## In-line Q2; managing margin pressure key ahead



Consumer Goods → Result Update → October 25, 2024

We maintain ADD on ITC given its strong competitive positioning, but near-term margin stress demands enhanced execution. Margin pressure is likely to remain across cigarettes, other FMCG, and paper segments. We maintain SOTP-based TP of Rs520. Q2 result stood marginally ahead of our expectations, aided by better agri business growth. Cigarettes revenue grew 7%, while EBIT grew 5%, affected by 155bps contraction in OPM to 72.4%. Other FMCG (ex-notebook) saw 7% growth, whereas EBITDA margin stood stable YoY. Hotels had a decent show with 12% revenue growth and 15% EBITDA growth (OPM at 31.4%, up by 70bps YoY). Agri saw 47% growth, aided by higher demand for inflationary leaf tobacco, but OPM at 8% contracted by 120bps YoY. Paper saw a lackluster 2% sales growth, though margin continues to wane, now at 11.5% (-380bps).

ITC: Financial Snapshot (Standalone)						
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E	
Revenue	660,433	654,408	721,756	804,598	896,559	
EBITDA	239,445	244,786	257,140	284,091	319,667	
Adj. PAT	186,804	199,611	210,287	230,145	252,926	
Adj. EPS (Rs)	15.0	16.0	16.8	18.2	19.9	
EBITDA margin (%)	36.3	37.4	35.6	35.3	35.7	
EBITDA growth (%)	26.5	2.2	5.0	10.5	12.5	
Adj. EPS growth (%)	23.0	6.4	4.8	8.9	9.3	
RoE (%)	29.3	28.8	29.0	30.6	32.0	
RoIC (%)	56.6	55.5	57.9	62.9	67.1	
P/E (x)	31.4	29.5	28.2	25.9	23.6	
EV/EBITDA (x)	23.1	22.5	21.4	19.4	17.3	
P/B (x)	8.8	8.2	8.1	7.7	7.4	
FCFF yield (%)	2.9	2.5	3.3	3.2	3.7	

Source: Company, Emkay Research

## Cigarettes volume grew 3%; margin contracted by 155bps YoY to 72.4%

Cigarettes business gross sales grew 6%, while net sales growth stood at 7%. We estimate volume growth at 3%. As expected, leaf tobacco inflation has started hurting margin profile. In Q2, the company saw 155bps YoY contraction in the segment margin to 72.4%. After 20% inflation last year, leaf tobacco prices are up 30% in FY25, given weaker supplies from international markets. The company has mitigated margin pressure partially with mix improvement, calibrated price hikes (in the past), and strategic cost management. We see inflationary pressure to have a bearing on segment margin ahead, which ask for price hikes in the portfolio. Assuming no material price hikes ahead, we build gradual recovery in EBIT, implying similar sales and EBIT growth ahead. We arrive at value of Rs248 for the cigarettes on 20x P/E.

## Non-cig revenue accelerated to 19%, but margin pressure limit profit growth

Other FMCG business saw muted 5% revenue growth, affected by pressure in notebook (ex-notebook revenue grew 7%). Staples, Biscuits, Snacks, Frozen Snacks, Dairy, Premium Soaps, Home Care and Agarbatti aided growth. Segment EBITDA margin at 10.6% contracted by 35bps YoY (affected by inflationary pressures), resulting in muted 2% EBITDA growth. Hotels revenue and EBITDA grew 12% and 14% YoY with EBITDA margin at 31.4%, increasing by 70bps YoY. Paper, paperboard, and packaging saw 2% growth, whereas EBIT remain stressed with drop of 23% (OPM down by 380bps YoY to 11.5%). Agri business improved with 47% sales growth (aided by leaf tobacco inflation) and 28% EBIT growth (OPM down by 120bps YoY to 8%). Infotech revenue grew 13% YoY to Rs19.9bn, while EBITDA grew 25% with 175bps expansion in OPM to 17.6%.

## Slow earnings growth to keep valuations in check; maintain ADD

We see profitability pressure across most segments to have a bearing on earnings growth ahead, which will keep valuation range-bound. Growth is likely to see acceleration with agri business back to healthy growth. We maintain ADD with SOTP-based TP of Rs520.

## **TARGET PRICE (Rs): 520**

Target Price - 12M	Sep-25
Change in TP (%)	-
Current Reco.	ADD
Previous Reco.	ADD
Upside/(Downside) (%)	10.2
CMP (24-Oct-24) (Rs)	471.7

Stock Data	ITC
52-week High (Rs)	529
52-week Low (Rs)	399
Shares outstanding (mn)	12,507.6
Market-cap (Rs bn)	5,900
Market-cap (USD mn)	70,172
Net-debt, FY25E (Rs mn)	0
ADTV-3M (mn shares)	14
ADTV-3M (Rs mn)	7,016.8
ADTV-3M (USD mn)	83.5
Free float (%)	-
Nifty-50	24,399
INR/USD	84.1
Shareholding, Sep-24	
Promoters (%)	-
FPIs/MFs (%)	40.5/44.6

Price Performance					
(%)	1M	3M	12M		
Absolute	(8.5)	(4.5)	8.2		
Rel. to Nifty	(2.7)	(4.5)	(14.5)		

# 1-Year share price trend (Rs)



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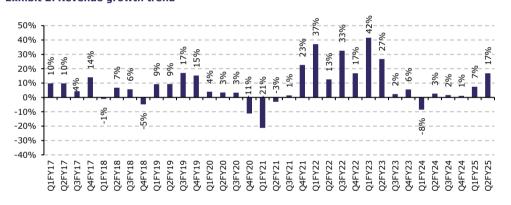
# **Quarterly performance**

Exhibit 1: Q2FY25 performance

Y/E Mar (Rs mn)	2QFY25	2QFY24	YoY (%)	1QFY25	QoQ (%)	2QFY25E	Var (%)	1HFY25	1HFY24	YoY (%)
Total income	193,277	165,501	16.8	170,001	13.7	178,956	8.0	363,278	323,783	12.2
Cost of goods	90,944	70,642	28.7	71,885	26.5	79,791	14.0	162,828	134,798	20.8
Employee expenses	9,584	9,092	5.4	9,978	(3.9)	10,196	(6.0)	19,561	18,130	7.9
Other expenses	29,398	25,350	16.0	25,184	16.7	27,582	6.6	54,583	47,938	13.9
EBITDA	63,352	60,416	4.9	62,955	0.6	61,387	3.2	126,306	122,917	2.8
EBITDAM (%)	32.8	36.5	-370bps	37.0	-430bps	34.3	-150bps	34.8	38.0	-320bps
Depreciation	4,443	4,132	7.5	4,309	3.1	4,400	1.0	8,752	8,157	7.3
EBIT	58,908	56,284	4.7	58,646	0.4	56,987	3.4	117,555	114,760	2.4
EBITM (%)	30.5	34.0	-350bps	34.5	-400bps	31.8	-140bps	32.4	35.4	-310bps
Interest cost	148	105	40.6	111	32.7	115	28.5	259	212	22.1
Other income	8,786	8,956	(1.9)	7,013	25.3	9,404	(6.6)	15,799	16,044	(1.5)
PBT	67,547	65,135	3.7	65,547	3.1	66,276	1.9	133,094	130,591	1.9
Tax	16,752	15,865	5.6	16,343	2.5	16,569	1.1	33,094	32,294	2.5
Tax rate (%)	24.8	24.4	40bps	24.9	-10bps	25.0	-20bps	24.9	24.7	10bps
PAT	50,795	49,270	3.1	49,205	3.2	49,707	2.2	100,000	98,297	1.7
Adj Profit	50,795	49,270	3.1	49,205	3.2	49,707	2.2	100,000	98,297	1.7
NPM (%)	26.3	29.8	-350bps	28.9	-270bps	27.8	-150bps	27.5	30.4	-280bps
EPS (Rs)	4.1	4.0	2.8	3.9	3.1	4.0	2.0	8.0	7.9	1.4

Source: Company, Emkay Research

**Exhibit 2: Revenue growth trend** 



Source: Company, Emkay Research

Exhibit 3: Cigarettes - Gross revenue growth

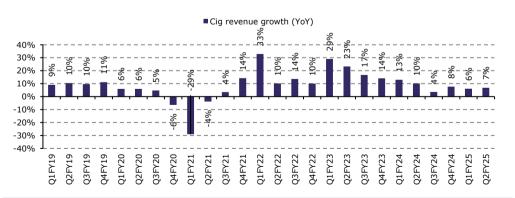


Exhibit 4: Cigarettes - Volume growth

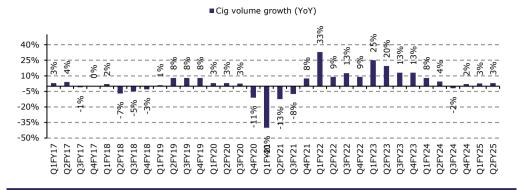


Exhibit 5: Cigarettes - EBIT growth

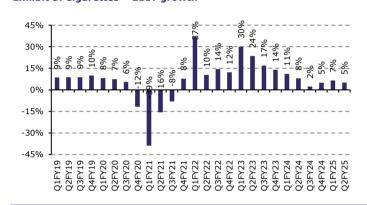
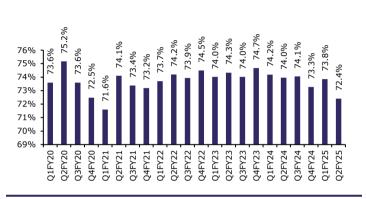


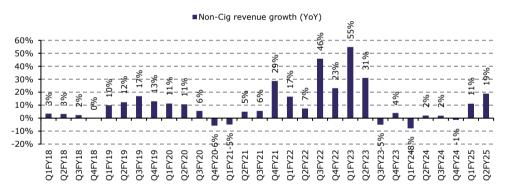
Exhibit 6: Cigarettes - EBIT margin (on net sales)



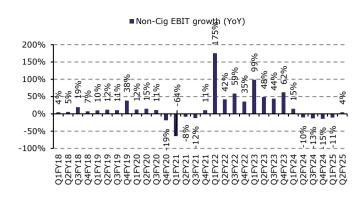
Source: Company, Emkay Research

Source: Company, Emkay Research

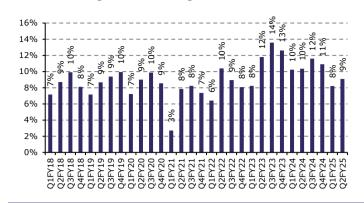
Exhibit 7: Non-cigarette business revenue growth



**Exhibit 8: Non-cigarette EBIT growth** 



**Exhibit 9: Non-cigarette EBIT margin** 



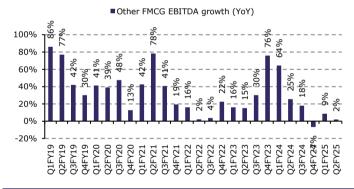
Source: Company, Emkay Research

Exhibit 10: Other FMCG revenue growth



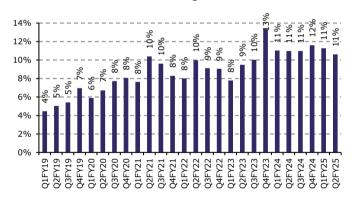
Source: Company, Emkay Research

**Exhibit 11: Other FMCG EBITDA growth** 



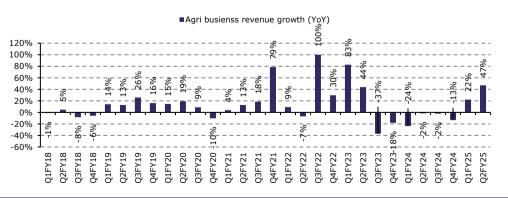
Source: Company, Emkay Research

Exhibit 12: Other FMCG EBITDA margin

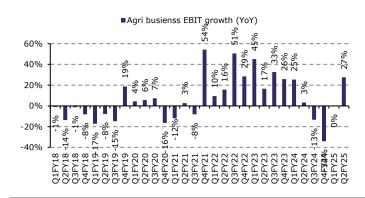


Source: Company, Emkay Research

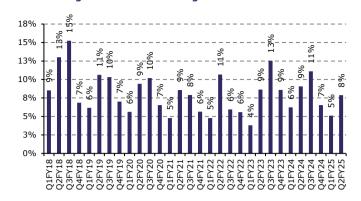
Exhibit 13: Agri-business revenue growth trend



**Exhibit 14: Agri-business EBIT growth** 

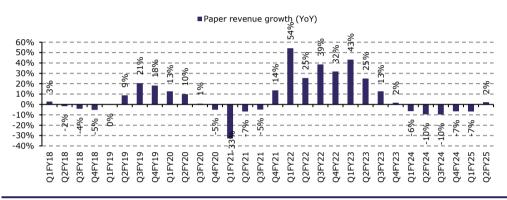


**Exhibit 15: Agri-business EBIT margin** 



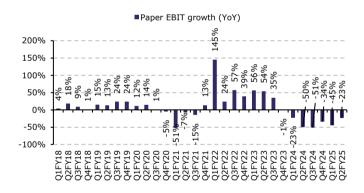
Source: Company, Emkay Research

Exhibit 16: Paper business revenue growth



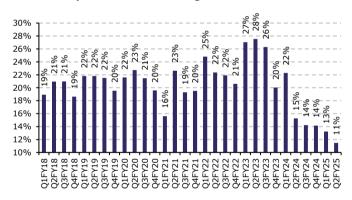
Source: Company, Emkay Research

**Exhibit 17: Paper business EBIT growth** 



Source: Company, Emkay Research

**Exhibit 18: Paper business EBIT margin** 



Source: Company, Emkay Research

**Exhibit 19: Hotels business revenue trend** 

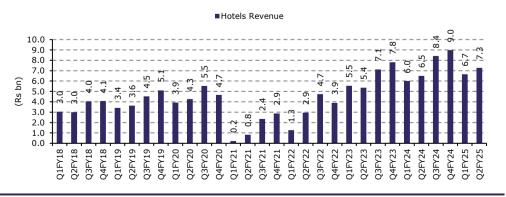


Exhibit 20: Hotel business EBIT trend

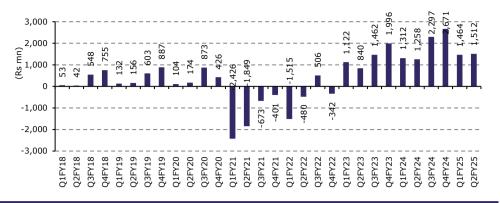
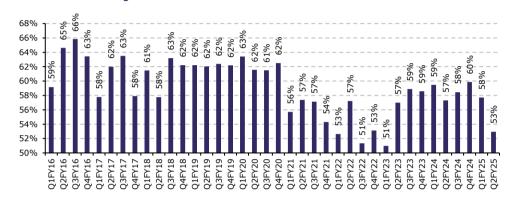
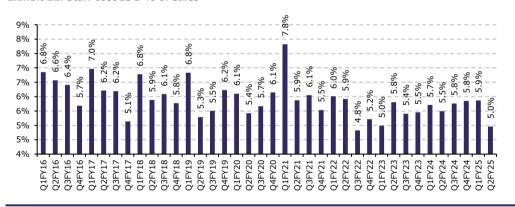


Exhibit 21: Gross margin trend



Source: Company, Emkay Research

Exhibit 22: Staff cost as a % of sales



Source: Company, Emkay Research

Exhibit 23: Other expense as a % of sales

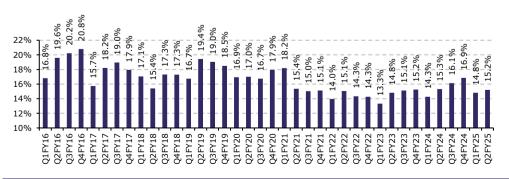


Exhibit 24: EBITDA margin trend

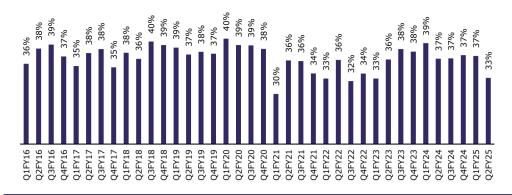
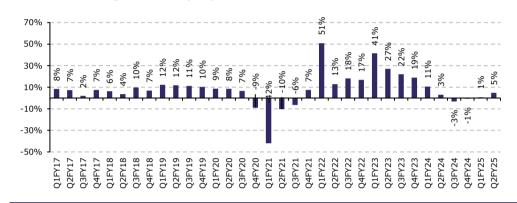
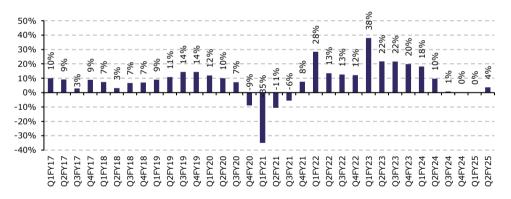


Exhibit 25: EBITDA growth trend (YoY)



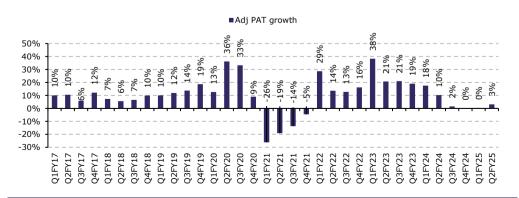
Source: Company, Emkay Research

Exhibit 26: Profit before tax growth (YoY)



Source: Company, Emkay Research

Exhibit 27: Adjusted profit after tax growth (YoY)



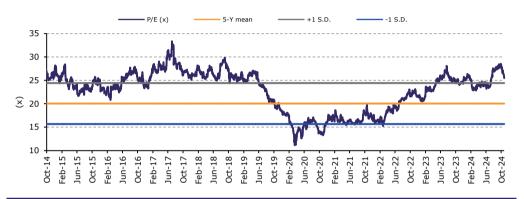
## **Valuations**

Exhibit 28: ITC's SOTP- based target price

Segment	Valuation methodologies	Unit (Rs bn)	Sep-26E Est	Multiple (x)	Rs/share
Cigarette	P/E	EPS	12.36	20.0	248
Other FMCG	EV/Sales	Sales	262,219	7.0	146
Agri	EV/Sales	Sales	217,643	2.0	43
Paper	EV/EBITDA	EBITDA	23,290	6.0	11
Hotel	EV/EBITDA	EBITDA	13,191	25.0	26
ITC infotech	P/E	EPS	0.61	30.0	18
Net cash		Actual		1.0	31
Fair value					523
Target price (Rs)					520

Source: Company, Emkay Research

## Exhibit 29: ITC's one-year forward PER



Source: Company, Bloomberg, Emkay Research

## **ITC: Standalone Financials and Valuations**

Profit & Loss					
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Revenue	660,433	654,408	721,756	804,598	896,559
Revenue growth (%)	17.2	(0.9)	10.3	11.5	11.4
EBITDA	239,445	244,786	257,140	284,091	319,667
EBITDA growth (%)	26.5	2.2	5.0	10.5	12.5
Depreciation & Amortization	16,627	16,478	17,190	17,938	18,293
EBIT	222,817	228,308	239,950	266,153	301,373
EBIT growth (%)	28.9	2.5	5.1	10.9	13.2
Other operating income	7,704	6,591	7,039	7,743	8,517
Other income	24,376	35,383	37,246	37,223	32,033
Financial expense	418	457	503	553	609
PBT	246,775	263,233	276,693	302,823	332,798
Extraordinary items	0	0	0	0	0
Taxes	59,971	63,622	66,406	72,677	79,872
Minority interest	0	0	0	0	0
Income from JV/Associates	0	0	0	0	0
Reported PAT	187,533	199,535	210,287	230,145	252,926
PAT growth (%)	24.5	6.4	5.4	9.4	9.9
Adjusted PAT	186,804	199,611	210,287	230,145	252,926
Diluted EPS (Rs)	15.0	16.0	16.8	18.2	19.9
Diluted EPS growth (%)	23.0	6.4	4.8	8.9	9.3
DPS (Rs)	15.5	13.8	15.5	17.0	18.5
Dividend payout (%)	102.7	86.0	92.5	93.2	92.7
EBITDA margin (%)	36.3	37.4	35.6	35.3	35.7
EBIT margin (%)	33.7	34.9	33.2	33.1	33.6
Effective tax rate (%)	24.3	24.2	24.0	24.0	24.0
NOPLAT (pre-IndAS)	168,669	173,127	182,362	202,276	229,044
Shares outstanding (mn)	12,428.0	12,484.7	12,549.7	12,614.7	12,679.7

Source: Company, Emkay Research

Cash flows					
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
PBT	246,775	263,233	276,693	302,823	332,798
Others (non-cash items)	0	0	0	0	0
Taxes paid	(58,006)	(56,829)	(66,406)	(72,677)	(79,872)
Change in NWC	(4,441)	(30,578)	19,542	(7,520)	(8,564)
Operating cash flow	179,117	161,182	210,276	203,894	231,232
Capital expenditure	(18,095)	(25,464)	(28,000)	(28,000)	(28,000)
Acquisition of business	0	0	0	0	0
Interest & dividend income	17,732	20,069	37,246	37,223	32,033
Investing cash flow	(51,594)	21,276	(20,754)	(20,777)	(25,967)
Equity raised/(repaid)	24,774	14,428	65	65	65
Debt raised/(repaid)	(7)	(13)	117	0	0
Payment of lease liabilities	0	0	0	0	0
Interest paid	(400)	(460)	(503)	(553)	(609)
Dividend paid (incl tax)	(151,504)	(196,061)	(171,665)	(194,520)	(214,450)
Others	(166)	(445)	0	0	0
Financing cash flow	(127,304)	(182,550)	(171,985)	(195,009)	(214,994)
Net chg in Cash	219	(92)	17,536	(11,892)	(9,729)
OCF	179,117	161,182	210,276	203,894	231,232
Adj. OCF (w/o NWC chg.)	183,558	165,624	190,734	211,414	239,795
FCFF	161,022	135,719	182,276	175,894	203,232
FCFE	178,336	155,330	219,018	212,563	234,656
OCF/EBITDA (%)	74.8	65.8	81.8	71.8	72.3
FCFE/PAT (%)	95.5	77.8	104.2	92.4	92.8
FCFF/NOPLAT (%)	95.5	78.4	100.0	87.0	88.7

Source: Company, Emkay Research

Balance Sheet					
Y/E Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Share capital	12,428	12,485	12,550	12,615	12,680
Reserves & Surplus	663,510	709,848	729,151	764,776	803,252
Net worth	675,938	722,333	741,701	777,391	815,932
Minority interests	0	0	0	0	0
Deferred tax liability (net)	16,211	20,837	22,504	24,304	26,248
Total debt	3,247	3,120	3,391	3,553	3,723
Total liabilities & equity	695,396	746,289	767,595	805,248	845,904
Net tangible fixed assets	234,582	250,215	261,026	271,087	280,794
Net intangible assets	0	0	0	0	0
Net ROU assets	10,260	10,774	11,312	11,878	0
Capital WIP	16,966	10,870	10,870	10,870	10,870
Goodwill	0	0	0	0	0
Investments [JV/Associates]	23,936	23,936	23,936	23,936	23,936
Cash & equivalents	341,583	385,629	413,846	431,954	452,224
Current assets (ex-cash)	198,392	195,408	192,275	212,542	234,930
Current Liab. & Prov.	127,221	126,987	141,574	152,358	164,068
NWC (ex-cash)	71,170	68,422	50,701	60,184	70,862
Total assets	695,396	746,289	767,595	805,248	845,904
Net debt	(341,550)	(385,612)	(413,696)	(431,804)	(452,074)
Capital employed	685,023	735,970	757,137	794,627	835,112
Invested capital	305,752	318,637	311,727	331,271	351,655
BVPS (Rs)	53.8	57.3	58.5	61.1	63.8
Net Debt/Equity (x)	(0.5)	(0.5)	(0.6)	(0.6)	(0.6)
Net Debt/EBITDA (x)	(1.4)	(1.6)	(1.6)	(1.5)	(1.4)
Interest coverage (x)	0.0	0.0	0.0	0.0	0.0
RoCE (%)	37.8	37.1	37.1	39.1	40.9

Source: Company, Emkay Research

Valuations and key Ra	atios				
Y/E Mar	FY23	FY24	FY25E	FY26E	FY27E
P/E (x)	31.4	29.5	28.2	25.9	23.6
P/CE(x)	28.8	27.3	26.0	24.0	22.1
P/B (x)	8.8	8.2	8.1	7.7	7.4
EV/Sales (x)	8.5	8.5	7.7	6.9	6.2
EV/EBITDA (x)	23.1	22.5	21.4	19.4	17.3
EV/EBIT(x)	24.8	24.1	22.9	20.7	18.3
EV/IC (x)	18.1	17.3	17.7	16.7	15.7
FCFF yield (%)	2.9	2.5	3.3	3.2	3.7
FCFE yield (%)	3.0	2.6	3.7	3.6	3.9
Dividend yield (%)	3.3	2.9	3.3	3.6	3.9
DuPont-RoE split					
Net profit margin (%)	28.3	30.5	29.1	28.6	28.2
Total asset turnover (x)	1.0	0.9	1.0	1.0	1.1
Assets/Equity (x)	1.0	1.0	1.0	1.0	1.0
RoE (%)	29.3	28.8	29.0	30.6	32.0
DuPont-RoIC					
NOPLAT margin (%)	25.5	26.5	25.3	25.1	25.5
IC turnover (x)	2.2	2.1	2.3	2.5	2.6
RoIC (%)	56.6	55.5	57.9	62.9	67.1
Operating metrics					
Core NWC days	10.7	15.6	13.9	9.7	9.7
Total NWC days	39.3	38.2	25.6	27.3	28.8
Fixed asset turnover	1.6	1.5	1.6	1.6	1.7
Opex-to-revenue (%)	20.0	21.4	20.7	20.3	19.7

## **RECOMMENDATION HISTORY - DETAILS**

Date	Closing Price (INR)	TP (INR)	Rating	Analyst
02-Oct-24	516	520	Add	Nitin Gupta
24-Sep-24	515	520	Add	Nitin Gupta
02-Aug-24	489	520	Add	Nitin Gupta
04-Jul-24	429	470	Add	Nitin Gupta
26-Jun-24	424	460	Add	Nitin Gupta
05-Jun-24	430	460	Add	Nitin Gupta
04-Jun-24	415	460	Add	Nitin Gupta
24-May-24	436	510	Buy	Nitin Gupta
13-May-24	432	520	Buy	Nitin Gupta
08-May-24	441	520	Buy	Nitin Gupta
15-Apr-24	426	520	Buy	Nitin Gupta
07-Apr-24	428	520	Buy	Nitin Gupta
14-Mar-24	420	520	Buy	Nitin Gupta
30-Jan-24	438	520	Buy	Nitin Gupta
23-Jan-24	459	550	Buy	Nitin Gupta
07-Jan-24	474	550	Buy	Nitin Gupta
13-Dec-23	456	525	Buy	Nitin Gupta
12-Dec-23	453	525	Buy	Nitin Gupta
30-Nov-23	436	525	Buy	Nitin Gupta
24-Nov-23	438	525	Buy	Nitin Gupta
20-Oct-23	438	525	Buy	Nitin Gupta
03-Oct-23	440	535	Buy	Nitin Gupta
28-Aug-23	441	535	Buy	Nitin Gupta
15-Aug-23	449	535	Buy	Nitin Gupta
28-Jul-23	468	525	Buy	Nitin Gupta
24-Jul-23	471	525	Buy	Nitin Gupta
15-Jul-23	473	525	Buy	Nitin Gupta
19-Jun-23	454	525	Buy	Nitin Gupta

Source: Company, Emkay Research

## **RECOMMENDATION HISTORY - TREND**



Source: Company, Bloomberg, Emkay Research

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