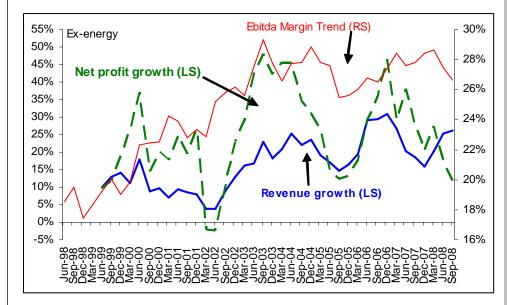
November 3, 2008

Research India

India Strategy

Earnings for Sept-2008 Quarter: Profit Growth Continues to Slip



Source Morgan Stanley Research

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Earnings for September 2008 Quarter: Profit Growth Continues to Slip

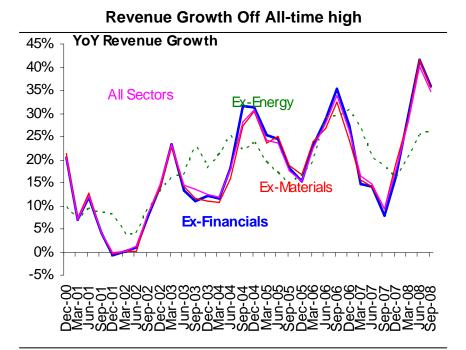
Here are our key takeaways from the recently concluded September 2008 quarterly earnings season:

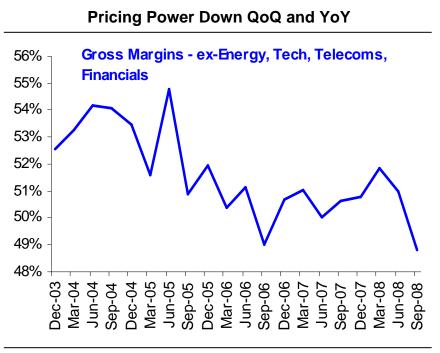
- Corporate India (represented by a MS sample of 105 companies) reported a 29% fall in net earnings for the quarter ended September 2008 an alltime low. This compares with a trailing five-year quarterly average growth of 28%.
- Excluding the Energy sector, growth was 11% YoY a five-year low compared with a trailing five-year quarterly average growth rate of 30%.
- Our coverage universe surprised negatively versus MS analysts' expectations. MS analysts' were expecting net profit growth of 3% for our coverage universe (12% ex-energy).
- Given that F2009 earnings were revised down for nine out of 10 sectors and for market aggregates at the end of the season, it could be said that the quarterly earnings disappointed consensus. Downward revisions outstripped upward revisions 2:1 at the end of the season versus where earnings were at the start of the season.
- The Sensex constituents grew earnings 5.5% YoY on an aggregate basis, behind MS analysts' forecasts and its worst performance since June 2002.
- Broad market earnings (sample of 1,038 companies) continued to show weak performance with earnings falling 7% YoY.
- Notably, four out of the 10 sectors reported 20%-plus growth in profits.
- At the sector level, the best performances came from Utilities and Technology. The laggards versus the aggregate numbers were Consumer Discretionary, Energy, and Healthcare. Save for Technology and Financials, all sectors reported a slippage in operating margins YoY.
- Versus MS expectations, the biggest positive surprises came in Consumer Discretionary and Financials while the negative surprises came in Energy and Healthcare.
- Excluding the volatile Energy sector, revenue for our sample rose 26% YoY a seven-quarter high and a strong performance considering the macro environment, explained in part by high inflation.
- EBITDA margins fell 720bp YoY and 122bp YoY excluding the Energy sector. This took EBITDA growth to a two-year low of 26.6% for the sample Ex-energy and to a 5½ year low of 14.6% for the aggregate sample.
- The key problem for net profit growth was the declining share of net financial income in pretax earnings and the rising depreciation expense. Other income fell YoY whereas interest costs rose at their fastest pace in history.

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Revenue Growth (ex-Energy) at Seven-quarter High

Excluding the volatile Energy sector, revenue growth for the quarter-ended September 2008 for a sample of 105 companies in our coverage universe accelerated to a seven-quarter high of 26.1%, defying slowing industrial growth and, in part, reflecting high inflation. Including the Energy sector, the revenue growth remained strong at 35%, albeit lower than the 40% in the previous quarter.





Source: Company data, Morgan Stanley Research

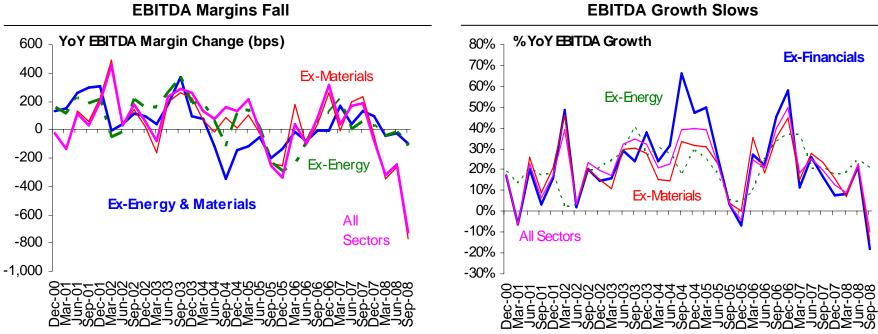
Source: Company data, Morgan Stanley Research

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EBITDA Margins Fall

Operating margins were down for all sectors except for Financials and Technology. Overall margins were down 720bp and off 122bp YoY excluding Energy. The end result was that EBITDA fell 10% for the sample as whole, although it was up 21% for the sample ex-Energy.



Source: Company data, Morgan Stanley Research

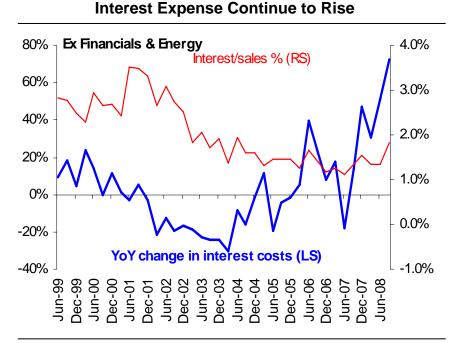
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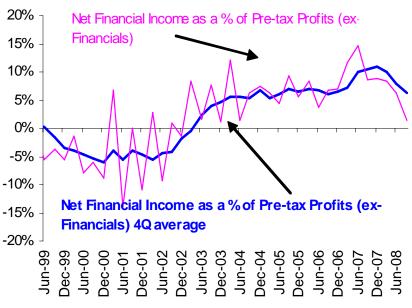
Source: Company data, Morgan Stanley Research

Interest Costs Continue to Rise; Net Financial Income Drops to Five-year Low

Interest costs continued to rise, this time at the highest quarterly pace ever of 73% YoY (ex-Energy and Financials). With other income growth dropping 1% YoY, net financial income to pretax profit fell QoQ to a five-year low of 1.3% for the fourth quarter running – now below the long-term average of 2.2%.



Share of Net Financial Income Drops QoQ



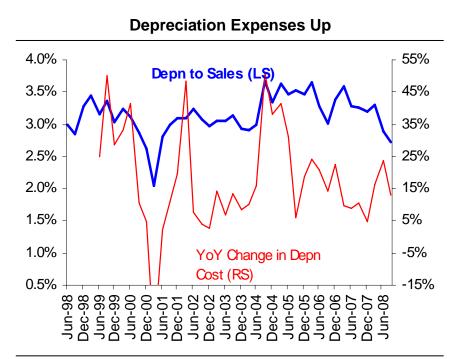
Source: Company data, Morgan Stanley Research

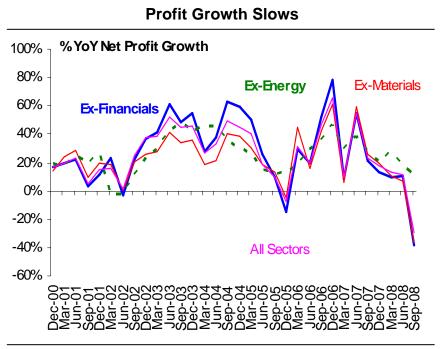
Source: Company data, Morgan Stanley Research

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Net Profit Growth (ex-Energy) Falls to a Five-year Low

Depreciation expenses jumped 13% YoY. The pace of capex over the past two years is finally showing up in capital charges on the income statement. Even as depreciation expense rose and net financial income turned down, lower growth in tax provisions helped YoY net profit growth, but it still slipped to a five-year low of 11% excluding the Energy sector. Including the Energy sector, YoY net profit fell a whopping 29%. Over the past five years, net profit growth has averaged nearly 28% (30% ex-Energy).





Source: Company data, Morgan Stanley Research

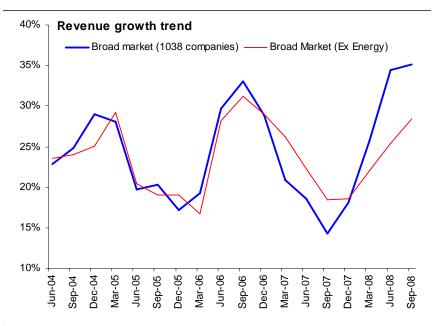
Source: Company data, Morgan Stanley Research

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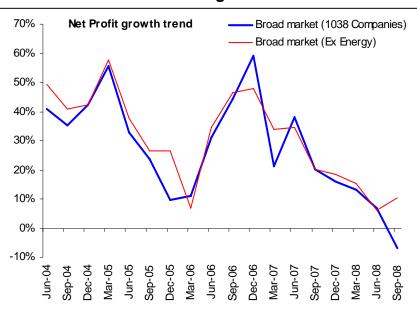
Broad Market Earnings Suffer

For a sample of 1,038 companies, profits fell 7% YoY – something that has not happened in five years (since we have broad market data). The profit growth for the sample ex-Energy was 10%. Revenue growth for the sample was strong at 28% ex-Energy and underpins the severe margin compression for the broad market sample.



Source: Capitaline, Morgan Stanley Research

Broad Market Revenue Growth



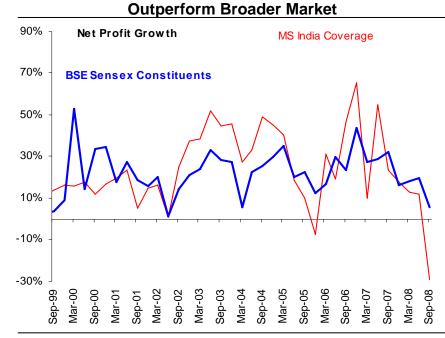
Broad Market Earnings Growth Plummet

Source: Capitaline, Morgan Stanley Research

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Overall Earnings Seem to Be Behind Expectations

Sensex constituents grew earnings ahead of the MS coverage universe at 5.5%. The growth for the quarter represents the worst performance since June 2002. Sensex earnings came in behind MS analysts' forecasts. Looking at earnings revisions at the end of the quarter, it appears that the earnings season produced negative surprises with negative earnings revisions for F2009 for all sectors but Financials. Downward revisions outstripped upward revisions 2:1.



BSE Sensex Constituents

_	% Companies						
Sector	Revision	Downwards	Upwards				
Consumer Disc	-0.9%	50.0%	22.2%				
Consumer Staples	-0.8%	54.5%	18.2%				
Energy	-2.0%	62.5%	25.0%				
Financial	0.2%	35.0%	55.0%				
Healthcare	-1.1%	55.6%	44.4%				
Industrials	-2.6%	71.4%	14.3%				
Materials	-9.4%	90.0%	0.0%				
Technology	-0.4%	60.0%	40.0%				
Telecom	-1.8%	80.0%	0.0%				
Utilities	-0.8%	60.0%	40.0%				
Market	-2.5%	58.2%	28.2%				
Market ex energy	-2.7%	57.8%	28.4%				

F2009E Earnings Revisions Negative

Source: Company data, Morgan Stanley Research

Source: MSCI, FactSet, Morgan Stanley Research

Overall Earnings Behind MS Analysts' Forecasts; Sector Divergences

The quarterly earnings growth trailed MS forecasts for the first time in several quarters. Earnings were better than expected in four sectors, namely, Consumer Discretionary, Financials, Technology, and Utilities. The biggest positive surprises came in Consumer Discretionary and Financials while the largest negative surprises came in Energy and Healthcare. The surprises seem to be below the EBITDA line especially for the aggregates ex-Energy.

YoY Growth	м	S Expectation	IS	Actuals		
	Net Sales	EBITDA	Net Profit	Net Sales	EBITDA	Net Profit
Consumer Discretionary	14%	-5%	-23%	16%	0%	-17%
Consumer Staples	17%	12%	14%	18%	8%	11%
Energy	37%	-8%	-18%	45%	-73%	NM
Financials	13%	16%	9%	23%	24%	12%
Healthcare	21%	37%	1%	26%	23%	-39%
Industrials	22%	12%	2%	27%	6%	0%
Materials	30%	31%	22%	29%	20%	20%
Technology	31%	30%	22%	31%	36%	23%
Telecom	31%	35%	25%	31%	26%	20%
Utilities	20%	-7%	10%	38%	14%	13%
Total	29%	11%	3%	35%	-10%	-29%
Total ex-Energy	22%	20%	12%	26%	20%	11%
Total ex-Financials	31%	9%	1%	36%	-18%	-39%
Total ex-Financials & Energy	24%	21%	13%	27%	18%	11%
Total ex-Financials, Energy & Materials	22%	18%	10%	26%	18%	7%
BSESensex	23%	17%	10%	26%	14%	6%
BSE Sensex Ex Energy	19%	16%	8%	24%	18%	7%

Earnings Behind Morgan Stanley Analyst Expectations (for 103 companies)

Source: Company data, Morgan Stanley Research

Sector-level Earnings: Utilities and Technology Shine; Energy, Healthcare Lag

Utilities and Technology were the best-performing sectors at the net level. Notably, four out of the 10 sectors reported 20%plus growth in profits. Consumer Discretionary, Energy, and Healthcare were the worst sectors at the net level. The operating performance was weak for Consumer Discretionary, Consumer Staples, Energy, and Industrials. Eight sectors reported EBITDA margin declines with Technology and Financials (operating margin used in lieu of EBITDA margin) being the two exceptions.

Sector Earnings Breakdown: YoY Change for Quarter Ended September 2008 (105 Companies)

%	Revenues	Op. Profit	Op. Margin*	Other Income	Interest	Depreciation	Pre-tax Profit	Тах	Net Profit
Consumer Discretionary	16.6	(0.2)	(180)	24.6	111.4	(2.7)	(17.4)	(31.6)	(17.7)
Consumer Staples	15.4	6.4	(166)	(23.6)	(63.6)	14.5	13.4	18.5	9.9
Energy	45.2	(78.6)	(1,246)	(22.5)	193.3	7.3	(99.6)	(36.4)	NM
Financials	22.1	24.0	78	-	-	-	13.9	21.4	10.9
Healthcare	26.0	23.2	(45)	NM	681.0	19.4	(14.9)	(17.3)	(38.5)
Industrials	26.7	6.0	(328)	30.9	77.7	22.6	(0.7)	(0.9)	0.3
Materials	29.0	19.8	(203)	55.6	24.9	4.4	24.8	16.0	20.2
Technology	31.5	36.3	88	(23.6)	97.0	23.8	20.3	26.6	23.3
Telecom	31.0	25.7	(152)	(7.5)	823.0	28.6	11.2	NM	20.3
Utilities	37.5	26.5	(198)	16.2	28.0	4.3	29.2	40.5	27.0
Aggregate	34.8	(9.7)	(720)	(10.7)	109.3	12.9	(22.2)	(7.4)	(28.9)

* in basis points Source: Company data, Morgan Stanley Research

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Earnings for Past 10 Quarters (105 Companies)

(YoY Change %)	Jun-06	Sep-06	Dec-06	 Mar-07	Jun-07	Sep-07	Dec-07	Mar-08	Jun-08	Sep-08
Excluding Energy Comp		Sep-06	Dec-06	iviar-07	Jun-07	Sep-07	Dec-07	war-vo	Jun-08	Sep-08
Revenues	29.0	29.3	30.8	26.6	20.3	18.4	15.8	20.2	25.2	26.1
Operating Profit	29.0	33.3	36.8	36.9	20.3	21.0	17.1	18.4	23.2	20.1
	(93.1)	33.3 78.6	117.4	210.4	20.4	59.2	29.4			(121.5)
Operating Margin (in bps Other Income	(93.1) 48.1	34.2	77.0	39.6	93.3	20.0	29.4 34.5	(43.5) 11.9	(16.8)	· · ·
	39.2	22.1	8.3	39.6 17.5		16.4	43.1	30.6	(15.5)	(1.5) 74.8
Interest					(15.5)				47.4	
Depreciation	11.1	14.3	13.6	15.7	16.9	15.9	14.4	10.8	19.3	16.6
Pre-tax Profit	32.2	43.7	37.2	33.2	35.4	23.1	17.6	26.1	16.7	13.3
Tax	32.3	75.0	45.2	40.1	33.5	9.2	19.5	23.0	2.1	9.5
Net Profit	29.1	35.9	46.4	29.1	38.1	27.9	20.4	27.4	17.5	11.7
Net Profit Margin (bps)	0.8	81.2	184.6	32.3	234.6	134.6	69.8	101.8	(115.9)	(216.2)
Including Energy Compa										
Revenues	28.0	33.7	26.2	16.4	14.8	9.3	17.5	28.1	40.0	34.8
Operating Profit	21.0	39.8	49.8	18.7	25.6	19.7	12.9	9.2	22.8	(9.7)
Operating Margin (in bps	(100.0)	82.3	312.0	41.2	166.5	186.1	(79.0)	(321.0)	(245.6)	(719.7)
Net Profit	19.2	46.7	65.5	10.0	54.8	23.5	17.9	13.0	11.8	(28.9)
Net Profit Margin (bps)	(70.5)	109.8	291.5	(73.9)	337.0	163.5	3.8	(151.2)	(271.2)	(691.3)
YoY Change in EBITDA f										
Consumer Discretionary	15.0	12.4	13.3	4.7	(0.2)	10.9	8.3	6.3	7.6	(0.2)
Consumer Staples	19.7	18.0	19.7	19.4	17.2	14.0	13.3	11.6	4.7	6.4
Energy	10.3	54.5	95.6	(15.1)	44.3	16.9	2.0	(19.3)	17.7	(78.6)
Financials	17.3	14.8	19.8	55.3	23.5	35.9	39.1	12.4	28.3	24.0
Healthcare	32.2	69.8	72.1	71.3	3.3	(4.7)	0.2	45.1	45.5	23.2
Industrials	45.3	53.4	57.5	30.2	24.1	40.4	19.6	13.2	19.1	6.0
Materials	33.6	64.9	78.4	41.4	14.2	1.6	(3.4)	19.7	27.4	19.8
Technology	28.1	42.3	36.2	41.3	27.8	16.3	15.7	15.1	31.3	36.3
Telecom	39.5	44.2	57.1	47.7	50.6	46.1	37.0	38.5	30.0	25.7
Utilities	5.5	6.1	1.7	0.6	7.9	15.2	(0.9)	35.6	10.7	26.5
YoY Change in Revenue	S									
Consumer Discretionary	30.6	19.5	26.1	16.7	6.7	11.0	5.2	10.7	19.5	16.6
Consumer Staples	17.9	21.5	16.4	22.1	14.7	13.4	12.8	12.8	17.2	15.4
Energy	26.9	38.2	21.5	5.1	9.0	0.2	19.5	38.8	57.8	45.2
Financials	18.7	15.9	14.3	37.6	25.6	29.8	33.6	13.6	22.5	22.1
Healthcare	29.9	49.3	60.9	34.3	9.2	4.1	11.4	18.9	28.7	26.0
Industrials	26.1	32.4	34.6	26.8	28.9	29.3	26.6	25.5	27.8	26.7
Materials	42.3	46.4	46.3	22.8	20.3	9.2	4.1	22.0	26.2	29.0
Technology	39.5	43.8	40.9	42.8	29.0	25.4	24.3	23.4	31.6	31.5
Telecom	28.7	32.9	36.6	34.1	36.1	32.0	30.2	32.4	29.3	31.0
Utilities	22.1	12.3	18.5	15.7	11.1	9.7	0.2	26.3	25.1	37.5
YoY Change in EBITDA										
Consumer Discretionary	(168)	(80)	(149)	(149)	(81)	(1)	38	(51)	(117)	(180)
Consumer Staples	32	(64)	63	(42)	46	12	9	(20)	(231)	(166)
Energy	(122)	132	457	(297)	261	208	(176)	(525)	(274)	(1,246)
Financials	(122)	(43)	226	626	(83)	200	203	(525)	238	78
Healthcare	36	268	127	422	(112)	(186)	(196)	431	258	(45)
Industrials	282	250	305	58	(80)	159	(118)	(217)	(142)	(328)
Materials	(207)	351	575	402	(159)	(213)	(231)	(217)	28	(203)
Technology	(207)	(27)	(89)	(27)	(139)	(186)	(180)	(174)	(5)	(203)
Telecom	254	250	(89) 446	343	365	367	186	170	(5)	(152)
Utilities	(356)	(137)	(341)	(300)	(66)	117	(23)	149	(253)	(152)
	(350)	(137)	(341)	(300)	(00)	117	(23)	149	(253)	(198)

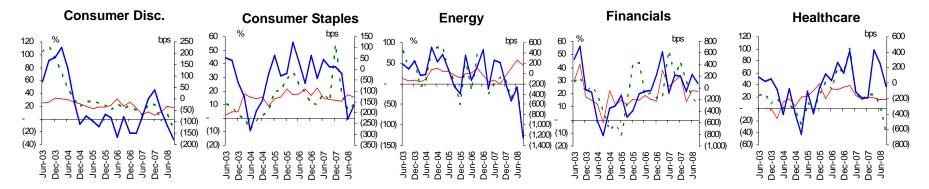
Source: Company data, Morgan Stanley Research

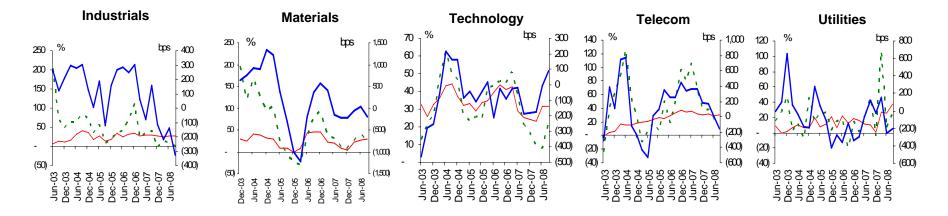
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Quarterly Revenue/Profit Growth and Change in EBITDA Margins for Sectors

Green dotted Line– Y-o-Y Net profit growth (%) - LS Red line -Y-o-Y Revenue growth (%) – LS Blue Line – Operating margin trend (bps)- RS





Sources: Morgan Stanley Research

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(as of October 31, 2008)

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	Coverage	Universe	Investment Banking Clients (IBC)			
Stock Rating Category	Count	% of Total	Count	% of Total IBC	% of Rating Category	
Overweight/Buy	869	39%	275	42%	32%	
Equal-weight/Hold	983	44%	286	44%	28%	
Underweight/Sell	403	18%	89	14%	22%	
Total	2,255		650			

Data include common stock and ADRs currently assigned ratings. An investor's decision to buy or sell a stock should depend on individual circumstances (such as the investor's existing holdings) and other considerations. Investment Banking Clients are companies from whom Morgan Stanley or an affiliate received investment banking compensation in the last 12 months.

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Overweight (O or Over) - The stock's total return is expected to exceed the total return of the relevant country MSCI Index, on a risk-adjusted basis over the next 12-18 months. Equal-weight (E or Equal) - The stock's total return is expected to be in line with the total return of the relevant country MSCI Index, on a risk-adjusted basis over the next 12-18 months. Underweight (U or Under) - The stock's total return is expected to be below the total return of the relevant country MSCI Index, on a risk-adjusted basis, over the next 12-18 months. More volatile (V) - We estimate that this stock has more than a 25% chance of a price move (up or down) of more than 25% in a month, based on a quantitative assessment of historical data, or in the analyst's view, it is likely to become materially more volatile over the next 1-12 months compared with the past three years. Stocks with less than one year of trading history are automatically rated as more volatile (unless otherwise noted). We note that securities that we do not currently consider "more volatile" can still perform in that manner. Unless otherwise specified, the time frame for price targets included in Morgan Stanley Research is 12 to 18 months.

Analyst Industry Views

Attractive (A): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be attractive vs. the relevant broad market benchmark, as indicated below.

In-Line (I): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be in line with the relevant broad market benchmark, as indicated below.

Cautious (C): The analyst views the performance of his or her industry coverage universe over the next 12-18 months with caution vs. the relevant broad market benchmark, as indicated below.

Benchmarks for each region are as follows: North America - S&P 500; Latin America - relevant MSCI country index or MSCI Latin America Index; Europe - MSCI Europe; Japan - TOPIX; Asia - relevant MSCI country index..

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