1Q in-line; Price run-up leads to rating downgrade

Hindustan Unilever's (HUVR) 1QFY24 operating performance was in-line with our estimate. Underlying Volume Growth (UVG) came in slightly better at 4% (2-year CAGR at ~3.5%) versus our est. of 2.5%. Miss on Food & Refreshments (F&R) segment was offset by better growth in Home Care which saw strong UVG. Skin cleansing is seeing early green shoots in bars indicating positive results from recent actions (pricing, innovation, promotion). Management believes it has gained market share in its key segments of mass detergent, tea and skin care. While we expect UVG to improve through the course of the fiscal, flattish pricing (negative pricing in 1H offset by low single digit pricing in 2H) and no major improvement in EBITDA margins from current levels of 23-24% (even while RM remains benign) does not build into strong earnings growth for FY25. We roll-forward our target price to Sep'26E EPS, giving us a revised target price (TP) of Rs2,845. Recent run-up makes us downgrade our rating a notch to NEUTRAL.

Result Highlights

- Headline performance: 1QFY25 standalone turnover (including other operating income-OOI) for 1QFY25 grew by 1.3% YoY to Rs153.4bn (vs our est. Rs152.7bn). EBITDA grew by 2.4% YoY to Rs36.1bn (vs our est Rs35.7bn). Recurring PAT (PAT bei) grew by 2.9% YoY to Rs25.7bn. Reported PAT grew by 2.7% YoY to Rs25.4bn.
- UVG for 1QFY25 came at 4% YoY, above our est. of 2.5%.
- Margins (Please note, our margins calculated with revenue (Sales+OOI) in denominator and not sales.): Gross margin surprised us negatively and came in at 51.4%, up ~150bps YoY (-40bps QoQ). While EBITDA margin was up 30bps YoY to 23.5%. A&SP was up 90bps YoY to 10.7%, other expenses was up 70bps YoY while staff costs was down 40bps YoY.

Key near-term outlook: (1) FMCG and rural demand are gradually improving. (2) Commodity prices remain benign on a deflationary base. (3) Excluding the one-off indirect tax impact in base: Near zero pricing growth if commodity prices remain where they are & EBITDA margins to remain at current levels.

View & Valuation

We have made no change to our FY25E/FY26E earnings. We expect HUL to deliver 7.6% revenue CAGR over FY24-26E as volume is recovering gradually in the very nearterm and overall pricing remains negligible. With strong gross margin recovery in FY24, we believe EBITDA margin will now see a modest improvement of ~40bps over the next two years driven largely led by benign commodity inflation and mix improvement. In the very near term, while we expect UVG to improve through the year, flattish pricing (negative pricing in 1H offset by low single digit pricing in 2H) and no major improvement in EBITDA margins from current levels of 23-24% (even while RM remains benign), does not really offer levers for strong earnings growth. HUVR is now currently trading at ~58x/53x on our FY25E/FY26E EPS as we continue to build revenue/EBITDA/APAT CAGR of 7.6%/8.5%/10% over FY24-26E. We roll-forward our target price to Sep'26E EPS, giving us a revised target price (TP) of Rs2,845. Recent run-up makes us downgrade our rating a notch to NEUTRAL.

Exhibit 1: Actual vs estimate

Daman Astural		Esti	mate	% Variation		
Rsmn	Actual	YES Sec Consensus		YES Sec	Consensus	
Revenue	153,390	152,720	153,233	0.4	0.1	
EBITDA	36,060	35,736	36,205	0.9	(0.4)	
EBITDA Margin (%)	23.5	23.4	23.6	0.1	(0.1)	
Recurring PAT	25,720	25,196	25,642	2.1	0.3	



RECO	: NEUTRA	1
СМР	: Rs 2,766	
Target Price	: Rs 2,845	
Potential Return	: +2.8%	

Stock data (as on July 23, 2024)

Nifty	24,479
52 Week h/l (Rs)	2811 / 2172
Market cap (Rs/USD mn)	6426837 / 76806
Outstanding Shares (mn)	2,350
6m Avg t/o (Rs mn):	4,789
Div yield (%):	1.7
Bloomberg code:	HUVR IN
NSE code:	HINDUNILVR

Stock performance



Shareholding pattern (As of Mar'24 end)

Promoter	61.9%
FII+DII	26.0%
Others	12.2%

Δ in stance			
(1-Yr)	New	Old	
Rating	NEUTRAL	ADD	
Target Price	2,845	2,600	

Δ in earnings estimates

	FY25e	FY26e
EPS (New)	47.5	52.1
EPS (Old)	47.6	52.1
% change	-0.1%	0.0%

Financial Summarv

(Rs mn)	FY24	FY25E	FY26E
Revenue	604,690	647,204	700,162
YoY Growth (%)	2.2	7.0	8.2
EBIDTA	141,900	152,501	167,125
Margins (%)	23.5	23.6	23.9
APAT	101,050	111,669	122,349
EPS	43.0	47.5	52.1
YoY Growth (%)	4.0	10.5	9.6
Pre-tax RoCE (%)	27.8	29.7	32.4
ROE (%)	20.0	21.9	23.9
P/E (x)	64.3	58.2	53.1
EV/EBITDA (x)	45.2	42.1	38.4

VISHAL PUNMIYA Lead Analyst





MANAS RASTOGI, Associate

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Segmental performance:

(1) Home care (HC) grew by 4.6% YoY (~3.1% above our est.) with high-single digit UVG; segment EBIT margin up 130bps YoY to 19.5%.

(2) Beauty & Wellbeing grew by 3.1% YoY with mid- single digit UVG while Personal care de-grew by 4.5% YoY with low-single digit UVG; Overall BPC de-grew by 0.3% YoY (in-line with our est.); segment EBIT margin was down 80bps YoY to 25.5%.

(3) Foods & Refreshments (F&R) grew just 1.4% YoY (~2.5% below our est.) with flat UVG, impacted by severe summer season; segment EBIT margin was up 120bps YoY to 19.1%.

Particulars (Rs mn)	1QFY24	4QFY24	1QFY25	YoY (%)	QoQ (%)
Revenue	151,480	148,570	153,390	1.3	3.2
COGS	75,880	71,510	74,480	-1.8	4.2
Gross margin %	49.9%	51.9%	51.4%	1.5%	-0.4%
Employee costs	6,510	7,740	6,020	-7.5	-22.2
% of sales	4.3%	5.2%	3.9%	-0.4%	-1.3%
Advertising costs	14,810	15,860	16,440	11.0	3.7
% of sales	9.8%	10.7%	10.7%	0.9%	0.0%
Other expenses	19,070	19,110	20,390	6.9	6.7
% of sales	12.6%	12.9%	13.3%	0.7%	0.4%
EBITDA	35,210	34,350	36,060	2.4	5.0
EBITDA margin %	23.2%	23.1%	23.5%	0.3%	0.4%
Depreciation	2,570	2,890	2,980	16.0	3.1
EBIT	32,640	31,460	33,080	1.3	5.1
Interest expense	470	1,020	850	80.9	-16.7
Other income	1,850	2,200	2,570	38.9	16.8
PBT	33,650	32,470	34,320	2.0	5.7
Тах	8,930	8,410	8,940	0.1	6.3
Effective tax rate %	27%	26%	26%	-0.5%	0.1%
PAT	24,720	24,060	25,380	2.7	5.5
Adjusted PAT	25,000	23,960	25,720	2.9	7.3
Adj PAT margin %	16.5%	16.1%	16.8%	0.3%	0.6%
EPS	10.6	10.2	10.9	2.9	7.3

Exhibit 2: Quarterly snapshot (Standalone)

Source: Company, YES Sec

HUVR 1QFY25 CONFERENCE CALL & PRESENTATION TAKEAWAYS

- **Demand Environment:** Gradual recovery in rural demand continued in 1QFY25. In the last few months rural growth outpaced urban growth. However, 2yr CAGR of rural is still behind the urban. FMCG and rural demand are gradually improving.
- Commodity: Commodity prices remain benign on a deflationary base. Crude Oil, Soda Ash, Palm Oil, SMP and Tea contribute to ~70% of commodity price for HUL.
- **Premiumization:** Premium portfolio contribution up by ~300bps over the last 3 years.
- Margins: In the short term the margins are expected to remain at current levels. However, there are three levers of expansion in the medium-term, mix improvement, re-calibration of Horlicks portfolio and operating leverage.
- Channel: E-commerce is growing at 3x the Modern Trade (MT).
- **Pricing:** The company expects low single digit growth in the second half of FY25.

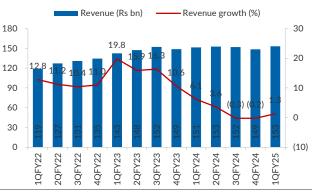


- Stratos (Skin Cleansing): HUVR has developed new proprietary tech to non-soluble matter in soaps. It is re-formulated with added plant derived polysaccharides, vitamin blends, skin care actives and enhanced fragrance. Company's biggest soap brands - Lux and Lifebuoy have gone live with this change. India is the first market in the Unilever universe for the technology to be made live. This tech has been tested in India across thousands of customers. With Polysaccharide and vitamin blends, the formulation also becomes better but no trigger to reduce soap prices. This would help the company from palm oil prices volatility by reducing dependence on palm oil. The grammage and size of the new soap would be same. Pears and Dove brands have different formulations, therefore, similar Stratos implementation in those brands isn't expected at this point in time.
- Home Care: Growth was largely led by high single digit volume growth in fabric care. In the fabric care, there was pricing interventions across the portfolio. In the last 12 weeks, mass detergent bar has been gaining market share after the end of inflation-deflation cycle. The company has launched Rin liquid detergent for the mass segment. Household care saw mid-single volume growth owing to strong premium dishwash portfolio.
- Food and Refreshments: Harsh summer season has impacted the category. Coffee delivered double digit growth driven by pricing while the Nutrition drinks (HFD) remain subdued, but the company is gaining market share on the back of sustained market development actions. For HFD, the management remains bullish in the medium to long term. HUL has gained market share in Tea in both volume and value terms. Tea crops has been affected by summer and hence the company expects prices to inch up. Market growth of tea has declined due to downgrading.
- Beauty and Wellbeing: Segment grew by mid-single digit growth led by double digit growth across hair care brands. The competition stays intense in this category. The key priority of the company is to focus on high growth categories. Over the last quarter, hair care is doing well across all price points.
- Personal Care: Mass skin portfolio declined since it is over-indexed to rural while premium is doing well. The mass market is coming back strongly. The focus is to enter high growing segments like face moisturizer. Premium skincare segment is growing ahead of the market. As rural recovers the company expects Glow & Lovely to see recovery in demand. Innovation intensity has gone up in skin cleansing. In oral care, the growth was led by pricing actions.
- Others: Sun care portfolio grown by 60% in MT channel. Tax rate is expected to be marginally above 26%. Due to ESOP expenses, there was sequential impact in employee costs. Employee and Other costs put together will remain at 13-13.5%. Future of ice-cream business will be decided by the board. It is ~3% of company's business.



Exhibit 3: Underlying Volume Growth (UVG) for the quarter stood at 4%, higher than our estimate

Exhibit 4: This along with ~2.4% imputed price decline led to 1.3% YoY revenue growth



Source: Company, YES Sec

Source: Company, YES Sec



Source: Company, YES Sec; *Margins calculated on revenues not sales

at 51.4% (+150bps YoY but down 40bps QoQ)

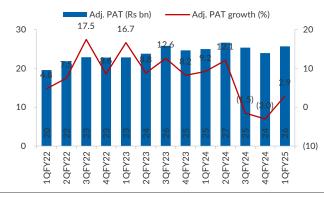
YES SECURITES

Exhibit 7: A&P investments upped by 90bps YoY



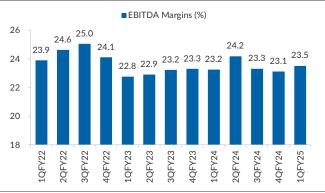
Source: Company, YES Sec

Exhibit 9: Recurring PAT up 2.9% YoY in 1QFY25



Source: Company, YES Sec

Exhibit 5: Gross margin came 90bps below our estimate Exhibit 6: EBITDA margin was up ~30bps YoY to 23.5%



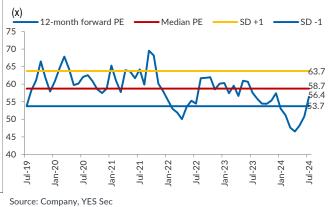
Source: Company, YES Sec; *Margins calculated on revenues not sales

Exhibit 8: EBITDA was up 2.4% YoY in 1QFY25



Source: Company, YES Sec

Exhibit 10: Currently trading at ~56x on 1-yr fwd. earnings





ANNUAL FINANCIALS

Exhibit 11: Balance Sheet

Y/e 31 Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Share capital	2,350	2,350	2,350	2,350	2,350
Reserves	485,250	499,860	507,380	509,744	511,068
Net worth	487,600	502,210	509,730	576,634	577,958
Deferred charges	61,410	63,250	64,540	64,540	64,540
Total liabilities	549,010	565,460	574,270	576,634	577,958
Gross block	123,487	137,547	158,407	166,407	174,407
Depreciation	(65,357)	(75,657)	(86,627)	(98,645)	(111,255)
Net block	58,130	61,890	71,780	67,762	63,152
CWIP	9,010	10,200	9,150	9,650	10,150
Goodwill & other intangibles	452,210	452,160	452,010	452,010	452,010
Investments	41,220	37,940	54,930	61,930	68,930
Inventories	38,900	40,310	38,120	41,289	44,682
Debtors	19,320	27,350	26,900	28,054	30,360
Cash	36,180	44,220	72,160	72,403	73,669
Other current assets	42,400	44,180	45,710	48,918	52,471
Total current assets	136,800	156,060	182,890	190,664	201,182
Creditors	88,640	93,910	101,480	106,589	114,419
Other current liabilities & provisions	59,720	58,880	95,010	98,793	103,047
Total current liabilities	148,360	152,790	196,490	205,382	217,466
Net current assets	(11,560)	3,270	(13,600)	(14,718)	(16,284)
Total assets	549,010	565,460	574,270	576,634	577,958

Source: Company, YES Sec

Exhibit 12: Income statement

Y/e 31 Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Revenue	511,930	591,440	604,690	647,204	700,162
% Growth	11.3	15.5	2.2	7.0	8.2
COGS	251,240	311,440	293,270	310,917	333,147
Staff costs	23,990	26,650	27,820	28,121	31,448
Advertising costs	47,180	48,590	63,800	69,758	75,491
Other expenses	64,490	68,440	77,900	85,908	92,951
Total expenses	386,900	455,120	462,790	494,703	533,038
EBITDA	125,030	136,320	141,900	152,501	167,125
% growth	10.4	9.0	4.1	7.5	9.6
EBITDA margin (%)	24.4	23.0	23.5	23.6	23.9
Other income	3,930	6,400	9,730	11,495	11,605
Interest costs	980	1,010	3,020	2,687	2,552
Depreciation	10,250	10,300	10,970	12,018	12,610
Profit before tax	117,730	131,410	137,640	149,290	163,568
Exceptional items	-340	-620	-890	0	0



Y/e 31 Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Тах	27,780	29,220	34,460	37,621	41,219
Reported PAT	88,180	96,580	100,160	111,669	122,349
Adj. PAT	87,240	97,200	101,050	111,669	122,349
PAT margin (%)	17.0	16.4	16.7	17.3	17.5
% Growth	9.6	11.4	4.0	10.5	9.6

Source: Company, YES Sec; *Margins calculated on revenues, not sales

Exhibit 13: Cash flow statement

Y/e 31 Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Operating profit (before Tax)	117,390	130,790	137,640	149,290	163,568
Depreciation	10,400	10,450	10,970	12,018	12,610
Other income	3,930	6,400	9,730	11,495	11,605
(Inc.)/dec. in working capital	(7,890)	(8,630)	44,810	1,361	2,832
Cash flow from operations	89,640	96,260	152,250	116,241	128,738
Capital expenditure (-)	(7,440)	(8,610)	(19,810)	(8,500)	(8,500)
Net cash after capex	82,200	87,650	132,440	107,741	120,238
Dividends paid (-)	(75,190)	(84,590)	(98,700)	(109,275)	(121,025)
Inc./(dec.) in investments	(7,550)	7,320	(16,990)	(7,000)	(7,000)
Cash from financial activities	(79,840)	(89,660)	(95,702)	(109,212)	(120,939)
Opening cash balance	43,210	36,180	44,220	72,160	72,403
Closing cash balance	36,180	44,220	72,160	72,403	73,668
Change in cash balance	(7,030)	8,040	27,940	243	1,266

Source: Company, YES Sec

Exhibit 14: Ratio

Y/e 31 Mar	FY22	FY23	FY24	FY25E	FY26E
Per share (Rs)					
EPS	37.1	41.4	43.0	47.5	52.1
Book value	207.5	213.7	216.9	217.9	218.5
DPS	34.0	39.0	42.0	46.5	51.5
Valuation (x)					
EV/sales	12.8	11.1	10.8	10.0	9.3
EV/EBITDA	51.7	47.3	45.2	42.1	38.4
P/E	74.5	66.9	64.3	58.2	53.1
P/BV	13.3	12.9	12.8	12.7	12.7
Return ratios (%)					
RoCE*	24.7	26.8	27.8	29.7	32.4
RoE	18.1	19.6	20.0	21.9	23.9
RoIC*	24.2	26.5	28.6	31.4	34.3
Profitability ratios (%)					
Gross margin	50.9	47.3	51.5	52.0	52.4
EBITDA margin	24.4	23.0	23.5	23.6	23.9
EBIT margin	22.4	21.3	21.7	21.7	22.1



Y/e 31 Mar	FY22	FY23	FY24	FY25E	FY26E
PAT margin	17.0	16.4	16.7	17.3	17.5
Liquidity ratios (%)					
Current ratio	0.9	1.0	0.9	0.9	0.9
Quick ratio	0.7	0.8	0.7	0.7	0.7
Turnover ratios					
Total asset turnover ratio (x)	0.9	1.0	1.1	1.1	1.2
Fixed asset turnover ratio (x)	8.8	9.6	8.4	9.6	11.1
Debtor days	13	14	16	15	15
Inventory days	53	46	49	47	47
Creditor days	127	107	122	122	121

Source: Company, YES Sec; Note: *Pre-tax and on average basis

Recommendation Tracker





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Analyst signature

Analyst signature

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