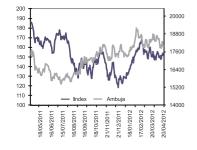
Result Update

KEY DATA

Market Cap (INR bn)			247.2			
Market Cap (USD mn)		4	4754.6			
52 WK High / Low		18	2 / 119			
Avg Daily Volume (BSE	.)	3	00868			
Face Value (INR)			2			
BSE Sensex			17374			
Nifty	ty 5291					
BSE Code	500425					
NSE Code	AMBUJACEM					
Reuters Code		AB	UJ.BO			
Bloomberg Code		AC	EM IN			
Shareholding %	3Q	4Q	1Q			
Promoters 50.0 50.0						
MF/Banks/Indian FIs 14.0 14.0 13						
FII/ NRIs/ OCBs 27.0 28.0 29.						
Indian Public 9.0 8.0 8.0						

Performance Chart



PRICE PERFORMANCE (%)									
	3 M	6 M	12 M						
Absolute	1.8	4.3	5.6						
Relative	(2.0)	1.7	16.9						

Daryl Philip Senior Research Analyst Tel. : 4000 2667 dphilip@finquestonline.com



CMP : INR 161 Rating : Sell Target : INR 151

Ambuja Cement

One time additional depreciation charges due to change in method of providing depreciation on captive power plants impacts the bottom-line...Excellent volume growth helps the topline, while fall in realization during peak season is a major concern

Downgrade Ambuja Cement to 'Sell' from 'Hold' with a price target of Rs 151

Fall in gross realization for the company in Q1CY12 as compared to Q4CY11 resulted in the net sales for the company coming in lower than our estimate. The total revenue came in at Rs 26.61 bn (+19.7% Y-o-Y, +12.9% Q-o-Q) as compared to our estimate of Rs 28.34 bn. The cement dispatches for Q1CY12 rose 9.8% Y-o-Y (15% Q-o-Q) to 6.05 mn tonnes. However the gross realization during the quarter posted a negative growth of 2% Q-o-Q (+8.7% Y-o-Y) to Rs 4353 per tonne. Negative growth in realization was unexpected especially Q1 and Q2 CY being the peak season for the cement industry. Now this may impact the profitability going ahead as various cost heads are further expected to rise while the cement prices as per our view has reached a peak. Fall in realisation Q-o-Q amplifies the fact that the cement prices have reached their peaks. The EBIDTA margin for the company in Q1CY12 improved 80 bps Y-o-Y (995 bps Q-o-Q) to 29% on account of saving made on the freight expenses. Rather other cost heads like the power & fuel expenses and raw material cost has increased as Coal India (CIL) increased the prices of coal after their recent wage hikes. Going ahead as CIL further increases coal prices and as fuel prices increases, we may witness further pressure on margins. The cost per tonne in Q1CY12 rose 7.8% Y-o-Y to Rs 3122 although it was lower by 14.1% Q-o-Q as a result the EBIDTA per tonne only rose by 12.2% Y-o-Y (49% Q-o-Q) to Rs 1276.

The overall cement demand growth in India continue to be at creepy phase, while the cost inflation is only expected to worsen given that CIL is under severe pressure to raise prices going ahead. Further increase in fuel (petrol and diesel) costs is expected to hike the freight expenses of the cement companies sharply. The cement prices across the country are currently quoting at all time high levels. Thus the flexibility to pass on the cost increase from here on appears limited and could pressurize the margins going ahead. At some point we believe that there would be government intervention to control prices. The regulatory uncertainty with regard to the investigation by Competition Commission of India (CCI) on cartelization charges by cement major is another major overhang.

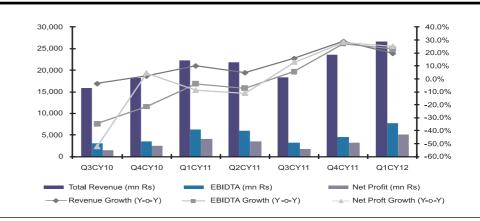
The net profit after tax for the company in Q1CY12 came in at Rs 3.12 bn, which was 23.4% lower Y-o-Y and just 3.3% up Q-o-Q. This was primarily due to a one time additional depreciation charges of Rs 2.79 bn caused due to change in method of providing depreciation on captive power plants from straight line method (SLM) to written down value (WDV) method with retrospective effect. The adjusted net profit as a result came in at Rs 5.09 bn (+25% Y-o-Y, 57.7% Q-o-Q). Adjusted EPS for the quarter came in at Rs 3.32.

Downgrade to sell...

We continue to believe that the cement demand growth will improve going ahead and that would improve the demand supply dynamics. The company's pan India presence will help in ramping up volume growth especially from the south and the western region as demand here improves. Nevertheless the room to increase price on the back of healthy demand would be absent, thus we are concerned about the pricing growth and margins going forward. We believe that at some point there would be government intervention in some form or the other to control or even reduce price while the investigation pertaining to cartelization by CCI presents incremental uncertainty. Considering the pricing and margin pressure going ahead we are lowering our net sales and EPS estimates for CY12 from Rs 106.95 bn and Rs 10 to Rs 101.13 bn and Rs 9.6 respectively. We had initiated coverage on the stock on 23rd November 2011, with a one year price target of Rs 170. The target was achieved on 3rd February 2012 after that we had lowered our rating to hold with a new price target of Rs 187. The stock retreated after reaching very close to our revised target. While we continue to be positive on the cement industry macro, we believe that the current price is not factoring in the risk related to further increase in coal price by CIL and potential penalty arising out of the investigation by CCI. Besides going ahead as we enter the monsoon season we would witness some fall in realization especially in the western and the southern region. We revise our rating from 'Hold' to 'Sell' with a new target price of Rs 151 (EV per tonne of USD 138 - 50% discount to the average EV per tonne of the previous five years, PE of 16x and EV/EBIDTA of 8.3x CY12E earnings). We cite imminent margin pressure due to coal price increase by CIL, higher freight expenses due to rising fuel prices, probable penalty from CCI investigation and limited pricing power for the industry from these levels. At the current market price of Rs 161 the stock is trading at PE of 16.8x and EV/EBIDTA of 8.9x CY12 earnings.

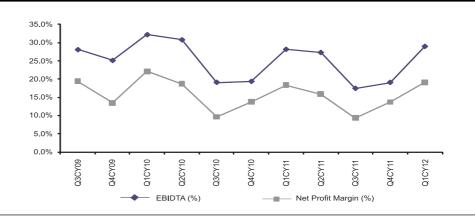


Revenue & Profit Growth



Source: Company, FQ Research

Profit margin trend



Source: Company, FQ Research

Comparative valuation

Company	Rating	CMP	Market	Enterprise	Target	EPS		P/	E	P/E	SV	EV/EBIE	DTA	EV/Tor	nne	Annual	Annual
		(Rs)	Cap.	Value	Price	(Rs)		(x	:)	(x)	(x)		(US\$		EPS	Sales
			(bn. Rs)	(bn. Rs)	(Rs)										(Growth (%)	Growth
																(FY13E/	(FY13E/
						FY12E	FY13E	FY12E	FY13E	FY12E	FY13E	FY12E	FY13E	FY12E	FY13E	FY12E)	FY12E)
Ambuja Cement	Sell	161	246	229	170	10	13	17	13	2.8	2.4	9	6	148	133	33%	9%
ACC	Sell	1226	234	229	1150	84	98	15	12	2.9	2.5	8	6	127	114	17%	11%
UltraTech*	Hold	1461	400	416	1274	78	90	19	16	3.2	2.7	11	9	187	157	15%	18%
India Cement*	Buy	95	29	50	110	11	14	9	7	0.8	0.7	6	4	66	64	31%	19%
Shree Cement*	Buy	2840	99	116	2417	84	169	34	17	4.4	3.5	10	7	226	203	102%	24%

ACC & Ambuja FY12 & FY13 figures are the CY12 & CY13 figures respectively

* Ratings will be reviewed after the Q4FY12 results

Source: Company Reports, FQ Research

Q1CY12 Results

YE December (Rs. mn)	Q1 CY12	Q1 CY11	Y-o-Y change %	Q4 CY12	Q-o-Q change %	12M CY11	12M CY10	Y-o-Y change %
Net Sales	26,333	22,071	19.3%	23,291	13.1%	85,145	73,902	15.2%
Other Operating Income	276	154	79.1%	286	(3.3%)	884	1,273	(30.6%)
Total Revenue	26,609	22,225	19.7%	23,577	12.9%	86,029	75,176	14.4%
Less:								
Net Raw Material consumed	1,654	1,283	28.9%	3,357	(50.7%)	6,344	5,420	17.0%
% of total revenue	6.2%	5.8%	44	14.2%	-802	7.4%	7.2%	16
Power & Fuel	6,269	4,816	30.2%	4,714	33.0%	20,113	16,973	18.5%
% of total revenue	23.6%	21.7%	189	20.0%	356	23.4%	22.6%	80
Freight & Forwarding	6,017	5,086	18.3%	5,074	18.6%	19,301	16,101	19.9%
% of total revenue	22.6%	22.9%	-27	21.5%	109	22.4%	21.4%	102
Other Expenses	3,919	3,823	2.5%	4,681	(16.3%)	15,994	13,735	16.4%
% of total revenue	14.7%	17.2%	-248	19.9%	-513	18.6%	18.3%	32
Personnel	1,030	946	8.9%	1,255	(17.9%)	4,332	3,437	26.1%
% of total revenue	3.9%	4.3%	-39	5.3%	-145	5.0%	4.6%	46
Total Expenditure	18,889	15,955	18.4%	19,081	(1.0%)	66,085	55,667	18.7%
EBIDTA	7,720	6,269	23.1%	4,495	71.7%	19,944	19,509	2.2%
Less: Depreciation	1,209	1,061	13.9%	1,238	(2.4%)	4,452	3,872	15.0%
EBIT	6,511	5,208	25.0%	3,257	99.9 %	15,492	15,637	(0.9%)
Less: Interest	168	138	21.8%	99	70.4%	526	487	8.1%
Add: Other income	871	521	67.2%	651	33.7%	2,305	1,203	91.6%
Extraordinary Income	(2,791)	0		(243)	1051%	(243)	265	
Profit Before Extra-ordi. items and Tax	4,423	5,591	(20.9%)	3,567	24.0%	17,028	16,618	2.5%
Less: Total Tax	1,301	1,517	(14.2%)	544	139.1%	4,740	3,983	19.0%
Profit After Tax	3,122	4,074	(23.4%)	3,023	3.3%	12,288	12,635	(2.8%)
Profit After Tax Excl. extra-ordinaries	5,092	4,075	25.0%	3,230	57.7%	12,494	12,422	0.6%
Shares Outstanding (mn)	1,535	1,530		1,534		1,534	1,530	
Reported EPS (Rs.)	2.03	2.66	(23.6%)	1.97	3.2%	8.01	8.26	(3.0%)
Proforma EPS (Rs.)	3.32	2.66	24.6%	2.10	57.6%	8.14	8.12	0.3%

Margins			Bps		Bps			Bps
-			Change		Change			Change
EBIDTA Margin (%)	29.0%	28.2%	80	19.1%	995	23.2%	26.0%	-277
EBIT Margin (%)	24.5%	23.4%	104	13.8%	1065	18.0%	20.8%	-279
PBT Margin (%)	16.6%	25.2%	-854	15.1%	149	19.8%	22.1%	-231
NPM (%)	11.7%	18.3%	-660	12.8%	-109	14.3%	16.8%	-252
NPM Excl. extra-ordinaries (%)	19.1%	18.3%	80	13.7%	544	14.5%	16.5%	-200
Effective Tax Rate (%)	29.4%	27.1%	229	15.3%	1417	27.8%	24.0%	387

Source: Company Reports, FQ Research

Result Analysis

Ambuja Cement volume sales rose 9.8% Y-o-Y (15.2% Q-o-Q) to 6.05 mn tonnes in Q1CY12. Improved volume growth was due to stabilization of the additional capacities and improved demand in the company's major markets. Revenue improved 19.7% Y-o-Y (12.9% Q-o-Q) to Rs 26.61 bn in Q1CY12. The disappointing trend however was the Q-o-Q fall in realization which fell 2% to Rs 4353 per tonne. Other operating income which included income of Rs 25.7 mn from sale of power improved 79.1% to Rs 276 mn in Q1CY12. Ambuja Cement has huge presence in the markets of Maharashtra, Gujarat and some part of central and northern India, where the demand is still healthy. Considering that the company was not able to increase the cement prices during the quarter under review, we believe that the margins would be under pressure going ahead as the costs increases.

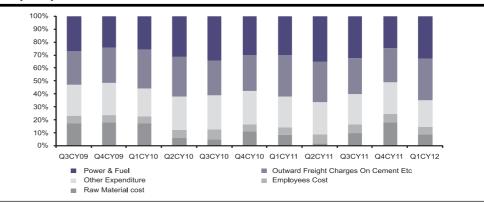


Cost Analysis

Particulars	Q1 CY12	Q1 CY11	Y-o-Y change %	Q4 CY11	Q-o-Q change %	12M CY11	12M CY10	Y-o-Y change %
Operating Costs (Rs. Per tonne)								
Net Raw Material consumed	273	233	17.4%	639	-57.2%	305	271	12.5%
Power & Fuel	1,036	874	18.5%	898	15.4%	968	850	13.9%
Personnel	170	172	-0.8%	239	-28.7%	208	172	21.2%
Freight & Forwarding	995	923	7.7%	967	2.9%	929	806	15.3%
Other Expenses	648	694	-6.7%	892	-27.4%	770	687	12.0%
Total Expenditure	3,122	2,896	7.8%	3,634	-14.1%	3,180	2,786	14.1%
EBIDTA per tonne	1,276	1,138	12.2%	856	49.0%	960	976	-1.7%

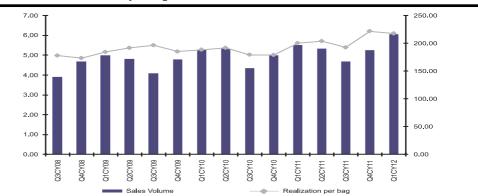
Source: Company Reports, FQ Research

Break-up of operational costs



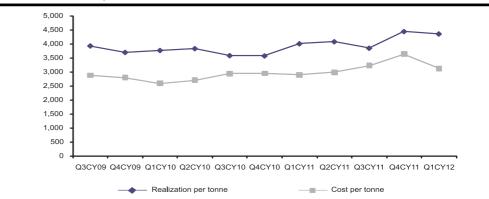


Sales Volume and realization per bag



Source: Company, FQ Research

Realization and cost per tonne



Source: Company, FQ Research

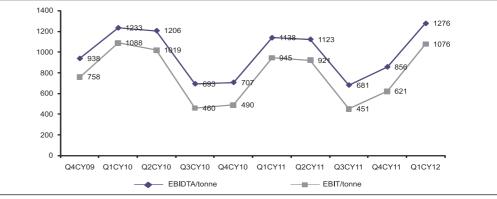


Operating margins for the company improved marginally Y-o-Y although sequentially the company witnessed sharp improvement in margins as raw material costs remained at significantly lower levels in Q1CY12 as compared to Q4CY11.

- The Net raw material cost per tonne in Q1CY11 rose 17.4% to Rs 273 while, as a proportion of sales, increased by 44 bps Y-o-Y to 6.2%.
- Personnel expenses, as a proportion of sales, fell 39 bps Y-o-Y from 4.3% in Q1 CY11 to 3.9% in Q1 CY12.
- Power & fuel costs per tonne increased 18.5% Y-o-Y to Rs 1036 due to hike in coal cost by CIL, higher cost of imported coal and rupee depreciation. The Power & fuel cost as a percentage of sales, rose 189 bps Y-o-Y to 23.6%.
- Freight costs per tonne rose 7.7% to Rs 995 while as a percentage of sales, were down 27 bps Yo-Y to 22.6%.

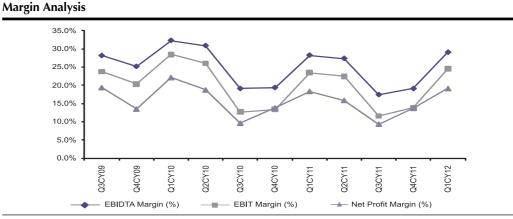
The overall operating cost for the company is expected to remain high and would continue to impact the margins.





Source: Company Reports, FQ Research

Margin trend



Source: Company Reports, FQ Research

- The EBIDTA margin for the company rose 80 bps Y-o-Y (improved 995 bps Q-o-Q) to 29% in Q1CY12.
- The EBIT margin improved 104 bps Y-o-Y (1065 bps Q-o-Q) to 24.5%.
- The NPM fell 660 bps Y-o-Y (109 bps Q-o-Q) to 11.7%.



Other developments

During the previous quarter Ambuja Cement acquired additional 5% shareholding of Dang Cement Industries, Nepal for a consideration of Rs 11.3 mn, thus increasing the shareholding to 90%. The total equity investment in the company is Rs 202.5 mn.

The company also subscribed to 272700 equity shares of Rs 10 each representing 27.27% paid up equity share capital of Wardha Valley Coal Field, a JV company formed for captive coal mining. The total equity investment as on date is Rs 8.2 mn.

The management believes that based on the revival in infrastructure and construction activities, cement demand over the last few months have been robust. Continuity in overall current demand would be key to maintain the current momentum. In spite of improved realization, cost push from higher energy cost and rail freight increase is expected to keep the profit margin under pressure.

Financial summary

Profit and Loss Statement

Net Sales 73,902 85,145 101,128 110,442 Other Operating Income 1,273 884 1,323 1,546 Cost of Raw material (Net) 5,420 6,344 6,963 7,839 Power & Fuel 16,973 20,063 25,229 23,518 Personnel 3,437 4,332 4,770 5,522 Freight & Forwarding 16,101 19,301 23,666 23,193 Other Expenditure 55,666 66,084 78,040 79,951 EBIDT 15,638 15,493 18,633 25,441 32,051 Interest Paid 487 52.664 64,040 12,719 0 Non-operating Income 1,203 2,305 2,741 2,761 0 Profit Edice tax 16,619 17,029 18,133 28,121 Tax Nationary Income 26,55 (243) 12,434 12,464 14,677 19,572 Ratios 12,636 12,393 4,740 5,414 8,549	YE December (Rs. mn)	CY10	CY11	CY12E	CY13E
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Debtors Days 6 10 8 8 Inventory Days 59 51 54 54		2.1/0	0.2 /0	17.0/0	JJ.т/0
Inventory Days 59 51 54 54		6	10	8	8
'	Creditors Days				

Balance Sheet

YE December (Rs. mn)	CY10	CY11	CY12E	CY13E
Liabilities				
Equity Capital	3,060	3,069	3,069	3,069
Réserves & Surplus	70,228 73,288	77,626 80,695	85,708 88,777	100,644 103,712
Equity Net Worth	73,288	80,695	88,777	103,712
Net Deferred tax liability/(Asset)	5,309	6,436	7,217	11,395
Sh. App. Money, Pen. allot./ Sh. of JV	13	0	0	0
Total Loans Capital Employed	650 79,260	494 87,624	444 96,438	400 115,507
Capital Employed	79,200	07,024	90,430	115,507
Assets Gross Block	87,788	97,827	105,291	113,076
Less: Depreciation	31,511	35,962	41,741	48,292
Net Block	56,278	61,865	63,550	64,784
Capital WIP	8,037	5,773	6,309	6,524
Investments Others - A	6,260 1,271	6,885 1,758	7,574 2,893	8,331 3,465
Current Assets	.,	.,	_,	0,100
Inventories	9,019	9,250	11,546	11,828
Sundry Debtors	1,282	2,409	2,217	2,421
Cash and Bank Balance	17,482	20,712	28,829	51,082
Loans and Advances Other Current Assets	3,406 166	5,676 237	3,858 228	4,620 268
Total Current Assets	31,353	38,283	46,677	70,220
Less: Current Liabilities & Provisions				
Sundry Creditors	11,063	15,882	14,325	14,676
Provisions Other Current Liebilities	10,966	10,966	13,914	20,354
Other Current Liabilities Total Current Liabilities & Provisions	1,913 23,942	95 26,942	2,328 30,567	2,788 37,819
Miscellaneous Assets	5	3	´3	3
Capital Applied	79,260	87,624	96,438	115,507

Cash Flow Statement

YE December (Rs. mn)	CY10	CY11	CY12E	CY13E
Cash Inflows from Operations				
Profit Before Tax	16,619	17,029	18,133	28,121
Depreciation Less:	3,872	4,452	5,779	6,551
Dividend Payout	4,625	4,637	4,637	4,637
Tax Paid '	3,985	4,740	5,414	8,549
Operating Cash flow	11,880	12,104	13,861	21,486
Changes in Capital Structure	12	9	0	0
ncrease in Equity Share capital ncrease in Share premium	528	(254)	0	0
ncrease in Other reserves	33	Ó	ŏ	ŏ
ncrease in Others	461	1,127	781	4,178
Inc/(Dec) in Loans	(1,007)	(157)	(49)	(44)
nc/(Dec) in Equity/Loans/MI	27	726	732	4,134
Adjustments	(202)	(0)	(0)	0
Diff.in Depreciation Total Inflows	(202) 11,706	(0) 12,829	(0) 14,593	0 25,620
Cash Outflows	11,700	12,025	11,555	25,020
Working Capital Changes				
nc/(Dec) in Provisions	4,225	0	2,948	6,440
nc/(Dec) in Current Liabilities	2,306	3,001	676	811
Less:	2 100	221	2 200	202
nc/(Dec) in Inventory nc in Debtors	2,186 (240)	231 1,127	2,296 (192)	283 204
nc/(Dec) in Loans & Advances	875	2,270	(1,818)	763
nc/(Dec) in Other Current Assets	64	71	(1)010)	40
nc/(Dec) in Working Capital	(3,646)	699	(3,348)	(5,962)
Capex/Investments				
nc/(Dec) in Investments	(1,011)	626	_ 689	_ 757
Addition to Gross Block	25,547	10,039	7,464	7,785
Inc/(Dec) in Capital WIP	(17,612) (226)	(2,264) 488	536 1,135	215 572
nc. in Misc. Assets	(220)	(2)	1,135	5/2
Inc/(Dec) in Fixed Assets/ Investme	ents 6,676	8,886	9,824	9,329
Inc/(Dec) in Cash/Bank Balance	8,675	3,231	8,117	22,253
Total Outflows	11,706	12,816	14,593	25,620

Recommendation Summary

Event	Date	Price	Rating	Target
Initiating Coverage	23-11-2011	148	Buy	170
Result Update (Q4CY11)	13-02-2012	172	Hold	187
Result Update (Q1CY12)	20-04-2012	161	Sell	151



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BUY

HOLD

SELL

More than 10% return

Between 5-10% return

Less than 5% return

April 23, 2012

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