

We recently met GCPL management, which highlighted the following key priorities: 1) hiring an India CEO and a Global CFO over the next few months; 2) accelerating growth in the India business; and the management expressed confidence in achieving its guidance of double-digit consolidated revenue and EBITDA growth in FY27. GCPL's operating performance has outpaced peers in recent quarters, with high-single-digit volume growth (partly aided by a benign base), driven by its speedboats (liquid detergent, air care, and incense sticks). The management aims to significantly step up execution and aspires to achieve double-digit volume growth, which is encouraging. Despite the recent unexpected management changes creating near-term uncertainties, we believe GCPL is well positioned to deliver double-digit earnings growth over the medium term (ahead of most peers). We do not change our estimates but lower our multiple by 10% to factor in the added uncertainties from the management changes. We reiterate BUY while lowering our TP by ~7% to Rs1,250 from Rs1,350 (43x Sep-28E EPS), as we believe the stock offers a favorable risk-reward, especially after the recent sharp correction.

#### Sharper focus on execution

GCPL's India business growth has been led by three speedboats (Fab liquid detergent, air care, and incense sticks), while the core portfolio (soaps and household insecticide liquid vaporizer) has lagged. With the hiring of a separate India CEO (a role eliminated after Sunil Kataria's exit in 2022 and assumed by then CEO Sudhir Sitapati), the management expects execution to improve, leading to acceleration in growth. The company expects the new India CEO to be onboard before the end of FY27.

#### International growth to remain strong

The international portfolio is increasingly shifting toward profitable and more sustainable growth, led by the turnaround in GAUM under Aasif Malbari, the current CEO and previously Business Head, GAUM, and Global CFO. The company intends to replicate the successful execution seen in GAUM in its India business. Indonesia has also performed well in recent quarters (partly due to a benign base), supported by improving operating conditions and growth in its household insecticides and air care portfolios.

#### Favorable risk-reward, reiterate BUY

GCPL's stock has corrected sharply since the resignation of its former CEO (down ~11% since 11-Aug-2026 vs -1% for the Nifty 50 index). Despite recent developments, the growth outlook remains strong and we expect sales/earnings CAGR of 12%/16% over the next three years (ahead of most peers). The stock is currently trading at 39x 1Y forward PER, well below its 5Y average, making the risk-reward favorable, in our view. We reiterate BUY with a lower TP of Rs1,250 (from Rs1,350). However, the pending appointment of the India CEO is likely to remain an overhang in the near term.

|                         |              |
|-------------------------|--------------|
| Target Price – 12M      | Sep-27       |
| <b>Change in TP (%)</b> | <b>(7.4)</b> |
| Current Reco.           | BUY          |
| Previous Reco.          | BUY          |
| Upside/(Downside) (%)   | 36.6         |

| Stock Data              | GCPL IN  |
|-------------------------|----------|
| 52-week High (Rs)       | 1,309    |
| 52-week Low (Rs)        | 906      |
| Shares outstanding (mn) | 1,023.3  |
| Market-cap (Rs bn)      | 936      |
| Market-cap (USD mn)     | 9,816    |
| Net-debt, FY27E (Rs mn) | 16,315.3 |
| ADTV-3M (mn shares)     | 1.8      |
| ADTV-3M (Rs mn)         | 1,599.1  |
| ADTV-3M (USD mn)        | 16.8     |
| Free float (%)          | 47.0     |
| Nifty-50                | 24,175.7 |
| INR/USD                 | 95.4     |

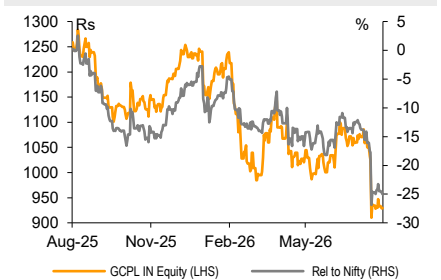
#### Shareholding, Jun-26

|               |           |
|---------------|-----------|
| Promoters (%) | 53.0      |
| FPIs/MFs (%)  | 12.3/19.6 |

#### Price Performance

| (%)           | 1M     | 3M     | 12M    |
|---------------|--------|--------|--------|
| Absolute      | (14.2) | (12.4) | (26.8) |
| Rel. to Nifty | (14.9) | (13.4) | (25.9) |

#### 1-Year share price trend (Rs)



#### Godrej Consumer Products: Financial Snapshot (Consolidated)

| Y/E March (Rs mn)   | FY25    | FY26    | FY27E   | FY28E   | FY29E   |
|---------------------|---------|---------|---------|---------|---------|
| Revenue             | 139,965 | 151,779 | 175,474 | 194,085 | 214,348 |
| EBITDA              | 30,031  | 31,562  | 35,759  | 40,733  | 46,075  |
| Adj. PAT            | 19,155  | 20,946  | 24,058  | 27,671  | 31,637  |
| Adj. EPS (Rs)       | 18.5    | 19.9    | 23.5    | 27.0    | 30.9    |
| EBITDA margin (%)   | 21.5    | 20.8    | 20.4    | 21.0    | 21.5    |
| EBITDA growth (%)   | 2.0     | 5.1     | 13.3    | 13.9    | 13.1    |
| Adj. EPS growth (%) | (6.0)   | 7.3     | 18.3    | 15.0    | 14.3    |
| RoE (%)             | 15.6    | 17.0    | 19.0    | 21.8    | 24.8    |
| RoIC (%)            | 17.2    | 17.4    | 18.5    | 20.7    | 23.1    |
| P/E (x)             | 50.5    | 50.3    | 38.9    | 33.8    | 29.6    |
| EV/EBITDA (x)       | 31.3    | 30.1    | 26.6    | 23.4    | 20.7    |
| P/B (x)             | 7.8     | 7.4     | 7.4     | 7.4     | 7.3     |
| FCFF yield (%)      | 2.1     | 2.1     | 2.2     | 3.2     | 3.5     |

Source: Company, Emkay Research

#### Rajesh Kumar

rajesh.kumar@emkayglobal.com  
+91-22-66121257

#### Mohit Dodeja

mohit.dodeja@emkayglobal.com  
+91-22-66242481

Story in charts

*GAUM has seen a sharp turnaround in recent years on the back of focused strategy and sharp execution*

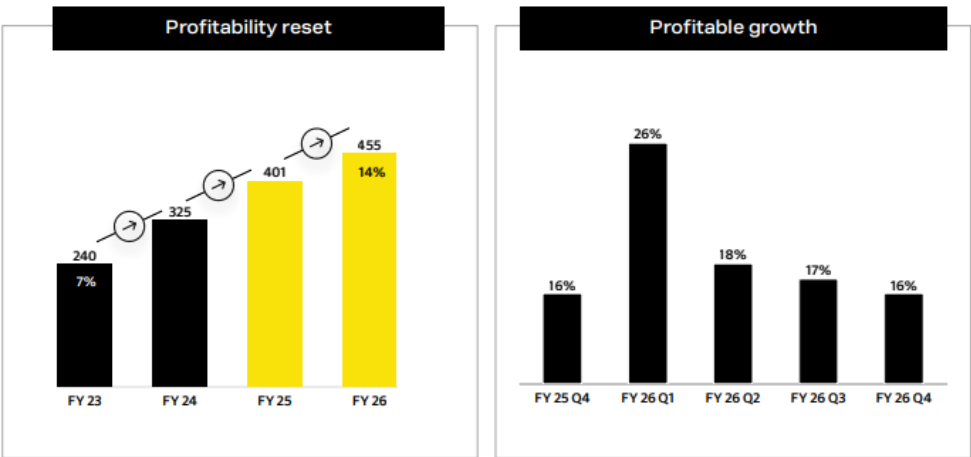
Exhibit 1: Summary of actions taken in the GAUM business over the last few years

| Actions                    | Details                                                                                                                                                                                  |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hair Fashion restructuring | Change in product strategy – From large no of SKUs to focused Pan-Africa portfolio<br><br>Change in media model – From only TV to leveraging social media and influencers, along with TV |
| FMCG expansion             | Entered new categories – Hair Colour, Wet Hair, Air Fresheners                                                                                                                           |
| Radical simplification     | Manufacturing footprint consolidation - 20% reduction<br><br>Fewer people leading to delayed organization<br><br>Agile ways of working in Hair Fashion<br><br>Shared service center      |

Source: Company, Emkay Research

*GAUM’s EBITDA margin reached 14% in FY26, double of FY23 levels*

Exhibit 2: GAUM business witnessed a turnaround on the back of strategic changes



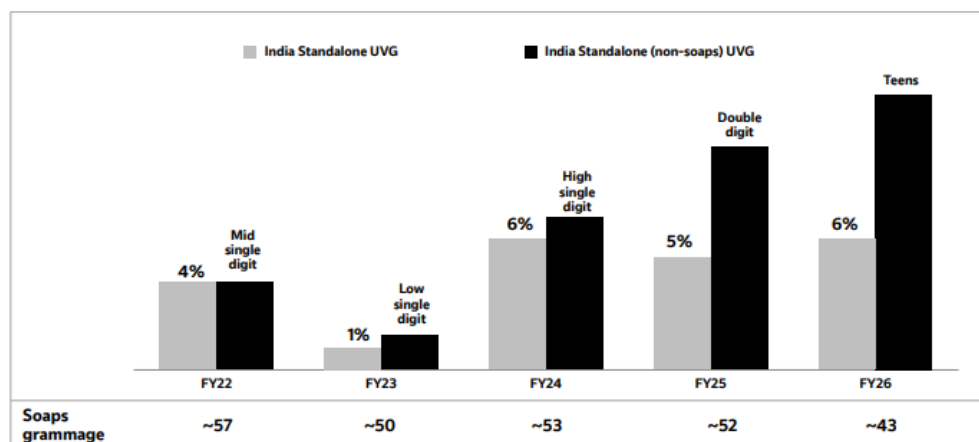
\*Like for like portfolio, excluding the divested Kenya Hair Fashion business

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Source: Company, Emkay Research

**India volume growth has been dragged down mainly by the soaps portfolio**

**Exhibit 3: India volume growth trajectory**

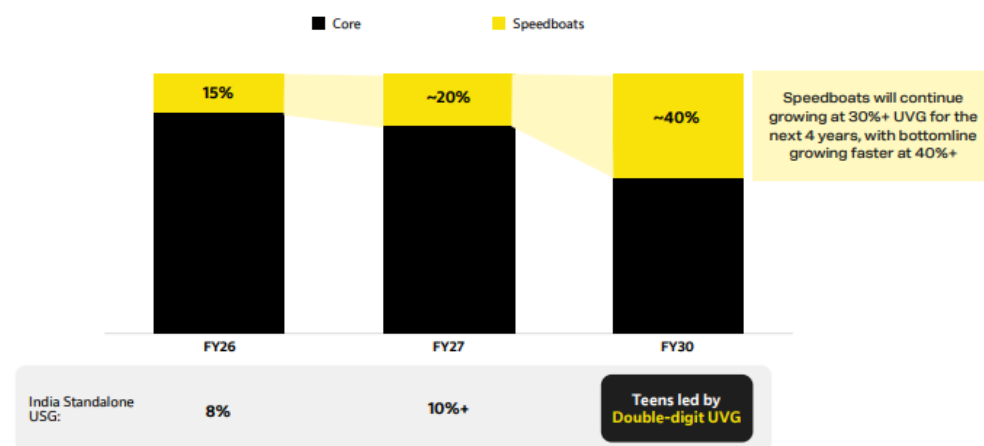


Note: All growths above are Organic UVG; Soaps grammage for Godrej No.1 at ₹10

Source: Company, Emkay Research

**Speedboats (Fab, incense sticks, air care, and other innovations) to drive volume growth to double-digits**

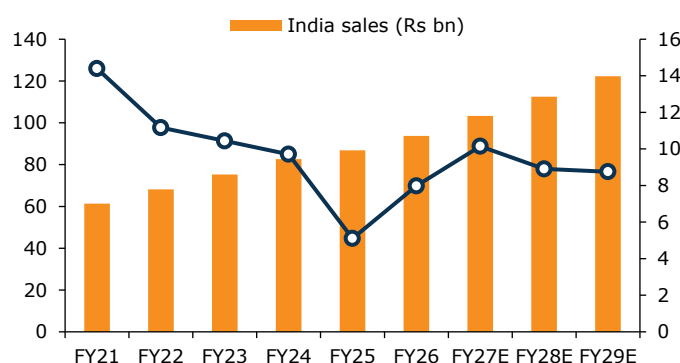
**Exhibit 4: India business growth to be led by the speedboats over the next few years**



Note: India Speedboats include Fab LD, Incense Sticks, Air Fresheners, Spic and other Innovations

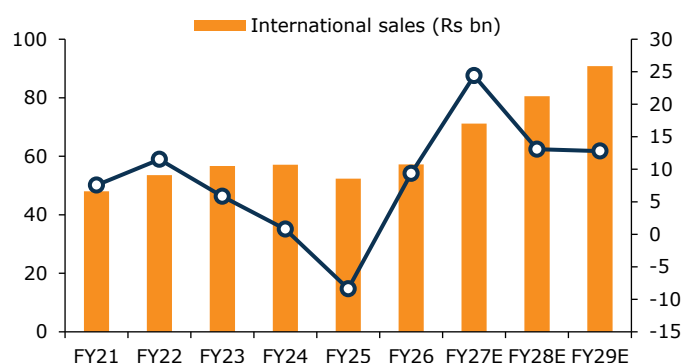
Source: Company, Emkay Research

**Exhibit 5: GCPL India's sales movement; we expect 9% CAGR over FY26-29E**



Source: Company, Emkay Research

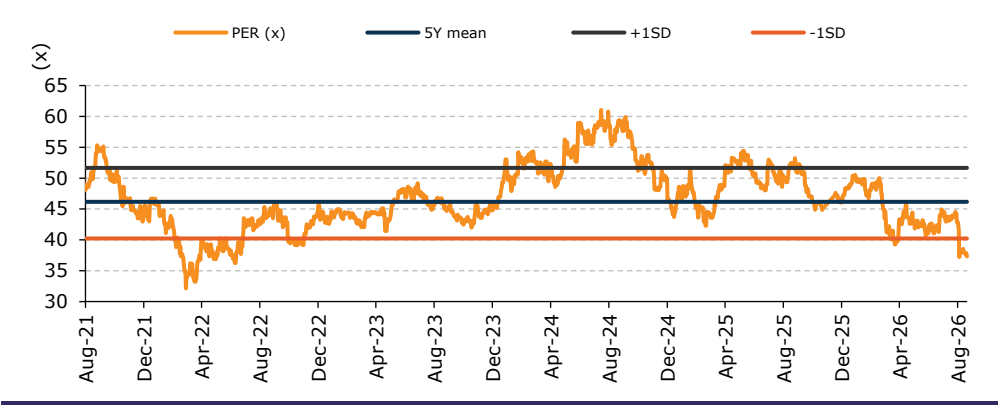
**Exhibit 6: GCPL's international business revenue trajectory; we expect 17% CAGR over FY26-29E**



Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions)

Exhibit 7: GCPL’s 1-year forward PE is trading below its ‘-1SD levels’ implying an attractive valuation



Source: Company, Emkay Research

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Godrej Consumer Products: Consolidated Financials and Valuations

| Profit & Loss               |         |         |         |         |         |
|-----------------------------|---------|---------|---------|---------|---------|
| Y/E March (Rs mn)           | FY25    | FY26    | FY27E   | FY28E   | FY29E   |
| Revenue                     | 139,965 | 151,779 | 175,474 | 194,085 | 214,348 |
| Revenue growth (%)          | (0.7)   | 8.4     | 15.6    | 10.6    | 10.4    |
| EBITDA                      | 30,031  | 31,562  | 35,759  | 40,733  | 46,075  |
| EBITDA growth (%)           | 2.0     | 5.1     | 13.3    | 13.9    | 13.1    |
| Depreciation & Amortization | 2,340   | 2,675   | 2,900   | 3,045   | 3,197   |
| EBIT                        | 27,691  | 28,887  | 32,859  | 37,688  | 42,878  |
| EBIT growth (%)             | 2.5     | 4.3     | 13.7    | 14.7    | 13.8    |
| Other operating income      | 795     | 778     | 1,000   | 1,100   | 1,210   |
| Other income                | 3,161   | 2,662   | 2,700   | 2,862   | 3,034   |
| Financial expense           | 3,501   | 3,316   | 3,481   | 3,656   | 3,729   |
| PBT                         | 27,351  | 28,233  | 32,078  | 36,895  | 42,183  |
| Extraordinary items         | (632)   | (2,332) | 0       | 0       | 0       |
| Taxes                       | 8,196   | 7,287   | 8,019   | 9,224   | 10,546  |
| Minority interest           | 0       | 0       | 0       | 0       | 0       |
| Income from JV/Associates   | -       | -       | -       | -       | -       |
| Reported PAT                | 18,523  | 18,615  | 24,058  | 27,671  | 31,637  |
| PAT growth (%)              | 0       | 0.5     | 29.2    | 15.0    | 14.3    |
| Adjusted PAT                | 19,155  | 20,946  | 24,058  | 27,671  | 31,637  |
| Diluted EPS (Rs)            | 18.5    | 19.9    | 23.5    | 27.0    | 30.9    |
| Diluted EPS growth (%)      | (6.0)   | 7.3     | 18.3    | 15.0    | 14.3    |
| DPS (Rs)                    | 25.0    | 20.0    | 23.0    | 27.0    | 30.0    |
| Dividend payout (%)         | 138.1   | 109.9   | 97.8    | 99.8    | 97.0    |
| EBITDA margin (%)           | 21.5    | 20.8    | 20.4    | 21.0    | 21.5    |
| EBIT margin (%)             | 19.8    | 19.0    | 18.7    | 19.4    | 20.0    |
| Effective tax rate (%)      | 30.0    | 25.8    | 25.0    | 25.0    | 25.0    |
| NOPLAT (pre-IndAS)          | 19,393  | 21,432  | 24,644  | 28,266  | 32,158  |
| Shares outstanding (mn)     | 1,023   | 1,023   | 1,023   | 1,023   | 1,023   |

Source: Company, Emkay Research

| Balance Sheet               |         |         |         |         |         |
|-----------------------------|---------|---------|---------|---------|---------|
| Y/E March (Rs mn)           | FY25    | FY26    | FY27E   | FY28E   | FY29E   |
| Share capital               | 1,023   | 1,023   | 1,023   | 1,023   | 1,023   |
| Reserves & Surplus          | 119,016 | 125,506 | 126,031 | 126,076 | 127,017 |
| Net worth                   | 120,039 | 126,530 | 127,054 | 127,099 | 128,040 |
| Minority interests          | 0       | 0       | 0       | 0       | 0       |
| Non-current liab. & prov.   | 938     | 1,918   | 2,110   | 2,110   | 2,110   |
| Total debt                  | 38,826  | 41,360  | 41,360  | 41,360  | 41,360  |
| Total liabilities & equity  | 161,022 | 172,606 | 173,546 | 173,833 | 175,035 |
| Net tangible fixed assets   | -       | -       | -       | -       | -       |
| Net intangible assets       | -       | -       | -       | -       | -       |
| Net ROU assets              | -       | -       | -       | -       | -       |
| Capital WIP                 | 5,497   | 3,143   | 5,000   | 1,500   | 1,000   |
| Goodwill                    | -       | -       | -       | -       | -       |
| Investments [JV/Associates] | 5,419   | 9,145   | 9,145   | 9,145   | 9,145   |
| Cash & equivalents          | 35,858  | 28,578  | 25,045  | 24,891  | 24,672  |
| Current assets (ex-cash)    | 40,300  | 43,847  | 49,960  | 54,208  | 58,752  |
| Current Liab. & Prov.       | 31,953  | 36,815  | 40,604  | 43,571  | 46,709  |
| NWC (ex-cash)               | 8,347   | 7,032   | 9,355   | 10,637  | 12,043  |
| Total assets                | 161,022 | 172,606 | 173,546 | 173,833 | 175,035 |
| Net debt                    | 2,968   | 12,782  | 16,315  | 16,469  | 16,688  |
| Capital employed            | 161,022 | 172,606 | 173,546 | 173,833 | 175,035 |
| Invested capital            | 114,249 | 131,740 | 134,357 | 138,297 | 140,219 |
| BVPS (Rs)                   | 117.3   | 123.7   | 124.2   | 124.2   | 125.1   |
| Net Debt/Equity (x)         | -       | 0.1     | 0.1     | 0.1     | 0.1     |
| Net Debt/EBITDA (x)         | 0.1     | 0.4     | 0.5     | 0.4     | 0.4     |
| Interest coverage (x)       | 8.8     | 9.5     | 10.2    | 11.1    | 12.3    |
| RoCE (%)                    | 19.5    | 19.3    | 21.1    | 24.1    | 27.2    |

Source: Company, Emkay Research

| Cash flows                   |          |          |          |          |          |
|------------------------------|----------|----------|----------|----------|----------|
| Y/E March (Rs mn)            | FY25     | FY26     | FY27E    | FY28E    | FY29E    |
| PBT (ex-other income)        | 24,190   | 25,572   | 29,378   | 34,033   | 39,149   |
| Others (non-cash items)      | (95)     | (601)    | 192      | 0        | 0        |
| Taxes paid                   | (4,701)  | (5,286)  | (8,019)  | (9,224)  | (10,546) |
| Change in NWC                | 351      | 551      | (2,323)  | (1,282)  | (1,406)  |
| Operating cash flow          | 25,767   | 24,885   | 25,608   | 32,296   | 36,463   |
| Capital expenditure          | (5,592)  | (5,421)  | (4,857)  | (2,000)  | (3,000)  |
| Acquisition of business      | 12,456   | (3,726)  | 0        | 0        | 0        |
| Interest & dividend income   | 1,680    | 1,590    | 2,700    | 2,862    | 3,034    |
| Investing cash flow          | (3,436)  | 3,554    | (2,157)  | 862      | 34       |
| Equity raised/(repaid)       | -        | -        | 0        | 0        | 0        |
| Debt raised/(repaid)         | 7,280    | 2,534    | 0        | 0        | 0        |
| Payment of lease liabilities | 1,219    | 1,579    | 224      | 242      | 261      |
| Interest paid                | (3,501)  | (3,316)  | (3,481)  | (3,656)  | (3,729)  |
| Dividend paid (incl tax)     | (25,573) | (20,462) | (23,534) | (27,626) | (30,696) |
| Others                       | (1,240)  | (4,212)  | (224)    | 552      | 434      |
| Financing cash flow          | (21,815) | (23,876) | (27,015) | (30,488) | (33,730) |
| Net chg in Cash              | 517      | 4,562    | (3,564)  | 2,670    | 2,767    |
| OCF                          | 25,767   | 24,885   | 25,608   | 32,296   | 36,463   |
| Adj. OCF (w/o NWC chg.)      | 25,416   | 24,333   | 27,932   | 33,578   | 37,868   |
| FCFF                         | 20,176   | 19,464   | 20,751   | 30,296   | 33,463   |
| FCFE                         | 18,354   | 17,738   | 19,970   | 29,503   | 32,768   |
| OCF/EBITDA (%)               | 85.8     | 78.8     | 71.6     | 79.3     | 79.1     |
| FCFE/PAT (%)                 | 99.1     | 95.3     | 83.0     | 106.6    | 103.6    |
| FCFF/NOPLAT (%)              | 104.0    | 90.8     | 84.2     | 107.2    | 104.1    |

Source: Company, Emkay Research

| Valuations and key Ratios |      |      |       |       |       |
|---------------------------|------|------|-------|-------|-------|
| Y/E March                 | FY25 | FY26 | FY27E | FY28E | FY29E |
| P/E (x)                   | 50.5 | 50.3 | 38.9  | 33.8  | 29.6  |
| EV/CE(x)                  | 5.9  | 5.7  | 5.7   | 5.7   | 5.6   |
| P/B (x)                   | 7.8  | 7.4  | 7.4   | 7.4   | 7.3   |
| EV/Sales (x)              | 6.7  | 6.3  | 5.5   | 4.9   | 4.5   |
| EV/EBITDA (x)             | 31.3 | 30.1 | 26.6  | 23.4  | 20.7  |
| EV/EBIT(x)                | 33.9 | 32.9 | 29.0  | 25.3  | 22.2  |
| EV/IC (x)                 | 8.2  | 7.2  | 7.1   | 6.9   | 6.8   |
| FCFF yield (%)            | 2.1  | 2.1  | 2.2   | 3.2   | 3.5   |
| FCFE yield (%)            | 2.0  | 1.9  | 2.1   | 3.2   | 3.5   |
| Dividend yield (%)        | 2.7  | 2.2  | 2.5   | 3.0   | 3.3   |
| DuPont-RoE split          |      |      |       |       |       |
| Net profit margin (%)     | 13.7 | 13.8 | 13.7  | 14.3  | 14.8  |
| Total asset turnover (x)  | 0.9  | 0.9  | 1.0   | 1.1   | 1.2   |
| Assets/Equity (x)         | 1.3  | 1.4  | 1.4   | 1.4   | 1.4   |
| RoE (%)                   | 15.6 | 17.0 | 19.0  | 21.8  | 24.8  |
| DuPont-RoIC               |      |      |       |       |       |
| NOPLAT margin (%)         | 13.9 | 14.1 | 14.0  | 14.6  | 15.0  |
| IC turnover (x)           | 1.2  | 1.2  | 1.3   | 1.4   | 1.5   |
| RoIC (%)                  | 17.2 | 17.4 | 18.5  | 20.7  | 23.1  |
| Operating metrics         |      |      |       |       |       |
| Core NWC days             | 21.8 | 16.9 | 19.5  | 20.0  | 20.5  |
| Total NWC days            | 21.8 | 16.9 | 19.5  | 20.0  | 20.5  |
| Fixed asset turnover      | 1.4  | 1.9  | 1.9   | 2.0   | 2.2   |
| Opex-to-revenue (%)       | 31.8 | 30.5 | 30.1  | 31.0  | 31.5  |

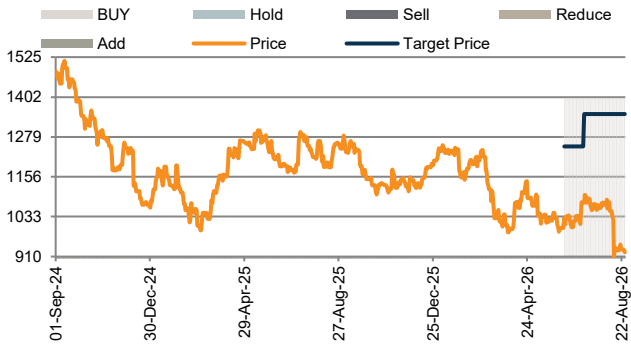
Source: Company, Emkay Research

RECOMMENDATION HISTORY - DETAILS

| Date      | Closing Price (Rs) | TP (Rs) | Rating | Analyst      |
|-----------|--------------------|---------|--------|--------------|
| 10-Aug-26 | 1,033              | 1,350   | Buy    | Rajesh Kumar |
| 05-Jul-26 | 1,077              | 1,350   | Buy    | Rajesh Kumar |
| 10-Jun-26 | 1,028              | 1,250   | Buy    | Rajesh Kumar |

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions.com)

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**Emkay Global Financial Services Ltd.**

CIN - L67120MH1995PLC084899

7th Floor, The Ruby, Senapati Bapat Marg, Dadar - West, Mumbai - 400028. India

Tel: +91 22 66121212 Fax: +91 22 66121299 Web: www.emkayglobal.com

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