

NIFTY50

15.799

907 /596

3 / 24 / 47

Godrej Consumer

-, -	-,
Stock Info	
CMP (INR)	899
TP (INR)	1,020
M.Cap. (INR b)	920
Avg. Turnover, INR m	1570
Equity Shares (m)	1022
Face Value	10

1/6/12 m Abs. Perf* (%)

Data as on 11th June, 2021

52-Week Range (INR)

BSE SENSEX

52.475

Financial Snapshot (INR bn)

Y/E Mar	FY21	FY22E	FY23E
Sales	110.3	120.3	133.0
EBITDA	23.9	26.4	29.8
Adj. PAT	17.7	19.1	22.1
EBITDA (%)	21.7	21.9	22.4
EPS (INR)	17.3	18.7	21.7
EPS Gr. (%)	21.9	8.2	15.9
BV/Sh. (INR)	92.3	96.6	101.5
RoE (%)	20.4	19.8	21.9
Valuations			
P/E (x)	52.1	48.1	41.5
EV/EBITDA (x)	38.5	34.7	30.5
Div Yield (%)	1.1	1.3	1.6
FCF Yield (%)	2.03	2.12	2.29

Shareholding pattern (%)

As On	Sep-20	Dec-20	Mar-21
Promoter	63.2	63.2	63.2
MFs	1.7	3.1	2.4
FPIs	26.7	26.8	26.6
Others	8.4	6.9	7.8

1-Yr Price Performance



Investors are advised to refer through disclosures made at the end of the Research Report.

Pieces of the growth puzzle coming together

GCPL is a leading household & personal-care company with presence in India and other countries like Indonesia, Africa, US, Middle East, Etc.

New leadership offers scope for transformative change: We view Mr. Sudhir Sitapati's appointment as MD and CEO of GCPL as a potentially transformative event in the fortunes of the company. Under his leadership Hindustan Unilever Ltd (HUVR) built up its Foods and Refreshment (F&R) business as one of the largest in India. It also included the USD5b merger and integration of GlaxoSmithKline Consumer Healthcare (GSKB) with HUVR, the largest deal of its kind in the FMCG sector in India. The underpenetrated Household Insecticides (HI, ~70%/50% penetration in urban/rural) and Hair Color (~30% penetration) categories could greatly benefit from Mr. Sitapati's past experience, where GCPL has struggled to boost penetration.

Connecting the other growth puzzle: A few other pieces of puzzle have also fallen into place in recent years, namely: a) Improved Capital allocation: moratorium on big ticket acquisitions and far better capital allocation in recent years, particularly in the international business (~45% of sales); b) Restructuring International Business: sale of the UK business, potential sale (in our view) of the LatAm business, appointment of Mr. Dharnesh Gordhon (former head of Nestle Nigeria) as GCPL's Africa business head over a year ago, with good initial results. c) India business: the company has emerged as the second largest player in soaps, strengthened its lead in HI, and introduced and scaled up products in the Car/Room Freshener market.

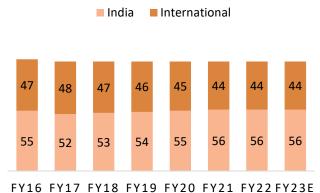
Huge potential tailwinds in Soaps going ahead leading to growth in domestic market: After many years, FY21 was a good year for GCPL on the domestic sales (55% of consolidated sales) front, with ~14% topline growth, led by its two largest components: Soaps (~33%/~18% of domestic/consolidated sales) and Household Insecticides (~41%/~22% of domestic/consolidated sales). Both these segments grew 15-16% in FY21. GCPL has emerged the second largest player in this category led by higher usage of Soaps and premium Personal Wash products like Hand Washes due to COVID-19. We believe that habit formation over a reasonably pronged period of time is likely to ensure high usage and premiumization of Soaps. Hand Wash penetration has more than doubled to nearly mid-30s from mid-teen levels due to Coivd. All these would significantly contribute to the growth and margin trajectory of GCPL's second largest domestic business segment.

Valuation and view: We think that the changes in top management along with: a) better capital allocation efforts in recent years, b) initial good results in GAUM (largely Africa) business in FY21, and c) potential tailwind in Soaps and Personal Wash products - are likely to unlock sustainable topline/earnings growth and revitalization RoCE over the next few years, leading to a sustained re-rating as well. We have seen transformative changes on all these fronts in the past with companies like BRIT, NEST, JUBI, and HUVR. Therefore, maintain our positive outlook on the stock.

THINK EQUITY THINK MOTILAL OSWAL **Godrej Consumer**

Story in Charts

Exhibit 1: Geographic Revenue Break- up (%)



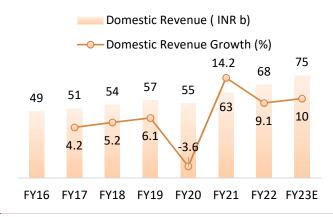
Source: Company, MOFSL

Exhibit 2: Revenue to grow at 9.8% CAGR over FY21-23E

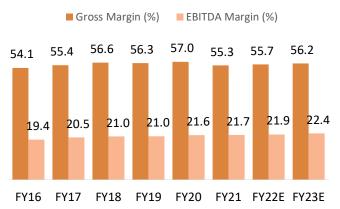


Source: Company, MOFSL

Exhibit 3: India Business to grow at 9.5% CAGR over FY21-23E Exhibit 4: Sustainable Margins over the year

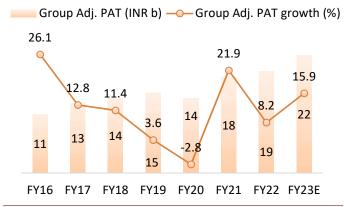


Source: Company, MOFSL



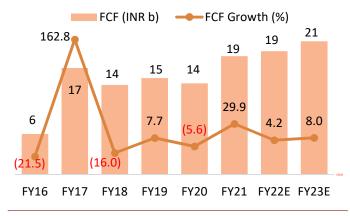
Source: Company, MOFSL

Exhibit 5: Group Adj. PAT to grow at 12% over FY21-23E



Source: Company, MOFSL

Exhibit 6: FCF has been robust in recent years



Source: Company, MOFSL

2 14 June 2021

Godrej Consumer

Financials and Valuations

Income Statement								(INR Mn)
Y/E Mar	2016	2017	2018	2019	2020	2021	2022E	2023E
Net Sales	84,239	92,679	98,474	1,03,143	99,108	1,10,286	1,20,311	1,32,958
Change (%)	1.8	10.0	6.3	4.7	-3.9	11.3	9.1	10.5
Total Expenditure	67,881	73,702	77,803	81,450	77,678	86,404	93,923	1,03,140
EBITDA	16,358	18,977	20,671	21,693	21,430	23,883	26,388	29,819
Change (%)	19.8	16.0	8.9	4.9	-1.2	11.4	10.5	13.0
Margin (%)	19.4	20.5	21.0	21.0	21.6	21.7	21.9	22.4
Depreciation	1,006	1,416	1,557	1,700	1,973	2,039	2,100	2,135
Int. and Fin. Charges	1,190	1,452	1,607	2,243	2,174	1,266	830	617
Interest Income	448	408	685	868	763	671	663	784
PBT	15,001	16,862	18,582	18,838	18,406	21,248	24,542	28,337
Change (%)	18.5	12.4	10.2	1.4	-2.3	15.4	15.5	15.5
Margin (%)	17.8	18.2	18.9	18.3	18.6	19.3	20.4	21.3
Tax	3,361	3,792	4,047	3,938	3,932	3,595	5,440	6,192
Tax Rate (%)	22.4	22.5	21.8	20.9	21.4	16.9	22.2	21.9
PAT	11,640	13,071	14,535	14,900	14,474	17,653	19,102	22,144
Change (%)	17.2	12.3	11.2	2.5	-2.9	22.0	8.2	15.9
Margin (%)	13.8	14.1	14.8	14.4	14.6	16.0	15.9	16.7
Minority interest	29	-8	-11	-6	-8	0	0	0
Group Adjusted PAT	11,447	12,915	14,382	14,907	14,482	17,653	19,102	22,144
Non-rec. (Exp.)/Income	-3,335	1	1,796	8,508	484	-445	0	0
Reported PAT	8,276	13,080	16,342	23,415	14,966	17,208	19,102	22,144
Balance Sheet								(INR Mn)
Y/E Mar	2016	2017	2018	2019	2020	2021	2022E	2023E
Share Capital	1,022	1,022	1,022	1,022	1,022	1,023	1,023	1,023
Reserves	49,955	51,998	61,561	71,647	77,961	93,367	97,759	1,02,726
Minority Int	842	0	0	0	0	0	0	(
Networth	51,819	53,020	62,583	72,669	78,984	94,389	98,782	1,03,748
Loans	28,911	40,009	35,076	33,821	35,184	7,595	7,215	6,855
Deferred Liability	-413	1,898	1,946	-4,728	-5,701	-6,378	-6,378	-6,378
Capital Employed	80,317	94,927	99,605	1,01,762	1,08,467	95,607	99,620	1,04,22
Net Fixed Assets	17,363	34,227	35,979	37,534	38,921	37,749	38,899	40,014
Capital WIP	437	951	821	509	570	574	574	574
Goodwill	45,741	46,626	47,189	49,180	53,393	51,299	51,299	51,299
Non Curr Investments	344	2,518	1,415	347	348	219	197	178
Current Investments	1,529	6,818	8,558	4,813	6,372	6,572	7,229	6,500
Currents Assets	35,684	38,264	44,676	43,825	43,498	39,647	44,598	52,25
Inventory	13,070	14,125	15,777	15,586	17,031	17,163	17,470	19,30
Account Receivables	11,180	10,287	12,455	12,929	11,573	10,045	10,877	12,02
Cash and Bank Balance	7,459	9,127	9,602	8,947	7,702	6,722	10,533	15,209
Loans and Advances	3,857	4,536	6,768	6,286	7,099	5,718	5,718	5,718
Other Current Assets	118	189	74	77	94	0	0	(
Curr. Liab. & Prov.	20,780	34,475	39,033	34,446	34,636	40,454	43,176	46,59
Account Payables	10,372	17,239	23,531	25,399	24,805	21,596	23,403	25,863
Other Liabilities	10,064	17,161	15,273	8,693	9,349	18,324	19,241	20,203
Net Current Assets	14,904	3,789	5,643	9,379	8,862	-806	1,422	5,655

E: MOFSL Estimates

14 June 2021 3

Godrej Consumer

	tı	١,
n		

Y/E Mar	2016	2017	2018	2019	2020	2021	2022E	2023E
EPS	11.2	12.6	14.1	14.6	14.2	17.3	18.7	21.7
Cash EPS	12.2	14.0	15.6	16.2	16.1	19.3	20.7	23.7
BV/Share	50.7	51.9	61.2	71.1	77.3	92.3	96.6	101.5
DPS	1.9	4.0	4.7	6.7	8.0	10.0	12.0	14.0
Payout (%)	17.1	31.6	33.2	45.7	56.5	57.9	64.2	64.6
Valuation (x)								
P/E	80.2	71.1	63.9	61.6	63.5	52.1	48.1	41.5
Cash P/E	73.8	64.1	57.6	55.3	55.9	46.7	43.4	37.9
EV/Sales	11.2	10.2	9.6	9.1	9.5	8.3	7.6	6.8
EV/EBITDA	57.4	49.9	45.6	43.5	44.2	38.5	34.7	30.5
P/BV	17.7	17.3	14.7	12.6	11.6	9.7	9.3	8.9
Dividend Yield (%)	0.2	0.4	0.5	0.7	0.9	1.1	1.3	1.6
Return Ratios (%)								
RoE	23.7	24.6	24.9	22.0	19.1	20.4	19.8	21.9
RoCE	16.5	16.2	16.2	16.6	15.4	18.3	20.2	22.2
RoIC	18.5	18.6	19.3	19.0	16.9	20.7	23.3	26.6
Working Capital Ratios								
Asset Turnover (x)	48	41	46	46	43	33	33	33
Debtor (Days)	4.7	2.6	2.7	2.7	2.5	2.9	3.0	3.3
Leverage Ratio (x)								
Net Debt/Equity	0.6	0.8	0.6	0.5	0.4	0.1	0.1	0.1

Cash Flow Statement								(INR Mn)
Y/E Mar	2016	2017	2018	2019	2020	2021	2022E	2023E
OP/(Loss) before Tax	15,737	18,426	20,548	20,439	20,649	23,804	26,221	29,985
Net interest	743	1,044	922	1,375	1,412	916	167	-167
Direct Taxes Paid	-3,360	-4,274	-4,082	-4,531	-3,566	-3,972	-5,277	-6,007
(Inc)/Dec in WC	-4,645	3,406	-155	6	-2,613	-452	1,583	442
CF from Operations	8,474	18,602	17,234	17,289	15,881	20,296	22,694	24,254
Inc in FA	-2,081	-1,803	-3,115	-2,077	-1,520	-1,639	-3,250	-3,250
Free Cash Flow	6,392	16,799	14,119	15,211	14,361	18,658	19,444	21,004
Pur of Investments	916	-5,736	399	2,922	-2,628	-133	-635	743
Others	-6,767	-16,043	-202	1,599	-26	-1,344	514	599
CF from Investments	-7,932	-23,581	-2,918	2,444	-4,174	-3,115	-3,372	-1,909
Inc in Debt	-2,779	0	0	0	-1,280	-16,192	-380	-361
Dividend Paid	-1,873	-1,958	-6,131	-12,265	-8,178	0	-14,724	-17,178
Interest Paid	-1,188	-1,241	-1,578	-2,147	-1,519	-1,589	-830	-617
Other Item	3,815	9,845	-6,131	-5,976	-1,977	-380	422	486
CF from Fin. Activity	-2,025	6,647	-13,840	-20,387	-12,953	-18,161	-15,512	-17,670
Inc/Dec of Cash	-1,483	1,667	476	-655	-1,246	-979	3,811	4,675
Add: Beginning Balance	8,942	7,459	9,127	9,602	8,947	7,702	6,722	10,533
Closing Balance	7,459	9,127	9,602	8,947	7,701	6,722	10,533	15,209

E: MOFSL Estimates

14 June 2021 4

This report is intended for distribution to Retail Investors

Explanation of Investment Rating				
Investment Rating Expected return (over 12-month)				
BUY	>=15%			
SELL	10%			
NEUTRAL	< - 10 % to 15%			
UNDER REVIEW	Rating may undergo a change			
NOT RATED We have forward looking estimates for the stock but we refrain from assigning recommendation				

Disclosures
The following Disclosures are being made in compliance with the SEBI Research Analyst Regulations 2014 (herein after referred to as the Regulations).
Motilal Oswal Financial Services Ltd. (MOFSL) is a SEBI Registered Research Analyst having registration no. INH000000412. MOFSL, the Research Entity (RE) as defined in the Regulations, is engaged in the business of providing Stock broking services, Investment Advisory Services, Depository participant services and sclinication of various financial products. MOFSL is a subsidiary company of Passionate Investment Management Pvt. Ltd. (PIMPL). MOFSL is a listed public company, the details in respect of which are available on www.motilaidswalc.com/Doronation (RCD) and is a registered Trading Member with National Stock Exchange Intelled (SES). Multi Commodity Exchange of India Ltd. (NS) jail and Bombary Stock Exchange Intelled (SES) Multi Commodity Exchange of India Ltd. (NS) jail and Stock Exchange Intelled (SES). Multi Commodity Exchange of India Ltd. (NS) is a listed public company, the details in respect of which are available on www.motilaidswalc.com/Doronational (RCD) and is a company of India Ltd. (NS) and National Commodity Exchange United (NCDS) for its scok toking advitives. 8 is Depository participant with Central Depository Services Ltd. are available on the website at https://orintereports.motilaidswalc.com/Doronational Commental Comment

Terms & Conditions:

This report has been prepared by MOFSL and is meant for sole use by the recipient and not for circulation. The report and information contained herein is strictly confidential and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of MOFSL. The report is based on the facts, figures and information that are considered true, correct, reliable and accurate. The intent of this report is not recommendatory in nature. The information is obtained from publicly available media or other sources believed to be reliable. Such information has not been independently verified and no guaranty, representation of warranty, expression in information all purpose and does not constitute an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments for the clients. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. MOFSL will not treat recipients as customers by virtue of their receiving this report.

Analyst Certification

The views expressed in this research report accurately reflect the personal views expressed in this research report accurately reflect the personal views expressed in this research report accurately reflect the personal views expressed in the research analyst(s) was, is, or will be directly or indirectly related to the specific recommendations and views expressed to research analyst(s) in this report.

specific recommendations and views expressed by research analyst(s) in this report.

Disclosure of Interest Statement Godrej Consumer

Analyst ownership of the stock No A graph of daily closing prices of securities is available at www.nseindia.com, www.bseindia.com. Research Analyst views on Subject Company may vary based on Fundamental research and Technical Research. Proprietary trading desk of MOFSL or its associaties maintains arm's length distance with Research Team as all the activities are segregated from MOFSL research activity and therefore it can have an independent view with regards to subject company for which Research Team have expressed their views.

Regional Disclosures (outside India)

Regional Disclosures (outside India)
This report is not directed or intended for distribution to or use by any person or entity resident in a state, country or any jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject MOFSL & its group companies to registration or licensing requirements within such jurisdictions.
For Hong Kong:
This report is distributed in Hong Kong by Motilal Oswal capital Markets (Hong Kong) Private Limited, a licensed corporation (CE AYY-301) licensed and regulated by the Hong Kong Securities and Futures Commission (SFC) pursuant to the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) "SFO". As per SEBI (Research Analyst Regulations) 2014 Motilal Oswal Financial Services Limited (SEBI Reg No. INH000000412) has an agreement with Motilal Oswal capital Markets (Hong Kong) Private Limited for distribution of research report in Hong Kong. This report is intended for distribution only to "Professional Investors" as defined in Part I of Schedul 1 to SFO. Any investment or investment activity to which this document relates is only available to professional investor and will be engaged only with professional investors." Nothing here is an offer or solicitation of these securities, products and services in any jurisdiction where their offer or sale is not qualified or exempt from registration. The Indian Analyst(s) who compile this report is/are not located in Hong Kong & are not conducting Research Analysis in Hong Kong.

For U.S.

For U.S. MOTILAL Oswal Financial Services Limited (MOFSL) is not a registered broker - dealer under the U.S. Securities Exchange Act of 1934, as amended (the "1934 act") and under applicable state laws in the United States. In addition MOFSL is not a registered investment adviser under the U.S. Investment Advisers Act of 1940, as amended (the "Advisers Act" and together with the 1934 Act, the "Acts, and under applicable state laws in the United States. Accordingly, in the absence of specific exemption under the Acts, any brokerage and investment services provided by MOFSL, including the products and services described herein are not available to or intended for U.S. persons. This document must not be acted on or relied on by persons who are not major institutional investors. Any investment or investment activity to which this document relates is only available to major institutional investors and will be engaged in only with major institutional investors. In reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities and Exchange Commission ("SEC") in order to conduct business with Institutional Investors based in the U.S., MOFSL has entered into a chaperoning agreement with a U.S. registered broker-dealer, Motilal Oswal Securities international Private Limited. ("MOSIPL"). Any business interaction pursuant to this report will have to be executed within the provisions of this chaperoning agreement.

based in the U.S., MOFSL has entered into a chaperoning agreement with a U.S. registered broker-dealer, Motilal Oswal Securities International Private Limited. ("MOSIPL"). Any business interaction pursuant to this report will have to be executed within the provisions of this chaperoning agreement.

The Research Analysts contributing to the report may not be registered /qualified as research analyst with FINRA. Such research analyst may not be associated persons of the U.S. registered broker-dealer, MOSIPL, and therefore, may not be subject to NASD rule 2711 and NYSE Rule 472 restrictions on communication with a subject company, public appearances and trading securities held by a research analyst account.

For Singapore
In Singapore, this report is being distributed by Motilal Oswal Capital Markets Singapore Pte Ltd ("MOCMSPL") (Co.Reg. NO. 2011294012) which is a holder of a capital markets services license and an exempt financial adviser in Singapore, as per the approved agreement under Paragraph 9 of Third Schedule of Securities and Futures Act (CAP 289) and Paragraph 11 of First Schedule of Financial Advisors Act (CAP 110) provided to MOCMSPL by Monetary Authority of Singapore. Persons in Singapore should contact MOCMSPL in respect of any matter arising from, or in connection with his report/publication/communication. This report is distributed solely to persons who qualify as "Institutional Investors," of which some of whom may consist of "accredited" institutional investors as defined in section 4A(1) of the Securities and Futures Act, Chapter 289 of Singapore ("the SFA"). Accordingly, if a Singapore person is not or ceases to be such an institutional investor, Disclaimer:

This report is intended for distribution to Retail Investors.

with singapore Person must immediately discontinue any use of his Report and inform MCCMSPL. Disclaimer.

This report is intended for distribution to Retail Investors.

The report and information contained herein is stricely confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consensu. This report and information herein is solely for informational purpose and may not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment of strategy is suitable or appropriate to your specific circumstances. The securities of continuous or priorities or the securities of companies representation or the exercise of independent judgment by any recipient. Each recipient of this document should make such investigations as it deems necessary to arrive at an independent evaluation of an investment in the securities of companies referred to in functioning the merits and risks involved), and should consult its own advisors to determine the merits in investment of the views expressed may not be suitable for all investors. Certain transactions -including those involving futures, options, another derivative products as well as non-investment grade securities—involve substantial risk and are not suitable for all investors. Or representation or warranty, express or implied as the necurron approval. MOFS. Its associates, their directors and the employees may from mit no time. The Disclosures of Interest Statement incorporated in this document in intimicent in ordinations and alternations to

MOSS. has been amalgamated with Motial Oswal Friancial Services Limited (MOFSL) w.e.f. August 21, 2018 pursuant to grievances@motilaloswal.com, for DP to degrievances@motilaloswal.com. In case of grievances@motilaloswal.com.

14 June 2021 5