# Quarterly Update/Target price/Rating change

# Country operator ranger prices



# Bottomline still in the red

# Operational performance as expected

**Prism Johnson** 

India | Cement

Prism Johnson's (PRSMJ IN) consolidated net sales fell ~1% YoY and QoQ each to ~INR 17bn. EBITDA surged ~122% YoY and ~45% QoQ to ~INR 1.3bn versus our expectations of INR 1.4bn. Adjusted loss for Q3FY24 stood at INR 35mn versus a loss of INR 533mn in Q3FY23 and a loss of ~INR 157mn in Q2FY24. In early-January 2024, PRSMJ entered into a supply agreement to procure 0.48mn tonnes from a cement grinding unit at Amethi (Uttar Pradesh). Net debt stood at ~INR 10.9bn versus ~INR 14.9bn in Q3FY23 and ~INR 9.5bn in Q2FY24.

## Cement sales volume up ~9% YoY and ~3% QoQ

Sales volume rose ~9% YoY and ~3% QoQ to 1.49mn tonnes. Also, realization dipped ~2% YoY and ~3% QoQ to INR 5,022/tonne. Operating cost was down ~12% YoY and QoQ each to INR 4,239/tonne. Thus, EBITDA/tonne jumped ~167% YoY and ~116% QoQ to INR 787. The timeline for addition of 24MW wind power capacity and 8MW solar power capacity has been revised to March 2025 and June 2024, respectively, from September 2024 stated for both projects earlier.

### TBK tumbles, RMC better

Revenue from tiles, bathroom & kitchen (TBK) fell ~5% YoY and ~4% QoQ to ~INR 5.6bn. Consolidated tile sales volume dipped ~5% YoY and ~6% QoQ to ~13mn sqm. EBITDA margin stood at 4.5% versus 6.3% in Q3FY23 and 7.2% in Q2FY24. RMC revenue grew ~8% YoY and QoQ each to ~INR 3.7bn. EBITDA margin improved to 1.6% versus 0.8% in Q3FY23 and negative 1.5% in Q2FY24.

## Valuation: revise to Reduce with a higher TP of INR 169

We cut our EBITDA estimate by ~7% for FY24E but largely retain it for FY25E-26E. We roll over to December 2025E from September 2025E and raise our SOTP-TP to INR 169 from INR 154, valuing the cement business at 9x (unchanged) December 2025E EV/EBITDA and other businesses at 12x (unchanged) December 2025E EV/EBITDA. As PRSMJ is up ~17% since the release of our report, 'Operating leverage lifts TBK margin' dated 3 November 2023, we revise our rating to Reduce from Accumulate.

# Rating: Reduce

Target Price: INR 169

Downside: 1%

CMP: INR 171 (as on 1 February 2024)

| Key data*                     |                  |
|-------------------------------|------------------|
| Bloomberg /Reuters Code       | PRSMJ IN/PRIS.BO |
| Current /Dil. Shares O/S (mn) | 503/503          |
| Mkt Cap (INR bn/USD mn)       | 86/1,038         |
| Daily Vol. (3M NSE Avg.)      | 799,289          |
| Face Value (INR)              | 10               |

### 1 USD = INR 83.0

Note: \*as on 1 February 2024; Source: Bloomberg

# Price & Volume 230 180 180 130 Feb-23 May-23 Aug-23 Nov-23 Feb-24 Vol. in mn (RHS) — Prism Cement (LHS)

Source: Bloomberg

| Shareholding (%)        | Q4FY23 | Q1FY24 | Q2FY24 | Q3FY24 |
|-------------------------|--------|--------|--------|--------|
| Promoter                | 74.9   | 74.9   | 74.9   | 74.9   |
| Institutional Investors | 7.9    | 8.2    | 8.6    | 9.0    |
| Other Investors         | 5.0    | 5.1    | 4.9    | 4.7    |
| General Public          | 12.1   | 11.8   | 11.6   | 11.4   |
|                         |        |        |        |        |

Source: BSE

| Price performance (%) | 3M   | 6M   | 12M  |
|-----------------------|------|------|------|
| Nifty                 | 14.3 | 10.0 | 23.2 |
| Prism Johnson         | 24.7 | 37.6 | 68.1 |
| Heidelberg Cement     | 24.0 | 24.6 | 39.2 |
| Birla Corp            | 28.5 | 30.0 | 74.2 |

Source: Bloomberg

| YE March (INR mn)  | Q3FY24 | Q3FY23 | YoY (%) | Q2FY24 | QoQ (%) | Q3FY24E | Var (%) |
|--------------------|--------|--------|---------|--------|---------|---------|---------|
| Sales              | 17,145 | 17,387 | (1.4)   | 17,302 | (0.9)   | 19,099  | (10.2)  |
| Operating Expenses | 15,947 | 17,142 | (7.0)   | 17,454 | (8.6)   | 18,254  | (12.6)  |
| % of Sales         | 93.0   | 98.6   |         | 100.9  |         | 95.6    |         |
| EBITDA             | 1,336  | 601    | 122.1   | 924    | 44.5    | 1,398   | (4.4)   |
| EBITDA Margins (%) | 7.8    | 3.5    |         | 5.3    |         | 7.3     |         |
| Other Income       | 22     | 126    | (82.3)  | 82     | (72.6)  | 82      | (72.6)  |
| Interest           | 492    | 494    | (0.4)   | 435    | 13.2    | 439     | 12.1    |
| Depreciation       | 993    | 1,013  | (2.0)   | 952    | 4.3     | 931     | 6.7     |
| PBT                | (90)   | (770)  | -       | 2,136  | -       | 148     | -       |
| Tax                | 25     | (136)  | -       | 304    | (91.8)  | 37      | (32.4)  |
| Adjusted PAT       | (35)   | (533)  | -       | (157)  | -       | 111     | -       |
| Reported PAT       | (35)   | (533)  | -       | 1,827  | -       | 111     | -       |
| NPM (%)            | (0.2)  | (3.1)  |         | (0.9)  |         | 0.6     |         |

| YE    | Revenue  | YoY  | EBITDA   | EBITDA     | Adj PAT  | YoY   | Fully DEPS | RoE   | P/E  | EV/EBITDA |
|-------|----------|------|----------|------------|----------|-------|------------|-------|------|-----------|
| March | (INR mn) | (%)  | (INR mn) | Margin (%) | (INR mn) | (%)   | (INR)      | (%)   | (x)  | (x)       |
| FY23  | 72,095   | 17.6 | 3,608    | 5.0        | (984)    | -     | (2.0)      | (7.8) | -    | 26.8      |
| FY24E | 77,057   | 6.9  | 5,434    | 7.1        | 976      | -     | 1.9        | 7.9   | 88.2 | 17.4      |
| FY25E | 87,961   | 14.2 | 7,390    | 8.4        | 2,619    | 168.5 | 5.2        | 19.1  | 32.9 | 12.5      |
| FY26E | 94,689   | 7.6  | 8,901    | 9.4        | 3,874    | 47.9  | 7.7        | 23.9  | 22.2 | 10.0      |

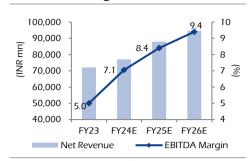


Financials (YE March)

| Income Statement (INR mn)                                 | FY23               | FY24E       | FY25E      | FY26E       |
|---|--------------------|-------------|------------|-------------|
| Net Revenue   | 72,095             | 77,057      | 87,961     | 94,689      |
| Operating profit  | 2,099              | 3,773       | 5,696      | 7,191       |
| Add:- Other operating Income                              | 1,510              | 1,661       | 1,694      | 1,711       |
| EBITDA  | 3,608              | 5,434       | 7,390      | 8,901       |
| Less :- Depreciation & Amortization                       | 3,901              | 3,831       | 3,854      | 4,086       |
| Add: Other income   | 345                | 465         | 484        | 503         |
| EBIT  | 52                 | 2,068       | 4,020      | 5,319       |
| Less:- Interest Expenses                                  | 1,858              | 1,679       | 1,614      | 1,384       |
| Add/Less: - Extra-ordinaries                              | 28                 | 2,582       | 102        | 103         |
| PBT   | (1,778)            | 2,971       | 2,509      | 4,039       |
| Less :- Taxes   | (201)              | 594         | 502        | 808         |
| Reported PAT  | (1,577)            | 2,377       | 2,007      | 3,231       |
| Minority interest   | 545                | 583         | 612        | 643         |
| Reported PAT after Minority Interest                      | (1,032)            | 2,960       | 2,619      | 3,874       |
| Adjusted PAT after Minority Interest                      | (984)              | 976         | 2,619      | 3,874       |
| Balance Sheet (INR mn)                                    | FY23               | FY24E       | FY25E      | FY26E       |
| Share Capital   | 5,034              | 5,034       | 5,034      | 5,034       |
| Reserves  | 7,033              | 7,651       | 9.767      | 12,635      |
| Minority Interest   | 2,561              | 2,561       | 2,561      | 2,561       |
| Borrowings  | 14,676             | 12,676      | 10,376     | 8,076       |
| Deferred Tax (Net)  | 792                | 800         | 808        | 816         |
| Other liabilities   | 8,027              | 8,111       | 8,201      | 8,292       |
| Total Liabilities   | 38,122             | 36,833      | 36,747     | 37,413      |
| Gross Block   | 46,720             | 46,720      | 49,620     | 52,520      |
| Less:- Accumulated Depreciation                           | 17,459             | 21,290      | 25,144     | 29,229      |
| Net Block   | 29,261             | 25,429      | 24,476     | 23,290      |
| Add:- Capital work in progress                            | 2,400              | 1,900       | 2,900      | 3,900       |
| Non-current investments                                   | 8,268              | 8,618       | 8,618      | 8,618       |
| Net Working Capital                                       | (8,884)            | (6,256)     | (6,418)    | (6,612)     |
| Cash & current investments                                | 4,105              | 4,079       | 4,016      | 4,965       |
| Other assets  | 2,972              | 3,062       | 3,155      | 3,251       |
| Total Assets  | 38,122             | 36,833      | 36,747     | 37,413      |
| Cash Flow Statement (INR mn)                              | FY23               | FY24E       | FY25E      | FY26E       |
| Cash profit adjusted for non-cash items                   | 3,477              | 7,430       | 6,998      | 8,205       |
| Add/Less: Working Capital Changes                         | 2,442              | (2,628)     | 162        | 194         |
| Operating Cash Flow                                       | 5,919              | 4,801       | 7,160      | 8,400       |
| Less:- Capex  | (3,510)            | 500         | (3,900)    | (3,900)     |
| Free Cash Flow  | 2,409              | 5,301       | 3,260      | 4,500       |
| Financing Cash Flow                                       | (2,668)            | (5,353)     | (3,715)    | (3,957)     |
| Investing Cash Flow                                       | 314                | 26          | 391        | 407         |
| Net change in Cash  | 55                 | (26)        | (64)       | 949         |
| Ratio Analysis  | FY23               | FY24E       | FY25E      | FY26E       |
| Income Statement Ratios (%)                               |                    |             |            |             |
| Revenue Growth  | 17.6               | 6.9         | 14.2       | 7.6         |
| EBITDA Growth   | (31.0)             | 50.6        | 36.0       | 20.5        |
| Adj. PAT Growth   | -                  | -           | 168.5      | 47.9        |
| EBITDA Margin   | 5.0                | 7.1         | 8.4        | 9.4         |
| Adj. Net Margin   | (1.4)              | 1.3         | 3.0        | 4.1         |
| Return & Liquidity Ratios (%)                             | 1                  |             |            |             |
| Net Debt/Equity (x)                                       | 0.9                | 0.7         | 0.4        | 0.2         |
| ROE   | (7.8)              | 7.9         | 19.1       | 23.9        |
| ROCE  | 0.1                | 5.5         | 10.9       | 14.3        |
| Per Share data & Valuation Ratios                         |                    | 2.3         |            |             |
| Diluted EPS (INR)   | (2.0)              | 1.9         | 5.2        | 7.7         |
| EPS Growth (%)  |                    | -           | 168.5      | 47.9        |
| DPS (INR)   | 0.0                | 1.0         | 1.0        | 2.0         |
| P/E (x)   | -                  | 88.2        | 32.9       | 22.2        |
| $\cdot \cdot \cdot \cdot = \cdot \cdot \cdot \cdot \cdot$ |                    |             | 12.5       |             |
| EV/EBITDA (x)   | 26.8               | 1/4         | 1/.)       | 100         |
| EV/EBITDA (x) EV per tonne (USD)                          | 26.8<br>178        | 17.4<br>180 |            | 10.0<br>116 |
| EV/EBITDA (x) EV per tonne (USD) Dividend Yield (%)       | 26.8<br>178<br>0.0 | 180         | 142<br>0.6 | 116<br>1.2  |

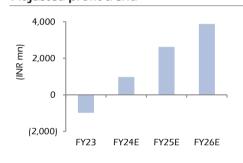
Note: pricing as on 1 February 2024; Source: Company, Elara Securities Estimate

# Revenue & margin trend



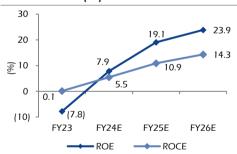
Source: Company, Elara Securities Estimate

# Adjusted profit trend



Source: Company, Elara Securities Estimate

# Return ratios (%)



Source: Company, Elara Securities Estimate



Exhibit 1: Segment-wise breakdown – consolidated

| INR mn                   | Q3FY24 | Q3FY23 | YoY (%) | Q2FY24 | QoQ(%) |
|--------------------------|--------|--------|---------|--------|--------|
| Revenue                  |        |        |         |        |        |
| Cement                   | 7,483  | 7,004  | 6.8     | 7,526  | (0.6)  |
| TBK                      | 5,573  | 5,893  | (5.4)   | 5,809  | (4.1)  |
| RMC                      | 3,695  | 3,432  | 7.7     | 3,419  | 8.1    |
| Insurance                | 586    | 1,442  | (59.3)  | 1,696  | (65.4) |
| Total                    | 17,337 | 17,771 | (2.4)   | 18,450 |        |
| Less: Inter Segment      | (54)   | (28)   |         | (72)   | (6.0)  |
| Total net revenue        | 17,283 | 17,743 | (2.6)   | 18,378 | (6.0)  |
| EBITDA                   |        |        |         |        |        |
| Cement                   | 1,173  | 400    | 193.2   | 528    | 122.2  |
| TBK                      | 250    | 370    | (32.4)  | 420    | (40.5) |
| RMC                      | 59     | 27     | 118.5   | (50)   | -      |
| EBITDA margins (%)       |        |        |         |        |        |
| Cement                   | 15.7   | 5.7    |         | 7.0    |        |
| TBK                      | 4.5    | 6.3    |         | 7.2    |        |
| RMC                      | 1.6    | 0.8    |         | (1.5)  |        |
| EBIT                     |        |        |         |        |        |
| Cement                   | 549    | (185)  | -       | 2,366  | (76.8) |
| TBK                      | 56     | 84     | (33.9)  | 257    | (78.3) |
| RMC                      | (54)   | (81)   | -       | (141)  | -      |
| EBIT margins (%)         |        |        |         |        |        |
| Cement                   | 7.3    | (2.6)  |         | 31.4   |        |
| ТВК                      | 1.0    | 1.4    |         | 4.4    |        |
| RMC                      | (1.5)  | (2.3)  |         | (4.1)  |        |
| Cement                   |        |        |         |        |        |
| Sales volume (mn tonnes) | 1.49   | 1.37   | 8.8     | 1.45   | 2.8    |
| Per tonne                |        |        |         |        |        |
| Realization              | 5,022  | 5,112  | (1.8)   | 5,190  | (3.2)  |
| Cost                     | 4,239  | 4,825  | (12.1)  | 4,812  | (11.9) |
| EBITDA                   | 787    | 295    | 166.8   | 364    | 116.2  |

Source: Company, Elara Securities Research

**Exhibit 2: Change in estimates** 

| <u> </u>           |        |         |           |         |        |            |        |       |       |
|--------------------|--------|---------|-----------|---------|--------|------------|--------|-------|-------|
| (IMD man)          |        | Earlier |           | Revised |        | Change (%) |        |       |       |
| (INR mn)           | FY24E  | FY25E   | FY26E     | FY24E   | FY25E  | FY26E      | FY24E  | FY25E | FY26E |
| Net revenue        | 81,603 | 91,608  | 97,663    | 77,057  | 87,961 | 94,689     | (5.6)  | (4.0) | (3.0) |
| EBITDA             | 5,857  | 7,404   | 8,867     | 5,434   | 7,390  | 8,901      | (7.2)  | (0.2) | 0.4   |
| PAT                | 1,314  | 2,631   | 3,847     | 976     | 2,619  | 3,874      | (25.7) | (0.4) | 0.7   |
| Target price (INR) |        |         | 154       |         |        | 169        |        |       | 9.7   |
| Rating             |        | A       | ccumulate |         |        | Reduce     |        |       |       |

Source: Elara Securities Estimate



# **Coverage History**



|    | Date        | Rating     | Target Price | Closing Price |
|----|-------------|------------|--------------|---------------|
| 23 | 2-Feb-2022  | Buy        | INR 182      | INR 138       |
| 24 | 11-May-2022 | Buy        | INR 172      | INR 111       |
| 25 | 16-Jun-2022 | Buy        | INR 147      | INR 101       |
| 26 | 10-Nov-2022 | Accumulate | INR 147      | INR 123       |
| 27 | 6-Dec-2022  | Accumulate | INR 143      | INR 123       |
| 28 | 1-Feb-2023  | Buy        | INR 132      | INR 102       |
| 29 | 10-May-2023 | Accumulate | INR 139      | INR 118       |
| 30 | 3-Nov-2023  | Accumulate | INR 154      | INR 146       |
| 31 | 1-Feb-2024  | Reduce     | INR 169      | INR 171       |

# **Guide to Research Rating**

| BUY        | Absolute Return >+20%       |
|------------|-----------------------------|
| ACCUMULATE | Absolute Return +5% to +20% |
| REDUCE     | Absolute Return -5% to +5%  |
| SELL       | Absolute Return < -5%       |



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