

P&G Hygiene and Healthcare (PGHH)

FMCG | 3QFY25 Result Update

BUY

CMP: Rs14,232 | Target Price (TP): Rs16,400 | Upside: 15%

May 28, 2025

Inexpensive valuation; hopes of sales revival in FY26

Key Points

- PGHH's trend of inconsistent topline growth trends continued in 3QFY25 (March quarter). Out of the last 9 quarters, five have featured double-digit growth and the remaining have reported flattish sales growth, with one usually following the other. With flat sales growth in 3QFY25, operating margins disappointed, leading to decline in YoY EBITDA and PAT.
- ➤ With CPI inflation abating we see a possibility of revival in sales growth in feminine hygiene. Conversion from cloth to sanitary napkin gets affected during times of high inflation and picks up during periods where inflation is under control. Furthermore, with costs of pulp coming down (~45% of RM in sanitary napkins) and crude derivative costs also decreasing, outlook on margins is looking healthy
- While recovery is delayed compared to earlier expectations, the stock is trading at ~43x FY27E EPS, a huge discount to its 10-year and 5-year average one-year forward multiples in the mid-60s range. We had recently upgraded the stock to BUY as part of our 3QFY25 preview (2QFY25 for PGHH) after the steep stock price correction from its peak. Return ratios remain best of breed and once growth revives, healthy returns could potentially be generated; we maintain BUY.

3QFY25 performance update: PGHH's 3QFY25 revenue (incl. OOI) declined 1.1% YoY to Rs9.9bn (vs est. Rs10.9bn). 6-year revenue CAGR came in at ~6%. EBITDA was down 18.5% YoY to Rs2.1bn (vs est. of Rs2.8bn). APAT grew marginally by 1.1% YoY to Rs1.6bn (vs est. of Rs2.1bn). Gross margin came in at 60.2%, down by ~610bps YoY (down by 460bps QoQ; vs est. 63%). A&SP expenses decreased by 120bps YoY (down by 50bps QoQ) to 12.2% (absolute ad-spends down ~9.6% YoY); lower employee expenses (down by 100bps YoY) at 5% partially offset by higher other expenses (up by 60bps YoY) to 21.9% meant that EBITDA margin declined by ~450bps YoY at 21.1% (vs est. 26.2%).

Balance Sheet and other comments: (1) NWC days saw an increase of ~12 owing to decrease in creditor days by 9 (70 days in FY25 vs 79 days in FY24). Debtor days at 23 were 3 days higher while inventory days were flat at 19. (2) Cash balance was at Rs4.8bn at the end of FY25. (3) The Board of Directors have recommended a final dividend of Rs65/share. Total dividend is at Rs175/share for FY25. This comes to a payout ratio of ~89% for FY25.

Est Change	Downward
TP Change	No change
Rating Change	No change

Company Data and Valuation Summary

Reuters:	PROC.BO
Bloomberg:	PG IN Equity
Mkt Cap (Rsbn/US\$bn):	462.0 / 5.4
52 Wk H / L (Rs):	17,745 / 12,106
ADTV-3M (mn) (Rs/US\$):	133.8 / 1.6
Stock performance (%) 1M/6M/1yr:	0.1/ (10.6)/ (9.9)
Nifty 50 performance (%) 1M/6M/1yr:	2.0 / 8.3 / 8.5

Shareholding	2QFY25	3QFY25	4QFY25
Promoters	70.6	70.6	70.6
DIIs	15.3	15.4	15.5
FIIs	1.5	1.4	1.3
Others	12.6	12.6	12.5
Pro pledge	0.0	0.0	0.0

Financial and Valuation Summary

Particulars (Rsmn)	FY24	FY25*	FY26E	FY27E
Revenue	42,057	33,744	48,160	54,347
% Growth	7.5	2.9	11.3	12.8
Gross margin (%)	61.6	62.8	63.5	63.7
EBITDA	9,835	8,711	12,618	14,402
EBITDA margin (%)	23.4	25.8	26.2	26.5
Adjusted PAT	6,817	6,366	9,269	10,646
% growth	0.5	19.7	13.6	14.9
Adj. EPS (Rs)	209.8	251.1	285.2	327.6
RoCE	88.7	122.5	135.4	137.4
RoE (%)	79.2	108.0	118.3	120.6
RoA (%)	86.2	94.0	133.0	135.2
P/E (x)	67.8	44.2	49.9	43.4
EV/EBITDA (x)	45.8	40.5	35.7	31.1
P/BV	59.6	62.7	55.7	49.3

Source: Company, Bloomberg, Nirmal Bang Institutional Equities Research

*Please note: FY25 is a 9-month period as the company has changed its financial year from June to March year-end starting FY25. The growth rates have been adjusted to reflect the annualized base as 100/78 taking into account the weak seasonality in the fourth quarter

Key Links -

3QFY25 Result

3QFY25 Press Release

Please refer to the disclaimer towards the end of the document



View and valuation: Changes to the model have led to 2.4%/3.9% reduction in FY26E/FY27E EPS, respectively, due to the weak 3QFY25 results but the numbers are not completely comparable to previous forecasts because of the change in year-end from June to March. We remain positive on PGHH from a long-term perspective on the back of: (a) potentially 'best of breed' sales and earnings growth opportunity, (b) strong moats and market leadership that PGHH enjoys in both key categories, and (c) 'best of breed' return ratios & dividend payout along with the recent correction means that valuation of ~43x FY27E EPS offers an attractive entry point. Subsiding inflation potentially benefitting the pace of conversion from cloth to sanitary napkins, strategies under the new CEO, and advertising intensity (which at 13.4% in 9MFY25 grew by ~80bps YoY over comparable reporting period last year) are the key things to watch out for that can have a bearing on our forecasts. We have spoken about the structural investment opportunity in detail in our IC note in June'23, FY23 annual report note, FY24 annual report note, and the recent analyst meet note. We have adjusted our growth numbers to account for FY25 being a nine-month reporting period as the company is transitioning from being a June yearend company to a March year-end company. We maintain our target multiple of 50x Mar'27E EPS (~25% discount to the 5-year and 10-year average one-year forward multiples) and derive a TP of Rs16,400 (same as earlier). We maintain BUY on the stock.

Exhibit 1: 3QFY25 performance

Particulars (Rsmn)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	FY24	FY25	3Q25E	Var
Net Sales	11,384	11,334	10,022	9,318	11,352	12,476	9,916	42,057	33,744	10,874	-8.8%
YoY Change (%)	9.2	-0.3	13.5	9.3	-0.3	10.1	-1.1	7.5	2.9	8.5	-
Gross profit	6,932	6,825	6,644	5,514	7,139	8,085	5,969	25,915	21,193	6,854	-12.9%
Margin (%)	60.9	60.2	66.3	59.2	62.9	64.8	60.2	61.6	62.8	63.0	-
Total Expenditure	8,535	8,236	7,448	8,004	8,447	8,767	7,820	32,222	25,034	8,026	-
EBITDA	2,849	3,098	2,574	1,314	2,905	3,709	2,097	9,835	8,711	2,847	-26.4%
Growth	33.1	6.6	72.4	-38.9	2.0	19.7	-18.5	13.2	13.6	10.6	-
Margins (%)	25.0	27.3	25.7	14.1	25.6	29.7	21.1	23.4	25.8	26.2	-
Depreciation	143	143	145	134	117	99	104	565	319	125	-
Interest	19	26	225	0	19	66	58	270	143	50	-
Other Income	158	156	136	73	85	97	191	523	373	100	-
PBT	2,844	3,085	2,339	1,253	2,854	3,641	2,127	9,522	8,622	2,772	-23.3%
Tax	738	796	796	345	735	955	566	2,678	2,256	693	-
Rate (%)	25.9	25.0	34.0	29.8	25.7	26.2	26.6	28.4	26.2	25.0	-
Adj PAT	2,106	2,289	1,544	908	2,119	2,686	1,561	6,817	6,366	2,079	-24.9%
YoY Change (%)	36.4	10.3	-6.5	-39.9	0.6	17.3	1.1	0.5	19.7	23.1	-
Margins (%)	18.5	20.2	15.4	9.7	18.7	21.5	15.7	16.2	18.9	19.1	-
Adj EPS (Rs)	64.9	73.5	47.6	25.0	65.3	82.7	48.1	209.8	251.1	64.0	-

Source: Company, Nirmal Bang Institutional Equities Research

*Please note: FY25 is a 9-month period as the company has changed its financial year from June to March year-end starting FY25. The growth rates have been adjusted to reflect the annualized base as 100/78 taking into account the weak seasonality in the fourth quarter

Exhibit 2: Common-size P&L over the quarters

Particulars (%)	3QFY23	4QFY23	1QFY24	2QFY24	3QFY24	4QFY24	1QFY25	2QFY25	3QFY25
Gross margin	56.5	57.8	60.9	60.2	66.3	59.2	62.9	64.8	60.2
Staff Cost	5.6	5.6	5.6	4.8	6.0	7.2	5.3	5.3	5.0
Advertisement expenses	12.1	6.3	13.5	11.2	13.4	16.5	15.2	12.7	12.2
Other expenses	22.0	20.7	16.8	16.9	21.2	21.4	16.7	17.1	21.9
EBITDA	16.9	25.2	25.0	27.3	25.7	14.1	25.6	29.7	21.1
EBIT	15.3	23.4	23.8	26.1	24.2	12.7	24.6	28.9	20.1
PBT	16.5	24.2	25.0	27.2	25.3	13.4	25.1	29.2	21.4
Tax	-2.2	6.5	6.5	7.0	8.4	3.7	6.5	7.7	5.7
Adjusted PAT	18.7	17.7	18.5	20.2	16.8	9.7	18.7	21.5	15.7



Exhibit 3: Our estimates vs BBG consensus vs actual

Particulars (Rsmn)	3QFY24	2QFY25	3QFY25	YoY (%)	QoQ (%)	NBIE Estimates	Variation (%)	BBG Consensus	Variation (%)
Net Sales	10,022	12,476	9,916	-1.1	-20.5	10,874	-8.8	10,815	-8.3
EBITDA	2,574	3,709	2,097	-18.5	-43.5	2,847	-26.4	2,655	-21.0
EBITDA margin (%)	25.7	29.7	21.1	-4.5	-8.6	26.2	-5.0	24.5	-3.4
Adj. PAT	1,544	2,686	1,561	1.1	-41.9	2,079	-24.9	1,953	-20.1

Source: Company, Nirmal Bang Institutional Equities Research

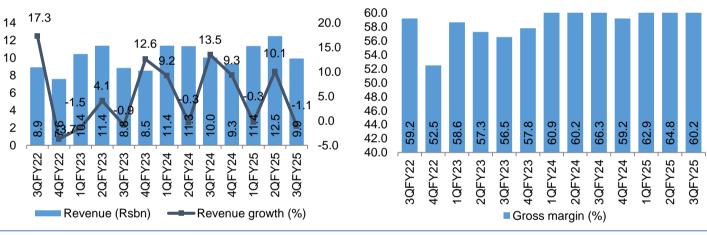
Exhibit 4: Change in our estimates

Y/E March	Earlier Estimates		New Esti	mates	Change (%)		
(Rsmn)	FY26E	FY27E	FY26E	FY27E	FY26E	FY27E	
Net Sales	50,673	57,134	48,160	54,347	-5.0	-4.9	
EBITDA	12,769	14,684	12,618	14,402	-1.2	-1.9	
EBITDA margin (%)	25.2	25.7	26.2	26.5	1.0	0.8	
Adj PAT	9,497	11,081	9,269	10,646	-2.4	-3.9	

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 5: Revenue declined marginally by 1.1% YoY to Rs9.9bn

Exhibit 6: Gross margin came in at 60.2% (down by 610bps YoY)

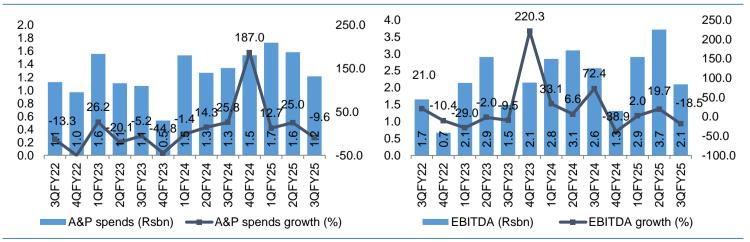


Source: Company, Nirmal Bang Institutional Equities Research

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 7: Absolute ad spend was at Rs1.2bn; as a % of net revenue, it was down by ~120ps YoY at 12.2%

Exhibit 8: EBITDA declined ~18.5% YoY to Rs2.1bn

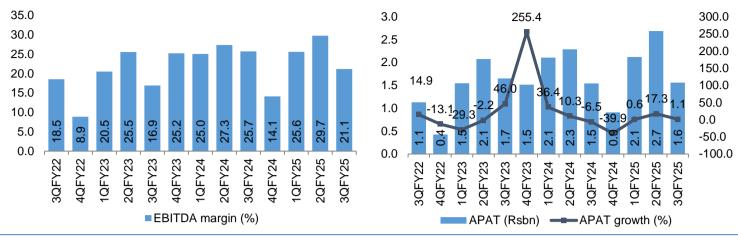


Source: Company, Nirmal Bang Institutional Equities Research



Exhibit 9: EBITDA margin was down by ~450bps YoY at 21.1%

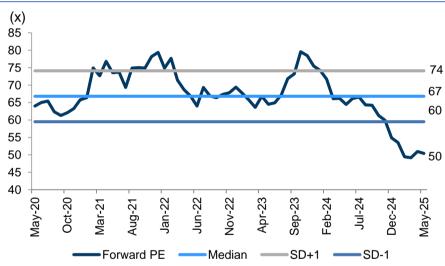
Exhibit 10: APAT grew marginally by 1.1% YoY at Rs1.6bn



Source: Company, Nirmal Bang Institutional Equities Research

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 11: One-year forward P/E





Financials

Exhibit 12: Income statement

Y/E March (Rsmn)	FY23	FY24	FY25*	FY26E	FY27E
Revenue	39,123	42,057	33,744	48,160	54,347
% Growth	3.0%	7.5%	2.9%	11.3%	12.8%
Gross profit	22,549	25,915	21,193	30,581	34,619
Gross margin %	57.6	61.6	62.8	63.5	63.7
Staff costs	2,058	2,456	1,761	2,601	2,880
% of sales	5.3	5.8	5.2	5.4	5.3
Other expenses	11,805	13,624	10,722	15,363	17,337
% of sales	30.2	32.4	31.8	31.9	31.9
EBITDA	8,686	9,835	8,711	12,618	14,402
% growth	4.7%	13.2%	13.6%	13.0%	14.1%
EBITDA margin (%)	22.2%	23.4%	25.8%	26.2%	26.5%
Depreciation	584	565	319	533	575
EBIT	8,103	9,270	8,391	12,084	13,827
Interest costs	114	270	143	220	240
Other income	406	523	373	527	646
Profit before tax (bei)	8,395	9,522	8,622	12,391	14,233
Exceptional items	0	-94	0	0	0
PBT	8,395	9,429	8,622	12,391	14,233
Tax rate (%)	19.2	28.4	26.2	25.2	25.2
PAT	6,781	6,750	6,366	9,269	10,646
APAT	6,781	6,817	6,366	9,269	10,646
% Growth	15.8%	0.5%	19.7%	13.6%	14.9%

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 13: Balance sheet

Y/E March (Rsmn)	FY23	FY24	FY25*	FY26E	FY27E
Share capital	325	325	325	325	325
Reserves	9,136	7,424	7,045	7,972	9,037
Net worth	9,460	7,749	7,370	8,297	9,361
Total debt	8	0	0	0	0
Net debt	-14,421	-11,504	-9,747	-11,751	-13,489
Other non-current liabilities	-655	-749	-824	-907	-997
Total Equity and Liabilities	8,813	7,000	6,546	7,390	8,364
Gross block	5,582	5,865	6,106	6,733	7,234
Depreciation	3,881	4,473	4,792	5,376	5,951
Net block	1,700	1,392	1,314	1,358	1,283
Capital work-in-progress	228	278	407	200	200
Investments	0	0	0	0	0
Debtors	2,163	2,408	3,041	3,035	3,425
Inventories	2,198	2,256	2,214	2,507	2,829
Cash	9,780	5,882	4,807	6,811	8,549
Other current assets	4,649	5,622	4,940	4,940	4,940
Total current assets	18,790	16,168	15,002	17,293	19,743
Creditors	9,711	8,517	8,094	9,311	10,498
Other current liabilities and provisions	2,194	2,320	2,083	2,149	2,364
Total current liabilities	11,905	10,837	10,177	11,460	12,862
Total assets	8,813	7,000	6,546	7,390	8,364

Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 14: Cash flow

Y/E March (Rsmn)	FY23	FY24	FY25*	FY26E	FY27E
PBT	8,395	9,392	8,622	12,391	14,233
Depreciation	584	565	319	533	575
Net interest expense	-237	-172	-136	-307	-406
Others	157	353	130	0	0
(Inc)/Dec in WC	1,655	-2,461	-572	996	690
Taxes	-2,295	-2,977	-2,431	-3,123	-3,587
CF from Operations	8,258	4,700	5,932	10,491	11,505
(Inc)/Dec in FA	-444	-433	-546	-420	-500
Free Cash Flow	7,814	4,268	5,386	10,071	11,004
Other investing activities	344	447	201	577	646
CF from Investments	-101	14	-345	157	146
Issue of Shares	0	0	0	0	0
Inc/(Dec) in Debt	0	0	0	0	0
Dividend Paid	-4,707	-8,602	-6,655	-8,342	-9,582
Others	-63	-10	-8	-302	-331
CF from Fin. Activity	-4,770	-8,612	-6,662	-8,644	-9,912
Inc/Dec of Cash	3,387	-3,898	-1,075	2,004	1,738
Opening Balance	6,393	9,780	5,882	4,807	6,811
Closing Balance	9,780	5,882	4,807	6,811	8,549
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Source: Company, Nirmal Bang Institutional Equities Research

Exhibit 15: Key ratios

Y/E March	FY23	FY24	FY25*	FY26E	FY27E
Per share (Rs)					
EPS	208.9	209.8	251.1	285.2	327.6
Book value	291.4	238.7	227.0	255.6	288.4
DPS	185.2	255.3	175.2	257.0	295.2
Valuation (x)					
P/sales	11.8	11.0	10.7	9.6	8.5
EV/EBITDA	51.5	45.8	40.5	35.7	31.1
P/E	68.1	67.8	44.2	49.9	43.4
P/BV	48.8	59.6	62.7	55.7	49.3
Return ratios (%)					
RoCE	87.6	88.7	122.5	135.4	137.4
RoCE (pre-tax)	108.5	123.8	165.9	181.0	183.7
RoE	80.6	79.2	108.0	118.3	120.6
Profitability ratios (%)					
Gross margin	57.6	61.6	62.8	63.5	63.7
EBITDA margin	22.2	23.4	25.8	26.2	26.5
PAT margin	17.3	16.2	18.9	19.2	19.6
Liquidity ratios (x)					
Current ratio	1.6	1.5	1.5	1.5	1.5
Quick ratio	1.4	1.3	1.3	1.3	1.3
Solvency ratio (x)					
Net Debt to Equity ratio	-1.5	-1.5	-1.3	-1.4	-1.4
Turnover ratios					
Fixed asset turnover ratio (x)	7.4	7.3	7.5	7.5	7.8
Debtor days	19	20	23	23	23
Inventory days	21	19	19	19	19
Creditor days	82	79	70	70	70
Net Working capital days	-41	-40	-28	-28	-28
Source: Company, Nirmal Band	Institution	nal Fauitie:	s Researc	h	

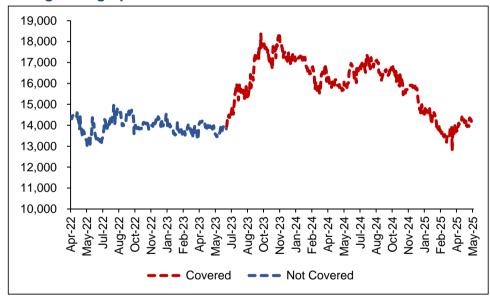
^{*}Please note: FY25 is a 9-month period as the company has changed its financial year from June to March year-end starting FY25. The growth rates have been adjusted to reflect the annualized base as 100/78 taking into account the weak seasonality in the fourth quarter.



Rating track

Date	Rating	Market price (Rs)	Target price (Rs)
22 June 2023	Buy	14,059	16,600
29 August 2023	Buy	16,422	18,900
23 September 2023	Hold	17,678	19,710
31 October 2023	Hold	16,682	18,300
05 December 2023	Hold	17,494	18,300
31 January 2024	Hold	17,245	17,900
30 April 2024	Hold	16,070	18,200
10 July 2024	Hold	16,657	18,200
29 August 2024	Hold	16,996	18,600
19 September 2024	Hold	16,996	18,600
09 October 2024	Hold	16,884	18,569
30 October 2024	Hold	16,248	17,800
15 November 2024	Hold	15,704	17,800
9 January 2025	Buy	14,644	17,200
11 February 2025	Buy	13,933	17,400
11 April 2025	Buy	13,680	16,400
28 May 2025	Buy	14,232	16,400

Rating track graph





DISCLOSURES

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Stock Ratings Absolute Returns

BUY > 15%

HOLD -5% to 14%

SELL < -5%

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