

DOMS Industries | ADD

Stationery business stable; margin delivery surprises positively

DOMS 2QFY26 earnings print was better than our expectations both on revenue and profitability. Despite, GST-led transition impact, revenue trajectory/construct was healthy – Core stationery business grew by 17.4% while Uniclun sales were up 3.3x YoY (seasonally strong quarter, base quarter had 14 days of consolidation). Within core business, while combined gross revenue of scholastic stationery, scholastic art material and kits & combos (together account for c.64% of gross sales) grew by c.5% (vs. c.6% in 1Q), strong momentum in pens, paper stationery and hobby & craft resulted in high teen's growth for overall stationery business. We believe DOMS is well placed to achieve higher end of its consol. sales growth guidance of 18-20% and EBITDA margin of c.16.5-17.5% for FY26E. We like DOMS' execution so far, as well as its strategy of increasing TAM. Going ahead pace of commissioning of new capacities in writing instruments, sustained execution on paper stationery & Uniclun business will be key monitorables. Maintain ADD with revised TP of INR 2,875 (60x Sep'27E).

- **Revenue performance - Stationery business delivery largely inline while hygiene business surprises positively:** Consolidated revenue grew by 24.1% YoY to INR 5.7bn (3-4% above our and street est.). We note that the quarter had an impact of transitory disruptions on account of GST rationalisation (we estimate c.2-2.5% impact on growth). Transition-led impact was seen in both stationery as well as hygiene business. Core stationery business grew 17.4% YoY to INR 5.2bn, while recently acquired hygiene business (Uniclun) tripled YoY (base quarter includes consolidation for only 14 days) and reported sales of INR 474mn (tad lower vs. 2HFY25 runrate). Gross sales grew by 27% YoY while net sales growth was lower at 24.1% YoY due to higher rebates/discounts vs. base quarter.
- **Segmental performance:** Segmentally, strong momentum in gross sales continued for categories like kits & combos (+41% YoY), paper stationery (+27% YoY), office supplies (+84% YoY) and hobby & craft (3.8x of LY). Within core categories, scholastic stationery (-1.2%) and scholastic art Material (+1.3%) sales were muted on account of capacity constraints and increased preference for kits & combos. From distribution perspective, exports grew c.18% YoY with strong traction for DOMS branded products. Within the domestic markets, general trade grew 16.7% YoY, while modern trade (+1.5x) and other channels (+1.2x) are delivering robust growth, albeit on a low base.
- **Margin delivery ahead of expectations and at the top end of management guidance:** Gross margins improved 39bps YoY/166bps QoQ to 43.8% (better vs. our estimate of 42.5%). This was largely offset by elevated staff cost (+32.6% YoY) and other expenses (32% YoY). Resultant EBITDA growth of 15.8% YoY to INR 995mn was lower vs. revenue growth but still 6-7% above our and street estimates. EBITDA margin contracted 125bps YoY to 17.5% (tad better vs. our est., inline with management guidance). On Segmental basis, the core stationery business EBITDA margins stood at 19.6% (-90bps YoY), while Uniclun business EBITDA margins are lower at 8.1% (+94bps YoY). Reported PAT grew 13.5% to INR 583m (11% above our est.) due to higher depreciation (+37% YoY, includes impact of additional amortisation due to Uniclun consolidation) and lower growth other income (utilisation of funds partly towards capex).



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Recommendation and Price Target

Current Reco.	ADD
Previous Reco.	ADD
Current Price Target (12M)	2,875
Upside/(Downside)	14.1%
Previous Price Target	2,845
Change	1.1%

Key Data – DOMS IN

Current Market Price	INR2,519
Market cap (bn)	INR152.9/US\$1.7
Free Float	28%
Shares in issue (mn)	60.7
Diluted share (mn)	60.7
3-mon avg daily val (mn)	INR503.4/US\$5.7
52-week range	3,115/2,092
Sensex/Nifty	83,535/25,574
INR/US\$	88.7

Price Performance

%	1M	6M	12M
Absolute	-1.3	-5.0	-9.1
Relative*	-2.6	-9.6	-13.5

* To the BSE Sensex

Financial Summary

(INR mn)

Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Sales	15,344	19,086	23,160	27,385	32,606
Sales Growth (%)	27.1	24.4	21.3	18.2	19.1
EBITDA	2,727	3,484	4,027	4,737	5,612
EBITDA Margin (%)	17.7	18.2	17.4	17.3	17.2
Adjusted Net Profit	1,531	2,023	2,309	2,657	3,157
Diluted EPS (INR)	25.2	33.3	38.1	43.8	52.0
Diluted EPS Growth (%)	38.0	32.1	14.1	15.1	18.8
ROIC (%)	31.0	25.1	21.3	21.2	22.6
ROE (%)	26.6	22.3	21.2	21.4	22.7
P/E (x)	99.8	75.5	66.2	57.5	48.4
P/B (x)	18.8	15.2	13.0	11.7	10.4
EV/EBITDA (x)	55.7	44.1	38.2	32.5	27.4
Dividend Yield (%)	0.1	0.1	0.4	0.9	1.0

Source: Company data, JM Financial. Note: Valuations as of 10/Nov/2025

JM Financial Research is also available on: Bloomberg - JMFR <GO>, FactSet, LSEG and S&P Capital IQ.

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

Exhibit 1. 2QFY26 consolidated snapshot: Overall operational performance better than expected

INR mn	2QFY26	2QFY25	YoY growth	2QFY26E	% variance	1HFY26	1HFY25	YoY growth
Revenue from operations	5,679	4,578	24.1%	5,485	3.5%	11,302	9,028	25.2%
Gross Profit	2,487	1,987	25.2%	2,331	6.7%	4,856	3,904	24.4%
Gross Profit Margin %	43.8%	43.4%	39 bps	42.5%	129 bps	43.0%	43.2%	-28 bps
Staff Cost	816	615	32.6%	740	10.2%	1,580	1,226	28.8%
Other Expenses	676	512	32.0%	658	2.7%	1,294	955	35.5%
EBITDA	995	859	15.8%	932	6.7%	1,983	1,723	15.0%
EBITDA margin %	17.5%	18.8%	-125 bps	17.0%	52 bps	17.5%	19.1%	-155 bps
Depreciation	220	161	36.9%	206	7.1%	424	309	37.4%
EBIT	775	698	11.0%	727	6.6%	1,558	1,414	10.2%
Interest Expense	21	38	-45.4%	40	-47.6%	56	78	-28.9%
Financial Other Income	64	61	6.1%	50	28.6%	109	116	-6.0%
PBT	818	721	13.6%	737	11.1%	1,612	1,452	11.0%
Taxes	210	184	14.1%	188	11.6%	412	372	10.6%
Minority Interest	26	24	10.6%	25	3.9%	44	48	-7.9%
Reported Net Profit	583	513	13.5%	524	11.2%	1,155	1,032	12.0%

Source: Company, JM Financial

Exhibit 2. Quarterly financial performance – consolidated basis

INR mn	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26
Sales	3,824	3,716	4,037	4,450	4,578	5,011	5,087	5,623	5,679
YoY	NM	22.3%	20.0%	17.3%	19.7%	34.9%	26.0%	26.4%	24.1%
Organic revenue growth*	NM	NM	NM	NM	16.0%	21.5%	14.1%	18.3%	24.1%
Gross Profit	1,571	1,639	1,776	1,918	1,987	2,182	2,235	2,369	2,487
Staff cost	533	544	561	611	615	702	724	764	816
Other expenses	386	401	456	443	512	601	628	618	676
EBITDA	652	693	759	864	859	879	883	987	995
YoY	NM	42.7%	22.6%	38.9%	31.7%	26.7%	16.2%	14.3%	15.8%
Depreciation	118	140	144	148	161	175	208	204	220
Interest	41	50	43	40	38	36	36	35	21
Other income	12	20	57	56	61	62	48	45	64
PBT	505	524	629	732	721	730	686	793	818
YoY	NM	44.3%	28.0%	50.0%	42.8%	39.3%	9.1%	8.4%	13.6%
Tax	128	136	160	189	184	187	174	202	210
PAT after exceptional item	376	388	469	543	537	543	513	591	609
Share of profit of associates	(0.3)	0.1	0.6	0.0	(0.0)	0.0	0.0	(0.1)	(0.1)
Minority Interest	16	15	18	25	23	35	28	18	26
PAT	360	373	452	518	513	507	484	573	583
YoY	NM	46.3%	32.9%	49.8%	42.5%	35.8%	7.2%	10.5%	13.5%
% to sales	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26
Gross margin	41.1%	44.1%	44.0%	43.1%	43.4%	43.5%	43.9%	42.1%	43.8%
Staff cost	13.9%	14.6%	13.9%	13.7%	13.4%	14.0%	14.2%	13.6%	14.4%
Other expenses	10.1%	10.8%	11.3%	9.9%	11.2%	12.0%	12.3%	11.0%	11.9%
EBITDA margin	17.1%	18.7%	18.8%	19.4%	18.8%	17.5%	17.3%	17.6%	17.5%

Source: Company, JM Financial

*Revenue growth excluding consolidation of Uniclan business acquired in Sep'24.

Exhibit 3. Revenue mix – product category-wise

Product mix (% to sales)	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26
Scholastic Stationery	44%	44%	41%	43%	41%	36%	31%	34%	32%
Scholastic Art Material	29%	27%	27%	25%	25%	21%	18%	20%	20%
Kits & Combos	9%	11%	11%	8%	9%	9%	12%	9%	10%
Paper Stationery	8%	7%	10%	11%	7%	8%	12%	11%	7%
Office Supplies	7%	7%	8%	10%	11%	12%	13%	14%	16%
Hobby & Craft	0%	1%	1%	1%	1%	1%	1%	3%	3%
Fine Art Products	1%	1%	1%	1%	1%	1%	2%	1%	1%
Uniclan	NM	NM	NM	NM	3%	10%	10%	7%	9%
Miscellaneous	3%	2%	2%	1%	2%	2%	1%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Company, JM Financial

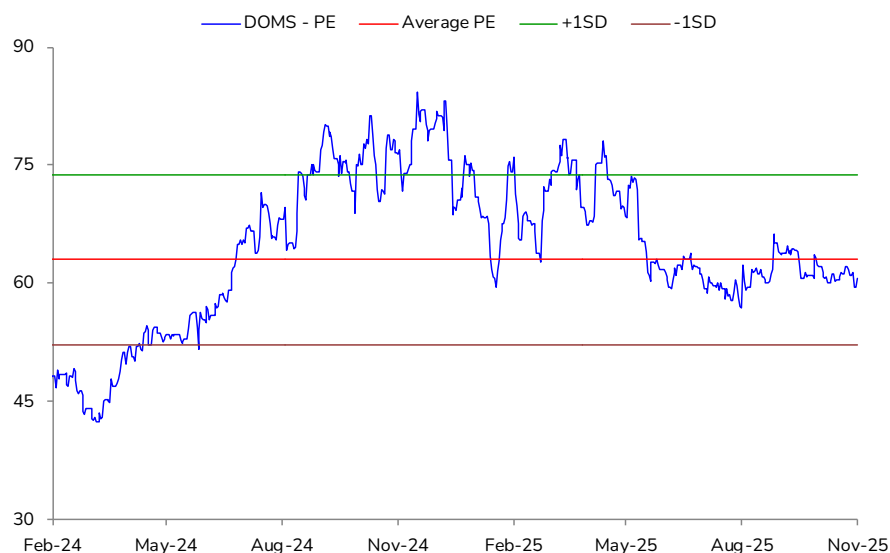
Exhibit 4. Segmental performance

Segment Information	2QFY26	2QFY25	1QFY26	YoY growth	QoQ growth
<u>Segment Revenue (INR mn)</u>					
Stationery products	5,205	4,435	5,262	17.4%	-1.1%
Hygiene products*	474	143	360	231.8%	31.5%
Total revenue from operations	5,679	4,578	5,623	24.1%	1.0%
<u>Segment EBITDA (INR mn)**</u>					
Stationery products	1,021	910	1,008	12.2%	1.3%
Hygiene products*	39	10	24	274.8%	58.3%
Total EBITDA	1,059	920	1,032	15.2%	2.6%
<u>Segment EBITDA margin %</u>					
Stationery products	19.6%	20.5%	19.2%	-90 bps	46 bps
Hygiene products*	8.1%	7.2%	6.8%	94 bps	138 bps
Total EBITDA margin %	18.7%	20.1%	18.4%	-144 bps	30 bps

Source: Company, JM Financial

*Uniclan business was acquired in Sep'24

**Segment EBITDA includes other income

Exhibit 5. DOMS' PE Band since date of listing

Source: Bloomberg, Company, JM Financial

Exhibit 6. Revision in estimates									
INR mn	Revised			Earlier			Change (%)		
	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E
Sales	23,160	27,385	32,606	23,060	27,385	32,667	0.4%	0.0%	-0.2%
EBITDA	4,027	4,737	5,612	3,948	4,692	5,600	2.0%	1.0%	0.2%
PAT	2,309	2,657	3,157	2,226	2,609	3,144	3.7%	1.8%	0.4%
EPS	38.1	43.8	52.0	36.7	43.0	51.8	3.7%	1.8%	0.4%

Source: Company, JM Financial

Financial Tables (Consolidated)

Income Statement (INR mn)					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Sales	15,344	19,086	23,160	27,385	32,606
Sales Growth	27.1%	24.4%	21.3%	18.2%	19.1%
Other Operating Income	27	40	42	50	60
Total Revenue	15,371	19,126	23,202	27,435	32,666
Cost of Goods Sold/Op. Exp	8,928	10,806	13,109	15,527	18,520
Personnel Cost	2,131	2,652	3,242	3,831	4,558
Other Expenses	1,586	2,183	2,824	3,339	3,976
EBITDA	2,727	3,484	4,027	4,737	5,612
EBITDA Margin	17.7%	18.2%	17.4%	17.3%	17.2%
EBITDA Growth	46.1%	27.8%	15.6%	17.6%	18.5%
Depn. & Amort.	512	692	881	1,105	1,311
EBIT	2,215	2,793	3,146	3,632	4,301
Other Income	101	226	223	189	188
Finance Cost	171	150	141	118	101
PBT before Excep. & Forex	2,145	2,868	3,227	3,703	4,388
Excep. & Forex Inc./Loss(-)	0	0	0	0	0
PBT	2,145	2,868	3,227	3,703	4,388
Taxes	548	733	823	944	1,119
Extraordinary Inc./Loss(-)	0	0	0	0	0
Assoc. Profit/Min. Int.(-)	65	112	95	102	112
Reported Net Profit	1,531	2,023	2,309	2,657	3,157
Adjusted Net Profit	1,531	2,023	2,309	2,657	3,157
Net Margin	10.0%	10.6%	10.0%	9.7%	9.7%
Diluted Share Cap. (mn)	60.7	60.7	60.7	60.7	60.7
Diluted EPS (INR)	25.2	33.3	38.1	43.8	52.0
Diluted EPS Growth	38.0%	32.1%	14.1%	15.1%	18.8%
Total Dividend + Tax	152	191	577	1,329	1,579
Dividend Per Share (INR)	2.5	3.2	9.5	21.9	26.0

Source: Company, JM Financial

Cash Flow Statement (INR mn)					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Profit before Tax	2,145	2,868	3,227	3,703	4,388
Depn. & Amort.	512	692	881	1,105	1,311
Net Interest Exp. / Inc. (-)	70	-76	-81	-71	-87
Inc (-) / Dec in WCap.	-289	-968	-361	-461	-542
Others	30	74	0	0	0
Taxes Paid	-643	-757	-818	-939	-1,112
Operating Cash Flow	1,825	1,833	2,848	3,337	3,958
Capex	-1,532	-2,130	-2,316	-2,246	-1,956
Free Cash Flow	293	-297	532	1,091	2,001
Inc (-) / Dec in Investments	-2,356	843	0	0	0
Others	-688	-108	223	189	188
Investing Cash Flow	-4,575	-1,396	-2,094	-2,057	-1,768
Inc / Dec (-) in Capital	3,347	0	0	0	0
Dividend + Tax thereon	-93	-152	-577	-1,329	-1,579
Inc / Dec (-) in Loans	-13	35	-361	-350	-222
Others	-269	-281	-218	-143	-83
Financing Cash Flow	2,972	-398	-1,157	-1,822	-1,883
Inc / Dec (-) in Cash	222	40	-403	-542	306
Opening Cash Balance	2,837	2,214	2,254	1,851	1,309
Closing Cash Balance	3,059	2,254	1,851	1,309	1,615

Source: Company, JM Financial

Balance Sheet (INR mn)					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Shareholders' Fund	8,144	10,028	11,760	13,089	14,667
Share Capital	607	607	607	607	607
Reserves & Surplus	7,537	9,421	11,153	12,482	14,060
Preference Share Capital	0	0	0	0	0
Minority Interest	278	797	892	994	1,105
Total Loans	1,159	1,531	1,169	819	598
Def. Tax Liab. / Assets (-)	-54	30	30	30	30
Total - Equity & Liab.	9,527	12,386	13,852	14,932	16,401
Net Fixed Assets	4,675	6,920	8,432	9,598	10,225
Gross Fixed Assets	5,063	7,310	9,626	11,871	13,828
Intangible Assets	624	746	746	746	746
Less: Depn. & Amort.	1,317	1,917	2,797	3,902	5,213
Capital WIP	305	781	858	883	865
Investments	15	15	15	15	15
Current Assets	6,595	7,592	8,074	8,476	9,922
Inventories	2,251	2,940	3,426	4,014	4,735
Sundry Debtors	646	1,343	1,523	1,651	1,787
Cash & Bank Balances	3,059	2,254	1,851	1,309	1,615
Loans & Advances	214	288	347	407	482
Other Current Assets	425	767	926	1,095	1,304
Current Liab. & Prov.	1,759	2,141	2,669	3,157	3,762
Current Liabilities	1,541	1,835	2,312	2,736	3,261
Provisions & Others	217	306	357	421	501
Net Current Assets	4,836	5,451	5,405	5,319	6,161
Total - Assets	9,527	12,386	13,852	14,932	16,401

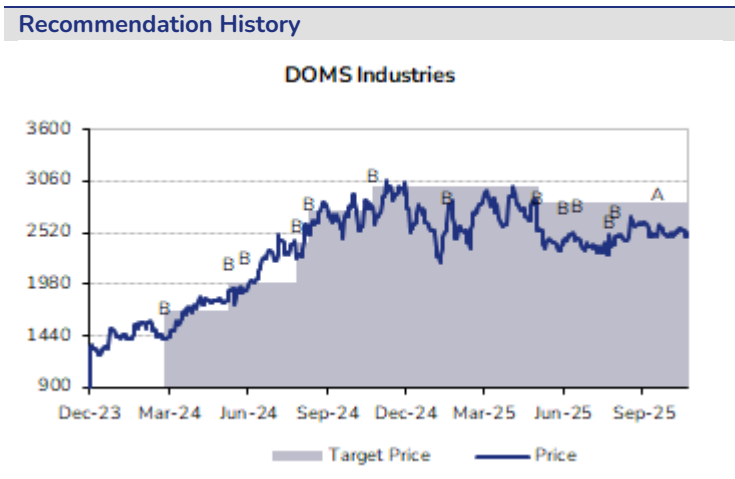
Source: Company, JM Financial

Dupont Analysis					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Margin	10.0%	10.6%	10.0%	9.7%	9.7%
Asset Turnover (x)	2.2	1.7	1.8	1.9	2.1
Leverage Factor (x)	1.2	1.2	1.2	1.2	1.1
RoE	26.6%	22.3%	21.2%	21.4%	22.7%

Key Ratios					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
BV/Share (INR)	134.2	165.3	193.8	215.7	241.7
ROIC	31.0%	25.1%	21.3%	21.2%	22.6%
ROE	26.6%	22.3%	21.2%	21.4%	22.7%
Net Debt/Equity (x)	-0.2	-0.1	-0.1	0.0	-0.1
P/E (x)	99.8	75.5	66.2	57.5	48.4
P/B (x)	18.8	15.2	13.0	11.7	10.4
EV/EBITDA (x)	55.7	44.1	38.2	32.5	27.4
EV/Sales (x)	9.9	8.0	6.6	5.6	4.7
Debtor days	15	26	24	22	20
Inventory days	53	56	54	53	53
Creditor days	44	43	44	44	44

Source: Company, JM Financial

History of Recommendation and Target Price			
Date	Recommendation	Target Price	% Chg.
15-Mar-24	Buy	1,710	
27-May-24	Buy	2,000	17.0
15-Jun-24	Buy	2,000	0.0
13-Aug-24	Buy	2,415	20.8
29-Aug-24	Buy	2,750	13.9
11-Nov-24	Buy	3,000	9.1
3-Feb-25	Buy	3,000	0.0
20-May-25	Buy	2,845	-5.2
18-Jun-25	Buy	2,845	0.0
4-Jul-25	Buy	2,845	0.0
10-Aug-25	Buy	2,845	0.0
17-Aug-25	Buy	2,845	0.0
8-Oct-25	Add	2,845	0.0



APPENDIX I

JM Financial Institutional Securities Limited

Corporate Identity Number: U67100MH2017PLC296081

Member of BSE Ltd. and National Stock Exchange of India Ltd.

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New Rating System: Definition of ratings	
Rating	Meaning
BUY	Expected return $\geq$ 15% over the next twelve months.
ADD	Expected return $\geq$ 5% and $<$ 15% over the next twelve months.
REDUCE	Expected return $\geq$ -10% and $<$ 5% over the next twelve months.
SELL	Expected return $<$ -10% over the next twelve months.

Note: For REITs (Real Estate Investment Trust) and InvIT (Infrastructure Investment Trust) total expected returns include dividends or DPU (distribution per unit)

Previous Rating System: Definition of ratings	
Rating	Meaning
BUY	Total expected returns of more than 10% for stocks with market capitalisation in excess of INR 200 billion and REITs* and more than 15% for all other stocks, over the next twelve months. Total expected return includes dividend yields.
HOLD	Price expected to move in the range of 10% downside to 10% upside from the current market price for stocks with market capitalisation in excess of INR 200 billion and REITs* and in the range of 10% downside to 15% upside from the current market price for all other stocks, over the next twelve months.
SELL	Price expected to move downwards by more than 10% from the current market price over the next twelve months.

* REITs refers to Real Estate Investment Trusts.

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