**RESULT REPORT JUNE'24 QUARTER | Sector: Consumer Staples** 

# Gillette India Ltd.

### Good FY; Sharp rally leads to rating downgrade

Gillette India Ltd. (GILL's) Jun'24 quarter's operating performance was above our estimate led by strong margin performance even while sales was slightly lower than our estimate. Grooming business growth of 7.1% was lower than our expectation but this should improve going forward led by rural recovery, pricing action in value portfolio, premiumization supported by strong traction for *Gillette Labs*, continued double-digit growth in *Venus* portfolio. Quarterly margin volatility continues with gross margin sharply up 1,830bps YoY and 1,360bps QoQ largely due to lower trading goods YoY and change in inventory levels. Increase in overheads meant that EBITDA margin was up 390bps YoY to 27%. The stock is up ~27% in last three months and ~63% post our initiation on 30th Aug 2023. Due to the strong rally, we downgrade our rating to NEUTRAL from BUY earlier with a revised target price (TP) of Rs9,035 (Rs7,400 earlier). Key monitorables: 1) Outcome for P&G India businesses from evaluation of "Integrated growth strategy"; 2) Exports and non-Urban market recovery.

### June'24 Quarter Result Highlights

- Headline performance: Revenue grew by 4.2% YoY to Rs6.5bn (vs est. Rs6.7bn).
   EBITDA was up 21.5% YoY to Rs1.7bn (vs est. Rs1.6bn). APAT was up 26.4% YoY to Rs1.2bn (vs est. Rs1.0bn).
- Segmental performance: (1) Grooming business (~80.5% of revenues in June'24 Qtr vs 79% in June'23 Qtr) revenue up by 7.1% YoY to Rs5.2bn (vs est. Rs5.3bn). 5-yr revenue CAGR stood at 7.5%. Grooming segment EBIT margin improves by ~830bps YoY to 26.8%. (2) Oral care revenues were down 6.3% to Rs1.3bn (vs est. Rs1.3bn) with segment EBIT margin down 1,320bps YoY to 10.3%.
- Margin: Overall gross margin came at 67.1% (vs. est. 51%), up 1,830bps YoY and 1,360bps QoQ. This was largely due to lower trading goods YoY and change in inventory levels. Increase in Other overheads (up 350bps YoY), higher A&SP spends (up 1,070bps YoY; absolute A&SP spends up 160.8% YoY) and higher employee costs (up 20bps YoY) meant that EBITDA margin was up 390bps YoY to 27% (vs est. 23.6%).
- FY24 (Jul'23-Jun'24) performance: Revenue, EBITDA and APAT grew by 6.3%, 16.4% and 15.8% YoY, respectively. Grooming business revenue (80.5% of revenues) up 8.1% YoY while Oral Care (19.5% of revenues) was flat YoY. Overall gross margin up by 610bps YoY to 58.2%. EBITDA margin up 210bps YoY to 23.8%. A&SP up 200bps YoY at 13.8% of revenue (up 24.4%YoY on absolute basis).
- Comments from press release: 1) This fiscal, GILL launched Gillette Labs in the male razor category, Venus Bikini Sensitive Razors in female razor category and Oral B' Chhota Bheem' toothbrushes in Oral care segment. 2) BOD have recommended a final dividend of Rs45 per equity share for the financial year ended June 30, 2024.

### **View & Valuation**

We expect revenue to grow by ~8.2% in FY25E on a base of ~6.3% led by 1) Continued momentum in grooming segment with an added support from value portfolio as we anticipate rural volume recovery in near-term, 2) Growth recovery in oral care on lower base, 3) Exports recovery in FY25. Over FY24-26E, we estimate ~8% revenue CAGR. Our current growth estimates do not consider any major reversal in trend towards shaving from 'sporting beard' or 'trimming'. Gross margin recovery was ahead of expectation in FY24, leading to beat on operating margin. Over FY24-26E, we now build ~80bps improvement in EBITDA margin largely led by pricing+premiumization and productivity interventions leading to EBITDA growth of 9.7% over FY24-26E. Gillette's market share are at highest levels and continue to gain. With continued innovations, it's market share should further improve or atleast be maintained in a competitive environment. The company boasts strong return ratios and has also shown healthy growth in dividends over the years. The stock is up ~27% in last three months and ~63% post our initiation on 30th Aug 2023. It now trades at ~64x/57x June'25/June'26 EPS. Due to the strong rally, we downgrade our rating to NEUTRAL from BUY earlier with a revised TP of Rs9,035 (Rs7,400 earlier), assigning a target multiple of ~56x on Sep'26E EPS (similar to its 5yr avg fwd. multiple).



Reco : **NEUTRAL** 

Rs 9,035

CMP : Rs 8,977

Potential : +0.6%

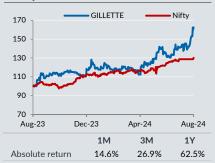
Stock data (as on August 29, 2024)

Target Price

Return

Nifty	25,152
52 Week h/I (Rs)	9239 / 5442
Market cap (Rs/USD mn)	292588 / 3488
Outstanding Shares (mn)	33
6m Avg t/o (Rs mn):	195
Div. yield (%):	1.1
Bloomberg code:	GILL IN
NSE code:	GILLETTE

#### Stock performance



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

Promoter	75.0%
FII+DII	13.9%
Others	11.1%

 $\Delta$  in stance

(1-Yr)	New	Old
Rating	NEUTRAL	BUY
Target Price	9,035	7,400

 $\Delta$  in earnings estimates

	FY25e	FY26e
EPS (New)	140.5	157.3
EPS (Old)	135.4	148.3
% change	+3.7%	+6.1%

Financial Summary (June-ending)

(Rs mn)	FY24	FY25E	FY26E
Revenue	26,331	28,489	30,696
YoY Growth (%)	6.3	8.2	7.7
EBIDTA	6,274	6,779	7,549
Margins (%)	23.8	23.8	24.6
PAT	4,117	4,578	5,126
EPS	126.3	140.5	157.3
YoY Growth (%)	15.8	11.2	12.0
ROCE (%)	58.2	63.6	70.0
ROE (%)	42.0	47.0	51.9
P/E (x)	71.1	63.9	57.1
EV/EBITDA (x)	46.4	42.9	38.5

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MANAS RASTOGI, Associate



**Exhibit 1: Actual vs estimate** 

Rsmn	Actual	Esti	mate	% Variation		
KSMN Actual		YES Sec	Consensus	YES Sec	Consensus	
Revenue	6,453	6,666	6,706	(3.2)	(3.8)	
EBITDA	1,745	1,573	1,396	10.9	25.0	
EBITDA Margin (%)	27.0	23.6	20.8	3.4	6.2	
Adjusted PAT	1,160	1,024	889	13.2	30.4	

Source: Bloomberg, YES Sec

**Exhibit 2: Quarterly result snapshot** 

Particulars (Rs. Mn) - Y/E June	June'23	Mar'24	June'24	YoY (%)	QoQ (%)	FY23	FY24	YoY (%)
Revenue	6,194	6,807	6,453	4.2%	-5.2%	24,771	26,331	6.3%
COGS	3,175	3,171	2,126	-33.0%	-33.0%	11,881	11,013	-7.3%
Gross margin %	48.8%	53.4%	67.1%	18.3%	13.6%	52.0%	58.2%	6.1%
Employee costs	370	454	399	7.6%	-12.2%	1,698	1,874	10.4%
% of sales	6.0%	6.7%	6.2%	0.2%	-0.5%	6.9%	7.1%	0.3%
Advertising costs	442	690	1,152	160.8%	67.0%	2,916	3,629	24.4%
% of sales	7.1%	10.1%	17.9%	10.7%	7.7%	11.8%	13.8%	2.0%
Other expenses	771	889	1,031	33.7%	16.0%	2,884	3,541	22.8%
% of sales	12.4%	13.1%	16.0%	3.5%	2.9%	11.6%	13.4%	1.8%
EBITDA	1,437	1,603	1,745	21.5%	8.8%	5,392	6,274	16.4%
EBITDA margin %	23.2%	23.6%	27.0%	3.9%	3.5%	21.8%	23.8%	2.1%
Depreciation	216	206	212	-2.0%	2.7%	807	826	2.4%
EBIT	1,220	1,397	1,533	25.7%	9.8%	4,585	5,448	18.8%
EBIT margin %	19.7%	20.5%	23.8%	4.1%	3.2%	18.5%	20.7%	2.2%
Interest expense	32	26	27	-15.2%	4.3%	78	86	11.1%
Other income	48	57	46	-4.2%	-19.5%	222	261	17.7%
PBT	1,236	1,428	1,552	25.5%	8.7%	4,729	5,623	18.9%
Tax	319	437	393	23.1%	-10.2%	1,172	1,506	28.4%
Effective tax rate %	25.8%	30.6%	25.3%	-0.5%	-5.3%	24.8%	26.8%	2.0%
Adj. PAT	917	991	1,160	26.4%	17.0%	3,557	4,117	15.8%
PAT margin %	14.8%	14.6%	18.0%	3.2%	3.4%	14.4%	15.6%	1.3%
EPS	28.2	30.4	35.6	26.4%	17.0%	109.1	126.3	15.7%

Source: Company, YES Sec

**Exhibit 3: Quarterly Segmental Snapshot** 

Segmental Performance (Rs. Mn)	June'23	Mar'24	June'24	YoY (%)	QoQ (%)	FY23	FY24	YoY (%)
Segmental Revenue	6,194	6,807	6,453	4.2%	-5.2%	24,771	26,331	6.3%
Grooming	4,854	5,577	5,197	7.1%	-6.8%	19,606	21,191	8.1%
Oral Care	1,341	1,230	1,257	-6.3%	2.1%	5,164	5,140	-0.5%
Revenue proportion (%)								
Grooming	78.4%	81.9%	80.5%	2.2%	-1.4%	79.2%	80.5%	1.3%
Oral Care	21.6%	18.1%	19.5%	-2.2%	1.4%	20.8%	19.5%	-1.3%
Segmental Results	1,215	1,408	1,522	25.2%	8.1%	4,572	5,474	19.7%
Grooming	899	1,193	1,392	54.8%	16.7%	3,777	4,808	27.3%
Oral Care	316	215	130	-58.9%	-39.5%	794	666	-16.2%
EBIT margins (%)								
Grooming	18.5%	21.4%	26.8%	8.3%	5.4%	19.3%	22.7%	3.4%
Oral Care	23.6%	17.4%	10.3%	-13.2%	-7.1%	15.4%	12.9%	-2.4%
EBIT composition (%)								
Grooming	74.0%	84.8%	91.5%	17.5%	6.7%	82.6%	87.8%	5.2%
Oral Care	26.0%	15.2%	8.5%	-17.5%	-6.7%	17.4%	12.2%	-5.2%

Source: Company, YES Sec

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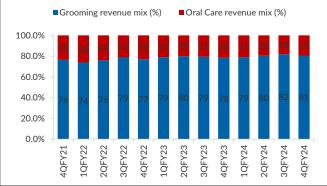


Exhibit 4: Revenues up by 4.2% YoY to Rs6.5bn in June'24 quarter

Revenue (Rs bn) Revenue growth (%) 26.8 8 30 24.2 7 25 6 20 5 15 4 3 10 2 1 1QFY22 1QFY23 4QFY23 3QFY22 **2QFY23 2QFY24** 4QFY24

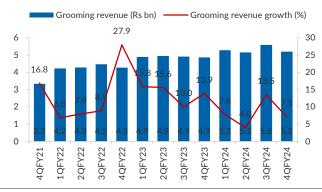
Source: Company, YES Sec

Exhibit 5: Grooming revenue mix improves 220bps YoY to 80.5% in June'24 quarter



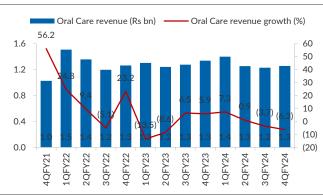
Source: Company, YES Sec

Exhibit 6: Grooming segment revenues grew by 7.1% YoY to Rs5.2bn



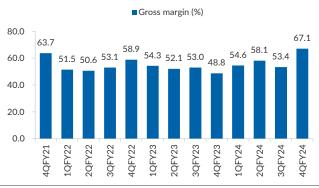
Source: Company, YES Sec

Exhibit 7: Oral Care segment revenues down 6.3% YoY to Rs1.3bn



Source: Company, YES Sec

Exhibit 8: Gross margin for the quarter stood at 67.1% (+1,830bps YoY and 1,360bps QoQ)



Source: Company, YES Sec

Exhibit 9: Advertisement & Sales Promotion expense (A&SP) as a % of revenue is up 1,070bps YoY to 17.9%

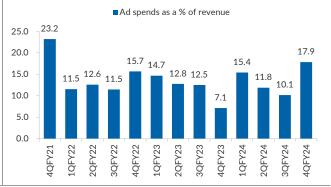
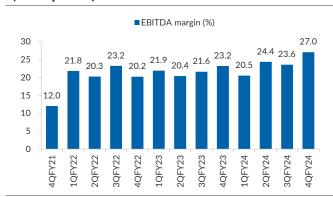
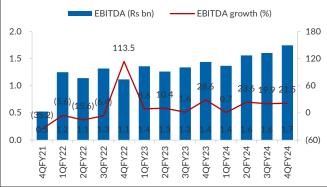


Exhibit 10: EBITDA margin for the quarter stood at 27% Exhibit 11: EBITDA thus grew 21.5% YoY to Rs1.7bn (+390bps YoY)





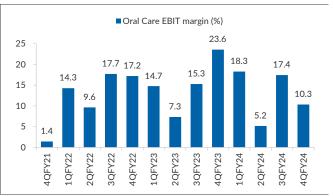
Source: Company, YES Sec

Source: Company, YES Sec

Exhibit 12: Grooming segment EBIT margin up 830bps YoY to 26.8%

■ Grooming EBIT margin (%) 30 26.8 25.1 25 21.2 19.7 20.9 20.4 19.6 18.6 18.5 17.7 20 15 10.8 10 5 0 1QFY23 1QFY24 1QFY22 4QFY22 2QFY23 3QFY23 4QFY23 **2QFY24** 

Exhibit 13: Oral Care segment EBIT margin down 1,320bps YoY to 10.3%



Source: Company, YES Sec

Source: Company, YES Sec

Exhibit 14: Grooming EBIT mix moves up 1,750bps YoY to 91.5%

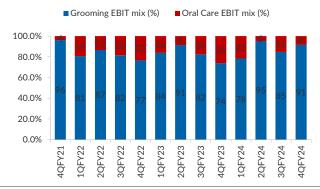
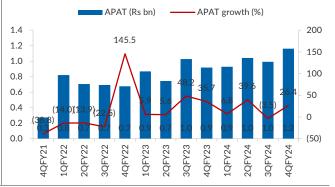


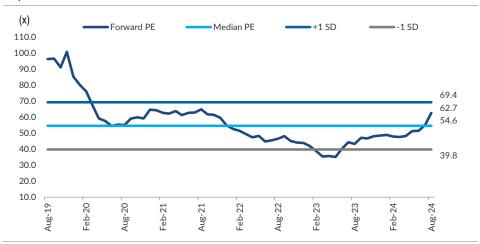
Exhibit 15: APAT was up 26.4% YoY to Rs1.2bn in June'24 quarter



Source: Company, YES Sec



Exhibit 16: Currently trading at ~63x 1-yr forward earnings (higher than the Median PE)





## **FINANCIALS**

**Exhibit 17: Balance Sheet** 

Y/E June (Rsmn)	FY22	FY23	FY24	FY25E	FY26E
Share capital	326	326	326	326	326
Reserves	8,286	9,563	9,387	9,430	9,686
Net worth	8,612	9,889	9,713	9,756	10,012
Total debt	0	0	0	0	0
Deferred tax liability and others	-331	-458	-535	-535	-535
Total liabilities	9,115	10,545	10,182	10,225	10,482
Gross block	6,958	8,029	8,430	9,180	9,930
Depreciation	3,327	4,134	4,961	5,841	6,797
Net block	3,630	3,895	3,469	3,339	3,133
Capital work-in-progress	650	324	259	500	500
Investments	0	0	0	0	0
Other LTA	1950	1986	2178	2493	2239
Inventories	3,734	4,124	3,958	4,871	4,067
Debtors	2,564	3,202	2,743	3,189	2,867
Cash	2,911	4,556	4,756	4,661	5,244
Other current assets	280	591	383	383	383
Total current assets	9,523	12,499	11,866	13,129	12,585
Creditors	5,446	6,801	6,390	7,873	6,428
Other current liabilities & provisions	1,191	1,357	1,200	1,363	1,548
Total current liabilities	6,638	8,158	7,590	9,235	7,976
Net current assets	2,885	4,341	4,276	3,894	4,610
Total assets	9,115	10,545	10,182	10,225	10,482

Source: Company, YES Sec

**Exhibit 18: Income statement** 

Y/E June (Rsmn)	FY22	FY23	FY24	FY25E	FY26E
Revenue	22,562	24,771	26,331	28,489	30,696
% Growth	12.3%	9.8%	6.3%	8.2%	7.7%
COGS	10,495	11,881	11,013	12,395	13,049
Staff costs	1,501	1,698	1,874	2,080	2,272
Advertising costs	2,887	2,916	3,629	3,678	3,978
Other expenses	2,854	2,884	3,541	3,557	3,848
Total expenses	17,737	19,379	20,057	21,710	23,147
EBITDA	4,825	5,392	6,274	6,779	7,549
% growth	4.8%	11.8%	16.4%	8.0%	11.4%
EBITDA margin (%)	21.4%	21.8%	23.8%	23.8%	24.6%
Other income	77	222	261	290	322
Interest costs	105	78	86	70	65
Depreciation	684	807	826	880	955
Profit before tax (before exceptional items)	4,113	4,729	5,623	6,118	6,851
Exceptional items	0	0	0	0	0
Tax	1,220	1,172	1,506	1,540	1,724
PAT (before exceptional items)	2,893	3,557	4,117	4,578	5,126
PAT	2,893	3,557	4,117	4,578	5,126
PAT margin (%)	12.8%	14.4%	15.6%	16.1%	16.7%
% Growth	-1.6%	22.9%	15.8%	11.2%	12.0%



**Exhibit 19: Cash flow statement** 

Y/E June (Rsmn)	FY22	FY23	FY24	FY25E	FY26E
PAT	2,893	3,557	4,117	4,578	5,126
Depreciation	684	807	826	880	955
Net other income	-77	-222	-261	-290	-322
(Inc.)/dec. in working capital	784	190	265	287	-133
Cash flow from operations	4,388	4,409	5,034	5,525	5,692
Capital expenditure (-)	-1145	-746	-336	-991	-750
Net cash after capex	3,243	3,663	4,698	4,535	4,942
Inc./(dec.) in investments	368	219	175	477	79
Cash from investing activities	-777	-527	-161	-514	-671
Dividends paid (-)	-2,248	-2,314	-4,399	-4,349	-4,870
Inc./(dec.) in total borrowings	-116	76	-273	-70	-65
Cash from financial activities	-2,364	-2,238	-4,672	-4,419	-4,935
Opening cash balance	1,663	2,911	4,556	4,756	4,661
Closing cash balance	2,911	4,556	4,756	4,661	5,244
Change in cash balance	1,248	1,645	201	-95	583

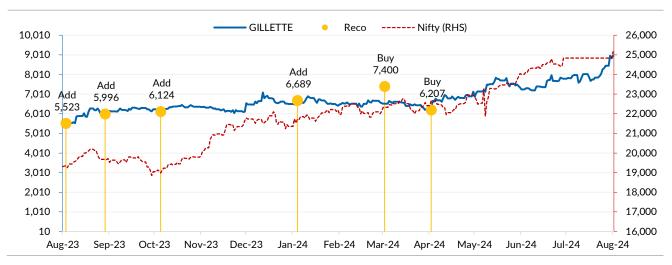
Source: Company, YES Sec

**Exhibit 20: Growth and Ratio matrix** 

Y/E June	FY22	FY23	FY24	FY25E	FY26E
Per share (Rs)					
EPS	88.8	109.1	126.3	140.5	157.3
Book value	264.3	303.4	298.0	299.3	307.2
DPS	69.0	85.0	135.0	133.4	149.4
Valuation (x)					
P/Sales	13.0	11.8	11.1	10.3	9.5
EV/sales	12.9	11.7	11.0	10.2	9.5
EV/EBITDA	60.3	54.0	46.4	42.9	38.5
P/E	101.1	82.3	71.1	63.9	57.1
P/BV	34.0	29.6	30.1	30.0	29.2
Return ratios (%)					
RoCE (pre-tax)	51.1	52.0	58.2	63.6	70.0
RoE	35.1	38.5	42.0	47.0	51.9
RoIC (pre-tax)	71.6	81.7	100.6	115.3	134.5
Profitability ratios (%)					
Gross margin	53.5	52.0	58.2	56.5	57.5
EBITDA margin	21.4	21.8	23.8	23.8	24.6
EBIT margin	3.0	3.3	3.1	3.1	3.1
PAT margin	12.8	14.4	15.6	16.1	16.7
Liquidity ratios (%)					
Current ratio	1.4	1.5	1.6	1.4	1.6
Quick ratio	0.9	1.0	1.0	0.9	1.1
Turnover ratios					
Total asset turnover ratio (x)	1.4	1.3	1.5	1.5	1.7
Fixed asset turnover ratio (x)	6.2	6.4	7.6	8.5	9.8
Debtor days	37	42	41	38	36
Inventory days	129	121	134	130	125
Creditor days	166	188	219	210	200



### **Recommendation Tracker**





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