CMP: ₹ 1,689

PVR Ltd (PVRLIM)

Target: ₹ 2,130 (26%) Target Period: 12-18 months



October 18, 2022

Weak box office performance!

About the stock: PVR Ltd is the market leader in terms of multiplex screen count in India. Currently, it operates 864 screens in 175 cinemas in 75 cities in India and Sri Lanka with an aggregate seating capacity of ~1.80 lakhs seats as on Q3FY23.

With leadership in the high realisation/key markets of Maharashtra and NCR, it enjoys superior ATP, SPH and advertisement than peers

Q2FY23 Results: PVR reported a weak performance.

- PVR reported box office revenue of ₹ 326.8 crore (down 38% QoQ) with footfalls down ~28% QoQ at 18 million and ATP at ₹ 224 down~10% QoQ owing to weak content performance and promotional discounts during the quarter. Ad revenues was at ₹ 57.2 crore, down 9% QoQ and at ~61% of pre-Covid levels. The company reported ₹ 230.3 crore of F&B revenues, down 29% QoQ, with SPH at ₹ 134, down 4% QoQ, given the weak offtake of F&B due to low footfall
- EBITDA loss (ex- Ind-AS 116) was at ₹ 9 crore, given the tepid box office performance. On a reported basis, EBITDA was at ₹ 153.7 crore (22.4% margin)
- The reported loss was ₹ 71.2 crore. The company reported a net loss (without impact of Ind-AS 116) at ₹ 56.6 crore

What should investors do? PVR share price has grown by ~21% over the past five years (from ~₹ 1396 in October 2017 to ~₹ 1689 levels in October 2022).

We maintain BUY rating on the company

Target Price and Valuation: We value PVR at ₹ 2130 i.e. 15x FY24E EV/EBITDA.

Key triggers for future price performance:

- Strong content slate line up to drive recovery in footfalls/revenues
- Merged entity (PVR Inox) will benefit from scale of expansion, faster growth trajectory and other revenues/cost synergy

Alternate Stock Idea: Apart from PVR, among multiplex we like Inox Leisure.

- A play on footfall recovery post pandemic and strong balance sheet
- BUY with target price of ₹ 720



BUY



Particulars	
Particulars	Amount
Market Capitalization (₹ Crore)	10,301
Total Debt (FY22) (₹ Crore)	1,505
Cash & Equi. (FY22) (₹ Crore)	579
EV (₹ crore)	11,227
52 week H/L (₹)	2211 / 1224
Equity capital (₹ crore)	6.1
Face value (₹)	10.0

Shareholding pattern							
	Sep-21	Dec-21	Mar-22	Jun-22			
Promoters	17.0	17.0	17.0	17.0			
DII	17.8	20.1	19.3	18.0			
Flls	37.8	31.9	33.3	36.6			
Other	27.3	31.0	30.4	28.4			



Key risks

Key Risk: (i) Any hindrance to merger consummation; (ii) Delay in content performance recovery

Research Analyst

Bhupendra Tiwary, CFA bhupendra.tiwary@icicisecurities.com

Key Financial Summ	nary							
(Year-end March)	FY20	FY21E	FY22E	5 yr CAGR (FY17-22)	FY23E	FY24E	FY25E	5 yr CAGR (FY20-25)
Net Sales (₹ crore)	3,414.4	280.0	1,331.0	(8.2)	3,715.7	4,781.4	5,426.0	9.7
EBITDA (₹ crore)	1,076.6	(334.9)	105.7	(21.6)	1,166.5	1,643.4	1,870.3	11.7
Net Profit (₹ crore)	27.3	(747.8)	(488.2)	PL	71.3	291.2	359.6	67.5
EPS (₹)	5.3	(122.6)	(80.0)		11.7	47.7	59.0	
P/E (x)	317.6	(13.8)	(21.1)		144.4	35.4	28.6	
Price / Book (x)	5.9	5.6	7.5		7.2	6.0	5.0	
EV/EBITDA (x)	14.0	(43.5)	141.1		13.0	9.1	5.7	
RoCE (%)	8.5	(6.3)	(2.8)		9.1	14.0	35.3	
RoE (%)	1.8	(40.8)	(35.6)		5.0	17.1	17.5	



Key performance highlight and outlook

Content performance weak during the quarter

Q2 was a weak quarter with major big budget/starrer movies such as Lal Singh Chaddha, Raksha Bandhan, Shamshera, Liger, etc, turning flops. Given the weak movies collection, only two movies (Brahmastra and Thor) crossed the ₹ 100 crore during the quarter. Consequently, the footfalls were down ~28% QoQ at 18 million and ATP at ₹ 224 down~10% QoQ owing to weak content performance and promotional discounts during the quarter. The company has alluded that the weakness in Bollywood content to (a) pre-pandemic conceptualised films, not in sync with current consumer taste, (b) negative social media against some Bollywood movies/stars and (c) quality of content driving performance compared to super-star presence. We concur with the reasons but believe that Bollywood content recovery will be the key driver for overall operational performance. We highlight that content pipeline in Q3 is strong with releases like Avatar, Drishvam 2, Ram Setu, Cirkus, Kisi ka Bhai Kisi ki Jaan, etc slated to release and good response could drive recovery. We bake in 100 screens addition each in FY23, FY24E, and FY25E, respectively. Consequently, we build in footfalls growth of 4.5% CAGR in FY20-25E to 127 mn coupled with 5.2% CAGR in ATP to lead to 10% FY20-25E CAGR in net box office revenues to ₹ 2801 crore. F&B revenue CAGR is estimated at 13% over FY20-25E leading to a total of ₹ 1758 crore. Ad revenue is expected to recover gradually. We expect ad revenue of ₹ 440 crore in FY25E (~17% higher than FY20).

Debt inches up during H1; merger timeline on track...

During H1, net debt has inched by ₹ 156 crore to ₹ 1100 crore owing to capex spends and weaker operating cash flows. Both PVR lnox shareholders have approved the scheme of merger. As per the company, the merger will take another three months to consummate with NCLT final vet and other remaining approvals.

Conference call highlights

- Guidance: The company reiterated its guidance to open 110-125 screens in FY23, with capex of ₹ ~400 crore. In H1, 24 screen have been added. Majority of screen addition is likely in H2FY23. It also guided that ad revenues have been pushed. It expects ad at 62-63% of pre pandemic in Q3 and expects 70-75% recovery in ad revenues by FY23 end. It expects ATP to remain firm and get back to Q1 levels in Q3 given the content lineup
- Content windowing: For Bollywood movies, the windowing has reverted to eight weeks from August 1, 2022
- The breakeven occupancy level is 21-22%, provided ad revenues are at normalised levels. During Q2, occupancy was at ~24%
- The company reiterated that it would continue to undertake creative price measures, going ahead, to boost footfalls but will not compromise on experience and overall economics
- Premium screens form 11% of the overall portfolio

We continue to believe PVR is a proxy play on urban/semi urban discretionary spends. We believe that that with a strong content pipeline, a recovery will be seen soon. Near term monitorable is content performance in Q3 in a festive quarter, given the strong slate of releases. For the medium term, key trigger will be merger post which the MergedCo will benefit from benefit from scale of expansion, faster growth trajectory and other revenues/cost synergy. We maintain BUY. We assign 15x FY24 EV/EBITDA with a target price of ₹ 2130/share.



Exhibit 1: Variance Ar	nalysis					
	Q2FY23	Q2FY23E	0.2FY22	Q1FY23	YoY (%)	QoQ (%)
Revenue	686.7	680.6	120.3	981.4	470.7	-30.0
Other Income	16.4	20.0	154.9	20.9	-89.4	-21.3
Employee Expenses	94.7	102.0	56.0	104.0	69.3	-8.9
Film Distributors share	146.2	160.0	26.3	238.9	457.1	NA
F&B Cost	62.9	58.2	13.8	76.5	357.3	-17.7
Rent	0.0	0.0	0.0	0.0	NA	NA
Repairs and Maintenance	229.2	225.4	92.5	220.4	147.9	4.0
EBITDA	153.7	135.0	-68.1	341.6	PL	-55.0
EBITDA Margin (%)	22.4	19.8	-56.6	34.8	7900 bps	-1243 bps
Depreciation	152.5	149.0	148.7	149.4	2.6	2.1
Interest	127.7	127.0	123.5	128.0	3.4	-0.2
Less: Exceptional Items	0.0	0.0	0.0	0.0	NA	NA
Total Tax	-38.7	-42.3	-32.2	31.9	NA	LP
PAT	-71.2	-78.6	-153.1	53.4	NA	LP
Key Metrics						
Footfalls (mn)	18.0	18.6	3.2	25.0	462.5	-28.0
Occupancy (%)	23.8	23.7	4.1	33.8		
SPH (₹)	129.0	125.4	128.0	134.0	0.8	-3.7
ATP (₹)	224.0	220.0	203.0	250.0	10.3	-10.4

Source: Company, ICICI Direct Research

Exhibit 2: Change	in estima	tes							
	FY22		FY23E			FY24E		FY25E	Comments
(₹ Crore)		Old	New	% Change	Old	New	% Change	Introduced	
Revenue	1,331.0	4,111.4	3,715.7	-9.6	4,806.9	4,781.4	-0.5	5,426.0	Realigned estimates
EBITDA	105.7	1,420.0	1,166.5	-17.9	1,679.7	1,643.4	-2.2	1,870.3	
EBITDA Margin (%)	7.9	34.5	31.4	-314 bps	34.9	34.4	-57 bps	34.5	
PAT	-488.2	220.5	71.3	-67.6	314.0	291.2	-7.3	359.6	
EPS (₹)	-80.0	36.2	11.7	-67.6	51.5	47.7	-7.3	59.0	

Source: Company, ICICI Direct Research

Exhibit 3: Change	in estimat	es - ex-	Ind-AS [*]	116					
	FY22		FY23E			FY24E		FY25E	Comments
(₹ Crore)	New	Old	New	% Change	Old	New	% Change	Introduced	
Revenue	1,331.0	4,111.4	3,715.7	-9.6	4,806.9	4,781.4	-0.5	5,426.0	Realigned estimates
EBITDA	-232.9	779.4	522.8	-32.9	960.0	911.5	-5.0	0.0	
EBITDA Margin (%)	-17.5	19.0	14.1	-489 bps	20.0	19.1	-91 bps	0.0	
PAT	-418.9	280.4	135.9	-51.5	414.8	379.8	-8.4	0.0	
EPS (₹)	-68.7	46.0	22.3	-51.5	68.0	62.3	-8.4	0.0	

Exhibit 4: Q3FY23/January, 2023 content pipeline



BLACK ADAM CAST DWAYNE JOHNSON SARAH SHAHI, ALDIS HODGE

DIRECTOR JAUME COLLET SERRA

20TH OCT'2022



RAM SETU CAST AKSHAY KUMAR, NUSHRRATT BHARUCCHA, ACQUELINE FERNANDEZ

DIRECTOR ABHISHEK SHARMA 25TH OCT 2022



THANK GOD CAST AJAY DEVGN.

SIDHARTH MALHOTRA, RAKUL PREET

DIRECTOR INDRA KUMAR 25TH OCT'2022



HAR HAR MAHADEV [MARATHI]

CAST KSUBODH BHAVE, SHARAD KELKAR, AMRUTA KHANVILKAR

DIRECTOR ABHIJEET SHIRISH DESHPANDE

25TH OCT'2022



MILI

CAST JANHVI KAPOOR, VIKRAM KOCHHAR, RAGHAV BINANI, MANOJ PAHWA, SUNNY KAUSHAL

DIRECTOR MATHUKUTTY XAVIER

4TH NOV'2022



PHONE BHOOT

CAST KATRINA KAIF, SIDDHANT CHATURVEDI, ISHAAN KHATTAR DIRECTOR GURMMEET SINGH

4TH NOV'2022



BLACK PANTHER -WAKANDA FOREVER

CAST DANAI GURIRA, TENOUCH HUERTA, LETITIA WRIGHT

DIRECTOR 10TH NOV'2022



UUNCHAI

CAST AMITABH BACHCHAN, ANUPAM KHER, PARINEETI CHOPRA

DIRECTOR SOORAJ R BARJATYA

11^{Dt} NOV'2022



DRISHYAM 2

CAST AJAY DEVGN, TABU, SHRIYA SARAN

DIRECTOR ABHISHEK PATHAK

18TH NOV'2022



BONES AND ALL

CAST TAYLOR RUSSELL CHALAMET, MARK RYLANCE DIRECTOR

25TH NOV'2022



BHEDIYA CAST VARUN DHAWAN, KRITI SANON

DIRECTOR

25TH NOV'2022

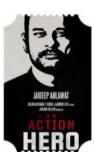


PIPPA

CAST ISHAAN KHATTAR, MRUNAL THAKUR

DIRECTOR RAJA KR MENON

2ND DEC'2022



AN ACTION HERO

CAST AYUSHMANN KHURRANA JAIDEEP ALHAWAT

DIRECTOR ANIRUDH IYER

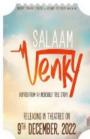
2ND DEC'2022



IHTAAV

DIRECTOR VENKY ATLURI

2ND DEC*2022



SALAAM VENKY CAST

KAJOL, AAHANA KUMAR, RAHUL BOSE DIRECTOR

9TH DEC'2022



AVATAR : THE WAY OF WATER

CAST ZOE SALDANA, KATE WINSLET, SAM WORTHINGTON

DIRECTOR JAMES CAMERON

16TH DEC'2022



CAST RANVEER SINGH, JACQUELINE FERNANDEZ, POOJA HEGDE

DIRECTOR ROHIT SHETTY

23RD DEC'2022



KUSHI [TELUGU, TAMIL, KANNADA, MALAYALAM]

CAST VIJAY DEVERAKONDA SAMANTHA, JAYARAM

DIRECTOR SHIVA NIRVANA 23RD DEC'2022



A MAN CALLED OTTO

CAST TOM HANKS, MARIANA TREVINO, RACHEL KELLER

DIRECTOR MARC FOSTER

25TH DEC'2022



SHOTGUN WEDDING

CAST JENNIFER LOPEZ, JOSH DUHAMEL

DIRECTOR

28TH DEC'2022



KISI KA BHAI KISI KI JAAN

CAST SALMAN KHAN, POOJA HEGDE, SHEHNAAZ GILL

DIRECTOR FARHAD SAMJI 30⁷⁸ DEC'2022



ADIPURUSH (HINDI, TAMIL, TELUGU,KANNADA MALAYALAM]

CAST PRABHAS, SAIF ALI KHAN, KRITI SANON DIRECTOR

12TH JAN'2023



CAST ANTONIO BANDERAS, CHRIS MILLER

DIRECTOR JOEL CRAWFORD, JANUEL MERCADO

20TH JAN'2023



PATHAN

CAST SHAH RUKH KHAN,JOHN ABRAHAM

DIRECTOR SIDDHARTH ANAND

25TH JAN'2023



Financial story in charts

Exhibit 5: EBITDA and PAT margin trend 19.1 16.9 14.1 19.4 50.0 -17.5 6.6 0.0 FY20 FY22E-36.7 FY21E FY23E FY24E FY25E -50.0 -100.0 -162.3 [∞]150.0 -200.0 -250.0 -267.1 -300.0 EBITDA% (ex - IND AS) NPM%

Source: Company, ICICI Direct Research

Exhibit 6: Proforma P&			EV/04	EVOCE	EVOOE	EVO4E	EVOEE
(Year-end March)	FY19	FY20	FY21	FY22E	FY23E	FY24E	FY25E
Total operating Income	3,085.6	3,414.4	280.0	1,331.0	3,715.7	4,781.4	5,426.0
Growth (%)	32.2	10.7	-91.8	375.3	179.2	28.7	13.5
Film Distributors Cost	701.9	733.5	47.2	286.0	863.2	1,105.5	1,260.4
F&B Cost	238.7	263.7	25.8	111.5	316.0	429.4	492.3
Employee Expenses	337.3	393.8	217.1	269.3	429.0	507.2	559.5
Other Expenses	1,221.3	1,447.4	444.5	897.1	1,584.6	1,827.8	2,060.8
Total Operating Expenditure	2,499.2	2,838.3	734.5	1,563.9	3,192.9	3,869.9	4,373.0
EBITDA	586.3	576.1	-454.5	-232.9	522.8	911.5	1,053.1
Growth (%)	45.9	-1.7	-178.9	NM	-324.5	74.4	15.5
Margins (%)	19.0	16.9	-162.3	-17.5	14.1	19.1	19.4
Depreciation	191.3	232.4	238.3	264.2	252.7	334.7	379.8
Interest	128.0	152.1	149.0	154.6	151.2	149.1	149.1
Other Income	33.1	37.8	30.4	77.8	77.3	80.0	80.0
Exceptional Items	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PBT	300.2	229.4	-811.4	-573.9	196.2	507.8	604.2
MI/PAT from associates	7.3	0.1	0.2	-0.3	-0.5	0.0	0.0
Total Tax	109.7	97.8	-146.3	-154.7	60.2	128.0	152.2
PAT	183.2	131.5	-665.2	-418.9	135.9	379.8	451.9
Growth (%)	48.5	-28.2	NM	NM	NM	NM	NM
EPS (₹)	39.2	25.6	-109.5	-68.7	22.3	62.3	74.1

Source: Company, ICICI Direct Research

Exhibit 7: KPI							
(Year-end March)	FY19	FY20	FY21	FY22E	FY23E	FY24E	FY25E
Box office Revenues	1,636	1,732	102	670	1,919	2,457	2,801
YoY		6%	-94%	558%	187%	28%	14%
F&B	847	949	76	413	1,208	1,534	1,758
YoY		12%	-92%	447%	192%	27%	15%
Ad	354	376	18	72	279 🏲	400	440
YoY		6%	-95%	305%	287%	43%	10%
Others	250	358	85	176	309	391	427
YoY		43%	-76%	107%	76%	27%	9%
ATP	207	204	180	235	242	253	263
YoY		-1%	-12%	30%	3%	5%	4%
Footfalls (mn)	99	102	7	34	95	115	127
YoY		2%	-93%	392%	183%	22%	10%
Screens	763	845	842	854	954	1,054	1,154



Financial Summary

Exhibit 8: Profit and loss	statement			₹ crore
(Year-end March)	FY22E	FY23E	FY24E	FY25E
Total operating Income	1,331.0	3,715.7	4,781.4	5,426.0
Growth (%)	375.3	179.2	28.7	13.5
Film Distributors Cost	286.0	863.2	1,105.5	1,260.4
F&B Cost	111.5	316.0	429.4	492.3
Employee Expenses	269.3	429.0	507.2	559.5
Other Expenses	558.5	940.9	1,095.9	1,243.5
Total Operating Expenditure	1,225.3	2,549.2	3,138.0	3,555.7
EBITDA	105.7	1,166.5	1,643.4	1,870.3
Growth (%)	-131.6	1,003.3	40.9	13.8
Depreciation	614.4	623.4	746.3	832.4
Interest	498.2	508.3	535.9	573.1
Other Income	326.1	77.3	80.0	80.0
Exceptional Items	0.0	0.0	0.0	0.0
PBT	-680.7	112.1	441.2	544.9
MI/PAT from associates	-0.3	-0.5	0.0	0.0
Total Tax	-192.2	41.2	150.0	185.3
PAT	-488.2	71.3	291.2	359.6
Growth (%)	-34.7	-114.6	308.2	23.5
EPS (₹)	-80.0	11.7	47.7	59.0

Source: Company, ICICI Direct Research

Exhibit 9: Cash flow staten	nent		₹cro	ore
(Year-end March)	FY22E	FY23E	FY24E	FY25E
PAT	-488.2	71.3	291.2	359.6
Add: Depreciation	614.4	623.4	746.3	832.4
Add: Interest Paid	498.2	508.3	535.9	573.1
(Inc)/dec in Current Assets	-19.0	-99.4	-110.4	-66.8
Inc/(dec) in CL and Provisions	160.5	-27.5	151.5	95.3
Others	0.0	0.0	0.0	0.0
CF from operating activities	765.9	1,076.1	1,614.4	1,793.6
(Inc)/dec in Investments	0.7	0.0	0.0	0.0
(Inc)/dec in Fixed Assets	-120.8	-500.0	-500.0	-500.0
Others	-479.4	-1.1	-380.3	-424.7
CF from investing activities	-599.4	-501.1	-880.3	-924.7
Issue/(Buy back) of Equity	0.2	0.0	0.0	0.0
Inc/(dec) in loan funds	153.2	-150.0	-150.0	-150.0
Dividend paid & dividend tax	0.0	-14.3	-14.3	-14.3
Less: Interest Paid	498.2	508.3	535.9	573.1
Others	-971.4	-1016.6	-1071.7	-1146.1
CF from financing activities	-319.7	-672.6	-700.1	-737.3
Net Cash flow	-153.3	-97.6	34.0	131.5
Opening Cash	731.4	578.1	480.5	514.5
Closing Cash	578.1	480.5	514.5	646.1

Source: Company, ICICI Direct Research

Exhibit 10: Balance Sheet				₹ crore
(Year-end March)	FY22E	FY23E	FY24E	FY25E
Liabilities				
Equity Capital	61.0	61.0	61.0	61.0
Reserve and Surplus	1,309.4	1,366.4	1,643.4	1,988.7
Total Shareholders funds	1,370.4	1,427.4	1,704.4	2,049.7
Total Debt	1,505.2	1,355.2	1,205.2	1,055.2
Others	3,754.8	3,961.2	4,041.0	4,076.3
Total Liabilities	6,630.3	6,743.8	6,950.5	7,181.1
Assets				
Total Fixed Assets	1,741.5	1,988.8	2,154.1	2,274.3
Investments	0.5	0.5	0.5	0.5
Right of Use	2,678.3	2,455.2	2,443.6	2,391.0
Goodwill on Consolidation	1,052.0	1,052.0	1,052.0	1,052.0
Debtors	70.7	152.7	196.5	223.0
Inventory	34.2	30.5	39.3	44.6
Loans and Advances	3.3	3.3	3.3	3.3
Other Current Assets	180.7	201.8	259.7	294.7
Cash	578.1	480.5	514.5	646.1
Total Current Assets	867.1	868.9	1,013.3	1,211.7
Total Current Liabilities	695.5	668.0	819.5	914.8
Net Current Assets	171.6	200.9	193.9	296.9
Other Non Current Assets	986.4	1,046.4	1,106.4	1,166.4
Application of Funds	6,630.3	6,743.8	6,950.5	7,181.1

Source: Company, ICICI Direct Research

Exhibit 11: Key ratios				
(Year-end March)	FY22E	FY23E	FY24E	FY25E
Per share data (₹)				
EPS (Diluted)	-80.0	11.7	47.7	59.0
Cash EPS	20.7	113.9	170.1	195.4
BV	224.7	234.0	279.4	336.0
DPS	2.2	2.2	2.2	2.2
Cash Per Share	94.8	78.8	84.4	105.9
Operating Ratios (%)				
EBITDA Margin	7.9	31.4	34.4	34.5
EBIT / Net Sales	-38.2	14.6	18.8	19.1
PAT Margin	-36.7	1.9	6.1	6.6
Inventory days	9.4	3.0	3.0	3.0
Debtor days	19.4	15.0	15.0	15.0
Creditor days	82.3	30.0	27.0	26.0
Return Ratios (%)				
RoE	-35.6	5.0	17.1	17.5
RoCE	-2.8	9.1	14.0	35.3
RoIC	-30.8	27.1	40.3	43.6
Valuation Ratios (x)				
P/E	-21.1	144.4	35.4	28.6
EV / EBITDA	141.1	13.0	9.1	5.7
EV / Net Sales	11.2	4.1	3.1	2.0
Market Cap / Sales	7.7	2.8	2.2	1.9
Price to Book Value	7.5	7.2	6.0	5.0
Solvency Ratios				
Net Debt/EBITDA	8.8	0.7	0.4	0.2
Net Debt / Equity	0.7	0.6	0.4	0.2
Current Ratio	0.9	1.2	1.4	1.4
Quick Ratio	0.8	1.1	1.3	1.3

RATING RATIONALE

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Buy: >15%

Hold: -5% to 15%;

Reduce: -15% to -5%;

Sell: <-15%



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