Marico Kaya

BUY

INDUSTRY			CONSUMER
CMP *(as on 17 Mar 2015)*			Rs 1,515
Target Price			Rs 1,675
Nifty			8,723
Sensex			28,736
KEY STOCK DATA			
Bloomberg			MAKA IN
No. of Shares (mn)			13
MCap (Rs bn) / ($ mn)			20/312
6m avg traded value (Rs mn)			186
STOCK PERFORMANCE (%)			
52 Week high / low			Rs 1,580/214
	3M	6M	12M
Absolute (%)	78.4	152.7	-
Relative (%)	70.8	144.8	-
SHAREHOLDING PATTERN (%)			
Promoters			60.55
FIs & Local MFs			4.65
FIIs			5.95
Public & Others			28.85

Source : BSE

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Skin care 'Titan'

A pioneer in cosmetic dermatology, Kaya remains unchallenged in the organised skin clinic space in India. Management is confident of 20% revenue CAGR over the next 3-5 years, a claim that looks surpassable. A new found focus on product sales adds synergies to its story. Kaya turned profitable in FY14 (after 11 years of losses) and has significant untapped operating leverage in its operations.

The business model is unique and impregnable. Hardly any long term capital is required as operations require negative working capital. Cash of Rs 1.8bn post demerger (from Marico) and improving OCF are adequate to fund growth over the next 3-4 years. By then, operations may well spew enough cash to continuously expand Kaya's footprint in a grossly underpenetrated space.

Valuations are rich at ~5x FY15 revenues (net of Rs 1.8bn cash), but do not worry us. Our estimates put FY17 revenues at ~Rs 4.7bn (19% CAGR over FY15-FY17E). With multi-year growth possible and no incremental funding needed, we value Kaya at 4x FY17E EV/sales. Recommend BUY with a TP of Rs 1,675.

Revenue to gain from SSSG and store expansion

- Kaya is targeting SSSG of 10-12% and revenue CAGR of 20% over the next 3-5 years. As 65% of revenues are derived from doctor led services (cure), downgrading to cheaper alternatives (or salons) is unlikely. Also, Kaya plans to increase synergistic contribution from products from 20% to 35% over the next 3-5 years.
- With a well established brand, 180 dermatologists and 114 touch points across India and the Middle East at prime locations, Kaya is well positioned to benefit from a rapidly premiumising and fast growing consumer base (specialized skin care and hair removal market ~Rs 60bn growing at 25%+).
- Management intends to add 10-15 clinics and 20+ skin bars in India each year to drive penetration and scale. In addition, 2 clinics will be added in the ME.

Significant operating leverage

- Store level EBITDA margin of 35% in India is much higher than reported margin of 8% in 3QFY15 and 5% in 9MFY15. We think Kaya is only beginning to derive operating leverage.
- With average capacity utilization of ~35%, even the store level EBITDA has room for improvement as a large chunk of store level costs is also fixed in nature (rentals, depreciation). In the growth phase, the store level EBITDA margin may not rise as older stores post rising margins while newer stores take time to breakeven. However, a stabilised EBITDA margin (at store level as well as co level) much higher than current levels is ultimately possible.

Financial Summary	FY14*	FY15E	FY16E	FY17E
Net Sales (in Rs Mn)	2,911	3,343	3,932	4,732
EBIDTA (in Rs Mn)	104	349	445	571
APAT (in Rs Mn)	47	372	417	527
EPS (Rs.)	3.6	28.9	32.3	40.8
P/E (x)	417.7	52.5	46.8	37.1
EV/EBITDA	170.8	50.7	39.4	30.2
RoE (%)	2.5	10.4	10.6	12.0

Source: Company, HDFC sec Inst Research * Kaya India + Kaya ME

KAYA : A UNIQUE BUSINESS MODEL

Kaya can capitalize on opportunity of ~Rs 60bn in Beauty & Wellness which is growing at 25%+ with premium products growing at 2x mass products

- Kaya's business directly addresses the rapidly growing beauty & wellness services market (~Rs 110bn) in India with a unique and durable overlay : cure. **The addressable opportunity for Kaya, in specialized skin care and hair removal, is Rs ~60bn which is growing at 25%+ CAGR, within which premium products and services are growing at 2x mass segments.**
- Currently, 'Cure' is a ~Rs 6bn opportunity with strong entry barriers and sticky clientele. Almost 75% of this market is served by local dermatologists. Kaya is the only organised, skin clinic chain in India (barring hospitals). Kaya's management says this space is growing at ~27% annually in India.

'Cure' services offer a more serious proposition backed by the presence of medically qualified dermatologists

- **'Cure' services offer a more serious proposition** backed by the presence of medically qualified dermatologists – whether in standalone clinics or Kaya's clinic chain. This not only pulls in upper-end clientele of the 'care' segment, but also ensures strong pricing power. For instance, consumers switch from waxing to permanent hair removal wherein Kaya is a market leader with laser based technology.
- Not surprisingly, the 'cure' experience triggers 'care' purchases for many of Kaya's customers. This is important because, the 'care' business is a huge opportunity (~Rs 100bn), but remains highly fragmented and competitive. Kaya offers premium facials and premium hair removal (which together comprise roughly half the opportunity).
- **Kaya Skin Bars :** With an addressable market of ~Rs 7bn growing at 20% CAGR, Kaya has launched retail outlets in mini-store format offering premium skin care products. These offer a wide array of Kaya's everyday and specialized skincare products even beyond their clinics. We think this can have important growth and brand reinforcement implications over the medium term.

Kaya at a glance

- 95 outlets in India
- 19 outlets in the Middle East
- 9 Kaya Skin Bars
- 180 qualified dermatologists
- 500 beauty technicians
- Hair removal, Anti ageing, Acne and Hyper-pigmentation are the top four services
- 54 strong product portfolio
- Kaya Smiles (Loyalty program) has over 120 thousand active members
- Kaya Smiles members contribute 80% of Kaya's total revenues
- > Rs 7,500 avg spend per customer (India)
- USD 419 avg spend per customer (Middle East)

KAYA : THE OPPORTUNITY

We expect Kaya to be one of the biggest beneficiaries of consumption jump owing to a strong urban focus, premium positioning (15-20% premium to competitors) and dominance in the fast growing specialised skin care solution market

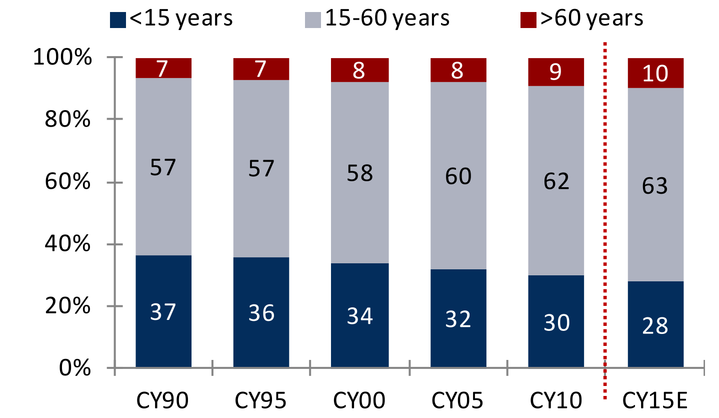
- India's long term consumption trends are expected to continue on a secular growth trend driven by favourable demographics, increase in per capita income levels and rising premiumisation, especially in urban areas.
- Of the entire workforce of 400 mn in India, 30% is women. A sixth of this ie. 20 mn women are in urban jobs which augur well for the business.
- Meanwhile, the men's grooming market is growing at 25% CAGR. Males currently contribute 15% of Kaya's revenue, a metric that can only rise with time.
- **We expect Kaya to be one of the biggest beneficiaries of consumption growth in India owing to a strong urban focus, premium positioning (15-20% premium to competitors) and dominance in the fast growing specialised skin care solution market**.

Young earners are typically more aspirational, better connected, networked, more technology-savvy and more self conscious. Kaya will immensely benefit from the rise in young earners in urban India

Kaya's demographic dividend

- More than half of India's population is younger than the age of 25 years and the entry of this group into the working population over the next few decades is expected to spur India's economic growth.
- Young earners are typically more aspirational, better connected, networked, more technology-savvy and more self conscious. Kaya will benefit from the rise in young earners in urban India.

Demographic dividend



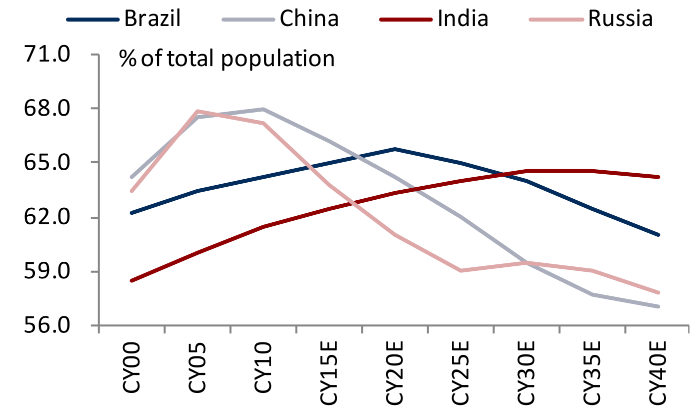
Source : McKinsey, HDFC sec Inst Research

India > China by 2040

- In 2010, the working age population (people over 15 years old) was 1,125 mn in China. In India it was 850 mn.
- The median age of China's population was 34 years, in India it was only 25 (for comparison, the median age in Europe is 43 years).
- In absolute terms, in 2040 there will be around 1 billion working age people in India compared with 0.9 billion in China.

India will witness surge in average national income. Marico Kaya will be a principal beneficiary as urban income growth will lead national average

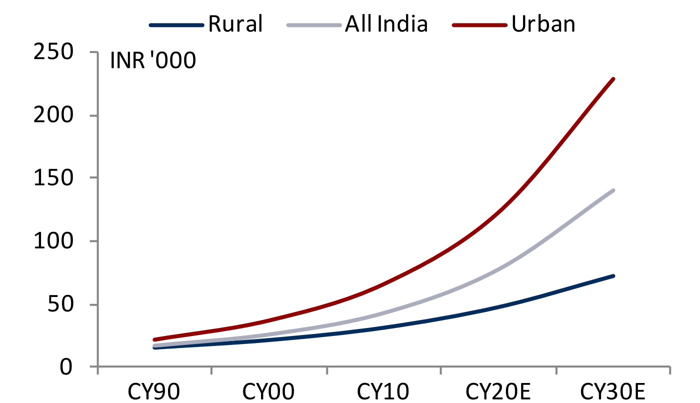
India's working population to outpace China's



Source : Global Insight database, HDFC sec Inst Research

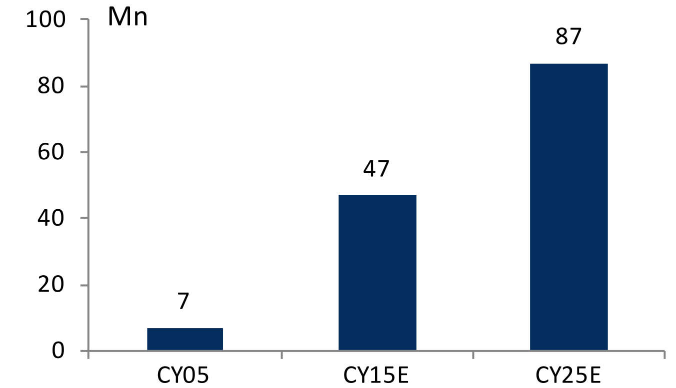
- India will witness surge in average national income. Marico Kaya will be a principal beneficiary as urban income growth will lead national average.

India to witness surge in average national income



Source : India Urbanization Econometric Model, McKinsey Global Institute analysis, HDFC sec Inst Research

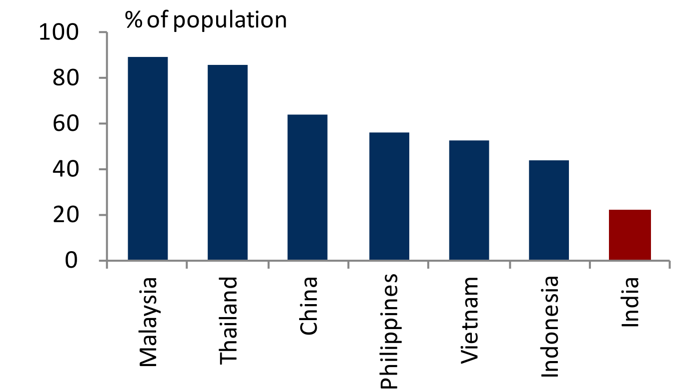
Middle class households



Source : Industry, HDFC Sec Inst Research

- A rising middle class can drive Kaya's business for many more years to come.

The middle class : across Asia



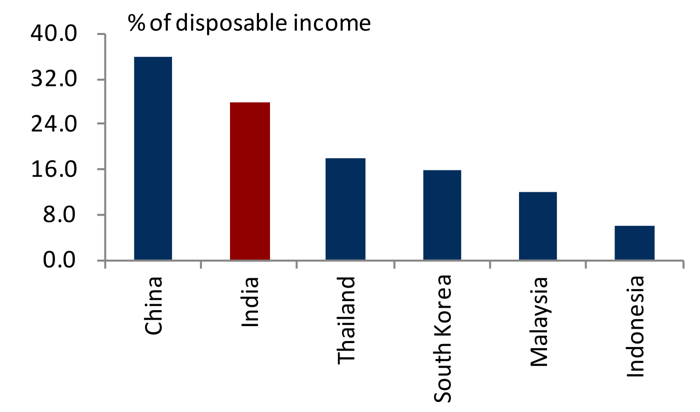
Source : Asian Development Bank, HDFC Sec Inst Research
Year : CY10
Middle Class : per capita consumption of $2–$20 per day

By 2020 the percentage of India's population living in cities will rise to 35% from 31% in 2010. With all clinics in cities, Kaya is well placed to benefit from this phenomenon

79% of Kaya's clinics in India are located in top 8 cities

Cities	No. of Clinic
Mumbai	23
Delhi	15
Bangalore	10
Chennai	7
Hyderabad	7
Kolkata	6
Pune	5
Ahmedabad	2

High disposable income is a recipe for higher spending

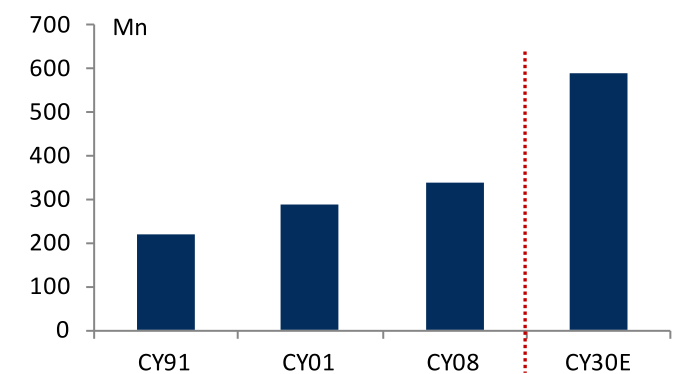


Source : McKinsey Global Institute analysis, HDFC Sec Inst Research

Urbanisation

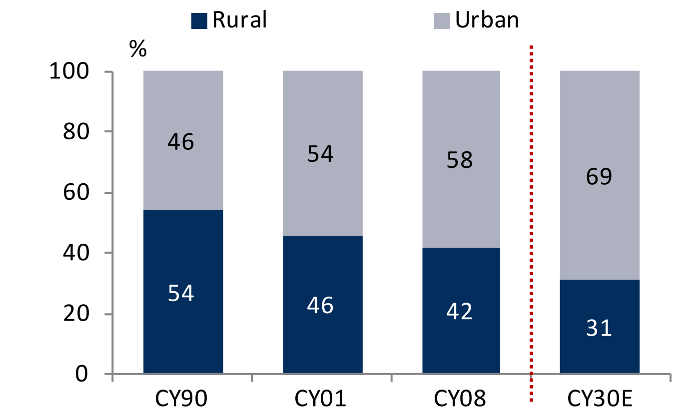
- By 2020 the percentage of India's population living in cities will rise to 35% from 31% in 2010. With all clinics in cities, Kaya is well placed to benefit from this phenomenon.
- Urban population, currently at ~380mn, is expected to touch 590mn by 2030 (2.5% CAGR).

Rapid urbanisation



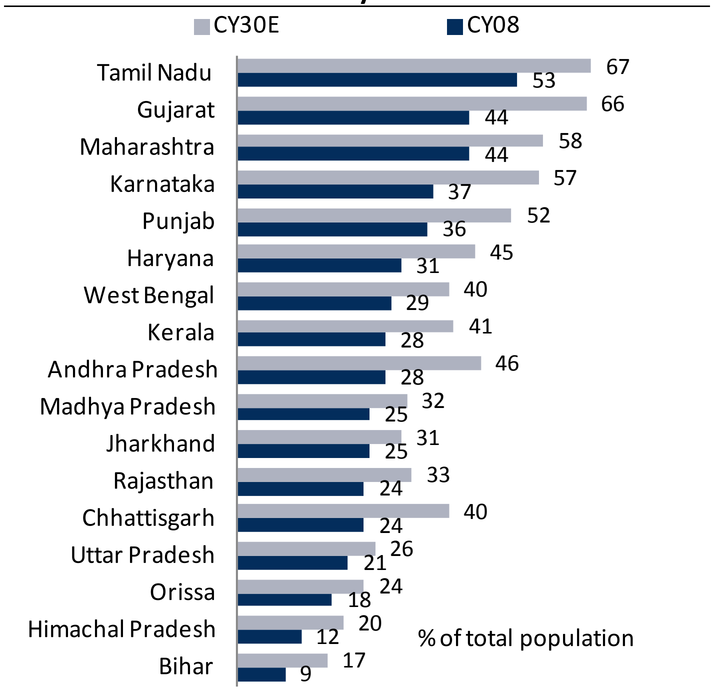
Source : McKinsey Global Institute analysis, HDFC sec Inst Research

70% of GDP to come from urban India



Source : India Urbanization Econometric Model, McKinsey Global Institute analysis, HDFC sec Inst Research

Statewise urbanization analysis



Source : India Urbanization Econometric Model, McKinsey Global Institute analysis, HDFC sec Inst Research

Long gestation period (took 11 years to turn profitable) will discourage new entrants

Kaya is targeting SSSG of 10-12%, revenue CAGR of 20% over the next 3-5 years

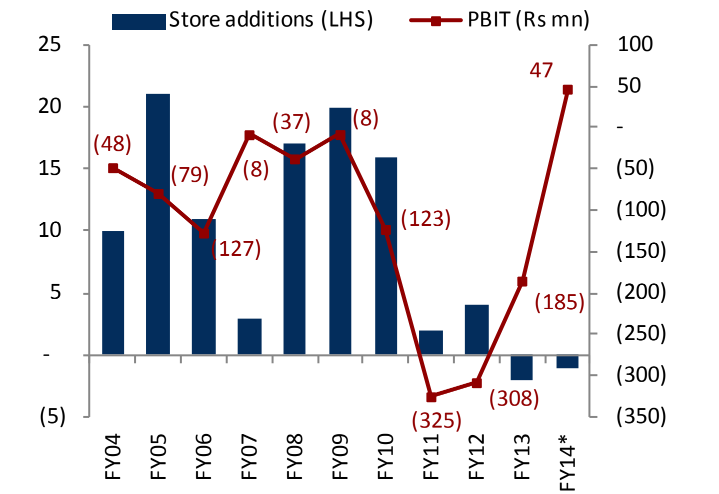
Kaya Smiles has over 120 thousand active members. Members contribute 80% of Kaya's revenues

KAYA : THE BUSINESS

Significant entry barriers to new entrants

- A pioneer in cosmetic dermatology, Kaya remains unchallenged in the organised skin clinic space in India. Its only major competition comes from standalone dermatologists (personalised businesses with local footprint), but the capital intensive technology (medical equipment) prevents them from being a credible threat.
- Being a capital intensive business, Kaya requires continued investments to achieve (1) Scale and (2) technology upgradation.
- The business needs continuous investments in training owing to (1) Lack of trained manpower – Doctors and Beauty Therapists for high end services, (2) High attrition since Kaya is in a sunrise industry
- Long gestation period (Kaya took 11 years to turn profitable) will discourage new entrants

TURNED PROFITABLE AFTER 11 YEARS OF LOSS



Source : Marico AR, HDFC sec Inst Research
* Due to sale of Derma Rx, FY14 nos are not strictly comparable

PHASES OF EVOLUTION

FY03-FY06	Incurred significant set up costs, primarily advertisement and sales promotion, leading to losses
FY08-FY10	Ill-timed rapid store addition
FY11-FY13	Shift in strategy from cure to care hurt profitability
Post FY13	Learning from past mistakes, company undertook course correction. (1) Increased focus on cure (higher margin and lower competition) (2) Store expansion started only in FY15, perfectly timed with anticipated urban revival

Source : Company, HDFC sec Inst Research

Recent Commentary

- Management is confident of 15% revenue growth in FY15. We foresee revenues of ~Rs 3.3bn in FY15. Kaya is targeting SSSG of 10-12%, revenue CAGR of 20% over the next 3-5 years.
- The company plans to increase contribution from products from 20% to 35% over the next 3-5 years backed by expansion in number of clinics and Kaya Skin Bars, which offer a wide array of Kaya's everyday and specialized skincare products in a mini-store format.
- Currently, Kaya boasts of 114 (plus 9 Kaya Skin bars) touch points across India and Middle East.
- Loyalty Program : **Kaya Smiles** has over 120 thousand active members. Members contribute 80% of Kaya's total revenues.

India business

- In India, the company is not impacted by demand sluggishness seen in FMCG businesses as penetration is still pretty low. Northern and Eastern India are doing exceedingly well.
- Customer count has turned positive in 3QFY15 to 2% YoY (-2% in 2QFY15) led by advancement of technologies and launch of newer services and

In FY14, 67% of revenues (~70% in 9MFY15) were derived from doctor led services (cure)

The company plans to increase contribution from product sale from 20% to 35% over the next 3-5 years backed by expansion in number of clinics and Kaya Skin Bars

The company is looking to add 10-15 clinics and 20+ skin bars in India each year

As per the management, 38% store level EBITDA is achievable and sustainable. Some stores deliver 45-50% store level EBITDA margin

products. The company plans to launch hair solutions in 1QFY17 (currently in test phase) which will further aid growth.

- In FY14, 67% of revenues (~70% in 9MFY15) were derived from doctor led services (cure) and hence downgrading to cheaper alternatives is unlikely. This is a conscious shift. Post FY13, the company increased its focus on cure (higher margin and lower competition) which led to increase in contribution from 60% in FY13 to 67% in FY14.

CATEGORY MIX (INDIA)

(%)	FY13	FY14	9MFY15
Cure	60	67	70
Care	20	13	12
Products	20	20	19

Source : Company, HDFC sec Inst Research

- The company plans to increase contribution from product sales from 20% to 35% over the next 3-5 years backed by expansion in both clinics and Kaya Skin Bars.
- In India, Kaya currently operates 95 clinics (9 added YTD and 4-6 in various stages of capex to be added in FY15) along with 9 Skin Bars (3 in 3QFY15). The company is looking to add 10-15 clinics and 20+ Kaya Skin Bars in India each year.
- The overall capacity utilization currently stands at 35%. High performing clinics have a utilization of 55%.
- The cost of setting up a clinic is Rs 10mn half of which goes towards machinery and technology. Skin Bars would require ~Rs 2mn.
- Thus Kaya can incur a capex of Rs 300mn per annum.
- New stores require 15-18 months to break-even.
- In India, store level EBITDA surged from 16% to 35% over the last five years. This was led by various cost saving initiatives : (1) Reduction of dermatologists from 250 to 180, (2) Beauty technicians remained at 500 despite growth in outlets, (3) A&P has been curtailed from 10% of sales in FY13 to 8% in FY14. Rather than spending on mass/national media, the company plans to focus on low-cost online and focused advertisement which will further reduce A&P to 7% of sales, (4) Reduction in rentals and overheads.

STORE LEVEL EBITDA MARGIN BREAK-UP : FY14

Gross margin (%)	80
Rent (%)	14
Staff cost (%)	15
Doctor fees/professional charges (%)	9
Clinic overheads (%)	7
Store level EBITDA (%)	35

Source : Company, HDFC sec Inst Research

- The company has renewed lease rentals (for 9 years) for almost two third of clinics. Hence, rental increase will be moderate in coming years. Furthermore, operating leverage can help curtail staff cost (as % of sales) and clinic overheads (as % of sales). As per the management, 38% store level EBITDA is achievable and sustainable**. Some stores deliver 45-50% store level EBITDA margin.**

OPERATIONAL METRICS (INDIA)

Growth YoY (%)	FY12	FY13	FY14	9MFY15
Collection SSSG (cash inflow)	13	2	10	8
Net Revenue SSSG	**4**	**8**	**7**	**11**
Customer count	-1	-3	3	1
Ticket Size (INR)	**>6,000**	**>6,500**	**>7,000**	**>7,500**

Kaya India

(Rs mn)	FY11	FY12	FY13	FY14	9MFY15
Revenue from Ops	1,080	1,417	1,437	1,534	1,265
EBITDA margin (%)			(6.8)	(0.0)	5.0
RPAT	(413)	(30)	(298)	340	134
OUTLETS (nos)	**87**	**88**	**87**	**86**	**92**

Source : Company, HDFC sec Inst Research

The company plans looking to add 2 clinics in the Middle East every year. This would hurt margins in FY16E

In 3QFY15, ME delivered 20% EBITDA margin. Owing to upcoming expansion, management expects sustainable margin in the ME to be in the range of 15-16%.

Middle East business

- Marico Kaya is yet to witness any significant reduction in demand owing to well entrenched premium positioning in the ME. As per the management, discretionary spends may come down in ME with 2-3 quarter lag but Marico Kaya would be mostly insulated.
- In ME, Kaya currently operates 19 clinics (1 clinic added in 3QFY15)
- The company plans to add 2 clinics in the Middle East every year. Margin levers are limited as the business mix leans heavily towards cure already.
- In 3QFY15, ME delivered 20% EBITDA margin. Owing to upcoming expansion, management expects sustainable margin in the ME to be in the range of 15-16%.

CATEGORY MIX (MIDDLE EAST)

(%)	FY13	FY14	9MFY15
Cure	78	79	79
Care	12	11	11
Products	10	10	10

Source : Company, HDFC sec Inst Research

OPERATIONAL METRICS (MIDDLE EAST)

	Growth (% YoY)		
	FY13	FY14	9MFY15
Collection SSSG (cash inflow)	5	8	16
Net Revenue SSSG	**16**	**8**	**20**
Customer count	4	1	5
Ticket Size (USD)	**350**	**380**	**419**

Source : Company, HDFC sec Inst Research

Kaya Middle East

(Rs mn)	FY11	FY12	FY13	FY14	9MFY15
Revenue from Ops	566	872	1,155	1,377	1,181
EBITDA margin (%)			(2.9)	7.5	18.0
RPAT	(100)	(414)	(186)	59	178
OUTLETS (nos)	**16**	**19**	**18**	**18**	**19**

Source : Company, HDFC sec Inst Research

KEY ASSUMPTIONS

(%)	FY14*	FY15E	FY16E	FY17E
India Business				
Revenue growth	7.0	12.0	22.0	25.0
COGS as % of sales	19.7	19.3	19.2	19.0
Staff cost as % of sales	26.1	25.5	24.5	24.3
Ad spends as % of sales	8.3	8.0	7.5	7.0
Rent as % of sales	17.1	16.0	15.5	15.3
Other expenses as % of sales	28.8	27.0	25.5	25.3
EBITDA Margin	0.0	4.3	7.8	9.3
ME Business				
Revenue growth	19.2	18.0	13.0	15.0
COGS as % of sales	17.5	16.0	15.8	15.8
Staff cost as % of sales	44.8	43.0	42.8	42.7
Ad spends as % of sales	7.1	6.5	6.3	6.0
Rent as % of sales	8.2	7.0	7.5	7.8
Other expenses as % of sales	14.9	10.5	12.5	12.3
EBITDA Margin	7.5	17.0	15.3	15.6
Consol Kaya metrics				
Revenue growth	12.5	14.8	17.6	20.3
COGS as % of sales	18.6	17.7	17.6	17.5
Staff cost as % of sales	34.9	34.0	33.0	32.5
Ad spends as % of sales	7.7	7.3	6.9	6.6
Rent as % of sales	12.9	11.6	11.8	11.9
Other expenses as % of sales	22.2	19.0	19.4	19.4
EBITDA Margin	3.6	10.4	11.3	12.1

Source : Company, HDFC sec Inst Research

*Based on Kaya India + Kaya ME. The company declared 15m nos for Mar-14

INCOME STATEMENT

(Rs mn)	FY14*	FY15E	FY16E	FY17E
Net Sales	**2,911**	**3,343**	**3,932**	**4,732**
Growth (%)	***12.5***	***14.8***	***17.6***	***20.3***
Material Expenses	542	591	691	830
Employee Expenses	1,017	1,137	1,298	1,537
A&P Expenses	225	243	272	310
Rent	376	389	463	563
Other Operating Expenses	647	635	764	920
EBIDTA	**104**	**349**	**445**	**571**
EBIDTA (%)	***3.6***	***10.4***	***11.3***	***12.1***
EBIDTA Growth (%)	***(178.8)***	***237.1***	***27.3***	***28.4***
Other Income	39	143	120	136
Depreciation	95	120	147	174
EBIT	48	372	417	532
Interest	1	-	-	-
PBT	47	372	417	532
Tax	-	-	-	5
Minority Interest	-	-	-	-
Core PAT	**47**	**372**	**417**	**527**
Core PAT Growth (%)	***(182.4)***	***695.7***	***12.1***	***26.2***
EO items (net of tax)	351	(52)	-	-
RPAT	398	320	417	527
RPAT Growth (%)	(182.4)	(19.5)	30.3	26.2
EPS	**3.6**	**28.9**	**32.3**	**40.8**
EPS Growth (%)	***(174.6)***	***695.7***	***12.1***	***26.2***

Source: Company, HDFC sec Inst Research

*Based on Kaya India + Kaya ME. The company declared 15m nos for Mar-14

BALANCE SHEET

(Rs mn)	FY14*	FY15E	FY16E	FY17E
SOURCES OF FUNDS				
Share Capital	129	129	129	129
Reserves	3,275	3,595	4,012	4,539
Total Shareholders Funds	**3,404**	**3,724**	**4,141**	**4,668**
Long Term Provisions	35	35	35	35
TOTAL SOURCES OF FUNDS	**3,439**	**3,759**	**4,176**	**4,703**
APPLICATION OF FUNDS				
Net Block	183	505	657	783
CWIP	6	6	6	6
Goodwill	1,980	1,980	1,980	1,980
Investments	1,704	1,704	1,704	1,704
LT Loans & Advances	148	192	226	272
Inventories	247	264	300	348
Trade Receivables	4	14	16	19
Cash & Equivalents	146	144	306	615
ST Loans & Advances	185	260	343	444
Other Current Assets	145	5	5	5
Current Assets	727	686	970	1,431
Trade Payables	181	183	205	233
Other Current Liabilities & Provisions	1,128	1,131	1,162	1,240
Current Liabilities	1,309	1,314	1,367	1,473
Net current Assets	**(582)**	**(628)**	**(397)**	**(42)**
TOTAL APPLICATION OF FUNDS	**3,439**	**3,759**	**4,176**	**4,703**

Source: Company, HDFC sec Inst Research

*Consolidated Balance Sheet

CASH FLOW

(Rs mn)	FY14*	FY15E	FY16E	FY17E
Reported PAT	398	320	417	527
Non-operating & EO items	390	91	120	134
PAT from Operations	7	229	297	392
Interest, Dep & Others	(348)	120	147	174
Working Capital Change	64	206	(168)	(9)
OPERATING CASH FLOW (a)	**(277)**	**555**	**277**	**558**
Capex	459	(442)	(300)	(300)
Free Cash Flow	182	113	(23)	258
Non-operating income	39	143	120	134
Investments & Others	(340)	(259)	65	(83)
INVESTING CASH FLOW (b)	**158**	**(558)**	**(115)**	**(249)**
Debt Issuance	(1)	-	-	-
Interest	(1)	-	-	-
Dividend	-	-	-	-
FINANCING CASH FLOW (c)	**(2)**	**-**	**-**	**-**
Fx effect	166	-	-	-
NET CASH FLOW (a+b+c)	**46**	**(2)**	**162**	**309**
Closing Cash	146	144	306	615

Source: Company, HDFC sec Inst Research
*Based on Kaya India + Kaya ME. The company declared 15m nos for Mar-14

KEY RATIOS

	FY14*	FY15E	FY16E	FY17E
PROFITABILITY (%)				
GPM	81.4	82.3	82.4	82.5
EBITDA Margin	3.6	10.4	11.3	12.1
EBIT Margin	0.3	6.8	7.6	8.4
APAT Margin	1.6	11.1	10.6	11.1
RoE	2.5	10.4	10.6	12.0
Core RoCE	1.2	13.1	14.6	17.2
RoCE	2.0	10.3	10.5	11.9
EFFICIENCY				
Tax Rate (%)	-	-	-	1
Asset Turnover (x)	1.2	0.9	1.0	1.1
Inventory (days)	29	29	28	27
Debtors (days)	6	2	2	2
Payables (days)	42	20	19	18
Cash Conversion Cycle (days)	(7)	10	10	10
Debt/EBITDA (x)	-	-	-	-
Net D/E	(0.5)	(0.5)	(0.5)	(0.5)
Interest Coverage	5.9	-	-	-
PER SHARE DATA				
EPS (Rs/sh)	3.6	28.9	32.3	40.8
CEPS (Rs/sh)	11.0	38.2	43.8	54.4
BV (Rs/sh)	263.9	288.7	321.1	361.9
DPS (Rs/sh)	-	-	-	-
VALUATION				
P/E	417.7	52.5	46.8	37.1
P/BV	5.7	5.2	4.7	4.2
EV/EBITDA	170.8	50.7	39.4	30.2
OCF/EV (%)	(1.6)	3.1	1.6	3.2
FCF/EV (%)	1.0	0.6	(0.1)	1.5
FCFE/mkt cap (%)	0.9	0.6	(0.1)	1.3
Dividend Yield (%)	-	-	-	-

Source: Company, HDFC sec Inst Research
*Based on Kaya India + Kaya ME. The company declared 15m nos for Mar-14

Rating Definitions

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

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