Prince Pipes and Fittings I BUY

Volume underperformance stays; hopeful of reversal in 1QFY25

Prince Pipes (Prince) reported weak volume and operating performance. Revenue was broadly in line while EBITDA/ adj PAT were 5%/13% below JMFe respectively. Revenue fell 12% YoY (-6% QoQ, 1% above JMFe) led by realisation decline of 10% YoY (-8% QoQ, in line with JMFe) on account of a) fall in PVC resin prices (-6% YoY/-4% QoQ) and b) pricing action taken during the last 6months (to correct the price premium to peers). Plastic pipe volume declined 2% YoY (+8% 4-year CAGR, 2% above JMFe) and underperformed peers (Supreme/Astral/ Apollo reported volume growth of 17%/15%5% respectively). Disruption due to ERP transition during 1Q led to market share loss (mainly secondary sales) in 2Q and 3Q; consequently, the company has implemented certain corrective actions to recoup the lost share (to see from 1QFY25 onwards). The management has retained its earlier EBITDA margin guidance of 12-14%. Prince has enhanced its planned capacity in Begusarai (Bihar) from 35KT to 52KT for manufacturing of pipes, fittings and tanks (earlier only pipes). We cut our FY25-26 estimates by 8-9% to reflect the current quarter performance and arrive at a Mar'25 TP of INR 810, basis 30x Mar'26EPS. We maintain BUY.

- **3QFY24 summary:** Revenue declined 12% YoY to INR 6.2bn (+12% 4-year CAGR; -6% QoQ, 1% above JMFe) led by a 10% YoY fall (-8% QoQ, in line with JMFe) in realisation as PVC resin prices declined 6% YoY/4% QoQ while volume fell 2% YoY (+3% QoQ). Prince reported lower volume growth vs. peers (+17%/+15%/+5% for Supreme/Astral/Apollo respectively YoY). This is the 4th consecutive quarter of underperformance for Prince. The plumbing and SWR segment has performed better than the agri segment, according to the management. Disruption due to ERP transition coupled with high RM cost, led to market share loss in 2Q and 3Q (as the company outstripped peers on the pricing front). Notwithstanding the near-term challenges, Prince will continue to focus its efforts on a) distribution network expansion, b) brand building, and c) product portfolio expansion and is hopeful these actions will return it to the industry leading growth position in the coming quarters.
- Operating margin improves 240bps YoY (-210bps QoQ, 80bps below JMFe): Gross margin went up 790bps YoY to 30.2% (substantial inventory loss in 3QFY23) though it declined 100bps QoQ. PVC prices declined 6% YoY (-4% QoQ) on average to INR 78/kg. Inventory loss is estimated to be c. INR 100mn in 3QFY24. Adjusted for inventory loss, EBITDA/kg declined 7% YoY/6% QoQ to INR 20.1kg, (JMFe: INR 20.2/kg). Adj EBITDA margin was 13.6%, +70bps YoY (-10bps QoQ) and 60bps above JMFe due to favourable product mix as fittings' contribution normalised.
- Lifts its game in East India: The company's capacity expansion plan in the eastern region in Begusarai (Bihar) is progressing well. Further, the board has approved a proposal to increase capex from INR 1.5bn to INR 2.2bn to set up a fittings line at the facility. This will cater to the demand in the Northeast. At present, the East market is serviced partly through outsourced capacity.

| | Cut | estimates; | maintain | BUY: | We | have | cut | our | FY25-26 | estimates | by | 8-9% | to I | reflect | |
|--|-----|------------|----------|------|----|------|-----|-----|---------|-----------|----|------|------|---------|--|
|--|-----|------------|----------|------|----|------|-----|-----|---------|-----------|----|------|------|---------|--|

| Financial Summary | | | | | (INR mn) |
|------------------------|--------|--------|--------|--------|----------|
| Y/E March | FY22A | FY23A | FY24E | FY25E | FY26E |
| Net Sales | 26,568 | 27,109 | 24,959 | 28,208 | 32,859 |
| Sales Growth (%) | 28.3 | 2.0 | -7.9 | 13.0 | 16.5 |
| EBITDA | 4,156 | 2,503 | 3,127 | 4,058 | 4,901 |
| EBITDA Margin (%) | 15.6 | 9.2 | 12.5 | 14.4 | 14.9 |
| Adjusted Net Profit | 2,468 | 2,098 | 1,836 | 2,377 | 2,977 |
| Diluted EPS (INR) | 22.4 | 19.1 | 16.7 | 21.6 | 27.1 |
| Diluted EPS Growth (%) | 36.6 | -15.0 | -12.5 | 29.5 | 25.2 |
| ROIC (%) | 22.8 | 9.3 | 12.7 | 17.2 | 19.9 |
| ROE (%) | 21.4 | 16.0 | 13.0 | 15.4 | 17.3 |
| P/E (x) | 30.0 | 35.3 | 40.4 | 31.2 | 24.9 |
| P/B (x) | 5.9 | 5.4 | 5.1 | 4.6 | 4.1 |
| EV/EBITDA (x) | 18.1 | 29.4 | 23.1 | 17.7 | 14.3 |
| Dividend Yield (%) | 0.3 | 0.7 | 0.9 | 1.2 | 1.2 |
| | | (| | | |

Source: Company data, JM Financial. Note: Valuations as of 06/Feb/2024



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| Recommendation and Price Target | |
|---------------------------------|-------|
| Current Reco. | BUY |
| Previous Reco. | BUY |
| Current Price Target (12M) | 810 |
| Upside/(Downside) | 20.3% |
| Previous Price Target | 890 |
| Change | -9.0% |

| Key Data – PRINCPIP IN | |
|--------------------------|------------------|
| Current Market Price | INR674 |
| Market cap (bn) | INR74.5/US\$0.9 |
| Free Float | 38% |
| Shares in issue (mn) | 110.0 |
| Diluted share (mn) | 110.0 |
| 3-mon avg daily val (mn) | INR332.0/US\$4.0 |
| 52-week range | 776/532 |
| Sensex/Nifty | 72,186/21,929 |
| INR/US\$ | 83.1 |
| | |
| Dutan Daufamanan | |

| Price Performance | | | |
|-------------------|------|------|------|
| % | 1M | 6M | 12M |
| Absolute | -9.4 | 1.8 | 10.3 |
| Relative* | -9.6 | -7.3 | -7.6 |

* To the BSE Sensex

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

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification. 3QFY24 performance and arrive at a Mar'25 TP of INR 810, basis 30x Mar26EPS. Notwithstanding the recent market share loss, we maintain our positive view on Prince given a) industry tailwinds (improving growth trajectory and market consolidation), b) focus on premiumisation and distribution expansion, and c) constant improvement in corporate governance. **Key risk**: Delayed macro growth recovery.

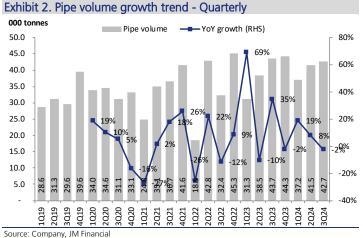
- Other highlights
 - The response to the company's Bathware products is encouraging, with positive feedback from the channel. Ramping up of the distribution network is progressing as per plan. The company has expanded its Bathware segment presence to more than 100 retail touch points as its products continue to make deep inroads into key tier 2 and tier 3 markets in the North and the West.
 - The company expects the Bathware segment to report annualised expense of INR 200mn.
 - Product mix: lion's share is PVC, CPVC is 20-25% of production, PPR contribution is 5-7% and HDPE is 4-5%.
 - During the quarter, the company launched Terrafit, a new range of sub-surface drainage pipes, and Duratap, PTMT tapware faucets and showers.
 - Net working capital days increased to 69 (vs. 66 in Sep'23) as inventory days increased to 75 (vs. 62 in Sep'23) and debtor days increased to 73 (63 in Sep'23).
 - The company will undertake capex of INR 1bn-1.2bn in FY24 (excluding the project in Bihar) and INR 900mn- 1bn in FY25.

| Prince | Pipes | and | Fittings | |
|--------|-------|-----|----------|--|
| | | | | |

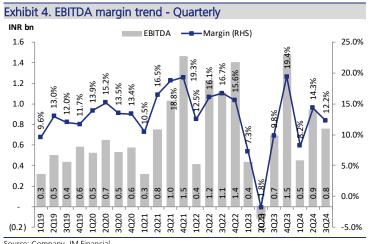
| Y/E March; INR mn | 3Q23 | 3Q24 | YoY | 4yr CAGR | 2Q24 | QoQ | 3Q24E | Var | 9MFY23 | 9MFY24 | YoY | 4yr CAGR |
|-----------------------|--------|--------|---------|----------|--------|----------|--------|---------|---------|---------|----------|----------|
| Net Sales | 7,059 | 6,186 | -12% | 12% | 6,565 | -6% | 6,100 | 1% | 19,465 | 18,286 | -6% | 11% |
| Volume (tonnes) | 43,693 | 42,655 | -2% | 8% | 41,529 | 3% | 41,945 | 2% | 113,401 | 121,339 | 7% | 5% |
| Realisation (INR/kg) | 162 | 145 | -10% | 3% | 158 | -8% | 145 | 0% | 172 | 151 | -12% | 6% |
| Raw Material Cost | 5,483 | 4,316 | -21% | 13% | 4,511 | -4% | 4,296 | 0% | 15,801 | 12,969 | -18% | 12% |
| Gross Profit | 1,576 | 1,870 | 19% | 10% | 2,054 | -9% | 1,804 | 4% | 3,664 | 5,317 | 45% | 9% |
| Gross Margin(%) | 22.3% | 30.2% | 790 bps | | 31.3% | -100 bps | 29.6% | 66 bps | 18.8% | 29.1% | 1030 bps | |
| Gross Margin (INR/kg) | 36.1 | 43.8 | 22% | 1% | 49.4 | -11% | 43.0 | 2% | 32.3 | 43.8 | 36% | 4% |
| Employee cost | 311 | 373 | 20% | 12% | 405 | -8% | 398 | -6% | 852 | 1,098 | 29% | 15% |
| % of sales | 4.4% | 6.0% | 160 bps | | 6.2% | -10 bps | 6.5% | 0 bps | 4.4% | 6.0% | 160 bps | |
| Other expenses | 570 | 741 | 30% | 9% | 707 | 5% | 609 | 22% | 1,792 | 2,068 | 15% | 10% |
| Total expense | 6,364 | 5,430 | -15% | 12% | 5,623 | -3% | 5,303 | 2% | 18,445 | 16,135 | -13% | 12% |
| EBITDA | 695 | 757 | 9% | 9% | 942 | -20% | 797 | -5% | 1,020 | 2,152 | 111% | 6% |
| EBITDA margin | 9.8% | 12.2% | 240 bps | | 14.3% | -210 bps | 13.1% | -83 bps | 5.2% | 11.8% | 650 bps | |
| Margin (INR/kg) | 15.9 | 17.7 | 12% | 1% | 22.7 | -22% | 19.0 | -7% | 9.0 | 17.7 | 97% | 1% |
| Depreciation | 211 | 229 | 9% | 15% | 225 | 2% | 225 | 2% | 619 | 673 | 9% | 16% |
| EBIT | 484 | 527 | 9% | 7% | 716 | -26% | 572 | -8% | 401 | 1,479 | 269% | 3% |
| Other Income | 12 | 30 | 147% | 41% | 40 | -24% | 20 | 51% | 51 | 108 | 110% | 57% |
| PBIT | 496 | 558 | 12% | 8% | 756 | -26% | 592 | -6% | 452 | 1,587 | 251% | 4% |
| Interest | 16 | 27 | 68% | -26% | 7 | 293% | 10 | 171% | 82 | 51 | -37% | -33% |
| XO Exp/-Inc | 0 | 0 | | | -179 | | 0 | | 0 | -179 | | |
| PBT | 480 | 530 | 10% | 14% | 928 | -43% | 582 | -9% | 370 | 1,714 | 363% | 12% |
| Tax Expense | 126 | 154 | 22% | 19% | 222 | -31% | 147 | 5% | 97 | 436 | 347% | 14% |
| Tax Rate | 26.3% | 29.1% | 280 bps | | 23.9% | 510 bps | 25.2% | 0 bps | 26.3% | 25.4% | -90 bps | |
| Reported Net Profit | 354 | 376 | 6% | 12% | 706 | -47% | 435 | -13% | 273 | 1,279 | 368% | 11% |
| Adjusted Net Profit | 538 | 447 | -17% | 25% | 532 | -16% | 472 | -5% | 1,332 | 1,252 | -6% | 14% |

Source: Company, JM Financial

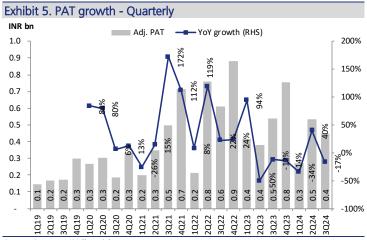
Quarterly charts







Source: Company, JM Financial

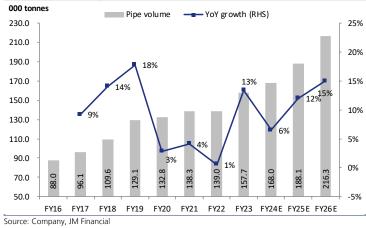


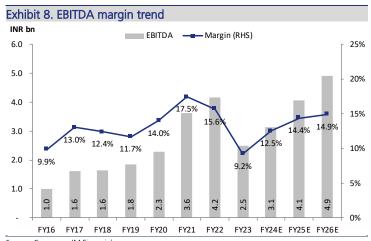
Source: Company, JM Financial

Source: Company, JM Financial

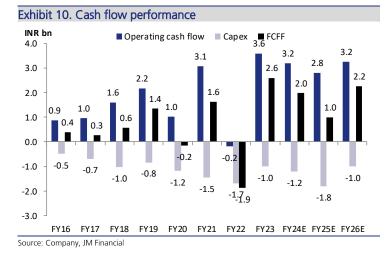
Annual charts

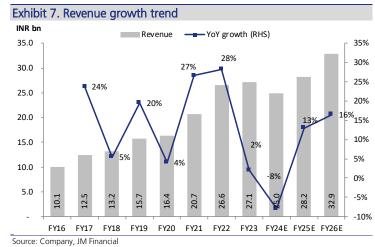
Exhibit 6. Volume growth trend

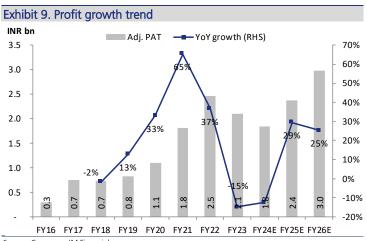




Source: Company, JM Financial

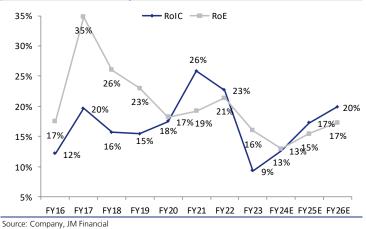






Source: Company, JM Financial

Exhibit 11. Return ratios profile



Financial Tables (Consolidated)

| Income Statement | | | | (| INR mn) |
|-----------------------------|--------|--------|--------|--------|---------|
| Y/E March | FY22A | FY23A | FY24E | FY25E | FY26E |
| Net Sales | 26,568 | 27,109 | 24,959 | 28,208 | 32,859 |
| Sales Growth | 28.3% | 2.0% | -7.9% | 13.0% | 16.5% |
| Other Operating Income | 0 | 0 | 0 | 0 | C |
| Total Revenue | 26,568 | 27,109 | 24,959 | 28,208 | 32,859 |
| Cost of Goods Sold/Op. Exp | 18,915 | 20,922 | 17,521 | 19,379 | 22,443 |
| Personnel Cost | 1,162 | 1,161 | 1,474 | 1,651 | 1,898 |
| Other Expenses | 2,335 | 2,523 | 2,837 | 3,121 | 3,617 |
| EBITDA | 4,156 | 2,503 | 3,127 | 4,058 | 4,901 |
| EBITDA Margin | 15.6% | 9.2% | 12.5% | 14.4% | 14.9% |
| EBITDA Growth | 14.9% | -39.8% | 24.9% | 29.8% | 20.8% |
| Depn. & Amort. | 703 | 830 | 909 | 1,025 | 1,175 |
| EBIT | 3,453 | 1,673 | 2,218 | 3,033 | 3,726 |
| Other Income | 55 | 86 | 150 | 200 | 300 |
| Finance Cost | 139 | 110 | 70 | 63 | 57 |
| PBT before Excep. & Forex | 3,369 | 1,648 | 2,298 | 3,170 | 3,969 |
| Excep. & Forex Inc./Loss(-) | 0 | 0 | 0 | 0 | C |
| PBT | 3,369 | 1,648 | 2,298 | 3,170 | 3,969 |
| Taxes | 875 | 434 | 619 | 792 | 992 |
| Extraordinary Inc./Loss(-) | 0 | 0 | 0 | 0 | C |
| Assoc. Profit/Min. Int.(-) | 0 | 0 | 0 | 0 | C |
| Reported Net Profit | 2,494 | 1,214 | 1,679 | 2,377 | 2,977 |
| Adjusted Net Profit | 2,468 | 2,098 | 1,836 | 2,377 | 2,977 |
| Net Margin | 9.3% | 7.7% | 7.4% | 8.4% | 9.1% |
| Diluted Share Cap. (mn) | 110.0 | 110.0 | 110.0 | 110.0 | 110.0 |
| Diluted EPS (INR) | 22.4 | 19.1 | 16.7 | 21.6 | 27.1 |
| Diluted EPS Growth | 36.6% | -15.0% | -12.5% | 29.5% | 25.2% |
| Total Dividend + Tax | 220 | 550 | 660 | 880 | 880 |
| Dividend Per Share (INR) | 2.0 | 5.0 | 6.0 | 8.0 | 8.0 |

| Balance Sheet | | | | | (INR mn) |
|-----------------------------|--------|--------|--------|--------|----------|
| Y/E March | FY22A | FY23A | FY24E | FY25E | FY26E |
| Shareholders' Fund | 12,653 | 13,640 | 14,658 | 16,156 | 18,252 |
| Share Capital | 1,106 | 1,106 | 1,106 | 1,106 | 1,106 |
| Reserves & Surplus | 11,547 | 12,534 | 13,553 | 15,050 | 17,147 |
| Preference Share Capital | 0 | 0 | 0 | 0 | 0 |
| Minority Interest | 0 | 0 | 0 | 0 | 0 |
| Total Loans | 1,500 | 581 | 0 | 0 | 0 |
| Def. Tax Liab. / Assets (-) | 123 | 137 | 137 | 137 | 137 |
| Total - Equity & Liab. | 14,275 | 14,358 | 14,795 | 16,292 | 18,389 |
| Net Fixed Assets | 6,682 | 7,041 | 7,342 | 8,117 | 7,942 |
| Gross Fixed Assets | 9,242 | 10,467 | 10,667 | 13,167 | 14,167 |
| Intangible Assets | 0 | 0 | 0 | 0 | 0 |
| Less: Depn. & Amort. | 2,786 | 3,616 | 4,525 | 5,550 | 6,726 |
| Capital WIP | 226 | 190 | 1,200 | 500 | 500 |
| Investments | 117 | 3 | 3 | 3 | 3 |
| Current Assets | 12,591 | 11,498 | 10,747 | 11,898 | 14,784 |
| Inventories | 6,188 | 4,256 | 3,419 | 3,864 | 4,501 |
| Sundry Debtors | 4,346 | 4,150 | 3,419 | 3,864 | 4,501 |
| Cash & Bank Balances | 586 | 1,244 | 2,062 | 2,323 | 3,935 |
| Loans & Advances | 1,471 | 1,847 | 1,847 | 1,847 | 1,847 |
| Other Current Assets | 0 | 0 | 0 | 0 | 0 |
| Current Liab. & Prov. | 5,115 | 4,184 | 3,297 | 3,726 | 4,340 |
| Current Liabilities | 3,986 | 3,202 | 2,393 | 2,705 | 3,151 |
| Provisions & Others | 1,129 | 982 | 904 | 1,021 | 1,189 |
| Net Current Assets | 7,477 | 7,313 | 7,450 | 8,172 | 10,444 |
| Total – Assets | 14,275 | 14,358 | 14,795 | 16,292 | 18,389 |

Source: Company, JM Financial

Source: Company, JM Financial

| Cash Flow Statement | | | | (| INR mn) |
|------------------------------|--------|--------|--------|--------|---------|
| Y/E March | FY22A | FY23A | FY24E | FY25E | FY26E |
| Profit before Tax | 3,369 | 1,648 | 2,298 | 3,170 | 3,969 |
| Depn. & Amort. | 703 | 830 | 909 | 1,025 | 1,175 |
| Net Interest Exp. / Inc. (-) | 77 | 55 | -80 | -137 | -243 |
| Inc (-) / Dec in WCap. | -3,529 | 1,072 | 681 | -461 | -660 |
| Others | 146 | 398 | 0 | 0 | 0 |
| Taxes Paid | -960 | -401 | -619 | -792 | -992 |
| Operating Cash Flow | -195 | 3,602 | 3,189 | 2,804 | 3,249 |
| Capex | -1,687 | -1,007 | -1,210 | -1,800 | -1,000 |
| Free Cash Flow | -1,882 | 2,595 | 1,979 | 1,004 | 2,249 |
| Inc (-) / Dec in Investments | 1,846 | -789 | 0 | 0 | 0 |
| Others | 46 | 315 | 150 | 200 | 300 |
| Investing Cash Flow | 205 | -1,481 | -1,060 | -1,600 | -700 |
| Inc / Dec (-) in Capital | 107 | 0 | 0 | 0 | 0 |
| Dividend + Tax thereon | -385 | -221 | -660 | -880 | -880 |
| Inc / Dec (-) in Loans | 648 | -919 | -581 | 0 | 0 |
| Others | -148 | -82 | -70 | -63 | -57 |
| Financing Cash Flow | 222 | -1,222 | -1,311 | -943 | -937 |
| Inc / Dec (-) in Cash | 232 | 899 | 818 | 261 | 1,612 |
| Opening Cash Balance | 2,299 | 586 | 1,244 | 2,062 | 2,323 |
| Closing Cash Balance | 2,531 | 1,485 | 2,062 | 2,323 | 3,935 |

Dupont Analysis Y/E March FY22A FY23A FY24E FY25E FY26E Net Margin 7.7% 7.4% 9.3% 8.4% 9.1% Asset Turnover (x) 2.1 1.9 1.7 1.8 1.9 Leverage Factor (x) 1.1 1.0 1.0 1.1 1.0 RoE 21.4% 16.0% 13.0% 15.4% 17.3%

| Key Ratios | | | | | |
|---------------------|-------|-------|-------|-------|-------|
| Y/E March | FY22A | FY23A | FY24E | FY25E | FY26E |
| BV/Share (INR) | 115.0 | 124.0 | 133.2 | 146.8 | 165.9 |
| ROIC | 22.8% | 9.3% | 12.7% | 17.2% | 19.9% |
| ROE | 21.4% | 16.0% | 13.0% | 15.4% | 17.3% |
| Net Debt/Equity (x) | 0.1 | 0.0 | -0.1 | -0.1 | -0.2 |
| P/E (x) | 30.0 | 35.3 | 40.4 | 31.2 | 24.9 |
| P/B (x) | 5.9 | 5.4 | 5.1 | 4.6 | 4.1 |
| EV/EBITDA (x) | 18.1 | 29.4 | 23.1 | 17.7 | 14.3 |
| EV/Sales (x) | 2.8 | 2.7 | 2.9 | 2.5 | 2.1 |
| Debtor days | 60 | 56 | 50 | 50 | 50 |
| Inventory days | 85 | 57 | 50 | 50 | 50 |
| Creditor days | 65 | 47 | 40 | 41 | 41 |

Source: Company, JM Financial

Source: Company, JM Financial

| History of Recommendation and Target Price | | | | | | | |
|--|----------------|--------------|--------|--|--|--|--|
| Date | Recommendation | Target Price | % Chg. | | | | |
| 21-Dec-20 | Buy | 335 | | | | | |
| 15-Jan-21 | Buy | 400 | 19.4 | | | | |
| 5-Feb-21 | Buy | 480 | 20.0 | | | | |
| 13-May-21 | Buy | 590 | 22.9 | | | | |
| 6-Aug-21 | Buy | 750 | 27.1 | | | | |
| 1-Sep-21 | Buy | 750 | 0.0 | | | | |
| 6-Nov-21 | Buy | 785 | 4.7 | | | | |
| 4-Feb-22 | Buy | 820 | 4.5 | | | | |
| 14-Mar-22 | Buy | 770 | -6.1 | | | | |
| 22-Apr-22 | Buy | 770 | 0.0 | | | | |
| 20-May-22 | Buy | 770 | 0.0 | | | | |
| 29-Jun-22 | Buy | 720 | -6.5 | | | | |
| 10-Aug-22 | Buy | 690 | -4.2 | | | | |
| 11-Nov-22 | Buy | 660 | -4.3 | | | | |
| 18-Jan-23 | Buy | 660 | 0.0 | | | | |
| 9-Feb-23 | Buy | 710 | 7.6 | | | | |
| 26-May-23 | Buy | 730 | 2.8 | | | | |
| 11-Aug-23 | Buy | 770 | 5.5 | | | | |
| 28-Sep-23 | Buy | 770 | 0.0 | | | | |
| 9-Nov-23 | Buy | 900 | 16.9 | | | | |



APPENDIX I

JM Financial Institutional Securities Limited

Corporate Identity Number: U67100MH2017PLC296081

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

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Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

| Definition of ratings | |
|-----------------------|---|
| Rating | Meaning |
| Buy | Total expected returns of more than 10% for stocks with market capitalisation in excess of INR 200 billion and REITs* and more than 15% for all other stocks, over the next twelve months. Total expected return includes dividend yields. |
| Hold | Price expected to move in the range of 10% downside to 10% upside from the current market price for stocks with market capitalisation in excess of INR 200 billion and REITs* and in the range of 10% downside to 15% upside from the current market price for all other stocks, over the next twelve months. |
| Sell | Price expected to move downwards by more than 10% from the current market price over the next twelve months. |

* REITs refers to Real Estate Investment Trusts.

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All of the views expressed in this research report accurately reflect his or her or their personal views about all of the issuers and their securities; and

No part of his or her or their compensation was, is, or will be directly or indirectly related to the specific recommendations or views expressed in this research report.

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