# Hindustan Unilever Ltd (HINLEV)



CMP: ₹ 2601 Target: ₹ 2625(1%)

Target Period: 12 months

October 24, 2025

# Muted Q2; new leadership focuses on volume led growth

**About the stock:** Hindustan Unilever (HUL) is India's largest FMCG company with presence of more than 90 years. The company has portfolio of 50+ brands spanning to various categories such as detergents, personal wash and skin care & colour cosmetics. 80% of revenues come from products having leadership positioning in the domestic market. 19 out of 50+ brands are clocking Rs1000cr+ revenues.

**Q2FY26 performance:** HUL's standalone business revenues stood almost flat at Rs.15,585cr affected by transitory impact of implementation of the GST 2.0. Higher input cost and passing on of GST rate cut benefits through price cuts (40% of the portfolio) led to 106bps YoY decline in gross margins to 50.4%. EBITDA margins declined 65bps YoY to 22.9%. Operating profit declined 2% YoY to Rs.3,563cr and adjusted PAT declined 5% YoY to Rs.2,478cr due to lower other income.

### **Investment Rationale:**

- Volumes stood flat in Q2; likely to improve in H2FY26: HUL's sales volume stood flat in Q2FY26 affected by transitory impact of implementation of the GST 2.0. As a result of the GST transition, the sales volume of Q2FY26 was impacted by ~200bps. Around 60% of the portfolio (including home care, tea and skin care) witnessed mid-to-high single digit volume growth in Q2. Normalisation of inventory levels with trade partners by Nov'25 and improvement in the consumption would help gradual recovery in volume growth from Q3FY26. Hence management expects volume growth momentum to improve in H2FY26.
- New leadership strategies focused on volume led PAT growth in the medium term: New leadership has laid sharper focus on consumer segmentation such as Power Spenders, Premiumizers and Democratizers through tailored products for consumers across categories and brands. Relevant innovation, introduction of attractive packaging for key brands and scaling up focus on under penetrated categories will be key strategies to drive steady volume growth in the medium term. Further, the company is also striving for relevant acquisition to fill in the gap in the product portfolio.
- EBIDTA margins to remain at 22-23%; ice cream demerger to add 50-60 bps: HUL's standalone EBIDTA margins stood at 22.6% (down by 90bps YoY) in H1FY26. Management has guided EBIDTA margin range of 22-23%, as large focus will be on improving the volume growth in the near term. Any substantial correction in the key input prices and better operating leverage can provide further upside in the organic margin trajectory. Demerger of ice cream business will add ~60bps to the EBIDTA margins taking it up to 23-24% by Q4FY26.

Rating and Target Price: Any material recovery in the volume growth lifting the operating performance will be keenly monitored in the near term. We recommend Hold with an unchanged price target of Rs2,625 (valuing at 52x FY27E EPS).





Particulars	
Particular	Amount
Market Capitalisation (₹ crore)	615700
Debt (FY25) -₹ crore	3,009
Cash (FY25) - ₹ crore	11,895
EV (₹ crore)	606814
52 week H/L (₹)	2780 / 2136
Equity capital (₹ crore)	235
Face value (₹)	1

Shareholding pattern									
	Dec-24	Mar-25	Jun-25	Sep-25					
Promoters	61.9	61.9	61.9	61.9					
FII	11.4	10.6	10.2	10.8					
DII	14.7	15.5	16.0	15.6					
Others	12.0	12.0	11.9	11.7					



#### Key risks

- (i) Sustained slowdown in the consumer demand.
- (ii) Increase in the input prices.
- (iii) Increased competition in key categories.

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Key Financial Summar	y							
Key Financials (₹ Crore)	FY23	FY24	FY25	2 year CAGR (FY23-25E)	FY26E	FY27E	FY28E	3 year CAGR (FY25-28E)
Revenues	59144.0	60469.0	61469.0	1.9	64283.6	69933.1	76786.2	7.7
EBIDTA	13632.0	13887.2	14289.0	2.4	14744.8	16479.1	18353.4	8.7
EBIDTA Margins(%)	23.0	23.0	23.2		22.9	23.6	23.9	
Adjusted PAT	10024.0	9900.2	10192.4	0.8	10662.6	11791.6	13213.0	9.0
EPS (Rs.)	42.7	42.1	43.4		45.4	50.2	56.2	
PE (x)	61.0	61.7	60.0		57.3	51.8	46.3	
EV to EBIDTA (x)	44.4	43.3	42.2		40.9	36.5	32.7	
RoE (%)	20.3	19.6	20.4		22.2	25.5	28.8	
RoCE (%)	22.3	22.6	23.4		24.7	28.2	31.5	

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# **Q2FY26 - Key performance highlights**

- HUL's standalone revenues stood almost flat with revenues at Rs.15,585cr. Sales volume stood flat due GST 2.0 driven transitionary impact of trade de-stocking and delayed consumer buying. Revenue growth across key segments remained in the range of 1-2% while Home Care which witnessed 1% decline.
- Gross margins witnessed 106bps decline to 50.4% in Q2FY26. Margins
  were impacted by continued inflationary conditions in key raw materials
  such as Palm oil and also due pricing cuts taken by the company to pass
  on the benefit of GST rate cuts at fag end of the quarter.
- EBITDA margins declined by 65bps YoY to 22.9%. Lower employee expenses curtailed the higher decline in the EBIDTA margins. Operating profit for the quarter declined by 2.2% YoY to Rs.3,563cr.
- Higher interest cost and lower other income resulted in adjusted PAT declining by 5.4% YoY to Rs.2,478cr. Reported PAT was higher by 3.1% YoY due to exceptional gain as a result of resolution of prior year tax issues.
- Consolidated revenues witnessed 2% YoY growth in revenues to Rs.16,241cr, volumes for the quarter stood flat. EBITDA margins for Q2FY26 witnessed 86bps YoY decline to 23%. Adjusted PAT for Q2FY26 declined by 5% YoY to Rs.2,482cr.
- The company has declared interim dividend of Rs.19 per share in Q2FY26.

## H1FY26 - Key performance highlights

- HUL's standalone revenues witnessed 2.2% YoY growth to Rs.31,516cr in H1FY26. Higher inflationary environment and pricing actions led to decline in gross margins by 125bps YoY to 49.8%.
- EBITDA margin was down by 90bps YoY to 22.6% in H1FY26. Operating profit declined by 2% YoY to Rs.7,121cr.
- Lower other income and higher interest cost impacted adjusted PAT, which recorded 4% YoY decline to Rs.4,968cr.

## **Segmental performance**

- Home Care: Home Care revenues recorded 1% YoY decline in revenues to Rs.5,667cr impacted by required GST led price cuts. Sales volumes grew in mid-single digit despite base of high single volume growth in Q2FY25. Fabric wash volumes grew in mid-single digit driven by double digit volume growth in liquids. Premiumisation and market development actions aided double-digit volume growth (largely driven by liquids). Segment EBIT margins decreased by 40bps YoY to 18.5%, while EBIT decreased by 3.8%yoy to Rs1,050cr in Q2FY26.
- Beauty & Wellbeing (B&W): B&W standalone revenues recorded 2% YoY growth to Rs.3,389cr while consolidated revenues were up 5% YoY driven majorly by Minimalist which reported double-digit growth during the quarter. Skin Care witnessed high-single digit growth driven by sustained momentum in Future Core and Market Makers portfolio. Health & Wellbeing sustained its momentum with Oziva's triple digit growth. Hair care maintained its competitive strength but witnessed decline in revenues as a result of GST rate transition. EBIT for the segment witnessed 8% YoY decline to Rs.1031cr while margins declined 330bps YoY to 30.4%.
- Personal Care: Personal care witnessed transitory impact of GST resulting in high-single digit decline in volumes. Revenues stood flat at Rs.2,426cr. Skin cleansing revenues remained flat as the portfolio was impacted by GST rate transition. Meanwhile, premium soaps reported double digit growth helping skin cleansing segment deliver competitive performance. Oral Care reported marginal decline while Close-up recorded low single digit growth. Segment EBIT margins improved by 350bps YoY to 20.1%.



Foods: Foods segment recorded 2% YoY growth in revenues to Rs.3,869cr. Volumes stood at low-single digits during the quarter. Beverages maintained it double-digit growth journey led by Tea and Coffee. Tea reported high-single digit growth by mix of volume and value growth while coffee maintained double digit growth momentum. Early green shoots were visible across Lifestyle & Nutrition as positive volume growth in the portfolio sustained during the quarter. However, revenues declined as a result of pricing actions taken to refine price-pack architecture. Value added products were launched in Horlicks and Boost is gaining good traction. On the other hand, packaged foods delivered muted performance albeit GST rate transition. Ice-cream turnover declined due to prolonged and intense monsoon across the country. EBIT margins for the segment declined by 200bps YoY to 16.3%. EBIT declined 9% YoY to Rs.629cr.

## **Q2FY26 Earnings call highlights**

## Volume growth to improve in H2FY26

- The operating environment during the quarter was affected by 3 major factors. GST rate reforms, Prolonged and intense monsoon and persistent commodity inflation.
- The management indicated that GST reforms are structurally positive along with other factors income tax cut and moderating inflation to boost consumer demand in the quarters ahead. Around 40% of HUL's portfolio is now part of 5% GST rate.
- In the shorter-term, the GST rate revamp has led to trade destocking, delayed pantry purchases and multiple price points in the market thereby affecting volumes in Q2FY26. It will continue to have an impact for a month in Q3FY26. As a result of the GST transition, the sales volume of Q2FY26 was impacted by ~200bps during the quarter.
- The management expects the GST impact to fade away in early November, as normalcy in trade pipeline will take 4-6 weeks after price rationalisation in the portfolio.
- Urban and Rural markets have witnessed stable demand during the quarter. Rural market is expected to perform better with better monsoon leading to higher cashflow for consumers.
- Sales volume growth is expected to better in H2FY26 compared with H1FY26, which shall be aided by improving consumer sentiment, decreasing food inflation and rising disposable income.

#### • EBIDTA margins to remain at 22-23% in the near term

- Gross Margins for the quarter improved sequentially as the pricing cost gaps have started to normalise as a result of actions taken in previous quarters.
- Tea and crude prices have corrected from its high while palm oil prices have remained volatile. If palm oil prices correct from the current levels it will overall input cost to stabilise in the quarters ahead. This will help gross margins to gradually improve in the medium term.
- The company has maintained its thrust on higher investment behind brands. It has maintained EBIDTA margins guidance of 22-23% in the near term. Uptick in volumes and decline in the raw material prices can be additional upside triggers for the margins in the near term.
- Further demerger of ice cream will add 50-60bps at the EBIDTA level and hence EBIDTA margins can inch up to 23-24%. Ice cream (contributes ~3% to revenues) has low single digit EBIDTA margins.
- Future growth strategy with large focus on volume led growth

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- The management has laid sharper focus on consumer segmentation such as Power Spenders, Premiumizers and Democratizers through tailored products for consumers across categories and also enhanced media and social coverage.
- The management is now focusing on modernizing and premiumizing the core portfolio. This is particularly being done to target the growing Genz population.
- It is also building "social first" demand generation and is set to increase its investments across the e-commerce and quickcommerce channels and also strengthening its general trade which still forms 70% of its business channels by targeting segment specific stores.
- The management is also planning a disproportionate investment in high-growth and underpenetrated segments such as liquid body soaps where penetration is just ~2%. Aims to double-down on high-growth areas.
- The company is also striving for relevant acquisitions, which complements its growth strategy in the coming years.

#### Segment wise concall highlights

- Home Care: The segment has witness volume growth amid high base but has seen lower revenue growth due to pricing cuts taken in the earlier quarters. Price cuts were done to remain competitive in the market in the deflationary input cost environment (crude oil prices were down by 10%).
- Beauty & Wellbeing: Skin Care and Health & Wellbeing primarily aided the growth in this category. Oziva continued triple-digit growth with Minimalist registering robust double-digit growth. Hair Care's 90% portfolio was impacted by GST rate revamp hence growth was hampered in the category.
- Personal Care: Soaps were part of the GST rate revamp. ~90% of the segment was impacted by the rate revamp thereby leading slower growth. The management aims to double-down on the growth of premium and liquid soaps where penetrations remain less compared with conventional skin cleansing products.
- Foods: Tea segment grew in high-single digits, while coffee grew in double-digits. Horlicks has shown early green shoots through launches of RTD and value-added products. Packaged Foods was impacted by GST rate revamp while Ice-cream witnessed decline to extended monsoon. The De-merger of the ice-cream business is expected to completed in December 2025 with listing expected in Q4FY26.

## **Revision in earnings estimates**

We have broadly maintained our earnings estimates for FY26 and FY27 as Q2FY26 performance was largely in-line with expectation. Management expects H2FY26 performance to be much better compared to with H1 with expected recovery in the volume growth.

Exhibit 1: Changes in headline estimates								
(₹ croro)		FY26E		FY27E				
(₹ crore)	Old	New	% Chg	Old	New	% Chg		
Net Revenues	65169.8	64283.6	-1.4	70896.7	69933.1	-1.4		
EBIDTA	14923.8	14744.8	-1.2	16571.1	16479.1	-0.6		
EBIDTA margin (%)	22.9	22.9		23.4	23.6			
PAT	10738.5	10662.6	-0.7	11863.2	11791.6	-0.6		
EPS (Rs.)	45.7	45.4	-0.7	50.5	50.2	-0.6		



Exhibit 2: Key Operating Assumptions										
Particulars	FY25	FY26E	FY27E	FY28E						
Revenues (Rs crore)										
Home care	22972.0	23993.7	26565.4	29231.3						
y-o-y%	4.9	4.4	10.7	10.0						
Beauty & Wellbeing	13073.0	13641.2	14732.1	16098.4						
y-o-y%	2.5	4.3	8.0	9.3						
Personal Care	9168.0	9697.2	10666.9	11733.6						
y-o-y%	-2.6	5.8	10.0	10.0						
Foods	15294.0	15945.5	16902.2	18592.5						
y-o-y%	0.0	4.3	6.0	10.0						

Source: Company, ICICI Direct Research

Particulars         Q2FY26         Q2FY25         y-o-y (%)         Q1FY26         q-o-q (%)           Revenue (₹ crore)         8         388         -1.2         5783         -2.0           Beauty & Wellbeing         3389         3323         2.0         3349         1.2           Personal Care         2426         2412         0.6         2541         -4.5           Food & Refreshments         3869         3803         1.7         4016         -3.7           Others         234         233         0.4         242         -3.3           Total         15585         15508         0.5         15931         -2.2           PBIT (₹ crore)         1050         1087         -3.4         1093         -3.9           Beauty & Wellbeing         1031         1121         -8.0         977         5.5           Personal Care         487         401         21.4         470         3.6           Food & Refreshments         629         690         -8.8         652         -3.5           Total         3197         3299         -3.1         3192         0.2           PBIT margins (%)         bps         bps           Home Care	Exhibit 3: Q1FY26 Segmer	ital revenues	and result	s (Stando	alone) (₹ cr	ore)
Home Care56675737-1.25783-2.0Beauty & Wellbeing338933232.033491.2Personal Care242624120.62541-4.5Food & Refreshments386938031.74016-3.7Others2342330.4242-3.3Total15585155080.515931-2.2PBIT (₹ crore)Home Care10501087-3.41093-3.9Beauty & Wellbeing10311121-8.09775.5Personal Care48740121.44703.6Food & Refreshments629690-8.8652-3.5Total31973299-3.131920.2PBIT margins (%)bpsbpsHome Care18.518.9-41.918.9-37.2Beauty & Wellbeing30.433.7-331.329.2124.9	Particulars	Q2FY26	Q2FY25		Q1FY26	
Beauty & Wellbeing       3389       3323       2.0       3349       1.2         Personal Care       2426       2412       0.6       2541       -4.5         Food & Refreshments       3869       3803       1.7       4016       -3.7         Others       234       233       0.4       242       -3.3         Total       15585       15508       0.5       15931       -2.2         PBIT (₹ crore)       4       1093       -3.9       -3.4       1093       -3.9         Beauty & Wellbeing       1031       1121       -8.0       977       5.5         Personal Care       487       401       21.4       470       3.6         Food & Refreshments       629       690       -8.8       652       -3.5         Total       3197       3299       -3.1       3192       0.2         PBIT margins (%)       bps       bps         Home Care       18.5       18.9       -41.9       18.9       -37.2         Beauty & Wellbeing       30.4       33.7       -331.3       29.2       124.9	Revenue (₹ crore)					
Personal Care       2426       2412       0.6       2541       -4.5         Food & Refreshments       3869       3803       1.7       4016       -3.7         Others       234       233       0.4       242       -3.3         Total       15585       15508       0.5       15931       -2.2         PBIT (₹ crore)	Home Care	5667	5737	-1.2	5783	-2.0
Food & Refreshments       3869       3803       1.7       4016       -3.7         Others       234       233       0.4       242       -3.3         Total       15585       15508       0.5       15931       -2.2         PBIT (₹ crore)         Home Care       1050       1087       -3.4       1093       -3.9         Beauty & Wellbeing       1031       1121       -8.0       977       5.5         Personal Care       487       401       21.4       470       3.6         Food & Refreshments       629       690       -8.8       652       -3.5         Total       3197       3299       -3.1       3192       0.2         PBIT margins (%)       bps       bps         Home Care       18.5       18.9       -41.9       18.9       -37.2         Beauty & Wellbeing       30.4       33.7       -331.3       29.2       124.9	Beauty & Wellbeing	3389	3323	2.0	3349	1.2
Others       234       233       0.4       242       -3.3         Total       15585       15508       0.5       15931       -2.2         PBIT (₹ crore)         Home Care       1050       1087       -3.4       1093       -3.9         Beauty & Wellbeing       1031       1121       -8.0       977       5.5         Personal Care       487       401       21.4       470       3.6         Food & Refreshments       629       690       -8.8       652       -3.5         Total       3197       3299       -3.1       3192       0.2         PBIT margins (%)       bps       bps         Home Care       18.5       18.9       -41.9       18.9       -37.2         Beauty & Wellbeing       30.4       33.7       -331.3       29.2       124.9	Personal Care	2426	2412	0.6	2541	-4.5
Total       15585       15508       0.5       15931       -2.2         PBIT (₹ crore)	Food & Refreshments	3869	3803	1.7	4016	-3.7
PBIT (₹ crore)         Home Care       1050       1087       -3.4       1093       -3.9         Beauty & Wellbeing       1031       1121       -8.0       977       5.5         Personal Care       487       401       21.4       470       3.6         Food & Refreshments       629       690       -8.8       652       -3.5         Total       3197       3299       -3.1       3192       0.2         PBIT margins (%)       bps       bps         Home Care       18.5       18.9       -41.9       18.9       -37.2         Beauty & Wellbeing       30.4       33.7       -331.3       29.2       124.9	Others	234	233	0.4	242	-3.3
Home Care       1050       1087       -3.4       1093       -3.9         Beauty & Wellbeing       1031       1121       -8.0       977       5.5         Personal Care       487       401       21.4       470       3.6         Food & Refreshments       629       690       -8.8       652       -3.5         Total       3197       3299       -3.1       3192       0.2         PBIT margins (%)       bps       bps         Home Care       18.5       18.9       -41.9       18.9       -37.2         Beauty & Wellbeing       30.4       33.7       -331.3       29.2       124.9	Total	15585	15508	0.5	15931	-2.2
Beauty & Wellbeing       1031       1121       -8.0       977       5.5         Personal Care       487       401       21.4       470       3.6         Food & Refreshments       629       690       -8.8       652       -3.5         Total       3197       3299       -3.1       3192       0.2         PBIT margins (%)       bps       bps         Home Care       18.5       18.9       -41.9       18.9       -37.2         Beauty & Wellbeing       30.4       33.7       -331.3       29.2       124.9	PBIT (₹ crore)					
Personal Care       487       401       21.4       470       3.6         Food & Refreshments       629       690       -8.8       652       -3.5         Total       3197       3299       -3.1       3192       0.2         PBIT margins (%)       bps       bps         Home Care       18.5       18.9       -41.9       18.9       -37.2         Beauty & Wellbeing       30.4       33.7       -331.3       29.2       124.9	Home Care	1050	1087	-3.4	1093	-3.9
Food & Refreshments 629 690 -8.8 652 -3.5  Total 3197 3299 -3.1 3192 0.2  PBIT margins (%) bps bps  Home Care 18.5 18.9 -41.9 18.9 -37.2  Beauty & Wellbeing 30.4 33.7 -331.3 29.2 124.9	Beauty & Wellbeing	1031	1121	-8.0	977	5.5
Total         3197         3299         -3.1         3192         0.2           PBIT margins (%)         bps         bps         bps           Home Care         18.5         18.9         -41.9         18.9         -37.2           Beauty & Wellbeing         30.4         33.7         -331.3         29.2         124.9	Personal Care	487	401	21.4	470	3.6
PBIT margins (%)         bps         bps           Home Care         18.5         18.9         -41.9         18.9         -37.2           Beauty & Wellbeing         30.4         33.7         -331.3         29.2         124.9	Food & Refreshments	629	690	-8.8	652	-3.5
Home Care       18.5       18.9       -41.9       18.9       -37.2         Beauty & Wellbeing       30.4       33.7       -331.3       29.2       124.9	Total	3197	3299	-3.1	3192	0.2
Beauty & Wellbeing 30.4 33.7 -331.3 29.2 124.9	PBIT margins (%)			bps		bps
	Home Care	18.5	18.9	-41.9	18.9	-37.2
Personal Care 20.1 16.6 344.9 18.5 157.8	Beauty & Wellbeing	30.4	33.7	-331.3	29.2	124.9
	Personal Care	20.1	16.6	344.9	18.5	157.8
Food & Refreshments 16.3 18.1 -188.6 16.2 2.2	Food & Refreshments	16.3	18.1	-188.6	16.2	2.2

Exhibit 4: Q1FY26 Standalone results (₹ crore)									
Particulars	Q2FY26	Q2FY25	y-o-y (%)	Q1FY26	q-o-q (%)				
Net revenue	15585.0	15508.0	0.5	15931.0	-2.2				
Total Raw Material	7733.0	7593.0	1.8	8089.0	-4.4				
Employee Expenses	677.0	765.0	-11.5	657.0	3.0				
Advertising and promotion	1527.0	1467.0	4.1	1556.0	-1.9				
Other Expenses	2085.0	2039.0	2.3	2071.0	0.7				
Total expenditure	12022.0	11864.0	1.3	12373.0	-2.8				
Operating Profit	3563.0	3644.0	-2.2	3558.0	0.3				
Other income	228.0	309.0	-26.2	247.0	-7.7				
Interest	111.0	99.0	12.1	110.0	0.9				
Depreciation	324.0	305.0	6.2	324.0	0.0				
PBT	3356.0	3549.0	-5.4	3371.0	-0.4				
Tax	878.0	928.3	-5.4	881.0	-0.3				
Adjusted PAT	2478.0	2620.7	-5.4	2490.0	-0.!				
Extra-ordinary items	-212.0	11.7	-	-242.0					
Reported PAT	2690.0	2609.0	3.1	2732.0	-1.				
Adjusted EPS (Rs.)	10.5	11.0	-3.7	10.6	-0.				
Particulars	Q2FY26	Q2FY25	bps	Q1FY26	bp				
GPM (%)	50.4	51.4	-106	49.2	110				
ОРМ (%)	22.9	23.5	-65	22.3	53				
NPM (%)	15.9	16.8	-87	15.6	2				
Tax rate (%)	26.2	26.1	10	26.1	:				

Source: Company, ICICI Direct Research

Exhibit 5: Q1FY26 Consolidated result snapshot (₹ crore)									
Particulars	Q2FY26	Q2FY25	y-o-y (%)	Q1FY26	q-o-q (%)				
Net revenue	16241.0	15926.0	2.0	16514.0	-1.7				
Operating Profit	3729.0	3793.0	-1.7	3718.0	0.3				
PBT	3389.0	3564.0	-4.9	3431.0	-1.2				
Adjusted PAT	2482.0	2612.7	-5.0	2516.6	-1.4				
Extra-ordinary items	215.0	-11.7	-	252.4	-				
Reported PAT	2694.0	2595.0	3.8	2769.0	-2.7				
Adjusted EPS (Rs.)	11.0	10.6	3.0	10.7	2.2				
Particulars	Q2FY26	Q2FY25	bps	Q1FY26	bps				
GPM (%)	51.4	51.6	-19	50.1	130				
OPM (%)	23.0	23.8	-86	22.5	45				
NPM (%)	23.1	24.6	-156	23.0	11				
Tax rate (%)	15.3	16.8	-149	15.2	4				



# **Financial summary**

Exhibit 6: Profit and l	oss state	ement			₹ crore
(Year-end March)	FY24	FY25	FY26E	FY27E	FY28E
Total Operating Income	60469.0	61469.0	64283.6	69933.1	76786.2
Growth (%)	2.2	1.7	4.6	8.8	9.8
Raw Material Expenses	29629.8	30176.0	31499.0	33952.5	37126.1
Gross Profit	30839.2	31293.0	32784.7	35980.6	39660.1
Gross Profit Margins (%)	51.0	50.9	51.0	51.5	51.7
Employee Expenses	2782.0	2840.0	2896.8	3186.5	3441.4
Advertisement expenses	6380.0	6028.0	6653.4	7133.2	8062.5
Other Expenditure	7790.0	8136.0	8489.7	9181.8	9802.7
Total Operating Expenditure	46581.8	47180.0	49538.9	53453.9	58432.8
EBITDA	13887.2	14289.0	14744.8	16479.1	18353.4
Growth (%)	1.9	2.9	3.2	11.8	11.4
Interest	302.0	364.0	296.6	264.0	270.0
Depreciation	1097.0	1224.0	1286.1	1342.5	1398.9
Other Income	973.0	1177.0	1111.9	997.7	1098.9
PBT	13461.2	13878.0	14273.9	15870.3	17783.3
Less Tax	3561.0	3685.6	3611.3	4078.7	4570.3
Adjusted PAT (before exceptional item)	9900.2	10192.4	10662.6	11791.6	13213.0
Reported PAT	9811.2	10503.0	10662.6	11791.6	13213.0
EPS (Adjusted)	42.1	43.4	45.4	50.2	56.2

Source: Company, ICICI Direct Research

Exhibit 7: Cash flow statement ₹							
(Year-end March)	FY24	FY25	FY26E	FY27E	FY28E		
Profit/(Loss) after taxation	8927.2	9015.4	9550.7	10793.9	12114.1		
Add: Depreciation & Amort.	1097.0	1224.0	1286.1	1342.5	1398.9		
Net Increase in Current	111.0	-1482.0	142.9	-511.0	-1004.8		
Net Increase in Current Liabilities	-3916.0	-2562.0	-595.3	-1369.4	-1592.9		
Other income	973.0	1177.0	1111.9	997.7	1098.9		
CF from Operating activities	15024.2	12496.4	12686.9	13992.6	15200.1		
Investments & Bank bal	-4470.0	6152.0	-4254.0	-1150.0	-1950.0		
(Purchase)/Sale of Fixed Asset	-1981.0	-1797.0	-579.5	-610.3	-594.9		
Intangible assets	15.0	4.0	31.0	-41.8	-41.8		
CF from Investing activities	-6436.0	4359.0	-4802.5	-1802.0	-2586.7		
(inc)/Dec in Loan	238.0	408.0	-859.0	100.0	0.0		
Change in equity & reserves	721.8	442.6	0.0	0.0	0.0		
Dividend paid	-9870.0	-12455.0	-12925.0	-12925.0	-12925.0		
Other	345.0	87.0	404.6	424.8	446.1		
CF from Financing activities	-8565.2	-11517.4	-13379.4	-12400.2	-12478.9		
Net Cash Flow	23.0	5338.0	-5495.0	-209.6	134.4		
Cash and Cash Equivalent	586.0	609.0	5947.0	452.0	242.3		
Cash	609.0	5947.0	452.0	242.3	376.8		
Free Cash Flow	13043.2	10699.4	12107.4	13382.3	14605.2		

Source: Company, ICICI Direct Research

Exhibit 8: Balance she	eet				₹ cro
(Year-end March)	FY24	FY25	FY26E	FY27E	FY28E
Equity Capital	235.0	235.0	235.0	235.0	235.0
Reserve and Surplus	50738.0	48918.0	46655.6	45522.2	45810.2
Total Shareholders funds	50973.0	49153.0	46890.6	45757.2	46045.
Total Debt	2601.0	3009.0	2150.0	2250.0	2250.0
Deferred Tax Liability	6454.0	6583.0	6912.2	7257.8	7620.
Long-Term Provisions	1551.0	1509.0	1584.5	1663.7	1746.
Other Non Current Liabilities	0.0	0.0	0.0	0.0	0.0
Total Liabilities	61579.0	60254.0	57537.2	56928.7	57662.
Gross Block - Fixed Assets	9899.0	13082.0	13682.0	14282.0	14882.0
Accumulated Depreciation	4148.0	5372.0	6658.1	8000.6	9399.
Net Block	5751.0	7710.0	7023.9	6281.4	5482.
Capital WIP	915.0	956.0	935.5	945.8	940.
Leased Assets	1427.0	0.0	0.0	0.0	0.
Fixed Assets	8093.0	8666.0	7959.4	7227.1	6423.
Goodwill & Other intangible assets	45201.0	45197.0	45166.0	45207.8	45249.0
Investments	983.0	988.0	988.0	988.0	988.
Other non-Current Assets					
Inventory	3812.0	4161.0	4050.7	4406.7	4838.
Debtors	2690.0	3450.0	3170.2	3065.6	3366.0
Current Investments	4510.0	3614.0	3614.0	3864.0	4114.0
Other Current Assets	2012.0	2354.0	2471.7	2595.3	2725.0
Loans & Advances	2559.0	2590.0	2719.5	2855.5	2998.
Cash	609.0	5947.0	452.0	242.3	376.
Bank balance	6607.0	1346.0	5600.0	6500.0	8200.0
Total Current Assets	22799.0	23462.0	22078.1	23529.4	26618.
Creditors	10148.0	10998.0	10567.2	11495.8	12622.
Provisions	329.0	661.0	727.1	799.8	879.
Other Current Liabilities	5020.0	6400.0	7360.0	7728.0	8114.
Total Current Liabilities	15497.0	18059.0	18654.3	20023.7	21616.
Net Current Assets	7302.0	5403.0	3423.8	3505.7	5002.
Application of Funds	61579.0	60254.0	57537.2	56928.7	57662.

Exhibit 9: Key ratios					
(Year-end March)	FY24	FY25	FY26E	FY27E	FY28E
Per share data ( )					
Adjusted EPS	42.1	43.4	45.4	50.2	56.2
Cash EPS	45.6	47.2	49.5	54.4	60.6
BV per share	216.9	209.2	199.5	194.7	195.9
Cash per Share	54.1	50.6	45.3	49.3	58.2
Dividend per share	42.0	53.0	55.0	55.0	55.0
Operating Ratios (%)					
Gross Profit Margins	51.0	50.9	51.0	51.5	51.7
ОРМ	23.0	23.2	22.9	23.6	23.9
PAT Margins	16.4	16.6	16.6	16.9	17.2
Asset Turnover (x)	1.1	1.1	1.2	1.3	1.5
Return Ratios (%)					
RoE	19.6	20.4	22.2	25.5	28.8
RoCE	22.6	23.4	24.7	28.2	31.5
Valuation Ratios (x)					
P/E	61.7	60.0	57.3	51.8	46.3
EV / EBITDA	43.3	42.2	40.9	36.5	32.7
EV / Net Sales	9.9	9.8	9.4	8.6	7.8
Market Cap / Sales	10.1	9.9	9.5	8.7	8.0
Price to Book Value	12.0	12.4	13.0	13.4	13.3
Solvency Ratios					
Debt / EBITDA	0.2	0.2	0.1	0.1	0.1
Debt / Equity	0.1	0.1	0.0	0.0	0.0
Inventory days	23.0	24.7	23.0	23.0	23.0
Debtor days	16.2	20.5	18.0	16.0	16.0
Creditor days	61.3	65.3	60.0	60.0	60.0
WC Days	-22.0	-20.1	-19.0	-21.0	-21.0



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