

Cera Sanitaryware Ltd.

Strong recovery in demand from end user

CMP INR 3,535

Target INR 3,616

Result Update – Hold

Key Share Data	
Face Value (INR)	5.0
Equity Capital (INR mn)	65.0
Market Cap (INR mn)	45,975.8
52 Week High/Low (NSE) (INR)	3746/2001
Avg. Daily Volume (BSE)	2,092
BSE Code	532443
NSE Code	CERA
Reuters Code	CERA.NS
Bloomberg Code	CRS:IN

Company Background

Cera Sanitaryware Ltd. (Cera), promoted by Mr. Vikram Somany, is India's third largest sanitaryware producer with organised market share of ~23%. It also manufacturers faucets and has presence in tiles. Recently, it has invested in its second tile manufacturing facility in a JV with Morbi based Milo Tile LLP.

Investment Rationale

Topline to grow with a CAGR of ~10%

- During Q3FY21, consolidated net sales of Cera de-grew marginally by 2.9% y-o-y and 2.6% q-o-q to Rs 3,157.8 mn, caused by workers' disruption in manufacturing activities at Kadi plant since September 28, 2020. Production activities for the quarter in respect of sanitaryware unit were materially affected while that of faucetware unit have been marginally affected. This has moderately impacted the financial performance of the company during Q3FY21. High complexity products which were manufactured in-house were impacted with sales loss of Rs 650 mn. Manufacturing activity of Kadi plant resumed on December 22, 2020. However, Cera witnessed strong traction across all markets and products, especially from Tier-II and below cities, which is sustainable going forward. The Company witnessed de-growth in sales by ~15% at Rs 7,859 mn during 9MFY21.
- Sanitaryware, faucetware, tiles and wellness segments contributed 45%, 28%, 24% and 3% respectively. Sanitaryware witnessed marginal growth of 5% during the quarter with ~20% in-house capacity utilisation as the plant was operational for just 8 days due to workers disruption. Faucetware grew by 7.7% and tiles de-grew by 6.6% during the
- Cera has taken 5-7% price hike in sanitaryware and 8-10% in faucetware from February 1, 2021 onwards due to increase in key raw material prices. Cera, last took price hike of 3% in August 2020 for sanitaryware and tiles segment, across all categories.
- Management said that importance of exports of sanitaryware has increased recently in the light of global and domestic anti-China wave post COVID 19 outbreak. Several enquiries are coming from abroad which were earlier getting their requirements fulfilled by China. Similar traction is witnessed in tiles as well. Most of the export demand is met by Morbi players, leaving the domestic market to be catered by organised players, leveraging their brand equity, resulting in reduced competitive intensity and better profitability. Till December 2020, Morbi has exported tiles worth ~Rs 73 bn which is expected to cross ~Rs 110 bn March 2021
- We have factored in a ~2.9% dip in FY21E topline on the back of subdued Q1FY21 and expect demand momentum to sustain with a rise in economic activity. Going forward, we expect Cera net sales to grow at 19% and 14% to Rs 14.1 bn and 16.1 bn during FY22E and FY23E respectively.

Key Financials (INR Million)

10.8%

15.3%

Shareholding Pattern (Dec 31, 2020)

Particulars	FY20	FY21E	FY22E	FY23E
Net Sales	12,236.9	11,876.0	14,131.7	16,113.7
Growth (%)	-9.5%	-2.9%	19.0%	14.0%
EBITDA	1,654.8	1,449.6	1,987.9	2,332.6
PAT	1,132.6	976.5	1,322.2	1,567.7
Growth (%)	-1.6%	-13.8%	35.4%	18.6%
EPS (INR)	87.1	75.1	101.7	120.5
BVPS (INR)	592.6	640.2	711.9	802.4

■ DII

■ Public & Others

Key Financials Ratios

Particulars	FY20	FY21E	FY22E	FY23E
P/E(x)	40.6	47.1	34.8	29.3
P/BVPS (x)	6.0	5.5	5.0	4.4
Mcap/Sales (x)	3.8	3.9	3.3	2.9
EV/EBITDA (x)	28.3	32.0	23.1	19.4
ROCE(%)	14.8%	11.5%	16.1%	17.5%
ROE(%)	14.7%	11.7%	14.3%	15.0%
EBITDA Mar (%)	13.5%	12.2%	14.1%	14.5%
PAT Mar (%)	9.0%	7.9%	9.5%	9.8%
Debt - Equity (x)	0.1	0.1	0.1	0.1

Source: Company, SKP Research Price Performance CERA vs BSE 500

60% -BSE 500 50% 40% 30% 20% 10% 0% -20% -30% -40%

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EBIDTA Margins expected to stabilize in the vicinity of ~15%

- EBITDA margins remained flat at 13.7% y-o-y and improved by 100 bps q-o-q on the back of prudent management of operating efficiencies achieved due to cost control measures undertaken by the company. Employee expenditure and other expenses reduced by ~16% and ~19% respectively. The Company witnessed EBIDTA Margin of 11.2% during 9MFY21 vis-à-vis 13.3% corresponding period last year.
- Going forward, we expect EBIDTA margin to stabilize at ~14.5% by FY23E, on the back of rise in contribution from high margin value added products from the affordable housing segment, better cost control and structural shift towards organised players, which is expected to generate traction in the industry.
- PAT increased marginally by ~5.5% at Rs 299.3 mn y-o-y during the quarter on the back of rise in other income by 87% and decline in interest cost by 7.5%. With improvement in segment margins and better product mix coupled with low debt levels on the back of focus on working capital cycle, we expect PAT margins to remain around ~9.8% during FY23E.

VALUATION

- Better than expected rebound in building products and volume and focus of Morbi players towards export market, augurs well for organised players like Cera in gaining market share, which is sustainable going forward. Further, green shoots visible in residential real estate sector, bodes well for organised players. We expect Cera to emerge as a strong player with an asset light model, strong brand recall and deleveraged balance sheet.
- We have currently valued the stock on the basis of P/E of 30x, improving it from 28x in the previous quarter, on the back of the buoyancy in the building products industry. We recommend to 'Hold' the stock with a target price of Rs 3,616.



Q3FY21 Consolidated Result Review (All data in Rs mn unless specified, Y/e March)

Particulars	Q3 FY21	Q3 FY20	% Change	Q2 FY21	% Change	9M FY21	9M FY20	% Change
Net Sales	3157.8	3252.3	-2.9%	3240.9	-2.6%	7859.0	9258.4	-15.1%
Total Expenditure	2726.1	2803.7	-2.8%	2830.7	-3.7%	6979.3	8026.7	-15.0%
Raw Material Consumed	279.4	411.1	-32.0%	641.8	-56.5%	1345.9	1001.2	34.4%
% to Sales	8.8%	12.6%		19.8%	-	17.1%	10.8%	
Purchase of traded goods	1414.9	1130.6	25.1%	1002.9	41.1%	2758.3	3176.7	-13.2%
% to Sales	44.8%	34.8%		30.9%		35.1%	34.3%	
Employee Expenses	357.0	424.5	-15.9%	374.3	-4.6%	1053.4	1256.7	-16.2%
% to Sales	11.3%	13.1%		11.5%		13.4%	13.6%	
Other Expenses	674.8	837.4	-19.4%	811.7	-16.9%	1821.6	2592.1	-29.7%
% to Sales	21.4%	25.7%	-	25.0%	-	23.2%	28.0%	
EBIDTA	431.7	448.7	-3.8%	410.2	5.2%	879.7	1231.7	-28.6%
EBIDTA Margin	13.7%	13.8%	-	12.7%	-	11.2%	13.3%	
Depreciation	99.8	95.9	4.1%	99.0	0.8%	295.4	282.1	4.7%
EBIT	331.8	352.8	-5.9%	311.2	6.6%	584.3	949.6	-38.5%
EBIT Margin	10.5%	10.8%	-	9.6%	-	7.4%	10.3%	
Other Income	94.0	50.3	87.0%	44.5	111.1%	208.6	129.9	60.6%
Interest	22.9	24.8	-7.5%	23.0	-0.4%	69.2	74.0	-6.4%
Exceptional Items	0.0	0.0	-	0.0	-	0.0	0.0	
Tax	96.1	96.0	0.1%	100.5	-4.4%	201.4	256.7	-21.6%
Extraordinary Items	0.0	0.0	-	0.0		0.0	0.0	-
Reported Profit After Tax	306.9	282.27	8.7%	232.2	32.2%	522.3	748.8	-30.2%
PAT Margin	9.7%	8.7%	-	7.2%	-	6.6%	8.1%	
Share of profit from Associates	0.2	0.7	-67.9%	-1.1	-	-2.0	-1.36	-
Non Controlling Interest	7.8	-0.7	1219.5%	-15.0		-29.7	-12.7	133.2%
Adjusted Profit After Tax	299.3	283.6	5.5%	246.2	21.6%	550.0	760.1	-27.6%
Adjusted PAT Margin	9.5%	8.7%	-	7.6%	-	7.0%	8.2%	
Diluted EPS (Rs)	23.01	21.81	5.5%	18.93	21.6%	42.3	58.5	-27.6%

Source: The Company



Chart 1: Operating Revenues



Chart 2: Segment wise Revenue Contribution

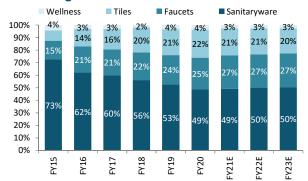


Chart 3: EBIDTA & EBIDTA Margins

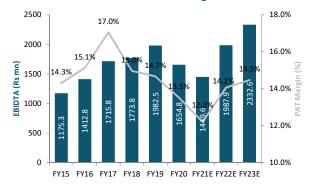
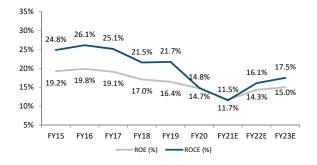


Chart 4: PAT & PAT Margins

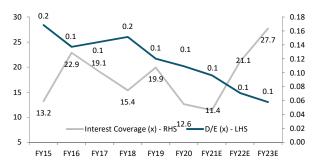


Chart 5: ROE & ROCE



Source: SKP Research Desk

Chart 6: Interest Coverage & D/E



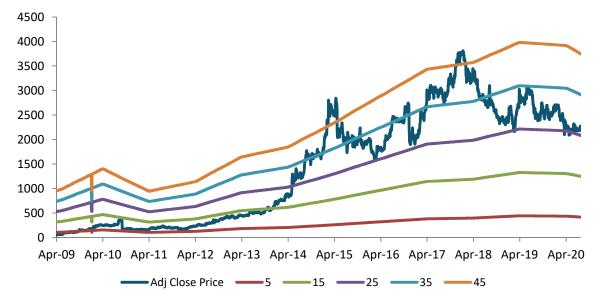


Key Concerns

- Competition from unorganised players: The building product industry is dominated by small unorganized players. Though, Indian consumers are gravitating towards the organized segment, offering branded products, any increase in the competitive intensity from unorganized segment may be detrimental for the Company. The proposed GST will remove the cascading effect of interstate transfers, create a level playing field for organised players and will result in a shift from unorganised market to organised market.
- ▶ Extended slowdown in real estate sector may dampen business sentiments: All product segments of Cera are highly dependent on real estate sector. Any extension of slowdown to Tier –I and Tier –II cities may dampen the business prospects of Cera.

Valuations

- ▶ Better than expected rebound in building products volume and focus of Morbi players towards export market, augurs well for organised players like Cera in gaining market share which is sustainable going forward. Further, signs of green shoots visible in the residential real estate sector bodes well for organised players, we expect Cera to emerge as a strong player with an asset light model, strong brand recall and deleverage balance sheet.
- ▶ We have currently valued the stock on the basis of P/E of 30x, improving it from 28x in the previous quarter, on the back of the buoyancy in the building products industry. We recommend a 'Hold' on the stock with a target price of Rs 3,616.





Consolidated Financials (Figures in Rs mn) Exhibit: Income Statement

Exhibit: Balance Sheet

Particulars	FY20	FY21E	FY22E	FY23E	
Total Income	12,236.9	11,876.0	14,131.7	16,113.7	
Growth (%)	-9.5%	-2.9%	19.0%	14.0%	
Expenditure	10,582.1	10,426.4	12,143.8	13,781.1	
Material Cost	1,188.0	2,028.8	2,303.5	2,642.6	
Pur of Traded Goods	4,314.6	4,124.1	4,804.8	5,398.1	
Employee Cost	1,707.4	1,504.1	1,684.6	1,886.8	
Power & Fuel & Othr Exp.	3,372.2	2,769.4	3,351.0	3,853.6	
EBITDA	1,654.8	1,449.6	1,987.9	2,332.6	
Depreciation	387.7	396.9	395.0	404.2	
EBIT	1,267.1	1,052.7	1,592.9	1,928.4	
Other Income	182.2	296.9	268.5	257.8	
Interest Expense	100.5	92.2	75.6	69.6	
Profit Before Tax (PBT)	1,348.8	1,257.4	1,785.8	2,116.6	
Income Tax	243.4	316.5	449.5	532.7	
Profit After Tax (PAT)	1,132.6	976.5	1,322.2	1,567.7	
Growth (%)	-1.6%	-13.8%	35.4%	18.6%	
Diluted EPS	87.1	75.1	101.7	120.5	

Exhibit: Balance Sheet				
Particulars	FY20	FY21E	FY22E	FY23E
Share Capital	65.0	65.0	65.0	65.0
Reserve & Surplus	7,642.4	8,261.3	9,193.3	10,370.8
Shareholders Funds	7,707.4	8,326.3	9,258.3	10,435.8
Total Debt	844.4	802.0	657.7	605.1
Minority Interest	76.79	41.16	55.29	71.41
Deferred Tax (Net)	299.5	299.5	299.5	299.5
Other Long Term Liab	403.8	296.9	282.6	322.3
Total Liabilities	9,331.9	9,765.8	10,553.4	11,734.1
Net Block inc. Capital WIP	4,390.4	4,238.3	4,343.3	4,439.1
Investments	2,282.9	3,224.4	3,224.4	3,224.4
Non-Current Asset	210.3	237.5	282.6	322.3
Inventories	2,429.8	1,543.9	1,837.1	2,094.8
Sundry Debtors	2,228.5	1,900.2	2,261.1	2,578.2
Cash & Bank Balance	21.4	440.0	672.9	1,414.9
Other Current Assets	630.0	629.4	749.0	854.0
Current Liabilities & Prov	2,861.4	2,447.8	2,817.0	3,193.6
Net Current Assets	2,448.3	2,065.6	2,703.1	3,748.3
Total Assets	9,331.9	9,765.8	10,553.4	11,734.1

Exhibit: Cash Flow Statement

Exhibit: Ratio Analysis

EXHIBIT. Cash Flow Statement					EXHIBIT: Natio Analysis				
Particulars	FY20	FY21E	FY22E	FY23E	Particulars	FY20	FY21E	FY22E	FY23E
Profit Before Tax (PBT)	1,348.8	1,257.4	1,785.8	2,116.6	Earning Ratios (%)				
Depreciation	387.7	396.9	395.0	404.2	EBITDA Margin (%)	13.5%	12.2%	14.1%	14.5%
Interest Provided	100.5	92.2	75.6	69.6	PAT Margins (%)	9.0%	7.9%	9.5%	9.8%
Chg. in Working Capital	47.5	667.0	(463.9)	(303.2)	ROCE (%)	14.8%	11.5%	16.1%	17.5%
Direct Taxes Paid	(503.7)	(316.5)	(449.5)	(532.7)	ROE (%)	14.7%	11.7%	14.3%	15.0%
Other Charges	(87.2)	-	-	-	Per Share Data (INR)				
Operating Cash Flows	1,293.6	2,097.1	1,343.0	1,754.4	Diluted EPS	87.1	75.1	101.7	120.5
Capital Expenditure	(460.0)	(244.7)	(500.0)	(500.0)	Cash EPS (CEPS)	116.9	105.6	132.0	151.6
Investments	(365.5)	(941.6)	-	-	BVPS	592.6	640.2	711.9	802.4
Others	25.5	-	-	-	Valuation Ratios (x)				
Investing Cash Flows	(799.9)	(1,186.3)	(500.0)	(500.0)	P/E	40.6	47.1	34.8	29.3
Changes in Equity	-	-	-	-	Price/BVPS	6.0	5.5	5.0	4.4
Inc / (Dec) in Debt	8.4	(42.4)	(144.2)	(52.7)	EV/Sales	3.8	3.9	3.3	2.8
Dividend Paid (inc tax)	(410.7)	(357.7)	(390.2)	(390.2)	EV/EBITDA	28.3	32.0	23.1	19.4
Interest Paid	(74.0)	(92.2)	(75.6)	(69.6)	EB/EBIT	36.9	44.0	28.9	23.4
Other Charges	(75.7)	-	-	-	Balance Sheet Ratios				
Financing Cash Flows	(551.9)	(492.3)	(610.1)	(512.4)	Debt - Equity	0.1	0.1	0.1	0.1
Chg. in Cash & Cash Eqv	(58.3)	418.5	233.0	742.0	Current Ratio	1.9	1.8	2.0	2.2
Opening Cash Balance	110.2	21.4	440.0	672.9	Fixed Asset Turn. Ratios	2.8	2.8	3.3	3.6
Diff as per B/S and Cash Flow	-30.46	0.00	0.00	0.00			_	_	
Closing Cash Balance	21.4	440.0	672.9	1,414.9					

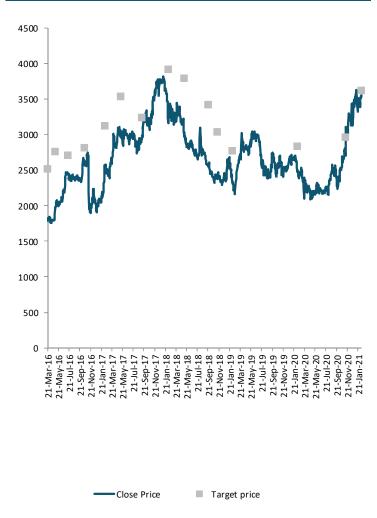
Source: Company Data, SKP Research



Exhibit: Recommendation - History Table

Date	Rating	Issue Price	Target Price	Upside Potential	Period (months)
21-Mar-16	BUY	1772	2515	41.9%	18
05-May-16	BUY	1980	2756	39.2%	18
15-Jul-16	ACCUMULTE	2447	2703	10.5%	
19-Oct-16	ACCUMULTE	2566	2816	9.7%	
10-Feb-17	BUY	2575	3116	21.0%	18
12-May-17	BUY	3010	3534	17.4%	18
11-Sep-17	ACCUMULTE	2940	3238	10.1%	
09-Nov-17	NEUTRAL	3380			
09-Feb-18	BUY	3300	3912	18.5%	18
14-May-18	BUY	2982	3788	27.0%	18
21-Sep-18	BUY	2614	3417	30.7%	15
13-Nov-18	BUY	2410	3032	25.8%	15
07-Feb-19	BUY	2348	2769	17.9%	18
30-May-19	NEUTRAL	3000			
14-Aug-19	NEUTRAL	2513			
27-Nov-19	NEUTRAL	2529			
17-Feb-20	BUY	2443	2832	15.9%	18
22-Jul-20	NEUTRAL	2272			
13-Aug-20	NEUTRAL	2359		-	
12-Nov-20	ACCUMULTE	2700	2956	9.5%	12
09-Feb-21	HOLD	3535	3616	2.3%	18

Exhibit: Recommendation - History Chart



Source: SKP Research Source: BSE, SKP Research



Notes:

The above analysis and data are based on last available prices and not official closing rates. SKP Research is also available on Bloomberg and Thomson First Call.

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