

# **Kajaria Ceramics**

# Estimate change TP change Rating change

Bloomberg	KJC IN
Equity Shares (m)	159
M.Cap.(INRb)/(USDb)	152.9 / 1.8
52-Week Range (INR)	1579 / 956
1, 6, 12 Rel. Per (%)	-15/-30/-37
12M Avg Val (INR M)	328
Free float (%)	52.5

### Financial Snapshot (INR b)

FY25E	FY26E	FY27E
47.3	51.2	56.7
6.4	7.2	8.2
3.5	4.0	4.6
13.6	14.1	14.5
22.9	26.0	30.0
-15.8	13.6	15.2
172	181	192
(0.1)	(0.1)	(0.1)
13.1	14.2	15.5
16.0	17.2	18.8
61.1	61.4	60.0
41.9	36.9	32.0
5.6	5.3	5.0
23.1	20.6	18.1
3.2	2.9	2.6
	47.3 6.4 3.5 13.6 22.9 -15.8 172 (0.1) 13.1 16.0 61.1 41.9 5.6 23.1	47.3 51.2 6.4 7.2 3.5 4.0 13.6 14.1 22.9 26.0 -15.8 13.6 172 181 (0.1) (0.1) 13.1 14.2 16.0 17.2 61.1 61.4 41.9 36.9 5.6 5.3 23.1 20.6

### Shareholding pattern (%)

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As On	Sep-24	Jun-24	Sep-23
Promoter	47.5	47.5	47.5
DII	28.4	27.8	25.5
FII	16.1	16.2	18.5
Others	8.1	8.5	8.6

FII Includes depository receipts

CMP: INR960 TP: INR1,120 (+17%) Buy

### Demand woes continue; realization under pressure

### Volume growth guidance reduced to ~8-9% YoY in FY25

- Kajaria Ceramics (KJC)'s 3QFY25 EBITDA was below our estimate due to lowerthan-estimated revenue and weak realization. EBITDA declined ~17% YoY to INR1.5b (14% miss) and OPM contracted 2.7pp YoY to ~13% (est. ~14%). Adj. PAT fell ~25% YoY to INR777m (25% miss), dragged down by lower-thanestimated other income and higher-than-estimated interest costs.
- Management highlighted that weakness in the domestic market and sluggish exports led to another subdued quarter for the tile industry. It anticipates volume growth of ~8-9% YoY in FY25, lower than its initial double-digit growth guidance. Plywood revenue declined significantly due to higher raw material prices, and KJC is now waiting for demand recovery rather than pushing sales (focusing on retail business).
- We cut our EPS estimates by ~12%/19%/23% for FY25/FY26/FY27 due to a slower-than-expected recovery in demand growth, weak realizations and negative operating leverage. Valuations appear reasonable even after assuming lower than historical margins; though demand recovery would be the key trigger to watch for. We maintain our BUY rating on KJC with a revised TP of INR1,120 (earlier INR1,450), based on 40x Dec'26E EPS.

### Volume up 7% YoY; EBITDA margin contracts 2.7pp YoY to ~13%

- Consol. revenue/EBITDA/PAT stood at INR11.6b/INR1.5b/INR777m (+1%/-17%/-25% YoY and -5%/-14%/-25% vs. our estimates). Tile volume rose 7% YoY to 28.9msm, while realization declined 3% YoY to INR367/sqm.
- Gross margin declined 40bp YoY to ~38%. Employee costs increased 14% YoY (12.9% of revenue vs. 11.5% in 3QFY24). Other expenses rose 9% YoY (12.4% of revenue vs. 11.5% in 3QFY24). OPM contracted 2.7pp YoY to ~13%.
- In 9MFY25, revenue grew ~4% YoY, while EBITDA/PAT declined ~10%/21% YoY. OPM contracted 2pp YoY to ~14%. Tile sales volume grew ~8% YoY, while realization declined ~3%. In 4QFY25, we estimate revenue growth of ~3% YoY, whereas EBITDA/PAT may decline 1%/8% YoY.

### Highlights from the management commentary

- Expects demand improvement in the retail segment in the coming months,
   led by positive effects of the budget and an anticipated rate cut by the RBI.
- Gas prices remained stable during the quarter, with the average price of INR37/scm. Propane prices are cheaper by 5-6%.
- Nepal plant, which was commissioned in Sep'24, operated at 70% utilization in 3QFY25. It plans to ramp up utilization to ~80%-85% by 4QFY25.

### View and valuation

KJC reported margin contraction due to lower realization and higher expenses. We are cautiously optimistic for the long term, given that: 1) it is a leading player in the domestic market and has delivered higher than the industry growth; 2) recovery in retail demand will benefit KJC the most, given its strong distribution network; and 3) continuous expansions across segments.

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Research analyst - Mudit Agarwal (Mudit.Agarwal@MotilalOswal.com) | Abhishek Sheth (Abhishek.Sheth@MotilalOswal.com) | Investors are advised to refer through important disclosures made at the last page of the Research Report.

■ We estimate KJC's to post a CAGR of 9%/13%/15% in revenue/EBITDA/PAT over FY25-27. We estimate tiles volume to clock ~10% CAGR over FY25-27. We factor in lower margins of 14.1%/14.5% for FY26/27E (v/s last 10 years' average of ~16%) considering delay in demand recovery in domestic markets and lower export revenues which in turn, has put pressure on realization. Improvement in profitability of bathware and sanitaryware segments would also help improvement in margins. Valuation at 37x/32x FY26/27E EPS appears reasonable; though, key trigger for stock price performance would be the demand recovery. We maintain our BUY rating with a revised TP of INR1,120 (earlier INR1,450), based on 40x Dec'26E EPS.

Consolidated quarterly performance (INR m)									NR m)			
	FY24				FY25 FY24				FY25E	FY25	Var.	
	1Q	2Q	3Q	4Q	1Q	2Q	<b>3Q</b>	4QE			3QE	(%)
Net sales	10,642	11,216	11,518	12,408	11,137	11,793	11,637	12,774	45,784	47,341	12,245	(5)
YoY change (%)	5.6	4.1	5.6	3.0	4.6	5.1	1.0	3.0	4.5	3.4	6.3	
Total expenditure	8,950	9,419	9,730	10,688	9,466	10,204	10,150	11,078	38,787	40,898	10,513	(3)
EBITDA	1,692	1,797	1,788	1,720	1,671	1,589	1,487	1,697	6,997	6,443	1,733	(14)
Margin (%)	15.9	16.0	15.5	13.9	15.0	13.5	12.8	13.3	15.3	13.6	14.2	(137)
Depreciation	305	361	389	425	421	406	399	409	1,480	1,634	413	(3)
Interest	53	43	50	66	47	47	87	92	211	273	48	81
Other income	93	83	113	174	102	99	105	124	462	430	135	(22)
PBT before EO expense	1,427	1,477	1,462	1,403	1,304	1,235	1,107	1,320	5,768	4,966	1,407	(21)
Extra-ord expenses	0	0	0	0	0	0	0	0	0	0	0	
PBT after EO Expense	1,427	1,477	1,462	1,403	1,304	1,235	1,107	1,320	5,768	4,966	1,407	(21)
Tax	336	366	379	354	327	341	300	349	1,435	1,316	350	
Rate (%)	23.5	24.8	25.9	25.2	25.0	27.6	27.1	26.4	24.9	26.5	24.9	
Reported PAT	1,091	1,110	1,083	1,050	978	893	808	972	4,334	3,650	1,057	(24)
Minority interest	16	31	41	25	48	42	22	28	113	141	25	(10)
Adj. PAT	1,075	1,080	1,042	1,024	898	843	777	943	4,221	3,461	1,032	(25)
YoY change (%)	16.5	60.8	40.2	-2.3	-16.4	-21.9	-25.4	-8.0	24.7	-16.9	(1.0)	
Margin (%)	10.1	9.6	9.0	8.3	8.1	7.1	6.7	7.4	9.2	7.4	8.4	

**Quarterly summary** 

	FY24				FY25E					
	1Q	2Q	3Q	4Q	1Q	2Q	<b>3Q</b>	4QE	YoY (%)	QoQ (%)
Sales Volumes-mn sqm:										
Own Manufacturing	13.8	14.8	15.3	16.1	14.9	15.6	15.4	16.5	1	(1)
JVs	4.8	4.8	5.3	6.1	5.5	5.4	5.9	6.3	10	8
Trading	6.4	6.9	6.5	7.4	6.6	7.6	7.6	8.3	17	(1)
Total sales volumes	25.0	26.5	27.1	29.6	27.0	28.7	28.9	31.1	7	1
Revenue Mix (INR m)										
Own Manufacturing	5,393	5,705	5,791	6,062	5,585	5,873	5,688	6,113	(2)	(3)
JVs	1,340	1,825	1,995	2,255	1,999	1,945	2,067	2,247	4	6
Trading	2,833	2,469	2,343	2,599	2,312	2,717	2,651	2,930	13	(2)
Sanitaryware / faucets	837	853	922	1,023	910	901	945	1,078	2	5
Plywood	143	235	340	327	179	175	81	192	(76)	(54)
Adhesives	96	130	128	143	152	182	205	216	60	13
Total	10,642	11,216	11,518	12,408	11,137	11,793	11,637	12,774	1	(1)
Realization/sqm (INR)										
Own Manufacturing	391	386	380	377	375	376	368	370	(3)	(2)
JVs	279	379	375	369	362	358	352	355	(6)	(2)
Trading	442	360	360	352	352	356	349	353	(3)	(2)
Blended Realization	<b>386</b>	383	379	374	372	373	367	370	(3)	(2)
Growth (% YoY)	-1.7%	-3.1%	-2.9%	-4.4%	-3.6%	-2.4%	-3.1%	-1.2%		
Growth (% QoQ)	-1.2%	-0.9%	-1.0%	-1.2%	-0.4%	0.3%	-1.7%	0.7%		

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### Highlights from the management commentary

### Demand trend and sector outlook

- The overall demand environment remained challenging during the quarter, with persistent weakness in the domestic market and a lack of momentum in exports. Despite these headwinds, the company's tile volumes grew ~7% YoY. Due to more supplies on project-driven sales, realizations dropped, pressuring overall profitability.
- EBITDA margin declined due to muted margin in the bathware division and ongoing losses in the sanitaryware unit in Morbi. The plant faced challenges in stabilizing operations and managing costs.
- The company expects full-year volume growth of ~8-9% in FY25, lower than its initial double-digit target, due to demand challenges.
- Export revenue declined 16% YoY to INR116b during Apr-Nov '24. This was largely due to a significant increase in ocean freight rates caused by the Red Sea crisis and continuing uncertainties in the Gulf region.
- Management is positive about improvement in retail demand in the coming quarters, citing potential positive effects of the government budget and anticipated rate cuts by the RBI.

### Other operational highlights

- Gas prices remained stable during the quarter, with the average price of INR37/scm. Regional gas prices stood at INR38/INR38/INR37 in North/South/ West.
- Dealer inventory levels were tightly managed (inventory of about one month), supported by a solid supply-chain system that discouraged large stockpiles at distributor locations. The company has 1,880 active dealers across India, with 460 exclusive dealers.
- In 3Q, plywood revenue declined 76% YoY to INR81m due to an increase in raw material prices. It is focusing on market recovery rather than sales.
- Bathware revenue rose 2% YoY to INR945m. Adhesives revenue grew to INR205m from INR128m in 3QFY24.
- Revenue mix in tiles: ceramics 37%, GVT 37% and PVT 26%. About 75% of sales come through retail and the balance through projects.

### **Expansions and debt position**

- The board has approved the acquisition of an additional 1% equity stake in its Nepal JV, taking its total stake to 51% and making it a subsidiary company. The transaction is likely to be completed in the next six months. The newly established Nepal plant, which was commissioned in Sep'24, operated at ~70% utilization in 3QFY25, which KJC plans to ramp up to ~80%-85% by 4QFY25. Investments in Nepal included setting up additional warehouses and inventory management infrastructure, leading to higher capex during the quarter.
- The company reiterated its capex guidance of INR2.0b for FY25, with INR1.35b already spent in 9MFY25 (INR1.0b for the Nepal project).

### Story in charts

Exhibit 1: Sales volume grew 7% YoY

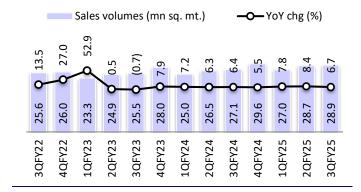


Exhibit 2: Blended realization declined 4% YoY

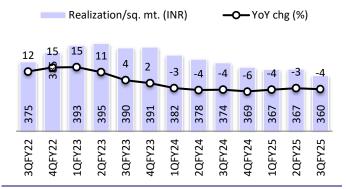


Exhibit 3: Revenue inched up 1% YoY

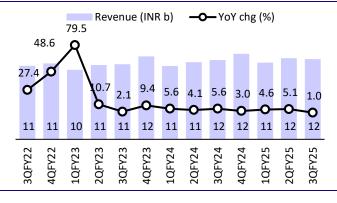


Exhibit 4: Gross margin down 40bp YoY

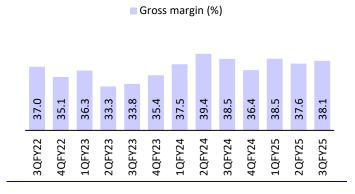
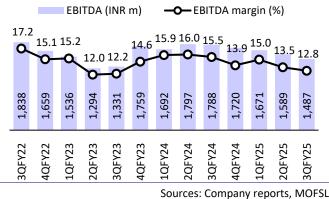
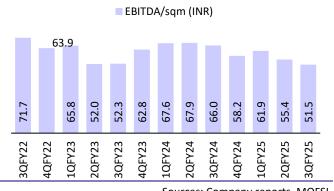


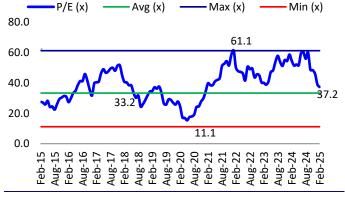
Exhibit 5: EBITDA declined 17% YoY, margin down 2.7pp YoY Exhibit 6: EBITDA/sqm down 22% YoY





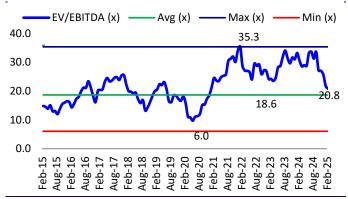
Sources: Company reports, MOFSL

Exhibit 7: One-year forward P/E (x) trend



Sources: Company reports, MOFSL

Exhibit 8: One-year forward EV/EBITDA (x) trend



Sources: Company reports, MOFSL

04 February 2025

## **Financials and valuations**

Consolidated Income Statement								(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Net Sales	28,080	27,809	37,052	43,819	45,784	47,341	51,232	56,653
Change (%)	-5.0	-1.0	33.2	18.3	4.5	3.4	8.2	10.6
EBITDA	4,159	5,088	6,107	5,920	6,997	6,443	7,209	8,209
Margin (%)	14.8	18.3	16.5	13.5	15.3	13.6	14.1	14.5
Depreciation	1,081	1,067	1,154	1,329	1,480	1,634	1,799	1,992
EBIT	3,078	4,022	4,953	4,592	5,517	4,809	5,410	6,217
Int. and Finance Charges	195	107	127	223	211	273	232	218
Other Income - Rec.	242	213	276	336	462	430	464	502
PBT bef. EO Exp.	2,883	3,914	4,826	4,368	5,306	4,536	5,178	5,999
EO Expense/(Income)	0	0	0	79	0	0	0	0
PBT after EO Exp.	3,125	4,127	5,102	4,625	5,768	4,966	5,642	6,501
Current Tax	937	1,083	1,210	1,174	1,349	1,316	1,495	1,723
Deferred Tax	-348	-446	65	-11	86	0	0	0
Tax Rate (%)	18.9	15.4	25.0	25.1	24.9	26.5	26.5	26.5
Reported PAT	2,535	3,490	3,827	3,463	4,334	3,650	4,147	4,778
PAT Adj for EO items	2,535	3,490	3,827	3,404	4,334	3,650	4,147	4,778
Change (%)	13.2	37.7	9.7	-11.1	27.3	-15.8	13.6	15.2
Margin (%)	9.0	12.6	10.3	7.8	9.5	7.7	8.1	8.4
Less: Minority Interest	-18.4	8.5	57.6	17.8	112.5	140.6	151.9	164.0
Net Profit	2,554	3,482	3,770	3,386	4,221	3,509	3,995	4,614
<b>Consolidated Balance Sheet</b>								(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Equity Share Capital	159	159	159	159	159	159	159	159
Total Reserves	16,984	18,530	21,065	23,109	26,006	27,286	28,734	30,483
Net Worth	17,143	18,689	21,224	23,268	26,165	27,446	28,894	30,642
Deferred Liabilities	716	674	726	738	801	801	801	801
Minority Interest	637	646	648	776	591	731	883	1,047
Total Loans	1,281	987	1,279	2,093	1,706	1,706	1,606	1,506
Capital Employed	19,777	20,996	23,877	26,875	29,263	30,684	32,184	33,997
Gross Block	19,009	20,052	20,777	25,076	28,467	30,967	34,467	37,967
Less: Accum. Deprn.	7,061	8,128	9,282	10,610	12,090	13,724	15,524	17,516
Net Fixed Assets	11,948	11,924	11,496	14,466	16,377	17,243	18,943	20,451
Capital WIP	266	149	2,634	817	679	2,000	1,000	1,000
Total Investments	101	50	0	19	185	185	185	185
Curr. Assets, Loans&Adv.	12,056	13,120	15,728	17,976	18,151	18,613	19,843	20,869
Inventory	5,127	3,731	4,659	5,647	5,322	5,741	6,076	6,650
Account Receivables	3,967	4,317	5,133	6,012	6,194	6,378	6,752	7,389
Cash and Bank Balance	2,252	4,428	4,244	3,938	5,141	5,218	5,664	5,351
Loans and Advances	710	645	1,693	2,380	1,494	1,276	1,350	1,478
Curr. Liability & Prov.	4,594	4,248	5,981	6,403	6,129	7,356	7,786	8,508
Account Payables	4,306	4,019	5,722	6,111	5,809	7,016	7,427	8,128
Provisions	288	229	259	293	320	340	360	380
Net Current Assets	7,462	8,873	9,747	11,573	12,022	11,257	12,056	12,361
Appl. of Funds	19,777	20,996	23,877	26,875	29,263	30,684	32,184	33,997

E: MOFSL estimates

### **Financials and valuations**

Ratios								
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Basic (INR)								
Consol EPS	15.9	21.9	24.0	21.4	27.2	22.9	26.0	30.0
Cash EPS	22.7	28.6	31.3	29.7	36.5	33.2	37.3	42.5
BV/Share	107.8	117.5	133.3	146.2	164.3	172.3	181.4	192.4
DPS	3.0	10.0	11.0	9.0	12.0	14.0	16.0	18.0
Payout (%)	22.7	45.6	45.8	41.4	44.1	61.1	61.4	60.0
Valuation (x)								
P/E	60.2	43.8	39.9	44.9	35.3	41.9	36.9	32.0
Cash P/E	42.2	33.5	30.7	32.3	26.3	28.9	25.7	22.6
P/BV	8.9	8.2	7.2	6.6	5.8	5.6	5.3	5.0
EV/Sales	5.4	5.4	4.0	3.4	3.3	3.2	2.9	2.6
EV/EBITDA	36.4	29.3	24.5	25.5	21.3	23.1	20.6	18.1
Dividend Yield (%)	0.3	1.0	1.1	0.9	1.3	1.5	1.7	1.9
Return Ratios (%)								
RoIC	14.5	23.6	27.4	21.6	23.4	19.4	20.8	22.5
RoE	15.5	19.4	18.9	15.2	17.1	13.1	14.2	15.5
RoCE	16.0	19.7	22.1	18.1	19.7	16.0	17.2	18.8
Working Capital Ratios								
Asset Turnover (x)	1.5	1.4	1.7	1.7	1.6	1.6	1.6	1.7
Working Capital (Days)	66	58	62	69	56	47	47	47
Leverage Ratio (x)								
Net Debt/Equity	(0.2)	(0.7)	(0.5)	(0.3)	(0.5)	(0.5)	(0.6)	(0.5)
Consolidated Cash Flow Staten								(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
OP/(Loss) before Tax	3,125	4,127	5,102	4,625	5,756	4,966	5,642	6,501
Depreciation	1,081	1,067	1,154	1,329	1,480	1,634	1,799	1,992
Interest & Finance Charges	195	107	127	223	211	273	232	218
Direct Taxes Paid	(1,005)	(980) 868	(1,285)	(1,265)	(1,385) 260	(1,316) 842	(1,495)	(1,723)
(Inc)/Dec in WC	(993)		(621)	(1,851)			(353)	(618)
CF from Operations	<b>2,403</b>	5,189	4,476	3,061	<b>6,323</b>	6,400	5,825	6,370
Others CE from Operating incl EO	(159) <b>2,244</b>	(101) <b>5,088</b>	(221)	(106) <b>2,955</b>	(307) <b>6,017</b>	6,400	5,825	6,370
CF from Operating incl EO (Inc)/Dec in FA	(1,240)	(1,127)	<b>4,255</b> (2,687)	(2,317)	(3,004)	(3,821)	(2,500)	(3,500)
Free Cash Flow	1,004	3,961	1,568	639	3,013	2,579	3,325	2,870
(Pur)/Sale of Investments	(88)	(41)	(51)	(363)	(628)	2,373	3,323	2,070
Others	427	(1,788)	(241)	842	655			
CF from Investments	(901)	(2,955)	(2,979)	(1,837)	(2,976)	(3,821)	(2,500)	(3,500)
Issue of Shares	3	53	52	12	11	(3,021)	(2,300)	(3,300)
Inc/(Dec) in Debt	(104)	(439)	112	239	(575)		(100)	(100)
Interest Paid	(153)	(68)	(92)	(166)	(205)	(273)	(232)	(218)
Dividend Paid	(1,150)	(1,591)	(1,273)	(1,433)	(1,394)	(2,229)	(2,547)	(2,866)
Others	(1,130)	(1,331)	(1,273)	(1,433)	(1,334)	(2,225)	(2,547)	(2,000)
CF from Fin. Activity	(1,404)	(2,045)	(1,201)	(1,348)	(2,163)	(2,502)	(2,879)	(3,183)
Inc/Dec of Cash	(60)	87	75	(230)	878	77	446	(313)
Opening Balance	221	161	248	335	105	983	1,060	1,506
Closing Balance	161	248	323	105	983	1,060	1,506	1,193
Bank balance	2,091	4,179	3,921	3,832	4,158	4,158	4,158	4,158
Total cash balance	2,252	4,428	4,244	3,938	5,141	5,218	5,664	5,351

Investment in securities market are subject to market risks. Read all the related documents carefully before investing

Explanation of Investment Rating						
Investment Rating	Expected return (over 12-month)					
BUY	>=15%					
SELL	<-10%					
NEUTRAL	< - 10 % to 15%					
UNDER REVIEW	Rating may undergo a change					
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation					

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