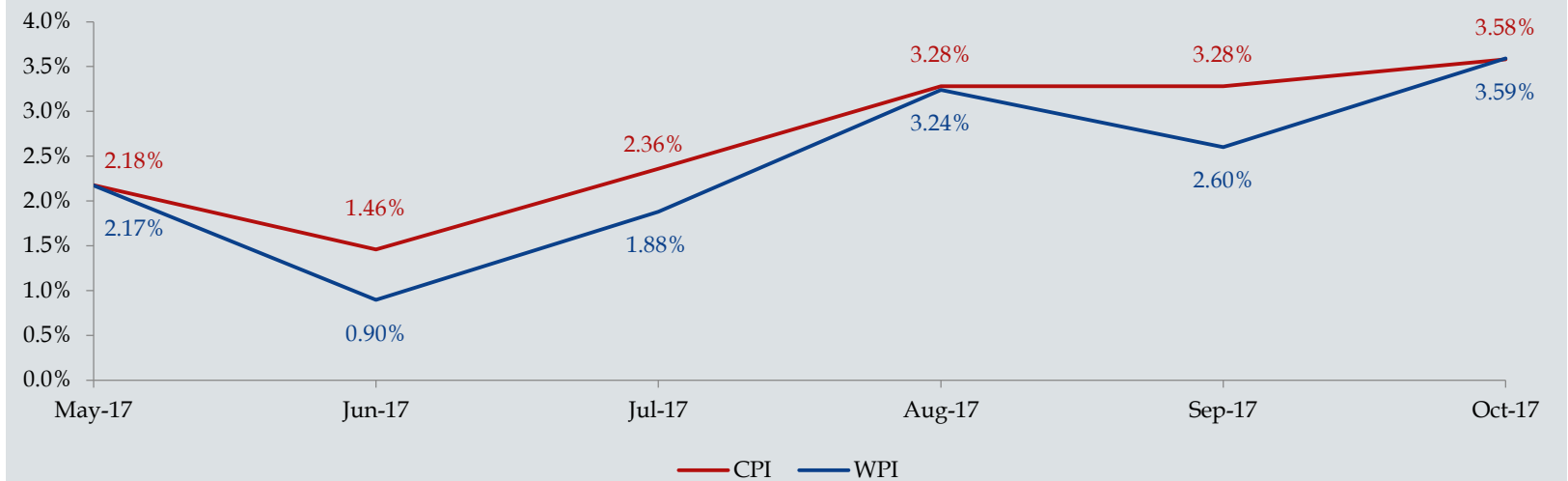




Consumer Pulse
November 2017
Monthly Industry Newsletter

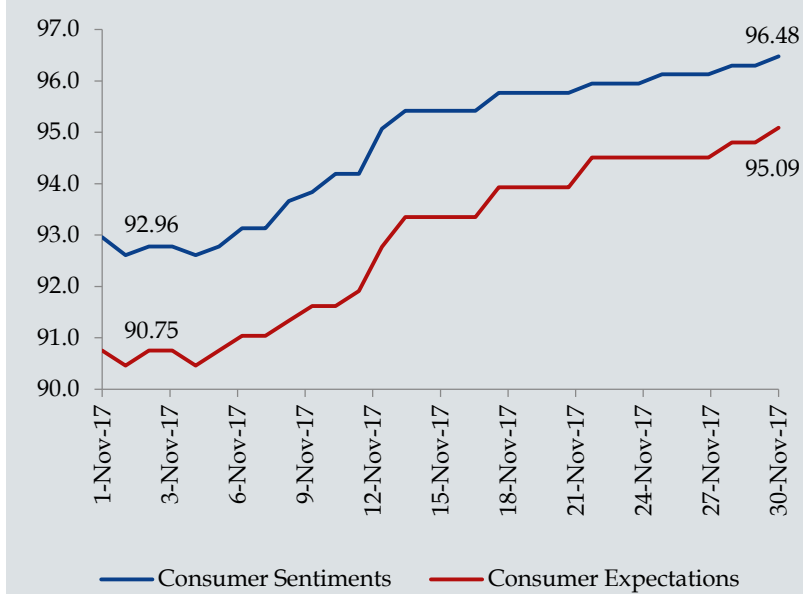
ElaraCapital

WPI & CPI Inflation

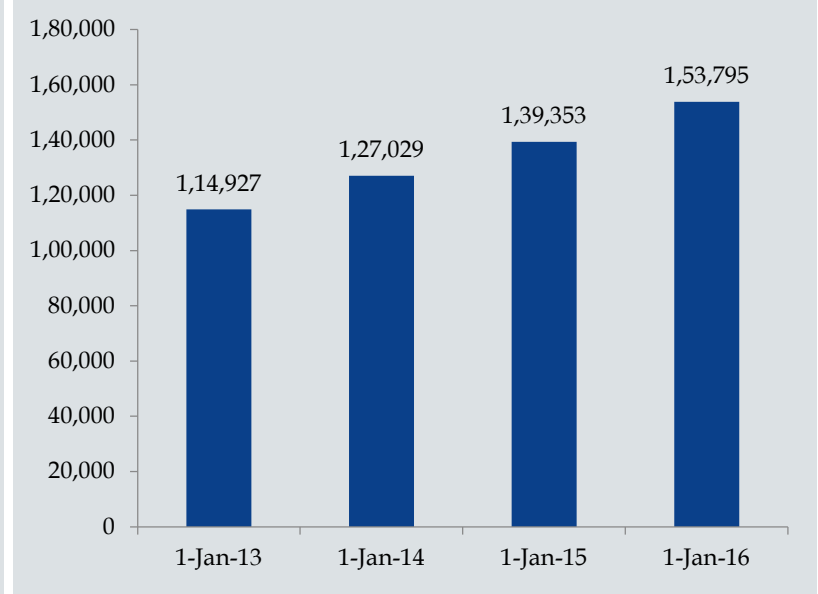


- Higher prices of food and fuel products led to a rise in WPI to a six-month high of 3.59% in October
- CPI accelerated to a 7-month high of 3.58% in October, higher from 3.28% in September 2017 but lower as against 4.20% in the similar month of the previous year.
- In November 2017, monthly index of consumer sentiments was up 3.79% to 96.48
- Monthly index of consumer expectations was up 4.78% to 95.09
- The monthly index of urban consumer sentiments was up 2.27% to 89.53, as compared to the previous month.
- The monthly index of rural consumer sentiments was up 4.74% to 100.73, as compared to the previous month.

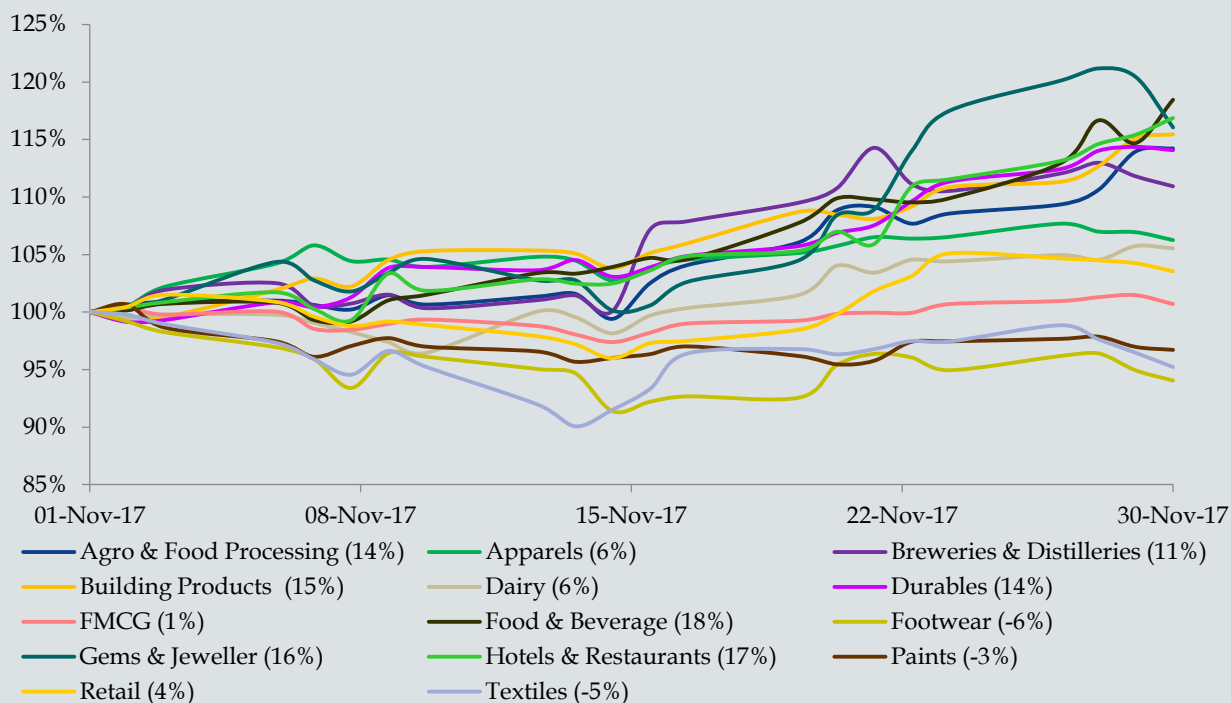
Consumer Sentiments



Disposable Income (INR)



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



Index	Returns*			
	1M	3M	YTD	12M
Agro & Food Processing	14%	74%	226%	223%
Apparels	6%	11%	41%	44%
Breweries & Distilleries	11%	55%	79%	68%
Building Products	15%	22%	63%	52%
Dairy	6%	7%	45%	44%
Durables	14%	38%	88%	84%
FMCG	1%	6%	25%	25%
Food & Beverage	18%	25%	63%	62%
Footwear	-6%	14%	66%	73%
Gems & Jeweller	16%	22%	110%	108%
Hotels & Restaurants	17%	17%	72%	65%
Paints	-3%	-1%	32%	26%
Retail	4%	12%	114%	121%
Textiles	-5%	-4%	10%	13%
Nifty FMCG	-1%	0%	25%	26%
Nifty 50 Index	-2%	3%	25%	25%
S&P BSE Sensex Index	-1%	4%	25%	25%

- * **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, Kwaliti, 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 Footweares, 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, Kewal Kiran Clothing, Future Enterprises, Zodiac Clothing Company
- * **TEXTILES** - Trident, Indo Count, Welspun, Himatsiengka

Deals

Lotte Confectionery acquires Havmor Ice Cream

Lotte Confectionery acquires Havmor Ice Cream for a consideration of USD 152 mn. The acquisition will help Lotte Confectionery expand its market from the north-west region to pan-India. Ahmedabad based Havmor Ice Cream is engaged in producing and selling ice creams and also owns and operates restaurants. South Korea based Lotte Confectionery manufactures products such as chewing gums, chocolates, biscuits, ice-creams, pies, snacks, candies & bread.

Group of individuals acquires stake in Women's Next Loungeries

A group of individuals acquires 31.13% stake in Women's Next Loungeries for a consideration of USD 1.04 mn. Mumbai-based Women's Next Loungeries is engaged in manufacturing & marketing of women's inner wear under the brand name *Women's Next*.

Radhakishan Damani acquires Novotel Imagica Khopoli

Radhakishan Damani, founder of Avenue Supermarkets, acquires Novotel Imagica Khopoli from Adlabs Entertainment for an undisclosed amount. The acquisition would help Adlabs Entertainment to reduce its debts. The asset represents the five-star luxury hotel located in a theme park in Khalapur, Maharashtra.

Heritage Foods acquires Vaman Milk Foods

Heritage Foods acquires Vaman Milk Foods for an undisclosed amount. The acquisition will help Heritage Foods to expand its dairy business to meet future market growth. Hyderabad based Heritage Foods is an industrial conglomerate with businesses interests in dairy, retail, agriculture, bakery products & renewable energy. Mohali based Vaman Milk Foods is engaged in the processing of milk and milk products.

Donear Industries acquires OCM

Donear Industries acquires OCM for an undisclosed amount. The transaction will enable Donear Industries to provide product range to consumers for all weather conditions and all occasions. Also, it will also help the distributors of OCM to sell an additional range of products especially giza, supima, wrinkle-resistant cotton fabric for jackets, trousers and terry rayon fabric for suit length. Mumbai based Donear Industries provides suiting, trouser & shirting fabrics. New Delhi based OCM provides textiles and fabrics as well as suits, sweaters, jackets, trousers & other apparel.

Universal SportsBiz raises USD 15.65 mn in Series C round

Universal SportsBiz raises USD 15.65 mn funding from Accel and NB Ventures for a 15.01% stake through preferential allotment. The proceeds will be used for expansion in product portfolio, retailing capabilities and to enhance its geographical reach. Bengaluru based Universal SportsBiz is engaged in manufacturing and selling sports products under the brand name *Collectabillia*.

Chumbak Design raises USD 13.14 mn

Chumbak Design raises USD 13.14 mn from Gaja Advisors, Matrix Partners India, Seedfund, & angel investor Narayan Ramachandran, operating partner at Gaja Capital. The proceeds will be used to bolster the company's product portfolio and deepen its penetration in the top 5 - 6 Indian metro cities. It is also eyeing offline tie-ups with large departmental chains, and plans to enter overseas markets such as Indonesia, Malaysia, Singapore & Hong Kong by the second quarter of 2018. Bengaluru based Chumbak Design is engaged in designing and retailing custom apparel and accessories.

Hector Beverages raises USD 7.7 mn from Sequoia, Hillhouse Capital & Sofina

Hector Beverages raises USD 7.7 mn from Sequoia, Hillhouse Capital Management & Sofina for an undisclosed stake. Bengaluru based Hector Beverages manufactures soft drinks and beverages under the brand name *Paper Boat*.

Farmlink Agri Distribution and Market Linkage raises USD 3 mn

Farmlink Agri Distribution and Market Linkage raises USD 3 mn from Pioneering Ventures and Syngenta International for an undisclosed stake. The proceeds would be used to create a pan-India network of collection and service centers and bolster its technological and analytical capabilities to improve the supply chain from farm to shelf. Mumbai based Farmlink Agri Distribution and Market Linkage is engaged in distribution of fruits and vegetables.

Equity Intelligence acquires a 1.42% stake in PDS Multinational Fashions

Equity Intelligence acquires a 1.42% stake in PDS Multinational Fashions through open market transaction for a consideration of USD 1.43 mn. Bengaluru based PDS Multinational Fashions is engaged in manufacturing of textile products and also provides supply chain management solutions.

Superhero Brands raises USD 0.93 mn in bridge round

Superhero Brands raises USD 0.93 mn from RB Investments and DSG Consumer Partners in a bridge round of funding. The proceeds would be used for growth and expansion. Mumbai based Superhero Brands owns and operates an online portal for character merchandising products.

Happily Unmarried Marketing attracts investments from Info Edge India & Wipro Consumer Care

Info Edge India and Wipro Consumer Care acquires stake in *Happily Unmarried*. The acquisition would help for repayment of existing debt advanced by a wholly owned subsidiary of the company to Happily Unmarried from time to time. As a part of the transaction, Info Edge India invested USD 0.77 mn (INR 50 million) on a fully converted and diluted basis - this makes Info Edge's total exposure in the company at USD 3.9mn invested in 5 tranches over 2012-17. Post-transaction, Info Edge India Ltd. holds 47.21% stake in the target company. New Delhi based *Happily Unmarried* offers personal care products ranging from face and body wash to shaving foam and cologne for both the sexes. It also has '*Ustraa*' line of grooming products targeted exclusively at men

Devonshire Capital Management acquires majority stake in Ruchi Soya Industries

Devonshire Capital Management acquires 51% stake in Ruchi Soya Industries for an undisclosed amount. The proceeds will be used for payment to all lenders. The investment will enhance the value of the business and provide an effective solution to resolve the outstanding issues with the banks, financial institutions and operational creditors. Indore based Ruchi Soya Industries manufactures packaged foods under the brand names *Nutrela*, *Mahakosh*, *Sunrich* and *Ruchi Gold*.

Transaction	Target	Buyer	Industry	Deal Value (USD mn)	Percentage Sought (%)
M&A	Havmor Ice Cream	Lotte Confectionary	Food & Beverage(F&B)	152	100%
M&A	Women's Next Loungeries	Group of Individuals	Textiles & Garments	1.04	31.13%
M&A	Novotel Imagica, Khopoli	Radhakishan Damani	Hotels & Resorts	N.A.	100%
M&A	Vaman Milk Foods	Heritage Foods	Food & Beverage(F&B)	N.A.	100%
M&A	OCM	Donear Industries	Textiles & Garments	N.A.	100%
VC	Universal SportsBiz	Accel, NB Ventures	Retail	15.65	15.01%
VC	Chumbak Design	Gaja Advisors, Matrix Partners India, Seedfund	Retail	13.14	N.A.
PE	Hector Beverages	Sequoia, Hillhouse Capital Management, Sofina SA	Food & Beverage(F&B)	7.7	N.A.
Angel/Seed	Farmlink Agri Distribution and Market Linkage	Pioneering Ventures, Syngenta International AG	Retail	3.0	N.A.
PIPE	PDS Multinational Fashions	Equity Intelligence	Textiles & Garments	1.43	1.42%
VC	Superhero Brands	RB Investments, DSG Consumer Partners	Retail	0.93	N.A.
M&A	Happily Unmarried Marketing	Info Edge, Wipro Consumer Care	Retail & Personal Care	N.A.	N.A.
PE	Ruchi Soya Industries	Devonshire Capital Management	Food & Beverage(F&B)	N.A.	51%

Source: CapIQ, VCCedge

Industry Picks

Home appliance and consumer electronics market likely to grow by 10%

According to the recent PwC report, the domestic home appliance and consumer electronics market is expected to grow at a CAGR of 10% till 2022, with the country having the potential to be one of fastest growing markets in the world in terms of consumption, manufacturing & job creation.

The report considers factors like emerging middle class, rising disposable incomes & progressive government reforms such as 'Digital India' and 'Make in India' will drive growth. However, a key challenge is the low domestic cumulative value addition in the production cycle, which is less than 40% for most new age products and 7% for smartphones - far lower than the global average. This is attributed to limited domestic component ecosystem, high cost of finance and power & inefficient infrastructure. Nearly 84% of the participants surveyed in this report stated that their overall domestic value add in production was less than 50%.

The report recommends creating large scale demand by easing the tax structure and encouraging financing firms to provide easy consumer finance. It suggests domestic manufacturing cost should be competitive by lowering cost of capital, creating a phased manufacturing plan for products like mobile phones in which incentives will be linked to domestic value addition in India and ensuring low sourcing costs through development of a good supplier ecosystem. If these are adopted, the Indian appliances and consumer electronics industry can aim to increase value addition by two to three times by 2022.

FMCG firms slash prices post GST reduction

GST rates on as many as 178 products, including chocolates, cosmetics, detergents & air-fresheners were reduced in November. Under the GST law, companies must pass on the gain from the lowered tax to consumers, but stocks lying in the market still carry previous price tags. The government has communicated that it is the responsibility of the companies to ensure that their entire retail chain follows the directives on pricing.

ITC, which makes *Fiama* cosmetics and *Engage* deodorants, has begun releasing ads in mainstream media to sensitise consumers about the reduction in prices. Mars, the maker of *Snickers*, *Mars & Galaxy* chocolates has informed its distributors and retailers to pass on these benefits to the end consumer, offering them flexibility to meet their diverse operational models. Mars is exploring the use of technology to see how it can monitor invoicing at the store level. Dabur announced an 8-10% drop in the prices of skin-care, shampoo and homecare products. Another home-grown player, Emami, is communicating the reduction in prices at points of sale.

India's food processing sector may attract USD 33 bn by 2024

According to a joint study by Indian industry body Assocham and Grant Thornton, India's food processing sector has the potential to attract USD 33 bn (c.a. INR 2.1 tn) in investments by 2024.

The study states that the country's food and retail market is expected to touch USD 482 bn by 2020, up from USD 258 bn in 2015, with recent reforms making the sector more competitive and market-oriented. There is a huge scope for large investments in food processing technologies, skill development and equipment as total food production in India is estimated to double in the next 10 years.

While the sector provides opportunity for growth, it needs to focus on product conformity with global standards and quality together with factors like logistics traceability and safety, quality of packaging and delivery. There is a need for policy intervention and field level changes for India to develop global competitiveness in many related sub-sectors and ensure that they are firmly entrenched in global value chains.

Fast growth in food processing and simultaneous improvement in the development of value chain are of great importance to achieve favourable terms of trade for India's agriculture sector both in domestic and international markets.

News Pick

Local rivals take away market share from Coca-Cola, PepsiCo

Coca-Cola and Pepsi have been losing share to local rivals, including Parle, Dabur & ITC in the aerated-beverages segment even as the global soft-drink giants introduced more fruit-based and healthier products to reduce their reliance on sugary sodas. In the overall juices, nectars and still drinks, the share of Coca-Cola's largest fruit-based brand *Maaza* declined 230 basis points (bps) to 33.1%, while Pepsi's *Slice* fell 4.3 bps to 9.6% during the year to September. At the same time, Parle Agro's *Frooti* gained 170 bps to 15.7%, while Dabur's *Real* share rose 60 bps to 9.8%. New entrant ITC's *B Natural* and ethnic drinks maker *Paper Boat* – both marginal players – have gained slightly in the same period, while Pepsi's *Tropicana* lost 50 bps to 5%

Prabhat Dairy eyeing 10% market share in North-East India by 2019

Prabhat Dairy is exploring the possibility of setting up a processing unit in Assam. The company is eyeing to capture 10% of market share by FY19 and firm up the scale in institutional business in North-East India. The market for UHT (Ultra-Heat Treatment) milk is growing exponentially with CAGR of 32% and the company aims to be a major contributor to the industry. To achieve the growth targets, the company has also planned to leverage its existing presence in the region by expanding its product portfolio. By end of FY18, the company plans to enter and firm up its presence in Tier II and Tier III towns with higher disposable incomes across India.

ITC to invest INR 100 bn to set up food processing units

ITC plans to invest INR 100 bn to set up food processing facilities across the country. The company is looking to have around 20 such units pan India. It is a fast-track investment and 3 factories would be ready by January 2018. The company is investing heavily in both agriculture and food segments as it sees huge potential in these two sectors. The investment is a part of INR 250 bn capex to enhance physical infrastructure and manufacturing capabilities.

Hershey's to invest USD 50 mn in India over 5 years

US-based chocolate and confectionery firm *Hershey's* is planning to invest USD 50 mn in India over the next 5 years to scale up its operations here. The company is focusing on growing and expanding its presence in India. The country is among the 4 key markets for *Hershey's* globally outside North America. India has emerged as its fastest growing market, clocking a net sales growth of 16%. The company is on track to expand gross margins in India by 1,000 bps in 2017.

Cargill to spend INR 15 bn on India expansion plan

US food major Cargill will invest INR 15 bn in India over the next few years. The company is also adapting to Indian market conditions focusing on local aspects of the market. Investment will be in Cargill's current lines of business including edible oil, cocoa and chocolates, starches and sweeteners & animal nutrition. The company will employ 4,800 people in the next couple of years, up from the current strength of 3,500 people.

Amul to invest INR 2.5 bn in Odisha

Amul has decided to invest INR 2.5 bn in the dairy sector of Odisha. Currently there is a supply gap of 30 lakh litres of milk per day in the state. Odisha is the second largest market for Amul in the country. Food processing is a focus sector for the state. In order to promote the industry, Odisha has chalked out a food processing policy, developed mega food parks at Deras and Rayagada and also provides single window facilitation for investors.

RIL to foray into co-branded apparel business with 'RElan'

Reliance Industries, which has recently introduced *RElan* - a portfolio of specialty fabrics, is in talks with several apparel brands for co-branding of apparels. Besides, RIL is also adopting a B2B2C approach under its HEP (Hub Excellence Program), in which it is forging partnerships with textile manufacturers to provide technology to manufacture high performance fabrics for *RElan*. The categories include denim, ethnic wear, formal wear & women's wear. The company has already tied up with VF Corporation and is in advance discussions with 5 more brands. This co-branding exercise will give RIL a foothold in the INR 2.5 tn Indian apparel industry, comprising almost equal share across menswear & womenswear.

ITC betting on *Charmis* to gain skincare space

ITC is extending the newly acquired *Charmis* brand to a range of skincare products that would compete with HUL's *Pond's* and *Nivea* and help scale up the company's presence in the high-margin personal-care business. Acquired from Colgate-Palmolive, *Charmis* cream brand is among the low-profile buyout opportunities the company is betting on to expand its non-cigarette profitability. Categories where ITC plans to extend *Charmis* could include specialised face washes and applications such as tan removal, day cream, anti-ageing & moisturising lotions. ITC has just re-launched *Charmis* winter cream, and the brand will operate in the mass segment; while the *Vivel* range will enjoy premium positioning. ITC has also acquired the brand rights for South Asia and some African & Middle Eastern markets.

US-based Mitchell eyes INR 1 bn turnover from India in 3 years

US-based skincare firm Mitchell is looking at an INR 1 bn turnover from the Indian market in the next 3 years as it plans to augment its portfolio and stretch its presence to outside metro cities in the country. The company entered the Indian market with a portfolio of 7 – 8 products and will soon add more such as sunscreen & haircare products. Mitchell products currently are sold through 150 premium multi-brand outlets in metro cities. The company is looking at increasing it to 1,000 outlets by mid of the next financial year. It is also looking at exporting products suitable for Indian skin to neighboring countries such as Nepal, Bhutan & Bangladesh.

ITC launches new *Farmland* brand, to sell potato based products

ITC has forayed into the fresh fruits and vegetables market under the '*Farmland*' brand of products by launching value-added potatoes such as low sugar potatoes, potatoes with antioxidant, baby potatoes & French fry potatoes. The company claims these potatoes are naturally low in fat and sugar with fat content below 0.2% and sugar level below 2%. The products will be launched at highly competitive prices with 10-15% over local price. ITC will

target the potato market in metros and mini-metros which alone is close to INR 50 bn opportunity. The company plans to sell the products through organised retail, e-commerce & even neighborhood vegetable vendors.

Titan sees jewellery sales rising more than 25% in 2017-18

Titan expects jewellery sales to rise more than 25% this fiscal year as tighter rules on cash flows and a new sales tax has hurt the mom-and-pop firms that dominate the business. Events like demonetisation and implementation of GST are helping the company to increase market share as the industry is getting organized. Titan reported a 71% surge in net profit in the July-September quarter. In the first half of FY18, the company's jewellery sale surged 47% to INR 61 bn. Titan plans to open 15 jewellery stores in the second half of the fiscal year, in addition to its existing 268 stores and extend its geographical reach.

Raymond aims to double FMCG turnover to INR 10 bn in 3-4 years

Raymond is sharpening its focus on FMCG business as it plans to double turnover to INR 10 bn over the next 3-4 years. The group had recently acquired Ansell's stake in the sexual wellness and personal care brand *KamaSutra*, from JV entity JK Ansell and expects to get regulatory approvals shortly. Raymond is present in the FMCG space through its subsidiary JK Helene Curtis, which makes the *Park Avenue* brand of men's grooming products. Combined FMCG revenue between the two companies is INR 5 bn at present. The company plans to take the *Park Avenue* range of men's grooming products to global markets like West Asia, Bangladesh & Nepal to begin with and then to Sri Lanka, Bhutan & Myanmar in the second phase. The domestic men's grooming industry is estimated to be INR 50 bn and Raymond will be launching new products in this category.

Coca-Cola India sees *Thums Up* as USD 1 bn brand in 2 years

Coca-Cola India expects its softdrink brand *Thums Up* to be a USD 1 bn brand in the next 2 years and is adding variants to the home-grown product. With the introduction of '*Thums Up Charged*', the company added the first ever variant to the 40-year-old brand. The new '*Thums Up Charged*' will be available in 7 different packs. Coca-Cola India, along with partner bottlers, will invest suitably in enhancing the brand, launching new packs, expanding distribution & augmenting manufacturing capacity to increase sales of the brand by 2020. *Thums Up* currently has revenue of c.a. USD 770 mn (INR 50 bn).

Marico enters soup segment, plans healthy snacks too

Marico started selling *Saffola* soups, entering INR 4.5 bn segment that is dominated by HUL & Nestle. The move is part of its strategy to launch healthy, in-between snacks and at the same time, add premium products to its portfolio as it targets a 70% increase in revenue to INR 100 bn by 2020. While the Indian market for soups has been primarily driven by increasing urbanisation, rising incomes & heavy marketing, penetration is less than 5%. The company has created a new business team which will help create and incubate new categories including healthy foods, nutraceuticals, male grooming & other personal care products.

Virat Kohli to launch his men's collection under its own brand *One8*

Indian cricketer Virat Kohli is set to launch his debut collection of premium men's innerwear and sleepwear. Kohli has entered into an exclusive brand licensing agreement with Kolkata-based Lux Industries for designing, manufacturing & marketing the entire range of men's innerwear and sleepwear under his brand *One8*. The 10-year deal involves a royalty payment depending on the brand's business performance. Kohli launched his athleisure brand *One8* in collaboration with German sports lifestyle brand *Puma*, which is providing design, product, retail & communication channels for the brand.

With the help of sales strategy & price cuts, LG India posts 11% growth

LG Electronics India reported 11% sales growth last fiscal year even as the white goods market grappled with a slowdown in demand post demonetisation. Industry executives cited decentralisation of sales and price cuts in products like TVs among the reasons for LG's performance. The South Korean major posted sales of INR 161 bn in India for the year through March 2017, compared with INR 145 bn the year before. In contrast, the industry growth rate slipped to 4-5% in FY17 as sales were hit in the months following the demonetisation announcement in November 2016.

Pizza Hut marks out India as a key market for global growth

Pizza Hut, a division of US-based Yum! Brands Inc identifies India as one of the key markets for its future global growth. The company has lined up plans to double its outlets in India to over 700 over the next 5 years vs. current count of 350 stores spread over 100 cities in India. The chain is operated by its two franchise partners in India - Devyani International & Sapphire Foods India.

Godrej Appliances to invest INR 2 bn in Shirwal plant

Godrej Appliances, the consumer durables division of the Godrej Group, will invest INR 2 bn to expand the production capacity at its Shirwal manufacturing plant in Maharashtra. To be operational by the end of 2019, the new factory will increase production capacity of premium products by 0.7 mn units, including 0.3 mn high-end refrigerators & 0.3 mn fully automatic washing machines. With the latest expansion, the total production capacity of the company will increase to 4.6 mn units annually, and generate additional employment for 400 people.

Philip Van Heusen Corporation to merge *Calvin Klein*, *Tommy Hilfiger* operations

American clothing giant Philip Van Heusen Corporation (PVH) plans to consolidate operations of its 2 Indian JVs - *Tommy Hilfiger* & *Calvin Klein* to create a company with retail sales topping INR 10 bn. The new legal entity will have Arvind as an equal partner. The combined operations will emerge as PVH's flagship business in India, and a possible vehicle for future inroads into a key market. The new entity has over 450 points of sale.

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																
KRBL	619.2	1,45,742	32,980	22.6%	13.2%	4.48x	4.27x	3.88x	19.86x	18.38x	16.10x	33.37x	31.57x	27.35x	23.2%	17.8%
Avanti Feeds	2,578.2	1,17,087	31,759	19.0%	12.3%	3.51x	3.43x	2.79x	18.43x	23.93x	19.11x	30.08x	39.45x	31.12x	52.1%	45.2%
Godrej Agrovet	546.7	1,05,358	49,369	9.0%	5.4%	2.35x	2.23x	1.98x	26.09x	24.04x	20.06x	39.16x	38.87x	31.30x	N.A.	N.A.
Venky's (India)	2,793.0	39,345	24,855	13.6%	6.5%	1.69x	1.55x	1.42x	12.41x	12.53x	11.47x	24.21x	26.65x	23.37x	30.9%	18.9%
Prataap Snacks	1,231.2	28,875	9,039	4.5%	1.1%	3.27x	N.A.	N.A.	N.M.	N.A.	N.A.	N.M.	N.A.	N.A.	4.3%	3.4%
Apex Frozen Foods	857.4	26,792	6,991	6.4%	3.5%	3.87x	N.A.	N.A.	60.38x	N.A.	N.A.	N.M.	N.A.	N.A.	29.0%	13.5%
DFM Foods	2,070.0	20,724	3,828	10.2%	4.2%	5.50x	4.88x	4.14x	54.03x	46.18x	39.10x	N.M.	N.M.	N.M.	20.2%	12.9%
LT Foods	72.9	19,446	33,687	11.8%	3.9%	1.06x	1.02x	0.94x	8.99x	8.50x	7.83x	14.68x	13.14x	11.22x	N.A.	N.A.
ADF Foods	311.7	6,608	2,016	9.8%	7.4%	3.21x	2.91x	2.66x	32.89x	20.16x	17.54x	52.94x	49.79x	41.85x	9.2%	3.8%
Average						3.22x	2.90x	2.54x	29.13x	21.96x	18.74x	32.41x	33.25x	27.70x		
Apparels																
Page Industries	21,438.7	2,39,124	23,491	20.0%	12.7%	10.08x	9.16x	7.45x	50.41x	45.64x	36.11x	79.97x	72.22x	56.66x	43.7%	37.8%
Raymond	941.0	57,759	55,728	6.3%	1.3%	1.33x	1.26x	1.12x	21.03x	17.64x	13.04x	82.74x	61.50x	31.74x	4.1%	3.3%
Rupa & Company	464.4	36,931	10,928	12.9%	6.6%	3.44x	3.27x	2.80x	26.73x	24.19x	19.43x	51.12x	43.81x	34.15x	17.9%	15.0%
Lux Industries	1,430.7	36,128	10,107	13.4%	6.5%	3.83x	3.62x	3.24x	28.62x	28.24x	25.66x	55.30x	N.A.	N.A.	24.3%	14.2%
Dollar Industries	464.9	25,202	9,000	11.5%	5.3%	3.03x	2.65x	2.22x	26.33x	22.40x	16.65x	52.78x	38.29x	26.16x	29.3%	14.3%
Kitex Garments	286.1	19,026	5,459	32.1%	15.3%	3.25x	2.80x	2.39x	10.15x	7.72x	6.58x	22.71x	18.08x	12.67x	20.7%	20.9%
Monte Carlo Fashions	522.3	11,351	5,894	14.1%	7.9%	1.91x	1.67x	1.48x	13.59x	10.28x	8.64x	24.47x	17.95x	14.43x	9.5%	6.2%
Ashapura Intimates Fashion	521.2	10,355	3,112	15.0%	5.4%	3.85x	4.42x	3.78x	25.61x	29.14x	25.15x	61.40x	54.87x	46.28x	19.8%	11.7%
S.P. Apparels	381.1	9,591	6,231	15.3%	8.9%	1.72x	1.35x	1.15x	11.20x	7.44x	6.28x	17.25x	14.62x	11.85x	14.5%	8.4%
Nandan Denim	158.8	7,628	13,436	13.6%	4.3%	0.95x	0.90x	0.80x	6.97x	5.93x	5.36x	13.33x	11.88x	10.56x	15.1%	7.0%
Indian Terrain Fashions	199.1	7,552	4,264	11.4%	6.6%	1.72x	1.57x	1.33x	15.17x	12.50x	10.90x	26.89x	23.70x	19.08x	16.0%	12.8%
Lovable Lingerie	240.6	4,042	1,907	7.2%	3.5%	2.19x	N.A.	N.A.	30.39x	N.A.	N.A.	60.40x	N.A.	N.A.	3.2%	3.1%
Average						3.11x	2.97x	2.52x	22.18x	19.19x	15.80x	45.70x	35.69x	26.36x		

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	3,396.8	4,65,163	88,175	11.4%	1.1%	5.74x	5.78x	4.92x	50.39x	44.10x	34.38x	N.M.	88.71x	61.64x	5.9%	8.7%
United Breweries	1,056.9	2,79,437	47,292	14.5%	4.9%	6.02x	5.20x	4.60x	41.59x	33.45x	29.81x	N.M.	77.21x	65.30x	10.2%	8.4%
Radico Khaitan	289.2	38,517	16,799	12.6%	4.8%	2.73x	2.62x	2.42x	21.65x	18.19x	16.37x	47.72x	38.21x	30.79x	8.0%	5.7%
G.M.Breweries	737.8	10,787	5,041	14.4%	9.2%	2.07x	N.A.	N.A.	14.39x	N.A.	N.A.	23.38x	N.A.	N.A.	20.5%	18.6%
Average						4.14x	4.53x	3.98x	32.01x	31.91x	26.85x	35.55x	68.04x	52.58x		
Building Products																
Kajaria Ceramics	705.3	1,12,091	26,268	18.0%	9.2%	4.35x	4.09x	3.50x	24.12x	22.13x	18.27x	46.61x	40.89x	32.39x	20.4%	16.9%
Sheela Foam	1,772.0	86,443	18,632	10.5%	6.5%	4.58x	4.25x	3.66x	43.70x	36.99x	25.99x	71.63x	58.10x	38.69x	N.A.	N.A.
Shankara Building Products	2,273.7	51,953	23,044	7.2%	3.0%	2.37x	2.23x	1.95x	33.15x	32.25x	26.78x	76.06x	73.36x	54.04x	N.A.	N.A.
Cera Sanitaryware	3,720.3	48,385	10,066	17.4%	9.9%	4.77x	4.09x	3.49x	27.40x	25.42x	20.52x	48.77x	43.49x	34.25x	21.1%	17.0%
Greenply Industries	330.7	40,553	16,595	15.0%	7.6%	2.64x	2.47x	2.03x	17.61x	17.42x	13.73x	32.33x	29.18x	25.86x	18.1%	12.1%
Somany Ceramics	873.0	36,995	18,110	10.6%	5.1%	2.14x	2.16x	1.79x	20.14x	20.72x	15.73x	39.75x	42.20x	28.08x	19.6%	13.0%
HSIL	503.2	36,380	20,782	14.1%	4.8%	2.08x	1.90x	1.62x	14.80x	14.64x	11.13x	36.27x	36.07x	23.76x	7.1%	5.2%
Greenlam Industries	1,023.1	24,694	10,522	14.1%	5.4%	2.59x	2.54x	2.24x	18.39x	19.73x	16.50x	43.44x	39.96x	29.74x	N.A.	N.A.
Pokarna	223.7	6,934	3,588	31.7%	15.8%	2.51x	N.A.	N.A.	7.92x	N.A.	N.A.	12.22x	N.A.	N.A.	33.1%	16.1%
Average						3.11x	2.97x	2.54x	23.02x	23.66x	18.58x	45.23x	45.41x	33.35x		
Dairy																
Hatsun Agro Product	875.7	1,33,254	43,907	9.5%	3.3%	3.20x	2.92x	2.45x	33.76x	30.13x	24.48x	91.70x	81.31x	60.84x	46.7%	17.3%
Heritage Foods	760.1	35,267	22,138	6.3%	1.7%	1.64x	1.41x	1.15x	25.80x	27.43x	17.50x	96.34x	58.92x	32.69x	12.9%	10.1%
Kwality	101.4	24,117	68,718	6.6%	2.8%	0.58x	0.52x	0.46x	8.73x	7.62x	6.71x	12.42x	10.77x	9.39x	19.7%	10.5%
Parag Milk Foods	245.2	20,625	17,918	7.3%	1.7%	1.24x	1.17x	1.01x	17.04x	13.84x	11.67x	68.71x	31.19x	24.88x	4.5%	4.9%
Prabhat Dairy	158.6	15,491	15,373	8.7%	3.0%	1.12x	1.05x	0.91x	12.89x	12.02x	9.71x	33.04x	33.04x	22.77x	6.9%	6.1%
Umang Dairies	71.6	1,574	2,286	N.M.	N.M.	0.80x	N.A.	N.A.	N.M.	N.A.	N.A.	N.M.	N.A.	N.A.	N.M.	N.M.
Average						1.43x	1.41x	1.20x	19.64x	18.21x	14.01x	60.44x	43.05x	30.11x		

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	793.1	7,04,103	1,49,546	9.2%	6.3%	4.70x	4.42x	3.81x	51.05x	40.57x	34.11x	74.24x	58.74x	49.11x	N.A.	N.A.
Havells India	506.7	3,16,862	61,558	13.3%	8.0%	4.86x	3.56x	3.01x	36.66x	29.68x	24.46x	64.07x	47.65x	38.88x	15.3%	13.1%
Whirlpool of India	1,504.0	1,90,809	44,484	11.9%	7.6%	4.09x	3.89x	3.33x	34.27x	31.02x	25.99x	56.80x	49.67x	41.63x	22.4%	18.4%
Crompton Greaves Consumer Electricals	272.9	1,71,039	40,211	12.0%	7.2%	4.32x	4.00x	3.47x	35.98x	31.87x	26.11x	58.80x	49.66x	39.89x	61.1%	26.1%
Symphony	1,594.2	1,11,525	7,680	25.8%	21.6%	14.24x	12.00x	9.84x	55.27x	45.59x	35.64x	67.35x	56.25x	44.78x	42.6%	30.3%
V-Guard Industries	232.0	98,499	22,360	8.8%	6.3%	4.36x	4.06x	3.50x	49.40x	40.06x	32.42x	69.69x	55.78x	43.68x	22.9%	18.5%
TTK Prestige	6,890.2	80,279	18,125	12.3%	14.8%	4.39x	4.08x	3.56x	35.86x	31.91x	26.32x	67.71x	50.30x	40.88x	31.5%	12.2%
Blue Star	748.2	71,726	45,814	5.3%	2.9%	1.58x	1.47x	1.27x	29.91x	26.47x	19.60x	54.79x	47.31x	33.27x	17.9%	10.5%
IFB Industries	1,417.2	57,423	19,971	5.6%	2.9%	2.84x	2.58x	2.18x	51.10x	37.01x	28.40x	99.71x	76.42x	52.80x	12.0%	8.0%
VIP Industries	336.1	47,497	13,373	11.5%	7.4%	3.47x	3.31x	2.88x	30.19x	27.02x	23.41x	48.20x	42.96x	37.08x	23.7%	21.0%
Bajaj Electricals	448.2	45,576	42,617	5.8%	2.4%	1.23x	1.18x	1.02x	21.13x	20.90x	15.53x	44.61x	34.60x	25.84x	12.6%	8.3%
La Opala RG	675.0	37,463	2,756	34.2%	21.6%	12.96x	12.99x	10.86x	37.89x	32.38x	28.30x	62.86x	50.19x	44.53x	16.8%	14.5%
Surya Roshni	361.0	15,823	34,119	6.9%	2.1%	0.70x	0.65x	0.59x	10.24x	9.77x	8.97x	22.45x	19.39x	17.84x	9.5%	6.9%
Hawkins Cookers	2,818.1	14,902	5,935	11.3%	7.8%	2.40x	N.A.	N.A.	21.33x	N.A.	N.A.	31.99x	N.A.	N.A.	55.4%	38.6%
LEEL Electricals	263.1	10,611	33,217	8.3%	2.1%	0.64x	0.62x	0.55x	7.73x	6.80x	6.21x	15.16x	10.36x	8.05x	8.3%	7.2%
Butterfly Gandhimathi	538.7	9,632	4,513	N.M.	N.M.	2.38x	2.14x	1.81x	N.M.	39.56x	29.08x	N.M.	N.M.	N.M.	N.M.	N.M.
Average						4.32x	4.06x	3.44x	33.87x	30.04x	24.30x	55.89x	46.38x	37.02x		
FMCG																
ITC	253.9	30,93,553	4,28,036	36.0%	24.0%	6.92x	6.86x	6.15x	19.23x	18.56x	16.42x	30.07x	28.16x	24.79x	23.1%	19.9%
Hindustan Unilever	1,260.7	27,28,650	3,31,620	19.1%	13.5%	8.07x	7.46x	6.72x	42.28x	36.82x	32.02x	60.96x	53.08x	46.06x	67.4%	53.4%
Godrej Consumer Products	976.5	6,65,284	94,669	20.6%	14.0%	7.22x	6.74x	5.92x	35.00x	32.46x	28.05x	50.15x	45.31x	38.29x	26.8%	13.7%
Dabur India	344.1	6,06,051	74,287	20.0%	16.9%	8.11x	7.38x	6.50x	40.47x	37.05x	32.24x	48.37x	43.97x	37.92x	25.2%	14.0%
Marico	309.5	3,99,429	59,437	19.3%	13.0%	6.55x	5.98x	5.21x	34.03x	32.26x	27.17x	51.81x	46.82x	39.06x	29.6%	23.0%
P&G Hygiene	9,785.5	3,17,643	23,776	30.3%	18.7%	13.31x	11.80x	10.13x	44.00x	39.25x	35.33x	71.57x	64.59x	55.38x	43.6%	40.3%
Emami	1,288.4	2,92,425	24,446	30.6%	13.0%	12.08x	10.76x	9.32x	39.54x	36.35x	31.57x	92.14x	53.06x	43.02x	19.0%	10.8%
Colgate-Palmolive (India)	1,030.3	2,80,227	39,753	24.7%	14.7%	6.94x	6.32x	5.53x	28.04x	25.96x	22.50x	47.96x	43.26x	37.24x	40.0%	35.9%

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
Gillette India	6,700.4	2,18,334	17,299	24.1%	15.2%	12.56x	N.A.	N.A.	52.06x	N.A.	N.A.	83.15x	N.A.	N.A.	38.7%	34.7%
Bajaj Corp	466.8	68,853	7,966	33.2%	27.4%	8.22x	7.67x	6.79x	24.79x	23.74x	20.54x	31.55x	28.29x	25.31x	44.8%	32.4%
Jyothy Laboratories	361.1	65,637	16,310	13.7%	12.5%	4.33x	4.00x	3.50x	31.62x	26.46x	22.49x	32.21x	35.22x	31.47x	20.5%	9.0%
Godfrey Phillips India	989.4	51,440	22,815	11.3%	6.0%	2.26x	N.A.	N.A.	20.03x	N.A.	N.A.	37.49x	N.A.	N.A.	8.5%	5.7%
VST Industries	3,150.0	48,642	9,021	29.5%	19.6%	5.14x	4.52x	4.13x	17.43x	14.92x	12.90x	27.56x	24.88x	20.53x	37.9%	30.4%
Zydus Wellness	937.1	36,614	4,558	23.5%	25.5%	7.02x	6.59x	5.69x	29.93x	28.34x	24.90x	31.47x	30.47x	25.82x	20.2%	10.4%
Average						7.77x	7.17x	6.30x	32.75x	29.35x	25.51x	49.75x	41.43x	35.41x		
Food & Beverage																
Nestlé India	7,695.0	7,41,919	96,868	19.5%	10.7%	7.44x	6.25x	5.51x	38.14x	29.60x	25.23x	71.76x	49.74x	41.48x	31.5%	29.1%
Britannia Industries	4,763.7	5,71,920	92,562	14.3%	9.8%	6.11x	5.60x	4.87x	42.71x	37.97x	31.18x	62.96x	56.46x	46.38x	35.3%	27.6%
GSK Consumer Healthcare	6,083.3	2,55,834	40,629	20.1%	15.7%	5.47x	5.21x	4.66x	27.25x	26.19x	22.76x	40.16x	36.89x	32.42x	21.6%	15.9%
Tata Global Beverages	280.0	1,76,685	68,110	11.9%	6.3%	2.64x	2.53x	2.36x	22.15x	19.15x	17.46x	41.35x	33.58x	30.08x	6.7%	5.4%
Manpasand Beverages	382.1	43,736	7,902	18.8%	10.6%	5.31x	4.35x	3.17x	28.19x	21.80x	15.66x	52.42x	43.36x	30.31x	9.0%	4.5%
CCL Products (India)	312.5	41,565	11,244	22.2%	12.6%	3.85x	3.63x	3.24x	17.36x	16.85x	14.00x	29.39x	27.02x	22.32x	23.1%	16.6%
Tata Coffee	160.6	29,995	15,619	21.7%	8.5%	2.58x	2.28x	2.09x	11.87x	8.97x	8.28x	22.61x	17.21x	15.30x	12.9%	8.3%
McLeod Russel India	210.9	23,079	18,708	5.8%	3.1%	1.72x	1.61x	1.39x	29.45x	25.13x	19.60x	39.40x	37.10x	22.14x	3.0%	0.2%
Tasty Bite Eatables	6,249.4	16,036	2,610	18.4%	9.8%	6.32x	5.31x	4.80x	34.26x	29.69x	25.33x	62.45x	62.44x	53.06x	33.0%	18.6%
Agro Tech Foods	590.2	14,382	8,043	7.5%	3.6%	1.80x	1.75x	1.62x	23.93x	20.04x	17.57x	49.07x	40.84x	34.41x	8.4%	7.2%
Goodricke Group	482.4	10,419	7,262	10.1%	6.5%	1.47x	1.34x	1.15x	14.57x	12.15x	9.98x	21.95x	16.86x	13.92x	14.0%	9.8%
Vadilal Industries	987.1	7,096	5,208	10.0%	2.7%	1.47x	N.A.	N.A.	14.60x	N.A.	N.A.	49.75x	N.A.	N.A.	N.A.	N.A.
Jay Shree Tea & Industries	118.7	3,426	7,516	9.0%	0.1%	1.00x	N.A.	N.A.	11.11x	N.A.	N.A.	N.M.	N.A.	N.A.	0.3%	3.8%
Average						3.63x	3.62x	3.17x	24.28x	22.50x	18.82x	45.27x	38.32x	31.08x		

Consumer Scorecard

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	(INR)	(INR mn)	(INR mn)	(%)	(%)	TTM	FY18E	FY19E	TTM	FY18E	FY19E	TTM	FY18E	FY19E	LTM	LTM
Footwear																
Bata India	724.6	93,131	24,743	11.5%	6.4%	3.55x	3.25x	2.90x	30.91x	26.27x	22.61x	58.59x	44.31x	37.37x	12.5%	10.8%
Relaxo Footwears	608.9	73,277	18,874	13.2%	6.8%	3.96x	3.74x	3.31x	30.01x	24.87x	23.17x	57.04x	48.82x	42.87x	21.3%	16.2%
Mirza International	158.2	19,032	9,257	18.0%	8.0%	2.26x	2.04x	1.80x	12.60x	11.61x	10.03x	25.62x	22.93x	18.92x	14.5%	12.3%
Liberty Shoes	237.4	4,045	4,959	7.9%	1.3%	1.09x	N.A.	N.A.	13.71x	N.A.	N.A.	63.30x	N.A.	N.A.	4.0%	5.5%
Average						2.72x	3.01x	2.67x	21.81x	20.91x	18.61x	51.14x	38.69x	33.05x		
Gems & Jeweller																
Rajesh Exports	765.9	2,26,140	22,12,950	0.8%	0.6%	0.09x	0.08x	0.07x	11.02x	10.53x	9.82x	17.96x	16.98x	15.21x	21.2%	8.7%
PC Jeweller	390.4	1,53,937	84,744	8.9%	5.0%	1.80x	1.51x	1.27x	20.08x	14.85x	12.15x	36.56x	27.41x	22.46x	15.2%	12.2%
Vaibhav Global	669.9	21,827	14,628	6.6%	5.3%	1.50x	1.39x	1.27x	22.81x	19.13x	17.41x	28.39x	33.18x	30.62x	N.A.	N.A.
Gitanjali Gems	78.5	9,311	1,82,952	3.8%	1.1%	0.45x	0.43x	0.38x	11.81x	8.67x	7.90x	4.74x	4.34x	3.62x	3.0%	2.7%
Tribhovandas Bhimji Zaveri	121.9	8,134	16,998	4.1%	0.9%	0.78x	0.70x	0.59x	19.12x	16.70x	13.93x	55.19x	35.85x	21.59x	3.3%	3.7%
Thangamayil Jewellery	582.0	7,985	13,986	3.8%	1.4%	0.67x	0.65x	0.59x	17.86x	17.09x	15.67x	40.68x	44.87x	37.19x	12.8%	9.7%
Renaissance Jewellery	249.7	4,713	15,770	4.1%	2.9%	0.40x	0.37x	0.32x	9.71x	6.43x	5.71x	10.29x	8.73x	7.47x	9.4%	4.1%
Average						0.81x	0.73x	0.64x	16.06x	13.34x	11.80x	27.69x	24.48x	19.74x		
Hotels & Restaurants																
The Indian Hotels Company	123.3	1,46,636	39,368	16.1%	1.3%	4.67x	4.40x	3.98x	29.07x	27.00x	20.66x	N.M.	N.M.	56.78x	N.A.	N.A.
Jubilant FoodWorks	1,744.7	1,15,117	25,834	9.2%	2.2%	4.41x	3.94x	3.42x	47.65x	31.62x	25.51x	N.M.	77.03x	58.45x	7.4%	7.1%
EIH	144.8	82,735	15,268	21.5%	6.9%	5.59x	5.19x	4.19x	25.98x	26.99x	19.43x	78.00x	72.38x	46.69x	3.8%	4.0%
Coffee Day Enterprises	266.1	54,807	33,494	18.3%	2.7%	2.43x	2.31x	1.99x	13.26x	13.00x	10.93x	61.51x	79.06x	40.27x	3.4%	3.7%
Westlife Development	352.2	54,786	9,965	6.1%	N.M.	5.58x	5.16x	4.34x	91.31x	76.48x	54.80x	N.M.	N.M.	N.M.	N.M.	N.M.
Hotel Leelaventure	20.1	12,643	6,999	16.1%	N.M.	7.72x	N.A.	N.A.	47.99x	N.A.	N.A.	N.M.	N.A.	N.A.	N.M.	N.M.
Speciality Restaurants	183.5	8,617	3,152	N.M.	N.M.	2.51x	N.A.	N.A.	N.M.	N.A.	N.A.	N.M.	N.M.	N.A.	N.M.	N.M.
Average						4.70x	4.20x	3.58x	42.54x	35.02x	26.27x	69.76x	76.16x	50.55x		

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
Paints																
Asian Paints	1,115.0	10,69,506	1,58,847	18.6%	12.2%	6.67x	6.06x	5.21x	35.82x	31.81x	26.69x	55.37x	50.15x	42.09x	25.3%	19.9%
Kansai Nerolac Paints	499.0	2,68,894	40,526	18.2%	12.6%	6.39x	5.63x	4.83x	35.17x	30.10x	25.04x	52.84x	46.13x	39.30x	19.1%	15.4%
Berger Paints India	251.3	2,43,960	48,163	15.0%	9.5%	5.11x	4.67x	4.03x	34.15x	30.45x	25.55x	53.40x	51.17x	41.83x	25.4%	16.2%
Akzo Nobel India	1,775.8	85,166	28,249	12.4%	8.7%	2.91x	2.69x	2.43x	23.52x	23.66x	19.71x	34.48x	36.46x	29.76x	22.7%	16.8%
Average						5.27x	4.76x	4.12x	32.17x	29.01x	24.25x	49.02x	45.98x	38.24x		
Retail																
Avenue Supermarts	1,128.1	7,03,999	1,18,977	8.4%	4.0%	5.89x	4.57x	3.43x	70.11x	53.58x	39.41x	N.M.	N.M.	74.24x	17.9%	13.5%
Future Retail	528.8	2,59,012	1,81,152	4.2%	2.9%	1.49x	1.35x	1.11x	35.74x	29.76x	23.55x	49.33x	39.35x	30.27x	21.5%	11.1%
Aditya Birla Fashion & Retail	163.3	1,25,970	68,779	4.3%	N.M.	2.10x	1.92x	1.65x	49.29x	29.79x	22.17x	N.M.	N.M.	65.73x	N.M.	2.5%
Trent	332.7	1,10,562	18,339	7.0%	4.6%	6.17x	5.05x	4.24x	87.82x	61.49x	48.65x	N.M.	N.M.	59.41x	3.9%	2.9%
Arvind	423.3	1,09,473	95,103	9.0%	3.0%	1.51x	1.36x	1.20x	16.76x	14.34x	11.41x	37.78x	31.40x	20.80x	9.0%	5.3%
Future Lifestyle Fashions	341.0	64,836	38,771	9.8%	1.2%	1.83x	1.53x	1.31x	18.66x	15.61x	13.30x	N.M.	53.77x	39.08x	2.5%	4.6%
Shoppers Stop	535.1	44,691	50,546	3.1%	N.M.	1.06x	1.00x	1.03x	33.93x	24.05x	15.13x	N.M.	N.M.	42.82x	N.M.	N.A.
V-Mart Retail	1,369.1	24,777	11,358	9.4%	4.9%	2.21x	1.96x	1.58x	23.52x	21.47x	16.54x	44.27x	43.51x	33.01x	21.0%	16.6%
Future Enterprises	49.0	23,193	44,855	23.0%	0.8%	1.67x	0.04x	0.36x	7.24x	8.40x	7.12x	66.26x	3.79x	3.10x	1.0%	2.7%
Kewal Kiran Clothing	1,852.7	22,835	4,924	20.2%	17.3%	4.45x	4.17x	3.61x	22.06x	19.91x	15.91x	26.78x	24.44x	19.24x	26.0%	16.3%
Zodiac Clothing Company	214.6	4,188	2,851	N.M.	2.2%	1.61x	N.A.	N.A.	N.M.	N.A.	N.A.	68.18x	N.A.	N.A.	2.3%	N.M.
Average						2.73x	2.30x	1.95x	36.51x	27.84x	21.32x	48.77x	32.71x	38.77x		
Textiles																
Welspun India	66.9	67,216	55,317	25.3%	9.5%	1.70x	1.49x	1.27x	6.73x	7.25x	5.77x	12.82x	13.12x	9.60x	23.1%	9.4%
Trident	86.3	43,953	46,944	19.0%	7.2%	1.51x	1.45x	1.28x	7.97x	7.37x	6.04x	13.03x	14.14x	8.92x	13.0%	5.2%
Himatsingka Seide	331.5	32,634	22,219	18.0%	8.6%	2.29x	2.23x	2.00x	12.73x	11.11x	8.54x	17.01x	16.42x	11.45x	18.4%	8.3%
Indo Count Industries	116.5	22,987	21,528	15.1%	10.8%	1.21x	1.24x	1.10x	7.99x	7.86x	6.23x	9.90x	13.00x	9.63x	31.5%	16.5%
Average						1.68x	1.60x	1.41x	8.85x	8.40x	6.65x	13.19x	14.17x	9.90x		

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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