# **REDUCE** Colgate-Palmolive

# Solid Q1; valuation demands sustained healthy earnings



Consumer Goods → Result Update → July 29, 2024

TARGET PRICE (Rs): 2,850

Colgate India has turned around its fortune under the new leadership, where actions in the core oral care portfolio have been rewarding. Regarding the two key concerns of low-volume growth and business diversification, the company has addressed the first concern with high single-digit toothpaste volume growth in Q1FY25. The improved show led us to upgrade earnings by 2-3% over FY25-27E and target valuations multiple to 45x from 41x (now a 10% premium to its historical avg. fwd. P/E). In the absence of much action on diversification, we now see high single-digit sales growth over FY25-27E. We lift the margin for FY25E by 100bps but see moderate improvement over FY26-27E, thereby limiting support to earnings. Given the limited earnings visibility, we maintain REDUCE with Jun-25E TP of Rs2,850/share (vs Rs2,525/share earlier).

Colgate-Palmolive: Financial Snapshot (Standalone)									
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E				
Revenue	52,262	56,804	63,317	68,868	74,909				
EBITDA	15,470	19,008	21,849	23,821	25,990				
Adj. PAT	10,584	13,432	15,412	16,835	18,436				
Adj. EPS (Rs)	38.9	49.4	56.7	61.9	67.8				
EBITDA margin (%)	29.6	33.5	34.5	34.6	34.7				
EBITDA growth (%)	(1.2)	22.9	14.9	9.0	9.1				
Adj. EPS growth (%)	(1.9)	26.9	14.7	9.2	9.5				
RoE (%)	61.3	74.8	80.7	83.1	84.3				
RoIC (%)	125.9	233.0	400.2	574.9	1,008.6				
P/E (x)	82.8	65.2	56.8	52.0	47.5				
EV/EBITDA (x)	56.0	45.4	39.4	36.0	32.9				
P/B (x)	51.0	46.7	45.0	41.6	38.7				
FCFF yield (%)	1.3	1.3	1.8	2.0	2.2				

Source: Company, Emkay Research

## Strong topline delivery; high single-digit volume growth is a positive

Colgate India reported strong 13% topline growth in Q1 (a 3% beat), aided by double-digit value and high single-digit volume growth in toothpaste. The management noted that steady demand pickup in rural reflects in better-than-urban market growth (trend similar to Q4FY24). Based on peer performance for the quarter (HUL reported mid-single digit growth), we sense market share gains for the company. Double-digit growth in the toothbrush portfolio is heartening. We see that an improved growth trajectory would be positive for the company from a growth perspective, where reliance on price growth is likely to be limited. We see 10% sales CAGR over FY24-27E. The company continues to focus on its differentiated approach in the category advocating for teeth whitening and to drive category consumption with twice brushing habit and its *Brush at Night* campaign.

### Margin delivery continues to surprise

Colgate sustained healthy expansion in EBITDA margin by 240bps YoY to 34%. Gross margin rose by 220bps YoY to 70.6%, aided by price hikes in part of the portfolio. A&P spending increased 10% YoY, but eased by 40bps YoY as a % of sales to 13.3%. EBITDA and earnings growth were 22% and 26% (7-8% beat), respectively. Considering Q1, we lift FY25E margin by 100bps to 34.5% and expect limited margin expansion (given thrust on business diversification). From FY26E, we see earnings replicating topline growth.

# Performance improvement positive, sustenance key for valuations; REDUCE

Colgate, under the new management, has been able to evolve its strategy in the slow-growing oral care category, which is now improving on the back of Colgate's category development efforts. In the last couple of years, Colgate has maximized margin and enhanced structural prospects. The stock valuation at 52x P/E for FY26E and forward P/E near 3x S. D. (at 57x), demand sustenance of healthy earnings momentum, which looks tough on a high base. We maintain REDUCE with Jun-25E TP of Rs2,850/sh (on 45x P/E).

Target Price – 12M	Jun-25
Change in TP (%)	12.9
Current Reco.	REDUCE
Previous Reco.	REDUCE
Upside/(Downside) (%)	(11.5)
CMP (29-Jul-24) (Rs)	3.221.0

Stock Data	CLGT
52-week High (Rs)	3,272
52-week Low (Rs)	1,902
Shares outstanding (mn)	272.0
Market-cap (Rs bn)	876
Market-cap (USD mn)	10,462
Net-debt, FY25E (Rs mn)	0
ADTV-3M (mn shares)	-
ADTV-3M (Rs mn)	1,227.7
ADTV-3M (USD mn)	14.7
Free float (%)	49.0
Nifty-50	24,836
INR/USD	83.7
Shareholding, Jun-24	
Promoters (%)	51.0
FPIs/MFs (%)	24.4/6.0

Price Performance						
(%)	1M	3M	12M			
Absolute	13.3	14.5	57.8			
Rel. to Nifty	9.5	4.4	24.8			



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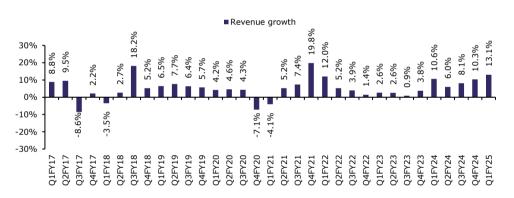
# **Quarterly performance**

Exhibit 1: Q1FY25 Performance

(Rs mn)	1QFY25	1QFY24	YoY (%)	4QFY24	QoQ (%)	4QFY24E	Var. (%)
Total income	14,967	13,237	13.1	14,900	0.4	14,560	2.8
Cost of goods	4,393	4,179	5.1	4,573	(3.9)	4,368	0.6
Employee expenses	1,123	958	17.3	999	12.4	1,048	7.1
A&P spends	1,991	1,813	9.8	1,689	17.9	2,111	(5.7)
Other expenses	2,376	2,106	12.9	2,317	2.6	2,286	4.0
EBITDA	5,083	4,181	21.6	5,322	(4.5)	4,747	7.1
EBITDAM (%)	34.0	31.6	240bps	35.7	-180bps	32.6	140bps
Depreciation	415	438	(5.1)	421	(1.4)	394	5.4
EBIT	4,668	3,744	24.7	4,901	(4.7)	4,353	7.2
EBITM (%)	31.2	28.3	290bps	32.9	-170bps	29.9	130bps
Interest cost	10	11	(8.4)	14	(27.9)	12	
Other income	234	150	56.3	227	3.3	165	42.1
PBT	4,893	3,883	26.0	5,114	(4.3)	4,506	8.6
Tax	1,253	1,001	25.2	1,315	(4.8)	1,149	9.0
Tax rate (%)	25.6	25.8	20bps	25.7	(10bps)	25.5	10bps
Non-recurring items	0	-145	(100.0)	0		0	
PAT	3,640	2,737	33.0	3,798	(4.2)	3,357	8.4
Adj Profit	3,640	2,882	26.3	3,798	(4.2)	3,357	8.4
NPM (%)	24.3	21.8	250bps	25.5	-120bps	23.1	130bps
EPS (Rs)	13.4	10.6	26.3	14.0	(4.2)	12.3	8.4

Source: Company, Emkay Research

**Exhibit 2: Quarterly revenue growth** 



Source: Company, Emkay Research

Exhibit 3: Quarterly gross-margin trend

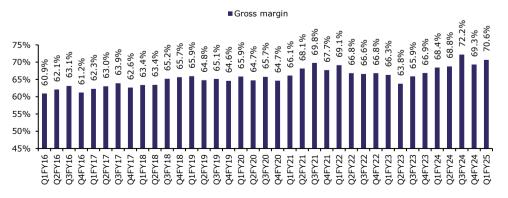


Exhibit 4: Key raw materials for Colgate and the spot price trend

	RM mix	Q1FY23	Q2FY23	Q3FY23	Q4FY23	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	YoY	QoQ
Sorbitol (Maize)	20%	2,263	2,417	2,480	2,257	1,882	2,067	2,263	2,352	1,882	0%	-20%
Mentha Oil	20%	1,249	1,172	1,180	1,251	1,176	1,054	1,021	1,020	1,006	-14%	-1%
Crude derivative	15%	114	101	89	81	78	87	84	83	85	9%	2%
HDPE	10%	114,671	95,092	89,866	93,869	86,244	87,158	84,055	86,790	86,291	0%	-1%

Source: Company, Bloomberg, NCDEX, Emkay Research; Note: Maize price data is in Rs/Quintal; Mentha oil & HDPE are in Rs/kg, Crude is in US\$/Barrel



Source: NCDEX, Emkay Research

**Exhibit 6: Mentha oil price trend** 2,100 1,900 1,700 (Rs/kg) 1,500 1,300 1,100 900 700 Jul 20 -Sep 20 -Nov 20 -Jan 21 -Mar 21 · Jul 21 -Sep 21 -Nov 21 -Jan 22 -May 22 -Jul 22 -Sep 22 -Nov 22 -Jan 23 -Mar 23 -May 23 -Jul 23 -Sep 23 -Nov 23 -Jan 24 -May 24 -19 20 Jr Jan Mar May

Source: Company, Emkay Research

Exhibit 7: Quarterly advertising and promotion spending as a % of sales

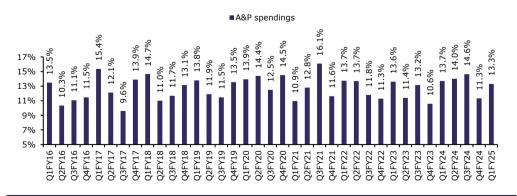


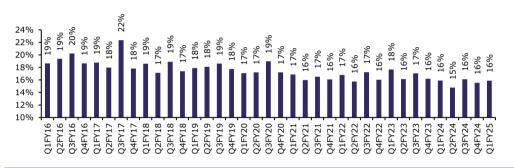
Exhibit 8: Quarterly staff cost as a % of sales



Source: Company, Emkay Research

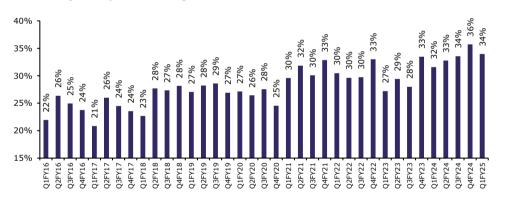
Exhibit 9: Quarterly other expenses as a % of sales

■Other expenses as a % of sales



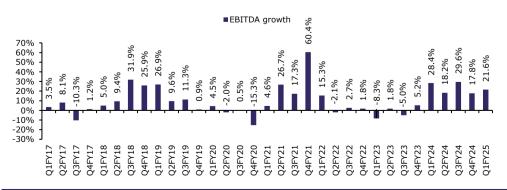
Source: Company, Emkay Research

**Exhibit 10: Quarterly EBITDA margin trends** 



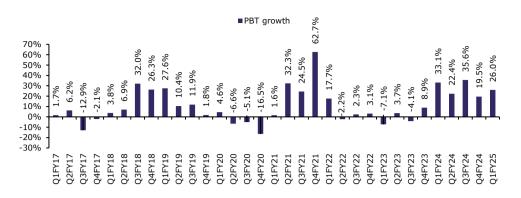
Source: Company, Emkay Research

**Exhibit 11: Quarterly EBITDA growth trends** 



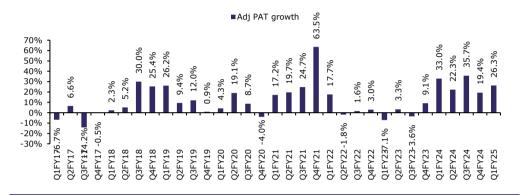
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Exhibit 12: Quarterly profit before tax growth trend



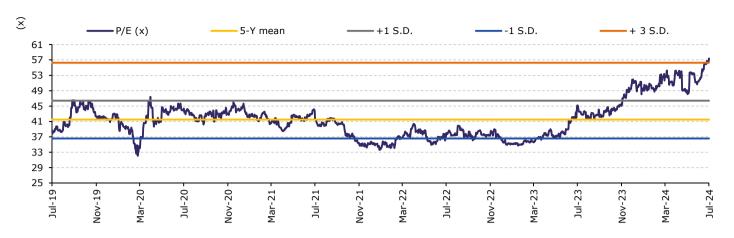
Source: Company, Emkay Research

Exhibit 13: Quarterly adjusted PAT growth trend



# **Valuations**

Exhibit 14: Colgate India's one-year forward P/E



Source: Bloomberg, Emkay Research

**Exhibit 15: Changes to estimate** 

	Ne	New estimates		Old	Old estimates			Changes to our estimates		
	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	
Net sales	62,977	68,494	74,498	62,005	66,927	72,242	1.6%	2.3%	3.1%	
Growth	11.5%	8.8%	8.8%	9.9%	7.9%	7.9%				
EBITDA	21,849	23,821	25,990	21,384	22,996	25,037	2.2%	3.6%	3.8%	
Growth	14.9%	9.0%	9.1%	12.5%	7.5%	8.9%				
EBITDA margin	33.5%	34.5%	34.6%	34.5%	34.4%	34.7%				
Adj. PAT	15,412	16,835	18,436	15,128	16,287	17,833	1.9%	3.4%	3.4%	
Growth	14.7%	9.2%	9.5%	24.4%	24.3%	24.7%				
EPS (Rs)	56.7	61.9	67.8	55.6	59.9	65.6	1.9%	3.4%	3.4%	

Source: Company, Emkay Research

**Exhibit 16: Key assumptions** 

	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Profit and loss statement									
Net sales growth	6.6%	1.4%	7.0%	5.3%	2.5%	8.7%	11.5%	8.8%	8.8%
Toothpaste volume growth	5.8%	1.0%	4.0%	3.5%	-2.5%	2.0%	6.0%	5.0%	5.0%
Gross margin	65.1%	65.2%	68.0%	67.3%	65.7%	69.7%	70.5%	70.5%	70.5%
A&P spends as a % of sales	12.7%	13.8%	12.9%	12.6%	12.1%	13.4%	13.7%	13.7%	13.7%
Employee costs	6.6%	7.3%	7.6%	7.6%	7.2%	7.2%	7.0%	7.0%	6.9%
EBITDA margin	27.7%	26.6%	31.2%	30.7%	29.6%	33.5%	34.5%	34.6%	34.7%
EBITDA growth	11.1%	-2.8%	25.6%	3.7%	-1.2%	22.9%	14.9%	9.0%	9.1%
EBIT growth	12.7%	-6.8%	32.2%	4.6%	-1.2%	26.0%	16.0%	9.4%	9.5%
PBT growth	11.8%	-6.2%	29.4%	4.4%	0.8%	26.7%	15.2%	9.2%	9.5%
Effective tax rate	35.4%	21.7%	23.3%	23.5%	25.5%	25.4%	25.7%	25.7%	25.7%
Adjusted PAT growth	10.4%	13.7%	26.8%	4.1%	-1.9%	26.9%	14.7%	9.2%	9.5%
EPS (Rs)	26.4	30.0	38.1	39.6	38.9	49.4	56.7	61.9	67.8
DPS (Rs)	23.0	29.0	38.0	40.0	39.0	58.0	54.0	60.0	66.0
Dividend payout	87%	97%	100%	101%	100%	117%	95%	97%	97%
Balance sheet									
Inventory days (no. of)	20	24	25	26	23	19	23	22	24
Receivable days (no. of)	17	11	9	16	11	11	11	11	11
Payable days (no. of)	81	64	115	70	69	73	70	69	69
Avg ROE	48%	54%	75%	74%	61%	75%	81%	83%	84%
Avg ROCE	71%	62%	90%	90%	76%	93%	101%	104%	106%
Capex spends (Rs mn)	1,042	604	573	495	695	755	1,000	1,100	1,200

FY26E

20.799

21,071

(648)

1,024

1,447

6.367

1,103

0

0

0

283

17,887

9.935

14,127

(4,192)

21,447

(17,870)

20,440

2,175

77.5

(0.8)

272

0

FY27E

22.370

22,642

(648)

1,063

5.598

0

0 1,103

0

296

20,294

10.989

15,222

(4,233)

23,058

(20,278)

22,011

1,365

83.2

(0.9)

272

n

# **Colgate-Palmolive: Standalone Financials and Valuations**

Profit & Loss					
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Revenue	52,262	56,804	63,317	68,868	74,909
Revenue growth (%)	2.5	8.7	11.5	8.8	8.8
EBITDA	15,470	19,008	21,849	23,821	25,990
EBITDA growth (%)	(1.2)	22.9	14.9	9.0	9.1
Depreciation & Amortization	1,748	1,715	1,795	1,878	1,969
EBIT	13,722	17,293	20,054	21,943	24,021
EBIT growth (%)	(1.2)	26.0	16.0	9.4	9.5
Other operating income	320	318	340	374	411
Other income	536	765	738	765	842
Financial expense	49	50	51	52	53
PBT	14,209	18,008	20,741	22,656	24,810
Extraordinary items	0	0	0	0	0
Taxes	3,625	4,577	5,329	5,821	6,374
Minority interest	0	0	0	0	0
Income from JV/Associates	0	0	0	0	0
Reported PAT	10,471	13,237	15,412	16,835	18,436
PAT growth (%)	(2.9)	26.4	16.4	9.2	9.5
Adjusted PAT	10,584	13,432	15,412	16,835	18,436
Diluted EPS (Rs)	38.9	49.4	56.7	61.9	67.8
Diluted EPS growth (%)	(1.9)	26.9	14.7	9.2	9.5
DPS (Rs)	39.0	43.0	54.0	56.0	62.0
Dividend payout (%)	101.3	88.4	95.3	90.5	91.5
EBITDA margin (%)	29.6	33.5	34.5	34.6	34.7
EBIT margin (%)	26.3	30.4	31.7	31.9	32.1
Effective tax rate (%)	25.5	25.4	25.7	25.7	25.7
NOPLAT (pre-IndAS)	10,221	12,898	14,901	16,305	17,850
Shares outstanding (mn)	272.0	272.0	272.0	272.0	272.0

Shares outstanding (mn)	272.0	272.0	272.0	272.0	272.0	Source: Company, Emkay Re
Source: Company, Emkay Research						

Cash flows					
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
PBT	14,209	18,008	20,741	22,656	24,810
Others (non-cash items)	65	99	0	0	0
Taxes paid	(3,809)	(4,686)	(5,329)	(5,821)	(6,374)
Change in NWC	(89)	(2,272)	(321)	570	67
Operating cash flow	11,763	11,990	16,199	18,570	19,682
Capital expenditure	(695)	(755)	(1,000)	(1,100)	(1,200)
Acquisition of business	0	0	0	0	0
Interest & dividend income	1,014	1,252	1,355	1,414	3,326
Investing cash flow	(75)	792	(262)	(335)	(358)
Equity raised/(repaid)	0	0	0	0	0
Debt raised/(repaid)	(191)	(190)	0	0	0
Payment of lease liabilities	0	0	0	0	0
Interest paid	(102)	(93)	(51)	(52)	(53)
Dividend paid (incl tax)	(10,575)	(11,670)	(14,688)	(15,232)	(16,864)
Others	0	0	0	0	0
Financing cash flow	(10,867)	(11,953)	(14,739)	(15,284)	(16,917)
Net chg in Cash	820	829	1,198	2,951	2,407
OCF	11,763	11,990	16,199	18,570	19,682
Adj. OCF (w/o NWC chg.)	11,852	12,079	16,520	18,000	19,616
FCFF	11,068	11,234	15,199	17,470	18,482
FCFE	12,033	12,437	16,503	18,831	21,756
OCF/EBITDA (%)	76.0	63.1	74.1	78.0	75.7
FCFE/PAT (%)	113.7	92.6	107.1	111.9	118.0
FCFF/NOPLAT (%)	108.3	87.1	102.0	107.1	103.5

Source:	Company,	Emkay	Research

rece bebly Equity (x)	(0.5)	(0.,)	(0.0)	(0.0)	(0.5)
Net Debt/EBITDA (x)	(0.6)	(0.7)	(0.7)	(0.8)	(0.8)
Interest coverage (x)	0.0	0.0	0.0	0.0	0.0
RoCE (%)	83.7	103.2	112.5	115.6	117.1
Source: Company, Emkay Resear	rch				
Valuations and key R	atios				
Y/E Mar	FY23	FY24	FY25E	FY26E	FY27E
P/E (x)	82.8	65.2	56.8	52.0	47.5
P/CE(x)	71.0	57.8	50.9	46.8	42.9
P/B (x)	51.0	46.7	45.0	41.6	38.7
EV/Sales (x)	16.7	15.3	13.7	12.5	11.5
EV/EBITDA (x)	56.0	45.4	39.4	36.0	32.9
EV/EBIT(x)	63.2	49.9	42.9	39.1	35.6
EV/IC (x)	121.7	218.4	246.2	394.6	627.0
FCFF yield (%)	1.3	1.3	1.8	2.0	2.2
FCFE yield (%)	1.4	1.4	1.9	2.1	2.5
Dividend yield (%)	1.2	1.3	1.7	1.7	1.9
DuPont-RoE split					
Net profit margin (%)	20.3	23.6	24.3	24.4	24.6
Total asset turnover (x)	3.1	3.2	3.4	3.5	3.5
Assets/Equity (x)	1.0	1.0	1.0	1.0	1.0
RoE (%)	61.3	74.8	80.7	83.1	84.3
DuPont-RoIC					
NOPLAT margin (%)	19.6	22.7	23.5	23.7	23.8
IC turnover (x)	6.4	10.3	17.0	24.3	42.3
RoIC (%)	125.9	233.0	400.2	574.9	1,008.6
Operating metrics					
Core NWC days	(49.9)	(52.4)	(52.3)	(50.5)	(49.5)
Total NWC days	(10.5)	(25.7)	(21.0)	(22.2)	(20.6)
Fixed asset turnover	2.5	2.6	2.8	2.9	3.0

36.1

36.2

36.0

35.9

35.8

Source: Company, Emkay Research

Opex-to-revenue (%)

**Balance Sheet** Y/E Mar (Rs mn)

Reserves & Surplus

Minority interests

Deferred tax liability (net)

Total liabilities & equity

Net tangible fixed assets

Investments [JV/Associates]

Net intangible assets

Cash & equivalents

Current Liab. & Prov.

NWC (ex-cash)

Capital employed

**Invested capital** 

Net Debt/Equity (x)

Total assets

Net debt

BVPS (Rs)

Current assets (ex-cash)

Net ROU assets

Capital WIP

Goodwill

Share capital

Net worth

Total debt

FY23

16.892

17,164

(288)

17,817

8.618

1,141

0

0

0

325

9,230

9,228

10,724

(1,496)

17,817

(9,214)

16,892

7,122

63.1

(0.5)

942

272

0

FY24

18.472

18,744

(648)

7.941

1,103

0

0

0

257

13,738

8.279

12,272

(3,992)

19,046

(13,721)

18,113

3,948

68.9

(0.7)

950

272

0

FY25E

272

O

19.196

19,468

(648)

986

7.145

1,103

0

0

0

270

14,936

9,467

13,115

(3,648)

19,806

(14,919)

18,837

3,498

71.6

(0.8)

# **RECOMMENDATION HISTORY - DETAILS**

Date	Closing Price (INR)	TP (INR)	Rating	Analyst
04-Jul-24	2,885	2,525	Reduce	Nitin Gupta
26-Jun-24	2,802	2,350	Sell	Nitin Gupta
04-Jun-24	2,810	2,350	Sell	Nitin Gupta
15-May-24	2,673	2,350	Sell	Nitin Gupta
13-May-24	2,859	2,350	Sell	Nitin Gupta
08-May-24	2,825	2,350	Sell	Nitin Gupta
15-Apr-24	2,673	2,350	Sell	Nitin Gupta
07-Apr-24	2,729	2,350	Sell	Nitin Gupta
14-Mar-24	2,687	2,100	Sell	Nitin Gupta
23-Jan-24	2,438	2,100	Sell	Nitin Gupta
07-Jan-24	2,515	1,825	Sell	Nitin Gupta
12-Dec-23	2,336	1,800	Sell	Nitin Gupta
30-Nov-23	2,196	1,800	Sell	Nitin Gupta
24-Nov-23	2,195	1,800	Sell	Nitin Gupta
26-Oct-23	2,034	1,800	Sell	Nitin Gupta
24-Oct-23	2,076	1,800	Sell	Nitin Gupta
20-Oct-23	2,111	1,800	Sell	Nitin Gupta
03-Oct-23	1,978	1,800	Sell	Nitin Gupta
28-Aug-23	1,936	1,720	Sell	Nitin Gupta
22-Aug-23	1,940	1,720	Sell	Nitin Gupta
15-Aug-23	1,963	1,720	Sell	Nitin Gupta
27-Jul-23	2,002	1,720	Sell	Nitin Gupta
04-Jul-23	1,705	1,560	Sell	Nitin Gupta

Source: Company, Emkay Research

# **RECOMMENDATION HISTORY - TREND**



Source: Company, Bloomberg, Emkay Research

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	<b>3</b>
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ADD	5-15% upside
REDUCE	5% upside to 15% downside
SELL	<15% downside

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