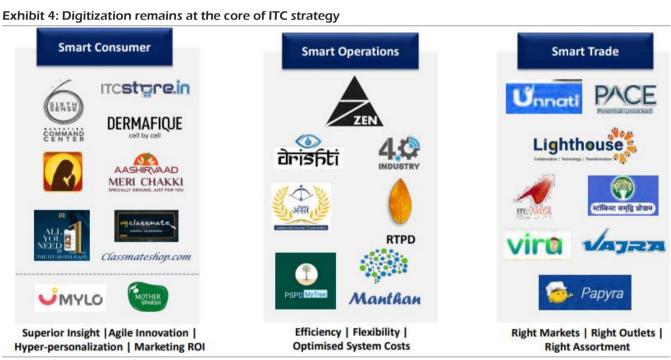
### Efficient supply chain, digitization keys strategy pillars

- ITC is gaining a structural advantage through its integrated consumer goods manufacturing and logistics facilities (ICML), providing a strong foundation with benefits, such as product freshness, enhanced supply chain agility, responsiveness, and reduced cost for nearby markets due to shorter lead distances
- The company has 25 digital applications and programs serving end-consumers, internal operations, and trade channels. Recognizing digital as a core component, ITC believes it is integral for empowering the organization with problem-solving skills



Exhibit 3: Creating structural advantage leveraging ICML





Source: Company, Elara Securities Research



Exhibit 5: FMCG segments consist of mother brands with total annual consumer spend of INR 290bn

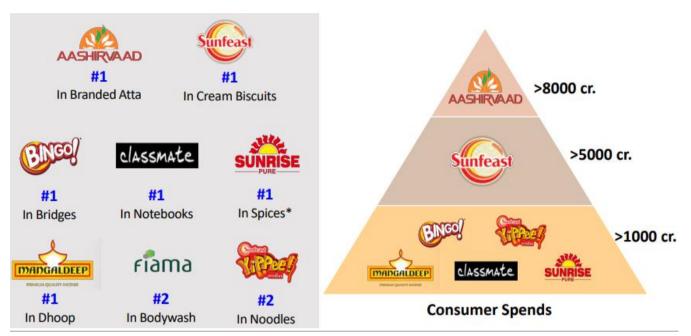


Exhibit 6: Expanding its product offering in the food segment



Source: Company, Elara Securities Research

In the personal care sector, the *Fiama* soap stands out as a unique product, featuring patented frozen liquid crystal technology that provides a shower gel-like bathing

experience. In response to consumer preferences for variety, the company has introduced a multi-variant soap pack with vibrant and distinctive on-shelf packaging



Exhibit 7: Cigarette volume recovers to 2013 levels and innovations increase multifold

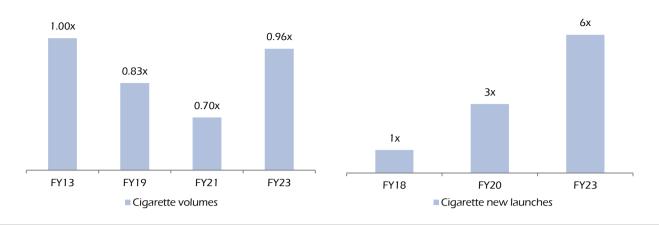
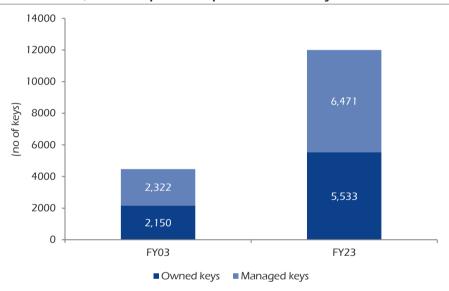


Exhibit 8: In the hotels business, there is rapid scale-up of room inventory with richer mix of managed keys



Source: Company, Elara Securities Research

**Exhibit 9: SOTP valuation** 

Segment	Valuation	Multiple (x)	Sales / EBITDA/ profit, March 2026E (INR bn)	March 2026E value (INR bn)	(INR)
Cigarettes	P/E	22.0	173	3,815	310
FMCG	Price/sales	6.0	262	1,572	128
Hotel	EV/EBITDA	22.0	12	265	21
Agri business	EV/EBITDA	5.0	20	98	8
Paperboards, Paper and Packaging	EV/EBITDA	13.0	31	399	32
Net cash				210	17
Target price (INR)					516
CMP (INR)					453
Upside (%)					14

Note: Pricing as on 12 December 2023; Source: Elara Securities Estimate



**Exhibit 10: Change in estimates** 

(INID man)		Old			New		(9	6) change	
(INR mn)	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	708,161	770,463	837,258	708,161	770,733	840,337	-	0.0	0.4
EBITDA	262,553	289,314	320,611	262,553	293,293	326,254	-	1.4	1.8
EBITDA (%)	37.1	37.6	38.3	37.1	38.1	38.8	-	50	53
PAT	205,919	228,366	253,147	205,919	231,386	257,430	-	1.3	1.7
EPS (INR)	16.6	18.4	20.4	16.6	18.6	20.7	-	1.3	1.7
Target price (INR)		491			516			5.1	

Source: Elara Securities Estimate



# **Coverage History**



	Date	Rating	Target Price	Closing Price
	Date	Raurig	rarget Frice	Closing Frice
1	4-Feb-2022	Accumulate	INR 270	INR 234
2	18-May-2022	Accumulate	INR 292	INR 267
3	1-Aug-2022	Accumulate	INR 338	INR 308
4	22-Sep-2022	Accumulate	INR 374	INR 345
5	20-Oct-2022	Accumulate	INR 393	INR 350
6	3-Feb-2023	Accumulate	INR 438	INR 381
7	18-May-2023	Accumulate	INR 473	INR 420
8	19-Oct-2023	Accumulate	INR 491	INR 450
9	12-Dec-2023	Accumulate	INR 516	INR 453

# **Guide to Research Rating**

BUY	Absolute Return >+20%
ACCUMULATE	Absolute Return +5% to +20%
REDUCE	Absolute Return -5% to +5%
SELL	Absolute Return < -5%



# Elara Securities (India) Private Limited

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