KAJARIA CERAMICS

Limited demonetisation dent; long-term prospects intact

India Equity Research | Tiles



Kajaria Ceramics' (KJC) Q3FY17 consolidated numbers surpassed our and consensus estimates, despite demonetisation impact. Volume growth of 0.5% YoY versus our 6% dip estimate supported top line. However, EBITDA margin fell by 55bps YoY to 18.6% due to muted top-line growth and higher outsourcing. We upgrade to 'BUY' as: (1) KJC is anticipated to be major beneficiary of accelerated shift in market share from unorganised to organised players spurred by GST and demonetisation (refer to our report: THE SHIFT); (2) government's thrust on housing is envisaged to boost overall demand in tiles industry; and (3) we roll over to FY19E. We now value KJC at 28x (earlier 25x) due to long term opportunity from shift to organised players and estimate 15.1% and 24.6% sales and earnings CAGR, respectively, with 372bps RoCE expansion over FY17-19. Our revised TP is INR708 (INR585 earlier).

Q3FY17 result: Key highlights

(1) key positive was the 1.1% revenue growth on 0.5% YoY volume spurt, despite demonetisation; (2) 365bps fall in power & fuel cost due to lower gas prices; (3) muted top-line growth & fixed costs and higher outsourcing marred margin, leading to 2% YoY EBITDA fall; (4) performance of joint ventures (JVs) remained soft.

Limited demonetisation impact

KJC's sales grew 1.1% YoY led by the 0.5% YoY volume spurt with 0.9% realisation growth amidst tepid demand. On account of poor demand, the company focused on in-house manufacturing, while a JV (Tauras) plant was shut down. Management anticipates demand to pick up and pegs Q4FY17 growth at 4-5%. Tax rate stood at 36% during the quarter versus 35% in Q3FY16. PAT declined 3.7% YoY to INR551mn.

Outlook and valuations: Long-term play; upgrade to 'BUY'

Owing to subdued industry conditions and demonetization in the current year, we have pruned FY17/18E EPS by 7%/13%. However, continued market share gains aided by strong industry drivers, GST implementation, the structural shift from unorganised to organised players over long term and healthy profitability will bolster KJC's long-term growth. Hence, we upgrade to 'BUY' from 'HOLD' with a revised TP of INR708 (INR585 earlier) based on 28x FY19E EPS (25x earlier). The stock is currently trading at 28.8x/23.2x FY18/19E EPS .

Financials (Consolidated) (INR mn)								
	Q3FY17	Q3FY16 9	% change	Q2FY17	% change	FY16	FY17E	FY18E
Net rev. (INR mn)	6,067	6,002	1.1	6,301	(3.7)	24,088	25,253	28,616
EBITDA (INR mn)	1,126	1,148	(1.9)	1,267	(11.1)	4,537	5,093	5,982
Adj. PAT (INR mn)	551	572	(3.7)	636	(13.4)	2,282	2,589	3,229
Adj. Dil. EPS (INR)	6.9	7.2	(3.7)	8.0	(13.4)	14.4	16.3	20.3
Diluted P/E (x)						40.8	35.9	28.8
EV/EBITDA (x)						21.3	18.6	15.6
ROAE (%)						25.8	24.0	24.6

Absolute Rating	BUY
Investment Characteristics	Growth
MARKET DATA (R: KAJR.BC), B: KJC IN)
CMP	: INR 585
Target Price	: INR 708
52-week range (INR)	: 742 / 423
Share in issue (mn)	: 158.9
M cap (INR bn/USD mn)	: 93 / 1,365
Avg. Daily Vol. BSE/NSE ('00	00): 181.3

		(, -,	
	Current	Q2FY17	Q1FY17
Promoters *	47.4	47.3	47.2
MF's, FI's & BKs	3.2	4.7	4.7
FII's	27.2	27.2	27.2
Others	22.2	20.8	20.9
* Promoters pledge		:	NIL

PRICE PERFORMANCE (%)

	BSE Midcap Index	Stock	Stock over Index
1 month	32.7	12.0	20.7
3 months	(0.3)	(4.0)	3.7
12 months	22.6	26.1	(3.5)

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oss sales									(INR mn
Q2FY15	Q3FY15	Q4FY15	Q1FY16	Q2FY16	Q3FY16	Q4FY16	Q1FY17	Q2FY17	Q3FY1
2,803	2,694	2,758	2,570	2,908	2,969	3,372	3,173	3,439	3,25
1,386	1,805	2,212	2,107	2,404	2,464	2,640	2,313	2,236	2,13
1,167	1,038	882	782	763	533	538	432	612	67
5,355	5,536	5,853	5,459	6,075	5,966	6,551	5,918	6,287	6,05
Y sales grov	vth								(%
Q2FY15	Q3FY15	Q4FY15	Q1FY16	Q2FY16	Q3FY16	Q4FY16	Q1FY17	Q2FY17	Q3FY1
16.7	15.2	1.9	1.1	3.7	10.5	22.3	23.5	18.2	9.
10.8	67.9	52.8	53.2	61.7	30.8	19.4	9.8	(7.0)	(13.
19.0	23.0	(16.5)	(28.0)	(34.6)	(39.4)	(39.0)	(44.8)	(19.8)	26.
15.6	30.1	12.3	9.1	13.4	7.8	11.9	8.4	3.5	1.
les volumes	(tiles)								(in msm
Q2FY15	Q3FY15	Q4FY15	Q1FY16	Q2FY16	Q3FY16	Q4FY16	Q1FY17	Q2FY17	Q3FY1
7.54	7.17	7.40	7.04	7.92	8.25	9.49	8.74	9.39	8.7
3.85	4.94	5.87	5.56	6.00	6.01	6.50	5.81	5.41	4.99
3.02	2.61	2.24	2.32	2.21	1.60	1.43	1.29	1.84	2.2
14.4	14.7	15.5	14.9	16.1	15.9	17.4	15.8	16.6	15.
les volume	rowth Yo	Υ							(%
			O1FY16	O2FY16	O3FY16	O4FY16	O1FY17	O2FY17	Q3FY1
									5.0
									(17.0
									40.
									0.
		-						-	
								(I	NR/sqm
	025745	Q4FY15	Q1FY16	Q2FY16	Q3FY16	Q4FY16	Q1FY17		Q3FY1
O2FV15	()<+Y15							())[[]]	
Q2FY15	Q3FY15							Q2FY17	
372	376	373	365	367	361	355	363	366	373
372 360	376 365	373 377	365 379	367 373	361 393	355 406	363 398	366 413	37: 42
372 360 386	376 365 398	373 377 394	365 379 337	367 373 345	361 393 393	355 406 377	363 398 335	366 413 333	37: 42: 30:
372 360	376 365	373 377	365 379	367 373	361 393	355 406	363 398	366 413	373 42 300 38 0
372 360 386 372	376 365 398	373 377 394	365 379 337	367 373 345	361 393 393	355 406 377	363 398 335	366 413 333	373 42 300 38 0
372 360 386 372 vth (YoY)	376 365 398 376	373 377 394 377	365 379 337 366	367 373 345 377	361 393 393 376	355 406 377 376	363 398 335 374	366 413 333 378	37: 42: 30: 38 :
372 360 386 372 vth (YoY) Q2FY15	376 365 398 376 Q3FY15	373 377 394 377 Q4FY15	365 379 337 366 Q1FY16	367 373 345 377 Q2FY16	361 393 393 376 Q3FY16	355 406 377 376 Q4FY16	363 398 335 374 Q1FY17	366 413 333 378 Q2FY17	373 422 300 380 (% Q3FY1
372 360 386 372 wth (YoY) Q2FY15 9.6	376 365 398 376 Q3FY15 5.6	373 377 394 377 Q4FY15 7.1	365 379 337 366 Q1FY16 2.6	367 373 345 377 Q2FY16 (1.2)	361 393 393 376 Q3FY16 (3.9)	355 406 377 376 Q4FY16 (4.6)	363 398 335 374 Q1FY17 (0.5)	366 413 333 378 Q2FY17 (0.3)	373 42° 300 38 6 (% Q3FY1
372 360 386 372 wth (YoY) Q2FY15 9.6 6.2	376 365 398 376 Q3FY15 5.6 5.0	373 377 394 377 Q4FY15 7.1 6.7	365 379 337 366 Q1FY16 2.6 6.9	367 373 345 377 Q2FY16 (1.2) 3.8	361 393 393 376 Q3FY16 (3.9) 7.5	355 406 377 376 Q4FY16 (4.6) 7.8	363 398 335 374 Q1FY17 (0.5) 5.1	366 413 333 378 Q2FY17 (0.3) 10.7	37 42 30 38 (% Q3FY1 3
372 360 386 372 wth (YoY) Q2FY15 9.6	376 365 398 376 Q3FY15 5.6	373 377 394 377 Q4FY15 7.1	365 379 337 366 Q1FY16 2.6	367 373 345 377 Q2FY16 (1.2)	361 393 393 376 Q3FY16 (3.9)	355 406 377 376 Q4FY16 (4.6)	363 398 335 374 Q1FY17 (0.5)	366 413 333 378 Q2FY17 (0.3)	373 422 300 380 (% Q3FY1
	1,386 1,167 5,355 Y sales grov Q2FY15 16.7 10.8 19.0 15.6 les volumes Q2FY15 7.54 3.85 3.02 14.4	1,386 1,805 1,167 1,038 5,355 5,536 AY sales growth Q2FY15 Q3FY15 16.7 15.2 10.8 67.9 19.0 23.0 15.6 30.1 Bles volumes (tiles) Q2FY15 Q3FY15 7.54 7.17 3.85 4.94 3.02 2.61 14.4 14.7 Bles volume growth Y0 Q2FY15 Q3FY15 6.5 9.1 4.3 59.9 17.1 19.7	1,386 1,805 2,212 1,167 1,038 882 5,355 5,536 5,853 NY sales growth Q2FY15 Q3FY15 Q4FY15 16.7 15.2 1.9 10.8 67.9 52.8 19.0 23.0 (16.5) 15.6 30.1 12.3 les volumes (tiles) Q2FY15 Q3FY15 Q4FY15 7.54 7.17 7.40 3.85 4.94 5.87 3.02 2.61 2.24 14.4 14.7 15.5 les volume growth YoY Q2FY15 Q3FY15 Q4FY15 6.5 9.1 (4.9) 4.3 59.9 43.2 17.1 19.7 (20.0)	1,386 1,805 2,212 2,107 1,167 1,038 882 782 5,355 5,536 5,853 5,459 NY sales growth Q2FY15 Q3FY15 Q4FY15 Q1FY16 16.7 15.2 1.9 1.1 10.8 67.9 52.8 53.2 19.0 23.0 (16.5) (28.0) 15.6 30.1 12.3 9.1 les volumes (tiles) Q2FY15 Q3FY15 Q4FY15 Q1FY16 7.54 7.17 7.40 7.04 3.85 4.94 5.87 5.56 3.02 2.61 2.24 2.32 14.4 14.7 15.5 14.9 les volume growth YoY Q2FY15 Q3FY15 Q4FY15 Q1FY16 6.5 9.1 (4.9) (1.4) 4.3 59.9 43.2 43.3 17.1 19.7 (20.0) (22.9)	1,386 1,805 2,212 2,107 2,404 1,167 1,038 882 782 763 5,355 5,536 5,853 5,459 6,075 NY sales growth Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 16.7 15.2 1.9 1.1 3.7 10.8 67.9 52.8 53.2 61.7 19.0 23.0 (16.5) (28.0) (34.6) 15.6 30.1 12.3 9.1 13.4 Res volumes (tiles) Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 7.54 7.17 7.40 7.04 7.92 3.85 4.94 5.87 5.56 6.00 3.02 2.61 2.24 2.32 2.21 14.4 14.7 15.5 14.9 16.1 Res volume growth YoY Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 6.5 9.1 (4.9) (1.4) 5.0 4.3 59.9 43.2 43.3 55.8 17.1 19.7 (20.0) (22.9) (26.8)	1,386 1,805 2,212 2,107 2,404 2,464 1,167 1,038 882 782 763 533 5,355 5,536 5,853 5,459 6,075 5,966 AY sales growth Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 Q3FY16 16.7 15.2 1.9 1.1 3.7 10.5 10.8 67.9 52.8 53.2 61.7 30.8 19.0 23.0 (16.5) (28.0) (34.6) (39.4) 15.6 30.1 12.3 9.1 13.4 7.8 Res volumes (tiles) Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 Q3FY16 7.54 7.17 7.40 7.04 7.92 8.25 3.85 4.94 5.87 5.56 6.00 6.01 3.02 2.61 2.24 2.32 2.21 1.60 14.4 14.7 15.5 14.9 16.1 15.9 Res volume growth YoY Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 Q3FY16 6.5 9.1 (4.9) (1.4) 5.0 15.1 4.3 59.9 43.2 43.3 55.8 21.7 17.1 19.7 (20.0) (22.9) (26.8) (38.7)	1,386 1,805 2,212 2,107 2,404 2,464 2,640 1,167 1,038 882 782 763 533 538 538 5,355 5,536 5,853 5,459 6,075 5,966 6,551 NY sales growth Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 Q3FY16 Q4FY16 16.7 15.2 1.9 1.1 3.7 10.5 22.3 10.8 67.9 52.8 53.2 61.7 30.8 19.4 19.0 23.0 (16.5) (28.0) (34.6) (39.4) (39.0) 15.6 30.1 12.3 9.1 13.4 7.8 11.9 Res volumes (tiles) Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 Q3FY16 Q4FY16 7.54 7.17 7.40 7.04 7.92 8.25 9.49 3.85 4.94 5.87 5.56 6.00 6.01 6.50 3.02 2.61 2.24 2.32 2.21 1.60 1.43 14.4 14.7 15.5 14.9 16.1 15.9 17.4 Res volume growth YoY Q2FY15 Q3FY15 Q4FY15 Q1FY16 Q2FY16 Q3FY16 Q4FY16 6.5 9.1 (4.9) (1.4) 5.0 15.1 28.2 4.3 59.9 43.2 43.3 55.8 21.7 10.7 17.1 19.7 (20.0) (22.9) (26.8) (38.7) (36.2)	1,386	1,386

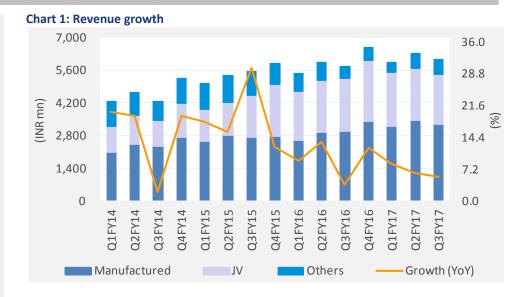


Chart 2: Volume growth(YoY)

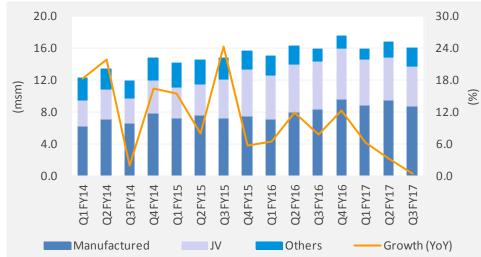
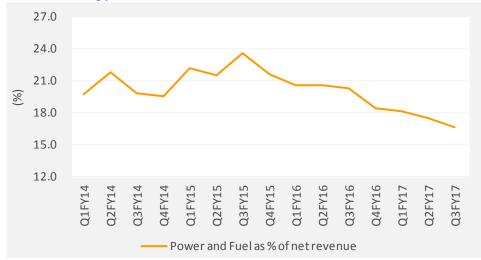


Chart 3: Realisation (YoY)



Source: Company, Edelweiss research





Source: Company, Edelweiss research

Financial snapshot Year to March	Q3FY17	Q3FY16	% change	Q2FY17	% change	YTD17	FY17E	(INR mn) FY18E
Net revenues	6,067	6,002	1.1	6,301	(3.7)	18,298	25,253	28,616
Raw material	2,261	1,933	17.0	2,269	(0.3)	6,433	7,508	8,440
Staff costs	720	649	10.9	748	(3.8)	2,180	2,601	2,947
Other expenses	1,959	2,272	(13.8)	2,017	(2.9)	6,021	10,051	11,246
Total expenditure	4,940	4,854	1.8	5,034	(1.9)	14,634	20,160	22,634
EBITDA	1,126	1,148	(1.9)	1,267	(11.1)	3,664	5,093	5,982
Depreciation	206	184	12.0	204	1.3	609	850	911
EBIT	920	964	(4.5)	1,064	(13.5)	3,055	4,243	5,071
Other income	21	16	32.1	21	0.0	59	121	139
Interest	83	90	(7.6)	79	4.9	254	324	176
Add: Prior period items								
Add: Exceptional items								
Profit before tax	858	890	(3.5)	1,006	(14.7)	2,861	4,040	5,035
Provision for taxes	309	311	(0.7)	385	(19.7)	1,044	1,394	1,737
Minority interest	(2)	7	NA	(15)	NA	(5)	57	69
Associate profit share								
Reported net profit	551	572	(3.7)	636	(13.4)	1,821	2,589	3,229
Adjusted Profit	551	572	(3.7)	636	(13.4)	1,821	2,589	3,229
Diluted shares (mn)	79	79		79		79	159	159
Adjusted Diluted EPS	6.9	7.2	(3.7)	8.0	(13.4)	22.9	16.3	20.3
Diluted P/E (x)	-	-		-		-	35.9	28.8
EV/EBITDA (x)	-	-		-		-	18.6	15.6
ROAE (%)	-	-		-		-	24.0	24.6
As % of net revenues								
Raw material	37.3	32.2		36.0		35.2	29.7	29.5
Employee cost	11.9	10.8		11.9		11.9	10.3	10.3
Other expenses	32.3	37.9		32.0		32.9	39.8	39.3
EBITDA	18.6	19.1		20.1		20.0	20.2	20.9
Reported net profit	9.1	9.5		10.1		10.0	10.3	11.3

Change in Estimates

Change in	Estimates							
			FY17E			FY18E		
		New	Old	% change	New	Old	% change	Comments
Net Revenu	ıe	25,253	26,150	(3.4)	28,616	30,561	(6.4)	On account of subdued industry
								condition and demonetization
								impact
EBITDA		5,093	5,322	(4.3)	5,982	6,670	(10.3)	On account of lower topline.
EBITDA Ma	rgin	20.2	20.4		20.9	21.8		
Adjusted	Profit	2,589	2,786	(7.1)	3,229	3,706	(12.9)	On account of lower topline and
After Tax								margins.
Net Profit N	Лargin	10.5	10.9		11.5	12.4		
Capex		1,772	1,772	0.0	1,750	1,750	0.0	

Company Description

Kajaria is India's leading manufacturer of ceramic and vitrified tiles. Currently, the company has aggregate manufacturing capacity of 68.60msm distributed across 9 plants. It has 10.6% share in overall tiles market and 20.8% in the organised tile sector in FY15. The company has an in-house research and development facility that focuses on developing new designs and creating cost-effective products. Kajaria is present across a wide range of sizes and price value chain, ranging from affordable tiles to high-end designer products catering to needs of different segments. Ceramic, GVT and PVT contributed 41%, 20% and 37% to net sales, respectively in FY15. Retail and institutional businesses contribute 70% and 30% to total revenues.

Investment Theme

Kajaria has, over the years, developed a comprehensive range of products. A vibrant product range, aggressive brand spending, extensive distribution network of 1,100 dealers and 4,000 associate dealers, sustained capacity expansion have and will continue to anchor Kajaria's outperformance versus peers. Unwavering focus on brands (33.5% ad spend CAGR versus peers' 12-13%; 2.5-3% of sales) and strengthening of the value chain are bound to catapult market share to 12.0% by FY19E from 10.9% in FY16, driving up share in organised market to 21.1% from 20.5% over same period. Ergo, we estimate the company to clock revenue and PAT CAGR of 15.1% and 24.6% over FY16-18, respectively, with strong RoE/pretax RoCE of >25%. Further, we estimate Kajaria to generate FCF of INR5.0bn during the same period.

Key Risks

Slowdown in real estate sector

Any slowdown in real estate sector will dampen Kajaria's growth prospects.

Intensifying competition

Any competitive moves by players such as Somany Ceramics, HR Johnson, Orient, Asian Granito, etc., and the unorganised segment may have detrimental effects on the company's revenue.

Volatility in fuel prices

Availability and pricing of natural gas remains a concern as increase in gas price could increase operating costs and adversely impact margins.

Threat of Chinese imports

China is the largest producer of tiles globally. Import of cheap Chinese tiles poses a threat to the company. However, the government has imposed anti-dumping duty of USD1.37 per sq mtr recently on import of vitrified tiles from China.

(INR mn)

Financial Statements

Key Assumptions					Income statement	
Year to March	FY16	FY17E	FY18E	FY19E	Year to March	FY16
Macro		-		,	Net revenue	24,088
GDP(Y-o-Y %)	7.2	6.5	7.1	7.7	Materials costs	7,400
Inflation (Avg)	4.9	4.8	5.0	5.2	Gross profit	16,688
Repo rate (exit rate)	6.8	6.0	5.8	5.8	Employee costs	2,527
USD/INR (Avg)	65.0	67.5	69.0	69.0	Other Expenses	9,625
Sector					Operating expenses	12,151
Volume wise growth(%)	3.0	7.0	6.0	6.0	Total operating expenses	19,552
Org. Sector Share Vol. wise (%)	41.0	42.0	43.0	44.0	EBITDA	4,537
Unorg. Sector Share Vol. wise(%)	59.0	58.0	57.0	56.0	Depreciation	726
Value wise growth (%)	5.0	6.5	10.0	12.0	EBIT	3,810
Org. Sector Share Value wise(%)	52.0	53.0	54.0	55.0	Add: Other income	95
Unorg. Sector Share Value wise(%)	48.0	47.0	46.0	45.0	Less: Interest Expense	345
Company					Add: Exceptional items	16
Own	40.8	40.8	40.8	40.8	Profit Before Tax	3,577
Glazed Vertified Tiles	9.3	9.3	9.3	9.3	Less: Provision for Tax	1,237
Ceramic Tile	28.9	28.9	28.9	28.9	Less: Minority Interest	48
JV	27.8	33.5	33.5	33.5	Reported Profit	2,292
Capacity (in msm)					Exceptional Items	10
Product wise capacity (in msm)					Adjusted Profit	2,282
Polished Vertified Tiles	30.4	36.1	36.1	36.1	Shares o /s (mn)	159
Sales growth assumptions					Adjusted Basic EPS	14.4
Volume wise Growth (%)					Diluted shares o/s (mn)	159
Own	11.8	5.9	10.1	5.9	Adjusted Diluted EPS	14.4
JV	30.4	6.7	12.1	12.4	Adjusted Cash EPS	36.4
Outsourced	(31.0)	(10.0)	10.0	35.0	Dividend per share (DPS)	2.5
Realization per sqm (INR)					Dividend Payout Ratio(%)	20.9
Manufactured	412	412	420	441		
JV	414	414	422	441	Common size metrics	
Others	373	373	381	398	Year to March	FY16
Product Value Growth(%)					Operating expenses	50.4
Ceramic	1.8	5.0	5.0	6.0	Gross margin	69.3
PVT	26.4	(22.7)	13.2	28.0	Interest Expense	1.4
GVT	6.9	20.0	20.0	20.0	EBITDA margins	18.8
Cost assumptions					EBIT margins	15.8
Excise duty as % of rev	10.7	10.7	10.7	10.7	Net Profit margins	9.7
Pack mat as % of sales	4.4	4.6	4.6	4.6		
Tax rate as % of PBT	34.6	34.5	34.5	34.5	Growth ratios (%)	
Employee (% of net rev)	10.5	10.3	10.3	9.8	Year to March	FY16
Mfg exp (% of net rev.)	5.1	5.0	4.5	4.0	Revenues	10.8
Power & fuel % net rev.	19.9	19.4	19.3	19.3	EBITDA	32.7
Sales Promotion as % of N. Sales	2.4	3.0	3.2	3.3	PBT	32.3
Ad. & Selling Cost as % of N. Sales	8.1	7.8	7.7	7.2	Adjusted Profit	29.8
Financial assumptions					EPS	29.8
Depreciation (% of Avg GFA)	4.5	4.8	5.0	4.9		
Net borrowings (INR mn)	2,748	938	(389)	(2,816)		
,						
Capex (INR mn)	(2,663)	(1,772)	(1,750)	(1,500)		

meenic statement				(
Year to March	FY16	FY17E	FY18E	FY19E
Net revenue	24,088	25,253	28,616	33,479
Materials costs	7,400	7,508	8,440	10,100
Gross profit	16,688	17,745	20,175	23,379
Employee costs	2,527	2,601	2,947	3,281
Other Expenses	9,625	10,051	11,246	12,856
Operating expenses	12,151	12,652	14,193	16,137
Total operating expenses	19,552	20,160	22,634	26,237
EBITDA	4,537	5,093	5,982	7,242
Depreciation	726	850	911	983
EBIT	3,810	4,243	5,071	6,259
Add: Other income	95	121	139	167
Less: Interest Expense	345	324	176	168
Add: Exceptional items	16	-	-	-
Profit Before Tax	3,577	4,040	5,035	6,258
Less: Provision for Tax	1,237	1,394	1,737	2,159
Less: Minority Interest	48	57	69	83
Reported Profit	2,292	2,589	3,229	4,016
Exceptional Items	10	-	-	
Adjusted Profit	2,282	2,589	3,229	4,016
Shares o /s (mn)	159	159	159	159
Adjusted Basic EPS	14.4	16.3	20.3	25.3
Diluted shares o/s (mn)	159	159	159	159
Adjusted Diluted EPS	14.4	16.3	20.3	25.3
Adjusted Cash EPS	36.4	86.6	104.2	125.9
Dividend per share (DPS)	2.5	3.0	3.5	4.0
Dividend Payout Ratio(%)	20.9	22.2	20.7	19.1
Common size metrics				
Year to March	FY16	FY17E	FY18E	FY19E
Operating expenses	50.4	50.1	49.6	48.2
Gross margin	69.3	70.3	70.5	69.8
Interest Expense	1.4	1.3	0.6	0.5
EBITDA margins	18.8	20.2	20.9	21.6
EBIT margins	15.8	16.8	17.7	18.7
Net Profit margins	9.7	10.5	11.5	12.2
Growth ratios (%)				
Year to March	FY16	FY17E	FY18E	FY19E
Revenues	10.8	4.8	13.3	17.0
EBITDA	32.7	12.3	17.5	21.1
PBT	32.3	12.9	24.6	24.3
Adjusted Profit	29.8	13.5	24.7	24.4
EPS	29.8	13.5	24.7	24.4

Balance sheet				(INR mn)	Cash flow metrics				
As on 31st March	FY16	FY17E	FY18E	FY19E	Year to March	FY16	FY17E	FY18E	FY19E
Share capital	159	159	159	159	Operating cash flow	2,713	4,098	3,677	4,610
Reserves & Surplus	9,092	11,107	13,666	16,918	Investing cash flow	(2,651)	(1,772)	(1,750)	(1,500)
Shareholders' funds	9,251	11,266	13,825	17,076	Financing cash flow	55	(1,517)	(1,101)	(683)
Minority Interest	761	819	887	970	Net cash Flow	117	810	826	2,428
Short term borrowings	1,514	514	514	514	Capex	(2,663)	(1,772)	(1,750)	(1,500)
Long term borrowings	1,449	1,449	949	949	Dividend paid	(478)	(574)	(670)	(765)
Total Borrowings	2,963	1,963	1,463	1,463					
Long Term Liabilities	138	138	138	138	Profitability and efficiency ratios				
Def. Tax Liability (net)	916	916	916	916	Year to March	FY16	FY17E	FY18E	FY19E
Sources of funds	14,029	15,102	17,230	20,564	ROAE (%)	25.8	24.0	24.6	25.0
Gross Block	15,251	17,001	18,751	20,251	ROACE (%)	33.3	32.3	34.5	36.0
Net Block	11,066	11,966	12,805	13,322	ROA	18.0	17.8	20.0	21.3
Capital work in progress	78	100	100	100	Inventory Days	170	168	137	128
Intangible Assets	139	139	139	139	Debtors Days	36	37	33	32
Total net fixed assets	11,283	12,205	13,045	13,561	Payable Days	129	128	103	92
Non current investments	1	1	1	1	Cash Conversion Cycle	77	77	66	69
Cash and Equivalents	215	1,025	1,852	4,279	Current Ratio	1.5	1.6	1.8	2.2
Inventories	3,842	3,086	3,237	3,874	Debt/EBITDA (x)	0.7	0.4	0.2	0.2
Sundry Debtors	2,742	2,405	2,725	3,188	Debt/Equity (x)	0.3	0.2	0.1	0.1
Loans & Advances	1,091	1,200	1,320	1,452	Adjusted Debt/Equity	0.3	0.2	0.1	0.1
Other Current Assets	10	10	10	10	Interest Coverage Ratio	11.1	13.1	28.9	37.2
Current Assets (ex cash)	7,685	6,701	7,293	8,525	LT debt /Cap empl. (%)	21.1	13.0	8.5	7.1
Trade payable	2,804	2,469	2,312	2,767	Debt / Cap employed (%)	64.4	51.1	42.6	39.8
Other Current Liab	2,351	2,362	2,648	3,035					
Total Current Liab	5,156	4,831	4,960	5,802	Operating ratios				
Net Curr Assets-ex cash	2,530	1,870	2,333	2,723	Year to March	FY16	FY17E	FY18E	FY19E
Uses of funds	14,029	15,102	17,230	20,564	Total Asset Turnover	1.9	1.7	1.8	1.8
BVPS (INR)	58.2	70.9	87.0	107.5	Fixed Asset Turnover	2.4	2.2	2.3	2.6
					Equity Turnover	2.8	2.4	2.3	2.2
Free cash flow				(INR mn)					
Year to March	FY16	FY17E	FY18E	FY19E	Valuation parameters				
Reported Profit	2,292	2,589	3,229	4,016	Year to March	FY16	FY17E	FY18E	FY19E
Add: Depreciation	726	850	911	983	Adj. Diluted EPS (INR)	14.4	16.3	20.3	25.3
Interest (Net of Tax)	231	217	118	113	Y-o-Y growth (%)	29.8	13.5	24.7	24.4
Others	63	(217)	(118)	(113)	Adjusted Cash EPS (INR)	36.4	86.6	104.2	125.9
Less: Changes in WC	599	(659)	463	389	Diluted P/E (x)	40.8	35.9	28.8	23.2
Operating cash flow	2,713	4,098	3,677	4,610	P/B (x)	10.1	8.3	6.7	5.4
Less: Capex	2,663	1,772	1,750	1,500	EV / Sales (x)	4.0	3.8	3.3	2.7
Free Cash Flow	50	2,327	1,927	3,110	EV / EBITDA (x)	21.3	18.6	15.6	12.6
					Dividend Yield (%)	0.4	0.5	0.6	0.7

Peer comparison valuation

	Market cap	Diluted P	Diluted P/E (X) EV / EBITDA (X)		(X)	ROAE (%)	
Name	(USD mn)	FY17E	FY18E	FY17E	FY18E	FY17E	FY18E
Kajaria Ceramics	1,365	35.9	28.8	18.6	15.6	24.0	24.6
Somany Ceramics	370	26.8	22.5	13.2	11.2	19.8	19.9
Median	-	31.4	25.6	15.9	13.4	21.9	22.3
AVERAGE	-	31.4	25.6	15.9	13.4	21.9	22.3

Source: Edelweiss research

Additional Data

Directors Data

Ashok Kajaria	Chairman and Managing Director	Chetan Kajaria	Joint Managing Director
Rishi Kajaria	Joint Managing Director	Dev Datt Rishi	Director - Technical
Basant Kumar Sinha	Director - Technical	Raj Kumar Bhargava	Independent Director
Ram Ratan Bagri	Independent Director	Debi Prasand Bagchi	Independent Director
H. Rathnakar Hegde	Independent Director	Sandeep Singhal	Independent Director
Sushmita Shekhar	Independent Director		

Auditors - O.P. Bagla & Co.

*as per last available data

Holding Top -10

	Perc. Holding		Perc. Holding
West Bridge Crossover fund	7.41	Wasatch Advisors	1.33
Jwalamukhi Inv Holdings	5.46	Goldman Sachs Group	1.21
Norges Bank	3.14	ABG Capital	1.16
Government Pension Fund	3.08	Vanguard Group	1.12
Steadview Capital	2.10	Dimensional Fund Advisors	0.87

*as per last available data

Bulk Deals

Data A	Acquired / Seller	B/S	Qty Traded	Price

No Data Available

*as per last available data

Insider Trades

Reporting Data	Acquired / Seller	B/S	Qty Traded
19 Dec 2016	RISHI KAJARIA (HUF)	Sell 370	00.00
19 Dec 2016	A.K KAJARIA (HUF)	Buy 570	00.00
19 Dec 2016	VERSHA DEVI KAJARIA	Buy 280	00.00
19 Dec 2016	ASHOK KUMAR KAJARIA	Buy 510	00.00
06 Sep 2016	KAJARIA SECURITIES PRIVATE LIMITED	Buy 120	0040.00

*as per last available data

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Coverage group(s) of stocks by primary analyst(s): Tiles

Asian Granito India Limited, Kajaria Ceramics, Nitco Limited, Somany Ceramics

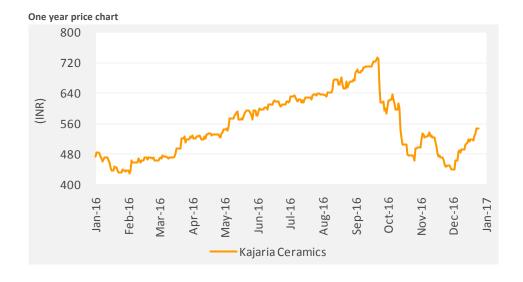
Recent Research Date Company Title Price (INR) Recos 27-Oct-16 Margin zooms; expensive 658 Hold Somany Ceramics valuations; Result Update 21-Oct-16 Kajaria Volumes plummet; expensive 615 Hold Ceramics valuations; Result Update 10-Aug-16 Margin zooms; outlook 599 Hold Somany

cautiously optimistic;

Ceramics

Distribution of Ratings / Market Cap						
Edelweiss Research Coverage Universe						
		Buy	Hold	Reduce	Total	
Rating Distribution * 1 stocks under re		161	67	11	240	
	> 50bn	Bet	ween 10bn a	nd 50 bn	< 10bn	
Market Cap (INR)	156		62		11	

Rating Interpretation Rating Expected to Buy appreciate more than 15% over a 12-month period Hold appreciate up to 15% over a 12-month period Reduce depreciate more than 5% over a 12-month period



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