

# Consumer Durables & EMS

## Soft durables demand; EMS growth moderate

After a subdued H1FY26, demand in most consumer durables categories remained soft through Q3FY26, though it has gained momentum since. Ahead of BEE norm changes for RAC and fans effective January, our channel checks reveal distributors accumulated stocks by late December. Wires and cables are set to post strong performance, propelled by price increases, even as rising input costs create margin headwinds. Revenue in the lighting segment should grow in low single digits, bolstered by higher volumes but tempered by price erosion. Kitchen appliances are forecasted for mid-single-digit growth, while momentum for the water purifier segment has slowed down. We expect our consumer durable universe to register a revenue/EBITDA/PAT growth of 6/1/-1% YoY. The EMS universe should sustain its growth trajectory, though at a moderate pace, led by (i) a slowdown in mobile division for Dixon Technologies and (ii) subdued demand in RAC segment, weighing on Amber Enterprises' performance. We expect Kaynes Technology and Syrma SGS to continue to report healthy topline growth. We expect our EMS universe's revenue/EBITDA/PAT to grow by 11/22/17% YoY.

- **Demand remains soft:** Demand for RAC, coolers and fans stayed subdued amid unfavorable weather and elevated channel inventories, squeezing margins. Growth has since accelerated versus H1. With BEE norms tightening for RAC and fans from January, channel checks confirm distributors ramped up stocks by late December. The wires and cables segment continues delivering robust performance via price hikes, despite rising input costs weighing on margins. Lighting revenue is set to grow in low single digits, driven by higher volumes but moderated by price erosion. Kitchen appliances should see mid-single-digit growth, while water purifier momentum has eased. We expect our consumer durable universe to register a revenue/EBITDA/PAT growth of 6/1/-1% YoY.
- **Key input prices surged:** Metals maintained their upward momentum in Q3, mirroring H1 trends. Copper jumped ~28% YoY (+15% QoQ), while aluminum rose 16% YoY (+10% QoQ). In contrast, polypropylene prices corrected, declining 7% YoY (-5% QoQ).
- **Electronics Manufacturing Services (EMS):** The EMS universe is expected to continue growing, albeit at a slower pace and the (i) slowdown in mobile division for Dixon Technologies as well as (ii) subdued RAC demand should weigh on Amber Enterprises' performance. We expect Kaynes Technology and Syrma SGS to continue to report healthy topline growth. We expect our EMS universe's revenue/EBITDA/PAT to grow by 11/22/17% YoY.
- **Valuation:** Given elevated competition, we have lowered valuation multiples for ECD-focused companies (see exhibit 2). The table below (exhibit 2) details updates to estimates, target multiples, price targets, and ratings across our coverage. We have rolled forward target prices for the consumer durables universe to Mar-28E EPS (previously Sep-27E), except Voltas and Eureka Forbes (updated earlier). For EMS companies, we now use DCF valuation over PE, as it accounts better for earnings volatility from capex cycles, incentives, and moderating growth.

### HSIE Universe

Companies	CMP* (INR)	TP (INR)	Rating
<b>Consumer Durables</b>			
Bajaj Electricals	431	415	REDUCE
Crompton Consumer	251	370	BUY
Eureka Forbes	560	830	BUY
Havells	1,421	1,765	BUY
Orient Electric	171	250	BUY
Symphony	895	1,220	BUY
TTK Prestige	599	645	REDUCE
V-Guard	308	370	ADD
Voltas	1,407	1,430	ADD
<b>EMS</b>			
Amber Enterprises	6,141	8,015	BUY
Dixon Technologies	10,738	13,260	ADD
Kaynes Technology	3,610	4,530	REDUCE
Syrma SGS	708	890	BUY

\* CMP as on 16<sup>th</sup> January 2026

### Keshav Lahoti

keshav.lahoti@hdfcsec.com  
+91-22-6171-7353

### Rajesh Ravi

rajesh.ravi@hdfcsec.com  
+91-22-6171-7352

### Mahesh Nagda

mahesh.nagda@hdfcsec.com  
+91-22-6171-7319

### Riddhi Shah

riddhi.shah@hdfcsec.com  
+91-22-6171-7359

## Exhibit 1: Q3FY26 Quarterly Estimates Snapshot

Companies	NET SALES (INR bn)			EBITDA (INR bn)			EBITDA Margin (%)			APAT (INR bn)			Adj. EPS (INR)		
	Q3 FY26E	QoQ (%)	YoY (%)	Q3 FY26E	QoQ (%)	YoY (%)	Q3 FY26E	QoQ (bps)	YoY (bps)	Q3 FY26E	QoQ (%)	YoY (%)	Q3 FY26E	QoQ (%)	YoY (%)
<b>Consumer Durables</b>															
Bajaj Electricals	13,281	20.0	3.0	784	26.6	(10.4)	5.9	30.0	(90.0)	273	86.4	(18.3)	2.4	86.4	(18.3)
Crompton	18,544	(3.2)	4.8	1,669	5.4	(11.2)	9.0	70.0	(160.0)	956	4.5	(12.9)	1.5	4.5	(12.9)
Eureka Forbes	6,456	(16.4)	8.0	679	(30.5)	14.8	10.5	(210.0)	60.0	421	(33.1)	20.2	2.2	8.9	20.2
Havells	54,491	14.3	11.6	5,068	14.7	17.4	9.3	-	50	3,241	2.1	14.6	5.2	2.1	14.6
Orient Electric	8,689	23.7	6.4	634	67.2	3.7	7.3	190.0	(20.0)	289	139.9	6.5	1.4	139.9	6.5
Symphony	1,850	13.5	(23.6)	296	23.3	2.1	16.0	130.0	400.0	312	24.9	(13.3)	4.5	24.9	(13.3)
TTK Prestige	7,563	(9.3)	4.0	756	(21.6)	(4.7)	10.0	(160.0)	(90.0)	492	(23.5)	(15.9)	3.6	(23.5)	(15.9)
V-Guard	13,832	3.2	9.0	1,120	2.5	7.6	8.1	-	(10.0)	663	1.6	10.1	1.5	1.6	10.2
Voltas	30,913	31.7	(0.4)	1,453	106.3	(26.4)	4.7	170.0	(170.0)	1,026	199.2	(22.4)	3.1	199.2	(22.4)
<b>Aggregates</b>	<b>1,55,618</b>	<b>11.6</b>	<b>5.9</b>	<b>12,459</b>	<b>13.5</b>	<b>0.7</b>				<b>7,673</b>	<b>11.6</b>	<b>(1.0)</b>			
<b>EMS</b>															
Amber	25,185	52.9	18.1	1,713	87.6	7.9	6.8	130.0	(60.0)	273	(183.0)	(24.0)	7.8	(183.0)	(26.7)
Dixon	1,09,767	(26.1)	5.0	4,281	(23.7)	9.6	3.9	10.0	20.0	1,484	(39.9)	(13.3)	24.5	(39.9)	(13.9)
Kaynes	9,703	7.1	46.8	1,601	8.2	70.3	16.5	20.0	230.0	1,193	(1.8)	79.5	17.8	(1.8)	71.5
Syrma SGS	11,803	25.0	41.7	1,121	29.4	58.0	9.5	30.0	100.0	664	33.5	83.2	3.5	23.5	69.0
<b>Aggregates</b>	<b>1,56,457</b>	<b>(14.7)</b>	<b>11.1</b>	<b>8,716</b>	<b>(1.8)</b>	<b>22.0</b>				<b>3,613</b>	<b>(6.2)</b>	<b>16.7</b>			

Source: Company; HSIE Research

## Exhibit 2: Change in estimates /Rating

Company	CMP* (INR)	Rating		TP (INR)		Target P/E (x)		Old EPS			New EPS			Change %		
		OLD	NEW	OLD	NEW	OLD	NEW	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E
<b>Consumer Durables</b>																
Bajaj Electricals	431	REDUCE	REDUCE	530	415	35	28	10.2	15.0	15.4	8.2	13.8	14.9	-20.0	-8.0	-3.1
Crompton Consumer	251	BUY	BUY	450	370	40	32	7.5	10.4	12.3	7.2	10.0	11.6	-4.7	-3.2	-5.2
Eureka Forbes	560	BUY	BUY	830	830	45	45	10.7	13.4	17.1	10.7	13.4	17.1	-	-	-
Havells	1,421	ADD	BUY	1,645	1,765	50	50	25.3	30.4	35.5	25.1	30.2	35.3	-1.1	-0.8	-0.5
Orient Electric	171	BUY	BUY	290	250	38	32	5.1	7.1	8.2	4.5	6.8	7.9	-13.2	-4.5	-4.2
Symphony	895	BUY	BUY	1,215	1,220	30	30	26.5	38.5	42.5	22.9	36.9	40.7	-13.5	-4.2	-4.2
TTK Prestige	599	REDUCE	REDUCE	605	645	33	33	13.4	17.0	19.6	13.3	16.9	19.5	-0.6	-0.6	-0.6
V-Guard	308	REDUCE	ADD	345	370	35	35	6.9	9.0	10.6	6.9	9.0	10.6	-	-	-
Voltas	1,407	ADD	ADD	1,430	1,430	40	40	16.4	29.9	36.4	16.4	29.9	36.4	-	-	-
<b>EMS</b>																
Amber	6,141	BUY	BUY	8,400	8,015	50	DCF	103.3	156.9	178.9	89.9	150.0	170.6	-12.9	-4.4	-4.6
Dixon	10,738	ADD	ADD	18,830	13,260	70	DCF	173.6	223.8	314.1	154.9	200.4	283.5	-10.7	-10.5	-9.7
Kaynes	3,610	REDUCE	REDUCE	7,110	4,530	60	DCF	71.8	104.4	132.7	70.2	95.5	118.0	-2.2	-8.5	-11.1
Syrma SGS	708	BUY	BUY	890	890	40	DCF	14.2	19.6	25.0	14.2	19.6	25.0	-	-	-

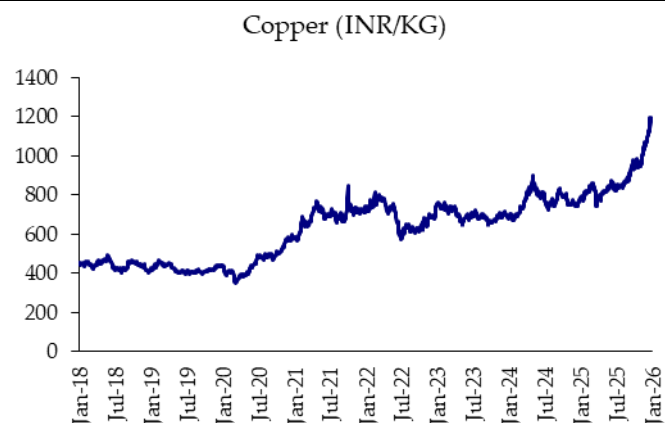
Source: Company; HSIE Research | \*CMP as on 16<sup>th</sup> January 2026

## Exhibit 3: Valuation Summary

Company	Mcap (INR bn)	CMP* (INR)	TP (INR)	RECO	EPS (INR)				P/E (x)				RoE %				Rev CAGR FY25-28E	EPS CAGR FY25-28E
					FY25	FY26E	FY27E	FY28E	FY25	FY26E	FY27E	FY28E	FY25	FY26E	FY27E	FY28E		
<b>Consumer Durables</b>																		
Bajaj Electricals	50	431	415	REDUCE	9.7	8.2	13.8	14.9	44.4	52.8	31.2	28.9	7.5	5.9	9.6	9.8	5.2	15.3
Crompton Consumer	162	251	370	BUY	8.6	7.2	10.0	11.6	29.1	35.1	25.1	21.6	15.2	11.6	15.0	15.8	8.6	10.4
Eureka Forbes	108	560	830	BUY	8.3	10.7	13.4	17.1	67.6	52.3	41.8	32.7	18.9	17.9	19.5	20.5	14.3	27.4
Havells	894	1,421	1,765	BUY	23.7	25.1	30.2	35.3	59.8	56.7	47.1	40.3	12.5	13.2	18.2	19.1	11.2	14.1
Orient Electric	37	171	250	BUY	3.9	4.5	6.8	7.9	43.9	38.3	25.3	21.7	32.3	20.0	28.8	27.6	8.8	26.4
Symphony	61	895	1,220	BUY	35.5	22.9	36.9	40.7	25.2	39.0	24.3	22.0	9.3	9.5	11.3	12.2	4.1	4.7
TTK Prestige	82	599	645	REDUCE	13.4	13.3	16.9	19.5	44.6	44.9	35.5	30.7	20.8	18.4	21.2	22.2	8.8	13.2
V-Guard	134	308	370	ADD	7.2	6.9	9.0	10.6	42.7	44.3	34.1	29.0	13.6	8.1	13.8	15.2	9.9	13.8
Voltas	466	1,407	1,430	ADD	25.4	16.4	29.9	36.4	55.3	85.5	47.0	38.6	3.7	4.6	5.5	6.6	8.6	12.7
<b>EMS</b>																		
Amber Enterprises	208	6,141	8,015	BUY	72.0	89.9	150.0	170.6	85.3	68.3	40.9	36.0	11.2	8.3	9.4	9.7	23.5	33.3
Dixon Technologies	647	10,738	13,260	ADD	116.9	154.9	200.4	283.5	91.8	69.3	53.6	37.9	29.9	25.5	24.7	27.3	29.1	34.3
Kaynes Technology	231	3,610	4,530	REDUCE	45.8	70.2	95.5	118.0	78.8	51.4	37.8	30.6	23.2	19.1	16.8	17.5	44.0	37.1
Syrma SGS	136	708	890	BUY	9.7	14.2	19.6	25.0	73.3	50.0	36.2	28.3	10	11	12	14	28.2	37.3

Source: Company; HSIE Research | \*CMP as on 16<sup>th</sup> January 2026

**Exhibit 4: Copper prices up 28/15% YoY/QoQ**



Source: Bloomberg

**Exhibit 6: Rupee has depreciated by 5% YoY**



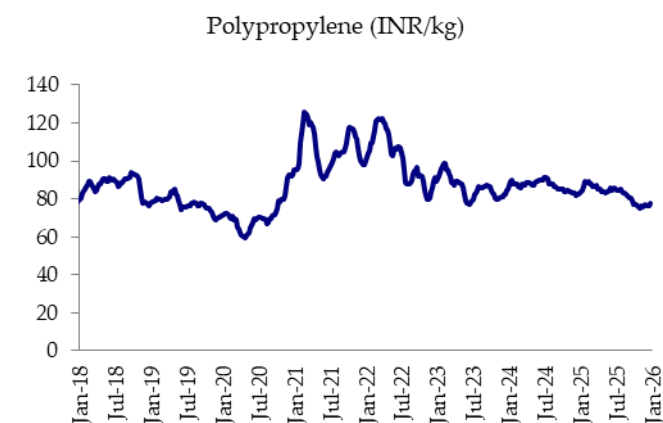
Source: Bloomberg

**Exhibit 5: Aluminum prices up 16/10% YoY/QoQ**

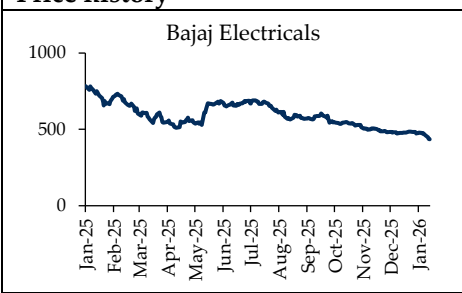
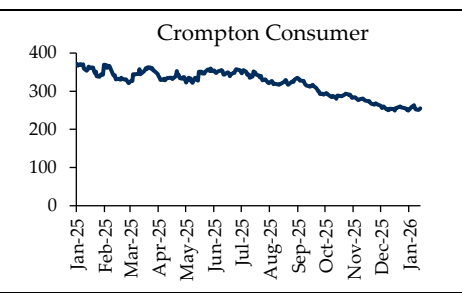
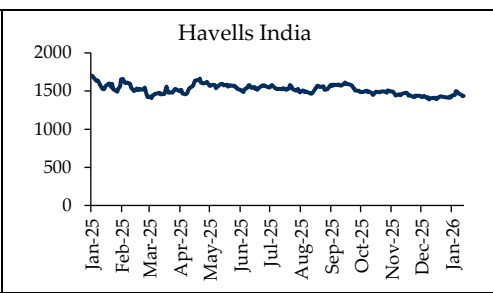
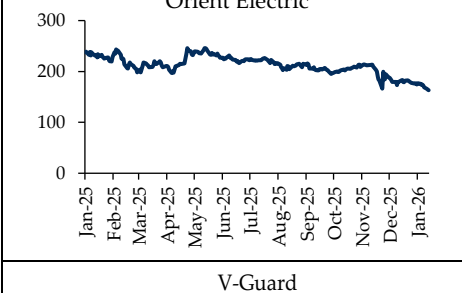
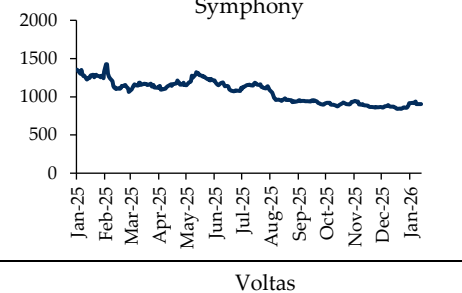
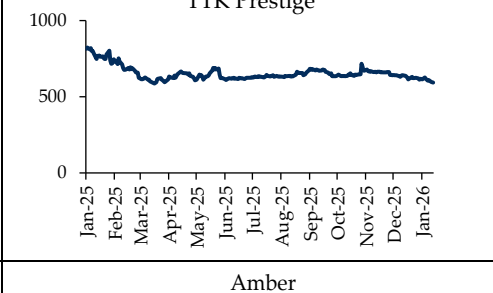

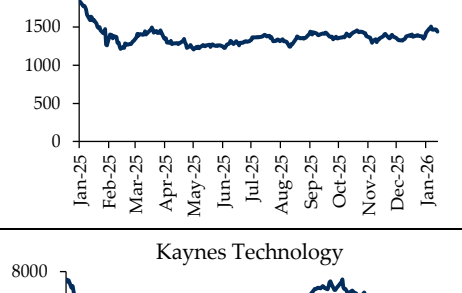
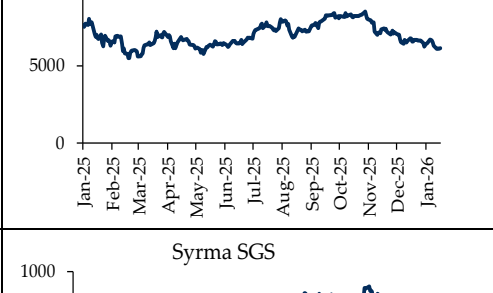
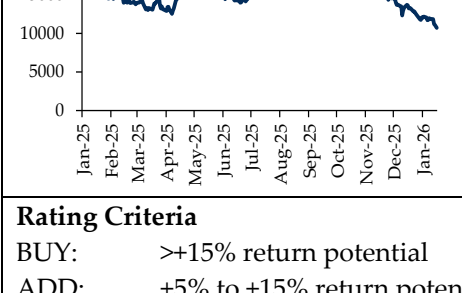
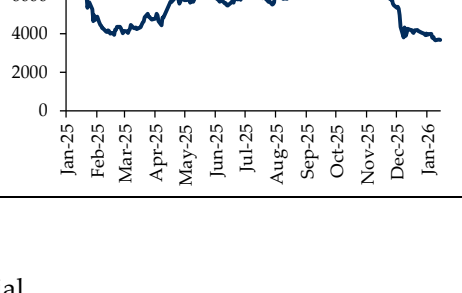
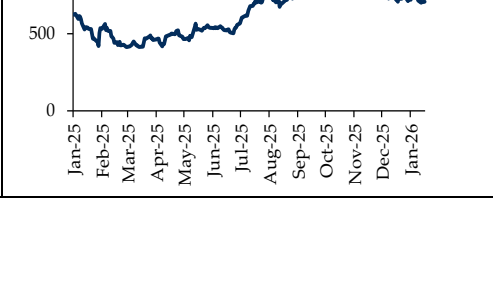


Source: Bloomberg

**Exhibit 7: HDPE prices have corrected 7% YoY; -5% QoQ**



Source: Bloomberg

Price history		
 <p><b>Bajaj Electricals</b></p>	 <p><b>Crompton Consumer</b></p>	 <p><b>Havells India</b></p>
 <p><b>Orient Electric</b></p>	 <p><b>Symphony</b></p>	 <p><b>TTK Prestige</b></p>
 <p><b>V-Guard</b></p>	 <p><b>Voltas</b></p>	 <p><b>Amber</b></p>
 <p><b>Dixon</b></p>	 <p><b>Kaynes Technology</b></p>	 <p><b>Syrma SGS</b></p>
<b>Rating Criteria</b> BUY: >+15% return potential ADD: +5% to +15% return potential REDUCE: -10% to +5% return potential SELL: >10% Downside return potential		

**Disclosure:**

We, **Keshav Lahoti, CA & CFA, Rajesh Ravi, MBA, Riddhi Shah, MBA & Mahesh Nagda, CA** authors and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect my views about the subject issuer(s) or securities. SEBI conducted the inspection and based on their observations have issued advise/warning. The said observations have been complied with. I also certify that no part of my compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report.

Research Analyst or his/her relative or HDFC Securities Ltd. does not have any financial interest in the subject company. Also Research Analyst or his relative or HDFC Securities Ltd. or its Associate may have beneficial ownership of 1% or more in the subject company at the end of the month immediately preceding the date of publication of the Research Report. Further Research Analyst or his relative or HDFC Securities Ltd. or its associate does have/does not have any material conflict of interest.

**Any holding in stock – NO**

HDFC Securities Limited (HSL) is a SEBI Registered Research Analyst having registration no. INH000002475.

**Disclaimer:**

This report has been prepared by HDFC Securities Ltd and is solely for information of the recipient only. The report must not be used as a singular basis of any investment decision. The views herein are of a general nature and do not consider the risk appetite or the particular circumstances of an individual investor; readers are requested to take professional advice before investing. This report may have been refined using AI tools to enhance clarity and readability.

Nothing in this document should be construed as investment advice. Each recipient of this document should make such investigations as they deem necessary to arrive at an independent evaluation of an investment in securities of the companies referred to in this document (including merits and risks) and should consult their own advisors to determine merits and risks of such investment. The information and opinions contained herein have been compiled or arrived at, based upon information obtained in good faith from sources believed to be reliable. Such information has not been independently verified and no guaranty, representation of warranty, express or implied, is made as to its accuracy, completeness or correctness. All such information and opinions are subject to change without notice. Descriptions of any company or companies or their securities mentioned herein are not intended to be complete. HSL is not obliged to update this report for such changes. HSL has the right to make changes and modifications at any time.

This report is not directed to, or intended for display, downloading, printing, reproducing or for distribution to or use by, any person or entity who is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, reproduction, availability or use would be contrary to law or regulation or what would subject HSL or its affiliates to any registration or licensing requirement within such jurisdiction.

If this report is inadvertently sent or has reached any person in such country, especially, United States of America, the same should be ignored and brought to the attention of the sender. This document may not be reproduced, distributed or published in whole or in part, directly or indirectly, for any purposes or in any manner.

Foreign currencies denominated securities, wherever mentioned, are subject to exchange rate fluctuations, which could have an adverse effect on their value or price, or the income derived from them. In addition, investors in securities such as ADRs, the values of which are influenced by foreign currencies effectively assume currency risk. It should not be considered to be taken as an offer to sell or a solicitation to buy any security.

This document is not, and should not, be construed as an offer or solicitation of an offer, to buy or sell any securities or other financial instruments. This report should not be construed as an invitation or solicitation to do business with HSL. HSL may from time to time solicit from, or perform broking, or other services for, any company mentioned in this mail and/or its attachments.

HSL and its affiliated company(ies), their directors and employees may; (a) from time to time, have a long or short position in, and buy or sell the securities of the company(ies) mentioned herein or (b) be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) discussed herein or act as an advisor or lender/borrower to such company(ies) or may have any other potential conflict of interests with respect to any recommendation and other related information and opinions.

HSL, its directors, analysts or employees do not take any responsibility, financial or otherwise, of the losses or the damages sustained due to the investments made or any action taken on basis of this report, including but not restricted to, fluctuation in the prices of shares and bonds, changes in the currency rates, diminution in the NAVs, reduction in the dividend or income, etc.

## Consumer Durables & EMS: Q3FY26 Results Preview

HSL and other group companies, its directors, associates, employees may have various positions in any of the stocks, securities and financial instruments dealt in the report, or may make sell or purchase or other deals in these securities from time to time or may deal in other securities of the companies / organizations described in this report. As regards the associates of HSL please refer the website.

HSL 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.

HSL 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 in the normal course of business.

HSL 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 HSL nor Research Analysts 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. HSL may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report.

Research entity has not been engaged in market making activity for the subject company. Research analyst has not served as an officer, director or employee of the subject company. We have not received any compensation/benefits from the subject company or third party in connection with the Research Report.

Please note that HDFC Securities has a proprietary trading desk. This desk maintains an arm's length distance with the Research team and all its activities are segregated from Research activities. The proprietary desk operates independently, potentially leading to investment decisions that may deviate from research views.

HDFC securities Limited, I Think Techno Campus, Building - B, "Alpha", Office Floor 8, Near Kanjurmarg Station, Opp. Crompton Greaves, Kanjurmarg (East), Mumbai 400 042 Phone: (022) 3075 3400 Fax: (022) 2496 5066

Compliance Officer: Murli V Karkera Email: [complianceofficer@hdfcsec.com](mailto:complianceofficer@hdfcsec.com) Phone: (022) 3045 3600

For grievance redressal contact Customer Care Team Email: [customercare@hdfcsec.com](mailto:customercare@hdfcsec.com) Phone: (022) 3901 9400

HDFC Securities Limited, SEBI Reg. No.: NSE, BSE, MSEI, MCX: INZ000186937; AMFI Reg. No. ARN: 13549; PFRDA Reg. No. POP: 11092018; IRDA Corporate Agent License No.: CA0062; SEBI Research Analyst Reg. No.: INH000002475; SEBI Investment Adviser Reg. No.: INA000011538; CIN - U67120MH2000PLC152193

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

Mutual Funds Investments are subject to market risk. Please read the offer and scheme related documents carefully before investing.

Registration granted by SEBI, membership of BASL (in case of IAs) and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors.

---

### **HDFC Securities**

#### **Institutional Equities**

Unit No. 1602, 16th Floor, Tower A, Peninsula Business Park,

Senapati Bapat Marg, Lower Parel, Mumbai - 400 013

Board: +91-22-6171-7330 [www.hdfcsec.com](http://www.hdfcsec.com)