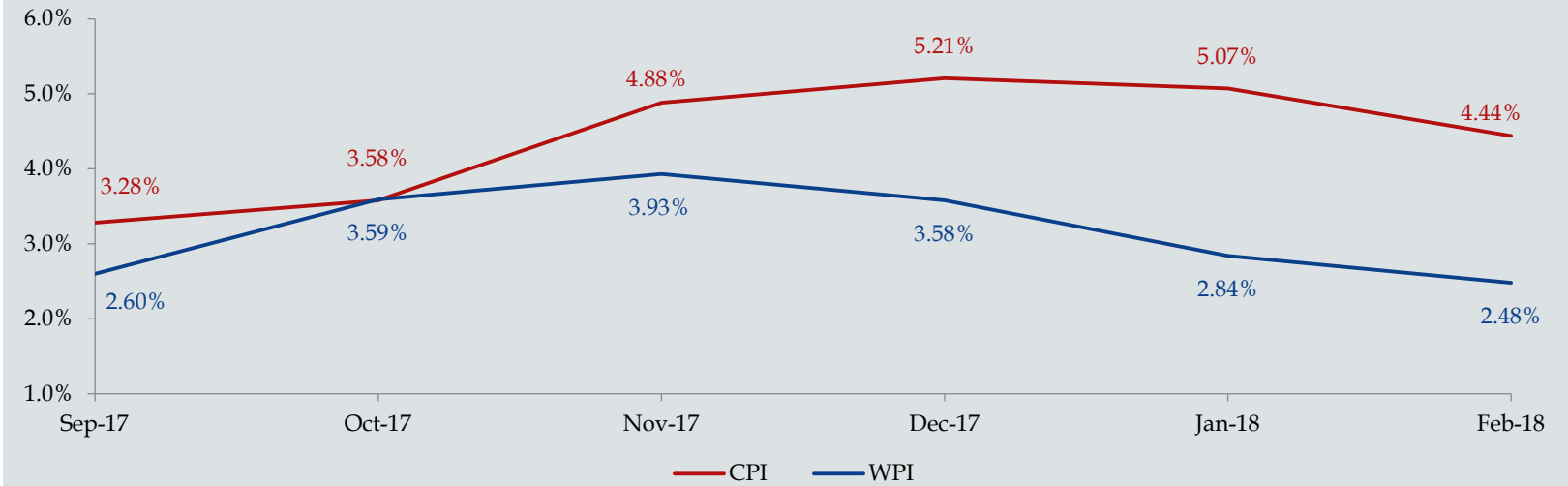




Consumer Pulse
March 2018
Monthly Industry Newsletter

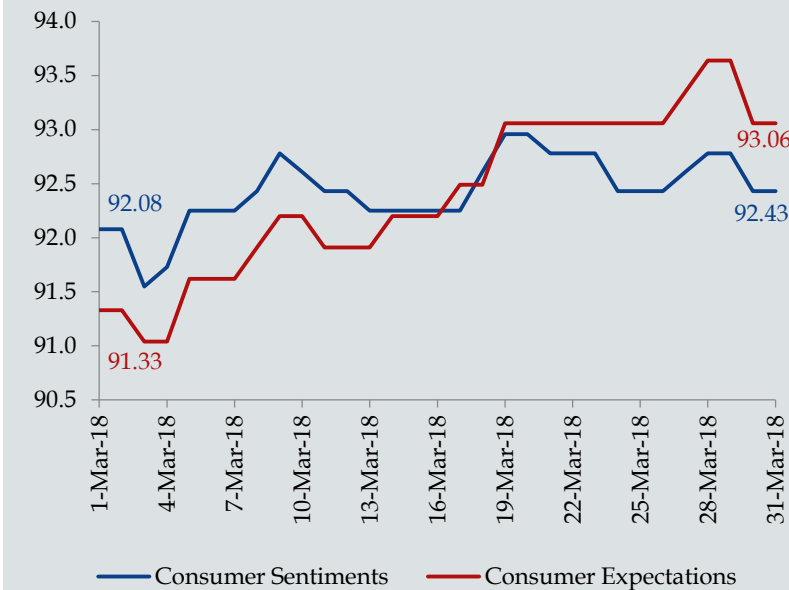
ElaraCapital

WPI & CPI Inflation

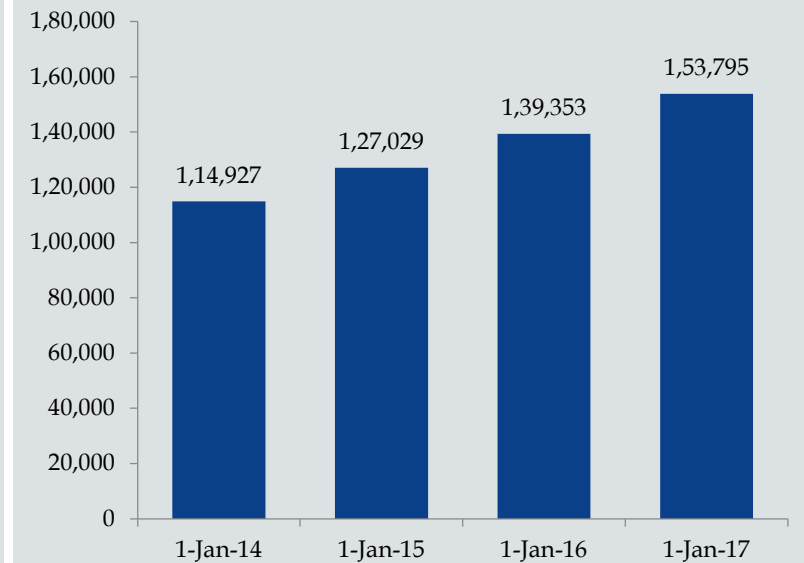


- Wholesale prices eased to a seven-month low of 2.48% in February helped by a softer rise in food and fuel prices
- India's retail inflation eased for the second straight month in February to 4.44%, but remained above the 4% medium-term target of the RBI.
- In March 2018, monthly index of consumer sentiments was up 0.38% to 92.43
- Monthly index of consumer expectations was up 1.89% to 93.06
- The monthly index of urban consumer sentiments was up 2.33% to 87.71, as compared to the previous month
- The monthly index of rural consumer sentiments was down 0.57% to 95.26, as compared to the previous month

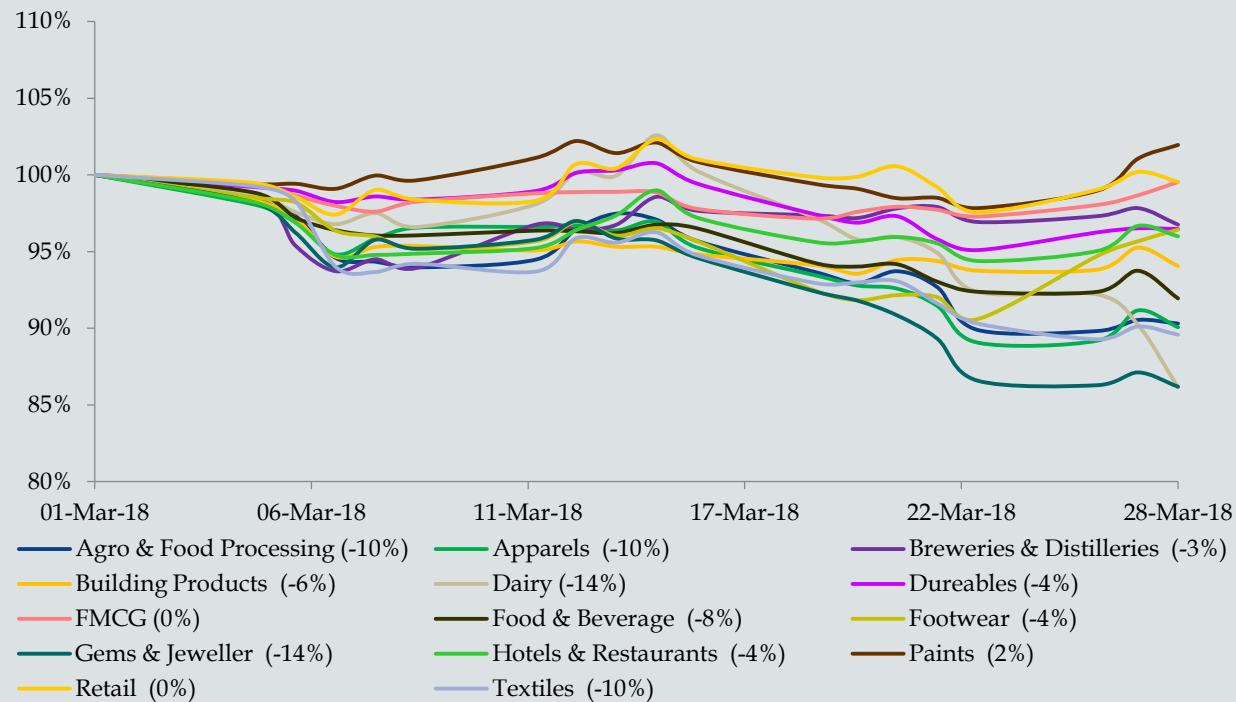
Consumer Sentiments



Disposable Income (INR)



Returns of consumer indices vis-à-vis Sensex returns for the month*



Index	Returns*			
	1M	3M	YTD	12M
Agro & Food Processing	-10%	-10%	-10%	80%
Apparels	-10%	-16%	-16%	17%
Breweries & Distilleries	-3%	-2%	-2%	84%
Building Products	-6%	-15%	-15%	43%
Dairy	-14%	-23%	-23%	4%
Durables	-4%	-7%	-7%	39%
FMCG	-0%	-2%	-2%	16%
Food & Beverage	-8%	-15%	-15%	12%
Footwear	-4%	-15%	-15%	29%
Gems & Jeweller	-14%	-26%	-26%	41%
Hotels & Restaurants	-4%	0%	0%	39%
Paints	2%	-5%	-5%	8%
Retail	-0%	-3%	-3%	39%
Textiles	-10%	-24%	-24%	-30%
Nifty 50 Index	-3%	-3%	-3%	9%
S&P BSE Sensex Index	-3%	-2%	-2%	10%
Nifty FMCG	-1%	-2%	-2%	11%

- * **AGRO & FOOD PROCESSING** - KRBL, Avanti Feeds, Venky'S (India), LT Foods, DFM Foods, ADF Foods, Apex Foods
- * **APPARELS** - Page Industries, Raymond, Kitex Garments, Monte Carlo Fashions, SP Apparels, Ashapura Intimates Fashion, Indian Terrain Fashions, Nandan Denim, Rupa & Company, Lux Industries, Lovable Lingerie, Dollar Industries
- * **BREWERIES & DISTILLERIES** - United Spirits, United Breweries, Radico Khaitan, GM Breweries
- * **BUILDING PRODUCTS** - Kajaria Ceramics, Greenply Industries, Somany Ceramics, Greenlam Industries, Cera Sanitaryware, Sheela Foam, HSIL, Shankara Building Products, Pokarna
- * **DAIRY** - Hatsun Agro Products, Kwality, Parag Milk Foods, Prabhat Dairy, Umang Dairies, Heritage Foods
- * **DURABLES** - Titan co, Havells India, Whirlpool of India, V-Guard Industries, TTK Prestige, Blue Star, Bajaj Electricals, LA Opala RG, IFB Industries, V.I.P. Industries, Hawkins Cooker, Butterfly Gandhimathi Applia, Symphony, Surya Roshni, LEEL Electricals, Crompton Greaves Consumer EL
- * **FMCG** - ITC, Zydus Wellness, Hindustan Unilever, Godrej Consumer Products, Dabur India, Marico, Colgate Palmolive (India), Procter & Gamble Hygiene, Emami, Gillette India, Godfrey Phillips India, Jyothy Laboratories, Bajaj Corp, VST Industries
- * **FOOD & BEVERAGE** - Nestle India, Britannia Industries, Glaxosmithkline Consumer Healthcare, Manpasand Beverages, Tasty Bite Eatables, Agro Tech Foods, Tata Global Beverages, CCL Products (India), Tata Coffee, McLeod Russel India, Goodricke Group, Vadilal Industries, Jayshree Tea & Industries
- * **FOOTWEAR** - Bata India, Relaxo Footwears, Mirza International, Liberty Shoes
- * **GEMS & JEWELER** - Rajesh Exports, PC Jeweller, Vaibhav Global, Gitanjali Gems, Renaissance Jewellery, Thanga Mayil Jewellery, Tribhovandas Bhimji Zaveri
- * **HOTELS & RESTAURANTS** - Indian Hotels Co, EIH, Hotel Leelaventure, Jubilant Foodworks, Coffee Day Enterprises, Westlife Development, Speciality Restaurants
- * **PAINTS** - Asian Paints, Berger Paints India, Kansai Nerolac Paints, Akzo Nobel India
- * **RETAIL** - Avenue Supermarts, Arvind, Future Retail, Aditya Birla Fashion and Ret, Trent, Future Lifestyle Fashions Lt, Shoppers Stop, Vmart Retail, Keval Kiran Clothing, Future Enterprises, Zodiac Clothing Company
- * **TEXTILES** - Trident, Indo Count, Welspun, Himatsiengka

*Note: 1M - Mar 1st - 28th 2018; 3M - Jan 1st - Mar 28th; 6M - Oct 1st - Mar 28th; 12M Apr 1st, 2017 - Mar 28th, 2018

Source: Bloomberg, CapIQ

Deals

Wilmar Sugar acquires additional stake in Shree Renuka Sugars

Wilmer Sugar Holdings along with Wilmer International entered into a definitive agreement to acquire 26% stake in Shree Renuka Sugars for USD 124.92 mn through share purchase agreement followed by an open offer. Mumbai-based Shree Renuka Sugars is engaged in the manufacturing of sugar. Singapore-based Wilmar International is engaged in various agribusiness activities including oil palm cultivation, oilseed crushing, edible oils refining.

Reliance Capital intimates of sale of 19.05% stake in Sula Vineyards

Reliance Capital announced that Reliance Corporate Advisory Services, a 100% subsidiary of the Company has sold 19.05% stake in Sula Vineyards for USD 39.49mn. An unknown buyer has acquired this stake from Reliance Capital. Nashik-based Sula Vineyards is engaged in manufacturing of wines. It offers red wine, white wine, sparkling wine, rose wine, grapeseed oil, whiskey, brandy.

Group of individuals acquired 1.43% stake in Rushil Décor for USD 3.06mn

Individual investors acquired a 1.43% stake in Rushil Décor for a total consideration of USD 3.06 mn through preferential allotment. Ahmedabad-based Rushil Décor is engaged in manufacturing of particle board products and decorative laminated products under the brand name *Vir Laminate*.

Marico exits its over two-year-old investment in Bellezimo Professionale Products

Marico sold its entire 45% stake in Bellezimo Professionale Products to the promoters of the company for a total consideration of USD 0.25mn. Mumbai-based Bellezimo Professionale Products is engaged in providing hair and beauty care products. It provides skincare products mainly to salon chains. Mumbai-based Marico is engaged in providing personal care, skin care & ayurvedic products.

German Co Gala Kerzen buys majority in Ramesh Flowers

Gala Kerzen agreed to buy a majority stake in Ramesh Flower. The acquisition will expand GALA Kerzen's range of high-end scented and decorative products and enable the company to move into new markets outside Europe including South Asian Market. Tamil Nadu-based Ramesh Flowers manufactures and exports potpourri, air fresheners & decorative products. Germany-based Gala Kerzen manufactures various kinds of candles including standard and scented candles.

Shubham Business Ventures acquired non-core investments of Future Consumer

Shubham Business Ventures acquired non-core investments of Future Consumer for an undisclosed amount. As part of the transaction, Future Consumer sold its investments in Express Retail Services and Star and Sitara Wellness. The asset represents the food retail business and beauty services business. Mumbai-based Shubham Business Ventures is engaged in providing real estate services on fees and contract basis.

Kottaram Agro Foods raises USD 5.35mn from Aavishkaar Ventures

Avishkaar Ventures invests USD 5.35mn in Kottaram Agro Foods for an undisclosed stake. The proceeds will help the company to strengthen its product portfolio, accelerate marketing & expand its distribution reach to over 50,000 retail outlets in the next three years. Bengaluru-based Kottaram Agro Foods is engaged in manufacturing and selling of food products under the brand name *Soulfull*. It offers breakfast cereals, ragi bites, muesli, oats, flakes, grain & loopies

Zappfresh raises USD 3.07mn from SIDBI Venture Cap & Amit Burman

Online meat store Zappfresh raised USD 3.07mn from SIDBI Venture Capital & Dabur India Vice Chairman Amit Burman for an undisclosed stake. The funds will be used to drive business strategy & expand supply chain & geographical reach. Zappfresh, run by Gurugram-based DSM Fresh Foods, procures meat from the farms and serves to the end customer in the chosen time slot the same day once the order is placed on its portal.

G.C. Beverages raises USD 2 mn from RB Investments

RB Investments invests USD 2 mn in G.C. Beverages for an undisclosed stake. Delhi-based G.C. Beverages is engaged in producing and supplying of natural mineral water under the brand name *Natural Spring*. It also supplies olive oils and packed beverages like fruit juices.

Personal care startup Mcaffeine raises USD 0.5mn from a group of angel investors.

Calcutta Angels along with a group of individual investors have invested USD 0.5mn in PEP technologies for an undisclosed stake. The proceeds will be for R&D, building inventory, expanding its product offerings & adopting an omni-channel marketing strategy. Mumbai-based PEP Technologies operates as a manufacturer of caffeine infused personal care products under the brand name *Mcaffeine*. It offers products such as shampoo, face wash, shower gel, body butter, hair creams & face creams.

Venture Catalysts invests in lingerie brand Inner Sense

Funding and incubation platform Venture Catalysts has invested USD 0.38mn in lingerie brand *Inner Sense* for an undisclosed stake. The funds will be primarily be used for expansion. Ahmedabad-based Truelan textiles is engaged in manufacturing of innerwear products under the brand name of *Inner Sense*.

Transaction	Target	Buyer	Industry	Deal Value (USD mn)	Percentage Sought (%)
M&A	Shree Renuka Sugars	Wilmar Sugar Holdings	Agricultural Products	124.92	26.00%
M&A	Sula Vineyards	Unknown	Distillers & Vintners	39.49	19.05%
M&A	Rushil Decor	Individuals	Home Furnishings	3.06	1.43%
M&A	Bellezimo Professionale Products	Promoters	Personal Products	0.25	45.00%
M&A	Ramesh Flowers	Gala Kerzen GMBH	Home Furnishings	NA	Majority Stake
M&A	Future Consumer (Non-Core investments)	Shubham Business Venture	Food Retail	NA	100%
PE	Kottaram Agro Foods	Aavishkaar Bharat Fund	Packaged Foods & Meats	5.35	NA
PE	Zappfresh (DSM Fresh Foods)	SIDBI Venture Capital & Individual investor	Internet Retail	3.07	NA
PE	G.C. Beverages	RB Investments	Soft Drinks	2	NA
PE	PEP Technologies	Calcutta Angels, Individuals	Personal Products	0.5	NA
PE	Inner Sense (Truelan Textiles)	Venture Catalysts, Individual investors	Apparel, Accessories & Luxury Goods	0.38	NA

Industry Picks

India's beer consumption lowest in Asia; demand to pick up

Noting that India has one of the lowest levels of beer consumption per capita in Asia, industry holds a favourable outlook for the market in the country, on the back of changing cultural attitudes and more young affluent population. The total alcohol consumption in India is at 5.1 litres per capita in 2018, considerably lower than the Asian per capita average of 20.9 litres. The low consumption is due to reasons such as conservative attitude, licensing regulations, restrictions on the sale of alcohol in certain states and a preference for locally produced spirits such as whiskey.

The country ranks in seventh place out of 18 countries in Asia and in 29th place out of 101 countries globally with a score of 60.6 out of 100 (higher score = more attractive market) in BMI Research's Q218 Alcoholic Drinks Risk and Reward Index (RRI). India's overall score is dragged down by a low Industry Risk score, due to the country's comparatively poor regulatory environment and lack of retail formalisation.

It is expected that beer sales in volume terms will grow by an average of 6.9% annually between 2018 and 2022, reaching 6.5 bn liters in total, up from an estimated 4.7 bn liters in 2017. Reasons to spur the beer culture in India, include rising disposable incomes, aspirational lifestyles, cheaper locally produced products and emerging craft beer culture, among others.

AC makers expect high double digit jump in sales in 2018

Air conditioner makers, including Voltas, Daikin and Panasonic, are expecting a high double-digit growth in sales this year on account of reports of rise in average temperature this summer, increasing disposable income and availability of power in smaller cities. Samsung, Godrej Appliances, Haier & Intex too expressed optimism over double-digit growth in AC sales numbers.

Although, cost of ACs has gone up by 10-15% this year due to the implementation of new ISEER (Indian Seasonal Energy Efficiency Ratio) ratings, manufacturers are unfazed about it and are expecting that the inverter technology-based units would record three times growth and contribute 30-35% of the total sales. Moreover, adoption of inverter AC has increased in the last couple of years owing to improvement in consumer's understanding of the technology, which is more energy efficient.

Besides, the makers are expecting healthy growth from small town markets in overall sales this year as power availability has increased. The penetration of ACs in India stands at around 4%, while in China it is 60%, which itself is a huge opportunity. Presently, the Indian room AC industry is estimated to be around 5.5 to 6 mn units with around 15-20 companies operating in this space. Also, the makers are expecting online channel to contribute up to 7% of their total sales and expect it to increase because of smartphone penetration and availability of free data.

Lab-grown 'clean meat' may hit Indian markets by 2025

Laboratory grown 'clean meat' may become available in India by 2025, allowing consumers to enjoy animal products without supporting inhumane and unsustainable industrial animal agriculture. Internationally, clean meat is predicted to hit the market by the end of 2018. whereas in India, it is expected to be available by 2025.

Animal welfare organisation Humane Society International (HSI) India and the Centre for Cellular and Molecular Biology (CCMB) in Hyderabad have joined hands to develop laboratory grown meat in India. The partnership looks to promote the technology to develop clean meat while bringing start-ups and regulators together under the same roof. The effort to develop clean meat has emerged due to the unsustainable methods of large-scale industrial animal agriculture. The practices neglect basic animal welfare, and consequently pose a threat to the environment and food security.

Clean meat production requires far less land and water than conventional meat production and therefore alleviates repercussions of exponential climatic change. The technology obliterates the severe environmental damages resulting from poor waste management prevalent in current farming practices. It does not require antibiotics, produces no bacterial contamination and ensures the welfare of animals.

News Pick

Britannia shifts focus to direct supply, to operate with zero-day inventory

Britannia Industries is adapting the "leanest possible" distribution model to directly "tailor-serve retail outlets" across the country in less than a day as part of its plan to multiply sales and expand retail reach. In the new distribution model, the company plans to operate with a "zero-day inventory" by reducing distance between its distribution centres and retail stores, that the company reaches directly. To move to a "zero-day inventory" operational model, Britannia has been increasing its distribution centres aiming to reduce distance between them and retail outlets.

AC makers Voltas, LG expanding production by up to 20% to meet demand this summer

Air-conditioner makers Voltas, LG, Daikin and Godrej are expanding their production by up to 20% with warm temperature in west and south pushing demand by over 15% in February. The white goods industry, which has been battling poor sales for over six months, expects air-conditioner sales to grow almost 20% this summer based on early sales trend and forecast by India Meteorological Department (IMD) of average temperature being above normal by more than one degree Celsius in most of the country from March to May.

ITC's Aashirvaad becomes INR 40 bn brand, forays into new segments

FMCG major ITC claimed that its *Aashirvaad* atta has become an INR 40 bn brand in the wheat flour market, with around 28% market share in the branded segment. The company as part of its expansion plan is also expanding brand *Aashirvaad* into new segments such as milk and ghee in the dairy category, besides spices, instant mixes, ready meals. The brand has been growing at the rate of 16-17% CAGR over the last many years and the company hopes to continue this growth momentum. In India, branded wheat flour market is growing rapidly; and currently c.a.60% of households purchase wheat, 25% buy loose wheat flour and balance 15% buys packaged wheat flour.

Jubilant FoodWorks announces JV with Golden Harvest, to launch Domino's Pizza in Bangladesh

Jubilant FoodWorks Limited (JFL), which operates US quick service brands Domino's Pizza and Dunkin' Donuts in India, announced a joint venture with Golden Harvest QSR, part of the diversified Golden Harvest group with interests across food, dairy, logistics and commodities, to launch Domino's Pizza in Bangladesh. Post investment in the JV, JFL will be the majority shareholder with 51% of the total shareholding, while Golden Harvest QSR will hold the balance 49%. JFL currently has exclusive rights to develop and operate Domino's in Sri Lanka, Bangladesh and Nepal. It presently operates a network of 1,128 Domino's Pizza restaurants, besides 43 Dunkin' Donuts stores in India.

H&M to open 3 new stores in India by June

Swedish fashion retailer H&M plans to open three new stores in India by end of June. While Mysore and Ahmedabad will see the launch of first store, Mumbai will have its seventh, as per the expansion outlay of the company. H&M had posted nearly two-fold increase in sales in India to INR 9.55 bn for financial year ended November 2017, thus making the country one of its fastest growing markets. The company's sales rose 21% during December-February quarter. The company operates 29 stores across India in cities such as Delhi NCR, Mumbai, Hyderabad, Chennai, Bangalore, Pune, Amritsar, Indore, Coimbatore, Kolkata, Mohali & Raipur.

Government launches biodegradable sanitary napkins, priced at INR 2.5 per pad

The government launched biodegradable sanitary napkins, priced at INR 2.5 per pad, which will be available at Pradhan Mantri Bhartiya Janaushadhi Pariyojana Kendras (PMBJPK). The sanitary napkins will be available in a pack of four pads for INR 10 across over 3,200 PMBJPK by May 28, 2018. At a time when average market price of four sanitary napkins is around INR 32, the government has launched these oxo-biodegradable pads priced at INR 10 for four pads for health security of women, specially for those who are under privileged and are in rural areas.

Pepsi to launch fizzy drinks under the Slice brand

With the increasing threat of low-priced regional brands, PepsiCo is extending one of its key brands *Slice* into carbonated fruit drinks, to be priced about 30% cheaper than its existing range of juices and aerated drinks. This will also be the first time *Slice* will move beyond its core mango positioning. *Slice*, which competes with rival Coca-Cola's *Maaza* and Parle Agro's *Frooti* will continue to exist in its original variant as well.

Micromax to invest INR 2 bn to expand consumer electronics segments

Indian handset maker Micromax plans to invest INR 2 bn into washing machines, refrigerators & air coolers, over the next 12 to 18 months, as it diversifies into new segments and moves towards becoming a consumer electronics brand. The company expects consumer electronics to contribute 30% up from current contribution 20%, whereas the share of mobile phones segment to come down to 70% vs. current 80%. The company expects its overall revenue to be around INR 45 bn by March 2019, of which over a fifth is expected to come from consumer electronics. The company presently also sells LED televisions, a segment where it has a 6-7% share. Micromax is estimated to reach revenues of INR 54 bn by 2020.

McNroe eyes INR 12 bn revenues by 2022

McNroe, which owns deodorant brands *Wild Stone* and *Secret Temptations*, is looking to treble its sales to INR 12 bn by 2022, on the back of distribution expansion and enhanced manufacturing capacity in India. The company, which had sales of c.a. INR 4 bn in 2017, will be investing about INR 1.5 bn in technology, skilled labour and the upcoming manufacturing site in Haridwar. Besides, the company is planning to beef up its exports by entering into new markets. The company has three brands in deodorant, perfumes and talc categories - *Wild Stone*, *Secret Temptations* & *Heaven's Garden*. The current focus now will be to enter into the growing male grooming category under the existing brands to enhance sales.

Telangana to set up Apparel Super Hub at textile park in Sircilla

The Telangana government is setting up an apparel value chain system at the upcoming apparel park in Sircilla district at an estimated investment of INR 1 bn in collaboration with apparel manufacturer Kay ventures. Coming up in an area of 20 acres, the Apparel Super Hub (ASP) will house 5,000 state of the art sewing units with its corresponding embroidery, printing, washing & value addition/support facilities. It is proposed to be developed in three phases and will be fully operational in three years.

Future Retail to form JV with Khimji Ramdas to operate FBB stores in Oman

Future Retail has formed a INR 1.5 bn JV with Khimji Ramdas to operate FBB apparel stores in Oman and other member states of the Gulf Cooperation Council (GCC). The 50:50 joint venture will be called KR Future Fashions with an investment of INR 0.75 bn. The company plans to open 18 FBB stores in Middle East in next few years. The new FBB stores in Oman will be c.a.15,000 sq.ft. in size, and will cater to the value segment.

ITC to enter branded rice segment by end this year

ITC plans to launch branded packaged rice later this year. The company will sell both basmati and non-basmati rice. Later, the company will also introduce ready-to-make versions of rice-based dishes. The company is yet to finalize the brand for packaged rice. The company may, however, leverage *Aashirvaad* brand to sell atta and later expanded to include spices, salt, ghee, milk, instant mixes & ready-to-eat meals.

Arvind aims INR 100 bn business from textiles in the next four to five years

Ahmedabad-based Arvind expects INR 100 bn business from its textiles business in the next four to five years. Besides, in the next three to five years, the company intends to invest Rs 1,500 crore in the textiles business to expand capacity of its existing units as well as set up new facilities. The company is exploring newer areas such as athleisure, where it is sensing a significant opportunity. Also, the company expects to continue its CAGR growth of 16% and above in the coming years.

TheMomsCo launches baby care range, to expand offline presence

Mom and baby care consumer goods startup The Moms Co has launched its baby care range, 6 months after it raised capital from Saama Capital and DSG Consumer Partners. As part of the toxin-free range, the firm will launch 8 products including baby wash, shampoo, oils & creams. The company has partnered exclusively with Amazon India to retail the new range online and is looking to target the INR 30 bn baby care and pre and post natal care market in India, which is expected to grow at a CAGR of 8% by 2021. The range has been launched

offline as well through its 4 brand stores in premium hospitals across Delhi and NCR. Beyond the online medium, the company is also looking to ramp up its offline play and is looking to establish additional 6 stores taking the cumulative count to 10 stores this year.

Blue Star eyes commercial refrigeration products, water purifiers as next growth driver

Blue Star wants to focus on commercial refrigeration products and water purifiers as the next growth driver with plans to double both the business by 2020. The company will soon foray into water purifiers in the INR 9,000-15,000 segment which is over 65% of the total market and expand the commercial refrigeration reach and products. The company's commercial refrigeration business is currently worth INR 6 bn, while it is targeting 10% of the INR 28 bn electric water purifier market by 2020. The room air-conditioner business is the largest revenue contributor accounting for over one-third of total revenue - the company targets to grow its market share from 11.5% to 12.5% in this segment. It plans to invest about INR 550 mn this summer on advertising and marketing as compared to INR 450 mn spent last year. The company has also recently forayed into air-purifiers & air-coolers.

AB InBev sees a 'tippling' point, to uncork new products in India

Anheuser-Busch In-Bev plans to introduce global lager brand *Beck's* in India and re-launch others in an attempt to ramp up investment in the country, which it expects could become the largest beer-consuming market in the world. The company's shipments in India increased at a double-digit rate, putting it among the fastest-growing territories for the world's biggest brewer. Company's growth is driven by its premium brands - *Budweiser*, *Hoegaarden* & *Corona*. The new brand, *Beck's Ice*, will be first launched in Maharashtra and then rolled out nationwide. While the company has been importing brands, this will be the first brewed-in-India brand launch in more than a decade.

Varun Beverages gets PepsiCo's franchised sub-territory in Jharkhand

Varun Beverages announced it has acquired PepsiCo India's previously franchised sub-territory in Jharkhand along with a manufacturing facility. PepsiCo India's bottling partner Varun Beverages is now a franchisee for PepsiCo products across 21 states and 2 Union Territories.

Amul to roll-out new milk-based beverages soon

Amul will soon launch '*Haldi doodh*' and an '*Irish drink mocktail*' - both being introduced for the first time in the country. The company has started production of these new varieties which and will be available to consumers in easy to open end (EoE) cans format. The company has 1.5 lakh unit manufacturing capacity for each variant. With this, the company is targeting INR 1 bn in sales, which is c.a.5 % of the total milk based beverage market.

Ethnic beverage brand Goli Soda to enter Bengaluru, Chennai markets

Ethnic beverages brand *Goli Soda*, part of Mitaahaar Food Ideas, announced its plan to open 10 outlets in Hyderabad and increase its manufacturing to 12,000 bottles per day from a current 2,000 bottles per day. The beverage maker also plans to venture into Bengaluru and Chennai markets in the next few months and will be scouting for fresh investments. The company makes various types of natural beverages including coconut water and sugarcane juice and competes with the likes of Hector Beverages' *Paper Boat*.

Future Group's Kishore Biyani turns to Ayurveda

Future Group is seeking a robust and visible presence in the ayurvedic personal-care space and the company is already evaluating potential acquisition targets. The organized retailing pioneer's FMCG business, Future Consumer will soon be launching an ayurvedic hair oil and other beauty products targeting the mass market. The FMCG business will touch INR 35 bn in sales in FY18, more than double from INR 16.5 bn in FY17. The long-term goal is to make it a INR 200 bn business by 2021-22.

Arvind to focus on luxury custom-made menswear with new Creyate store

Textile and apparel company Arvind launched its first luxury flagship Creyate store in Bengaluru's upscale retail mall, UB City. The company has 13 Creyate stores, which it labels a mass-customisation menswear brand rather than a bespoke offering, mostly located in metros. It plans to double the number of stores over the next 12-18 months. While the mix of new stores will remain heavily skewed towards the regular format, it will look at opening at least a couple more luxury Creyate outlets too. The average transaction value (ATV) will be close to INR 100,000 mn in luxury stores compared to INR 30,000 - 32,000 ATV at its other regular Creyate stores.

PepsiCo India aims to double Tropicana business by 2020

PepsiCo India aims to double sales of *Tropicana*, the flagship brand for its fruit-based beverages, by 2020. *Tropicana*, which was launched in India in 2004 as 100% juice and then extended to other juice-based drinks has generated business of more than INR 10 bn in FY17. The focus on Tropicana comes as part of the company's global strategy to focus on nutrition and healthier beverages as it failed to check falling sales of aerated drinks in the past five years as consumers shift to healthier options. In the 100% juice segment, Tropicana had a 41.5% market share (retail volume) in 2016, up from 40% in 2015.

Ajinomoto to create awareness about safe consumption of MSG product in India

Japanese food processing and seasoning company Ajinomoto would tap social and digital media to create awareness about safe consumption of its popular monosodium glutamate (MSG) seasoning product *aji-no-moto* in India. The Indian subsidiary of Japan-headquartered company currently imports *aji-no-moto* from its Thailand factory which mainly serves to the South East Asian countries including India. Talking about Indian operations, the Group formally launched the Indian subsidiary in 2003 which retails a range of products including *aji-no-moto*, specific menu seasoning mix *Hapima*, *Blendy-3* in 1 Masala Chai or coffee mix.

Samsung, Panasonic hike prices of imported TV sets after duty hike

A month after the government increased import duties on LED television panels and TV sets imported in the completely-built unit (CBU) format, television makers Samsung & Panasonic have increased prices by up to 6%, with prices going up anywhere between INR 300 & INR 2,000, depending on screen sizes. Even online exclusive or focused brands such as BPL, Sanyo and Kodak, which mostly import television sets, have raised prices

Consumer Scorecard

Company Name	Stock Price	Market Capitalization	Net Revenues	EBITDA Margin	Net Income Margin	EV/Revenues (x)			EV/EBITDA (x)			P/E (x)			ROE	ROCE
	(INR)	(INR mn)	(INR mn)	(%)	(%)	TTM	FY18E	FY19E	TTM	FY18E	FY19E	TTM	FY18E	FY19E	LTM	LTM
Agro & Food Processing																
Godrej Agrovet	650.3	125,325	50,198	8.9%	5.2%	2.71x	2.63x	2.33x	30.50x	29.37x	24.10x	50.49x	47.81x	36.95x	24.8%	10.8%
Avanti Feeds	2,366.0	107,452	33,472	20.5%	13.4%	3.04x	2.99x	2.52x	14.80x	12.73x	11.04x	24.20x	22.16x	18.63x	65.5%	51.5%
KRBL	451.2	106,208	32,832	22.8%	13.7%	3.30x	3.31x	3.09x	14.49x	13.41x	11.75x	23.68x	22.54x	19.43x	23.8%	17.8%
Venky's (India)	4,049.3	57,043	25,639	14.7%	7.4%	2.33x	2.20x	1.95x	15.80x	13.75x	12.36x	29.99x	27.02x	23.99x	36.2%	21.3%
Prataap Snacks	1,326.7	31,115	9,887	7.9%	3.5%	3.04x	2.89x	2.38x	38.23x	33.49x	26.42x	81.67x	67.17x	49.05x	4.3%	3.4%
LT Foods	90.6	28,962	35,122	11.2%	3.8%	1.23x	1.18x	1.04x	11.00x	10.23x	9.25x	18.02x	18.79x	14.02x	20.4%	10.2%
Apex Frozen Foods	654.5	20,453	9,596	10.1%	7.0%	2.16x	N.A.	N.A.	21.42x	N.A.	N.A.	25.37x	N.A.	N.A.	29.0%	13.5%
DFM Foods	1,450.0	14,531	4,196	10.9%	4.6%	3.54x	3.44x	2.75x	32.65x	32.60x	25.22x	74.83x	76.11x	54.10x	24.2%	15.5%
ADF Foods	237.8	5,041	2,041	11.3%	5.3%	2.40x	2.31x	2.12x	21.27x	12.89x	10.67x	46.17x	23.89x	19.41x	6.7%	5.2%
Average						2.64x	2.62x	2.27x	22.24x	19.81x	16.35x	41.60x	38.19x	29.45x		
Apparels																
Page Industries	22,288.3	248,601	24,419	20.5%	13.1%	10.09x	9.65x	7.88x	49.12x	47.39x	37.92x	77.80x	75.04x	59.61x	46.7%	40.5%
Raymond	931.7	57,189	57,502	6.8%	2.0%	1.28x	1.25x	1.11x	18.80x	17.71x	12.94x	49.89x	59.34x	31.37x	6.7%	3.9%
Lux Industries	1,799.7	45,447	10,757	13.0%	6.5%	4.47x	N.A.	N.A.	34.44x	N.A.	N.A.	65.19x	N.A.	N.A.	26.0%	15.2%
Rupa & Company	387.0	30,772	10,928	12.9%	6.6%	2.88x	2.73x	2.34x	22.35x	20.23x	16.25x	42.59x	35.83x	28.24x	17.9%	15.0%
Dollar Industries	400.5	21,711	9,824	13.1%	6.4%	2.43x	2.38x	2.02x	18.62x	19.29x	14.96x	35.08x	33.51x	23.77x	34.5%	16.9%
Kitex Garments	231.8	15,411	5,459	32.1%	15.3%	2.59x	2.23x	1.90x	8.09x	6.15x	5.24x	18.39x	14.65x	10.27x	20.7%	20.9%
Ashapura Intimates Fashion	464.6	11,712	3,112	15.6%	6.5%	4.12x	4.46x	3.65x	26.46x	14.90x	21.55x	57.14x	22.22x	40.19x	17.9%	12.0%
Monte Carlo Fashions	480.6	10,444	6,575	16.7%	9.0%	1.58x	1.54x	1.32x	9.45x	8.42x	7.13x	17.62x	14.22x	11.64x	12.1%	9.0%
S.P. Apparels	347.4	8,743	6,396	15.4%	8.4%	1.54x	1.51x	1.24x	10.00x	9.83x	8.30x	15.10x	18.14x	12.68x	14.0%	8.8%
Indian Terrain Fashions	187.3	7,106	4,563	11.3%	6.6%	1.53x	1.70x	1.45x	13.57x	13.81x	11.57x	23.47x	26.12x	20.37x	16.6%	14.2%
Nandan Denim	129.6	6,227	15,841	14.0%	3.9%	0.71x	0.72x	0.62x	5.03x	4.72x	4.12x	9.95x	9.66x	8.48x	14.8%	7.6%
Lovable Lingerie	175.8	2,602	1,839	6.6%	5.1%	1.43x	N.A.	N.A.	21.83x	N.A.	N.A.	31.79x	N.A.	N.A.	4.1%	2.5%
Average						2.89x	2.82x	2.35x	19.81x	16.25x	14.00x	37.00x	30.87x	24.66x		

Consumer Scorecard

Company Name	Stock Price	Market Capitalization	Net Revenues	EBITDA Margin	Net Income Margin	EV/Revenues (x)			EV/EBITDA (x)			P/E (x)			ROE	ROCE
	(INR)	(INR mn)	(INR mn)	(%)	(%)	TTM	FY18E	FY19E	TTM	FY18E	FY19E	TTM	FY18E	FY19E	LTM	LTM
Breweries & Distilleries																
United Spirits	3,248.8	444,902	88,175	11.4%	1.1%	5.51x	5.79x	5.05x	48.37x	45.23x	33.78x	N.M.	94.74x	60.68x	5.9%	8.7%
United Breweries	977.1	258,337	47,292	14.5%	4.9%	5.57x	4.84x	4.29x	38.51x	30.87x	27.62x	N.M.	70.40x	59.01x	10.2%	8.4%
Radico Khaitan	353.7	47,151	16,799	12.6%	4.8%	3.24x	3.05x	2.81x	25.72x	19.81x	17.44x	58.44x	40.36x	32.22x	8.0%	5.7%
G.M.Breweries	1,100.1	16,086	5,892	15.4%	9.9%	2.67x	N.A.	N.A.	17.27x	N.A.	N.A.	27.48x	N.A.	N.A.	26.0%	23.8%
Average						4.25x	4.56x	4.05x	32.47x	31.97x	26.28x	42.96x	68.50x	50.64x		
Building Products																
Kajaria Ceramics	576.2	91,587	26,813	17.6%	8.9%	3.50x	3.43x	2.98x	19.88x	19.94x	16.45x	38.31x	37.80x	29.71x	20.3%	16.7%
Sheela Foam	1,545.3	75,382	19,129	10.0%	6.1%	3.88x	3.70x	3.19x	38.94x	35.20x	27.59x	63.84x	55.79x	41.32x	31.1%	21.8%
Cera Sanitaryware	3,313.3	43,092	10,066	17.4%	9.9%	4.24x	3.63x	3.09x	24.38x	24.01x	20.05x	43.44x	41.10x	33.73x	21.1%	17.0%
Shankara Building Products	1,810.6	41,370	23,882	7.0%	3.0%	1.85x	1.80x	1.58x	26.21x	25.81x	21.55x	56.61x	54.62x	41.01x	17.6%	15.8%
Greenply Industries	315.1	38,634	16,595	15.0%	7.6%	2.52x	2.43x	2.01x	16.84x	16.37x	13.65x	30.61x	27.00x	25.01x	18.1%	12.1%
Greenlam Industries	1,253.0	30,243	10,902	14.4%	5.9%	3.01x	3.07x	2.85x	20.92x	22.84x	21.22x	46.75x	49.55x	45.73x	18.6%	11.8%
HSIL	399.3	28,868	20,782	14.1%	4.8%	1.72x	1.56x	1.33x	12.23x	12.83x	9.21x	28.78x	31.20x	19.13x	7.1%	5.2%
Somany Ceramics	662.0	28,053	18,110	10.6%	5.1%	1.64x	1.76x	1.46x	15.49x	17.58x	12.91x	30.14x	38.26x	23.83x	19.6%	13.0%
Pokarna	192.3	5,962	3,445	30.7%	13.7%	2.31x	N.A.	N.A.	7.52x	N.A.	N.A.	13.19x	N.A.	N.A.	30.5%	14.3%
Average						2.74x	2.67x	2.31x	20.27x	21.82x	17.83x	39.08x	41.91x	32.43x		
Dairy																
Hatsun Agro Product	699.5	106,434	44,519	9.3%	3.0%	2.59x	2.42x	2.03x	27.80x	25.76x	20.33x	80.59x	76.03x	49.75x	41.5%	15.1%
Heritage Foods	728.1	33,780	23,368	6.2%	2.4%	1.49x	1.33x	1.14x	23.80x	24.01x	16.82x	44.71x	57.10x	32.03x	15.1%	10.6%
Parag Milk Foods	254.8	21,428	18,650	11.2%	5.2%	1.23x	1.19x	1.05x	11.04x	13.40x	11.24x	21.73x	28.40x	22.42x	14.4%	9.8%
Prabhat Dairy	160.9	15,711	15,263	8.3%	1.8%	1.15x	1.09x	0.95x	13.80x	12.40x	10.10x	56.03x	33.93x	24.13x	4.1%	5.5%
Kwality	53.8	12,791	68,718	6.6%	2.8%	0.41x	0.37x	0.33x	6.23x	5.44x	4.79x	6.55x	5.66x	4.93x	19.7%	10.5%
Umang Dairies	79.7	1,753	2,504	1.8%	N.M.	0.81x	N.A.	N.A.	45.81x	N.A.	N.A.	N.M.	N.A.	N.A.	N.M.	1.4%
Average						1.28x	1.28x	1.10x	21.41x	16.20x	12.66x	41.92x	40.22x	26.65x		

Consumer Scorecard

Company Name	Stock Price	Market Capitalization	Net Revenues	EBITDA Margin	Net Income Margin	EV/Revenues (x)			EV/EBITDA (x)			P/E (x)			ROE	ROCE
	(INR)	(INR mn)	(INR mn)	(%)	(%)	TTM	FY18E	FY19E	TTM	FY18E	FY19E	TTM	FY18E	FY19E	LTM	LTM
Durables																
Titan Company	932.5	827,861	152,268	9.7%	6.6%	5.43x	5.32x	4.42x	56.20x	48.67x	38.89x	83.29x	70.00x	56.05x	18.4%	16.8%
Havells India	508.8	318,176	61,558	13.3%	8.0%	4.88x	3.66x	3.04x	36.82x	29.39x	23.82x	65.91x	46.60x	38.09x	15.3%	13.1%
Whirlpool of India	1,519.5	192,782	45,887	11.8%	7.3%	4.01x	3.84x	3.31x	34.06x	33.82x	27.35x	57.77x	55.60x	44.34x	22.3%	18.6%
CG Consumer Electricals	231.2	144,904	40,801	12.3%	7.5%	3.61x	3.52x	3.05x	29.36x	27.47x	22.82x	47.47x	44.18x	34.88x	64.3%	27.1%
Symphony	1,792.7	125,408	7,680	25.8%	21.6%	16.05x	13.68x	11.24x	62.28x	50.11x	42.01x	75.74x	62.63x	49.91x	42.6%	30.3%
V-Guard Industries	232.2	98,821	23,184	9.1%	6.5%	4.22x	4.07x	3.50x	46.52x	40.54x	32.65x	66.39x	57.08x	45.03x	24.6%	19.7%
Blue Star	795.0	76,315	46,449	5.5%	2.9%	1.66x	1.58x	1.37x	30.07x	27.29x	21.20x	56.42x	49.94x	36.14x	18.5%	11.2%
TTK Prestige	6,313.5	73,560	18,252	13.1%	15.4%	3.99x	4.01x	3.35x	30.57x	29.89x	24.36x	26.05x	44.82x	37.13x	33.0%	13.1%
Bajaj Electricals	621.7	63,437	42,617	5.8%	2.4%	1.65x	1.57x	1.41x	28.32x	27.33x	21.74x	61.68x	48.74x	36.27x	12.6%	8.3%
IFB Industries	1,178.4	47,747	20,882	5.4%	2.8%	2.25x	2.21x	1.83x	41.52x	30.07x	23.89x	80.35x	63.70x	46.45x	12.2%	8.1%
VIP Industries	324.1	45,794	13,737	12.2%	8.0%	3.25x	3.19x	2.82x	26.54x	25.15x	21.74x	41.85x	39.28x	34.04x	26.3%	23.3%
La Opala RG	286.9	31,840	2,862	35.8%	23.5%	10.52x	11.22x	9.64x	29.36x	25.75x	22.17x	47.33x	41.10x	35.38x	19.0%	15.8%
Surya Roshni	425.8	23,165	31,455	7.3%	2.3%	1.01x	0.86x	0.78x	13.83x	13.43x	12.31x	26.06x	25.99x	22.73x	9.7%	6.7%
Hawkins Cookers	2,804.3	14,828	6,069	11.2%	7.8%	2.34x	N.A.	N.A.	20.81x	N.A.	N.A.	31.01x	N.A.	N.A.	56.4%	39.4%
LEEL Electricals	249.1	10,045	33,217	8.3%	2.1%	0.62x	N.A.	N.A.	7.53x	N.A.	N.A.	14.35x	N.A.	N.A.	8.3%	7.2%
Butterfly Gandhimathi	529.6	9,468	5,121	1.7%	N.M.	2.07x	2.02x	1.71x	N.M.	37.31x	27.52x	N.M.	N.M.	86.81x	N.M.	N.M.
Average						4.22x	4.34x	3.68x	32.92x	31.87x	25.89x	52.11x	49.97x	43.09x		
FMCG																
ITC	258.5	3,154,392	428,036	36.0%	24.0%	7.07x	7.14x	6.37x	19.62x	19.39x	17.00x	30.59x	28.64x	25.31x	23.1%	19.9%
Hindustan Unilever	1,348.5	2,918,759	331,620	19.1%	13.5%	8.64x	8.22x	7.27x	45.28x	40.21x	34.40x	65.03x	57.27x	48.83x	67.4%	53.4%
Godrej Consumer Products	1,105.5	753,210	96,790	21.1%	14.5%	7.97x	7.67x	6.75x	37.80x	36.53x	31.69x	53.63x	51.16x	43.41x	28.4%	14.3%
Dabur India	337.7	594,865	75,423	20.6%	17.1%	7.84x	7.41x	6.53x	38.06x	36.43x	31.71x	46.26x	43.35x	37.61x	26.0%	14.6%
Marico	325.1	419,595	61,567	19.1%	13.0%	6.65x	6.35x	5.53x	34.89x	34.67x	29.43x	52.82x	49.77x	42.10x	30.8%	23.7%
P&G Hygiene & Health Care	9,464.5	307,225	24,385	28.8%	17.4%	12.48x	11.76x	10.13x	43.31x	41.30x	35.03x	72.38x	66.60x	57.43x	34.9%	32.8%
Colgate-Palmolive (India)	1,084.4	294,941	41,373	25.4%	15.2%	7.02x	6.67x	5.96x	27.62x	26.70x	23.47x	47.03x	44.87x	38.99x	42.9%	38.6%
Emami	1,099.3	249,494	24,875	30.9%	13.3%	10.15x	9.68x	8.30x	32.86x	33.20x	27.97x	75.56x	53.47x	42.10x	19.8%	11.0%

Consumer Scorecard

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	(INR)	(INR mn)	(INR mn)	(%)	(%)	TTM	FY18E	FY19E	TTM	FY18E	FY19E	TTM	FY18E	FY19E	LTM	LTM
Gillette India	6,585.4	214,587	17,480	25.3%	15.3%	12.22x	N.A.	N.A.	48.36x	N.A.	N.A.	80.49x	N.A.	N.A.	34.4%	32.2%
Jyothy Laboratories	389.2	70,745	16,753	14.4%	12.9%	4.52x	4.34x	3.79x	31.41x	28.71x	24.45x	33.19x	41.73x	34.58x	21.8%	9.9%
Bajaj Corp	463.3	68,329	7,966	33.2%	27.4%	8.16x	7.70x	6.78x	24.59x	24.11x	20.78x	31.31x	29.31x	25.57x	44.8%	32.4%
Zyduz Wellness	1,239.1	48,412	4,851	24.2%	26.3%	9.03x	8.69x	7.61x	37.31x	38.79x	33.37x	38.02x	39.57x	33.59x	22.1%	11.5%
VST Industries	3,016.0	46,573	8,949	31.3%	20.0%	4.95x	4.32x	4.02x	15.82x	14.51x	12.58x	25.99x	24.28x	20.63x	38.4%	32.0%
Godfrey Phillips India	854.7	44,437	22,815	11.3%	6.0%	1.95x	N.A.	N.A.	17.31x	N.A.	N.A.	32.38x	N.A.	N.A.	8.5%	5.7%
Average						7.76x	7.49x	6.59x	32.45x	31.21x	26.82x	48.91x	44.17x	37.51x		
Food & Beverage																
Nestlé India	8,360.7	806,103	99,525	22.4%	12.3%	7.81x	6.88x	6.07x	34.82x	31.38x	27.10x	65.80x	54.01x	46.06x	38.1%	36.1%
Britannia Industries	5,093.2	611,479	95,497	14.7%	10.0%	6.34x	6.06x	5.29x	43.00x	40.64x	33.79x	64.27x	60.61x	50.22x	37.0%	29.5%
GSK Consumer Healthcare	6,000.1	252,337	42,372	20.2%	15.7%	5.17x	5.10x	4.57x	25.57x	24.99x	22.49x	37.99x	36.57x	31.63x	22.5%	16.7%
Tata Global Beverages	274.5	173,214	68,006	12.8%	6.9%	2.60x	2.56x	2.41x	20.28x	18.72x	16.84x	37.04x	31.30x	28.00x	7.4%	5.8%
Manpasand Beverages	375.3	42,952	8,309	19.3%	10.6%	4.95x	4.39x	3.18x	25.62x	22.31x	15.70x	50.26x	42.38x	30.29x	9.5%	4.9%
CCL Products (India)	282.7	37,607	11,093	21.5%	12.3%	3.54x	3.43x	2.99x	16.50x	16.05x	13.16x	27.62x	25.51x	20.61x	22.3%	15.6%
Tata Coffee	122.4	22,851	15,288	21.9%	9.5%	2.17x	2.17x	2.01x	9.87x	9.95x	8.97x	15.68x	17.55x	15.18x	14.1%	8.2%
Tasty Bite Eatables	7,635.0	19,591	2,696	17.5%	10.3%	7.44x	6.78x	5.75x	42.52x	39.24x	32.57x	70.73x	73.70x	62.11x	35.6%	17.9%
McLeod Russel India	154.3	16,889	18,708	5.8%	3.1%	1.39x	1.27x	1.14x	23.78x	15.61x	16.95x	21.71x	18.48x	14.91x	3.0%	0.2%
Agro Tech Foods	654.9	15,959	8,043	7.5%	3.6%	2.00x	1.94x	1.80x	26.53x	22.21x	19.97x	54.45x	45.17x	37.53x	8.4%	7.2%
Goodricke Group	319.2	6,894	7,078	8.0%	4.5%	1.01x	0.88x	0.76x	12.55x	5.49x	4.83x	21.81x	8.69x	7.59x	9.3%	7.3%
Vadilal Industries	859.1	6,175	5,205	8.3%	1.6%	1.29x	N.A.	N.A.	15.58x	N.A.	N.A.	74.88x	N.A.	N.A.	13.7%	10.7%
Jay Shree Tea & Industries	86.9	2,508	7,516	9.0%	0.1%	0.88x	N.A.	N.A.	9.75x	N.A.	N.A.	N.M.	N.A.	N.A.	0.3%	3.8%
Average						3.58x	3.77x	3.27x	23.57x	22.42x	19.31x	45.19x	37.63x	31.28x		
Footwear																
Bata India	750.0	96,389	24,743	11.5%	6.4%	3.68x	3.46x	3.05x	32.05x	25.85x	22.32x	60.64x	43.00x	36.74x	12.5%	10.8%
Relaxo Footwears	662.7	79,752	19,787	13.9%	7.2%	4.10x	4.08x	3.55x	29.61x	28.60x	23.79x	56.01x	52.52x	43.20x	23.6%	18.2%
Mirza International	129.7	15,598	9,257	18.0%	8.0%	1.89x	1.78x	1.55x	10.54x	10.16x	8.62x	21.08x	20.31x	16.70x	14.5%	12.3%
Liberty Shoes	211.2	3,599	4,959	7.9%	1.3%	1.00x	0.83x	0.72x	12.58x	11.67x	10.35x	56.32x	45.91x	35.02x	4.0%	5.5%

Consumer Scorecard

Company Name	Stock Price	Market Capitalization	Net Revenues	EBITDA Margin	Net Income Margin	EV/Revenues (x)			EV/EBITDA (x)			P/E (x)			ROE	ROCE
	(INR)	(INR mn)	(INR mn)	(%)	(%)	TTM	FY18E	FY19E	TTM	FY18E	FY19E	TTM	FY18E	FY19E	LTM	LTM
Average						2.67x	2.54x	2.22x	21.19x	19.07x	16.27x	48.51x	40.44x	32.92x		
Gems & Jeweller																
Rajesh Exports	731.2	215,894	1,981,136	0.9%	0.6%	0.10x	0.08x	0.07x	10.78x	8.99x	8.25x	17.61x	15.94x	14.70x	20.6%	8.5%
PC Jeweller	313.2	123,492	84,744	8.9%	5.0%	1.44x	1.21x	1.01x	16.06x	11.61x	9.57x	28.32x	19.51x	15.91x	15.2%	12.2%
Vaibhav Global	704.5	22,958	15,187	8.0%	6.1%	1.52x	1.46x	1.28x	18.89x	13.80x	12.39x	24.67x	19.60x	17.20x	21.8%	13.5%
Thangamayil Jewellery	531.1	7,286	13,824	4.2%	1.7%	0.63x	N.A.	N.A.	15.04x	N.A.	N.A.	31.10x	N.A.	N.A.	15.3%	10.8%
Tribhovandas Bhimji Zaveri	88.8	5,926	16,998	4.1%	0.9%	0.65x	0.63x	0.52x	15.94x	14.80x	11.99x	40.20x	30.62x	17.26x	3.3%	3.7%
Renaissance Jewellery	312.8	5,905	17,758	4.2%	3.5%	0.46x	0.45x	0.37x	10.89x	7.48x	6.42x	9.72x	8.74x	7.31x	12.1%	4.4%
Average						0.80x	0.77x	0.65x	14.60x	11.34x	9.72x	25.27x	18.88x	14.48x		
Hotels & Restaurants																
The Indian Hotels Company	138.2	164,356	40,020	16.2%	1.6%	5.04x	4.92x	4.45x	31.01x	30.27x	23.32x	N.M.	N.M.	54.44x	N.A.	3.1%
Jubilant FoodWorks	2,330.5	153,774	25,834	9.2%	2.2%	5.90x	5.14x	4.49x	N.M.	36.23x	28.45x	N.M.	84.52x	60.16x	7.4%	7.1%
EIH	160.5	91,708	15,268	21.5%	6.9%	6.18x	5.77x	4.65x	28.71x	30.32x	21.63x	86.46x	84.45x	53.48x	3.8%	4.0%
Coffee Day Enterprises	304.4	64,294	35,514	17.2%	2.8%	2.56x	2.48x	2.21x	14.84x	14.80x	12.25x	68.70x	60.87x	40.84x	3.9%	3.8%
Westlife Development	341.1	53,071	10,622	6.8%	0.2%	5.07x	4.88x	4.07x	N.M.	64.99x	44.97x	N.M.	N.M.	N.M.	0.4%	0.5%
Hotel Leelaventure	18.1	11,413	6,999	16.1%	N.M.	7.55x	N.A.	N.A.	46.90x	N.A.	N.A.	N.M.	N.A.	N.A.	N.M.	N.M.
Speciality Restaurants	131.8	6,189	3,152	N.M.	N.M.	1.74x	N.A.	N.A.	N.M.	N.A.	N.A.	N.M.	N.M.	N.M.	N.M.	N.M.
Average						4.86x	4.64x	3.98x	30.36x	35.32x	26.12x	77.58x	76.61x	52.23x		
Paints																
Asian Paints	1,152.1	1,105,092	162,881	19.1%	12.4%	6.73x	6.42x	5.53x	35.31x	33.41x	28.42x	56.03x	52.99x	44.82x	26.7%	20.9%
Kansai Nerolac Paints	502.9	270,996	40,526	18.2%	12.6%	6.45x	5.67x	4.91x	35.46x	31.63x	27.16x	53.26x	49.58x	42.96x	19.1%	15.4%
Berger Paints India	259.9	252,323	49,804	15.2%	9.2%	5.11x	4.94x	4.24x	33.56x	31.38x	26.55x	54.84x	53.29x	43.78x	25.6%	17.1%
Akzo Nobel India	1,801.5	86,401	28,249	12.4%	8.7%	2.96x	2.75x	2.52x	23.93x	25.23x	21.28x	34.04x	38.01x	31.60x	22.7%	16.8%
Average						5.31x	4.95x	4.30x	32.07x	30.41x	25.85x	49.54x	48.47x	40.79x		

Consumer Scorecard

Company Name	Stock Price	Market Capitalization	Net Revenues	EBITDA Margin	Net Income Margin	EV/Revenues (x)			EV/EBITDA (x)			P/E (x)			ROE	ROCE
	(INR)	(INR mn)	(INR mn)	(%)	(%)	TTM	FY18E	FY19E	TTM	FY18E	FY19E	TTM	FY18E	FY19E	LTM	LTM
Retail																
Avenue Supermarts	1,364.4	851,470	118,977	8.4%	4.0%	7.13x	5.56x	4.32x	N.M.	61.57x	46.55x	N.M.	N.M.	79.00x	17.9%	13.5%
Future Retail	549.9	276,036	182,926	4.5%	3.3%	1.57x	1.50x	1.23x	35.10x	33.07x	24.58x	44.09x	39.66x	28.14x	24.9%	11.9%
Trent	345.7	114,882	18,339	7.0%	4.6%	6.41x	5.31x	4.42x	N.M.	55.69x	43.58x	N.M.	79.93x	56.44x	3.9%	2.9%
Aditya Birla Fashion & Retail	147.4	113,748	70,339	4.5%	0.4%	1.88x	1.81x	1.55x	41.86x	27.74x	20.46x	N.M.	N.M.	62.46x	2.8%	3.5%
Arvind	402.6	104,106	98,806	8.7%	3.0%	1.40x	1.31x	1.16x	16.09x	14.29x	11.40x	35.57x	31.98x	21.71x	9.1%	5.2%
Future Lifestyle Fashions	404.3	76,984	38,771	9.8%	1.2%	2.14x	1.84x	1.55x	21.85x	19.09x	15.92x	N.M.	63.47x	43.07x	2.5%	4.6%
Shoppers Stop	542.0	47,670	49,399	3.3%	3.8%	1.14x	1.13x	1.30x	34.93x	25.50x	18.55x	25.58x	N.M.	62.29x	N.A.	2.5%
V-Mart Retail	1,941.7	35,139	11,769	10.3%	5.4%	3.01x	2.88x	2.30x	29.30x	28.05x	22.97x	55.48x	51.58x	44.79x	24.0%	19.3%
Future Enterprises	37.2	19,782	44,855	23.0%	0.8%	1.59x	N.A.	N.A.	6.91x	N.A.	N.A.	50.08x	N.A.	N.A.	1.0%	2.7%
Kewal Kiran Clothing	1,523.0	18,771	4,924	20.2%	17.3%	3.63x	3.71x	3.34x	17.97x	17.37x	15.07x	22.02x	22.07x	18.73x	26.0%	16.3%
Zodiac Clothing Company	172.8	3,373	2,851	N.M.	2.2%	1.32x	N.A.	N.A.	N.M.	N.A.	N.A.	54.92x	N.A.	N.A.	2.3%	N.M.
Average						2.84x	2.78x	2.35x	25.50x	31.37x	24.34x	41.10x	48.12x	46.29x		
Textiles																
Welspun India	58.1	58,375	54,288	24.7%	8.3%	1.57x	1.37x	1.16x	6.36x	6.92x	5.41x	12.92x	13.20x	8.78x	20.0%	8.3%
Himatsingka Seide	358.8	35,322	22,699	18.6%	8.7%	2.36x	2.33x	2.14x	12.70x	11.57x	9.09x	17.94x	17.18x	13.29x	18.6%	9.2%
Trident	68.3	34,805	46,944	19.0%	7.2%	1.32x	1.31x	1.22x	6.94x	6.49x	5.70x	10.32x	11.58x	7.56x	13.0%	5.2%
Indo Count Industries	98.2	19,385	21,528	15.1%	10.8%	1.04x	1.05x	0.95x	6.88x	7.65x	6.18x	8.35x	12.55x	9.65x	31.5%	16.5%
Average						1.57x	1.51x	1.37x	8.22x	8.16x	6.59x	12.38x	13.63x	9.82x		

About Elara Capital: Elara Capital is a full service investment bank with global presence across India, London, Dubai, Singapore and New York, offering innovative solutions in established and emerging markets. We are the market leaders in advising Indian Companies for global fund raising and cross border M&A, having consummated over 75 transactions worth more than US\$ 4.5 billion in the short span since our inception. Meticulous planning and market understanding allows us to operate transactions seamlessly with a constant focus on maximizing client value irrespective of transaction size. We aim to differentiate ourselves through impeccable service across all our industry groups. Our specialist focus with regard to transaction nature is in the distribution of Indian equity to domestic/onshore investors and the consummation of cross-border transactions.

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