Sector Report



Consumer Goods

Refer to important disclosures at the end of this report

Alcobev: ENA inflation likely to be moderate; volume growth can surprise

- We remain bullish on the alcobev space and expect margin outlook for IMFL to be positive. In our view, increased ethanol blending targets should not result in inflationary pressures as historical trends indicate crop prices are key drivers of ENA/Ethanol prices. Given high grain production and steady prices of sugarcane/maize/rice, ENA inflation should be low.
- Companies have worked on initiatives that would secure adequate supplies of ENA and mitigate inflationary pressures, if any. UNSP and RDK have secured ~50% of their ENA requirement with captive distillation or exclusive third-party tie-ups (no capex required).
- Similar to H1FY21, IMFL has done better than beer during the lockdown. Volume data in key states such as Karnataka and Telangana indicate IMFL volumes in Apr-May'21 being close to pre-Covid FY20 levels which can drive upsides to our estimates.
- We expect a strong earnings recovery; improved balance sheets and cash flows from lower WC in FY21 are big positives. Raise UNSP's TP to Rs750 from Rs680, with rollover to Sept-23E EPS and factoring in the value of treasury stock/IPL franchise. We increase RDCK's TP to Rs830 from Rs720, valuing it at 28x Sept-23E EPS (25x Jun-23E earlier).
- ENA inflation concerns should moderate; crop prices are key drivers not EBP: Historical analysis indicate that prices of key crops, sugarcane/rice/maize, are key drivers of ENA/ethanol prices than the increase in ethanol blending. Government's increased ethanol blending target of 20% by 2025 from ~8% currently would require doubling of production capacities, but surplus foodgrain production will likely meet this requirement without resulting in much inflation. Ethanol blending has increased from 2% in 2015 to close to 8% now. Against this, ENA/Ethanol prices have increased by 2.8%/2.2% (5-year CAGR). Crop prices have been stable with moderate FRP/MSP increases. Except for the ENA spike of 25% in FY20 driven by 30% rise in maize prices, inflation has been low.
- Captive distillation and long-term exclusive contracts to secure ENA supplies: Our interactions indicate that UNSP/RDCK are securing ENA through captive distillation / third party tie-ups which will limit inflationary pressures ahead, if any. RDCK has captive capacity that meets ~50% of its ENA requirement. UNSP does not have captive capacities and has worked on securing ENA supplies though exclusive arrangements with third-party distillers (no capex required). Grain ENA is key RM for both and contributes 65-75% of ENA requirement. India's high foodgrain production with modest inflation (rice/maize 5-year CAGR of 0-3%) should absorb the increase in ethanol production.
- Q1 volume impact to be lesser than expected; drive upsides to estimates: Similar to H1FY21, IMFL has done better than beer across states during the lockdown. Volume data in some key markets, particularly Karnataka and Telangana, indicate IMFL volumes in April-May'21 to be closer to FY20 levels despite the lockdowns as against the beer category which witnessed a ~30%+ decline. This could result in better-than-forecasted Q1 performance by UNSP/RDCK with possible upsides to our FY22/23 estimates.
- Raise UNP/RDCK TPs by 10-15%; maintain Buy: We expect a strong earnings recovery with possible upsides from higher volumes and margins. Improved balance sheets and cash flows from lower WC in FY21 are big positives. We raise UNSP's TP to Rs750 from Rs680, rolling forward to Sept-23E EPS and including the value of treasury stock (Rs15/share) and IPL franchise (Rs30/share). We also raise RDCK's TP to Rs830, now valuing it at 28x Sept-23E EPS (25x Jun-23E earlier). Consistent outperformance, market share gains and improving balance sheet and cash flows justify higher multiples.
- **Upside triggers:** Benefits of Delhi policy change; online sales across states are yet to play out; reversal of steep tax increase in WB/AP/Telangana could be positive.

Please see our sector model portfolio (Emkay Alpha Portfolio): Consumer Goods & Retail (Page 7)

Radico Khaitan	BUY
CMP	Target Price
711	830
United Spirits	BUY
United Spirits CMP	BUY Target Price

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ENA inflation concerns should moderate; benign crop prices likely to be favorable

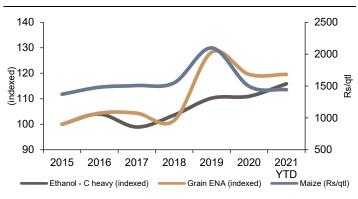
Clarity on ethanol blending target of 20% by 2025 (and not 2023) and higher sugarcane/grain production may result in only moderate inflation in ENA (extra neutral alcohol) and ease inflation concerns, in our view. Historical analysis indicates that prices of key crops sugarcane/rice/maize are key drives of ENA prices than the increase in ethanol blending targets. The government of India has targeted 20% ethanol blending by 2025 (not 2023 as per some reports). Ethanol blending has increased from 2% in 2015 to close to 8% now. Against this, over last five years, ethanol prices have increased by 10-12% (2.2% CAGR) vs. ENA price increase of 2.8% CAGR. Except for FY20, which saw a 25% increase in ENA prices driven by a weak maize crop and 30% inflation in maize prices, ENA prices have been largely steady. Current maize/rice prices have been benign, and given higher supply on account of lockdown in Q1, ENA prices are likely to remain stable in the near term.

Higher ethanol blending requires increased distillation capacity with more sugarcane and foodgrain being diverted for ethanol production. Given the higher production of sugarcane and other foodgrains, higher ethanol production would address the excess production and may not lead to inflation. Production of sugarcane/rice/maize is expected to be higher by 2-6% in FY21, which along with moderate FRP/MSP increases, should result in a moderate ENA inflation, in our view. We estimate 20% ethanol blending would require additional ethanol capacity of 5-6bn litres (current capacity: 5-6bn litres). Most of this is likely to come from grain which would require a foodgrain requirement of ~12-15mn tonnes.

Ethanol/ENA key facts:

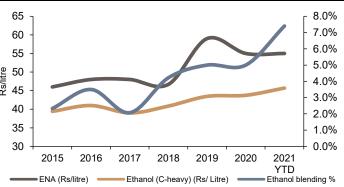
- India distillation capacity = ~5-6bn litres
- IMFL ENA requirement = 1.3bn litres
- IMFL + country liquor = ~2.3bn litres
- Ethanol current blending at 8% in FY21E = 3bn litres
- Ethanol required for 20% blending is 2025 = ~8bn litres
- Including IMFL and other industries overall ethanol/ENA requirement = ~12bn litres in 2025. Will require capacities to double.
- Ethanol/ENA availability from Molasses/Sugarcane juice is ~6-7bn litres
- Balance Ethanol/ENA to be manufactured from grain 5-6bn litres.
- Total grain required would be 15mn tonnes (1tonne gives 400litres of ENA/Ethanol).

Exhibit 1: ENA price rise in 2019-20 driven by maize price increase



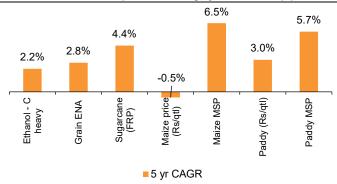
Source: ISMA, AGMARKNET, Emkay Research

Exhibit 2: ENA/Ethanol prices haven't changed w.r.t increase in blending rates



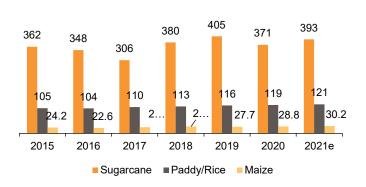
Source: ISMA, Emkay Research

Exhibit 3: 5-year price trends and MSP increases have been moderate; ENA/Ethanol price trend largely linked to crop prices



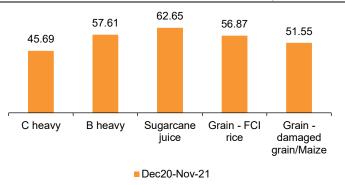
Source: CACP, AGMARKNET, Emkay Research

Exhibit 5: Production of key crops used for ethanol continues to be high



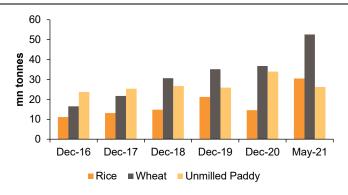
Source: Department of Economic & Statistics, Emkay Research

Exhibit 4: Government has widened Ethanol procurement by having different rates for ethanol converted from different crops



Source: ISMA, Emkay Research; Different rates for molasses / sugarcane juice are to offset lower sugar output in ethanol conversion from B-heavy and sugarcane juice

Exhibit 6: FCI has substantial stock to divert for ethanol production



Source: FCI, Emkay Research

Captive distillation and long-term exclusive contracts to secure ENA supplies for UNSP/RDCK

Our interaction with companies indicates that UNSP and RDCK are working on securing ~50% of their ENA requirement through captive distillation or third-party tie-ups which will limit inflationary pressure, if any, going ahead. RDCK already has captive distillation capacities that meet ~50% of its ENA requirements and provide a pricing/margin advantage, making it less vulnerable to ENA price movements. UNSP does not have any meaningful captive distillation but is currently working on securing ENA supplies by entering into exclusive arrangements with third-party distillers (no capex requirement) and working on initiatives to mitigate impact on margins due to ENA inflation. Grain ENA remains key RM for both, contributing 65-75% of total ENA requirement. Higher grain prices would be a risk but given the higher production of foodgrains in India, increase in ethanol production from grain does not seem to be a concern as it would divert the surplus production towards ethanol.

Exhibit 7: RDCK's margins have been largely stable; UNSP's more impacted by increase in ENA prices in FY20

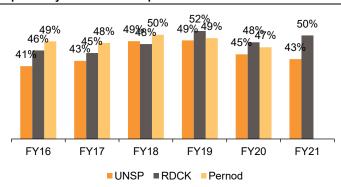
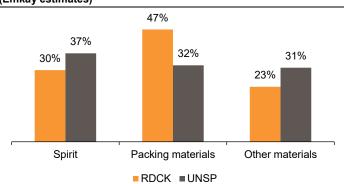


Exhibit 8: ENA/Spirits and other materials contribution to COGS (Emkay estimates)



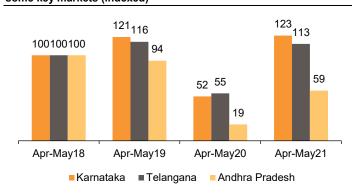
Source: Company, Emkay Research

Source: Company, Emkay Research

Q1 performance may surprise positively; impact seems lesser on IMFL players

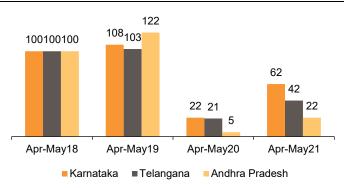
Due to reasons similar to last year, IMFL sales have been better than beer across states. Sales data in some key markets, particularly Karnataka and Telangana, indicate IMFL volumes in April-May 21 to be closer to FY20 levels despite the lockdowns as against the beer category which witnessed a ~30%+ decline. This may lead to better Q1 performance with possible upsides to our FY22/23 estimates. Lower ad spends due to lockdowns and other cost savings may result in better-than-forecasted operating margins as well.

Exhibit 9: IMFL volumes less impacted; almost similar to FY20 in some key markets (indexed)



Source: Emkay Research, State beverage corporations

Exhibit 10: Beer volumes better than Q1FY21 but sharply lower than Q1FY20 (indexed)



Source: Emkay Research, State beverage corporations

Increase UNSP and RDCK TPs by 10-15%; maintain Buy

We expect a strong earnings recovery with possible upsides from higher volumes and margins. Improvement in balance sheet with significant debt reduction and turning net cash positive in FY22 and increase in cash generation led by working capital reduction in FY21 are big positives. We raise UNSP's TP to Rs750 from Rs680, rolling forward to 40x Sept-23E EPS. Our fair value of Rs750 includes core business value of Rs705, Rs15 for treasury stock (at CMP) and Rs30/share as NPV of its IPL franchise. While review of popular portfolio may have a marginal short-term impact on our forecasts, we believe potential upsides exist from the Delhi policy change and a possible tax reduction in some states.

We also raise our TP for RDCK to Rs830 from Rs720, now valuing it at 28x Sept-23E EPS (25x Jun'23E earlier). In our view, consistent outperformance, greater success in new launches and stronger balance sheet and cash flows, along with steady improvement in ROCE's to 20%+, justify a lower valuation gap for RDCK vs. UNSP.

Upside/Downside triggers

While benefits of the Delhi excise policy changes are yet to play out; reversal of taxes in WB, Telangana and resumption of supplies to AP (for UNSP) could be upside triggers. Key risks: tax increases and change in UP government post elections may result in adverse changes.

Exhibit 11: UNSP valuation

	Valuation/Multiple	Value (Rs/share)
Core business	40x Sept-23 EPS of Rs17.6	705
Treasury stock	17.3mn shares at CMP	15
IPL Franchise	NPV	30
Fair value (Rs/share)		750

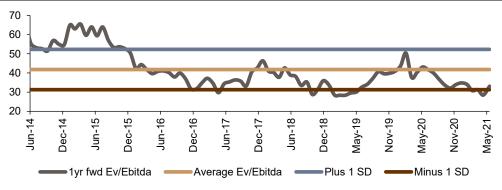
Source: Company, Emkay Research

Exhibit 12: UNSP IPL franchise - Royal Challengers financials

Rs mn	FY17	FY18	FY19	FY20
Revenue	1,614	1,459	3,074	2,046
EBITDA	387	266	1,400	833
EBITDA Margin	24.0%	18.2%	45.5%	40.7%
PBT	32	-181	1,101	533
Tax	0	-563	253	495
Net profit	32	382	848	38

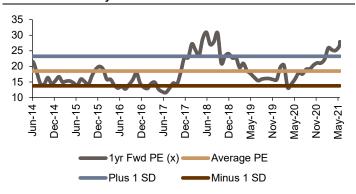
Source: Company

Exhibit 13: UNSP 1-year forward EV/EBITDA



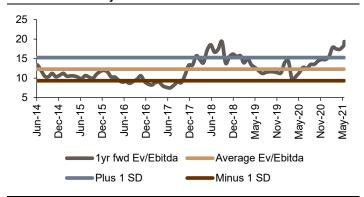
Source: Emkay Research, bloomberg

Exhibit 14: RDCK 1-year forward PE band



Source: Bloomberg, Emkay Research

Exhibit 15: RDCK 1-year forward EV/EBITDA



Source: Bloomberg, Emkay Research

Exhibit 16: Relative valuation

	Price	Mean	Mcap Reco Ta		EPS (Rs)			P/E (x)			EV / EBITDA (x)		
	(Rs)	(Rs bn)		Target Price (Rs)	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E
Asian Paints	2,951	2,830	Hold	2,530	37.9	48.1	56.8	77.8	61.4	51.9	50.9	41.0	34.9
Berger Paints	809	786	Sell	585	10.4	12.1	14.4	77.5	66.6	56.0	48.3	41.9	36.0
Britannia	3,576	861	Buy	4,250	76.3	87.2	98.1	46.9	41.0	36.5	34.6	30.8	27.6
Colgate	1,704	463	Buy	1,820	39.0	44.2	48.9	43.7	38.5	34.8	28.6	25.4	23.0
Dabur	560	990	Hold	530	10.8	12.6	14.4	51.9	44.4	38.8	41.3	35.3	30.6
Emami	556	247	Buy	620	15.9	17.9	20.2	35.0	31.0	27.5	25.2	22.3	19.7
GCPL	886	906	Hold	780	18.3	21.3	24.3	48.4	41.6	36.4	34.3	29.9	26.0
HUL	2,381	5,593	Hold	2,350	40.8	47.4	54.2	58.3	50.2	44.0	38.8	33.5	30.9
ITC	209	2,576	Buy	265	11.9	13.9	15.3	17.6	15.0	13.6	13.2	11.3	10.2
Marico	496	640	Hold	430	10.6	11.8	13.5	46.6	41.9	36.8	33.6	30.3	26.7
Nestle*	17,556	1,693	Hold	16,800	266.9	307.4	351.0	65.8	57.1	50.0	45.8	40.1	35.2
Pidilite	2,132	1,084	Sell	1,360	24.4	32.0	36.4	87.4	66.7	58.6	60.2	46.6	41.2
Radico Khaitan	711	95	Buy	830	22.2	27.4	31.4	32.1	26.0	22.6	20.9	17.2	15.0
United Breweries	1,391	368	Buy	1,450	15.7	29.5	34.2	88.3	47.2	40.7	43.8	27.4	24.7
United Spirits	644	468	Buy	750	11.2	16.3	19.0	57.3	39.6	34.0	34.6	25.8	21.8

Source: Emkay Research, Bloomberg, *Estimate for CY21/22/23

Emkay Alpha Portfolio - Consumer Goods & Retail



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Sector

Consumer Goods & Retail

Analyst bio

Ashit Desai holds a PGDM and FRM (US GARP) with 13 years of research experience on the sell side. His team currently covers 24 stocks in the Indian Consumer and Retail space.

EAP sector portfol

Company Name	BSE200 Weight	EAP Weight	OW/UW (%)	OW/UW (bps)	EAP Weight (Normalised)
Consumer Goods & Retail	10.55	10.55	0%	0	100.00
Asian Paints	1.48	0.61	-59%	-87	5.81
Berger Paints	0.22	0.00	-100%	-22	0.00
Britannia Industries	0.47	0.53	12%	6	5.00
Colgate-Palmolive	0.25	0.30	19%	5	2.87
Dabur India	0.35	0.33	-8%	-3	3.09
Emami	0.13	0.16	24%	3	1.51
Godrej Consumer Products	0.36	0.31	-15%	-5	2.90
Hindustan Unilever	2.35	1.98	-16%	-38	18.72
ITC	2.07	2.13	3%	6	20.20
Marico	0.28	0.28	0%	0	2.67
Nestle India	0.70	0.58	-18%	-12	5.47
Pidilite Industries	0.35	0.00	-100%	-35	0.00
Radico Khaitan	0.00	0.35	NA	35	3.28
United Breweries	0.11	0.51	382%	40	4.83
United Spirits	0.00	0.36	NA	36	3.40
Varun Beverages	0.12	0.16	29%	4	1.50
ABFRL	0.07	0.16	128%	9	1.50
Jubilant FoodWorks	0.22	0.25	15%	3	2.39
Page Industries	0.19	0.24	26%	5	2.29
Shoppers Stop	0.00	0.00	NA	0	0.00
Titan Company	0.81	1.05	31%	25	10.00
Westlife Development	0.00	0.27	NA	27	2.55
Cash	0.00	0.00	NA	0	0.00

Source: Emkay Research

Sector portfolio NAV

	Base					Latest
	1-Apr-19	10-Jun-20	9-Dec-20	10-Mar-21	10-May-21	9-Jun-21
EAP - Consumer Goods & Retail	100.0	102.1	116.3	118.9	120.3	129.7
BSE200 Neutral Weighted Portfolio (ETF)	100.0	96.1	112.1	112.7	115.8	123.1

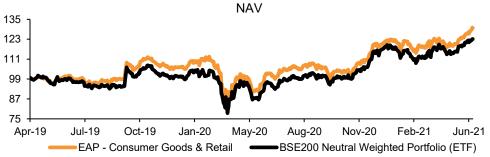
^{*}Performance measurement base date 1st April 2019 Source: Emkay Research

Price Performance (%)

	1m	3m	6m	12m
EAP - Consumer Goods & Retail	7.8%	9.1%	11.5%	27.0%
BSE200 Neutral Weighted Portfolio (ETF)	6.4%	9.3%	9.8%	28.1%

Source: Emkay Research

NAV chart



Source: Emkay Research

Please see our model portfolio (Emkay Alpha Portfolio): Nifty Please see our model portfolio (Emkay Alpha Portfolio): SMID

"Emkay Alpha Portfolio – SMID and Nifty are a supporting document to the Emkay Alpha Portfolios Report and is updated on regular intervals"

^{*} Not under coverage: Equal Weight

[■] High Conviction/Strong Over Weight

Emkay Rating Distribution

Ratings	Expected Return within the next 12-18 months.	
BUY	Over 15%	
HOLD	Between -5% to 15%	
SELL	Below -5%	

Completed Date: 10 Jun 2021 21:58:47 (SGT) Dissemination Date: 10 Jun 2021 21:59:47 (SGT)

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