CMP: ₹ 1090

#### Target: ₹ 1290 (**1**8%) Target Period: 12-15 months



### BUY

#### April 10, 2019

## Growth story intact...

In its quarterly preview of Q4FY19, the management highlighted that the jewellery division continued to gain market share despite headwinds impacting the jewellery industry. The division added a record number of Tanishg stores (35) with revenue growth of 22% for FY19. The watches division sustained its healthy performance on the back of new product launches, especially in the smart watch category, resulting in robust revenue growth of 16% in FY19. The management remains optimistic on the growth outlook with the aim of achieving 20% topline growth in FY20E.

### Another solid performance for Tanishg in FY19...

After a tepid start to FY19, Titan's jewellery division (Tanishq) ended on a high, with healthy revenue growth of ~22% in FY19 (the division reported 30% YoY revenue growth in H2FY19 vs. 17% in H1FY19). FY19 was a challenging year for the jewellery industry owing to; a) tightening of credit policy, b) surge in gold prices and c) lower number of wedding dates. Despite headwinds, Tanishg continued to gain market share in FY19. The management added highest number of Tanishg stores in a single year (net addition 35 stores) taking the total store count to 312 in FY19. We expect the aggressive store addition run rate to sustain in FY20, FY21E. The management highlighted that new diamond collections such as, 'Gulnaaz', 'Utsava' and 'Preen' saw robust traction. The new collections are in line with Titan's strategy to scale up its share of high value studded jewellery segment to 50% by FY23. Titan continued to aggressively add CaratLane stores, to strengthen its Omni-channel strategy. CaratLane recorded robust revenue CAGR of 42% in FY16-19E, albeit on a small base, with EBITDA breakeven expected in FY19E. In order to capitalise on the potential, Titan invested ₹ 100 crore to increase its stake in CaratLane from 66.39% to 69.74%.

### Revenue growth revival witnessed in watches and eyewear

After five consecutive years of single digit revenue growth, the watches division registered a turnaround in FY19 with 16% revenue growth. The division strengthened its smart watches product portfolio with number new launches. Smart products including wearables grew at 80%+, crossing the landmark of ₹ 100 crore in FY19. On a net basis, the division added six WOT stores, eight Fastrack stores and eight Helios stores in FY19. For the eyewear division, the management's strategy to increase assortment at more affordable points have worked out well in FY19 with revenue growth of 23%.

### Strong business model aiding sustained profitable growth

Titan has consistently displayed its ability to gain market share amid a tough industry scenario. Robust balance sheet (30% + RoCE and virtually debt free status) and asset light distribution model (A/TO: ~10x) has enabled it to outpace peers in terms of store addition. Enriched jewellery portfolio with launch of new collections (wedding space) and sustained investment in brand building is enabling better than industry revenue growth. We model revenue, earnings CAGR of 21%, 27% respectively, in FY18-21E. We reiterate our **BUY** rating on the stock with a revised target price of ₹ 1290 (10 0x EV21E EDS)



### Particulars

Particular	Amount
Market Capitalisation (₹ Crore)	96,768.7
Debt (FY18) (₹ Crore)	79.0
Cash (FY18) (₹ Crore)	617.9
EV (₹ Crore)	96,229.7
52 week H/L	1146 / 732
Equity Capital (₹ Crore)	88.8
Face Value (₹)	1

#### **Price Chart**



### Key Highlights

- Despite headwinds, the jewellery division reported healthy revenue growth of 22% in FY19
- Driven by new product launches, watches division reported robust revenue growth of 16% in FY19
- The management stays upbeat on the growth outlook with 20% overall growth in FY20E

#### **Research Analyst**

#### **Bharat Chhoda** bharat.chhoda@icicisecurities.com

Cheragh Sidhwa

cheragh.sidhwa@icicisecurities.com

(49.0x FY21E EPS).					
Key Financial Summary					
(₹ Crore)	FY17	FY18	FY19E	FY20E	FY21E
Net Sales	13,260.8	16,119.8	19,641.7	23,636.7	28,206.3
EBITDA	1,155.5	1,644.7	2,101.7	2,694.6	3,328.3
PAT	711.5	1,130.1	1,462.3	1,886.8	2,338.4
P/E (x)	136.0	85.6	66.2	51.3	41.4
EV/Sales (x)	7.2	6.0	4.9	4.1	3.4
EV/EBITDA (x)	83.1	58.5	45.8	35.6	28.7
RoCE (%)	24.7	29.3	31.3	33.8	34.9
RoE (%)	16.8	22.2	23.7	25.5	26.2

**Company Update** 

Exhibit 1: Profit & Loss Statement					
(Year-end March)	FY18	FY19E	FY20E	FY21E	
Total operating Income	16,119.8	19,641.7	23,636.7	28,206.3	
Growth (%)	21.6	21.8	20.3	19.3	
Raw Material Expenses	11,686.2	14,181.3	16,876.6	20,421.3	
Employee Expenses	885.1	1,021.4	1,252.7	1,438.5	
Mfg, Admin & selling Exps	1,903.8	2,337.4	2,812.8	3,018.1	
Total Operating Expenditure	14,475.1	17,540.0	20,942.2	24,877.9	
EBITDA	1,644.7	2,101.7	2,694.6	3,328.3	
Growth (%)	42.3	27.8	28.2	23.5	
Depreciation	131.4	158.6	180.2	201.3	
Interest	52.9	48.3	44.9	40.4	
Other Income	88.9	146.6	158.3	172.6	
PBT	1,549.2	2,041.3	2,627.9	3,259.2	
Exception items	16.7	0.0	0.0	0.0	
Total Tax	427.9	592.0	751.6	928.9	
Share of JV/Minority int	25.4	13.0	10.5	8.0	
PAT	1,130.1	1,462.3	1,886.8	2,338.4	
Growth (%)	58.8	29.4	29.0	23.9	
EPS (₹)	12.7	16.5	21.3	26.3	

Exhibit 2: Cash Flow Statement				
(Year-end March)	FY18	FY19E	FY20E	FY21E
PAT	1,130.1	1,462.3	1,886.8	2,338.4
Add: Depreciation	131.4	158.6	180.2	201.3
(Inc)/dec in Current Assets	-1,443.9	-1,269.8	-1,529.6	-1,823.2
Inc/(dec) in CL and Provision	205.2	378.0	572.4	715.4
Others	0.0	0.0	0.0	0.0
CF from operating activities	22.8	729.2	1,109.8	1,431.9
(Inc)/dec in Investments	382.7	-20.5	-27.7	-21.4
(Inc)/dec in Fixed Assets	-373.5	-253.5	-257.0	-237.9
(Inc)/dec in CWIP	108.7	13.0	0.0	9.1
Others	-50.3	0.0	0.0	0.0
CF from investing activities	67.6	-261.1	-284.7	-250.2
Issue/(Buy back) of Equity	0.0	0.0	0.0	0.0
Inc/(dec) in loan funds	79.0	-28.1	-5.1	-4.6
Others	-330.4	-389.9	-656.9	-814.3
CF from financing activities	-251.4	-418.0	-662.0	-818.9
Net Cash flow	-161.0	50.1	163.1	362.9
Opening Cash	778.9	617.9	668.0	831.1
Closing Cash	617.9	668.0	831.1	1,194.0

Source: Company, ICICI Direct Research

(Year-end March)	FY18	FY19E	FY20E	FY21E
Liabilities				
Equity Capital	88.8	88.8	88.8	88.8
Reserve and Surplus	5,001.1	6,073.6	7,303.5	8,827.6
Total Shareholders funds	5,089.9	6,162.3	7,392.3	8,916.4
Total Debt	79.0	50.9	45.8	41.2
Deferred Tax Liability	(32.9)	(32.9)	(32.9)	(32.9)
Other long term liabilities	(1.8)	(1.8)	(1.9)	(1.9)
Total Liabilities	5,134.2	6,178.5	7,403.3	8,922.8
Assets				
Gross Block	1,558.1	1,811.6	2,068.7	2,306.5
Less: Accu Depreciation	230.0	388.6	568.8	770.1
Net Block	1,328.1	1,423.0	1,499.9	1,536.4
Capital WIP	43.4	30.4	30.4	21.3
Goodwill on Consolidation	123.0	123.0	123.0	123.0
Total Fixed Assets	1,494.5	1,576.4	1,653.2	1,680.7
Investments	58.7	79.2	106.9	128.3
Inventory	5,924.8	6,995.7	8,289.1	9,891.5
Debtors	295.7	349.8	401.5	479.1
Loans and Advances	994.4	1,139.2	1,323.7	1,466.7
Other Current Assets	-	-	-	-
Cash	617.9	668.0	831.1	1,194.0
Total Current Assets	7,832.8	9,152.6	10,845.3	13,031.4
Creditors	2,489.8	3,121.1	3,756.0	4,482.1
Other Current Liabilities	1,723.2	1,473.1	1,418.2	1,410.3
Provisions	141.1	137.7	130.2	127.4
Total Current Liabilities	4,354.0	4,732.0	5,304.3	6,019.8
Net Current Assets	3,478.8	4,420.7	5,541.0	7,011.6
Others Non Current Assets	102.2	102.2	102.2	102.2
Application of Funds	5,134.2	6,178.5	7,403.3	8,922.8

(Year-end March) FY18 FY19E FY20E FY21E Per share data (₹) EPS 12.7 16.5 21.3 26.3 Cash EPS 13.9 23.2 28.5 18.1 BV 57.3 69.4 83.3 100.4 DPS 2.6 3.8 6.4 7.9 Cash Per Share 7.0 7.5 9.4 13.4 **Operating Ratios** EBITDA Margin (%) 10.2 10.7 11.4 11.8 PBT Margin (%) 9.61 10.39 11.12 11.56 PAT Margin (%) 6.9 7.4 7.9 8.3 134.2 130.0 128.0 128.0 Inventory days Debtor days 6.7 6.5 6.2 6.2 Creditor days 58.0 56.4 58.0 58.0 Return Ratios (%) RoE 22.2 23.7 25.5 26.2 RoCE 29.3 31.3 33.8 34.9 RoIC 35.5 29.9 31.8 34.4 Valuation Ratios (x) P/E 85.6 66.2 51.3 41.4 EV / EBITDA 58.5 45.8 35.6 28.7 EV / Net Sales 6.0 4.9 4.1 3.4 Market Cap / Sales 6.0 4.9 4.1 3.4 Price to Book Value 19.0 15.7 13.1 10.9 Solvency Ratios Debt/EBITDA 0.0 0.0 0.0 0.0 Debt / Equity 0.0 0.0 0.0 0.0 **Current Ratio** 1.8 1.9 2.0 2.2 Quick Ratio 0.4 0.5 0.5 0.5

Source: Company, ICICI Direct Research

Source: Company, ICICI Direct Research

Source: Company, ICICI Direct Research

Exhibit 4: Key Ratios

### Company Update Titan Company

# **RATING RATIONALE**

ICICI Direct endeavours to provide objective opinions and recommendations. ICICI Direct assigns ratings to its stocks according to their notional target price vs. current market price and then categorises them as Strong Buy, Buy, Hold and Sell. The performance horizon is two years unless specified and the notional target price is defined as the analysts' valuation for a stock

Strong Buy: >15%/20% for large caps/midcaps, respectively, with high conviction;

Buy: >10%/15% for large caps/midcaps, respectively;

Hold: Up to +/-10%;

Sell: -10% or more;



Pankaj Pandey

Head – Research

pankaj.pandey@icicisecurities.com

ICICI Direct Research Desk, ICICI Securities Limited, 1st Floor, Akruti Trade Centre, Road No 7, MIDC, Andheri (East) Mumbai – 400 093 research@icicidirect.com

### ANALYST CERTIFICATION

I/We, Bharat Chhoda, MBA and Cheragh Sidhwa, MBA, Research Analysts Research Analysts, authors and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report. Analysts are not registered as research analysts by FINRA and are not associated persons of the ICIC Securities Inc. It is also confirmed that above mentioned Analysts of this report not received any compensation from the companies mentioned in the report in the preceding twelve months and do not serve as an officer, or employee of the companies mentioned in the report.

#### Terms & conditions and other disclosures:

ICICI Securities Limited (ICICI Securities) is a full-service, integrated investment banking and is, inter alia, engaged in the business of stock brokering and distribution of financial products. ICICI Securities Limited is a SEBI registered Research Analyst with SEBI Registration Number – INH000000990. ICICI Securities Limited SEBI Registration is INZ000183631 for stock broker. ICICI Securities is a subsidiary of ICICI Bank which is India's largest private sector bank and has its various subsidiaries engaged in businesses of housing finance, asset management, life insurance, general insurance, venture capital fund management, etc. ("associates"), the details in respect of which are available on www.icicibank.com

ICICI Securities is one of the leading merchant bankers/ underwriters of securities and participate in virtually all securities trading markets in India. We and our associates might have investment banking and other business relationship with a significant percentage of companies covered by our Investment Research Department. ICICI Securities generally prohibits its analysts, persons reporting to analysts and their relatives from maintaining a financial interest in the securities or derivatives of any companies that the analysts cover.

Recommendation in reports based on technical and derivative analysis centre on studying charts of a stock's price movement, outstanding positions, trading volume etc as opposed to focusing on a company's fundamentals and, as such, may not match with the recommendation in fundamental reports. Investors may visit icicidirect.com to view the Fundamental and Technical Research Reports.

Our proprietary trading and investment businesses may make investment decisions that are inconsistent with the recommendations expressed herein.

ICICI Securities Limited has two independent equity research groups: Institutional Research and Retail Research. This report has been prepared by the Retail Research. The views and opinions expressed in this document may or may not match or may be contrary with the views, estimates, rating and target price of the Institutional Research.

The information and opinions in this report have been prepared by ICICI Securities and are subject to change without any notice. The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ICICI Securities. While we would endeavour to update the information herein on a reasonable basis, ICICI Securities is under no obligation to update or keep the information current. Also, there may be regulatory, compliance or other reasons that may prevent ICICI Securities from doing so. Non-rated securities indicate that rating on a particular security has been suspended temporarily and such suspension is in compliance with applicable regulations and/or ICICI Securities policies, in circumstances where ICICI Securities in an advisory capacity to this company, or in certain other circumstances.

This report is based on information obtained from public sources and sources believed to be reliable, but no independent verification has been made nor is its accuracy or completeness guaranteed. This report and information herein is solely for informational purpose and shall not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for subscribe for considered as an offer document or solicitation of offer to buy or sell or subscribe for subscribe for treepients as customers may receive this report at the same time. ICICI Securities will not treat recipients as customers by virtue of their receiving this report. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. The recipient should independently evaluate the investment risks. The value and return on investment may vary because of changes in interest rates, foreign exchange rates or any other reason. ICICI Securities accepts no liabilities whatsoever for any loss or damage of any kind arising out of the use of this report. Past performance is not necessarily a guide to future performance. Investors are advised to see Risk Disclosure Document to understand the risks associated before investing in the securities markets. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice.

ICICI Securities or its associates might have managed or co-managed public offering of securities for the subject company or might have been mandated by the subject company for any other assignment in the past twelve months.

ICICI Securities or its associates might have received any compensation from the companies mentioned in the report during the period preceding twelve months from the date of this report for services in respect of managing or co-managing public offerings, corporate finance, investment banking or merchant banking, brokerage services or other advisory service in a merger or specific transaction.

ICICI Securities or its associates might have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the companies mentioned in the report in the past twelve months.

ICICI Securities encourages independence in research report preparation and strives to minimize conflict in preparation of research report. ICICI Securities or its associates or its analysts did not receive any compensation or other benefits from the companies mentioned in the report or third party in connection with preparation of the research report. Accordingly, neither ICICI Securities nor Research Analysts and their relatives have any material conflict of interest at the time of publication of this report.

Compensation of our Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions.

ICICI Securities or its subsidiaries collectively or Research Analysts or their relatives do not own 1% or more of the equity securities of the Company mentioned in the report as of the last day of the month preceding the publication of the research report.

Since associates of ICICI Securities are engaged in various financial service businesses, they might have financial interests or beneficial ownership in various companies including the subject company/companies mentioned in this report.

ICICI Securities may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report.

Neither the Research Analysts nor ICICI Securities have been engaged in market making activity for the companies mentioned in the report.

We submit that no material disciplinary action has been taken on ICICI Securities by any Regulatory Authority impacting Equity Research Analysis activities.

This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject ICICI Securities and affiliates to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction.