

Rating matrix		
Rating	:	Buy
Target	:	₹ 220
Target Period	:	12 months
Potential Upside	:	16%

What's Changed?		
Target		Unchanged
EPS FY19E	Changed from ₹ 12.3 to ₹ 10.4	
EPS FY20E	Changed from ₹ 17.0 to ₹ 16.2	
Rating		Unchanged

Quarterly Performance					
	Q2FY19	Q2FY18	YoY (%)	Q1FY19	QoQ (%)
Revenue	753.6	648.4	16.2	790.1	-4.6
EBITDA	282.6	338.7	-16.6	281.6	0.3
EBITDA (%)	37.5	52.2	-1474 bps	35.6	185 bps
Adjusted PAT	81.1	112.2	-12.5	57.4	NA

Key Financials				
₹ crore	FY17	FY18	FY19E	FY20E
Net sales	2179.4	2379.6	2657.8	2941.1
EBITDA	680.9	1015.2	845.7	1125.5
Net Profit	-10.2	363.1	183.6	286.7
EPS (₹)	-0.6	20.6	10.4	16.2

Valuation summary				
	FY17	FY18	FY19E	FY20E
PE (x)	NA	9.2	18.3	11.7
Target PE (x)	NA	10.9	21.6	13.8
EV to EBITDA (x)	7.4	5.5	6.7	5.1
Price to book (x)	1.3	1.0	1.0	0.9
RoNW (%)	-0.4	11.0	5.3	7.7
RoCE (%)	8.8	11.2	8.4	11.0

Stock data	
Particular	Amount
Mcap	₹ 3354 crore
Debt (FY18)	₹ 3907 crore
Cash & Invest(FY18)	₹ 1644 crore
EV	₹ 5617 crore
52 week H/L	₹ 306/199
Equity cap	₹ 86.4 crore
Face value	₹ 5

Price performance (%)				
	1M	3M	6M	12M
Cox & Kings	12.3	1.3	4.7	-8.4
Nifty	0.1	-8.3	-3.0	1.6

Research Analyst	
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Cox & Kings (CNKLIM)

₹ 190

Weak performance; debt concerns addressed

- Cox & Kings reported Q2FY19 numbers that were below our estimates on all fronts. Revenues grew 16.2% to ₹ 754 crore (vs. I-direct estimate of ₹ 774 crore), led by 36% YoY growth in the Meininger segment and 31% YoY growth in the education segment
- However, EBITDA came in at ₹ 282.6 crore, down 16.6% YoY, dragged by forex loss of ₹ 17 crore in Q2FY19 vs. forex gain of ₹ 49 crore in Q2FY18. Excluding the forex impact, the company reported EBITDA growth of 2% YoY to ₹ 296 crore on a like-to-like basis
- During the quarter, the company entered into an agreement with Midlothian Capital Partners to sell its education business for an all-cash enterprise value of ₹ 4387 crore (i.e. £467 million)

Domestic business continues to perform well...

During FY18, the company's leisure India revenues increased 12.4% YoY mainly on the back of improving domestic spend and higher growth in foreign tourist arrival. Further, consumer sentiments continued to remain healthy as witnessed in air passenger traffic growth and improved hotel occupancy. In addition, with improved tourism measures by the government, we expect domestic leisure business to continue to outperform in coming years. Hence, we expect leisure revenues to grow at a CAGR of 11% in FY18-20E.

Led by Meininger, international revenues poised for growth...

Bed capacity addition (up 42.8% YoY in FY18) has led the company to report 29.6% YoY increase in Meininger revenues in FY18. Further, in coming years, the company plans to have a bed capacity of 15,000 at Meininger by FY19 and 25,000 by the end of FY22 from a bed capacity of 10,400 (i.e. a CAGR of 24% in FY18-22). As a result, we expect Meininger revenues to drive a substantial part of growth in the international business. In the education business, the company plans to add 830 beds (560 beds added in FY18), which will also boost international revenues. Further, various divestments of subsidiaries in leisure international is likely to positively impact the EBITDA margins.

Sale of education division to help reduce debt significantly

Cox and Kings' Board has entered into an agreement to sell its education business to Midlothian Capital Partners for all cash enterprise value of ₹ 4387 crore. The focus on asset light strategy and reduction in debt burden remains the key main criteria behind this move as the education business is a capex heavy one. This division reported revenue & EBITDA of ₹ 613 crore and ₹ 242 crore, respectively, for FY18. Post this deal, the overall debt burden will come down from ₹ 3907 crore to ₹ 1507 crore. Again, with the transfer of ₹ 250 crore debt to its de-merged entity (i.e. forex division), the debt burden will come down to ₹ 1257 crore, which is 1.6x of adjusted FY20E EBITDA against 3.4x earlier.

Concern over debt being addressed; maintain BUY

We expect the company's domestic leisure revenues to grow at 11% CAGR in FY18-20E mainly led by improving domestic spend and higher growth in foreign tourist arrivals. The company plans to increase bed capacity at Meininger at 28% CAGR in FY18-22E will also drive the revenue growth of its international segment. With concerns over high debt now being addressed, we turn positive on the company with a **BUY** rating on the stock. Valuing at 6.5x FY20E adjusted EBITDA, we maintain our target price of ₹ 220 per share.

Variance analysis

	Q2FY19	Q2FY19E	Q2FY18	YoY (%)	Q1FY19	QoQ (%)	Comments
Total Operating Income	753.6	774.9	648.4	16.2	790.1	-4.6	Growth was mainly driven by Meininger (up 18.3% YoY to ₹ 194 cr) and leisure international (up 16% YoY to ₹131 crore)
Other Income	23.2	-10.0	-44.9	NA	17.7	NA	
Employee Expenses	259.4	307.4	221.8	17.0	238.9	8.6	
Advertisement expenses	0.0	0.0	0.0	NA	0.0	NA	
Other expenses	211.6	126.7	87.9	140.8	269.6	-21.5	
EBITDA	282.6	340.8	338.7	-16.6	281.6	0.3	EBITDA declined mainly due to higher advertising expenses in Leisure India and higher operating expenses in the education business. Further, this quarter had a forex loss of ₹ 13 crore vs. gain of ₹ 49 crore
EBITDA Margin (%)	37.5	44.0	52.2	-1474 bps	35.6	185 bps	
Interest	59.3	68.1	56.4	5.3	54.4	9.2	
Depreciation	28.3	32.3	23.4	20.9	28.1	0.7	
Less: Exceptional Items	26.1	0.0	2.1	1,129.2	5.2	NA	
PBT	192.0	230.4	211.9	-9.4	211.6	-9.3	
Total Tax	56.6	110.6	64.4	-12.1	84.1	-32.7	
Reported PAT	81.1	119.8	112.2	-27.7	57.4	41.3	
Adjusted PAT	99.5	70.8	113.7	-12.5	60.5	64.4	

Source: Company, ICICI Direct Research,

Change in estimates

(₹ Crore)	FY19E			FY20E			Comments
	Old	New	% Change	Old	New	% Change	
Revenue	2,735.3	2,657.8	-2.8	3,027.0	2,941.1	-2.8	We expect Meininger and leisure India to drive revenues over FY18-20E
EBITDA	854.6	845.7	-1.0	1,150.8	1,125.5	-2.2	
EBITDA Margin (%)	31.2	31.8	58 bps	38.0	38.3	25 bps	Adjusting for forex gain, EBITDA margin was at 36.9% in FY18. We expect margins to improve to 38% over coming years
PAT	187.4	183.6	-2.1	296.8	286.7	-3.4	
EPS (₹)	10.6	10.4	-2.1	16.8	16.2	-3.4	

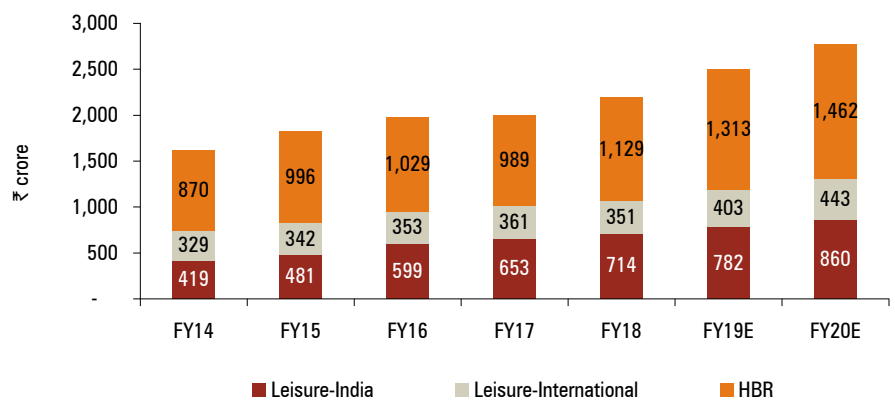
Source: Company, ICICI Direct Research,

Company Analysis

Domestic tourism outlook remains healthy

The company has witnessed healthy growth (up 12% YoY in FY18) in its domestic business. Consumer sentiments continue to remain healthy as witnessed in air passenger traffic growth, foreign tourist arrivals data led by improvement in purchasing power. Further, with an improved macroeconomic environment, we expect the company's domestic business to continue to perform well, going forward. In addition, C&K should be a key beneficiary of any positive policy announcements (visa on arrival) given the government's thrust on tourism.

Exhibit 1: Revenue growth trend

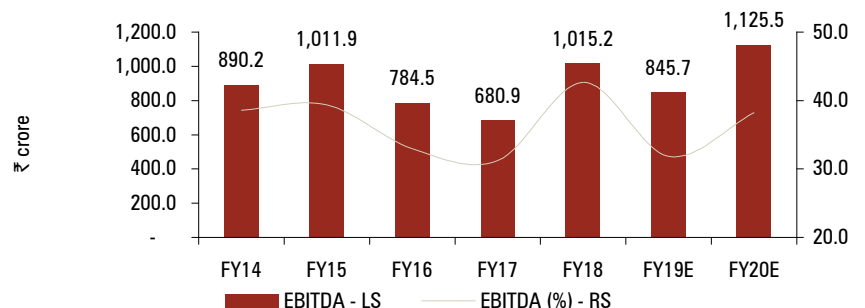


Source: Company, ICICI Direct Research

International business to improve, going forward...

Bed capacity addition (up 42.8% YoY in FY18) has led the company to report 29.6% YoY increase in Meininger revenues in FY18. Further, over the coming years, the company plans to have a bed capacity of 25,000 at Meininger by the end of FY22 from a bed capacity of 10,461 in FY18 (i.e. a CAGR of 24% in FY18-22). As a result, we expect Meininger revenues to drive a substantial part of growth in the international business. In addition, in the education business, the company plans to add 830 beds (560 beds added in FY18), which will also boost international revenues. Further, various divestments of subsidiaries in leisure international (like Explore worldwide, Late rooms and Superbreak) are likely to positively impact the EBITDA margins.

Exhibit 2: EBITDA & EBITDA margin trend

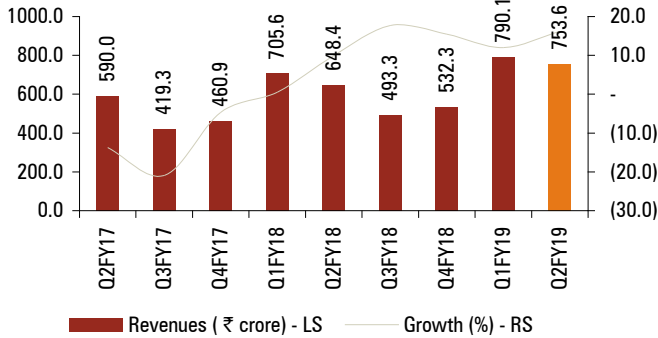


Source: Company, ICICI Direct Research

Expect revenue CAGR of 11.2% during FY18-20E

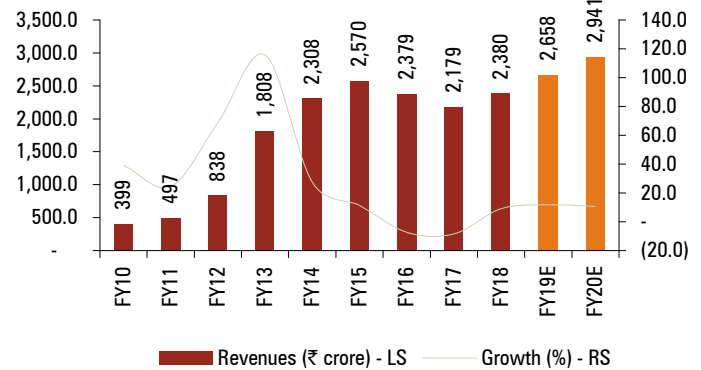
We expect net sales to grow at a CAGR of 13.3% in FY18-20E. The major revenue growth driver would be **leisure India** (healthy domestic outlook), **leisure international** (low base and improved growth in Dubai and Australia) and **Meininger** (based on higher bed capacity addition).

Exhibit 3: Q2FY19 revenues up 16.2% YoY



Source: Company, ICICI Direct Research

Exhibit 4: Expect revenue CAGR of 11.2% during FY18-20E

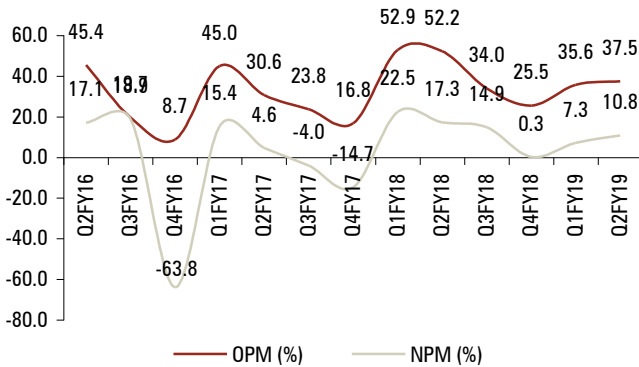


Source: Company, ICICI Direct Research

Margins to improve led by improvement in demand

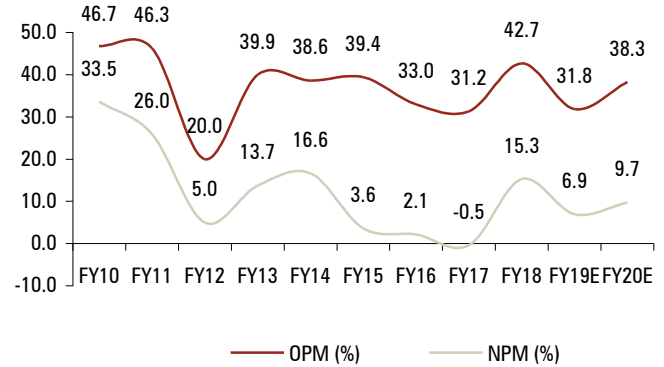
Adjusted for forex, EBITDA margins were at 39.3%, which, we believe, will improve to 37.6% in FY20E mainly led by improving revenue growth and cost efficiency.

Exhibit 5: Quarterly trend in margins



Source: Company, ICICI Direct Research

Exhibit 6: Annual trend in margins



Source: Company, ICICI Direct Research

Sale of education division to help reduce debt significantly

Cox and Kings' Board has entered into an agreement to sell its education business to Midlothian Capital Partners for all cash enterprise value of ₹ 4387 crore. The focus on an asset light strategy and reduction in the debt burden remains the key main criteria behind this move as education is a capex heavy business. This division reported revenue & EBITDA of ₹ 613 crore and ₹ 242 crore, respectively, for FY18. Post this deal, the company's overall debt burden will come down from ₹ 3907 crore to ₹ 1507 crore. Again, with the transfer of ₹ 250 crore debt to its de-merged entity (i.e. forex division), the debt burden will come down to ₹ 1257 crore, which is 1.6x of adjusted FY20E EBITDA against 3.4x earlier.

Outlook and valuations

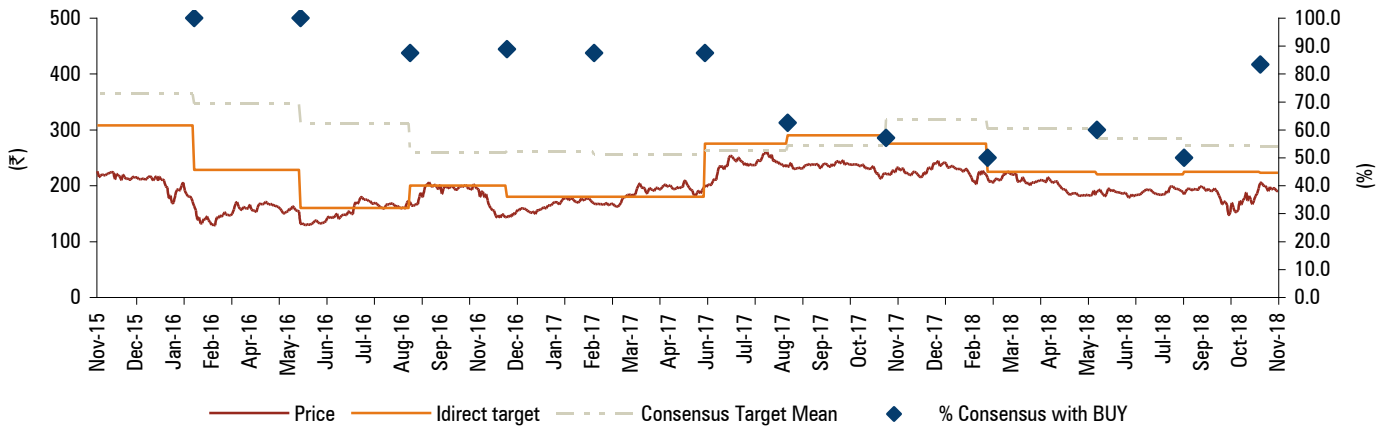
We expect the company's domestic leisure revenues to grow at a CAGR of 11% in FY18-20E mainly led by improving domestic spend and higher growth in foreign tourist arrivals. The company plans to increase bed capacity at Meininger at a CAGR of 28% over FY18-22E that will also drive the revenue growth of its international segment. With concerns over high debt now being addressed, we turn positive on the company with a **BUY** rating on the stock. Valuing at 6.5x FY20E adjusted EBITDA, we maintain our target price of ₹ 220 per share.

Exhibit 7: Valuation

	Sales (₹ cr)	Growth (%)	EPS (₹)	Growth (%)	PE (x)	EV/EBITDA (x)	RoNW (%)	RoCE (%)
FY17	2179.4	-8.4	-0.6	NA	0.0	7.4	-0.4	8.8
FY18	2379.6	9.2	20.6	NA	9.2	5.5	11.0	11.2
FY19E	2657.8	11.7	10.4	-49.4	18.3	6.7	5.3	8.4
FY20E	2941.1	10.7	16.2	56.2	11.7	5.1	7.7	11.0

Source: Company, ICICI Direct Research

Recommendation history vs. consensus estimate



Source: Bloomberg, Company, ICICI Direct Research

Key events

Date	Event
Jul-12	Cox & Kings inks pact with Singapore-based travel solutions and services provider Abacus International for distribution of services
Jul-12	Cox & Kings' arm opens visa application centres for Royal Norwegian Embassy across India
Dec-13	Cox & Kings' arm signs up for a new 802 bed hotel in Amsterdam
Jan-14	Cox & Kings expands its footprint in Australia
Mar-14	Cox & Kings inks partnership pact with Canada based tour operator
May-14	Cox & Kings' arm receives visa processing contract
Sep-14	Concludes sale of camping division
Nov-14	Concludes ₹ 1000 crore QIP at ₹ 305 per share
Jan-15	CARE upgrades the rating of long term bank facilities with issue of non-convertible debentures of the company to AA (double A) from AA-(Double A minus)
Oct-15	Acquires LateRooms.com for ₹ 85 crore
Dec-15	Sells Explore Worldwide
Apr-16	Divests majority stake in Late Rooms and Superbreak
Mar-17	To demerge its forex business
Oct-18	Enters into an agreement to sell education business at an EV of £467 million

Source: Company, ICICI Direct Research

Top 10 Shareholders

Rank	Name	Latest Filing Date	% O/S	Position (m)	Change (m)
1	Sneh Sadan Traders & Agents Ltd.	23-Oct-18	19%	33.5	33.5
2	Sneh Sadan Graphic Services Pvt. Ltd.	30-Sep-18	19%	33.0	0.0
3	Kubber Investments Mauritius Pvt. Ltd.	30-Sep-18	10%	18.3	0.0
4	LIZ Investments Pvt. Ltd.	5-Oct-18	10%	17.4	0.2
5	Karst Peak Capital Limited	30-Sep-18	6%	9.9	-1.0
6	Macquarie Investment Management Ltd.	30-Jun-18	4%	7.8	0.0
7	Capital World Investors	30-Sep-18	4%	7.5	0.0
8	Standford Trading Pvt. Ltd.	30-Sep-18	4%	7.3	0.0
9	Kerkar (Urrshila)	30-Sep-18	3%	4.6	0.0
10	Kotak Mahindra Asset Management Company Ltd.	30-Sep-18	2%	3.9	0.0

Source: Reuters, ICICI Direct Research

Shareholding Pattern

(in %)	Sep-17	Dec-17	Mar-18	Jun-18	Sep-18
Promoter	51.26	50.30	49.34	49.34	49.34
FII	33.29	35.65	38.93	39.47	40.00
DII	5.52	2.66	1.76	1.05	1.05
Others	9.93	11.39	9.97	10.14	9.61

Recent Activity

Buys				Sells			
Investor name	Value	Shares	Investor name	Value	Shares		
Sneh Sadan Traders & Agents Ltd.	92.47	33.50	Jupiter Asset Management Ltd.	-5.07	-2.18		
Varanium India Opportunity Ltd	5.62	2.42	Karst Peak Capital Limited	-2.32	-1.00		
LIZ Investments Pvt. Ltd.	0.63	0.23	Tata Asset Management Limited	-0.96	-0.30		
The Vanguard Group, Inc.	0.08	0.03	ABN AMRO Investment Solutions (AAIS)	-0.58	-0.18		
Khandelwal (Anil)	0.03	0.01	BNY Mellon Asset Management North America Corporation	-0.35	-0.15		

Source: Reuters, ICICI Direct Research

Financial summary

Profit and loss statement		₹ Crore			
(Year-end March)	FY17	FY18	FY19E	FY20E	
Total operating Income	2,179.4	2,379.6	2,657.8	2,941.1	
Growth (%)	-8.4	9.2	11.7	10.7	
Employee Expenses	746	801	932	939	
Advertisement expenses	0	NA	NA	NA	
Other expenses	753	563	880	876	
Total Operating Expenditure	1,498.5	1,364.3	1,812.1	1,815.6	
EBITDA	680.9	1,015.2	845.7	1,125.5	
Growth (%)	-13.2	49.1	-16.7	33.1	
Depreciation	95.3	98.8	110.0	123.0	
Interest	225.5	259.0	249.9	265.7	
Other Income	-110.8	41.2	103.7	103.7	
PBT	238.4	677.9	558.1	840.5	
Profits from Associates	-11.6	-25.3	-31.1	-40.0	
Total Tax	172.2	222.2	214.9	403.4	
PAT	-10.2	363.1	183.6	286.7	
Growth (%)	NA	NA	-49.4	56.2	
EPS (₹)	-0.6	20.6	10.4	16.2	

Source: Company, ICICI Direct Research

Balance sheet		₹ Crore			
(Year-end March)	FY17	FY18	FY19E	FY20E	
Liabilities					
Equity Capital	88.3	88.3	88.3	88.3	
Reserve and Surplus	2,511.2	3,199.8	3,362.1	3,627.5	
Total Shareholders funds	2,599.5	3,288.1	3,450.4	3,715.8	
Total Debt	3,423.9	3,906.9	4,006.9	3,906.9	
Def Tax Liability	175.6	232.1	236.1	240.1	
Total Liabilities	6,198.9	7,427.1	7,693.4	7,862.8	
Assets					
Gross Block	3,036.4	3,710.8	4,187.5	4,633.5	
Less: Acc Depreciation	1,340.9	1,439.8	1,549.8	1,672.7	
Net Block	1,695.5	2,271.0	2,637.7	2,960.8	
Capital WIP	310.7	135.3	46.0	100.0	
Total Fixed Assets	2,006.2	2,406.3	2,683.7	3,060.8	
Goodwill on Cons	2,202.8	2,468.0	2,468.0	2,468.0	
Investments	107.7	110.0	110.0	110.0	
Def Tax Assets	0.0	0.0	0.0	0.0	
Inventory	19.9	15.5	23.8	19.7	
Debtors	1,820.1	2,241.6	2,483.0	2,747.7	
Loans and Advances	9.4	10.3	21.6	7.8	
Cash	1,692.6	1,643.7	1,680.2	1,504.2	
Total Current Assets	3,542.0	3,911.1	4,208.6	4,279.4	
Total Current Liabilities	2,191.7	2,344.7	2,256.1	2,480.7	
Net Current Assets	1,350.3	1,566.3	1,952.5	1,798.8	
Misc Exp not W/f	0.0	0.0	0.0	0.0	
Application of Funds	6,198.9	7,427.1	7,693.4	7,862.8	

Source: Company, ICICI Direct Research

Cash flow statement		₹ Crore			
(Year-end March)	FY17	FY18	FY19E	FY20E	
Profit after Tax	-10.2	363.1	183.6	286.7	
Add: Depreciation	95.3	98.8	110.0	123.0	
(Inc)/dec in Current Assets	-371.2	-1,158.4	-121.0	-413.6	
Inc/(dec) in CL and Provisions	-186.6	153.0	-88.7	224.6	
CF from operating activities	-472.7	-543.4	83.9	220.7	
(Inc)/dec in Investments	0.0	0.0	0.0	0.0	
(Inc)/dec in Fixed Assets	-298.0	-499.0	-387.4	-500.0	
Goodwill on consolidation	762.5	184.9	0.0	0.0	
Others	-47.5	0.0	261.3	224.6	
CF from investing activities	416.9	-314.1	-126.1	-275.4	
Issue/(Buy back) of Equity	3.6	0.0	0.0	0.0	
Inc/(dec) in loan funds	-244.1	483.0	100.0	-100.0	
Dividend paid & dividend tax	-19.9	-21.3	-21.3	-21.3	
Inc/(dec) in Sec. premium	0.0	0.0	0.0	0.0	
Others	166.2	346.8	0.0	0.0	
CF from financing activities	-94.2	808.6	78.7	-121.3	
Net Cash flow	-150.0	-48.9	36.5	-175.9	
Opening Cash	1,842.6	1,692.6	1,643.7	1,680.2	
Closing Cash	1,692.6	1,643.7	1,680.2	1,504.2	

Source: Company, ICICI Direct Research

Key ratios		₹ Crore			
(Year-end March)	FY17	FY18	FY19E	FY20E	
Per share data (₹)					
EPS	-0.6	20.6	10.4	16.2	
Cash EPS	4.8	26.2	16.6	23.2	
BV	147.3	186.3	195.5	210.5	
DPS	1.0	1.0	1.0	1.0	
Operating Ratios (%)					
EBITDA Margin	31.2	42.7	31.8	38.3	
PBT / Total Operating income	-0.5	15.3	6.9	9.7	
Asset Turnover	0.3	0.3	0.3	0.0	
Debtor Turnover	1.2	1.1	1.1	1.1	
Creditor Turnover	7.0	5.7	5.7	5.7	
Return Ratios (%)					
RoE	-0.4	11.0	5.3	7.7	
RoCE	8.8	11.2	8.4	11.0	
RoIC	12.3	13.8	10.2	13.0	
Valuation Ratios (x)					
P/E	0.0	9.2	18.3	11.7	
EV / EBITDA	7.4	5.5	6.7	5.1	
EV / Net Sales	2.3	2.3	2.1	1.9	
Market Cap / Sales	1.5	1.4	1.3	1.1	
Price to Book Value	1.3	1.0	1.0	0.9	
Solvency Ratios					
Debt/EBITDA	5.0	3.8	4.7	3.5	
Debt / Equity	1.3	1.2	1.2	1.1	
Current Ratio	2.1	2.5	2.6	2.5	
Quick Ratio	1.4	1.8	1.9	1.9	

Source: Company, ICICI Direct Research

RATING RATIONALE

ICICI Direct Research endeavours to provide objective opinions and recommendations. ICICI Direct Research assigns ratings to its stocks according to their notional target price vs. current market price and then categorises them as Strong Buy, Buy, Hold and Sell. The performance horizon is two years unless specified and the notional target price is defined as the analysts' valuation for a stock.

Strong Buy: > 15%/20% for large caps/midcaps, respectively, with high conviction;

Buy: > 10%/15% for large caps/midcaps, respectively;

Hold: Up to +/-10%;

Sell: -10% or more;



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