

Eureka Forbes | BUY

Strong quarter, upbeat outlook

Eureka Forbes (EFL) delivered yet another resilient quarter with 15% sales growth, notwithstanding the challenging market conditions (visible in muted growths for consumer durable peers) and high base. Key positives were – a) high teens growth in product business, b) turnaround in service business seen in 1Q further accelerated with double-digit growth in AMC bookings led by volumes & ASP. While reported services revenue (due to accrual accounting) has been relatively lower, the strong growth in bookings led by its interventions provides visibility on uptick in growth from 4QFY26E. Margins expanded YoY despite higher service charge and brand investments, led by leverage benefit. Management sounded confident, expects revenue momentum to sustain which along with cost optimisation/scale leverage should provide fuel to invest behind growth as well as drive margin expansion. We like EFL's growth story (focus on breaking category barriers to drive growth in products/services business) & see scope to improve margins. Execution so far has been impressive; a debt-free balance sheet, negative working capital and strong FCF generation provide comfort. With product business momentum sustaining, likely uptick in service business revenues over next few quarters can lead to further rerating. Maintain Buy with unchanged TP of INR 715 (40x Sep 27E EPS).

- Strong execution on products:** Despite challenging external environment (mixed consumer sentiment and postponed purchases in anticipation of GST 2.0) and higher base, consol. sales grew c.15% YoY to INR 7.7bn (3-4% above our and street estimate). Products business saw high-teens growth YoY with traction in both premium and economy segments. In terms of sub-segments, water purifiers continued to drive robust volume performance on the back of scale up in its 2 year range (reduced cost of ownership), with 70% of buyers being first-time category entrants, and smart IoT range. In cleaning segment, robotics (now contributing c.60% of vacuum cleaner sales) continues to remain a major growth driver led by premium portfolio and omni-channel expansion.
- Turnaround in service business gaining momentum:** Service business which showed early signs of turnaround in 1Q, further gained acceleration in 2Q with high-teens growth combining filter sales and AMC bookings. Double digit growth in AMC bookings was driven by volume and increased ASP (also visible from higher service charge in the quarter) due to a higher mix of multi-year AMCs that lead to a better customer lock-in. Management expects service business transformation to continue with sustained momentum in both AMCs bookings and filter sales.
- Gross margin expansion with scale leverage drives sharp earnings beat:** Gross margin improved by 52 bps YoY to 57.1% (JMFe: 56.3%) driven by healthy mix and effective cost control, but contracted by 300bps QoQ due to seasonality led product changes. Staff cost including ESOP grew 2.4% YoY, while other expenses grew 13.8% YoY - owing to increased brand investments (+21% YoY). Service charge was up 17.4% YoY driven by double-digit growth in service bookings. Positive gross margin progression coupled with scale leverage drove sharp EBITDA margin expansion of 179 bps to 12.6% (193bps better vs. our estimate). EBITDA growth of 33.7% to INR 977mn was 20-23% above our/street estimates. Adjusted for ESOP charge (flat YoY), EBITDA grew 31.2% with margins at lifetime high levels of 13.4%. Reported PAT was up 31.8% YoY to INR 629mn. Going forward, management expects revenue momentum to sustain with YoY margin expansion.



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Recommendation and Price Target

Current Reco.	BUY
Previous Reco.	BUY
Current Price Target (12M)	715
Upside/(Downside)	21.7%
Previous Price Target	715
Change	0.0%

Key Data – EUREKAFO IN

Current Market Price	INR587
Market cap (bn)	INR113.6/US\$1.3
Free Float	34%
Shares in issue (mn)	193.5
Diluted share (mn)	193.5
3-mon avg daily val (mn)	INR107.8/US\$1.2
52-week range	656/452
Sensex/Nifty	84,563/25,910
INR/US\$	88.7

Price Performance

%	1M	6M	12M
Absolute	8.8	9.5	-1.2
Relative*	5.5	5.4	-9.4

* To the BSE Sensex

Financial Summary					
Y/E March	FY24A	FY25A	FY26E	FY27E	(INR mn)
Net Sales	21,837	24,224	27,650	31,714	36,410
Sales Growth (%)	5.0	10.9	14.1	14.7	14.8
EBITDA	1,986	2,656	3,270	4,235	5,233
EBITDA Margin (%)	9.1	10.9	11.8	13.4	14.4
Adjusted Net Profit	1,069	1,613	2,093	2,993	3,947
Diluted EPS (INR)	5.5	8.3	10.8	15.5	20.4
Diluted EPS Growth (%)	97.8	50.9	29.8	43.0	31.9
ROIC (%)	2.6	3.8	4.7	6.5	8.4
ROE (%)	2.6	3.7	4.6	6.3	7.7
P/E (x)	106.2	70.4	54.3	38.0	28.8
P/B (x)	2.7	2.6	2.5	2.3	2.1
EV/EBITDA (x)	56.4	41.5	33.0	24.7	19.1
Dividend Yield (%)	0.0	0.0	0.0	0.0	0.0

Source: Company data, JM Financial. Note: Valuations as of 14/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.

Concall Highlights

■ Operating Environment

- The overall environment remains challenging, with muted demand and mixed consumer sentiments seen across multiple sectors and parts of the economy.
- Despite the challenging macro environment, the company saw reasonable post-festive off-takes and tertiary sales momentum that was in line with typical seasonal patterns.
- GST-rollout caused a delay for nearly 30-day period, but this impact was largely offset by early festive season.
- The channel mix remains evenly spread out, with strong growth observed in e-commerce and modern trade over the past few years, while traditional trade remains under pressure due to competition from organized trade channels.

■ Working Capital

- Working capital cycle got impacted in Q2 due to monsoons, pre-festive billing, GST 2.0 rollout timing and revenue mix shift towards e-com & modern trade (attributing 87% increase in debtors), which management expects will unwind in H2.
- The company has intentionally increased inventory levels of imported portfolio to ensure supply security, though this is expected to go down as company shifts more towards local sourcing

■ Margin performance

- The company continues to manage costs effectively, despite higher advertising and promotion spends (21% increase). Strong operating leverage has contributed positively to the margin expansion.
- Company's gross margins are expected to stabilize and improve going forward supported by healthy product and service mix and strong cost management programme.
- On-going renegotiations with vendors, based on future growth visibility, are driving cost efficiencies and helping maintain stable gross margin.
- During last three year period, IT spends of the company have been largely stable.
- Despite the seasonal fluctuations, margins are expected to improve from Q2 levels going forward.
- The sequential margin compression QoQ was due to seasonality led product changes.

■ Products business

- The product business, including both water purifiers and cleaning products, grew by high-teens in Q2, sustained double-digit growth in every quarter for the past two years, driven by strong growth in both economy and premium segments.
- Robotics and cleaning segment growth have been ahead of other categories in Q2 with healthy gross margin and no margin dilution to overall P&L expected going forward.
- **Water Purifiers:** The two-year filter life product range continues to perform well, significantly reducing the cost of ownership and driving first-time category entrants (around 70% of buyers). The premium range (> INR 20K) also performed well, contributing to the overall product mix shift.
- **Robotics:** The robotics range grew rapidly, with the Forbes SmartClean Auto Bin and Fully Automatic Cleaning Station driving strong sales in the cleaning category. Robotics now contributes to 60% of vacuum cleaner sales and is a key growth engine for the company.
- Company is seeing pet care and cleaning of pet hair as a big driver of robotics preference.

■ Service business

- The service business turnaround continued with a high-teens growth, driven by increased AMC bookings and filter sales.
- One of the key drivers of this growth is growth in AMC bookings and increase in ASP due to higher mix of multi-year contracts, improving customer retention. Another is the increase in filter sales, which the company is driving by tapping into its large base of out-of-warranty customers.

- The service revenue growth, especially from AMC bookings, is reflected in a delayed manner due to service amortization. While bookings are growing strongly, the revenue impact will be realized over time and cost is recorded upfront.
- The company's interventions in improving customer service experience have led all-time high customer service KPIs and healthy retention rates.

■ **Service Improvement:**

- Significant improvements were made to address edge cases in customer service, including creating a dedicated escalation desk, improving technician incentives, enhancing spares availability, and improving digital systems for better complaint resolution.
- Specific measures were introduced to preempt complaints before they escalate, with a focus on enhancing the service quality and reducing customer dissatisfaction.
- The company also continued efforts to resolve tenancy-related issues with technicians and ensure better governance in that area.

■ **Miscellaneous**

- **Competition:** The Company remains unaffected by the increasing competition and management remains positive. New entrants are seen as beneficial for category growth. Management is confident of maintaining the market share through strong brand trust and service excellence.
- **D2C Vision:** Company is transitioning to a D2C health tech company, leveraging its legacy of direct sales. The company now has 1.5 million monthly active users on its app, showing strong digital engagement. The focus remains on leveraging both digital and physical channels for customer engagement and sales.
- **Dividend and Share Buyback:** While the company is generating strong cash flows, the management's primary focus remains on growth investments. However, the possibility of returning cash to shareholders through dividends or share buybacks is an option that will be considered at an appropriate time, depending on growth opportunities.
- Company has recently inaugurated a revamped R&D centre in Bangalore, which is expected to enhance product innovation capabilities.

■ **Guidance**

- Management remains confident in achieving sustained double-digit growth with continued YoY margin expansion, though potentially not as high as last year's 120-125bps to avoid holding back growth investments.
- Going forward, scaling up with healthy GM will provide a room for growth in investments and profitability.
- Product categories like water purifiers, robotics, and cleaning will continue to drive revenue growth, alongside the service business (both from AMCs bookings and filter sales).
- No major disruptions from GST or festive season impacts are expected in Q3.
- In near future, company doesn't intend to get into subscription model. Also, management remain open to enter into new categories but currently have a sufficient runway to grow in the current categories.

Exhibit 1. 2QFY26 snapshot (consol.): Strong quarter; performance ahead of estimates both on sales and profitability

INR mn	2QFY26	2QFY25	YoY growth	2QFY26E	% variance	1HFY26	1HFY25	YoY growth
Revenue	7,721	6,731	14.7%	7,405	4.3%	13,799	12,265	12.5%
Gross Profit	4,409	3,808	15.8%	4,169	5.8%	8,064	7,184	12.2%
Gross Profit Margin %	57.1%	56.6%	52 bps	56.3%	80 bps	58.4%	58.6%	-14 bps
Staff Cost	862	842	2.4%	875	-1.4%	1,738	1,694	2.6%
Service Charge	843	718	17.4%	900	-6.4%	1,651	1,405	17.5%
Other Expenses	1,727	1,518	13.8%	1,600	7.9%	3,084	2,791	10.5%
EBITDA	977	731	33.7%	794	23.0%	1,592	1,294	23.0%
EBITDA margin %	12.6%	10.9%	179 bps	10.7%	193 bps	11.5%	10.5%	99 bps
Depreciation	164	141	16.8%	160	2.7%	323	278	15.9%
EBIT	812	590	37.7%	634	28.2%	1,269	1,015	25.0%
Interest Expense	22	17	34.6%	10	124.6%	32	33	-2.8%
Financial Other Income	60	34	76.2%	50	19.5%	134	57	134.0%
PBT pre-exceptional	850	607	39.9%	674	26.1%	1,370	1,039	31.9%
PBT post-exceptional	850	637	33.3%	674	26.1%	1,370	1,069	28.2%
Taxes	221	160	37.9%	172	28.3%	354	270	31.1%
Reported Net Profit	629	477	31.8%	502	25.3%	1,016	799	27.2%
Adjusted Net Profit	629	455	38.3%	502	25.3%	1,016	777	30.9%

Source: Company, JM Financial

Exhibit 2. Quarterly financial overview – on consolidated basis

INR mn	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26
Reported Revenue	5,914	5,394	5,536	5,534	6,731	5,977	6,127	6,079	7,721
YoY	2.6%	13.9%	8.8%	9.6%	13.8%	10.8%	10.7%	9.8%	14.7%
Continuing business growth*	4.8%	16.8%	11.4%	10.8%	14.7%	11.3%	10.9%	9.8%	14.7%
Gross Profit	3,420	3,194	3,281	3,376	3,808	3,454	3,655	3,655	4,409
Staff cost	859	832	849	852	842	795	816	876	862
Service charge	816	699	793	687	718	736	827	808	843
Other expenses	1,223	1,236	1,107	1,274	1,518	1,331	1,241	1,357	1,727
EBITDA	521	427	533	563	731	591	771	615	977
YoY	595.6%	10.6%	0.9%	11.5%	40.2%	38.4%	44.6%	9.2%	33.7%
Adjusted EBITDA (ex-ESOP cost)	628	535	625	650	788	648	792	671	1,034
YoY	738.4%	38.6%	18.3%	19.7%	25.4%	21.2%	26.7%	3.2%	31.2%
Depreciation	132	134	140	138	141	151	151	159	164
Interest	29	18	16	17	17	12	11	10	22
Other income	18	31	19	23	34	44	44	74	60
PBT before exceptional item	378	306	396	432	607	473	653	521	850
YoY	NM	21.8%	-1.2%	21.1%	60.7%	54.6%	64.9%	20.6%	39.9%
Exceptional expense/(gain)	-	-	151	-	-30	-	-12	-	-
PBT after exceptional item	378	306	244	432	637	473	665	521	850
YoY	NM	202.4%	-21.0%	21.1%	68.7%	54.6%	172.0%	20.6%	33.3%
Tax	119	76	31	110	160	123	170	134	221
Reported PAT	258	230	214	322	477	350	495	387	629
YoY	NM	235.1%	3.9%	26.4%	84.7%	52.5%	131.4%	20.3%	31.8%
Adjusted PAT	258	230	346	322	455	350	486	387	629
YoY	NM	35.0%	29.9%	26.4%	76.0%	52.5%	40.3%	20.3%	38.3%
% to revenue	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26
Gross margin	57.8%	59.2%	59.3%	61.0%	56.6%	57.8%	59.7%	60.1%	57.1%
Staff cost	14.5%	15.4%	15.3%	15.4%	12.5%	13.3%	13.3%	14.4%	11.2%
Service charge	13.8%	13.0%	14.3%	12.4%	10.7%	12.3%	13.5%	13.3%	10.9%
Other expenses	20.7%	22.9%	20.0%	23.0%	22.5%	22.3%	20.3%	22.3%	22.4%
EBITDA margin	8.8%	7.9%	9.6%	10.2%	10.9%	9.9%	12.6%	10.1%	12.6%
EBITDA margin (ex-ESOP cost)	10.6%	9.9%	11.3%	11.7%	11.7%	10.8%	12.9%	11.0%	13.4%

Source: Company, JM Financial

Note: 1QFY26 onwards, continuing business growth will be same as overall revenue growth.

*Continuing business excludes discontinued businesses/portfolio (Health Conditioner, Corona Guard, Safety and Security Devices, Forbes Pro Cleaning Services, Exports & Semi Finished Goods sales).

Exhibit 3. EFL's 1yr avg. PE band



Source: Company, JM Financial

Exhibit 4. Revision in estimates

INR mn	Revised			Earlier			Change (%)		
	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E
Sales	27,650	31,714	36,410	27,582	31,774	36,424	0.2%	-0.2%	0.0%
EBITDA	3,270	4,235	5,233	3,220	4,167	5,173	1.6%	1.6%	1.2%
PAT	2,093	2,993	3,947	2,118	2,981	3,930	-1.2%	0.4%	0.4%
EPS	10.8	15.5	20.4	10.9	15.4	20.3	-1.2%	0.4%	0.4%

Source: Company, JM Financial

Financial Tables (Consolidated)

Income Statement						Balance Sheet					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E	Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Sales	21,837	24,224	27,650	31,714	36,410	Shareholders' Fund	42,256	44,087	46,180	49,172	53,119
Sales Growth	5.0%	10.9%	14.1%	14.7%	14.8%	Share Capital	1,935	1,935	1,935	1,935	1,935
Other Operating Income	56	146	0	0	0	Reserves & Surplus	40,322	42,152	44,245	47,237	51,184
Total Revenue	21,893	24,369	27,650	31,714	36,410	Preference Share Capital	0	0	0	0	0
Cost of Goods Sold/Op. Exp	8,886	10,077	11,502	13,161	15,110	Minority Interest	12	12	12	12	12
Personnel Cost	3,298	3,305	3,401	3,624	3,862	Total Loans	249	0	0	0	0
Other Expenses	7,722	8,332	9,476	10,694	12,205	Def. Tax Liab. / Assets (-)	8,101	8,073	8,073	8,073	8,073
EBITDA	1,986	2,656	3,270	4,235	5,233	Total - Equity & Liab.	50,619	52,172	54,265	57,258	61,204
<i>EBITDA Margin</i>	9.1%	10.9%	11.8%	13.4%	14.4%	Net Fixed Assets	54,641	54,733	54,640	54,478	54,293
<i>EBITDA Growth</i>	37.0%	33.7%	23.1%	29.5%	23.6%	Gross Fixed Assets	3,064	3,315	3,765	4,165	4,565
Depn. & Amort.	540	580	673	692	715	Intangible Assets	52,287	52,421	52,421	52,421	52,421
EBIT	1,446	2,076	2,597	3,543	4,518	Less: Depn. & Amort.	881	1,289	1,783	2,299	2,837
Other Income	88	146	274	525	830	Capital WIP	172	286	236	191	144
Finance Cost	98	56	62	51	51	Investments	550	590	590	590	590
PBT before Excep. & Forex	1,436	2,165	2,810	4,017	5,298	Current Assets	6,090	8,044	11,062	15,166	20,362
Excep. & Forex Inc./Loss(-)	-151	42	0	0	0	Inventories	2,527	2,529	2,869	3,291	3,778
PBT	1,285	2,207	2,810	4,017	5,298	Sundry Debtors	1,375	1,801	2,044	2,344	2,691
Taxes	328	563	716	1,024	1,351	Cash & Bank Balances	975	2,517	4,899	8,227	12,531
Extraordinary Inc./Loss(-)	0	0	0	0	0	Loans & Advances	453	393	404	416	429
Assoc. Profit/Min. Int.(-)	0	0	0	0	0	Other Current Assets	760	805	845	887	932
Reported Net Profit	956	1,644	2,093	2,992	3,947	Current Liab. & Prov.	10,663	11,194	12,025	12,975	14,040
Adjusted Net Profit	1,069	1,613	2,093	2,993	3,947	Current Liabilities	3,390	3,596	3,918	4,303	4,739
<i>Net Margin</i>	4.9%	6.6%	7.6%	9.4%	10.8%	Provisions & Others	7,273	7,598	8,107	8,673	9,301
Diluted Share Cap. (mn)	193.5	193.5	193.5	193.5	193.5	Net Current Assets	-4,572	-3,150	-964	2,190	6,322
Diluted EPS (INR)	5.5	8.3	10.8	15.5	20.4	Total - Assets	50,619	52,172	54,265	57,258	61,204
<i>Diluted EPS Growth</i>	97.8%	50.9%	29.8%	43.0%	31.9%						
Total Dividend + Tax	0	0	0	0	0						
Dividend Per Share (INR)	0.0	0.0	0.0	0.0	0.0						

Source: Company, JM Financial

Cash Flow Statement					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Profit before Tax	1,285	2,207	2,810	4,017	5,298
Depn. & Amort.	540	580	673	692	715
Net Interest Exp. / Inc. (-)	10	-89	-212	-474	-779
Inc (-) / Dec in WCap.	-418	-607	208	186	186
Others	542	318	0	0	0
Taxes Paid	-14	52	-716	-1,024	-1,351
Operating Cash Flow	1,945	2,460	2,762	3,396	4,068
Capex	-250	-556	-480	-430	-430
Free Cash Flow	1,695	1,904	2,282	2,966	3,638
Inc (-) / Dec in Investments	250	0	0	0	0
Others	-316	-1,129	163	413	717
Investing Cash Flow	-316	-1,684	-317	-17	287
Inc / Dec (-) in Capital	0	0	0	0	0
Dividend + Tax thereon	0	0	0	0	0
Inc / Dec (-) in Loans	-964	-250	0	0	0
Others	-237	-184	-62	-51	-51
Financing Cash Flow	-1,201	-434	-62	-51	-51
Inc / Dec (-) in Cash	428	342	2,383	3,328	4,304
Opening Cash Balance	548	2,175	2,517	4,899	8,227
Closing Cash Balance	975	2,517	4,899	8,227	12,531

Source: Company, JM Financial

Dupont Analysis					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Margin	4.9%	6.6%	7.6%	9.4%	10.8%
Asset Turnover (x)	0.4	0.4	0.4	0.5	0.5
Leverage Factor (x)	1.5	1.4	1.4	1.4	1.4
RoE	2.6%	3.7%	4.6%	6.3%	7.7%

Key Ratios					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
BV/Share (INR)	218.4	227.9	238.7	254.1	274.5
ROIC	2.6%	3.8%	4.7%	6.5%	8.4%
ROE	2.6%	3.7%	4.6%	6.3%	7.7%
Net Debt/Equity (x)	0.0	-0.1	-0.1	-0.2	-0.2
P/E (x)	106.2	70.4	54.3	38.0	28.8
P/B (x)	2.7	2.6	2.5	2.3	2.1
EV/EBITDA (x)	56.4	41.5	33.0	24.7	19.1
EV/Sales (x)	5.1	4.5	3.9	3.3	2.8
Debtor days	23	27	27	27	27
Inventory days	42	38	38	38	38
Creditor days	36	31	31	32	32

Source: Company, JM Financial

History of Recommendation and Target Price

Recommendation History

Date	Recommendation	Target Price	% Chg.
17-Feb-25	Buy	610	
16-May-25	Buy	685	12.3
12-Aug-25	Buy	715	4.4
25-Aug-25	Buy	715	0.0
10-Oct-25	Buy	715	0.0

Eureka Forbes



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

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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