BUY

Senco Gold

Emkay

Beating the odds; maintain BUY on encouraging outlook

Retail > Result Update > November 11, 2023

TARGET PRICE (Rs): 800

Senco's Q2 EBITDA was 3%/14% higher than estimated, on better topline
performance. Revenue grew 26% (Emkay: 20%), led by improved franchisee
growth (15% in Q2 vs. flat last year), studded mix (+100bps) and emerging
traction in the Men's segment. SSG has been encouraging, at 19% in H1. Q3TD
trend is heartening, given healthy footfalls in the festive season and expectancy
of a big wedding season ahead. Senco added 8/1 net COCO/FOFO stores in H1,
with 8 more in Oct-23; it is on track for 25 adds in FY24. Number of FOFO stores
is also likely to go up, with Bihar emerging as an attractive prospect, along with
Bengal/Orissa. Senco's WC increased by Rs2.1bn in H1, towards new-store
openings and higher WC in existing stores— to support strong growth. EBITDA
margin was flat, on diamond-led inventory gains in the base and one-off IPO
expenses. Despite the beat, we do not raise estimates, due to low Q2 PAT
salience. Senco offers 20% EPS CAGR potential, with differentiated positioning
and network expansion. We maintain BUY (TP: Rs800/sh; 25x Dec-25E EPS).

Senco Gold: Financial Snapshot (Consolidated)								
Y/E Mar (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E			
Revenue	35,346	40,774	50,147	59,955	71,240			
EBITDA	2,772	3,166	3,522	4,421	5,462			
Adj. PAT	1,291	1,585	1,680	2,146	2,718			
Adj. EPS (Rs)	19.4	22.9	21.6	27.6	35.0			
EBITDA margin (%)	7.8	7.8	7.0	7.4	7.7			
EBITDA growth (%)	58.1	14.2	11.2	25.5	23.6			
Adj. EPS growth (%)	110.0	18.0	(5.6)	27.8	26.6			
RoE (%)	19.4	19.0	14.5	14.6	16.0			
RoIC (%)	17.3	15.5	14.2	15.3	16.0			
P/E (x)	33.9	28.7	30.4	23.8	18.8			
EV/EBITDA (x)	17.3	16.0	15.4	12.6	10.4			
P/B (x)	6.0	4.8	3.7	3.3	2.8			
FCFF yield (%)	(1.4)	(2.3)	0.8	0.3	0.8			

Source: Company, Emkay Research

Decent Q2 performance; encouraging festive/wedding commentary

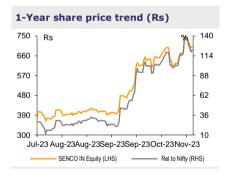
Revenue grew 26% in Q2, led by a 13-14% gold-price increase with the balance contribution from volume growth. SSG was best-in-class at 19% in H1, with festive/ wedding expectations for Q3 still strong, on the back of increase in Gold price and early footfall trends at stores. Studded revenue growth was even higher, at over 50%, driving ~100bps increase in studded mix to 12%. Among formats, COCO/FOFO registered a studded mix of 14%/8% in Q2, with focus on further improving the blended mix to 15%. We believe Senco's strategic focus on the northern markets should drive this increase, as the region leads with 19% studded mix vs. 12-14% for other regions. Senco opened 9 stores in H1, with 1/8 stores in the FOFO/COCO format. With 8 more additions in Oct-23, Senco is on track to add 25 stores in FY24. FOFO store additions should also increase in H2, with Bihar emerging as an attractive opportunity, along with West Bengal and Orissa. Operating leverage and better studded mix helped to offset the impact of hedging loss, one-off in the base, and IPO expenses in Q2FY24, leading to flat EBITDA margin at 3.4%. Margin is expected to improve in H2, on strong operating leverage and better mix.

Earnings-call KTAs: 1) The West/South witnessed higher growth in Q2, but focus currently remains on expanding in the North/East. Sence expects 100 store additions over the next 4-5 years. 2) Sence is witnessing a noticeable trend with pick-up observed in the Men's segment, as sportsmen/celebrities are adorning men's jewelry. 3) Regionwise, the West/South/East/North registered growth of 43%/31%/27%/26%. 4) Blended per store revenue stood at Rs330mn, with COCO/FOFO stores logging Rs370/260mn. 5) The IPO proceeds have been deployed in WC of 8 new stores and increase in WC of existing stores would improve studded mix. 6) Despite the 28% growth in H1, Senco restricted full-year revenue growth outlook to ~20%, albeit acknowledged that its outlook is conservative. 7) The hedge ratio for H1 stood steady at 84%, restricting inventory gains from increase in gold prices. 8) Consumers are not aware of the steep fall in prices of high-carat diamonds; Sence is educating customers on this change and providing attractive marketing schemes to its customers. 9) ATV stood at Rs66k compared with ~Rs54k last year. 10) Repeat customer vs new buyer ratio stood at 64:36.

Target Price – 12M	Dec-24
Change in TP (%)	-
Current Reco.	BUY
Previous Reco.	BUY
Upside/(Downside) (%)	21.7
CMP (10-Nov-23) (Rs)	657.4

Stock Data	Ticker
52-week High (Rs)	787
52-week Low (Rs)	358
Shares outstanding (mn)	77.7
Market-cap (Rs bn)	51
Market-cap (USD mn)	613
Net-debt, FY24E (Rs mn)	3,284
ADTV-3M (mn shares)	1
ADTV-3M (Rs mn)	499.2
ADTV-3M (USD mn)	6.0
Free float (%)	15.0
Nifty-50	19,425
INR/USD	83.3
Shareholding, Jul-23	
Promoters (%)	68.5
FPIs/MFs (%)	3.0/8.1

Price Performance							
(%)	1M	3M	12M				
Absolute	6.7	68.7	-				
Rel. to Nifty	8.2	69.7	-				



Devanshu Bansal

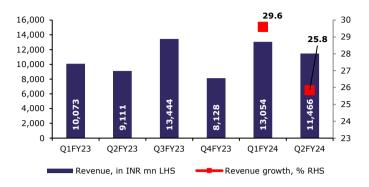
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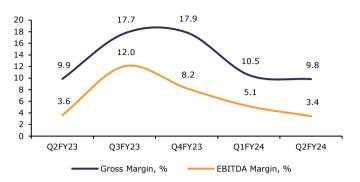
Story in Charts

Exhibit 1: Jewelry sales up ~26% led by 13-14% gold price appreciation and balance from volume growth



Source: Company, Emkay Research

Exhibit 2: Despite higher studded mix and SSG, EBIDA margin was flat due to one-offs in the base and IPO-related expenses



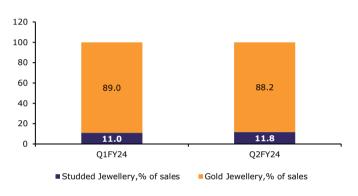
Source: Company, Emkay Research

Exhibit 3: Senco opens net 3/0 stores in Q2/H1; focus remains on North-East expansion



Source: Company, Emkay Research

Exhibit 4: Stud ratio improves to 11.8% sequentially; long-term target of achieving 15% intact



Source: Company, Emkay Research

Exhibit 5: Actual vs. Estimates (Q2FY24)

(Rs mn) A	Actual	Estin	nates	Varia	tion	Commonte
	Actual	Emkay	Consensus	Emkay	Consensus	Comments
Net Sales	11,466	10,888	10,888	5.3%	5.3%	Topline beat led by robust pick-up in franchisee growth
EBITDA	395	346	385	14.0%	2.7%	Margin largely in line with estimates
EBITDA Margin	3.4%	3.2%	3.5%	26	-9	
PAT	119	27	60	340.1%	99.0%	PAT beat led by lower interest cost and high other income

Source: Company, Emkay Research

Exhibit 6: Summary of quarterly results

Y/E, Mar (Rs mn)	Q2FY23	Q1FY24	Q2FY24	YoY (%)	QoQ (%)	FY23TD	FY24TD	YoY (%)
Revenue	9,111	13,054	11,466	25.8	-12.2	19,184	24,520	27.8
Expenditure	8,782	12,382	11,071	26.1	-10.6	18,304	23,453	28.1
Consumption of RM	8,213	11,680	10,339	25.9	-11.5	17,129	22,019	28.5
as % of sales	90.1%	89.5%	90.2%			89.3%	89.8%	
Employee Cost	194	254	253			399	507	
as % of sales	2.1%	1.9%	2.2%			2.1%	2.1%	
Advertising & SP	156	196	172			304	368	21.0
as % of sales	1.7%	1.5%	1.5%			1.6%	1.5%	
Other expenditure	219	253	307	40.0	21.4	472	559	18.4
as % of sales	2.4%	1.9%	2.7%			2.5%	2.3%	
EBITDA	329	672	395	20.0	-41.2	880	1,067	21.2
Depreciation	100	126	133	32.5	5.6	197	258	31.0
EBIT	229	546	262	14.5	-52.0	683	809	18.4
Other Income	91	94	110	21.3	16.8	143	205	43.2
Interest	196	266	234	19.2	-12.3	388	500	28.9
РВТ	124	375	139	12.2	-62.9	438	514	17.3
Total Tax	49	98	20	-60.0	-80.0	134	117	-12.1
PAT	75	277	119	59.3	-56.8	304	396	30.1
Extra ordinary items	0	0	0			0	0	
Reported PAT	75	277	119	59.3	-56.8	304	396	30.1
Minority Interest	0	0	0			0	0	
Adjusted PAT	75	277	119	59.3	-56.8	304	396	30.1
Adjusted EPS (Rs)	1.1	4.0	1.7	59.3	-56.8	4.4	5.7	30.1
(%)	Q2FY23	Q1FY24	Q2FY24	(bps)	(bps)	FY23TD	FY24TD	(bps)

(%)	Q2FY23	Q1FY24	Q2FY24	(bps)	(bps)	FY23TD	FY24TD	(bps)
EBITDA margin	3.6	5.1	3.4	-20	-170	4.6	4.4	-20
EBIT margin	2.5	4.2	2.3	-20	-190	3.6	3.3	-30
EBT margin	1.4	2.9	1.2	-10	-170	2.3	2.1	-20
PAT margin	0.8	2.1	1.0	20	-110	1.6	1.6	0
Effective Tax rate	39.5	26.1	14.1	-2540	-1200	30.5	22.9	-760

Source: Company, Emkay Research

Exhibit 7: Peer Comparison

	Price Mcap			Target	ı	EPS (Rs)		P/E (x)			EV / EBITDA (x)*		
Companies	(Rs/sh)	(Rs bn)	Keco	Price (Rs/sh)	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Titan Company	3,262	2,896	Hold	3,670	40.4	50.8	63.4	80.7	64.2	51.5	52.7	42.1	34.5
Page Industries	38,350	428	Sell	39,000	535.7	678.9	818.3	71.6	56.5	46.9	45.7	36.9	31.1
Jubilant FoodWorks	508	335	Sell	380	4.8	7.0	9.0	104.9	72.8	56.6	28.3	22.7	19.1
Devyani International	183	221	Sell	165	1.2	2.1	3.1	154.7	87.5	59.4	30.9	24.2	18.7
ABFRL	216	205	Hold	220	-5.1	-3.6	-2.2	-42.4	-59.4	-99.0	14.9	9.8	7.8
Westlife Development	818	128	Buy	1,040	6.6	10.1	15.1	124.5	81.0	54.1	30.6	24.0	18.9
Sapphire Foods	1,309	83	Buy	1,550	15.3	25.3	35.2	85.4	51.8	37.2	16.3	12.5	9.8
Varun Beverages	1,009	1,311	Buy	1,150	15.8	20.0	25.8	64.0	50.5	39.1	37.4	30.0	24.8
Go Fashion	1,236	67	Buy	1,440	17.2	24.5	32.5	71.9	50.5	38.0	26.2	19.6	15.2
Ethos	1,840	45	Buy	2,000	30.0	42.8	53.5	61.4	43.0	34.4	29.0	20.5	16.5
Senco Gold	657	51	Buy	800	21.6	27.6	35.0	30.4	23.8	18.8	15.7	12.5	10.1

Source: Company, Emkay Research; *Post-IndAS116 EBITDA

Exhibit 8: Changes in estimates

(Rs mn)	FY24E				FY25E		FY26E			
	Old	New	% change	Old	New	% change	Old	New	% change	
Revenue	50,147	50,147	0.0	59,955	59,955	0.0	71,240	71,240	0.0	
EBITDA	3,522	3,522	0.0	4,421	4,421	0.0	5,462	5,462	0.0	
EBITDA margin (%)	7.0	7.0	0 bps	7.4	7.4	0 bps	7.7	7.7	0 bps	
Net profit	1,680	1,680	0.0	2,146	2,146	0.0	2,718	2,718	0.0	
EPS (Rs)	21.6	21.6	0.0	27.6	27.6	0.0	35.0	35.0	0.0	

Source: Company, Emkay Research

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Senco Gold: Consolidated Financials and Valuations

Profit & Loss					
Y/E Mar (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
Revenue	35,346	40,774	50,147	59,955	71,240
Revenue growth (%)	32.9	15.4	23.0	19.6	18.8
EBITDA	2,772	3,166	3,522	4,421	5,462
EBITDA growth (%)	58.1	14.2	11.2	25.5	23.6
Depreciation & Amortization	421	456	543	660	783
EBIT	2,351	2,711	2,979	3,761	4,679
EBIT growth (%)	73.2	15.3	9.9	26.2	24.4
Other operating income	0	0	0	0	0
Other income	128	311	360	396	436
Financial expense	709	861	1,069	1,256	1,442
PBT	1,770	2,162	2,270	2,900	3,673
Extraordinary items	0	0	0	0	0
Taxes	479	577	590	754	955
Minority interest	0	0	0	0	0
Income from JV/Associates	0	0	0	0	0
Reported PAT	1,291	1,585	1,680	2,146	2,718
PAT growth (%)	110.0	22.8	6.0	27.8	26.6
Adjusted PAT	1,291	1,585	1,680	2,146	2,718
Diluted EPS (Rs)	19.4	22.9	21.6	27.6	35.0
Diluted EPS growth (%)	110.0	18.0	(5.6)	27.8	26.6
DPS (Rs)	1.0	1.7	1.6	2.0	2.5
Dividend payout (%)	5.1	7.2	7.2	7.2	7.2
EBITDA margin (%)	7.8	7.8	7.0	7.4	7.7
EBIT margin (%)	6.7	6.6	5.9	6.3	6.6
Effective tax rate (%)	27.0	26.7	26.0	26.0	26.0
NOPLAT (pre-IndAS)	1,715	1,987	2,205	2,783	3,462
Shares outstanding (mn)	66.5	69.1	77.7	77.7	77.7

Source:	company,	Еткау	Kesearcn	

Cash flows					
Y/E Mar (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
PBT	1,770	2,162	2,270	2,900	3,673
Others (non-cash items)	421	456	543	660	783
Taxes paid	(493)	(615)	(617)	(785)	(991)
Change in NWC	(2,697)	(3,324)	(1,989)	(2,985)	(3,528)
Operating cash flow	(418)	(773)	916	651	943
Capital expenditure	(235)	(393)	(480)	(495)	(510)
Acquisition of business	0	(1)	0	0	0
Interest & dividend income	128	311	360	396	436
Investing cash flow	(117)	(75)	(176)	(164)	(149)
Equity raised/(repaid)	0	750	2,700	0	0
Debt raised/(repaid)	1,496	1,322	307	326	347
Payment of lease liabilities	(390)	(447)	(529)	(650)	(780)
Interest paid	(518)	(642)	(810)	(938)	(1,059)
Dividend paid (incl tax)	0	0	0	0	0
Others	(43)	(136)	(121)	(155)	(196)
Financing cash flow	545	848	1,547	(1,417)	(1,689)
Net chg in Cash	10	(1)	2,286	(930)	(895)
OCF	(418)	(773)	916	651	943
Adj. OCF (w/o NWC chg.)	2,279	2,551	2,905	3,636	4,471
FCFF	(653)	(1,166)	436	156	433
FCFE	(1,234)	(1,715)	(273)	(705)	(573)
OCF/EBITDA (%)	(15.1)	(24.4)	26.0	14.7	17.3
FCFE/PAT (%)	(95.6)	(108.2)	(16.3)	(32.8)	(21.1)
FCFF/NOPLAT (%)	(38.1)	(58.7)	19.8	5.6	12.5

Source:	Company	Fmkay	Research	

Balance Sheet					
Y/E Mar (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
Share capital	665	691	777	777	777
Reserves & Surplus	6,595	8,764	12,937	14,929	17,451
Net worth	7,260	9,455	13,714	15,706	18,228
Minority interests	0	0	0	0	0
Deferred tax liability (net)	(141)	(179)	(206)	(237)	(273)
Total debt	4,316	5,396	5,665	5,947	6,244
Total liabilities & equity	11,435	14,671	19,172	21,415	24,199
Net tangible fixed assets	691	847	1,085	1,299	1,488
Net intangible assets	25	23	56	89	120
Net ROU assets	(113)	(171)	(235)	(314)	(409)
Capital WIP	65	131	131	131	131
Goodwill	0	0	0	0	0
Investments [JV/Associates]	0	1	1	1	1
Cash & equivalents	95	95	2,381	1,451	556
Current assets (ex-cash)	18,468	25,850	30,269	35,811	42,165
Current Liab. & Prov.	7,796	12,105	14,516	17,052	19,852
NWC (ex-cash)	10,672	13,746	15,753	18,760	22,313
Total assets	11,435	14,671	19,172	21,415	24,199
Net debt	4,221	5,301	3,284	4,496	5,688
Capital employed	11,435	14,671	19,172	21,415	24,199
Invested capital	11,274	14,445	16,659	19,833	23,511
BVPS (Rs)	109.2	136.7	176.6	202.2	234.7
Net Debt/Equity (x)	0.6	0.6	0.2	0.3	0.3
Net Debt/EBITDA (x)	1.5	1.7	0.9	1.0	1.0
Interest coverage (x)	0.3	0.3	0.3	0.3	0.3
RoCE (%)	24.6	23.2	19.7	20.5	22.4

Source: Company, Emkay Research

Y/E Mar	FY22	FY23	FY24E	FY25E	FY26E
P/E (x)	33.9	28.7	30.4	23.8	18.8
P/CE(x)	25.5	22.3	23.0	18.2	14.6
P/B (x)	6.0	4.8	3.7	3.3	2.8
EV/Sales (x)	1.4	1.2	1.1	0.9	0.8
EV/EBITDA (x)	17.3	16.0	15.4	12.6	10.4
EV/EBIT(x)	20.4	18.7	18.2	14.8	12.1
EV/IC (x)	4.3	3.5	3.3	2.8	2.4
FCFF yield (%)	(1.4)	(2.3)	0.8	0.3	0.8
FCFE yield (%)	(2.8)	(3.8)	(0.5)	(1.4)	(1.1)
Dividend yield (%)	0.2	0.3	0.2	0.3	0.4
DuPont-RoE split					
Net profit margin (%)	3.7	3.9	3.3	3.6	3.8
Total asset turnover (x)	3.5	3.1	3.0	3.0	3.1
Assets/Equity (x)	1.5	1.6	1.5	1.4	1.3
RoE (%)	19.4	19.0	14.5	14.6	16.0
DuPont-RoIC					
NOPLAT margin (%)	4.9	4.9	4.4	4.6	4.9
IC turnover (x)	3.6	3.2	3.2	3.3	3.3
RoIC (%)	17.3	15.5	14.2	15.3	16.0
Operating metrics					
Core NWC days	55.3	63.5	66.7	67.5	67.0
Total NWC days	110.2	123.0	114.7	114.2	114.3
Fixed asset turnover	21.9	22.6	23.4	23.5	24.0
Opex-to-revenue (%)	5.8	6.7	6.0	5.9	5.9

Source: Company, Emkay Research

RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (INR)	TP (INR)	Rating	Analyst
26-Oct-23	614	800	Buy	Devanshu Bansal
08-Oct-23	645	800	Buy	Devanshu Bansal
20-Sep-23	469	630	Buy	Devanshu Bansal

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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