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Concerns around specialty scale-up overblown

Pharmaceuticals > Company Update > September 04, 2025

While we had addressed concerns around the sustainability of Sun's domestic outperformance in one of our earlier notes (link), we focus on the street's concerns around Sun's specialty investments in FY26 + new specialty launches undershooting medium-term street expectations. Even as we acknowledge that Upside/(Downside) (%) Abbvie's superior Phase 3 trial read-out would establish Rinvoq as the standard of care for Alopecia Areata (AA) post-commercialization (launch + scale up, however, is at least 3 years away), our market share assumptions for Legselvi

were anyway conservative to begin with (~5% by FY30E, when we expect Legselvi to post close to USD500mn in global sales; consensus estimate for Pfizer's Litfulo in CY26-the 3rd full year of sales-at ~USD240mn, despite subpar efficacy). We analyze the evolution of payor coverage for Plaque Psoriasis and Atopic Dermatitis in the US + the extant prior authorization policies for AA which lead us to believe that concerns around payor coverage for Legselvi are overstated and will be addressed in the medium term. We note that the AA space in the US (no other candidate currently in Phase 3) is nowhere nearly as competitive as the Plaque Psoriasis space, where Ilumya has well exceeded street expectations despite multiple injectable as well as oral treatment options being available + a weaker efficacy profile + being a relatively late entrant. Besides, additional indications for Leqselvi (which will be a subset of Rinvoq's approved indications) as well as Unloxcyt (same as Libtayo's other approved indications) are currently not a part of our NPV estimates. We believe that comparisons of Sun's current multiples with its 5-year average trading range are unjustified, given that the company's revenue mix has meaningfully changed over FY20-25 (branded sales share at 70% in FY25 vs 56% in FY20; FY28E at 76%). Notably, while domestic formulations are one-third of the overall top line, the business accounts for ~55% of Sun's overall EBITDA pool

Concerns around payor coverage for Leqselvi overstated

An analysis of the evolution of payor coverage for new treatment options for Plaque Psoriasis and Atopic Dermatitis in the US suggests that concerns around payor coverage for Legselvi are overstated and will be addressed in the medium term. Insurers typically begin offering coverage with restrictive policies for 2-3 years post-launch, followed by relaxation of requirements and gradual expansion in coverage. Early biologics for Psoriasis such as Enbrel and Stelara faced hurdles, including strict prior authorizations and documentation of experience with unsuccessful conventional therapies. Similarly, Dupilumab (Dupixent)-approved for moderate-to-severe Atopic Dermatitis in CY17faced restrictive initial coverage (limited to patients satisfying clinical criteria, which was more stringent than FDA's inclusion criteria for clinical trials), which was subject to prior authorizations, appeals, and step therapy. Over time, coverage for both treatment options expanded owing to strong patient outcomes and increase in prescriber comfort.

(which will continue to witness double-digit growth). We reiterate BUY.

Sun Pharma: Financial Snapshot (Consolidated)								
Y/E Mar (Rs mn)	FY24	FY25	FY26E	FY27E	FY28E			
Revenue	484,968	525,784	571,184	632,475	701,545			
EBITDA	130,231	152,717	160,217	185,631	212,217			
Adj. PAT	100,706	119,844	113,968	133,930	155,018			
Adj. EPS (Rs)	42.0	50.0	47.5	55.8	64.6			
EBITDA margin (%)	26.9	29.0	28.1	29.4	30.3			
EBITDA growth (%)	11.8	17.3	4.9	15.9	14.3			
Adj. EPS growth (%)	16.5	19.0	(4.9)	17.5	15.7			
RoE (%)	16.8	17.6	15.1	16.1	16.9			
RoIC (%)	18.1	21.2	19.7	22.2	25.2			
P/E (x)	39.5	34.7	35.5	28.3	24.4			
EV/EBITDA (x)	27.8	23.7	22.6	19.5	hito Margue			
P/B (x)	5.9	5.2	is intended 4.8	4.4	nite Marque			
FCFF yield (%)	2.9	3.3	2.2	3.5	4.0			

Source: Company, Emkay Research

Target Price – 12M	Sep-26
Change in TP (%)	-
Current Reco.	BUY
Previous Reco.	BUY

CMP (Rs): 1,579 | TP (Rs): 2,000

Stock Data	SUNP IN
52-week High (Rs)	1,960
52-week Low (Rs)	1,553
Shares outstanding (mn)	2,399.3
Market-cap (Rs bn)	3,788
Market-cap (USD mn)	43,008
Net-debt, FY26E (Rs mn)	(261,682.9)
ADTV-3M (mn shares)	3
ADTV-3M (Rs mn)	4,136.9
ADTV-3M (USD mn)	47.0
Free float (%)	45.5
Nifty-50	24,715.1
INR/USD	88.1
Shareholding,Jun-25	
Promoters (%)	54.5
FPIs/MFs (%)	17.3/19.5

Price Performance						
(%)	1M	3M	12M			
Absolute	(3.1)	(5.3)	(12.9)			
Rel. to Nifty	(3.7)	(6.0)	(10.9)			



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While one could argue that coverage evolution for Alopecia Areata might not mirror that for Plaque Psoriasis/Atopic Dermatitis given that some plans currently exclude Alopecia, per the National Alopecia Areata Foundation in the US, ~40% of appeals against denied insurance claims are successful; also, patients who meet the clinical requirement can request for an external review by a state/federal agency, following which the probability of a denial is lower, given favorable precedents. In case of Leqselvi, the step therapy requirement (conventional systemic therapy/high-potency topical corticosteroid) has been waived off for patients already on Eli Lilly's Olumiant and Pfizer's Litfulo (we do expect Leqselvi to initially gain share from competing JAK inhibitors currently in the market, given its superior efficacy profile). The clinical requirement (at least 50% scalp hair loss for a minimum of 6 months) imposed by payors so far is also in line with the FDA's inclusion criteria for clinical trials. Our view is also consistent with past studies, which indicate that coverage for specialty drugs in the US turns more favorable the longer these drugs are in the market.

Additional indications for Leqselvi and Unloxcyt currently not a part of our NPV estimates

Of the multiple other indications that JAK inhibitors have been approved for (prominent chronic inflammatory conditions, including Rheumatoid Arthritis, Psoriatic Arthritis, Juvenile Idiopathic Arthritis, Axial Spondyloarthritis, Ulcerative Colitis, and Atopic Dermatitis; rare forms of blood cancer, such as Myelofibrosis and Polycythemia Vera), Sun is likely to target 2-3 other indications with Legselvi. Sun will target Atopic Dermatitis and Psoriatic Arthritis, in our view, given the synergies with its existing specialty brands and derma field-force. Notably, Sun has refrained from targeting indications such as Crohn's disease and Ulcerative Colitis with Ilumya, unlike other IL-23 inhibitors, given the need to establish a dedicated gastro sales-force. Other JAK inhibitors, including Olumiant, Litfulo, and Rinvog, are also being investigated for Vitiligo, an indication that Sun could also pursue with Leqselvi, given its settlement with Incyte (Incyte's topical Ruxolitinib was approved for the treatment of nonsegmental Vitiligo by the FDA in CY22). Unloxcyt could also be evaluated for Libtayo's other approved indications (Basal Cell Carcinoma and Non-Small Cell Lung Cancer). It is to be noted that Unloxcyt had demonstrated an overall response rate in line with that of Libtayo (albeit head-to-head comparison not appropriate) within the Non-Small Cell Lung Cancer cohort in Phase 1 trials.

Exhibit 1: No other Alopecia Areata candidate currently in Phase 3 in the US

Candidate	Innovator	Status
ALY 101	Alys Pharmaceuticals	Phase 2
Amlitelimab	Kymab/Sanofi	Phase 2
Bempikibart (ADX-914)	Bristol-Myers Squibb/Q32 Bio	Phase 2
DR 01	Dren Bio	Phase 1
Daxdilimab	Amgen/Horizon Therapeutics	Phase 2
FB 102	Forte Biosciences	Phase 1
Gecaxitinib Hydrochloride	Suzhou Zelgen Biopharmaceuticals	Phase 1
HCW 9302	HCW Biologics	Phase 1
Ivarmacitinib	Arcutis Biotherapeutics/Jiangsu HengRui Medicine	Phase 1
Rezpegaldesleukin	Nektar Therapeutics	Phase 2
IMG-007	Inmagene LLC	Phase 2

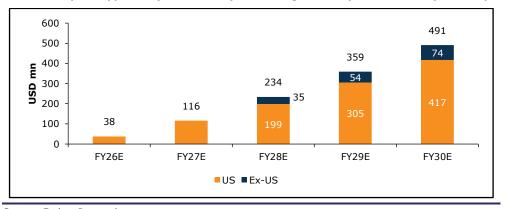
Source: Emkay Research

Exhibit 2: Leqselvi's efficacy profile far superior than that of approved JAK inhibitors (Eli Lilly's Olumiant and Pfizer's Litfulo)

	Rinvoq 15mg	Rinvoq 15mg	Rinvoq 30mg	Rinvoq 30mg	Leqselvi 8mg	Leqselvi 8mg	Olumiant 4mg	Olumiant 4mg	Litfulo 50mg
Difference vs Placebo at Week 24	UP-AA1 trial	UP-AA2 trial	UP-AA1 trial	UP-AA2 trial	THRIVE-AA1 trial	THRIVE-AA2 trial	BRAVE-AA1 trial	BRAVE-AA2 trial	AA-I trial
SALT ≤20	44%	41%	54%	51%	28%	31%	23%	28%	21%
SALT ≤10	35%	35%	is repor45% ir	ntended46%7	「eam \\\21%	Marque 24% ut	tions (t 16 %)	.emkay (19%)	itemarq12‰l

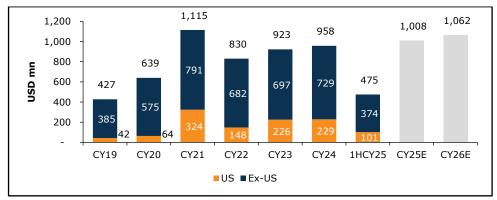
Source: Company, Emkay Research; Note: a SALT score of 20 indicates the subject has 20% total scalp hair loss; the primary endpoint for Leqselvi was the proportion of subjects who achieved at least 80% scalp hair coverage (SALT score ≤20) at Week-24; Eli Lilly reported the primary endpoint for Olumiant at Week-36; Olumiant 4mg's efficacy at Week-36 was comparable with Leqselvi 8mg's efficacy at Week-24

Exhibit 3: Leqselvi opportunity for Sun likely to be as significant by FY30E as Ilumya is today



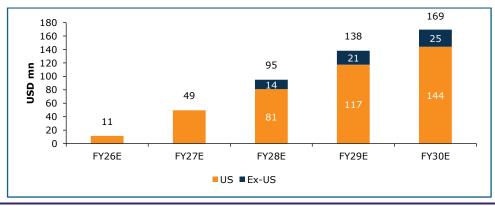
Source: Emkay Research

Exhibit 4: Olumiant - Annual sales trajectory



Source: Company, Bloomberg, Emkay Research; Note: CY25 and CY26 sales are Bloomberg estimates, CY21 spike driven by Emergency Use Authorization granted during Covid

Exhibit 5: Our Unloxcyt estimates are conservative, considering Libtayo's sales trajectory and Unloxcyt's strong efficacy profile



Source: Emkay Research

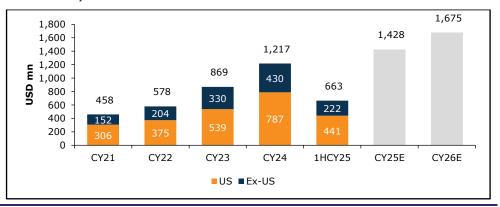
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Exhibit 6: Unloxcyt's efficacy profile in line with that of other approved treatment options

Overall Response Rate (ORR)	Unloxcyt	Libtayo	Keytruda
Locally advanced cSCC	48%	45%	50%
Metastatic cSCC	47%	51%	34%

Source: USFDA, Emkay Research; Note: ORR might not be strictly comparable, given that definitions can vary across studies; cSCC: Cutaneous Squamous Cell Carcinoma

Exhibit 7: Libtayo achieved 'blockbuster' status in CY24



Source: Company, Bloomberg, Emkay Research; Note: CY25 and CY26 sales are Bloomberg estimates

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Sun Pharma: Consolidated Financials and Valuations

Profit & Loss					
Y/E Mar (Rs mn)	FY24	FY25	FY26E	FY27E	FY28E
Revenue	484,968	525,784	571,184	632,475	701,545
Revenue growth (%)	10.5	8.4	8.6	10.7	10.9
EBITDA	130,231	152,717	160,217	185,631	212,217
EBITDA growth (%)	11.8	17.3	4.9	15.9	14.3
Depreciation & Amortization	25,566	25,754	28,559	30,359	32,271
EBIT	104,664	126,963	131,658	155,273	179,946
EBIT growth (%)	14.8	21.3	3.7	17.9	15.9
Other operating income	7,384	5,372	5,372	6,178	7,104
Other income	13,542	19,650	19,991	22,137	24,554
Financial expense	2,385	2,314	2,018	1,684	1,209
PBT	115,821	144,300	149,631	175,725	203,291
Extraordinary items	(4,943)	(10,553)	(7,175)	0	0
Taxes	14,395	23,946	35,163	41,295	47,773
Minority interest	(721)	(511)	(500)	(500)	(500)
Income from JV/Associates	-	-	-	-	-
Reported PAT	95,763	109,290	106,793	133,930	155,018
PAT growth (%)	13.0	14.1	(2.3)	25.4	15.7
Adjusted PAT	100,706	119,844	113,968	133,930	155,018
Diluted EPS (Rs)	42.0	50.0	47.5	55.8	64.6
Diluted EPS growth (%)	16.5	19.0	(4.9)	17.5	15.7
DPS (Rs)	12.1	15.1	19.0	22.5	26.5
Dividend payout (%)	30.3	33.1	42.7	40.3	41.0
EBITDA margin (%)	26.9	29.0	28.1	29.4	30.3
EBIT margin (%)	21.6	24.1	23.1	24.6	25.7
Effective tax rate (%)	12.4	16.6	23.5	23.5	23.5
NOPLAT (pre-IndAS)	91,656	105,894	100,718	118,784	137,659
Shares outstanding (mn)	2,399	2,399	2,399	2,399	2,399

Source: Company, Emkay Research

Cash flows					
Y/E Mar (Rs mn)	FY24	FY25	FY26E	FY27E	FY28E
PBT (ex-other income)	102,280	124,649	129,640	153,588	178,737
Others (non-cash items)	21,459	(16,860)	19,991	22,137	24,554
Taxes paid	(15,694)	(4,768)	(35,163)	(41,295)	(47,773)
Change in NWC	(14,646)	9,633	(8,124)	(9,423)	(10,885)
Operating cash flow	121,350	140,721	136,922	157,049	178,113
Capital expenditure	(15,291)	(20,401)	(58,821)	(31,315)	(34,722)
Acquisition of business	(590)	0	0	0	0
Interest & dividend income	13,542	19,650	19,991	22,137	24,554
Investing cash flow	(6,902)	(53,062)	(58,821)	(31,315)	(34,722)
Equity raised/(repaid)	0	0	0	0	0
Debt raised/(repaid)	(33,522)	(9,761)	(2,025)	(5,000)	(5,000)
Payment of lease liabilities	0	0	0	0	0
Interest paid	(2,385)	(2,314)	(2,018)	(1,684)	(1,209)
Dividend paid (incl tax)	(29,007)	(36,173)	(45,581)	(53,978)	(63,574)
Others	(2,188)	(30,811)	0	0	0
Financing cash flow	(67,102)	(79,058)	(49,624)	(60,662)	(69,783)
Net chg in Cash	47,346	8,601	28,477	65,073	73,608
OCF	121,350	140,721	136,922	157,049	178,113
Adj. OCF (w/o NWC chg.)	135,996	131,088	145,045	166,473	188,998
FCFF	106,059	120,320	78,101	125,734	143,391
FCFE	117,217	137,656	96,074	146,187	166,735
OCF/EBITDA (%)	93.2	92.1	85.5	84.6	83.9
FCFE/PAT (%)	122.4	126.0	90.0	109.2	107.6
FCFF/NOPLAT (%)	115.7	113.6	77.5	105.9	104.2

Source: Company, Emkay Research

Balance Sheet					
Y/E Mar (Rs mn)	FY24	FY25	FY26E	FY27E	FY28E
Share capital	2,399	2,399	2,399	2,399	2,399
Reserves & Surplus	634,268	719,781	788,168	868,120	959,564
Net worth	636,668	722,180	790,567	870,519	961,964
Minority interests	34,592	2,679	3,179	3,679	4,179
Non-current liab. & prov.	13,880	14,179	14,179	14,179	14,179
Total debt	28,457	18,696	16,671	11,671	6,671
Total liabilities & equity	713,596	757,735	824,597	900,049	986,993
Net tangible fixed assets	101,923	100,359	102,150	105,160	109,429
Net intangible assets	130,558	125,503	153,974	151,920	150,102
Net ROU assets	-	-	-	-	-
Capital WIP	11,077	12,343	12,343	12,343	12,343
Goodwill	85,690	89,394	89,394	89,394	89,394
Investments [JV/Associates]	4,426	4,426	4,426	4,426	4,426
Cash & equivalents	191,052	249,877	278,354	343,427	417,034
Current assets (ex-cash)	415,959	428,496	450,675	477,626	508,934
Current Liab. & Prov.	141,400	163,271	177,326	194,853	215,276
NWC (ex-cash)	274,559	265,225	273,349	282,772	293,658
Total assets	713,596	757,735	824,597	900,049	986,993
Net debt	(162,595)	(231,181)	(261,683)	(331,756)	(410,363)
Capital employed	713,596	757,735	824,597	900,049	986,993
Invested capital	507,041	491,088	529,473	539,853	553,189
BVPS (Rs)	265.4	301.0	329.5	362.9	401.0
Net Debt/Equity (x)	(0.3)	(0.3)	(0.3)	(0.4)	(0.4)
Net Debt/EBITDA (x)	(1.2)	(1.5)	(1.6)	(1.8)	(1.9)
Interest coverage (x)	49.6	63.4	75.2	105.3	169.1
RoCE (%)	17.4	20.3	19.5	20.9	22.0

Source: Company, Emkay Research

Valuations and key Ratios							
Y/E Mar	FY24	FY25	FY26E	FY27E	FY28E		
P/E (x)	39.5	34.7	35.5	28.3	24.4		
P/CE(x)	30.0	26.0	26.6	23.1	20.2		
P/B (x)	5.9	5.2	4.8	4.4	3.9		
EV/Sales (x)	7.6	7.0	6.4	5.8	5.2		
EV/EBITDA (x)	27.8	23.7	22.6	19.5	17.1		
EV/EBIT(x)	34.6	28.5	27.5	23.3	20.1		
EV/IC (x)	7.1	7.4	6.8	6.7	6.6		
FCFF yield (%)	2.9	3.3	2.2	3.5	4.0		
FCFE yield (%)	3.1	3.6	2.5	3.9	4.4		
Dividend yield (%)	0.8	1.0	1.2	1.4	1.7		
DuPont-RoE split							
Net profit margin (%)	20.8	22.8	20.0	21.2	22.1		
Total asset turnover (x)	0.7	0.7	0.7	0.7	0.7		
Assets/Equity (x)	1.2	1.1	1.0	1.0	1.0		
RoE (%)	16.8	17.6	15.1	16.1	16.9		
DuPont-RoIC							
NOPLAT margin (%)	18.9	20.1	17.6	18.8	19.6		
IC turnover (x)	1.0	1.1	1.1	1.2	1.3		
RoIC (%)	18.1	21.2	19.7	22.2	25.2		
Operating metrics							
Core NWC days	206.6	184.1	174.7	163.2	152.8		
Total NWC days	206.6	184.1	174.7	163.2	152.8		
Fixed asset turnover	2.0	2.3	2.4	2.5	2.7		
Opex-to-revenue (%)	51.2	50.5	51.6	50.7	50.0		

Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team emkay@whitemarquesolution

RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (Rs)	TP (Rs)	Rating	Analyst
01-Aug-25	1,630	2,000	Buy	Shashank Krishnakumar
23-May-25	1,684	2,250	Buy	Shashank Krishnakumar
17-Apr-25	1,752	2,250	Buy	Shashank Krishnakumar
10-Apr-25	1,652	2,400	Buy	Shashank Krishnakumar
06-Mar-25	1,614	2,400	Buy	Shashank Krishnakumar
01-Feb-25	1,742	2,400	Buy	Shashank Krishnakumar
21-Jan-25	1,763	2,400	Buy	Shashank Krishnakumar
13-Jan-25	1,747	2,400	Buy	Shashank Krishnakumar
04-Nov-24	1,809	2,350	Buy	Shashank Krishnakumar
29-Oct-24	1,872	2,350	Buy	Shashank Krishnakumar
27-Oct-24	1,860	2,350	Buy	Shashank Krishnakumar

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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ADD	5-15% upside
REDUCE	5% upside to 15% downside
SELL	>15% downside

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