

BSE SENSEX 79,243 S&P CNX 24,045

CMP: INR199 TP: INR250 (+25%) Buy



Stock Info

Bloomberg	EPLL IN
Equity Shares (m)	318
M.Cap.(INRb)/(USDb)	63.4 / 0.8
52-Week Range (INR)	236 / 170
1, 6, 12 Rel. Per (%)	0/-11/-31
12M Avg Val (INR M)	182
Free float (%)	48.5

Financials Snapshot (INR b)

Y/E MARCH	2024	2025E	2026E
Sales	39.2	43.6	47.0
EBITDA	7.1	8.8	9.8
Adj. PAT	2.6	3.5	4.4
EBITDA margin (%)	18.2	20.2	20.9
Cons. Adj. EPS (INR)	8.2	11.0	14.0
EPS Gr. (%)	13.5	34.6	27.2
BV/Sh. (INR)	66.2	72.2	81.2

Ratios

Net D:E	0.3	0.1	-0.0
RoE (%)	12.7	15.9	18.3
RoCE (%)	12.2	14.6	15.9
Payout (%)	63.7	45.4	35.7

Valuations

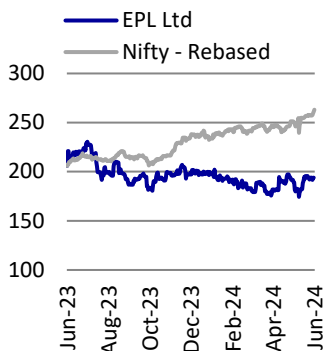
P/E (x)	24.5	18.2	14.3
EV/EBITDA (x)	9.7	7.5	6.4
Div. Yield (%)	2.1	2.5	2.5
FCF Yield (%)	2.0	7.7	8.1

Shareholding pattern (%)

As On	Mar-24	Dec-23	Mar-23
Promoter	51.5	51.5	51.5
DII	13.4	14.5	16.3
FII	10.9	9.9	12.0
Others	24.2	24.1	20.1

FII Includes depository receipts

Stock Performance (1-year)



Innovation & sustainability remain the key focus areas

EPLL hosted the investing community, followed by a plant visit to its Vapi facility to showcase the technology, innovation, and processes used to improve its manufacturing efficiencies. The team was represented by Mr. Deepak Goyal (CFO), Mr. Srihari K Rao (President - AMESA), Mr. Harikaran (Creativity & Innovation –CNI), Mr. Santosh Ullal (Manufacturing Head – AMESA) and Mr. Alok Sharma (IR and Corporate Finance). At the Vapi plant, EPLL manufactures caps, tubes, and carries out lamination printing. The key takeaways from the visit are as follows:

- Management demonstrated EPLL’s manufacturing efficiencies that are driven by the implementation of automation across machinery. Automation has been the key focus area across processes for the company.
- The company highlighted its CNI capabilities through which it aims to explore incremental business from the Beauty and Cosmetics (BNC) market across existing geographies, with a major focus on the EU – the largest market. CNI is focused on innovation and sustainability in developing new tubes.
- EPLL aims to drive growth through its BNC segment and the Brazilian market, with margins improving gradually. The EU, the largest BNC market (13.8b tubes – 49% global share), prioritizes aesthetics and sustainability over pricing, thereby challenging low-cost conversion efforts. The company’s premium offerings by the CNI team target this market.

Driving efficiencies through automation

- The Vapi plant is spread across 62,000 sqm, with an employee strength of ~400 and a contractual staff of ~200.
- EPLL is focused on **building efficiencies through process automation across machines**. The plant is almost fully automated, barring a few machines that are 40 years old and where manual intervention is required.
- The old machines (mostly the Letterpress printers and tubing machines) are still required to serve locations where it makes no sense for the company to install new machines. Even in the older machines, EPLL has installed the unwinding (laminates are unwound for printing) and inspection equipment separately, which speeds up the printing process.
- The **manufacturing process flow** starts with brands providing their artwork to the company through EPLL’s own software named ‘e-ACT’ (run by ‘ESKO’). The **artwork approval process** takes place, followed by the **development of plates** for the required artwork in their plating workshop. The plates, which are developed, are then used in the **lamination printing machines** (Letterpress and Flexo). For digital machines (HP Indigo), however, there is no requirement to develop plates.
- At this facility, EPLL has also established an **ink kitchen**, which allows it to acquire only base colors and **manufacture any color shade in-house**. The company used to buy required shades in the past, which also led to waste as they used to arrive in fixed quantities. However, about 80% of its clients use the shade card to determine the colors of their products, which makes EPLL’s job easier with the installation of the ink kitchen.

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- The company's **plants and equipment are all imported** from leading global machinery manufacturers, adhering to the highest quality and safety standards.
- The Vapi facility is equipped with 24 injection molding machines for manufacturing caps, of which EPLL has an equal number of cap molds. Caps are then sent to the tubing machines where the printed laminate is converted into tubes (the shoulder is attached in the same machine).
- **Tubing is a fully automated process** that involves joining the laminates into a cylindrical shape, cutting them into individual tubes, attaching a shoulder and a cap, and finally packing them into boxes for customers.
- **Automation** can also be found at its raw material and finished goods storage. The company follows rack systems and uses Warehouse Management System (WMS) to locate the material. The raw materials for caps (PP polymer) and shoulders (HDPE) are stored in a silo, which are then directly sent to the required machine.
- Additionally, **Zero Defect Workflow** has been incorporated into the company's production process. As implied by the name, EPLL is concentrating on a smooth workflow across the whole production process, from graphics to tube manufacturing.
- **Through automation, EPLL has been able to streamline (standardize) its manufacturing process across its plants globally, thereby driving manufacturing efficiencies.**

Ticking the boxes of innovation and sustainability

- EPLL has a dedicated ~16-member team in **CNI** headed by Mr. Harikaran, who is responsible for developing innovative and sustainable products.
- To better serve the customers in a more sustainable way, the team is **constantly innovating in the tubes segment**. To date, the company has carried out the following innovations: **1) improved flavor retention** (reduced up to 40% EVOH Layer thickness without compromising on flavor loss); **2) enhanced transparency and lower haziness in tubes** (~40% reduction in Haze values of HDPE tubes without losing the sustainability benefits); **3) improved chemical resistance in metallized PE tubes** (designed for recycling in code 2 HDPE Stream), and **lastly, 4) improved the haptics of tubes** (~30% reduction in stiffness of HDPE tubes without losing the sustainability benefits).
- The company is proactively working on further improvements, such as making the Neo Seam tubes softer, reducing the weight of tubes, and increasing gloss in metallized tubes.
- These innovations support EPLL in tapping newer businesses, such as BNC, which are more driven by aesthetics and sustainability than pricing.
- In terms of sustainability as well, EPLL has started using post-consumer recyclable polymers (PCR). However, this is currently only ~2% of the overall input material as it has certain challenges such as a strong odor, the presence of color content of the previous product, and inferior quality.
- To overcome these challenges, the company is designing tubes for incorporating/maximizing the use of PCR resin from the pre-existing HDPE CODE 2 bottle recycling streams to make the **model fully circular**.

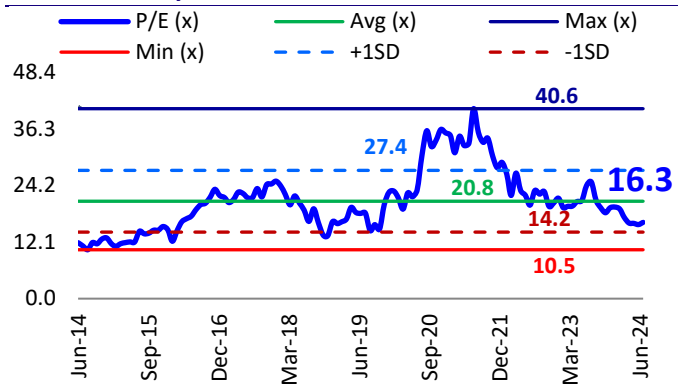
BNC and Brazil to drive growth

- Management highlighted that its focus has been shifted towards topline growth rather than margins going forward. The BNC segment and Brazil market will drive growth, while margins will gradually improve.
- **The company guided to grow its revenue in low double digits for FY25, with marginal improvement in margins.**
- The BNC segment comes under the **Personal Care and Beyond (PCB)** category, which accounted for ~47% of the total revenue in FY24. **The overall global TAM of the PCB category was ~25b tubes, of which, BNC had 13.8b tubes, followed by pharma at 8.2b, and others at 3b. EPLL accounted for ~10% of the total PCB market share (~2.5b tubes).**
- Of the total BNC TAM, 49% is from the EU market, making it the largest target market for the company, with a tube market size of ~6.7b. The customers here are more driven by aesthetics and sustainability rather than pricing, thereby posing a challenge for EPLL to convert more customers through the low-cost proposition.
- This is where the company’s CNI team plays a crucial role by offering more aesthetically appealing products. Hence, we expect the company to enhance its presence in this market soon.
- BNC tubes have 60-70% higher realization than oral care tubes. Thus, the increasing mix of BNC tubes in overall volumes will drive EPLL’s revenue growth. Though margins are similar across the tube categories, absolute EBITDA will experience healthy growth.
- Another growth driver for EPLL is the **Brazil market**, where it has fulfilled 100% of the demand for its anchor customer (P&G) and has started accepting orders from other customers as well from May’24.

Valuation and View

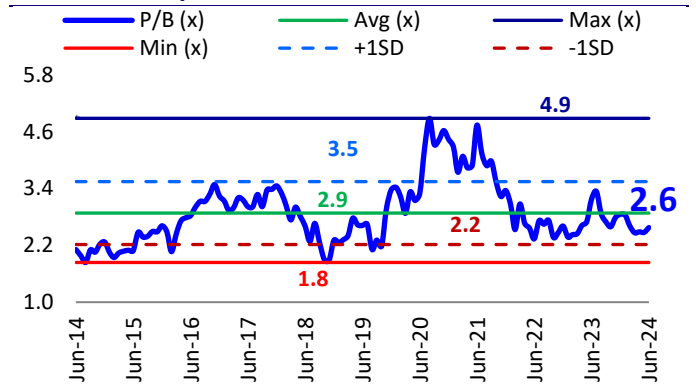
- We expect EPLL to report a healthy sales growth coupled with margin expansion, fueled by cost rationalization measures, margin improvement in Brazil, and operating leverage, thus boosting its earnings.
- We expect a revenue/EBITDA/adjusted PAT CAGR of 10%/17%/31% over FY24-26. We value the stock at 18x FY26E EPS to arrive at our TP of INR250. **Reiterate BUY.**

Exhibit 1: One-year forward P/E



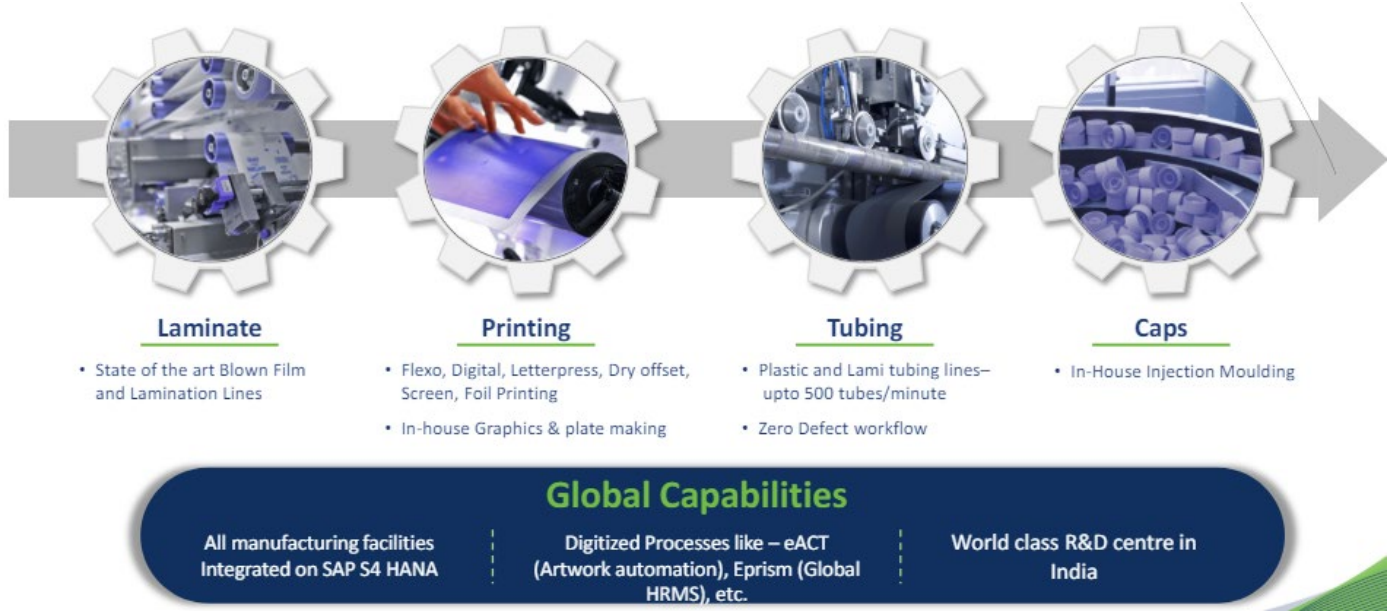
Source: MOFSL, Company

Exhibit 2: One-year forward P/B



Source: MOFSL, Company

Exhibit 3: Fully-integrated manufacturing presence



Source: MOFSL, Company

Exhibit 4: Key strategic roadmap...

Sustained Double Digit Revenue Growth	Sustainability led Competitive Advantage	Continued Margin Expansion to deliver 20%+ EBITDA
<p>In Short term</p> <ul style="list-style-type: none"> • Revenue Growth to be impacted by RM prices softening <p>Exciting Opportunity Going Ahead</p> <ul style="list-style-type: none"> • Aggressive 'Personal Care & Beyond' Play <ul style="list-style-type: none"> ○ Large Category Opportunity ○ Our 'Right To Win' has improved significantly through innovations ○ We are investing in Org and Backend capabilities • Brazil Scale up 	<ul style="list-style-type: none"> • Strong Product portfolio with backend capability • Customers have committed to ambitious sustainability targets • We are prepared to partner them in the journey • We are pitching for EcoVadis Platinum which will further establish us as leading sustainable packaging company 	<ul style="list-style-type: none"> • Strategic Price Management • War On Waste • Continued Insourcing • Manufacturing Realignment • Automation Investments

Source: Company, MOFSL

Exhibit 5: ...with focus on three key outcomes

Sustained Double Digit Revenue Growth	Sustainability Led Competitive Advantage	Continued Margin Expansion
<ul style="list-style-type: none"> • Aggressive 'Personal Care & Beyond' Play • Brazil scale up; Exports <p style="font-size: small; margin-top: 10px;">Though, there would be RM prices softening impact in the short term</p>	<ul style="list-style-type: none"> • Sustainable Portfolio • Backend Capability • EcoVadis Platinum 	<ul style="list-style-type: none"> • Strategic Price Management • War On Waste • Continued Insourcing • Manufacturing Realignment • Automation Investments

Source: Company, MOFSL

Exhibit 6: Global packaging TAM and EPLL's dominance



Source: MOFSL, Company

Exhibit 7: PCB – a large opportunity

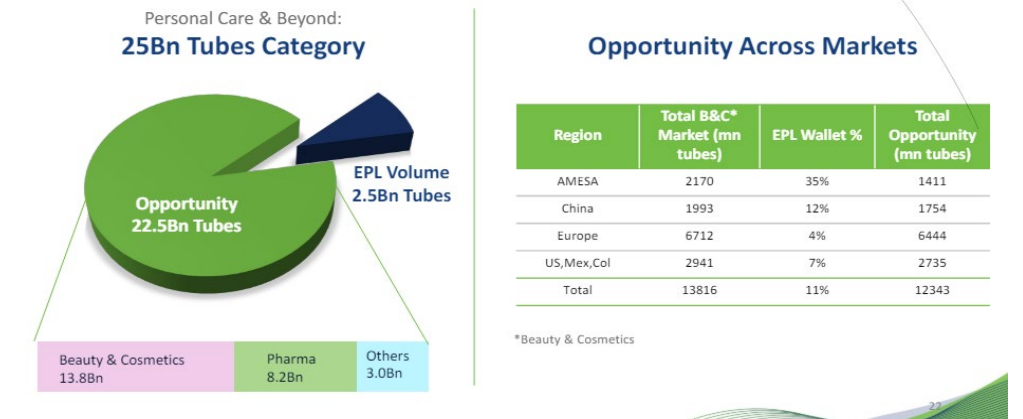


Exhibit 8: Innovation focused on sustainability (recyclable under Code 2 i.e. circular economy)

Flavor barriers in thinner tubes

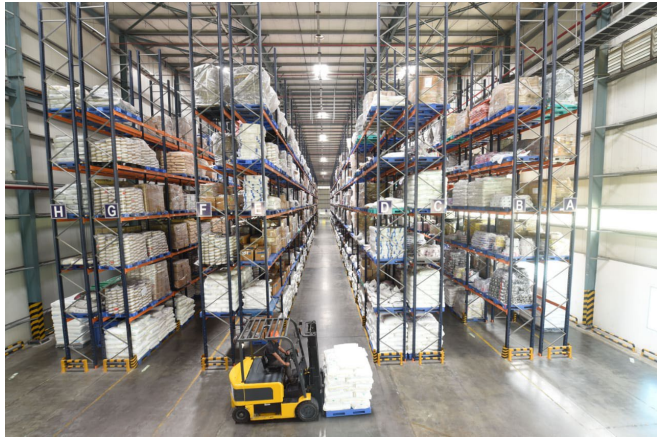
New generation transparent tubes

Chemically resistant metallized tubes

Softer tubes for premium segments

Source: Company, MOFSL

Exhibit 9: Raw material warehouse equipped with WMS



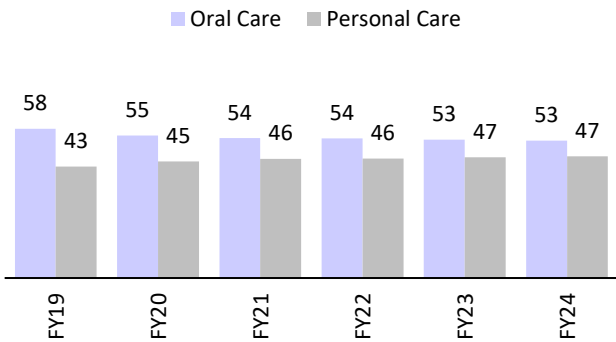
Source: MOFSL, Company

Exhibit 10: Digital laminate printing machines



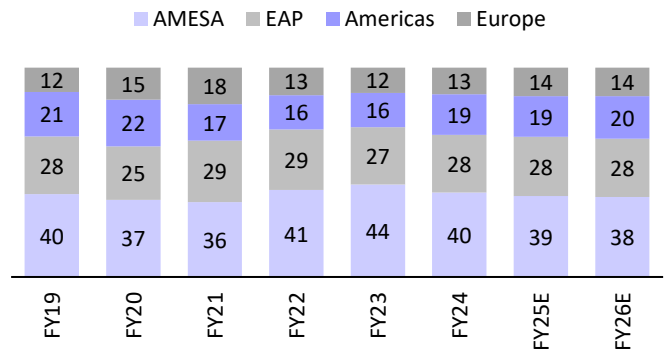
Source: MOFSL, Company

Exhibit 11: Product category mix (%)



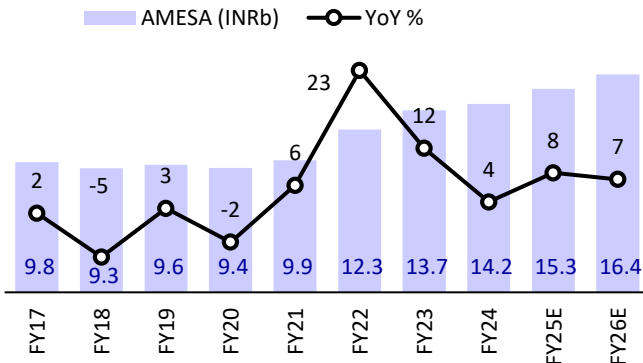
Source: MOFSL, Company

Exhibit 12: Well-diversified geographical mix (%)



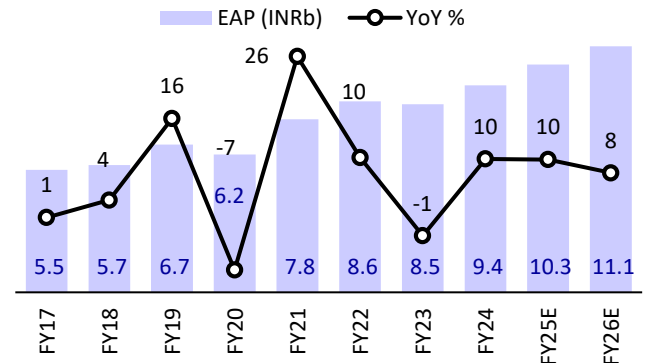
Source: MOFSL, Company

Exhibit 13: Expect AMESA to post 7% CAGR over FY24-26



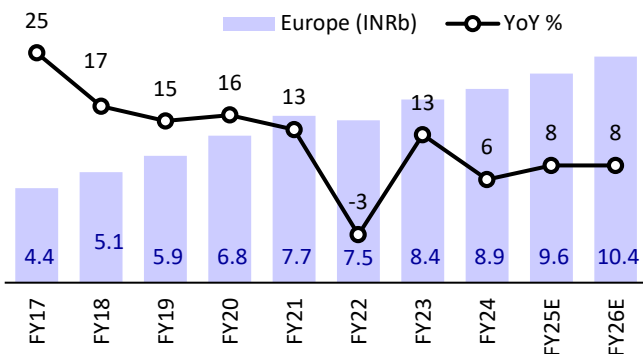
Source: MOFSL, Company

Exhibit 14: Expect EAP to post 9% CAGR over FY24-26



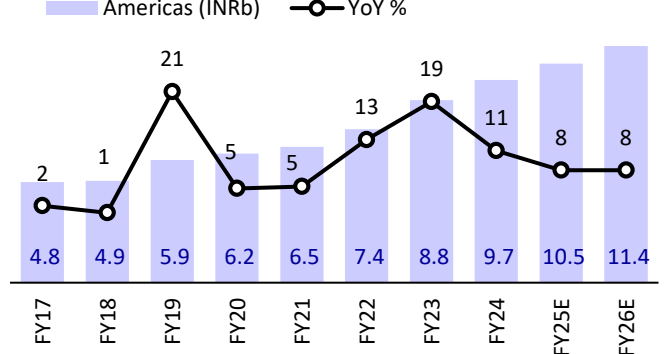
Source: MOFSL, Company

Exhibit 15: Expect Europe to post 8% CAGR over FY24-26E



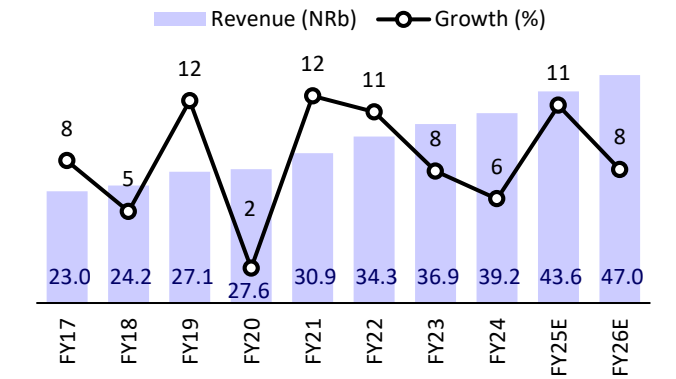
Source: Company, MOFSL

Exhibit 16: Expect America to post 8% CAGR over FY24-26E



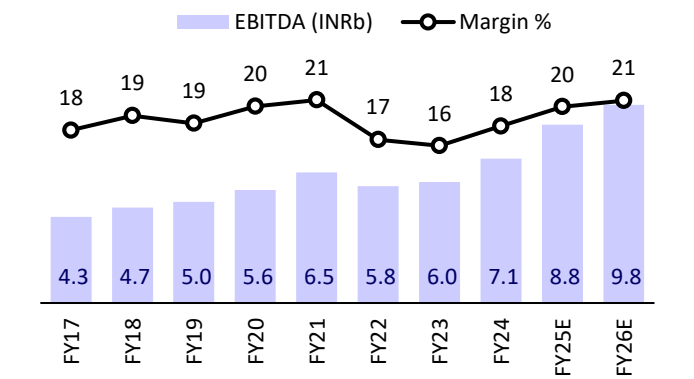
Source: Company, MOFSL

Exhibit 17: EPLL Revenue to clock 10% CAGR over FY24-26E



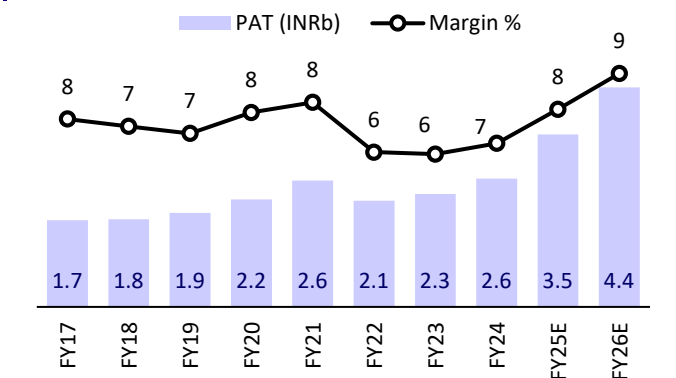
Source: Company, MOFSL

Exhibit 18: EBITDA to post 17% CAGR over FY24-FY26E



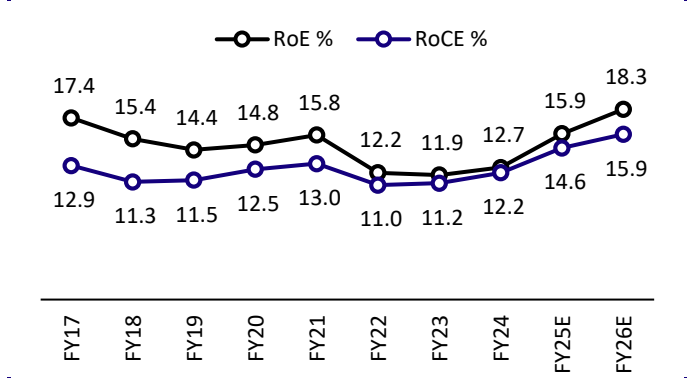
Source: Company, MOFSL

Exhibit 19: PAT to post 31% CAGR over FY24-26E



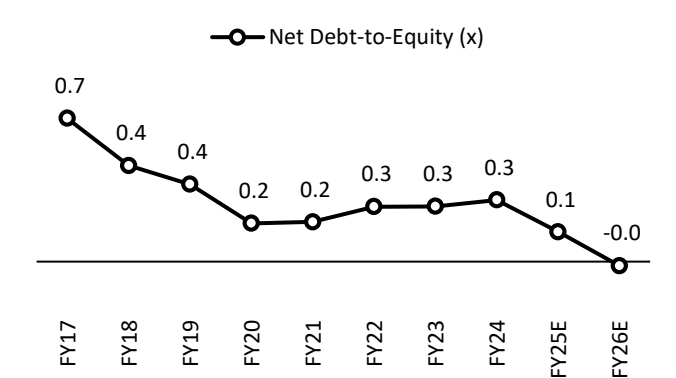
Source: Company, MOFSL

Exhibit 20: Return ratios to improve going forward



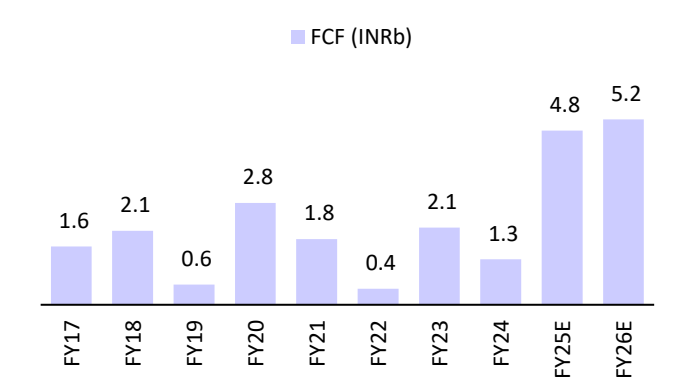
Source: Company, MOFSL

Exhibit 21: Net debt-to-equity to contract further



Source: Company, MOFSL

Exhibit 22: Increase in FCF to reduce leverage



Source: Company, MOFSL

Financials and valuations

Consolidated - Income Statement									(INRm)
Y/E March	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Total Income from Operations	24,239	27,069	27,614	30,916	34,328	36,941	39,161	43,631	46,993
Change (%)	5.3	11.7	2.0	12.0	11.0	7.6	6.0	11.4	7.7
Raw material cost	10,366	11,648	11,581	12,934	15,176	16,738	16,570	18,761	19,737
Employees Cost	4,338	5,006	5,311	6,064	6,500	6,895	7,725	7,854	8,365
Other Expenses	4,886	5,424	5,147	5,807	6,891	7,530	7,723	8,184	9,079
Total Expenditure	19,590	22,078	22,039	24,805	28,567	31,163	32,018	34,799	37,181
EBITDA	4,649	4,991	5,575	6,111	5,761	5,778	7,143	8,832	9,812
Margin (%)	19.2	18.4	20.2	19.8	16.8	15.6	18.2	20.2	20.9
Depreciation	1,671	1,861	2,298	2,346	2,514	2,805	3,328	3,680	3,878
EBIT	2,978	3,130	3,277	3,765	3,247	2,973	3,815	5,152	5,934
Int. and Finance Charges	550	613	556	429	403	674	1,156	1,091	490
Other Income	264	285	133	145	120	421	594	611	517
PBT bef. EO Exp.	2,691	2,802	2,854	3,481	2,964	2,720	3,253	4,672	5,961
EO Items	-50	31	-94	-161	0	-11	-605	0	0
PBT after EO Exp.	2,642	2,833	2,760	3,320	2,964	2,709	2,648	4,672	5,961
Total Tax	889	932	638	868	675	373	582	1,261	1,609
Tax Rate (%)	33.7	32.9	23.1	26.1	22.8	13.8	22.0	27.0	27.0
Profit/loss from associates	-10.4	53.2	-6.0	-9.0	-76	-29	35	37	39
Minority Interest	26	29	43	52	69	40	-31	-34	-38
Reported PAT	1,716	1,925	2,073	2,391	2,144	2,267	2,132	3,481	4,428
Adjusted PAT	1,766	1,895	2,167	2,552	2,144	2,278	2,586	3,481	4,428
Change (%)	1.1	7.3	14.4	17.8	-16.0	6.3	13.5	34.6	27.2
Margin (%)	7.3	7.0	7.8	8.3	6.2	6.2	6.6	8.0	9.4

Consolidated - Balance Sheet									(INRm)
Y/E March	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Equity Share Capital	315	631	631	631	632	636	637	637	637
Total Reserves	12,191	13,249	14,695	16,350	17,613	19,256	20,278	22,179	25,027
Net Worth	12,506	13,880	15,326	16,981	18,245	19,892	20,915	22,816	25,664
Minority Interest	43	52	86	333	336	36	-9	-9	-9
Total Loans	7,299	6,313	6,432	5,536	6,572	7,686	8,040	6,040	4,840
Deferred Tax Liabilities	357	510	475	543	619	632	634	634	634
Capital Employed	20,204	20,754	22,319	23,393	25,772	28,246	29,580	29,481	31,129
Gross Block	17,691	20,495	22,434	25,500	27,236	32,147	37,803	39,673	41,973
Less: Accum. Deprn.	5,992	7,564	9,862	12,208	14,722	17,527	20,855	24,535	28,413
Net Fixed Assets	11,699	12,931	12,572	13,292	12,514	14,620	16,948	15,138	13,560
Goodwill on Consolidation	142	142	142	1,159	1,159	1,159	1,159	1,159	1,159
Capital WIP	417	413	352	273	1,466	1,780	720	1,150	1,150
Total Investments	131	168	160	149	72	193	76	76	76
Current Investments	0	0	0	0	0	150	0	0	0
Curr. Assets, Loans&Adv.	12,032	11,547	14,833	15,241	17,715	18,552	19,184	21,228	25,024
Inventory	2,864	3,234	3,692	4,149	5,941	6,079	6,558	6,674	7,131
Account Receivables	4,590	4,934	4,903	5,891	6,367	6,430	6,953	7,650	8,240
Cash and Bank Balance	1,735	1,344	3,715	2,414	1,927	2,444	2,073	2,893	5,333
Loans and Advances	2,843	2,035	2,523	2,787	3,480	3,599	3,600	4,011	4,320
Curr. Liability & Prov.	4,217	4,447	5,740	6,721	7,154	8,058	8,507	9,270	9,840
Account Payables	1,884	2,065	3,538	4,222	4,547	4,999	5,659	5,911	6,316
Other Current Liabilities	2,037	2,113	1,942	2,163	2,268	2,728	2,457	2,923	3,055
Provisions	295	269	260	336	339	331	391	436	469
Net Current Assets	7,815	7,100	9,093	8,520	10,561	10,494	10,677	11,958	15,184
Appl. of Funds	20,204	20,754	22,319	23,393	25,772	28,246	29,580	29,481	31,129

Financials and valuations

Ratios

Y/E March	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Basic (INR)									
EPS	5.6	6.0	6.9	8.1	6.8	7.2	8.2	11.0	14.0
Cash EPS	10.9	11.9	14.1	15.5	14.7	16.1	18.7	22.7	26.3
BV/Share	39.6	43.9	48.5	53.7	57.7	62.9	66.2	72.2	81.2
DPS	1.2	1.2	3.3	4.1	4.2	4.3	4.3	5.0	5.0
Payout (%)	26.4	23.6	56.7	54.2	61.9	59.9	63.7	45.4	35.7
Valuation (x)									
P/E	35.9	33.4	29.2	24.8	29.5	27.8	24.5	18.2	14.3
Cash P/E	18.4	16.9	14.2	12.9	13.6	12.5	10.7	8.8	7.6
P/BV	5.1	4.6	4.1	3.7	3.5	3.2	3.0	2.8	2.5
EV/Sales	2.8	2.5	2.4	2.2	2.0	1.9	1.8	1.5	1.3
EV/EBITDA	14.8	13.7	11.9	10.9	11.9	11.9	9.7	7.5	6.4
Dividend Yield (%)	0.6	0.6	1.6	2.0	2.1	2.1	2.1	2.5	2.5
FCF per share	6.5	1.8	9.0	5.8	1.4	6.8	4.0	15.3	16.3
Return Ratios (%)									
RoE	15.4	14.4	14.8	15.8	12.2	11.9	12.7	15.9	18.3
RoCE	11.3	11.5	12.5	13.0	11.0	11.2	12.2	14.6	15.9
RoIC	11.2	11.4	13.6	14.4	11.7	11.1	11.8	14.4	17.4
Working Capital Ratios									
Fixed Asset Turnover (x)	1.4	1.3	1.2	1.2	1.3	1.1	1.0	1.1	1.1
Asset Turnover (x)	1.2	1.3	1.2	1.3	1.3	1.3	1.3	1.5	1.5
Inventory (Days)	43	44	49	49	63	60	61	56	55
Debtor (Days)	69	67	65	70	68	64	65	64	64
Creditor (Days)	28	28	47	50	48	49	53	49	49
Leverage Ratio (x)									
Current Ratio	2.9	2.6	2.6	2.3	2.5	2.3	2.3	2.3	2.5
Interest Cover Ratio	5.4	5.1	5.9	8.8	8.1	4.4	3.3	4.7	12.1
Net Debt/Equity	0.4	0.4	0.2	0.2	0.3	0.3	0.3	0.1	0.0
		82	67	69					

Consolidated - Cash Flow Statement

Y/E March	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
(INRm)									
OP/(Loss) before Tax	2,631	2,886	2,854	3,311	2,888	2,680	3,253	4,672	5,961
Depreciation	1,671	1,861	2,298	2,346	2,514	2,805	3,328	3,680	3,878
Interest & Finance Charges	277	380	423	381	355	674	562	480	-27
Direct Taxes Paid	-816	-901	-638	-866	-776	-449	-582	-1,261	-1,609
(Inc)/Dec in WC	-488	-404	-127	-380	-2,217	136	-126	-461	-786
CF from Operations	3,276	3,821	4,811	4,792	2,764	5,846	6,435	7,110	7,416
Others	159	-257	-100	432	353	172	-570	37	39
CF from Operating incl EO	3,435	3,564	4,711	5,224	3,117	6,018	5,865	7,146	7,455
(Inc)/Dec in FA	-1,375	-3,003	-1,878	-3,396	-2,668	-3,871	-4,596	-2,300	-2,300
Free Cash Flow	2,060	561	2,833	1,828	449	2,147	1,269	4,846	5,155
(Pur)/Sale of Investments	1	2	8	5	4	-147	117	0	0
Others	184	1,122	680	586	22	126	1,036	611	517
CF from Investments	-1,189	-1,879	-1,190	-2,805	-2,642	-3,892	-3,443	-1,689	-1,783
Issue of Shares	510	53	0	7	50	0	1	0	0
Inc/(Dec) in Debt	-1,199	-1,028	119	-1,219	1,031	1,386	354	-2,000	-1,200
Interest Paid	-372	-485	-556	-321	-278	-575	-1,156	-1,091	-490
Dividend Paid	-478	-478	-1,176	-1,341	-1,380	-1,362	-1,359	-1,580	-1,580
Others	-1	-138	469	-317	-377	-832	-633	34	38
CF from Fin. Activity	-1,539	-2,076	-1,143	-3,191	-954	-1,383	-2,793	-4,637	-3,232
Inc/Dec of Cash	706	-391	2,377	-772	-479	743	-371	820	2,440
Opening Balance	1,028	1,735	1,344	3,116	2,414	1,927	2,444	2,073	2,893
Closing Balance	1,735	1,344	3,715	2,414	1,927	2,444	2,073	2,893	5,333

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NOTES

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