J.P.Morgan

Century Plyboards India Ltd.

Company Visit Note: Chipping away

Century Plyboards (CPBI) is one of the leading plywood players with a dominant 30% organized market share (8% of overall market). It has been outperforming industry growth and peer group (Greenply) in the recent past, aided by strong brand equity, increasing distribution network and shift to branded players. Plywood industry with a market size of Rs150B provides a huge growth potential for organized players, which account for only 30% of the industry. GST implementation and RM sourcing constraints are expected to accelerate the demand shift to large organized players like Century, as per mgmnt.

- Medium-term revenue growth guidance of 25%+. Recent capacity additions provide good visibility on growth. CPBI has increased its plywood capacity by 20% to 210000 CBM and doubled its laminate capacity to 4.8M sheets over the last year. Pick up in capacity utilization at its newly commissioned plywood plants and increasing market share in the laminate segment should translate into strong revenue growth and even better earnings growth (given operating leverage) over next 2-3 years, as per management. CPBI's mid-end brand "Sainik" targeting tier 2/3 markets has been registering strong growth taking share from unorganized players.
- Raw material security implies competitive advantage. Export ban on raw timber by the Myanmar government has adversely impacted the industry especially smaller unorganized players. However, Century is well placed to counter the ban given its peeling facility in Myanmar and correspondingly has adequate RM security for face veneer. It has also further tied up for a JV via Laos and is evaluating additional linkage opportunities. As per management, RM sourcing constraints (on face timber) coupled with GST implementation will reduce price competiveness of unorganized players and should benefit the large branded players (viz. Century/ Greenply).
- Valuations, risks. Based on Bloomberg consensus estimates, the stock is trading at 17x FY16 P/E, discount of 15-20% to other building product peers. This is despite its strong earnings growth (75% CAGR FY14-16E) and ROE of 35%+. FX is key risk given imported RM.

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Table 1: Century Plyboards - Key financials

Rs M, Year end March	FY11	FY12	FY13	FY14
Sales	13,601	16,674	11,816	13,477
Net profit	1,546	1,228	552	603
EPS (Rs)	7.0	5.5	2.5	2.7
Net Debt/Equity	0.7	1.1	1.7	1.8
BPS	28.3	32.7	11.5	13.2
P/E (x)	21.4	26.9	60.1	55.0
EBITDA	2,573	2,923	1,249	1,795
EV/EBITDA	15.0	13.2	31.0	21.5
P/B	5.3	4.6	12.9	11.3
ROE (%)	27.0%	18.1%	11.2%	22.0%

Source: Company, Bloomberg. Pricing as of 19 Dec

India SMID

Gunjan Prithyani AC

(91-22) 6157-3593

gunjan.x.prithyani@jpmorgan.com

Bloomberg JPMA PRITHYANI <GO>

J.P. Morgan India Private Limited

Saurabh Kumar

(91-22) 6157-3590

saurabh.s.kumar@jpmorgan.com

J.P. Morgan India Private Limited

Leon Chik. CFA

(852) 2800-8590

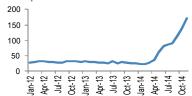
leon.hk.chik@jpmorgan.com

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CNTP.NS, Not Covered

Rs148, December 18, 2014

Share price chart



One-year price performance

	1M	3M	12M
Absolute (%)	5%	22%	106%
Relative (%)	7%	21%	73%

Source: Bloomberg

Company data

52-wk range (Rs)	176.65 - 21.9
Mkt cap. (Rs MM)	33,104
Mkt cap. (US\$ MM)	523
Avg. daily volume (MM)	0.7
Average daily value (Rs MM)	94.1
Average daily value (US\$ MM)	1.5
Shares O/S (MM)	222
Index (BSE Sensex)	26,972
Exchange rate	63.3

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One of the leading plywood companies with a strong brand and extensive distribution network

Century Plyboards (CPBI) is one of the leading plywood players with a dominant 30% share of the organized market and 7.5% share of the overall plywood market. The company has been outperforming overall industry as well as organized market growth trends. This has been driven by market share gains on the back of its strong brand equity, increasing distribution network and shift to branded players from the unorganized market.

CPBI has been aggressively expanding its distribution network (c10,000 sales points) to increase penetration in tier 2/3 markets. Further, the company has also been increasing its advertisement spend (4% of the plywood revenue is ad spend) to increase brand visibility. These efforts have yielded positive results with the company gaining market share and outperforming the industry growth (+5-7%).

Within the organized space, the closest competitor for the company is Greenply. Both these companies command 50% of the organized market; while other players are primarily regional players confined to 1-2 states. Century appears to have managed its leadership position and has consistently delivered better growth than its closest peer over the recent past.

CPBI has plywood capacity of 210000 CBM, which is the highest in India. It has 7 manufacturing facilities spread across India and one in Myanmar, and has 32 branch office (warehouses), which ensures better distribution and reach given its proximity to key markets. Given its branches/ warehouses across key geographies, the company has been able to limit inventory stocking at the dealer end. CPBI is also the top three laminate manufacturers with a capacity of 4.8M sheets (recently doubled).

Figure 1: Century Plyboards - F14 Revenue break up by segment

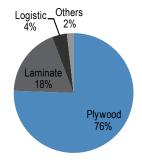
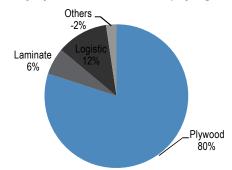


Figure 2: Century Plyboards - F14 EBIT break up by segment



Source: Company

Source: Company

Figure 3: Century - Manufacturing plants for plywood

Plant	Capacity (cbm)				
	2009-10	2013-14			
Joka (West Bengal)	25,400	37,000			
Chennai	25,400	39,420			
Guwahati	21,600	35,000			
Karnal	36,000	36,000			
Kandla	- Lucion II	31,000			
Roorkee	25,000	25,000			
Myanmar	4	6,000			
Total	147,420	209,420			

Source: Company

Plywood industry offers huge growth potential to organized players. GST implementation and RM sourcing constraints expected to accelerate the shift to branded players

The plywood industry in India with a market size of Rs150B offers huge growth potential for the organized players, which is dominated by two large companies Century and Greenply. While the share of unorganized players in the market is fairly large at 70%; we note that organized players have been growing faster than the overall industry with a shift in preference towards branded players.

Organized players' market share has increased to 30% from 10% a decade back. Overall industry growth has been moderate at sub 10% levels as against branded players growth at 25%+ levels over the last 5 years. We see the shift accelerating towards branded players due to diminishing cost advantage of the unorganized players on the back of:

- a) GST implementation will increase the tax compliance and disclosures of unorganized players diminishing the price differential between organized and smaller unorganized players and placing them on a level playing field.
- b) **RM sourcing constraints** post the ban on import of raw timber from Myanmar. This has not only affected the availability of face timber for the industry but also the price. The industry has taken price hikes in 1H (5-7%) to factor in higher costs. Organized players are better placed on the RM front with manufacturing facilities in Myanmar.

Organized 30%
Unorganized 70%

Figure 4: Plywood Industry - Market size - Rs150B. Organized share 30%

Source: Century presentation

Recent capacity additions provide good visibility on revenue growth. Guidance of 25%+ revenue growth

Over the last 2 years, CPBI has invested in increasing capacity across both plywood and laminate despite weak market trends. It increased its plywood capacity by 20% to 210000 CBM and doubled its laminate capacity to 4.8M sheets. Capex commitments are limited ahead (Rs400M) and the company is well positioned to capture the demand pick up as sales volumes in real estate market recover. We note that the real estate market is showing some signs of absorption pick up in select markets given the pent up demand of last 3 years and overall improved sentiment.

Management is guiding to 25%+ revenue growth over the medium term with 15-17% coming from volume growth; while remaining will be price/ value led. This will primarily be driven by a) pick up in capacity utilization at the newly commissioned plants in Kandla, Myanmar for plywood; b) increasing market share in laminate segment (capacity doubled) and c) increasing contribution from its mid end brand "Sainik" plywood brand. This brand has been growing very fast. This is priced 15-20% discount to the company's premium range targeting tier 2/3 markets and is primarily outsourced. This is the key comparable to unorganized players and has been benefitting from the shift to branded players.

Recent capacity additions coupled with operating leverage (as capacity utilization picks up) should deliver higher earnings growth over the next 2 years, as per the company. CPBI expects sustainable margins to be in the range of 14-17% as new capacity reaches full capacity utilization.

Table 2: Century Plyboards - Key financials

Rs M	F13	F14	1HF15
Revenue	11,243	12,760	7,657
Y /Y Growth		13%	21%
EBITDA margin (ex forex)	9.8%	1293.0%	14.1%
PAT	527	669	615
Y /Y Growth		27%	345%

Source: Company



Well placed on RM sourcing given its manufacturing presence in Myanmar

CPBI has good raw material security given its manufacturing unit in Myanmar. It was the first company to set up a peeling facility in Myanmar last year and was able to counter the ban imposed by the Myanmar government on the import of raw timber. Correspondingly, the company was unaffected by the ban from Myanmar, which adversely impacted the industry especially unorganized players. It has also further tied up for a JV via Laos and is evaluating additional linkage opportunities.

Financials

Table 3: 1H F15 Financials

Rs M, year end March	1HF15	1HF14	% ch Y/Y	Comments
Revenues				
Plywood	5,749	4,683	23%	
Laminate	1,445	1,248	16%	
CFS	352	302	17%	
Others	151	122	24%	
Total	7,698	6,355	21%	Guidance of 25% growth for full year
EBITDA (ex forex)				
Plywood	827.7	724.3	14%	Improving margin. Scope for further improvement as capacity
EBITDA margin	14.4%	15.5%	1.1%	utilization improves further and price hikes flow through
Laminate	155	157	-1%	Impacted by lower capacity utilization at new plant. As utilization improves margin should improve
EBITDA margin	11%	13%	1.8%	
CFS	149	147		
EBITDA margin	42%	49%		
Others	(9)	(5)		
Segmental EBITDA total	1,123	1,023	10%	
EBITDA margin (total)	14.6%	16.1%	-1.5%	
Reported EBITDA (ex forex)	1077.9	977.7	10%	
Reported EBITDA margin (ex forex)	14.08%	15.47%	-1.4%	
Danastad DAT	614.8	170 1	2459/	_
Reported PAT		178.1 2.82%	245%	
PAT margin	8.03%	2.82%		
Debt	Rs5B			This includes Rs3.2B of buyers credit

Source: Company reports

Valuations

CPBI's share price has seen a sharp run up over the last 1 year. This is in line with the re-rating seen across the entire building product space and is also supported by improving growth outlook and strong ROE profile.

At current levels, CPBI is trading at a 15-20% discount to peers in the building product segment despite strong earnings growth trajectory. Recent capacity additions provide good visibility on growth over the next 2 years. ROEs are also impressive at 35%+.

Table 4: India Building Product Valuations

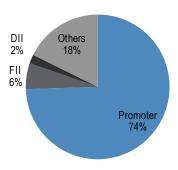
	Mkt Cap		P/E	EV/EI	EV/EBITDA Earnir		growth (%)	P/	BV	R	0E
	\$ Mn	FY15	FY16	FY15	FY16	FY15	FY16	FY15	FY16	FY15	FY16
Greenply	287	12.1	10.1	7.7	6.6	32%	20%	2.61	2.30	21.5	21.5
Century Plyboards	522	24.1	18.8	15.5	12.5	105%	28%	8.49	6.47	38.7	37.8
Kajaria Ceramics	684	26.0	19.9	13.1	10.3	26%	31%	6.03	4.82	25.9	26.5
Somany Ceramics	184	26.2	17.6	13.3	10.1	39%	49%	4.41	3.67	17.0	22.9
HSIL	381	28.4	19.1	11.0	8.9	149%	49%	2.46	2.22	8.5	11.3
Cera Sanitary ware	329	30.0	24.4	17.1	13.6	34%	23%	7.28	5.70	26.7	27.1
Berger Paints	2,046	43.0	33.3	24.8	19.5	29%	29%	9.78	8.18	24.4	26.5
Akzo Nobel	1,015	35.3	29.6	25.3	21.1	18%	19%	6.80	6.27	20.6	24.0
Havells India	2,612	29.7	23.7	18.4	15.2	16%	25%	7.14	5.94	30.0	30.3
Pidilite Industries	3,765	43.5	35.3	33.7	27.3	17%	23%	10.44	8.82	25.7	26.9
Supreme Industries	1,244	24.9	19.9	17.4	14.7	12%	25%	6.24	5.20	27.3	28.4
Astral Poly	710	38.0	27.2	39.3	30.4	46%	40%	9.02	7.08	30.6	29.6

Source: Company reports, Bloomberg

Shareholding pattern

Century Plyboards is a 32-year old company promoted by first generation entrepreneurs, which are extensively involved in its operations. The company did its IPO in 1997. Promoter holds 74.5% of the company.

Figure 6: Century – Shareholding pattern



Source: BSE

Century Plyboards: Backpage financials

Profit and Loss statement					Cash flow statement				
	FY11	FY12	FY13	FY14		FY11	FY12	FY13	FY14
Revenues	13,601	16,674	11,816	13,477	Net income	1,546	1,228	552	603
% change Y/Y	17%	23%	-29%	14%	Depreciation	508	556	280	387
·					Other non cash items	(361)	(1,155)	(393)	(913)
EBITDA	2,573	2,923	1,249	1,795	Cash flow from operation	1,693	629	439	76
% change Y/Y	NA	14%	-57%	44%					
EBITDA Margin (%)	19%	18%	11%	13%	Sales of fixed assets	15	6	22	22
EBIT	2,065	2,366	969	1,408	Capex	(3,158)	(4,471)	(1,592)	(665)
% change Y/Y	NA	15%	-59%	45%	Change in investments	(51)	12	NA	43
EBIT Margin (%)	15%	14%	8%	10%	Others	98	252	(20)	(130)
Net financial income	196	278	160	296	Cash flow from investing activities	(3,097)	(4,201)	(1,590)	(730)
Earnings before tax	1,838	1,555	622	629					
-					Dividend paid	(95)	(554)	(1)	(60)
Tax	(59)	58	46	(5)	Debt re-paid/raised	NA!	4,641	1,967	372
as % of EBT	3%	-4%	-7%	1%	Equity raised	-	-	(5)	
Net Income (adjusted)	1,546	1,228	552	603	Others	(60)	(130)	(244)	(307)
% change Y/Y	6%	-21%	-55%	9%	Cash flow from investing activitis	1,375	3,958	1,717	
EPS (adjusted)	7.0	5.5	2.5	2.7	Net change in cash	(28.9)	384.7	566.0	(648.9)
% change Y/Y	NA	-21%	-55%	9%					
Balance sheet					Ratio Analysis				
	FY11	FY12	FY13	FY14		FY11	FY12	FY13	FY14
Cash and short term investments	NA	654	1,018	362	EBITDA margin	19%	18%	11%	13%
Trade debtors	1,522	1,951	1,793	2.089	EBIT margin	15%	14%	8%	10%
Inventories	2,555	3,105	2,293	3,029	Net profit margin	11%	7%	5%	4%
Other current assets	3,220	3,320	460	661	Not pront margin	1170	1 70	0,0	170
Current assets	NA	9,029	5,564	6,140					
Ourient assets	100	0,020	0,001	0,110	Sales growth	17%	23%	-29%	14%
Investments	60	60	54	30	caloo growan	11.70	2070	2070	117
Net fixed assets	4,352	4,578	3,145	3,377	Net profit growth	6%	-21%	-55%	9%
Other long term assets	3,897	8,206	595	692	Not promi grown	070	2170	3070	0 /
Total assets	15,875	21,873	9,358	10,239					
Current liabilities	2,124	1,890	1,250	1,370	Debt to assets	35.7	47.9	57.9	56.7
Short term borrowings	3,089	4,273	3,270	4,024	Net debt to equity	68.8	108.5	166.4	178.6
Long term borrowings	2,574	6,209	2,148	1,777	Sales/assets	0.9	0.8	1.3	1.3
Other liabilities	241	441	45	23	Assets/equity	2.0	2.4	3.5	3.4
Total liabilities	8,028	12,813	6,714	7,194	ROE	21%	18%	11%	22%
Minority interest and others	1,563	1,799	NA	NA	ROCE	11%	11%	5%	16%
Shareholders' equity	7,846	9,060	2,644	3,045					
• •	28.3	32.7	11.5	13.2					

Source: Company



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