CMP: INR 1,442 Target Price: INR 1,433 (INR 1,400) 🔻 -1%

23 July 2024

Kajaria Ceramics

Tiles

In-line operational quarter, downgrade to HOLD post recent stock price rally

Kajaria Ceramics (KJC) has reported Q1FY25 consol. revenue growth of 4.6% YoY driven by tile volume growth of 7.9% YoY (-8.8% QoQ; 5-year CAGR of 6.5%). EBITDA margin fell 90bps YoY (+114bps QoQ) to 15% due to higher employee expense (+183bps YoY) while RM cost (including power and fuel cost) declined 103bps YoY (-214bps QoQ), resulting in EBITDA/APAT decline of 1.3%/16.5% YoY, respectively. As per management, demand was subdued in Q1FY25 due to general elections and extreme summers but believes it will pick up led by buoyant real-estate market. It has maintained its guidance for low double-digit volume growth and OPM of 15-17% in FY25. We broadly maintain estimates but downgrade the stock to **HOLD** from Buy due to limited upside potential post ~20% stock price rally in the past 3-months with a rolled-over Jun'25E TP of INR 1,433, set at an unchanged 38x P/E.

Modest tile volume growth of 7.9% YoY

KJC reported Q1FY25 consolidated revenue growth of 4.6% YoY (5-year CAGR of 9.7%) to ~INR 11.1bn driven by tiles volume growth of 7.9% YoY (5-year CAGR of 6.5%), while realisation declined 4.1% YoY/0.7% QoQ. Bathware segment witnessed revenue growth of 8.7% YoY, while plywood revenue grew 25.1% YoY (on low base). Management stated tile demand has started improving from Jun'24 post tepid Apr-May'24 and expects double-digit volume growth Q2FY25 onwards. KJC expects demand trend to remain healthy going ahead and has maintained its guidance for low double-digit volume growth in FY25. Working capital days in Q1FY25 stood at 59 (-3 days YoY) and it has cash surplus of ~INR 3.9bn. It plans to add ~10% dealers every year (~1,800 as of FY24) to aid growth in tile segment. We have modelled 10.9% tile volume CAGR over FY24-27E driven by increasing geographical reach, growing dealer network and healthy housing market.

Margin declines due to higher operating expenses

KJC's EBITDA margin in Q1FY25 fell 90bps YoY to 15% (+114bps QoQ), primarily due to employee expenses increasing by 183bps YoY (+206bps QoQ) while RM cost declined 103bps YoY (-214bps QoQ, including power and fuel cost), resulting in EBITDA/APAT decline of 1.3%/ 16.5% YoY, respectively. Average gas cost in Q1 was ~INR 37/scm (-5% QoQ) and is likely to remain benign going ahead. KJC's management has maintained its EBITDA margin guidance range of 15-17% for FY25. We model margins of 16-16.4% over FY25–27E (vs FY12–24 average OPM of 16.4%).

Financial Summary

Y/E March (INR mn)	FY24A	FY25E	FY26E	FY27E
Net Revenue	45,784	50,702	57,004	63,115
EBITDA	6,997	8,132	9,307	10,349
EBITDA %	15.3	16.0	16.3	16.4
Net Profit	4,221	4,981	5,829	6,537
EPS (INR)	26.5	31.3	36.6	41.1
EPS % Chg YoY	20.8	18.0	17.0	12.1
P/E (x)	54.4	46.1	39.4	35.1
EV/EBITDA (x)	32.3	27.6	23.9	21.3
RoCE (%)	14.8	16.0	17.1	17.2
RoE (%)	17.1	18.1	19.1	19.3

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Market Data

Market Cap (INR)	230bn
Market Cap (USD)	2,744mn
Bloomberg Code	KJC IN
Reuters Code	KAJR.BO
52-week Range (INR)	1,524/1,110
Free Float (%)	52.0
ADTV-3M (mn) (USD)	5.9

Price Performance (%)	3m	6m	12m
Absolute	20.0	7.9	0.5
Relative to Sensex	11.1	(5.2)	(20.6)

Earnings Revisions (%)	FY25E	FY26E
Revenue	0.0	0.0
EBITDA	0.0	0.0
EPS	(1.2)	(0.7)

Previous Reports

09-05-2024: <u>Q4FY24 results review</u> 01-02-2024: <u>Q3FY24 results review</u>



India | Equity Research | Q1FY25 results review



Valuation and view

KJC's operational performance in Q1FY25 has been largely in line with our expectations, and going ahead, we believe it has volume and margin tailwinds stemming from the uptick in real estate activity. We continue to like KJC for its leadership in domestic tiles market. We broadly maintain our estimates but downgrade the stock to **HOLD** from Buy due to limited upside post the recent rally in the stock price (~20% over the past 3-months) with a rolled-over Jun'25E target price of INR 1,433 (earlier INR 1,400), set at an unchanged 38x PER.

Exhibit 1: Q1FY25 result review

INR mn	Q1FY25	Q1FY24	YoY (%)	Q4FY24	QoQ (%)
Net Sales	11,137	10,642	4.6%	12,408	-10.2%
Raw Materials	4,722	4,717	0.1%	5,779	-18.3%
% of sales	42.4%	44.3%	-193 bps	46.6%	-418 bps
Power & Fuel	2,127	1,937	9.8%	2,118	0.4%
% of sales	19.1%	18.2%	90 bps	17.1%	203 bps
Employee cost	1,394	1,137	22.6%	1,297	7.5%
% of sales	12.5%	10.7%	183 bps	10.5%	206 bps
Other expenses	1,224	1,159	5.5%	1,494	-18.1%
% of sales	11.0%	10.9%	9 bps	12.0%	-106 bps
EBITDA	1,671	1,692	-1.3%	1,720	-2.9%
EBITDA Margin (%)	15.0%	15.9%	-90 bps	13.9%	114 bps
Depreciation and amortization	421	305	38.1%	425	-0.8%
EBIT	1,249	1,387	-9.9%	1,295	-3.6%
EBIT Margin (%)	11.2%	13.0%	-182 bps	10.4%	78 bps
Interest expenses	47	53	-11.2%	66	-29.2%
Other Income	79	93	-15.0%	167	-52.9%
PBT	1,281	1,427	-10.2%	1,396	-8.2%
Income taxes	358	336	6.6%	354	1.2%
PAT before MI & Extraordinaries	923	1,091	-15.4%	1,043	-11.5%
Extraordianry items	0	0	n.m.	0	n.m.
Minority interest	25	16	nm	18	36.6%
Reported PAT	898	1,075	-16.5%	1,024	-12.3%
Adjusted PAT	898	1,075	-16.5%	1,024	-12.3%

Source: Company data, I-Sec research

Exhibit 2: Q1FY25 segmental result review

INR mn	Q1FY25	Q1FY24	YoY (%)	Q4FY24	QoQ (%)
Tiles Volume (in MSM)					
Self-manufactured	14.9	13.8	7.8%	16.1	-7.4%
Subsidiaries	5.5	4.6	19.5%	6.1	-9.7%
Outsourcing	6.6	6.6	-0.2%	7.4	-11.0%
Total sales volume	27.0	25.0	7.9%	29.6	-8.8%
Segment Revenues					
Tiles	10,048	9,662	4.0%	11,059	-9.1%
Other	1,089	980	11.1%	1,349	-19.3%
Total revenues	11,137	10,642	4.6%	12,408	-10.2%
EBIT					
Tiles	1265	1330	-4.9%	1283	-1.4%
Other	-16	57	-127.6%	12	-227.4%
Total	1,249	1,387	-9.9%	1,295	-3.6%
EBIT Margins					
Tiles	12.6%	13.8%	-117 bps	11.6%	99 bps
Other	(1.5%)	5.8%	-730 bps	0.9%	-237 bps

Source: Company data, I-Sec research



Q1FY25 earnings conference call takeaways

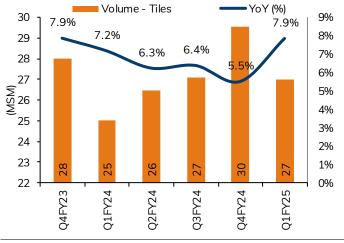
- Industry: Tiles industry grew ~3-4% YoY in Q1FY25. Tile exports grew ~26% YoY in value terms in FY24. Total tile exports in Apr-May'24 were flat at INR 33.5bn (due to high freight rates) and exports to USA increased 16% YoY. With USA likely to impose ADD on Indian tile export, management sees more alternate export markets opening up and thus exports may not be impacted significantly.
- **Demand**: Demand was muted in Apr'24 and gradually improved over May-Jun'24. Jun'24 saw double digit volume growth. Management maintains a positive outlook and tiles volume growth in FY25. It expects good sales from Bihar and A.P. based on Union Budget FY25 announcements and significant PMAY investment outlay. KJC has also formed a pan-India team for catering to government orders and expects good demand from this segment soon.
- **Bathware margin** was muted in Q1 due to lower utilisation at the newlycommissioned plant in Mar'24. Plywood margin was impacted by higher timber prices.
- **Pricing**: Management has indicated that realisation has largely stabilised.
- **Gas cost**: Gas prices are largely stable with overall gas prices at INR 37/scm (vs INR 39/scm QoQ). Gujarat Gas took price hike of INR 2/scm during Q1 which will not have any material impact on margins. Cost of bio-fuel is ~INR 22-23/scm.
- **Employee expenses** were higher in Q1 due to salary increments and also due to increase in manpower at the newly-commissioned plant. This run-rate is likely to be sustainable going forward.
- **Guidance**: Tiles volume to grow 11-12% YoY (tiles revenue growth of 8-9% YoY) with consolidated EBITDA margin of 15-17% in FY25. Management has also guided for double-digit revenue growth in bathware segment in FY25.
- **Capacity expansion**: Nepal capex of 5.1MSM is likely to operationalise in Sep'24 (delayed due to rains). Currently, KJC exports 70,000-80,000sqm of tiles to Nepal and has 50-60 exclusive dealers there. It plans to double this dealer network in next 3 months. KJC is also planning on branding and marketing activities for when the plant commences production.

KJC acquired Keronite Tiles Private Limited (KTPL), which operates a plant of 6MSM GVT capacity in Morbi in Q4FY24. This plant commenced operations in Q1FY25 and is likely to reach full utilisation by Q4FY25.

- Regional sales mix: North 35%, South 30%, East and West ~17% each.
- Tier-wise sales mix: Metro 15%, tier-1 ~31%, tier-2 31-32%, tier-3 ~14-15%, tier-4,5 ~7-8%.
- Product mix: For Q1FY25, in volume terms ceramics (43%), PVT (23%), GVT (34%) and in value terms ceramics (38%), PVT (25%), GVT (37%). For FY24, in volume terms ceramics (44%), PVT (25%), GVT (31%) and in value terms ceramics (38%), PVT (26%), GVT (36%).
- **Distribution**: Company had ~1,800 dealers as on FY24 and plans to add ~200 dealers every year. It expects sales force automation app to go live in Aug'24 and already has 900 pan-India dealers on it. KJC expects to better monitor dealer's efficiency and quality over this app.

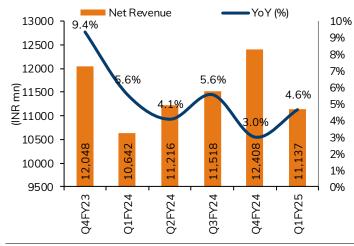


Exhibit 3: Quarterly sales volume



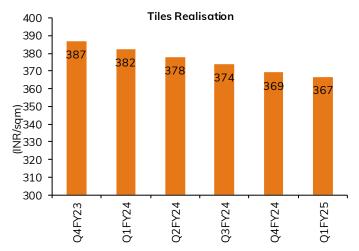
Source: Company data, I-Sec research





Source: Company data, I-Sec research

Exhibit 7: Quarterly tiles realisation



Source: Company data, I-Sec research

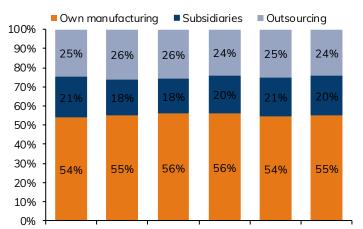
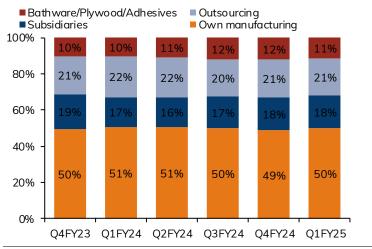


Exhibit 4: Quarterly sales volume (tiles) breakup

Q4FY23 Q1FY24 Q2FY24 Q3FY24 Q4FY24 Q1FY25

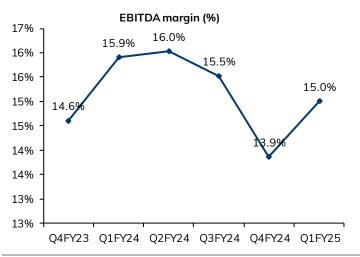
Source: Company data, I-Sec research

Exhibit 6: Quarterly revenue breakup



Source: Company data, I-Sec research

Exhibit 8: Quarterly EBITDA margin



Source: Company data, I-Sec research



Valuation

KJC is the leader in the Indian tiles market. It is a play on the growing market and a gradual shift from the unorganised market to organised players. It has a strong brand with wide distribution and comprehensive product portfolio.

KJC is likely to report EBIDTA/APAT CAGR of 13.9%/14.6% over FY24-27E with tiles volume CAGR of 10.9% due to pick-up in real estate demand and normalisation of input costs with a strong return ratio (RoE of 19.1% in FY26E) and continued net-debt-free balance sheet. We downgrade the stock to **HOLD** from Buy due to a sharp run-up in the stock price (~20% over the past 3-months), with a rolled-over Jun'25E target price of INR 1,433, set at an unchanged 38x PER (in line with 5-year average, 1-year forward P/E).



Exhibit 9: 1-year forward P/E band

Source: Company data, I-Sec research

Key downside risks

- **Slowdown in housing market:** The demand driver for tiles sector is the housing market. Any unexpected slowdown in that market would adversely affect the tiles market.
- **Higher raw material prices**: Gas accounts for ~25% of the total production cost. Continuous increase in gas prices could adversely affect margins/demand for tiles.
- **Continuous slowdown in exports from Morbi**: A prolonged slowdown in exports from Morbi could lead to pressure on supply in domestic markets, and thus affect growth prospects for the company.

Key upside risks

- Better-than-expected demand: A better-than-expected demand from housing and infrastructure segment may result in higher than modelled volume growth for KJC.
- Lower gas prices: A significant decline in gas prices may result in better-thanexpected margins for the company.

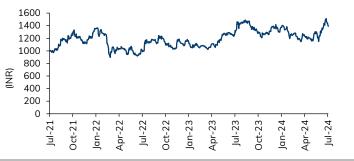


Exhibit 10: Shareholding pattern

%	Dec'23	Mar'24	Jun'24
Promoters	47.5	47.5	47.5
Institutional investors	43.9	44.1	44.0
MFs and others	24.4	23.6	25.6
Insurance Cos	1.0	1.1	2.2
FIIs	18.6	19.4	16.2
Others	8.6	8.4	8.5

Source: Bloomberg, I-Sec research

Exhibit 11: Price chart



Source: Bloomberg, I-Sec research



Financial Summary

Exhibit 12: Profit & Loss

(INR mn, year ending March)

	FY24A	FY25E	FY26E	FY27E
Net Sales	45,784	50,702	57,004	63,115
Operating Expenses	38,787	42,570	47,697	52,765
EBITDA	6,997	8,132	9,307	10,349
EBITDA Margin (%)	15.3	16.0	16.3	16.4
Depreciation & Amortization	1,480	1,696	1,872	2,048
EBIT	5,517	6,436	7,435	8,301
Interest expenditure	211	134	57	48
Other Non-operating	450	F14	500	CO 1
Income	450	514	598	691
Recurring PBT	5,756	6,816	7,976	8,945
Less: Taxes	(1,435)	(1,718)	(2,010)	(2,254)
PAT	4,322	5,099	5,966	6,691
Profit / (Loss) from				
Associates	-	-	-	-
Less: Minority Interest	(101)	(117)	(137)	(154)
Extraordinaries (Net)	-	-	-	-
Net Income (Reported)	4,221	4,981	5,829	6,537
Net Income (Adjusted)	4,221	4,981	5,829	6,537

Source Company data, I-Sec research

Exhibit 13: Balance sheet

(INR mn, year ending March)

	FY24A	FY25E	FY26E	FY27E
Assets				
Inventories	5,322	5,948	6,664	7,373
Cash & cash eqv.	5,141	5,978	7,594	9,424
Sundry Debtors	6,194	6,807	7,653	8,473
Other Current Assets	1,494	1,528	1,562	1,729
Trade payables	2,933	3,255	3,651	3,994
Other Current Liabilities	2,512	3,018	3,386	3,710
Net Current Assets	12,706	13,988	16,436	19,294
Investments	185	185	185	185
Net Fixed Assets	16,015	16,390	17,268	17,970
Other Non Current Assets	1,041	1,041	1,041	1,041
Total Assets	29,947	31,604	34,930	38,489
Liabilities				
Borrowings	1,706	520	520	350
Other Non Current Liabilities	1,485	1,485	1,485	1,485
Total Liabilities	3,191	2,005	2,005	1,835
Equity Share Capital	159	159	159	159
Reserves & Surplus	26,006	28,731	31,921	35,496
Total Net Worth	26,165	28,891	32,080	35,655
Minority Interest	591	708	845	999
Total Liabilities & Net Worth	29,947	31,604	34,930	38,489

Source Company data, I-Sec research

Exhibit 14: Quarterly trend

(INR mn, year ending March)				
	Sep-23	Dec-23	Mar-24	Jun-24
Net Sales	11,216	11,518	12,408	11,137
% growth (YOY)	4.1	5.6	3.0	4.6
EBITDA	1,797	1,788	1,720	1,671
Margin %	16.0	15.5	13.9	15.0
Other Income	81	110	167	79
Extraordinaries	0	0	0	0
Adjusted Net Profit	1,080	1,042	1,024	898

Source Company data, I-Sec research

Exhibit 15: Cashflow statement

(INR mn, year ending March)

	FY24A	FY25E	FY26E	FY27E
Operating Cashflow	5,401	6,466	7,143	7,864
Working Capital Changes	(278)	(445)	(832)	(1,028)
Capital Commitments	(2,215)	(2,071)	(2,750)	(2,750)
Free Cashflow	3,186	4,396	4,393	5,114
Other investing cashflow	(165)	-	-	-
Cashflow from Investing	(2,380)	(2,071)	(2,750)	(2,750)
Activities	(_,====)	(_,*; _)	(_,,,	(_,,,
Issue of Share Capital	0	-	-	-
Inc (Dec) in Borrowings	(387)	(1,186)	-	(170)
Dividend paid	(1,912)	(2,256)	(2,640)	(2,961)
Others	481	(117)	(137)	(154)
Cash flow from Financing Activities	(1,818)	(3,559)	(2,777)	(3,285)
Chg. in Cash & Bank balance	1,203	837	1,616	1,829
Closing cash & balance	5,141	5,978	7,594	9,424

Source Company data, I-Sec research

Exhibit 16: Key ratios

(Year ending March)

(·····)				
	FY24A	FY25E	FY26E	FY27E
Per Share Data (INR)				
Reported EPS	26.5	31.3	36.6	41.1
Adjusted EPS (Diluted)	26.5	31.3	36.6	41.1
Cash EPS	35.8	41.9	48.4	53.9
Dividend per share (DPS)	12.0	14.2	16.6	18.6
Book Value per share (BV)	164.4	181.5	201.5	224.0
Dividend Payout (%)	45.3	45.3	45.3	45.3
Growth (%)				
Net Sales	4.5	10.7	12.4	10.7
EBITDA	17.9	16.2	14.5	11.2
EPS (INR)	20.8	18.0	17.0	12.1
Valuation Ratios (x)				
P/E	54.4	46.1	39.4	35.1
P/CEPS	40.3	34.4	29.8	26.7
P/BV	8.8	7.9	7.2	6.4
EV / EBITDA	32.3	27.6	23.9	21.3
EV / Sales	4.9	4.4	3.9	3.5
Dividend Yield (%)	0.8	1.0	1.1	1.3
Operating Ratios				
Gross Profit Margins (%)	56.8	57.4	57.5	58.0
EBITDA Margins (%)	15.3	16.0	16.3	16.4
Effective Tax Rate (%)	24.9	25.2	25.2	25.2
Net Profit Margins (%)	9.2	9.8	10.2	10.4
NWC / Total Assets (%)	21.4	21.1	21.1	21.4
Net Debt / Equity (x)	(0.1)	(0.2)	(0.2)	(0.3)
Net Debt / EBITDA (x)	(0.5)	(0.7)	(0.8)	(0.9)
Profitability Ratios				
RoCE (%)	14.8	16.0	17.1	17.2
RoE (%)	17.1	18.1	19.1	19.3
Cash Conversion Cycle				
(on net sales)				
Inventory Turnover Days	42	43	43	43
Receivables Days	49	49	49	49
Payables Days	23	23	23	23
Source Company data Soc record				

Source Company data, I-Sec research



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