# Management initiatives to result in continued market share gain; downgrade to NEUTRAL

### **Result Synopsis**

Whirlpool's consolidated revenue came 7% above estimates. Revenue grew 22.5% yoy. WHIRL strong revenue growth was aided by partly strong industry growth for the summer products like refrigerator and air-conditioners and partly by market share gains in both the key categories of refrigerators and washers. WHIRL's market share has significantly grown as compared to previous year. Gross margin has improved ~153bps yoy, however in sequential basis it has contracted by 354bps largely on account of product mix for the quarter. EBITDA margins at 8.4% is on the improving trajectory. The company will continue to focus of improving its market share profitability. Management has highlighted series of actions like 1) Product innovation even at the entry level; 2) Launching new innovative/differentiated products; 3) Increasing confidence with respect to quality by providing enhanced warranty; 4) Increasing retail executive across the counters and 5) Pricing the product right. All these actions will enable the company to increase the market share and grow profitability. We believe series of steps taken by the company has been working well resulting in market share gains without compromising on the profitability. Further, management will continue to focus on execution and increasing the revenue share of the premium products which will keep the profitability intact and further enhance the markets share as it has lower share on the premium side. We continue to believe WHIRL's initiatives, launching of innovative products at the entry level and focus on execution has started to pay dividends and will further enable it to further climb up the ladder on the market share and maintain balance between market share and profitability. We now estimate FY24-26 Revenue/EBITDA/PAT CAGR of 16%/43%/62%. We now value the stock at 50x vs 45x as company initiatives has started to result in market share gains. We however have Neutral stance on the stock as upside is limited and it has given  $\sim 80\%$ returns since we became positive on the company.

### **Result Highlights**

- Quarter summary WHIRL revenue growth has aided by strong industry growth for the refrigerators and market share gains across its key category of washers and refrigerators.
- Margins Gross margins have expanded ~153bps on yoy basis while change in mix has resulted in sequential contraction of 354bps. EBITDA margin has expanded by 240bps on cost reduction initiatives.
- New product launches WHIRL have been launching new innovative/differentiated products at the entry level as well and would be launching the products with keeping innovation as the key focus.
- Market share Company has now started to gain market share from past two quarters. In Q1FY25 company has witnessed triple digit market share gains.

### **Exhibit 1: Actual vs estimates**

		Estimate		% Variation		
Rs mn	Actual	YES Sec	Consensus	YES Sec	Consensus	Remarks
Sales	24,969	23,344	23,060	7.0	8.3	
EBITDA	2,109	2,532	1,920	-16.7	9.8	Market share gains
EBITDA Margin (%)	8.4	10.8	8.3	-240 bps	10 bps	resulted revenue beating estimates
Adjusted PAT	1,452	1,647	1,150	-11.9	26.3	~ ~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Source: Company, YES Sec



Reco	:	NEUTRAL
СМР	:	Rs 2,133
Target Price	:	Rs 2,332
Potential Return	:	+9.1%

#### Stock data (as on Aug 01, 2024)

Nifty	25011
52 Week h/I (Rs)	2200/1186
Market cap (Rs/USD mn)	270637/3233
Outstanding Shares (mn)	127
6m Avg t/o (Rs mn):	381
Div yield (%):	0.2
Bloomberg code:	WHIRL IN
NSE code:	WHIRLPOOL

#### Stock performance



### Shareholding pattern (As of Mar'24 end)

Promoter	51.0%
FII+DII	40.3%
Others	8.8%

$\Delta$ in stance		
(1-Yr)	New	Old
Rating	NEUTRAL	BUY
Target Price	2,332	1,914

### $\Delta$ in earnings estimates

	FY25e	FY26e
EPS (New)	36.3	46.6
EPS (Old)	35.2	42.5
% change	3.1%	9.6%

Financial Summary							
(Rs mn)	FY24	FY25E	FY26E				
Revenue	68,298	82,862	91,313				
YoY Growth	2.4%	21.3%	10.2%				
EBIDTA	4,030	6,629	8,218				
YoY Growth	8.8	64.5	24.0				
PAT	2,432	4,611	5,917				
YoY Growth	8.6%	89.6%	28.3%				
ROE	6.7	12.0	14.0				
EPS	20.7	36.3	46.6				
P/E	103.4	58.8	45.8				
BV	290.7	316.8	350.2				
EV/EBITDA	61.7	36.9	29.2				





### Exhibit 2: Quarterly snapshot (Consolidated)

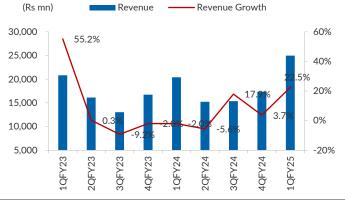
Particulars (Rs mn)	Q1FY24	Q2FY24	Q3FY24	Q4FY24	Q1FY25	y/y %	q/q %	FY24	FY23	y/y %
Sales	20,386	15,216	15,357	17,340	24,969	22.5	44.0	68,298	66,677	2.4
EBITDA	1234	732	627	1437	2109	71.0	46.8	4,030	3,703	8.8
EBITDA Margin %	6.1	4.8	4.1	8.3	8.4			5.9	5.6	
Depreciation	522	492	475	615	562	7.7	(8.7)	2,103	1,854	13.4
EBIT	712	240	153	822	1547	117.3	88.2	1,927	1,849	4.2
EBIT Margin %	3.5	1.6	1.0	4.7	6.2			2.8	2.8	
Interest charges	75	56	85	86	102	36.0	18.4	302	150	101.4
Other Income	349	339	355	595	514	47.3	(13.7)	1,638	1,273	28.7
PBT	986	523	423	1331	1959	98.7	47.2	3,262	2,972	9.8
Тах	219	141	123	348	507	131.7	45.7	830	732	13.4
Effective Tax Rate (%)	22.2	26.9	29.2	26.1	25.9			25.5	24.6	
PAT	767	382	299	984	1452	89.3	47.7	2,432	2,240	8.6
PAT Margin %	3.8	2.5	1.9	5.7	5.8			3.6	3.4	
EPS (Rs)	6.0	3.0	2.4	7.8	11.4	89.3	47.7	19.2	17.7	8.6

Source: Company, YES Sec



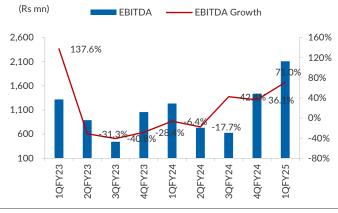
### **CHARTS**

Exhibit 3: Strong industry tailwind coupled with market share gains has resulted in robust revenue growth

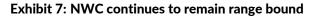


Source: Company, YES Sec

### Exhibit 5: Cost reduction initiatives has resulted in Exhibit 6: PAT growth is inline with EBITDA growth strong EBITDA growth



Source: Company, YES Sec



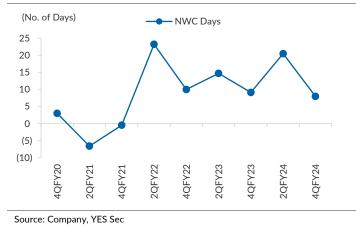
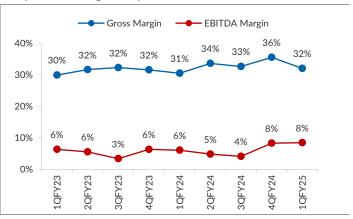
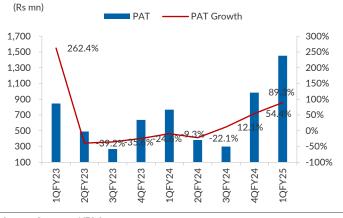


Exhibit 4: Change in revenue mix has resulted in sequential margin drop

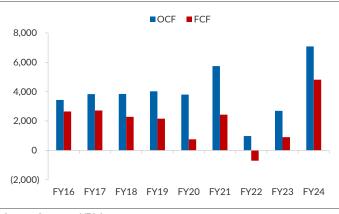


Source: Company, YES Sec



Source: Company, YES Sec

### **Exhibit 8: OCF continues to remain strong**



Source: Company, YES Sec



### **KEY CON-CALL HIGHLIGHTS**

- Innovation Company is focusing on innovating not only in the premium segment but also on the mass segment
- Market share WHIRL has gained triple digit bps market share in both refrigerators as well as washers. Both the key category refrigerator and washers have grown in high double digit. Refrigerator market has grown in double digit but washers market has been muted. Market share in DC has increased more than frost-free.
- Pioneer in launches of differentiated products WHIRL has been pioneer in launching differentiated products across refrigerator and washers. This includes product feel and finishes in refrigerators and introducing heater in top load washers which has been industry first.
- Elica Elica business is doing well with strong capabilities in manufacturing, innovation, distribution and brand awareness.
- Enhanced warranty in washers The company is offering 4 years of comprehensive warranty in semi-automatic washing machines and also 5 years of comprehensive warranty in front load washing machine first in the industry.
- Premiumization of semi-automatic washers The company is preimmunizing across all the categories of the products even direct cool refrigerator and semi-automatic washers.
- **Excellence in execution** Focusing on premium product and new launches, getting pricing strategy right, leverage customer relationship and drive e-commerce marketing
- Guidance The company has refrained from giving the guidance, growth will be dependent on the market growth. Focus will be to keep market share strong. Market share growth will be along with profit growth. In the long run company expects margins to be in high single digit.
- Intent Intent is to grow market share profitability. Trigger would be pricing the product right and driving premium market share faster.
- E-commerce WHIRL is present across all the e-comm platform including ONDC. The company would continue to drive all the channel equally. Market share across the channel is largely the same
- Washers The company is looking to drive market share in washers and company has taken certain actions in semi-automatic washing machine which will enable market share gains. The company has started advertisement for top load washing machine after many years and promoting Bloom wash.
- Entry level demand The company feels strong GDP growth to trickle down to the entry level products sooner
- New products Launched 5 star refrigerator in DC segment and also launched glass door ref in entry level DC segment. The company has seen success in direct cool segment and frost free is seeing increased traction.
- Imports Most of the products are domestically manufactured and imports are miniscule.
   Endeavor is to manufacture entire product portfolio domestically.



### **FINANCIALS**

### **Exhibit 9: Balance Sheet**

Y/e 31 Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Equity capital	1,269	1,269	1,269	1,269	1,269
Reserves	32,312	33,935	35,617	38,924	43,167
Net worth	33,581	35,204	36,886	40,193	44,436
Debt	0	0	0	0	0
Deferred tax liab (net)	621	589	557	557	557
Other non current liabilities	5,108	4,822	6,268	6,710	6,847
Total liabilities	39,310	40,614	43,711	47,459	51,839
Fixed Asset	9,973	10,818	9,823	8,746	7,598
Investments	0	0	0	0	0
Other Non-current Assets	10,999	10,039	11,325	12,445	13,363
Net Working Capital	2,236	2,979	234	(129)	(46)
Inventories	13,115	15,082	12,471	16,595	18,288
Sundry debtors	4,298	4,334	3,397	4,904	5,404
Loans and Advances	2,379	2,539	2,055	2,488	2,740
Sundry creditors	14,817	16,407	14,324	20,182	22,240
Other current liabilities	2,278	2,033	2,772	3,218	3,494
Cash & equivalents	16,102	16,778	22,329	26,397	30,925
Total Assets	39,310	40,615	43,711	47,459	51,839

Source: Company, YES Sec

### **Exhibit 10: Income statement**

Y/e 31 Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Revenue	61,966	66,677	68,298	82,862	91,313
Operating profit	4,157	3,703	4,030	6,629	8,218
Depreciation	1,475	1,854	2,103	2,327	2,552
Interest expense	159	150	302	317	333
Other income	633	1,273	1,638	2,177	2,574
Profit before tax	3,156	2,972	3,262	6,161	7,907
Taxes	830	732	830	1,551	1,990
Minorities and other	-	-	-	-	-
Adj. profit	2,326	2,240	2,432	4,611	5,917
Exceptional items	-	-	(189)	-	-
Net profit	2,326	2,240	2,621	4,611	5,917

Source: Company, YES Sec



### **Exhibit 11: Cashflow Statement**

Y/e 31 Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Profit before tax	3,315	3,122	3,565	6,479	8,240
Depreciation	1,475	1,854	2,103	2,327	2,552
Tax paid	(830)	(732)	(830)	(1,551)	(1,990)
Working capital $\Delta$	(2,304)	(743)	2,746	362	(83)
Other operating items					
Operating cashflow	1,655	3,501	7,583	7,618	8,719
Capital expenditure	(2,035)	(2,700)	(1,108)	(1,250)	(1,404)
Free cash flow	(380)	802	6,475	6,368	7,315
Equity raised	3,306	17	(304)	-	-
Investments	2,074	-	-	-	-
Debt financing/disposal	-	-	-	-	-
Interest paid	(159)	(150)	(302)	(317)	(333)
Dividends paid	(634)	(634)	(634)	(1,304)	(1,673)
Net ∆ in cash	(2,573)	676	5,551	4,068	4,528

Source: Company, YES Sec

### Exhibit 12: Du-pont analysis

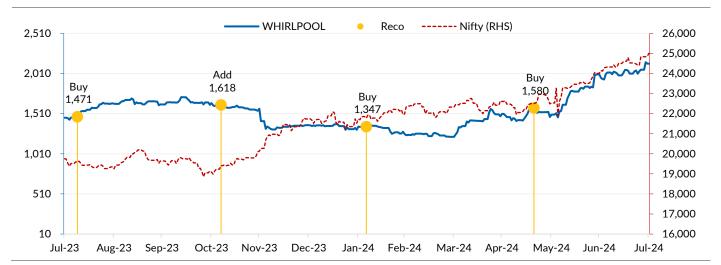
Y/e 31 Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Tax burden (x)	0.74	0.75	0.75	0.75	0.75
Interest burden (x)	0.95	0.95	0.92	0.95	0.96
EBIT margin (x)	0.05	0.05	0.05	0.08	0.09
Asset turnover (x)	1.16	1.15	1.13	1.25	1.22
Financial leverage (x)	1.72	1.69	1.68	1.73	1.77
RoE (%)	7.5	6.5	6.7	12.0	14.0

### Exhibit 13: Ratio analysis

Y/e 31 Mar	FY22	FY23	FY24	FY25E	FY26E
Growth matrix (%)					
Revenue growth	5.0	7.6	2.4	21.3	10.2
Op profit growth	(19.9)	(10.9)	8.8	64.5	24.0
EBIT growth	(28.9)	(5.8)	14.2	81.7	27.2
Net profit growth	(30.2)	(3.7)	8.6	89.6	28.3
Profitability ratios (%)					
OPM	6.7	5.6	5.9	8.0	9.0
EBIT margin	5.3	4.7	5.2	7.8	9.0
Net profit margin	3.8	3.4	3.6	5.6	6.5
RoCE	10.7	9.1	9.9	16.8	19.5
RoNW	7.5	6.5	6.7	12.0	14.0



Y/e 31 Mar	FY22	FY23	FY24	FY25E	FY26E
RoA	4.4	3.8	4.0	6.9	7.9
Per share ratios					
EPS	18.3	17.7	19.2	36.3	46.6
Dividend per share	5.0	5.0	5.0	10.3	13.2
Cash EPS	30.0	32.3	35.7	54.7	66.7
Book value per share	264.7	277.5	290.7	316.8	350.2
Valuation ratios					
P/E	116.6	121.0	103.4	58.8	45.8
P/CEPS	71.3	66.2	62.4	39.1	32.0
P/B	8.1	7.7	7.4	6.7	6.1
EV/EBIDTA	61.4	68.7	61.7	36.9	29.2
Payout (%)					
Dividend payout	27.3	28.3	26.1	28.3	28.3
Tax payout	26.3	24.6	25.5	25.2	25.2
Liquidity ratios					
Debtor days	25.3	23.7	18.2	21.6	21.6
Inventory days	77.2	82.6	66.6	73.1	73.1
Creditor days	87.3	89.8	76.6	88.9	88.9



### **Recommendation Tracker**



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Analysts assign ratings to the stocks according to the expected upside/downside relative to the current market price and the estimated target price. Depending on the expected returns, the recommendations are categorized as mentioned below. The performance horizon is 12 to 18 months unless specified and the target price is defined as the analysts' valuation for a stock. No benchmark is applicable to the ratings mentioned in this report.

BUY: Upside greater than 20% over 12 months

ADD: Upside between 10% to 20% over 12 months

NEUTRAL: Upside between 0% to 10% over 12 months

REDUCE: Downside between 0% to -10% over 12 months

SELL: Downside greater than -10% over 12 months

NOT RATED / UNDER REVIEW

Analyst signature

Analyst signature

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