



# **Economy News**

- Retirement fund body EPFO is likely to announce the interest rate on PF deposits for this fiscal at its trustee meeting slated for next month. (ET)
- ▶ The government is likely to hive off the non-core assets of the airline, including real estate, land parcels and art treasures, into a separate company before calling a formal bid. (BS)
- ▶ The Centre's net direct tax collections grew 14.8 percent in April-June 2017 at Rs 1.42 trillion. This collection level represents 14.5 per cent of the total budget estimate of direct taxes for 2017-18 (Rs 9.8 trillion). (BS)
- The Reserve Bank of India (RBI) has notified the norms to limit the liabilities of consumers for unauthorized electronic transactions in their bank accounts. (ET)
- The Reserve Bank of India, in consultation with the Government of India, has decided to issue Sovereign Gold Bonds 2017-18 - Series II. The issues aims at attracting gold from Indian households into the banking system. (BS)
- The Union ministry of consumer affairs yesterday decided to ban the 'dual' MRP policy, a practice through which sellers charge a higher MRP for their products in certain spaces like malls, airports and hotels. (BS)

# **Corporate News**

- ▶ **Tata motors** is believed to have advanced the launch of its most awaited product Nexon by 4-8 weeks to cash in on the improved buyer sentiment following the series of price cuts after GST implementation. (ET)
- ▶ IDFC and Shriram Group are exploring options to merge various businesses to create a financial powerhouse worth over USD 10 billion. (ET)
- The Department of Disinvestment has reportedly issued a Cabinet note on the proposed amalgamation of Hindustan Petroleum Corp Ltd with Oil and Natural Gas Corp, amid news reports of the Prime Minister's Office's disappointment on the slow progress in the government's quest to create a huge energy PSU of the global scale. (BL)
- ▶ IT firm **Infosys** will create 2,000 tech jobs in North Carolina over the next few years in a bid to woo the Trump administration that has been critical of outsourcing firms for "unfairly" taking jobs away from the US workers. (ET)
- The International Finance Corporation (IFC), has invested \$103 million in 100% subsidiary of L&T finance holding Ltd - L&T Infrastructure Finance Company Ltd by subscribing to the country's first official green bonds. (BS)
- ▶ **RBL Bank Ltd.** said on Thursday that the divergence in its gross bad loans at the end of financial year 2015-16 stood at Rs 3.4 bn. (BL)
- Bharat Forge subsidiary, Kalyani Strategic Systems signs pact with Israel's Aerospace Industries to build new maintenance centre in India for selected advanced air defense systems. (BL)
- Shareholders of Navin Fluorine approve sale of unit located at Dahej in Gujarat. (BS)
- Shareholders of Phillips Carbon has approved scheme of amalgamation with Goodluck Dealcom Pvt. Ltd. (BS)
- ▶ The insurance regulator has approved SBI Life Insurance Co. Ltd's application for an initial public offering (IPO) seeking to raise as much as Rs 70 bn. (BS)

Source: ET = Economic Times, BS = Business Standard, FE = Financial Express, IE = Indian Express, BL = Business Line, Tol: Times of India, BSE = Bombay Stock Exchange

Equity				<u></u>				
		% Chg						
	6-Jul	1 Day	1 Mth	3 Mths				
Indian Indices								
SENSEX Index	31,369	0.4	0.3	5.6				
NIFTY Index	9,675	0.4	0.1	5.2				
BANKEX Index	26,564	0.5	(0.6)	8.8				
BSET Index	9,858	(0.3)	(4.4)	(2.9)				
BSETCG INDEX	17,263	0.1	(2.7)	0.0				
BSEOIL INDEX	13,439	(0.4)	(4.1)	(3.7)				
CNXMcap Index	18,081	0.2	1.3	3.9				
BSESMCAP INDEX	15,790	0.3	2.4	7.5				
World Indices								
Dow Jones	21,320	(0.7)	0.7	3.2				
Nasdaq	6,089	(1.0)	(3.3)	3.6				
FTSE	7,337	(0.4)	(1.9)	(0.2)				
NIKKEI	19,994	(0.4)	(0.1)	7.0				
HANGSENG	25,465	(0.2)	(2.4)	4.4				

value traded (RS cr)		
	6-Jul	% Chg Day
Cash BSE	3,623	24.9
Cash NSE	24,731	12.2
Derivatives	891,391	89.5

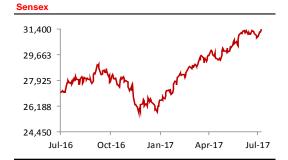
Net inflows (Rs cr)			
	5-Jul	% Chg MTD	YTD
FII	125	(111) (1,930)	53,979
Mutual Fund	208	(22) 3,498	40,493

FII open interest (Rs cr)		
	5-Jul	% Chg
FII Index Futures	20,276	(0.5)
FII Index Options	57,411	3.9
FII Stock Futures	70,675	0.3
FII Stock Options	3,983	12.9

Advances / Declines (BSE)										
6-Jul	Α	В	T	Total	% total					
Advances	154	639	55	848	100					
Declines	140	494	59	693	82					
Unchanged	3	28	11	42	5					

Commodity		% Chg					
	6-Jul	1 Day	1 Mth	3 Mths			
Crude (US\$/BBL)	45.0	(1.2)	(1.6)	(13.9			
Gold (US\$/OZ)	1,224	0.0	(5.5)	(3.2)			
Silver (US\$/OZ)	16.0	(0.1)	(9.9)	(12.9			

Debt / forex market				
	6-Jul	1 Day	1 Mth	3 Mths
10 yr G-Sec yield %	6.5	6.5	6.6	6.8
Re/US\$	64.8	64.8	64.4	64.5



Source: Bloomberg

#### **SECTOR REPORT**

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# **INNERWEAR SECTOR REPORT**

# **Indian Innerwear: Gearing up for premiumization**

Indian Innerwear industry is estimated to grow at 13% CAGR led by increasing urbanization, unorganized to organized shift, preference towards branded products, organized retailing, premiumization, etc. We believe that the introduction of GST could be a game changer for highly unorganized innerwear industry (50% unorganized). This should be positive for players mostly present in economy and mid segment like Rupa, Dollar and Lux Industries. GST will give more room for organized players to be competitive in a longer run. Companies like Rupa, Dollar and Lux are focusing on increasing their scale of operation through competitive advantage post GST, focus on branding, penetration in new geographies, larger focus in super premium segment, etc. This should also positively impact their margins which would result in faster growth in earnings over next 2-3 years. Rupa, Dollar and Lux are trading at FY17 EV/Sales of less than 4x which is more than 50% discount to Page, trading at 9.1x. We believe that there would be scope for reduction in valuation gap as these companies intend to scale up their operation with focus on branding and premiumization. Also, as RoEs of these companies in inch of closer to ~30%, they would tend to trade at higher multiples.

# Industry to grow at 13% CAGR with organized players to gain market share

The size of Indian innerwear industry is ~Rs 200 bn and grew at 11% CAGR during FY10-15. As per industry estimates, the industry is expected to reach Rs 595 bn market by 2023, entailing 13% CAGR. The growth in the industry would be driven by rising discretionary spend, number of mid-high income house hold and urbanization. Indian innerwear industry is one of the highly unorganized industry with unorganized players having ~50% market share. We believe that there is huge potential for organized players to gain market share after demonetization and restriction of cash based transaction.

# Innerwear - a beneficiary of GST

Presently, there is ~10-12% price difference between organized and unorganized players in economy segment. Post GST, unorganized players will become part of the formal economy which should reduce the difference. Implementation of GST would be a major positive for organized players as they will become more competitive by getting input credit on service tax and GST on raw materials. This will give more room for organized players to be competitive while selling their products against unorganized players in economy and mid segment and would result in growing their volume. Thus increased volume will result in higher economies of scale and in turn improvement in margins.

## Players in economy segment will have an edge

Players present in basic or economy segment (realization ~ Rs30-35 per piece) would be major beneficiary of GST as they are presently facing direct competition from the unorganized players. We believe that Lux, Dollar and Rupa would see improvement in volume growth as economy and basic segment contributes 25-35% to their revenues.

# **Good Monsoon + Farm loan waiver = Spurt in rural consumption**

Normal rainfall will positively impact rural economy and inturn will be positive for consumption of products in mid and economy segment. Recent farm loan waives by UP and then Maharashtra of Rs 360 bn and Rs 340 bn respectively may result into more States offering similar sops to farmers. Any other states announcing waiver would support rural economy. In innerwear market, mid and economy range products contributes 85-90% of the market which are largely consumed in smaller cities and rural areas. Hence, increase in rural demand will be positive for innerwear sector.

# Premiumization through separate brand & licensing of foreign brand

Innerwear is largely present in mass segment contributing 85-90% of total size. The market is changing with influx of Indian and foreign brands focusing towards premium segment. Consumer's preference is shifting towards new designs and styles which encourages demand for premium products. Increasing urbanization, growing middleclass and rise in per capita income would result in a shift in consumer preference over a longer period. Innerwear players are focusing on premiumization through separate brand & licensing of foreign brand.

# Margins improvement + scale = Improvement in RoCE

Companies like Rupa, Dollar and Lux are focusing on increasing their scale of operation by 1) Unorganized to organized shift particularly in economy segment, 2) penetration in new geographies 3) increased focus in super premium segment 4) Increasing focus from men's to women's wear segment, 5) introduction of foreign brands through brand licensing, JV, etc. We expect consumers to shift from economy to mid, mid to premium and premium to super premium segment, which would positively impact margins of organized players. This should result in further improvement in RoCEs of these companies.

#### **Valuation**

Rupa, Dollar and Lux are trading at a discount to the market leader Page with a substantial margin. Rupa, Dollar and Lux are trading at FY17 EV/Sales of less than 4x while Page is trading at double valuation of 9.1x. We believe there is scope for reduction in valuation gap as these companies, vis-a-vis Page as they intend to scale up their operation with focus on branding and premiumization.

# **Key risk & concerns**

- Higher Working capital:
- Volatility in the raw material prices
- Failure of license brand

# Rupa & Company Ltd, CMP: Rs 510, Not Rated

Rupa and Company Ltd (RACL) incorporated in 1985, has established a strong brand recall by offering bouquet of brands under umbrella brand 'Rupa' in the economy, mid-premium and premium segments. The company follows efficient business strategy by outsourcing low end and labour intensive work. RACL is strengthening its position in super premium segment by licensing of foreign brands such as 'FCUK' and 'Fruit of the loom'. After establishing strong foothold in men's innerwear segment, RACL is looking at strengthening its female innerwear business in future and is open to grow this segment through inorganic route in domestic market. We believe that RACL being a leading brand in Indian innerwear market would be one of the major beneficiaries of GST and has potential to grab market share from unorganized space which is 50% of the total market. We do not have any rating on the stock.

# **Dollar Industries Ltd, CMP: Rs 2227, Not Rated**

Dollar Industries Limited (DIL) in last 40 years of its journey, has created substantial presence in India under the Dollar umbrella. It is present across segment in innerwear space with its brands Big Boss, Force NXT, Missy, Champion, Ultra, Force Go Wear, etc. The company has largely been present in economy and midpremium segment with 34% and 44% revenue contribution, respectively and is now focusing on super premium category with its brand Force NXT. The company does not have any capex plan and is focusing on increasing its distribution across region. It has vision to achieve ~Rs 20 bn revenue (over 2x of FY17 revenue) in the next 7 years on a conservative basis. It targets to improve its margins in the longer run by focusing on premiumization, price increase, rationalization of adspend, benefits from GST, etc. This will result into higher growth in bottomline than its topline in the next three years. The stock is trading at FY17 P/E and EV/Sales of 52.4x and 2.8x, respectively. We do not have any rating on the stock.

# Lux Industries Ltd, CMP: Rs 1057, Not Rated

Lux Industries Ltd (LIL) is one of the leading innerwear companies with over 12 brands in innerwear segment and possesses 14-15% market share of India's men's innerwear segment. LIL is largely present in mass segment in men's innerwear products with 70% of its revenue contributed by economy and mid segment. The company has increased its focus on growing business from premium segment through ONN brand which contributed 9% of its sales and intends to achieve 20-25% revenue from premium/value added products in the longer run. The company set up new unit in Dhankuni in FY16 which will support its growth through quality products and higher efficiency. LIL has already completed major expansions which can meet its future growth with minimum investment. We do not have any rating on the stock.

Financial & Valuation summary

Particulars (Rs Mn) Rupa & Co Dollar		r Industries Lux			ıx Industries		Page Industries					
_	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17	FY15	FY16	FY17
Net Sales	9726	10148	10928	7241	8217	8973	9090	9409	9720	15434	17834	21301
EBITDA	1377	1321	1389	559	657	926	812	945	1200	3204	3782	4132
PAT	682	659	722	194	264	435	452	513	628	1960	2327	2663
EBITDA Margins (%)	14.2	13	12.7	7.7	8	10.3	8.9	10	12.3	20.8	21.2	19.4
PAT Margins (%)	7	6.5	6.6	2.7	3.2	4.8	5	5.5	6.5	12.7	13	12.5
RoCE (%)	23.2	21.5	23	15.9	15.8	20.9	23.3	23.3	23.3	59.5	60.8	57.3
RoE (%)	22.2	19	17.9	17.6	19.8	26.6	29.9	29.9	29.9	58	52.2	45.5
ATO (x)	1.8	1.9	2	2.4	2.3	2.3	1.9	2.1	1.8	2.8	2.9	2.9
GBTO (x)	5	4.7	4.4	6.9	5.9	6	17	16.7	9.8	5.7	5.7	5.9
Working Capital Cycle	163	133	121	99	106	120	136	125	148	85	90	73
Debtors Days	69	62	69	82	84	85	97	99	103	19	20	18
Inventory Days	136	109	98	57	73	84	76	78	87	95	101	100
Creditors Days	48	43	56	49	58	56	48	59	59	35	37	49
P/E			56.2			55.6			44.6			72.7
P/BV			9.2			13.3			9.4			29.1
EV/Sales			3.8			2.9			3.1			9.1
EV/OCF			44.5			196.1			782			72.2

Source: Companies, Capitaline

# **Bulk deals**

#### Trade details of bulk deals Scrip Name Name of Client Buy/ Quantity Average Sell Price (Rs) 06-Jul ALORA Ranjit Kumar 65,000 30.0 Vidyasagar Abburi 06-Jul AVANTEL s 26,848 296.2 Bakulesh Trambaklal Shah 06-Jul BHARATWIRE В 840,000 95.0 Local Government Superannuation Scheme 2.053.154 06-Jul GDL S 279.2 Morgan Stanley Investment Funds Indian Equity Fund GDL В 2.053.154 279.2 06-Jul Lukman Munavar Patel 136.6 06-Jul ITL В 16.500 Macro Commodeal Private Limited 06-Jul MEERA В 30,000 57.4 06-Jul NESCO Franklin Templeton Mutual Fund В 100,000 2,385.0 06-Jul ORGCOAT Mehul Krishnakant Shah s 50,000 16.8 06-Jul ORGCOAT Aparna Aiav Shah В 50,000 16.8 06-Jul PADMALAYAT Sumangla Gautam Munot s 100,000 10.6 PANCARBON Pivotal Business Managers Llp . S 33,250 554.5 PVVINFRA Tapasya Arora 18.2 06-Jul 30,000 Reliance Mutual Fund REDINGTON В 7,000,000 06-Jul 125.0 Harrow Investment Holding Limited 06-Jul REDINGTON 19,950,000 125.1 Norges Bank On Account Of The Government Pension Fund Global В 06-Jul REDINGTON 11,950,000 125.0 Kulkarni Vijay Bhaskar SFLINTER 36.000 06-Jul 20.1 Vinod Vrajlal Nirmal 06-Jul **SFLINTER** В 40,764 20.1 Kotak Mahindra Asset Management Co Ltd 06-Jul WELCORP В 2.056.299 106.0 06-Jul WELCORP Granele Limited s 2,650,000 106.1 06-Jul WPIL Eastspring Investments India Infrastructure Equity Open Limited s 50,847 460.1 06-Jul WPIL Dsp Blackrock Mutual Fund 80,916 457.7 Source: BSE

# **Gainers & Losers**

#### Nifty Gainers & Losers Price (Rs) Volume (mn) Chg (%) Index points Gainers Bharti Infra 16.1 1.9 State Bank of India 281 2.2 NA Indiabulls 1,083 2.1 NA Losers Bajaj Auto Ltd 2,729 (1.4) (1.1) Eicher Motor 27,689 NA 0.03

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Hindalco Ind Source: Bloomberg 6.9

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# **Definitions of ratings**

BUY - We expect the stock to deliver more than 12% returns over the next 9 months

ACCUMULATE - We expect the stock to deliver 5% - 12% returns over the next 9 months

REDUCE - We expect the stock to deliver 0% - 5% returns over the next 9 months

SELL - We expect the stock to deliver negative returns over the next 9 months

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NA - Not Available or Not Applicable. The information is not available for display or is not applicable

NM – Not Meaningful. The information is not meaningful and is therefore excluded.

NOTE – Our target prices are with a 9-month perspective. Returns stated in the rating scale are our internal benchmark.

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# Fundamental Research Team

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