

COMPANY INSIGHT

Market Price	2,739.80
52 Wk Price Range	2,230.90 - 3,000.00
Market Cap (BDT mn)	86,303.70
Category	A
Sector	Pharmaceuticals & Chemicals
Year End	March
Paid Up Capital (mn)	315.00
Reserve & Surplus (mn)	6,966
EPS	206.09
Company P/E	13.29
Sector Median P/E	22.34
NAV	92.02
Free Float %	10.00%
Free Float Share	3.15
Shareholding (%)	
Sponsor/Director	90.00%
Government	0%
Institutions	6.27%
Foreign	1.85%
Public	1.88%

REVENUE BREAKDOWN

Particulars (in Mn)	FY25-26	FY24-25	Chng
Product Segment Wise			
Parachute coconut oil	11,733	9,464	23.97%
Value added hair oil (VAHO)	6,124	4,859	26.05%
Color	37	36	4.22%
Health & Beauty	1,853	980	89.17%
Baby Segment	419	388	8.04%
Others	545	584	-6.59%
Market Wise			
Domestic	20,306	16,191	25.41%
Export	405	118	243.4%
Total Revenue	20,712	16,309	26.99%

COMPANY BACKGROUND

Registered Office: The Glass House, Floor-06, Plot-02, Block-SE(B), Gulshan Avenue, Dhaka-1212

Marico Bangladesh Limited (MBL) is a publicly listed subsidiary of Marico Limited, India - one of Asia's leading consumer goods companies. MBL is the undisputed market leader in Bangladesh's hair care and personal care segment, built around three core pillars. Parachute Coconut Oil – its flagship – commands category-defining brand equity and contributes ~56.7% of FY2025-26 revenues (BDT 11,733 mn). Value Added Hair Oil (VAHO) under the Parachute Advanced umbrella has emerged as the second pillar, contributing BDT 6,124 mn (29.6% of revenue) and growing at +26% YoY. The third and fastest-growing pillar is Health & Beauty – spanning Livon serum, Saffola, and Set Wet – which surged +89% YoY to BDT 1,853 mn in FY2025-26, signalling successful premiumisation beyond coconut oil. The company has also begun pursuing exports aggressively, with export revenue growing +243% YoY to BDT 405 mn – still nascent but directionally significant.

INDUSTRY OVERVIEW

Bangladesh's FMCG personal care market is estimated at BDT 60-80 billion annually, growing at high single-digit rates driven by urbanisation, rising incomes, and expanding modern retail. Hair care dominates MBL's addressable market, with coconut oil commanding deep household penetration across all income levels.

The structural growth story lies in premiumisation – consumers migrating from commodity coconut oil toward value-added variants and beauty products, which carry superior margins and faster growth rates. Key tailwinds include rising disposable incomes, e-commerce expansion, and Marico India's innovation pipeline feeding new product launches. Key headwinds are copra price volatility – a globally traded commodity directly compressing gross margins – BDT depreciation risk on imported inputs, and intensifying competition from local and regional FMCG players in value segments.

RECENT QUARTER PERFORMANCE

Particulars	Q4 25-26	Q4 25-26
Turnover (BDT mn)	5,260	3,859
Operating Profit (BDT mn)	2,028	1,856
Net Profit (BDT mn)	1,774	1,596
EPS	48.00	41.94
NAV	92.02	239.13

5-YEAR PERFORMANCE HIGHLIGHT

Particulars	FY 25-26	FY 24-25	FY 23-24	FY 22-23	FY 21-22
Turnover (BDT mn)	20,712	16,309	14,524	14,136	13,032
Growth (%)	26.99%	12.29%	2.75%	8.47%	15.26%
Gross Profit	10,399	9,879	8,592	7,454	7,175
Growth (%)	5.26%	14.98%	15.27%	3.88%	6.61%
Operating Profit	8,008	7,099	6,151	5,138	4,644
Growth (%)	12.80%	15.41%	19.72%	10.63%	14.32%
Net Profit (BDT mn)	6,492	5,909	4,607	3,872	3,554
EPS	206.09	187.60	146.24	122.93	112.82
NAV	92.02	239.13	260.64	113.85	85.37
Current Ratio	1.3	2.0	1.8	1.2	1.3
ROA	58.51%	38.44%	32.28%	41.45%	55.35%
ROE	124.47%	75.08%	78.10%	123.42%	164.32%
Debt to Equity	0.00%	0.00%	5.48%	0.00%	0.00%
Dividend per Share	207.5	384	20	75	80

FINANCIAL PERFORMANCE

Particulars	FY 25-26	FY 24-25	FY 23-24	FY 22-23	FY 21-22
INCOME STATEMENT					
Turnover	20,711.69	16,309.36	14,524.18	14,135.74	13,032.19
COGS	-10,476.75	-6,598.24	-6,099.25	-6,811.20	-5,960.80
Gross Profit	10,398.55	9,879.04	8,591.99	7,453.74	7,175.38
Operating Profit	8,008.04	7,099.07	6,151.03	5,137.88	4,644.34
Net Financial (Exp)/Income	-7.03	874.69	14.04	158.63	89.62
Other Income/Expenses	390	55	40	25	17
Net Profit	6,492	5,909	4,607	3,872	3,554
EPS	206.09	187.60	146.24	122.93	112.82
BALANCE SHEET					
Property, Plant & Equip.	1,347	1,340	1,415	1,305	981
Inventories	3,531	2,951	3,351	2,529	2,332
Cash	1,575	3,092	1,887	2,229	505
Current Asset	6,631	12,143	15,014	9,970	5,673
Total Asset	8,349	13,840	16,907	11,636	7,048
Paid Up Capital	315	315	315	315	315
Retained Earnings	2,332	6,966	7,643	3,019	2,122
Shareholders' Equity	2,899	7,533	8,210	3,586	2,689
Current Liabilities	5,302	6,104	8,521	7,977	4,236
Total Liabilities	5,451	6,308	8,697	8,050	4,359
NAV	92.02	239.13	260.64	113.85	85.37
Dividend	207.5	384	20	75	80
RATIOS					
Turnover Growth (YoY)	26.99%	12.29%	2.75%	8.47%	15.26%
Gross Profit Margin	50.21%	60.57%	59.16%	52.73%	55.06%
Operating Profit Margin	38.66%	43.53%	42.35%	36.35%	35.64%
Net Profit Margin	31.34%	36.23%	31.72%	27.39%	27.27%
Return on Asset	58.51%	38.44%	32.28%	41.45%	55.35%
Return on Equity	124.47%	75.08%	78.10%	123.42%	164.32%
Current Ratio	1.3x	2.0x	1.8x	1.2x	1.3x
Debt-To-Equity Ratio	0.00%	0.00%	5.48%	0.00%	0.00%
EPS	206.09	187.60	146.24	122.93	112.82

INVESTMENT INSIGHTS

INVESTMENT POSITIVES

- **Consistent Revenue & Earnings Growth Across 5 Years:** Revenue has compounded at ~12% CAGR from BDT 13,032 mn (FY2021-22) to BDT 20,712 mn (FY2025-26), with net profit growing every single year – from BDT 3,554 mn to BDT 6,492 mn (+82.7% in four years). No dividend cycle, raw material shock, or macro event has interrupted the profit growth trajectory.

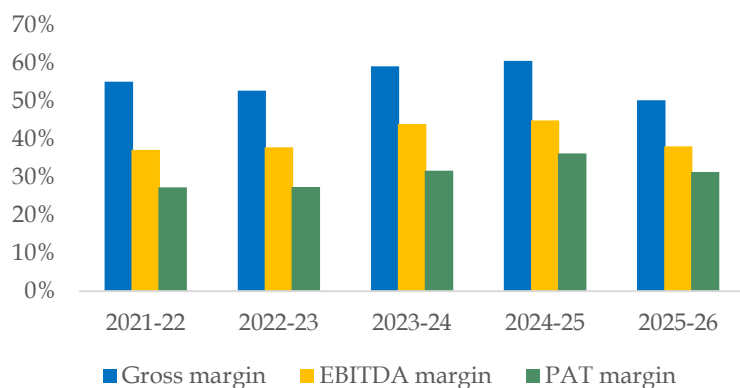
- **Health & Beauty – The New Growth Engine:** At +89.2% YoY revenue growth (BDT 1,853 mn in FY2025-26 vs BDT 980 mn in FY2024-25), Health & Beauty has emerged as the highest-growth segment. With Livon, Saffola, and Set Wet, Marico is successfully replicating India's premiumisation playbook in Bangladesh – a market that is earlier in the personal care adoption curve, implying a long runway ahead.

- **Category Dominance in a Defensive Staple:** Parachute Coconut Oil is one of the most deeply entrenched FMCG brands in Bangladesh – purchased across all income levels, urban and rural alike. This category-leader status, built over 30+ years, provides recession-proof volume stability and exceptional pricing power, with no credible domestic challenger threatening near-term market share.

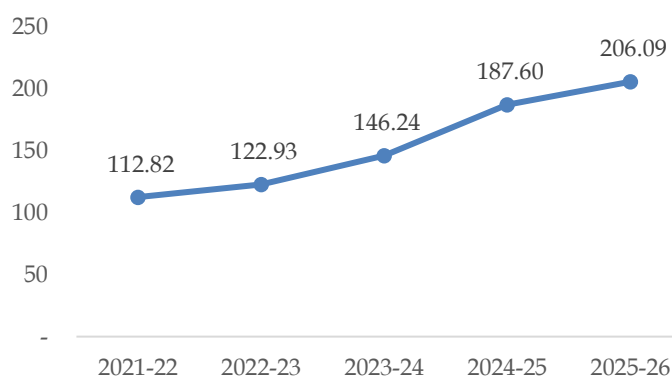
INVESTMENT NEGATIVES

- Gross Margin Cliff – Structural Vulnerability to Copra Prices:** FY2025-26 saw a devastating 1,040 bps GP margin compression – from 60.6% to 50.2% – as COGS surged +58.8% while revenue grew only +27%. This is entirely driven by global copra/coconut oil price inflation. With ~57% of revenue tied to Parachute Coconut Oil, MBL is structurally exposed to a single globally-traded commodity. Any sustained commodity cycle can rapidly erode profitability, as FY2025-26 has demonstrated.
- Extreme Free Float Illiquidity – 90% Parent Lock-In:** With Marico India holding 90% and free float at just 10% (3.15 mn shares), MBL is one of the most illiquid stocks on DSE. Institutional investors cannot build meaningful positions without moving the price significantly. This structural illiquidity creates a persistent valuation discount and limits the stock's eligibility for most fund mandates – a ceiling on the re-rating story.
- Near-100% Dividend Payout Depleting Book Value:** DPS of BDT 207.5 in FY2025-26 translates to a ~101% payout ratio – the company is paying out essentially all of its earnings. In FY2024-25, a BDT 384 DPS represented a 205% payout (distributing retained earnings). Consequently, NAV has collapsed from BDT 260.6 (FY2023-24) to BDT 92.0 (FY2025-26). While this pleases the 90% parent, it hollows out the equity cushion and leaves minority shareholders with a paper-thin book value.
- Domestic-Only Business with Minimal Export Diversification:** Despite the 243% export growth, exports represent only 2% of total revenue (BDT 405 mn out of BDT 20,712 mn). MBL is entirely a Bangladesh domestic play with no meaningful geographic diversification. This concentrates political, regulatory, and macroeconomic risk – including BDT depreciation risk on input costs without a corresponding export offset.

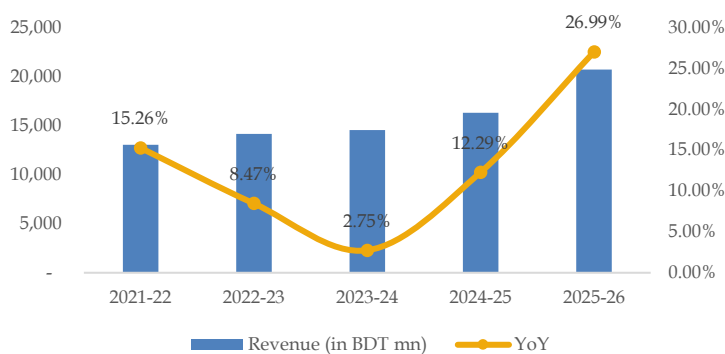
Margin Performance



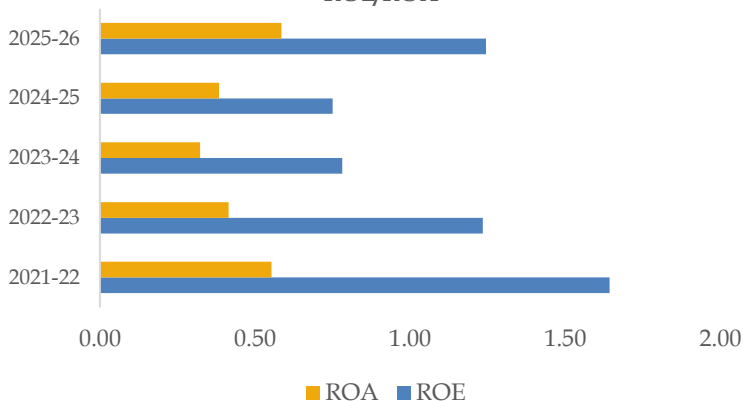
Earnings Per Share



Revenue Performance



ROE/ROA



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