

**motilal
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Financial Services

September 2025 Results Preview | Sector: Consumer

Consumer

Result Preview

Trade disturbance and early festive season to impact growth trend; all eyes on commentary

In our consumer coverage universe, almost all segments are expected to deliver revenue/EBITDA growth YoY in 2025H1 – staples +15%/16%, paints & adhesives +16%/18%, Home +16%/18%, consumer +16%/18%, QSR +16%/18%, and jewelry +16%/18%.

Consumption trend to be uneven; Liquor/Jewelry to outperform in 2025H1, despite underlying trends being stable for most of the quarter, but 25 saw variation owing to GST 2.0, early festive, and extended monsoon. We expect liquor and jewelry companies to still deliver better growth and profitability margins in 2025H1. Several staple companies (particularly personal care) have passed on GST benefits even prior to 25th Sep. It will have some bearings on margins. QSR and paint companies continue to see demand pressure and are likely to see weak EBITDA margin. Liquor and jewelry companies are expected to deliver strong profit growth.

Staple companies are expected to see massive benefits from GST 2.0, but the trade transition has been impacting primary growth in the interim. We expect the transition impact more for personal care categories (early GST benefit pass-on, delay in channel clearing for winter portfolio, etc.) than packaged food companies. Price packs (LUPs) were expected to see more grammage addition to pass on GST rate cut, but due to new pack manufacturing (existing variants, etc.) challenges, these packs have also seen MRP cuts than grammage addition. All such transition changes will be critical and we expect volatility from Nov 25 onward. Similarly, QSR performance may not reflect the true demand trend, but the management commentary will be more critical to gauge the 2025H1 outlook. Key case material price revision, and we expect gross margin pressure to persist for most consumer companies. Moreover, staple companies (particularly personal care) have passed on GST benefits even prior to 25th Sep, which will have some bearings on margins. We model gross margin contraction of 150bp YoY and EBITDA margin contraction of 150bp as a YoY basis due to high MRP cuts and negative operating leverage. For staple companies under our coverage, we expect sales growth of 15%, while EBITDA may remain flat YoY and PAT to decline by 20% in 2025H1.

Paints & Adhesives companies are still grappling with muted demand and elevated competition intensity. The third and fourth quarter saw a minor recovery was noted in Sep. Similar to last year, there can be a curtailed festive period due to extended monsoon and early Diwali. Non-discretionary products have seen higher volume growth, but revenue growth for most companies is expected to be flat. We still build in a 400bp gap between volume and revenue growth due to an adverse product mix. EBITDA margins are likely to remain range bound due to the impact of negative operating leverage. We build in sales/EBITDA/PAT growth of 20%/20%/10% for our coverage companies in 2025.

Company	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987	1986	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961	1960	1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939	1938	1937	1936	1935	1934	1933	1932	1931	1930	1929	1928	1927	1926	1925	1924	1923	1922	1921	1920	1919	1918	1917	1916	1915	1914	1913	1912	1911	1910	1909	1908	1907	1906	1905	1904	1903	1902	1901	1900	1899	1898	1897	1896	1895	1894	1893	1892	1891	1890	1889	1888	1887	1886	1885	1884	1883	1882	1881	1880	1879	1878	1877	1876	1875	1874	1873	1872	1871	1870	1869	1868	1867	1866	1865	1864	1863	1862	1861	1860	1859	1858	1857	1856	1855	1854	1853	1852	1851	1850	1849	1848	1847	1846	1845	1844	1843	1842	1841	1840	1839	1838	1837	1836	1835	1834	1833	1832	1831	1830	1829	1828	1827	1826	1825	1824	1823	1822	1821	1820	1819	1818	1817	1816	1815	1814	1813	1812	1811	1810	1809	1808	1807	1806	1805	1804	1803	1802	1801	1800	1799	1798	1797	1796	1795	1794	1793	1792	1791	1790	1789	1788	1787	1786	1785	1784	1783	1782	1781	1780	1779	1778	1777	1776	1775	1774	1773	1772	1771	1770	1769	1768	1767	1766	1765	1764	1763	1762	1761	1760	1759	1758	1757	1756	1755	1754	1753	1752	1751	1750	1749	1748	1747	1746	1745	1744	1743	1742	1741	1740	1739	1738	1737	1736	1735	1734	1733	1732	1731	1730	1729	1728	1727	1726	1725	1724	1723	1722	1721	1720	1719	1718	1717	1716	1715	1714	1713	1712	1711	1710	1709	1708	1707	1706	1705	1704	1703	1702	1701	1700	1699	1698	1697	1696	1695	1694	1693	1692	1691	1690	1689	1688	1687	1686	1685	1684	1683	1682	1681	1680	1679	1678	1677	1676	1675	1674	1673	1672	1671	1670	1669	1668	1667	1666	1665	1664	1663	1662	1661	1660	1659	1658	1657	1656	1655	1654	1653	1652	1651	1650	1649	1648	1647	1646	1645	1644	1643	1642	1641	1640	1639	1638	1637	1636	1635	1634	1633	1632	1631	1630	1629	1628	1627	1626	1625	1624	1623	1622	1621	1620	1619	1618	1617	1616	1615	1614	1613	1612	1611	1610	1609	1608	1607	1606	1605	1604	1603	1602	1601	1600	1599	1598	1597	1596	1595	1594	1593	1592	1591	1590	1589	1588	1587	1586	1585	1584	1583	1582	1581	1580	1579	1578	1577	1576	1575	1574	1573	1572	1571	1570	1569	1568	1567	1566	1565	1564	1563	1562	1561	1560	1559	1558	1557	1556	1555	1554	1553	1552	1551	1550	1549	1548	1547	1546	1545	1544	1543	1542	1541	1540	1539	1538	1537	1536	1535	1534	1533	1532	1531	1530	1529	1528	1527	1526	1525	1524	1523	1522	1521	1520	1519	1518	1517	1516	1515	1514	1513	1512	1511	1510	1509	1508	1507	1506	1505	1504	1503	1502	1501	1500	1499	1498	1497	1496	1495	1494	1493	1492	1491	1490	1489	1488	1487	1486	1485	1484	1483	1482	1481	1480	1479	1478	1477	1476	1475	1474	1473	1472	1471	1470	1469	1468	1467	1466	1465	1464	1463	1462	1461	1460	1459	1458	1457	1456	1455	1454	1453	1452	1451	1450	1449	1448	1447	1446	1445	1444	1443	1442	1441	1440	1439	1438	1437	1436	1435	1434	1433	1432	1431	1430	1429	1428	1427	1426	1425	1424	1423	1422	1421	1420	1419	1418	1417	1416	1415	1414	1413	1412	1411	1410	1409	1408	1407	1406	1405	1404	1403	1402	1401	1400	1399	1398	1397	1396	1395	1394	1393	1392	1391	1390	1389	1388	1387	1386	1385	1384	1383	1382	1381	1380	1379	1378	1377	1376	1375	1374	1373	1372	1371	1370	1369	1368	1367	1366	1365	1364	1363	1362	1361	1360	1359	1358	1357	1356	1355	1354	1353	1352	1351	1350	1349	1348	1347	1346	1345	1344	1343	1342	1341	1340	1339	1338	1337	1336	1335	1334	1333	1332	1331	1330	1329	1328	1327	1326	1325	1324	1323	1322	1321	1320	1319	1318	1317	1316	1315	1314	1313	1312	1311	1310	1309	1308	1307	1306	1305	1304	1303	1302	1301	1300	1299	1298	1297	1296	1295	1294	1293	1292	1291	1290	1289	1288	1287	1286	1285	1284	1283	1282	1281	1280	1279	1278	1277	1276	1275	1274	1273	1272	1271	1270	1269	1268	1267	1266	1265	1264	1263	1262	1261	1260	1259	1258	1257	1256	1255	1254	1253	1252	1251	1250	1249	1248	1247	1246	1245	1244	1243	1242	1241	1240	1239	1238	1237	1236	1235	1234	1233	1232	1231	1230	1229	1228	1227	1226	1225	1224	1223	1222	1221	1220	1219	1218	1217	1216	1215	1214	1213	1212	1211	1210	1209	1208	1207	1206	1205	1204	1203	1202	1201	1200	1199	1198	1197	1196	1195	1194	1193	1192	1191	1190	1189	1188	1187	1186	1185	1184	1183	1182	1181	1180	1179	1178	1177	1176	1175	1174	1173	1172	1171	1170	1169	1168	1167	1166	1165	1164	1163	1162	1161	1160	1159	1158	1157	1156	1155	1154	1153	1152	1151	1150	1149	1148	1147	1146	1145	1144	1143	1142	1141	1140	1139	1138	1137	1136	1135	1134	1133	1132	1131	1130	1129	1128	1127	1126	1125	1124	1123	1122	1121	1120	1119	1118	1117	1116	1115	1114	1113	1112	1111	1110	1109	1108	1107	1106	1105	1104	1103	1102	1101	1100	1099	1098	1097	1096	1095	1094	1093	1092	1091	1090	1089	1088	1087	1086	1085	1084	1083	1082	1081	1080	1079	1078	1077	1076	1075	1074	1073	1072	1071	1070	1069	1068	1067	1066	1065	1064	1063	1062	1061	1060	1059	1058	1057	1056	1055	1054	1053	1052	1051	1050	1049	1048	1047	1046	1045	1044	1043	1042	1041	1040	1039	1038	1037	1036	1035	1034	1033	1032	1031	1030	1029	1028	10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Jewelry vs. QSR vs. paints vs. innerwear

In the discretionary segment, most discussions were constructive, with a positive bias toward long-term growth drivers. Jewelry demonstrated the strongest growth among discretionary categories; however, given the unique nature of India's jewelry demand relative to global markets, some investors remained cautious about long-term growth prospects. QSR drew significant interest, though uncertainty persists due to sustained pressure on unit economics. Stock underperformance presents upside potential, but more evidence of recovery is needed. Given slow industry growth and competitive pressure, Paints and Innerwear (PAGE) garnered limited investor interest.

Demand pickup amid the festive period

Investors showed interest in evaluating demand pickup during the festive period, particularly in the context of GST 2.0, transitional impacts, and general festive demand trends. We noted that jewelry companies observed a recovery in growth by the end of September, a trend that has continued into October. Many consumers remained on the sidelines during August-September due to gold price volatility, but they became actively engaged in the last 15-20 days, anticipating further price increases. Other categories saw the usual festive season pickup, though the evidence of a significant trend is not yet conclusive.

Framework for evaluating companies

Investors typically follow a framework suited for evaluating multiple global markets. India is an important market for most fund houses, often carrying decent portfolio weight. Consequently, investors tend to favor simpler business models with longevity that can deliver at least 15% stock returns (12% in dollar terms). This framework naturally limits the pool of investable stocks (select large caps and quality mid-caps) with healthy earnings growth, strong corporate practices, and reasonable valuations.

The preferred picks

In the discretionary category, Titan, Radico Khaitan, and PN Gadgil emerged as the preferred picks. The recent correction in Jubilant Foodworks also presents limited downside risk. In the staples category, Britannia, HUL, and Marico were the favored choices.

Exhibit 1: Valuation Summary

Company	CMP (INR)	Target Price (INR)	Reco	EPS (INR)			EPS Growth YoY (%)			P/E (x)			EV/EBITDA (x)			RoE (%)	Div. (%)
				FY25	FY26E	FY27E	FY25	FY26E	FY27E	FY25	FY26E	FY27E	FY25	FY26E	FY27E	FY25	FY25
Staples																	
BRIT	6,050	6,500	Neutral	91.9	103.6	121.6	4	13	17	66	58	50	45	40	35	53.4	1.2
CLGT	2,238	2,850	Buy	51.4	51.9	57.8	4	1	11	44	43	39	31	31	28	79.0	2.3
DABUR	508	625	Buy	10.2	11.1	12.6	(4)	9	14	50	46	40	36	32	28	17.4	1.6
HMN	545	725	Buy	20.3	20.7	22.7	12	2	9	27	26	24	23	22	19	34.4	1.8
GCPL	1,131	1,450	Buy	18.5	21.8	26.7	(4)	17	23	61	52	42	39	36	30	15.4	1.8
HUVR	2,517	3,050	Buy	44.3	45.8	52.1	1	3	14	57	55	48	40	39	35	20.7	2.1
ITC	417	500	Buy	16.0	17.0	18.7	(3)	7	10	26	25	22	19	18	16	27.7	3.4
JYL	321	365	Neutral	10.2	10.7	11.9	4	5	12	31	30	27	22	21	19	19.4	1.1
MRCO	725	850	Buy	12.4	14.0	16.3	8	13	16	59	52	45	43	39	32	40.9	1.6
NESTLE	1,281	1,300	Neutral	16.0	16.9	20.1	(22)	5	20	80	76	64	51	47	40	83.9	1.1
PG	13,568	15,000	Neutral	195.9	269.5	297.0	(11)	38	10	69	50	46	51	37	34	84.2	1.2
Paints																	
APNT	2,503	2,500	Neutral	42.5	44.2	51.8	(27)	4	17	59	57	48	39	37	33	21.4	1.8
INDIGOPN	1,034	1,350	Buy	29.8	31.3	36.5	(4)	5	16	35	33	28	20	19	16	14.7	0.3
PIDI	1,507	1,600	Neutral	20.7	24.1	27.7	17	17	15	73	62	54	50	44	38	23.1	0.7
Liquor																	
UNSP	1,356	1,500	Neutral	19.8	21.3	23.6	26	8	11	69	64	57	46	43	38	18.2	0.6
RDCK	3,221	3,375	Buy	25.8	40.6	51.9	35	57	28	125	79	62	66	48	40	12.8	0.1
UBBL	1,829	2,000	Neutral	17.7	20.7	30.4	14	17	47	104	88	60	57	49	38	10.9	0.4
Innerwear																	
PAGE	41,028	50,000	Buy	652.9	725.3	830.8	28	11	15	63	57	49	43	39	34	51.8	2.2
QSR																	
UFBL	212	265	Neutral	-6.9	-8.1	-7.6	Loss	Loss	Loss	NM	NM	NM	4	4	4	-7.5	0.0
DEVYANI	163	200	Buy	0.2	0.3	1.4	(76)	63	369	870	536	114	27	27	21	2.1	0.0
JUBI	591	700	Neutral	3.6	5.8	8.2	(10)	62	41	165	102	72	28	24	20	11.2	0.2
RBA	71	135	Buy	-4.0	-2.4	-0.6	Loss	Loss	Loss	NM	NM	NM	14	11	7	-30.6	0.0
SAPPHIRE	287	350	Buy	1.0	-0.3	2.0	(39)	PL	LP	288	NM	142	19	20	15	2.3	0.0
WESTLIFE	588	750	Neutral	0.8	1.1	4.2	(82)	42	280	750	530	139	33	31	24	2.0	0.0
Jewelry																	
KALYANKJ	495	650	Buy	7.8	11.1	13.6	35	42	23	63	45	36	32	24	21	17.9	0.3
PNG	671	825	Buy	17.4	23.8	29.0	32	37	22	39	28	23	27	18	16	22.6	0.0
SENCO	321	385	Neutral	12.4	17.2	18.4	6	39	7	26	19	17	15	12	11	12.1	0.3
TTAN	3,715	4,150	Buy	42.3	55.1	65.5	8	30	19	88	67	57	55	43	38	35.8	0.3

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NOTES

Explanation of Investment Rating	
Investment Rating	Expected return (over 12-month)
BUY	>=15%
SELL	< - 10%
NEUTRAL	< - 10 % to 15%
UNDER REVIEW	Rating may undergo a change
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation

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