

### Weak Q2; inventory liquidation cut margins

VIP Industries Q2FY25 print was below our estimates; Consolidated Revenue/EBITDA/PAT declined 0.3%/104.1%/375.6% YoY. Despite Q2 being dull with lower wedding/festive days VIP clocked 18% volume growth with flat revenue led by, (1) soft luggage inventory liquidation and weak retail channel, (2) deep discounting on E-com channel during EOSS contributing 45% of sales, (3) lower realization due to brand mix, (4) capacity utilization in Bangladesh, and (5) competitive pressure from D2C players. Hard luggage contributed 78% vs 68% in Q2FY24. VIP cut the old inventory by Rs1.7bn in Q2. Gross margins cut to 45.1% (-1043bp) due to higher discounting in E-com channel and liquidation of soft luggage inventory. With rising ad-spends, others expenses (+3.1%), and lower employee cost (-12.8%) resulted cut in EBITDA margin to -0.4% (-1008bp). VIP said its market share now improved to 40% in Q2. Management remained buoyant on demand recovery in Q3 led by higher wedding days/festivals to deliver strong growth driven by premium products yet target to deliver +12.5% operating margins. With weak Q2 performance we cut our earnings and downgrade to ADD with a revised TP of Rs508 (implying 35x Avg.FY26E/FY27E EPS).

#### Deliver 18% volume growth on the back of strong growth in E-com channel

VIP's Q2FY25 consol. revenue remained flat at Rs5.5bn. Despite Q2 being dull with lower wedding/festive days VIP clocked 18% volume growth with flat revenue led by, (1) soft luggage inventory liquidation and weak retail channel, (2) deep discounting on E-com channel during EOSS contributing 45% of sales, (3) lower realization due to brand mix, (4) capacity utilization in Bangladesh, and (5) competitive pressure from D2C players. Hard luggage contributed 78% vs 68% in Q2FY24. VIP cut the old inventory by Rs1.7bn in Q2. That said, management claimed that its market share now reached ~40%. In fast growing value segment Aristocrat leads, yet Carlton drives premiumization expected to gain market share. Kiara collection by Caprese saw strong traction across platform. Growth in international business remained muted. The company said it has further liquidated old inventory by Rs1.7bn during Q2. With strong growth strategy in place coupled with execution and brand building driving distribution network to support future growth in our view.

#### Gross margins declined to 45.1% (-1043bp) due soft luggage liquidation and discounting

Gross margins declined to 45.1% (-1043p) due to higher discounting in MT/E-com channel, liquidation of soft luggage inventory and under absorption of overhead costs. With rising ad-spends, others expenses (+3.1%), and lower employee cost (-12.8%) resulted cut in EBITDA margin to -0.4% (-1008bp). Management alluded with focus on reducing soft luggage inventory and higher contribution from hard luggage and tech enabled luxury offering to drive EBITDA margins to ~12.5% exit FY25. Further scale up in institutional business including gifting segment is expected to strengthen premium portfolio and influence margins in our view.

#### Valuation and key risks

We reckon VIP's growth to be driven by, (1) focusing on development, designing and innovation to cater every segment of the market, (2) increasing ASP by driving contribution from premium NPD, (3) strengthening supply chain, and (4) significant growth in MT/e-com channel. Further with new management team in place we expect improved execution and speed in decision making to lift overall revenue momentum. Despite near team weakness in performance we are optimistic on VIP's growth story. Though with weak Q2 performance we cut earnings for FY25E/FY26E by 78.9%/22.6% and downgrade to ADD with a revised TP of Rs508 (implying 35x Avg.FY26E/FY27E EPS). Risks: local competition, significant rise in input cost, prolonged disruption in Bangladesh facility.

#### Financial and valuation summary

YE Mar (Rs mn)	2QFY25A	2QFY24A	YoY (%)	1QFY25A	QoQ (%)	FY25E	FY26E	FY27E
Revenues	5,443	5,461	(0.3)	6,389	(14.8)	24,695	28,522	32,801
EBITDA	(22)	529	(104.1)	493	(104.4)	1,954	3,695	4,769
EBITDA margin (%)	(0.4)	9.7	(1008bp)	7.7	(105.2)	7.9	13.0	14.5
Adj. Net profit	(366)	133	(375.8)	40	(1006.7)	311	1,644	2,474
Adj. EPS (Rs)	(2.6)	0.9	(375.6)	0.3	(1006.4)	2.2	11.6	17.4
EPS growth (%)						8.9	429.5	50.4
PE (x)						215.7	40.7	27.1
EV/EBITDA (x)						36.6	19.2	14.6
PBV (x)						10.2	8.9	7.4
RoE (%)						4.6	23.2	29.7
RoCE (%)						6.7	17.4	22.0

Source: Company, Centrum Broking

#### Result Update

India I Mid Cap

24 October, 2024

#### ADD

Price: Rs472

Target Price: Rs508

Forecast return: 8%

Institutional Research

#### Market Data

Bloomberg:	VIP IN
52 week H/L:	668/428
Market cap:	Rs67.0bn
Shares Outstanding:	142.0mn
Free float:	49.9%
Avg. daily vol. 3mth:	11,72,179
Source: Bloomberg	

#### Changes in the report

Rating:	ADD from BUY
Target price:	Rs508 from Rs592
EPS:	FY25E: 2.2 FY26E: 11.6
Source: Centrum Broking	

#### Shareholding pattern

	Sep-24	Jun-24	Mar-24	Dec-23
Promoter	51.7	51.8	51.8	51.8
FIs	7.8	7.3	8.1	7.5
DIs	12.3	13.8	12.7	12.8
Public/other	28.2	27.2	27.5	27.9
Source: BSE				

#### Centrum estimates vs Actual results

YE Mar (Rs mn)	Centrum Q2FY25	Actual Q2FY25	Variance (%)
Revenue	5,963	5,443	(8.7)
EBITDA	527	(22)	(104.1)
EBITDA margin %	8.8	-0.4	-923bps
Other Income	30	27	(10.3)
Interest	179	201	12.2
Depreciation	291	296	1.7
PBT	87	(492)	(668.5)
Tax	23	(126)	(649.9)
Rep. PAT	64	(366)	(675.2)
Adj. PAT	64	(366)	(675.2)
Source: Bloomberg, Centrum Broking			



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Mid Cap

## Thesis Snapshot

### Estimate revision

YE Mar (Rs mn)	FY25E New	FY25E Old	% chg	FY26E New	FY26E Old	% chg
Revenue	24,695	25,593	(3.5)	28,522	29,559	(3.5)
EBITDA	1,954	3,332	(41.4)	3,695	4,272	(13.5)
EBITDA margin	7.9	13.0	(501bp)	13.0	14.5	(149bp)
Adj. PAT	311	1,469	(78.9)	1,644	2,126	(22.6)
Diluted EPS (Rs)	2.2	10.3	(78.9)	11.6	15.0	(22.6)

Source: Centrum Broking

### VIP Industries versus NIFTY Midcap 100

	1m	6m	1 year
VIP IN	1.1	(15.3)	(28.6)
NIFTY Midcap 100	2.4	20.6	50.3

Source: Bloomberg, NSE

### Key assumptions

Y/E Mar	FY25E	FY26E
Revenue growth (%)	10.0	15.5
Gross Margin (%)	46.0	50.5
EBITDA Margin (%)	7.9	13.0

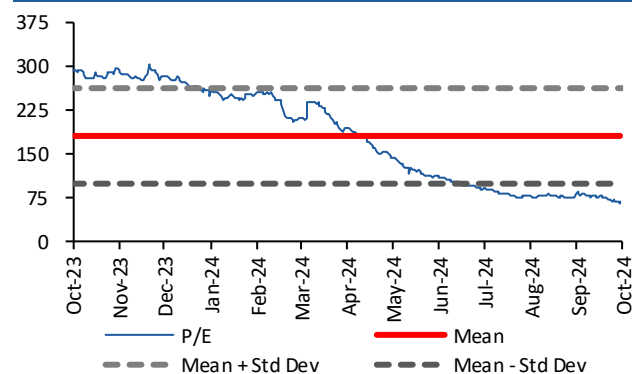
Source: Centrum Broking

### Valuations

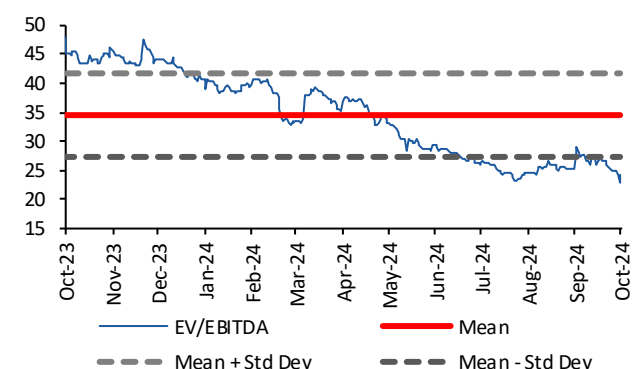
We reckon VIP's growth to be driven by, (1) focusing on development, designing and innovation to cater every segment of the market, (2) increasing ASP by driving contribution from premium NPD, (3) strengthening supply chain, and (4) significant growth in MT/e-com channel. Further with new management team in place we expect improved execution and speed in decision making to lift overall revenue momentum. Despite near term weakness in performance we are optimistic on VIP's growth story. Though with weak Q2 performance we cut earnings for FY25E/FY26E by 78.9%/22.6% and downgrade to ADD with a revised TP of Rs508 (implying 35x Avg.FY26E/FY27E EPS). Risks: local competition, significant rise in input cost, prolonged disruption in Bangladesh facility.

Valuations	Rs/share
Avg.FY26E /FY27EEPS	14.5
Target Multiple (X)	35
Target Price	508

### P/E mean and standard deviation



### EV/EBITDA mean and standard deviation



Source: Bloomberg, Centrum Broking; Note: EBITDA and EPS negative in FY21

### Peer comparison

Company	Mkt Cap (Rs bn)	CAGR (FY24-27E)			P/E (x)			EV/EBITDA (x)			ROE(%)		
		Sales	EBITDA	EPS	FY25	FY26E	FY27E	FY25	FY26E	FY27E	FY25	FY26E	FY27E
Safari	110.1	20.0	23.1	22.2	60.4	49.0	40.5	37.6	29.6	23.7	28.1	24.6	23.9
<b>VIP Industries</b>	<b>66.9</b>	<b>13.5</b>	<b>35.1</b>	<b>105.5</b>	<b>215.7</b>	<b>40.7</b>	<b>27.1</b>	<b>36.6</b>	<b>19.2</b>	<b>14.6</b>	<b>4.6</b>	<b>23.2</b>	<b>29.7</b>

Source: Company, Centrum Broking,

**Exhibit 1: Key concall takeaways and metrics**

Centrum Quarterly Monitor	Q1FY25	Q2FY25	Our Comments
<b>Demand Environment</b>	Demand remained subdued given lower wedding/festival occasion, and severe heatwave saw lower tourism, and product unviability	Encouraging demand trend over E-com channel during EOSS able VIP to deliver 18% volume growth	Demand expected to bounce back in Q3 during festive season and uptick in travel season, VIP targeting to hold +40% market share by end of FY25
<b>Outlook and Guidance</b>	Management maintain its guidance and expect to take price hike going ahead	Management maintain its guidance and expect to take price hike going ahead	Management remained confident on its focus on improving designing capability to help scaling up NPD in premium segment along with VIP brand expect to deliver strong revenue growth
<b>On Margins and Exceptional Items</b>	Gross margins declined to 44.3% (-515bp) due soft luggage liquidation and under-absorption of overload. With rising ad spend on E-com, and others exp. (4.3%) cut EBITDA margin to 7.7% (-495bp)	Gross margin declined by 1043bp to 45.1% due to product mix and elevated discounting across channels With rising ad spend on E-com, and others exp. (3.1%) cut EBITDA margin to -0.4% (-1008bp)	With Focus on reducing soft luggage inventory and higher contribution from hard luggage and tech enabled luxury offering to drive EBITDA margins to ~12.5% in 4QFY25

Source: Centrum Broking

## Conference call highlights

### Overview

- The market share has risen by 2%, reaching 40% for Q1 FY25. Management is optimistic that the company has continued to gain market share in Q2 FY25 as well
- Volume growth reached 18% for Q2 and 14% for H1 FY25. However, revenue growth remained flat due to price support for online channels offsetting results this year
- Gross margins were primarily impacted by lower realizations stemming from brand and channel mix. Furthermore, increased discounts on the e-commerce channel during Big Billion Days significantly affected margins
- Demand indicators appear positive due to upcoming festivals and wedding dates, anticipated to be robust in Q3 and part of Q4. The company is focused on maximizing value from each customer, aiming to generate an additional Rs3,000 per customer
- SL faced reduced margins, while Bangladesh's results suffered from decreased capacity utilization
- EBITDA impacted by higher Advertisement and marketplace spends towards online channels and Fixed overheads on account of additional warehousing owing to high inventory
- The company has decreased its net borrowing by Rs350mn, aligning with the overall reduction strategy
- E-commerce accounted for 45% of overall sales in Q2, marking a 1400bp increase. However, aggressive pricing by online channels has negatively affected traditional channel sales, leading to 600bp decline in general trade and 300bp decline in retail trade
- Hard luggage contributed 78% to the upright category in Q2, up from 68% compared to the same period last year
- As Q2 is the higher e-commerce sales which lead to lower margin while H2 would have seen better performance
- VIP made the decision to sell at lower prices due to excess stock, but this is not a strategy to pursue for long-term and management is confident that their trust in the VIP brand will increase soon, which will help improve margins. The gross margin difference between Aristocrat and VIP is over 800 basis points, so gradually shifting focus towards VIP, particularly in the offline channel

- The company is implementing measures to reduce personnel costs, which are currently higher than those in similar industries. The action was initiated in September, their effects will only become apparent in December and January due to notice period
- The company faces pricing pressure from D2C players with sufficient funds to burn, leading to a competitive pricing environment. The company believes that intense competition leads to price becoming a key factor in consumer minds, impacting incumbent players
- The new backpack launches for the upcoming season are on schedule and are expected to boost revenue. Additionally, initiatives are underway to introduce products under the VIP and Skybag brands to enhance gross margins
- Fifty percent of the portfolio remains in the premium and mid-premium segments. Carlton has demonstrated strong growth, indicating a positive response to premiumization. VIP also experienced growth, while Skybags did not show positive growth primarily due to a lower proportion of backpacks in its mix. Hard luggage again continued to be the fastest growing category contributing to over 60% of the organization overall revenue
- Bangladesh factory is running full-fledged and management expects from Q3 onwards it will also start showing profits
- The company has decreased its inventory by Rs1740mn over the past six months. In the current quarter alone, inventory was reduced by Rs500mn, largely due to the production of e-commerce specific SKU

**Exhibit 2: New launches to push premiumisation**



Source: Company

**Exhibit 3: Caprese Autum-Winter'24 Collection**



Source: Company

**Exhibit 4: Building E-com portfolio of VIP**

**Premiumizing VIP Offering**  
With Quad pro, a feature rich range



**QUAD PRO**  
Traveling just got a PRO little more

**Increasing ASP with value added set offerings**



- First all-feature range on E-com from VIP aimed to move consumers up the price ladder & drive brand imagery
- Rigel and Stargaze active launched with value-adds like TSA lock & Anti-theft zipper to delight consumers and premiumize the mix

Source: Company

**Exhibit 5: Launches: For ECOM BIG SALES - Skybags as the Go To Upgrade Brand**

**ENHANCING PRINT PORTFOLIO**  
To continue being preferred choice of young India



Building set salency on Flipkart with Stroke Neo

Refreshing colours on Amazon bestseller Trooper

**STRENGTHENING THE CORE**  
With relevant, value-added products



Premiumizing E-Com mix with value-added products like Play & Graphiq

Play 8N, TSA

Graphiq 8N, TSA

**BUILDING NON-UPRIGHT PORTFOLIO**  
With lifestyle duffels to attract the youth



Ortex DFT

Boosting premium DFT portfolio on Amazon & Flipkart with Ortex & Glam

Stride Gym Duffel

Glam DFT

Source: Company

**Margin & Outlook**

- Gross margin declined by 1043bp to 45.1% due to product mix and elevated discounting across channels
- EBITDA loss at Rs22mn on account of higher other exp. (+3.1%), yet employee cost dropped (-12.8%)
- EBITDA margin cut to -0.4% (-1008bp) YoY
- EBIT loss at Rs317mn due to the higher depreciation (+24.1%)
- PAT loss stood at Rs366mn due to higher Interest exp. (+62.7%)
- Management said they will maintain EBITDA guidance of 12.5% over the next in FY25
- VIP industries has strategic partnership with Boston Consulting Group (BCG) for e-com expansion, expected to further margin improvement
- Gross margin for Q4 is projected to be 50%, while EBITDA margin is expected to reach 12%. Additionally, EBITDA margin is anticipated to improve to 3-4% by Q3
- company expects gross margin to be around 50% for FY26 as previously promised
- The BCG project is a 15-month initiative divided into five three-month waves. We have completed the first two waves and are currently in the third wave. The results from the work done in the first two waves will begin to materialize in October, followed by additional benefits from the third, fourth, and fifth waves. Overall, this project is expected to deliver a Rs2500mn benefit to the bottom line

**Exhibit 6: Quarterly P&L trend**

	2QFY23	3QFY23	4QFY23	1QFY24	2QFY24	3QFY24	4QFY24	Q1FY25	Q2FY25
<b>Sales</b>	<b>5,147</b>	<b>5,264</b>	<b>4,506</b>	<b>6,361</b>	<b>5,461</b>	<b>5,464</b>	<b>5,163</b>	<b>6,389</b>	<b>5,443</b>
YoY(%)	56.0	32.5	26.6	7.7	6.1	3.8	14.6	0.4	-0.3
Cost of Goods Sold	2,671	2,662	1,899	3,214	2,430	2,414	2,579	3,557	2,989
<b>Gross Profit</b>	<b>2,477</b>	<b>2,602</b>	<b>2,607</b>	<b>3,147</b>	<b>3,031</b>	<b>3,050</b>	<b>2,585</b>	<b>2,832</b>	<b>2,453</b>
<b>Gross Margins (%)</b>	<b>48.1</b>	<b>49.4</b>	<b>57.9</b>	<b>49.5</b>	<b>55.5</b>	<b>55.8</b>	<b>50.1</b>	<b>44.3</b>	<b>45.1</b>
Employee Expenses	578	595	581	663	662	690	683	589	577
YoY(%)	15.9	19.3	4.5	10.2	11.2	16.0	17.4	(11.2)	-16.4
Other Expenses	1,183	1,278	1,383	1,678	1,841	1,838	1,824	1,750	1,898
%sales	<b>23.0</b>	<b>24.3</b>	<b>30.7</b>	<b>26.4</b>	<b>33.7</b>	<b>33.6</b>	<b>35.3</b>	<b>27.4</b>	<b>34.9</b>
Total Expenses	4,432	4,534	3,863	5,555	4,932	4,942	5,085	5,896	5,464
<b>EBITDA</b>	<b>716</b>	<b>730</b>	<b>643</b>	<b>806</b>	<b>529</b>	<b>523</b>	<b>78</b>	<b>493</b>	<b>-22</b>
<b>EBITDAM(%)</b>	<b>13.9</b>	<b>13.9</b>	<b>14.3</b>	<b>12.7</b>	<b>9.7</b>	<b>9.6</b>	<b>1.5</b>	<b>7.7</b>	<b>-0.4</b>
Depreciation	180	181	196	209	238	266	282	292	296
<b>EBIT</b>	<b>536</b>	<b>549</b>	<b>447</b>	<b>597</b>	<b>291</b>	<b>257</b>	<b>-204</b>	<b>201</b>	<b>-317</b>
EBIT(%)	10.4	10.4	9.9	9.4	5.3	4.7	-4.0	3.1	-5.8
Other Income	53	26	45	26	26	27	39	21	27
Interest Cost	69	66	84	108	124	152	167	185	201
<b>PBT</b>	<b>520</b>	<b>509</b>	<b>-64</b>	<b>516</b>	<b>193</b>	<b>132</b>	<b>-333</b>	<b>37</b>	<b>-492</b>
PBT(%)	10.1	9.7	-1.4	8.1	3.5	2.4	-6.4	0.6	-9.0
<b>PAT</b>	<b>434</b>	<b>441</b>	<b>-43</b>	<b>578</b>	<b>133</b>	<b>72</b>	<b>-239</b>	<b>40</b>	<b>-366</b>
PAT(%)	8.4	8.4	-0.9	5.0	2.4	1.3	-4.6	0.6	-6.7
<b>EPS</b>	<b>3.1</b>	<b>3.1</b>	<b>(0.3)</b>	<b>2.26</b>	<b>0.9</b>	<b>0.5</b>	<b>-1.7</b>	<b>0.3</b>	<b>(2.6)</b>

Source: Company, Centrum Broking

**Exhibit 7: Category-wise revenue mix - Quarterly (%)**

	2QFY23	3QFY23	4QFY23	1QFY24	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25
Uprights									
Hard luggage	50%	47%	49%	48%	52%	52%	52%	56%	60%
Soft luggage	25%	28%	25%	25%	25%	25%	24%	19%	17%
Duffel bags	8%	9%	7%	7%	7%	9%	8%	7%	8%
Backpacks	12%	12%	15%	12%	14%	11%	12%	15%	12%
Ladies hand bags	4%	4%	4%	8%	1%	3%	4%	3%	5%

Source: Company, Centrum Broking; Note: FY21 data not available

**Exhibit 8: Brand-wise revenue mix - Quarterly (%)**

	2QFY23	3QFY23	4QFY23	1QFY24	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25
Premium & Mass premium									
Carlton	6%	6%	6%	6%	4%	7%	6%	5%	4%
VIP	21%	23%	23%	20%	20%	25%	21%	20%	20%
Skybags	32%	30%	33%	29%	33%	24%	29%	31%	27%
Value									
Aristocrat + Alfa	37%	38%	35%	40%	38%	41%	36%	41%	45%
Caprese	4%	4%	4%	4%	4%	4%	4%	3%	4%

Source: Company, Centrum Broking; Note: FY21 data not available

**Exhibit 9: Channel-wise revenue mix - Quarterly (%)**

	4QFY23	1QFY24	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25
General trade	22%	27%	16%	23%	21%	24%	11%
Retail trade	11%	9%	11%	10%	10%	9%	8%
Modern trade	29%	30%	24%	27%	26%	28%	18%
Ecom	11%	13%	30%	20%	22%	21%	45%
CSD CPC	16%	10%	8%	12%	11%	9%	7%
Institutional	6%	6%	6%	9%	7%	6%	9%
International	4%	5%	3%	1%	3%	3%	2%

Source: Company, Centrum Broking; Note: FY21, 1QFY22 and 1QFY23 data not available



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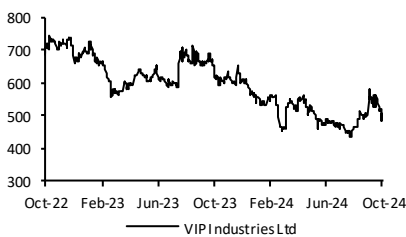
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**VIP Industries**



Source: Bloomberg

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