Westlife Development | BUY

Strong revenue momentum but margin performance sub-optimal

Westlife reported a sharp revenue acceleration in 3QFY18 but margin performance was a tad disappointing from an operating leverage perspective, in our view, considering how strong SSSG was during the quarter (20.7% on reported basis which we believe translates into an intrinsic growth of c.14%) – prior-period provisions had a c.100bps impact on margin. Key result positive was the sharp acceleration in SSSG vs 8-9% seen in 1H. Operating profit growth was impressive (+72%), though sub-optimal in the context of the strength in revenue momentum; margin gains were entirely GPM-led on the back of mix-improvement from McCafe and menu innovations. Management seemed quite confident of sustaining the momentum in the days ahead. In a separate development, McDonalds Corp has agreed to keep royalty rate unchanged at 4% for FY19E. We re-iterate BUY - our analysis of single-store economics (see our detailed report 'Core and more') lends confidence that the business has inherent strengths to deliver healthy profitability and return-ratios once new stores are given time to stabilise; we see stores clocking 25%+ ROIC by their 6th year of operation.

- Revenue momentum accelerates further with intrinsic SSSG of c.14%, as per our workings: Westlife's revenue and EBITDA grew 27.6% and 72.6% to INR3bn and INR242mn respectively and it reported a net profit of INR77mn vs loss of INR17mn LY. Revenue growth accelerated from 14-15% levels reported in 1H to 27.6% on the back of strong SSSG of 20.7% which includes 6-7ppt uplift from the mid-quarter lowering of GST rate (refer Exhibit xx for workings), benefit of which was partly negated in the cost lines due to total denial of input-tax credit under the new regime. At consumer spends level, we believe comparable growth was more in the range of c.14% - this is still much higher vs 8-9% reported in 1H. McDonalds' 20.7% reported SSSG is also higher than 17.8% reported by Domino's and with this, Westlife has outpaced Jubilant Foodworks for 9 consecutive quarters from an SSSG perspective. The healthy growth was aided by menu innovations, McCafe scale-up and strong growth in McDelivery. Pace of new restaurant openings, however, remained muted with the company adding 6 new stores during the quarter and only 13 stores in 9M – below the run-rate required to meet the annual 25-30 stores-opening target stated by the management. Management is, however, reaffirming its target of 25-30 new store-opening for FY19E.
- Strong GPM expansion sustained; flowthrough impacted by total denial of input-tax credit from mid-Nov onwards and some provisions pertaining to prior-period: Westlife's 3QFY18 gross margin expanded by a sharp 370bps on the back of improved product-mix driven by McCafe, margin-accretion from product-line extensions and menu innovations. This drove a strong EBITDA growth of 72.1% with EBITDA margin expanding 213bps this is much lower, though, compared to GPM expansion as SG&A growth was rather sharp at 27.4%. Management attributed the sharp increase therein to non-availability of input-tax credit under the new GST regime, higher ad-spends to promote the new menu offerings and higher provision of incentives payable to employees part of the latter are prior-period in nature, i.e. relates to 1H ex of this prior-period item, EBITDA growth was higher at 94% and intrinsic margin expansion would be to the tune of c.310bps. Expectations of continued strong SSSG coupled with sustainably higher gross margin augur well for Westlife's operating margin trajectory going forward, in our view.

Financial Summary					(INR mn)
Y/E March	FY16A	FY17A	FY18E	FY19E	FY20E
Net Sales	8,237	9,189	10,744	12,784	15,232
Sales growth (%)	8.4%	11.5%	16.9%	19.0%	19.1%
EBITDA	426	470	745	1,093	1,257
EBITDA (%)	5.1%	5.0%	6.8%	8.4%	8.1%
Adjusted net profit	-155	-121	121	396	400
EPS (INR)	-1.0	-0.8	0.8	2.5	2.6
EPS growth (%)	NA	NA	NA	NA	NA
ROIC (%)	-2.7%	-3.1%	1.3%	6.0%	5.7%
ROE (%)	-2.9%	-2.3%	2.3%	7.1%	6.7%
PE (x)	NA	NA	NA	NA	NA
Price/Book Value (x)	10.2	10.4	10.1	9.5	8.8
EV/EBITDA (x)	128.1	116.9	74.0	50.3	43.6
Dividend Yield (%)	0.0%	0.0%	0.0%	0.0%	0.0%

Source: Company data, JM Financial. Note: Valuations as of 02/Feb/2018



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Recommendation and Price Target						
Current Reco.	BUY					
Previous Reco.	BUY					
Current Price Target (12M)	400					
Upside/(Downside)	13.6%					
Previous Price Target	315					
Change	27.0%					

Key Date MIDLIN	
Key Data – WLDL IN	
Current Market Price	INR352
Market cap (bn)	INR51.7/US\$0.8
Free Float	9%
Shares in issue (mn)	155.5
Diluted share (mn)	155.6
3-mon avg daily val (mn)	INR48.2/US\$0.8
52-week range	389/201
Sensex/Nifty	35,067/10,761
INR/US\$	64.1

Price Performance			
%	1M	6M	12M
Absolute	-2.2	35.8	49.3
Relative*	-4.8	25.2	20.3

* To the BSE Sensex

JM Financial Research is also available on: Bloomberg - JMFR <GO>, Thomson Publisher & Reuters S&P Capital IQ and FactSet

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

Exhibit 1. 3Q & 9MFY18 results sna	apshot						(INR mn)	
INR mn	3QFY18	3QFY17	YoY chg %	3QFY18E	QoQ chg %	9MFY18	9MFY17	YoY chg %
Net Sales	3,037	2,380	27.6%	2,780	9.2%	8,270	6,956	18.9%
Other Operating Income	15	37	-60.3%	22	-32.0%	51	111	-53.7%
Total Revenue	3,052	2,417	26.2%	2,802	8.9%	8,322	7,067	17.8%
Gross Profit	1,910	1,423	34.2%	1,745	9.4%	5,098	4,144	23.0%
Gross Profit Margin %	62.6%	58.9%	370 bps	62.3%	28 bps	61.3%	58.6%	262 bps
Staff Cost	473	375	26.3%	448	5.7%	1,271	1,069	18.9%
Other Expenses	1,209	945	27.9%	1,058	14.3%	3,306	2,825	17.0%
EBITDA	242	140	72.6%	240	1.2%	572	361	58.3%
EBITDA margin %	7.9%	5.8%	213 bps	8.6%	-61 bps	6.9%	5.1%	176 bps
Depreciation	169	160	5.3%	181	-6.7%	497	475	4.6%
EBIT	74	-20	-473.9%	59	25.2%	75	-114	-165.9%
Net Finance Income	4	3	34.5%	7	-47.5%	39	37	5.6%
PBT Before Exceptional Items	77	-17	-554.9%	66	17.5%	114	-77	-248.2%
Reported Net Profit	77	-17	-554.9%	66	17.5%	100	-61	-264.7%

Source: Company, JM Financial

Intrinsic	3Q LY - VAT (12-13%) + Service Tax (6%)	Current at 5% GST	Remarks
Net sales realisation (assumed) % yoy growth	100.0	120.7	Growing by 20.7% - SSSG reported by Westlife
VAT + Service tax @ 18.5%	18.5	6.0	GST@ 5% now
MRP / Consumer Spends	118.5	126.7	
% Growth in consumer spends		6.9%	
	Reported SSG	Intrinsic SSG	Remarks
1 Oct to 14 Nov	20.7%	20.7%	Reported & intrinsic similar as tax rates almost same
15 Nov to 31 Dec	20.7%	6.9%	As calculated above
Estimated Blended for 30FY18		13.8%	_

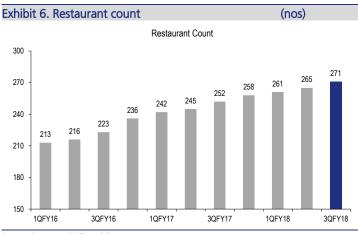
Source: Company, JM Financial

Exhibit 3. 3QFY18 costs breakdown	(%)				
% of revenue	3QFY18	3QFY17	3QFY18E	9MFY18	9MFY17
Cost of Goods Sold	36.9%	39.6%	37.7%	38.1%	39.8%
Staff Cost	15.5%	15.5%	16.0%	15.3%	15.1%
Other Expenses	39.6%	39.1%	37.8%	39.7%	40.0%
Depreciation	5.5%	6.6%	6.4%	6.0%	6.7%

Exhibit 4. Net sales growth trend (%) YoY Net Sales Growth 30% 27.6% 20% 15.6% 14.8% 14.9% 13.8% 13.2% 10.8% 10% 8.4% 2.1% 0% 1QFY16 3QFY16 1QFY17 3QFY17 1QFY18 3QFY18

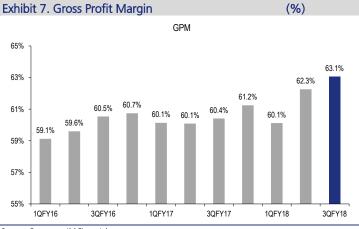


Source: Company, JM Financial



Source: Company, JM Financial

Source: Company, JM Financial



Source: Company, JM Financial



Source: Company, JM Financial

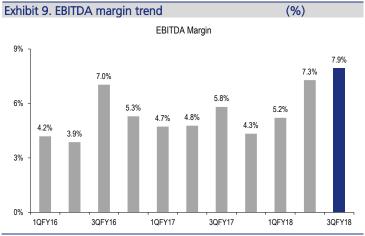
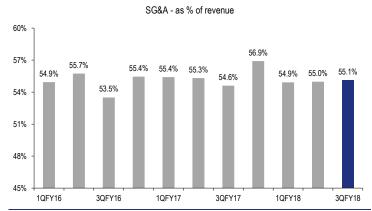


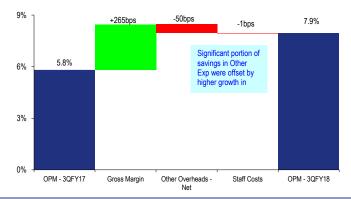
Exhibit 10. SG&A trend

(%)

Exhibit 11. Operating margin movement – 3QFY18

(%)





Source: Company, JM Financial

Source: Company, JM Financial

Exhibit 12. Our 12-month DCF ba	sed price	target v	vorks ou	ut to INF	R400							(INR mı	n)	
(INR mn)	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29	FY30
EBIT	-168	75	349	434	638	925	1,528	2,145	2,929	3,731	4,507	5,417	6,230	7,150
Tax Rate	0.0%	0.0%	0.0%	20.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%
NOPAT	-168	75	349	347	446	648	1,069	1,502	2,050	2,612	3,155	3,792	4,361	5,005
Depreciation	637	670	743	823	906	991	1,083	1,186	1,302	1,430	1,566	1,706	1,850	1,997
Capex	-796	-960	-1,005	-1,108	-1,116	-1,147	-1,300	-1,458	-1,623	-1,794	-1,841	-1,891	-1,942	-1,994
Net working capital investment	107	-24	-25	55	52	6	12	41	-29	63	0	-8	10	6
Free Cash Flow	-220	-240	63	117	289	498	865	1,271	1,700	2,311	2,880	3,599	4,279	5,014
YoY Growth - %					146.5%	72.4%	73.7%	47.0%	33.8%	35.9%	24.6%	25.0%	18.9%	17.2%
Discounting Factor			1.00	0.90	0.81	0.73	0.66	0.59	0.53	0.48	0.43	0.39	0.35	0.32
Present Value of FCF			63	106	234	364	570	754	909	1,113	1,250	1,407	1,507	1,591
Fade period forecast	FY31E	FY32E	FY33E	FY34E	FY35E	FY36E	FY37E	FY38E	FY39E	FY40E F	Y30-40 Ca	ıgr		
FCF	5,825	6,707	7,654	8,658	9,705	10,779	11,863	12,935	13,972	14,950	9.9%			
Discounting Factor	0.29	0.26	0.23	0.21	0.19	0.17	0.15	0.14	0.12	0.11				
Present Value of FCF	1,665	1,727	1,776	1,810	1,827	1,828	1,813	1,781	1,733	1,671				

12M Forward Equity Valuation	
PV of Cash Flow - Explicit Period	9,867
PV of Cash Flow - Fade Period	17,630
PV of Terminal Value	35,415
Enterprise Value	62,913
Debt - Mar'l 8	1,999
Cash - Mar'l 8	1,673
Net Debt	327
Equity value	62,586
Mn no of shares	156
12M Target (DCF value) - Rs per share	402
EBITDA - 12M Forward	1,257
Fair 12M forward EV-EBITDA multiple	50.1
Sales - 12M Forward	15,232
Fair 12M forward Sales multiple	4.1

WACC computation	
Pre-tax Cost of Debt	8.0%
Risk Free Rate	7.0%
Risk Premium	5.5%
Company Beta	0.8
Cost of Equity	11.4%
WACC used	11.0%
Terminal Growth Rate	6.0%

Financial Tables (Consolidated)

Profit & Loss Statement					(INR mn)
Y/E March	FY16A	FY17A	FY18E	FY19E	FY20E
Net Sales	8,237	9,189	10,744	12,784	15,232
Sales Growth	8.4% *	11.5%	16.9%	19.0%	19.1%
Other Operating Income	97	119	139	166	198
Total Revenue	8,334	9,308	10,883	12,950	15,430
Cost of Goods Sold/Op. Exp.	3,333	3,663	4,112	4,854	5,738
Personnel cost	1,240	1,407	1,693	2,006	2,361
Other expenses	3,335	3,768	4,334	4,997	6,073
EBITDA	426	470	745	1,093	1,257
EBITDA (%)	5.1%	5.0%	6.8%	8.4%	8.1%
EBITDA Growth (%)	181.2%	10.1%	58.6%	46.8%	15.0%
Depn & Amort	577	637	670	743	823
EBIT	-150	-168	75	349	434
Other Income	97	200	203	213	245
Finance Cost	150	154	156	166	180
PBT before Excep & Forex	-203	-121	121	396	500
Excep & forex Inc/Loss(-)	234	0	0	0	0
PBT	31	-121	121	396	500
Taxes	3	0	0	0	100
Extraordinary Inc/Loss(-)	0	0	0	0	0
Assoc. Profit/Min. Int.(-)	0	0	0	0	0
Reported Net profit	28	-121	121	396	400
Adjusted Net Profit	-155	-121	121	396	400
Net Margin (%)	-1.9%	-1.3%	1.1%	3.1%	2.6%
Diluted share capital (mn)	155.6	155.6	155.6	155.6	155.6
Diluted EPS (Rs)	(1.0)	(8.0)	0.8	2.5	2.6
Diluted EPS Growth	NA	NA	NA	NA	NA
Total Dividend + Tax	0	0	0	0	0
Dividend Per Share (Rs)	0.0	0.0	0.0	0.0	0.0

Source:	Company,	JM	Financial
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Cash Flow statement				(INR mn)
Y/E March	FY16A	FY17A	FY18E	FY19E	FY20E
Profit before Tax	31	-121	121	396	500
Depn. & Amort.	577	637	670	743	823
Net Interest Exp. / Inc. (-)	53	-47	-46	-46	-66
Inc (-) / Dec in WCap.	68	120	-24	-25	55
Others	74	64	0	0	0
Taxes Paid	-4	3	0	0	-100
Operating Cash Flow	799	657	720	1,068	1,212
Capex	-769	-907	-960	-1,005	-1,108
Free Cash Flow	30	-251	-240	63	104
-Inc/dec in investments	-40	-12	340	272	109
Other current assets	7	5	203	213	245
Investing Cash Flow	-801	-915	-418	-521	-754
Inc/(dec) in capital	3	1	0	0	0
Dividend+Tax Thereon	0	0	0	0	0
Inc/dec in loans	153	409	95	160	173
Other assets	-158	-150	-156	-166	-180
Financing Cash Flow	-2	260	-61	-6	-7
Inc / Dec (-) in Cash	-5	2	242	541	451
Opening cash balance	75	69	71	313	853
Closing cash balance	69	71	313	853	1,305

Source: Company , ${\sf JM}$ Financial

Balance Sheet	lance Sheet (INR mn)				NR mn)
Y/E March	FY16A	FY17A	FY18E	FY19E	FY20E
Shareholders' Fund	5,381	5,275	5,397	5,792	6,192
Share capital	311	311	311	311	311
Reserves & Surplus	5,070	4,964	5,085	5,481	5,881
Preference Share Capital	0	0	0	0	0
Minority Interest	0	0	0	0	0
Total Loans	1,495	1,904	1,999	2,159	2,332
Def. Tax Liab / Assets (-)	0	0	0	0	0
Total - Equity & Liab	6,876	7,179	7,396	7,951	8,524
Net Fixed Assets	5,209	5,479	5,769	6,031	6,317
Gross Fixed Assets	7,641	8,450	9,410	10,415	11,523
Intangible Assets	0	0	0	0	0
Less: Depn. & Amort.	2,617	3,142	3,812	4,556	5,378
Capital WIP	184	172	172	172	172
Investments	1,562	1,700	1,360	1,088	979
Current Assets	1,608	1,624	2,128	3,014	3,879
Inventories	278	302	354	421	501
Sundry Debtors	42	49	58	68	82
Cash & Bank Balances	70	71	313	853	1,305
Loans & Advances	1,207	1,148	1,342	1,596	1,902
Other Current Assets	11	54	63	75	89
Current Liab. & Prov.	1,502	1,624	1,862	2,182	2,651
Current Liabilities	1,429	1,555	1,781	2,086	2,538
Provisions & Others	73	68	82	96	113
Net Current Assets	106	0	266	832	1,228
Application of Funds	6,876	7,179	7,396	7,951	8,524

Source: Company, JM Financial

Dupont Analysis					
Y/E March	FY16A	FY17A	FY18E	FY19E	FY20E
Net Margin	-1.9%	-1.3%	1.1%	3.1%	2.6%
Asset Turnover (x)	1.2	1.3	1.5	1.7	1.8
Leverage Factor (x)	1.3	1.3	1.4	1.4	1.4
RoE	-2.9%	-2.3%	2.3%	7.1%	6.7%
Key Ratios					
Y/E March	FY16A	FY17A	FY18E	FY19E	FY20E
BV/Share (Rs)	34.6	33.9	34.7	37.2	39.8
ROIC (%)	-2.7%	-3.1%	1.3%	6.0%	5.7%
ROE (%)	-2.9%	-2.3%	2.3%	7.1%	6.7%
Net Debt-equity ratio (x)	0.0	0.1	0.1	0.1	0.1
PER	NA	NA	NA	NA	NA
PBV	10.2	10.4	10.1	9.5	8.8
EV/EBITDA	128.1	116.9	74.0	50.3	43.6
EV/Net Sales	6.6	6.0	5.1	4.3	3.6
Debtor days	2	2	2	2	2
Inventory days	12	12	12	12	12
Creditor days	66	64	64	64	65

History o	of Farnings	Estimate and	Target Price
HISTOLA C	n carrillius	Estilliate allu	Taruet Frice

Date	FY18E EPS (INR)	% Chg.	FY19E EPS (INR)	% Chg.	Target Price	% Chg.
3-Oct-17	-0.3		0.4		315	3-Oct-17
6-Nov-17	-0.2	-33.3	0.5	25.0	315	0.0

Recommendation History



APPENDIX I

JM Financial Institutional Securities Limited

Corporate Identity Number: U65192MH1995PLC092522

Member of BSE Ltd. and National Stock Exchange of India Ltd. and Metropolitan Stock Exchange of India Ltd.

SEBI Registration Nos.: BSE - INZ010012532, NSE - INZ230012536 and MSEI - INZ260012539, Research Analyst – INH000000610

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Rating	Meaning			
Buy	Total expected returns of more than 15%. Total expected return includes dividend yields.			
Hold	Price expected to move in the range of 10% downside to 15% upside from the current market price.			
Sell	Price expected to move downwards by more than 10%			

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