ANANDRATHI

India | Equities

Capital Goods Company Update

Change in Estimates 🗹 Target 🗹 Reco 🗆

27 February 2018

KEI Industries

Bright growth prospects; maintaining a Buy

Reinforcing our positive view is KEI's strong Q3 performance, driven by its EPC and retail sales. We believe the growth trend would continue due to its focus on execution of its strong order book, expanding dealer network, rising exports and brand promotion to drive retail sales. A better mix favouring EHV cables and retail sales would also aid margin expansion. We retain our Buy recommendation, with a revised target of ₹447 (earlier ₹413).

EPC's strong performance continues. Q3 revenue of the EPC division grew 11.2% y/y (in 9M FY18 up 41.5% from a year earlier). With a strong, ₹12.9bn EPC order book and an L1 tender of ₹4.26bn, the focus is more on better execution. Greater spending by state transmission companies and the Railways augur well for KEI.

More dealers, branding, promotion to drive retail sales. KEI's 9M FY18 retail sales rose 40% y/y to ₹7.91bn, bringing ~34% to sales. Ahead, following more dealers and branding & promotions it expects this segment to grow fast and bring over 40% to sales.

EHV cable sales to double in FY19. From ₹1.16bn of sales in 9M FY18 and ₹2bn of L1 orders, sales of EHV cables are expected to more than double in FY19 to ₹3.5bn, aiding overall revenue growth and margin expansion.

Exports – a temporary miss in Q3; outlook yet robust. Some orders being deferred led to exports stepping down 6% y/y in Q3; that would be made up in coming quarters. This segment is expected to grow ~15% in the next few years.

Valuation. A sturdy, ₹23.3bn, order book plus an L1 tender of ₹4.26bn provides strong revenue assurance. We expect revenue, EBITDA and PAT to clock respectively 18%, 20% and 30% CAGRs over FY17-20. Hence, we retain our Buy rating. **Risks.** Volatile raw material costs, rising interest rates.

Key financials (YE Mar)	FY16	FY17	FY18e	FY19e	FY20e
Sales (₹ m)	23,256	26,691	32,865	37,621	43,414
Net profit (₹ m)	622	986	1,301	1,606	2,190
EPS (₹)	7.9	12.6	16.6	20.5	28.0
PE (x)	47.2	29.8	22.6	18.3	13.4
EV / EBITDA (x)	14.2	13.2	11.1	9.5	7.6
PBV (x)	8.0	6.2	4.9	4.0	3.1
RoE (%)	18.5	23.5	24.4	24.0	25.9
RoCE (%)	17.3	17.8	15.9	16.6	18.6
Dividend yield (%)	0.1	0.2	0.3	0.3	0.4
Net debt / equity (x)	1.3	1.4	1.1	0.9	0.7

Rating: Buy
Target Price: ₹447
Share Price: ₹375

Key data	KEII IN / KEIN.BO
52-week high / low	₹424 / 167
Sensex / Nifty	34446 / 10583
3-m average volume	\$3.3m
Market cap	₹30bn / \$465m
Shares outstanding	78m

Shareholding pattern (%)	Dec'17	Sep'17	Jun'17
Promoters	46.3	46.3	46.6
- of which, Pledged	-	-	-
Free float	53.7	53.7	53.4
- Foreign institutions	6.4	5.5	4.0
- Domestic institutions	13.0	13.8	18.6
- Public	34.4	34.4	30.8

Estimates revision (%)	FY18e	FY19e	FY20e
Sales	3.7	3.1	3.5
EBITDA	(4.0)	(4.0)	3.1
РАТ	5.3	(1.9)	9.8



Ashish Poddar
Research Analyst
+9122 66266407
ashishpoddar@rathi.com
Surbhi Lodha

surbhilodha@rathi.com

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Quick Glance – Financials and Valuations

Fig 1 – Income staten	Fig 1 – Income statement (₹ m)										
Year-end: Mar	FY16	FY17	FY18e	FY19e	FY20e						
Net revenues	23,256	26,691	32,865	37,621	43,414						
Growth (%)	14.5	14.8	23.1	14.5	15.4						
Direct costs	16,475	18,654	22,959	26,335	30,259						
SG&A	4,359	5,293	6,673	7,487	8,466						
EBITDA	2,423	2,743	3,232	3,800	4,689						
EBITDA margins (%)	10.4	10.3	9.8	10.1	10.8						
- Depreciation	253	280	326	370	390						
Other income	53	104	119	113	130						
Interest expenses	1,270	1,229	1,104	1,109	1,111						
PBT	953	1,338	1,922	2,434	3,319						
Effective tax rate (%)	34.8	26.3	32.3	34.0	34.0						
+ Associates / (minorities)	-	-	-	-	-						
Net Income	622	986	1,301	1,606	2,190						
Adjusted income	622	986	1,301	1,606	2,190						
WANS	78	78	78	78	78						
FDEPS (₹ / sh)	7.9	12.6	16.6	20.5	28.0						
FDEPS growth (%)	81.6	58.6	31.9	23.4	36.3						
Gross margins (%)	29.2	30.1	30.1	30.0	30.3						

Year-end: Mar	FY16	FY17	FY18e	FY19e	FY20e
PBT	953	1,338	1,922	2,434	3,319
+ Non-cash items	380	345	326	370	390
Oper. prof. before WC	1,333	1,683	2,248	2,804	3,708
- Incr. / (decr.) in WC	653	2,457	722	1,313	1,462
Others incl. taxes	331	351	621	828	1,128
Operating cash-flow	349	-1,126	905	663	1,118
- Capex (tang. + intang.)	801	793	600	750	400
Free cash-flow	-452	-1,919	305	-87	718
Acquisitions					
- Div. (incl. buyback & taxes)	46	56	94	113	141
+ Equity raised	-	55	1	-	-
+ Debt raised	457	2,149	-100	-100	-200
- Fin investments	-0	-	-	-	-
- Misc. (CFI + CFF)	(52)	(83)	0	-	0
Net cash-flow	11	312	112	-300	377

Year-end: Mar	FY16	FY17	FY18e	FY19e	FY20e
Share capital	154	156	157	157	157
Net worth	3,666	4,735	5,943	7,436	9,485
Total debt	4,982	7,131	7,031	6,931	6,731
Minority interest	-	-	-	-	-
DTL / (assets)	362	427	427	427	427
Capital employed	9,010	12,293	13,401	14,794	16,643
Net tangible assets	3,279	4,054	4,360	4,740	4,751
Net intangible assets	-	-	-	-	-
Goodwill	-	-	-	-	-
CWIP (tang. & intang.)	293	32	-	-	-
Investments (strategic)	31	31	31	31	31
Investments (financial)	-	-	-	-	-
Current assets (ex cash)	10,968	13,623	15,628	17,930	20,549
Cash	58	370	481	181	558
Current liabilities	5,619	5,817	7,100	8,089	9,247
Working capital	5,349	7,806	8,528	9,841	11,303
Capital deployed	9,010	12,293	13,401	14,794	16,643
Contingent liabilities	3.334	4,161	-	-	-

Fig 4 – Ratio analysis

Year-end: Mar	FY16	FY17	FY18e	FY19e	FY20e
P/E (x)	47.2	29.8	22.6	18.3	13.4
EV / EBITDA (x)	14.2	13.2	11.1	9.5	7.6
EV / sales (x)	1.5	1.4	1.1	1.0	0.8
P/B (x)	8.0	6.2	4.9	4.0	3.1
RoE (%)	18.5	23.5	24.4	24.0	25.9
RoCE (%) - after tax	17.3	17.8	15.9	16.6	18.6
ROIC	17.4	18.1	16.5	17.0	19.0
DPS (₹ / sh)	0.5	0.6	1.0	1.2	1.5
Dividend yield (%)	0.1	0.2	0.3	0.3	0.4
Dividend payout (%) - incl. DDT	6.2	4.7	6.0	5.9	5.4
Net debt / equity (x)	1.3	1.4	1.1	0.9	0.7
Receivables (days)	81	88	89	89	89
Inventory (days)	75	69	73	73	74
Payables (days)	95	84	85	85	85
CFO:PAT %	56.1	-114.1	69.5	41.3	51.1
Source: Company, Anand Rathi Resear	rch				

Fig 6 – Segment-wise revenue break-up (9M FY18)

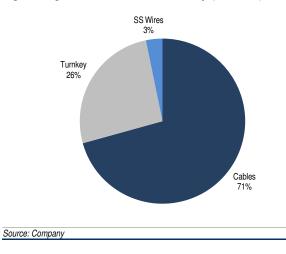


Fig 5 – Price movement



Strong growth continues

EPC division – robust performance continues

The robust performance of the EPC division continued. It registered 11.2% y/y revenue growth in Q3 FY18 (up 41.5% in 9M FY18). The company executed turnkey orders of ₹500m for the Railways and expects strong growth in this segment. With a strong ₹12.9bn EPC order book and an L1 tender of ₹4.26bn, the focus now is on better execution. Greater spending by state transmission companies augurs well for the company.

More retail sales in the mix

Retail sales in 9M FY18 rose 40% y/y to ₹7.91bn and brought ~34% to sales. KEI expects this segment to grow fast and contribute over 40% to sales in the next few years. For this, it is focusing on branding and promotions via different media to increase its presence in the retail category and through engaging dealers and channel partners via different activities (conferences and others). Its active number of working dealers is 1,208, which the company expects to increase by 10-12% in coming years to further penetrate the retail segment. It will also focus on greater revenues from existing dealers.

After a strong H1, exports fell in Q3; likely to be made up for in Q4

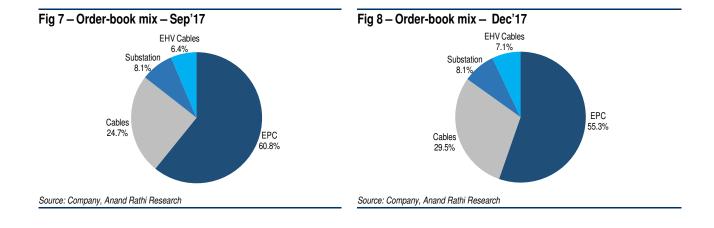
After a strong H1 (sales up 31% y/y), Q3 FY18 exports fell 6% y/y as some orders were deferred. The company believes this will be made up in Q4 and expects this segment to grow at least 10-15% annually in the next few years.

EHV cables sales to double in FY19

Sales of the EHV cable division are expected to more than double in FY19 to ₹3.5bn. This will help in overall revenue growth and margin expansion. This division had ₹1.16bn of sales in 9M FY18 and is L1 for orders of ₹2bn.

New LT cable capacity to start production in Apr/May'18

On a ₹500m investment, the LT cable capacity expansion at Pathredi near Chopanki is progressing well and is expected to be commissioned in Apr/ May'18. At full utilisation, the new capacity could generate ₹3bn revenue a year. No further capex has been planned by the company at present.



27 February 2018

Fig 9 – Financials										
(₹ m)	Q3 FY17	Q4 FY17	Q1 FY18	Q2 FY18	Q3 FY18	% y/y	% q/q	9M FY18	9M FY17	% y/y
Total Income	7,150	7,398	7,909	7,488	8,887	24	19	24,284	18,892	29
Raw material costs	4,832	5,390	5,500	5,242	6,212	29	19	16,954	12,886	32
Employee costs	287	311	345	345	369	28	7	1,059	799	33
Other expenses	1,262	961	1,296	1,139	1,462	16	28	3,897	3,246	20
EBITDA	768	736	768	763	843	10	11	2,374	1,961	21
Depreciation	71	77	80	81	82	15	2	243	207	17
Finance costs	340	304	299	274	251	(26)	(8)	825	943	(13)
Other income	4	73	16	10	73	1,927	611	99	32	210
PBT	361	428	404	418	583	62	39	1,405	844	67
Tax	102	112	130	133	192	89	44	455	259	76
РАТ	259	316	275	285	390	51	37	950	585	62
EPS (`)	3.33	4.1	3.5	3.6	5.0	50	37	12.1	7.5	61
As % Total Income						YoY (bps)	QoQ (bps)			YoY (bps)
Gross margin	32.4	27.1	30.5	30.0	30.1	(232)	9	30.2	31.8	(161)
Employee costs	4.0	4.2	4.4	4.6	4.2	14	(45)	4.4	4.2	13
Other expenses	17.7	13.0	16.4	15.2	16.5	(120)	124	16.0	17.2	(113)
EBITDA margin	10.7	9.9	9.7	10.2	9.5	(126)	(70)	9.8	10.4	(61)
Depreciation	1.0	1.0	1.0	1.1	0.9	(7)	(15)	1.0	1.1	(9)
Finance costs	4.8	4.1	3.8	3.7	2.8	(192)	(83)	3.4	5.0	(159)
PBT	5.0	5.8	5.1	5.6	6.6	151	97	5.8	4.5	132
Effective tax rate	28.3	26.2	32.0	31.9	33.0	476	115	32.4	30.7	171
PAT	3.6	4.3	3.5	3.8	4.4	77	59	3.9	3.1	82
Segment Revenues										
Cables	5,832	6,611	6,170	5,967	7,004	20.1	17.4	19,141	16,182	18.3
Stainless Steel	289	314	291	302	281	(2.6)	(6.9)	874	821	6.4
Turnkey Projects	2,199	1,759	2,952	1,671	2,445	11.2	46.3	7,068	4,995	41.5
Mix (%)										
Cables	76.3	82.5	74.9	79.2	78.8			77.6	79.4	
Stainless Steel	3.8	3.9	3.5	4.0	3.2			3.5	4.0	
Turnkey Projects	28.8	22.0	35.8	22.2	27.5			28.7	24.5	
EBIT (%)										
Cables	12.5	11.4	11.2	12.9	11.1			11.7	11.7	
Stainless Steel	10.1	4.2	0.5	8.6	7.0			5.4	7.8	
Turnkey Projects	8.0	7.4	10.6	18.3	10.8			12.5	9.9	
Total	11.9	11.2	11.2	12.2	11.9			11.8	12.1	
Source: Company, Anand Ra	thi Research									

Q3 FY18 Conference call highlights

Q3/9M FY18 - results and key developments

- Driven by price hikes and 19% y/y growth in cable volumes, Q3 FY18 net sales rose 24% y/y. 9M FY18 net sales were up 29%, aided by 19% y/y growth in cable volumes. Q4 is expected to be on similar lines.
- Some deferred orders pulled down Q3 exports (12% of revenue). These are expected to be filled in Q4. The company expects this segment to grow 10-15% a year.
- It completely passes on any higher RM costs.

- An additional one-time cost (₹50m) in Q3 FY18 for R&D testing of the newly established 400kVA capacity (EHV cables) had a bearing on the margin.
- Other income included a ~₹60m forex gain in Q3 FY18 (on import of raw material), against a ₹10 gain the year earlier.
- Gross debt was ~₹7bn long term ₹1.97bn, working capital ₹2.48bn, unsecured ₹360m, buyer's credit ₹1.91bn, bill discounting ₹910m.

Pending orders were ~₹23.3bn: a ₹12.9bn EPC order, substation ₹1.88bn and cable order ₹8.53bn (including export orders of ₹1.73bn and an EHV cable order of ₹1.65bn), besides an L1 EPC tender of ₹4.26bn.

Sales of the EHV cable division are expected to more than double in FY19 to ₹3.5bn. This would help revenue growth and margin expansion. This division had ₹1.16bn of sales in 9M FY18 and is L1 for orders of ₹2bn.

Railways: The company executed turnkey orders of ₹500m and expects this segment to grow strongly.

Capex: The LT cable expansion at Pathredi near Chopanki is going well on investment of ₹500m and is expected to be commissioned in Apr/May'18. This could generate ₹3bn/year in revenue at full utilisation. No further capex has been planned at present.

Branding and promotions: The company is focusing on branding and promotions via different media to increase its presence in the retail category. It is also engaging dealers/channel partners via conferences and others

Of the ₹400bn **cable and wire market in India,** 25% is unregulated. KEI enjoys an ~8% market share in the regulated (or formal) segment.

Demand in the cable sector is expected to grow 12-15% owing to the focus on improving infrastructure, the Railways, etc.

The company sees no direct competition from unregulated operators, who focus on low-priced cable markets

Outlook

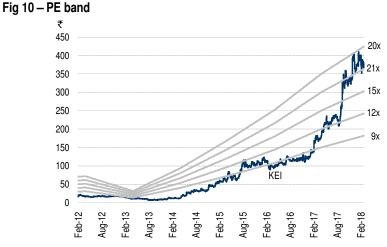
- The company expects 18-20% volume growth in cables in FY18 and FY19
- Retail sales are expected to grow fast and bring more than 40% to sales in the next few years (from ~34% now).
- The number of active dealers is now 1,208 (up 11% since end-Q3 FY17). The company expects to increase this by 10-12% in coming years to further penetrate the retail segment. Besides, it will focus on increasing revenue from existing dealers.
- The effective tax rate in FY18 would be 29%. The company had earlier been paying the MAT.

Valuation

Greater spending in the infrastructure and power T&D sectors provides immense opportunities to KEI's institutional business. Its sharper focus on expanding its dealer network and on brand building would help it gain a foothold in retail. The wider reach and greater acceptability of its products overseas would give it a higher share in exports.

Its robust order book of ₹23.3bn plus the L1 tender of ₹4.26bn provides strong revenue assurance. We expect revenue, EBITDA and PAT to register respectively 18%, 20% and 30% CAGRs over FY17-20.

We maintain our Buy recommendation on the stock, with a revised target price of ₹447 (16x FY20e EPS).



Source: Bloomberg, Anand Rathi Research

Fig 11 – Peer Valuation										
	М-сар	Revenue PAT		EBITDA margin		RoE %		P/E (x)		
	₹bn	CAGR (FY17-	20e) %	FY19e	FY20e	FY19e	FY20e	FY19e	FY20e	
KEI Inds. (AR est.)	29.9	17.6	30.5	10.1	10.8	24.0	25.9	18.3	13.4	
KEI Inds.	29.9	19.1	30.8	10.3	11.2	26.7	25.3	16.4	13.6	
Havells	319.5	22.5	26.9	12.7	13.1	21.3	23.0	38.2	31.4	
Finolex Cables	107.8	13.7	169.9	14.8	14.8	19.0	18.0	21.0	18.3	
V-Guard	99.2	14.6	22.3	10.7	11.3	25.6	26.3	45.3	36.1	
Source: Company										

Risks

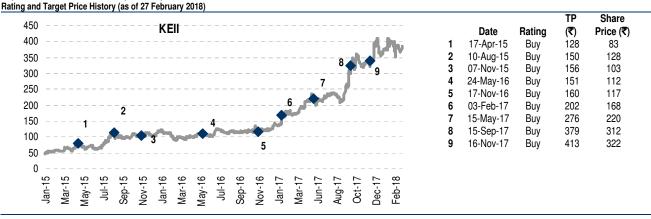
- Volatile raw-material prices. Raw material (copper, aluminium) make up most of KEI's expenses. While its policy is to pass on any cost increases, its inability in the present tough business context could eat into its margins and earnings.
- **Higher interest rate.** KEI pays ~40% of its EBITDA as interest cost. Any material change in the borrowing rate may cut its earnings.

Appendix

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