# Hindustan Lever Ltd.

# Robust outlook but not as bright as before

# PO reduced to Rs275 on lower earnings growth

We have cut our price objective to Rs275 (vs. Rs345 earlier) on the back of lower earnings estimates. At P/E of 32x2006E and 26.6x2007E, we believe the re-rating era is behind us but the stock should continue to give returns in line with earnings growth.

### EPS cut by 6-8% in 2006 and 2007

We now expect EPS to grow 20% (vs. 28% earlier) in 2006 to Rs7.1. In 2007 we expect another 20% growth (vs. 23% earlier) to Rs8.6. The cut is led primarily by lower than expected sales growth in detergents and shampoos, which together account for ~28% of HLL sales.

### Detergent & shampoo sales growth have slowed down

As per AC Nielsen data over the last 3 months, HLL's detergent value sales growth has halved to 5% vs. 11% in 2005. Similarly, in shampoos also sales growth has almost halved to 8% vs. 14% in 2005. The volume growth trends are even more dismal in both the categories. It appears to be perhaps an industry slowdown as HLL's market share trends are largely stable.

## Robust outlook but relatively less brighter than before

The key issue in 2006 is that low growth categories of 2005 – soaps and skin – are now accelerating and the reverse appears to be happening with high growth categories of 2005 – shampoos and detergents. This implies that HLL is unable to fire on all cylinders and hence topline will likely grow slower than our earlier expectations. However, we do expect margins to expand as price increases and mix gains will likely more than compensate for higher raw material costs.

Estimates (Dec)					
(Rs)	2004A	2005A	2006E	2007E	2008E
Net Income (Adjusted - mn)	11,505	13,105	15,735	18,916	22,246
EPS	5.23	5.95	7.15	8.59	10.11
EPS Change (YoY)	-32.1%	13.9%	20.1%	20.2%	17.6%
Dividend / Share	5.00	5.00	5.72	6.87	8.08
Free Cash Flow / Share	4.41	9.40	7.20	8.61	10.35

#### Valuation (Dec)

	2004A	2005A	2006E	2007E	2008E
P/E	43.83x	38.48x	32.05x	26.66x	22.67x
Dividend Yield	2.18%	2.18%	2.50%	3.00%	3.53%
EV / EBITDA*	34.67x	33.71x	28.21x	23.03x	19.43x
Free Cash Flow Yield*	1.92%	4.10%	3.14%	3.76%	4.52%

\* For full definitions of *iQmethod* <sup>SM</sup> measures, see page 9.

Price Objective Change

BUY

Equity | India | Household Products 03 July 2006



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### Stock Data

Price	Rs229.10
Price Objective	Rs275.00
Date Established	3-Jul-2006
Investment Opinion	C-1-7
Volatility Risk	HIGH
52-Week Range	Rs152.20-Rs296.00
Mrkt Val / Shares Out (mn)	US\$10,954 / 2,201.2
Average Daily Volume	1,099,022
ML Symbol / Exchange	HINLF / BSE
Bloomberg / Reuters	HLVR IN / HLL.BO
ROE (2006E)	66.0%
Net Dbt to Eqty (Dec-2005A)	-12.9%
Est. 5-Yr EPS / DPS Growth	15.0% / 15.0%
Free Float	49.0%



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Refer to important disclosures on page 9 to 10. Analyst Certification on page 8. Price Objective Basis/Risk on page 8.

03 July 2006

# *iQprofile<sup>™</sup>* Hindustan Lever Ltd.

Key Income Statement Data (Dec)	2004A	2005A	2006E	2007E	2008E
(Rs Millions)					
Sales	99,270	110,606	122,152	134,783	148,863
Gross Profit	26,932	29,159	33,900	39,519	45,234
Sell General & Admin Expense	(14,108)	(15,970)	(17,934)	(19,710)	(21,546)
Operating Profit	12,824	13,189	15,966	19,810	23,688
Net Interest & Other Income	1,888	2,856	2,992	3,118	3,276
Associates	NA	NA	NA 10.050	NA	NA
Pretax Income	14,713	16,045	18,958	22,928	26,964
Tax (expense) / Benefit	(3,207)	(2,940)	(3,223)	(4,012)	(4,719)
Net Income (Adjusted) Average Fully Diluted Shares Outstanding	11,505 2,201	13,105	15,735	18,916	22,246
0 )	2,201	2,201	2,201	2,201	2,201
Key Cash Flow Statement Data					
Net Income (Reported)	11,505	13,105	15,735	18,916	22,246
Depreciation & Amortization	1,209	1,245	1,280	1,320	1,360
Change in Working Capital	(560)	5,858	456	260	635
Deferred Taxation Charge	NA	NA	NA	NA	NA
Other Adjustments, Net	343	1,386	379	459	539
Cash Flow from Operations	12,497	21,593	17,851	20,955	24,780
Capital Expenditure	(2,795)	(904)	(2,000)	(2,000)	(2,000)
(Acquisition) / Disposal of Investments	212	(1,335)	0	0	0
Other Cash Inflow / (Outflow) Cash Flow from Investing	NA (2,583)	NA (2,240)	NA (2,000)	NA (2,000)	NA (2,000)
Shares Issue / (Repurchase)	(2,565)	(2,240) 0	(2,000)	(2,000)	(2,000)
Cost of Dividends Paid	(12,988)	(12,430)	(11,929)	(15,348)	(18,271)
Cash Flow from Financing	(12,300)	(25,638)	(11,929)	(15,348)	(18,271)
Free Cash Flow	9,702	20,689	15,851	18,955	22,780
Net Debt	7,731	(2,981)	(6,903)	(10,510)	(15,018)
Change in Net Debt	3,074	(6,923)	(3,922)	(3,607)	(4,509)
Key Balance Sheet Data				(	( ) /
Property, Plant & Equipment	15,176	14,835	15,555	16,235	16,875
Other Non-Current Assets	2,260	2,201	1,822	1,364	824
Trade Receivables	4,893	5,228	5,619	6,200	6,848
Cash & Equivalents	6,980	3,550	7,472	11,079	15,588
Other Current Assets	6,472	5,634	5,802	5,978	6,163
Total Assets	72,781	64,809	71,070	77,172	84,304
Long-Term Debt	14,711	569	569	569	569
Other Non-Current Liabilities	NA	NA	NA	NA	NA
Short-Term Debt	NA	NA	NA	NA	NA
Other Current Liabilities	16,850	17,733	20,379	22,507	24,748
Total Liabilities	51,854	41,752	46,478	50,734	55,694
Total Equity	20,927	23,056	24,592	26,438	28,609
Total Equity & Liabilities	72,781	64,809	71,070	77,172	84,304
<i>iQmethod</i> <sup>sm</sup> - Bus Performance*					
Return On Capital Employed	27.1%	36.4%	54.3%	62.7%	69.6%
Return On Equity	54.4%	59.6%	66.0%	74.1%	80.8%
Operating Margin	12.9%	11.9%	13.1%	14.7%	15.9%
EBITDA Margin	14.1%	13.0%	14.1%	15.7%	16.8%
<i>iQ</i> method <sup>ss</sup> - Quality of Earnings*		. 5.670			
Cash Realization Ratio	1 1v	1.6x	1 1v	1.1x	1 1 1
Asset Replacement Ratio	1.1x 2.3x	1.ox 0.7x	1.1x 1.6x	1.1x 1.5x	1.1x 1.5x
Tax Rate (Reported)	2.3x 21.8%	18.3%	17.0%	17.5%	17.5%
Net Debt-to-Equity Ratio	36.9%	-12.9%	-28.1%	-39.8%	-52.5%
Interest Cover	9.9x	-12.976 NM	-20.176 NM	-39.876 NM	-52.5% NM
Key Metrics	7.74	1 1 1 1	1 1 1 1		1 1 1 1
* For full definitions of <i>iOmethod</i> <sup>SM</sup> measures, see page 9					

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## **Company Description**

HLL, 51% owned by Unilever, is India's largest consumer products company. It offers more than 9 types of everyday household products - soaps, detergents, shampoos, skin care, oral care, beverages, and foods. Key strengths: extensive distribution network (its products are available in 6mn outlets), powerful brand equity (most of its brands are market leaders and straddle price segments), strong balance sheet, and high-quality management.

# Stock Data

Price to Book Value

20.5x

# Earnings cut by 6-8%

We have cut our EPS estimates by 6% in 2006 and 8.5% in 2007. We now expect EPS of Rs7.1 in 2006, a growth of 20% versus our earlier expectation of 28% growth. In 2007, we expect EPS of Rs8.6, again a growth of 20% versus our earlier growth expectation of 23%.

Our earnings downgrade is led primarily by slower than expected sales growth in detergents and shampoos which we estimate together account for ~28% of HLL's sales.

# Key assumptions underlying our 2006 forecasts Topline

We expect sales of Rs122bn, a growth of 10% versus our earlier forecast of 14% growth. A C Nielsen retail sales data over the last 3 months indicates that detergent and shampoo growth rates have halved versus the growth trend of 2005. On the positive side, soaps growth has accelerated phenomenally and so has skin care. Oral care continues to be dull as was the case last year.

There have often been issues about sampling errors in the retail sales data however our experience has been that the data does capture the trend reversals quite accurately. Overall, we believe that HLL is unable to fire on all cylinders and hence sales growth in 2006 will likely be 10%, in line with the trend witnessed in 2005 and is unlikely to accelerate to 14% as we had earlier expected.

### EBITDA margins

We expect EBITDA margins to expand 110bp in 2006, a little lower than our earlier expectation of 160bp. Despite the continuing pressure from higher raw material costs, we expect margins to expand led by:

**Price increases** – We estimate across the key product categories, weighted average price increase is ~4%.

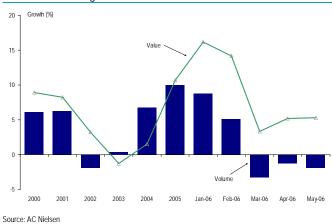
**Mix gains** – we believe this is a very strong driver in 2006 versus 2005. Across the key categories, higher margin brands appear to be growing faster, notably *"Lux"* in soaps, *"Surf"* in detergents and *"Clinic All Clear"* in shampoos. Additionally, HLL is increasing focus on the smaller but extremely profitable categories such as colour cosmetics and *"Ponds"* skin care.

# Detergent sales growth is slowing down

As per AC Nielsen data, industry detergent volumes have been declining for 3 consecutive months. From an optimistic perspective this can be perhaps explained by the phenomenon of consumers up-trading – you need lesser volume of premium detergent versus lower-priced detergent to wash the same number of clothes. Despite the possible up-trading, the data does indicate that value growth has slowed down from 10% in 2005 to 6.5% in May 2006 (see chart 1 for details).

Chart 2: HLL Detergent Growth Trend





Source: AC Nielsen

It is difficult to understand the cause for the category slowdown. Perhaps it can be attributed to base effect. It is unlikely that it is owing to price increases because despite some 10-11% increase from the bottom of 2004, prices are still ~30% lower from their all time peak in 2002.

There are however, 2 positive data points to note for HLL. First, HLL is holding on to its market share of 37.8%. Second, HLL's higher margin brand, "Surf" is growing faster. Volume growth in 2005 was led by lower-priced "Wheel". In 2006, "Wheel" is declining but "Surf" growth has accelerated.

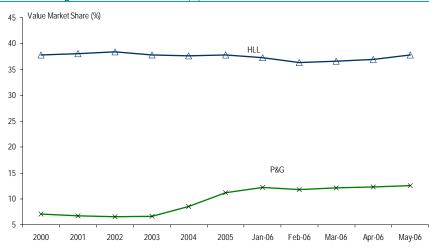


Chart 3: Detergents Value Market Share (%)

Source: AC Nielsen

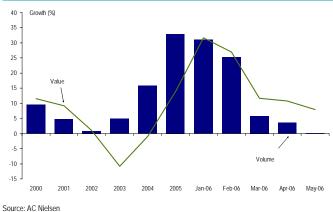
# Shampoo sales growth is also slowing down

Volume growth has slowed down in shampoos also though it is not declining as in the case of detergents. For the industry, volume growth in May was merely 3%, a sharp slowdown from 27% growth in 2005 (see chart 4). We think there is clearly a base effect issue in shampoos but with a penetration rate of less than 60%, a 3% volume growth is nonetheless abysmal. Moreover there has been no price increase in low-value packs (which account for at least 50% of volumes) for more than a year and hence it becomes more difficult to understand the cause for the slowdown.

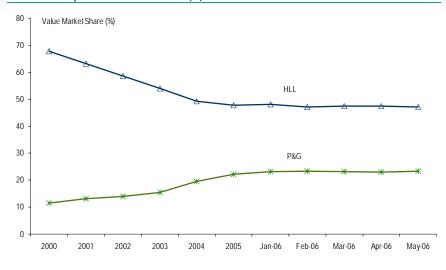
For HLL, again the positives are largely stable market share and mix improvement with "Clinic All Clear" growing stronger than its other brands.







#### Chart 6: Shampoo Value Market Share (%)



Source: AC Nielsen

### Table 1: Earnings Model

Year to 31 December	2004	2005A	2006E	2007E	2008E
Net turnover	99270	110606	122152	134783	148863
% chg	-1.6%	11.4%	10.4%	10.3%	10.4%
EBITDA	14033	14433	17246	21130	25048
% chg		2.9%	19.5%	22.5%	18.5%
EBITDA margin	14.1%	13.0%	14.1%	15.7%	16.8%
Depreciation	1209	1244.5	1280.0	1320.0	1360.0
EBIT	12824.0	13188.8	15965.9	19810	23688
EBIT margin	12.9%	11.9%	13.1%	14.7%	15.9%
% chg	-30%	2.8%	21.1%	24.1%	19.6%
Interest	1300	191.9	191.9	191.9	191.9
Other income	3188	3048	3184	3310	3468
Profit before tax	14713	16045	18958	22928	26964
% chg	-32.6%	9.1%	18.2%	20.9%	17.6%
Tax	3207	2940	3223	4012.4	4718.8
Tax rate	21.8%	18.3%	17.0%	17.5%	17.5%
Net profit	11505	13105	15735	18916	22246
% chg	-32.1%	13.9%	20.1%	20.2%	17.6%
Net margin	11.6%	11.8%	12.9%	14.0%	14.9%
Extraordinary items	468.4	976.3	0.0	0.0	0.0
Profit after extraordinary items	11973	14081	15735	18915.6	22245.5
% chg	-32.4%	17.6%	11.7%	20.2%	17.6%
Source: Merrill Lynch Research Estimates, HLL					

Year to 31 December	2004	2005A	2006E	2007E	2008E
Share capital	2201	2201	2201	2201	2201
Reserves	18726	20855	22391	24237	26408
Networth	20927	23056	24592	26438	28609
Deferred Tax	-2260	-2201	-1822	-1364	-824
Total Debt	14711	569	569	569	569
Total liabilities	33378	21424	23339	25644	28354
Net fixed assets	15176	14835	15555	16235	16875
Investments	22296	20142	20142	20142	20142
Net current assets	-4093	-13553	-12358	-10733	-8663
Total assets	33378	21424	23339	25644	28354

### Table 3: Cash Flow Statement

2004	2005A	2006E	2007E	2008E
14713	16045	18958	22928	26964
3333	2530	2844	3554	4179
11379	13515	16115	19374	22785
1209	1245	1280	1320	1360
468	976	0	0	0
13057	15736	17395	20694	24145
-560	5858	456	260	635
12497	21593	17851	20955	24780
-2795	-904	-2000	-2000	-2000
212	-1335	0	0	0
-2583	-2240	-2000	-2000	-2000
9914	19354	15851	18955	22780
0	0	0	0	0
-2332	0	0	0	0
0	-13207	0	0	0
-12107	-11006	-10538	-13606	-16198
-881	-1424	-1391	-1742	-2073
-15320	-25638	-11929	-15348	-18271
-5406	-6284	3922	3607	4509
30621	25215	18296	22218	25825
25215	18931	22218	25825	30334
	14713 3333 11379 1209 468 13057 -560 12497 -2795 212 -2583 9914 0 -2332 0 -12107 -881 -15320 -5406 30621	14713 16045   3333 2530   11379 13515   1209 1245   468 976   13057 <b>15736</b> -560 5858   12497 <b>21593</b> -2795 -904   212 -1335   -2583 -2240   9914 19354   0 0   -2332 0   0 -13207   -12107 -11006   -881 -1424   -15320 -25638   -5406 -6284   30621 25215	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$

Table 4: Key Ratios					
Year to 31 December	2004	2005A	2006E	2007E	2008E
Avg ROE bef extra-ord items	54.4%	59.6%	66.0%	74.1%	80.8%
Avg ROCE	36.2%	48.4%	71.0%	77.9%	0.0%
Gearing	70%	2%	2%	2%	2%
Net gearing	-50%	-77%	-88%	-96%	-104%
EVA	24.5%	35.6%	57.5%	65.1%	0.0%
Book value / share	9.5	10.5	11.2	12.0	13.0
Du Pont Analysis					
PAT /EBT	81%	82%	83%	83%	83%
EBT / EBIT	115%	122%	119%	116%	114%
EBIT/sales	13%	12%	13%	15%	16%
Sales/assets	287%	404%	546%	550%	551%
Assets / networth	163%	125%	94%	96%	98%
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Source: Merrill Lynch Research Estimates, HLL

# Price Objective Basis & Risk

Our PO of Rs275 is based on rolling forward our current P/E of 32xCY06E to CY07. We expect the current P/E to sustain given healthy consumer demand, HLL's diversified product portfolio and strong brands. Risks to our price objective are stiffer competition and raw material costs increasing higher than our expectations.

# Analyst Certification

I, Vandana Luthra, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

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### *iQmethod*<sup>sse</sup> Measures Definitions

Business Performance	Numerator	Denominator
Return On Capital Employed	NOPAT = (EBIT + Interest Income) * (1 - Tax Rate) + Goodwill	Total Assets – Current Liabilities + ST Debt + Accumulated Goodwill
	Amortization	Amortization
Return On Equity	Net Income	Shareholders' Equity
Operating Margin	Operating Profit	Sales
Earnings Growth	Expected 5-Year CAGR From Latest Actual	N/A
Free Cash Flow	Cash Flow From Operations – Total Capex	N/A
Quality of Earnings		
Cash Realization Ratio	Cash Flow From Operations	Net Income
Asset Replacement Ratio	Сарех	Depreciation
Tax Rate	Tax Charge	Pre-Tax Income
Net Debt-To-Equity Ratio	Net Debt = Total Debt, Less Cash & Equivalents	Total Equity
Interest Cover	EBIT	Interest Expense
Valuation Toolkit		
Price / Earnings Ratio	Current Share Price	Diluted Earnings Per Share (Basis As Specified)
Price / Book Value	Current Share Price	Shareholders' Equity / Current Basic Shares
Dividend Yield	Annualised Declared Cash Dividend	Current Share Price
Free Cash Flow Yield	Cash Flow From Operations – Total Capex	Market Cap. = Current Share Price * Current Basic Shares
Enterprise Value / Sales	EV = Current Share Price * Current Shares + Minority Equity + Net D	ebt + Sales
-	Other LT Liabilities	
EV / EBITDA	Enterprise Value	Basic EBIT + Depreciation + Amortization
iQmethod so is the set of Merrill Lynch sta	ndard measures that serve to maintain global consistency under three broad headings: Business	Performance, Quality of Earnings, and validations. The key features of iQmethod are: A consistently

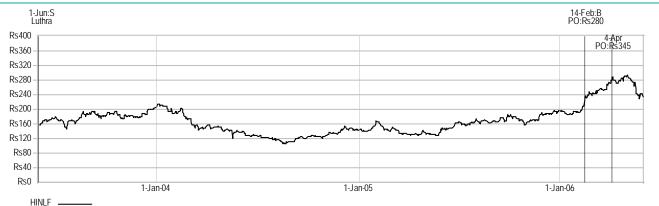
iQmethod <sup>ssc</sup> is the set of Merrill Lynch standard measures that serve to maintain global consistency under three broad headings: Business Performance, Quality of Earnings, and validations. The key features of IQmethod are: A consistently structured, detailed, and transparent methodology. Guidelines to maximize the effectiveness of the comparative valuation process, and to identify some common pitfalls.

*iQdatabase*<sup>sst</sup> is our real-time global research database that is sourced directly from our equity analysts' earnings models and includes forecasted as well as historical data for income statements, balance sheets, and cash flow statements for companies covered by Merrill Lynch.

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# **Important Disclosures**

### **HINLF Price Chart**



 $\mathsf{B}:\mathsf{Buy},\ \mathsf{N}:\mathsf{Neutral},\ \mathsf{S}:\mathsf{Sell},\ \mathsf{PO}:\mathsf{Price}\ \mathsf{objective},\ \mathsf{NA}:\mathsf{No}\ \mathsf{longer}\ \mathsf{valid}$ 

The Investment Opinion System is contained at the end of the report under the heading "Fundamental Equity Opinion Key". Dark Grey shading indicates the security is restricted with the opinion suspended. Light Grey shading indicates the security is under review with the opinion withdrawn. Chart current as of May 31, 2006 or such later date as indicated.

Coverage Universe	Count	Percent	Inv. Banking Relationships*	Count	Percent
Buy	26	48.15%	Buy	7	26.92%
Neutral	26	48.15%	Neutral	7	26.92%
Sell	2	3.70%	Sell	0	0.00%
Investment Rating Distribution: Glo	bal Group (as of 31 l	Var 2006)			
Coverage Universe	Count	Percent	Inv. Banking Relationships*	Count	Percent
Buy	1145	40.29%	Buy	393	34.32%
Neutral	1474	51.86%	Neutral	430	29.17%
Sell	223	7.85%	Sell	44	19.73%
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FUNDAMENTAL EQUITY OPINION KEY: Opinions include a Volatility Risk Rating, an Investment Rating and an Income Rating. VOLATILITY RISK RATINGS, indicators of potential price fluctuation, are: A - Low, B - Medium, and C - High. INVESTMENT RATINGS, indicators of expected total return (price appreciation plus yield) within the 12-month period from the date of the initial rating, are: 1 - Buy (10% or more for Low and Medium Volatility Risk Securities - 20% or more for High Volatility Risk securities); 2 - Neutral (0-10% for Low and Medium Volatility Risk securities - 0-20% for High Volatility Risk securities); 3 - Sell (negative return); and 6 - No Rating. INCOME RATINGS, indicators of potential cash dividends, are: 7 - same/higher (dividend considered to be secure); 8 - same/lower (dividend not considered to be secure); and 9 - pays no cash dividend.

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