PIDILITE

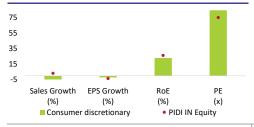


COMPANY UPDATE

KEY DATA

Rating	BUY
Sector relative	Neutral
Price (INR)	1,621
12 month price target (INR)	1,860
Market cap (INR bn/USD bn)	823/11.2
Free float/Foreign ownership (%)	29.8/10.9
What's Changed	
Target Price	1
Rating/Risk Rating	_

INVESTMENT METRICS



FINANCIALS

(INR mn)

Year to March	FY20A	FY21E	FY22E	FY23E
Revenue	72,945	70,151	89,618	99,768
EBITDA	15,760	14,856	19,519	22,077
Adjusted profit	11,401	10,984	14,532	16,242
Diluted EPS (INR)	22.4	21.6	28.6	32.0
EPS growth (%)	23.0	(3.7)	32.3	11.8
RoAE (%)	24.0	26.1	21.8	26.0
P/E (x)	72.2	75.0	56.7	50.7
EV/EBITDA (x)	59.3	51.5	54.0	40.8
Dividend yield (%)	0.4	0.4	0.5	0.6

PRICE PERFORMANCE



Explore:





Financial model

a /



Corporate access

Video

Araldite buy: Perfect growth glue

Pidilite (PIDI) has been regular in terms of acquisitions. However, its latest buy of Huntsman Advanced Materials Solutions (HAMSPL) assumes significance given the sharpening focus of paint players on adhesive/sealants. We believe PIDI has huge potential to scale up HAMSPL given its superior distribution (direct as well as indirect).

We expect PIDI to expand the *Araldite* brand into new products and straddle price points within the same category. This acquisition will help it maintain lead over paint players in adhesives/sealants. The deal is accretive (HAMSPL was acquired at ~5x trailing EV/sales vs PIDI at ~11x) and will add ~6-7% to PIDI's revenue. Maintain 'BUY'.

Huge scope to scale up Araldite distribution

HAMSPL sells adhesives, sealants and other products under well-known brands such as *Araldite, Araldite Karpenter* and *Araseal* in the Indian sub-continent region. Though *Araldite* is the market leader in epoxy adhesives, PIDI's direct distribution is significantly higher than the former's. Also, *Araldite* has significant indirect reach, but overall PIDI has a bigger distribution network. We would draw parallels here with how HUL scaled up Indulekha--post acquisition, Indulekha's sales jumped 4-5x in a few years.

Strong brand pull could lead to new products under brand Araldite

In CY19, HAMSPL's business revenue was approximately INR4bn with gross & EBITDA margins and ROCE are in line with PIDI's standalone business. *Araldite* is a strong brand and has potential for new launches. In our view, PIDI could follow HUL's strategy of having multiple brands in the same category. *Araldite* is an iconic brand in epoxy adhesives and the acquisition fits into PIDI's C&B business. Hence, we envisage revenue and cost synergies over a period of time. According to management, PIDI's priorities for HAMSPL are: i) Identifying market potential and driving penetration. ii) Leveraging PIDI's sales & distribution excellence. iii) Evaluating market positioning and strategy. iv) Driving growth.

Outlook and valuation: Structurally strong; maintain 'BUY'

We like PIDI as it is a high-quality company with a niche consumption play imbued with strong brand equity in under-penetrated and high-growth categories. The company's dominant position, vast reach (~3.2mn outlets) and strong connect with middlemen as well as consumers act as strong entry barriers.

Demand revival, entry in adjacent categories and demand shift from unorganised to organised players are likely to boost PIDI's revenue. The HAMSPL acquisition should further bolster revenue. We have built in HAMPL's revenue partially in our FY21 numbers (adding 3.7% to FY21 revenue) and fully going forward (adding 7% and 7.5% to revenues in FY22 and FY23 respectively). We retain 'BUY/SN' with revised TP of INR1,860. The stock is trading at 56.7x FY22E EPS.

Financial Statements

Income Statement (INR mn)

Year to March	FY20A	FY21E	FY22E	FY23E
Total operating income	72,945	70,151	89,618	99,768
Gross profit	38,920	37,514	48,197	54,302
Employee costs	9,272	9,470	11,650	12,970
Other expenses	13,887	13,188	17,027	19,255
EBITDA	15,760	14,856	19,519	22,077
Depreciation	1,699	1,914	2,032	2,249
Less: Interest expense	336	415	449	484
Add: Other income	1,494	1,382	2,337	2,311
Profit before tax	15,250	13,937	19,414	21,699
Prov for tax	3,477	3,505	4,883	5,457
Less: Other adj	(552)	0	0	0
Reported profit	11,221	10,432	14,532	16,242
Less: Excp.item (net)	180	552	0	0
Adjusted profit	11,401	10,984	14,532	16,242
Diluted shares o/s	508	508	508	508
Adjusted diluted EPS	22.4	21.6	28.6	32.0
DPS (INR)	7.0	6.2	8.6	9.6
Tax rate (%)	30.4	22.8	25.1	25.1

Balance Sheet (INR mn)

Dalance oncer (mm m	,			
Year to March	FY20A	FY21E	FY22E	FY23E
Share capital	508	508	508	508
Reserves	44,048	50,725	60,025	70,420
Shareholders funds	44,556	51,233	60,533	70,928
Minority interest	2,157	2,157	2,157	2,157
Borrowings	1,691	1,841	1,991	2,141
Trade payables	6,210	5,633	6,922	7,598
Other liabs & prov	9,190	9,690	10,190	10,690
Total liabilities	65,227	71,977	83,216	94,937
Net block	11,420	11,215	12,183	12,934
Intangible assets	6,648	6,648	6,648	6,648
Capital WIP	2,593	2,500	2,500	2,500
Total fixed assets	20,660	20,363	21,331	22,082
Non current inv	4,665	4,665	4,815	4,965
Cash/cash equivalent	14,230	23,163	28,201	36,581
Sundry debtors	10,885	9,799	12,597	13,983
Loans & advances	215	215	215	215
Other assets	14,573	13,772	16,058	17,111
Total assets	65,227	71,977	83,216	94,937

Important Ratios (%)

Year to March	FY20A	FY21E	FY22E	FY23E
Other exp (% of rev)	19.0	18.8	19.0	19.3
Con A&P (% of rev)	3.0	2.5	3.0	3.3
Gross margin (%)	53.4	53.5	53.8	54.4
EBITDA margin (%)	19.3	21.6	21.2	21.8
Net profit margin (%)	13.1	15.6	15.7	16.2
Revenue growth (% YoY)	16.5	3.1	(3.8)	27.7
EBITDA growth (% YoY)	1.9	15.3	(5.7)	31.4
Adj. profit growth (%)	(4.1)	23.0	(3.7)	32.3

Free Cash Flow (INR mn)

	,			
Year to March	FY20A	FY21E	FY22E	FY23E
Reported profit	11,221	10,432	14,532	16,242
Add: Depreciation	1,699	1,914	2,032	2,249
Interest (net of tax)	336	415	449	484
Others	(30)	(28)	(39)	(44)
Less: Changes in WC	129	1,309	(3,794)	(1,764)
Operating cash flow	13,354	14,042	13,180	17,167
Less: Capex	(4,172)	(2,907)	(3,000)	(3,000)
Free cash flow	9,182	11,135	10,180	14,167

Assumptions (%)

Year to March	FY20A	FY21E	FY22E	FY23E
GDP (YoY %)	4.8	(6.0)	7.0	6.0
Repo rate (%)	4.4	3.5	3.5	4.0
USD/INR (average)	70.7	75.0	73.0	72.0
Consumer & Bazaar	3.9	(6.0)	25.0	10.0
COGS % of sales (con)	46.6	46.5	46.2	45.6
Staff cost (% of rev)	12.7	13.5	13.0	13.0
Dep (% of gross block)	6.2	6.2	6.0	6.1
Yield on cash	10.5	10.0	12.5	9.0
Tax rate	22.8	25.2	25.2	25.2

Key Ratios

Year to March	FY20A	FY21E	FY22E	FY23E
RoE (%)	24.0	26.1	21.8	26.0
RoCE (%)	33.1	33.4	27.6	33.1
Inventory days	88	100	99	85
Receivable days	51	54	54	46
Payable days	57	64	66	55
Working cap (% sales)	18.1	15.0	13.1	13.9
Gross debt/equity (x)	0	0	0	0
Net debt/equity (x)	(0.3)	(0.3)	(0.4)	(0.4)
Interest coverage (x)	47.3	41.8	31.2	38.9

Valuation Metrics

Year to March	FY20A	FY21E	FY22E	FY23E
Diluted P/E (x)	72.2	75.0	56.7	50.7
Price/BV (x)	18.5	16.1	13.6	11.6
EV/EBITDA (x)	59.3	51.5	54.0	40.8
Dividend yield (%)	0.4	0.4	0.5	0.6

Source: Company and Edelweiss estimates

Valuation Drivers

Year to March	FY20A	FY21E	FY22E	FY23E
EPS growth (%)	23.0	(3.7)	32.3	11.8
RoE (%)	24.0	26.1	21.8	26.0
EBITDA growth (%)	1.9	15.3	(5.7)	31.4
Payout ratio (%)	31.5	30.0	30.0	30.0

Contours of the deal

- PIDI has completed the acquisition of 100% stake in HAMSPL for a cash consideration of ~INR21bn, excluding customary working capital and other adjustments.
- 90% cash paid on closing. Balance 10% earn out to be paid within 18 months if business achieves sales revenue in line with 2019 (in CY19, business revenue was ~ INR4bn).
- Transitional arrangements with HAMSPL to ensure business continuity for material and services.
- HAMSPL sells adhesives, sealants and other products under well-known brands such as Araldite, Araldite Karpenter and Araseal in the Indian sub-continent region.
- Araldite is the market leader in the epoxy adhesives and will add to the strong portfolio of PIDI's adhesive and sealant brands.
- HAMSPL has a nation-wide distribution network and a strong presence in retail trade.
- Araldite trade marks have been assigned to HAMSPL for the Indian subcontinent.
- HAMSPL has given a TM licence to Huntsman for use of Araldite TM for certain goods/usage in the Indian sub-continent.
- HAMSPL has a TM license for use of Araldite TM for certain goods/usage in Middle East, Africa and ASEAN and a Know-How License.
- Gross margins and EBITDA margins in line with PIDI's standalone business.
- ROCE in line with PIDI's standalone business. Araldite's Epoxy Adhesive portfolio

Exhibit 1: Araldite's Epoxy Adhesives portfolio

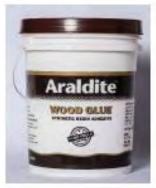


Source: Company

Exhibit 2: Araldite's PVA adhesive portfolio









Source: Company

Exhibit 3: Araldite's synthetic rubber adhesive





Source: Company

Exhibit 4: Araldite's Epoxy Putty





Source: Company

Additional Data

Management

MD and CEO	Mr. Bharat Puri
CFO	Mr. Pradip Menon
Exe. Chairman	Mr. M B Parekh
Vice Chairman	Mr. N K Parekh
Auditor	

Holdings - Top 10*

	% Holding		% Holding
Genesis	5.03	Blackrock	0.91
LIC	2.95	Uti AMC	0.48
Axis AMC	2.69	Capital Group C	0.33
Norges Bank	0.98	William Blair &	0.30
Vanguard Group	0.92	Dimensional Fun	0.25

^{*}Latest public data

Recent Company Research

Date	Title	Price	Reco
26-Nov-20	Araldite acquisition bolsters leadership; Company Update	1840	Buy
06-Nov-20	Araldite acquisition bolsters leadership; <i>Result Update</i>	1840	Buy
19-Aug-20	Rural and small towns driving recovery; Conference Notes	1585	Buy

Recent Sector Research

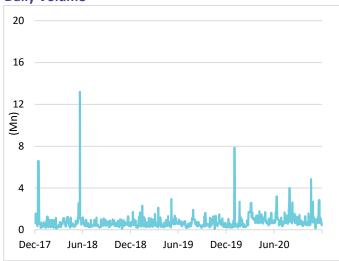
Date	Name of Co./Sector	Title
24-Nov-20	Asian Paints	Strong recovery; Company Update
09-Nov-20	Berger Paints	Robust recovery; Result Update
05-Nov-20	United Spirits	Strong recovery; margin uptick elusive; Result Update

Rating Interpretation



Source: Bloomberg, Edelweiss research

Daily Volume



Source: Bloomberg

Rating Distribution: Edelweiss Research Coverage

	Buy	Hold	Reduce	Total
Rating Distribution*	162	63	14	239
	>50bn	>10bn and <50bn	<10bn	Total
Market Cap (INR)	181	59	6	246

* stocks under review

Rating Rationale

Rating	Expected absolute returns over 12 months	
Buy:	>15%	
Hold:	>15% and <-5%	
Reduce:	<-5%	

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PIDILITE

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