

Jyothy Laboratories

Estimate change



TP change



Rating change



Motilal Oswal values your support in the Asiamoney Brokers Poll 2020 for India Research, Sales and Trading team. We request your ballot.



Bloomberg	JYL IN
Equity Shares (m)	367
M.Cap.(INRb)/(USDb)	43.1 / 0.5
52-Week Range (INR)	185 / 86
1, 6, 12 Rel. Per (%)	1/-13/-17
12M Avg Val (INR M)	-

Financials & Valuations (INR b)

Y/E March	2020	2021E	2022E
Sales	17.1	17.5	19.8
Sales Gr. (%)	-5.6	2.1	13.5
EBITDA	2.5	2.6	3.1
EBIT Margin (%)	14.7	15.0	15.5
Adj. PAT	1.7	1.6	1.9
Adj. EPS (INR)	4.5	4.3	5.1
EPS Gr. (%)	-15.8	-6.1	20.0
BV/Sh.(INR)	33.5	32.5	32.4

Ratios

RoE (%)	13.0	12.9	15.7
RoCE (%)	12.6	12.8	16.0
Payout (%)	83.8	127.5	106.3

Valuation

P/E (x)	25.8	27.5	22.9
P/BV (x)	3.5	3.6	3.6
EV/EBITDA (x)	18.0	16.6	14.2
Div. Yield (%)	2.7	3.8	3.8

Shareholding pattern (%)

As On	Mar-20	Dec-19	Mar-19
Promoter	62.9	62.9	67.1
DII	15.8	15.4	8.5
FII	14.7	15.3	15.8
Others	6.6	6.4	8.5

FII Includes depository receipts

CMP: INR117
TP: INR116(-1%)
Neutral

Disappointing results, unclear outlook justify low multiples

Brief view on results and stock

- JYL saw another quarter of disappointing results, with a significant miss on all fronts. While the company reported positive sales in April and May, faster recovery from COVID-19 in Kerala and a good ongoing Household Insecticides (HI) season are likely to have played a bigger role in the pace of growth than any structural change.
- For a company with a far lower sales base (INR17.1b in FY20) v/s peers, performance over the past five years has been consistently lackluster, with a single-digit CAGR in sales (2.5% CAGR) and operating profit (9% CAGR). ROCE at 13% is also far inferior to that of peers; moreover, no uptick is visible from a medium-term horizon, justifying the valuation of 14x EV/EBITDA (at a 60% discount to peers).

Significant miss on estimates

- Reported standalone 4QFY20 net sales declined 24.4% YoY** to INR3.8b (est.: INR4.7b). EBITDA decreased 51.4% YoY to INR402m (est.: INR767m). PBT declined 72% YoY to INR196m (est.: INR602m). Adj. PAT was also down 61% YoY to INR206m (est.: INR481m).
- Standalone gross margins expanded by 20bp YoY** to 44.7% in 4QFY20. Conversely, the EBITDA margin contracted by 590bp YoY to 10.5%.
- Consol. volumes declined 22.1% in 4QFY20. In terms of **consol. segmental** performance, Fabric Care, Personal Care, HI, Dishwashing, and other product sales declined ~17%, ~36%, ~36%, ~21%, and ~15%, respectively.
- Fabric Care / HI / Personal Care consol. margins** contracted by 850bp/14pp/22pp to 18%/-14%/22.1% YoY. Margins for Dishwashing expanded by 120bp to 12.5% YoY.
- Consol. balance sheet performance:** The cash conversion cycle stood at 38 days (v/s 32 days in FY19) due to an increase in inventory days. OCF declined 34% and PAT 15.8%. FCF stood at INR1.3b (51% decline YoY).

Highlights from management commentary

- The company was impacted more than peers in 4QFY20 due to the HI and Soaps categories, wherein seasonal primary sales are usually high in March.
- Faster recovery from COVID-19 in Kerala and a good ongoing HI season have led to positive sales growth on a quarter-to-date basis.
- Manufacturing is 80% back to normal.
- The material cost outlook is benign, led by crude-related raw materials.

Valuation and view

- A significant miss on all fronts for 4QFY20 and only moderate improvement in 1QFY21 led to a 12.1%/ 10.8% reduction in FY21/FY22 EPS forecasts.
- For a company with a far lower sales base (INR17.1b in FY20) v/s peers, performance over the past five years has been consistently lackluster, with a single-digit CAGR in sales (2.5% CAGR) and operating profit (9% CAGR). Sales and EBITDA growth have been flattish in the past three years. ROCE at 13% is also far inferior to that of peers; moreover, no uptick is visible from a medium-term horizon, justifying the valuation of 14x EV/EBITDA (60% discount to peers). Maintain Neutral.

Standalone Quarterly Performance

(INR m)

Y/E March	FY19				FY20				FY19	FY20	FY20 4QE	Var. (%)
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q				
Net Sales	4,026	4,277	4,343	5,043	4,116	4,642	4,073	3,823	17,689	16,654	4,740	-19.4
YoY change (%)	17.1	7.1	6.3	6.3	2.3	8.5	-6.2	-24.2	8.8	-5.9	-6.0	
Gross Profit	1,892	1,965	1,971	2,243	1,965	2,119	1,941	1,709	8,071	7,734	2,227	
Margins (%)	47.0	45.9	45.4	44.5	47.7	45.6	47.7	44.7	45.6	46.4	47.0	
EBITDA	583	732	718	826	655	791	651	402	2,858	2,499	767	-47.6
EBITDA growth %	34.2	13.3	5.2	-6.0	12.4	8.1	-9.3	-51.4	8.2	-12.6	-7.1	
Margins (%)	14.5	17.1	16.5	16.4	15.9	17.0	16.0	10.5	16.2	15.0	16.2	
Depreciation	138	139	140	167	185	188	193	191	583	757	195	
Interest	77	71	67	64	61	59	69	58	278	248	61	
Other Income	49	47	69	114	48	55	53	45	278	201	91	
PBT	417	569	581	709	458	598	441	196	2,275	1,694	602	-67.4
Tax	93	116	97	38	61	66	16	-64	343	79	120	
Rate (%)	22.3	20.3	16.7	5.4	13.4	11.0	3.6	-32.5	15.1	4.7	20.0	
Adjusted PAT	324	453	484	670	359	532	425	260	1,932	1,577	481	-45.9
YoY change (%)	57.5	7.2	29.9	11.1	10.9	17.4	-12.1	-61.2	20.4	-18.4	-28.2	

E: MOFSL Estimates

Key Performance Indicators

Y/E March	FY19				FY20			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
2Y average growth %								
Sales	-0.9	3.1	8.2	7.9	9.7	7.8	0.0	-9.0
EBITDA	-6.0	6.1	18.7	17.0	23.3	10.7	-2.0	-28.7
PAT	2.4	24.8	63.3	-17.0	34.2	12.3	8.9	-25.0
% sales								
COGS	53.0	54.1	54.6	55.5	52.3	54.4	52.3	55.3
Other expenditure	32.5	28.8	28.9	28.1	31.8	28.6	31.7	34.2
Depreciation	3.4	3.2	3.2	3.3	4.5	4.1	4.7	5.0
YoY change %								
COGS	23.5	4.1	7.4	10.6	0.9	9.1	-10.2	-24.5
Other expenditure	2.6	9.6	4.6	6.1	0.0	7.7	3.0	-7.7
Other income	152.3	-60.3	45.8	-54.4	-0.8	16.7	-23.3	-60.8
EBIT	51.5	16.7	6.9	-10.0	5.8	1.7	-20.9	-68.1

E: MOFSL Estimates

- Higher ad spends as a percentage of sales (+280bp YoY to 9.1%), increase in staff cost (+230bp YoY to 12%), and higher other expenses (+90bp YoY to 13.1%) imply a 590bp YoY contraction in the EBITDA margin to 10.5%.



Conference call highlights

Key highlights

- JYL was impacted more in the HI and Soaps categories, wherein seasonal primary sales are usually high in March.
- JYL saw ~5% growth up to 20th March.
- The company once again reported positive YoY sales growth over April–May 2020. The HI off-take has been very good, as has been the case with Dishwashing and Soaps (Margo). Secondary sales are also doing equally well, if not better.
- Faster recovery from COVID-19 in Kerala has also helped the rebound.
- Manufacturing is 80% back to normal.
- There was no extension of credit and no material channel filling.
- The portfolio is largely non-discretionary in nature, which is aiding recovery.

Infrastructure improvements and demand revival

- Most of the 25 factories are in the rural markets, with workers living within the factory premises or nearby.
- Scattered manufacturing is helping the company do better than peers.
- In April, JYL reported 30–40% of normal manufacturing operations, which increased to 80% by the end of May.
- JYL is facing numerous constraints, such as one-shift operations in many factories, and only a third of the staff working in several factories. However, states are gradually allowing 10-hour shifts (v/s the usual eight hours) and more staff in factories; the situation should normalize by June end.
- Demand in Maharashtra, Tamil Nadu, and Gujarat may not return to normal in June given COVID-19-led concerns.
- Rural demand is likely to do better.
- Mumbai, Delhi, and Indore are dragging down urban performance, which is doing fine outside of these large cities.
- 60% of modern trade outlets were operational in May. Performance is likely to return to normal levels (pre-COVID-19 levels) post the easing of the lockdown in June.

Ad spends and other costs

- The company has kept ad spend intensity high on key programs and corresponding with key government announcements.
- Ad spends would be in the 15% range in FY21 as well.
- It was unable to cut staff costs and ad spends in 4Q on account of the sudden lockdown.
- Dependence on crude-related raw materials would play a part in margin protection in FY22.
- The full-year FY21 EBITDA margin guidance is at 15–16%.

Other points

- The Ujala Detergent, Henko Satin Care, and Henko Matic products are doing well.
- T-Shine, re-launched with new packaging, is doing well.

- Margo sanitizers have been launched. Demand is likely to sustain for the rest of the year. The same applies to handwashes, which were a small portion of the Skin Cleansing category earlier.
- The tax rate is expected to be 15% for FY21 and FY22.
- Capex would be modest in FY21.
- Direct reach is 0.85m of the total reach of 3m outlets.
- The Laundry business in a subsidiary was severely affected in the past two months.

Key Exhibits

Exhibit 1: Consolidated quarterly performance of JYL's categories

Category sales (INR m)	4QFY19	3QFY20	4QFY20
Fabric Care	1,882	1,720	1,557
Dishwashing	1,617	1,503	1,271
Household Insecticides	1,002	426	642
Personal Care	474	357	302
Other Products	185	202	158
Total	5,160	4,208	3,930
Category salience (%)	4QFY19	3QFY20	4QFY20
Fabric Care	36.5	40.9	39.6
Dishwashing	31.3	35.7	32.3
Household Insecticides	19.4	10.1	16.3
Personal Care	9.2	8.5	7.7
Other Products	3.6	4.8	4.0
Total	100.0	100.0	100.0
Category growth (%)	4QFY19	3QFY20	4QFY20
Fabric Care		(11.0)	(17.2)
Dishwashing		0.2	(21.4)
Household Insecticides		1.7	(35.9)
Personal Care		(11.7)	(36.3)
Other Products		(6.7)	(14.7)
Total		(5.9)	(23.8)
Category results (INR m)	4QFY19	3QFY20	4QFY20
Fabric Care	497	365	280
Dishwashing	183	238	159
Household Insecticides	33	(15)	(69)
Personal Care	179	78	47
Other Products	(34)	(20)	(44)
Total	857	646	373
Result salience (%)	4QFY19	3QFY20	4QFY20
Fabric Care	58.0	56.5	75.0
Dishwashing	21.3	36.9	42.6
Household Insecticides	3.8	(2.4)	(18.4)
Personal Care	20.8	12.0	12.6
Other Products	(4.0)	(3.1)	(11.7)
Total	100.0	100.0	100.0
EBIT margin (%)	4QFY19	3QFY20	4QFY20
Fabric Care	26.4	21.2	18.0
Dishwashing	11.3	15.8	12.5
Household Insecticides	3.3	(3.6)	(10.7)
Personal Care	37.6	21.8	15.5
Other Products	(18.4)	(9.8)	(27.7)
Total	16.6	15.3	9.5

Source: Company, MOFSL

Valuation and view

What has happened in the past 10 years?

- Despite the company size being much smaller v/s peers (INR6b in FY10 and INR17.1b in FY20E), its financial performance has been disappointing over the past 10 years.
- While the sales CAGR has been at around 11% over this period, the EBITDA and PAT CAGR have also been tepid at ~11% and ~8%.
- Numbers for the last five years have not been much better, at 2.5%/9%/5.5% CAGR for sales/EBITDA/PAT.
- High penetration and regional dependence on its largest brand Ujala, and the limited profitable growth seen in other categories and geographies outside of South India have restricted company growth.
- The expiry of the Henkel option, which would have added more Henkel brands to the portfolio, was also a setback for the company.
- Given these insights, it is not surprising the stock has underperformed in recent years.

Our view on the stock

- A significant miss on all fronts in 4QFY20 and only moderate improvement in 1QFY21 led to a 12.1%/10.8% reduction in FY21/FY22 EPS forecasts.
- For a company with a far lower sales base (INR17.1b in FY20) v/s peers, performance over the past five years has been consistently lackluster, with a single-digit CAGR in sales (2.5% CAGR) and operating profit (9% CAGR). Sales and EBITDA growth have been flattish in the past three years. ROCE at 13% is also far inferior to that of peers; moreover, no uptick is visible from a medium-term horizon, justifying the valuation of 14x EV/EBITDA (60% discount to peers).
Maintain Neutral.

Exhibit 2: Changes to the model have resulted in 12.1%/ 10.8% cut in our FY21/FY22 EPS

	New		Old		Change (%)	
	FY21E	FY22E	FY21E	FY22E	FY21E	FY22E
Sales	17,479	19,836	18,443	20,924	-5.2%	-5.2%
EBITDA	2,629	3,074	2,909	3,296	-9.6%	-6.7%
PAT	1,562	1,874	1,777	2,101	-12.1%	-10.8%

Source: Company, MOFSL

Financials and Valuations

Consolidated - Income Statement

(INR m)

Y/E March	FY15	FY16	FY17	FY18	FY19	FY20	FY21E	FY22E
Total Income from Operations	15,148	15,928	16,830	16,724	18,136	17,112	17,479	19,836
Change (%)	14.4	5.1	5.7	-0.6	8.4	-5.6	2.1	13.5
Cost of Materials Consumed	7,775	8,360	8,941	8,753	9,707	9,009	9,187	10,414
Gross Profit	7,374	7,567	7,889	7,971	8,429	8,103	8,293	9,422
Margin (%)	49.0	47.6	46.9	47.7	46.5	47.4	47.4	47.5
Personnel Expenses	1,790	1,810	1,752	1,908	2,076	2,193	2,132	2,420
% of Sales	11.9	11.4	10.4	11.4	11.4	12.8	12.2	12.2
Other Expenses	3,954	3,537	3,591	3,488	3,542	3,398	3,531	3,927
% of Sales	26.3	22.2	21.4	20.9	19.5	19.9	20.2	19.8
EBITDA	1,630	2,220	2,545	2,575	2,811	2,511	2,629	3,074
Margin (%)	10.8	14.0	15.1	15.4	15.5	14.7	15.0	15.5
Depreciation	325	314	301	311	306	529	698	802
EBIT	1,305	1,906	2,245	2,263	2,505	1,982	1,932	2,273
Int. and Finance Charges	138	618	565	481	352	329	312	297
Other Income	99	143	107	625	278	200	218	229
PBT after EO Exp.	1,204	1,431	1,787	2,407	2,430	1,815	1,838	2,205
Current Tax	-6	693	-255	619	454	189	276	331
Tax Rate (%)	-0.5	48.4	-14.3	25.7	18.7	10.4	15.0	15.0
Less: Minority Interest	1	43	40	73	75	77	77	77
Adjusted PAT	1,272	738	2,042	1,789	1,976	1,664	1,562	1,874
Change (%)	48.7	-42.0	176.6	-12.4	10.5	-15.8	-6.1	20.0

Consolidated - Balance Sheet

(INR m)

Y/E March	FY15	FY16	FY17	FY18	FY19	FY20	FY21E	FY22E
Equity Share Capital	181	181	182	182	367	367	367	367
Total Reserves	7,616	8,834	10,708	11,260	12,898	11,919	11,566	11,525
Net Worth	7,797	9,015	10,890	11,442	13,265	12,286	11,933	11,892
Minority Interest	14	-27	-67	-139	-215	-291	-291	-291
Deferred Liabilities	5	409	-1,115	-902	-928	-1,027	-1,027	-1,027
Total Loans	7,310	4,508	4,983	5,441	2,809	2,545	1,795	1,045
Capital Employed	15,126	13,906	14,691	15,841	14,932	13,513	12,409	11,619
Gross Block	12,976	10,982	11,541	11,762	12,046	13,061	13,261	13,461
Less: Accum. Deprn.	2,236	280	571	855	1,040	1,569	2,266	3,068
Net Fixed Assets	10,740	10,702	10,970	10,907	11,006	11,492	10,994	10,393
Capital WIP	177	55	88	153	143	245	123	123
Total Investments	1,935	859	285	1,132	1,044	0	0	0
Curr. Assets, Loans&Adv.	5,315	6,080	6,073	6,695	6,301	5,598	6,004	6,403
Inventory	1,852	1,827	1,925	1,836	1,974	2,251	1,748	2,182
Account Receivables	574	941	1,228	1,674	1,534	1,224	1,486	1,884
Cash and Bank Balance	792	612	1,034	1,367	964	289	1,125	470
Loans and Advances & Others	2,096	2,700	1,886	1,818	1,830	1,834	1,645	1,867
Curr. Liability & Prov.	3,041	3,790	2,725	3,045	3,563	3,822	4,712	5,300
Account Payables	800	1,612	1,490	1,720	2,134	1,298	1,923	1,884
Other Current Liabilities	896	1,645	654	663	715	1,742	2,177	2,721
Provisions	1,345	534	581	663	715	783	612	694
Net Current Assets	2,273	2,290	3,348	3,650	2,738	1,776	1,292	1,103
Appl. of Funds	15,126	13,906	14,691	15,841	14,932	13,513	12,410	11,619

E: MOFSL Estimates

Financials and Valuations

Ratios

Y/E March	FY15	FY16	FY17	FY18	FY19	FY20	FY21E	FY22E
Basic (INR)								
EPS	3.5	2.0	5.6	4.9	5.4	4.5	4.3	5.1
Cash EPS	4.4	2.9	6.4	5.7	6.2	6.0	6.2	7.3
BV/Share	21.2	24.6	29.7	31.2	36.1	33.5	32.5	32.4
DPS	2.0	0.5	3.0	0.5	3.0	3.2	4.5	4.5
Payout (%)	67	30	64	12	67	84	128	106
Valuation (x)								
P/E	33.8	58.2	21.0	24.0	21.7	25.8	27.5	22.9
Cash P/E	26.9	40.8	18.3	20.5	18.8	19.6	19.0	16.1
P/BV	5.5	4.8	3.9	3.8	3.2	3.5	3.6	3.6
EV/Sales	1.7	1.5	1.5	1.4	2.4	2.6	2.5	2.2
EV/EBITDA	15.8	10.9	9.8	9.4	15.6	18.0	16.6	14.2
Dividend Yield (%)	1.7	0.4	2.5	0.4	2.6	2.7	3.8	3.8
FCF per share	8.3	9.1	5.9	13.6	7.2	3.5	9.8	5.7
Return Ratios (%)								
RoE	16.8	8.8	20.5	16.0	16.0	13.0	12.9	15.7
RoCE	9.7	7.4	18.3	13.1	13.7	12.6	12.8	16.0
RoIC	10.5	8.0	20.0	12.7	15.7	13.8	13.6	17.4
Working Capital Ratios								
Asset Turnover (x)	1.0	1.1	1.1	1.1	1.2	1.3	1.4	1.7
Debt/Equity	0.9	0.5	0.5	0.5	0.2	0.2	0.2	0.1

Consolidated - Cash Flow Statement

Y/E March	FY15	FY16	FY17	FY18	FY19E	FY20	FY21E	FY22E
OP/(Loss) before Tax	1,245	1,431	1,787	2,407	2,430	1,815	1,838	2,205
Depreciation	326	314	301	311	306	529	698	802
Interest & Finance Charges	95	575	493	413	314	329	312	297
Other income	183	90	18	-409	-25	-1,058	-218	-229
Direct Taxes Paid	-417	-517	-309	-251	-418	-189	-276	-331
(Inc)/Dec in WC	232	30	-656	-38	409	288	1,319	-466
CF from Operating incl EO	1,663	1,922	1,633	2,434	3,016	1,714	3,673	2,278
(inc)/dec in FA	-164	-265	-567	43	-383	-415	-78	-200
(Pur)/Sale of Investments	-136	1,303	598	-807	112	1,044	0	0
Others	-1,097	-115	56	115	37	22	295	306
CF from Investments	-1,397	923	87	-649	-234	650	217	106
Issue of Shares	0	0	4,001	600	4	0	0	0
(Inc)/Dec in Debt	381	-1,168	492	2,276	-610	-265	-750	-750
Interest Paid	-137	-98	-1,555	-600	-342	-329	-312	-297
Dividend Paid	-362	-1,449	-181	-1,090	-182	-1,394	-1,992	-1,992
Others	-63	-310	-4,054	-2,639	-2,055	-1,050	0	0
CF from Fin. Activity	-181	-3,025	-1,298	-1,453	-3,185	-3,038	-3,054	-3,039
Inc/Dec of Cash	86	-180	422	332	-403	-674	836	-655
Opening Balance	706	792	612	1,034	1,367	964	290	1,125
Closing Balance	792	612	1,034	1,367	964	290	1,125	470

E: MOFSL Estimates

NOTES

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

*In case the recommendation given by the Research Analyst is inconsistent with the investment rating legend for a continuous period of 30 days, the Research Analyst shall within following 30 days take appropriate measures to make the recommendation consistent with the investment rating legend.

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