

### December 23, 2009

Rating	BUY
Price	Rs63
Target Price	Rs88
Implied Upside	39.5%
Sensex	16,692

(Prices as on December 18, 2009)

Trading Data	
Market Cap. (Rs bn)	27.9
Shares o/s (m)	442.8
Free Float	59.3%
3M Avg. Daily Vol ('000)	3,161.1
3M Avg. Daily Value (Rs m)	208.8

Major Shareholders	
Promoters	40.7%
Foreign	13.4%
Domestic Inst.	11.4%
Public & Others	34.5%

Stock Performance								
(%)	1M	6M	12M					
Absolute	(2.1)	7.8	21.0					
Relative	(0.2)	(8.7)	(47.1)					



Source: Bloomberg

# K S Oils

## Striding towards sustainable growth

- Capturing opportunities in growing edible oil market: KS Oils (KSO) is a market leader in the Rs130bn mustard oil market, with 11% market share (FY09). It also has ~30% market share in branded mustard oil segment (current market size of ~Rs39bn) which is expected to grow at ~25% CAGR, going forward. By FY11, the company is expanding its mustard oil crushing capacity by ~3x (of its FY09 capacity). We believe that the multi-product brand portfolio will push KSO to capture the growing branded mustard oil market. Further, KSO is expanding ~4x of its FY09 refined oil capacity by FY11. We believe that a strong market presence in mustard oil, strong brands and rich experience in edible oil industry will help KSO capture the ~Rs600bn refined oil market in India.
- Capacity expansion will support growth: KSO is expanding its capacity across segments like crushing, refining and vanaspati by ~3x, ~4x and ~2x (its FY09 capacity), respectively by FY11. We believe that it would support KSO to attain ~40% plus FY09-12E volume CAGR. We believe that KSO Sales and PAT would grow at FY09-12E CAGR of ~31% and ~33%, respectively. We expect contribution from the sales of high margin branded mustard oil to go up in the future and consequently, increase overall EBITDA margins of the company. However, this growth in the EBITDA margins would be offset by rising contribution of low margin refined oil business to total sales, going forward.
- Backward integration through palm plantation: KSO has acquired a land bank of 34000 hectares for palm plantations in Indonesia. This will ensure a steady supply of crude palm oil for its refining business and EBITDA margin is expected to be ~50% once the plant matures in 3-4 years. KSO has further acquired 23,000 hectares in Kalimantan in Indonesia. We have not considered any income from these palm plantations since the income would start accumulating from FY13.
- Valuation: Based on one year forward P/E, KSO is trading at a discount to its global as well as domestic peers despite having higher earnings CAGR and higher return ratios (RoE). We are positive on the stock on account of its strong edible oil market presence, its growth potential and discounted valuation. At present, stock is trading at near to lower end of its historical forward P/E band of 8x-14x. Hence, we recommend 'BUY' the stock.

Key financials (Y/e March)	FY09	FY10E	FY11E	FY12E
Revenues (Rs m)	31,292	41,310	59,601	71,019
Growth (%)	52.1	32.0	44.3	19.2
EBITDA (Rs m)	3,572	4,936	6,510	7,945
PAT (Rs m)	1,654	2,143	2,957	3,884
EPS (Rs)	4.6	4.8	6.7	8.8
Growth (%)	28.2	4.2	38.0	31.3
Net DPS (Rs)	0.2	0.2	0.2	0.2

Source: Company Data; PL Research

Profitability & valuation	FY09	FY10E	FY11E	FY12E
EBITDA margin (%)	11.4	11.9	10.9	11.2
RoE (%)	20.6	17.3	17.3	19.0
RoCE (%)	18.8	16.0	15.5	15.3
EV / sales (x)	1.0	0.9	0.7	0.6
EV / EBITDA (x)	8.7	7.6	6.6	5.6
PE (x)	13.6	13.0	9.4	7.2
P / BV (x)	2.5	1.8	1.5	1.3
Net dividend yield (%)	0.3	0.3	0.3	0.3

Source: Company Data; PL Research

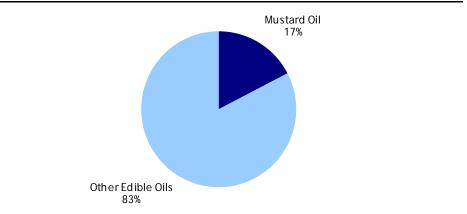
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## Investment highlights

## Capturing opportunities in growing edible oil market

KSO is a market leader in the Rs130bn mustard oil market, with 11% market share (FY09). Mustard oil composes ~17% of India's Rs750bn edible oil market.

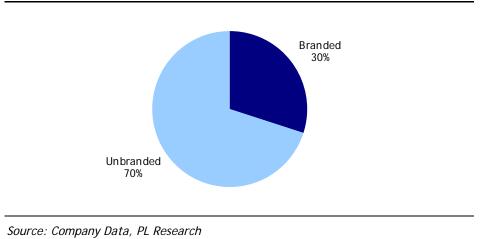




Source: Company Data, PL Research

KSO has ~30% market share in branded mustard oil segment (current market size of ~Rs39bn) which is expected to grow at ~25% CAGR, going forward, on the back of reducing unorganized players in the mustard oil market. Unorganised players have significantly declined due to implementation of VAT, high power costs and shifting of customer preference towards unbranded from branded edible oils. On the back of VAT and high power cost, profitability of unorganised players has substantially fallen.

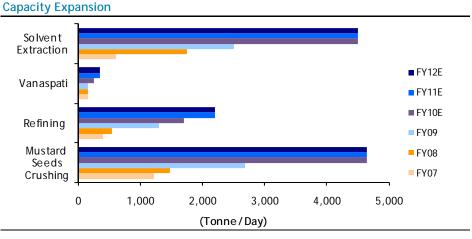
**Domestic Mustard Oil Market** 



By FY11, company has plans to expand the mustard oil crushing capacity by ~3x (of its FY09 capacity) and we believe that the multi-product brand portfolio will push KSO to capture the growing branded mustard oil market. Further, KSO is also expanding ~4x of its FY09 refined oil capacity by FY11. We believe that a strong market presence in mustard oil, strong brands and rich experience in edible oil industry will help KSO to capture the ~Rs600bn refined oil market in India.

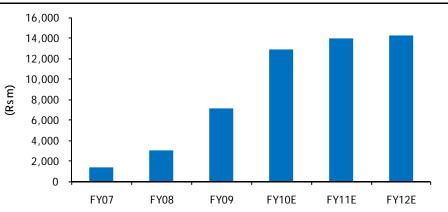
## Capacity expansion will support the growth

KSO is expanding its capacities across segments like crushing, refining and vanaspati by  $\sim 3x$ ,  $\sim 4x$  and 2x (its FY09 capacity), respectively by FY11. Accordingly, company's gross block is likely to be  $\sim 2x$  in the same period.



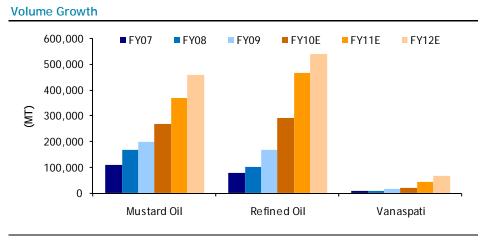
Source: Company Data, PL Research



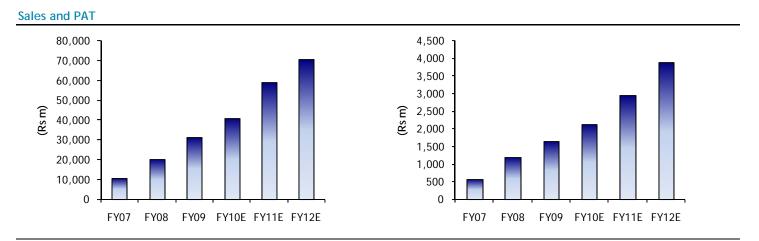


Source: Company Data, PL Research

We believe that capacity expansion would support KSO to attain ~40% plus FY09-12E volume CAGR. We expect that KSO Sales and PAT would grow at FY09-12E CAGR of ~31% and ~33%, respectively.



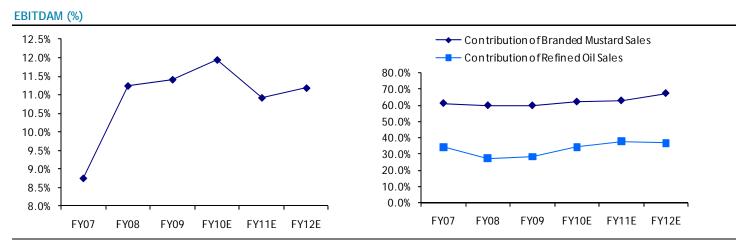
Source: Company Data, PL Research



Source: Company Data, PL Research

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We expect contribution from the sales of high margin branded mustard oil to go up in the future and consequently, increase overall EBITDA margins of the company. However, we believe that this growth in the EBITDA margins would be offset by rising contribution of low margin refined oil business to total sales, going forward.



Source: Company Data, PL Research

## Backward integration through palm plantations

KSO has acquired a land bank of 34,000 hectares for palm plantations in Indonesia. This will ensure a steady supply of crude palm oil for its refining business and EBITDA margin is expected to be ~50% once the plant matures in 3-4 years. The company has further acquired 23,000 hectares in Kalimantan in Indonesia.

Initially, the company will plant ~30000 hectares in stages during FY10-12 that is expected to mature from FY13 onwards. Capex of ~US\$6,000 per hectare would be required for plantations including the cost of setting up crude palm oil plant. Hence, total capex for initial planting would be ~Rs8,100m. KSO will fund the capex by both, equity (including warrants) and debt.

We have considered the amount invested in palm plantation as CWIP and our debt/equity includes the amount raised for these plantations. However, we have not considered any income from these plantations since plant would mature only post FY13.

We have estimated the financials of the palm plantation and observed that it can fetch RoE of ~18% at the peak (equivalent to present business RoE) and payback period is likely to be ~6years post maturing of the plants. Palm

plantation usually takes three years to mature. Hence, we believe that palm plantations would ensure a steady supply of crude palm oil for its present refining business. We don't expect any further improvement in the present RoE due to these palm plantations.

### Estimated financial of palm plantation

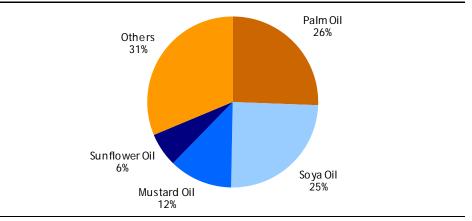
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Investments						
Initial Plantation (In Hectare)	30000					
Expected Capex Per Hectare (In US\$/Tonne)	6000					
Expected Capex for initial plantation (In Rs Mn)	8100					
Funding (In Rs Mn)						
Equity - raised from promoter and PE Investor in FY10	4500					
Debt - will raise in FY11 and FY12	3600					
Total	8100					
	First Year	Second Year	Third Year			
Palm Yield/Hectare	2.5	3.5	5.5			
	lst Year	lInd Year	IIIrd Year	IVth Year	Vth Year	VIth Year
Expected palm output (In MT)	75000	105000	165000	165000	165000	165000
Expected crude palm oil output (In MT)	75000	105000	165000	165000	165000	165000
Refined Palm Oil - Assumed 99% of Crude Palm Oil	74250	103950	163350	163350	163350	163350
Realisation (In Rs) - Assumed US\$650/MT	30550	30550	30550	30550	30550	30550
Sales Value (In Rs Mn)	2268	3176	4990	4990	4990	4990
EBITDA	1134	1588	2495	2495	2495	2495
Interest (Assumed @7% on debt)	252	252	252	252	252	252
Depreciation @5%	405	405	405	405	405	405
(Assuming Plantation life of 20years)						
РВТ	477	931	1838	1838	1838	1838
Тах	162	316	625	625	625	625
РАТ	315	614	1213	1213	1213	1213
Networth	4815	5429	6642	7856	9069	10282
RoE % (Assuming no payout)	6.5%	11.3%	18.3%	15.4%	13.4%	11.8%
Cash Flow in particular year	720	1019	1618	1618	1618	1618
Cummulative cashflow	720	1739	3357	4976	6594	8212

## **Edible Oil Industry**

Indian edible oil industry is world's fourth largest after USA, China and Brazil. India accounts for 8.6% of world seeds and 9.4% of world consumption of edible oil which is ~158m tonnes.





Source: Company Data, PL Research

With an annual consumption of ~16m tonnes in India, the per capita consumption is at 14.5kg p.a., which is very low as compared to the world average of 23.5 kg p.a. India produces ~8.2m tonnes of edible oil and rest is imported. Mustard, soyabean and palm oil account for over 75% of total domestic edible oil consumption. Palm oil is the cheapest edible oil and hence, most consumed. However, it is almost entirely imported mainly from South-east Asia.

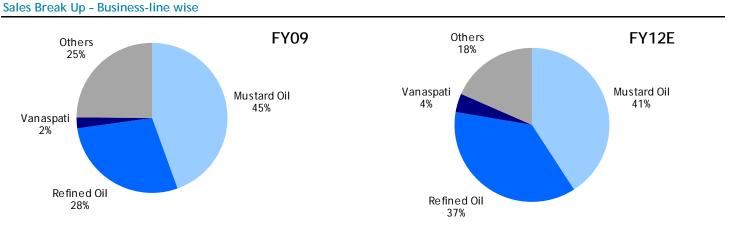
As per Solvent Extractors' Association of India, demand for edible oil is expected to increase to 22.5m tonnes by 2015 and import is expected to rise to 10m tonnes (~44% of consumption).

## **Company Background**

KSO is in the business of manufacturing, processing and marketing of crude mustard oil and refined mustard/other edible oils. Company has integrated facilities for crushing, refining, solvent extraction and vanaspati. Company markets its products under the brand names:

Mustard oil - *'Kalash'* and *'Double Sher'* Refined oil - *'Kalash'*, *'KS Refined'* and *'KS Gold'* Vanaspati - *'Gold'* and *'Gold Plus'* 

KSO is the largest player in the crude mustard oil market in India. Double Sher has ~30% market share in the North East. Its manufacturing facilities are located in Madhya Pradesh and Rajasthan. KSO has a strong distribution network, with 32 C&F agents, 1133 distributors and over 170000 retailers.



Source: Company Data, PL Research

Competitors: Adani Wilmar (Fortune), NDDB (Dhara), Agrotech (Sudham), Bunge (Dalda), Gokul Refoils (Gokul), Ruchi Soya (Mandap and Ruchi Gold)

## Key risks and concerns

**Commodity business:** Increase in crude oil prices led to diversion of edible oil seeds to produce bio diesel. This gives rise to a risk of volatility in raw material prices. We believe that the company has a hedging mechanism that can cap the risks on profits.

Weather: Availability of oil seeds is driven by performance of monsoon and weather condition in a particular year. Shortage of seeds (raw material) could affect the revenue of the company. However, mustard is a winter crop that would require minimum amount of water and fertilisers. Hence, we believe that its availability is less exposed to weather condition.

**Government Policies:** Government declares minimum support prices (MSP) for oil seeds on annual basis. If the market prices of seeds fall below MSP, then government purchases oilseeds from farmers. This can affect the profitability of the company in a particular year as mustard oil prices are decided by overall demand-supply situation.

Capex outside India exposed to political risk: KSO is going for palm plantation in Indonesia which exposes the company to the geopolitical risks that may emerge from Indonesia.

## Valuation

## Trading at discount v/s peers

We are comparing KSO with global as well as domestic players. KSO is trading at a discount (9x-10x) as compared to its peers (11x-23x) on the basis of one year forward P/E despite having higher earnings growth along with better return ratios (RoE). KSO's EPS growth for FY10E is merely 4.2% because the company has raised funds for its palm plantation by issuing warrants. Otherwise, PAT growth is expected to be 29.5%.

We believe that Ruchi Soya (Ruchi) is the closest peer for KSO. KSO is a dominant player in mustard oil, while Ruchi is in the soyabean oil segment. But, both the companies have a strong presence in edible oil, similar growth profile and market capitalization.

KSO has better RoE of ~17% than ~13% of Ruchi. Presently, KSO is trading at P/E of ~9x at FY11E EPS (our estimate) v/s 11x of Ruchi (consensus estimate) i.e. ~10% discount despite having better growth and RoE. Hence, we believe that it is attractively valued as compared to its close peer in the industry.

Companies (L	Companies	Mcap (US\$ m)	EPS Growth (%)				'S Growth (%) P/E (x)		RoE (%)		DPS (Rs)	D-Yield (%)
	-	FY10E	FY11E	FY09	FY10E	FY11E	FY10E	FY11E	FY09			
KS Oil	582.1	4.2	38.0	13.6	13.0	9.4	17.3	17.3	0.2	0.3		
Ruchi Soya	332.9	31.9	24.8	17.3	13.1	10.5	11.8	13.0	0.5	0.6		
Agrotech Foods	137.5	(0.7)	48.2	31.6	31.9	21.5	15.0	19.0	1.0	0.4		
Archer Daniels Midland	19,767.2	(6.1)	6.1	10.6	11.3	10.7	11.9	11.6	0.5	1.8		
Bunge Limited	7,526.5	(50.1)	70.7	9.2	18.4	10.8	6.1	10.0	0.7	1.2		
Wilmar International	29,517.2	7.9	4.6	26.8	24.8	23.7	15.9	14.9	0.1	0.8		

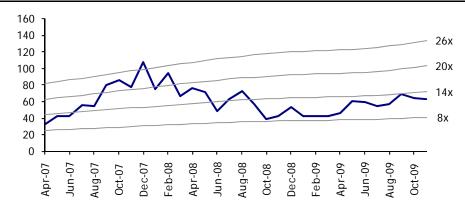
Peer Comparison

Source: Bloomberg, PL Research

### Trading history and our view

We are positive on the stock on account of its strong edible oil market presence, its growth potential and discounted valuation. At the CMP, stock is trading at 9.4x at its consolidated FY11E EPS of Rs6.7 as against its historical forward trading band of 8x-14x. Further, stock has traded in the range of 14x-26x during April 2007- August 2008 due to higher earnings CAGR (100% plus FY04-09) and financial market bull run. However, considering FY09-12E earnings CAGR of ~33%, we expect that stock will trade in the range in between normal P/E trading range of 8x-14x. Hence, we recommend 'BUY' the stock, with a target price of Rs88 (Potential upside of 39.5%) i.e. 10X of FY12E EPS.





Source: Bloomberg, PL Research

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### **Consolidated Income Statement**

Consolidated Income Statement							(Rs m)
Y/e March	FY06	FY07	FY08	FY09	FY10E	FY11E	FY12E
Net Sales	6,082	10,705	20,439	31,471	41,010	59,241	70,587
Gross Profit	791	1,632	3,565	5,846	7,366	10,094	12,212
Employee Costs	12	29	79	209	272	393	468
Administrative Expenses	496	677	1,306	1,886	2,458	3,551	4,231
Operating Profit	283	926	2,180	3,750	4,636	6,150	7,513
Other Income	(7)	11	133	(179)	300	360	432
EBITDA	276	937	2,313	3,572	4,936	6,510	7,945
Depreciation	29	45	123	271	500	603	634
EBIT	247	892	2,190	3,301	4,436	5,907	7,311
Finance Cost	72	154	375	744	1,189	1,427	1,427
РВТ	176	738	1,815	2,558	3,246	4,480	5,884
Тах	24	165	615	910	1,104	1,523	2,001
РАТ	152	573	1,200	1,648	2,143	2,957	3,884
Minority Interest	-	-	(4)	(6)	-	-	-
Adjusted PAT	152	573	1,204	1,654	2,143	2,957	3,884
Extraordinary Items	-	-	-	-	-	-	-
Reported PAT	152	573	1,204	1,654	2,143	2,957	3,884
Diluted Equity Capital (No. In Mn)	85	221	332	356	443	443	443
Fully Diluted EPS (Rs)	1.8	2.6	3.6	4.6	4.8	6.7	8.8

Source: Company Data, PL Research

Assumptions - Sales Volume							(MT)
Y/e March	FY06	FY07	FY08	FY09	FY10E	FY11E	FY12E
Mustard Oils	43,864	110,271	168,333	200,355	266,985	370,485	457,002
Refined Oils	62,956	78,594	102,103	168,984	291,493	464,493	538,493
Vanaspati	9,829	9,429	8,823	15,676	19,700	44,325	68,950

(Rs m)

### **Consolidated Balance Sheet**

Consolidated Balance Sheet							(Rs m)
Y/e March	FY06	FY07	FY08	FY09	 FY10E	FY11E	FY12E
Source of Funds							
Equity Capital	85	221	332	356	397	397	397
Equity Share Entitlement Warrants	-	238	500	-	2,550	2,550	2,550
Share Premium	81	776	4,295	5,268	7,171	7,171	7,171
Reserve and Surplus	292	658	1,803	3,521	5,571	8,435	12,225
Debt	874	1,002	2,847	9,319	12,519	16,019	18,769
Capital Employed	1,331	2,895	9,777	18,464	28,207	34,571	41,111
Application of Funds							
Net Fixed Assets	438	1,344	4,578	10,315	14,215	17,162	19,828
Net Current Assets	892	1,683	5,614	9,194	15,036	18,454	22,328
Other Assets /(Liabilities)	-	(132)	(415)	(1,045)	(1,045)	(1,045)	(1,045)
Capital Deployed	1,331	2,895	9,777	18,464	28,207	34,571	41,111

Source: Company Data, PL Research

Conso	idated	Cash	Flow	1

Y/e March	FY06	FY07	FY08	FY09	FY10E	FY11E	FY12E
Cash from operating activities	(46)	(102)	(1,244)	(2,434)	(795)	(1,854)	1,370
Cash from investing activities	(151)	(951)	(3,358)	(6,008)	(4,400)	(3,550)	(3,300)
Cash from financing activities	186	1,122	5,975	7,670	7,600	3,407	2,657
(Dec)/Inc in cash	(11)	70	1,373	(772)	2,405	(1,997)	728
Opening Cash	72	61	131	1,504	732	3,136	1,140
Closing Cash	61	131	1,504	732	3,136	1,140	1,867

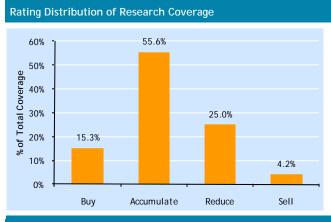
### **Key Ratios**

Y/e March	FY06	FY07	FY08	FY09	FY10E	FY11E	FY12E
Growth Ratio (%)							
Sales	34.4	76.0	90.9	54.0	30.3	44.5	19.2
EBITDA	92.1	239.5	146.9	54.4	38.2	31.9	22.0
РАТ	350.7	.7 277.9 110.0		37.4	29.5	38.0	31.3
EPS	164.0	44.6	39.6	28.2	4.2	38.0	31.3
Asset Based Ratio (%)							
RoCE/Rol	19.9	35.8	26.9	18.8	16.0	15.5	15.3
RoE/RoNW	42.8	48.8	27.3	20.6	17.3	17.3	19.0
Gearing							
Debt/Equity	1.9	0.5	0.4	1.0	0.8	0.9	0.8
Per Share (Rs.)							
EPS	1.8	2.6	3.6	4.6	4.8	6.7	8.8
BV	5.4	8.5	20.8	25.3	35.1	41.6	50.2
DPS	0.1	0.1	0.2	0.2	0.2	0.2	0.2
CEPS	2.1	2.8	4.0	5.4	6.0	8.0	10.2
Margins (%)							
EBITDA	4.5	8.7	11.2	11.4	11.9	10.9	11.2
РАТ	2.5	5.3	5.9	5.3	5.2	5.0	5.5
Tax Rate	13.8	22.4	33.9	35.6	34.0	34.0	34.0
Dividend Payout	6.7	5.8	5.0	4.3	3.7	2.7	2.0
Velocity (Days)							
Debtors	9.2	4.7	19.0	14.0	18.0	22.0	22.0
Inventories	93.2	84.5	78.8	113.0	115.0	115.0	115.0
Net Current Assets	50.5	53.3	73.8	98.5	106.2	106.9	106.0
Valuations (x)							
P/E	35.2	24.3	17.4	13.6	13.0	9.4	7.2
P/CEPS	29.6	22.5	15.9	11.7	10.6	7.8	6.2
P/BV	11.7	7.5	3.0	2.5	1.8	1.5	1.3
M.Cap/Sales	0.9	1.3	1.0	0.7	0.7	0.5	0.4
EV/EBITDA	22.3	15.8	9.6	8.7	7.6	6.6	5.6
EV/Sales	1.0	1.4	1.1	1.0	0.9	0.7	0.6



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### PL's Recommendation Nomenclature

BUY	:	Over 15% Outperformance to Sensex over 12-months	Accumulate	:	Outperformance to Sensex over 12-months
Reduce	:	Underperformance to Sensex over 12-months	Sell	:	Over 15% underperformance to Sensex over 12-months
Trading Buy	:	Over 10% absolute upside in 1-month	Trading Sell	:	Over 10% absolute decline in 1-month
Not Rated (NR)	:	No specific call on the stock	Under Review (UR)	:	Rating likely to change shortly

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