# Kajaria Ceramics | BUY

# Distribution expansion to drive outperformance

Kajaria Ceramics (KJC), at its Investor meet, outlined 3 year growth plan, with an aim to a) achieve tile volume of 150msm and revenue of INR 55bn by FY27 (implying 12% CAGR in volume and revenue vs 6-8% industry growth expectation) on distribution expansion (500 dealer addition) and scale up in projects segment, particularly B2G front, b) grow its non-tile revenue to INR 10bn in FY27 (vs. INR 5bn in FY24) and c) EBITDA margin trajectory of 15-17% on the back of cost rationalisation and scaling up in margin accretive adjacencies. The company has planned capex of INR 2.3-2.5bn each year till FY27 (largely maintenance capex). We had cut our FY25-26 estimates by 4% each post 4Q results (link for the report) to reflect the delay in demand recovery. Our estimates remain unchanged post analyst meet as KJC's 3 year plans are broadly in-line with our estimates (FY24 volume guidance of 11-13%). We maintain BUY with a Mar'25TP of INR 1,480, basis 35x Mar'26 EPS. Key risks – Slower-than-expected recovery in macro and any material rise in fuel cost.

- 3 year road map: Kajaria has charted a 3 year roadmap for itself, in which the company aspires to achieve revenue of INR 65bn (12% CAGR in FY24-27) and tile revenue/ volume of INR 55bn/ 150msm respectively (12% CAGR). In its non-tiles division, management expects to achieve revenue of INR 10bn (from INR 5bn in FY24, implying 25% CAGR over FY24-27). Bathware segment revenue to grow to INR 6.8bn (vs. INR 3.6bn in FY24, implying +23% on 3 year CAGR basis). In Plywood/Adhesive, company targets to grow at 19%/44% CAGR respectively over FY24-27. On the profitability front, company is optimistic to sustain its EBITDA margin at 15-17% range (baring the impact of steep gas price volatility). We believe the 3 year road map is realistic for the tile segment and slightly conservative on operating margins front.
- Domestic tiles industry to grow at 6-8% CAGR, while Kajaria to grow at 12% CAGR over FY24-27: As per the management, the current market size of the domestic tiles industry is of INR 420bn, which is expected to grow at 6-8% CAGR of FY24-27. Exports market size is c. INR 190bn, which takes the combined market size of Indian tiles industry to c. INR 610bn. Management is confident of outpacing the industry growth by delivering volume growth of 12% CAGR over FY24-27. Management expects, sustained exports momentum for Morbi player will continue to limit the competitive intensity in the domestic market.
- Premiumisation, branding and penetration into tier 2-3 cities among key enablers of growth: KJC is optimistic on achieving its guidance largely on the back of key initiatives such as a) premiumisation, where company is focusing on improving product mix through launch of large format tiles/ slabs, b) branding creating more exclusive dealer showrooms, airport branding, IPL sponsorship, etc. c) distribution expansion into tier 2-3 cities along with increasing the pocket share in existing dealer network while removing the non performing dealers and d) digitisation through integration of salesforce automation and other IT related infrastructure. Currently, Kajaria is present in 1000 towns in India and aspires to expand it to 2000 towns over the next 3 years (total universe of 4041 towns).

Financial Summary					(INR mn)
Y/E March	FY22A	FY23A	FY24A	FY25E	FY26E
Net Sales	37,052	43,819	45,784	50,772	59,049
Sales Growth (%)	33.2	18.3	4.5	10.9	16.3
EBITDA	6,107	5,920	6,997	8,061	10,340
EBITDA Margin (%)	16.5	13.5	15.3	15.9	17.5
Adjusted Net Profit	3,770	3,525	4,221	5,152	6,717
Diluted EPS (INR)	23.7	22.2	26.6	32.4	42.3
Diluted EPS Growth (%)	22.4	-6.5	19.8	22.1	30.4
ROIC (%)	21.4	16.8	18.3	19.7	23.8
ROE (%)	18.9	15.8	17.1	18.7	21.8
P/E (x)	48.7	52.1	43.5	35.7	27.4
P/B (x)	8.7	7.9	7.0	6.3	5.6
EV/EBITDA (x)	29.7	30.9	25.9	22.4	17.3
Dividend Yield (%)	0.9	0.9	1.0	1.3	1.6

Source: Company data, JM Financial. Note: Valuations as of 08/May/2024.



Achal Lohade achal.lohade@jmfl.com | Tel: (91 22) 66303081 Vineet Shanker vineet.shanker@jmfl.com | Tel: (91 22) 66303574 Pooja Kubadia

pooja.kubadia@jmfl.com | Tel: (91 22) 66303074

Recommendation and Price Target			
Current Reco.	BUY		
Previous Reco.	BUY		
Current Price Target (12M)	1,480		
Upside/(Downside)	28.0%		
Previous Price Target	1,560		
Change	-5.1%		
Key Data – KJC IN			

Key Data – KJC IN	
Current Market Price	INR1,156
Market cap (bn)	INR184.1/US\$2.2
Free Float	52%
Shares in issue (mn)	158.9
Diluted share (mn)	158.9
3-mon avg daily val (mn)	INR320.8/US\$3.8
52-week range	1,524/1,110
Sensex/Nifty	73,466/22,303
INR/US\$	83.5

Price Performance			
%	1M	6M	12M
Absolute	-7.8	-8.8	0.7
Relative*	-6.3	-19.5	-15.3

\* To the BSE Sensex

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

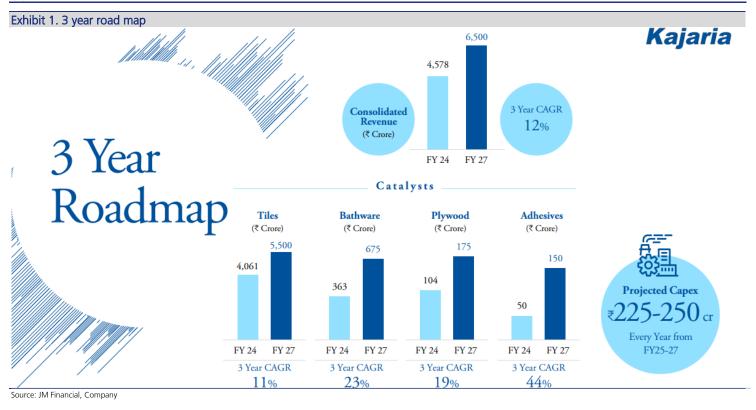
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### Kajaria Ceramics

Maintain estimates; BUY: We had cut our FY25/FY26 estimates by 4% post 4Q result to reflect delayed recovery in demand (link for 4Q24 result update). We maintain BUY with Mar'25 TP to INR 1,480 (35x Mar'26 EPS) as we believe the demand for tiles is expected to recover over the next 2-3 quarters. We continue to like KJC's market leadership in tiles, robust cash flows, strong brand recall, high retail mix, and strong distribution network across India and healthy return ratios. Key risk to our call: Delay in pass-through of gas price inflation.

### Other highlights

- Tile volume for the industry was flat YoY in FY24. Expect 6-8% growth in tile volume for industry over next 3 years
- Fuel cost was stable QoQ in 4QFY24 and expected to remain broadly stable in FY25, ceteris paribus.
- Currently KJC deriver 70% of sales through retail (vs 50% for industry)..Of the 30% institutional mix, a) Government projects like airport, defence, railway stations constitute 12% for KJC and is expected to see 300-400bps increase over next 3 years, b) 7-8% from large builders and c) 10% mid level builders across India. KJC is now aggressively focusing on strengthening its B2G segment through a 35 member dedicated team. Institutional segment margins are about 4-5ppt lower than retail margins, as per the company..
- On the impact of ADD on Indian tiles exports by USA, management said that exports only contribute 7% of total exports which will be offset by growth in other regions.
- During the year, Ceramics/ PVT/ GVT mix was 43%/26% /31% on volume basis and 38%/26%/36% on value basis.
- Retail-Institutional mix during the year stood at 70-30%. Of 30% institutional mix, government related projects contribute c. 12% while remaining is contributed by large builders, hotels, etc.
- Nepal JV (KJC owns 50% in the JV) to commence operation in July'24, which will have a total manufacturing capacity of 5msm for both Ceramic and GVT. Management expects to achieve 10% market share in INR 20bn/40msm market size.
- The company is entering the Tiles adhesive market with their own brand "Gresbond". The first manufacturing plant being set up in Gailpur, Rajasthan by Q2FY25. As per the management, tiles adhesive industry to continue to grow at 12-15% CAGR over FY24-27. Increasing acceptance of large slab tiles to support the growth.





Source: Company, JM Financial

# Financial Tables (Consolidated)

Income Statement (INR mn)					
Y/E March	FY22A	FY23A	FY24A	FY25E	FY26E
Net Sales	37,052	43,819	45,784	50,772	59,049
Sales Growth	33.2%	18.3%	4.5%	10.9%	16.3%
Other Operating Income	0	0	0	0	0
Total Revenue	37,052	43,819	45,784	50,772	59,049
Cost of Goods Sold/Op. Exp	15,551	18,070	19,770	21,901	25,184
Personnel Cost	4,077	4,612	5,053	5,634	6,112
Other Expenses	11,317	15,216	13,965	15,176	17,412
EBITDA	6,107	5,920	6,997	8,061	10,340
EBITDA Margin	16.5%	13.5%	15.3%	15.9%	17.5%
EBITDA Growth	20.0%	-3.1%	18.2%	15.2%	28.3%
Depn. & Amort.	1,154	1,329	1,480	1,713	1,997
EBIT	4,953	4,592	5,517	6,348	8,343
Other Income	276	336	462	740	884
Finance Cost	127	223	211	220	223
PBT before Excep. & Forex	5,102	4,705	5,768	6,868	9,004
Excep. & Forex Inc./Loss(-)	0	0	0	0	0
PBT	5,102	4,705	5,768	6,868	9,004
Taxes	1,274	1,163	1,435	1,662	2,179
Extraordinary Inc./Loss(-)	0	0	0	0	0
Assoc. Profit/Min. Int.(-)	58	17	113	54	108
Reported Net Profit	3,770	3,525	4,221	5,152	6,717
Adjusted Net Profit	3,770	3,525	4,221	5,152	6,717
Net Margin	10.2%	8.0%	9.2%	10.1%	11.4%
Diluted Share Cap. (mn)	158.9	158.9	158.9	158.9	158.9
Diluted EPS (INR)	23.7	22.2	26.6	32.4	42.3
Diluted EPS Growth	22.4%	-6.5%	19.8%	22.1%	30.4%
Total Dividend + Tax	1,696	1,586	1,899	2,319	3,023
Dividend Per Share (INR)	10.7	10.0	12.0	14.6	19.0

Balance Sheet					(INR mn)	
Y/E March	FY22A	FY23A	FY24A	FY25E	FY26E	
Shareholders' Fund	21,224	23,268	26,165	28,999	32,693	
Share Capital	159	159	159	159	159	
Reserves & Surplus	21,065	23,109	26,006	28,840	32,534	
Preference Share Capital	0	0	0	0	(	
Minority Interest	648	776	591	645	753	
Total Loans	1,279	2,093	1,706	1,706	1,706	
Def. Tax Liab. / Assets (-)	733	765	839	852	870	
Total - Equity & Liab.	23,884	26,902	29,301	32,202	36,022	
Net Fixed Assets	14,130	15,283	17,056	18,344	18,847	
Gross Fixed Assets	19,761	24,060	27,451	30,451	32,95	
Intangible Assets	0	0	0	0	(	
Less: Depn. & Amort.	8,265	9,594	11,074	12,787	14,784	
Capital WIP	2,634	817	679	679	679	
Investments	0	19	185	185	185	
Current Assets	15,736	18,003	18,188	21,093	25,620	
Inventories	4,659	5,647	5,322	6,955	8,089	
Sundry Debtors	5,133	6,012	6,194	6,966	8,101	
Cash & Bank Balances	4,244	3,938	5,141	5,489	7,578	
Loans & Advances	1,700	2,407	1,531	1,684	1,852	
Other Current Assets	0	0	0	0	(	
Current Liab. & Prov.	5,981	6,403	6,129	7,419	8,629	
Current Liabilities	2,981	3,104	2,933	3,596	4,182	
Provisions & Others	3,000	3,300	3,196	3,824	4,44	
Net Current Assets	9,755	11,600	12,060	13,674	16,992	
Total – Assets	23,884	26,902	29,301	32,202	36,023	

Source: Company, JM Financial

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Cash Flow Statement (INR mn)					
Y/E March	FY22A	FY23A	FY24A	FY25E	FY26E
Profit before Tax	5,102	4,625	5,756	6,868	9,004
Depn. & Amort.	1,154	1,329	1,480	1,713	1,997
Net Interest Exp. / Inc. (-)	-111	224	-100	-520	-661
Inc (-) / Dec in WCap.	-621	-1,851	260	-1,267	-1,228
Others	17	-107	4	68	126
Taxes Paid	-1,285	-1,265	-1,385	-1,662	-2,179
Operating Cash Flow	4,255	2,955	6,017	5,200	7,060
Capex	-2,687	-2,317	-2,785	-3,000	-2,500
Free Cash Flow	1,568	639	3,232	2,200	4,560
Inc (-) / Dec in Investments	266	-20	5	0	0
Others	-558	500	-197	740	884
Investing Cash Flow	-2,979	-1,837	-2,976	-2,260	-1,616
Inc / Dec (-) in Capital	52	12	11	0	0
Dividend + Tax thereon	-1,273	-1,433	-1,394	-2,319	-3,023
Inc / Dec (-) in Loans	99	427	-393	0	0
Others	-79	-354	-386	-274	-331
Financing Cash Flow	-1,201	-1,348	-2,163	-2,592	-3,354
Inc / Dec (-) in Cash	75	-230	878	347	2,090
Opening Cash Balance	4,428	4,244	3,938	5,141	5,489
Closing Cash Balance	4,502	4,014	4,816	5,489	7,578

Dupont Analysis Y/E March FY22A FY23A FY24A FY25E FY26E 8.0% 9.2% 11.4% Net Margin 10.2% 10.1% Asset Turnover (x) 1.7 1.7 1.6 1.7 1.7 Leverage Factor (x) 1.1 1.1 1.1 1.1 1.1 RoE 18.9% 15.8% 17.1% 18.7% 21.8%

Key Ratios					
Y/E March	FY22A	FY23A	FY24A	FY25E	FY26E
BV/Share (INR)	133.5	146.4	164.6	182.5	205.7
ROIC	21.4%	16.8%	18.3%	19.7%	23.8%
ROE	18.9%	15.8%	17.1%	18.7%	21.8%
Net Debt/Equity (x)	-0.1	-0.1	-0.1	-0.1	-0.2
P/E (x)	48.7	52.1	43.5	35.7	27.4
P/B (x)	8.7	7.9	7.0	6.3	5.6
EV/EBITDA (x)	29.7	30.9	25.9	22.4	17.3
EV/Sales (x)	4.9	4.2	4.0	3.6	3.0
Debtor days	51	50	49	50	50
Inventory days	46	47	42	50	50
Creditor days	35	30	28	31	31

Source: Company, JM Financial

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History of E	arnings Estimate and Ta	arget Price
Date	Recommendation	Target Price
15-Jan-21	Buy	820

15-Jan-21	Buy	820	
21-Jan-21	Buy	870	6.1
2-Mar-21	Buy	970	11.5
14-Jun-21	Hold	930	-4.1
3-Aug-21	Hold	1,030	10.8
23-Oct-21	Hold	1,100	6.8
23-Nov-21	Hold	1,150	4.5
22-Jan-22	Hold	1,410	22.6
2-Mar-22	Buy	1,300	-7.8
22-Apr-22	Buy	1,300	0.0
18-May-22	Buy	1,200	-7.7
7-Jun-22	Buy	1,200	0.0
22-Jul-22	Buy	1,310	9.2
3-Nov-22	Buy	1,220	-6.9
29-Jan-23	Buy	1,230	0.8
17-May-23	Buy	1,300	5.7
26-Jul-23	Buy	1,530	17.7
22-Oct-23	Buy	1,490	-2.6
31-Jan-24	Buy	1,560	4.7
7-May-24	Buy	1,480	-5.1

% Chg.



## **APPENDIX I**

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SEBI Registration Nos.: Stock Broker - INZ000163434, Research Analyst - INH000000610

Registered Office: 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025, India.

Board: +91 22 6630 3030 | Fax: +91 22 6630 3488 | Email: jmfinancial.research@jmfl.com | www.jmfl.com

Compliance Officer: Mr. Sahil Salastekar | Tel: +91 22 6224 1073 | Email: sahil salastekar@jmfl.com

Grievance officer: Mr. Sahil Salastekar | Tel: +91 22 6224 1073 | Email: instcompliance@jmfl.com

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