BUY

Star Cement

Cement

Result Update

13 November 2018

Strong growth in core markets continues; Maintain BUY

During Q2FY19, Star Cement continued to deliver strong volume growth (+17% YoY) on robust demand in NE region which also buoyed NSR. However, increased raw material costs, rising diesel price, one off elongation in maintenance shut down and lack of freight subsidy in current quarter, led to sharp cost increase and EBITDA fell 11% YoY. Management remains confident of stronger H2FY19 vs H1 owing to robust demand and pricing outlook in NE region and as operating cost will normalise going forward. We remain bullish on the company owing to its regional leadership in lucrative market of NE region, alongwith strong cash flow outlook. We reiterate BUY with a TP of Rs162.

- O Q2FY19 Strong volume growth continues along with robust pricing: Star's total external sales volume rose 17% YoY, led by 27% YoY increase in its NE region sales, 19% rise in outside NE sales while external clinker sales fell 77% YoY. Clinker sales fell on account of elongated kiln maintenance shutdown of 72 days in Q2FY19 vs usual 40 days shut down in Q2FY18. This also led to Star purchasing 30K MT clinker to meet cement demand. NE region accounted for 77% of total cement sales vs 72% QoQ and 76% YoY. Management indicated cement pricing has remained flattish QoQ while it has been buoyant on YoY basis. However, as share of clinker sales fell QoQ and YoY and with increased sales in NE region QoQ, blended NSR increased 5% QoQ and 12% YoY.
- O High opex dragged down unitary EBIDTA to Rs1237/MT: Unitary opex increased 14% QoQ and 25% YoY. The YoY sharp cost increase in driven by one-off clinker purchase in Q2FY19, higher unitary production cost as share of cement rose by 800bps YoY, higher maintenance expense, impact of higher diesel prices and on account of Rs350/MT freight subsidy base of Q2FY18. On QoQ basis also the RM cost was higher driven by external clinker purchase. Unitary freight cost fell due to lower clinker sales (exports as well as sale to onlease units) and owing to increased sales in NE market (low lead distance). Thus, amid high cost inflation YoY, unitary EBITDA moderated to Rs1237/MT. Thus, EBIDTA fell 11% YoY. Lower depreciation and interest expense along with lower tax rate YoY drove up PAT by 41% YoY.
- O **Earnings outlook:** As against NE regional demand growth of 11%, Star reported 20% volume growth during H1FY19, as only Star and Dalmia currently have surplus capacity in the NE region. Thus incremental volume growth will accrue to these two players. Thus, Star should be able to deliver 13% volume CAGR during FY18-20E (it delivered 15% growth in H1FY19). Amid no new capacity in NE markets, realisation should remain firm. Management remains confident of delivering about Rs1750/Mt of unitary EBIDTA as it expects profitability to be stronger in H2 aided by strong cement demand, stable coal prices, falling freight cost and normalisation of high maintenance expense seen in Q2FY19. We maintain our EBITDA estimates for FY19/20E.
- O Maintain BUY: Star is debottlecking its clinker by 0.2mn MT by end of FY19. It is also adding railway siding to its plant in Meghalaya. In Dec'19, it will operationalise 2mn MT split grinding unit in Siliguri. Star also expects the pending Rs4.4bn of subsidy backlog to get cleared off by FY20. We remain bullish on Star Cement, as it has re-aligned its regional sales mix towards strong demand/pricing market with stable fuel costs locally. We re-iterate BUY with a TP of Rs162, (10.5x FY20 EBITDA). It is currently trading at 8x/ 6x FY19/20E EBITDA. On cash-flow basis, the stock is trading at attractive valuations 8%/13% yield (5-year adj-OCF/EV yield) on FY19/20E. In our view, Star's industry leading unitary EBIDTA (despite expiration of freight subsidy) should justify its premium valuation on replacement cost basis.

Y/E Mar (Rs mn)	Q2FY19	Q2FY18	YoY (%)	Q1FY19	QoQ (%)	Q1FY19E	Variance %
Net Sales	3,623	2,810	28.9	5,179	(30.1)	3,423	5.8
Op. cost	2,935	2,040	43.9	3,862	(24.0)	2,701	8.7
EBITDA	687	770	(10.7)	1,317	(47.8)	722	(4.8)
EBITDA margin (%)	19.0	27.4	(842)	25.4	(646)	21.1	(212)
Depreciation	271	326	(16.8)	283	(4.1)	283	(4.1)
Interest	33	141	(76.9)	54	(39.8)	25	30.9
Other income	7	9	(28.2)	3	95.5	10	(34.2)
Taxes Paid	8	49	(83.4)	68	(88.1)	42	(80.9)
Minority Interest	18	5	258.0	12	49.5	5	255.3
Adjusted PAT	364	258	41.3	903	(59.7)	377	(3.3)

Source: Company, Centrum Research Estimates; Consolidated financials

Target Price	ce	R	ls162	Key Data	
CMP		F	Rs100	Bloomberg Code	STRCEM IN
Upside			62%	Curr Shares O/S (mn)	419.2
Previous Ta	rget	F	Rs162	Diluted Shares O/S(mn)	419.2
Previous Ra	ating		Buy	Mkt Cap (Rsbn/USDmn)	42/578.6
Price Perfo	orman	ce (%)*		52 Wk H / L (Rs)	151.9/80.1
	1M	6M	1Yr	5 Year H / L (Rs)	151.9/80.1
STRCEM IN	(3.2)	(20.4)	(13.1)	Daily Vol. (3M NSE Avg.)	191671
NIFTY	1.1	(2.1)	3.5		

*as on 13 November 2018; Source: Bloomberg, Centrum Research

Shareholding pattern (%)*

	Sep-18	Jun-18	Mar-18	Dec-17
Promoter	68.9	68.9	68.9	73.3
FIIs	1.0	2.2	1.9	1.1
Dom. Inst.	8.4	7.5	7.2	2.6
Public & Others	21.7	21.4	22.0	23.1

Source: BSE, *as on 13 November 2018

Operational performance trends

	Q2FY19	Q2FY18	YoY (%)	Q1FY19	QoQ (%)
Sales Vol -mn MT (C	ement +Cl	inker)			
Net sales vol	0.56	0.47	17.4	0.81	(31.1)
Gross sales vol	0.57	0.50	15.4	0.85	(33.2)
NSR (Rs/MT) ^^	6,342	5,677	11.7	6,060	4.7
RM & Traded Goods	1,978	1,459	35.6	1,395	41.8
Power & Fuel	648	612	5.9	896	(27.6)
Employee	562	542	3.5	314	79.1
Freight	1,103	818	34.9	1,372	(19.6)
Other expenses	847	690	22.8	542	56.2
Opex (Rs/MT) ^^	5,139	4,122	24.7	4,519	13.7
EBITDA (Rs/MT) **	1,237	1,626	(23.9)	1,634	(24.3)

Source: Company, Centrum Research

Gross sales imply total cement and clinker sales including clinker sold to onlease GUs in West Bengal and includes cement purchased from these units. Net sales is excluding clinker sales to on-lease GUs.

^^ NSR and Op costs items calculated on gross sales volume. ** EBITDA per MT calculation on net sales volume

Earning Revisions

Particulars		FY19E		FY20E				
(Rs bn)	New	Old	Chg (%)	New	Old	Chg (%)		
Sales	19.2	19.0	0.9	22.1	22.0	0.9		
EBITDA	5.1	5.1	(0.0)	5.9	5.9	0.0		
Ebitda margin (%)	26.4	26.6		26.5	26.7			
Adj PAT	3.5	3.4	1.9	4.3	4.2	1.0		

Source: Centrum Research Estimates

Centrum vs. Bloomberg Consensus*

Particulars		FY19E			FY20E	
(Rs bn)	Centrum	BBG	Var (%)	Centrum	BBG	Var (%)
Net Sales	19.2	19.1	0.6	22.1	21.9	1.2
EBITDA	5.1	5.1	0.1	5.9	6.0	(2.7)
PAT	3.5	3.1	12.3	4.3	4.0	8.3

Bloombe	rg Consei	Centrum Target	Variance (%)		
BUY	SELL	HOLD	Target Price (Rs)	Price (Rs)	(%)
7	0	1	158	162	2.5

*as on 13 November 2018; Source: Bloomberg, Centrum Research Estimates

Rajesh Kumar Ravi, rajesh.ravi@centrum.co.in; 91 22 4215 9643
Vinay Menon, vinay.menon@centrum.co.in; 91 22 4215 9141

Y/E Mar (Rs mn)	Revenue	YoY (%)	EBITDA	EBITDA (%)	APAT	YoY (%)	DEPS Rs.	RoE (%)	RoCE (%)	P/E (x)	EV/EBITDA (x)
FY16	15,794	10.4	3,994	25.3	1,346	61.3	3.2	13.4	11.9	22.9	10.1
FY17	15,341	(2.9)	4,146	27.0	2,010	49.4	4.8	18.2	15.5	15.5	9.5
FY18	16,227	5.8	5,295	32.6	3,388	68.6	8.1	24.7	22.1	14.9	10.3
FY19E	19,193	18.3	5,063	26.4	3,503	3.4	8.4	20.8	21.9	12.0	8.0
FY20E	22,146	15.4	5,863	26.5	4,287	22.4	10.2	21.5	25.0	9.8	6.1

 $Source: Company, Centrum\,Research\,Estimates, Consolidated\,Financials.$



Con-call highlights

- O **Grey Cement Sales:** Star's grey cement sales (from owned and on-leased units) in Q2FY19 rose 25% YoY (down 23% QoQ) to 0.55mn MT. Star's cement sales in NE region rose 27% YoY, driven by strong demand in the region. Sales outside NE region rose 19% YoY.
- O NE region accounted for 77% of total cement sales in Q2FY19 vs 76% YoY and 72% QoQ. Cement production mix stood at 81% OPC, 17% PPC and 2% PSC.
- O External clinker sales volume declined by 77% YoY to 8k MT as company did not sell clinker due to maintenance shutdown of 72 days taken during the quarter. Company purchased 30k MT of clinker during the quarter.
- O Total external sales volume including clinker sales rose 17% YoY, but declined 31% QoQ to 0.56mn MT.
- O Robust demand outlook for the eastern region: Management indicated that NE region continues to grow at 10-11% in H1FY19, similar to the FY18 growth rate. As Star and Dalmia only have surplus capacity in the NE region, Star and Dalmia will be able to deliver strong volume growth ahead of the industry growth.
- O Capex guidance: During FY19-20, Star is working on (1) clinker debottlenecking by 0.2mn MT (to 2.8 mn MT) by end of FY19 (capex Rs150-200mn), (2) a 2mn MT grinding unit in Siliguri (West Bengal) by end of FY20 (capex Rs4bn), (3) Railway siding at Meghalaya by end of FY19 (capex Rs200mn). The Siliguri capex will be spread as Rs1.5bn/Rs2.5bn in FY19/20E. Earlier Star had said that is also working to apply to environmental clearance to increase clinker capacity in Meghalaya by 2 mn MT (it will take 24 months to commission the plant after the approvals are received). Star is also exploring in-organic opportunities in its areas of operations both in NE region and outside NE region.

2



Comparative valuations and key assumptions

Exhibit 1: Comparative Valuations

Company	Mkt Cap	kt Cap		EBITDA margin (%) RoCE (%)			RoE (%)		EV	EV/EBITDA (x)		EV/MT(USD)							
Company	(Rs bn)	Rev.	EBITDA	PAT	FY18	FY19E	FY20E	FY18	FY19E	FY20E	FY18	FY19E	FY20E	FY18	FY19E	FY20E	FY18	FY19E	FY20E
Star Cement	42.0	16.8	5.2	12.5	32.6	26.4	26.5	22.1	21.9	25.0	24.7	20.8	21.5	10.3	8.0	6.1	228	169	117
Dalmia Cement	189.5	16.6	11.9	51.8	23.5	20.4	21.6	4.7	4.3	5.8	3.6	3.2	6.1	13.8	11.0	8.4	170	131	111
JK Lakshmi	31.5	8.1	21.2	69.6	12.1	12.9	15.2	6.3	7.4	9.0	5.9	9.3	14.2	16.4	9.7	7.5	96	66	61
Orient Cement	17.9	11.6	9.3	38.6	13.7	11.6	13.2	5.2	4.7	6.8	4.4	3.2	7.9	10.0	10.3	8.1	59	58	57
Ramco Cements	142.6	15.1	10.2	15.3	25.0	22.3	22.9	9.9	9.4	10.8	14.3	13.4	15.2	16.3	13.7	11.5	184	158	139

Source: Company, Centrum Research Estimates

Exhibit 2: Key Operational Assumptions

Particulars	FY15	FY16	FY17	FY18	FY19E	FY20E
Total Cement Capacity (mn MT)	3.09	3.09	3.39	3.69	3.69	5.69
Total Sales Volume (mn MT)	2.36	2.76	2.82	2.61	2.93	3.30
YoY change (%)	34.5	17.0	2.1	(7.5)	12.6	12.4
Utilisation (%)	76.3	89.3	83.1	70.6	79.5	58.0
(Rs/ MT trend)						
NSR	5,845	5,345	5,112	5,894	6,212	6,399
YoY change (%)	(0.2)	(8.6)	(4.3)	15.3	5.4	3.0
RM & Traded goods	944	1,169	1,134	1,092	1,500	1,553
Power & Fuel	730	729	638	785	770	801
Freight costs	998	1,002	899	1,059	1,260	1,298
Employee cost	375	365	395	390	382	392
Other expense	740	728	664	645	661	661
Total Opex	4,093	3,993	3,731	3,970	4,573	4,704
EBITDA per MT	1,846	1,448	1,472	2,032	1,725	1,778

Source: Company, Centrum Research Estimates

Exhibit 3: Quarterly financials trend - Consolidated

Y/E Mar (Rs mn)	Q3FY17	Q4FY17	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19	Q2FY19
Net Sales	3,427	4,792	4,287	2,810	3,774	5,274	5,179	3,623
Total Expenditure	2,546	3,099	2,700	2,040	2,361	3,830	3,862	2,935
Raw Materials	925	902	800	722	505	1,024	1,192	1,130
Employee	288	288	285	268	275	246	268	321
Others	414	601	381	341	425	632	463	484
EBITDA	881	1,693	1,586	770	1,413	1,444	1,317	687
Depreciation	356	122	303	326	337	241	283	271
EBIT	525	1,571	1,283	444	1,077	1,203	1,034	416
Interest	186	184	157	141	137	89	54	33
Other Income	1	20	4	9	2	28	3	7
PBT	340	1,407	1,129	311	942	1,143	983	390
Taxes	0	127	33	49	28	54	68	8
Adjusted PAT (before minority)	340	1,280	1,097	263	914	1,088	915	382
Exceptional expense/ (income)	(1)	-	1	(3)	-	-	(1)	3
Minority Interest	13	20	22	5	18	10	12	18
Reported PAT	327	1,259	1,075	255	895	1,079	903	367
Adjusted PAT	328	1,259	1,075	258	895	1,079	903	364
Adj EPS (Rs)	0.8	3.0	2.6	0.6	2.1	2.6	2.2	0.9
YoY Growth (%)								
Revenue	(20.1)	(14.9)	8.9	(9.9)	10.1	10.1	20.8	28.9
EBITDA	(3.9)	33.6	73.1	30.5	60.4	(14.7)	(17.0)	(10.7)
PBT	13.1	128.6	207.3	739.3	176.9	(18.8)	(13.0)	25.2
Adj PAT	72.1	121.4	207.8	1,768.9	173.4	(14.3)	(15.9)	41.3
Margins (%)								
EBITDA	25.7	35.3	37.0	27.4	37.4	27.4	25.4	19.0
EBIT	15.3	32.8	29.9	15.8	28.5	22.8	20.0	11.5
PBT	9.9	29.4	26.3	11.1	25.0	21.7	19.0	10.8
Adj PAT	9.9	26.7	25.6	9.3	24.2	20.6	17.7	10.5
Operational Trend								
Cement & clinker Sales Vol								
Gross sales volume (mn MT)	0.70	0.84	0.76	0.50	0.65	0.85	0.85	0.57
YoY growth (%)	(5.2)	(15.4)	(4.8)	(25.2)	(7.7)	1.6	12.5	15.4
Net sales volume (mn MT)	0.66	0.79	0.71	0.47	0.62	0.80	0.81	0.56
YoY growth (%)	(2.7)	(15.5)	(6.3)	(22.9)	(5.4)	1.8	13.5	17.4
NSR (Rs/MT) ^^	4,883	5,719	5,640	5,677	5,829	6,198	6,060	6,342
Opex (Rs/MT) ^^	3,627	3,698	3,553	4,122	3,646	4,501	4,519	5,139
EBITDA (Rs per MT) **	1,344	2,149	2,234	1,626	2,280	1,801	1,634	1,237

Source: Company, Centrum Research

^{^^} NSR and Op costs items calculated on gross sales which include clinker sales to the on-lease GUs in West Bengal for conversion to cement for sale

 $^{** \}textit{EBITDA per MT calculation on total external cement and clinker sales (excluding clinker sales to on-lease \textit{GUs})}$

Financials - Consolidated

Exhibit 4: Income Statement

Y/E March (Rsmn)	FY16	FY17	FY18	FY19E	FY20E
Revenues	15,794	15,341	16,227	19,193	22,146
Materials cost	3,455	3,403	3,007	4,635	5,374
% of revenues	21.9	22.2	18.5	24.1	24.3
Employee Cost	1,078	1,186	1,074	1,181	1,358
% of revenues	6.8	7.7	6.6	6.2	6.1
Others	7,267	6,606	6,851	8,314	9,551
% of revenues	46.0	43.1	42.2	43.3	43.1
EBITDA	3,994	4,146	5,295	5,063	5,863
EBIDTA Margins (%)	25.3	27.0	32.6	26.4	26.5
Depreciation & Amortisation	1,715	1,179	1,207	1,091	1,241
EBIT	2,279	2,967	4,088	3,972	4,622
Interest expenses	834	781	525	125	100
PBT from operations	1,445	2,186	3,564	3,847	4,522
Other Income	13	24	44	45	350
Exceptional loss/(gain)	(5)	-	-	-	-
PBT	1,453	2,211	3,607	3,892	4,872
Taxes	60	139	164	311	487
Effective tax rate (%)	4.1	6.3	4.5	8.0	10.0
Net Profit	1,393	2,072	3,443	3,581	4,385
Minority + Associates	(53)	(62)	(55)	(78)	(97)
Reported Net Profit	1,340	2,010	3,388	3,503	4,287
Adj Net Profit	1,346	2,010	3,388	3,503	4,287

Source: Company, Centrum Research Estimates

Exhibit 5: Key Ratios

Y/E March	FY16	FY17	FY18	FY19E	FY20E
Growth ratios (%)					
Revenues	10.4	(2.9)	5.8	18.3	15.4
EBIDTA	(8.2)	3.8	27.7	(4.4)	15.8
Adj Net Profit	61.3	49.4	68.6	3.4	22.4
Margin ratios (%)					
EBITDA Margin	25.3	27.0	32.6	26.4	26.5
PBT from operations Margin	9.2	14.3	22.0	20.0	20.4
Adj PAT Margin	8.5	13.1	20.9	18.2	19.4
Return Ratios (%)					
RoE	13.4	18.2	24.7	20.8	21.5
RoCE	11.9	15.5	22.1	21.9	25.0
RoIC	12.0	15.6	22.2	23.5	31.8
Turnover Ratios (days)					
Gross block turnover (x)	1.0	1.1	1.6	1.8	1.7
Debtors	58	33	33	35	37
Inventory	48	38	66	51	46
Creditors	32	22	43	35	35
Cash conversion cycle	74	49	57	51	47
Solvency Ratio					
Net debt-equity	0.9	0.6	0.3	(0.1)	(0.3)
Debt-equity	0.9	0.7	0.3	0.1	0.0
Interest coverage ratio	2.7	3.8	7.8	31.8	46.2
Gross debt/EBITDA	2.4	1.9	0.8	0.2	0.1
Current Ratio	2.6	2.9	2.7	2.2	2.3
Per Share (Rs)					
Adjusted EPS	3.2	4.8	8.1	8.4	10.2
BVPS	22.7	27.3	35.2	41.8	49.7
CEPS	7.3	7.6	11.0	11.0	13.2
DPS	-	-	1.0	1.5	2.0
Dividend payout %	-	-	14.6	21.1	23.0
Valuations (x)(Avg Mkt Cap)					
P/E (adjusted)	22.9	15.5	14.9	12.0	9.8
P/BV	3.2	2.7	3.4	2.4	2.0
EV/EBITDA	10.1	9.5	10.3	8.0	6.1
EV/ton (1 USD \$=Rs 65)	201	179	228	169	117
Dividend yield %	-	-	0.8	1.5	2.0
5 Yr Avg AOCF/EV yield %	-	1.4	3.1	7.9	12.6

Source: Company, Centrum Research Estimates

Exhibit 6: Balance Sheet

Y/E March (Rsmn)	FY16	FY17	FY18	FY19E	FY20E
Equity Share Capital	419	419	419	419	419
Reserves & surplus	9,093	11,040	14,344	17,107	20,407
Total Shareholders' Fund	9,512	11,460	14,763	17,526	20,826
Total Debt	9,390	8,007	4,324	994	795
Def tax liab. (net)	(1,492)	(1,765)	(2,329)	(2,796)	(3,040)
Minority Interest	504	566	621	699	796
Total Liabilities	17,914	18,268	17,380	16,423	19,378
Gross Block	16,738	10,043	10,556	11,056	15,356
Less:- Accumulated Depreciation	7,547	1,411	2,709	3,800	5,042
Net Block	9,191	8,632	7,847	7,256	10,315
Capital WIP	490	549	357	1,857	157
Net Fixed assets	9,681	9,181	8,205	9,113	10,472
Investments	22	52	26	26	26
Inventories	2,092	1,612	2,946	2,687	2,768
Sundry Debtors	2,525	1,378	1,465	1,823	2,215
Cash & bank balances	238	163	186	2,464	7,131
Loans & Advances	107	97	132	152	175
Other Assets	8,488	10,555	9,768	6,268	3,339
Total current assets	13,450	13,804	14,497	13,394	15,628
Trade payables	1,404	938	1,889	1,840	2,124
Other current liabilities	3,792	3,782	3,405	4,207	4,550
Provisions	43	49	54	63	73
Net current assets	8,212	9,034	9,149	7,284	8,880
Total Assets	17,914	18,268	17,380	16,423	19,378

Source: Company, Centrum Research Estimates

Exhibit 7: Cash Flow

Y/E March (Rsmn)	FY16	FY17	FY18	FY19E	FY20E
Op profit before WC changes	3,697	3,722	4,552	3,818	4,645
Working capital changes	(2,726)	(722)	(345)	4,610	3,558
Cash from Operations	970	3,000	4,206	8,428	8,203
Adj. OCF (OCF-Interest)	137	2,221	3,684	8,303	8,103
Net capex	(808)	(890)	(324)	(2,000)	(2,600)
Adj. FCF (AOCF-Capex)	(671)	1,331	3,360	6,303	5,503
Cash from investing	(792)	(894)	(253)	(1,955)	(2,250)
Cash from financing	(140)	(2,181)	(3,929)	(4,195)	(1,286)
Net change in cash	38	(75)	24	2,277	4,667

Source: Company, Centrum Research Estimates

Appendix A

Disclaimer

Centrum Broking Limited ("Centrum") is a full-service, Stock Broking Company and a member of The Stock Exchange, Mumbai (BSE) and National Stock Exchange of India Ltd. (NSE). Our holding company, Centrum Capital Ltd, is an investment banker and an underwriter of securities. As a group Centrum has Investment Banking, Advisory and other business relationships with a significant percentage of the companies covered by our Research Group. Our research professionals provide important inputs into the Group's Investment Banking and other business selection processes.

Recipients of this report should assume that our Group is seeking or may seek or will seek Investment Banking, advisory, project finance or other businesses and may receive commission, brokerage, fees or other compensation from the company or companies that are the subject of this material/report. Our Company and Group companies and their officers, directors and employees, including the analysts and others involved in the preparation or issuance of this material and their dependants, may on the date of this report or from, time to time have "long" or "short" positions in, act as principal in, and buy or sell the securities or derivatives thereof of companies mentioned herein. Centrum or its affiliates do not own 1% or more in the equity of this company Our sales people, dealers, traders and other professionals may provide oral or written market commentary or trading strategies to our clients that reflect opinions that are contrary to the opinions expressed herein, and our proprietary trading and investing businesses may make investment decisions that are inconsistent with the recommendations expressed herein. We may have earlier issued or may issue in future reports on the companies covered herein with recommendations/ information inconsistent or different those made in this report. In reviewing this document, you should be aware that any or all of the foregoing, among other things, may give rise to or potential conflicts of interest. We and our Group may rely on information barriers, such as "Chinese Walls" to control the flow of information contained in one or more areas within us, or other areas, units, groups or affiliates of Centrum. Centrum or its affiliates do not make a market in the security of the company for which this report or any report was written. Further, Centrum or its affiliates did not make a market in the subject company's securities at the time that the research report was published.

This report is for information purposes only and this document/material should not be construed as an offer to sell or the solicitation of an offer to buy, purchase or subscribe to any securities, and neither this document nor anything contained herein shall form the basis of or be relied upon in connection with any contract or commitment whatsoever. This document does not solicit any action based on the material contained herein. It is for the general information of the clients of Centrum. Though disseminated to clients simultaneously, not all clients may receive this report at the same time. Centrum will not treat recipients as clients by virtue of their receiving this report. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. Similarly, this document does not have regard to the specific investment objectives, financial situation/circumstances and the particular needs of any specific person who may receive this document. The securities discussed in this report may not be suitable for all investors. The securities described herein may not be eligible for sale in all jurisdictions or to all categories of investors. The countries in which the companies mentioned in this report are organized may have restrictions on investments, voting rights or dealings in securities by nationals of other countries. The appropriateness of a particular investment or strategy will depend on an investor's individual circumstances and objectives. Persons who may receive this document should consider and independently evaluate whether it is suitable for his/her/their particular circumstances and, if necessary, seek professional/financial advice. Any such person shall be responsible for conducting his/her/their own investigation and analysis of the information contained or referred to in this document and of evaluating the merits and risks involved in the securities forming the subject matter of this document.

The projections and forecasts described in this report were based upon a number of estimates and assumptions and are inherently subject to significant uncertainties and contingencies. Projections and forecasts are necessarily speculative in nature, and it can be expected that one or more of the estimates on which the projections and forecasts were based will not materialize or will vary significantly from actual results, and such variances will likely increase over time. All projections and forecasts described in this report have been prepared solely by the authors of this report independently of the Company. These projections and forecasts were not prepared with a view toward compliance with published guidelines or generally accepted accounting principles. No independent accountants have expressed an opinion or any other form of assurance on these projections or forecasts. You should not regard the inclusion of the projections and forecasts described herein as a representation or warranty by or on behalf of the Company, Centrum, the authors of this report or any other person that these projections or forecasts or their underlying assumptions will be achieved. For these reasons, you should only consider the projections and forecasts described in this report after carefully evaluating all of the information in this report, including the assumptions underlying such projections and forecasts.

The price and value of the investments referred to in this document/material 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. Future returns are not guaranteed and a loss of original capital may occur. 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. Centrum does not provide tax advice to its clients, and all investors are strongly advised to consult regarding any potential investment. Centrum and its affiliates accept no liabilities for any loss or damage of any kind arising out of the use of this report. Foreign currencies denominated securities are subject to fluctuations in exchange rates that could have an adverse effect on the value or price of or income derived from the investment. In addition, investors in securities such as ADRs, the value of which are influenced by foreign currencies effectively assume currency risk. Certain transactions including those involving futures, options, and other derivatives as well as non-investment-grade securities give rise to substantial risk and are not suitable for all investors. Please ensure that you have read and understood the current risk disclosure documents before entering into any derivative transactions.

This report/document has been prepared by Centrum, based upon information available to the public and sources, believed to be reliable. No representation or warranty, express or implied is made that it is accurate or complete. Centrum has reviewed the report and, in so far as it includes current or historical information, it is believed to be reliable, although its accuracy and completeness cannot be guaranteed. The opinions expressed in this document/material are subject to change without notice and have no obligation to tell you when opinions or information in this report change.

This report or recommendations or information contained herein do/does not constitute or purport to constitute investment advice in publicly accessible media and should not be reproduced, transmitted or published by the recipient. The report is for the use and consumption of the recipient only. This publication may not be distributed to the public used by the public media without the express written consent of Centrum. This report or any portion hereof may not be printed, sold or distributed without the written consent of Centrum.

The distribution of this document in other jurisdictions may be restricted by law, and persons into whose possession this document comes should inform themselves about, and observe, any such restrictions. Neither Centrum nor its directors, employees, agents or representatives shall be liable for any damages whether direct or indirect, incidental, special or consequential including lost revenue or lost profits that may arise from or in connection with the use of the information.

This document does not constitute an offer or invitation to subscribe for or purchase or deal in any securities and neither this document nor anything contained herein shall form the basis of any contract or commitment whatsoever. This document is strictly confidential and is being furnished to you solely for your information, may not be distributed to the press or other media and may not be reproduced or redistributed to any other person. The distribution of this report in other jurisdictions may be restricted by law and persons into whose possession this report comes should inform themselves about, and observe any such restrictions. By accepting this report, you agree to be bound by the fore going limitations. No representation is made that this report is accurate or complete.



The opinions and projections expressed herein are entirely those of the author and are given as part of the normal research activity of Centrum Broking and are given as of this date and are subject to change without notice. Any opinion estimate or projection herein constitutes a view as of the date of this report and there can be no assurance that future results or events will be consistent with any such opinions, estimate or projection.

This document has not been prepared by or in conjunction with or on behalf of or at the instigation of, or by arrangement with the company or any of its directors or any other person. Information in this document must not be relied upon as having been authorized or approved by the company or its directors or any other person. Any opinions and projections contained herein are entirely those of the authors. None of the company or its directors or any other person accepts any liability whatsoever for any loss arising from any use of this document or its contents or otherwise arising in connection therewith.

Centrum and its affiliates have not managed or co-managed a public offering for the subject company in the preceding twelve months. Centrum and affiliates have not received compensation from the companies mentioned in the report during the period preceding twelve months from the date of this report for service in respect of public offerings, corporate finance, debt restructuring, investment banking or other advisory services in a merger/acquisition or some other sort of specific transaction.

As per the declarations given by them, Mr. Rajesh Kumar Ravi, & Mr. Vinay Menon, research analyst and and/or any of their family members do not serve as an officer, director or any way connected to the company/companies mentioned in this report. Further, as declared by them, they are not received any compensation from the above companies in the preceding twelve months. They do not hold any shares by them or through their relatives or in case if holds the shares then will not to do any transactions in the said scrip for 30 days from the date of release such report. Our entire research professionals are our employees and are paid a salary. They do not have any other material conflict of interest of the research analyst or member of which the research analyst knows of has reason to know at the time of publication of the research report or at the time of the public appearance.

While we would endeavour to update the information herein on a reasonable basis, Centrum, its associated companies, their directors and employees are under no obligation to update or keep the information current. Also, there may be regulatory, compliance or other reasons that may prevent Centrum from doing so.

Non-rated securities indicate that rating on a particular security has been suspended temporarily and such suspension is in compliance with applicable regulations and/or Centrum policies, in circumstances where Centrum is acting in an advisory capacity to this company, or any certain other circumstances.

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 Centrum Broking Limited or its group companies to any registration or licensing requirement within such jurisdiction. Specifically, this document does not constitute an offer to or solicitation to any U.S. person for the purchase or sale of any financial instrument or as an official confirmation of any transaction to any U.S. person unless otherwise stated, this message should not be construed as official confirmation of any transaction. No part of this document may be distributed in Canada or used by private customers in United Kingdom.

The information contained herein is not intended for publication or distribution or circulation in any manner whatsoever and any unauthorized reading, dissemination, distribution or copying of this communication is prohibited unless otherwise expressly authorized. Please ensure that you have read "Risk Disclosure Document for Capital Market and Derivatives Segments" as prescribed by Securities and Exchange Board of India before investing in Indian Securities Market.

Star price chart share price



Source: Bloomberg



	Disclosure of Interest Statement				
1	Business activities of Centrum Broking Limited (CBL)	Centrum Broking Limited (hereinafter referred to as "CBL") is a registered member of NSE (Cash, F&O and Currency Derivatives Segments), MCX-SX (Currency Derivatives Segment) and BSE (Cash segment), Depository Participant of CDSL,SEBI registered Portfolio Manager and an AMFI registered Mutual Fund Distributor.			
2	Details of Disciplinary History of CBL	CBL has not been debarred/ suspended by SEBI or any other regulatory authority from accessing /dealing in securities market.			
3	Registration status of CBL:	CBL is registered with SEBI as a Research Analyst (SEBI Registration No. INH000001469)			

		Star Cement	UltraTech Cement	Shree Cement	JK Cement	Orient Cement
	Whether Research analyst's or relatives' have any financial interest in the subject company and nature of such financial interest	No	No	No	No	No
	Whether Research analyst or relatives have actual / beneficial ownership of 1% or more in securities of the subject company at the end of the month immediately preceding the date of publication of the document.	No	No	No	No	No
6	Whether the research analyst or his relatives has any other material conflict of interest	No	No	No	No	No
	Whether research analyst has received any compensation from the subject company in the past 12 months and nature of products / services for which such compensation is received	No	No	No	No	No
	Whether the Research Analyst has received any compensation or any other benefits from the subject company or third party in connection with the research report	No	No	No	No	No
9	Whether Research Analysts has served as an officer, director or employee of the subject company	No	No	No	No	No
10	Whether the Research Analyst has been engaged in market making activity of the subject company.	No	No	No	No	No
	Whether it or its associates have managed or co-managed public offering of securities for the subject company in the past twelve months;	No	No	No	No	No
12	Whether it or its associates have received any compensation for investment banking or merchant banking or brokerage services from the subject company in the past twelve months;	No	No	No	No	No
13	Whether it or its associates 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	No	No	No	No

Rating Criteria

Rating	Market cap < Rs20bn	Market cap > Rs20bn but < 100bn	Market cap > Rs100bn
Buy	Upside > 20%	Upside > 15%	Upside > 10%
Hold	Upside between -20% to +20%	Upside between -15% to +15%	Upside between -10% to +10%
Sell	Downside > 20%	Downside > 15%	Downside > 10%

Member (NSE and BSE)

Regn No.: CAPITAL MARKET SEBI REGN. NO.: BSE: INB011454239 CAPITAL MARKET SEBI REGN. NO.: NSE: INB231454233 DERIVATIVES SEBI REGN. NO.: NSE: INF231454233 (TRADING & CLEARING MEMBER) CURRENCY DERIVATIVES: MCX-SX INE261454230
CURRENCY DERIVATIVES:NSE (TM & SCM) – NSE 231454233

Depository Participant (DP) CDSL DP ID: 120 – 12200 SEBI REGD NO.: CDSL: IN-DP-CDSL-661-2012

PORTFOLIO MANAGER

SEBI REGN NO.: INP000004383

Research Analyst SEBI Registration No. INH000001469

> Mutual Fund Distributor AMFI REGN No. ARN- 147569

Website: www.centrum.co.in Investor Grievance Email ID: investor.grievances@centrum.co.in

Compliance Officer Details: Ashok D Kadambi (022) 4215 9937; Email ID: compliance@centrum.co.in

Centrum Broking Ltd. (CIN: U67120MH1994PLC078125)				
Registered Office Address Corporate Office & Correspondence Address				
Bombay Mutual Building , 2nd Floor, Dr. D. N. Road, Fort, Mumbai - 400 001	Centrum House 6th Floor, CST Road, Near Vidya Nagari Marg, Kalina, Santacruz (E), Mumbai 400 098. Tel: (022) 4215 9000 Fax: +91 22 4215 9344			

8