

Colgate Palmolive (India) Ltd

Higher rural growth helped 5% volume growth

Colgate's Q3FY25 print was in-line with our estimates; revenue grew by 4.7% YoY while EBITDA/PAT declined by 3.1%/2.2% YoY. Despite soft demand in urban market, domestic sales grew by 3.2% YoY backed by ~5% YoY volume growth, which represents soft demand (particularly in urban market). We like CLGT's focus on product superiority led by science- based innovation, category led growth along with premiumisation story. The tech-enabled Oral Health Movement was launched at significant scale. Management believes that its strong innovation pipeline would help boost growth. During Q3, the company introduced MaxFresh Sensorial range on e-Commerce channel. Gross margin declined to 69.7% (-228bps) due to change in product mix along with higher input costs. Although other expenses increased (+15.1%), drop in Ad-spends as a % of sales by 95bps to 13.8% and lower employee exp. (-0.9%) led to EBITDA margin falling to 30.6% (-249bps). The management has given a cautious outlook for the short term while long term growth outlook is intact. We have tweaked earnings and maintain BUY, with a revised DCF-based target price of Rs3,215 (implied 47.8x FY27E EPS).

Volume growth of ~5% despite soft demand particularly in urban market

CLGT's Q3FY25 revenue grew by 4.7% YoY to Rs14.5bn. Domestic sales grew by 3.2% YoY, led by ~5% YoY volume growth. We note that core category growth would be driven by Strong Teeth, Max Fresh and Active Salt portfolio. Further, science based superior/premium portfolio forming ~15% of sales, led by Colgate Total and Whitening portfolio (Active Oxygen Tech) continue to expand distribution, clocking 3x category growth. CLGT has embarked on the journey of driving category consumption using 'Oral Health Movement' initiative: (1) free Al-led dental screening – 800mn+ packs with QR codes and free dentist consultation provided by 50K Dentists (2) BSBF partnership covering 200 cities and ~10mn children across 23K schools and (3) brush twice a day campaign. The management believes that strong innovation pipeline would help boost growth in the medium to long term. During Q3, the company introduced MaxFresh Sensorial range on ecommerce channel. The management has given a cautious outlook for the short term while long term growth outlook is intact.

Lower gross margin and higher other expenses lead to lower EBITDA margin

In Q3FY25, CLGT's gross margin declined by 228bps to 69.7% due to change in product mix along with higher input costs. Although other expenses increased (+15.1%) decline in employee expenses (-0.9%) and ad spend (-2.0%) pushed EBITDA margin to 30.6% (-249bps). Ad-spends as % of sales declined by 95bps YoY to 13.8% vs. 14.7% in Q3FY24. CLGT has introduced the MaxFresh Sensorial range in e-Commerce, which is a combination of refreshing power with fun & flavor. PAT was down by 2.2% YoY despite higher other income (+10.7%) and decline in interest expenses (-26.5%).

Valuation and risks

We reckon CLGT's growth will be driven by: (1) category development by driving awareness through Oral Health movement (2) diversifying product portfolio and growing beyond oral care (3) driving frequency of consumption and (4) further penetration in rural markets. The management aims to drive oral category penetration by retaining leadership using product superiority and innovation led premiumisation. With a strong distribution network (7mn), CLGT has guided for volume led growth with healthy mix between pricing/mix led realizations. We expect a gradual demand recovery in urban markets and strong recovery in rural to lift CLGT's performance. With focus on cost savings, we expect stable margins despite higher adspends and investments to support new launches. We cut our earnings for FY25E/FY26E by 7.3%/8.0% and maintain BUY with a revised DCF based target of Rs3,215 (implied 47.8x FY27E EPS). Risks: weakness in rural demand leading to decline in volume for toothpaste category and rising inflation in key RM/PM.

Financial and valuation summary

14,522	12.004			QoQ (%)	FY25E	FY26E	FY27E
	13,864	4.7	16,092	(9.8)	61,169	67,049	73,773
4,447	4,592	(3.1)	4,875	(8.8)	19,179	21,459	23,765
30.6	33.1	(249bp)	30.3	28bp	31.4	32.0	32.2
3,228	3,301	(2.2)	3,951	(18.3)	14,364	16,373	18,302
11.9	12.1	(2.2)	14.5	(18.3)	52.8	60.2	67.3
					6.9	14.0	11.8
					50.6	44.4	39.7
					37.1	33.0	29.7
					37.6	36.3	35.0
					75.5	83.3	89.9
					72.9	80.5	87.0
	30.6 3,228	30.6 33.1 3,228 3,301 11.9 12.1	30.6 33.1 (249bp) 3,228 3,301 (2.2) 11.9 12.1 (2.2)	30.6 33.1 (249bp) 30.3 3,228 3,301 (2.2) 3,951 11.9 12.1 (2.2) 14.5	30.6 33.1 (249bp) 30.3 28bp 3,228 3,301 (2.2) 3,951 (18.3) 11.9 12.1 (2.2) 14.5 (18.3)	30.6 33.1 (249bp) 30.3 28bp 31.4 3,228 3,301 (2.2) 3,951 (18.3) 14,364 11.9 12.1 (2.2) 14.5 (18.3) 52.8 6.9 50.6 37.1 37.6 75.5	30.6 33.1 (249bp) 30.3 28bp 31.4 32.0 3,228 3,301 (2.2) 3,951 (18.3) 14,364 16,373 11.9 12.1 (2.2) 14.5 (18.3) 52.8 60.2

Result Update

India I Consumer

28 January, 2025

BUY

Price: Rs2,670 Target Price: Rs3,215 Forecast return: 20%

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Bloomberg:	CLGT IN
52 week H/L:	3,893/2,466
Market cap:	Rs728.8bn
Shares Outstanding:	272.0mn
Free float:	47.8%
Avg. daily vol. 3mth:	5,04,544
Source: Bloomberg	

Changes in the report

Rating:	Unchanged
Target price:	Rs3,215 from Rs3,781
EPS:	FY25E: Rs52.8; down 7.3%
	FY26E: Rs60.2; down 8.0%

Source: Centrum Broking

Shareholding pattern

	Dec-24	Sep-24	Jun-24	Mar-24
Promoter	51.0	51.0	51.0	51.0
FIIs	23.7	24.9	24.4	24.5
DIIs	6.9	5.8	6.0	6.1
Public/other	18.4	18.3	18.6	18.4

Source: BSE

Centrum estimates vs Actual results

YE Mar (Rs mn)	Centrum Q3FY25	Actual Q3FY25	Variance (%)
Revenue	14,765	14,522	(1.6)
EBITDA	4,607	4,447	(3.5)
EBITDA margin %	31.2	30.6	-58bps
Other Income	407	300	-26.2
Interest	11	11	0.9
Depreciation	422	411	-2.5
PBT	4,581	4,325	(5.6)
Tax	1,173	1,097	(6.4)
Rep. PAT	3,408	3,228	(5.3)
Adj. PAT	3,408	3,228	(5.3)

Source: Bloomberg, Centrum Broking



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Thesis Snapshot

Estimate revision

YE Mar (Rs mn)	FY25E New	FY25E Old	% chg	FY26E New	FY26E Old	% chg
Revenue	61,169	63,409	(3.5)	67,049	70,371	(4.7)
EBITDA	19,179	20,990	(8.6)	21,458	23,649	(9.3)
EBITDA margin	31.4	33.1	-175bp	32.0	33.6	(9.3)
Adj. PAT	14,364	15,511	(7.4)	16,373	17,791	-160bp
Diluted EPS (Rs)	52.8	57.0	(7.3)	60.2	65.4	(8.0)

Source: Centrum Broking

Colgate Palmolive versus NIFTY 50

	1m	6m	1 year
CLGT IN	(1.7)	(16.5)	6.4
NIFTY 50	(3.6)	(7.6)	5.6

Source: Bloomberg, NSE

Key assumptions

Y/E Mar	FY25E	FY26E
Volume growth	7.0	6.0
Price/ Mix Growth	5.3	5.0
Gross Margin	69.6	69.7
Employee costs as % of Sales	7.2	6.8
Other expenses as % of Sales	27.7	27.5
Tax rate	25.4	25.4

Source: Centrum Broking

Valuation

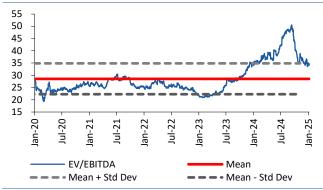
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Valuation	Rs/share			
DCF-based target price (Rs)	3,215			
WACC (%)	9.0			
Terminal growth (%)	5.7			

P/E mean and standard deviation



EV/EBITDA mean and standard deviation



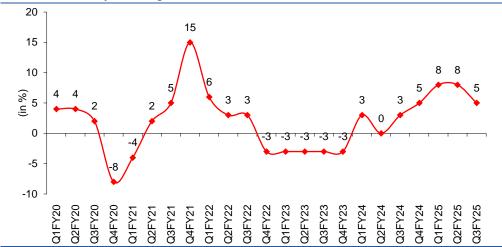
Source: Bloomberg, Centrum Broking

Peer comparison

Mkt Cap	Cap CAGR (FY24-26E)		P/E (x)			EV/EBITDA (x)			RoE			
(Rs bn)	Sales	EBITDA	EPS	FY24	FY25E	FY26E	FY24	FY25E	FY26E	FY24	FY25E	FY26E
5,616.1	4.8	5.4	5.2	55.1	51.5	47.3	38.1	35.7	32.6	20.0	21.4	23.2
1,219.5	10.7	9.3	12.3	54.0	47.2	40.4	38.2	33.8	29.1	54.0	54.1	53.5
930.1	8.5	10.2	11.5	47.0	42.3	36.4	35.8	31.7	28.0	18.8	19.0	20.4
728.8	9.3	8.4	10.9	50.7	44.5	39.8	38.2	34.1	30.6	75.5	83.3	89.9
242.3	8.3	13.1	15.5	27.1	24.7	21.8	21.3	18.7	16.5	34.6	33.7	33.5
26.0	8.1	14.3	8.2	15.8	14.1	13.1	11.6	9.5	7.9	18.7	19.2	18.8
	(Rs bn) 5,616.1 1,219.5 930.1 728.8 242.3	(Rs bn) Sales 5,616.1 4.8 1,219.5 10.7 930.1 8.5 728.8 9.3 242.3 8.3	(Rs bn) Sales EBITDA 5,616.1 4.8 5.4 1,219.5 10.7 9.3 930.1 8.5 10.2 728.8 9.3 8.4 242.3 8.3 13.1	(Rs bn) Sales EBITDA EPS 5,616.1 4.8 5.4 5.2 1,219.5 10.7 9.3 12.3 930.1 8.5 10.2 11.5 728.8 9.3 8.4 10.9 242.3 8.3 13.1 15.5	(Rs bn) Sales EBITDA EPS FY24 5,616.1 4.8 5.4 5.2 55.1 1,219.5 10.7 9.3 12.3 54.0 930.1 8.5 10.2 11.5 47.0 728.8 9.3 8.4 10.9 50.7 242.3 8.3 13.1 15.5 27.1	(Rs bn) Sales EBITDA EPS FY24 FY25E 5,616.1 4.8 5.4 5.2 55.1 51.5 1,219.5 10.7 9.3 12.3 54.0 47.2 930.1 8.5 10.2 11.5 47.0 42.3 728.8 9.3 8.4 10.9 50.7 44.5 242.3 8.3 13.1 15.5 27.1 24.7	(Rs bn) Sales EBITDA EPS FY24 FY25E FY26E 5,616.1 4.8 5.4 5.2 55.1 51.5 47.3 1,219.5 10.7 9.3 12.3 54.0 47.2 40.4 930.1 8.5 10.2 11.5 47.0 42.3 36.4 728.8 9.3 8.4 10.9 50.7 44.5 39.8 242.3 8.3 13.1 15.5 27.1 24.7 21.8	(Rs bn) Sales EBITDA EPS FY24 FY25E FY26E FY24 5,616.1 4.8 5.4 5.2 55.1 51.5 47.3 38.1 1,219.5 10.7 9.3 12.3 54.0 47.2 40.4 38.2 930.1 8.5 10.2 11.5 47.0 42.3 36.4 35.8 728.8 9.3 8.4 10.9 50.7 44.5 39.8 38.2 242.3 8.3 13.1 15.5 27.1 24.7 21.8 21.3	(Rs bn) Sales EBITDA EPS FY24 FY25E FY26E FY24 FY25E 5,616.1 4.8 5.4 5.2 55.1 51.5 47.3 38.1 35.7 1,219.5 10.7 9.3 12.3 54.0 47.2 40.4 38.2 33.8 930.1 8.5 10.2 11.5 47.0 42.3 36.4 35.8 31.7 728.8 9.3 8.4 10.9 50.7 44.5 39.8 38.2 34.1 242.3 8.3 13.1 15.5 27.1 24.7 21.8 21.3 18.7	(Rs bn) Sales EBITDA EPS FY24 FY25E FY26E FY24 FY25E FY26E 5,616.1 4.8 5.4 5.2 55.1 51.5 47.3 38.1 35.7 32.6 1,219.5 10.7 9.3 12.3 54.0 47.2 40.4 38.2 33.8 29.1 930.1 8.5 10.2 11.5 47.0 42.3 36.4 35.8 31.7 28.0 728.8 9.3 8.4 10.9 50.7 44.5 39.8 38.2 34.1 30.6 242.3 8.3 13.1 15.5 27.1 24.7 21.8 21.3 18.7 16.5	(Rs bn) Sales EBITDA EPS FY24 FY25E FY26E FY24 FY25E FY26E FY26E	(Rs bn) Sales EBITDA EPS FY24 FY25E FY26E FY24 FY25E FY26E FY25E FY26E FY26E

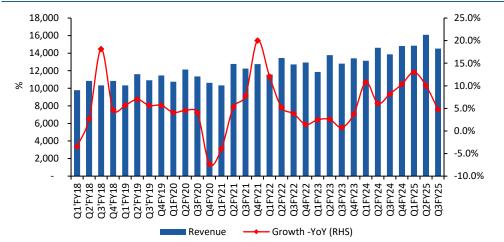
Centrum Institutional Research

Exhibit 1: Quarterly volume growth trend



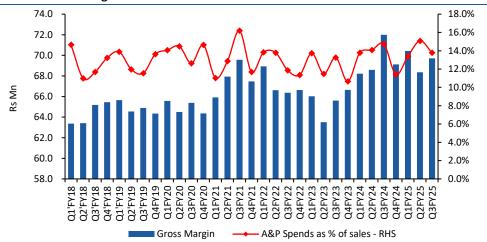
Source: Company Data, Centrum Broking

Exhibit 2: Revenue and growth trend



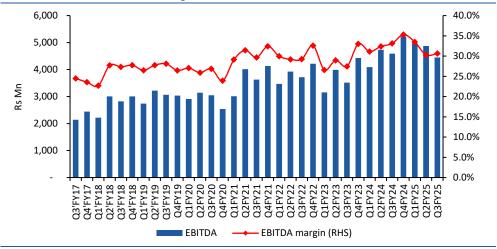
Source: Company Data, Centrum Broking

Exhibit 3: Gross margin trend & Advt. as % on sales



Source: Company Data, Centrum Broking

Exhibit 4: EBITDA vs EBITDA margin trend



Source: Company Data, Centrum Broking

Exhibit 5: Quarterly Performance

Particulars (Rs mn)	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25
Net Sales	13,417	13,147	14,624	13,864	14807	14858	16092	14522
Accretion to Stocks in trade & work in progress	160	65	191	95.4	173	206	239	-41.9
Raw Material Consumed	3,610	3,656	3,699	3,343	3877	4016	4457	3454
Purchase of Stock-in-Trade	705	588	704	635	522	583	876	986
Employee Expenses	898	958	1,062	1,098	999	1,123	1,184	1088
Other Exp	3,614	3,919	4,233	4,291	4005	4,367	4,941	4,588
Operating Profit (Core EBITDA)	4,430	4,092	4,734	4,592	5229	4,974	4,875	4447
Depreciation	(431)	(438)	(443)	(414)	(421)	(415)	(417)	(411)
EBIT	3,999	3,654	4,291	4,178	4897	4,559	4,457	4036
Interest	(11)	(11)	(11)	15	14	10	12	11
Other Income	293	239	297	271	320	344	859	300
Profit Before Tax	4,281	3,883	4,578	4,434	5113	4,893	5,305	4325
Tax	(1100)	(951)	(1,178)	1,133	1315	1253	1354	1097
Tax rate (%)	25.7	24.5	24.2	25.6	25.7	25.6	25.5	25.4
Profit After Tax	3,162	2,737	3,400	3,301	3798	3640	3951	3227
Growth (%)								
Net Sales	3.7	10.8	6.1	8.2	6.7	13.0	10.0	4.7
EBITDA	5.1	29.7	18.7	30.7	11.4	21.6	3.0	-3.1
Adj. PAT	(1.7)	33.9	22.3	35.7	15.6	24.1	16.2	-2.2
Margin (%)								
Gross Margin	66.6	68.2	68.6	72.0	69.1	70.4	68.4	69.7
EBITDA	33.0	31.1	32.4	33.1	35.3	33.5	30.3	30.6
EBIT	29.8	27.8	29.3	30.1	32.5	30.7	27.7	27.8
PAT (reported before minority interest)	23.7	22.3	23.3	23.8	25.7	24.5	24.5	22.2

Source: Company, Centrum Broking

P&L					
YE Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Revenues	51,879	56,442	61,169	67,049	73,773
Operating Expense	24,283	24,834	33,026	36,171	39,569
Employee cost	3,770	4,117	4,404	4,559	5,017
Others	8,740	8,845	4,560	4,861	5,422
EBITDA	15,087	18,646	19,179	21,459	23,765
Depreciation & Amortisation	1,748	1,715	1,672	1,712	1,772
EBIT	13,339	16,931	17,507	19,746	21,993
Interest expenses	49	50	48	44	42
Other income	919	1,128	1,796	2,245	2,582
PBT	14,209	18,008	19,255	21,947	24,533
Taxes	3,625	4,577	4,891	5,575	6,231
Effective tax rate (%)	25.5	25.4	25.4	25.4	25.4
PAT	10,584	13,432	14,364	16,373	18,302
Minority/Associates	0	0	0	0	(
Recurring PAT	10,584	13,432	14,364	16,373	18,302
Extraordinary items	(112)	(195)	0	0	(
Reported PAT	10,471	13,237	14,364	16,373	18,302
Dation					
Ratios YE Mar	EV22A	FY24A	EVOCE	EV26E	FY27E
Growth (%)	FY23A	F1Z4A	FY25E	FY26E	F12/1
Revenue	0.6	8.8	8.4	9.6	10.0
EBITDA		23.6	2.9		10.0
Adj. EPS	(7.0)	26.9	6.9	11.9	11.8
	(0.7)	20.3	0.9	14.0	11.0
Margins (%)	CF 4	60.5	60.6	60.7	60.
Gross	65.4	69.5	69.6	69.7	69.7
EBITDA	29.1	33.0	31.4	32.0	32.2
EBIT Adjusted DAT	25.7	30.0	28.6	29.5	29.8
Adjusted PAT	20.2	23.5	23.5	24.4	24.8
Returns (%)	61.2	74.0	75.5	02.2	90.0
ROE	61.3	74.8	75.5	83.3	89.9
ROCE	59.2	72.2	72.9	80.5	87.0
ROIC	103.9	176.0	267.1	457.6	1,216.4
Turnover (days)	2.4	2.5	2.7	2.0	2.0
Gross block turnover ratio (x)	2.4	2.5	2.7	2.8	3.0
Debtors	13	11	10	9	
Inventory	70	67	61	60	60
Creditors	156	174	181	182	184
Net working capital	57	67	71	73	7:
Solvency (x)	(0.5)	(0.7)	(0.0)	(0.0)	/4.0
Net debt-equity	(0.5)	(0.7)	(0.8)	(0.9)	(1.0
Interest coverage ratio	307.3	372.9	403.8	485.8	560.4
Net debt/EBITDA	(0.6)	(0.7)	(0.8)	(0.8)	(0.9
Per share (Rs)					
Adjusted EPS	38.9	49.4	52.8	60.2	67.3
BVPS	63.1	68.9	71.1	73.5	76.2
CEPS	45.3	55.7	59.0	66.5	73.8
DPS	37.3	47.4	50.7	57.7	64.6
Dividend payout (%)	97.0	97.3	95.9	95.9	95.9
Valuation (x)					
P/E	68.6	54.1	50.6	44.4	39.7
P/BV	42.3	38.7	37.6	36.3	35.0
EV/EDITO A	17 6	20.2	27.1	22.0	20.

47.6

1.4

38.2

1.8

37.1

1.9

33.0

2.2

29.7

2.4

Source: Company, Centrum Broking

EV/EBITDA

Dividend yield (%)

Balance sheet					
YE Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Equity share capital	272	272	272	272	272
Reserves & surplus	16,892	18,472	19,056	19,721	20,465
Shareholders fund	17,164	18,744	19,328	19,993	20,737
Minority Interest	0	0	0	0	0
Total debt	690	718	718	718	718
Non Current Liabilities	0	0	0	0	0
Def tax liab. (net)	0	0	0	0	0
Total liabilities	17,854	19,461	20,045	20,711	21,455
Gross block	21,240	22,188	23,007	23,904	24,642
Less: acc. Depreciation	(12,622)	(14,247)	(15,919)	(17,631)	(19,403)
Net block	8,618	7,941	7,087	6,273	5,239
Capital WIP	1,141	1,103	1,103	1,103	1,103
Net fixed assets	9,759	9,043	8,190	7,376	6,341
Non Current Assets	0	0	0	0	0
Investments	0	0	0	0	0
Inventories	3,355	2,964	3,212	3,521	3,874
Sundry debtors	1,574	1,674	1,633	1,611	1,595
Cash & Cash Equivalents	9,230	13,738	15,988	18,330	21,138
Loans & advances	4,913	4,546	4,646	4,746	4,846
Other current assets	0	0	0	0	0
Trade payables	7,611	8,819	9,653	10,687	11,876
Other current liab.	2,184	2,245	2,504	2,705	2,998
Provisions	1,181	1,441	1,467	1,480	1,465
Net current assets	8,095	10,418	11,855	13,335	15,113
Total assets	17,854	19,461	20,045	20,710	21,454
Cashflow					
YE Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Profit Before Tax	14,209	18,948	16,037	18,085	20,074
Depreciation & Amortisation	0	0	0	0	
Net Interest	0	0	0	0	0
Net Change – WC	(2.446)	(6.959)	813	861	1.030

Cashflow					
YE Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Profit Before Tax	14,209	18,948	16,037	18,085	20,074
Depreciation & Amortisation	0	0	0	0	0
Net Interest	0	0	0	0	0
Net Change – WC	(2,446)	(6,959)	813	861	1,030
Direct taxes	0	0	0	0	0
Net cash from operations	11,762	11,990	16,850	18,946	21,104
Capital expenditure	(701)	(756)	(819)	(898)	(738)
Acquisitions, net	0	0	0	0	0
Investments	626	1,548	0	0	0
Others	0	0	0	0	0
Net cash from investing	(75)	792	(819)	(898)	(738)
FCF	11,688	12,782	16,031	18,048	20,366
Issue of share capital	(191)	(93)	0	0	0
Increase/(decrease) in debt	0	0	0	0	0
Dividend paid	(10,575)	(11,670)	(13,780)	(15,707)	(17,558)
Interest paid	0	0	0	0	0
Others	0	0	0	0	0
Net cash from financing	(10,765)	(11,763)	(13,780)	(15,707)	(17,558)
Net change in Cash	922	1,019	2,251	2,341	2,808

Source: Company, Centrum Broking

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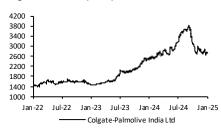
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Colgate Palmolive (India) Ltd



Source: Bloomberg

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