

## Rationale:

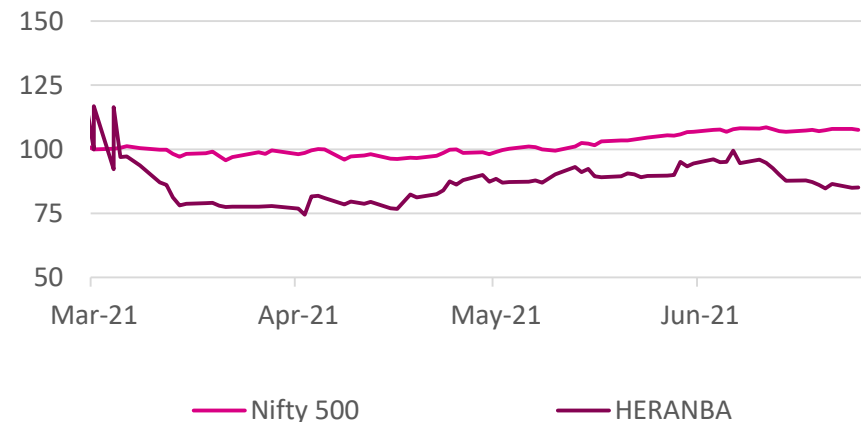
- ❑ The company is a crop protection chemical manufacturer, exporter and marketing company based out of Vapi, Gujarat, with Corporate and Administration Offices in Mumbai. It manufactures Intermediates, Technicals and Formulations & is one of the leading domestic producers of synthetic pyrethroids. Its Pesticides range includes insecticides, herbicides, fungicides and public health products for pest control.
- ❑ The company's business verticals include: Domestic Institutional sales of Technicals (31.53%), Technicals Exports (38.79%), Branded Formulations (20.81%) and Formulations Exports (8.87%)
- ❑ The company mainly caters to large number of institutional customers. Institutional customers contribute 81% to the revenue with 23% revenue from Top 10 customers. The company also exports its products to more than sixty countries with exports constituting 48% of the total revenue.
- ❑ The company has enhanced its R&D facility and capability with latest technology and processes required to conduct research on Active Ingredients and Formulations, mainly of the molecules going off-patent in the near future. The company believes there is significant growth potential in these markets with higher margins for its existing and new line of products.
- ❑ The company reported total income of ₹12,186 million in FY21 – growth of 28% YoY, EBITDA of ₹2,213 million in FY21 – growth of 71%, PAT of ₹1542 million in FY21 – growth of 58%. The company has a strong EBITDA & PAT margin of 18.2% and 12.7%.
- ❑ Given the company's dominant position in pyrethroids market, diverse and stable customer base, strong margin, strong balance sheet, growth prospects, and reasonable valuations. We initiate our coverage on HERANBA with **BUY** rating and a target price of **₹877 per share**.

52 Week Low / High	602.85 / 944.95
Avg. Daily Volume (3M) ('000)	497.49
No. of Shares O/S (Mn.) / Mkt. Cap (₹Mn.)	40.01 / 27,870
Shareholding (Promoters/Institutional/Others)	74.15% / 8.65% / 17.20%

(In ₹ mn)	FY-20	FY-21	FY-22E	FY-22E
Net Sales	9,514	12,186	13,405	14,745
EBITDA	1,293	2,213	2,145	2,359
EBITDA Margin	13.6%	18.2%	16.0%	16.0%
PAT	977	1,542	1,609	1,769
PAT Margin	10.3%	12.7%	11.5%	11.5%
EPS (₹)	25.0	39.4	41.1	45.2
P/E (x)	28.1	17.8	17.1	15.6

Source: Company, Estimates. Note: Prices are as on 4-Jul-21

## Price Performance (Mar'21=100)



## Rationale:

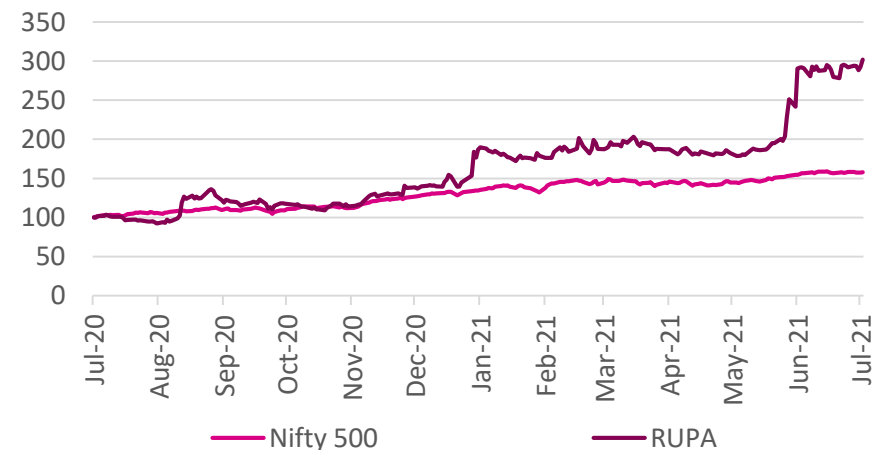
- ❑ Rupa & Company Limited is one of the leading and largest knitwear brand in India. The Company is present across the entire value chain in the knitted garment space offering a gamut of products from innerwear to fashion wear. It is engaged in the manufacturing, marketing, selling and distribution of men's and women's innerwear, thermal wear and fashion wear across economy, mid-premium, premium and super-premium categories.
- ❑ The Company operates through its state-of-the-art manufacturing facilities in West Bengal, Tamil Nadu, Karnataka and Uttar Pradesh. The company has a PAN-India as well as international presence with a large distribution network consisting of 4 central warehouses, 7 exclusive brand outlets, more than 1200 dealers and 1,25,000 retailers. Further, the company is present through online platforms like Rupa online store, Amazon, Flipkart, Myntra, etc.
- ❑ Some of the major brands include Frontline, Jon, Air, Macroman, Euro, Bumchums, Torrido, Thermocot, Kidline, Footline, Softline, among others. The company also has license to manufacture, advertise and sell international premium brands 'Fruit of the loom' and 'FCUK'. These brands meet not only the basic innerwear necessities for the Generation Z but also fulfill their fashion quotient.
- ❑ The company has an asset light model by strategically outsourcing labour intensive work in manufacturing processes. The company is focused on value addition, product differentiation, branding and distribution.
- ❑ The company's revenue grew by 35% in FY21 to ₹13,130 million, EBITDA grew by 126% to ₹2,570 million and PAT grew by 183% to 1,750 million. Given the company's extensive range of branded products across all segments, high profit margins, strong balance sheet and attractive valuations. We initiate our coverage on RUPA with **BUY** rating and a target price of **₹607 per share**.

52 Week Low / High	150.05 / 519.95
Avg. Daily Volume (3M) ('000)	995
No. of Shares O/S (Mn.) / Mkt. Cap (₹Mn.)	79.52 / 39,362
Shareholding (Promoters/Institutional/Others)	73.28% / 2.01% / 24.71%

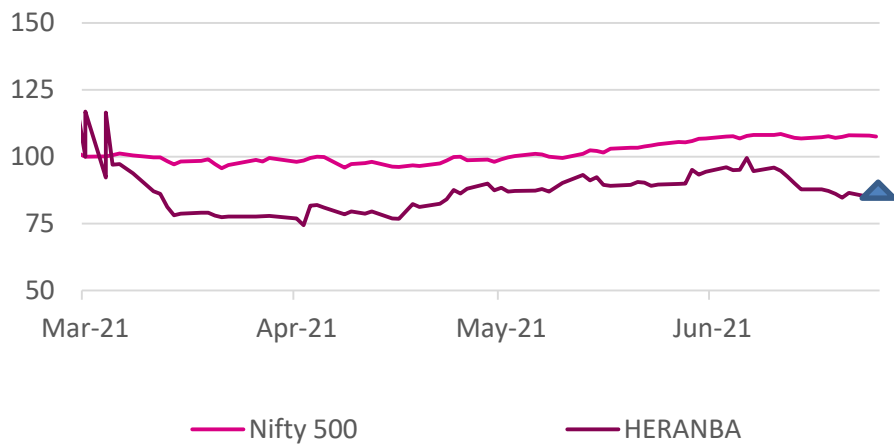
(In ₹ mn)	FY-20	FY-21	FY-22E	FY-22E
Net Sales	9,746	13,127	14,046	15,591
EBITDA	1,137	2,573	2,754	3,056
EBITDA Margin	11.7%	19.6%	19.6%	19.6%
PAT	619	1,753	1,872	2,081
PAT Margin	6.4%	13.4%	13.3%	13.3%
EPS (₹)	7.8	22.0	23.5	26.2
P/E (x)	63.5	22.5	21.0	18.9

Source: Company, Estimates. Note: Prices are as on 4-Jul-21

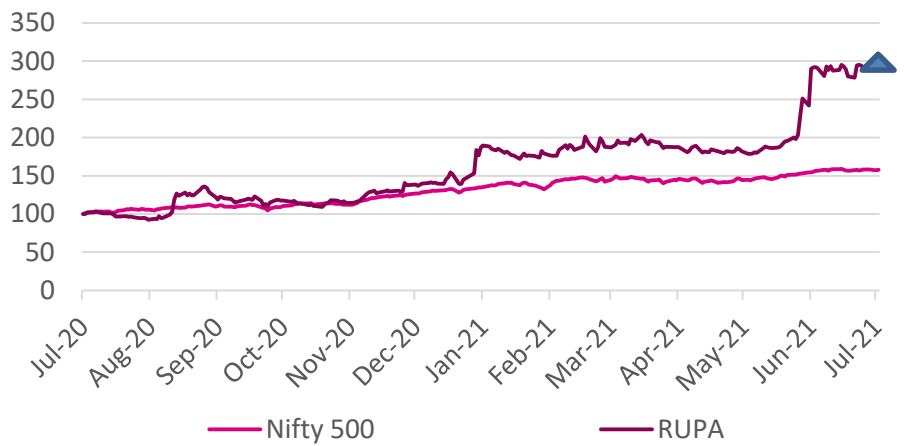
## Price Performance (Jul'20=100)



### HERANBA rating history & price chart



### RUPA rating history & price chart



## Analyst Certification

- ❑ The views expressed in this Research Report accurately reflect the personal views of the analyst(s) about the subject securities or issuers and no part of the compensation of the research analyst(s) was, is, or will be directly or indirectly related to the specific recommendations or views expressed by the research analyst(s) in this report. The research analysts are bound by stringent internal regulations and also legal and statutory requirements of the Securities and Exchange Board of India (hereinafter “SEBI”) and the analysts’ compensation are completely delinked from all the other companies and/or entities of Anand Rathi, and have no bearing whatsoever on any recommendation that they have given in the Research Report.

## Ratings Methodology

- ❑ Analysts’ ratings and the corresponding expected returns take into account our definitions of Large Caps (>₹300 Billion ) and Mid/Small Caps (<₹300 Billion ) or SEBI definition vide its circular SEBI/HO/IMD/DF3/CIR/P/2017/114 dated 6th October 2017, whichever is higher and as described in the Ratings Table below:

Ratings Guide (12 months)	Buy	Hold	Sell
Large Caps (>₹300Bn.)	15%	5%-10%	Below 5%
Mid/Small Caps (<₹300 Bn.)	20%	10%-15%	Below 10%

## **Research Disclaimer and Disclosure inter-alia as required under Securities and Exchange Board of India (Research Analysts) Regulations, 2014**

Anand Rathi Share and Stock Brokers Ltd. (hereinafter refer as ARSSBL) (Research Entity, SEBI Regn No. INH000000834, Date of Regn. 29/06/2015) is a subsidiary of the Anand Rathi Financial Services Ltd. ARSSBL is a corporate trading and clearing member of Bombay Stock Exchange Ltd, National Stock Exchange of India Ltd. (NSEIL), Multi Stock Exchange of India Ltd (MCX-SX), and also depository participant with National Securities Depository Ltd (NSDL) and Central Depository Services Ltd. ARSSBL is engaged into the business of Stock Broking, Depository Participant, Mutual Fund distributor.

The research analysts, strategists, or research associates principally responsible for the preparation of Anand Rathi Research have received compensation based upon various factors, including quality of research, investor client feedback, stock picking, competitive factors, firm revenues.

**General Disclaimer:** - This Research Report (hereinafter called "Report") is meant solely for use by the recipient and is not for circulation. This Report does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. The recommendations, if any, made herein are expression of views and/or opinions and should not be deemed or construed to be neither advice for the purpose of purchase or sale of any security, derivatives or any other security through ARSSBL nor any solicitation or offering of any investment /trading opportunity on behalf of the issuer(s) of the respective security (ies) referred to herein. These information / opinions / views are not meant to serve as a professional investment guide for the readers.No action is solicited based upon the information provided herein. Recipients of this Report should rely on information/data arising out of their own investigations. Readers are advised to seek independent professional advice and arrive at an informed trading/investment decision before executing any trades or making any investments. This Report has been prepared on the basis of publicly available information, internally developed data and other sources believed by ARSSBL to be reliable. ARSSBL or its directors, employees, affiliates or representatives do not assume any responsibility for, or warrant the accuracy, completeness, adequacy and reliability of such information / opinions / views. While due care has been taken to ensure that the disclosures and opinions given are fair and reasonable, none of the directors, employees, affiliates or representatives of ARSSBL shall be liable for any direct, indirect, special, incidental, consequential, punitive or exemplary damages, including lost profits arising in any way whatsoever from the information / opinions / views contained in this Report. The price and value of the investments referred to in this Report and the income from them may go down as well as up, and investors may realize losses on any investments. Past performance is not a guide for future performance. ARSSBL does not provide tax advice to its clients, and all investors are strongly advised to consult with their tax advisers regarding taxation aspects of any potential investment.

Continued...

Contd...

Opinions expressed are our current opinions as of the date appearing on this Research only. We do not undertake to advise you as to any change of our views expressed in this Report. Research Report may differ between ARSSBL's RAs and/ or ARSSBL's associate companies on account of differences in research methodology, personal judgment and difference in time horizons for which recommendations are made. User should keep this risk in mind and not hold ARSSBL, its employees and associates responsible for any losses, damages of any type whatsoever.

ARSSBL and its associates or employees may; (a) from time to time, have long or short positions in, and buy or sell the investments in/ security of company (ies) mentioned herein or (b) be engaged in any other transaction involving such investments/ securities of company (ies) discussed herein or act as advisor or lender / borrower to such company (ies) these and other activities of ARSSBL and its associates or employees may not be construed as potential conflict of interest with respect to any recommendation and related information and opinions. Without limiting any of the foregoing, in no event shall ARSSBL and its associates or employees or any third party involved in, or related to computing or compiling the information have any liability for any damages of any kind.

Details of Associates of ARSSBL and Brief History of Disciplinary action by regulatory authorities & its associates are available on our website i. e. [www.rathi.com](http://www.rathi.com)

**Disclaimers in respect of jurisdiction:** This report is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would subject ARSSBL to any registration or licensing requirement within such jurisdiction(s). No action has been or will be taken by ARSSBL in any jurisdiction (other than India), where any action for such purpose(s) is required. Accordingly, this Report shall not be possessed, circulated and/or distributed in any such country or jurisdiction unless such action is in compliance with all applicable laws and regulations of such country or jurisdiction. ARSSBL requires such recipient to inform himself about and to observe any restrictions at his own expense, without any liability to ARSSBL. Any dispute arising out of this Report shall be subject to the exclusive jurisdiction of the Courts in India.

**Copyright:** - This report is strictly confidential and is being furnished to you solely for your information. All material presented in this report, unless specifically indicated otherwise, is under copyright to ARSSBL. None of the material, its content, or any copy of such material or content, may be altered in any way, transmitted, copied or reproduced (in whole or in part) or redistributed in any form to any other party, without the prior express written permission of ARSSBL. All trademarks, service marks and logos used in this report are trademarks or service marks or registered trademarks or service marks of ARSSBL or its affiliates, unless specifically mentioned otherwise.

Contd...

Contd.

**Statements on ownership and material conflicts of interest, compensation - ARSSBL and Associates**

Sr. No.	Statement	Answers to the Best of the knowledge and belief of the ARSSBL/ its Associates/ Research Analyst who is preparing this report
1	ARSSBL/its Associates/ Research Analyst/ his Relative have any financial interest in the subject company? Nature of Interest (if applicable), is given against the company's name?.	NO
2	ARSSBL/its Associates/ Research Analyst/ his Relative have actual/beneficial ownership of one per cent or more securities of the subject company, at the end of the month immediately preceding the date of publication of the research report or date of the public appearance?.	NO
3	ARSSBL/its Associates/ Research Analyst/ his Relative have any other material conflict of interest at the time of publication of the research report or at the time of public appearance?.	NO
4	ARSSBL/its Associates/ Research Analyst/ his Relative have received any compensation from the subject company in the past twelve months.	NO
5	ARSSBL/its Associates/ Research Analyst/ his Relative have managed or co-managed public offering of securities for the subject company in the past twelve months.	NO
6	ARSSBL/its Associates/ Research Analyst/ his Relative have received any compensation for investment banking or merchant banking or brokerage services from the subject company in the past twelve months.	NO
7	ARSSBL/its Associates/ Research Analyst/ his Relative have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company in the past twelve months.	NO
8	ARSSBL/its Associates/ Research Analyst/ his Relative have received any compensation or other benefits from the subject company or third party in connection with the research report.	NO
9	ARSSBL/its Associates/ Research Analyst/ his Relative have served as an officer, director or employee of the subject company.	NO
10	ARSSBL/its Associates/ Research Analyst/ his Relative has been engaged in market making activity for the subject company.	NO