

Brainbees Solutions | ADD

Broadly in-line quarter, new initiatives gain traction

FirstCry reported broadly in-line operating performance in 4QFY26 amidst a few segmental variances. India multi-channel (IMC) GMV was up a modest 11.8% YoY as continued competitive intensity in the diapering category (~15% salience to GMV) weighed on growth, while Adj. EBITDA margin fell ~200bps YoY to 7.3%. While International business GMV was muted at 1.8% YoY amid elevated promotional activity from horizontal players, EBITDA losses came down meaningfully. GlobalBees, meanwhile, delivered strong margin of 5.8%, up 510bps YoY, led by core categories, as portfolio rationalisation of non-core brands neared completion. Consolidated gross margin remained under pressure due to elevated discounting in diapers, rupee depreciation and increase in crude-linked raw material costs. However, operating leverage and marketing efficiencies helped offset part of the impact, resulting in 30bps YoY expansion in adjusted EBITDA margin to 5.5%. Importantly, management highlighted encouraging traction in strategic initiatives such as RocketBees, FirstCry Qwik and offline assortment realignment, which are already driving improvement in customer experience, delivery metrics and offline footfalls. It also expects meaningful pick-up in IMC GMV growth in FY27. We maintain 'ADD' with Mar'27 TP of INR 265.

- India multi-channel (IMC) margins under pressure:** IMC segment saw GMV growth of 11.8% YoY (-13.6% QoQ), roughly in-line JMFe. Growth was driven by 9% YoY rise in transacting users, with order volume up 10%. While growth has recovered compared to the past few quarters, it remains below the steady state levels of high teens growth. This moderation was mainly due to heightened competitive intensity in diapering (~15% of IMC GMV) from quick commerce as well as large horizontal players. Revenue stood at INR 14.9bn, up 11.4% YoY. Though offline growth has improved QoQ, headwinds in online have left the near term clouded. The bigger disappointment was on gross margin (GM), which fell 280bps YoY due to: i) increased discounting in the diapers category; and ii) higher COGS due to rupee depreciation and increased crude-linked input cost. While GM hit due to higher COGS is transitional in nature (expected to recover by 2QFY27 by pass-through to customers), the drag due to increased adjusted EBITDA margin fall of 210bps YoY to 7.3% was lower than GM compression due to operating leverage.
- Muted growth in international segment due to elevated competitive intensity:** International segment saw muted GMV growth of 1.8% YoY, a miss of 5.8% on JMFe. Revenue stood at INR 2.3bn, +9.5% YoY. Growth was impacted due to continued elevated promotional activities by the two horizontal ecommerce players, along with softening consumer sentiment and import complexities tied to the geopolitical situation. Management reiterated its focus on optimising topline mix to yield superior GMV-revenue conversion and margin improvement. Lower growth also weighed on margins with adjusted EBITDA margin expanding by only 570bps YoY (+140bps QoQ) to -9.2%. The segment remains loss-making. Management believes its existing moats (brand strength, customer trust, and network effects) will sustain its long-term positioning.
- Maintain 'ADD' with Mar'27 TP of INR 265:** Our GMV/revenue estimates are broadly unchanged over FY27-28. We reduce GM estimates by 40-80bps over FY27-28, expecting margin to remain under pressure due to rationalisation of GlobalBees brands, elevated discounting in diapering and macro headwinds. However, adjusted EBITDA margin is expected to benefit from in-house delivery initiative and operating leverage, leading to increased estimates of c. 20bps in FY28. We continue to value IMC/GlobalBees/Others at 20x/20x/15x FY28E pre-Ind AS adjusted EBITDA, and international segment at 1x FY28E sales, resulting in increased Mar'27 TP of INR 265.



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This note marks transfer of coverage of Brainbees Solutions to Swapnil Potdukhe

Recommendation and Price Target

Current Reco.	ADD
Previous Reco.	ADD
Current Price Target (12M)	265
Upside/(Downside)	11.8%
Previous Price Target	260
Change	1.9%

Key Data – FIRSTCRY IN EQUITY

Current Market Price	INR237
Market cap (bn)	INR123.8/US\$1.3
Free Float (%)	92.9
Shares in issue (mn)	522.1
Diluted share (mn)	532.5
3-mon avg daily val (mn)	INR1,502.8/US\$15.8
52-week range	INR439/207
Sensex/Nifty	76,010/23,914
INR/US\$	95.7

Price Performance

%	1M	6M	12M
Absolute	-3.1	-24.8	-36.8
Relative*	-1.4	-15.2	-32.2

*To the NSE Nifty 50

Financial Summary

	(INR mn)				
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E
Net Sales	76,596	85,479	99,462	113,968	129,724
Sales Growth (%)	18.2	11.6	16.4	14.6	13.8
EBITDA	2,300	2,624	5,773	9,337	13,017
EBITDA Margin (%)	3.0	3.1	5.8	8.2	10.0
Adjusted Net Profit	-1,915	-1,402	768	2,584	4,678
Diluted EPS (INR)	-3.6	-2.6	1.4	4.9	8.8
Diluted EPS Growth (%)	-	-	-	236.5	81.0
ROIC (%)	-5.2	-4.1	2.4	7.1	11.4
ROE (%)	-4.8	-2.9	1.6	5.0	8.3
P/E (x)	-	-	164.4	48.9	27.0
P/B (x)	2.7	2.6	2.5	2.3	2.1
EV/EBITDA (x)	51.2	46.1	21.2	13.1	9.3
Dividend Yield (x)	-	-	-	-	-

Source: Company data, JM Financial. Note: Valuations as of May 26, 2026

JM Financial Research is also available on: Bloomberg - JMFR <GO>, FactSet, LSEG and S&P Capital IQ

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

- **GlobalBees' drag from 'non-core' brands coming to an end:** GlobalBees' growth has been a bit unpredictable since the last few quarters with 4Q revenue growing 15% YoY to INR 4.6bn. Management has been deliberately reducing 'other brands' to focus on 'core categories', which have grown stronger at 28% YoY in FY26. Besides rationalisation of 'other brands', the change in Flipkart's settlement model has impacted growth. Despite the drag, adjusted EBITDA margin was 5.8%, resulting in adjusted EBITDA of INR 265mn. Adjusted EBITDA from core brands was ~5% (post corporate expenses) in FY26. Rationalisation of non-core brands is expected to be completed by 1QFY27, post which growth and margins are expected to return to normalised levels. Others segment, which primarily includes education, delivered INR 122mn in revenue, c. 12% YoY growth.
- **Gross margin still under pressure:** Consolidated GM fell to 35.4% in 4Q (-210bps YoY) led by continued competitive intensity in the diapering category, coupled with pressure from rupee depreciation and increase in crude-linked raw material costs in the manufacturing business. India multi-channel GM remained under pressure due to elevated discounting, although management indicated that raw material and currency depreciation-led headwinds are transitory in nature and expected to normalise from 2QFY27 through calibrated price pass-throughs. Despite the GM pressure, operating leverage and marketing efficiencies helped offset part of the impact, resulting in 18% YoY growth in consolidated adjusted EBITDA to INR 1.19bn; margin rose 30bps YoY to 5.5%.
- **In-house delivery initiative scaling rapidly:** Management highlighted strong execution in its in-house logistics initiative, 'RocketBees', aimed at improving delivery experience and reducing dependence on inconsistent 3PL service partners. RocketBees expanded sharply from 22 cities in 3QFY26 to 62 cities by end-4QFY26 and currently services >40% of online shipment volumes. The initiative has driven meaningful improvement in delivery TAT, customer experience and retention metrics in serviced pin codes. The model remains asset-light, leveraging dedicated local delivery partners on FirstCry's proprietary technology stack, and management expects RocketBees penetration to exceed 50% of online shipment volume by 1QFY27.
- **FirstCry Qwik gaining traction:** Building on its logistics backbone, FirstCry continued scaling 'FirstCry Qwik', its sub-3-hour delivery offering, which is now operational across select pin codes in five cities. The model leverages COCO stores, warehouses, stockist networks and selective dark stores to enable faster fulfilment across categories including diapers, baby care, nursery, fashion and toys. Management highlighted that ~20% of online orders within active Qwik catchments are already fulfilled through the platform and expects Qwik to contribute >10% of overall online shipment volumes during FY27. The company believes Qwik materially enhances customer experience and strengthens FirstCry's competitive positioning amid rising quick-commerce intensity.

Exhibit 1: FirstCry 4QFY26 vis-à-vis JMFe and consensus estimates

All numbers are in INR mn	4QFY26A	4QFY25A	Change (YoY)	3QFY26A	Change (QoQ)	Estimate (JMFe)	Variance (vs. JMFe)	Estimate (Visible alpha)	Variance (vs. Cons.)
Total GMV	28,814	26,146	10.2%	34,247	-15.9%	29,230	-1.4%	28,481	1.2%
India Multi-channel	24,532	21,938	11.8%	28,406	-13.6%	24,683	-0.6%	24,140	1.6%
International	4,282	4,208	1.8%	5,841	-26.7%	4,547	-5.8%	4,549	-5.9%
Revenue from operations	21,627	19,303	12.0%	24,236	-10.8%	21,942	-1.4%	21,453	0.8%
Gross Profit	7,647	7,240	5.6%	8,431	-9.3%	7,760	-1.5%	7,661	-0.2%
Gross margin	35.4%	37.5%	-215bp	34.8%	57bp	35.4%	-1bp	35.7%	-35bp
EBITDA	701	159	341.3%	970	-27.7%	554	26.5%	511	37.1%
EBITDA margin%	3.2%	0.8%	242bp	4.0%	-76bp	2.5%	72bp	2.4%	86bp
Adjusted EBITDA	1,187	1,005	18.1%	1,538	-22.9%	1,144	3.8%	1,207	-1.7%
Adjusted EBITDA margin%	5.5%	5.2%	28bp	6.3%	-86bp	5.2%	27bp	5.6%	-14bp
Adj. PAT	-308	-767	59.9%	-284	-8.1%	-635	51.6%	-394	21.9%
Diluted EPS (INR)	-0.63	-1.60	60.6%	-0.59	-6.8%	-1.28	50.9%	-0.76	17.1%
Key Operating Metrics									
Annual Unique Transacting Customers (mn)									
India Multi-channel	11.00	10.12	8.7%	10.80	1.9%	11.10	-0.9%	11.20	-1.8%
International	0.53	0.49	8.2%	0.52	1.9%	0.53	-0.7%	0.50	6.0%
Orders (mn)									
India Multi-channel	10.90	9.90	10.1%	12.18	-10.5%	11.03	-1.2%	11.00	-0.9%
International	0.48	0.46	3.4%	0.58	-16.7%	0.50	-4.4%	0.50	-4.0%
Average Order Value (INR)									
India Multi-channel	2,251	2,216	1.6%	2,332	-3.5%	2,237	0.6%	2,193	2.6%
International	8,921	9,069	-1.6%	10,132	-12.0%	9,060	-1.5%	8,829	1.0%

Source: Company, JM Financial, Visible alpha estimates

Exhibit 2: Key assumptions

Particulars	FY25	FY26	FY27E	FY28E	FY29E	FY30E	CAGR FY26-30E
India Multi-channel							
Annual unique transacting consumers (mn)	10.1	11.0	12.0	13.0	14.1	15.2	8.4%
<i>as % of population under 4</i>	9.6%	10.4%	11.4%	12.5%	13.7%	14.9%	
Orders (mn)	39.5	42.8	46.8	51.0	55.6	60.4	9.0%
Average order Value (AOV) (INR)	2,228	2,287	2,374	2,458	2,539	2,619	3.4%
GMV (INR bn)	88	98	111	125	141	158	12.8%
Revenue (INR bn)	53	58	65	74	84	94	13.1%
Gross Margin	36.6%	35.6%	34.2%	35.5%	36.1%	36.5%	23bps
Adj. EBITDA Margin	9.5%	8.8%	8.9%	9.7%	10.7%	11.5%	68bps
International							
Annual unique transacting consumers (mn)	0.5	0.5	0.6	0.6	0.7	0.7	7.5%
Orders (mn)	1.9	2.0	2.2	2.4	2.5	2.7	7.2%
Average order Value (AOV) (INR)	9,205	9,081	9,281	9,373	9,467	9,548	1.3%
GMV (INR bn)	18	19	20	22	24	26	8.5%
Revenue (INR bn)	9	9	10	11	12	13	8.8%
Gross Margin	23.3%	25.6%	28.0%	29.0%	30.0%	31.0%	135bps
Adj. EBITDA Margin	-16.3%	-9.6%	-6.0%	0.5%	3.8%	7.0%	415bps
GlobalBees							
Revenue (INR bn)	16	19	23	28	33	39	19.9%
Gross Margin	46.6%	42.4%	46.0%	46.2%	47.0%	47.5%	127bps
Adj. EBITDA Margin	1.5%	3.1%	7.7%	9.8%	12.4%	14.9%	293bps
Others							
Revenue (INR mn)	425	472	522	574	629	688	9.9%
Gross Margin	70.6%	71.2%	72.4%	72.9%	73.4%	73.9%	66bps
Adj. EBITDA Margin	24.5%	26.5%	29.0%	31.0%	33.0%	34.7%	206bps
Group							
GMV (INR bn)	106	116	131	147	165	184	12.1%
Revenue (INR bn)	77	85	99	114	130	147	14.5%
Gross Margin	37.4%	36.2%	36.5%	37.6%	38.4%	39.1%	35bps
EBITDA Margin	3.0%	3.1%	5.8%	8.2%	10.0%	11.6%	213bps
Adj. EBITDA Margin	5.1%	5.7%	7.2%	8.9%	10.6%	12.1%	160bps

Source: Company, JM Financial estimates

Exhibit 3: Key financials

Numbers in INR mn	4QFY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26	3QFY26	4QFY26
GMV (INR mn)	22,936	23,183	25,286	31,240	26,146	25,184	28,192	34,247	28,814
Change (QoQ)	-16.7%	1.1%	9.1%	23.5%	-16.3%	-3.7%	11.9%	21.5%	-15.9%
Change (YoY)		16.7%	21.2%	13.4%	14.0%	8.6%	11.5%	9.6%	10.2%
Revenue (INR mn)	16,669	16,521	19,049	21,723	19,303	18,626	20,991	24,236	21,627
Change (QoQ)	-12.3%	-0.9%	15.3%	14.0%	-11.1%	-3.5%	12.7%	15.5%	-10.8%
Change (YoY)		17.4%	26.4%	14.3%	15.8%	12.7%	10.2%	11.6%	12.0%
Operating expenses	10,550	10,291	11,939	13,692	12,063	11,450	13,290	15,805	13,980
Gross profit	6,118	6,230	7,110	8,031	7,240	7,175	7,701	8,431	7,647
Gross margin	36.7%	37.7%	37.3%	37.0%	37.5%	38.5%	36.7%	34.8%	35.4%
Other operating expenses	5,787	5,738	6,540	6,952	7,081	6,844	7,080	7,462	6,946
EBITDA	331	492	570	1,079	159	331	621	970	701
EBITDA margin	2.0%	3.0%	3.0%	5.0%	0.8%	1.8%	3.0%	4.0%	3.2%
Change (QoQ)	-43.5%	48.5%	16.0%	89.2%	-85.3%	108.5%	87.6%	56.1%	-27.7%
Change (YoY)		NA	NA	84.0%	-52.0%	-32.6%	9.0%	-10.1%	341.3%
Adj EBITDA	838	743	801	1,385	1,005	927	1,208	1,538	1,187
Adj EBITDA margin	5.0%	4.5%	4.2%	6.4%	5.2%	5.0%	5.8%	6.3%	5.5%
Depreciation & amortisation	1,027	955	980	1,036	1,075	1,011	985	1,035	1,041
EBIT	(695)	(463)	(409)	43	(917)	(679)	(363)	(65)	(340)
EBIT margin	-4.2%	-2.8%	-2.1%	0.2%	-4.7%	-3.6%	-1.7%	-0.3%	-1.6%
Net other income	177	(112)	(96)	21	108	81	(15)	176	44
Share of associate	-	-	-	-	-	-	-	-	-
Exceptional	-	123	10	(5)	367	65	34	163	238
PBT	(518)	(698)	(516)	69	(1,176)	(663)	(413)	(52)	(535)
Tax expenses	85	(59)	(113)	(216)	60	(2)	(93)	(332)	53
PAT	(433)	(757)	(629)	(147)	(1,115)	(665)	(505)	(384)	(482)
Change (QoQ)	10.6%	-75.0%	17.0%	76.5%	-656.4%	40.4%	80.9%	42.3%	4.6%
Change (YoY)		31.5%	47.4%	69.5%	-157.8%	12.1%	19.6%	-160.5%	56.8%
Adj. PAT (ex - minority)	(517)	(567)	(502)	(78)	(767)	(464)	(351)	(284)	(303)
Diluted EPS	(0.9)	(1.4)	(1.2)	(0.3)	(2.1)	(1.2)	(0.9)	(0.7)	(0.9)

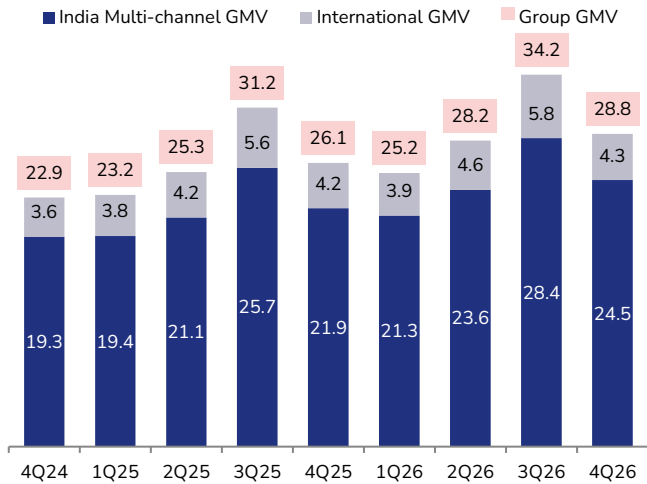
Source: Company, JM Financial

Exhibit 4: Key metrics

Particulars	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26	3QFY26	4QFY26
Physical Stores	1,083	1,124	1,136	1,156	1,169	1,199	1,202	1,190
Franchised stores	624	626	628	629	633	647	657	653
Company owned	459	498	508	527	536	552	545	537
FirstCry Stores	165	191	217	231	240	262	266	266
Babyhug exclusive stores	294	307	291	296	296	290	279	271
India Multi-channel								
Annual unique transacting consumers (in mn)	9.00	9.40	9.80	10.10	10.30	10.50	10.80	11.00
Orders (in mn)	9.00	9.52	11.13	9.90	9.50	10.20	12.18	10.90
Average order value	2,157	2,217	2,306	2,216	2,238	2,317	2,332	2,251
International								
Annual unique transacting consumers	0.44	0.50	0.48	0.49	0.50	0.55	0.52	0.53
Orders (in mn)	0.40	0.48	0.54	0.46	0.47	0.52	0.58	0.48
Average order value (INR)	8,669	8,737	10,157	9,069	8,336	8,738	10,132	8,921

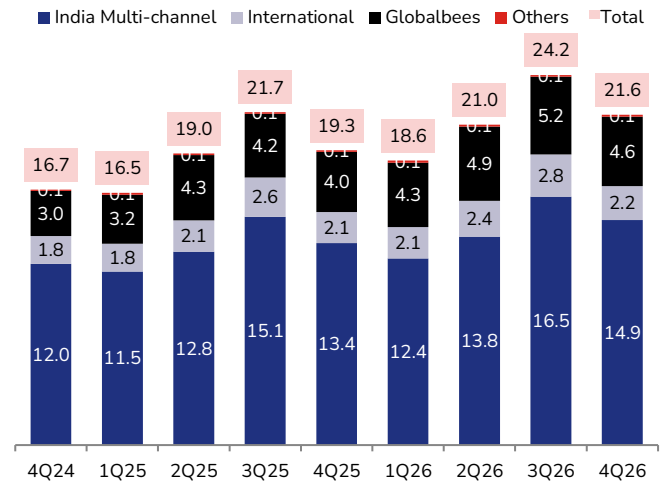
Source: Company, JM Financial

Exhibit 5: Gross Merchandise Value (GMV) trend (INR bn)



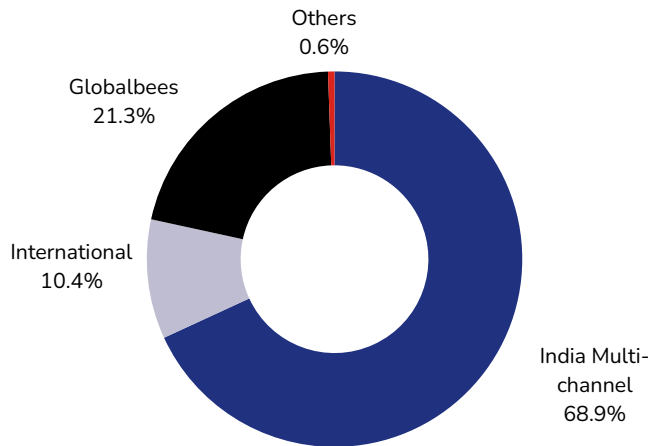
Source: Company, JM Financial

Exhibit 6: Group revenue trend (INR bn)



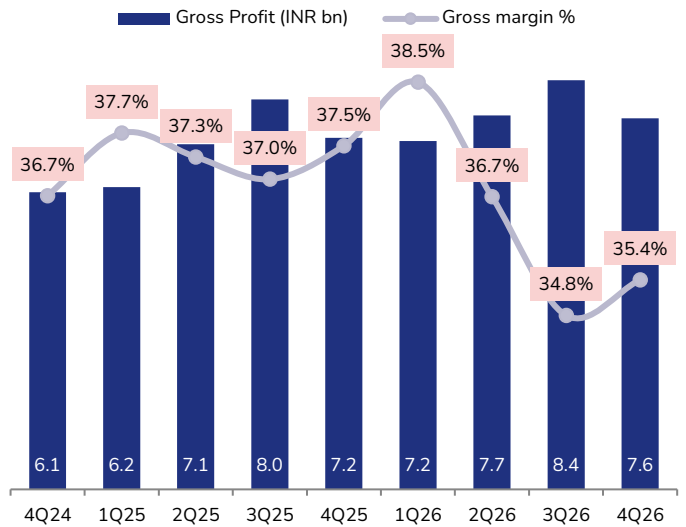
Source: Company, JM Financial

Exhibit 7: Revenue split (as of 4QFY26)



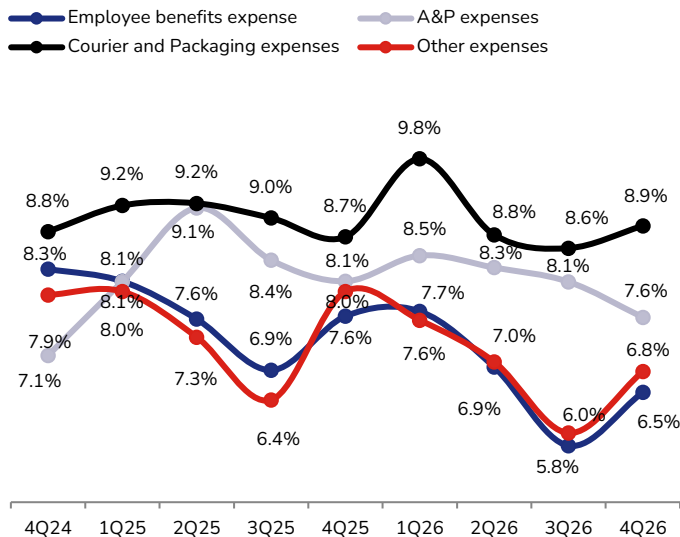
Source: Company, JM Financial

Exhibit 8: Gross margin trend



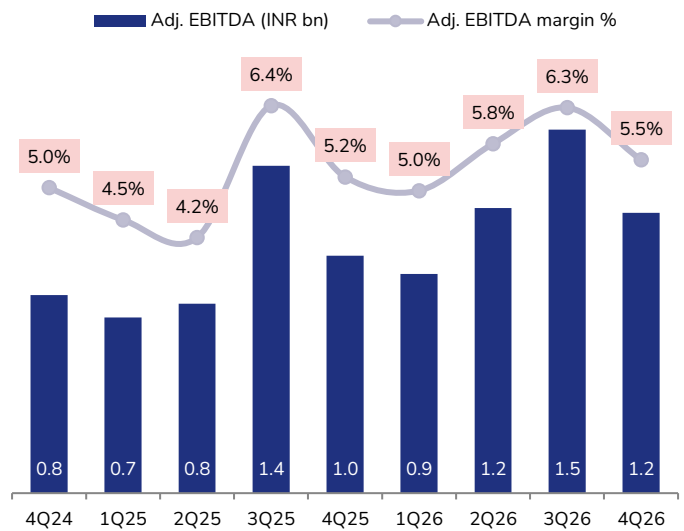
Source: Company, JM Financial

Exhibit 9: Expense trend



Source: Company, JM Financial

Exhibit 10: Adjusted EBITDA trend



Source: Company, JM Financial

Maintain ADD; TP increased to INR 265

Exhibit 11: What has changed in our forecasts and assumptions?

Particulars	Old			New			Change		
	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Group GMV (INR bn)	131.3	147.1	-	131.5	147.5	165.1	0.1%	0.3%	-
Consolidated revenue (INR bn)	99.6	114.5	-	99.5	114.0	129.7	-0.1%	-0.5%	-
Revenue growth rate (YoY)	16.1%	15.0%	-	16.4%	14.6%	13.8%	28bps	-37bps	-
Consolidated EBITDA (INR bn)	5.75	9.14	-	5.77	9.34	13.02	0.4%	2.2%	-
EBITDA margin	5.8%	8.0%	-	5.8%	8.2%	10.0%	3bps	21bps	-
Adj. EBITDA (INR bn)	7.15	9.98	-	7.11	10.14	13.70	-0.5%	1.6%	-
Adj. EBITDA margin	7.2%	8.7%	-	7.2%	8.9%	10.6%	-3bps	18bps	-
EBIT margin	1.5%	4.0%	-	1.5%	4.2%	6.3%	0bps	18bps	-
PAT (INR bn)	0.8	3.1	-	0.8	3.1	5.8	-3.6%	1.2%	-
Diluted EPS (INR)	1.59	5.78	-	1.54	5.85	10.89	-3.6%	1.2%	-

Source: Company, JM Financial

Exhibit 12: SoTP-based Mar'27 TP of INR 265, implying 12% upside

SoTP valuation as on	26-May-26					
TP Date	31-Mar-27					
FirstCry Valuations	Valuation Metric	Target Multiple (x)	Metric	Mar'28E (INR bn)	Valuation (INR bn)	Per Share (INR)
India Multi-channel	EV / Adj. EBITDA	20	Adj. EBITDA	4.3	85.3	160
International	EV / Sales	1.0	Revenue	11.3	11.3	21
Globalbees	EV / Adj. EBITDA	20	Adj. EBITDA	2.7	27.9	52
Others	EV / Adj. EBITDA	15	Adj. EBITDA	0.2	2.7	5
Cash (Mar'26)		1	Net Cash	12.8	12.8	24
Target Market Cap (INR bn)					140	265
Outstanding shares (bn)					0.53	
TP (INR)					265	

Source: Company, JM Financial estimates.

Key risks

- **Key upside risks:** i) Accelerated expansion of COCO stores; ii) Rapid premiumisation in childcare spending; iii) Faster-than-expected international business scale-up and rapid margin expansion; and iv) Rapid scaling of GlobalBees' D2C brands.
- **Key downside risks:** i) COCO physical store expansion cannibalising existing footprint; ii) execution challenges in the international segment; and iii) sudden changes in competitive landscape with QC players or Meesho taking away market share.

Financial Tables (Consolidated)

Income Statement		(INR mn)				
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E	
Net Sales	76,596	85,479	99,462	113,968	129,724	
Sales Growth (%)	18.2	11.6	16.4	14.6	13.8	
Other Operating Income	-	-	-	-	-	
Total Revenue	76,596	85,479	99,462	113,968	129,724	
Cost of Goods Sold/Op. Exp	47,986	54,525	63,178	71,066	79,863	
Personnel Cost	7,284	7,936	7,807	8,099	8,688	
Other Expenses	19,026	20,395	22,704	25,466	28,156	
EBITDA	2,300	2,624	5,773	9,337	13,017	
EBITDA Margin (%)	3.0	3.1	5.8	8.2	10.0	
EBITDA Growth (%)	226.2	14.1	120.1	61.7	39.4	
Depn. & Amort.	4,046	4,072	4,300	4,588	4,893	
EBIT	-1,746	-1,448	1,474	4,750	8,123	
Other Income	-	-	-	-	-	
Finance Cost	1,583	1,557	1,440	1,451	1,472	
PBT before Excep. & Forex	-1,824	-1,162	1,055	4,097	7,628	
Excep. & Forex Inc./Loss(-)	-496	-500	-	-	-	
PBT	-2,320	-1,662	1,055	4,097	7,628	
Taxes	328	374	237	983	1,831	
Extraordinary Inc./Loss(-)	-	-	-	-	-	
Assoc. Profit/Min. Int.(-)	-733	-634	50	530	1,120	
Reported Net Profit	-1,915	-1,402	768	2,584	4,678	
Adjusted Net Profit	-1,915	-1,402	768	2,584	4,678	
Net Margin (%)	-2.5	-1.6	0.8	2.3	3.6	
Diluted Share Cap. (mn)	533	533	533	533	533	
Diluted EPS (INR)	-3.6	-2.6	1.4	4.9	8.8	
Diluted EPS Growth (%)	-	-	-	236.5	81.0	
Total Dividend + Tax	-	-	-	-	-	
Dividend Per Share (INR)	-	-	-	-	-	

Source: Company, JM Financial

Cash Flow Statement		(INR mn)				
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E	
Profit before Tax	-2,320	-1,662	1,055	4,097	7,628	
Depn. & Amort.	4,923	4,072	4,300	4,588	4,893	
Net Interest Exp. / Inc. (-)	663	498	419	652	495	
Inc (-) / Dec in WCap.	-5,462	-865	-2,119	-2,461	-2,470	
Others	1,691	2,255	1,342	805	684	
Taxes Paid	-329	-646	-237	-983	-1,831	
Operating Cash Flow	-834	3,651	4,758	6,698	9,400	
Capex	-2,026	-1,861	-2,272	-2,651	-2,873	
Free Cash Flow	-2,860	1,790	2,487	4,047	6,527	
Inc (-) / Dec in Investments	-11,548	-232	-	-	-	
Others	-811	1,018	1,382	742	802	
Investing Cash Flow	-14,384	-1,075	-890	-1,909	-2,071	
Inc / Dec (-) in Capital	16,177	-18	0	0	0	
Dividend + Tax thereon	-	-	-	-	-	
Inc / Dec (-) in Loans	-1,284	-2,284	-3,688	-2,791	-2,881	
Others	-580	-523	-1,440	-1,451	-1,472	
Financing Cash Flow	14,314	-2,824	-5,128	-4,242	-4,353	
Inc / Dec (-) in Cash	-905	-249	-1,259	547	2,976	
Opening Cash Balance	3,617	2,712	2,463	1,203	1,750	
Closing Cash Balance	2,712	2,463	1,203	1,750	4,726	

Source: Company, JM Financial

Balance Sheet		(INR mn)				
Y/E Mar	FY25A	FY26A	FY27E	FY28E	FY29E	
Shareholders Fund	52,802	53,555	55,714	59,633	66,115	
Share Capital	965	971	971	971	971	
Reserves & Surplus	46,449	47,296	49,406	52,795	58,158	
Preference Share Capital	-	-	-	-	-	
Minority Interest	5,388	5,288	5,337	5,867	6,986	
Total Loans	5,533	5,947	5,947	5,947	5,947	
Def. Tax Liab. / Assets (-)	-318	-696	-759	-825	-897	
Other non-current liabilities / Lease Liabilities	11,786	13,084	12,779	13,665	14,717	
Total - Equity & Liab.	70,121	72,586	74,440	79,245	86,779	
Net Fixed Assets	26,683	27,094	26,781	27,151	27,734	
Gross Fixed Assets	11,216	13,342	14,202	15,287	16,433	
Intangible Assets	19,318	18,750	17,576	16,862	16,299	
Less: Depn. & Amort.	3,920	5,200	5,200	5,200	5,200	
Capital WIP	68	203	203	203	203	
Investments	14,394	11,613	11,613	11,613	11,613	
Current Assets	35,883	40,109	43,402	49,243	57,806	
Inventories	21,305	19,938	21,800	24,355	27,011	
Sundry Debtors	2,825	3,680	4,276	4,891	5,559	
Cash & Bank Balances	2,712	2,463	1,203	1,750	4,726	
Loans & Advances	0	1	1	1	1	
Other Current Assets	9,041	14,027	16,122	18,245	20,508	
Current Liab. & Prov.	16,312	15,554	17,482	19,790	22,337	
Current Liabilities	14,186	16,289	18,163	20,373	22,774	
Provisions & Others	2,127	-735	-682	-583	-437	
Net Current Assets	14,661	18,491	18,964	21,596	26,656	
Other Non Current Assets/ROU Assets	14,387	15,081	16,775	18,578	20,469	
Total - Assets	70,121	72,586	74,440	79,245	86,779	

Source: Company, JM Financial

Dupont Analysis		FY25A	FY26A	FY27E	FY28E	FY29E
Y/E Mar						
Net Margin (%)		-2.5	-1.6	0.8	2.3	3.6
Asset Turnover (x)		1.1	1.2	1.3	1.4	1.5
Leverage Factor (x)		1.7	1.5	1.5	1.5	1.5
RoE (%)		-4.8	-2.9	1.6	5.0	8.3

Source: Company, JM Financial

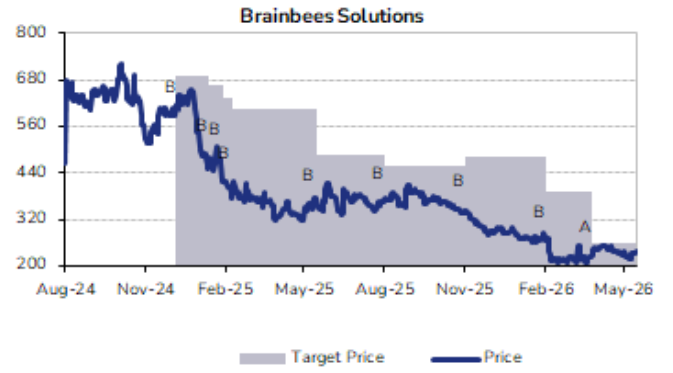
Key Ratios		FY25A	FY26A	FY27E	FY28E	FY29E
Y/E Mar						
BV/Share (INR)		89.0	90.6	94.6	101.0	111.0
ROIC (%)		-5.2	-4.1	2.4	7.1	11.4
ROE (%)		-4.8	-2.9	1.6	5.0	8.3
Net Debt/Equity (x)		-0.2	-0.2	-0.1	-0.1	-0.2
P/E (x)		-	-	164.4	48.9	27.0
P/B (x)		2.7	2.6	2.5	2.3	2.1
EV/EBITDA (x)		51.2	46.1	21.2	13.1	9.3
EV/Sales (x)		1.5	1.4	1.2	1.1	0.9
Debtor days		13	16	16	16	16
Inventory days		102	85	80	78	76
Creditor days		46	45	44	44	44

Source: Company, JM Financial

Recommendation History Table

Date	Recommendation	Target Price	% Chg.
7-Apr-26	Add	260	-33.3
14-Feb-26	Buy	390	-18.8
15-Nov-25	Buy	480	4.4
13-Aug-25	Buy	460	-5.7
27-May-25	Buy	488	-19.4
19-Feb-25	Buy	605	-4.3
9-Feb-25	Buy	632	-5.2
24-Jan-25	Buy	667	-3.7
19-Dec-24	Buy	692	

Recommendation History Chart



APPENDIX I

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

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Rating System: Definition of ratings	
Rating	Meaning
BUY	Expected return \geq 15% over the next twelve months.
ADD	Expected return \geq 5% and $<$ 15% over the next twelve months.
REDUCE	Expected return \geq -10% and $<$ 5% over the next twelve months.
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