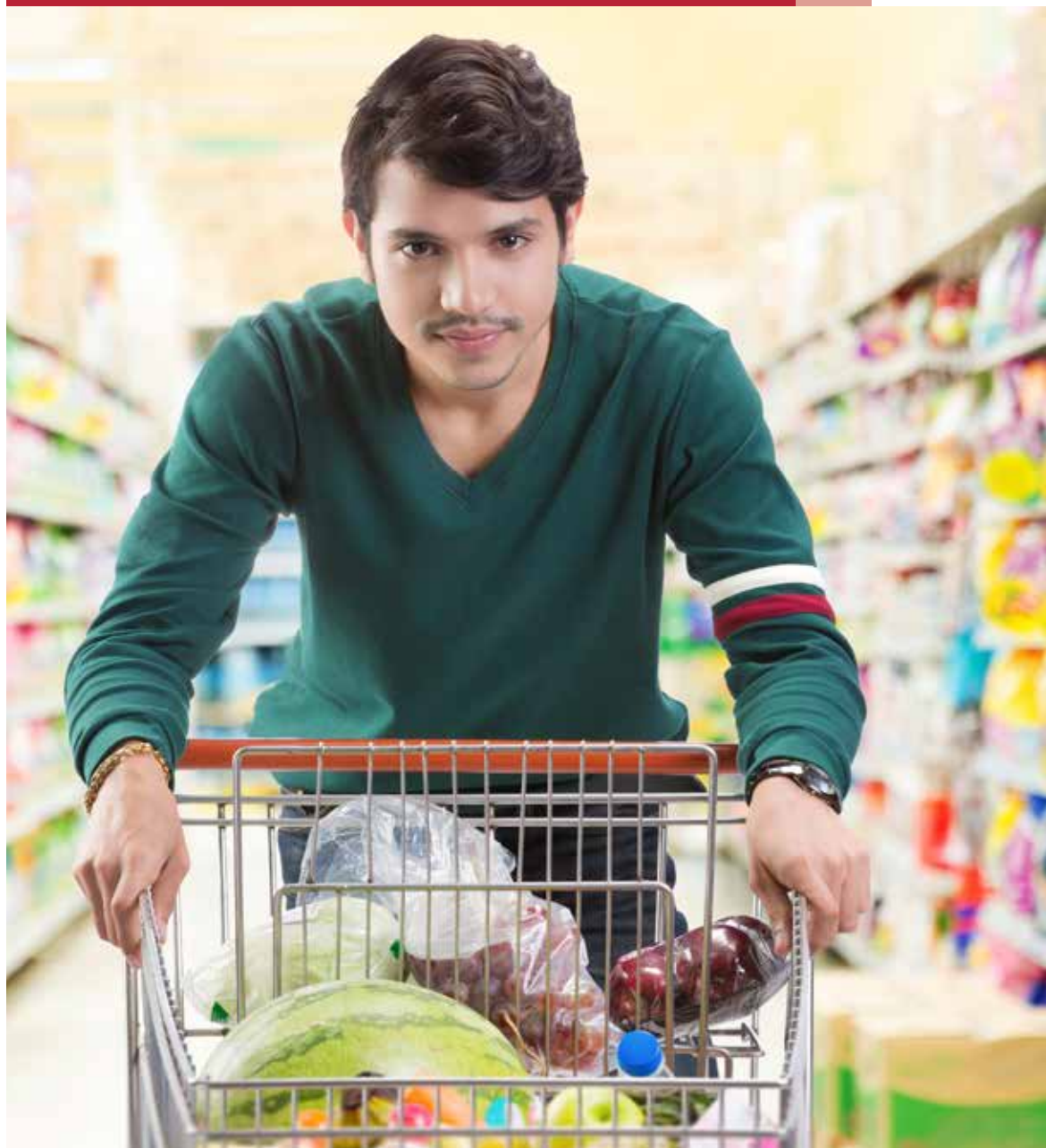


Retail and Consumer Quarterly Newsletter Q2 FY 2018

*Strictly private
and confidential*

December 2017





Contents

| | |
|--|-----------|
| Introduction | 3 |
| Thought leadership for the quarter | 4 |
| Air coolers in India: Solving the growth conundrum | 4 |
| Transactions in Q2 FY18 in the retail and consumer space..... | 10 |
| Deal round-up | 10 |
| Sector round-up | 12 |
| Key announced transactions | 13 |
| Trading multiples for public companies | 14 |

Introduction

PwC's Retail and Consumer practice takes immense pleasure in presenting the sixth edition of its newsletter. This quarter, we have highlighted how the air cooler sector has been growing in India. Low per capita consumption levels and changing demographics present a huge opportunity for the industry. With changing competitive dynamics and evolving consumer tastes and preferences, several new brands are expected to come up and challenge established players. The second part of the newsletter highlights the deal activity in the quarter compared to that in previous quarters, along with our insights into the future of consumer and retail transactions.



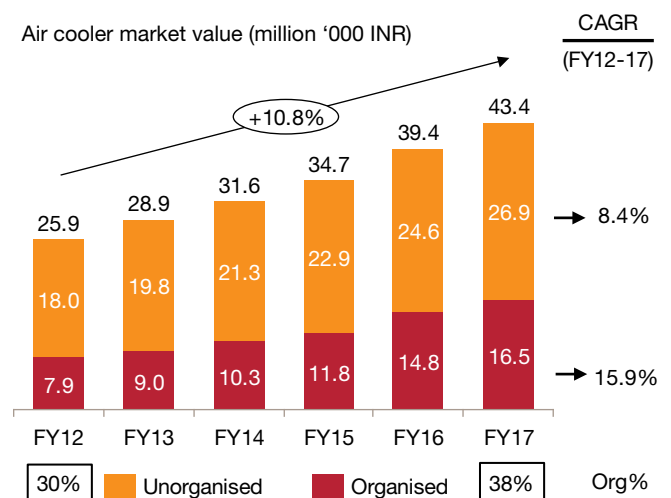
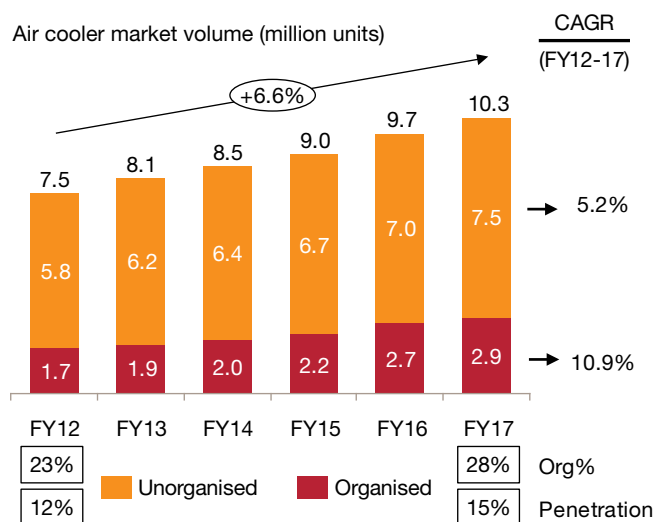
Thought leadership for the quarter

Air coolers in India: Solving the growth conundrum

The air cooler market in India has been bubbling with activity. The volumes of sales in this highly seasonal market have grown by around 7% per annum since FY12 to reach above 10 million units in annual sales.¹ This number is expected to rise in the near future. The market has become more organised with the implementation of the Goods and Services Tax (GST) and demonetisation, setting the stage

for around 13% per annum volume growth—that is, around three times the growth of the unorganised market as the price gap between unorganised and organised products is bridged. The relative growth of the organised market may take its share of the overall volumes to around 40% in FY23 from the current 28%.²

Air cooler market – historical volume and value growth



Source: NSSO, primary interviews, Strategy& analysis

New players are entering the market even as the leading players continue to expand their footprint and volumes by focusing on building their brand and launching new, relevant products. Further, the leading players have focused on aesthetics along with improving the quality of their products to ensure that air coolers are no longer products that don't fit in the living rooms of their buyers. The improved designs and newer models of personal coolers

address varied cooling needs—in the kitchen, on a study table or an entire living room—even though the tall personal cooler is simply positioned in one corner of a room. Further, the price points of these personal coolers have been rising, leading to overall market growth of close to 11% to reach 43.4 million INR, with the organised market growing at 15% to reach 16.5 million INR.³

¹ Strategy& analysis

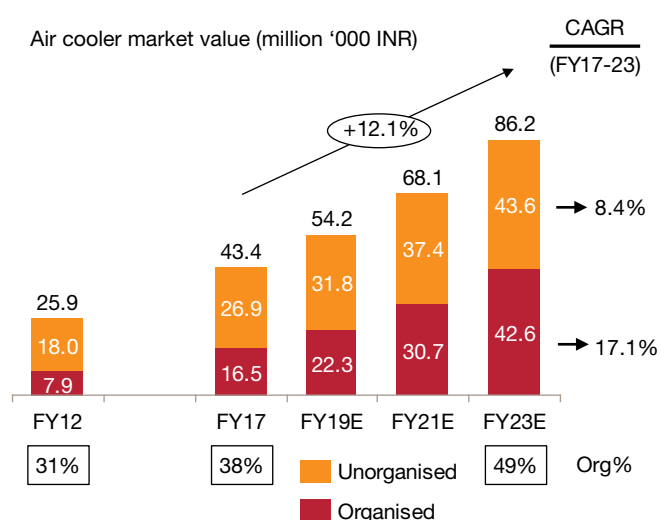
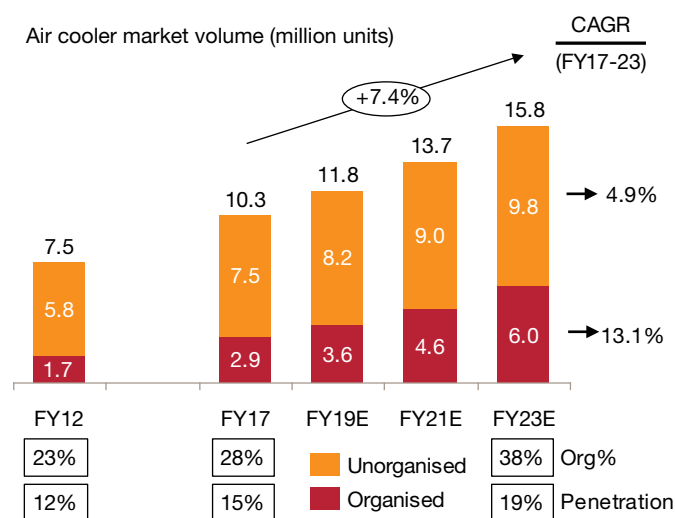
² Strategy& analysis

³ Strategy& analysis

This growth is also being driven by the sales of traditional coolers such as desert and window coolers and new sub-categories of personal coolers. Personal coolers, today, are no longer used only in the dry, hot and arid regions of India but have entered households in the humid, coastal states of

Tamil Nadu, West Bengal and Odisha. The multiple uses of personal coolers have also expanded the window of use in a year for coolers across different regions. The share of types of coolers does vary substantially, given the varied weather conditions, thus making the market very regional in nature.

Air cooler market – future volume and value growth



Source: NSSO, primary interviews, Strategy& analysis

Growth drivers

Rising temperatures: The additional uses of coolers are a direct outcome of the increased need for cooling solutions. The annual average temperatures in India are rising. Thirteen out of the fifteen warmest years since 1900 were post 2002. Areas with hot and dry and composite climates, which typically use coolers, are getting hotter. However, hot and humid areas such as Tamil Nadu and West Bengal have grown hotter too. Chennai and Kolkata have seen a temperature increase of 1.5–3 °C between 2005 and 2015.

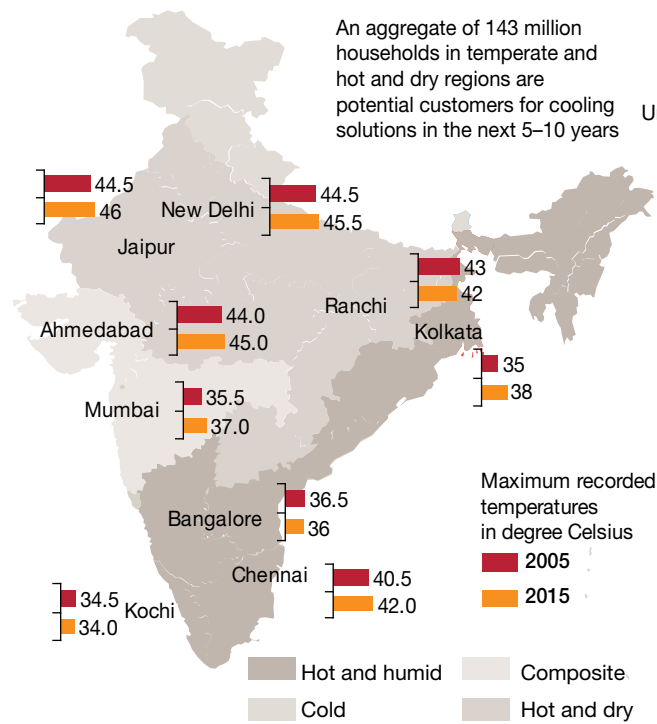
Upward shift in income profiles: Increasing affordability coupled with the rise in electrified households will accelerate the growth in the sales of coolers as temperatures rise. Relevant consumer segments—that is, household bases with annual disposable incomes between 3 lakh INR and 15 lakh INR—are growing. We expect close to 60 million additional households to be electrified in the next few years, with a bulk of them expected to lie in tier 2 and 3 districts of India. The shift of 8% of India's household base into the relevant income profiles offers⁴ a great growth opportunity going forward.⁵

⁴ Individuals belonging to those segments with the capability to afford air coolers.

⁵ Strategy& analysis

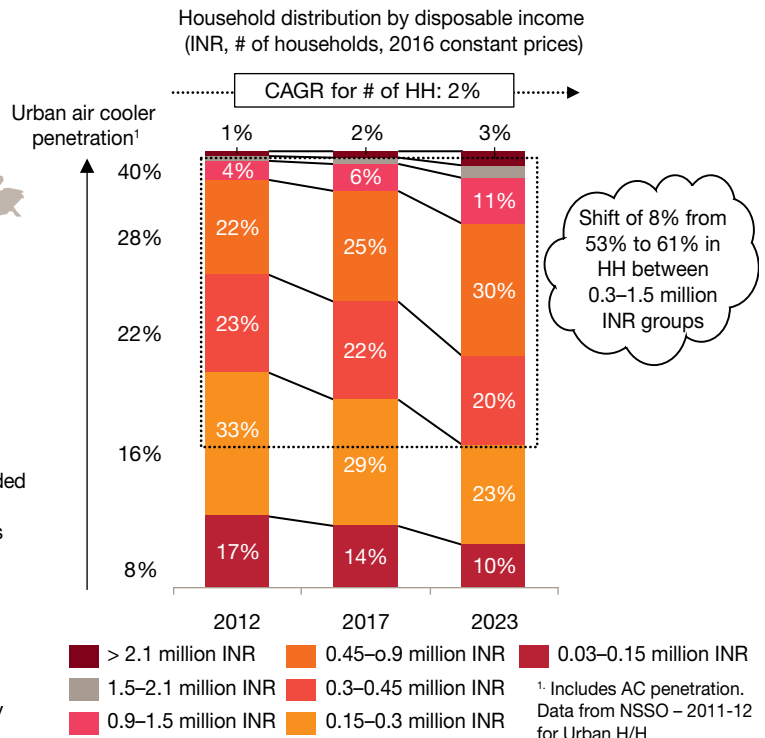


Areas that typically use coolers are getting hotter



Source: Climate Change Knowledge Portal, Edelweiss report on consumer durables, secondary research, Strategy& analysis

Relevant segments will grow larger

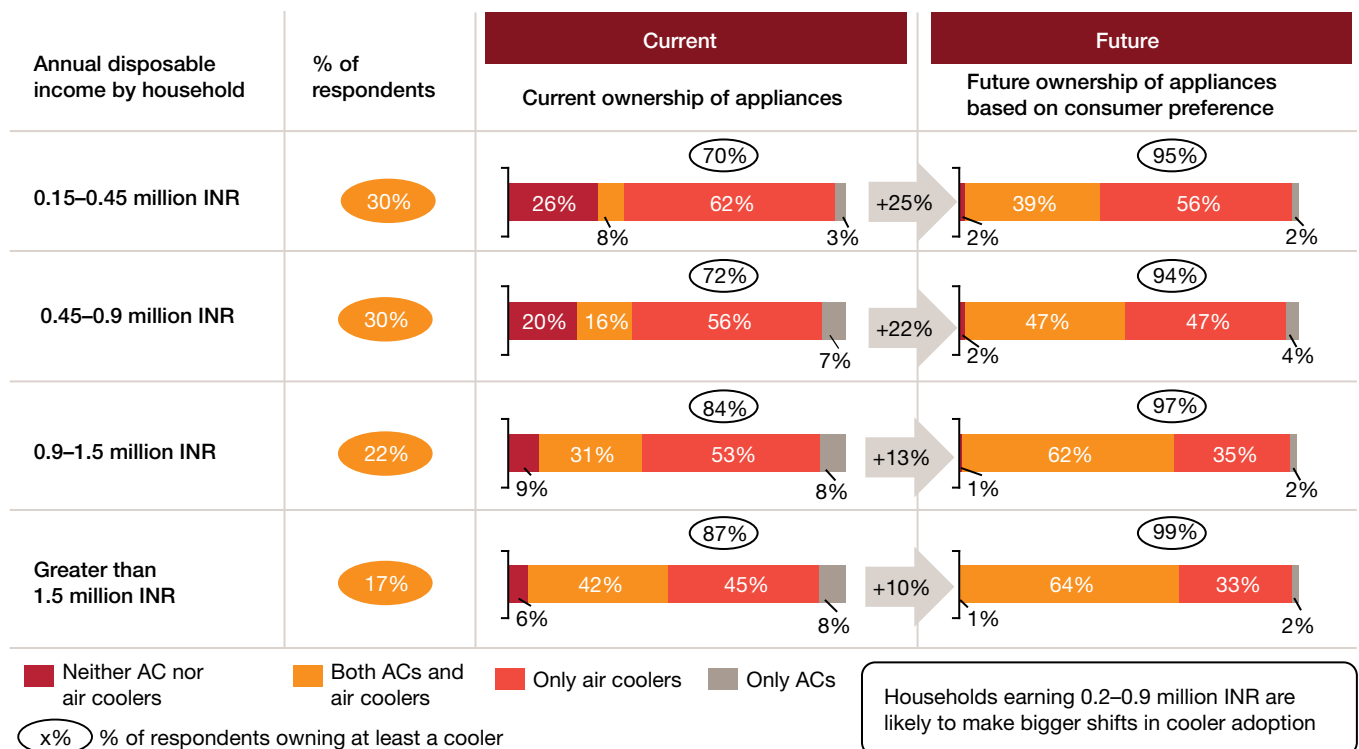


Source: IMF data for real GDP growth, World Bank data for Real GDP in 2010, census data, Euromonitor International, Strategy& analysis

Co-existence with ACs: The Indian consumer, particularly within relevant income segments, is unlikely to transition or leapfrog to ACs even as they become more energy efficient and cheaper. Indian consumers are choosing ACs over coolers as the AC category is growing faster than coolers.

However, buyers are not giving up on air coolers and still prefer using them. There is a greater likelihood that Indian consumers belonging to middle and lower income segments will prefer air coolers over ACs, leading to an increase in growth opportunities for air coolers.

Shift in preference of air cooling solutions based on disposable incomes



Source: Consumer survey, Strategy& analysis

Moreover, the Indian consumer is price sensitive and very conscious of the total cost of ownership (TCO) of ACs. ACs will continue to have about 7.5 times higher TCO than the average air cooler. The willingness to pay for ACs will continue to be a barrier to an accelerated shift to ACs. Air

coolers will be the second most necessary cooling option after fans for the next 15–20 years. We strongly believe that the household penetration of ACs will continue to stay close to 10% till then, while air coolers will progress significantly above the current 14–15%.⁶

Low TCO gives air coolers a good edge over ACs

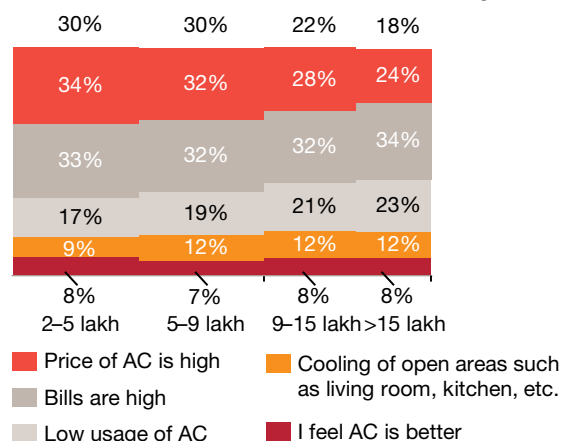
(all costs in '000 INR)

| | | Acquisition cost | Annual operating cost |
|------------------------------|-----|------------------|-----------------------|
| Air coolers | 15 | 5-9 | 1.5 |
| Window AC (1.5 Ton) 3 Star | 127 | 20-25 | 13.5 |
| Split AC (1.5 Ton) 3 Star | 134 | 25-30 | 13.8 |
| Inverter AC (1.5 Ton) 5 Star | 118 | 30-35 | 11.2 |
| 5 Star Fan (BEE) | 13 | 1-1.5 | 1.5 |

Product life: 6 years for cooler, 8 years for ACs, fan
Operating hours per day – Fan 12, non-fan 8
Operating months per year – Coolers 4, AC 6, Fan 12

..as 67% of consumers consider TCO in purchase

I prefer air coolers over ACs, because of the following reason(s)



Source: Consumer survey, secondary research, Strategy& analysis

⁶ Strategy& analysis

Market challenges

Regional variation: While the growth opportunity is significant, the market does pose its own challenges. The regional nature of the market is reflected in the variation in product preferences and the level of organisation across regions. For example, the northern market is rather unorganised and dominated by desert coolers, while the southern market is highly organised and brand conscious, with a significant uptake of personal coolers in the hot and humid markets such as Tamil Nadu and Kerala. Driving success on a national basis requires an astute understanding of consumer preferences at a regional or even a state level. Only the leading players have been able to react appropriately in each region.

Most players have started to better organise their portfolios to increase their applicability across regions. They are also stepping up their brand spends as consumers value stronger brands and quality assurance. The strength of a player's brand has started to impact the extent and speed at which the player can expand its retail network.



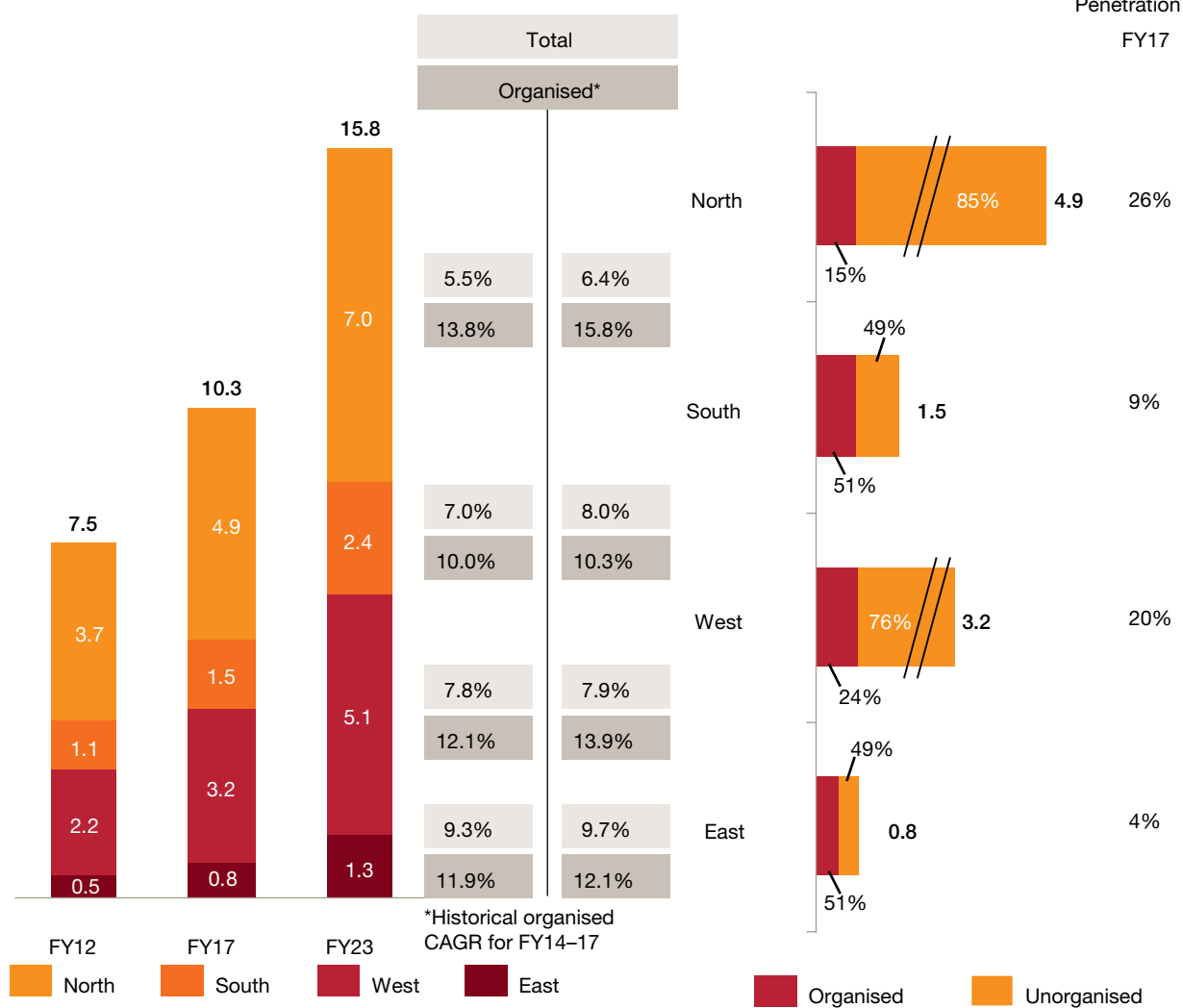
Regional breakup of domestic air cooler sales

Air cooler domestic market
(million units)

CAGR
FY12-17 FY17-23

Region-wise breakup – FY17
(million units)

Penetration
FY17



Source: Primary interviews, Strategy& analysis

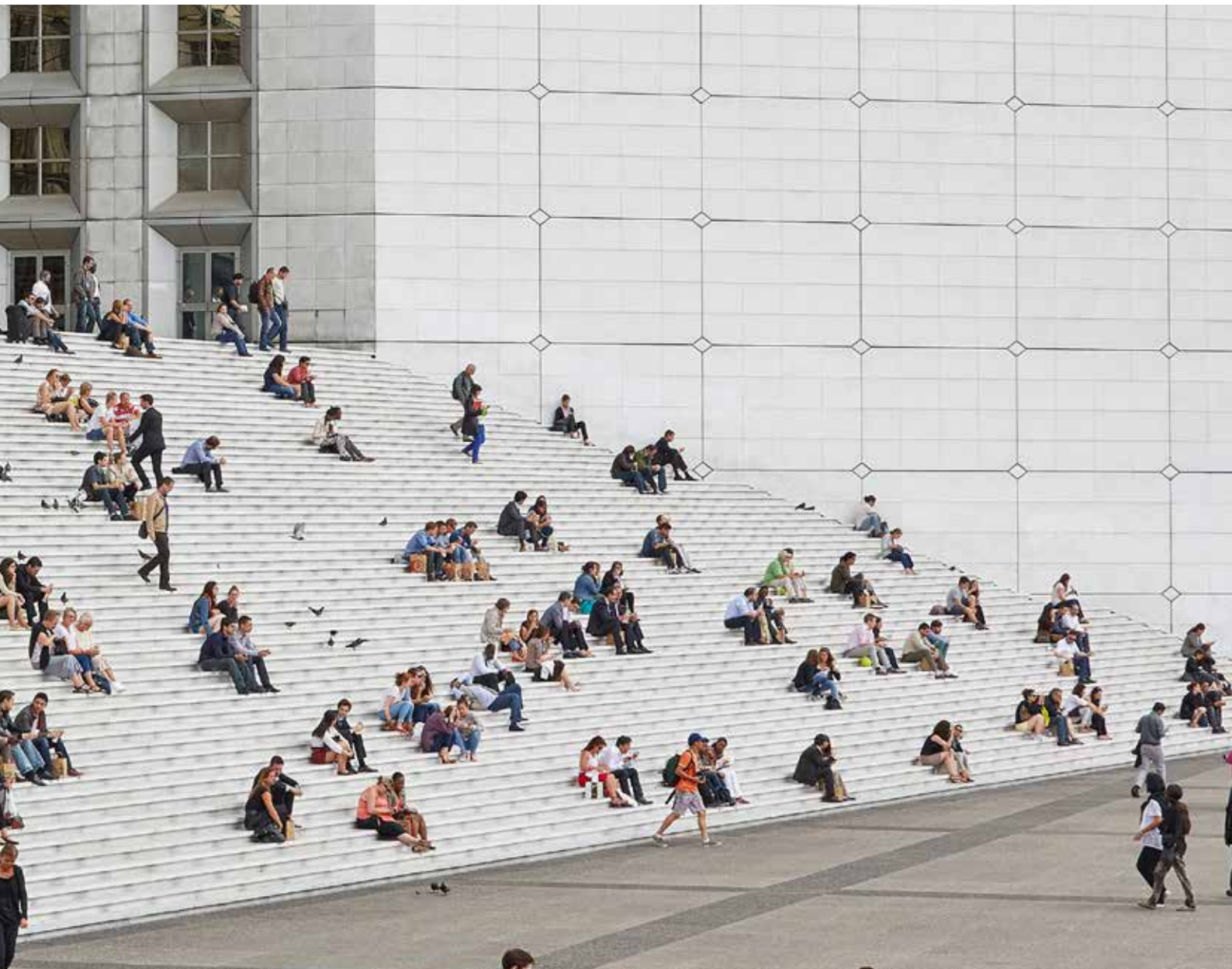


Seasonality: The seasonal nature of the market also impacts the business models that market players pick. The typical window of sales may be only 2–6 months long during a year, depending on the region. This window may see around 80% of annual sales being made. The players try to spread manufacturing over 8–10 months to manage working capital but face a significant risk with respect to the recovery of working capital if the buying season of 2–6 months doesn't go too well and sales are limited. Hence, a lot of players find it hard to commit to this industry wholeheartedly and continue to be regional or limited in scale despite having considerable industry presence.

The leading players have been able to manage the situation smartly through advances that they collect from the distributor network against pre-booked orders. They leverage advance payments to manage working capital and also gain benefits on procurement costs alongside an immunity to market share erosion by other players. While multiple new players have tried to enter the market with disruptive measures such as offering credit or lower price points, not many have been able to sustain the tactic as their volumes started to grow.

Conclusion

However, players continue to enter the market looking at the growth opportunities available. To succeed and scale up in this market, they definitely need to have a strong portfolio of quality products that helps manage regional flavours and build a brand that generates trust and aspiration. They also need to smartly and carefully manage their business models to adequately spread risk in order to effectively manage a bad sales season.



Transactions in Q2 FY18 in the retail and consumer space

Deal round-up

Executive summary

Deals in the retail and consumer sector witnessed a significant uptick in terms of value in Q2 FY 2018, showing signs of recovery vis-à-vis previous quarters. Deal value was the highest ever (starting Q1 FY16), showing an 89% increase over Q1 FY 2018. However, the number of deals declined in this quarter on account of a lower number of deals across all segments in the retail and consumer sector.

It is interesting to see that while deal volume is falling deal value has seen massive growth.

The increase in deal value compared to Q4 FY17 and Q3 FY17 can be attributed mainly to an increase in inbound M&A and PE investments.

The largest M&A deal this quarter was the acquisition of Shree Renuka Sugars by Wilmar Sugar Holdings for 7,837 million INR.¹

The largest PE deal in Q2 FY18 was the investment of 11,000 million INR in Vini Cosmetics by Sequoia Capital and Westbridge Capital.²

There seems to be renewed investor confidence in India's political stability and its growth story, leading to the shaping of the deals scenario in India.

Deal value by numbers (Q2 FY18)

49,401
million INR

208%

Increase in
deal value
versus Q1 FY18

89%

Increase in deal
value versus
Q2 FY17

Deal volume by numbers (Q2 FY18)

18
deals

(42%)

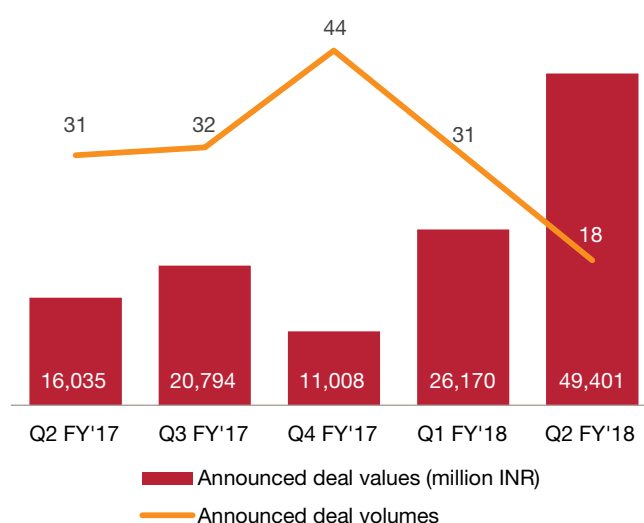
Decrease in
deal volume
versus Q1 FY18

(42%)

Decrease in deal
volume versus
Q2 FY17

Source: VCCEdge

Retail and consumer deal value and volume



Source: VCCEdge

Key trends and highlights

- 18 retail and consumer deals worth 49,401 million INR were announced in Q2 FY18.
- PE deals constituted a major part of the deals (both in terms of value and volume) this quarter.
- Deals in the food and beverage (F&B) and apparel and retail space contributed the lion's share of the volume of deals, whereas apparel and retail had the major slice of the pie when it came to deal value in this quarter.
- Apparel and retail contributed to 33% of the deal volume this quarter and the total deal value increased to 19,351 million INR, almost three times the deal value in Q1 FY18 (6,491 million INR).
- F&B and personal care both contributed around 27–28% to the total deal value. Further, this quarter, F&B had six deals and personal care had three.

¹ Mohan, A. (28 July 2017). Sugar rush for Shree Renuka as Wilmar pumps in additional funds to reduce debt. The Economic Times. Retrieved from <https://economictimes.indiatimes.com/markets/stocks/news/sugar-rush-for-shree-renuka-as-wilmar-pumps-in-additional-funds-to-reduce-debt/articleshow/59802951.cms> (last accessed on 19 December 2017)

² Sharma, S. (5 September 2017). WestBridge leads Rs 1,100 crore investment in Vini Cosmetics as early backers clock 15X returns. The Times of India. Retrieved from <https://timesofindia.indiatimes.com/deals/-ma/westbridge-leads-rs-1100-crore-investment-in-vini-cosmetics-as-early-backers-clock-15x-returns/articleshow/60371319.cms> (last accessed on 19 December 2017)

M&A market records improved activity

Q2 FY18 witnessed a massive jump in deal activity compared to the previous quarter. While there was an 89% increase in deal value, deal volume fell by 42%. M&A activity was dominated by inbound M&A and PE deals this quarter. Inbound deals recorded a jump of 138% over Q1 FY18 by deal value, accounting for 27% of the total deal value, whereas PE deals, which contributed 72% of the total deal value, recorded a jump of 166% over Q1 FY18.

Emergence of inbound deals

Foreign investors are recognising the huge opportunity that lies in the Indian market and are hoping to add valuable assets to their portfolio, expecting to score big gains in the future.

This is evident in the acquisition of Renuka Sugars by Wilmar Sugar Holdings for 7,837 million INR and Tasty Bite Eatables by Mars for 3,540 million INR.³

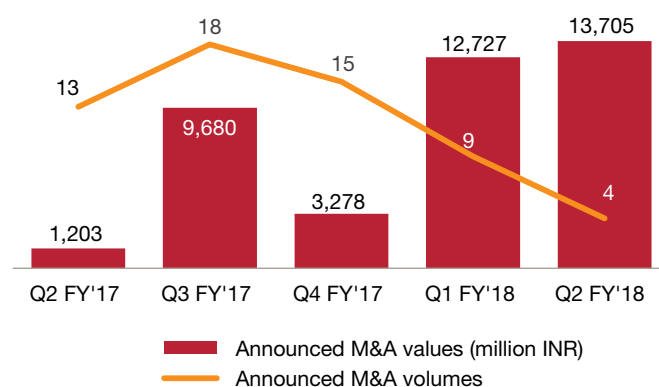
PE remains the driver

Deals in the market are being increasingly driven by PE players. PE deals formed 72% of the total deal values and 78% of the deal volumes this quarter.

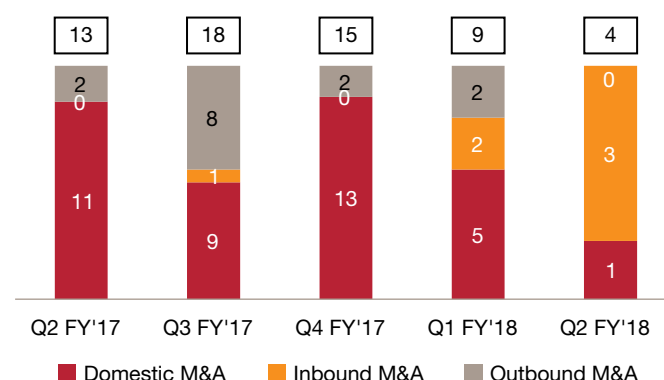
This quarter witnessed a massive surge in PE deals in terms of values. As PE and venture capital (VC) players increasingly become interested in the India consumer story, the share of PE deals as a percentage of total deals is expected to remain high and hence the overall market is expected to be driven by PE/VC players.

IPO activity⁴

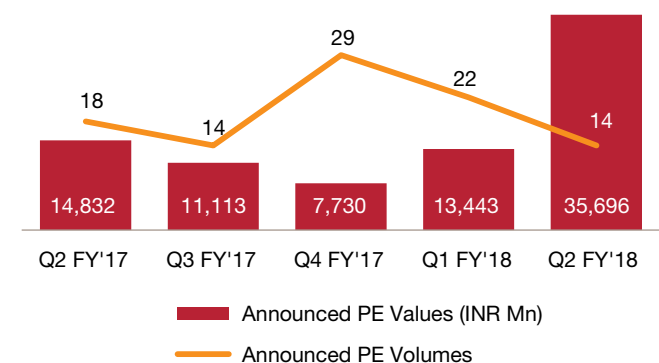
Q2 FY18 saw the IPO of Prataap Snacks (the manufacturer and seller of snacks under the brand name 'Yellow Diamond'). The 4,820 million INR offering had a fixed price band of 930–938 INR/share and received good response, with investors bidding for 47.39 times the issue size. The quota limit for qualified institutional buyers (QIBs) was subscribed 76.89 times, non-institutional investors (NIIs) 101.15 times and retail investors 8.48 times. It made a strong debut on the stock market and was listed a 33% premium over its issue price.



Source: VCCEdge



Source: VCCEdge



Source: VCCEdge



³ Roy, D. (16 August 2017). Mars makes \$55 mn open offer to buy out public shareholders in Tasty Bite. VCCircle. Retrieved from <https://www.vccircle.com/mars-makes-55-mn-open-offer-to-buy-public-shareholders-in-tasty-bite/> (last accessed on 19 December 2017)

⁴ ETMarkets.com. (5 October 2017). Prataap Snacks lists at 33% premium over issue price. The Economic Times. Retrieved from <https://economictimes.indiatimes.com/markets/stocks/news/prataap-snacks-lists-at-33-premium-over-issue-price/articleshow/60949651.cms> (last accessed on 19 December 2017)

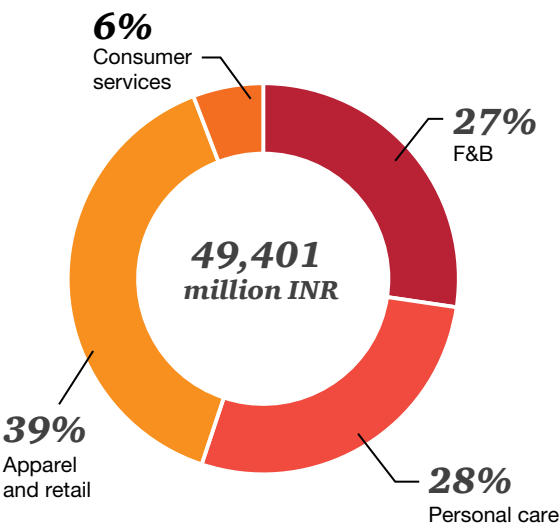
PTI. (5 October 2017). Prataap Snacks to list on bourses today. Livemint. Retrieved from <http://www.livemint.com/Money/hgqnLY1LNRPMFrGyLif6GK/Prataap-Snacks-to-list-on-bourses-tomorrow.html> (last accessed on 19 December 2017)

Sector round-up

Sector snapshot

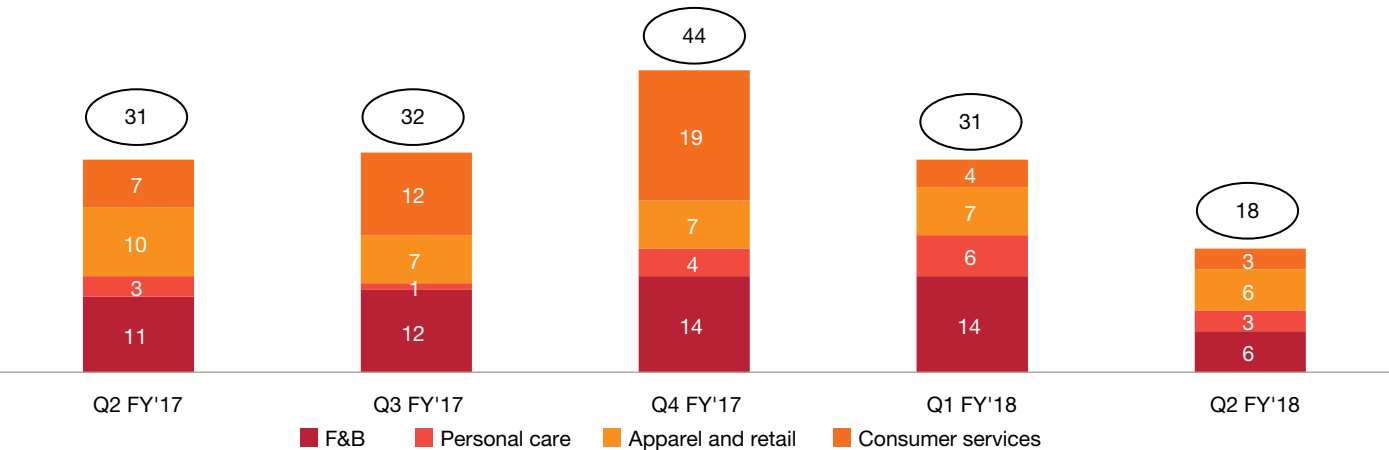
- Deals in the consumer and retail sector were largely driven by apparel and retail, which accounted for a combined 39% of the total transactions in Q2 FY18 by value, followed by F&B and personal care, which accounted for 27% and 28% respectively.
- Deal value in the consumer services segment grew by 18% over the previous quarter. In Q2 FY18, there were a total of three deals in the space amounting to 2,878 million INR.
- The apparel and retail segment experienced a surge of ~200% in deal value over Q1 FY18 to 19,351 million INR. However, the volume of deals remained almost the same.
- The personal care segment had a huge boost over Q1 FY18 in deal value due to poor performance since Q4 2016, where three deals totaled to a value of 13,640 million INR.
- The largest deal in the quarter was in the personal care space—namely, the investment of 11,000 million INR in Vini Cosmetics by Sequoia and Westbridge Capital.

Q2 FY18



Source: VCCEdge

Deal volume



Source: VCCEdge



Key announced transactions

Top M&A/PE deals in the quarter







| Target | Acquirer | Target industry | Deal value (million INR) | Stake |
|---|-------------------------------------|--------------------|--------------------------|-------|
| Vini Cosmetics | Sequoia Capital, Westbridge Capital | Personal care | 11,000 | NA |
| Dixcy Textiles ⁵ | Advent International | Apparel and retail | 8,060 | NA |
| Shree Renuka Sugars | Wilmar Sugar Holdings | F&B | 7,837 | 11.0% |
| Vedant Fashions (Manyavar) ⁶ | Kedaara Capital | Apparel and retail | 4,000 | 10.0% |
| Tasty Bite Eatables | Mars Inc. | F&B | 3,540 | 25.8% |
| Campus Activewear ⁷ | TPG Capital, QRG Enterprises | Apparel and retail | 3,000 | 20% |
| FACES Cosmetics ⁸ | Sequoia Capital | Personal care | 2,579 | NA |
| Think and Learn (Byju) ⁹ | Tencent Holdings | Consumer services | 2,257 | NA |

Source: VCCEdge

- 5 Shah, S. (28 July 2017). Advent International buys significant stake in Dixcy Textiles. The Economic Times. Retrieved from <https://economictimes.indiatimes.com/industry/cons-products/garments-/textiles/advent-international-buys-significant-stake-in-dixcy-textiles/articleshow/59798611.cms> (last accessed on 19 December 2017)
- 6 Sunkara, K. (31 August 2017). Kedaara buys 10% stake in Manyavar; Gaja Capital, KKR to invest \$55 mn in Avendus. VCCircle. Retrieved from <https://www.vccircle.com/kedaara-buys-10-stake-in-manyavar-gaja-capital-kr-to-invest-55-mn-in-avendus/> (last accessed on 19 December 2017)
- 7 ET Bureau. (1 September 2017). TPG Growth, Havells Promoters' Family Office Buy 20% of footwear brand Campus for Rs 1,500 crore. The Economic Times. Retrieved from <https://economictimes.indiatimes.com/industry/cons-products/garments-/textiles/tpg-growth-havells-qrg-buy-20-of-footwear-brand-campus-for-rs-1500-crore/articleshow/60316023.cms> (last accessed on 19 December 2017)
- 8 Gooptu, B. (24 August 2017). Sequoia Capital acquires Faces Cosmetics from Everstone Capital for \$40 million. The Economic Times. Retrieved from <https://economictimes.indiatimes.com/small-biz/startups/sequoia-capital-acquires-faces-cosmetics-from-everstone-capital-for-40-million/articleshow/60196458.cms> (last accessed on 19 December 2017)
- 9 Sharma, D. (25 July 2017). Ed-tech startup Byju's raises funds from China's Tencent. VCCircle. Retrieved from <https://www.vccircle.com/ed-tech-startup-byjus-raises-funds-from-chinas-tencent/> (last accessed on 19 December 2017)



Trading multiples for public companies

| | Company name | Price | % of 52 week high | % of 52 week low | Market cap |
|---|--|----------|-------------------|------------------|------------|
|  | Food and beverage | | | | |
| | ITC Limited | 253.4 | 69% | 114% | 3,087,526 |
| | Nestlé India Limited | 7,824.4 | 98% | 136% | 754,392 |
| | Dabur India Limited | 345.5 | 96% | 133% | 608,530 |
| | Britannia Industries Limited | 4,917.3 | 99% | 177% | 590,362 |
| | Tata Global Beverages Limited | 284.0 | 97% | 244% | 179,245 |
| | Manpasand Beverages Limited | 391.1 | 76% | 154% | 44,762 |
| | Prataap Snacks Limited | 1,240.8 | 92% | 113% | 29,101 |
| | DFM Foods Limited | 2,059.2 | 96% | 184% | 20,617 |
| | Mean | | | | |
| | Median | | | | |
|  | Home and personal care | | | | |
| | Hindustan Unilever Limited | 1,292.2 | 98% | 165% | 2,796,891 |
| | Godrej Consumer Products Limited | 995.2 | 92% | 141% | 678,040 |
| | Colgate-Palmolive (India) Limited | 1,046.1 | 89% | 121% | 284,530 |
| | Emami Limited | 1,265.8 | 95% | 135% | 287,302 |
| | Procter & Gamble Hygiene and Health Care Limited | 9,598.3 | 97% | 147% | 311,568 |
| | Gillette India Limited | 6,729.2 | 97% | 167% | 219,272 |
| | Jyothy Laboratories Limited | 359.7 | 82% | 112% | 65,384 |
| | Bajaj Corp Limited | 466.9 | 90% | 137% | 68,869 |
| | Marico Limited | 309.6 | 89% | 130% | 399,567 |
| | Mean | | | | |
| | Median | | | | |
|  | Dairy | | | | |
| | Hatsun Agro Product Limited | 882.0 | 91% | 257% | 134,215 |
| | Kwality Limited | 102.8 | 61% | 108% | 24,463 |
| | Parag Milk Foods Limited | 247.5 | 85% | 122% | 20,819 |
| | Heritage Foods Limited | 759.3 | 86% | 184% | 35,228 |
| | Prabhat Dairy Limited | 170.5 | 98% | 187% | 16,654 |
| | Mean | | | | |
| | Median | | | | |
|  | Apparel and retail | | | | |
| | Avenue Supermarts Limited | 1,143.1 | 89% | 205% | 713,375 |
| | Page Industries Limited | 22,452.4 | 91% | 176% | 250,432 |
| | Aditya Birla Fashion and Retail Limited | 169.7 | 90% | 132% | 130,919 |
| | Trent Limited | 338.0 | 94% | 178% | 112,326 |
| | Shoppers Stop Limited | 540.6 | 90% | 204% | 45,152 |
| | Kewal Kiran Clothing Limited | 1,855.0 | 94% | 118% | 22,863 |
| | Indian Terrain Fashions Limited | 204.0 | 81% | 155% | 7,740 |
| | Mean | | | | |
| | Median | | | | |
|  | Consumer services | | | | |
| | Jubilant FoodWorks Limited | 1,650.8 | 90% | 217% | 108,924 |
| | Westlife Development Limited | 347.8 | 94% | 229% | 54,103 |
| | Talwalkars Better Value Fitness Limited | 295.9 | 89% | 142% | 9,175 |
| | Speciality Restaurants Limited | 180.1 | 92% | 303% | 8,457 |
| | Mean | | | | |
| | Median | | | | |
|  | Other retail | | | | |
| | Titan Company Limited | 800.4 | 95% | 261% | 710,599 |
| | PC Jeweller Limited | 406.4 | 98% | 232% | 160,269 |
| | Bata India Limited | 732.8 | 88% | 177% | 94,181 |
| | Relaxo Footwears Limited | 620.3 | 96% | 158% | 74,651 |
| | Mirza International Limited | 157.8 | 86% | 198% | 18,985 |
| | Gitanjali Gems Limited | 74.4 | 71% | 141% | 8,825 |
| | Liberty Shoes Limited | 239.7 | 78% | 170% | 4,084 |
| | Khadim India Limited | 685.8 | 93% | 104% | 12,320 |
| | Mean | | | | |
| | Median | | | | |

Source: CapitalIQ as of 12 December 2017

Note: nm indicates non-meaningful

| Enterprise value | Revenue | EBITDA | PAT | EPS | EV/sales | EV/EBITDA | P/E | EBITDA% | PAT% |
|------------------|---------|---------|---------|-------|----------|-----------|--------|---------|-------|
| 2,957,930 | 428,036 | 154,144 | 102,894 | 7.7 | 6.9x | 19.0x | 29.8x | 36.0% | 24.0% |
| 732,790 | 97,389 | 18,884 | 10,340 | 99.8 | 7.4x | 38.0x | 71.6x | 19.4% | 10.6% |
| 604,924 | 74,287 | 14,888 | 12,529 | 5.4 | 8.1x | 40.3x | 48.4x | 20.0% | 16.9% |
| 584,178 | 92,770 | 13,247 | 9,084 | 67.5 | 6.1x | 42.6x | 62.8x | 14.3% | 9.8% |
| 182,512 | 68,110 | 8,123 | 4,273 | 5.9 | 2.6x | 21.9x | 40.6x | 11.9% | 6.3% |
| 42,966 | 7,902 | 1,488 | 834 | 4.8 | 5.3x | 28.4x | 54.4x | 18.8% | 10.6% |
| 29,794 | 9,039 | 410 | 99 | 4 | 3.3x | 71.7x | 256.1x | 4.5% | 1.1% |
| 20,952 | 3,828 | 390 | 162 | 14.3 | 5.5x | 54.1x | 127.9x | 10.2% | 4.2% |
| | | | | | 5.6x | 39.5x | 86.5x | 16.9% | 10.4% |
| | | | | | 5.8x | 39.2x | 58.6x | 16.6% | 10.2% |
| 2,743,760 | 331,620 | 63,280 | 44,760 | 17.7 | 8.2x | 42.7x | 61.4x | 19.1% | 13.5% |
| 696,703 | 94,758 | 19,541 | 13,266 | 15.5 | 7.4x | 35.9x | 51.6x | 20.6% | 14.0% |
| 280,129 | 39,751 | 9,837 | 5,844 | 20.1 | 7.0x | 28.3x | 48.3x | 24.7% | 14.7% |
| 290,276 | 24,447 | 7,472 | 3,174 | 12 | 11.9x | 39.1x | 91.1x | 30.6% | 13.0% |
| 310,421 | 23,776 | 7,194 | 4,439 | 136.2 | 13.2x | 43.5x | 70.7x | 30.3% | 18.7% |
| 218,132 | 17,299 | 4,172 | 2,626 | 76.9 | 12.4x | 51.5x | 82.3x | 24.1% | 15.2% |
| 70,329 | 16,310 | 2,232 | 2,038 | 7.3 | 4.4x | 32.2x | 33.3x | 13.7% | 12.5% |
| 65,510 | 7,966 | 2,642 | 2,182 | 12.1 | 8.1x | 24.4x | 31.1x | 33.2% | 27.4% |
| 389,519 | 59,437 | 11,443 | 7,710 | 4.9 | 6.5x | 33.7x | 51.6x | 19.3% | 13.0% |
| | | | | | 8.8x | 36.8x | 57.9x | 24% | 15.8% |
| | | | | | 8.1x | 35.9x | 51.6x | 24.1% | 14% |
| 141,594 | 43,907 | 4,166 | 1,453 | 7.1 | 3.2x | 33.7x | 91.5x | 9.5% | 3.3% |
| 39,947 | 68,718 | 4,538 | 1,942 | 6.9 | 0.6x | 8.8x | 12.5x | 6.6% | 2.8% |
| 22,423 | 17,918 | 1,304 | 300 | 3.5 | 1.2x | 17.0x | 67.2x | 7.3% | 1.7% |
| 36,171 | 22,187 | 1,404 | 366 | 15.9 | 1.6x | 25.8x | 41.8x | 6.3% | 1.7% |
| 18,456 | 15,384 | 1,342 | 469 | 3.7 | 1.2x | 13.4x | 34.5x | 8.7% | 3.1% |
| | | | | | 1.6x | 19.7x | 49.5x | 7.7% | 2.5% |
| | | | | | 1.2x | 17.0x | 41.8x | 7.3% | 2.8% |
| 709,619 | 118,977 | 9,987 | 4,788 | 8.2 | 5.9x | 70.6x | 132.2x | 8.4% | 4.0% |
| 248,159 | 23,491 | 4,698 | 2,990 | 244.4 | 10.4x | 52.1x | 82.6x | 20.0% | 12.7% |
| 149,679 | 68,779 | 2,937 | (205) | (0.1) | 2.1x | 49.8x | NM | 4.3% | -0.3% |
| 114,988 | 18,339 | 1,289 | 849 | 1.3 | 6.2x | 94.5x | 189.3x | 7.0% | 4.6% |
| 53,979 | 50,397 | 1,577 | (324) | - | 1.1x | 34.3x | - | 3.1% | -0.6% |
| 21,948 | 4,924 | 994 | 853 | 45.9 | 4.5x | 22.1x | 26.8x | 20.2% | 17.3% |
| 7,540 | 4,264 | 485 | 281 | 6.8 | 1.7x | 15.3x | 26.8x | 11.4% | 6.6% |
| | | | | | 4.5x | 48.4x | 91.5x | 10.6% | 6.3% |
| | | | | | 4.5x | 49.8x | 82.6x | 8.4% | 4.6% |
| 107,652 | 25,834 | 2,389 | 578 | 9.9 | 4.3x | 46.7x | 195.1x | 9.3% | 2.2% |
| 54,885 | 9,928 | 609 | (54) | (0.8) | 5.5x | 89.1x | NM | 6.1% | -0.5% |
| 12,031 | 2,925 | 1,761 | 673 | 21.9 | 4.1x | 6.8x | 13.0x | 60.2% | 23.0% |
| 7,762 | 3,152 | (16) | (264) | (3.4) | 2.4x | NM | NM | -0.5% | -8.4% |
| | | | | | 4.1x | 47.5x | 104.1x | 18.8% | 4.1% |
| | | | | | 4.2x | 46.7x | 104.1x | 7.7% | 0.9% |
| 709,251 | 149,546 | 13,767 | 9,484 | 9.5 | 4.6x | 49.9x | 72.9x | 9.2% | 6.3% |
| 158,523 | 84,744 | 7,579 | 4,210 | 9.0 | 1.8x | 20.6x | 36.2x | 8.9% | 5.0% |
| 88,960 | 24,743 | 2,844 | 1,590 | 12.7 | 3.6x | 31.3x | 59.3x | 11.5% | 6.4% |
| 76,121 | 18,835 | 2,491 | 1,285 | 9.9 | 4.0x | 29.9x | 56.7x | 13.2% | 6.8% |
| 20,912 | 9,260 | 1,663 | 743 | 5.8 | 2.3x | 12.6x | 25.8x | 18.0% | 8.0% |
| 81,688 | 183,580 | 6,957 | 1,965 | 10.7 | 0.4x | 11.8x | 4.5x | 3.8% | 1.1% |
| 5,432 | 4,959 | 393 | 64 | 3.8 | 1.1x | 13.6x | 62.8x | 7.9% | 1.3% |
| 13,171 | 6,213 | 661 | 308 | 14.8 | 2.1x | 19.8x | 38.4x | 10.6% | 5.0% |
| | | | | | 2.5x | 23.7x | 44.6x | 10.4% | 5.0% |
| | | | | | 2.2x | 20.2x | 47.6x | 9.9% | 5.7% |

All figures are in INR mn unless otherwise mentioned

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 158 countries with more than 2,36,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com

In India, PwC has offices in these cities: Ahmedabad, Bengaluru, Chennai, Delhi NCR, Hyderabad, Kolkata, Mumbai and Pune. For more information about PwC India's service offerings, visit www.pwc.com/in

PwC refers to the PwC International network and/or one or more of its member firms, each of which is a separate, independent and distinct legal entity. Please see www.pwc.com/structure for further details.

© 2017 PwC. All rights reserved

Contacts

Anurag Mathur

Leader and Partner
Consumer Goods and Retail
anurag.mathur@in.pwc.com
Mob: +919811015180

Rajesh Vig

Partner, Corporate Finance
Consumer Goods and Retail
rajesh.vig@in.pwc.com
Mob: +919920433831

This report was researched and written by the following:

Vineet Satija

Associate Director, Corporate Finance
vineet.satija@in.pwc.com
Mob: +919916056577

Lokesh Khanna

Manager, Strategy&
lokesh.khanna@strategyand.in.pwc.com
Mob: +91 97110 31020

Himmat Singh

Assistant Manager, Corporate Finance
himmat.w.singh@in.pwc.com
Mob: +91 9810820414

pwc.in

Data Classification: DC0

This document does not constitute professional advice. The information in this document has been obtained or derived from sources believed by PricewaterhouseCoopers Private Limited (PwCPL) to be reliable but PwCPL does not represent that this information is accurate or complete. Any opinions or estimates contained in this document represent the judgment of PwCPL at this time and are subject to change without notice. Readers of this publication are advised to seek their own professional advice before taking any course of action or decision, for which they are entirely responsible, based on the contents of this publication. PwCPL neither accepts or assumes any responsibility or liability to any reader of this publication in respect of the information contained within it or for any decisions readers may take or decide not to or fail to take.

© 2017 PricewaterhouseCoopers Private Limited. All rights reserved. In this document, "PwC" refers to PricewaterhouseCoopers Private Limited (a limited liability company in India having Corporate Identity Number or CIN : U74140WB1983PTC036093), which is a member firm of PricewaterhouseCoopers International Limited (PwCIL), each member firm of which is a separate legal entity.

HS-December2017-11555