

## Choosing profitability over market share

Internet ▶ Result Update ▶ April 29, 2026

CMP (Rs): 253 | TP (Rs): 370

**Eternal's Q4FY26 results came in below expectations, as Blinkit's NOV growth decelerated (8.2% QoQ, from 13.9% in Q3FY26), primarily on account of heightened competitive intensity, seasonality, and fewer days in the quarter. The company has now guided for 60% NOV growth over the next 3 years for its QCom business, lower than the earlier indicated expectations of +100% growth for FY27. In contrast, adj EBITDA increased to Rs370mn, from Rs40mn in Q3FY26, above median street estimates. For consecutive quarters, we are seeing better-than-expected profitability, while the growth has disappointed. This trend indicates Blinkit's preference for profitability over market share. As Blinkit is not losing MTUs, but is seeing softness in frequency and AOV, we believe in a consolidation scenario, it should be able to regain market share provided it leverages its larger presence and superior execution. Food delivery showed strong growth, with adj EBITDA growing 24.3% YoY, along with 18.8% NOV growth. Considering Eternal's strong execution track record in QCom, reflected in its superior unit economics, steady food delivery momentum, and adequate cash reserves, we retain BUY and TP of Rs370.**

**Blinkit: Holding on customers, losing on frequency**

Blinkit's NOV growth decelerated to 8.2% QoQ from 13.9%/26.9% in Q3/Q2FY26. While MTU growth was strong (15.3% QoQ), monthly frequency declined to 3.36, lowest in the last 10 quarters, along with a 3.9% decline in NAOV to Rs525. We attribute this to customers using multiple platforms for price arbitrage. Contribution margins remained flat QoQ, as direct cost per order declined 2.2% QoQ. Active dark stores' count rose to 2,243 (net additions of 216). Outside top-8 cities, the company is seeing faster store ramp-up and profitability, comparable to mature markets, despite lower NAOVs, driven by lower real estate and operating costs, in line with our research findings ([link](#)).

**Food delivery remains a cash cow with duopoly market structure**

Food delivery's (Zomato) NOV growth accelerated to 18.8% YoY from 16.6% YoY in Q3FY26, with a 21.5% YoY increase in MTU. Adj EBITDA grew 18% YoY to Rs5.3bn, with 5.5% margin, flat QoQ. Food delivery remains a cash cow for the company with a supportive duopoly market structure. Hyperpure reported 8.6% QoQ revenue decline due to seasonality and adj EBITDA of Rs50mn. District NOV growth accelerated to 47% YoY, with adj EBITDA loss narrowing to Rs810mn, from Rs1.21bn in Q3FY26.

**Outlook and valuations: Best placed to capitalize on the large QCom opportunity**

We are convinced of the QCom opportunity in India, the strong underlying unit economics of the business at maturity, and Blinkit's superior execution vs other players. In the land-grab phase, near-term increase in competitive intensity will remain elevated, impacting profitability and growth, in our view. The stock trades at 32.5x FY28E EV/EBITDA. We maintain BUY with a DCF-based target price of Rs370, which implies 34.3x multiple for FY28E adj EBITDA for food delivery and 1.73x multiple for FY28E QCom NOV.

Target Price – 12M	Mar-27
Change in TP (%)	-
Current Reco.	BUY
Previous Reco.	BUY
Upside/(Downside) (%)	46.2

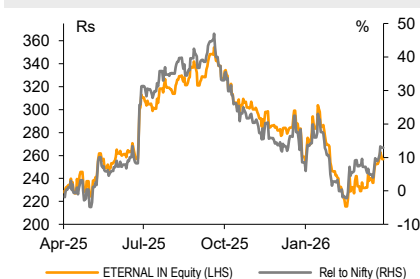
Stock Data	ETERNAL IN
52-week High (Rs)	368
52-week Low (Rs)	213
Shares outstanding (mn)	9,650.4
Market-cap (Rs bn)	2,442
Market-cap (USD mn)	25,831
Net-debt, FY27E (Rs mn)	(226,213.2)
ADTV-3M (mn shares)	45.9
ADTV-3M (Rs mn)	14,053.9
ADTV-3M (USD mn)	148.6
Free float (%)	0.7
Nifty-50	23,995.7
INR/USD	94.5

**Shareholding, Mar-26**

Promoters (%)	0.0
FPIs/MFs (%)	32.6/36.0

**Price Performance**

(%)	1M	3M	12M
Absolute	8.5	(5.0)	11.4
Rel. to Nifty	3.2	0.4	12.9

**1-Year share price trend (Rs)****Eternal: Financial Snapshot (Consolidated)**

Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	202,430	543,640	930,081	1,386,950	1,862,853
EBITDA	6,370	12,080	34,166	69,617	108,352
Adj. PAT	5,260	3,660	13,625	29,632	49,605
Adj. EPS (Rs)	0.6	0.4	1.5	3.2	5.4
EBITDA margin (%)	3.1	2.2	3.7	5.0	5.8
EBITDA growth (%)	1,416.7	89.6	182.8	103.8	55.6
Adj. EPS growth (%)	43.4	(31.3)	272.3	117.5	67.4
RoE (%)	2.1	1.2	4.2	8.4	12.4
RoIC (%)	(2.7)	(2.8)	9.0	26.0	45.0
P/E (x)	436.4	630.8	150.7	80.6	45.6
EV/EBITDA (x)	320.6	169.1	59.8	29.3	18.8
P/B (x)	7.6	7.8	7.2	6.4	5.5
FCFF yield (%)	(0.5)	(1.0)	(0.1)	1.2	3.1

Source: Company, Emkay Research

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## Key exhibits

### Exhibit 1: Quarterly results summary

(Rs mn)	Q4FY25	Q1FY26	Q2FY26	Q3FY26	Q4FY26	QoQ	YoY
Revenue from operations	58,330	71,670	135,900	163,150	172,920	6.0%	196.5%
Purchases of stock-in-trade	16,580	25,570	87,950	100,760	106,870	6.1%	544.6%
Changes in inventories of stock-in-trade	-260	-2,730	-10,530	-2,900	-3,860	33.1%	1384.6%
COGS	16,320	22,840	77,420	98,010	103,400	5.5%	533.6%
Delivery and related charges	15,520	18,690	22,130	23,760	26,070	9.7%	68.0%
Contribution profit	26,490	30,140	36,350	41,380	43,450	5.0%	64.0%
Contribution margin %	45.4%	42.1%	26.7%	25.4%	25.1%	-24 bps	-2029 bps
Advertising and sales promotion	6,340	6,710	8,060	9,370	9,360	-0.1%	47.6%
Employee cost (Excl ESOPs)	5,330	6,200	6,910	6,870	7,190	4.7%	34.9%
Other expenses	11,930	13,980	17,250	19,190	19,960	4.0%	67.3%
Indirect expenses	23,600	26,890	32,220	35,430	36,510	3.0%	54.7%
EBITDA before ESOP expense	2,890	3,250	4,130	5,950	6,940	16.6%	140.1%
Margin %	5.0%	4.5%	3.0%	3.6%	4.0%	37 bps	-94 bps
Share-based payment expenses	2,170	2,100	1,740	2,270	2,080	-8.4%	-4.1%
Reported EBITDA	720	1,150	2,390	3,680	4,860	32.1%	575.0%
Margin %	1.2%	1.6%	1.8%	2.3%	2.8%	55 bps	158 bps
Depreciation and amortization expense	2,870	3,140	3,760	4,390	4,680	6.6%	63.1%
EBIT	-2,150	-1,990	-1,370	-710	180	-125.4%	-108.4%
Margin %	-3.7%	-2.8%	-1.0%	-0.4%	0.1%	54 bps	379 bps
Finance costs	560	670	860	1,070	1,320	23.4%	135.7%
Other income	3,680	3,540	3,520	3,480	3,420	-1.7%	-7.1%
PBT before exceptionals	970	880	1,290	1,700	2,280	34.1%	135.1%
Margin %	1.7%	1.2%	0.9%	1.0%	1.3%	28 bps	-34 bps
Income tax expense	580	630	640	680	540	-20.6%	-6.9%
Tax rate	60%	72%	50%	40%	24%	-1632 bps	-3612 bps
PAT before exceptionals	390	250	650	1,020	1,740	70.6%	346.2%
Margin %	0.7%	0.3%	0.5%	0.6%	1.0%	38 bps	34 bps
Exceptional items	-	-	-	-	-		
Profit/(Loss) for the period	390	250	650	1,020	1,740	70.6%	346.3%
Margin %	0.7%	0.3%	0.5%	0.6%	1.0%	38 bps	34 bps
Basic	0.04	0.03	0.07	0.11	0.19	69.1%	340.4%
Diluted	0.04	0.03	0.07	0.11	0.19	69.1%	340.4%

Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarqueresolutions)

**Exhibit 2: Quarterly results summary for the QCom business (Blinkit)**

(Rs bn)	Q4FY25	Q1FY26	Q2FY26	Q3FY26	Q4FY26	QoQ	YoY
Average monthly transacting users (mn)	13.7	16.9	20.8	23.6	27.2	15.3%	98.5%
Monthly frequency	3.4	3.5	3.6	3.4	3.4	-2.3%	-2.6%
Reported total orders (mn)	141.7	176.7	222.7	243.3	273.9	12.6%	93.3%
NAOV	520	521	524	547	525	-3.9%	1.1%
NOV	73.6	92.0	116.8	133.0	143.9	8.2%	95.4%
Revenue	17.1	24.0	98.9	122.6	132.3	8.0%	674.3%
Take rate (% on NOV)	23.2%	26.1%	84.7%	92.2%	92.0%	-17 bps	6876 bps
Revenue per order (Rs)	120.6	135.8	444.1	503.7	483.1	-4.1%	300.6%
Gross profit	17.1	21.7	31.3	35.4	38.7	9.3%	126.3%
Gross margin	23.2%	23.6%	26.8%	26.6%	26.9%	27 bps	367 bps
Gross profit per order (Rs)	120.6	122.7	140.6	145.5	141.2	-2.9%	17.1%
Direct costs	14.2	18.1	25.9	28.0	30.9	10.1%	117.3%
Direct costs per order (Rs)	100	102	116	115	113	-2.2%	12.4%
Contribution	2.9	3.6	5.4	7.4	7.8	6.3%	170.6%
Contribution margin (as a % of NOV)	3.9%	3.9%	4.6%	5.5%	5.4%	-10 bps	151 bps
Contribution profit per order (Rs)	20.4	20.4	24.3	30.3	28.6	-5.6%	40.0%
Indirect costs	4.7	5.2	7.0	7.3	7.5	1.8%	59.5%
Adjusted EBITDA	-1.8	-1.6	-1.6	0.0	0.4		
Adjusted EBITDA (as a % of NOV)	-2.4%	-1.8%	-1.3%	0.0%	0.3%	23 bps	268 bps
Adjusted EBITDA per order (Rs)	-12.6	-9.2	-7.0	0.2	1.4		
Active Dark Stores (exit)	1,301	1,544	1,816	2,027	2,243	216	942
Orders/dark store/day (#)	1,364	1,380	1,473	1,407	1,425	1.3%	4.5%
NOV/dark store/day (Rs '000)	709	719	772	769	749	-2.7%	5.6%
Average monthly active delivery partners ('000)	185	243	339	369	409	10.8%	121.1%

Source: Company, Emkay Research

**Exhibit 3: Quarterly results summary for the food delivery business (Zomato)**

(Rs bn)	Q4FY25	Q1FY26	Q2FY26	Q3FY26	Q4FY26	QoQ	YoY
Monthly frequency	3.35	3.28	3.31	3.45	3.50	1.6%	4.7%
Average monthly transacting users (mn)	20.90	22.90	24.10	24.90	25.40	2.0%	21.5%
NAOV (Rs)	391	398	393	382	366	-4.4%	-6.6%
Estimated total orders (mn)	210	225	240	258	267	3.6%	27.2%
NOV	82.1	89.7	94.2	98.5	97.6	-0.9%	18.8%
Adjusted revenue	24.1	26.6	28.6	30.5	31.3	2.4%	29.7%
Take rate (% of NOV)	29.3%	29.6%	30.4%	31.0%	31.0%	-1 bps	166 bps
Adjusted revenue per order (Rs)	115	118	119	119	117	-1.2%	2.0%
Direct costs	15.7	17.7	18.9	20.3	21.3	4.8%	35.7%
Direct costs per order (Rs)	75	79	79	79	80	1.1%	6.7%
Contribution profit	8.4	8.9	9.8	10.2	10.0	-2.4%	18.5%
Contribution margin (as a % of NOV)	10.3%	9.9%	10.4%	10.4%	10.2%	-16 bps	-3 bps
Contribution per order (Rs)	40	39	41	40	37	-5.9%	-6.8%
Indirect costs	4.1	4.3	4.7	4.9	4.7	-5.3%	12.6%
Adjusted EBITDA	4.3	4.5	5.0	5.3	5.3	0.2%	24.3%
Adjusted EBITDA (as a % of NOV)	5.2%	5.0%	5.3%	5.4%	5.5%	6 bps	24 bps
Adjusted EBITDA per order (Rs)	20.4	20.0	21.0	20.6	19.9	-3.3%	-2.3%
NAOV per MTU per month (Rs)	1,309	1,305	1,303	1,318	1,280	-2.9%	-2.2%
Average monthly transacting restaurant partners (#)	314	313	327	336	344	2.4%	9.6%
Average monthly active delivery partners ('000)	444	509	555	567	576	1.6%	29.7%

Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions)

**Exhibit 4: Quarterly summary for the going-out business (District)**

(Rs bn)	Q4FY25	Q1FY26	Q2FY26	Q3FY26	Q4FY26	QoQ	YoY
NOV	18.7	20.1	20.6	25.9	27.4	5.8%	46.5%
Adjusted revenue	2.3	2.1	1.9	3.0	2.8	-7.7%	21.0%
Take rate (as a % of NOV)	12.3%	10.3%	9.2%	11.6%	10.1%	-147 bps	-213 bps
Costs	2.76	2.61	2.52	4.21	3.58	-15.0%	29.7%
Adjusted EBITDA	-0.5	-0.5	-0.6	-1.2	-0.8		
Adjusted EBITDA (as a % of NOV)	-2.5%	-2.7%	-3.1%	-4.7%	-3.0%	172 bps	-44 bps

Source: Company, Emkay Research

**Exhibit 5: Quarterly summary for the supply chain and distribution business (Hyperpure)**

(Rs bn)	Q4FY25	Q1FY26	Q2FY26	Q3FY26	Q4FY26	QoQ	YoY
Revenue	18.4	23.0	10.2	10.7	9.8	-8.6%	-46.8%
Adjusted EBITDA	-0.2	-0.2	-0.1	0.0	0.1		
Adjusted EBITDA (as a % of Revenue)	-1.2%	-0.8%	-0.5%	0.1%	0.5%	42 bps	171 bps

Source: Company, Emkay Research

**Exhibit 6: Global DCF assumptions**

Parameters	Value
Beta	1.08
Risk free rate (Rf)	6.7%
Market return (Km)	12.7%
Risk premium	6.0%
Required rate of return (Cost of Equity)	13.2%
Cost of debt	10.0%
Tax rate	25.0%
After-tax cost of debt	7.5%
Total debt	0%
Shareholders' fund	100%
<b>WACC</b>	<b>13.16%</b>

Source: Emkay Research

**Exhibit 7: Our DCF-based valuation framework**

(Rs bn)	Food delivery	QCom	Going-out	Hyperpure	Total
Duration of stage 0 (years)	10	10	10	10	10
PV of stage 0 (i)	289	512	25	5	831
Growth of Stage 1	12.0%	12.0%	10%	12%	
Stage 1 duration (years)	10	10	10	10	10
PV of stage 1 (ii)	332	765	42	7	1,146
Terminal growth rate	5%	5%	5%	5%	5%
PV of terminal stage (iii)	408	939	47	9	1,403
<b>EV (i+ii+iii)</b>	<b>1,029</b>	<b>2,216</b>	<b>114</b>	<b>21</b>	<b>3,380</b>
Net cash					183
<b>Target m-cap</b>					<b>3,563</b>
<b>TP (Rs)</b>					<b>370</b>

Source: Emkay Research

**Exhibit 8: Implied multiples on our projected segmental metrics**

(x)	EV/NOV			EV/adjusted EBITDA		
	FY28E	FY29E	FY30E	FY28E	FY29E	FY30E
Food delivery	2.01	1.76	1.55	34.3	28.7	23.8
QCom	1.73	1.27	1.01	67.9	36.7	23.7
Going-out	0.81	0.67	0.56	-2,205.8	57.2	26.6
Hyperpure	0.42	0.36	0.31	59.2	41.9	30.0

Source: Emkay Research

## Investment thesis

- **QCom's execution excellence:** Eternal demonstrates unmatched execution across its operationally intensive quick commerce (QCom) business. Blinkit has built a decisive leadership through superior sourcing, inventory management, and aggressive category and geographical expansion into tier 3/4 cities, where it has a meaningful first-mover advantage. Backed by superior unit economics, robust cash reserves, and India's largest fulfillment network, Eternal is uniquely positioned to capture the lion's share of the QCom market without compromising on profitability during its aggressive expansion.
- **Food delivery business is a cash cow with duopoly market structure:** Zomato's food delivery business is a cash cow protected by a duopoly moat, with the largest pie in the industry and industry-leading margins. We believe that the duopoly market structure is guarded by a massive "cash burn at entry" moat.

## Key risks

- Heightened competitive intensity leading to market share erosion
- Regulatory and labor headwinds

**Exhibit 9: Our assumptions and estimates for Blinkit**

(Rs bn)	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E	FY30E
Average monthly transacting users (mn)	3.1	5.2	10.7	27.2	42.5	57.2	69.8	79.6
Monthly frequency	2.54	3.29	3.51	3.74	3.63	3.82	3.99	4.11
Reported total orders (mn)	119	203	424	917	1,518	2,288	3,039	3,686
NAOV	-	516	528	530	540	559	576	594
NOV	-	105	224	486	819	1,278	1,751	2,188
Revenue	10.6	23.0	52.1	377.8	755.2	1,182	1,626	2,037
Take rate (% on NOV)	0.0%	21.9%	23.3%	77.8%	92.2%	92.5%	92.8%	93.1%
Revenue per order (Rs)	89	113	123	412	498	517	535	553
Gross profit	10.6	23.0	52.1	127.1	216.9	341.2	471.2	593.5
Gross margin		21.9%	23.3%	26.2%	26.5%	26.7%	26.9%	27.1%
Gross profit per order (Rs)	89	113	123	139	143	149	155	161
Direct costs	15.1	20.4	42.5	102.9	172.3	262.6	354.8	435.6
Direct costs per order (Rs)	127	100	100	112	114	115	117	118
Contribution	-4.5	2.7	9.5	24.2	44.6	78.6	116.4	157.9
Contribution margin (as a % of NOV)		2.5%	4.3%	5.0%	5.4%	6.2%	6.6%	7.2%
Contribution profit per order (Rs)	-37.4	13.1	22.5	26.4	29.4	34.4	38.3	42.8
Indirect costs	5.7	6.5	12.5	27.0	36.6	46.0	56.0	64.5
Adjusted EBITDA	-10.2	-3.8	-2.9	-2.8	8.0	32.6	60.3	93.3
Adjusted EBITDA (as a % of NOV)	0.0%	-3.7%	-1.3%	-0.6%	1.0%	2.6%	3.4%	4.3%
Adjusted EBITDA per order (Rs)	-85	-19	-7	-3	5	14	20	25
Active dark stores (exit)	377	526	1,301	2,243	3,270	4,237	4,776	5,035
Orders/dark store/day (#)	866	1,234	1,271	1,417	1,508	1,670	1,848	2,059
NOV/dark store/day (Rs '000)		2,585	2,721	3,045	3,302	3,783	4,318	4,957

Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarqueresolutions)

**Exhibit 10: Our assumptions and estimates for Zomato**

(Rs bn)	FY22	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E	FY30E
Monthly frequency	3.03	3.25	3.30	3.40	3.25	3.34	3.41	3.48	3.52
Average monthly transacting users (mn)	14.7	16.6	19.0	20.9	25.4	28.2	31.1	34.1	37.3
NAOV (Rs)	-	-	365	385	384	392	401	411	421
Estimated total orders (mn)	535	647	753	853	990	1,131	1,272	1,425	1,576
NOV	-	-	274.8	328.6	379.9	442.9	510.7	585.2	664.0
Adjusted revenue	47.6	61.5	77.9	94.2	117.0	138.5	160.6	184.7	210.1
Take rate (% of NOV)			28.4%	28.7%	30.8%	31.3%	31.5%	31.6%	31.6%
Adjusted revenue per order (Rs)	89	95	103	110	118	122	126	130	133
Direct costs	44.1	49.5	55.7	63.3	78.2	92.4	107.3	123.4	140.0
Direct costs per order (Rs)	82	77	74	74	79	82	84	87	89
Contribution profit	3.5	12.0	22.3	30.9	38.8	46.1	53.3	61.3	70.2
Contribution margin (as a % of NOV)			8.1%	9.4%	10.2%	10.4%	10.4%	10.5%	10.6%
Contribution per order (Rs)	7	18	30	36	39	41	42	43	45
Indirect costs	11.2	12.1	13.1	15.9	18.7	20.8	23.3	25.4	27.0
Adjusted EBITDA	-7.7	-0.1	9.1	15.1	20.2	25.3	30.0	35.9	43.2
Adjusted EBITDA (as a % of NOV)			3.3%	4.6%	5.3%	5.7%	5.9%	6.1%	6.5%
Adjusted EBITDA per order (Rs)	-14.3	-0.2	12.1	17.6	20.4	22.3	23.6	25.2	27.4
NAOV per MTU per month (Rs)			4,821	5,241	4,986	5,229	5,479	5,723	5,935

Source: Company, Emkay Research

**Exhibit 11: Our assumptions and estimates for Going-Out**

(Rs bn)	FY24	FY25	FY26	FY27E	FY28E	FY29E	FY30E
NOV	25.8	66.2	94.0	115.4	140.6	169.9	203.5
Adjusted revenue	2.6	7.4	9.7	12.2	15.7	19.7	23.6
Take rate (as a % of NOV)	10.0%	11.1%	10.4%	10.5%	11.2%	11.6%	11.6%
Costs	2.6	7.8	12.9	13.8	15.8	17.7	19.3
Adjusted EBITDA	-0.1	-0.4	-3.2	-1.6	-0.1	2.0	4.3
Adjusted EBITDA (as a % of NOV)	-0.2%	-0.6%	-3.4%	-1.4%	0.0%	1.2%	2.1%

Source: Company, Emkay Research

**Exhibit 12: Our assumptions and estimates for Hyperpure**

(Rs bn)	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E	FY30E
Revenue	15.1	31.7	62.0	53.7	43.6	51.3	59.7	68.5
Adjusted EBITDA	-2.0	-1.3	-0.8	-0.2	0.3	0.4	0.5	0.7
Adjusted EBITDA (as a % of Revenue)	-12.9%	-4.0%	-1.4%	-0.3%	0.6%	0.7%	0.9%	1.0%

Source: Company, Emkay Research

This report is intended for Team White Marquee Solutions (team.emkay@whitemarquesolutions)

## Exhibit 13: Change in our estimates

(Rs mn)	New			Old			Change		
	FY26	FY27	FY28	FY26	FY27	FY28	FY26	FY27	FY28
Revenue	543,640	930,081	1,386,950	551,495	978,401	1,437,383	-1.4%	-4.9%	-3.5%
EBITDA (ex-ESOP)	20,270	42,910	79,082	20,347	47,241	79,430	-0.4%	-9.2%	-0.4%
EBITDA	12,080	34,166	69,617	11,922	37,507	68,894	1.3%	-8.9%	1.0%
EBIT	-3,890	11,853	38,997	-3,832	14,637	38,006	1.5%	-19.0%	2.6%
PBT	6,150	18,166	39,510	6,472	21,602	40,424	-5.0%	-15.9%	-2.3%
PAT	3,660	13,625	29,632	3,871	16,201	30,318	-5.5%	-15.9%	-2.3%
<b>QCom</b>									
NOV	485,680	819,147	1,278,035	494,977	863,365	1,325,116	-1.9%	-5.1%	-3.6%
Contribution margin	5.0%	5.4%	6.2%	5.1%	6.1%	6.7%	-9bps	-63bps	-51bps
Adjusted EBITDA	-2,770	8,009	32,645	-2,617	10,601	31,071	5.8%	-24.5%	5.1%
Adjusted EBITDA margin	-0.6%	1.0%	2.6%	-0.5%	1.2%	2.3%	-4bps	-25bps	21bps
NAOV (Rs)	530	540	559	539	569	584	-1.7%	-5.1%	-4.4%
#Avg MTU (exit) (mn)	27.2	42.5	57.2	26.5	39.7	52.4	2.8%	7.0%	9.2%
#Stores (no of)	2,243	3,270	4,237	2,261	3,460	4,396	-0.8%	-5.5%	-3.6%
<b>Food Delivery</b>									
NOV	379,930	442,946	510,656	378,820	442,443	510,098	0.3%	0.1%	0.1%
Contribution margin	10.2%	10.4%	10.4%	10.3%	10.9%	10.9%	-6bps	-50bps	-50bps
Adjusted EBITDA	20,170	25,264	30,023	20,130	26,647	30,951	0.2%	-5.2%	-3.0%
Adjusted EBITDA margin	5.3%	5.7%	5.9%	5.3%	6.0%	6.1%	0bps	-32bps	-19bps
#Avg MTU (mn)	25.4	28.2	31.1	25.4	28.2	31.1	0.0%	0.0%	0.0%
<b>Going Out</b>									
NOV	93,990	115,396	140,616	91,376	109,428	130,169	2.9%	5.5%	8.0%
Adjusted EBITDA	-3,190	-1,604	-51	-3,248	-2,006	-484	-1.8%	-20.1%	-89.4%
Adjusted EBITDA margin	-3.4%	-1.4%	0.0%	-3.6%	-1.8%	-0.4%	16bps	44bps	34bps
<b>Hyperpure</b>									
Revenue	53,660	43,629	51,336	55,047	49,245	56,303	-2.5%	-11.4%	-8.8%
Adjusted EBITDA	-170	253	362	-201	377	926	-15.5%	-32.9%	-60.9%
Adjusted EBITDA margin	-0.3%	0.6%	0.7%	-0.4%	0.8%	1.6%	5bps	-19bps	-94bps

Source: Emkay Research

## Key takeaways from the earnings call

## Quick commerce

- USD1bn EBITDA by FY29, with the previously given guidance implying adj EBITDA margins of 3-3.5% for Blinkit.
- Fixed costs in QCom have flattened as the company continues to spend the same amount on customer acquisition. The management indicated that some of the competitors have pulled back their ad spends. The management sees value in ad spends, as it continues to drive higher customer acquisition for the same level of advertising outlay. As a result, they are likely to persist with customer acquisition through these marketing channels. The management believes advertising to be an inexpensive acquisition channel at the current juncture.
- Achieving 60% NOV CAGR over the next 3 years would be a result of assortment expansion, geographical expansion, and demand densification.
- The management noted that competitors pursuing aggressive, cash burn-led growth are likely to be sustainable over the next three years.
- The management attributed the absence of ideal growth in Q4FY26 to factors such as lesser number of days in Q4, seasonality in demand, and variability in rider availability.
- As operating leverage plays out on pre-existing network investments, the contribution margin is expected to continuously trend up. The Delhi-NCR region with adjusted EBITDA margins of 5-6% would have contribution margins in the broad range of 8-9%.

- Competitive intensity has not meaningfully changed and continues to stay heightened.
- There is no strict linear relationship between store additions and NOV growth, with the company benefiting from meaningful operating leverage in the network investments arising from its network investments. A major portion of the fulfilment space is in a buildout phase currently, which will deliver operating leverage going ahead. The management noted that there are no significant unlocks to drive NOV growth and profitability guidance. They reiterated that their core principle remains focused on capturing healthy growth while maintaining pricing discipline and that steadfast execution of this approach will allow them to deliver on their guidance.
- The management did not disclose the split between warehouse and dark store area. They also did not disclose the NOV share from their tier 3 and 4 cities vs tier 1 and 2 cities.
- The management attributed the lower monthly frequency and per MTU throughput to newly acquired MTUs that are still early in their user journey, rather than a retention issue within the pre-existing customer cohorts.
- From Q2 to Q3, the shift to the inventory model led to a material increase in inventory days. Q3-Q4 saw no such material increase in inventory days.
- The management highlighted that competitive responses are taken on a micro-market basis and not at a nationwide level. They also downplayed the impact of competition's actions on their operations.
- In the top 8 cities where the pincode coverage is >80%, most of the growth will depend on expanding wallet share, while the platform has yet to fully maximize customer additions.
- QCom, despite being a younger business than food delivery, has higher advertising revenue as a % of NOV than food delivery. Majority of the advertising revenue is earned from brands whose SKUs are sold on the platform, while pure non-trade advertisers' contributions to the advertising pie are negligible.
- Automation in the supply chain will be deployed selectively, mainly where it delivers clear RoCE uplift, rather than for automation's sake.
- Competition is high in both tier 2 and 3 cities, with different competitors operating in different markets.
- Dark store rollouts outside the top cities are expected to form the lion's share of new additions over the medium-to-long term.

### Food delivery

- The management does not see a clear incremental value in Swiggy's Toing and does not plan to launch a like-for-like low-AOV food delivery service. Bistro remains a small experiment, which shows early signs of model evolution.
- Increasing monetization is being channeled into targeting price-sensitive customer cohorts in select geographies through discounts.
- Fuel price hikes do not have a direct impact on food demand unless the fuel prices move too dramatically. The company was able to pass on fuel price hikes to customers comfortably, with no volume decline over the last year.

### Others

- District will not be impacted materially by the cancellation of few concerts.
- No plans to add new categories to District. Travel is not a focus category for Eternal.

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions)

## Eternal: Consolidated Financials and Valuations

### Profit & Loss

Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
<b>Revenue</b>	<b>202,430</b>	<b>543,640</b>	<b>930,081</b>	<b>1,386,950</b>	<b>1,862,853</b>
Revenue growth (%)	67.1	168.6	71.1	49.1	34.3
<b>EBITDA</b>	<b>6,370</b>	<b>12,080</b>	<b>34,166</b>	<b>69,617</b>	<b>108,352</b>
EBITDA growth (%)	1,416.7	89.6	182.8	103.8	55.6
Depreciation & Amortization	5,340	8,452	10,455	13,996	17,271
<b>EBIT</b>	<b>(2,260)</b>	<b>(3,890)</b>	<b>11,853</b>	<b>38,997</b>	<b>70,902</b>
EBIT growth (%)	0	0	0	229.0	81.8
Other operating income	-	-	-	-	-
Other income	10,770	13,960	13,046	13,046	13,046
Financial expense	1,540	3,920	6,733	12,534	17,809
<b>PBT</b>	<b>6,970</b>	<b>6,150</b>	<b>18,166</b>	<b>39,510</b>	<b>66,140</b>
Extraordinary items	0	0	0	0	0
Taxes	1,710	2,490	4,542	9,877	16,535
Minority interest	-	-	-	-	-
Income from JV/Associates	0	0	0	0	0
<b>Reported PAT</b>	<b>5,260</b>	<b>3,660</b>	<b>13,625</b>	<b>29,632</b>	<b>49,605</b>
PAT growth (%)	49.9	(30.4)	272.3	117.5	67.4
<b>Adjusted PAT</b>	<b>5,260</b>	<b>3,660</b>	<b>13,625</b>	<b>29,632</b>	<b>49,605</b>
<b>Diluted EPS (Rs)</b>	<b>0.6</b>	<b>0.4</b>	<b>1.5</b>	<b>3.2</b>	<b>5.4</b>
Diluted EPS growth (%)	43.4	(31.3)	272.3	117.5	67.4
<b>DPS (Rs)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Dividend payout (%)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
EBITDA margin (%)	3.1	2.2	3.7	5.0	5.8
EBIT margin (%)	(1.1)	(0.7)	1.3	2.8	3.8
Effective tax rate (%)	24.5	40.5	25.0	25.0	25.0
<b>NOPLAT (pre-IndAS)</b>	<b>(1,706)</b>	<b>(2,315)</b>	<b>8,890</b>	<b>29,248</b>	<b>53,176</b>
Shares outstanding (mn)	9,070	9,190	9,190	9,190	9,190

Source: Company, Emkay Research

### Cash flows

Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
PBT (ex-other income)	(3,800)	(7,810)	5,120	26,463	53,093
Others (non-cash items)	8,810	9,820	8,184	8,905	9,685
Taxes paid	(1,180)	(3,660)	(4,542)	(9,877)	(16,535)
Change in NWC	(10,930)	(12,280)	213	3,237	6,949
<b>Operating cash flow</b>	<b>3,070</b>	<b>5,960</b>	<b>38,021</b>	<b>71,882</b>	<b>108,452</b>
Capital expenditure	(9,360)	(17,510)	(26,309)	(28,458)	(22,734)
Acquisition of business	(20,050)	0	0	0	0
Interest & dividend income	8,190	9,530	13,046	13,046	13,046
<b>Investing cash flow</b>	<b>(79,930)</b>	<b>5,360</b>	<b>(13,263)</b>	<b>(15,412)</b>	<b>(9,687)</b>
Equity raised/(repaid)	85,010	0	0	0	0
Debt raised/(repaid)	0	0	0	0	0
Payment of lease liabilities	(4,050)	(8,380)	(13,175)	(18,471)	(22,422)
Interest paid	(40)	(160)	0	0	0
Dividend paid (incl tax)	-	-	-	-	-
Others	(500)	120	0	0	0
<b>Financing cash flow</b>	<b>80,420</b>	<b>(8,420)</b>	<b>(13,175)</b>	<b>(18,471)</b>	<b>(22,422)</b>
Net chg in Cash	3,560	2,900	11,583	37,999	76,343
OCF	3,070	5,960	38,021	71,882	108,452
Adj. OCF (w/o NWC chg.)	9,950	9,860	24,633	50,174	79,081
FCFF	(10,340)	(19,930)	(1,463)	24,953	63,297
FCFE	(2,220)	(10,837)	11,583	37,999	76,343
OCF/EBITDA (%)	(15.4)	(20.0)	72.7	76.7	79.4
FCFE/PAT (%)	(42.2)	(296.1)	85.0	128.2	153.9
<b>FCFF/NOPLAT (%)</b>	<b>606.3</b>	<b>860.9</b>	<b>(16.5)</b>	<b>85.3</b>	<b>119.0</b>

Source: Company, Emkay Research

### Balance Sheet

Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Share capital	9,070	9,190	9,190	9,190	9,190
Reserves & Surplus	294,100	300,610	322,979	362,076	421,927
<b>Net worth</b>	<b>303,170</b>	<b>309,800</b>	<b>332,169</b>	<b>371,266</b>	<b>431,117</b>
Minority interests	(70)	(70)	(70)	(70)	(70)
Non-current liab. & prov.	2,120	1,020	1,020	1,020	1,020
<b>Total debt</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total liabilities &amp; equity</b>	<b>326,880</b>	<b>358,230</b>	<b>430,684</b>	<b>523,360</b>	<b>623,142</b>
Net tangible fixed assets	9,650	20,330	37,792	53,595	60,198
Net intangible assets	9,120	6,110	5,421	4,641	4,060
Net ROU assets	19,180	42,940	87,610	130,502	154,867
Capital WIP	510	1,360	1,360	1,360	1,360
Goodwill	57,370	57,370	57,370	57,370	57,370
Investments [JV/Associates]	-	-	-	-	-
<b>Cash &amp; equivalents</b>	<b>223,190</b>	<b>214,990</b>	<b>226,213</b>	<b>264,212</b>	<b>340,555</b>
Current Liab. & Prov.	29,350	50,310	71,708	99,056	125,480
<b>NWC (ex-cash)</b>	<b>1,110</b>	<b>5,180</b>	<b>6,147</b>	<b>2,910</b>	<b>(4,039)</b>
<b>Total assets</b>	<b>326,880</b>	<b>358,230</b>	<b>430,684</b>	<b>523,360</b>	<b>623,142</b>
Net debt	(223,190)	(214,990)	(226,213)	(264,212)	(340,555)
Capital employed	326,880	358,230	430,684	523,360	623,142
<b>Invested capital</b>	<b>77,250</b>	<b>90,170</b>	<b>106,731</b>	<b>118,516</b>	<b>117,590</b>
BVPS (Rs)	33.4	33.7	36.1	40.4	46.9
Net Debt/Equity (x)	(0.7)	(0.7)	(0.7)	(0.7)	(0.8)
Net Debt/EBITDA (x)	(35.0)	(17.8)	(6.6)	(3.8)	(3.1)
Interest coverage (x)	4.6	1.7	2.7	3.2	3.7
<b>RoCE (%)</b>	<b>3.4</b>	<b>3.3</b>	<b>7.8</b>	<b>14.8</b>	<b>20.9</b>

Source: Company, Emkay Research

### Valuations and key Ratios

Y/E Mar	FY25	FY26	FY27E	FY28E	FY29E
P/E (x)	436.4	630.8	150.7	80.6	45.6
EV/CE(x)	6.7	6.6	6.1	5.5	4.7
P/B (x)	7.6	7.8	7.2	6.4	5.5
EV/Sales (x)	10.1	3.8	2.2	1.5	1.1
EV/EBITDA (x)	320.6	169.1	59.8	29.3	18.8
EV/EBIT(x)	(903.6)	(525.0)	172.3	52.4	28.8
EV/IC (x)	26.4	22.6	19.1	17.2	17.4
FCFF yield (%)	(0.5)	(1.0)	(0.1)	1.2	3.1
FCFE yield (%)	(0.1)	(0.4)	0.9	1.9	3.3
Dividend yield (%)	0	0	0	0	0
<b>DuPont-RoE split</b>					
Net profit margin (%)	2.6	0.7	1.5	2.1	2.7
Total asset turnover (x)	0.8	1.7	2.8	3.8	4.3
Assets/Equity (x)	1.0	1.0	1.0	1.0	1.1
<b>RoE (%)</b>	<b>2.1</b>	<b>1.2</b>	<b>4.2</b>	<b>8.4</b>	<b>12.4</b>
<b>DuPont-RoIC</b>					
NOPLAT margin (%)	(0.8)	(0.4)	1.0	2.1	2.9
IC turnover (x)	3.2	6.5	9.4	12.3	15.8
<b>RoIC (%)</b>	<b>(2.7)</b>	<b>(2.8)</b>	<b>9.0</b>	<b>26.0</b>	<b>45.0</b>
<b>Operating metrics</b>					
Core NWC days	2.0	3.5	2.4	0.8	(0.8)
<b>Total NWC days</b>	<b>2.0</b>	<b>3.5</b>	<b>2.4</b>	<b>0.8</b>	<b>(0.8)</b>
Fixed asset turnover	2.6	5.5	7.7	9.3	10.7
Opex-to-revenue (%)	69.4	42.3	33.8	30.7	29.0

Source: Company, Emkay Research

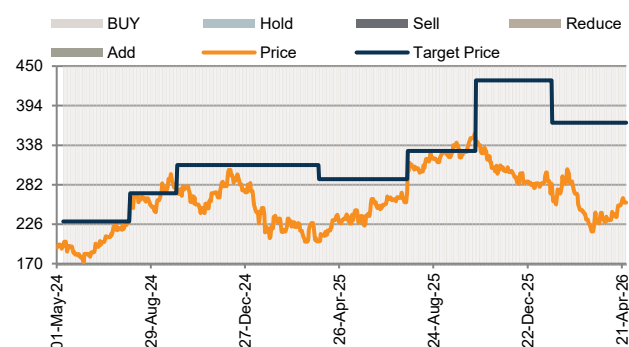
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## RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (Rs)	TP (Rs)	Rating	Analyst
23-Apr-26	260	370	Buy	Pranav Kshatriya
22-Jan-26	276	370	Buy	Pranav Kshatriya
17-Oct-25	343	430	Buy	Pranav Kshatriya
12-Sep-25	321	330	Buy	Pranav Kshatriya
22-Jul-25	300	330	Buy	Pranav Kshatriya
02-May-25	234	290	Buy	Dipeshkumar Mehta
31-Mar-25	202	290	Buy	Dipeshkumar Mehta
20-Jan-25	240	310	Buy	Dipeshkumar Mehta
01-Jan-25	277	310	Buy	Dipeshkumar Mehta
23-Oct-24	264	310	Buy	Dipeshkumar Mehta
01-Oct-24	274	310	Buy	Dipeshkumar Mehta
22-Aug-24	258	270	Buy	Dipeshkumar Mehta
02-Aug-24	262	270	Buy	Dipeshkumar Mehta
01-Jul-24	204	230	Buy	Dipeshkumar Mehta
25-Jun-24	202	230	Buy	Dipeshkumar Mehta
09-Jun-24	184	230	Buy	Dipeshkumar Mehta
03-Jun-24	175	230	Buy	Dipeshkumar Mehta
27-May-24	184	230	Buy	Dipeshkumar Mehta
14-May-24	187	230	Buy	Dipeshkumar Mehta
09-May-24	195	230	Buy	Dipeshkumar Mehta

Source: Company, Emkay Research

## RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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<b>SELL</b>	>15% downside

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