Berger Paints India (BERPAI)

CMP: ₹ 675 Target: ₹ 740 (10%)

Target Period: 12 months

August 9, 2022

Strong performance led by volume growth...

About the stock: Berger Paints is the second largest paint player in India.

- Berger derives ~80-85% of its topline from decorative paints while the rest comes from the industrial segment. The company has ~13 manufacturing units in India with ~50,000 dealer network across India
- Strong b/s with RoCE, RoE of 26%, 22%, respectively, (five-year average)

Q1FY23 Results: Strong revenue growth led by improved demand traction both in decorative and industrial paints.

- Revenue increased 53% YoY to ~₹ 2760 crore in Q1FY23 on a favourable base and improved demand traction from both industrial and decorative paints. The decorative paint volume increased ~35% YoY
- High raw material cost dragged gross margin down 283 bps YoY. However, impact of higher raw material cost was completely offset by savings in employee and other costs, resulting in EBITDA margin expansion of 141 bps YoY to 14.7%
- PAT increased ~81% YoY to ₹ 254 crore tracking higher sales growth and EBITDA margin expansion in Q1

What should investors do? Berger's share price has given ~183% return over the past five years (from ~₹ 238 in August 2017 to ~₹ 675 levels in May 2022).

• We maintain our **HOLD** rating on the stock

Target Price and Valuation: We value Berger at ₹ 740 i.e. 60x P/E on FY24E EPS.

Key triggers for future price performance:

- Repainting represents ~80% of total decorative paint demand. Gradual reduction in repainting cycle would drive future paint demand
- Increased focus on the 'water proofing & building chemical' category will
 continue to drive revenue growth for Berger. Water proofing & building
 chemical industry is pegged at ₹ 6000 crore vs. ₹ 1.5 lakh crore in China
- New product launches and expansion of manufacturing capabilities

Alternate Stock Idea: We like Asian Paints (APL) in our coverage universe. APL is India's largest decorative paint company. The company derives ~98% revenue from the paints business. Robust b/s with RoCE, RoE of 30%, 25%, respectively.

BUY with a target price of ₹ 3700

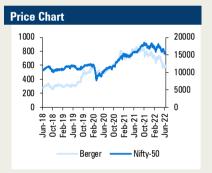


HOLD



Particulars	
Particular	Amount
Market Capitalization (₹ Crore)	65,556.0
Total Debt (FY22) (₹ Crore)	667.9
Cash and Inv (FY22) (₹ Crore)	400.2
EV (₹ Crore)	65,823.7
52 week H/L (₹)	857/544
Equity capital (₹ Crore)	97.1
Face value (₹)	1.0

Share	holding	patter	'n		
(in %)	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22
Promoter	75.0	75.0	75.0	75.0	75.0
FII	11.3	11.2	11.3	11.3	11.0
DII	4.0	3.9	3.6	3.4	3.6
Others	9.7	9.9	10.1	10.3	10.4



Recent event & key risks

 Key Risk: (i) Lower than expected growth in decorative paints (ii) Strong recovery in EBITDA margins

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Key Financial Summary				\				
(₹ Crore)	FY19	FY20	FY21	FY22 ⁵	Year CAGR (17-22)	FY23E	FY24E	2 Year CAGR (22-24E)
Net Sales	6061.9	6365.8	6817.6	8761.8	14%	10375.2	11438.9	14%
EBITDA	881.6	1061.0	1188.0	1331.1	13%	1514.8	1830.2	17%
EBITDA Margin (%)	14.5	16.7	17.4	15.2		14.6	16.0	
Net Profit	497.5	656.1	719.7	833.0	12%	962.4	1195.0	20%
EPS (₹)	5.1	6.8	7.4	8.6		9.9	12.3	
P/E (x)	131.8	99.9	91.1	78.7		68.1	54.9	
Price/Book (x)	26.5	24.6	19.4	16.7		17.2	15.2	
Mcap/Sales (x)	10.8	10.3	9.6	7.5		6.3	5.7	
RoE (%)	20.1	24.7	21.3	21.2		25.2	27.7	
RoCE (%)	26.2	26.6	24.9	23.3		27.6	31.0	

Source: Company, ICICI Direct Research

Key takeaways of recent quarter & conference call highlights

Q1FY23 Results: Strong volume growth drives topline

- Berger reported strong revenue growth of ~53% YoY to ₹ 2760 crore on a favourable base and improved demand traction from both Industrial and Decorative paints. Decorative paint volumes increased 35% YoY. New product launches and dealer addition in the western and southern regions helped drive volume growth for the company. The company has taken price hike of ~3% (over and above ~18% price hike in FY22), resulting in higher realisations in Q1FY23
- On a three-year basis, revenue grew at a CAGR of 17% led by volume CAGR of ~14% during the same period
- The gross margin declined 283 bps YoY tracking higher raw material costs and change in sales mix. However, the EBITDA margin was up 141 bps YoY to 15.8% as better operating leverage offset the impact of higher raw material cost in Q1FY23
- PAT during the period increased ~81% YoY to ~₹ 254 crore on account of higher sales growth and EBITDA margin expansion in Q1

Q1FY23 Earnings Conference Call highlights

- The management has reiterated double digit volume growth guidance in FY23 supported by product launches and dealer additions
- Berger reported slow revenue growth in the north and central regions due to a gap in product portfolios and aggressive expansion of market leader in those regions
- The company has a limited presence in the putty/economic product ranges and plans to increase its presence, going forward. The putty/economic product sales grew 17% YoY, much lower than the company level sales growth of 53% YoY
- According to the management, the waterproofing segment has been seeing good traction and it expects it to contribute significantly to revenue.
 Currently, the contribution of this segment to topline is in single digits
- The company aims to grow its decorative paint business by expansion of network and brand building. On the brand building side, Berger aims to increase its focus and invest in the luxury category and waterproofing segment
- Berger will be launching two new products in the waterproofing category this month. The management expects these products to lead to good volumes as there is a gap in supply and demand from consumers
- The company has seen good growth both in terms of volume and value in terms of automotive sales. Demand for industrial paints is rising with revival of auto industry
- Berger is not looking to diversify into kitchen, bath, lighting and furnishing areas. It plans to focus completely on paints, waterproofing and construction chemicals as of now
- According to the management, of the total gross margin decline of 280 bps YoY in Q1FY23, ~100 bps dip was due to the effect of project business taken up in Q1FY22. The rest contributed to higher sales of low margin products in the industrial paint segments
- The margins were also affected due to rise in raw material prices. The
 management is aiming to restore the gross margin at ~38% levels and is
 not looking at expanding it currently unless there is a sharp decline in raw
 material prices. EBITDA margin is expected to be around 15-17% level
- Berger has a presence in ~50,000 retail counters and ~42,000 tinting machines

Exhibit 1: Pee	comp	ariso	n																						
Company Mca		Revenue			E	EBITDA margin				PAT			RoCE			RoE				PE					
Company	₹ cr	FY21	FY22	FY23E	FY24E	FY21	FY22 F	/23EF\	Y24E	FY21	FY22	FY23E	FY24E	FY21	FY22 F	Y23EF	Y24E	FY21	FY22 F	Y23EFY	/24E	FY21	FY22	FY23E	FY24E
Asian Paints	3,31,622	21713	29101	35169	38675	22	17	19	21	3207	3085	4521	5431	30	27	36	39	25	23	30	32	103	108	73	61
Berger Paints	65,563	6818	8762	10375	11439	17	15	15	16	720	833	962	1195	25	23	28	31	21	21	25	28	91	79	68	55
Kansai Nero	26,730	4771	5949	7448	8393	18	11	13	14	531	374	624	722	17	12	19	21	13	9	15	16	50	71	43	37
Pidilite Ind	1,34,516	7293	9921	10874	12126	23	19	18	20	1126	1207	1319	1634	24	22	23	26	20	19	19	21	119	111	102	82

Source: Bloomberg, ICICI Direct Research

Berger Paints reported a robust performance on the topline front in Q1FY23 led by strong decorative volume growth. On a three-year basis, the volume grew at CAGR of 14% (I-direct calculation) supported by new product launches and dealer additions across India. The company's dealer count has increased to ~50,000 by the end of FY22 from 36,000 in FY19 (i.e. up 39%). On the margin front, the exit EBITDA margin of 14.7% is still lower than its pre-Covid level margin of ~18% due to higher raw material cost and change in sales mix. Going forward, while the management has reiterated its double digit volume growth guidance for FY23, the gross margin guidance of ~38% is lower than its pre-Covid gross margin range of ~40-41%. We believe Berger has to increase expenditure (in terms of discounts/marketing) in order to combat with deep pocketed new entrants such Grasim, JK Cement, Astral Ltd. We thereby build Berger's EBITDA margin of 14.6% and 16% for FY23E and FY24E, respectively (slightly lower than management guidance of 15-17%). On the topline front, we build in revenue CAGR of 14% in FY22-24E vs. 15% CAGR of Asian Paints (considering market share gains by Asian Paints in F22). We value Berger Paints at 60x FY24E earnings (~10% discount to Asian Paints) with a revised target price of ₹ 740/share and maintain our **HOLD** rating on the stock. We turn cautious on the paint sector for the medium term post capex announcement of leading building material brands. We believe established paint players will have to sacrifice profitability in order to maintain market share, which will limit their bottomline growth.

	Q1FY23	Q1FY23E	Q1FY22	YoY (%)	Q4FY22	QoQ (%)	Comments
Revenue	2,759.7	2,293.3	1,798.5	53.4	2,187.5	26.2	Favourable base and strong demand for decorative paints drives revenue growth in Q1
Other Income	13.0	17.9	17.0	-23.4	19.1	-31.8	
Raw Material Exp	1,773.1	1,387.4	1,104.7	60.5	1,336.4	32.7	Higher raw material prices and change in product mix resulted in a decline in gross margin by 283 bps YoY
Employee Exp	146.0	146.8	131.0	11.4	134.1	8.9	
Other exp	435.7	412.8	324.3	34.4	370.5	17.6	
Total Exp	2,354.9	1,947.0	1,560.0	51.0	1,841.1	27.9	
EBITDA	404.8	346.3	238.5	69.7	346.4	16.9	
EBITDA Margin (%)	14.7	15.1	13.3	141 bps	15.8	-117 bps	Higher raw material prices were completely offset by postive operating leverage, which led to increase in EBITDA margin YoY
Depreciation	62.8	56.9	54.8	14.6	59.8	5.1	
Interest	16.3	13.8	9.6	69.7	14.6	11.3	
Exceptional items							
PBT	338.8	293.5	191.2	77.2	291.2	16.4	
Total Tax	88.6	73.4	49.8	77.7	76.2	16.3	
PAT	253.7	219.3	140.5	80.6	220.3	15.2	PAT growth is attributable to revenue growth and improved EBITDA margin in $\Omega1$
Key Metrics							
Volume growth (%)	36.0	8.0	90.0		-5.0		Strong volume growth of decorative paints (up 35% YoY) on a favourable base helped drive overall
Realisation growth (%)	12.8	18.1	1.7		13.6		Price hike of $\sim\!3\%$ in Q1FY23 drives overall realisation growth

Source: Company, ICICI Direct Research

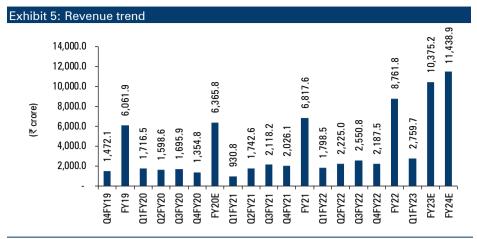
Exhibit 3: Change	in estimate	es					
(₹ crore)		FY23E			FY24E		Comments
(Clore)	Old	New	% Chg	Old	New	% Chg	Comments
Revenue	9869.8	10375.2	5.1	11202.9	11438.9	2.1	We tweak our revenue estimates upward for FY23E-24E factoring in Q1FY23 performance. We build in revenue volume, value CAGR of 13%, 14%, respectively, in FY22-24E
EBITDA	1510.1	1514.8	0.3	1781.3	1830.2	2.7	
EBITDA Margin (%)	15.3	14.6	-70bps	15.9	16.0	10bps	We cut our margin estimate for FY23E factoring in Q1FY23 performance higher advertisement expenditure
PAT	960.3	962.4	0.2	1151.4	1195.0	3.8	
EPS (₹)	9.9	9.9	0.2	11.9	12.3	3.8	

Source: ICICI Direct Research

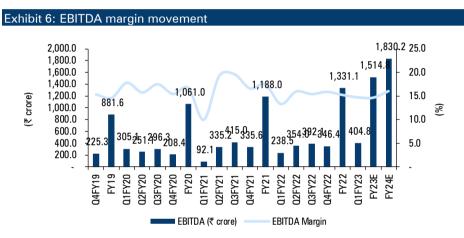
Exhibit 4: Assur	nption	S							
			Curi	ent			Earli	ier	Comments
	FY19E	FY20E	FY21E	FY22E	FY23 E	FY24 E	FY23E F	Y24E	
Volume Gr (%)	16.3	5.6	15.3	19.7	13.3	12.0	8.3	12.2	We increase our volume CAGR estimate from 10% to 13% over FY22- 24E supported by capacity addition, focus on new product categories (such as construction chemicals) and dealer additions tierll and tier III
Realisation Gr (%)	0.9	(1.1)	(7.2)	7.4	4.1	(1.6)	3.7	1.2	

Source: ICICI Direct Research

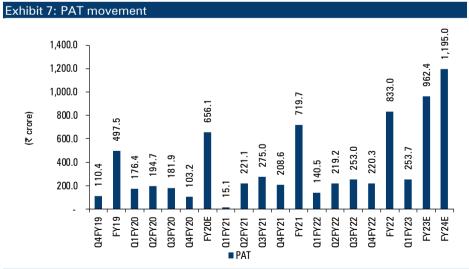
Financial story in charts



Source: Company, ICICI Direct Research



Source: Company, ICICI Direct Research



Source: Company, ICICI Direct Research

Financial Summary

Exhibit 8: Profit and	d loss stater	ment		₹ crore
(Year-end March)	FY21	FY22	FY23E	FY24E
Revenue	6,817.6	8,761.8	10,375.2	11,438.9
Growth (%)	7.1	28.5	18.4	10.3
Raw material expense	3,250.9	4,665.3	5,519.6	6,005.4
Cost of traded goods	617.6	763.8	1,079.0	1,029.5
Employee expenses	485.1	543.1	570.6	629.1
Other expenses	1,275.9	1,458.5	1,691.2	1,944.6
Total Operating Exp	5,629.6	7,430.7	8,860.4	9,608.6
EBITDA	1,188.0	1,331.1	1,514.8	1,830.2
Growth (%)	12.0	12.0	13.8	20.8
Depreciation	211.1	226.5	257.3	274.5
Interest	44.1	50.7	58.2	52.3
Other Income	51.5	64.6	66.4	73.2
PBT	984.2	1,118.4	1,265.7	1,576.6
Total Tax	258.9	289.3	318.9	397.3
PAT	719.7	833.0	962.4	1,195.0

Source: Company, ICICI Direct Research

Exhibit 9: Cash flow statement			₹	₹ crore					
(Year-end March)	FY21	FY22	FY23E	FY24E					
Profit after Tax	719.7	833.0	962.4	1195.0					
Add: Depreciation	211.1	226.5	257.3	274.5					
(Inc)/dec in Current Assets	-704.1	-744.4	27.2	-403.5					
Inc/(dec) in CL and Provisions	404.8	418.5	214.3	248.0					
Others	44.1	50.7	58.2	52.3					
CF from operating activities	675.6	784.3	1519.4	1366.3					
(Inc)/dec in Investments	-10.1	-1.2	0.0	0.0					
(Inc)/dec in Fixed Assets	-259.3	-880.0	-250.0	-350.0					
Others	12.8	19.6	-20.0	-120.0					
CF from investing activities	-256.6	-861.6	-270.0	-470.0					
Issue/(Buy back) of Equity	0.0	0.0	0.0	0.0					
Inc/(dec) in loan funds	-152.1	284.2	-100.0	-30.0					
Dividend paid & dividend tax	-271.9	-361.3	-699.3	-699.3					
Others	224.8	27.7	-436.3	-52.3					
CF from financing activities	-199.2	-49.4	-1,235.6	-781.6					
Net Cash flow	219.7	-126.7	13.8	114.7					
Opening Cash	219.9	439.6	313.0	326.7					
Closing Cash	439.6	313.0	326.7	441.5					

Source: Company, ICICI Direct Research

Exhibit 10: Balance Sh	neet			₹ crore
(Year-end March)	FY21	FY22	FY23E	FY24E
Liabilities				
Equity Capital	97.1	97.1	97.1	97.1
Reserve and Surplus	3,279.7	3,829.9	3,714.8	4,210.5
Total Shareholders funds	3,376.9	3,927.0	3,812.0	4,307.6
Total Debt	383.8	667.9	567.9	537.9
Other non current liabilities	373.7	412.6	412.6	412.6
Total Liabilities	4,134.4	5,007.5	4,792.5	5,258.1
Assets				
Gross Block	2,552.0	2,933.3	3,183.3	3,533.3
Less: Acc Depreciation	795.5	1,022.0	1,279.3	1,553.8
Total Fixed Assets	1,863.3	2,516.8	2,509.5	2,584.9
Investments	145.9	147.1	147.1	147.1
Inventory	1,616.1	2,315.8	2,075.0	2,287.8
Debtors	1,019.7	1,053.7	1,193.9	1,347.6
Loans and Advances	39.7	0.0	0.0	0.0
Other CA	237.3	287.7	361.1	398.2
Cash	439.6	313.0	326.7	441.5
Total Current Assets	3,352.5	3,970.2	3,956.8	4,475.0
Creditors	1,497.4	1,802.9	1,989.8	2,193.8
Provisions	54.2	51.6	72.0	79.4
Other CL	235.1	350.6	357.7	394.4
Total Current Liabilities	1,786.7	2,205.1	2,419.5	2,667.5
Net current assets	1,565.8	1,765.0	1,537.3	1,807.5
Other non current assets	559.4	578.7	598.7	718.7
Total Assets	4,134.4	5,007.5	4,792.5	5,258.1

Source: Company, ICICI Direct Research

Exhibit 11: Key ratios				
(Year-end March)	FY21	FY22	FY23E	FY24E
Per share data (₹)				
EPS	7.4	8.6	9.9	12.3
Cash EPS	9.6	10.9	12.6	15.1
BV	34.8	40.4	39.2	44.3
DPS	2.8	3.7	7.2	7.2
Operating Ratios (%)				
EBITDA Margin	17.4	15.2	14.6	16.0
PAT Margin	10.6	9.5	9.3	10.4
Asset Turnover	2.7	3.0	3.3	3.2
Inventory Days	86.5	96.5	73.0	73.0
Debtor Days	54.6	43.9	42.0	43.0
Creditor Days	80.2	75.1	70.0	70.0
Return Ratios (%)				
RoE	21.3	21.2	25.2	27.7
RoCE	24.9	23.3	27.6	31.0
RoIC	29.9	28.6	34.7	40.0
Valuation Ratios (x)				
P/E	91.1	78.7	68.1	54.9
EV / EBITDA	55.0	49.5	43.4	35.7
EV / Net Sales	9.6	7.5	6.3	5.7
Market Cap / Sales	9.6	7.5	6.3	5.7
Price to Book Value	19.4	16.7	17.2	15.2
Solvency Ratios				
Debt / Equity	0.1	0.2	0.1	0.1
Current Ratio	1.9	2.0	1.8	1.8
Quick Ratio	0.8	0.7	0.8	0.8
Source: Company ICICI Direct Pos				

Source: Company, ICICI Direct Research

Exhibit 12: ICICI [Direct ι	univers	e (Co	nsur	mer D	iscre	tiona	ary)														
Sector / Company	Rating	M Cap		EPS	(₹)		P/E (x) EV/EBITDA (x)							RoCE (%)				RoE (%)				
Sector / Company	natiliy	(₹ Cr)	FY21	FY22	FY23E	FY24E	FY21	FY22	FY23E	Y24E	FY21	FY22	FY23E I	FY24E	FY21	FY22	FY23E	FY24E	FY21	FY22	FY23E	FY24E
Asian Paints (ASIPAI)	Buy	3,31,622	33.4	32.2	47.1	56.6	103.4	107.5	73.3	61.1	67.4	68.4	48.8	41.2	29.6	27.1	36.4	39.1	25.0	23.0	30.2	31.9
Berger Paints (BERPAI)	Hold	65,563	7.4	8.6	9.9	12.3	91.1	78.7	68.1	54.9	55.0	49.5	43.4	35.8	24.9	23.3	27.6	31.0	21.3	21.2	25.2	27.7
Kansai Nerolac (KANNER)	Hold	26,730	9.8	6.9	11.6	13.4	50.4	71.4	42.8	37.0	31.7	41.2	26.7	22.9	17.2	12.1	19.5	21.1	13.2	9.2	14.7	15.6
Pidilite Industries (PIDIND)	Hold	1,34,516	22.2	23.8	26.0	32.2	119.4	111.5	102.0	82.3	79.8	72.7	67.9	55.1	23.8	22.2	22.6	25.6	20.2	18.8	19.1	21.4
Bajaj Electricals (BAJELE)	Hold	13,219	16.5	10.8	22.0	29.5	69.8	106.3	52.3	39.0	44.4	52.5	39.1	29.7	15.1	13.5	19.1	22.1	10.7	7.8	14.9	17.2
Crompton Greaves(CROGR)	Hold	23,505	9.8	9.2	8.4	10.5	38.1	40.6	44.8	35.7	31.1	30.6	27.3	22.6	34.4	16.2	16.0	19.7	31.9	24.0	20.5	22.6
Havells India (HAVIND)	Hold	81,419	16.7	19.1	19.4	25.1	78.3	68.1	67.2	51.9	51.2	45.1	45.3	35.9	24.9	23.7	24.6	31.4	20.1	19.9	20.9	26.6
Polycab India (POLI)	Buy	35,269	59.3	61.4	67.1	77.6	39.8	38.4	35.2	30.4	30.9	27.0	23.1	19.9	20.6	20.2	21.8	22.1	17.9	15.6	16.5	16.7
Symphony (SYMLIM)	Hold	6,359	15.3	17.3	26.1	34.8	59.4	52.6	34.8	26.1	44.5	38.4	26.7	20.2	15.2	15.9	24.5	29.0	14.9	14.4	23.6	27.4
V-Guard Ind (VGUARD)	Hold	10,314	4.7	5.3	5.4	6.8	50.7	44.8	44.2	35.4	32.2	30.3	28.9	23.1	23.9	21.2	23.7	26.6	16.7	16.2	17.9	20.3
Voltas Ltd (VOLTAS)	Hold	32,478	16.0	15.3	18.8	25.1	61.4	64.2	52.1	39.2	49.9	46.7	38.7	29.4	15.0	14.0	17.5	20.3	10.6	9.2	12.6	14.9
Amber Enterprises (AMBEN)	Hold	7,655	24.7	33.0	60.4	86.2	91.9	68.8	37.6	26.4	34.5	29.1	21.1	15.7	7.7	6.8	10.5	13.4	5.2	6.4	11.2	13.8
Dixon Technologies (DIXTEC)	Buy	22,541	27.3	32.1	55.4	83.6	139.3	118.4	68.5	45.4	78.6	59.8	38.8	27.7	23.5	17.7	27.0	31.4	21.7	19.1	30.9	34.1
Supreme Indus (SUPIND)	Buy	23,754	77.0	76.2	77.1	87.0	24.3	24.5	24.3	21.5	17.9	18.7	18.8	16.2	33.1	25.9	24.2	24.9	30.9	25.2	23.9	24.1
Astral Ltd (ASTPOL)	Hold	39,634	20.3	24.4	28.8	35.1	97.1	80.8	68.5	56.2	60.8	51.7	44.2	36.8	27.5	26.6	27.3	28.5	21.5	21.0	21.4	22.3

Source: Bloomberg, ICICI Direct Research

RATING RATIONALE

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Hold: -5% to 15%;

Reduce: -15% to -5%;

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