# Hindustan Unilever I BUY

## Looking tougher

On a like-to-like basis, HUL's Sep-Q earnings were inline with our expectations though with a somewhat different construct (detailed below). Volume growth of 2% is a further step-down vs earlier levels and rural recovery remains gradual with market volumes still lower vs two-year ago level. Gross margin progression was much better, but flowthrough to EBITDA was curtailed by higher A&P (+65% yoy) - management expects intensity of spends to sustain, given the step-up seen in competitive activities. The hope for a gradual volume recovery in rural remains, given reversal of inflation, higher infrastructure spends by government, and expectation of tailwinds from a good festive season. On the other hand, the consequence of a weaker monsoon and the volatility in crude-oil prices are the key watch-outs at this stage. We expect HUL's stock to be under some pressure on the back of the weak Sep-Q report, and absence of clear volume-trigger at this juncture.

- Operationally inline performance; volume trajectory was weaker than expected, though: HUL reported 3.5%, 9.4% and 12% growth in sales, EBITDA and pre-exceptional net profit to INR150.3bn, INR36.9bn and INR26.7bn. Ex one-off benefit (favourable resolution of past indirect tax litigation) in BPC revenue, overall sales, EBITDA and bottoline growth were 3%, 5% and 7% respectively exactly inline with our forecasts though with a slightly different construct: 1) On revenue, volume growth was softer at 2% (vs our expectation of 4%) but was made-up through better pricing which was still tad positive vs JMFe -1%. 2) On profitability front, gross margin build-back was much better (GPM +650bps like-to-like) but a very significant portion was used to grow A&P spends (+65% yoy and >400bps higher as a % of sales).
- Volumes grew better in Home-care, BPC but pulled down by decline in F&R: Segmentally: 1) Home-care growth moderated further to 3.3%. Volumes grew in mid-single digit but price reductions led to lower value growth. A&P spends were stepped up given resurgence of smaller and regional players in the current deflationary environment. Interestingly, small Detergents Bars players are growing at 6x the rate of larger players. 2) BPC growth remained low at just 4.5% (sub-4% excluding one-off) entirely volume-driven. Skin and Cosmetics grew double digit but Soaps declined due to price-cuts. Haircare grew in high single-digit and Oral-care growth was in mid single-digit. Management highlighted that interventions are being taken to transform skin-care and deal with ontrend demand spaces. 3) F&R remained disappointing. HFD volumes continued to decline despite the focus on lower-priced packs. High milk prices continued to have its impact. Coffee volumes were also impacted due to high commodity inflation. Tea growth was modest as well as category remained impacted by consumers downgrading.
- Positive surprise on gross margin almost entirely offset by higher SG&A expenses: On a like-to-like basis, HUL's GPM expanded c.650bps yoy, c.230bps qoq to 51.5% (vs JMFe 49.5%) helped by reduction in costs of key inputs. Management cited volatile crude-oil prices as a watch-out, though. A&P spends rose 65% much higher vs our forecast a function of high competitive intensity as visible through the uptick in media intensity (GRP +33% yoy) and continued aggression of smaller players in select categories. Other Expenses also grew at a much higher pace (+19% including c.4% due to higher royalty to Unilever) these had a c.170bps impact on margin.

JM	<b>FINANCIAL</b>

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Recommendation and Price Target	
Current Reco.	BUY
Previous Reco.	BUY
Current Price Target (12M)	2,880
Upside/(Downside)	13.0%
Previous Price Target	2,905
Change	-0.9%

Key Data – HUVR IN	
Current Market Price	INR2,548
Market cap (bn)	INR5,987.0/US\$71.9
Free Float	33%
Shares in issue (mn)	2,350.0
Diluted share (mn)	2,350.0
3-mon avg daily val (mn)	INR4,050.2/US\$48.7
52-week range	2,770/2,393
Sensex/Nifty	65,629/19,625
INR/US\$	83.2

Price Performan	ce		
%	1M	6M	12M
Absolute	2.4	0.7	-1.4
Relative*	4.2	-8.5	-11.0

\* To the BSE Sensex

Financial Summary					(INR mn)
Y/E March	FY22A	FY23A	FY24E	FY25E	FY26E
Net Sales	514,720	594,430	625,855	694,143	764,542
Sales Growth (%)	11.2	15.5	5.3	10.9	10.1
EBITDA	128,570	141,490	152,815	172,056	191,432
EBITDA Margin (%)	24.5	23.4	24.0	24.5	24.8
Adjusted Net Profit	87,911	98,807	106,882	120,672	134,675
Diluted EPS (INR)	37.4	42.0	45.5	51.3	57.3
Diluted EPS Growth (%)	9.7	12.4	8.2	12.9	11.6
ROIC (%)	21.4	23.4	24.4	27.7	31.2
ROE (%)	18.2	19.9	21.0	23.0	24.9
P/E (x)	68.1	60.6	56.0	49.6	44.5
P/B (x)	12.2	11.9	11.6	11.3	10.9
EV/EBITDA (x)	46.0	41.8	38.6	34.2	30.6
Dividend Yield (%)	1.3	1.5	1.6	1.9	2.1

Source: Company data, JM Financial. Note: Valuations as of 19/Oct/2023

JM Financial Research is also available on: Bloomberg - JMFR <GO>, Thomson Publisher & Reuters, S&P Capital IQ, FactSet and Visible Alpha

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

Exhibit 1. 2QFY24 snapshot (Parent): Mostly on expected lines; reported profits boosted by 4-5% on account of favourable resolution of past indirect tax litigation (INR mn)

	2QFY24	2QFY23	YoY chg %	2QFY24E	% Var	1HFY24	1HFY23	YoY chg %
Net Sales	150,270	145,140	3.5%	149,436	0.6%	299,580	285,300	5.0%
Other Operating Income	2,490	2,370	5.1%	2,252	10.6%	4,660	4,930	-5.5%
Total Revenue	152,760	147,510	3.6%	151,688	0.7%	304,240	290,230	4.8%
Gross Profit	78,060	65,200	19.7%	73,989	5.5%	151,490	130,220	16.3%
Gross Profit Margin %	51.9%	44.9%	702 bps	49.5%	243 bps	50.6%	45.6%	492 bps
Staff Cost	7,080	7,090	-0.1%	6,575	7.7%	13,590	13,060	4.1%
Advertisement & Sales Promotion	17,200	10,410	65.2%	15,392	11.7%	32,010	23,690	35.1%
Other Expenses	19,330	16,300	18.6%	18,792	2.9%	38,400	32,160	19.4%
EBITDA	36,940	33,770	9.4%	35,482	4.1%	72,150	66,240	8.9%
EBITDA margin - % of net sales	24.6%	23.3%	132 bps	23.7%	84 bps	24.1%	23.2%	87 bps
Depreciation	2,690	2,480	8.5%	2,600	3.5%	5,260	5,080	3.5%
EBIT	34,250	31,290	9.5%	32,882	4.2%	66,890	61,160	9.4%
Interest Expense	720	250		250		1,190	510	133.3%
Financial Other Income	2,830	1,150	146.1%	1,868	51.5%	4,680	2,520	85.7%
PBT (before exceptionals)	36,360	32,190	13.0%	34,500	5.4%	70,380	63,170	11.4%
PBT (incl exceptionals)	36,310	31,910	13.8%	34,500	5.2%	69,960	62,770	11.5%
Reported Net Profit	27,170	26,160	3.9%	25,530	6.4%	51,890	49,050	5.8%
Adjusted Net Profit	26,680	23,790	12.1%	25,530	4.5%	51,680	46,679	10.7%

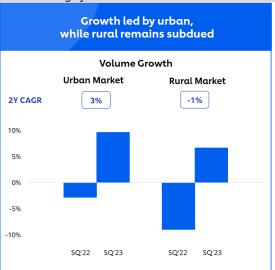
Source: Company, JM Financial

Exhibit 2. Estimated like-to-like 2QFY24 financials vs 2Q LY - adjusted for one-off indirect tax credit to turnover in 2QFY24						
	2QFY24 like-to-like	2QFY23	yoy	2QFY24E	% variance	
Sales	148,819	145,140	3%	149,436	0%	
Gross Profit	76,609	65,200	17%	73,989	4%	
% gross margin (excl op other income)	51.5%	44.9%	656 bps	49.5%	197 bps	
EBITDA	35,489	33,770	5%	35,482	0%	
% margin	23.8%	23.3%	58 bps	23.7%	10 bps	
PBT before exceptionals	34,909	32,190	8%	34,500	1%	
Adjusted Net Profit	25,455	23,790	7%	25,530	0%	

Source: Company, JM Financial

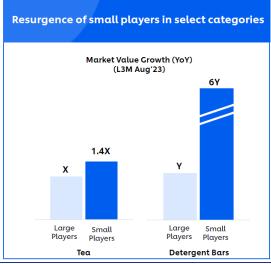
Exhibit 3. FMCG demand growth entirely contributed by urban while rural remained largely subdued

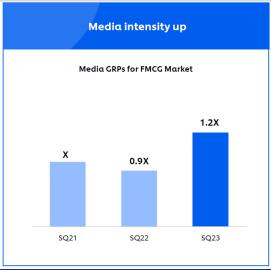




Source: HUL Presentation, JM Financial

Exhibit 4. Competitive intensity remained high in the market – smaller players continue to be aggressive in certain commodity-sensitive categories





Source: HUL Presentation, JM Financial

Exhibit 5. 2QFY24 segment-wise snapshot (Parent): Performance remained fairly muted due to sluggish rural demand; Personal Care grew in mid single-digit driving growth (INR mn)

n		(INK MN)
2QFY24	2QFY23	YoY % Comments
53,120	51,430	3.3% Mid single-digit vol growth in Fabric Wash; high single-digit vol growth in Household Care.
58,090	55,610	4.5% Mid single-digit vol growth in BPC. Soaps vols grew low single-digit vol growth but offset by price cuts. Skin Care and Cosmetics grew in double-digit.
38,510	37,550	F&R had mid single-digit vol decline. Tea delivered a modest growth due to continued consumers downgrading. HFD delivered price led mid single-digit growth.
3,040	2,920	4.1%
152,760	147,510	3.6%
9,950	8,890	11.9% Crude prices remain volatile, Soda-ash prices off highs but still much higher vs 2020 levels.
15,810	13,960	13.3% Palm oil prices continued to be at reasonable levels but offset by step up in A&P-spends
7,200	7,440	-3.2%
1,290	1,000	29.0%
34,250	31,290	9.5%
50	280	-82.1%
2,110	900	134.4%
36,360	32,190	13.0%
36,310	31,910	13.8%
26,680	23,790	12.1%
18.7%	17.3%	145 bps
27.2%	25.1%	211 bps
18.7%	19.8%	-112 bps
42.4%	34.2%	819 bps
22.4%	21.2%	121 bps
	2QFY24  53,120  58,090  38,510  3,040  152,760  9,950  15,810  7,200  1,290  34,250  50  2,110  36,360  36,310  26,680  18.7%  27.2%  18.7%  42.4%	2QFY24 2QFY23  53,120 51,430  58,090 55,610  38,510 37,550  3,040 2,920  152,760 147,510  9,950 8,890 15,810 13,960 7,200 7,440 1,290 1,000  34,250 31,290  50 280 2,110 900  36,360 32,190  36,310 31,910  26,680 23,790  18.7% 17.3% 27.2% 25.1% 18.7% 19.8% 42.4% 34.2%

### Exhibit 6. Volumes grew 2% during Sep-Q

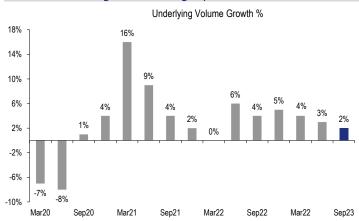
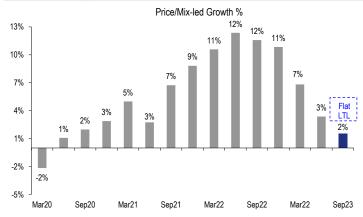


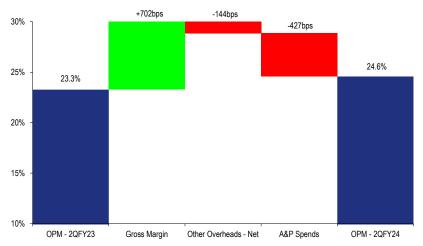
Exhibit 7. Price-growth continued to taper off



Source: Company, JM Financial

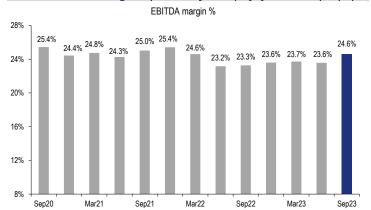
Source: Company, JM Financial

## Exhibit 8. GPM expansion was partially offset by higher A&P-spends and Other Expenses



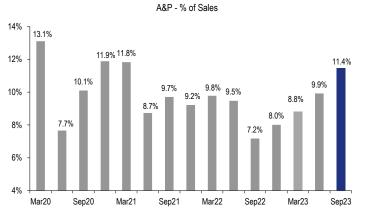
Source: Company, JM Financial

Exhibit 9. EBITDA margin expanded by 132bps yoy and 100bps qoq



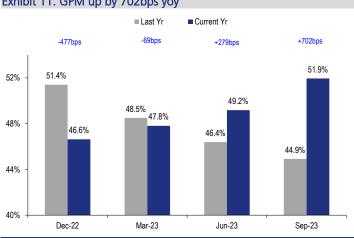
Source: Company, JM Financial

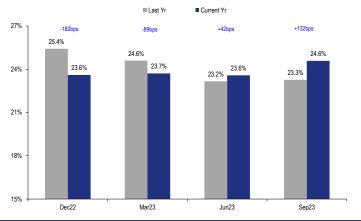
Exhibit 10. A&P spends increased by 65% yoy and also 16% up qoq



#### Exhibit 11. GPM up by 702bps yoy

## Exhibit 12. EBITDA margin expanded by 132bps yoy and 100bps qoq



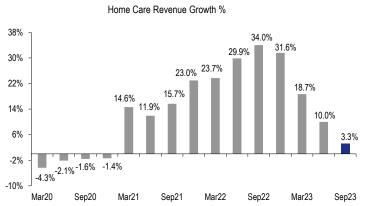


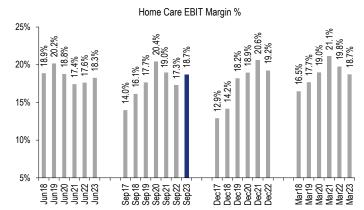
Source: Company, JM Financial

Source: Company, JM Financial

## Segment-wise revenue growth and margin trends

Exhibit 13. Home Care grew by just c.3%- lowest seen in the last 11 quarters due to price reductions undertaken in the segment and step up in competitive intensity in the space





Source: Company, JM Financial

### Exhibit 14. BPC: Double-digit growth in Skin Care & Colour Cosmetics; Skin-cleaning declined due to price-cuts



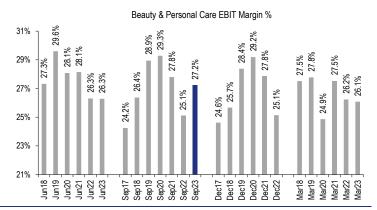
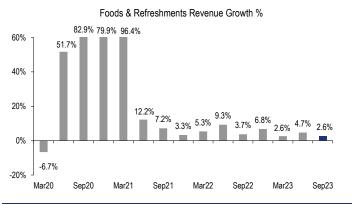
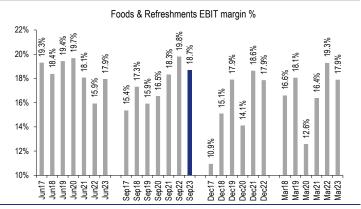
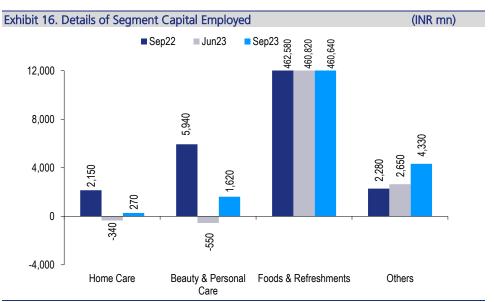


Exhibit 15. F&R remained mostly muted led by mid single-digit value growth in HFD, Foods & Ice Cream; Tea continued to witness consumers downgrading





Source: Company, JM Financial



Source: Company, JM Financial



Source: Company, Bloomberg, JM Financial

## Financial Tables (Consolidated)

Profit & Loss Statement					(INR mn)
Year-ended March	FY22A	FY23A	FY24E	FY25E	FY26E
Sales excl Excise	514,720	594,430	625,855	694,143	764,542
Growth (%)	11.2%	15.5%	5.3%	10.9%	10.1%
Other operational income	9,740	11,370	9,798	7,660	8,280
Total Revenue	524,460	605,800	635,654	701,803	772,823
Cost of Goods Sold/Op. Exp.	257,350	317,160	310,459	341,667	375,602
Personnel cost	25,450	28,540	29,682	31,880	34,349
Other expenses	113,090	118,610	142,697	156,200	171,440
EBITDA	128,570	141,490	152,815	172,056	191,432
EBITDA (%)	24.5%	23.4%	24.0%	24.5%	24.8%
Growth (%)	10.6%	10.0%	8.0%	12.6%	11.3%
Depn & Amort	10,910	11,370	12,048	13,181	14,419
EBIT	117,660	130,120	140,766	158,875	177,013
Other Income	2,580	5,120	6,738	7,370	8,262
Finance Cost	1,060	1,140	2,250	2,250	2,250
PBT before Excep & Forex	119,180	134,100	145,254	163,995	183,025
Excep & forex Inc/Loss(-)	-440	-640	0	0	0
PBT	118,740	133,460	145,254	163,995	183,025
Taxes	29,870	32,010	38,129	43,049	48,044
Extraordinary Inc/Loss(-)	50	-10	0	0	0
Assoc. Profit/Min. Int.(-)	-130	-240	-243	-274	-306
Reported Net profit	88,790	101,200	106,882	120,672	134,675
Adjusted Net Profit	87,911	98,807	106,882	120,672	134,675
Net Margin (%)	17.1%	16.6%	17.1%	17.4%	17.6%
Diluted share capital (mn)	2,350.0	2,350.0	2,350.0	2,350.0	2,350.0
Diluted EPS (Rs)	37.4	42.0	45.5	51.3	57.3
Diluted EPS Growth	9.7%	12.4%	8.2%	12.9%	11.6%
Total Dividend + Tax	79,890	91,640	98,332	111,019	123,901
Dividend Per Share (Rs)	34	39	42	47	53

Source:	Company,	IM	Financial

Balance Sheet					(INR mn)
Year-ended March	FY22A	FY23A	FY24E	FY25E	FY26E
Shareholders' Fund	490,610	503,040	515,365	532,175	550,215
Share capital	2,350	2,350	2,350	2,350	2,350
Reserves & Surplus	488,260	500,690	513,015	529,825	547,865
Preference Share Capital	0	0	0	0	0
Minority Interest	260	2,180	2,423	2,697	3,003
Total Loans	0	980	980	980	980
Def. Tax Liab / Assets (-)	61,300	64,110	62,294	60,244	57,957
Total - Equity & Liab	552,170	570,310	581,062	596,096	612,155
Net Fixed Assets	517,430	526,890	527,096	526,190	524,066
Gross Fixed Assets	84,020	96,630	108,630	120,630	132,630
Intangible Assets	453,040	457,290	457,290	457,290	457,290
Less: Depn. & Amort.	33,010	38,960	51,008	64,189	78,608
Net Lease Assets & Capital WIP	13,380	11,930	12,185	12,459	12,754
Investments	35,340	28,940	31,793	34,928	38,375
Current Assets	141,860	163,730	180,842	208,675	239,795
Inventories	40,960	42,510	43,900	48,595	53,419
Sundry Debtors	22,360	30,790	30,703	34,053	37,507
Cash & Bank Balances	38,460	46,780	60,934	77,067	96,250
Loans & Advances	31,260	34,090	35,266	38,420	41,552
Other Current Assets	8,820	9,560	10,038	10,540	11,067
Current Liab. & Prov.	142,460	149,250	158,668	173,697	190,081
Current Liabilities	109,890	120,870	128,339	140,807	154,534
Provisions & Others	32,570	28,380	30,329	32,890	35,546
Net Current Assets	-600	14,480	22,173	34,979	49,714
Application of Funds	552,170	570.310	581.062	596.096	612,155

Source:	Company	JM	Financia

Cash Flow Statement					(INR mn)
Year-ended March	FY22A	FY23A	FY24E	FY25E	FY26E
Profit before Tax	119,180	134,100	145,254	163,995	183,025
Depn. & Amort.	11,060	11,520	12,048	13,181	14,419
Net Interest Exp. / Inc. (-)	-1,520	-3,980	-4,488	-5,120	-6,012
Inc (-) / Dec in WCap.	-10,000	-9,580	3,533	-267	591
Others	-400	-770	-243	-274	-306
Taxes Paid	-27,840	-31,380	-37,017	-41,504	-46,476
Operating Cash Flow	90,480	99,910	119,088	130,011	145,242
Capex	-10,820	-10,710	-12,000	-12,000	-12,000
Free Cash Flow	79,660	89,200	107,088	118,011	133,242
(Inc)/dec in investments	-7,920	-7,010	-2,853	-3,136	-3,447
Other current assets	1,460	2,780	6,483	7,096	7,967
Cash flow used in invst (b)	-17,280	-14,940	-8,369	-8,040	-7,480
Inc/(dec) in capital	0	0	0	0	0
Dividend+Tax Thereon	-75,260	-84,740	-94,557	-103,862	-116,635
Inc/dec in loans	0	780	0	0	0
Other assets	-4,890	-5,570	-2,007	-1,976	-1,944
Financial cash flow (c)	-80,150	-89,530	-96,564	-105,838	-118,579
Net inc/dec in cash (a+b+c)	-6,950	-4,560	14,154	16,133	19,183
Opening cash balance	45,410	51,340	46,780	60,934	77,067
Closing cash balance	38,460	46,780	60,934	77,067	96,250

Source: Company,	, JM Financia	ĺ

Key Ratios					
Y/E March	FY22A	FY23A	FY24E	FY25E	FY26E
Net Margin	17.1%	16.6%	17.1%	17.4%	17.6%
Asset Turnover (x)	0.9	1.1	1.1	1.2	1.3
Leverage Factor (x)	1.1	1.1	1.1	1.1	1.1
RoE	18.2%	19.9%	21.0%	23.0%	24.9%
Key Ratios					
Year-ended March	FY22A	FY23A	FY24E	FY25E	FY26E
BV/Share (INR)	208.8	214.1	219.3	226.5	234.1
ROIC (%)	21.4%	23.4%	24.4%	27.7%	31.2%
ROE (%)	18.2%	19.9%	21.0%	23.0%	24.9%
Net Debt-equity ratio (x)	-0.2	-0.1	-0.2	-0.2	-0.2
PER	68.1	60.6	56.0	49.6	44.5
PBV	12.2	11.9	11.6	11.3	10.9
EV/EBITDA	46.0	41.8	38.6	34.2	30.6
EV/Net Sales	11.5	9.9	9.4	8.5	7.7
Debtor days	16	19	18	18	18
Inventory days	29	26	26	26	26
Creditor days	101	95	97	97	97

History of Rec	History of Recommendation and Target Price			
Date	Recommendation	Target Price	% Chg.	
22-Jul-20	Hold	2,050		
8-Oct-20	Hold	2,050	0.0	
21-Oct-20	Hold	2,125	3.7	
1-Jan-21	Hold	2,430	14.4	
28-Jan-21	Hold	2,420	-0.4	
29-Apr-21	Hold	2,375	-1.9	
22-Jul-21	Hold	2,300	-3.2	
10-Sep-21	Hold	2,300	0.0	
19-Oct-21	Hold	2,620	13.9	
21-Jan-22	Hold	2,635	0.6	
28-Apr-22	Buy	2,600	-1.3	
20-Jul-22	Buy	2,820	8.5	
7-Oct-22	Buy	2,935	4.1	
21-Oct-22	Buy	2,900	-1.2	
19-Nov-22	Buy	2,855	-1.6	
8-Dec-22	Buy	2,855	0.0	
20-Jan-23	Buy	2,875	0.7	
27-Apr-23	Buy	2,790	-3.0	
20-Jul-23	Buy	2,980	6.8	
9-Oct-23	Buy	2,905	-2.5	

## Recommendation History



#### **APPENDIX I**

#### JM Financial Institutional Securities Limited

Corporate Identity Number: U67100MH2017PLC296081

Member of BSE Ltd. and National Stock Exchange of India Ltd.

SEBI Registration Nos.: Stock Broker - INZ000163434, Research Analyst - INH000000610

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Rating	Meaning				
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Hold	Price expected to move in the range of 10% downside to 10% upside from the current market price for stocks with market capitalisation in excess of INR 200 billion and REITs* and in the range of 10% downside to 15% upside from the current market price for all other stocks, over the next twelve months.				
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