Q3FY23 Update | Textile | 13 February 2023

Rupa & Company Ltd.

Muted all round performance

Rupa & Company Ltd. (RUPA), reported weak all round performance in Q3FY23, which was even lower than our estimates. Revenues in Q3FY23 declined by ~45.5% YoY led by a volume decline of ~55% YoY as per our estimate. In Q3FY23 primary sales of the company was impacted due to a sharp volatility in raw material prices, which impacted purchasing decisions of the distribution channels. There was also a base impact of last year (pentup demand and channel filling) due to an expectation of hike in GST rate which led to preponement of demand from Q4FY22. Gross margins were impacted in the quarter due to consumption of high cost inventory. Management expects some impact of high cost inventory to be there even in Q4FY23. Raw material prices seem to be stabalised now which should help in improvement of sentiments of the distribution channel and results in better pickup in primary sales. We expect performance of the company to gradually improve from Q1FY24 onwards.

9mFY23 Earnings key highlights

- In 9mFY23, company reported a revenue decline of ~27.7% YoY to Rs 7,363 mn.
- Gross margin for 9mFY23 declined by ~365 bps YoY to 31.4%. Decline in gross margins was due to increase & volatility in raw material cost.
- EBITDA margin for 9mFY23 stood at ~8.4% vs ~19.1% YoY. Decline in EBIDTA margins was on account of lower gross margins, higher advertisement expenditure & lower absorption of fixed overhead. Advertisement expenditure increased by ~60% YoY to ~Rs 530 mn.
- PAT declined by 75.6% YoY to Rs 348 mn.

Capex Announcement

Company has announced a capex plan of ~Rs 370 mn. In 9mFY23 export sales contributed ~5% of sales at ~Rs 330 mn a growth of ~51% YoY. Based on the increasing trajectory of export sales company plans to setup a dedicated export unit at West Bengal for a planned capex of ~Rs 180 mn which is expect to start in FY24. Company also plans to setup a cutting unit in West Bengal for a capex of ~Rs 190 mn which is expected to start from FY24. Cutting unit will help to improve margins of the company.

Outlook and Valuation

- Beyond short term challenges, we expect company to return to growth path from FY24. Management focus on increasing sales in the focussed domestic markets, rising sales from exports, modern trade, women's segment should help the company drive long term growth.
- We have valued the stock at 15xFY25e EPS of Rs 17.0 (rolled over from Sep'24), to arrive at a target price of Rs 255 and thus maintain "Accumulate" rating on the stock.

Y/E Mar (Rs mn)	Q3FY23	Q3FY22	YoY (%)	Q2FY23	QoQ (%)	Q3FY23e	Var. (%)
Net sales	2,360	4,332	-45.5%	2,856	-17.4%	3,236	-27%
Operating costs	2,217	3,523	-37.1%	2,564	-13.5%		
EBITDA	143	809	-82.4%	292	-51.2%	390	-63%
EBITDA Margin (%)	6.0%	18.7%	(1,263)Bps	10.2%	(419)Bps	12.1%	
Depreciation	33	36	-7.0%	34	-1.2%		
Interest	60	50	20.4%	65	-7.5%		
Other income	26	29	-9.1%	32	-17.9%		
РВТ	76	752	-89.9%	226	-66.5%		
Provision for tax	20	169	-87.9%	57	-64.3%		
Effective tax rate (%)	27.0%	22.5%	447 Bps	25.3%	169 Bps		
Reported PAT	55	583	-90.5%	169	-67.3%	256	-78%
PAT Margin (%)	2.3%	13.5%	(1,111)Bps	5.9%	(357)Bps	7.9%	

Source: Company, SMIFS Institutional Research Estimates



Rating: Accumulate	Upside: 6%				
Current Price: 241	Target Price: 255				
Farlier recommendation					

Preivous Rating:	Accumulate
Previous Target Price:	316

|Market data

Internet adde	
Bloomberg:	RUPA IN
52-week H/L (Rs):	585/230
Mcap (Rs bn/USD bn):	19.16/0.24
Shares outstanding (mn):	79.5
Free float:	26.7%
Avg. daily vol. 3mth (3M Avg – in '000):	118.62
Face Value (Rs):	1
Source: Ploombarg SMIES research	

Source: Bloomberg, SMIFS research

|Shareholding pattern (%)

	Dec-22	Sep-22	Jun-22	Mar-22
Promoter	73.3	73.3	73.3	73.3
FIIs	0.7	0.7	1.0	1.5
DIIs	4.1	4.1	4.5	3.9
Public/other	21.9	21.9	21.2	21.3

Promoters Pledging (%)

Pledge	0	0	0	0
Source: BSE				

|Price performance (%)*

	1M	3M	12M	36M					
Nifty 50	-1.0	-3.1	2.3	45.9					
Nifty 500	-2.9	-4.8	0.1	48.7					
RUPA -13.2 -21.7 -50.8 11.3									
*as on 13th Feb 2023; Source: AceEquity, SMIFS research									

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Y/E Mar (Rs mn)	Revenue	YoY (%)	EBITDA	EBITDA (%)	Adj. PAT	YoY (%)	Adj. EPS	RoE (%)	RoCE (%)	P/E (x)	EV/EBITDA (x)
FY21	13,127	34.7%	2,573	19.6%	1,753	183.1%	22.0	26.8%	22.0%	9.7	6.7
FY22	14,741	12.3%	2,685	18.2%	1,918	9.5%	24.1	23.8%	18.2%	18.2	13.9
FY23e	10,761	-27.0%	845	7.9%	452	-76.4%	5.7	5.0%	4.3%	42.4	22.9
FY24e	13,452	25.0%	1,560	11.6%	1,034	128.8%	13.0	10.8%	8.8%	18.5	12.2
FY25e	15,624	16.2%	1,906	12.2%	1,353	30.9%	17.0	12.3%	10.8%	14.2	10.1

Source: Company, SMIFS Institutional Research Estimates



Q3FY23 – Key takeaways from the management call

- ✓ In Q3FY23 company has reported sales decline of ~45.5% YoY (volume de-growth of ~55% YoY as per our estimate). Primary sales of the company got impacted due to volatility in raw material prices.
- Management believes that raw material prices has now stabilized which should help in improvement of sentiments of the distribution channel and pickup in primary sales of the company.
- ✓ Gross margins were impacted due to increase and volatility in raw material prices. Management expect some impact on gross margins in Q4FY23 due to some balance stock of high cost inventory, but post that expect improvement in the margins.
- ✓ Company has announced a capex plan of ~Rs 370 mn. In 9mFY23 export sales contributed ~5% of sales at ~Rs 330 mn a growth of ~51% YoY. Based on the increasing trajectory of export sales company plans to setup a dedicated export unit at West Bengal for a planned capex of ~Rs 180 mn which is expect to start in FY24. Company expects to grow its exports sales ~Rs 1bn over the next two years.
- ✓ Company also plans to setup a cutting unit in West Bengal for a capex of ~Rs 190 mn which is expected to start from FY24. Cutting unit will help to improve margins of the company.
- ✓ In 9mFY23, advertising expense stood at ~Rs 530 mn ~7.4% vs ~3.3% (YoY). Company has planned for advertisement spend of ~7% of sales in FY24e.
- ✓ In 9mFY23, sales from thermal products was at ~Rs 600 mn ~8% of sales.
- ✓ Company is in process of introduction of a channel financing scheme for the distribution network.
- ✓ Mordern trade channel contributed ~5.5% of the sales & grew by ~35% YoY in 9mFY23.
- ✓ In 9mFY23 revenue contribution by segment- Men: ~84%, Women: ~12%, Kids: ~4%
- ✓ In 9mFY23 revenue mix from different regions- East: ~45%, North: ~25%, West & Central: ~14%, South: ~8%, North East: ~3%, Exports: ~5%.
- ✓ Company's womens wear brand "Softline" contributed ~5% of the sales in 9mFY23. Company has appointed actress Kiara Advani as the brand ambassador to endorse brand Softline.
- ✓ At the end of 9mFY23, company has 28 EBOs. Company plans to roll out ~150 EBOs on a pan India level in the next 2-3 years.



Outlook and Valuations

- ✓ Currently, the innerwear industry is witnessing a structural shift from unorganised to the organised sector, we expect company to benefit from this trend. Furthermore, RUPA has been gradually inching its presence in mid-premium and premium segment with a focus on higher growth categories like women's leggings, thermal wear, premium inner-wear and athleisure wear.
- ✓ Beyond short term challenges, we continue to remain positive on company's mid to long-term growth prospects given its strong brand equity and long-standing operations in innerwear industry.
- ✓ We have valued the stock at 15xFY25e EPS of Rs 17.0 (rolled over from Sep'24) to arrive at a target price of Rs 255 and thus maintain "Accumulate" rating on the stock.
- ✓ Key risks are (1) Volatile raw material prices (2) Competition from both organised & un-organised players (3) Any increase in GST rates.

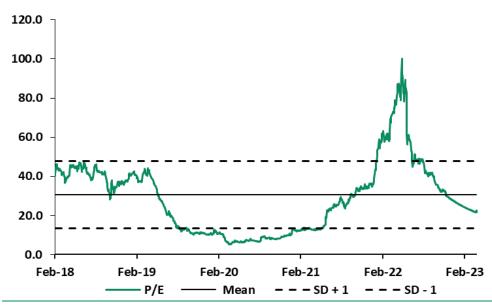


Fig 1: 1-year forward P/E

Source: AceEquity, SMIFS Institutional research



Quarterly financials, operating metrics and key performance indicators

Fig 2: Quarterly Financials (Consolidated)

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Y/E March (Rs mn)	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
Net Sales	4,540	2,180	3,675	4,332	4,555	2,147	2,856	2,360
COGS	2,917	1,335	2,371	2,907	2,988	1,344	1,999	1,706
Employee Cost	178	144	161	160	216	172	147	139
Other Expenditure	539	280	431	456	608	446	418	372
EBITDA	906	421	713	809	742	185	292	143
Depreciation	27	34	35	36	34	33	34	33
Interest	28	32	43	50	62	58	65	60
Other Income	32	20	23	29	36	56	32	26
РВТ	883	375	658	752	682	150	226	76
Tax	224	83	128	169	189	25	57	20
Tax rate (%)	25.4%	22.2%	19.5%	22.5%	27.7%	16.9%	25.3%	27.0%
Reported PAT	659	292	530	583	493	124	169	55
Extraordinary Items	-	-	-	-	-	-	-	-
Minority Interest	-	-	-	-	-	-	-	-
Adjusted PAT	659	292	530	583	493	124	169	55
YoY Growth (%)								
Revenue	153.2%	4.0%	21.1%	25.3%	0.3%	-1.5%	-22.3%	-45.5%
EBITDA	1049.9%	16.0%	7.9%	25.8%	-18.1%	-56.1%	۔ 59.0%	- 82.4%
Adj. PAT	NA	41.7%	16.7%	34.3%	-25.2%	-57.3%	-68.1%	-90.5%
QoQ Growth (%)								
Revenue	31.4%	-52.0%	68.6%	17.9%	5.2%	-52.9%	33.1%	-17.4%
EBITDA	40.9%	-53.5%	69.2%	13.4%	-8.3%	-75.1%	58.2%	- 51.2%
Adj. PAT	51.9%	-55.7%	81.6%	10.0%	-15.4%	-74.8%	35.5%	-67.3%
Margin (%)								
Gross margin (%)	35.7%	38.8%	35.5%	32.9%	34.4%	37.4%	30.0%	27.7%
Employee Cost/Revenue (%)	3.9%	6.6%	4.4%	3.7%	4.7%	8.0%	5.1%	5.9%
Other expenses / Revenue (%)	11.9%	12.8%	11.7%	10.5%	13.4%	20.8%	14.7%	15.8%
EBITDA margin (%)	20.0%	19.3%	19.4%	18.7%	16.3%	8.6%	10.2%	6.0%
Adj. PAT margin (%)	14.5%	13.4%	14.4%	13.5%	10.8%	5.8%	5.9%	2.3%
Source: Company SMIES research es	stimates							

Source: Company, SMIFS research estimates

Fig 3: Change in estimates

Rs mn	New Estimates			Old Estimates			Change (%)		
	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	10,761	13,452	15,624	13,415	14,914	16,510	-20%	-10%	-5%
Gross profit	3,266	4,506	5,312	4,293	5,071	5,696	-24%	-11%	-7%
Gross margin (%)	30.4%	33.5%	34.0%	32.0%	34.0%	34.5%	-165 Bps	-50 Bps	-50 Bps
EBITDA	845	1,560	1,906	1,502	2,192	2,559	-44%	-29%	-26%
EBITDA margin (%)	7.9%	11.6%	12.2%	11.2%	14.7%	15.5%	-335 Bps	-310 Bps	-330 Bps
PAT	452	1,034	1,353	959	1,505	1,841	-53%	-31%	-27%
EPS (Rs)	6	13	17	12	19	23			



Financial Statements (Consolidated)

YE March (Rs mn)	FY21	FY22	FY23e	FY24e	FY25e
Net Sales	13,127	14,741	10,761	13,452	15,624
COGS	8,533	9,601	7,495	8,945	10,312
% of sales	65.0%	65.1%	69.7%	66.5%	66.0%
Employee Expenditure	527	681	673	767	875
% of sales	4.0%	4.6%	6.3%	5.7%	5.6%
Other Exp.	1493	1774	1749	2179	2531
% of sales	11.4%	12.0%	16.3%	16.2%	16.2%
EBITDA	2,573	2,685	845	1,560	1,906
Other Income	73	108	135	148	172
Depreciation & Amortisation	138	139	134	159	172
EBIT	2,508	2,654	845	1,549	1,906
Interest Expenses	134	187	238	162	90
Core PBT	2,301	2,359	472	1,240	1,644
РВТ	2374	2467	606	1388	1816
Tax	621	549	155	354	463
Tax Rate (%)	26.2%	22.2%	25.5%	25.5%	25.5%
Extraord. items	0	0	0	0	0
Reported PAT	1753	1918	452	1034	1353
Minority Interest	0	0	0	0	0
Adjusted PAT	1753	1918	452	1034	1353

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Key Ratios					
YE March	FY21	FY22	FY23E	FY24E	FY25E
Growth ratios (%)					
Net sales	34.7%	12.3%	-27.0%	25.0%	16.2%
EBITDA	126.2%	4.4%	-68.5%	84.7%	22.2%
Adj. PAT	183.1%	9.5%	-76.4%	128.8%	30.9%
Margin Ratio (%)					
Gross Profit	35.0%	34.9%	30.4%	33.5%	34.0%
EBITDA	19.6%	18.2%	7.9%	11.6%	12.2%
EBIT	19.1%	18.0%	7.9%	11.5%	12.2%
Core PBT	17.5%	16.0%	4.4%	9.2%	10.5%
Adj. PAT	13.4%	13.0%	4.2%	7.7%	8.7%
Return Ratio (%)					
ROE	26.8%	23.8%	5.0%	10.8%	12.3%
ROCE	22.0%	18.2%	4.3%	8.8%	10.8%
Turnover Ratio days (days)					
Gross Block Turnover (x)	5.6	5.3	3.2	3.6	3.8
Adj. OCF/ Adj. PAT (%)	112	-70	562	131	93
Inventory Period	109	121	160	120	118
Debtors Period	101	113	125	120	120
Creditors	45	47	45	45	45
Cash Conversion Cycle	165	186	240	195	193
Solvency Ratio (%)					
Debt-equity (x)	0.2	0.4	0.3	0.2	0.1
Net Debt-equity (x)	0.0	0.3	0.0	0.0	0.0
Gross Debt/EBIDTA	0.5	1.3	3.1	1.2	0.5
Current Ratio	2.3	2.0	2.5	2.7	3.1
Interest coverage ratio (%)	18.1	13.6	3.0	8.7	19.3
Dividend					
DPS (Rs)	5.0	3.0	1.5	3.0	3.8
Dividend Payout (%)	23%	12%	26%	23%	22%
Dividend Yeild (%)	2.3%	0.7%	0.6%	1.2%	1.6%
Per share (Rs)					
Reported EPS	22.0	24.1	5.7	13.0	17.0
Adj. EPS	22.0	24.1	5.7	13.0	17.0
CEPS	23.8	25.9	7.4	15.0	19.2
Book value	91.7	110.9	116.0	125.4	138.2
Valuation					
P/E	9.7	18.2	42.4	18.5	14.2
P/BV	2.3	4.0	2.1	1.9	1.7
EV/EBITDA	6.7	13.9	22.9	12.2	10.1
EV/Sales	1.3	2.5	1.8	1.4	1.2
Adj M.Cap /Core PBT	6.9	14.3	35.5	13.9	11.1
Adj M.Cap / Adj OCF	8.0	-25.1	6.6	12.7	14.6

Balance Sheet					
YE March (Rs mn)	FY21	FY22	FY23E	FY24E	FY25E
Sources of funds					
Capital	79.6	79.6	79.6	79.6	79.6
Reserves & Surplus	7216	8738	9146	9894	10911
Shareholders' Funds	7,295	8,818	9,226	9,973	10,991
Total Debt	1399	3550	2650	1800	1000
Deferred Tax Liabilities	105	117	117	117	117
Other-non current liabilities	169	156	156	156	156
Total Liabilities	8,968	12,641	12,149	12,046	12,264
Application of funds					
Net Block	1689	1887	2400	2652	2892
Capital WIP	194	261	0	0	C
Non-current Asset	572	435	443	446	461
Investments	0	0	0	0	C
Inventories	3906	5830	4717	4422	5051
Sundry Debtors	3644	5473	3685	4422	5137
Other Current Assets	476	647	470	578	633
Cash & Bank Balances	1184	1237	2433	1949	848
Total Current Assets	9,210	13,188	11,306	11,371	11,669
Creditors	1,626	2,199	1,327	1,658	1,926
Other Current Liabilities	1,070	932	673	764	833
Total Current Liabilities	2,696	3,131	2,000	2,423	2,759
Net Current Assets	6,513	10,057	9,306	8,948	8,910
Total assets	8,968	12,641	12,149	12,046	12,264

Source: Company, SMIFS Institutional Research Estimates

Cash Flow					
YE March (Rs mn)	FY21	FY22	FY23E	FY24E	FY25E
Operating profit before WC changes	2612	2702	971	1701	2078
Net change in working capital	-67	-3337	1961	167	-267
Income tax paid (net)	-439	-523	-155	-354	-463
Cash flow from operating activities (a)	2106	-1161	2778	1514	1348
Adjusted OCF	1972	-1348	2539	1352	1258
Capital expenditure	-227	-373	-300	-400	-400
Adjusted Fee Cash Flow	1879	-1525	2478	1114	948
Cash flow from investing activities (b)	-1370	-336	-300	-400	-400
Debt issuance (repayment)	-336	2095	-900	-850	-800
Interest & Lease expenses	-142	-189	-238	-162	-90
Dividend Paid	-239	-398	-143	-286	-358
Cash flow from financing activities (c)	-717	1508	-1282	-1298	-1248
Net change in cash (a+b+c)	19	12	1196	-185	-300

Source: Company, SMIFS Institutional Research Estimates

Source: Company, SMIFS Institutional Research Estimates

Result Update



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