



Inox Leisure Ltd. Business Update

MARKET DATA

NSE TICKER	INOXLEISUR
Networth FY20E (Rs in Crs)	1126.2
P/BV Ratio (FY20) (x)	2.2X
EPS (FY20E)(Rs.)	13.3
Market Price (Rs.)	233
P/E Ratio (TTM) (x)	18.0
52 Week High (Rs)	510
52 Week Low(Rs)	233
Market Capitalisation (rs. Cr)	2662

AVERAGE MONTHLY VOLUME ('000)

BSE	9.5
NSE	106.8

SHARE HOLDING PATTERN

Promoter	51.9
FII	11.3
DII	33.8
Public	9.5

RETURN (%)	3M	6M	12M
Inox	-31	-20	-17
Nifty	-33	-29	-31

Harsh Shah (Research Analyst)

harsh.shah@dimensional.in

+91-22-66545231

Assessing impact of Covid-19 lock down

On expected lines, the Malls and multiplexes were among the most impacted businesses on the back of Covid-19 lock down. Even before the nationwide lock down was announced on 24th March, 2020, many states had already announced shut downs of Multiplexes at least a week prior to that. In response to anticipated fall in foot falls even the film producers pushed back the release of their movies.

It is still not clear how and when the lock down would be lifted. But what we can make out from the various commentaries made by the Chief Ministers of the states and the recent meeting chaired by the PM, the lock will be lifted only gradually commencing from 14th of April. We believe that major metros and tier II cities might continue to remain under lock down, possibly for another fortnight. Even in the case of partial withdrawal of lock down, the pecking order will be to open up manufacturing, government offices, transportation and other places of necessities. The Government will not rush in to resume schools, malls, multiplexes and other place of discretion, and we believe it might take till June-July for these places to resume normal operations.

Focus to be on reducing fixed costs

With the business coming to a screeching halt, the focus of Inox will be on reducing the fixed costs to as low as possible. That is the reason, that company decided to invoke *force majeure* clause with all of its developers. While some of the developers have agreed, some have rejected and many of the developers have come up with 50:50 burden-sharing formula. In all cases, we expect the rental costs to come down during the period of lock down. Company is also expected to cut down on manpower costs through reducing bonus and contracted personnel.

The fixed cost component for Inox for FY20E is as follows:

Cost Heading	Annual (Rs. Cr)	Per Month
Rent	362	30
Employee Cost	140	12
Upkeep & Maintenance	122	10
Admin overheads	163	14
Total Fixed Costs	787	66

- We believe that company would be able to negotiate its rental costs which is a major portion of its total fixed cost.
- Besides that, by reducing contracted employees and wages it'll also be able to make some savings in employee cost.
- Upkeep and maintenance will also be lower since the screens would not be used.
- Thus, we believe that company can possibly bring down its fixed cost per month to ~Rs. 40-45 cr., which will translate into cash burn of Rs. 90-100 cr for closure of 2-2.5 months.

Inox has a strong balance sheet with net debt of only Rs. ~35 cr (D/E of 0.05X) and the company has availed line of credit for another Rs. 100 cr which should be enough to meet its need for next 2-3 months of lock down. The management in a recent call stated that it would strive to bring down its monthly fixed cost to as low as 35 cr.



While near-term headwinds persist, structural story stays intact

We acknowledge that the closure of multiplexes, expectedly for 2 months, will badly hit the financials of Inox Leisure. And this kind of event is unprecedented where the footfalls have literally gone down to zilch. But we take some comfort in the fact that Inox's balance sheet is strong enough to tide through current period of slow-down. We also believe that the structural story for multiplexes is still intact in India, and once the recovery sets in we expect the footfalls to normalize by Sept-Oct 2020.

Valuation and View

Given the above thesis, we continue to remain optimistic on Inox Leisure's prospects and accordingly recommend a BUY on the stock. We are valuing the company's share at Rs. 356 by assigning a multiple of 18.5X to its FY22 earnings of Rs. 19.2 (excluding Ind AS 116 impact). This represents a upside potential of 53% from the CMP of Rs. 233. We are using FY22's EPS because we believe that FY21's earnings are not 'normalized' and includes an aberration which we have never seen before, and hopefully, would never see again. We have however, reduced our earnings multiple from 20 to 18.5 given the near-term uncertainly clouding company's business.

Financial Snapshot:

Year End	Revenue	EBITDA	EBITDA %	PAT	RoE (%)	RoCE (%)	P/E
FY18	1692.4	309.3	18.3%	139.4	16.5%	20.1%	18.1
FY19	1869.3	308.0	16.5%	130.6	12.7%	16.8%	19.4
FY20E	1826.4	268.3	14.7%	101.7	8.9%	10.6%	24.9
FY21E	2230.5	387.5	17.4%	188.4	14.6%	17.1%	13.4

About Company

Incorporated in 1999, INOX Leisure Limited is one of the largest multiplex operators in India promoted by Gujarat Fluorochemicals Ltd. The Company is a part of INOX Group, which is diversified across industrial gases, engineering plastics, refrigerants, chemicals, cryogenic engineering, renewable energy, and the entertainment sectors. Over the last decade, INOX has aggressively scaled up its presence through organic and inorganic expansion, growing from 2 properties with 8 screens in FY03 to 141 properties with over 600 screens as on date.



Our investment rationale is as follows:

Improvement in business mix to bring more stability in revenues and margins

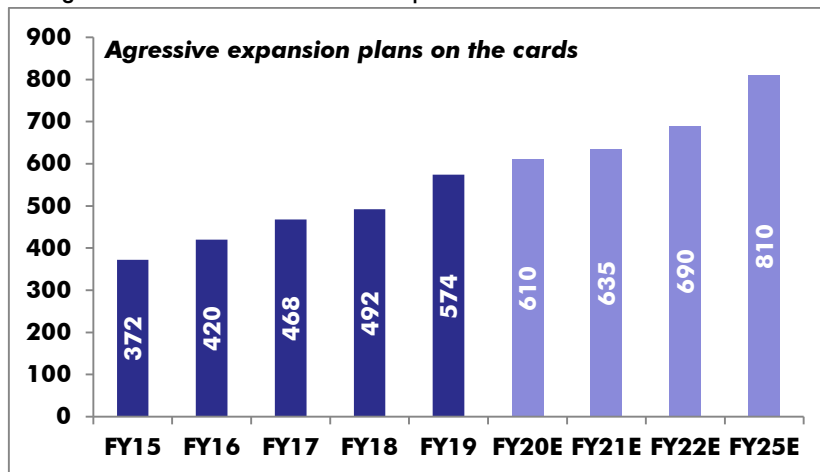
Over the last 5 years, Inox’s revenue mix has changed favourably towards high margin F&B and ad income, leading to better profitability and stability in revenues. The combined share of F&B and ad revenues has increased from 23.5% to 36% from FY13 to 9MFY20. While the ad spends will hit a bump in FY21, owing to slowdown in discretionary spends and correspondingly ad spends by major players, we continue to remain optimistic about sustainability of this traction beyond FY21 and expect F&B and ad revenue growth to outpace screen addition.

- With the Television space losing market share and many single screens getting closed, the multiplexes are able to attract advertisers because of its targeted approach.
- High conversion ratio (patrons spending on F&B/total patrons going to watch the movie) and increasing spend per heads will drive F&B revenues. Focus will be on volume growth even if it loses few bps on gross margin.
- On ad sales, the focus will be on improving both; volume (increasing advertisement minutes per show) as well as realizations. Screen addition will provide scale to the company which it can leverage for getting higher realizations as its reach increases.

Inox - Revenue mix	FY13	FY16	FY19	FY20	FY21E	FY22E
Net Box Office	70.0%	61.4%	57.6%	58.5%	57.7%	58.6%
F&B	19.0%	22.9%	25.8%	25.9%	25.5%	26.3%
Ad Revenues	4.5%	7.8%	10.4%	9.8%	10.6%	9.8%
Other	6.5%	7.8%	6.2%	5.8%	6.2%	5.3%

Screen addition on strong footing, aggressive expansion on the cards

While the company will miss guidelines of 70-80 screen additions in FY20 owing to expected slow-down due to Covid-19 related lock down, the multi-year screen addition pipeline continues to remain intact. Company has laid out pipe line to add another 800-850 screens over the next 5-7 years. Most of the incremental screens will be in the newer market where their presence is relatively low. This will increase company’s target market audience and also diversify their regional mix which is currently largely west focussed. And given the current period of slow-down, company could also get a better deal from its developers.



Industry dynamics changing in the favour of multiplexes:

Spurt in urban middle class: The number of upper middle-class households (income above Rs. 600,000 p.a.), which drives the consumption of premium and semi-luxurious goods/services, is expected grow nearly 3 fold from 6.1 cr to 16.8 cr (16.8 cr households implies ~67 cr people). Moreover, even the upper crust of lower middle-income households (income between than Rs. 400,000-Rs. 600,000) is expected to grow by 36% to 13.2 cr (~53 cr people) in next decade. This implies that Inox’s target market size will grow from current 9.4 cr households to 30.2 cr households.



The discretionary spend in India is going to see a surge on the back of following factors:

- Increase in the number of youth in the work force (aspirational class) whose willingness to spend is much higher than what it was 5-10 years back.
- Growth in urbanization and semi-urbanization.
- Rising income and evolving life-style.

Going for a movie can be the cheapest outing for a family in India.

Average cost for a family of four for different entertainment options.

	Cinema (Multiplex)	Theme park	Sporting event
Entry Fees (incl GST)	Rs. 600-800	Rs. 4000-6000	Rs. 2500-5000
F&B	Rs. 300-400	Rs. 400-600	Rs. 400-600
Conveyance	Rs. 50	Rs. 300-400	Rs. 200-300
Total Cost	Rs. 950-1200	Rs. 3900-5800	Rs. 3100-5900

(Source: Inox Leisure, Industry research)

Thus, at a cost of Rs. 1000-1300, a movie outing can be the most affordable entertainment option for an entire family in India. Given large proportion of middle-class households, theatres should continue to attract larger audience.

Number of visitors annually (in mns) (FY19)

Cinema	Theme Parks	Sports Event
190 mn	30 mn	10-15 mn

(Source: KPMG, Inox Leisure, Industry research)

This gets vindicated from the current scenario where consumption has slowed down across sectors but spending on movies has remained largely unaffected;

- The auto industry saw sixth straight month of negative sales.
- Air passenger traffic growth slowed down to -5% to 3% from high double digit growth before that.
- SSSG for QSRs have slowed down to 4-6% compared to 14-16% in previous 6 quarters.
- In this scenario, the number of movies earning Rs. 100 cr+ has grown 2x in last three quarters before the lockdown.

OTT vs Theatre- Not exactly a risk to film exhibitors: There are concerns that OTT will impact business of film exhibitors because producers might skip their film from exhibition and release them directly on OTT platform. However, the economics doesn't support these theses. For instance, Netflix bought 'exclusive' rights of 2018 super-hit Padmaavat for Rs. 20-25 cr whose Net BO collection 190 cr and Netflix bought Baahubali 2's rights for similar amount whose Net BO collection was Rs. 600 cr+. Thus, the money which a producer makes in theatricals is significantly higher (with more upside potential) compared to what it can make by selling to OTT.

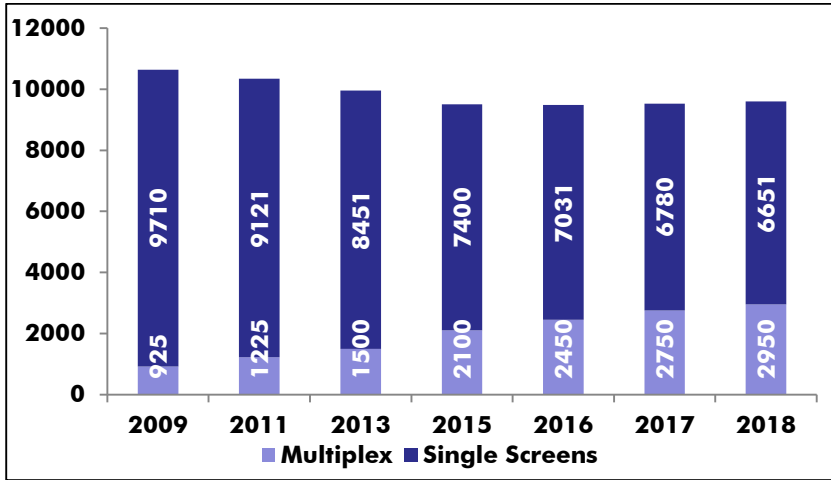
Even for OTT there is a trade-off between spending for acquiring rights of a movie and creating its own content. 'Sacred Games' which received tremendous response on Netflix is estimated to have been made at a budget of Rs. 80 cr while Mirzapur was made at 35-40cr. Therefore, an OTT platform would rather be willing to create new content, over which it has a control, instead of spending lavishly on buying a movie rights over which they don't have much control. For example, Netflix paid big amount (sum undisclosed) for acquiring rights of 'Thugs of Hindustan' which turned out to be an extremely poor content.

Another thing when it comes to film exhibition, as discussed above, is that it is viewed as a family or friends' outing. There is a sense of experience attached to it which one can get only in a theatre hall. OTT is more of a leisure activity which one would resort to on his weekends or while commutation. Going for a movie in a theatre is a 2-3 time activity, which we don't think will get impacted by OTT. We'd place OTT as an add-on content consumption that people turn to 'escape' from their routine.

Shift in market share from single screen to multiplexes: Over the last decade, the film industry has changed significantly on technology front in every aspect of movie screening; shift towards digital print, Dolby and Atmos audio, online and computerised ticket booking, etc. Movie-going has become more of an experience than just a simple viewing for entertainment. It is because of these factors, that the multiplexes started to flourish across India. Due to their scale and adaption of technology, it became simpler and cheaper for producers to screen movies digitally compared to physical prints. Because single screen finds it difficult and unfeasible to adopt these new systems of film



exhibition, they are seeing rapid shutdowns while multiplexes are gaining market share. When compared globally, the screen density ratio is lowest in India with 2 screen per million people, while the number stands at ~37 for China.



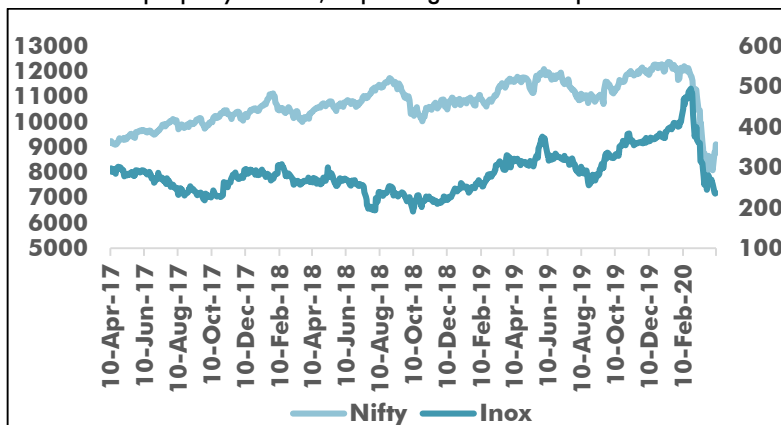
Countries	Screen per mn
USA	125
UK	60
China	37
Brazil	16
India	2

Valuation & View

Given the above thesis, we continue to remain optimistic on Inox Leisure’s prospects and accordingly recommend a BUY on the stock. We are valuing the company’s share at Rs. 356 by assigning a multiple of 18.5X to its FY22 earnings of Rs. 19.2 (excluding Ind AS 116 impact). This represents a upside potential of 53% from the CMP of Rs. 233. We are using FY22’s EPS because we believe that FY21’s earnings are not ‘normalized’ and includes an aberration which we have never seen before, and hopefully, would never see again. We have however, reduced our earnings multiple from 20 to 18.5 given the near-term uncertainly clouding company’s business.

Risks & Concerns:

- Lack/Uncertainty of content: A large chunk of the box office collection is driven because of recurring flow of strong content. Therefore, slowdown in new content or lack of good content can have a significant impact on company’s revenues. Since last two years, the multiplexes have seen string of releases earning 100-300 cr at box office. To sustain the current trend of earnings, we’ll need incremental big movies every year.
- The above risk has multiplier impact since lower footfalls will also translate into lower F&B and ad revenues which will have larger impact on the margins as well.
- Extension of lock down beyond 2 months. Our forecast has been made keeping in mind lockdown for 8-10 weeks. If it extends beyond that, then there will be significant divergence in company’s performance from our estimates and it might also lead to further deterioration in company’s balance sheet.
- Slowdown in mall construction: Majority of the multiplexes are set up in the malls and most of the company’s upcoming screens are also planned in a mall. Weak sentiment in the economy could lead to muted growth in the commercial property market, impacting mall development.





Financials (Excludes impact of Ind AS 116):

Inox Leisure Ltd. - Statement of Profit & Loss					
DESCRIPTION	FY18	FY19	FY20E	FY21E	FY22E
Net Revenue	1348.0	1692.4	1869.3	1826.4	2230.5
EXPENDITURE :					
F&B Cost	74.4	112.5	125.9	122.9	153.3
as % of Sales					
Power & Fuel Cost	95.3	109.7	124.8	134.8	147.0
Employee Cost	96.4	115.1	139.5	149.2	165.9
Distributor's share	361.2	444.2	498.7	481.3	593.3
Rent Expense	264.2	312.6	361.6	359.8	438.6
Other Operating & Admin Exp	223.8	258.5	284.6	284.6	309.2
S&D Overheads	22.4	30.5	26.2	25.6	35.7
Total Expenditure	1137.7	1383.1	1561.3	1558.1	1843.0
EBITDA (Ex OI)	210.3	309.3	308.0	268.3	387.5
EBITDA Margin	15.6%	18.3%	16.5%	14.7%	17.4%
Depreciation	89.8	95.5	111.5	127.1	144.4
EBIT	120.5	213.8	196.5	141.2	243.2
Other Income	15.0	14.9	12.9	15.0	19.4
Interest	29.5	23.7	9.9	11.0	2.8
Profit Before Taxation	106.1	205.0	199.4	145.2	259.8
Provision for Tax	-17.0	65.6	68.8	43.6	71.4
Profit After Tax	123.1	139.4	130.6	101.7	188.4
Adjusted EPS	12.5	13.7	13.3	10.4	19.2

Everest Industries- Balance Sheet					
DESCRIPTION	FY18	FY19	FY20E	FY21E	FY22E
Share Capital (Net of Treasury)	63.6	70.2	70.2	70.2	70.2
Total Reserves	604.3	893.9	1024.5	1126.2	1314.6
Shareholder's Funds	667.8	964.1	1094.7	1196.4	1384.8
Total Borrowings	291.9	84.1	58.5	45.7	12.6
Other Non Current Liabilities	7.8	37.8	45.5	43.2	64.8
Total Non-Current Liabilities	299.7	121.9	104.0	88.9	77.4
Trade Payables	113.2	159.6	131.7	130.3	146.0
Other Current Liabilities	121.4	180.7	199.6	195.0	238.2
Total Current Liabilities	234.6	340.3	331.3	325.3	384.1
Total Liabilities	1202.1	1426.3	1530.0	1610.6	1846.3
Fixed Assets	825.7	985.6	1073.4	1069.5	1160.1
Other Non Current Assets	233.1	289.5	319.8	399.7	487.6
Total Non-Current Assets	1058.8	1275.1	1393.1	1469.2	1647.8
Current Investments	12.4	0.6	0.7	0.6	30.0
Inventories	9.4	12.2	12.0	11.8	14.8
Sundry Debtors	76.1	88.2	75.8	77.5	90.4
Cash and Bank	15.0	13.7	8.0	12.0	12.0
Other Current Assets	30.5	36.6	40.4	39.5	51.3
Total Current Assets	143.4	151.3	136.9	141.4	198.5
Total Assets	1202.3	1426.4	1530.0	1610.6	1846.3



Inox Leisure Ltd. - Cash Flow Summary					
DESCRIPTION	FY18	FY19	FY20E	FY21E	FY21E
PAT (ex OI)	73.4	124.5	117.8	86.6	169.0
Add: Depreciation	89.8	95.5	111.5	127.1	144.4
Change in WC	10.5	42.0	-21.1	-88.8	-64.5
Cash From Operating Activities	173.7	261.9	208.2	125.0	248.8
Cash from Investing Activities	160.9	218.1	199.3	123.2	235.0
Free Cash Flows	12.8	43.8	8.9	1.8	13.8
Cash from Financing Activities	-11.0	-47.1	-12.7	2.2	-13.8
Net changes In Cash	1.8	-3.2	-3.8	4.0	0.0
Opening Cash Balance	13.2	15.0	11.8	8.0	12.0
Closing Cash Balance	15.0	11.8	8.0	12.0	12.0

Inox Leisure Ltd. - Key Ratios					
DESCRIPTION	FY18	FY19	FY20E	FY21E	FY22E
EBITDAM (%)	15.6%	18.3%	16.5%	14.7%	17.4%
ROE (%)	18.8%	16.5%	12.7%	8.9%	14.6%
ROCE (%)	11.7%	20.1%	16.8%	10.6%	17.1%
Receivable days	17	16	15	15	14
Inventory Days	NA	NA	NA	NA	NA
Payable days	46	43	43	43	40
Total Debt/Equity(x)	0.4	0.1	0.1	0.0	0.0
Current Ratio(x)	0.6	0.4	0.4	0.4	0.5
Interest Cover(x)	4.1	9.0	19.8	12.9	88.1
Adjusted P/E Ratio	19.2	17.5	18.0	23.2	12.5
Price/ Book value	3.3	2.4	2.2	2.0	1.7



ANALYST CERTIFICATION

I (Harsh Shah), Research Analyst, author and the name subscribed to this report; hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report.

Terms & conditions and other disclosures:

Dimensional Securities Private Limited (DSPL) is engaged in the business of stock broking and distribution of financial products. This Report has been prepared by Dimensional Securities Private Limited (DSPL) in the capacity of a Research Analyst having SEBI Registration No. INH000001444 and distributed as per SEBI (Research Analysts) Regulations 2014.

The information and opinions in this report have been prepared by DSPL and are subject to change without any notice. The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of DSPL. While we would endeavour to update the information herein on a reasonable basis, DSPL is under no obligation to update or keep the information current. Also, there may be regulatory, compliance or other reasons that may prevent DSPL from doing so.

This report is based on information obtained from public sources and sources believed to be reliable, but no independent verification has been made nor is its accuracy or completeness guaranteed. This report and information herein is solely for informational purpose and shall not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. The recipient should independently evaluate the investment risks. DSPL or its associates accept no liabilities whatsoever for any loss or damage of any kind arising out of the use of this report. Past performance is not necessarily a guide to future performance. Investors are advised to see Risk Disclosure Document to understand the risks associated before investing in the securities markets. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice.

DSPL encourages independence in research report preparation and strives to minimize conflict in preparation of research report. DSPL or its analysts did not receive any compensation or other benefits from the companies mentioned in the report or third party in connection with preparation of the research report. Accordingly, neither DSPL nor Research Analysts have any material conflict of interest at the time of publication of this report.

It is confirmed that (Harsh Shah), Research Analyst of this report have not received any compensation from the companies mentioned in the report in the preceding twelve months.

Compensation of our Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions.

DSPL or its associates collectively or Research Analysts do not own 1% or more of the equity securities of the Company mentioned in the report as of the last day of the month preceding the publication of the research report.

Since associates of DSPL are engaged in various financial service businesses, they might have financial interests or beneficial ownership in various companies including the subject company/companies mentioned in this report.

It is confirmed that (Harsh Shah), Research Analyst do not serve as an officer, director or employee of the companies mentioned in the report.

DSPL may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report. We submit that no material disciplinary action has been taken on DSPL by any Regulatory Authority impacting Equity Research Analysis activities.

This report is not directed 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, regulation or which would subject DSPL and associates to any registration or licensing requirement within such jurisdiction.

The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction.

DSPL shall not be liable for any delay or any other interruption which may occur in presenting the data due to any reason including network (Internet) reasons or snags in the system, break down of the system or any other equipment, server breakdown, maintenance shutdown, breakdown of communication services or inability of DSPL to present the data. In no event shall DSPL be liable for any damages, including without limitation direct or indirect, special, incidental, or consequential damages, losses or expenses arising in connection with the data presented by DSPL through this report.