

# GlaxoSmithKline Consumer (SKB)

### **Consumer Products**

3QFY16 decent; recent correction drives upgrade to ADD. Lower-than-expected A&SP spends made up for flat volumes and aided strong EBITDA and PAT growth print for 3OFY16; we would not read much into the outperformance. Our forecasts broadly stay intact. We do raise our target price marginally to ₹6,500/share (from ₹6,300) moving our target PE multiple up in sync with what we have done for peers. Upgrade a notch to ADD noting the ~12% upside that the recent fall has opened up.

### Company data and valuation summary

GlaxoSmithkline Consumer

Stock data							
52-week range (Rs) (high	6,80	6,800-5,556					
Market Cap. (Rs bn)		245.5					
Shareholding pattern (%)							
Promoters 72							
FIIs		10.3					
MFs							
Price performance (%)	1M	3M	12M				
Absolute	(10.6)	(0.3)	3.2				
Rel. to BSE-30	(7.2)	8.4	21.3				

Forecasts/Valuations	2016	2017E	2018E
EPS (Rs)	169.3	192.4	218.9
EPS growth (%)	22.0	13.6	13.7
P/E (X)	34.5	30.3	26.7
Sales (Rs bn)	45.1	51.7	59.3
Net profits (Rs bn)	7.1	8.1	9.2
EBITDA (Rs bn)	9.2	10.5	11.9
EV/EBITDA (X)	23.6	20.4	17.5
ROE (%)	30.6	29.4	28.8
Div. Yield (%)	1.1	1.3	1.5

## Volumes remain subdued; EBITDA/PAT outperformance driven by A&SP phasing, higher GMs

GSK-CH revenue growth remained subpar with 2% net operating revenue growth to ₹10.3 bn (2% below our estimates); volume growth in core domestic HFD business was flat yoy (grew 1% adjusted for Chennai floods impact) dragged by decline in sachet volumes and weak growth in Boost. Underlying sales growth in domestic business stood at 7%—all price/mix-led; however, reported growth was lower at ~1.5% impacted by sharp increase in excise rates.

EBITDA and PAT grew at a strong 51% yoy and 37% yoy respectively for the quarter, significantly ahead of our estimates led by sharp 400 bps yoy (360 bps gog) expansion in GMs to 70.5% (all-time high) and 23% you absolute decline in A&SP spends (due to phasing and high base); EBITDA margin expanded by 510 bps yoy to 15.5%. Employee costs jumped 73% yoy due to one-off charges (wage settlement for two factories and impact of Bonus Act; including retrospective impact); adjusted growth in employee costs stood at ~10% yoy. For 9MFY16, GSK-CH reported revenue, EBITDA and PAT growth of 3%, 28% and 21% yoy respectively; EPS stood at ₹111.6.

### Raise estimates a tad; favorable risk-reward drives upgrade in our rating a notch to ADD

While we have broadly retained our revenue estimates (lower volume growth negated by higher price hikes and addition of Novartis portfolio revenues in FY2017), higher EBITDA margin assumption (aided by sustained RM tailwinds and cost-saving initiatives) drives a 2-3% upgrade in our EPS estimates for FY2016-18.

We expect volume trajectory to improve from here (partly driven by low base; sachet-hike impact to anniversarize from next quarter); management's commentary on sequential improvement trajectory instills confidence on this front. This coupled with a favorable riskreward balance at 30X FY2017E EPS drives an upgrade in our rating on the stock—we upgrade the stock to ADD (from REDUCE) with a revised target price of ₹6,500 (from ₹6,300). We value the company at 35X core (ex-interest-income) September 2017E EPS and add net cash to arrive at our target price. We take this approach to account for the higher-than-peers contribution of interest income to GSK-CH's PBT.

Key risks remain—(1) review of the terms of agreement of the auxiliary business post addition of Novartis portfolio and (2) RM inflation in agri-inputs such as barley, sugar and wheat.

# $\mathsf{ADD}$

FEBRUARY 09, 2016

RESULT, CHANGE IN RECO.

Coverage view: Cautious

Price (₹): 5,837

Target price (₹): 6,500

BSE-30: 24,021

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Exhibit 1: Interim results of GSK Consumer, March fiscal year-ends (Rs mn)

						(% chg.)					
	3QFY16	3QFY16E	3QFY15	2QFY16	KIE Est	yoy	qoq	9MFY16	9MFY15	(% chg)	FY2016E
Volume growth	-	2.0	5.0	(1.5)	-200 bps	-500 bps	150 bps	(0.8)	2.5	-325 bps	0.4
Net sales	9,888	10,030	9,752	10,747	(1)	1	(8)	30,538	29,714	3	43,012
Business auxilary income	407	466	373	510	(13)	9	(20)	1,464	1,207	21	2,074
Net operating revenue	10,295	10,497	10,125	11,257	(2)	2	(9)	32,002	30,921	3	45,086
Material cost	(3,039)	(3,516)	(3,395)	(3,733)	(14)	(10)	(19)	(9,978)	(11,045)	(10)	(14,041)
Gross Profit	7,255	6,980	6,730	7,524	4	8	(4)	22,023	19,875	11	31,046
Gross Margin (%)	70.5	66.5	66.5	66.8	397 bps	400 bps	363 bps	68.8	64.3	454 bps	68.9
Employee cost	(1,469)	(1,144)	(847)	(1,227)	28	73	20	(3,910)	(2,910)	34	(5,117)
Advertising and promotion	(1,682)	(2,246)	(2,180)	(1,856)	(25)	(23)	(9)	(5,030)	(5,347)	(6)	(7,243)
Other expenditure	(2,506)	(2,322)	(2,644)	(2,064)	8	(5)	21	(7,120)	(6,956)	2	(9,441)
Total expenditure	(8,697)	(9,228)	(9,066)	(8,880)	(6)	(4)	(2)	(26,038)	(26,258)	(1)	(35,842)
EBITDA	1,598	1,269	1,059	2,377	26	51	(33)	5,964	4,663	28	9,245
EBITDA margin (%)	15.5	12.1	10.5	21.1	343 bps	506 bps	-560 bps	18.6	15.1	355 bps	20.5
Other income	569	600	548	574	(5)	4	(1)	1,691	1,624	4	2,308
Interest	(2)	(2)	(2)	(2)	33	5	(5)	(6)	(6)	9	(8)
Depreciation	(138)	(160)	(131)	(137)	(14)	5	1	(429)	(372)	15	(590)
Pretax profits	2,026	1,707	1,474	2,812	19	37	(28)	7,220	5,909	22	10,955
Tax	(708)	(598)	(510)	(985)	18	39	(28)	(2,525)	(2,041)	24	(3,834)
PAT	1,319	1,110	964	1,827	19	37	(28)	4,695	3,868	21	7,121
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Reported PAT	1,319	1,110	964	1,827	19	37	(28)	4,695	3,868	21	7,121
Recurring EPS (Rs/share)	31.3	26.4	22.9	43.4	19	37	(28)	111.6	92.0	21	169.3
Income tax rate (%)	34.9	35.0	34.6	35.0	-8 bps	34 bps	-12 bps	35.0	34.5	43 bps	35.0
Costs as a % of Net op rever	nue										
Material cost	29.5	33.5	33.5	33.2	-398 bps	-401 bps	-364 bps	31.2	35.7	-455 bps	31.1
Employee cost	14.3	10.9	8.4	10.9	337 bps	590 bps	337 bps	12.2	9.4	280 bps	11.4
Advertising and promotion	16.3	21.4	21.5	16.5	-506 bps	-520 bps	-16 bps	15.7	17.3	-158 bps	16.1
Other expenditure	24.3	22.1	26.1	18.3	222 bps	-177 bps	600 bps	22.2	22.5	-25 bps	20.9

Source: Company, Kotak Institutional Equities

### Key takeaways from the earnings concall

- ▶ Management highlighted (1) overall HFD portfolio registered 9% growth in 3QFY16 (ex-Chennai impact growth higher at 10%), (2) base Horlicks and extensions registered double-digit growth led by sustained market share gains (up ~0.5% yoy), (3) Boost registered low single-digit growth partly impacted by Chennai floods (TN accounts for ~50% of Boost's sales and south region accounts for ~90% of sales), (4) exports registered 6% yoy growth, and (5) sachets (~7-8% of total revenues) remains under pressure due to price hike and rural slowdown.
- Overall, management highlighted multiple initiatives to drive value growth back to double-digits including—(1) drive consumption through higher usage supported by consistent A&SP spends (will maintain A&SP in the range of 16-17% of sales), (2) strong NPD pipeline backed by strong science, (3) push evening consumption in HFD category, (4) push for stronger growth in north-west markets driven by Chocolate Horlicks, (5) drive mix improvement through extensions and (6) revive growth in Boost via stronger iconic advertising and connect with children.
- ▶ Post 5% hike in July 2015, GSK-CH has initiated another round of 6% weighted average price hike in January 2016.
- ▶ On the auxiliary business front, management highlighted that 3QFY16 reported growth of 9% yoy was partly lower due to phasing issue and one-time pipeline correction; adjusted growth stood at 12% yoy. However, underlying brand sales growth (on 9MFY16 basis) remains healthy at ~20% and management remains confident of sustaining this growth momentum in FY2017.

- The company also expects select OTC products from the Novartis portfolio (about four products) to get added to the company's distributed brands portfolio from July 2016. It highlighted that Novartis portfolio registered a cumulative sale of ₹1 bn last year and it expects significant growth in first year post transition to GSK-CH portfolio. However, management also indicated that there will be a review of the terms of agreement of the auxiliary business during the transition. Potential reduction in distribution margin terms is a risk to GSK-CH's earnings (current margins on distributed brands stand at 16.75%). We do note that any change in terms of agreement would require minority shareholders' approval under the Companies Act (as per revised rules for material related party transactions).
- ▶ Distribution push in rural markets continues at good pace. The company added 108,000 outlets to its distribution reach in 3QFY16 to take EOP coverage to 3.3 mn (direct + indirect).
- Management shared a capex outlook of ₹1.5-2 bn for CY2016 (largely to replace old assets and quality improvement projects). We note this in sharp contrast to earlier quidance of cumulative capex outlook of ₹10 bn over FY2016-18E.

Exhibit 2: Raise estimates a tad driven by higher margin assumption Key changes to estimates, GSK Consumer, FY2016-18E

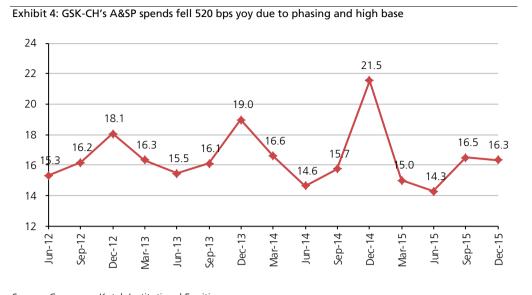
	Revised			Earlier			Change (%)		
	2016E	2017E	2018E	2016E	2017E	2018E	2016E	2017E	2018E
Revenues (Rs mn)	43,234	49,314	56,729	44,688	51,653	59,367	(3.3)	(4.5)	(4.4)
Net operating revenues (Rs mn)	45,371	51,869	59,761	46,722	54,050	62,167	(2.9)	(4.0)	(3.9)
EBITDA (Rs mn)	8,922	10,267	11,952	8,812	10,236	11,901	1.3	0.3	0.4
EBITDA margin (%)	19.7	19.8	20.0	18.9	18.9	19.1			
Net income (Rs mn)	6,918	7,828	9,029	6,896	7,829	8,988	0.3	(0.0)	0.5
EPS (Rs/share)	164.5	186.1	214.7	164.0	186.1	213.7	0.3	(0.0)	0.5

Source: Kotak Institutional Equities estimates

Exhibit 3: Volume growth flattish yoy partly impacted by Chennai floods



Source: Company, Kotak Institutional Equities



Source: Company, Kotak Institutional Equities

Exhibit 5: GSK Consumer: Profit model, balance sheet, cash model, CY2011-FY2018E

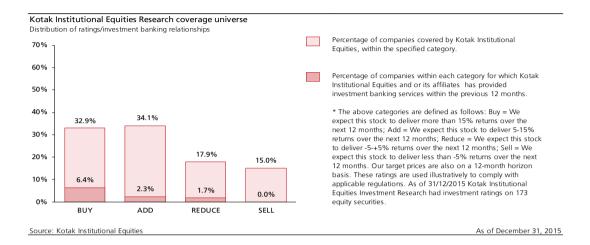
	CY2011	CY2012	FY2014 (15M)	FY2015	FY2016E	FY2017E	FY2018E
Profit model (Rs mn)							
Net revenue	26,855	30,794	46,829	41,364	43,012	49,006	56,062
Other operating income	795	1,081	1,857	1,711	2,074	2,679	3,204
Net operating revenue	27,650	31,875	48,686	43,076	45,086	51,685	59,266
EBITDA	5,045	5,734	8,728	7,301	9,245	10,481	11,947
Other income	853	1,138	2,069	2,219	2,308	2,637	2,969
Interest	(35)	(24)	(11)	(7)	(8)	(8)	(8)
Depreciation	(460)	(361)	(625)	(621)	(590)	(660)	(748)
Pretax profits	5,403	6,487	10,161	8,891	10,955	12,450	14,161
Tax	(1,851)	(2,119)	(3,413)	(3,055)	(3,834)	(4,358)	(4,956)
Net profit	3,552	4,368	6,747	5,836	7,121	8,093	9,205
Earnings per share (Rs)	84.5	103.9	160.4	138.8	169.3	192.4	218.9
Balance sheet (Rs mn)							
Total equity	11,442	13,610	18,128	21,130	25,338	29,646	34,308
Deferred tax liabilites	(399)	(616)	(903)	(1,043)	(1,043)	(1,043)	(1,043)
Total liabilities and equity	11,043	12,994	17,225	20,087	24,295	28,602	33,265
Cash	10,797	14,642	18,388	22,965	26,938	31,668	36,204
Net current assets (excl cash)	(3,252)	(5,560)	(4,946)	(8,219)	(8,884)	(10,368)	(11,795)
Net fixed assets (incl CWIP)	3,498	3,911	3,784	5,341	6,241	7,302	8,856
Total assets	11,043	12,994	17,225	20,087	24,295	28,602	33,265
Free cash flow (Rs mn)							
Operating cash flow	3,460	3,687	5,795	4,913	5,778	6,123	6,991
Working capital	447	1,857	650	1,201	665	1,484	1,427
Capital expenditure	(952)	(819)	(1,675)	(1,057)	(1,490)	(1,721)	(2,302)
Free cash flow	2,955	4,725	4,770	5,058	4,953	5,886	6,116
Key assumptions							
Net operating revenue growth (%)	16.9	15.3	52.7	(11.5)	4.7	14.6	14.7
Adj. operating revenue growth (%) (a)	16.9	15.3	-	7.6	4.7	14.6	14.7
EBITDA margin (%)	18.2	18.0	17.9	16.9	20.5	20.3	20.2
EPS growth (%)	18.5	23.0	54.5	(13.5)	22.0	13.6	13.7
Adj. EPS growth (%) (a)	18.5	23.0	-	23.3	22.0	13.6	13.7
Gross margin (%)	63.1	63.9	64.3	65.2	68.9	68.4	68.2
A&SP (% of net op rev)	15.8	15.6	16.6	16.6	16.1	16.1	16.1
ROE (%)	33.8	34.9	42.5	29.7	30.6	29.4	28.8
ROCE (%)	43.7	42.1	50.1	32.8	35.4	34.0	33.2

Note:

(1) Represents comparable growth for FY2015; GSK has changed its fiscal year to March-end from December-end in FY2015.

Source: Company, Kotak Institutional Equities estimates

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ADD. We expect this stock to deliver 5-15% returns over the next 12 months.

REDUCE. We expect this stock to deliver -5-+5% returns over the next 12 months.

SELL. We expect this stock to deliver <-5% returns over the next 12 months.

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