



## Passing Through The Challenging Time; Retain BUY

**Est. Vs. Actual for Q1FY25:** Revenue – **MISS**; EBITDA Margin – **MISS**; PAT – **MISS**

### Change in Estimates post Q1FY25 (Abs.)

**FY25E/FY26E:** Revenue: -10%/-8%; EBITDA: -36%/-24%; PAT: -66%/-38%

### Recommendation Rationale

- Volume growth:** The company reported a volume de-growth of 1% in Q1FY25, attributed to factors such as elections, extreme weather conditions, labour shortages, and increased competitive intensity in operating regions, particularly Rajasthan, Gujarat, and Bihar. Consequently, volume growth remained muted despite improved capacity utilization at the Mukutban unit. Considering the current demand situation, we are revising our volume growth guidance from the earlier 10% CAGR to 8% CAGR over FY24-26E.
- Decline in EBITDA/tonne:** During the quarter, blended realization dipped by 9% QoQ and 8% YoY due to increased pricing pressure from heightened competitive intensity and industry leaders selling cement at lower prices. In some regions, the price gap between trade and non-trade widened significantly, leading to substantial price declines. Current prices are 2% lower compared to Q1FY25 exit prices and are expected to remain soft for some time. This has resulted in a sharp decline in EBITDA/tonne by 39% QoQ and 13% YoY to Rs 590/tonne. We are therefore revising our EBITDA/tonne growth forecast down by 20%, from the earlier Rs 960/tonne in FY26E to Rs 760/tonne, reflecting the continued softness in cement prices.
- Robust cement demand in the country:** Cement demand in the country is expected to remain robust due to increased capital spending by the central government on roads, railways, and housing, alongside strong real estate demand. The rising investment in infrastructure development will act as a catalyst for higher cement demand. The industry is projected to grow at a CAGR of 8-9% during FY23-FY26E.

### Sector Outlook: Positive

**Company Outlook & Guidance:** The company refrained from providing guidance on volume growth and EBITDA/tonne this time, considering the prevailing market conditions. Last quarter, it had projected 8-10% growth in both volume and EBITDA/tonne for FY24. The company will continue to ramp up Mukutban operations, with a particular focus on the Maharashtra market to leverage tax incentives. Pricing is expected to remain under pressure.

**Current Valuation:** 9.5x FY26E EV/EBITDA (Earlier Valuation: 8.5x FY26E EV/EBITDA)

**Current TP:** Rs 1,505/share (Earlier TP: Rs 1,800/share)

**Recommendation:** We maintain our **BUY** recommendation on the stock.

**Alternative BUY Ideas from our Sector Coverage:** UltraTech Cement Ltd (TP-12,400/share), Dalmia Bharat (TP-2120/share), Ambuja Cements (TP-750/share), JK Cement (TP:4920/share), JK Lakshmi (TP-950/share).

**Outlook:** The current industry scenario is challenging due to increased competitive intensity. The addition of new capacity and aggressive market share acquisition by large players has led to muted industry realizations. The company is ramping up the utilization of its greenfield unit in Mukutban, Maharashtra, which is expected to contribute to revenue and volume growth in the future. Cement demand is anticipated to remain robust, supported by various government initiatives; however, short-term pressure on operating performance is expected to persist. Cement pricing remains a key factor to monitor.

### Valuation & Recommendation

The stock is currently trading at 12x and 8.5x FY25E/FY26E EV/EBITDA and EV/tonne of \$81 and \$75, respectively, which we believe to be attractive. We maintain our **BUY** rating on the stock with a target price of Rs 1,505/share, implying an upside potential of 10% from the current market price (CMP).

### Key Financials (Consolidated)

(Rs Cr)	Q1FY25	QoQ (%)	YoY (%)	Axis Est.	Variance
Net Sales	2,190	-18	-9	2,467	-11%
EBITDA	258	-45	-13	341	-24%
EBITDA Margin	11.8%	(600bps)	(60bps)	13.8%	(200bps)
Net Profit	33	-83	-45	90	-64%
EPS (Rs)	4.2	-83	-45	11.7	-64%

Source: Company, Axis Securities Research

(CMP as of 9<sup>th</sup> Aug, 2024)

CMP (Rs)	1365
Upside /Downside (%)	10
High/Low (Rs)	1802/1061
Market cap (Cr)	10,486
Avg. daily vol. (6m)Shrs.	1,60,500
No. of shares (Cr)	7.7

### Shareholding (%)

	Dec-23	Mar-24	June-24
Promoter	62.9	62.9	62.9
FIIs	6.5	6.8	6.0
MFs / UTI	13.9	13.2	13.9
Banks / FIIs	0.0	0.0	0.0
Others	16.7	17.1	17.2

### Financial & Valuations

Y/E Mar (Rs Cr)	FY24	FY25E	FY26E
Net Sales	9,663	10,385	11,464
EBITDA	1,438	1,765	1,997
Net Profit	421	681	832
EPS (Rs)	54.6	88.4	108.1
PER (x)	31	19	16
P/BV (x)	1.8	1.6	1.5
EV/EBITDA (x)	10	8	7
ROE (%)	6%	9%	10%

### Change in Estimates (%)

Y/E Mar	FY25E	FY26E
Sales	-10%	-8%
EBITDA	-36%	-24%
PAT	-66%	-38%

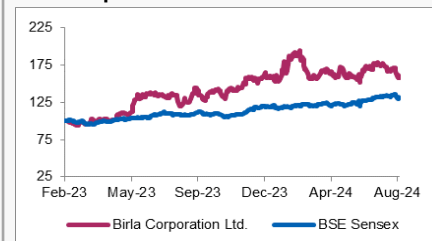
### ESG disclosure Score\*\*

Environmental Disclosure	20
Social Disclosure Score	15
Governance Disclosure Score	78
Total ESG Disclosure Score	38
Sector Average	50

Source: Bloomberg, Scale: 0,1-100

\*\*Note: This score measures the amount of ESG data a company reports publicly and does not measure the company's performance on any data point. All scores are based on 2022 disclosures

### Relative performance



Source: Ace Equity,

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## Financial Performance

- BCL reported results that were below expectations. Volume, revenue, EBITDA, and APAT decreased by 1%, 9%, 13%, and 45% YoY, respectively, due to subdued demand and lower realizations during the quarter. Blended EBITDA declined by 13% YoY to Rs 258 Cr, also below expectations, while the company reported an APAT of Rs 33 Cr, down from Rs 60 Cr last year. Notably, the company's cost/tonne decreased by 8% YoY and 2% QoQ to Rs 4,411/tonne. BCL's EBITDA/tonne was Rs 590, down 13% YoY and 39% QoQ.
- The company reported an EBITDA margin of 11.8% (compared to our estimate of 13.8%) and 12.4% YoY. Sales volumes for the quarter declined by 1% YoY to 4.38 million tonnes per annum (mntpa). It reported a blended realization of Rs 5,001 per tonne, down 8% YoY and 9% QoQ.

## Key Concall Highlights

- **Volume de-growth:** During the quarter, the company experienced a 1% decline in volume to 4.38 mtpa YoY, achieving a 91% capacity utilization. Cement sales were impacted by the general elections and extreme weather conditions in some of the company's key markets. The Mukutban unit of the company's subsidiary, RCCPL Private Limited, continued to consolidate sales in its core markets while extending its footprint into secondary markets. The company has been optimizing the variable cost of production at Mukutban, which has been making positive contributions to EBITDA over the past three quarters.
- **Capacity Expansion:** The company has ambitious plans to boost its production capacity to 30 mtpa by 2030. Initially, it plans to add 5 mtpa to reach this milestone, with further details expected to be unveiled during FY25. Currently, the company's production capacity stands at 20 mtpa, with an additional 1.4 mtpa being constructed for a new Grinding Unit in Prayagraj. Additionally, the company has approved an investment of Rs 425 Cr to enhance the capacity of its Kundanganj unit by 1.4 Mn tonnes within a two-year timeframe. This expansion will be funded through a mix of 25% debt and 75% equity. By FY26-27, the company aims to achieve a total capacity of 25 mtpa, further solidifying its market position.
- **Project Shikhar & Unnati:** In the March quarter of the previous fiscal year, Birla Corporation initiated Project Shikhar, a comprehensive initiative aimed at enhancing operating efficiency and streamlining costs. This initiative involved various operational adjustments and meticulous fine-tuning, which yielded significant results. Both Project Shikhar and Project Unnati are ongoing endeavours, expected to drive further efficiency improvements and generate additional savings as they progress. The company aims to achieve savings of Rs 40-Rs 50 per tonne for FY25/FY26.
- **Trade-Non-trade mix:** During the quarter, the percentage of cement mix sold was 84%, compared to 88% last year, with the remainder being OPC. The mix of trade and non-trade sales was 72% and 28%, respectively, compared to 76% and 24% YoY. The company has been implementing a balanced portfolio strategy, focusing equally on premium and value segments. The share of premium brands now stands at 59%, reflecting a 2% YoY increase. The sales volume of Perfect Plus, the company's flagship brand, grew by 8% over the same period last year.
- **Cement realization lower YoY:** Cement prices fell sharply in Northern, Central, and Eastern India, with prices also under pressure in Western India. Demand remains subdued in the current quarter, while supply-side expansion is anticipated in Central and Eastern Indian markets due to the commissioning of new units. As a result, cement prices are expected to remain under pressure until the third quarter of the current fiscal year. Consequently, cement realization per tonne during the quarter stood at Rs 4,820, marking a 7% decrease. Blended realization per tonne for the quarter was recorded at Rs 5,001, compared to Rs 5,461 from the previous year.
- **Power/Fuel:** Amid unfavourable market conditions, Birla Corporation Limited benefited from a further decline in power and fuel costs, which fell by 20% year-on-year and 8% sequentially. The company optimized its fuel mix and increased the share of renewables in total power consumption to 27%, compared to 23% in the same period last year and 25% in the March quarter. WHRS capacity stands at 43 MW. On a Kcal basis, the cost was Rs 1.48, down from Rs 1.56 in Q4FY24, and is expected to decrease by 5 basis points in Q2FY25.
- **Freight:** Freight cost on a tonne basis was higher by 3% QoQ and flattish YoY at Rs 1322. Additionally, during the quarter, the lead distance was reported at 350 km.
- **Incentives:** The entire project cost of Rs 2,300 Cr for the Mukutban plant is refundable through incentives over the next 20 years. The company booked incentives from the Mukutban plant during the quarter, forecasting incentives of Rs 110 Cr, including those from Mukutban. Total incentives receivable as of now stand at Rs 500 Cr, which primarily includes incentives receivable from the UP government. Incentives for the Kundanganj plant on the old plant have expired.
- **Capex:** During 12MFY24, the company incurred Rs 530 Cr on Capex and is expected to incur Rs 800 Cr in FY25 towards growth and maintenance capex.
- **Debt:** As of June 30, 2024, the total net debt stands at Rs 3,125 Cr, reflecting a marginal increase from Q4FY24. The company is actively working to reduce its borrowing costs, which were 7.90% during the quarter. The current year's debt maturity is Rs 375 Cr.

### Key Risks to Our Estimates and TP

- Higher competitive intensity may lower realization and demand in its key markets.
- Higher input costs may impact margins.

### Change in Estimates

	New		Old		% Change	
	FY25E	FY26E	FY25E	FY26E	FY25E	FY26E
Sales	9,363	10,492	10385	11464	-10%	-8%
EBITDA	1,131	1,523	1765	1997	-36%	-24%
PAT	231	517	681	832	-66%	-38%

Source: company, Axis Securities Research

**Result Review Q1FY25**

(Rs Cr)	Quarterly Performance				
	Q1FY25	Q4FY24	Q1FY24	% Chg QoQ	% Chg YoY
Net sales	2190	2656	2,408	-18%	-9.1%
Expenditure	1932	2184	2,111	-12%	-8%
EBITDA	258	472	298	-45%	-13%
Other income	17	26	16	-34%	5%
Interest	86	82	97	4%	-12%
Depreciation	146	150	140	-3%	4%
PBT	44	266	76	-83%	-42%
Tax	11	80	17	-86%	-31%
APAT	33	193	60	-83%	-45%
EBITDA margin (%)	11.8%	17.8%	12.4%	(600bps)	(60bps)
EPS (Rs)	4.2	25.1	7.8	-83%	-45%

Source: company, Axis Securities Research

**Volume/ Realization / Cost Analyses**

(Rs Cr)	Quarterly Performance				
	Q1FY25	Q4FY24	Q1FY24	% Chg QoQ	% Chg YoY
Volume/mnt	4.38	4.85	4.41	-10%	-1%
Realisation/tonne (Rs)	5001	5477	5461	-9%	-8%
Cost/tonne (Rs)	4411	4503	4786	-2%	-8%
Raw material/tonne (Rs)	666	921	958	-28%	-30%
Staff Cost/tonne (Rs)	337	274	317	23%	6%
Power & Fuel/tonne (Rs)	1004	1000	1153	0%	-13%
Freight/tonne (Rs)	1322	1284	1321	3%	0%
Other Expenses /tonne (Rs)	1082	1024	1038	6%	4%
EBITDA/tonne (Rs)	590	974	675	-39%	-13%

Source: company, Axis Securities Research

## Financials (consolidated)

### Profit & Loss

(Rs Cr)

Y/E March	FY24	FY25E	FY26E
<b>Net sales</b>	<b>9663</b>	<b>9363</b>	<b>10492</b>
Other operating income	0	0	0
<b>Total income</b>	<b>9663</b>	<b>9363</b>	<b>10492</b>
Raw Material	1581	1436	1565
Power & Fuel	1947	1834	1981
Freight & Forwarding	2280	2424	2655
Employee benefit expenses	556	583	618
Other Expenses	1860	1954	2150
<b>EBITDA</b>	<b>1438</b>	<b>1131</b>	<b>1523</b>
Other income	86	102	105
<b>PBIDT</b>	<b>1523</b>	<b>1233</b>	<b>1628</b>
Depreciation	578	589	601
Interest & Fin Chg.	372	332	328
E/o income / (Expense)	-7	0	0
<b>Pre-tax profit</b>	<b>580</b>	<b>313</b>	<b>699</b>
Tax provision	159	81	182
(-) Minority Interests	0	0	0
Associates	0	0	0
Profit after Tax	<b>421</b>	<b>231</b>	<b>517</b>
Other Comprehensive Income	0	0	0
<b>PAT after Comprehensive Income</b>	<b>421</b>	<b>231</b>	<b>517</b>

Source: company, Axis Securities Research

### Balance Sheet

(Rs Cr)

Y/E March	FY24	FY25E	FY26E
<b>Total assets</b>	<b>14436</b>	<b>14573</b>	<b>15089</b>
Net Block	9228	9342	9370
CWIP	480	480	480
Investments	585	685	1085
Wkg. cap. (excl cash)	-1139	-1154	-1097
Cash / Bank balance	157	112	67
Misc. Assets	5125	5108	5184
<b>Capital employed</b>	<b>14436</b>	<b>14573</b>	<b>15089</b>
Equity capital	77.01	77.01	77.01
Reserves	6674	6828	7268
Minority Interests	0	0	0
Borrowings	3827	3827	3827
Def Tax Liabilities	1104	1104	1104
Other Liabilities and Provisions	2754	2737	2813

Source: company, Axis Securities Research

**Cash Flow**

(Rs Cr)

<b>Y/E March</b>	<b>FY24</b>	<b>FY25E</b>	<b>FY26E</b>
Profit before tax	580	313	699
Depreciation	580	589	601
Interest Expenses	372	332	328
Non-operating/ EO item	0	-102	-105
Change in W/C	119	15	-57
Income Tax	-75	-81	-182
<b>Operating Cash Flow</b>	<b>1576</b>	<b>1064</b>	<b>1284</b>
Capital Expenditure	-529	-702	-629
Investments	0	0	0
Others	0	102	105
<b>Investing Cash Flow</b>	<b>-318</b>	<b>-700</b>	<b>-925</b>
Borrowings	-581	0	0
Interest Expenses	-350	-332	-328
Dividend paid	-19	-77	-77
Others	0	0	0
<b>Financing Cash Flow</b>	<b>-950</b>	<b>-409</b>	<b>-405</b>
Change in cash	-950	-409	-405
Opening Cash	206	157	112
Closing Cash	157	112	67

Source: company, Axis Securities Research

**Ratio Analysis**

(%)

Y/E March	FY24	FY25E	FY26E
<b>Sales growth</b>	<b>11%</b>	<b>-3%</b>	<b>12%</b>
<b>OPM</b>	14.9%	12.1%	14.5%
Op. profit growth	86%	-21%	35%
COGS / Net sales	60%	61%	59%
Overheads/Net sales	25%	27%	26%
Depreciation / G. block	5%	5%	5%
Effective interest rate (%)	10%	9%	9%
<b>Efficiency Ratios</b>			
Total Asset Turnover (x)	0.67	0.64	0.70
Sales/Gross block (x)	0.80	0.74	0.79
Sales/Net block(x)	<b>1.05</b>	<b>1.00</b>	<b>1.12</b>
Working capital/Sales (x)	0.03	0.04	0.08
<b>Valuation Ratios</b>			
<b>P/E (x)</b>	24.6	45.4	20.3
P/BV (x)	1.58	1.54	1.45
EV/Ebitda (x)	<b>9</b>	<b>12</b>	<b>9</b>
EV/Sales (x)	1.40	1.44	1.25
EV/Tonne \$ (x)	82	81	63
<b>Return Ratios</b>			
ROE (%)	6%	3%	7%
ROCE (%)	8	5	8
ROIC (%)	7	5	9
<b>Leverage Ratios</b>			
	0.56	0.55	0.52
Debt/equity (x)	0.45	0.44	0.36
Net debt/ Equity (x)	2.10	2.63	1.72
Net debt/EBITDA (X)	2.5	1.9	3.1
Interest Coverage ratio (x)	2.5	1.9	3.1
<b>Cash Flow Ratios</b>			
OCF/Sales	17%	11%	12%
OCF/Ebitda	113%	94%	84%
OCF/Capital Employed	14%	9%	10%
FCF/Sales	11.3%	3.9%	6.2%
<b>Payout ratio (Div/NP)</b>			
AEPS (Rs.)	55	30	67
AEPS Growth	806	-46	123
CEPS (Rs.)	130	106	145
DPS (Rs.)	10	10	10

Source: company, Axis Securities Research

## Birla Crop Price Chart and Recommendation History



Date	Reco	TP	Research
06-Feb-23	BUY	1,025	Result Update
11-May-23	BUY	1,305	Result Update
10-Aug-23	BUY	1,400	Result Update
07-Sep-23	BUY	1,400	AAA
10-Nov-23	BUY	1,440	Result Update
08-Feb-24	BUY	1,835	Result Update
07-May-24	BUY	1,800	Result Update
12-Aug-24	BUY	1,505	Result Update

Source: Axis Securities Research



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**RATING SCALE: Definitions of ratings**

Ratings	Expected absolute returns over 12 – 18 months
BUY	More than 10%
HOLD	Between 10% and -10%
SELL	Less than -10%
NOT RATED	We have forward looking estimates for the stock, but we refrain from assigning valuation and recommendation.
UNDER REVIEW	We will revisit our recommendation, valuation and estimates on the stock following recent events
NO STANCE	We do not have any forward-looking estimates, valuation or recommendation for the stock

Note: Returns stated in the rating scale are our internal benchmark.

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