



## Strengthening Brand & Retail Presence; Steady Recovery Ahead

Est. Vs. Actual for Q2FY26: Revenue - **MISS**; EBITDA (Adj.) - **BEAT**; PAT - **INLINE**

### Changes in Estimates Post Q2FY26 Result

FY26E/FY27E: Revenue: 0%/0%; EBITDA (Adj.): 0%/0%; PAT : 0%/0%

### Recommendation Rationale

- Focus on High Margin and Value-Add products:** The company's EBITDA margins stood higher than expected at 9.3%, supported by a favourable product mix and strong growth in value-added segments, particularly fittings, CPVC, and bathware. Management emphasised a strategic focus on increasing the share of higher-margin plumbing, CPVC, and fittings segments within the overall mix while maintaining a stable presence in the agri segment. Stable PVC resin prices and improved operating leverage from higher utilisation rates are expected to further aid margin recovery in H2FY26. Continued investments in brand building, SKUs, and dealer expansion in the bathware segment are likely to enhance profitability consistency and reduce dependence on volatile raw material cycles.
- Long-Term Structural Drivers Intact:** The government's sustained infra push through housing and irrigation programs is driving steady underlying demand for piping systems. Additionally, the potential imposition of Anti-Dumping Duty (ADD) on imported CPVC resin could serve as a margin stabiliser for players like Prince Pipes. Management also indicated expectations of volume and margin recovery in H2FY26, supported by demand normalisation post-monsoon, stable PVC prices, and improving utilisation levels.
- Diversification – Aquel brand:** The Aquel bathware division continues to gain traction with new showroom additions across key urban and semi-urban markets such as Uttar Pradesh and Rajasthan. Management indicated that Aquel strategically complements the core pipes and fittings portfolio, enabling cross-selling opportunities and enhancing brand visibility. While the segment remains in its investment phase with limited revenue contribution at present, it is expected to scale meaningfully over the next 12–18 months (FY27 onwards). Over time, Aquel is positioned to become a key value-accretive, higher-margin business driving portfolio diversification for Prince Pipes.

### Sector Outlook: **Positive**

**Company Outlook & Guidance:** Management maintained a positive outlook for H2FY26, supported by stable PVC prices, improving demand momentum post-monsoon, and easing channel inventory. The company expects volume recovery and margin improvement driven by higher utilisation, cost rationalisation, and a superior product mix. The focus remains on expanding retail reach, the Aquel bathware brand, and the value-added portfolio to enhance profitability consistency. Over the medium term, management guided for steady double-digit volume growth, sustained margin recovery, and healthy cash generation. It plans to maintain a disciplined capex approach and indicated margin improvement sequentially, likely in the 11–13% normalised range.

**Current Valuation:** 23X FY28E EPS (Earlier 25X FY27E EPS)

**Current TP:** Rs 400/share (Earlier TP: Rs 400/share)

**Recommendation:** We maintain our **BUY** recommendation on the stock.

### Financial Performance

Prince reported revenue of Rs 595 Cr, down 4.4% YoY, missing estimates. The overall industry demand saw a slow recovery amid volatile polymer prices. Gross margins expanded by 127 bps YoY. Reported EBITDA stood at Rs 52 Cr, up 20.6% YoY, with an EBITDA margin of 9.3%, a 192 bps YoY improvement. The company reported PAT of Rs 15 Cr, flat YoY. During the quarter, volumes remained flat YoY at 42,761 MT, reflecting a higher contribution from value-added products.

### Key Financials (Consolidated)

| (Rs Cr)       | Q2FY26 | QoQ (%) | YoY (%) | Axis Est. | Variance |
|---------------|--------|---------|---------|-----------|----------|
| Net Sales     | 595    | 2.4     | -4.4    | 667       | -10.9    |
| Adj. EBITDA   | 55     | 39.3    | 20.6    | 52        | 5.6      |
| EBITDA Margin | 9.3%   | 245bps  | 192bps  | 7.8%      | 145bps   |
| Net Profit    | 14.63  | 203.6   | -0.5    | 14        | 1.4      |
| EPS (Rs)      | 1.32   | 203.6   | -0.5    | 1.3       | 1.4      |

Source: Company, Axis Securities Research

(CMP as of 10<sup>th</sup> November, 2025)

|                            |          |
|----------------------------|----------|
| CMP (Rs)                   | 313      |
| Upside /Downside (%)       | 28%      |
| High/Low (Rs)              | 475/210  |
| Market cap (Cr)            | 3,455    |
| Avg. daily vol. (1m) Shrs. | 3,66,645 |
| No. of shares (Cr)         | 11.05    |

### Shareholding (%)

|           | Mar-25 | Jun-25 | Sep-25 |
|-----------|--------|--------|--------|
| Promoter  | 60.9   | 60.9   | 60.9   |
| FII's     | 6.2    | 3.8    | 3.7    |
| MFs / UTI | 14.8   | 15.4   | 15.6   |
| Others    | 18.1   | 19.9   | 19.7   |

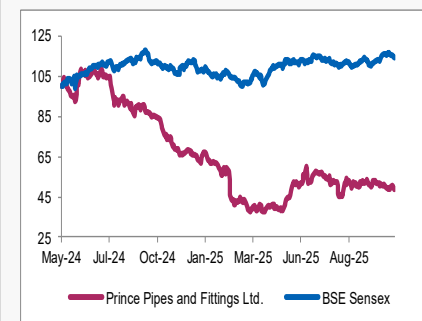
### Financial & Valuations

| Y/E Mar (Rs Cr) | FY26E | FY27E | FY28E |
|-----------------|-------|-------|-------|
| Net Sales       | 2,924 | 3,245 | 3,830 |
| EBITDA          | 284   | 341   | 402   |
| Net Profit      | 116   | 160   | 191   |
| EPS, Rs         | 10.4  | 14.5  | 17.3  |
| PER, x          | 32.3  | 23.2  | 19.5  |
| EV/EBITDA, x    | 15.4  | 12.5  | 10.4  |
| ROE, %          | 2.2   | 2.0   | 1.8   |
| Debt/Equity (%) | 6.8   | 8.7   | 9.3   |

### Change in Estimates (%)

| Y/E Mar | FY26E | FY27E |
|---------|-------|-------|
| Revenue | 0%    | 0%    |
| EBITDA  | 0%    | 0%    |
| PAT     | 0%    | 0%    |

### Relative Performance



Source: Ace Equity, Axis Securities Research

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## Valuation & Recommendation

Our estimates are broadly in line with the company's high single-digit growth guidance for the year. We believe a better product mix, combined with improved channel inventory confidence and sustained polymer prices, will lead to a gradual growth trajectory for the sector. **We continue to value the stock at a 23X FY28E to arrive at a TP of Rs 400/share and maintain our BUY rating on the stock, implying an upside of 28%.**

## Key Highlights from Concall

- **Distribution Network:** Ongoing efforts to widen dealer and retail footprint, particularly in Tier-II and Tier-III towns, to strengthen national presence.
- **Capacity Utilisations:** Healthy utilization levels; no major new capacity announced as existing facilities are sufficient to support near-term growth.
- **Working Capital:** Inventory levels remain comfortable; management is maintaining prudent control amid raw material volatility
- **Branding: A&P spends:** Management reiterated its continued investment in brand-building, especially to strengthen the Prince and Aquel brands. A&P spends remain in line with historical levels, with a focus on retail visibility, influencer engagement, and digital campaigns.
- **Begusarai Plant:** Management confirmed that the Begusarai plant (Bihar) has been successfully commissioned and is now operational. The facility is expected to serve demand in eastern and northeastern markets, plant supports both agri and plumbing product lines.
- **Market Consolidation:** It is noted that the shift from unorganised to organised players continues. It indicated sequential improvement in volumes and channel activity, suggesting market share gains in plumbing and CPVC categories as distribution expanded.

## Key Risks to Our Estimates and TP

- **Raw Material Volatility:** PVC price fluctuations remain a major risk — sudden spikes or sharp corrections can disrupt channel confidence, impact margins, and affect near-term demand.
- **Competitive Intensity:** Increasing competition from both organised and regional players could pressure pricing, particularly in commoditised PVC pipes.
- **Working Capital Management:** Higher inventory or credit support to dealers during volatile periods could temporarily stretch working capital.
- **Regulatory/Policy Risk:** Any changes in import duties or anti-dumping policies for CPVC resin could impact raw material costs and pricing flexibility.

**Change in Estimates**
**(Rs Cr)**

|               | Revised |       | Old   |       | % Change |       |
|---------------|---------|-------|-------|-------|----------|-------|
|               | FY26E   | FY27E | FY26E | FY27E | FY26E    | FY27E |
| Revenue       | 2,924   | 3,245 | 2,924 | 3,245 | 0%       | 0%    |
| EBITDA (Adj.) | 284     | 341   | 284   | 341   | 0%       | 0%    |
| PAT           | 116     | 160   | 116   | 160   | 0%       | 0%    |

Source: Company, Axis Securities Research

**Q2FY26 Results Review**
**(Rs Cr)**

| Particulars                         | Q2FY25 | Q1FY26 | Axis Sec Est (Rs Cr) | Q2FY26 | % Change (YoY) | % Change (QoQ) | Variance (%) |
|-------------------------------------|--------|--------|----------------------|--------|----------------|----------------|--------------|
| Revenue                             | 622    | 580    | 667                  | 595    | -4.4           | 2.4            | -10.9        |
| Growth (%)                          | 3%     | -19%   | 15%                  | 2%     | -47bps         | 2179bps        |              |
| Net Revenue                         | 622    | 580    | 667                  | 595    | -4.4           | 2.4            | -10.9        |
| Expenses:                           |        |        |                      |        |                |                |              |
| Costs of Raw Material Consumed      | 460    | 433    | -                    | 438    |                |                |              |
| Purchase Stock in Trade             | 29     | 17     | -                    | 13     |                |                |              |
| Change in Inventories               | -34    | -18    | -                    | -24    |                |                |              |
| Gross Profit                        | 168    | 148    | 174                  | 168    | 0.1            | 13.4           | -3.2         |
| Gross Margin                        | 27%    | 26%    | 26%                  | 28%    | 127bps         | 273bps         | 226bps       |
| Employee Benefits Expense           | 45     | 41     | 41                   | 45     | 0.7            | 8.9            | 8.9          |
| Other Expenses                      | 78     | 67     | 80                   | 68     | -12.4          | 1.0            | -15.1        |
| Total Expense                       | 576    | 541    | 615                  | 539    | -6.4           | -0.3           | -12.3        |
| EBITDA                              | 46     | 40     | 52                   | 55     | 20.6           | 39.3           | 5.6          |
| EBITDA Margin                       | 7%     | 7%     | 8%                   | 9%     | 192bps         | 245bps         | 145bps       |
| Depreciation & Amortization Expense | 28     | 31     | 31                   | 32     | 17.8           | 5.6            | 5.6          |
| EBIT                                | 18     | 9      | 21                   | 23     | 24.8           | 156.6          | 5.5          |
| Finance cost                        | 2      | 5      | 5                    | 4      | 173.7          | -13.8          | -13.8        |
| Other Income                        | 4      | 3      | 3                    | 2      | -58.9          | -41.0          | -41.0        |
| EBT                                 | 20     | 6      | 19                   | 20     | -3.2           | 210.9          | 4.1          |
| Profit Before Tax (PBT)             | 20     | 6      | 19                   | 20     | -3.2           | 210.9          | 4.1          |
| Tax Expense                         | 6      | 2      | 5                    | 5      | -10.3          | 233.5          | 12.6         |
| Profit After Tax                    | 15     | 5      | 14                   | 15     | -0.5           | 203.6          | 1.4          |
| PAT Margin                          | 2%     | 1%     | 2%                   | 2%     | 10bps          | 163bps         | 30bps        |

Source: Company, Axis Securities Research

## Financials (Consolidated)

### Profit & Loss

(Rs Cr)

| Y/E Mar                     | FY25  | FY26E | FY27E | FY28E |
|-----------------------------|-------|-------|-------|-------|
| Total operating revenues    | 2,524 | 2,924 | 3,245 | 3,830 |
| Growth (%)                  | -1.7  | 15.8  | 11.0  | 18.0  |
| EBITDA                      | 162   | 284   | 341   | 402   |
| EBITDA margin (%)           | 6.4   | 10    | 11    | 11    |
| Growth (%)                  | 18    | 113   | 11    | 18    |
| Depreciation & Amortization | 107   | 126   | 138   | 145   |
| EBIT                        | 69    | 171   | 217   | 271   |
| EBIT margin (%)             | 2.7   | 5.8   | 6.7   | 7.1   |
| Interest                    | 10    | 15    | 16    | 19    |
| Other income                | 14    | 14    | 14    | 14    |
| Profit before tax           | 59    | 156   | 201   | 252   |
| Total Tax                   | 16    | 41    | 40    | 61    |
| Profit After Tax            | 43    | 116   | 160   | 191   |
| net margin (%)              | 1.7   | 4.0   | 4.9   | 5.0   |
| EPS (Rs)                    | 4     | 10    | 15    | 17    |

Source: company, Axis Securities Research

### Balance Sheet

(Rs Cr)

| Y/E Mar                               | FY25         | FY26E        | FY27E        | FY28E        |
|---------------------------------------|--------------|--------------|--------------|--------------|
| Equity share capital                  | 111          | 111          | 111          | 111          |
| Other equity                          | 1,466        | 1,581        | 1,742        | 1,933        |
| Total Equity                          | 1,576        | 1,692        | 1,852        | 2,043        |
| <b>Non-Current Liabilities</b>        |              |              |              |              |
| Financial Liabilities                 | 95           | 95           | 95           | 95           |
| Other Non-current liabilities         | 41           | 41           | 41           | 41           |
| Total Non-Current Liabilities         | 136          | 136          | 136          | 136          |
| <b>Current Liabilities</b>            |              |              |              |              |
| Financial Liabilities                 | 517          | 520          | 567          | 623          |
| Other Current Liabilities             | 90           | 90           | 90           | 90           |
| Total Current Liabilities             | 607          | 610          | 657          | 713          |
| <b>Total Equity &amp; Liabilities</b> | <b>2,319</b> | <b>2,438</b> | <b>2,646</b> | <b>2,892</b> |
| <b>Non-Current Assets</b>             |              |              |              |              |
| Net Fixed Assets                      | 980          | 1,034        | 996          | 926          |
| Financial Assets                      | 53           | 53           | 53           | 53           |
| Total Non-Current Assets              | 1,034        | 1,087        | 1,049        | 980          |
| <b>Current Assets</b>                 |              |              |              |              |
| Inventories                           | 609          | 641          | 685          | 808          |
| Financial Assets                      | 548          | 582          | 783          | 963          |
| Other Current Assets                  | 128          | 128          | 128          | 128          |
| Total Current Assets                  | 1,286        | 1,351        | 1,596        | 1,913        |
| <b>Total Assets</b>                   | <b>2,319</b> | <b>2,438</b> | <b>2,646</b> | <b>2,892</b> |

Source: company, Axis Securities Research

**Cash Flow**
**(Rs Cr)**

| Y/E Mar                                                                                          | FY25        | FY26E       | FY27E       | FY28E      |
|--------------------------------------------------------------------------------------------------|-------------|-------------|-------------|------------|
| PBT                                                                                              | 59          | 156         | 201         | 252        |
| Depreciation                                                                                     | 107         | 126         | 138         | 145        |
| Others                                                                                           | 13          | 0           | 0           | 0          |
| Tax Paid                                                                                         | -28         | -41         | -40         | -61        |
| Changes in Working Capital                                                                       | -32         | -46         | -28         | -152       |
| <b>Net Cash from Operations</b>                                                                  | <b>119</b>  | <b>196</b>  | <b>271</b>  | <b>184</b> |
| Capex                                                                                            | -255        | -180        | -100        | -75        |
| Change in Investment                                                                             | 15          | 0           | 0           | 0          |
| Others                                                                                           | 6           | 0           | 0           | 0          |
| <b>Net Cash from Investing</b>                                                                   | <b>-235</b> | <b>-180</b> | <b>-100</b> | <b>-75</b> |
| Others                                                                                           | -39         | 0           | 0           | 0          |
| <b>Net Cash from Financing</b>                                                                   | <b>120</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>   |
| <b>Net Change in Cash</b>                                                                        | <b>4</b>    | <b>16</b>   | <b>171</b>  | <b>109</b> |
| Cash and cash equivalents at the beginning of the year<br>(less bank overdrafts) (refer note 14) | 76          | 0           | 0           | 0          |
| <b>Cash at the End of Year</b>                                                                   | <b>80</b>   | <b>97</b>   | <b>267</b>  | <b>376</b> |

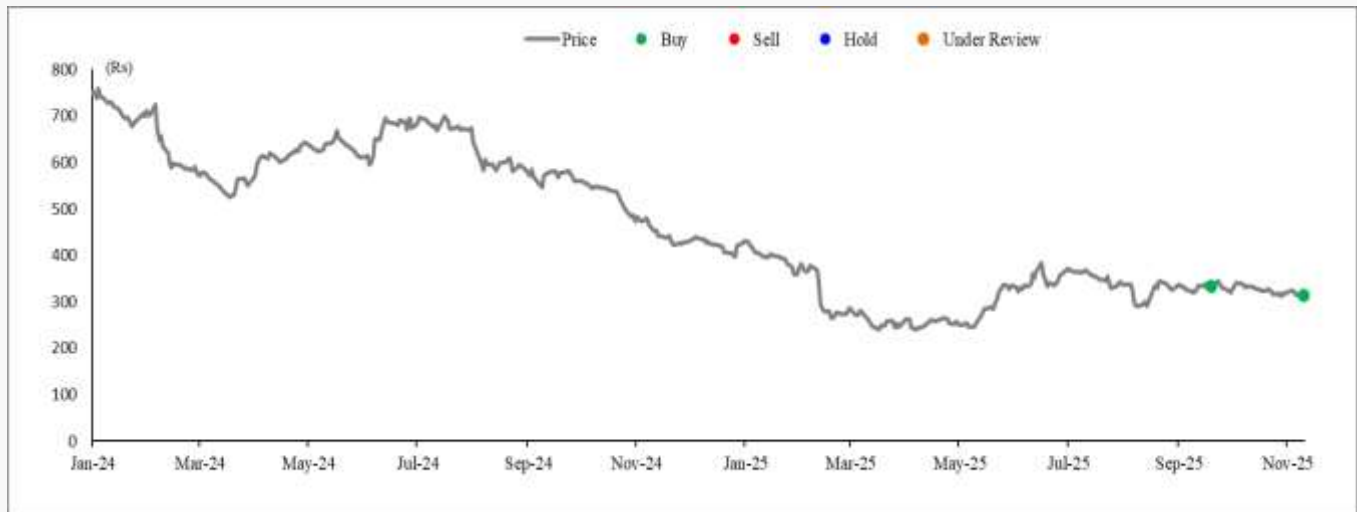
Source: company, Axis Securities Research

**Ratio Analysis**
**(x) / (%)**

| Y/E Mar                        | FY25   | FY26E  | FY27E  | FY28E  |
|--------------------------------|--------|--------|--------|--------|
| <b>PROFITABILITY RATIOS</b>    |        |        |        |        |
| EBITDA Margin (%)              | 6.4    | 9.7    | 10.5   | 10.5   |
| net margin (%)                 | 1.7    | 4.0    | 4.9    | 5.0    |
| Return on invested capital (%) | 3.0    | 7.0    | 8.2    | 9.4    |
| Return on equity (%)           | 2.7    | 6.8    | 8.7    | 9.3    |
| <b>EFFICIENCY RATIOS</b>       |        |        |        |        |
| Fixed Asset Turnover           | 2.57   | 2.83   | 3.26   | 4.13   |
| Debt to equity                 | 0.17   | 0.16   | 0.14   | 0.13   |
| Interest coverage              | 7.08   | 11.69  | 13.36  | 14.16  |
| Debtor days                    | 73     | 54     | 51     | 49     |
| Inventory days                 | 101    | 130    | 124    | 119    |
| Payable days                   | 49     | 55     | 54     | 54     |
| <b>PER SHARE DATA</b>          |        |        |        |        |
| EPS (Rs)                       | 3.90   | 10.45  | 14.51  | 17.27  |
| Book value per share (Rs)      | 142.59 | 153.03 | 167.55 | 184.82 |
| DPS (Rs)                       |        |        |        |        |
| <b>VALUATION RATIOS</b>        |        |        |        |        |
| P/E                            | 85.87  | 32.06  | 23.08  | 19.40  |
| P/BV                           | 2.35   | 2.19   | 2.00   | 1.81   |
| EV/EBITDA                      | 26.99  | 15.35  | 12.41  | 10.39  |

Source: company, Axis Securities Research

## Prince Pipes and Fittings Price Chart and Recommendation History



| Date      | Reco | TP  | Research            |
|-----------|------|-----|---------------------|
| 23-Sep-25 | BUY  | 400 | Initiating Coverage |
| 11-Nov-25 | BUY  | 400 | Result Update       |
|           |      |     |                     |

Source: Axis Securities Research

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| <b>Ratings</b> | <b>Expected absolute returns over 12 – 18 months</b>                                                           |
|----------------|----------------------------------------------------------------------------------------------------------------|
| BUY            | More than 10%                                                                                                  |
| HOLD           | Between 10% and -10%                                                                                           |
| SELL           | Less than -10%                                                                                                 |
| NOT RATED      | We have forward-looking estimates for the stock, but we refrain from assigning a valuation and recommendation. |
| UNDER REVIEW   | We will revisit our recommendation, valuation and estimates on the stock following recent events.              |
| NO STANCE      | We do not have any forward-looking estimates, valuations or recommendations for the stock.                     |

Note: Returns stated in the rating scale are our internal benchmark.