Bajaj Electricals | BUY

JM FINANCIAL

Tough times; market share continues to rise in core categories

Bajaj Electricals' (BEL) standalone revenue declined 4% YoY in 2QFY24 largely on account a) general consumption weakness, particularly in rural markets (significant for BEL) and b) heightened competitive intensity driving higher discounts/schemes and delay in pass-through of cost inflation (particularly in fans). Appliances declined 10% YoY, with the fall partially offset by strong double-digit growth in fans. Lighting revenue declined 7% YoY as consumer lighting remained weak, aggravated by price reductions. As per 3rd party data, BEL has seen gains in market share in fans, mixers and coolers, largely led by alternate channels. Fans and coolers' growth over 2 years has been consistent, translating into market share gains (strong double digit-growth). BEL reaffirmed that it is well on track on long-term objectives such as a) premiumisation of portfolio, b) improving mix in lighting segment (higher growth in professional lighting), and c) logistics optimisation. The company has demerged its EPC segment to Bajel Projects Ltd w.e.f. 1st Sep'23. We cut FY24-26EPS estimates by 9-14% to reflect delayed recovery in growth/margins. We roll forward to Dec'24 TP of INR 1,410, basis 40xDec'25EPS (excl value assigned to EPC business). We maintain BUY. The stock remains our top pick in ECD coverage.

- 2QFY24 summary (excluding EPC): Revenue declined marginally 4% YoY to INR 11.1bn (flat QoQ) as a) Lighting (including B2B) revenue declined by 7% YoY, and b) Consumer Products revenue fell 2% YoY, with drop in appliances offset by double-digit growth in fans. Consumer products EBIT margin fell 180bps YoY/+10bps QoQ to 5.1% on account of adverse operating leverage (as the company continued to invest in A&P, R&D and other distribution cost). Lighting margin declined 380bps YoY/-240bps QoQ to 5.6%. PAT down by 37% YoY/28% QoQ to INR 378mn and was 19% below JMFe.
- Demand environment subdued, improvement seen in Oct: Muted macro variables like savings growth rate, employment generation, and discretionary spending coupled with price erosion in the consumer lighting business impacted ECD companies including Bajaj Electricals in 2QFY24. The company talked of market share gains in some of its key categories such as fans, mixers and coolers in the past 4 quarters and also categorically pointed to improvement in margins (at both gross and net levels) vs. 2 years ago. However, most of that got offset due to a) heavy discounting by competition across region and categories, and b) adverse operating leverage. Once growth revives, the company is confident about meeting its objectives on double-digit margins in 2 years.
- Cut estimates; maintain BUY: We cut our FY24-26 estimates by 9-14% to reflect the current weakness and delayed recovery in growth and margins. We roll forward to Dec'24 TP of INR 1,410, basis 40xDec'25EPS. We continue to like BEL due to a) expected margin improvement and strong cash flow generation in the CP business as it continues to invest in product rejuvenation (category presence, premium mix, etc.) as well as brand-building activities. BUY. Key Risk: Deceleration in macro recovery and heightened competitive intensity.

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Recommendation and Price Target	
Current Reco.	BUY
Previous Reco.	BUY
Current Price Target (12M)	1,410
Upside/(Downside)	34.5%
Previous Price Target	1,470
Change	-4.1%

Key Data – BJE IN	
Current Market Price	INR1,049
Market cap (bn)	INR120.7/US\$1.5
Free Float	37%
Shares in issue (mn)	114.6
Diluted share (mn)	115.1
3-mon avg daily val (mn)	INR93.7/US\$1.1
52-week range	1,193/862
Sensex/Nifty	64,959/19,412
INR/US\$	83.2

Price Performance	•		
%	1M	6M	12M
Absolute	-1.2	0.7	1.1
Relative*	0.4	-5.4	-5.1

^{*} To the BSE Sensex

Financial Summary					(INR mn)
Y/E March	FY22A	FY23A	FY24E	FY25E	FY26E
Net Sales	47,882	48,774	48,624	55,990	63,365
Sales Growth (%)	4.7	1.9	-0.3	15.1	13.2
EBITDA	2,511	3,744	3,176	4,619	5,921
EBITDA Margin (%)	5.2	7.7	6.5	8.3	9.3
Adjusted Net Profit	1,500	2,358	2,094	3,276	4,323
Diluted EPS (INR)	13.0	20.5	18.2	28.5	37.6
Diluted EPS Growth (%)	12.8	57.0	-11.2	56.5	31.9
ROIC (%)	8.9	15.8	13.7	23.0	27.6
ROE (%)	9.0	12.7	10.4	15.8	20.0
P/E (x)	80.4	51.2	57.7	36.9	27.9
P/B (x)	6.9	6.2	5.9	5.8	5.4
EV/EBITDA (x)	47.6	31.2	35.8	24.8	19.4
Dividend Yield (%)	0.3	0.8	1.0	2.4	2.6

Source: Company data, JM Financial. Note:* Excluding EPC, Valuations as of 06/Nov/2023

JM Financial Research is also available on: Bloomberg - JMFR <GO>, Thomson Publisher & Reuters, S&P Capital IQ, FactSet and Visible Alpha

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

Key takeaways from 2QFY24 Concall:

Consumer Products

- As per 3rd party data, BEL has seen gains in market share in fans, mixers and coolers, largely led by alternate channels. Fans and coolers' growth over 2 years has been consistent, translating into market share gains (strong double-digit growth).
- NEXT, a premium fan brand, was soft-launched earlier and will be launched pan-India in the coming summer (it is a brand exclusive to fans).
- Coolers: The company has improved its position to #2 from #4 earlier and has seen very high double-digit growth in the segment in the recent quarter.
- In mixers, BEL is already been a leader and the gains may appear only modest. The category has been flat or slightly negative. The company has received very good feedback for its NINJA series of mixers.
- The company continues to refresh its product portfolio (introduced 100 plus new SKUs in CP and Lighting Segment each in 2QFY24). Like in the auto industry, 15% of the portfolio gets refreshed every year; hence, it takes 5-7 years for a complete revamp, so the impact of transformation (from economy to premium) is seen only over the longer term

Lighting (including B2B):

- Consumer lighting continue to face headwinds with general demand weakness coupled with 15-20% reduction in prices. While technology driven cost savings is ~8-10%, price reduction has been substantial on account of deep discounts by competition. Prices are expected to stabilise soon. The company continues to expand its product offering and the next 2-3 years should see growth on account of mix and distribution.
- Professional lighting was weak in 2Q as some of the orders got deferred to 3QFY24 and, hence, the company expects performance to improve in 3QFY24.
- Within this segment, B2C mix is 40% for BEL (B2B is c 60%). B2B has higher entry barriers such as solution orientation, and need of execution; hence the segment has relatively better margins.

Others:

- General trade witnessed a demand slowdown, leading to drop of c.9% while broad-based growth was seen across key alternate channels -MFR (c.28%), E-Com (c.22%), Institutional (c.20%), CSD (c.22%) and Exports (c.15%)
- EPC: The 2QFY24 financials include 2 months of performance of EPC division (July and Aug as it transferred on 1st Sep'23). Being a transition quarter, client contracts had to be reworked (novation and conversion), and there were delays in raising invoices (despatch into new name/GRM in new name). On top of this, one-off transition cost (IT, people, offices, professional fees) resulted in a minor loss of INR 20mn in the EPC division. BEL has made the transfer, and consequent payout, to Bajel Projects Ltd during 2QFY24.
- The company has seen 400-500bps gross margin expansion YoY on a like-to-like basis. However, some gains were lost in the form of discounts (at scheme level to get/regain market share). The company's margins have been the least impacted among peers on a 2-year basis.
- Logistics: BEL is redoing the logistics exercise over the past 1 year and now its service levels are similar to that pre-transition and continue to improve month on month on financial and operational logistics parameters. The company expects to see atleast 100bps savings by FY24 and 250bps over the next 18 months of operations.

Exhibit 1. Quarterly perform	mance											
INR mn	2Q23A	2Q24A	YoY	4-yr CAGR	1Q24A	QoQ	2Q24E	Var	1HFY23	1HFY24	YoY	4-yr CAGR
Net Sales	11,534	11,128	-4%	0%	11,120	0%	11,434	-3%	22,770	22,248	-2%	-2%
Cost of RM Consumed	7,991	7,800	-2%	0%	7,770	0%	7,889	-1%	15,959	15,570	-2%	-3%
Gross Profit	3,543	3,327	-6%	3%	3,350	-1%	3,545	-6%	6,812	6,677	-2%	0%
Gross Margin	30.7%	29.9%	-80 bps	260 bps	30.1%	-20 bps	31.0%	-110 bps	29.9%	30.0%	10 bps	240 bps
Employee Costs	833	945	13%	-2%	881	7%	907	4%	1,627	1,826	12%	-1%
% of sales	7.2%	8.5%	130 bps	-80 bps	7.9%	60 bps	7.9%	60 bps	7.1%	8.2%		10 bps
Other Expenses	1,715	1,802	5%	1%	1,776	1%	1,876	-4%	3,460	3,578	3%	0%
Total Expenditure	10,540	10,547	0%	0%	10,427	1%	10,673	-1%	21,046	20,974	0%	-2%
EBITDA	994	581	-42%	25%	693	-16%	761	-24%	1,724	1,274	-26%	5%
EBITDA Margin	8.6%	5.2%	-340 bps	300 bps	6.2%	-100 bps	6.7%	-140 bps	7.6%	5.7%	-180 bps	130 bps
Depreciation	158	256	62%	11%	214	20%	220	16%	309	470		9%
EBIT	836	324	-61%	46%	479	-32%	541	-40%	1,416	804	-43%	3%
Other Income	67	321	380%	29%	224	43%	200	60%	166	545		24%
Finance Costs	91	141	55%	-25%	115	22%	120	17%	161	256	59%	-28%
Forex Loss/(Gain)	0	0	NM	NM	0	NM	0		0	0		NM
Profit Before Tax	812	505	-38%	NM	588	-14%	621	-19%	1,421	1,093	-23%	195%
Tax Expense	210	126	-40%	15%	158	-20%	156	-19%	368	284		14%
Tax Rate	25.8%	25.0%	-80 bps	5250 bps	26.8%	-180 bps	25.2%	-20 bps	25.9%	26.0%		
XO (Income)/Expenses	0	0	NM	NM	0	NM	0		0	0		NM
Reported Net Profit	602	378	-37%	NM	430	-12%	464	-19%	1,054	809	-23%	NM
Reported EPS	5.2	3.3	-37%	NM	3.7	-12%	4.1	-19%	9.2	7.0		NM
Adjusted Net Profit	602	378	-37%	NM	430	-12%	464	-19%	1,054	809	-23%	NM
Adjusted EPS	5.2	3.3	-37%	NM	3.7	-12%	4.1	-19%	9.2	7.0	-23%	NM

Source: Company, JM Financial

Exhibit 2. Segment perforn	nance											
INR mn	2Q23A	2Q24A	YoY	4-yr CAGR	1Q24A	QoQ	2Q24E	Var	1HFY23	1HFY24	YoY	4-yr CAGR
Net Sales												
Consumer Products	8,777	8,575	-2%	5%	8,725	-2%	8,952	-4%	17,275	17,300	0%	NA
Lighting Solutions	2,757	2,553	-7%	NM	2,395	7%	2,482	3%	5,496	4,948	-10%	NA
Total	11,534	11,128	-4%	0%	11,120	0%	11,434	-3%	22,770	22,248	-2%	-2%
EBIT												
Consumer Products	612	440	-28%	6%	439	0%	492	-11%	1,057	880	-17%	NA
Lighting Solutions	260	144	-45%	NM	193	-26%	199	-27%	477	337	-29%	NA
Total	873	584	-33%	35%	633	-8%	691	-15%	1,534	1,217	-21%	7%
EBIT Margins												
Consumer Products	7.0%	5.1%	-180 bps	10 bps	5.0%	10 bps	5.5%	-40 bps	6.1%	5.1%	-100 bps	NA
Lighting Solutions	9.4%	5.6%	-380 bps	NA	8.1%	-240 bps	8.0%	-240 bps			0 bps	NA
Total	7.6%	5.3%	-230 bps	370 bps	5.7%	-40 bps	6.0%	-80 bps	6.7%	5.5%	-130 bps	160 bps
Capital Employed												
Consumer Products	4,812	5,868	22%	21%	7,045	-17%	11,814	-50%	4,812	5,868	22%	21%
Lighting Solutions	1,549	232	-85%	NA	715	-68%			1,549	232	-85%	NM
Discontinued Operations (EPC)	3,746	8,798	135%	-16%	5,800	52%	0	NM	3,746	8,798	135%	-16%
Unallocable	8,169	8,029	-2%	NM	6,528	23%	0	NM	8,169	8,029	-2%	NM
Total	18,276	22,926	25%	22%	20,087	14%		•	18,276	22,926		

Source: Company, JM Financial

Financial Tables (Standalone)

Income Statement				(INR mn)
Y/E March	FY22A	FY23A	FY24E	FY25E	FY26E
Net Sales	47,882	48,774	48,624	55,990	63,365
Sales Growth	4.7%	1.9%	-0.3%	15.1%	13.2%
Other Operating Income	0	0	0	0	0
Total Revenue	47,882	48,774	48,624	55,990	63,365
Cost of Goods Sold/Op. Exp	34,134	33,650	33,551	38,353	43,088
Personnel Cost	3,954	3,365	3,702	3,998	4,317
Other Expenses	7,283	8,015	8,196	9,020	10,039
EBITDA	2,511	3,744	3,176	4,619	5,921
EBITDA Margin	5.2%	7.7%	6.5%	8.3%	9.3%
EBITDA Growth	-16.7%	49.1%	-15.2%	45.4%	28.2%
Depn. & Amort.	630	675	877	895	912
EBIT	1,881	3,069	2,299	3,725	5,008
Other Income	724	587	1,050	1,155	1,271
Finance Cost	687	430	550	500	500
PBT before Excep. & Forex	1,918	3,226	2,799	4,380	5,779
Excep. & Forex Inc./Loss(-)	0	0	0	0	C
PBT	1,918	3,226	2,799	4,380	5,779
Taxes	418	869	705	1,104	1,456
Extraordinary Inc./Loss(-)	-132	0	0	0	0
Assoc. Profit/Min. Int.(-)	0	0	0	0	0
Reported Net Profit	1,368	2,358	2,094	3,276	4,323
Adjusted Net Profit	1,500	2,358	2,094	3,276	4,323
Net Margin	3.1%	4.8%	4.3%	5.9%	6.8%
Diluted Share Cap. (mn)	115.0	115.1	115.1	115.1	115.1
Diluted EPS (INR)	13.0	20.5	18.2	28.5	37.6
Diluted EPS Growth	12.8%	57.0%	-11.2%	56.5%	31.9%
Total Dividend + Tax	345	921	1,151	2,878	3,108
Dividend Per Share (INR)	3.0	8.0	10.0	25.0	27.0

Source: Company, JM Financial

Cash Flow Statement (INR mr								
Y/E March	FY22A	FY23A	FY24E	FY25E	FY26E			
Profit before Tax	1,786	3,177	2,799	4,380	5,779			
Depn. & Amort.	630	754	877	895	912			
Net Interest Exp. / Inc. (-)	558	309	-500	-655	-771			
Inc (-) / Dec in WCap.	6,812	493	2,560	-1,237	-1,220			
Others	-28	-6	0	0	0			
Taxes Paid	-446	-225	-705	-1,104	-1,456			
Operating Cash Flow	9,312	4,503	5,030	2,278	3,245			
Capex	-726	-833	-1,120	-1,120	-1,120			
Free Cash Flow	8,587	3,670	3,911	1,159	2,125			
Inc (-) / Dec in Investments	0	0	0	0	0			
Others	-144	-160	1,050	1,155	1,271			
Investing Cash Flow	-870	-993	-70	35	151			
Inc / Dec (-) in Capital	143	90	0	0	0			
Dividend + Tax thereon	0	0	-1,151	-2,878	-3,108			
Inc / Dec (-) in Loans	-7,957	-1,379	-2	0	0			
Others	91	0	-550	-500	-500			
Financing Cash Flow	-7,723	-1,289	-1,703	-3,378	-3,608			
Inc / Dec (-) in Cash	720	2,221	3,258	-1,064	-212			
Opening Cash Balance	615	1,419	3,692	6,950	5,886			
Closing Cash Balance	1,335	3,640	6,950	5,886	5,674			

Source: Company, JM Financial

Balance Sheet					(INR m
Y/E March	FY22A	FY23A	FY24E	FY25E	FY26E
Shareholders' Fund	17,447	19,611	20,553	20,952	22,167
Share Capital	230	230	230	230	230
Reserves & Surplus	17,217	19,380	20,323	20,722	21,937
Preference Share Capital	0	0	0	0	0
Minority Interest	0	0	0	0	0
Total Loans	358	2	0	0	0
Def. Tax Liab. / Assets (-)	-814	54	54	54	54
Total - Equity & Liab.	16,991	19,666	20,607	21,006	22,221
Net Fixed Assets	4,336	5,024	5,267	5,492	5,699
Gross Fixed Assets	6,577	7,953	9,073	10,193	11,312
Intangible Assets	0	0	0	0	0
Less: Depn. & Amort.	2,674	3,349	4,226	5,121	6,033
Capital WIP	434	420	420	420	420
Investments	1,795	2,201	2,201	2,201	2,201
Current Assets	33,070	39,923	35,881	39,360	43,739
Inventories	9,760	10,496	9,438	10,948	12,480
Sundry Debtors	13,577	15,648	9,438	10,948	12,480
Cash & Bank Balances	1,419	3,692	6,950	5,886	5,674
Loans & Advances	8,315	10,087	10,056	11,579	13,104
Other Current Assets	0	0	0	0	0
Current Liab. & Prov.	22,210	27,482	22,741	26,047	29,418
Current Liabilities	12,240	15,603	11,535	13,380	15,254
Provisions & Others	9,970	11,879	11,206	12,667	14,164
Net Current Assets	10,860	12,441	13,140	13,313	14,321
Total – Assets	16,991	19,666	20,607	21,006	22,221

Source: Company, JM Financial

Dupont Analysis					
Y/E March	FY22A	FY23A	FY24E	FY25E	FY26E
Net Margin	3.1%	4.8%	4.3%	5.9%	6.8%
Asset Turnover (x)	2.6	2.7	2.4	2.7	2.9
Leverage Factor (x)	1.1	1.0	1.0	1.0	1.0
RoE	9.0%	12.7%	10.4%	15.8%	20.0%

Key Ratios					
Y/E March	FY22A	FY23A	FY24E	FY25E	FY26E
BV/Share (INR)	151.7	170.4	178.6	182.0	192.6
ROIC	8.9%	15.8%	13.7%	23.0%	27.6%
ROE	9.0%	12.7%	10.4%	15.8%	20.0%
Net Debt/Equity (x)	-0.1	-0.2	-0.3	-0.3	-0.3
P/E (x)	80.4	51.2	57.7	36.9	27.9
P/B (x)	6.9	6.2	5.9	5.8	5.4
EV/EBITDA (x)	47.6	31.2	35.8	24.8	19.4
EV/Sales (x)	2.5	2.4	2.3	2.0	1.8
Debtor days	103	117	71	71	72
Inventory days	74	79	71	71	72
Creditor days	98	126	93	95	97

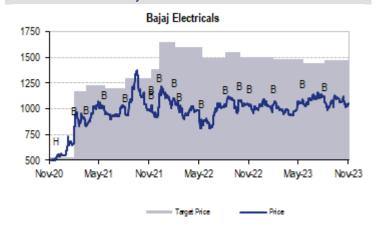
Source: Company, JM Financial

^{*}excluding EPC. The company has classified its EPC business as 'Discontinued Operations' with effect from appointed date of $1^{\rm st}$ Apr'22.

History of Recommendation and Target Price

	Recommendation	Target Price	% Chg.
Date			
20-Jun-20	Hold	420	
11-Aug-20	Hold	480	14.3
6-Nov-20	Hold	530	10.4
1-Dec-20	Hold	530	0.0
5-Feb-21	Buy	1,170	120.8
22-Mar-21	Buy	1,230	5.1
26-May-21	Buy	1,200	-2.4
11-Aug-21	Buy	1,300	8.3
14-Nov-21	Buy	1,320	1.5
16-Nov-21	Buy	1,380	4.5
15-Dec-21	Buy	1,650	19.6
8-Feb-22	Buy	1,600	-3.0
24-Feb-22	Buy	1,600	0.0
17-May-22	Buy	1,490	-6.9
13-Aug-22	Buy	1,550	4.0
3-Oct-22	Buy	1,500	-3.2
8-Nov-22	Buy	1,500	0.0
3-Feb-23	Buy	1,480	-1.3
23-May-23	Buy	1,440	-2.7
11-Aug-23	Buy	1,470	2.1

Recommendation History



APPENDIX I

JM Financial Institutional Securities Limited

Corporate Identity Number: U67100MH2017PLC296081

Member of BSE Ltd. and National Stock Exchange of India Ltd.

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Definition of ratings	
Rating	Meaning
Buy	Total expected returns of more than 10% for stocks with market capitalisation in excess of INR 200 billion and REITs* and more than 15% for all other stocks, over the next twelve months. Total expected return includes dividend yields.
Hold	Price expected to move in the range of 10% downside to 10% upside from the current market price for stocks with market capitalisation in excess of INR 200 billion and REITs* and in the range of 10% downside to 15% upside from the current market price for all other stocks, over the next twelve months.
Sell	Price expected to move downwards by more than 10% from the current market price over the next twelve months.

^{*} REITs refers to Real Estate Investment Trusts.

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