INSTITUTIONAL RESEARCH

# **Brigade Enterprises**

**BUY** 

### **REAL ESTATE INDUSTRY** CMP (as on 5 Dec 2014) Rs 159 **Target Price** Rs 253 Nifty 8,538 28,458 Sensex **KEY STOCK DATA** Bloomberg/Reuters BRGD IN/BRGD.BO No. of Shares (mn) 113 MCap (Rs bn) / (\$ mn) 18/292 6m avg traded value (Rs mn) **STOCK PERFORMANCE (%)** 52 Week high / low Rs 169/50 3M 6M 12M Absolute (%) 19.7 19.4 168.0 Relative (%) 15.5 7.3 132.4 **SHAREHOLDING PATTERN (%)**

57.67

2.83

4.79

34.71

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**Promoters** 

FIIs

FIs & Local MFs

Public & Others

Source: BSE

# Value of operational assets > Current Market Cap

Brigade Enterprises Ltd. (BRGD) is a South India based developer with operations concentrated primarily in Bengaluru along with other cities like Hyderabad, Mysore, Chennai and Kochi. The developer currently has ongoing projects of ~12msf and land bank of 24msf. Additionally, its ready portfolio of marquee rental and hospitality assets in Bengaluru makes BRGD an excellent proxy for a revival in the Bengaluru rental market over the next three years.

We estimate BRGD's EV from rental and hotel projects at Rs 30.0bn (Rs 267/sh). Adjusted for the peak net debt of Rs 10.2bn in FY16E (Rs 8.4bn as of Sep-14), we estimate the equity value of these assets at Rs 19.7bn (Rs 176/sh) that is higher than BRGD's CMP of Rs 159/sh. Meanwhile, BRGD's ongoing residential projects of ~12msf are expected to throw up pre-tax cash flow of Rs 18bn over FY15-18E with NPV (post tax) of Rs 6.6bn (Rs 59/sh). Brigade also has additional land bank of 359 acres that we value at Rs 3.1bn (Rs 28/sh).

We initiate coverage on BRGD with a BUY recommendation and a TP of Rs 253/sh (CMP Rs 159/sh). Key upside triggers are addition of more land parcels through the 50:50 JV tie-up with GIC to cumulatively invest ~Rs 15bn (Rs 7.5bn each) across South India and value accretion from Rs 5bn of committed investment in GIFT City, Gujarat.

### Value of operational assets > Current Market Cap

We estimate the EV of BRGD's rental and hotel projects at Rs 30.0bn (Rs 267/sh). BRGD's rental assets correspond to an EV of Rs 22.9bn (Rs 204/sh) at a cap rate of 9% and BRGD's hotel portfolio is valued at an EV of Rs 7.0bn (Rs 63/sh, 9x FY17E EV/EBITDA). After deducting net debt of Rs 10.2bn in FY16E, we estimate the equity value of these assets at Rs 19.7bn (Rs 176/sh) that is higher than BRGD's CMP of Rs 159/sh.

# Rental income to grow to Rs 2.0bn by FY17E

We expect BRGD's net rental income to grow from Rs 1.3bn in FY14 to Rs 2.1bn in FY17E owing to ramp up in occupancies and renegotiation of rentals across these properties.

### Key Risks

 Key downside risks are lower than expected volumes in Bengaluru projects and weakness in leasing activity.

### **FINANCIAL SUMMARY (CONSOLIDATED)**

|           | _     |       |        |        |        |
|-----------|-------|-------|--------|--------|--------|
| (Rs mn)   | FY13  | FY14  | FY15E  | FY16E  | FY17E  |
| Net Sales | 8,227 | 9,402 | 11,952 | 17,438 | 21,333 |
| EBIDTA    | 2,088 | 2,690 | 3,486  | 4,653  | 6,264  |
| APAT      | 612   | 879   | 1,144  | 1,511  | 2,415  |
| EPS (Rs.) | 5.3   | 7.9   | 10.5   | 13.8   | 22.0   |
| P/E (x)   | 29.7  | 20.0  | 15.2   | 11.5   | 7.2    |
| EV/EBITDA | 13.4  | 9.9   | 7.9    | 6.0    | 4.4    |
| RoE (%)   | 5.0   | 7.0   | 8.7    | 10.6   | 15.2   |



## **Brigade: Quality South India developer**

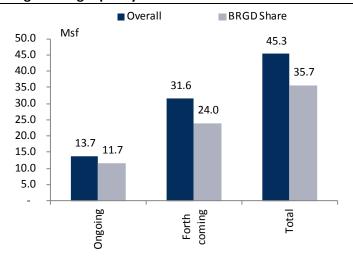
- Strong Bengaluru player: BRGD is a South India based developer with operations concentrated primarily in Bengaluru along with other cities like Hyderabad, Mysore, Chennai and Kochi. The developer currently has ongoing projects of ~12msf and land bank of 24msf. We expect BRGD to clock Rs 44.1bn of bookings over FY15-17E (8.1msf at Rs 5,417/psf). We expect Rs 42bn of cash inflows from these projects and cash outflow of Rs 24bn resulting in pre-tax cash flows of Rs 18bn FY15-18E).
- Portfolio of marquee rental assets: BRGD's Gateway project at Malleswaram, Bengaluru has two marquee assets: The World Trade Centre office (1msf, 0.7msf BRGD leasable share with over 90% occupancy) and the Orion Mall (0.8msf with over 90% occupancy). We expect BRGD's net rental

- income to grow from Rs 1.3bn in FY14 to Rs 2.1bn in FY17E owing to ramp up in occupancies and renegotiation of rentals across these properties. We value BRGD's rental assets at an EV of Rs 22.9bn (Rs 204/sh) using a cap rate of 9%.
- Strong operational hotel properties: Even in a relatively subdued operating environment for the hotels sector in FY14, BRGD's operational hotels: The Sheraton 5 star hotel (230 keys) and Grande Mercure (126 keys) clocked occupancies of over 70% with Gross Operating Profit (GOP) margins of ~40% that is well above the industry average. These two hotels have clocked a combined EBITDA of Rs 0.66bn in FY14 that we expect to scale up to Rs 0.78bn by FY17E. We value BRGD's hotel portfolio at Rs 7.0bn (Rs 63/sh, 9x FY17E EV/EBITDA).

BRGD currently has ongoing projects of ~12msf and land bank of 24msf

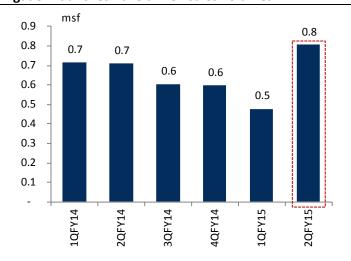
A number of launches over FY12-14 have helped BRGD to register quarterly sales run rate of 0.5-0.8msf over the last six quarters

Brigade: High quality land bank



Source: Company, HDFC sec Inst Research

**Brigade: Launches have driven sales volumes** 





BRGD currently has operational rental assets of 1.62msf which is 95% leased out

BRGD also has a hotel portfolio of 356 keys spread across two properties that are clocking healthy occupancies

BRGD also has a land bank of 359 acres having total consideration value of Rs 6.3bn

BRGD has further outstanding payments of Rs 1.6bn for these land parcels

### **BRIGADE'S OPERATIONAL RENTAL ASSETS SUMMARY (AS OF SEP-14)**

| Project   | Leasable Area<br>(msf) | Leased Out (msf) | To be Leased (msf) | Average Rental (Rs/spf/month) |
|---|------------------------|------------------|--------------------|-------------------------------|
| WTC Bengaluru @ Gateway, Bengaluru (World Trade Centre with key occupiers being Amazon, KPMG, Samsung and Toyota) | 0.64                   | 0.61             | 0.03               | 80                            |
| Brigade South Parade, M.G. Road, Bengaluru  | 0.12                   | 0.12             | -                  | 69                            |
| Orion Mall @ Gateway, Bengaluru (Marquee tenants such as Zara, Central and Star Bazaar)                           | 0.82                   | 0.78             | 0.04               | 90                            |
| Brigade Solitaire   | 0.01                   | -                | 0.01               | 60                            |
| Others  | 0.03                   | 0.03             | 0.0                | 60                            |
| Total   | 1.62                   | 1.54             | 0.08               |                               |

Source: HDFC sec Inst Research

### **BRIGADE'S OPERATIONAL HOSPITALITY ASSETS SUMMARY**

| Project Details                     | GRAND M | ERCURE | SHERATON GATEWAY |        |  |
|-------------------------------------|---------|--------|------------------|--------|--|
| Project Details                     | FY14    | 1HFY15 | FY14             | 1HFY15 |  |
| No. of Keys                         | 126     | 126    | 230              | 230    |  |
| Occupancy                           | 86%     | 81%    | 75%              | 70%    |  |
| ARR (Rs)                            | 6,558   | 6,744  | 7,289            | 7,222  |  |
| GOP (Gross Operating Profit Margin) | 50.7%   | 46.1%  | 40.8%            | 34.6%  |  |

Source: HDFC sec Inst Research

### **BRIGADE GROUP'S LAND BANK**

| Location  | Land Area (in acres) | Total Cost (Rs mn) | Paid (Rs mn) | Payable (Rs mn) |
|-----------|----------------------|--------------------|--------------|-----------------|
| Bengaluru | 221                  | 5,184              | 3,919        | 1,265           |
| Chennai   | 57                   | 750                | 400          | 350             |
| Kochi     | 22                   | 207                | 207          | -               |
| Mangalore | 25                   | 45                 | 45           | -               |
| Mysore    | 36                   | 109                | 94           | 16              |
| Total     | 359                  | 6,295              | 4,664        | 1,631           |

Source: HDFC sec Inst Research



The World Trade Centre has total leasable area of ~1msf of which BRGD has sold ~0.35msf. The balance 0.64msf is ~95% leased with key occupiers being Amazon, KPMG, Samsung and Toyota

The Orion Mall spread across 0.82msf is also 95% leased and has marquee tenants such as Zara, Central and Star Bazaar

The 230 key 5 star deluxe Sheraton Hotel at Gateway achieved 75% occupancy in FY14 (70% in 1HFY15) with GOP of 41%

The 126 key Grand Mercure at Koramangala achieved 92% occupancy in FY14 (81% occupancy in 1HFY15) with GOP of 51%

### World Trade Centre @ Gateway, Bengaluru



Source: Company, HDFC sec Inst Research

### Sheraton Hotel @ Gateway, Bengaluru



Source: Company, HDFC sec Inst Research

### Orion Mall @ Gateway, Bengaluru



Orion Mall's 4-storey atrium

### Source: Company, HDFC sec Inst Research

### Grand Mercure @ Koramangala, Bengaluru



Source: Company, HDFC sec Inst Research



# Ongoing capex on rental/hotel assets to yield incremental benefits

- Apart from its ongoing rental portfolio, BRGD has also embarked on a Rs 10bn capex programme (spread across Bengaluru, Mysore, Chennai and Kochi) to create a fresh pool of annuity assets. Of this, BRGD has spent Rs 4bn as of Sep-14 with the balance expected to be spent over 2HFY15-FY18E.
- BRGD will have an additional ~1msf of operational office assets by FY17E that can potentially add Rs 0.5bn annually to BRGD's rental income. At the

- same time, BRGD is also building four new hotels at a moderate capex of Rs 0.5-0.6bn/key.
- Although these assets may result in subdued profits in initial years due to accounting losses (on account of higher depreciation), we believe that BRGD is ideally placed to cash in on a strong leasing environment in Bengaluru over the next three years (FY15-17E).

## BRIGADE ENTERPRISES: DETAILS OF ONGOING OFFICE/RETAIL/HOTEL PROJECTS AS ON 30-SEP 2014

| Project                    | Location                     | Туре           | Saleable/Leasab<br>le Area (msf) | BRGD Share<br>(%) | BRGD Area<br>Share (msf) | Selling<br>Price/Lease<br>Rentals | Project Cost<br>(Rs mn) | Cost Incurred<br>(Rs mn) | Balance Cost<br>(Rs mn) |
|----------------------------|------------------------------|----------------|----------------------------------|-------------------|--------------------------|-----------------------------------|-------------------------|--------------------------|-------------------------|
| IRV Centre                 | Whitefield, Bengaluru        | Office – Sale  | 0.37                             | 60%               | 0.22                     | 5,500                             | 981                     | 395                      | 585                     |
| Magnum                     | Hebbal, Bengaluru            | Office - Sale  | 0.53                             | 55%               | 0.29                     | 8,700                             | 1,331                   | 750                      | 582                     |
| Nalapad Centre             | Mahadevpura,<br>Bengaluru    | Office – Lease | 0.46                             | 50%               | 0.23                     | 40                                | 1,234                   | 310                      | 924                     |
| Orion East                 | Banaswadi, Bengaluru         | Office – Lease | 0.27                             | 56%               | 0.15                     | 80                                | 915                     | 632                      | 283                     |
| Brigade Vantage            | Hunsur Road, Mysore          | Office – Lease | 0.13                             | 50%               | 0.07                     | 40                                | 243                     | 86                       | 157                     |
| Brigade Vantage            | OMR, Chennai                 | Office – Lease | 0.13                             | 50%               | 0.07                     | 50                                | 409                     | 195                      | 213                     |
| Bhulwalka Icon             | Sadaramangala,<br>Bengaluru  | Office – Lease | 0.28                             | 50%               | 0.14                     | 40                                | 756                     | 197                      | 559                     |
| Bhuwalka Retail            | Sadaramangala,<br>Bengaluru  | Retail - Lease | 0.08                             | 50%               | 0.04                     | 40                                | 214                     | 56                       | 158                     |
| Brigade Infopark           | Kochi                        | Office - Lease | 0.35                             | 100%              | 0.35                     | 40                                | 1,116                   | 437                      | 679                     |
| Holiday Inn                | OMR, Chennai                 | Hotel          | 0.23                             | 50%               | 0.11                     | NA                                | 933                     | 556                      | 377                     |
| Orchards Signature<br>Club | Devanahalli, Bengaluru       | Hotel - Club   | 0.09                             | 50%               | 0.04                     | NA                                | 458                     | 222                      | 236                     |
| Holiday Inn Express        | Race Course Rd,<br>Bengaluru | Hotel          | 0.17                             | 100%              | 0.17                     | NA                                | 1,000                   | 64                       | 936                     |
| Grand Mercure              | Sayaji Rao Rd, Mysore        | Hotel          | 0.11                             | 100%              | 0.11                     | NA                                | 881                     | 229                      | 651                     |
| Total                      |                              |                | 3.19                             | 62%               | 1.99                     |                                   | 10,470                  | 4,130                    | 6,339                   |



# We build-in devco sales bookings of Rs 44.2bn over FY15-17E

- BRGD has achieved 5.83msf of sales bookings over FY12-14 worth Rs 26.7bn driven by launches of ~12msf over the same period. BRGD's focus on the mid-income segment (average realisation of Rs 4,608/psf over FY12-14) has enabled it to clock a decent pace of sales bookings.
- We believe that BRGD management's guidance for ~Rs 15bn of average annual sales bookings over FY15-17E is an achievable target considering inventory of ~5.5msf in ongoing projects (Rs 29.3bn unsold value) and another 3-4msf of launches in 2HFY15-FY16E.
- Hence, we model for ~8.2msf of sales worth Rs 44.2bn over the next three years. Our average selling price assumption of Rs 5,417/psf is conservative (factors possibly lower rate of growth in property prices across Bengaluru micro-markets).
- The Orchards project at Devanahalli and Cosmopolis project at Whitefield in Bengaluru are expected to be the key volume contributors over FY15-17E along with the recently launched Phase II of Meadows and Exotica projects.

# BRIGADE DEVCO BUSINESS: KEY ASSUMPTIONS AND CASH FLOW PROFILE:

FY15E FY16E FY17E FY15-17E (Rs mn) **BRGD Share:** Area Sold (msf) 2.39 2.94 2.82 8.15 Transaction Value (Rs mn) 12,178 15,777 16,190 44,146 Rate (Rs/psf) 5,105 5,363 5,739 5,417 Cash Inflow (Rs mn)...(i) 11,770 14,641 17,570 43,981 Cash Outflow (Rs mn)..(ii) 9,090 11,324 12,138 32,551 Net Cash Inflow (Rs mn)..(i)-(ii) 2,681 5,432 11,430 3,317

Source: HDFC sec Inst Research

We model 8.2 msf of pre-sales worth Rs 44.2bn over FY15-17E with annual price escalation of 5%

Our average selling price assumption of Rs 5,417/psf is conservative (factors in a possibly lower rate of growth in property prices across Bengaluru micro-markets)



BRGD's ongoing residential projects of ~12msf are expected to throw up pre-tax cash flow of Rs 18bn over FY15-18E with NPV (post tax) of Rs 6.6bn (Rs 59/sh)

BRGD has unsold inventory of ~5.5msf in ongoing projects (Rs 29.3bn unsold value) and another 3-4msf of launches in 2HFY15-FY16E

BRIGADE: Details of ongoing development projects (as of September 2014)

| Details                                   | Ongoing Standalone<br>Projects | Ongoing SPV Projects | Stock Sales | Total  |
|---|--------------------------------|----------------------|-------------|--------|
| In Mnsft                                  |                                |                      |             |        |
| Total Super Builtup Area launched(a)      | 10.36                          | 3.27                 | 0.10        | 13.73  |
| Less: Land Owner's Share(b)               | 2.02                           | -                    | -           | 2.02   |
| BRGD Share of Saleable Area(c)(a)-(b)     | 8.35                           | 3.27                 | 0.10        | 11.71  |
| Cumulative Sales till date(d)             | 4.54                           | 1.65                 | -           | 6.19   |
| To be Sold(c)-(d)                         | 3.81                           | 1.62                 | 0.10        | 5.53   |
|   |                                |                      |             |        |
| In Rs mn (BRGD Share)                     |                                |                      |             |        |
| Total Estimated Sale Value                | 40,309                         | 15,651               | 864         | 56,824 |
| Value of Sold units                       | 19,822                         | 7,721                | -           | 27,543 |
| Collections till date on Sold Units       | 12,406                         | 2,215                | -           | 14,621 |
| Value of Unsold Units                     | 20,487                         | 7,931                | 864         | 29,281 |
| Balance Collections (Sold + Unsold)(e)    | 27,903                         | 13,436               | 864         | 42,203 |
|   |                                |                      |             |        |
| Estimated Projects Costs (incl. Land/NRD) | 27,407                         | 12,493               | 437         | 40,337 |
| Cost incurred till date                   | 11,303                         | 5,005                | 437         | 16,746 |
| Balance Costs(f)                          | 16,103                         | 7,488                | -           | 23,591 |
|   |                                |                      |             |        |
| Pre-tax Cash Surplus/(Deficit)(e)-(f)     | 11,800                         | 5,948                | 864         | 18,612 |



# BRGD to generate pre capex/land payment free cash flows of Rs 10.1bn over FY15-17E

- We expect BRGD to generate net cash surplus of Rs 10.1bn over FY15-17E on the back of strong customer collections of Rs 43.4bn and rental income of Rs 5.5bn.
- At the same time, we expect a scale up in construction capex towards hotel and annuity assets of Rs 5.0bn and
- Rs 5.0bn of land payments as BRGD seeks to augment its land bank.
- Consequently, we expect BRGD's net debt to increase by Rs 1.0bn over FY14-17E to Rs 9.8bn by FY17E.

# BRIGADE PROFORMA CASH FLOW MODEL FY15-17E

| (Rs mn)                                | FY15E   | FY16E   | FY17E  | FY15-17E |
|--|---------|---------|--------|----------|
| Devco Inflow                           | 11,770  | 14,641  | 17,570 | 43,981   |
| Devco Outflow                          | 9,090   | 11,324  | 12,138 | 32,551   |
| Net Devco Inflow/(Outflow)(a)          | 2,681   | 3,317   | 5,432  | 11,430   |
| Rentco Inflow (Net)                    | 1,630   | 1,819   | 2,019  | 5,468    |
| Rentco Outflow                         | -       | -       | -      | -        |
| Net Rentco Inflow/(Outflow)(b)         | 1,630   | 1,819   | 2,019  | 5,468    |
| Hotelco Inflow                         | 1,418   | 1,479   | 2,007  | 4,905    |
| Hotelco Outflow                        | 769     | 798     | 1,169  | 2,736    |
| Net Hotelco Inflow/(Outflow)(c)        | 649     | 681     | 838    | 2,169    |
| Total Operational Cash Flowd = (a+b+c) | 4,960   | 5,817   | 8,290  | 19,068   |
| Add : Other Income                     | 250     | 263     | 276    | 788      |
| Less: Admin Expenses                   | 1,158   | 1,178   | 1,398  | 3,734    |
| Less: Interest                         | 1,193   | 1,279   | 1,342  | 3,814    |
| Less: Income tax                       | 503     | 665     | 1,056  | 2,224    |
| Pre Capex Cash Flow(e)                 | 2,356   | 2,958   | 4,770  | 10,084   |
| Less : Capex                           | 2,260   | 2,035   | 785    | 5,080    |
| Less : Land Payments                   | 2,000   | 2,000   | 1,000  | 5,000    |
| Less : Dividend Payments               | 262     | 263     | 394    | 919      |
| Net Cash Inflows(d)-(e)                | (2,166) | (1,340) | 2,591  | (915)    |

Source: HDFC sec Inst Research

We model for Rs 10.1 of pre capex and land payment cash flow surplus over FY15-17E

However, post capex and land payments of Rs 10.0bn, we expect BRGD's net debt to increase by Rs 1.0bn over FY14-17E to Rs 9.8bn by FY17E



We value BRGD's FY16E NAV at Rs 253/sh with operational annuity and hotel assets contributing 76% to our GAV

We estimate the EV of BRGD's rental and hotel projects at Rs 30.0bn (Rs 267/sh). After deducting the peak net debt of Rs 10.2bn in FY16E (Rs 8.4bn as of Sep-14), we estimate the equity value of these assets at Rs 19.7bn (Rs 176/sh) that is higher than BRGD's CMP of Rs 159/sh

Addition of more land parcels through the 50:50 JV tie-up with GIC to cumulatively invest ~Rs 15bn (Rs 7.5bn each) across South India and value accretion from Rs 5bn of committed investment in GIFT City, Gujarat are potential triggers

### Valuation & views

- With a ready portfolio of marquee rental and hospitality assets in Bengaluru, Brigade Enterprises Ltd (BRGD) is well placed to capitalise on the much anticipated revival in the Bengaluru rental market over the next three years.
- We estimate the EV of BRGD's rental and hotel projects at Rs 30.0bn (Rs 267/sh). After deducting the peak net debt of Rs 10.2bn in FY16E (Rs 8.4bn as of Sep-14), we estimate the equity value of these assets at Rs 19.7bn (Rs 176/sh) that is higher than BRGD's CMP of Rs 159/sh.
- Apart from this, BRGD's ongoing residential projects of ~12msf are expected to throw up pre-tax cash flow of Rs 18bn over FY15-18E with NPV (post tax) of Rs 6.6bn

- (Rs 59/sh). Brigade also has additional land bank of 359 acres that we value at Rs 3.1bn (Rs 28/sh).
- We initiate coverage on BRGD with a BUY recommendation and a TP of Rs 253/sh (CMP Rs 159/sh).
- Key downside risks are lower than expected volumes in Bengaluru projects and weakness in leasing activity in upcoming office and retail projects.
- Key upside risks are addition of more land parcels through the 50:50 JV tie-up with GIC to cumulatively invest ~Rs 15bn (Rs 7.5bn each) across South India and value accretion from Rs 5bn of committed investment in GIFT City, Gujarat.

### **BRIGADE SOTP VALUATION**

| Project                | Valuation Methodology | FY16E GAV (Rs mn) | Value (Rs/share) | % of GAV |
|------------------------|-----------------------|-------------------|------------------|----------|
|                        |                       |                   |                  |          |
| Development properties | DCF                   | 6,611             | 59               | 16.6     |
| Land Bank              | Market Value          | 3,122             | 28               | 7.9      |
| Rental Assets          | 2.66msf               | 22,943            | 204              | 57.8     |
| Hospitality            | 9x FY17 EV/EBITDA     | 7,036             | 63               | 17.7     |
| Total GAV              |                       | 39,712            | 354              | 100.0    |
| Less:                  |                       |                   |                  |          |
| FY16E net debt         |                       | 10,245            | 91               |          |
| Unpaid land cost       |                       | 1,000             | 9                |          |
| FY16E NAV              |                       | 28,466            | 253              |          |

Source: HDFC sec Inst Research



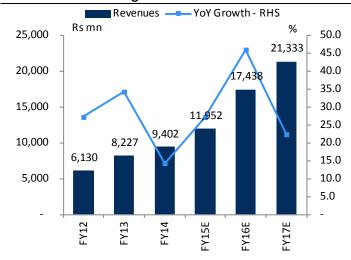
# **Financial Analysis**

- As highlighted earlier, BRGD has a strong pipeline of launches in Bengaluru over the next three years. With ramp up in execution, we expect BRGD's revenues to grow at 31% CAGR over FY14-17E to Rs 21.3bn.
- The key projects expected to contribute to revenue growth over FY14-17E include Phase II of Brigade Orchards, Cosmopolis, Exotica and Phase II of Meadows. Further, growth in net rental income from Rs 1.3bn to Rs 2.1bn over FY14-17E will also drive revenue growth.
- We estimate EBITDA CAGR of 33% over FY14-17E, in line with revenue CAGR with EBITDA margins to hover ~29% over the same period owing to low historical land cost for the company and higher rental income.
- We expect PAT (post minority interest) to grow from Rs 0.9bn in FY14 to Rs 2.4bn in FY17E at 40% CAGR on the back of revenue and EBITDA growth and keeping interest costs under control.
- As a result, we expect BRGD to achieve RoEs of 10.6% in FY16E and 15.2% in FY17E led by strong sales bookings and execution.

# We expect 31% revenue CAGR for BRGD over FY14-17E

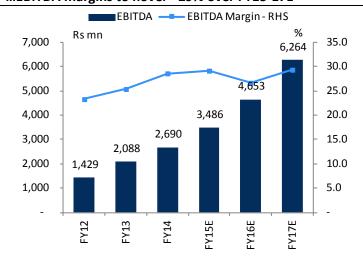
Growth in rental income and new residential projects hitting revenue recognition will be the key revenue drivers

### BRGD's revenues to grow at 31% CAGR over FY14-17E



Source: Company, HDFC sec Inst Research

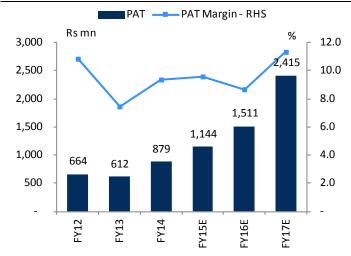
### ...EBITDA margins to hover ~29% over FY15-17E





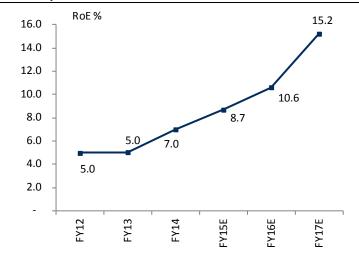
We expect 40% PAT/EPS CAGR for BRGD over FY14-17E

We expect BRGD to achieve RoEs of 10.6% in FY16E and 15.2% in FY17E led by strong sales bookings and execution BRGD's PAT to grow at 40% CAGR over FY14-17E



Source: Company, HDFC sec Inst Research

...we expect RoEs of 10.6% in FY16E and 15.2% in FY17E



Source: Company, HDFC sec Inst Research

We model 8.2 msf of presales worth Rs 44.2bn over FY15-17E with annual price escalation of 5%

We expect net rental income to grow to Rs 2.1bn in FY17E from Rs 1.3bn in FY14

### **BRGD: KEY ASSUMPTIONS**

| Year ending March       | FY13  | FY14   | FY15E  | FY16E  | FY17E  |
|-------------------------|-------|--------|--------|--------|--------|
| Development Properties: |       |        |        |        |        |
| Area sold (msf) (Total) | 1.90  | 2.63   | 2.39   | 2.94   | 2.82   |
| Average rate (Rs/sf)    | 4,158 | 5,120  | 5,105  | 5,363  | 5,739  |
| Sales Value (Rs mn)     | 7,900 | 13,444 | 12,178 | 15,777 | 16,190 |
|                         |       |        |        |        |        |
| Area under Lease (msf)  | 1.62  | 1.62   | 1.62   | 2.00   | 2.32   |
| Rental income (Rs mn)   | 933   | 1,300  | 1,630  | 1,819  | 2,053  |

Source: HDFC sec Inst Research



### INSTITUTIONAL RESEARCH

# **BRIGADE ENTERPRISES: DETAILS OF ONGOING RESIDENTIAL PROJECTS AS ON 30-SEP 2014**

| Project                      | Location                     | Saleable Area<br>(msf) | BRGD Share<br>(%) | BRGD Area<br>Share (msf) | BRGD Area Sold<br>(msf) | Cumulative BRGD<br>Sales (Rs mn) | Cumulative<br>Collections<br>(Rs mn) | Average Realisation (Rs/psf) |
|------------------------------|------------------------------|------------------------|-------------------|--------------------------|-------------------------|----------------------------------|--------------------------------------|------------------------------|
| Meadows – Phase I            | Kanakpura Rd, Bengaluru      | 1.80                   | 100%              | 1.80                     | 1.64                    | 5,064                            | 4,501                                | 3,690                        |
| Meadows – Phase II           | Kanakpura Rd, Bengaluru      | 0.44                   | 100%              | 0.44                     | 0.16                    | 640                              | 122                                  | 4,050                        |
| Lakefront                    | Mahadevpura, Bengaluru       | 1.88                   | 70%               | 1.32                     | 0.54                    | 3,289                            | 1,281                                | 6,334                        |
| Exotica -Phase I             | OMR, Bengaluru               | 0.72                   | 100%              | 0.72                     | 0.42                    | 1,943                            | 1,314                                | 5,050                        |
| Exotica -Phase II            | OMR, Bengaluru               | 0.72                   | 100%              | 0.72                     | 0.03                    | 138                              | 36                                   | 5,300                        |
| Rhapsody                     | Palace Cross Road, Bengaluru | 0.04                   | 50%               | 0.02                     | 0.01                    | 177                              | 103                                  | 15,000                       |
| Brigade At No.7              | Banjara Hills, Hyderabad     | 0.12                   | 50%               | 0.06                     | 0.02                    | 231                              | 89                                   | 11,300                       |
| Golden Triangle - 1          | OMR, Bengaluru               | 0.50                   | 69%               | 0.35                     | 0.34                    | 1,417                            | 834                                  | 4,700                        |
| Golden Triangle - 2          | OMR, Bengaluru               | 0.47                   | 71%               | 0.33                     | 0.24                    | 1,123                            | 465                                  | 4,950                        |
| Omega Tower A                | Thurahalli, Bengaluru        | 0.31                   | 63%               | 0.19                     | 0.04                    | 202                              | 44                                   | 5,850                        |
| Omega Tower B                | Thurahalli, Bengaluru        | 0.30                   | 72%               | 0.21                     | 0.15                    | 781                              | 408                                  | 5,450                        |
| Omega Tower C                | Thurahalli, Bengaluru        | 0.24                   | 63%               | 0.15                     | 0.12                    | 477                              | 375                                  | 5,300                        |
| Palmgrove Villas             | Bogadi Road, Mysore          | 0.24                   | 70%               | 0.16                     | 0.05                    | 263                              | 73                                   | 5,490                        |
| Pinnacle                     | Derebail, Mangalore          | 0.51                   | 72%               | 0.36                     | 0.16                    | 645                              | 412                                  | 4,350                        |
| Altamount                    | Arkavathy Layout, Bengaluru  | 0.32                   | 66%               | 0.21                     | 0.19                    | 845                              | 630                                  | 4,700                        |
| Caladium                     | Hebbal, Bengaluru            | 0.24                   | 60%               | 0.15                     | 0.05                    | 426                              | 242                                  | 8,500                        |
| Serenity                     | Byepass Road, Chikmangalore  | 0.09                   | 100%              | 0.09                     | 0.03                    | 81                               | 33                                   | 3,290                        |
| Symphony                     | K.R.S. Road, Mysore          | 0.53                   | 100%              | 0.53                     | 0.12                    | 464                              | 181                                  | 3,929                        |
| Cosmopolis Phase I           | Whitefield, Bengaluru        | 0.84                   | 51%               | 0.43                     | 0.56                    | 3,706                            | 1,153                                | 6,630                        |
| Orchards - Villas            | Devanahalli, Bengaluru       | 0.48                   | 50%               | 0.24                     | 0.15                    | 942                              | 281                                  | 6,125                        |
| Orchards - Aspen             | Devanahalli, Bengaluru       | 0.29                   | 50%               | 0.14                     | 0.29                    | 837                              | 508                                  | 2,773                        |
| Orchards - Banyan            | Devanahalli, Bengaluru       | 0.30                   | 50%               | 0.15                     | 0.29                    | 884                              | 198                                  | 3,590                        |
| Brigade Orchards –<br>Cedar  | Devanahalli, Bengaluru       | 0.54                   | 50%               | 0.27                     | 0.11                    | 403                              | 19                                   | 4,000                        |
| Brigade Orchards –<br>Deodar | Devanahalli, Bengaluru       | 0.63                   | 50%               | 0.31                     | 0.18                    | 655                              | 27                                   | 4,000                        |
| Orchards – Parkside          | Devanahalli, Bengaluru       | 0.20                   | 50%               | 0.10                     | 0.07                    | 293                              | 29                                   | 4,200                        |
| Total                        |                              | 12.74                  | 74%               | 9.48                     | 5.95                    | 25,928                           | 8,857                                |                              |



### **BRIGADE ENTERPRISES: MASTERPLAN FOR GATEWAY ENCLAVE**

BRGD's operating rental and hospitality assets are located at the Brigade Gateway integrated enclave in Malleswaram, Bengaluru

This includes the ~1msf World Trade Centre office, 0.8msf Orion Mall and 230 room Sheraton 5 star hotel. This development also includes 1,200 residential apartments that BRGD has already sold and delivered





# **INCOME STATEMENT (CONSOLIDATED)**

| (Rs mn)                  | FY13  | FY14  | FY15E  | FY16E  | FY17E  |
|--------------------------|-------|-------|--------|--------|--------|
| Net Sales                | 8,227 | 9,402 | 11,952 | 17,438 | 21,333 |
| Growth (%)               | 34.2  | 14.3  | 27.1   | 45.9   | 22.3   |
| Material Expenses        | 4,618 | 5,035 | 6,356  | 10,177 | 11,833 |
| Employee Expenses        | 757   | 778   | 895    | 1,029  | 1,183  |
| Other Operating Expenses | 764   | 900   | 1,215  | 1,579  | 2,053  |
| EBIDTA                   | 2,088 | 2,690 | 3,486  | 4,653  | 6,264  |
| EBIDTA (%)               | 25.4  | 28.6  | 29.2   | 26.7   | 29.4   |
| EBIDTA Growth (%)        | 46.2  | 28.8  | 29.6   | 33.5   | 10.0   |
| Other Income             | 119   | 225   | 250    | 263    | 276    |
| Depreciation             | 773   | 827   | 1,024  | 1,528  | 1,789  |
| EBIT                     | 1,434 | 2,087 | 2,712  | 3,388  | 4,751  |
| Interest                 | 898   | 882   | 1,035  | 1,173  | 1,230  |
| Exceptional items        | -     | (29)  | -      | -      | -      |
| PBT                      | 536   | 1,235 | 1,677  | 2,216  | 3,521  |
| Tax                      | (64)  | 345   | 503    | 665    | 1,056  |
| PAT                      | 600   | 890   | 1,174  | 1,551  | 2,465  |
| Minority Interest        | (12)  | 11    | 30     | 40     | 50     |
| EO items (net of tax)    | -     | -     | -      | -      | -      |
| APAT                     | 612   | 879   | 1,144  | 1,511  | 2,415  |
| APAT Growth (%)          | (7.8) | 43.6  | 30.1   | 32.1   | 59.8   |
| EPS                      | 5.3   | 7.9   | 10.5   | 13.8   | 22.0   |
| EPS Growth (%)           | 5.4   | 48.2  | 32.0   | 32.1   | 58.9   |

Source: Company, HDFC sec Inst Research

# **BALANCE SHEET (CONSOLIDATED)**

| (Rs mn)                            | FY13   | FY14   | FY15E  | FY16E  | FY17E  |
|------------------------------------|--------|--------|--------|--------|--------|
| Share Capital                      | 1,123  | 1,123  | 1,123  | 1,123  | 1,123  |
| Reserves                           | 10,999 | 11,600 | 12,482 | 13,730 | 15,751 |
| <b>Total Shareholders Funds</b>    | 12,121 | 12,722 | 13,604 | 14,852 | 16,873 |
| Minority Interest                  | 55     | -      | 30     | 70     | 120    |
| Long Term Debt                     | 8,427  | 7,176  | 8,233  | 8,733  | 9,233  |
| Short Term Debt                    | 2,121  | 2,146  | 2,166  | 2,186  | 2,206  |
| Total Debt                         | 10,549 | 9,322  | 10,399 | 10,919 | 11,440 |
| Deferred Taxes                     | 244    | 342    | 342    | 342    | 342    |
| Long Term Provisions & Others      | -      | -      | -      | -      | -      |
| TOTAL SOURCES OF FUNDS             | 22,968 | 22,387 | 24,375 | 26,184 | 28,775 |
| APPLICATION OF FUNDS               |        |        |        |        |        |
| Net Block                          | 10,495 | 12,295 | 13,532 | 14,040 | 13,036 |
| CWIP                               | 3,886  | 2,446  | 2,446  | 2,446  | 2,446  |
| Goodwill                           | -      | -      | -      | -      | -      |
| Investments, LT Loans & Advs       | 74     | 825    | 825    | 825    | 825    |
| Inventories                        | 9,099  | 11,320 | 12,820 | 14,320 | 16,320 |
| Debtors                            | 198    | 374    | 378    | 382    | 385    |
| Cash & Equivalents                 | 470    | 507    | 592    | 674    | 1,630  |
| ST Loans & Advances, Others        | 5,307  | 5,192  | 6,239  | 7,290  | 8,846  |
| Total Current Assets               | 15,074 | 17,393 | 20,028 | 22,665 | 27,181 |
| Creditors                          | 850    | 1,114  | 1,337  | 1,471  | 1,544  |
| Other Current Liabilities & Provns | 5,711  | 9,458  | 11,119 | 12,322 | 13,169 |
| <b>Total Current Liabilities</b>   | 6,561  | 10,573 | 12,456 | 13,792 | 14,713 |
| Net Current Assets                 | 8,513  | 6,820  | 7,572  | 8,873  | 12,468 |
| Misc Expenses & Others             | -      | -      | -      | -      | -      |
| TOTAL APPLICATION OF FUNDS         | 22,968 | 22,387 | 24,375 | 26,184 | 28,775 |



**CASH FLOW: (CONSOLIDATED)** 

| (Rs mn)                    | FY13    | FY14    | FY15E   | FY16E   | FY17E   |
|----------------------------|---------|---------|---------|---------|---------|
| Reported PAT               | 612     | 879     | 1,144   | 1,511   | 2,415   |
| Non-operating & EO items   | (12)    | 10      | 30      | 40      | 50      |
| PAT from Operations        | 600     | 890     | 1,174   | 1,551   | 2,465   |
| Interest expenses          | 898     | 882     | 1,035   | 1,173   | 1,230   |
| Depreciation               | 773     | 827     | 1,024   | 1,528   | 1,789   |
| Working Capital Change     | (2,175) | 1,635   | (667)   | (1,218) | (2,638) |
| OPERATING CASH FLOW (a)    | 97      | 4,234   | 2,566   | 3,033   | 2,845   |
| Capex                      | (842)   | (1,109) | (2,260) | (2,035) | (785)   |
| Free cash flow (FCF)       | (745)   | 3,125   | 306     | 998     | 2,060   |
| Investments & Others       | (41)    | (738)   | 0       | 0       | 0       |
| INVESTING CASH FLOW ( b )  | (882)   | (1,847) | (2,260) | (2,035) | (785)   |
| Share capital Issuance     | 41      | (80)    | 0       | 0       | 0       |
| Debt Issuance              | 1,870   | (1,122) | 1,520   | 520     | 520     |
| Interest expenses          | (1,270) | (1,354) | (1,035) | (1,173) | (1,230) |
| Dividend                   | (196)   | (262)   | (262)   | (263)   | (394)   |
| FINANCING CASH FLOW ( c )  | 446     | (2,818) | 222     | (915)   | (1,104) |
| NET CASH FLOW (a+b+c)      | (340)   | (431)   | 528     | 82      | 957     |
| Non-operating and EO items | 321     | 467     | (443)   | (0)     | (1)     |
| Closing Cash               | 470     | 507     | 592     | 674     | 1,630   |

Source: Company, HDFC sec Inst Research

**KEY RATIOS: (CONSOLIDATED)** 

| KEY RATIOS : (CONSOLIDATED)  |        |       |       |       |       |
|------------------------------|--------|-------|-------|-------|-------|
|                              | FY13   | FY14  | FY15E | FY16E | FY17E |
| PROFITABILITY (%)            |        |       |       |       |       |
| GPM                          | 43.9   | 46.5  | 46.8  | 41.6  | 44.5  |
| EBITDA Margin                | 25.4   | 28.6  | 29.2  | 26.7  | 29.4  |
| EBIT Margin                  | 17.4   | 22.2  | 22.7  | 19.4  | 22.3  |
| APAT Margin                  | 7.4    | 9.4   | 9.6   | 8.7   | 11.3  |
| RoE                          | 5.0    | 7.0   | 8.7   | 10.6  | 15.2  |
| RoIC                         | 7.1    | 10.8  | 13.4  | 15.0  | 19.6  |
| RoCE                         | 6.6    | 9.4   | 12.0  | 13.9  | 17.8  |
| EFFICIENCY                   |        |       |       |       |       |
| Tax Rate (%)                 | (12.0) | 27.9  | 30.0  | 30.0  | 30.0  |
| Asset Turnover (x)           | 0.4    | 0.4   | 0.5   | 0.7   | 0.8   |
| Inventory (days)             | 384    | 396   | 369   | 284   | 262   |
| Debtors (days)               | 12     | 11    | 11    | 8     | 7     |
| Payables (days)              | 45     | 38    | 37    | 29    | 26    |
| Cash Conversion Cycle (days) | 351    | 369   | 343   | 263   | 243   |
| Debt/EBITDA (x)              | 5.1    | 3.5   | 3.0   | 2.3   | 1.8   |
| Net D/E                      | 0.8    | 0.7   | 0.7   | 0.7   | 0.6   |
| Interest Coverage            | 1.6    | 2.4   | 2.6   | 2.9   | 3.9   |
| PER SHARE DATA               |        |       |       |       |       |
| EPS (Rs/sh)                  | 5.3    | 7.9   | 10.5  | 13.8  | 22.0  |
| CEPS (Rs/sh)                 | 12.3   | 15.2  | 19.3  | 27.1  | 37.5  |
| DPS (Rs/sh)                  | 1.5    | 2.0   | 2.0   | 3.0   | 3.0   |
| BV (Rs/sh)                   | 108.0  | 113.3 | 121.2 | 132.3 | 150.3 |
| VALUATION                    |        |       |       |       |       |
| P/E                          | 29.7   | 20.0  | 15.2  | 11.5  | 7.2   |
| P/BV                         | 1.5    | 1.4   | 1.3   | 1.2   | 1.1   |
| EV/EBITDA                    | 13.4   | 9.9   | 7.9   | 6.0   | 4.4   |
| OCF/EV (%)                   | 0.3    | 15.9  | 9.3   | 10.8  | 0.1   |
| FCF/EV (%)                   | (2.7)  | 11.7  | 1.1   | 3.6   | 7.5   |
| FCFE/Mkt Cap (%)             | (0.8)  | 3.6   | 4.4   | 1.9   | 7.6   |
| Dividend Yield (%)           | 0.9    | 1.3   | 1.3   | 1.9   | 1.9   |



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### Rating Definitions

BUY : Where the stock is expected to deliver more than 10% returns over the next 12 month period : Where the stock is expected to deliver (-)10% to 10% returns over the next 12 month period : Where the stock is expected to deliver less than (-)10% returns over the next 12 month period

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