

22 June 2026

FMCG Fortnightly News Digest

In the current edition, we highlight Pizza Hut's new growth journey with LongRange Capital and implications of ownership transition for Indian franchisees. We also discuss: (a) Price hikes offsetting input cost pressure; (b) rising strategic interest of global beauty players in India's digital-first beauty ecosystem; and (c) margin support opportunities for premium spirits makers from lower Scotch procurement cost under India-UK FTA.

Sensex: 77,095

Nifty: 24,103

Pizza Hut's New Growth Journey with LongRange Capital: Yum! Brands has agreed to sell Pizza Hut's global business (ex-Mainland China) to LongRange Capital for ~US\$1.5bn, while Yum China will acquire the China business for US\$1.2bn. Existing arrangements remain in place in the near-term, limiting immediate impact on Indian franchisees (Devyani International and Sapphire Foods), though ownership transition may shape future strategy.

Price Hikes Continue to Offset Input Cost Pressure: The FMCG companies have hiked prices across categories including packaged foods, detergents, household products and personal care following higher fuel and crude-linked input cost. Pricing actions have remained calibrated across portfolios to offset elevated transportation, packaging and RM cost, while supporting margin.

L'Oréal Acquires Majority Stake in Innovist: L'Oréal has acquired a majority stake in Innovist, owner of Bare Anatomy, Chemist at Play and Suncoop, while the founders remain involved in operations and retain a minority stake. The deal signals growing global confidence in India's digital-first beauty market and strengthens the case for innovation-led and emerging consumer brands.

India-UK FTA Likely to Support Premium Spirits Growth: ISWAI welcomed lower tariffs on Scotch imports under the India-UK FTA, highlighting benefits for premiumisation, consumer choice and industry investment. Early implementation of the FTA from 15th July 2026 will help in lower duty on scotch import, supporting premium spirits demand and benefiting revenues and margins for Spirits players.

Outlook and Valuation: Out of our coverage universe (including discretionaries), we expect ~10% revenue CAGR over FY26-28e driving ~14% earnings CAGR (vs. 4/7% y/y revenue growth and -3/5% earnings growth in FY25/26).

Our Preferred Picks: Marico (Rs865), GCPL (Rs1,400), Mrs. Bector Food (Rs250) and RBA (Rs93).

Ajay Thakur
Research Analyst

Preferred Picks – Valuation Metrics

Companies	Rating	Mkt Cap (Rs bn)	CMP (Rs)	TP (Rs)	EPS		P/E		RoE (%) FY26	Div Yield (%) FY26
					FY27e	FY28e	FY27e	FY28e		
Marico	BUY	1,056	813	865	17.0	19.2	47.8	42.3	44.4	0.5
Godrej Consumer	BUY	1,044	1,020	1,400	23.7	28.0	43.0	36.4	17.4	1.9
Mrs. Bector Food	BUY	58	188	250	5.8	7.1	32.3	26.3	10.9	0.2
RBA*	BUY	47	80	93	(2.7)	(1.5)	11.4	8.9	(25.0)	NA

Source: Bloomberg, Anand Rath Research

*RBA - EV/EBITDA

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Fortnightly News Updates

Yum Brands to sell Pizza Hut Chain for \$2.7bn to PE Firm

Yum! Brands has agreed to sell Pizza Hut's global business (ex-Mainland China) to LongRange Capital for ~US\$1.5 bn, while Yum China will acquire the China business for US\$1.2 bn, valuing the overall transaction at ~US\$2.7 bn. The deal is expected to close in Q3CY26. [Read More](#)

Our View: Post transaction, LongRange Capital will own and manage Pizza Hut across all markets outside Mainland China, while Yum China will take full ownership of the China business, transitioning from its current role as the exclusive franchise.

Pizza Hut operates ~20k restaurants globally but has become the smallest contributor among Yum's core brands. In CY25, it generated ~\$1bn revenue and \$340m op. profit vs. KFC's \$3.5bn revenue, \$1.5bn op. profit) and Taco Bell's \$3.1bn revenue, \$1.1bn op. profit. Its contribution to Yum's revenue fell from ~18% in 2019 to ~12% in 2025, amid market share losses, weak SSSG, and operational challenges in the US etc.

LongRange Capital is a US-based PE firm founded in 2019 by Robert Berlin. It also has exposure to the food sector through its ownership of Bakkavor. Key investments include 24 Hour Fitness, Bakkavor, US Synthetic, and several industrial and consumer-focused businesses across North America.

Deryani and Sapphire run Pizza Hut outlets in India under ~10year+10year renewable franchise agreements with Yum. They pay about ~6.3% royalty and ~6% marketing fee on sales, plus franchise fees. Yum retains significant operational control over menus, sourcing, store standards, technology, and customer experience, with the right to terminate agreements for material breaches or non-compliance.

Even if Pizza Hut's global ownership changes, existing franchise terms remain in place in the near-term, though future strategy may evolve. As previously indicated, Deryani will continue to pay the previously announced ~Rs3.2bn merger fee, which will now be payable to parent company (Yum! and/or LongRange Capital).

The deal is aimed at reviving the brand, as Yum! had shifted focus to faster-growing chains like KFC and Taco Bell. For Indian franchisees like Deryani and Sapphire Foods, there should be no immediate operational impact since existing agreements continue. However, a more growth-oriented approach could later drive faster store expansion, higher brand investment, and improved economics for strong-performing franchisees.

FMCG Companies Raise Prices by 4-11%

The FMCG companies have raised prices by 4-11% across categories including soaps, detergents, toothpaste, edible oils and other household products following the recent increase in fuel prices. Rise in fuel cost has increased transportation, packaging and overall input expenses, prompting companies to pass on part of the cost burden to consumers, while absorbing the balance internally. [Read More](#)

Over the last 3-4 months, most FMCG/consumer stocks have corrected (barring certain names i.e. Marico, Zydus wellness etc.), due to higher input cost, supply chain disruption led by lower exports to West Asia. Valuation of several FMCG companies seems to be attractive especially given expectation of improved FY27 growth outlook.

Our View: West Asia conflict and higher crude and crude-linked commodities cost have driven some price increase across FMCG product categories. The input cost inflation has been 5-10% for most FMCG players and the companies have undertaken average price hike of 2-6% across portfolio. As per our recent channel checks, we understand that the companies have additionally taken price hikes in (a) packaged foods with broad-based pricing action in 3-15% range; (b) detergents and household products that saw another round of calibrated price hike of 5-12%; and (c) Personal care (including Oral Care) categories that saw 5-10% price hike.

The price hikes are broad-based and not concentrated in any segment, which along with earlier benefit of GST-cut driven pricing correction will aid in sustaining demand stability in the coming quarters.

L'Oréal to Acquire Majority Stake in Innovist

L'Oréal has acquired a majority stake in Innovist, the Indian D2C beauty platform behind Bare Anatomy, Chemist at Play and Sunscoop, with founders continuing to operate the business while retaining a minority stake. The financial terms of the transaction are not disclosed. [Read More](#)

Our View: The deal is a strong endorsement of India's scaled D2C beauty ecosystem and indicates that global beauty companies are increasingly willing to pay premium valuations for brands with proven digital distribution, product innovation and consumer traction. At an estimated valuation of ~\$350-450m, the transaction potentially resets valuation benchmarks for the Indian beauty and personal care space and could accelerate consolidation as incumbents look to acquire rather than build digital-first brands organically.

ISWAI Welcomes India-UK FTA; Hails Lower Tariff on Scotch

International Spirits and Wines Association of India (ISWAI) welcomed the India-UK FTA, stating that lower import duties on Scotch whisky are expected to benefit India's spirits industry by supporting premiumisation, increasing consumer choice, and attracting investment. The association noted that imported spirits remain a small part of India's overall market and sees the tariff cuts as complementary to domestic industry growth rather than disruptive. [Read More](#)

Our View: Favourable development for AlcoBev players i.e., United Spirits and Radico Khaitan. Early implementation of the FTA from 15th July 2026 will help in lower duty on scotch import aiding both revenue growth and margin expansion for premium spirits portfolios. Both players had earlier indicated potential annual cost savings of ~Rs1.1-1.3bn from lower Scotch procurement costs following the FTA.

At CMP, (adjusting for RCB's attributable value of Rs230/share and earnings), United Spirits trades at 43x/40x FY27/28e EPS of Rs25.3/28, on our estimates. We have HOLD rating on the stock with a TP of Rs1,435

At CMP, Radico Khaitan trades at 81/64/51x FY26/27/28e EPS of Rs46.4/58.5/73.7, based on our estimates. We have HOLD rating on the stock with a TP of Rs3,700.

Asian Paints Sees Dynamic Biz Environment in FY27

Asian Paints expects the operating environment to remain dynamic in FY27 amid heightened competition, RM price volatility, supply-chain risks and geopolitical uncertainties. Despite near-term challenges, it remains confident on long-term growth, aided by premiumisation, distribution expansion, innovation-led growth and continued investments across B2B, industrial coatings and backward integration initiatives. [Read More](#)

Our View: Demand remained healthy across rural and urban markets in Q4FY26 with rural continuing to outperform. It hiked the price by 10-11% vs. ~20% cumulative inflation. Expecting the demand momentum to sustain, the management has guided for high single-digit volume growth in the coming quarters. The management maintained its EBITDA margin guidance of ~18-20%, aided by pricing action, premiumisation and improved cost efficiency.

Improving volume growth for industry, better volume-value mix post price hike and backward integration make us turn cautiously optimistic on Asian Paints. We expect its revenue to clock 11% CAGR over FY26-28e, led by recent pricing actions, innovation and improved demand and EBITDA margin to expand 20bps to 19% over FY26-28e, aided by backward integration and recent price hike, despite input cost inflation and competition. At CMP, the stock trades at 54/47x FY27/28e EPS of Rs49.7/57.4. We have a HOLD rating on the stock with a 12-mth TP of Rs2,870.

Beer Sales Rise 10% in Delhi in May-26

Beer sales in Delhi increased ~10% y/y in May-26 to 11.1 lakh cases, aided by the return of popular national brands to retail shelves and stronger seasonal demand during peak summer months. National brands increased their market share to 54% from 24% a year ago, indicating normalisation in product availability and a shift away from lesser-known and imported labels.

[Read More](#)

Our View: It indicates a positive uptrend for beer industry and players like United Breweries with strong beer portfolios. Improved availability of leading brands and favourable weather conditions i.e., extreme summer conditions and delayed monsoon could drive better volume growth for overall industry in the near-term.

Unilever Partners with Accenture

Unilever has partnered with Accenture to scale deployment of AI-enabled digital twins across its global manufacturing network, with plans to build over 40 new digital twins over the next 18 months. The initiative aims to improve manufacturing efficiency, product quality, sustainability and responsiveness through real-time monitoring, predictive analytics and AI-led decision-making across factory operations. [Read More](#)

P&G India Flags Pressure on Consumer Demand, Input Cost

P&G India flagged emerging pressure on consumer demand and input cost, citing softer urban consumption trends and renewed commodity inflation concerns. It highlighted that rising input cost and cautious consumer environment could weigh on near-term growth and profit, though it remains constructive on India's long-term consumption opportunity. [Read More](#)

India's Foodgrain Stocks See Significant Increase in Jun-26

India's foodgrain inventories increased significantly, with government rice stocks rising 15% y/y to an all-time high of 68.43mn tonne as of 1st of Jun-26, while wheat stocks reached a five-year high of 53.4mn tonne, aided by strong procurement and record domestic production. Elevated stock levels are likely to provide flexibility to sustain rice exports and enable open market interventions to manage domestic wheat prices, strengthening overall food security despite emerging weather-related risks from El Niño. [Read More](#)

India Prepares for DigiDukaan Expansion

India is preparing to scale DigiDukaan, an ONDC-led initiative aimed at digitising procurement and operations across 140m kirana stores that account for ~75-80% of FMCG sales. The platform seeks to improve ordering efficiency, inventory visibility, scheme execution and WC management, while enabling brands and distributors to gain better demand visibility and strengthen general trade productivity. [Read More](#)

Malaysia Palm Reserves Jump Most in Five Months

Malaysia's palm oil inventories increased 5.2% MoM to 2.43mn tonne in May-26, marking the sharpest stock build-up in five months, as weaker exports more than offset lower production. Exports fell sharply to a one-year low as key importing markets, including India and China, shifted towards competitively priced Indonesian supplies following Indonesia's export policy changes. Elevated inventories and intensified regional competition could keep near-term pressure on palm oil prices and have implications for edible oil input costs globally. [Read More](#)

India's Edible Oil Imports up 6.7% in May-26

India's edible oil imports rose 6.7% y/y to 13.39 lakh tonne in May-26, mainly driven by higher crude soybean oil imports as the price premium over palm oil narrowed, improving competitiveness. Total vegetable oil imports (including non-edible oils) rose 8% y/y to 13.65 lakh tonne, while cumulative edible oil imports grew 13% y/y to 92.17 lakh tonne during Nov-25 to May-26. The import mix also continued to shift towards crude oils, aided by government policies favouring domestic refining and value addition through a higher duty differential versus refined oils. [Read More](#)

TCPL Sees Margin Boost; Targets 20%+ EBITDA: Chairman

Tata Consumer Products (TCPL) reiterated its focus on margin expansion, targeting EBITDA margin of 17% in the medium-term and 20%+ over the long-term, aided by premiumisation, innovation, improved operating leverage and scaling of acquired businesses. Growth will continue to be driven through a balanced mix of volume expansion and selective pricing, while maintaining focus on portfolio strengthening and profitability improvement. [Read More](#)

India Sets Standard Pack Sizes for Cooking Oils

India has mandated standard pack sizes for edible oils to improve price transparency and make comparisons easier for consumers. Going forward, cooking oils can be sold only in nine standard pack sizes ranging from 200ml to 20ltr, replacing irregular pack formats that often-made price comparison difficult. The rule applies to both domestic and imported edible oils across major categories and is aimed at improving consumer convenience and purchasing decisions. [Read More](#)

Input Price Movement

- Palm Oil prices rose 15% over the last six months.
- Crude oil prices fell by ~23/29% on 1-month/3-month basis.
- Polypropylene and HDPE rose by 54-60% on 6-month basis.
- Similarly, TiO₂ rose by 14% over the last three months.
- Coffee prices declined by ~12/22% on 3-month /6-month basis.

Fig 1 – Major Input Materials and their Price Changes

Inputs	Units	Price / Index	Change (%)					Companies impacted
			1-wk	1-mth	3-mth	6-mth	1-yr	
Wheat	Rs /quintal	2,600	1.0	(0.4)	2.8	(3.7)	(1.5)	ITC, Britannia, Nestle, Adani Wilmar
Palm oil	\$ /lb	4,500	0.7	(0.9)	(0.4)	15.3	10.0	Godrej Cons., HUL, Britannia, Prataap Snks, Bikaji
Soda ash	Rs /50kg	1,625	0.0	(2.4)	(2.4)	3.2	(0.9)	HUL, Jyothy Labs
Sugar	Rs /quintal	4,200	0.5	0.0	3.7	3.7	4.2	Britannia, ITC, Nestle, HUL, Zydus Wellness
TiO ₂	Rs /kg	355	7.6	7.6	14.5	18.3	10.9	Paints companies
Caustic soda	Rs /50kg	2,625	0.0	(7.1)	2.3	4.0	4.4	All FMCG
Mentha oil	Rs /kg	1,092	2.5	0.9	1.9	4.4	15.8	Emami, Colgate
Polypropylene	Rs /tonne	1,250	(2.3)	(8.1)	27.6	54.3	35.9	All FMCG
Milk powder	Index	106	N/A	(0.7)	(0.5)	3.3	4.5	Nestle, Zydus Wellness, HUL, Britannia
Barley	Rs /quintal	2,415	0.0	0.0	10.3	4.5	2.1	United Breweries, HUL
Crude oil	\$ /bbl	79	(4.7)	(23.4)	(29.3)	27.7	2.9	All FMCG
Tea	Rs /kg	340	3.0	4.6	(2.9)	4.6	4.6	Tata Consumer, HUL
Coffee	\$ /lb	272	5.8	(0.1)	(12.2)	(21.7)	(14.7)	Nestle, HUL, Tata Consumer
LAB	\$ /tonne	1,750	2.6	2.3	(2.5)	5.7	7.0	HUL, Jyothy Labs
HDPE	\$ / tonne	1,390	(2.8)	(7.9)	36.3	59.8	49.5	All FMCG

Source: Bloomberg, Anand Rathi research

New Launches

Fig 2 – New Launches



HUL has expanded its hydration portfolio in India through the launch of a sugar-free range under Liquid IV. The new range is available in three flavours- Mango Pineapple, Raspberry Melon and Juicy Peach. The product is priced at Rs3,240 for a pack of 24 and is available through Liquid I.V. India's official website, leading e-commerce platforms and select retail channels across India.



ITC has expanded its premium chocolate portfolio under Fabelle with the launch of a new 64% Ghana origin dark chocolate range. The range includes Cranberry Noir, Orange Eclipse and a No Added Sugar variant available across Fabelle boutiques in select cities and on Fabelle's official website.



ITC has launched ready-to-eat Chutneys and Sambar under the Aashirvaad brand, expanding its convenience foods portfolio. The products are positioned with no added preservatives and are priced at Rs75 for a 250g pack. The range is currently available across Bengaluru through leading quick-commerce platforms.



Vadilal Industries and Parle Products have collaborated to extend the Melody brand into the ice-cream category with the launch of Melody Ice-Cream. The product is currently available across Vadilal parlours and will be progressively rolled out across additional channels.

Source: Company, Media

Market Price Change

Fig 3 -Coverage Market Price Change

Inputs	CMP (Rs)	Change (%)				
		1-wk	1-mth	3-mth	6-mth	1-yr
Staples						
HUL	2,185	(0.4)	(0.8)	4.9	(4.6)	(3.8)
GCPL	1,020	1.9	(0.7)	0.2	(14.0)	(14.2)
Dabur	422	(0.3)	(6.4)	(2.0)	(14.5)	(9.6)
Marico	813	(0.5)	(1.4)	9.2	10.0	17.3
Emami	406	(1.9)	0.7	0.7	(22.6)	(26.7)
Zydus Wellness	538	5.0	9.7	26.7	24.9	34.3
Mrs Bector Foods	188	(1.3)	5.7	2.8	(24.5)	(31.3)
Discretionary						
Asian Paints	2,675	(2.1)	1.3	21.8	(4.7)	17.0
Berger Paints	547	(0.7)	9.1	31.3	0.9	2.1
Kansai Nerolac	215	2.0	(1.2)	29.1	(3.5)	(9.8)
United Spirits	1,341	1.5	4.6	3.1	(6.0)	(8.1)
United Breweries	1,337	(0.4)	1.7	(14.8)	(17.4)	(31.2)
Radico Khaitan	3,763	(0.2)	5.7	41.4	15.0	42.9
Devyani International	117	0.1	2.3	12.4	(15.9)	(29.7)
Sapphire Foods	192	2.1	6.2	19.7	(20.3)	(41.0)
Restaurant Brand Asia	80	8.4	18.0	30.7	23.4	0.3

Source: Bloomberg, Anand Rath Research

Appendix

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