

Havells India

24 October 2019

Reuters: HVEL.BO; Bloomberg: HAVL IN

Weak revenue; Low operating margin; Lloyd disappoints

Havells India (HIL) reported only 2% YoY revenue growth at Rs22.3bn in 2QFY20, 4%/6% below our/consensus estimates. The demand was affected by continued slowdown in real estate, industrial and infrastructure sectors. Revenue of the Electrical Consumer Durables (ECD) segment was up 15% YoY at Rs5.5bn while Cables revenue was up 7% YoY at Rs8.2bn. Lighting revenue remained flat YoY at Rs2.8bn while Switchgears revenue fell by 1% YoY to Rs4bn. Lloyd sales declined by 30% YoY to Rs1.8bn as it suffered from loss of sales in LED TV due to pricing pressure amid high competitive intensity. Gross margin was up 80bps YoY to 39.1%. EBITDA margin contracted by 150bps YoY to 10.5%, below our/consensus estimate of 11.4%/11.9%. EBITDA fell by 11% YoY to Rs2.3bn. However, PAT remained flat YoY at Rs1.8bn, aided by lower tax rate at 11.6%. PAT was in line with our estimate but 10% below consensus. We cut our earnings estimates by 13%/11%/7% for FY20E/FY21E/FY22E, respectively. We maintain Accumulate rating on HIL with a revised target price of Rs700 (from Rs770 earlier) based on 40x September 2021E earnings.

Modest revenue growth: ECD revenue grew by 15% YoY to Rs5.5bn (25% of total sales), led by market share gains in small domestic appliances, water heater and personal grooming. 1HFY20 sales were up 19% YoY at Rs11.7bn. Cables segment registered a growth of 7% YoY to Rs8.2bn (37% of total sales) while sales in 1HFY20 were up 6% YoY at Rs16bn. Switchgear sales fell by 1% YoY to Rs4bn (18% of total sales) due to subdued construction activity, while 1HFY20 sales were flat at Rs7.8bn. Lighting sales were flat YoY at Rs2.8bn (13% of total sales) due to slowdown in the infrastructure sector which affected growth in professional luminaries. 1HFY20 sales grew by 3% YoY to Rs5.6bn.

Contribution margin declines: Total contribution margin declined by 70bps YoY to 23.4% in 2QFY20, mainly on account of Lloyd. Cables' contribution margin was up 440bps YoY at 18.4% aided by lower commodity prices (sustainable margin will be in 15%-17% range). Switchgears margin grew by 20bps YoY to 39.9%. Margin was lower in ECD (down 170bps YoY at 25.1%) and Lighting (down 200bps YoY at 27.6%). HIL aims to improve margin through pricing, cost control and operating leverage benefits. It expects 2HFY20 to be better than 1HFY20 for sales growth and margins.

Lloyd update: Lloyd revenue fell by 30% YoY to Rs1.8bn (8% of total sales) because of loss of sales in LED TV due to pricing pressure amid high competitive intensity. Sales for 1HFY20 declined 14% YoY to Rs8.3bn. LED TV saw 25% price erosion in 2QFY20, affected by predatory pricing of Chinese peers and will remain disrupted in the near future. Lloyd's market share in AC declined in 1HFY20 while the AC sales in 2QFY20 were flat as it was an off-season. With commissioning of the new AC manufacturing plant, Lloyd aims to recover its market share and improve sales as it will have better control over cost and inventory. Lloyd also plans to scale up its portfolio of washing machines by enhancing its presence across the distribution network of modern retail stores. It also plans to launch refrigerator in 1QFY21 (which will be outsourced) to establish Lloyd as a complete consumer durable player. Distribution realignment (dealer churning) is in final stages. Lloyd's contribution margin in 2QFY20 was negative 2.3%, affected by price erosion in LED panels and Rs100mn worth of unabsorbed expenses towards the recently commissioned AC plant.

Working capital and capex: Net working capital rose to 38 days in 2QFY20 versus 29 days YoY. HIL has planned for a capex of Rs3bn for FY21E which will be majorly towards the Fans segment.

Outlook and valuation: Over FY19-FY22E, we expect HIL to post 11% revenue CAGR and 14.5% earnings CAGR, aided by 40bps EBITDA margin expansion and lower tax rate. Healthy long term growth prospects, high free cash flows and superior brand positioning will support the premium valuation of HIL.

ACCUMULATE

Sector: Consumer Electricals

CMP: Rs670

Target Price: Rs700

Upside: 5%

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Key Data

| | |
|--------------------------|-----------|
| Current Shares O/S (mn) | 625.8 |
| Mkt Cap (Rsbn/US\$bn) | 416.4/6.0 |
| 52 Wk H / L (Rs) | 807/550 |
| Daily Vol. (3M NSE Avg.) | 1,481,003 |

Price Performance (%)

| | 1 M | 6 M | 1 Yr |
|---------------|--------|-------|-------|
| Havells India | (15.4) | (5.1) | 6.4 |
| Nifty Index | (5.1) | 5.0 | (0.8) |

Source: Bloomberg

| Y/E March (Rsmn) | 2QFY19 | 1QFY20 | 2QFY20 | YoY (%) | QoQ (%) | 1HFY19 | 1HFY20 | YoY (%) |
|--------------------------|---------------|---------------|---------------|------------|---------------|---------------|---------------|--------------|
| Net revenues | 21,910 | 27,120 | 22,303 | 1.8 | (17.8) | 47,873 | 49,423 | 3.2 |
| Raw material costs | 13,519 | 16,989 | 13,580 | 0.5 | (20.1) | 29,727 | 30,569 | 2.8 |
| Staff costs | 2,034 | 2,413 | 2,395 | 17.8 | (0.8) | 4,003 | 4,808 | 20.1 |
| Advertisement spend | 741 | 1,370 | 742 | 0.1 | (45.8) | 1,898 | 2,112 | 11.3 |
| Other expenses | 2,991 | 3,592 | 3,246 | 8.5 | (9.6) | 6,498 | 6,838 | 5.2 |
| Total expenditure | 19,285 | 24,363 | 19,963 | 3.5 | (18.1) | 42,126 | 44,326 | 5.2 |
| EBITDA | 2,625 | 2,757 | 2,341 | (10.8) | (15.1) | 5,748 | 5,097 | (11.3) |
| EBITDA margin (%) | 12.0 | 10.2 | 10.5 | - | - | 12.0 | 10.3 | - |
| Depreciation | 391 | 469 | 531 | 35.7 | 13.2 | 742 | 1,000 | 34.8 |
| Interest costs | 37 | 47 | 51 | 40.4 | 8.9 | 62 | 99 | 58.8 |
| Other income | 343 | 397 | 292 | (14.8) | (26.4) | 635 | 689 | 8.5 |
| PBT | 2,540 | 2,637 | 2,051 | (19.3) | (22.2) | 5,579 | 4,688 | (16.0) |
| Tax | 754 | 898 | 237 | (68.6) | (73.6) | 1,689 | 1,135 | (32.8) |
| PAT | 1,786 | 1,739 | 1,814 | 1.5 | 4.3 | 3,890 | 3,553 | (8.7) |
| PAT margin (%) | 8.2 | 6.4 | 8.1 | - | - | 8.1 | 7.2 | - |
| EPS (Rs) | 2.9 | 2.8 | 2.9 | 1.5 | 4.3 | 6.2 | 5.7 | (8.7) |

Source: Company, Nirmal Bang Institutional Equities Research

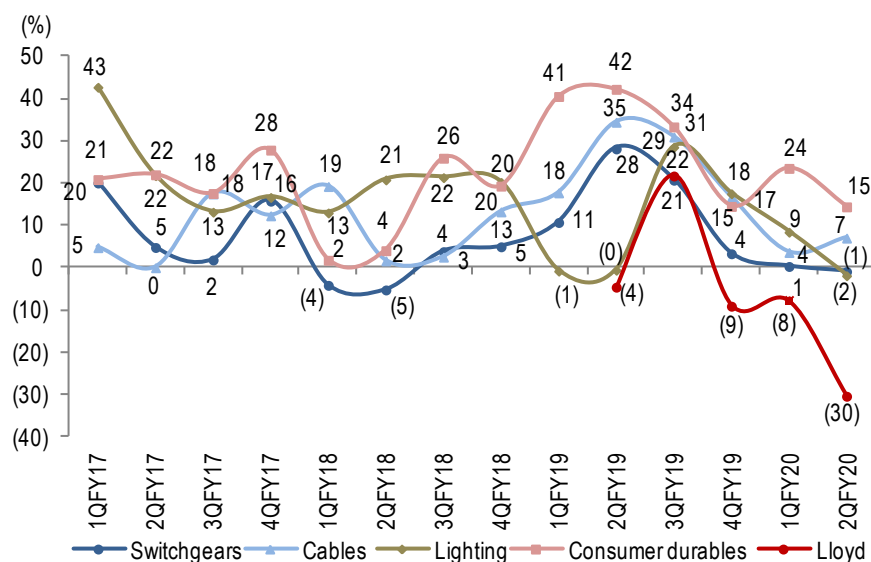
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Exhibit 1: Financial summary

| Y/E March (Rsmn) | FY18 | FY19 | FY20E | FY21E | FY22E |
|-------------------------|--------|---------|---------|---------|---------|
| Revenues | 81,386 | 100,576 | 106,606 | 121,335 | 136,011 |
| EBITDA | 10,493 | 11,922 | 11,549 | 14,228 | 16,681 |
| Adjusted net profit | 7,006 | 7,915 | 8,014 | 10,062 | 11,886 |
| Adjusted EPS (Rs) | 11.2 | 12.7 | 12.8 | 16.1 | 19.0 |
| Adjusted EPS growth (%) | 17.4 | 13.0 | 1.2 | 25.6 | 18.1 |
| EBITDA margin (%) | 12.9 | 11.9 | 10.8 | 11.7 | 12.3 |
| P/E (x) | 59.8 | 52.9 | 52.3 | 41.6 | 35.2 |
| P/BV (x) | 11.2 | 9.9 | 9.0 | 8.1 | 7.3 |
| EV/EBITDA (x) | 38.5 | 34.1 | 35.2 | 28.4 | 24.0 |
| Dividend yield (%) | 0.6 | 0.7 | 0.8 | 1.0 | 1.2 |
| RoCE (%) | 23.9 | 24.2 | 20.0 | 23.0 | 24.9 |
| RoE (%) | 20.0 | 19.8 | 18.1 | 20.6 | 21.9 |

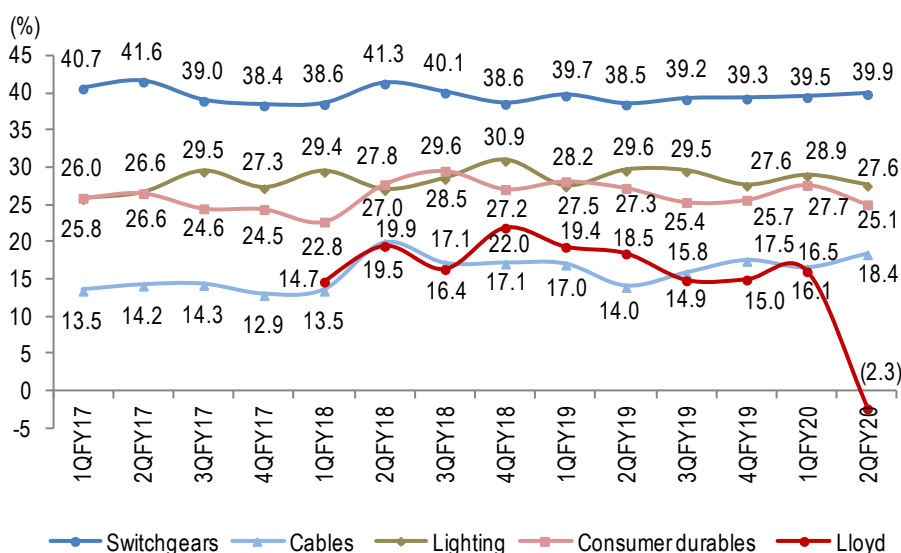
Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 2: Segment-wise revenue growth trend (YoY)



Note: Lighting segment includes EESL sales. Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 3: Segment-wise contribution margin trend



Note: Lighting segment includes EESL sales. Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 4: Segment-wise analysis

| Y/E March (Rsmn) | 2QFY19 | 1QFY20 | 2QFY20 | YoY (%) | QoQ (%) | 1HFY19 | 1HFY20 | YoY (%) |
|--------------------------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|------------|
| Revenues | | | | | | | | |
| Switchgear | 4,006 | 3,775 | 3,977 | (0.7) | 5.4 | 7,763 | 7,752 | (0.1) |
| Cable | 7,665 | 7,785 | 8,213 | 7.2 | 5.5 | 15,164 | 15,998 | 5.5 |
| Lighting & fixture | 2,856 | 2,804 | 2,808 | (1.7) | 0.1 | 5,439 | 5,612 | 3.2 |
| Electrical consumer durable | 4,805 | 6,235 | 5,506 | 14.6 | (11.7) | 9,847 | 11,741 | 19.2 |
| Lloyd | 2,579 | 6,520 | 1,800 | (30.2) | (72.4) | 9,660 | 8,320 | (13.9) |
| Total | 21,910 | 27,120 | 22,303 | 1.8 | (17.8) | 47,873 | 49,423 | 3.2 |
| Revenue mix (%) | | | | | | | | |
| Switchgear | 18.3 | 13.9 | 17.8 | - | - | 16.2 | 15.7 | - |
| Cable | 35.0 | 28.7 | 36.8 | - | - | 31.7 | 32.4 | - |
| Lighting & fixture | 13.0 | 10.3 | 12.6 | - | - | 11.4 | 11.4 | - |
| Electrical consumer durable | 21.9 | 23.0 | 24.7 | - | - | 20.6 | 23.8 | - |
| Lloyd | 11.8 | 24.0 | 8.1 | - | - | 20.2 | 16.8 | - |
| Contribution | | | | | | | | |
| Switchgear | 1,591 | 1,489 | 1,589 | (0.1) | 6.7 | 3,084 | 3,078 | (0.2) |
| Cable | 1,070 | 1,288 | 1,510 | 41.1 | 17.3 | 2,349 | 2,798 | 19.1 |
| Lighting & fixture | 847 | 809 | 775 | (8.4) | (4.2) | 1,558 | 1,585 | 1.7 |
| Electrical consumer durable | 1,287 | 1,729 | 1,383 | 7.5 | (20.0) | 2,710 | 3,113 | 14.9 |
| Lloyd | 476 | 1,049 | (42) | NA | NA | 1,847 | 1,008 | (45.4) |
| Total | 5,271 | 6,365 | 5,216 | (1.0) | (18.1) | 11,547 | 11,581 | 0.3 |
| Contribution margin (%) | | | | | | | | |
| Switchgear | 39.7 | 39.5 | 39.9 | - | - | 39.7 | 39.7 | - |
| Cable | 14.0 | 16.5 | 18.4 | - | - | 15.5 | 17.5 | - |
| Lighting & fixture | 29.6 | 28.9 | 27.6 | - | - | 28.6 | 28.2 | - |
| Electrical consumer durable | 26.8 | 27.7 | 25.1 | - | - | 27.5 | 26.5 | - |
| Lloyd | 18.5 | 16.1 | (2.3) | - | - | 19.1 | 12.1 | - |
| Total | 24.1 | 23.5 | 23.4 | - | - | 24.1 | 23.4 | - |

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 5: Actual performance versus our estimates, Bloomberg consensus estimates

| 2QFY20 (Rsmn) | Actual | Our estimate | Deviation (%) | Bloomberg cons. est. | Deviation (%) |
|---------------|--------|--------------|---------------|----------------------|---------------|
| Revenues | 22,303 | 23,194 | (3.8) | 23,778 | (6.2) |
| EBITDA | 2,341 | 2,653 | (11.8) | 2,819 | (17.0) |
| PAT | 1,814 | 1,852 | (2.1) | 2,003 | (9.5) |

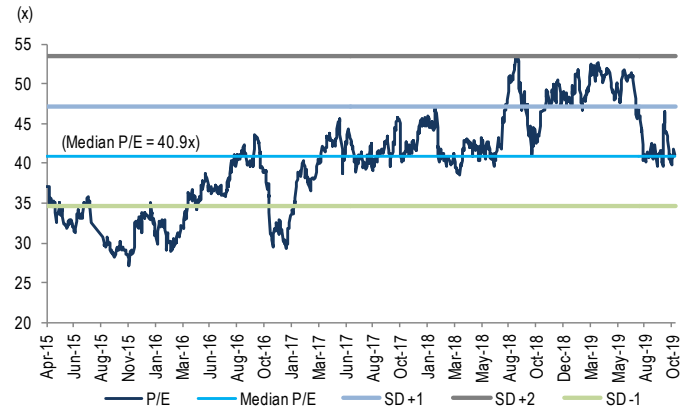
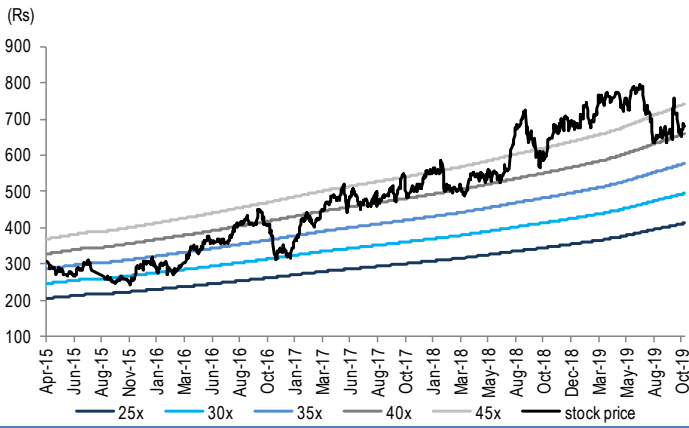
Source: Company, Bloomberg, Nirmal Bang Institutional Equities Research

Exhibit 6: Change in our estimates

| (Rsmn) | Old | | | New | | | Deviation (%) | | |
|----------|---------|---------|---------|---------|---------|---------|---------------|--------|-------|
| | FY20E | FY21E | FY22E | FY20E | FY21E | FY22E | FY20E | FY21E | FY22E |
| Revenues | 110,445 | 125,645 | 140,850 | 106,606 | 121,335 | 136,011 | (3.5) | (3.4) | (3.4) |
| EBITDA | 12,724 | 15,592 | 17,631 | 11,549 | 14,228 | 16,681 | (9.2) | (8.8) | (5.4) |
| PAT | 9,170 | 11,365 | 12,775 | 8,014 | 10,062 | 11,886 | (12.6) | (11.5) | (7.0) |

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 7: P/E charts



Source: Nirmal Bang Institutional Equities Research

Financials

Exhibit 8: Income statement

| Y/E March (Rsmn) | FY18 | FY19 | FY20E | FY21E | FY22E |
|-------------------------|--------|---------|---------|---------|---------|
| Revenues | 81,386 | 100,576 | 106,606 | 121,335 | 136,011 |
| % growth * | 32.7 | 23.6 | 6.0 | 13.8 | 12.1 |
| Raw material costs | 49,808 | 62,786 | 66,202 | 75,227 | 84,191 |
| Staff costs | 6,497 | 8,324 | 9,595 | 10,677 | 11,697 |
| Other overheads | 14,588 | 17,545 | 19,261 | 21,202 | 23,442 |
| Total expenditure | 70,893 | 88,654 | 95,058 | 107,107 | 119,330 |
| EBITDA | 10,493 | 11,922 | 11,549 | 14,228 | 16,681 |
| % growth | 27.3 | 13.6 | (3.1) | 23.2 | 17.2 |
| EBITDA margin (%) | 12.9 | 11.9 | 10.8 | 11.7 | 12.3 |
| Other income | 1,170 | 1,276 | 1,435 | 1,705 | 1,805 |
| Interest costs | 240 | 159 | 190 | 182 | 154 |
| Depreciation | 1,395 | 1,486 | 1,964 | 2,154 | 2,270 |
| Profit before tax | 10,028 | 11,553 | 10,830 | 13,597 | 16,062 |
| Tax | 3,022 | 3,637 | 2,816 | 3,535 | 4,176 |
| Exceptional items | 119 | - | - | - | - |
| Reported net profit | 7,125 | 7,915 | 8,014 | 10,062 | 11,886 |
| Adjusted net profit | 7,006 | 7,915 | 8,014 | 10,062 | 11,886 |
| Adjusted PAT margin (%) | 8.6 | 7.9 | 7.5 | 8.3 | 8.7 |
| Adjusted EPS (Rs) | 11.2 | 12.7 | 12.8 | 16.1 | 19.0 |
| % growth | 17.4 | 13.0 | 1.2 | 25.6 | 18.1 |

* Note: YoY growth in FY18 and FY19 is not comparable due to acquisition of Lloyd on 8 May 2017 (effective for 50 days in 1QFY18).

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 10: Balance sheet

| Y/E March (Rsmn) | FY18 | FY19 | FY20E | FY21E | FY22E |
|------------------------------|---------------|---------------|---------------|---------------|---------------|
| Share capital | 625 | 625 | 625 | 625 | 625 |
| Reserves | 36,766 | 41,800 | 45,669 | 50,833 | 56,689 |
| Net worth | 37,392 | 42,425 | 46,294 | 51,458 | 57,315 |
| Total loans | 810 | 405 | 355 | 305 | 255 |
| Deferred tax liability (net) | 2,070 | 3,217 | 3,217 | 3,217 | 3,217 |
| Liabilities | 40,271 | 46,047 | 49,866 | 54,979 | 60,786 |
| Gross block | 15,622 | 18,654 | 25,976 | 29,976 | 33,976 |
| Depreciation | 3,143 | 4,348 | 6,312 | 8,466 | 10,736 |
| Net block | 12,479 | 14,306 | 19,664 | 21,510 | 23,239 |
| Capital work-in-progress | 241 | 2,322 | 500 | 500 | 500 |
| Intangible assets | 15,536 | 14,886 | 14,886 | 14,886 | 14,886 |
| Long-term Investments | 417 | 583 | 583 | 583 | 583 |
| Inventories | 16,217 | 19,170 | 20,496 | 23,083 | 25,603 |
| Debtors | 3,254 | 4,224 | 4,527 | 4,986 | 5,590 |
| Cash | 15,266 | 12,848 | 12,727 | 15,642 | 19,205 |
| Other current assets | 2,005 | 3,452 | 3,731 | 4,247 | 4,760 |
| Total current assets | 36,742 | 39,695 | 41,481 | 47,959 | 55,159 |
| Creditors | 16,340 | 15,594 | 16,324 | 18,137 | 19,837 |
| Other current liabilities | 8,803 | 10,150 | 10,923 | 12,321 | 13,743 |
| Total current liabilities | 25,143 | 25,744 | 27,247 | 30,458 | 33,580 |
| Net current assets | 11,599 | 13,951 | 14,233 | 17,501 | 21,578 |
| Total assets | 40,271 | 46,047 | 49,866 | 54,979 | 60,786 |

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 9: Cash flow

| Y/E March (Rsmn) | FY18 | FY19 | FY20E | FY21E | FY22E |
|---------------------------------------|---------------|----------------|----------------|----------------|----------------|
| EBIT | 9,098 | 10,436 | 9,585 | 12,074 | 14,411 |
| (Inc)/dec. in working capital | 3,316 | (4,770) | (404) | (352) | (514) |
| Cash flow from operations | 12,414 | 5,666 | 9,181 | 11,722 | 13,897 |
| Other income | 1,170 | 1,276 | 1,435 | 1,705 | 1,805 |
| Depreciation | 1,395 | 1,486 | 1,964 | 2,154 | 2,270 |
| Tax paid (-) | (2,090) | (2,490) | (2,816) | (3,535) | (4,176) |
| Net cash from operations | 12,889 | 5,937 | 9,764 | 12,045 | 13,796 |
| Capital expenditure (-) | (2,079) | (5,394) | (5,500) | (4,000) | (4,000) |
| Net cash after capex | 10,810 | 544 | 4,264 | 8,045 | 9,796 |
| Interest paid (-) | (240) | (159) | (190) | (182) | (154) |
| Dividends paid (-) | (3,015) | (3,393) | (4,145) | (4,898) | (6,029) |
| Inc./(dec.) in short-term borrowing | (1,981) | - | - | - | - |
| Inc./(dec.) in long-term borrowing | 810 | (405) | (50) | (50) | (50) |
| Inc./(dec.) in total borrowings | (1,171) | (405) | (50) | (50) | (50) |
| (Inc.)/dec. in investments | 3,474 | (166) | - | - | - |
| Cash from financial activities | (951) | (4,123) | (4,385) | (5,130) | (6,233) |
| Intangibles / extraordinary items | (13,968) | 1,162 | - | - | - |
| Opening cash balance | 19,375 | 15,266 | 12,848 | 12,727 | 15,642 |
| Closing cash balance | 15,266 | 12,848 | 12,727 | 15,642 | 19,205 |
| Change in cash balance | (4,110) | (2,418) | (122) | 2,916 | 3,563 |

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 11: Key ratios

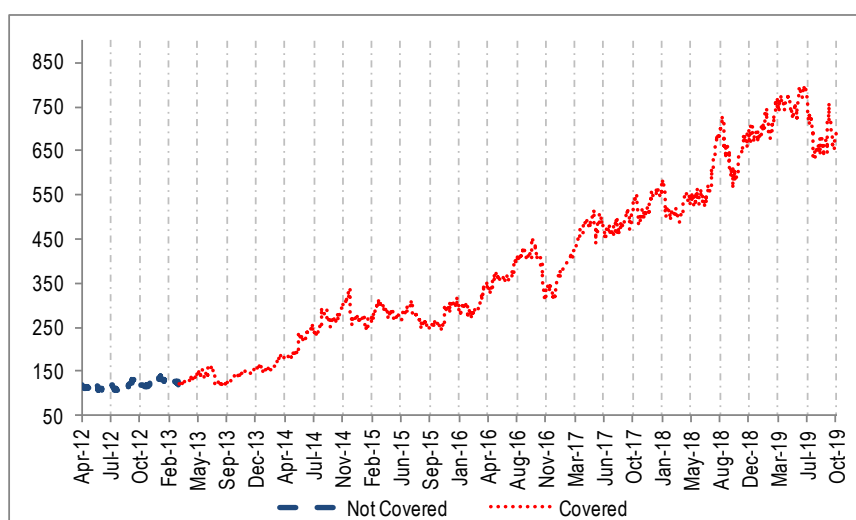
| Y/E March | FY18 | FY19 | FY20E | FY21E | FY22E |
|---------------------------------|------|------|-------|-------|-------|
| Per share (Rs) | | | | | |
| Adjusted EPS | 11.2 | 12.7 | 12.8 | 16.1 | 19.0 |
| Book value | 59.8 | 67.9 | 74.1 | 82.3 | 91.7 |
| Valuation (x) | | | | | |
| P/E | 59.8 | 52.9 | 52.3 | 41.6 | 35.2 |
| P/BV | 11.2 | 9.9 | 9.0 | 8.1 | 7.3 |
| EV/EBITDA | 38.5 | 34.1 | 35.2 | 28.4 | 24.0 |
| EV/sales | 5.0 | 4.0 | 3.8 | 3.3 | 2.9 |
| Return ratios (%) | | | | | |
| RoCE | 23.9 | 24.2 | 20.0 | 23.0 | 24.9 |
| RoE | 20.0 | 19.8 | 18.1 | 20.6 | 21.9 |
| RoIC | 48.9 | 36.5 | 27.7 | 32.1 | 36.1 |
| Profitability ratios (%) | | | | | |
| EBITDA margin | 12.9 | 11.9 | 10.8 | 11.7 | 12.3 |
| EBIT margin | 11.2 | 10.4 | 9.0 | 10.0 | 10.6 |
| PAT margin | 8.6 | 7.9 | 7.5 | 8.3 | 8.7 |
| Turnover ratios | | | | | |
| Total asset turnover ratio (x) | 2.0 | 2.2 | 2.1 | 2.2 | 2.2 |
| Fixed asset turnover ratio (x) | 5.2 | 5.4 | 4.1 | 4.0 | 4.0 |
| Debtor days | 15 | 15 | 16 | 15 | 15 |
| Inventory days | 119 | 111 | 113 | 112 | 111 |
| Creditor days | 120 | 91 | 90 | 88 | 86 |

Source: Company, Nirmal Bang Institutional Equities Research

Rating track

| Date | Rating | Market price | Target price (Rs) |
|-------------------|------------|--------------|-------------------|
| 25 July 2016 | Accumulate | 376 | 380 |
| 20 September 2016 | Accumulate | 412 | 432 |
| 13 October 2016 | Accumulate | 441 | 432 |
| 19 October 2016 | Accumulate | 410 | 432 |
| 10 January 2017 | Accumulate | 368 | 432 |
| 18 January 2017 | Accumulate | 380 | 425 |
| 14 February 2017 | Accumulate | 427 | 470 |
| 21 February 2017 | Accumulate | 413 | 433 |
| 7 April 2017 | Accumulate | 471 | 433 |
| 12 May 2017 | Accumulate | 514 | 510 |
| 6 July 2017 | Accumulate | 474 | 510 |
| 20 July 2017 | Accumulate | 468 | 510 |
| 9 October 2017 | Accumulate | 507 | 510 |
| 24 October 2017 | Accumulate | 541 | 552 |
| 14 December 2018 | Accumulate | 533 | 552 |
| 9 January 2018 | Accumulate | 552 | 552 |
| 23 January 2018 | Accumulate | 552 | 595 |
| 6 April 2018 | Accumulate | 546 | 595 |
| 14 May 2018 | Accumulate | 547 | 585 |
| 10 July 2018 | Accumulate | 573 | 585 |
| 23 July 2018 | Accumulate | 560 | 585 |
| 9 October 2018 | Accumulate | 564 | 585 |
| 19 October 2018 | Accumulate | 586 | 640 |
| 9 January 2019 | Accumulate | 682 | 640 |
| 23 January 2019 | Accumulate | 711 | 690 |
| 9 April 2019 | Accumulate | 762 | 740 |
| 30 May 2019 | Accumulate | 730 | 725 |
| 09 July 2019 | Accumulate | 739 | 725 |
| 29 July 2019 | Accumulate | 666 | 690 |
| 23 September 2019 | Accumulate | 732 | 770 |
| 7 October 2019 | Accumulate | 663 | 770 |
| 24 October 2019 | Accumulate | 670 | 700 |

Rating track graph



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SELL < -5%

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