

V-Guard Industries

BSE Sensex 20,213	S&P CNX 6,147
Bloomberg	VGRD IN
Equity Shares (m)	29.8
M.Cap. (INR b)/(USD b)	14.6/0.3
52-Week Range (INR)	591/180
1,6,12 Rel. Perf. (%)	-8/-6/138

Financial summary (INR b)

Y/E March	2013	2014E	2015E
Sales	13.6	17.4	22.0
EBITDA	1.1	1.6	2.0
NP	0.6	0.9	1.2
EPS (INR)	21.1	31.0	41.1
EPS Gr. (%)	23.8	47.2	32.5
BV/Sh. (INR)	87.6	112.2	145.1
RoE (%)	26.6	31.0	31.9
RoCE (%)	27.6	32.4	36.7
Valuations			
P/E (x)	23.1	15.7	11.8
P/BV (x)	5.6	4.3	3.3
EV/EBITDA (x)	14.6	10.3	7.8
Div. Yield (%)	0.7	1.1	1.4

CMP: INR488 TP: INR617 Buy

- Top line in line with estimates: V-Guard (VGRD) reported a top line of INR3.78b (est INR3.74b), compared to INR2.73b in 4QFY12, marking a YoY growth of 38.5%. This was primarily driven by strong revenue growth of 37.1% YoY in the electronic segment (stabilizers, UPS and inverters) and 39.3% YoY in the electro-mechanical segment (cables & wires, water heaters etc). In 4QFY13, South market grew by 29% and non South market by 77%. ACompany has spend 4.3% of sales on ad spends for FY13, compared to 3.8% in FY12, marking an increase of 50bp and guided for 4% of sales advertisement spends for FY14.
- Higher ad spends, fall in copper prices and one-offs impact margins: VGRD reported EBITDA margins of 5.3% (est of 9.7%), compared to 12.1% in 4QFY12, marking a decline of 680bp. This was primarily due to the significant increase in ad spends (INR136m in 4QFY13, compared to INR30m in 4QFY12) on YoY basis, which impacted margins by (360bp), MTM hit of inventory on account of reduction in copper prices (100bp), one-off scrapping of old spares and other one-offs (80bp), increase in freight cost (80bp) and additional discounts in digital UPS and stabilizers segment due to extended winters and higher inventory (80bp). Company has taken 5-6% price increase in stabilizers and digital UPS segment in 1QFY14, which will ensure improvement in margins.
- Adjusted PAT down 53.4%: Due to lower margins, reported PAT stood at INR89m (est INR207m), compared to INR192m in 4QFY12, marking a YoY decline of 53.4%. Management guided for 25% plus growth in FY14 and expects margins to bounce back to 9-9.5% range.
- Valuation and view: We cut estimates by 4% for FY14E and largely keep FY15E unchanged to factor the impact of decline in copper prices and higher ad spends. The stock trades at 16x and 12x FY14E and FY15E earnings respectively. We value VGRD at 15x FY15E EPS of INR41.1 and arrive at a target price of INR617. Maintain Buy.

Quarterly Performance										(INR N	Aillion)
Y/E March		FY1	2			FY13			FY13	FY13	Var.
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q		4QE	%
Net Sales	2,401	2,115	2,467	2,734	3,190	3,135	3,490	3,787	13,602	3,741	1.2
YoY Change (%)	42.8	33.2	39.5	22.8	32.8	48.2	41.5	38.5	40.0	34.8	
Total Expenditure	2,174	1,964	2,241	2,403	2,847	2,835	3,233	3,588	12,503	3,378	6.2
EBITDA	228	151	226	330	343	300	257	199	1,099	363	-45.1
Margins (%)	9.5	7.1	9.2	12.1	10.7	9.6	7.4	5.3	8.1	9.7	
Depreciation	23	24	24	27	28	29	29	29	114	34	-15.4
Interest	39	42	46	44	45	43	49	63	200	56	11.8
Other Income	4	4	8	9	5	11	15	5	36	2	159.0
PBT before EO expense	170	89	164	268	276	239	194	113	822	275	-58.9
PBT	170	89	164	268	276	239	194	113	822	275	-58.9
Tax	47	20	40	77	69	59	40	24	193	68	
Rate (%)	27.6	23.0	24.1	28.6	25.1	24.8	20.7	21.1	23.4	24.8	
Adj PAT	123	68	125	192	207	180	153	89	629	207	-56.9
YoY Change (%)	11.4	-22.1	45.6	106.3	67.4	162.9	23.2	-53.4	23.8	8.1	
Margins (%)	5.1	3.2	5.0	7.0	6.5	5.7	4.4	2.4	4.6	5.5	

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Strong top line growth across segments, price increase to improve margins

- Company reported a top line of INR3.78b (est INR3.74b), compared to INR2.73b in 4QFY12, marking a YoY growth of 38.5%.
- This was primarily driven by strong revenue growth of 37.1% YoY in the electronic segment (stabilizers, UPS and inverters) and 39.3% YoY in the electro-mechanical segment (cables & wires, water heaters etc).
- Company offered additional discounts in 4QFY13 for stabilizers and digital UPS primarily due to extended winters and temporary withdrawal of power cuts in Kerala and Tamil Nadu due to students' exams and lesser power cuts in Karnataka due to elections.
- South market grew at 32.2%, with non South growing at 55.5% in FY13. Hence, share of non South market's percentage of revenue improved from 22% in FY12 to 25% in FY13. Management expects it to further improve to 40% going forward, thereby driving growth.
- VGRD took 5-6% price increase in stabilizers and digital UPS, which will reflect completely, post 1QFY14 results. Also, on account of lower ad spends post 1QFY14, complimented by positive impact of price increases, we expect margins to improve significantly.

Segmentwise revenue growth (INR m)

Segments	4QFY13	4QFY12	Growth %	3QFY13	Growth %				
Electronics	1,271	918	38.4	1034	22.9				
Electrical / Electromechanical	2,413	1,732	39.3	2,349	2.7				
Others	103	84	23.0	107	-3.6				
Total	3,787	2,734		3,490					

Source: Company, MOSL

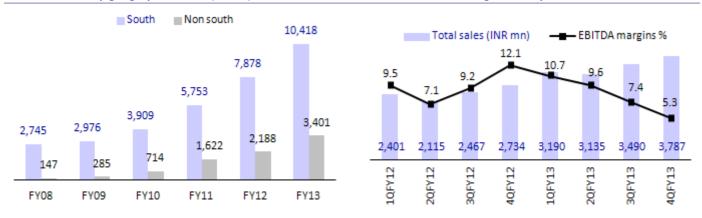
Product wise revenue growth (INR m)

Segments	4QFY13	4QFY12	Growth %	3QFY13	Growth %
STABLIZER	596	531	12.2	501	15.5
Pumps	676	479	41.1	490	37.9
House wiring cables	1,049	752	39.5	1,000	4.9
Power cables	164	150	9.3	179	-8.5
Water Heaters	161	120	33.8	460	-65.1
Solar Water Heaters	88	62	40.7	109	-19.4
UPS	115	108	7.0	111	3.9
FAN	281	227	23.9	140	100.9
DIGI UPS	576	305	89.1	410	40.6
SWITCH Gear	46			30	52.0
INDUCTION cooktop	36			60	-40.2
Total sales	3,787	2,734	38.5	3,490	8.0

Source: Company, MOSL

Revenues breakup geographical wise (INR m)

Sales and EBITDA margin trend quarter wise



Source: Company, MOSL

Higher ad spends, fall in copper prices and one-offs impact margins

Company reported EBITDA margin of 5.3% (est of 9.7%), compared to 12.1% in 4QFY12, marking a decline of 680bp. This was primarily due to the following reasons:

- 1) Significant increase in ad spends (INR136m in 4QFY13, compared to INR30m in 4QFY12) on YoY basis, which impacted margins by 360bp. VGRD spent 4.3% of sales on ad spends for FY13, compared to 3.8% in FY12, marking an increase of 50bp and guided for 4% of sales advertisement spends for FY14.
- 2) MTM hit of inventory on account of reduction in copper prices (100bp).
- 3) One-off scrapping of old spares due to shifting of solar water heater factory and other one-offs impacted margins by 80bp.
- 4) Increase in freight cost impacted margins by 80bp as the cost increase is passed on with a lag.
- 5) Additional discounts in digital UPS and stabilizers segment due to extended winters and higher inventory of 80bp.

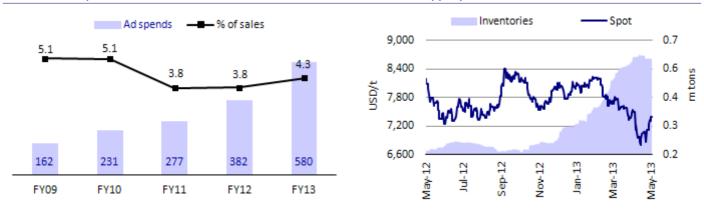
Breakup for decline in EBITDA margins

Particulars	Amount	Impact on Margins
	(INRm)	(% of revenues)
Advertisment expenses	136	3.6
Inventory write down due to copper price reduction	40	1.1
Scrpping due to shifting of Solar water heater factory	30	0.8
Additional gratuity due to higher provision	10	0.3
Increase in freight cost	30	0.8
Additionla discount on digital UPS and stabilizers	30	0.8
Total	236	7.3

Source: Company, MOSL

Increase in ad spends % of sales

Decline in copper prices



Source: Company, MOSL

Strong guidance for FY14, with improvement in working capital

- Management guided for 25% plus growth for FY14, with EBITDA margin guidance of 9-9.5%, compared to 8.1% in FY13.
- Top line growth in FY14 would be largely driven by increased traction in non South market, where company plans to spend 10% of its revenue on ad spends.
- Management also guided for an improvement in net working capital cycle by 10 days, going forward, which will further improve RoCE and RoE.
- We believe PAT in 1QFY14E is also likely to be lower primarily due to higher ad spends on account of IPL (INR220m v/s INR100m), post which we expect significant improvement in margins, thereby driving higher bottom line growth.

We largely maintain our earnings estimates for FY15E (INR b)

	0	Old		Revi	sed	Change (%)		
	FY14	FY15		FY14	FY15	FY14	FY15	
Sales	17,502	22,053		17,421	22,021	(0.5)	(0.1)	
EBITDA	1,601	2,029		1,559	2,000	(2.6)	(1.4)	
PAT	969	1,234		925	1,226	(4.5)	(0.7)	
EPS (INR)	32	41		31	41	(4.5)	(0.7)	

Source: MOSL

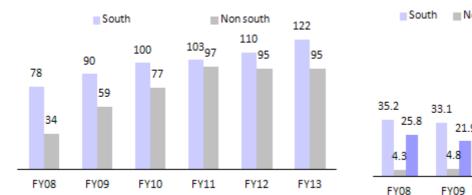
Strong distribution network, focus to improve revenue per distributor

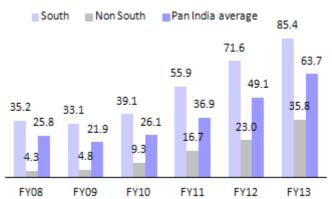
- VGRD has a strong network of 217 distributors and 3,000 direct dealers.
- It plans to increase the retailers under distributors going forward, thereby increasing revenue contribution per distributor.
- Revenue/distributor for FY13 stood at INR85.4m/distributor for South and INR35.8m/distributor for non South. Company plans to improve non South revenue/distributor to INR75m per distributor, thus driving growth and operating leverage.

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Geographical distribution break up

Revenue/distributor geographical wise





Source: Company, MOSL

FY08-FY13 snapshot segment wise (INR m)

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	FY08	FY09	FY10	FY11	FY12	FY13
PVC Insulated Cable	601	695	1,199	2,061	2,826	3,734
Stabilizers	938	968	1,221	1,668	2,010	2,377
Pumps	562	662	853	1,207	1,519	2,052
Electric Fans	85	130	255	532	638	796
LT Cables	-	-	152	411	582	728
Solar Water Heaters	126	155	163	214	260	309
Water Heater	271	368	370	600	863	1,103
UPS	169	162	174	272	421	483
Digi UPS	-	11	88	216	727	1,732
Induction cooktops and switchgears	S				-	268
Total sales	2,781	3,168	4,541	7,263	9,936	13,583
% of sales						
PVC Insulated Cable	21.6	21.9	26.4	28.4	28.4	27.5
Stabilizers	33.7	30.6	26.9	23.0	20.2	17.5
Pumps	20.2	20.9	18.8	16.6	15.3	15.1
Electric Fans	3.1	4.1	5.6	7.3	6.4	5.9
LT Cables	-	-	3.4	5.7	5.9	5.4
Solar Water Heaters	4.5	4.9	3.6	2.9	2.6	2.3
Water Heater	9.8	11.6	8.1	8.3	8.7	8.1
UPS	6.1	5.1	3.8	3.7	4.2	3.6
Digi UPS	-	0.3	1.9	3.0	7.3	12.8
Induction cooktops and switchgears	s -	-	-	-	-	2.0
Growth %						
PVC Insulated Cable	50.4	15.6	72.4	71.9	37.1	32.2
Stabilizers	(1.4)	3.3	26.1	36.7	20.5	18.3
Pumps	29.3	17.8	28.8	41.6	25.8	35.1
Electric Fans	48.0	51.8	96.4	109.1	19.8	24.8
LT Cables	-	-	-	169.4	41.8	25.2
Solar Water Heaters	31.7	22.9	5.1	31.5	21.4	19.2
Water Heater	63.3	35.6	0.5	62.3	43.7	27.9
UPS	111.9	(3.8)	7.0	56.8	54.6	14.7
Digi UPS	-	-	719.6	146.4	236.3	138.4
-				C		

Source: Company, MOSL

V-Guard Industries: an investment profile

Company description

Established in 1977, V-Guard Industries is a dominant player in south India in the light electrical industry. Beginning with its flagship product, voltage stabilizers (in which it is the market leader), company has over the last 10 years expanded its product profile to include PVC insulated cables, LT power cables, fans, geysers, solar water heaters, pumps, UPS and inverters. It went public in 2008 and has seen revenue CAGR of 35% and PAT CAGR of 31% in the past five years.

Key investment arguments

- Diversified model; INR1b ad spends to project pan India visibility.
- Strong distribution network in place to boost penetration.
- Asset light business model leading to higher return ratios
- Increased contribution from non South markets to drive growth.

Investment risks

- Significant decline in copper prices could impact margins.
- Poor summer season can affect growth.

Recent developments

- Recently commissioned a new solar water heater plant.
- Commissioning of new PVC cable plant in Kashipur.
- Improvement in copper prices to lead to margin improvement.

Valuation and view

- We expect top line to post 27.2% CAGR and PAT 39.2% over FY13-15E, primarily driven by strong volume growth in cables, pumps and digital UPS segment.
- We cut estimates by 4% for FY14E and largely keep FY15E unchanged to factor the impact of decline in copper prices and higher ad spends. The stock trades at 16x and 12x FY14E and FY15E earnings respectively. We value VGRD at 15x FY15E EPS of INR41.1 and arrive at a target price of INR617. Maintain **Buy**.

EPS: MOSL forecast v/s consensus (INR)

	MOSL	Consensus	Variation
	Forecast	Forecast	(%)
FY14	31.0	32.0	-3.1
FY15	41.1	40.3	2.1

Shareholding pattern (%)

	Mar-13	Dec-12	Mar-12
Promoter	65.3	65.2	67.4
Domestic Inst	3.8	3.6	2.2
Foreign	13.8	13.1	8.6
Others	17.2	18.2	21.8

Target price and recommendation

Current	Target	Upside	Reco.
Price (INR)	Price (INR)	(%)	
488	617	26.4	Buy

Stock performance (1 year)



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Financials and Valuation

Standalone - Income Sta		(INR I	Million)		
Y/E March	FY11	FY12	FY13	FY14E	FY15E
Net Sales	7,263	9,936	13,602	17,421	22,021
Change (%)	60.0	36.8	36.9	28.1	26.4
Total Expenditure	6,536	9,001	12,503	15,862	19,999
% of Sales	90.0	90.6	91.9	91.1	90.8
EBITDA	728	935	1,099	1,559	2,022
Margin (%)	10.0	9.4	8.1	9.0	9.2
Depreciation	79	97	114	135	154
EBIT	648	838	985	1,425	1,868
Int. and Finance Charge	113	170	200	232	213
Other Income - Rec.	20	24	36	42	48
PBT bef. EO Exp.	555	692	821	1,234	1,703
PBT after EO Exp.	591	692	821	1,234	1,703
Current Tax	161	202	193	308	477
Tax Rate (%)	27.9	26.6	23.5	25.0	28.0
Reported PAT	426	508	629	925	1,226
PAT Adj for EO items	400	508	629	925	1,226
Change (%)	57.1	27.0	23.8	47.2	32.5
Margin (%)	5.5	5.1	4.6	5.3	5.6
Equity Dividend	105	105	104	164	209
Preference Dividend	0	0	0	0	0
Corporate Dividend Tax	17	17	17	26	33
Corp Div Tax (%)	16.2	16.2	16.0	16.0	16.0
Dividend per Share	3.5	3.5	3.5	5.5	7.0
Total Div Payout (Rs m)	121.4	121.4	121.2	190.4	242.4
Payout (%)	28.5	23.9	19.3	20.6	19.8

Standalone - Balance Sheet				(INR Million)		
Y/E March	FY11	FY12	FY13	FY14E	FY15E	
Equity Share Capital	298	298	298	298	298	
Total Reserves	1,421	1,808	2,315	3,050	4,033	
Net Worth	1,720	2,106	2,613	3,348	4,332	
Deferred Liabilities	61	43	79	79	79	
Total Loans	1,394	1,091	1,574	1,524	1,224	
Capital Employed	3,175	3,240	4,267	4,952	5,635	
Gross Block	1,462	1,625	1,979	2,229	2,429	
Less: Accum. Deprn.	324	395	509	644	797	
Net Fixed Assets	1,137	1,230	1,470	1,585	1,631	
Capital WIP	14	111	2	105	110	
Curr. Assets, Loans&Adv.	2,898	3,365	5,077	5,966	7,410	
Inventory	1,424	1,574	2,486	2,900	3,504	
Account Receivables	1,231	1,478	1,988	2,386	3,017	
Cash and Bank Balance	71	34	150	89	123	
Loans and Advances	172	279	454	590	767	
Curr. Liability & Prov.	874	1,466	2,282	2,703	3,516	
Account Payables	712	1,222	2,036	2,405	3,145	
Provisions	162	245	246	298	372	
Net Current Assets	2,023	1,899	2,795	3,262	3,894	
Appl. of Funds	3,175	3,240	4,267	4,952	5,635	
E: MOSL Estimates; * Ad						

Ratios					
Y/E March	FY11	FY12	FY13	FY14E	FY15E
Basic (INR) *					
EPS	13.4	17.0	21.1	31.0	41.1
Cash EPS	16.1	20.3	24.9	35.5	46.2
BV/Share	57.6	70.6	87.6	112.2	145.1
DPS	3.5	3.5	3.5	5.5	7.0
Payout (%)	28.5	23.9	19.3	20.6	19.8
Valuation (x) *					
P/E	36.3	28.6	23.1	15.7	11.8
Cash P/E	30.3	24.0	19.5	13.7	10.5
P/BV	8.4	6.9	5.6	4.3	3.3
EV/Sales	2.2	1.6	1.2	0.9	0.7
EV/EBITDA	21.8	16.7	14.6	10.3	7.8
Dividend Yield (%)	0.7	0.7	0.7	1.1	1.4
Return Ratios (%)					
RoE	25.5	26.6	26.6	31.0	31.9
RoCE	25.0	27.3	27.6	32.4	36.7
Working Capital Ratios					
Asset Turnover (x)	2.3	3.1	3.2	3.5	3.9
Inventory (Days)	72	58	67	61	58
Debtor (Days)	61	54	53	49	49
Creditor (Days)	36	45	55	50	52
Working Capital Turnov	98	69	71	66	63
Growth (%)					
Sales	60.0	36.8	36.9	28.1	26.4
EBITDA	44.4	28.6	17.5	41.9	29.7
PAT	57.1	27.0	23.8	47.2	32.5
Leverage Ratio (x)					
Current Ratio	3.3	2.3	2.2	2.2	2.1
Debt/Equity	0.8	0.5	0.6	0.5	0.3

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Standalone - Cash Flow Statement			(INR Million)		
Y/E March	FY11	FY12	FY13	FY14E	FY15E
Oper. Profit/(Loss) befo	591	692	821	1,234	1,703
Depreciation	79	97	114	135	154
Interest and finance ch	112	162	200	232	213
Direct Taxes Paid	181	157	193	308	477
(Inc)/Dec in WC	-946	30	-781	-528	-598
CF from Operations	-344	823	162	765	995
CF from Operating incl EC	-341	837	162	765	995
(inc)/dec in FA	-86	-293	-245	-353	-206
CF from investments	-37	-277	-245	-353	-206
(Inc)/Dec in Debt	593	-310	483	-50	-300
Interest Paid	-113	-166	-200	-232	-213
Dividend Paid	-104	-121	-121	-190	-242
CF from Fin. Activity	375	-597	162	-473	-755
Inc/Dec of Cash	-3	-38	79	-61	34
Add: Beginning Balance	74	71	34	150	89
Closing Balance	71	33	113	89	123

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2.	Group/Directors ownership of the stock	No	
3.	Broking relationship with company covered	No	
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