28 April 2020



## JioMart launches operations

JioMart launched operations in select locations over the weekend; the service offering includes ordering grocery through *WhatsApp* (Facebook's most popular messenger application in India). We found the ordering process easy; no separate app is needed. Over the next few quarters, service offerings should see refinement (expansion in SKUs, promotional activity etc), to increase traction. The unit economics of the revenue model hold the key, as RIL's cash-cow O2C business faces pressure due to Covid-19 disruption.

JioMart selectively commences operations: Just after signing a binding agreement to induct Facebook as its strategic partner in Jio Platforms, JioMart has selectively commenced operations (in Thane, and suburban areas) amid the lockdown. JioMart, as of now, deals with grocery shopping; the service integrates order placement through Whatsapp (owned by Facebook), while order fulfilment is through the nearest vendor tied up with JioMart. Consumers do not need to download any separate app for placing the order (refer exhibit overleaf).

**Our JioMart experience – Smooth and swift:** The SKUs offered at present seem limited to standard brands of grocery, F&B items etc, although some local brands are also on the list. In our view, the SKU list could see significant expansion once the lockdown ends. If one's purchase list is firmed up, the actual ordering is smooth & fast experience. Once order is confirmed, the vendor is assigned along with the invoice details. The vendor offered home delivery vs pick up mentioned initially; The JioMart rider was dressed in uniform, with a facemask and gloves.

Benefits likely from FY22: A lot of changes are likely in the JioMart model, such as -1) expansion of SKUs, 2) online payment option, 3) home delivery, 4) finer pricing/promotional deals etc, which could help gain critical customer mass. As such, FY21ii would be the year to test the robustness of the revenue model and take cognizance of customer feedback; tangible benefits could be expected only from FY22ii. R-Retail currently accounts for 11% of RIL's consol Ebitda, but has ~20% share in the EV. The market remains competitive and investors would keenly observe the economics of this model, at a time when RIL's cash-cow O2C business is under pressure. RIL is our top pick in the sector, given rising share of B2C businesses (JIO, Retail) which can help offset weakness in O2C business.

## **Company update**

CMP	Rs1417
12-mth TP (Rs)	1710 (21%)
Market cap (US\$m)	117,515
Enterprise value(US\$m)	144,858
Bloomberg	RIL IN
Sector	Oil & Gas

Shareholding pattern (%)	
Promoters	50.1
Pledged (as % of promoter share)	0.0
FIIs	23.1
DIIs	11.9
52Wk High/Low (Rs)	1618/876
Shares o/s (m)	6339
Daily volume (US\$ m)	320.0
Dividend yield FY21ii (%)	0.7
Free float (%)	50.0

Price performance (%)						
	1M	3M	1Y			
Absolute (Rs)	50.2	(6.8)	2.0			
Absolute (US\$)	49.5	(13.1)	(6.3)			
Rel. to Sensex	32.8	17.9	21.8			
Cagr (%)		3 yrs	5 yrs			
EPS		16.3	11.8			

Stock p	erformance	
	Vol('000, LHS) ——Price (Rs., I	RHS)
200,000		2,000
150,000	A AMAZAMA	1,500
100,000	A same	1,000
50,000		500
0	المستخطينات بالمستحر والمستحر	0
	Apr-18 Jun-18 Aug-18 Oct-18 Dec-19 Jun-19 Jun-19 Oct-19 Dec-19	

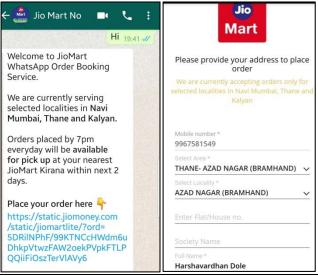
Financial summary (Rs bn)

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Y/e 31 Mar, Consolidated	FY18A	FY19A	FY20ii	FY21ii	FY22ii
Revenues (Rs bn)	3,917	5,671	7,831	8,685	9,281
Ebitda margins (%)	16.4	14.8	10.7	12.2	13.1
Pre-exceptional PAT (Rs bn)	350	396	425	561	632
Reported PAT (Rs bn)	361	396	425	561	632
Pre-exceptional EPS (Rs)	55.2	62.5	67.1	88.6	99.7
Growth (%)	17.0	13.1	7.4	32.0	12.6
IIFL vs consensus (%)			(4.8)	9.5	(5.5)
PER (x)	25.7	22.7	21.1	16.0	14.2
ROE (%)	12.6	11.6	10.5	12.5	12.6
Net debt/equity (x)	0.7	0.7	0.6	0.5	0.5
EV/Ebitda (x)	16.4	13.2	13.2	10.1	8.8
Price/book (x)	3.1	2.3	2.1	1.9	1.7
OCF/Ebitda (x)	1.1	0.5	0.8	0.8	0.6

Source: Company, IIFL Research. Priced as on 24 April 2020

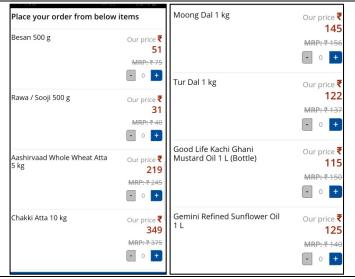


Figure 1: Ordering process is easy; no separate app is needed



Source: IIFL Research

Figure 2: Currently SKUs are limited, perhaps due to the Covid-linked lockdown



Source: IIFL Research

Figure 3: Vendor offered home delivery vs pick up mentioned initially

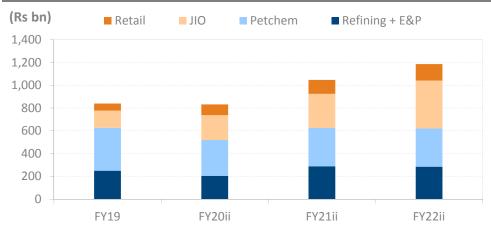


Stay Safe. #CoronaHaregaIndiaJeetega

Source: IIFL Research

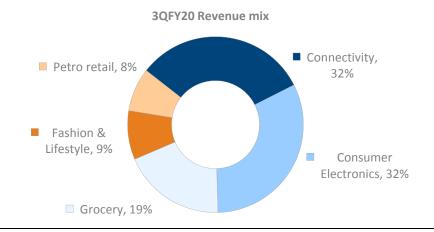


Figure 4: We will re-assess our Ebitda assumptions post the 4Q results



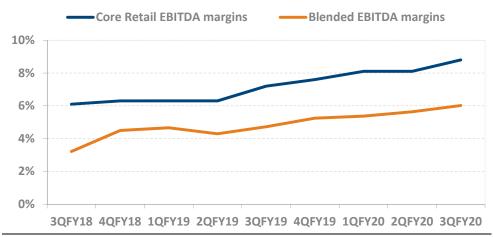
Source: Company, IIFL Research

Figure 5: Groceries accounted for 19% of the retail revenue last quarter



Source: Company, IIFL Research

Figure 6: Core margins have consistently improved



Source: Company, IIFL Research

Note: For 1Q, 2Q and 3QFY20, core margin has been restated to gross revenue basis

Figure 7: Our SOTP-based price implies a 20% upside

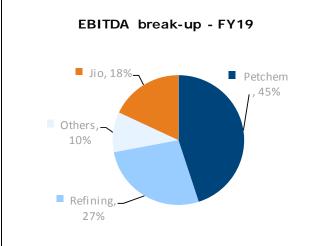
	US\$ bn	Rs bn	Rs/share	Comments
Refining	30	2,165	341	GRM of US\$10.5/bbl
Petrochemical	36	2,528	399	Blended Ebitda/MT of US\$328
E&P	1	70	11	
JIO	73	5,178	817	IIFL's telecom team valuation
Retail	38	2,688	424	20x FY21 Ebitda (D-Mart @ 42x)
Other Investments	1	86	14	At BV
Treasury stock	7	522	82	20% discount to the market value
EV	186	13,237	2,088	
Less: Net debt	34	2,399	378	Includes Vendor Financing and Spectrum Liability for JIO
Equity Value	153	10,838	1,710	

Source: Company, IIFL Research



**Background:** Reliance Industries (RIL) is one of India's largest private sector enterprises, and a vertically-integrated company with business interests in energy and the materials value-chain. The Group's activities span across E&P, petroleum refining & marketing, petrochemicals (polyester, fibre intermediates, plastics and chemicals), retail, shale gas and telecom services. RIL was founded in 1958 by Dhirubhai Ambani, as a textiles trading firm in Mumbai. Today, RIL operates the largest single-refinery complex (68mmtpa) at Jamnagar and one of the most complex refineries (Complexity Index of 21.1) in the world. It is among the top-ten producers of major petrochemical products (PP, PX, PTA, MEG) and the largest polyester producer in the world.

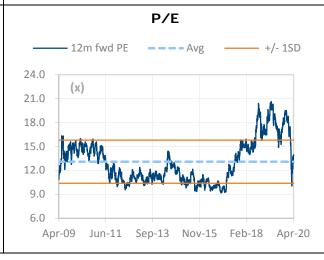
Management	
Name	Designation
Mukesh Ambani	Chairman and Managing Director
Alok Agarwal	CFO
V Srikanth	Joint CFO

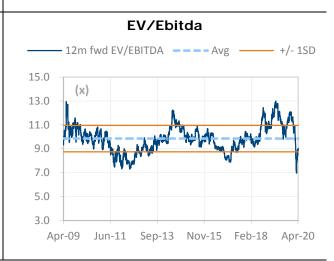


RIL Capacities		mmtpa		
Refining	DTA Refinery	33.0		
	SEZ Refinery	35.2		
Petrochemicals	PE	2.3		
	PP	2.9		
	Paraxylene	4.8		
	PTA	4.9		
	PFY and PSF	2.1		
	PET	1.1		
Source: Company, IIFL Research				

Assumptions					
Y/e 31 Mar, Consolidated	FY18A	FY19A	FY20ii	FY21ii	FY22ii
Refining throughput (m bbl)	511.6	500.6	507.4	529.9	529.9
Refining GRM (US\$/bbl)	11.6	9.2	8.4	10.5	10.5
Petchem volumes (mmt)	13.2	14.6	14.8	14.9	14.9
Petchem EBIT margin (US\$/mmt)	249.2	316.3	249.6	267.1	265.0

Source: IIFL Research







# Financial summary

Y/e 31 Mar, Consolidated	FY18A	FY19A	FY20ii	FY21ii	FY22ii
Revenues	3,917	5,671	7,831	8,685	9,281
Ebitda	642	839	837	1,055	1,212
Depreciation and amortisation	(167)	(209)	(200)	(221)	(256)
Ebit	475	630	637	834	956
Non-operating income	89	86	131	140	150
Financial expense	(81)	(165)	(192)	(203)	(238)
PBT	483	551	577	771	868
Exceptionals	11	0	0	0	0
Reported PBT	494	551	577	771	868
Tax expense	(133)	(154)	(150)	(208)	(234)
PAT	360	397	427	563	633
Minorities, Associates etc.	1	(1)	(1)	(1)	(1)
Attributable PAT	361	396	425	561	632

### Ratio analysis

Y/e 31 Mar, Consolidated	FY18A	FY19A	FY20ii	FY21ii	FY22ii
Per share data (Rs)					
Pre-exceptional EPS	55.2	62.5	67.1	88.6	99.7
DPS	6.0	6.5	8.2	9.3	9.1
BVPS	463.0	610.7	668.2	745.9	835.0
Growth ratios (%)					
Revenues	28.3	44.8	38.1	10.9	6.9
Ebitda	38.9	30.8	(0.3)	26.1	14.8
EPS	17.0	13.1	7.4	32.0	12.6
Profitability ratios (%)					
Ebitda margin	16.4	14.8	10.7	12.2	13.1
Ebit margin	12.1	11.1	8.1	9.6	10.3
Tax rate	27.0	27.9	26.0	27.0	27.0
Net profit margin	9.2	7.0	5.4	6.5	6.8
Return ratios (%)					
ROE	12.6	11.6	10.5	12.5	12.6
ROCE	10.3	9.8	10.1	12.1	12.9
Solvency ratios (x)					
Net debt-equity	0.7	0.7	0.6	0.5	0.5
Net debt to Ebitda	3.3	3.3	3.3	2.3	2.0
Interest coverage	5.9	3.8	3.3	4.1	4.0

Source: Company data, IIFL Research

Bala	nce s	heet	summary	(Rs	bn)	
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Y/e 31 Mar, Consolidated	FY18A	FY19A	FY20ii	FY21ii	FY22i
Cash & cash equivalents	43	75	68	324	316
Inventories	608	676	933	1,035	1,106
Receivables	176	301	415	461	492
Other current assets	599	839	1,043	1,157	1,360
Creditors	2,668	2,654	3,225	3,505	3,559
Other current liabilities	41	42	58	64	68
Net current assets	(1,283)	(805)	(823)	(593)	(354)
Fixed assets	5,851	5,658	5,984	6,189	6,466
Intangibles	58	120	120	120	120
Investments	829	2,355	2,355	2,355	2,355
Other long-term assets	0	0	0	0	0
Total net assets	5,454	7,328	7,635	8,070	8,587
Borrowings	2,188	2,875	2,815	2,755	2,705
Other long-term liabilities	332	582	585	587	590
Shareholders equity	2,935	3,871	4,236	4,728	5,293
Total liabilities	5,454	7,328	7,635	8,070	8,587

### Cash flow summary (Rs bn)

Y/e 31 Mar, Consolidated	FY18A	FY19A	FY20ii	FY21ii	FY22ii
Ebit	475	630	637	834	956
Tax paid	(98)	(122)	(150)	(208)	(234)
Depreciation and amortization	167	209	200	221	256
Net working capital change	185	(251)	11	26	(248)
Other operating items	(14)	(8)	1	1	1
Operating cash flow before interest	715	457	699	874	730
Financial expense	(177)	(233)	(192)	(203)	(238)
Non-operating income	23	16	131	140	150
Operating cash flow after interest	561	240	639	811	642
Capital expenditure	(730)	(928)	(525)	(426)	(533)
Long-term investments	23	(78)	0	0	0
Others	(7)	(25)	0	0	0
Free cash flow	(152)	(791)	114	384	109
Equity raising	5	2	0	0	0
Borrowings	199	865	(60)	(60)	(50)
Dividend	(39)	(43)	(60)	(69)	(67)
Net chg in cash and equivalents	12	33	(7)	255	(8)

Source: Company data, IIFL Research



#### Disclosure: Published in 2020, © IIFL Securities Limited (Formerly 'India Infoline Limited') 2020

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Name, Qualification and Certification of Research Analyst: Harshvardhan Dole(B.Tech. PGBDA). Rishi Masand(MS Finance)

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