

## Soda ash momentum continues to support performance

**About the stock:** Commencing operations in 1944, Tata Chemicals has come a long way to become one of the top five players in the global soda ash market.

- Under basic chemical, TCL offers soda ash, sodium bicarbonate, cement, salt, marine chemicals and crushed refined soda. Speciality chemical consists of solution towards agro chemical through Rallis and other speciality solutions such as nutritional products and HDS
- Basic chemical forms 75% of overall revenue while the rest comes from speciality products

**Q3FY23 Results:** Reported strong numbers across board largely led by robust realization growth across all geographies in soda ash segment.

- Reported revenue growth of 32% YoY to ₹ 4148 crore, led by good growth in the basic chemical segment up 42% YoY to ₹ 3473 crore and in speciality products up 27% YoY to ₹ 676 crore
- Gross margins increased YoY by 311 bps to ~84% while EBITDA margin expanded 488 bps YoY to 22.2%
- EBITDA was up 69% YoY to ₹ 922 crore. Energy cost improved by 56% YoY to ₹ 901 crore while other expenses increased 16% YoY to ₹ 687 crore
- Adjusted PAT was at ₹ 391 crore vs. ₹ 301 crore in Q3FY23

**What should investors do?** The stock appreciated at 44% CAGR in last three years.

- Maintain **BUY** on the back of 1) tighter soda ash supply scenario, 2) upbeat management commentary regarding demand and pricing and 3) soda ash demand prevailing from new geographies and industries

**Target Price and Valuation:** We value Tata Chemicals at SOTP valuation to arrive at a revised target price of ₹ 1170/share (earlier ₹ 1345/share).

### Key triggers for future price performance:

- Continuum of upbeat soda ash pricing and stable volumes outlook
- Revival in export demand for North America unit, reopening of China's real estate demand and few glasses line channels to sustain group performance
- Momentum in specialty business

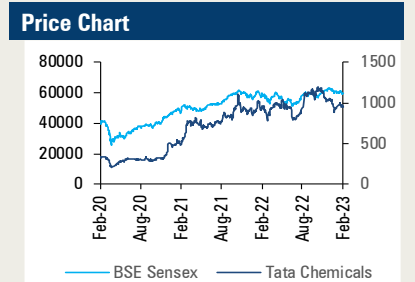
**Alternate Stock Idea:** Apart from Tata Chemicals, in our chemical coverage we also like SRF.

- Trigger for SRF's future revenue growth would be increasing specialty chemical business
- BUY with a target price of ₹ 2550



Particulars	
Particular	Amount
Market cap (₹ Crore)	24,642
FY22 Total Debt (₹ Crore)	7,025
FY22 Cash & Inv (₹ Crore)	2,791
EV (₹ Crore)	28,876
52 Week H/L	1215/773
Equity Capital (₹ Crore)	254.8
Face Value (₹)	10

Shareholding pattern				
in %	Mar-22	Jun-22	Sep-22	Dec-22
Promoter	38.0	38.0	38.0	38.0
DII	19.9	19.1	19.4	19.0
FII	13.6	15.0	14.9	14.4
Others	28.5	27.9	27.7	28.6



### Recent event & key risks

- Capex of ₹ 2000 crore spent till December 2022. Further ₹ 900 crore will be spent till March 24
- Key Risk:** (i) Fall in soda ash prices and rise in crude to impact EBITDA/tonne (ii) Volatility and availability in raw material.

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### Key Financial Summary

(₹ Crore)	FY19	FY20	FY21	FY22	5 year CAGR (FY17-22)	FY23E	FY24E	FY25E	3 year CAGR (FY22-25E)
Net Revenue	10,336.7	10,356.8	10,199.8	12,622.1	4.1%	16,620.1	18,051.3	19,865.6	16.3%
EBITDA	1,780.5	1,949.2	1,500.6	2,304.6	1.9%	3,918.8	4,072.4	4,537.6	25.3%
EBITDA Margins (%)	17.2%	18.8%	14.7%	18.3%		23.6%	22.6%	22.8%	
Adj. PAT	875.0	806.6	256.4	1,211.5	6.6%	2,369.6	2,479.9	2,817.8	32.5%
Adj. EPS (₹)	34.3	31.7	10.1	47.5		93.0	97.3	110.6	
EV/EBITDA	14.3x	13.5x	19.0x	12.6x		6.6x	5.5x	5.4x	
P/E	28.1x	30.5x	95.9x	20.3x		10.4x	9.9x	8.7x	
ROE (%)	7.1	6.3	1.8	6.6		11.6	11.0	11.2	
ROCE (%)	7.1	7.7	4.1	6.6		11.8	11.3	11.7	

## Key takeaways of recent quarter & conference call highlight

### Q3FY23 Results: Strong growth led by soda ash in basic chemical segment

- Basic chemical topline performance:** Revenues were up 42% YoY to ₹ 3473 crore. The India business reported growth of 55% YoY to ₹ 1354.7 crore while the same from North America, UK and Kenya was up 48.5% YoY, 0.6% YoY & 82.6% YoY to ₹ 1323 crore, ₹ 554.3 crore & ₹ 241 crore, respectively. The growth across geographies was largely driven by higher realisation owing to revival in the demand of end user industry
- Basic chemical operational performance:** EBITDA for the segment increased 83% YoY to ₹ 885.8 crore, largely on the back of better margins from North America, Europe and Kenya businesses. EBITDA/tonne for North America and Kenya remained at ₹ 5344 (+91% YoY) & ₹ 16986 (+353% YoY) respectively

### Tata Chem-ESG Disclosure Score\*

Score	FY20	FY21	FY22
Environmental	44.6	53.1	53.1
Social	46.7	28.3	26.7
Governance	87.4	87.4	87.4
<b>Overall ESG Score</b>	<b>52.91</b>	<b>56.29</b>	<b>55.77</b>

Source: Bloomberg, ICICI Direct Research, \*Score ranges from 0 - 100 with a higher score indicating higher ESG disclosures

### Q3FY23 Earnings Conference Call highlights

- US, which had shut down in the last quarter, has returned back to normal production run rate in the current quarter
- Overall demand of soda ash remains resilient, going ahead
- Chinese inventories are all-time low of 2.8 million tonnes, which the management expects to normalise. Chinese real estate demand and new glasses line in China may propel soda ash demand, going ahead
- In India – there was some winter related slowdown which the management expects to come back
- On raw material front – cost is under control. The prices of most input generating materials are very stable and not increasing anymore. Some of them are prevailing to tend down a little bit
- There were a few one-off during the current quarter, which impacted PAT in Q3FY22 while margins were in line
  - There were tax refunds in Q2, which is not reflected in Q3
  - Some dividend income has been received in Q2, which was not there in Q3
  - Morocco JV has registered a loss in Q3 due to increase in price of phosphoric acid
- Some contracts have been finalised till December 2023 by the board of directors. The flavours of contract and contract arrangement will be received by end of Q4 results. All the capacity is more or less booked
- The company has prepaid debt of \$65 million loan in 9MFY23
- The management expects the UK to perform at a steady rate next year as per tonne basis for soda ash and soda bicarbonate. The management expects the trend to be positive, going ahead
- Kenya business did well and had another quarter of good performance. Kenya business was first time debt free
- Silica operations were at optimum level. The management is working towards increasing the capacity to meet growing customer demand with better engagement
- Rallis' business was largely impacted by seasonality of business. The management is focusing on improving product mix and cost efficiency

- Geography wise,
  - US – Demand Strong
  - UK – Fully booked
  - Kenya – Fully sold, Export mostly to India and China
  - China to launch four to five glass lines
- Lithium Carbonate and Lithium Bicarbonate to drag demand of soda ash and soda bicarbonate

## Financial story in charts

### Exhibit 1: Basic chemical revenues – Geographical bifurcation (₹ crore)

Basic chem realisation/tonne	Q3FY21	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
India	37,431	37,856	40,758	39,033	46,233	51,842	58,463	72,731	72,444
TCA - North America	15,654	14,258	14,491	14,144	15,205	17,756	19,704	21,016	21,689
TCE - Europe	38,163	39,896	42,842	44,731	55,657	57,600	57,282	49,323	55,990
TCM - Magadi	19,107	16,912	16,145	16,279	18,082	22,800	29,532	34,384	33,014

Source: ICICI Direct Research

### Exhibit 2: Basic chemical volumes – Geographical break-up ('000 MT)

Basic chem sales volume ('000 MT)	Q3FY21	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
<b>TCL India</b>	<b>204</b>	<b>213</b>	<b>195</b>	<b>208</b>	<b>189</b>	<b>205</b>	<b>199</b>	<b>182</b>	<b>187</b>
Soda Ash	178	184	167	178	156	176	169	154	156
Sodium Bicarbonate	26	29	28	30	33	29	30	28	31
<b>TCA - North America</b>	<b>474</b>	<b>566</b>	<b>578</b>	<b>613</b>	<b>586</b>	<b>615</b>	<b>568</b>	<b>561</b>	<b>610</b>
Soda Ash	474	566	578	613	586	615	568	561	610
<b>TCE - Europe</b>	<b>98</b>	<b>96</b>	<b>95</b>	<b>93</b>	<b>99</b>	<b>100</b>	<b>93</b>	<b>99</b>	<b>99</b>
Soda Ash	70	67	68	68	71	70	65	69	71
Sodium Bicarbonate	28	29	27	25	28	30	28	30	28
<b>TCM - Magadi</b>	<b>56</b>	<b>68</b>	<b>83</b>	<b>86</b>	<b>73</b>	<b>75</b>	<b>83</b>	<b>73</b>	<b>73</b>
Soda Ash	56	68	83	86	73	75	83	73	73

Source: ICICI Direct Research

### Exhibit 3: Basic chemical realisation/tonne– Geographical break-up

Basic chem realisation/tonne	Q3FY21	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
India	37,431	37,856	40,758	39,033	46,233	51,842	58,463	72,731	72,444
TCA - North America	15,654	14,258	14,491	14,144	15,205	17,756	19,704	21,016	21,689
TCE - Europe	38,163	39,896	42,842	44,731	55,657	57,600	57,282	49,323	55,990
TCM - Magadi	19,107	16,912	16,145	16,279	18,082	22,800	29,532	34,384	33,014

Source: ICICI Direct Research

### Exhibit 4: Basic chemical EBITDA/tonne– Geographical break-up

Basic chem EBITDA/tonne	Q3FY21	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
India	9,214	8,342	13,487	10,224	13,231	13,925	21,265	19,420	17,287
TCA - North America	3,333	1,113	2,995	3,197	2,440	4,472	4,860	3,761	5,344
TCE - Europe	4,592	1,979	3,053	-1,935	6,667	4,100	10,572	10,758	11,364
TCM - Magadi	4,643	2,941	3,012	3,837	3,425	8,000	14,286	18,356	16,986

Source: ICICI Direct Research

### Exhibit 5: Basic chemical OPM %– Geographical break-up

Basic chem OPM (%)	Q3FY21	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
India	24.6%	22.0%	33.1%	26.2%	28.6%	26.9%	36.4%	26.7%	23.9%
TCA - North America	21.3%	7.8%	20.7%	22.6%	16.0%	25.2%	24.7%	17.9%	24.6%
TCE - Europe	12.0%	5.0%	7.1%	-4.3%	12.0%	7.1%	18.5%	21.8%	20.3%
TCM - Magadi	24.3%	17.4%	18.7%	23.6%	18.9%	35.1%	48.4%	53.4%	51.5%

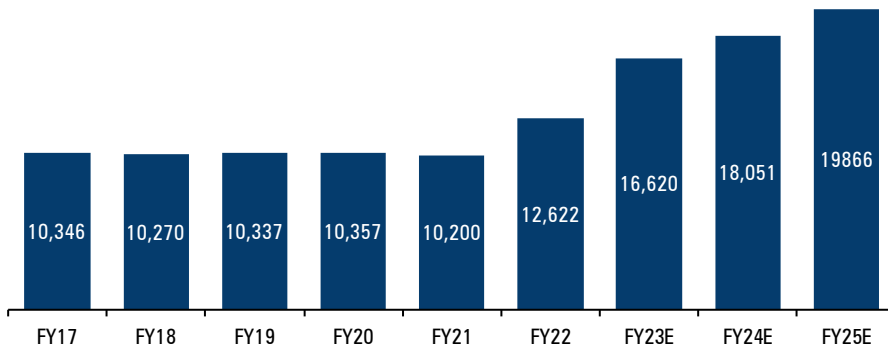
Source: ICICI Direct Research

### Exhibit 6: SOTP valuation

In ₹ Crore unless other mentioned	Revenue			EBITDA			EV/EBITDA		EV
	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY25E	FY25E	
<b>Basic Chemical</b>									
India	5,107	5,514	6,574	1,505	1,434	1,625	5.0x	8,123	
ROW	8,246	8,940	9,444	2,109	2,235	2,316	5.0x	11,578	
<b>Speciality Products</b>									
Rallis (50.09% stake and 20% holding company discount)	2,979	3,304	3,664	289	385	447	10.3x	2,110	
Other Speciality	339	452	479	38	51	55	10.0x	553	
<b>Consolidated EV</b>								<b>22,364</b>	
Less: Net debt								-3,588	
Residual business MCAP								25,953	
Add: NC investment portfolio @ 80%								3,931	
<b>Target MCAP</b>								<b>29,884</b>	
No. of shares								25.5	
<b>Target price/share</b>								<b>1,170</b>	
CMP								965	
<b>Upside/downside</b>								<b>21%</b>	

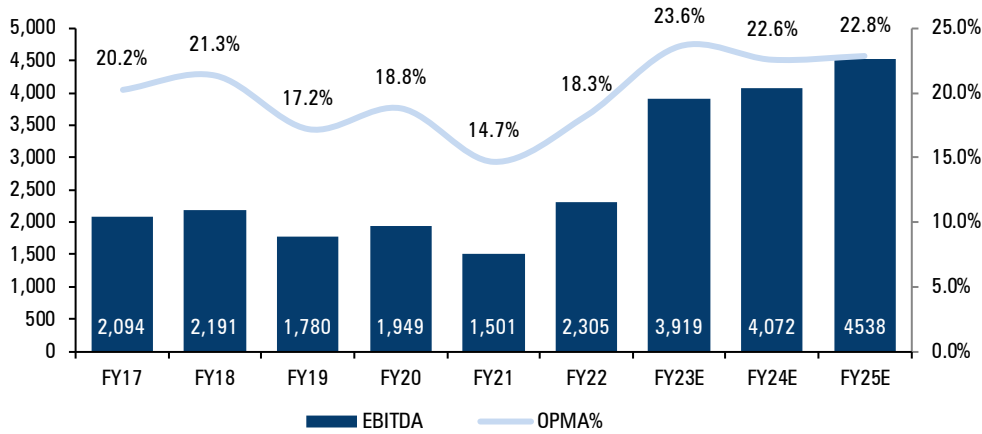
Source: ICICI Direct Research

Exhibit 7: Revenue trend (₹ crore)



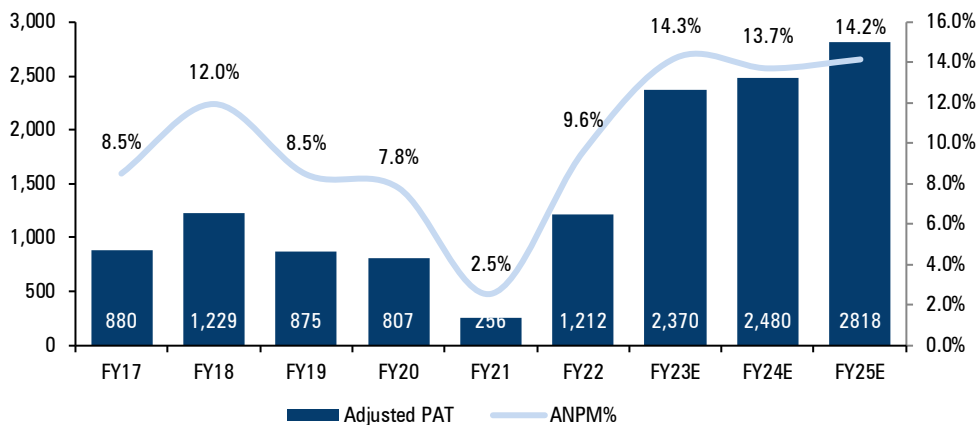
Source: Company, ICICI Direct Research

Exhibit 8: EBITDA (₹ crore) and OPM (%) trend



Source: Company, ICICI Direct Research

Exhibit 9: Adjusted PAT growth trend (₹ crore)



Source: Company, ICICI Direct Research

## Financial summary

Exhibit 10: Profit and loss statement					
₹ crore					
Year end March	FY21	FY22	FY23E	FY24E	FY25E
<b>Total Operating Income</b>	<b>10,199.8</b>	<b>12,622.1</b>	<b>16,620.1</b>	<b>18,051.3</b>	<b>19,865.6</b>
Growth (%)	-1.5	23.7	31.7	8.6	10.1
Raw Material Expenses	2,396.9	2,637.3	3,324.0	3,610.3	3,973.1
<b>Gross Profit</b>	<b>7,802.9</b>	<b>9,984.8</b>	<b>13,296.1</b>	<b>14,441.1</b>	<b>15,892.5</b>
Employee Cost	1,399.7	1,540.0	1,944.6	2,075.9	2,284.5
Other Operating Expenses	4,902.5	6,140.2	7,432.7	8,292.8	9,070.3
<b>EBITDA</b>	<b>1,500.6</b>	<b>2,304.6</b>	<b>3,918.8</b>	<b>4,072.4</b>	<b>4,537.6</b>
Growth (%)	-23.0	53.6	70.0	3.9	11.4
Other Income	234.4	256.0	258.6	269.9	301.9
<b>EBITDA, including OI</b>	<b>1,735.1</b>	<b>2,560.6</b>	<b>4,177.4</b>	<b>4,342.3</b>	<b>4,839.5</b>
Depreciation	759.3	806.1	917.3	964.8	1,016.8
Net Interest Exp.	367.4	302.8	245.2	173.1	149.0
Other exceptional items	0.0	-11.0	0.0	0.0	0.0
<b>PBT</b>	<b>608.4</b>	<b>1,440.6</b>	<b>3,015.0</b>	<b>3,204.3</b>	<b>3,673.6</b>
Total Tax	197.8	266.5	651.0	688.9	782.7
Tax Rate	32.5%	18.5%	21.6%	21.5%	21.3%
<b>PAT</b>	<b>410.6</b>	<b>1,174.1</b>	<b>2,364.0</b>	<b>2,515.5</b>	<b>2,890.9</b>
Adj.PAT after Minority interest	256.4	1,211.5	2,369.6	2,479.9	2,817.8
Adj. EPS (₹)	10.1	47.5	93.0	97.3	110.6
Shares Outstanding	25.5	25.5	25.5	25.5	25.5

Source: Company, ICICI Direct Research

Exhibit 11: Cash flow statement					
₹ crore					
Year end March	FY21	FY22	FY23E	FY24E	FY25E
PBT & Extraordinary	634.0	1,684.9	3,255.0	3,444.3	3,913.6
Depreciation	759.3	806.1	917.3	964.8	1,016.8
After other adjustments					
(Inc) / Dec in Working Capital	323.3	-648.8	888.2	-72.4	-91.8
Taxes	-96.3	-263.4	-651.0	-688.9	-782.7
Others	417.0	65.5	245.2	173.1	149.0
<b>CF from operating activities</b>	<b>2,037.3</b>	<b>1,644.3</b>	<b>4,654.6</b>	<b>3,821.0</b>	<b>4,205.0</b>
Purchase of Fixed Assets	-1,241.9	-1,276.8	-1,065.0	-1,065.0	-1,165.0
Others	111.6	440.7	625.1	-500.0	0.0
<b>CF from investing activities</b>	<b>-1,130.3</b>	<b>-836.1</b>	<b>-439.9</b>	<b>-1,565.0</b>	<b>-1,165.0</b>
Proceeds from issue of shares	0.0	0.0	0.0	0.0	0.0
Borrowings (Net)	-634.1	-40.5	-2,750.0	-570.0	-540.0
Others	-821.5	-714.8	-525.5	-453.4	-429.3
<b>CF from financing activities</b>	<b>-1,455.6</b>	<b>-755.2</b>	<b>-3,275.5</b>	<b>-1,023.4</b>	<b>-969.3</b>
Net cash flow	-548.6	53.0	939.2	1,232.6	2,070.6
Effects of foreign currency translation	0.0	0.0	0.0	0.0	0.0
Opening Cash	2,079.5	1,411.0	1,310.4	2,249.6	3,482.2
<b>Closing Cash</b>	<b>1,411.0</b>	<b>1,310.4</b>	<b>2,249.6</b>	<b>3,482.2</b>	<b>5,552.8</b>

Source: Company, ICICI Direct Research

Exhibit 12: Balance sheet					
₹ crore					
Year end March	FY21	FY22	FY23E	FY24E	FY25E
<b>Liabilities</b>					
Share Capital	254.8	254.8	254.8	254.8	254.8
Reserves	14,035.2	17,998.1	20,087.4	22,287.0	24,824.5
<b>Total Shareholders Funds</b>	<b>14,290.0</b>	<b>18,252.9</b>	<b>20,342.2</b>	<b>22,541.8</b>	<b>25,079.3</b>
Minority Interest	852.6	904.5	1,138.9	1,414.4	1,727.5
Long Term Borrowings	5,388.1	3,860.5	1,210.5	710.5	210.5
Net Deferred Tax liability	1,572.1	2,036.5	2,036.5	2,036.5	2,036.5
Other long term liabilities	173.0	413.6	147.3	160.0	176.1
Long term provisions	1,598.1	1,279.3	2,862.7	3,109.2	3,421.7
<b>Current Liabilities and Provisions</b>					
Short term borrowings	1,544.5	3,164.1	3,064.1	2,994.1	2,954.1
Trade Payables	1,682.9	2,444.7	3,187.4	3,461.9	3,809.8
Other Current Liabilities	870.9	1,116.1	1,469.6	1,596.1	1,756.6
Short Term Provisions	365.1	371.2	488.8	530.8	584.2
Total Current Liabilities	4,463.4	7,096.0	8,209.9	8,583.0	9,104.7
<b>Total Liabilities</b>	<b>28,337.2</b>	<b>33,843.3</b>	<b>35,947.9</b>	<b>38,555.4</b>	<b>41,756.2</b>
<b>Assets</b>					
Net Block	12,971.3	13,758.9	15,331.2	15,431.3	15,579.5
Capital Work in Progress	1,034.7	1,589.6	165.0	165.0	165.0
Intangible assets under devl.	58.8	77.8	77.8	77.8	77.8
Goodwill on Consolidation	1,963.3	2,016.4	2,016.4	2,016.4	2,016.4
Non-current investments	4,252.3	6,357.5	6,357.5	6,357.5	6,357.5
Deferred tax assets	0.0	0.1	0.1	0.1	0.1
Long term loans and advances	10.7	0.0	12.9	14.0	15.4
Other Non Current Assets	1,400.4	1,298.1	1,114.3	1,205.7	1,321.5
<b>Current Assets, Loans &amp; Advances</b>					
Current Investments	1,563.5	1,325.1	700.0	1,200.0	1,200.0
Inventories	1,686.6	2,293.5	3,050.8	3,313.5	3,646.6
Sundry Debtors	1,397.0	1,933.4	2,595.5	2,819.0	3,102.3
Cash and Bank	1,411.0	1,310.4	2,249.6	3,482.2	5,552.8
Loans and Advances	0.2	0.2	0.2	0.2	0.2
Other Current assets	587.5	1,882.5	2,276.7	2,472.8	2,721.3
Current Assets	6,645.7	8,745.0	10,872.8	13,287.6	16,223.1
<b>Total Assets</b>	<b>28,337.2</b>	<b>33,843.3</b>	<b>35,947.9</b>	<b>38,555.4</b>	<b>41,756.2</b>

Source: Company, ICICI Direct Research

Exhibit 13: Key ratios					
Year end March	FY21	FY22	FY23E	FY24E	FY25E
<b>Per share data (₹)</b>					
Adj. EPS	10.1	47.5	93.0	97.3	110.6
Adj. Cash EPS	39.9	79.2	129.0	135.2	150.5
BV	560.8	716.3	798.3	884.6	984.2
DPS	10.0	12.5	11.0	11.0	11.0
<b>Operating Ratios (%)</b>					
Gross Margin (%)	76.5	79.1	80.0	80.0	80.0
EBITDA Margin (%)	14.7	18.3	23.6	22.6	22.8
PAT Margin (%)	2.5	9.6	14.3	13.7	14.2
Debtor Days	50	56	57	57	57
Inventory Days	60	66	67	67	67
Creditor Days	60	71	70	70	70
Cash Conversion Cycle	50	52	54	54	54
<b>Return Ratios (%)</b>					
Return on Assets (%)	0.9	3.6	6.6	6.4	6.7
RoCE (%)	4.1	6.6	11.8	11.3	11.7
Core RoIC (%)	4.1	6.6	13.9	14.4	16.4
RoE (%)	1.8	6.6	11.6	11.0	11.2
<b>Solvency Ratios</b>					
Total Debt / Equity	0.5	0.4	0.2	0.2	0.1
Interest Coverage	2.7	5.8	13.3	19.5	25.6
Current Ratio	1.5	1.2	1.3	1.5	1.8
Quick Ratio	1.1	0.9	1.0	1.2	1.4
<b>Valuation Ratios (x)</b>					
EV/EBITDA	19.0	12.6	6.6	5.5	5.4
P/E	95.9	20.3	10.4	9.9	8.7
P/B	1.7	1.3	1.2	1.1	1.0
EV/Sales	2.8	2.3	1.6	1.2	1.2

Source: Company, ICICI Direct Research

**Exhibit 14: ICICI Direct coverage universe (Chemicals)**

Company	CMP			M Cap (₹ Cr)	EPS (₹)			P/E (x)			EV/EBITDA (x)			RoCE (%)			RoE (%)		
	(₹)	TP(₹)	Rating		FY22	FY23E	FY24E	FY22	FY23E	FY24E	FY22	FY23E	FY24E	FY22	FY23E	FY24E	FY22	FY23E	FY24E
SRF	2182	2,550	Buy	64,894	63.5	58.3	73.6	34.4	37.4	29.7	21.3	22.4	17.9	23.8	18.9	21.0	22.1	17.7	19.0
PI Industries	3333	3,710	Buy	50,572	55.5	67.2	82.4	57.6	47.6	38.8	40.8	34.2	27.8	16.3	17.1	18.2	13.8	14.5	15.2
Tata Chemical	965	1,170	Buy	24,642	93.0	97.3	110.6	10.4	9.9	8.7	6.6	5.5	5.4	11.8	11.3	11.7	11.6	11.0	11.2
Vinati Organics	2032	2,320	Hold	20,890	33.7	40.1	51.5	56.0	47.1	36.7	44.7	37.0	28.3	24.3	23.2	23.9	19.0	19.1	20.5
Sumitomo Chemical	485	565	Buy	24,216	8.5	10.9	12.5	56.1	43.5	38.0	38.9	30.4	26.1	30.2	30.4	28.2	22.0	22.6	21.0
Navin Fluorine	3963	4,450	Hold	19,635	52.3	67.4	89.0	80.3	62.3	47.2	58.4	41.8	30.6	17.8	18.7	19.6	14.0	15.8	17.9
Rallis India	224	223	Hold	4,353	8.4	8.7	11.8	26.5	25.7	18.9	15.2	15.5	11.4	12.7	11.4	14.7	9.7	9.4	11.6
Sudarshan chemical	379	515	Hold	2,621	18.8	19.3	28.5	24.0	23.3	15.8	14.2	12.8	9.6	10.9	11.3	15.4	15.6	14.3	18.3
Neogen Chemicals	1245	1,645	Buy	3,109	17.9	27.2	32.9	79.5	52.2	43.2	41.8	30.2	25.0	12.0	15.0	16.2	10.2	13.6	14.3
Astec Lifesciences	1710	2,215	Buy	3,356	45.1	54.8	69.3	39.7	32.7	25.9	24.6	20.7	16.5	19.3	17.7	19.4	22.3	21.3	21.2

Source: Bloomberg, ICICI Direct Research

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Hold: -5% to 15%;

Reduce: -15% to -5%;

Sell: <-15%



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