

# Blue Star

STOCK INFO. BSE Sensex: 15,235	BLOOMBERG BLSTR IN	27 Jul	y 2007									Buy
S&P CNX: 4,445	REUTERS CODE BLUS.BO	Previo	us Recomm	endatio	ı: Buy							Rs275
Equity Shares (m)	89.9	YEAR	NET SALES	PAT	EPS	EPS	P/E	P/BV	ROE	ROCE	EV/	EV/
52-Week Range	293/118	END	(RS M)	(RS M)	(RS)	YoY (%)	(X)	(X)	(%)	(%)	SALES	EBITDA
1, 6, 12 Rel. Perf. (	%) 12/18/85	03/07A	16,013	712	7.9	45.6	34.7	11.6	36.9	36.1	1.6	21.9
M. Cap. (Rs b)	24.7	03/08E	22,418	1,142	12.7	60.5	21.7	8.7	46.1	47.9	1.2	13.7
M. Cap. (US\$ b)	0.6	03/09E	29,143	1,572	17.5	37.6	15.7	6.6	47.6	55.5	0.9	9.8

- **1QFY08 PAT up 206% YoY:** Blue Star's 1QFY08 results are significantly above expectation. Revenue is up 48% YoY (expected 30%), EBITDA up 139% YoY and PAT up 206% YoY at Rs223m (expected Rs99m, up 35% YoY). EBITDA margin has expanded 300bp to 8.2%, led by (1) economies of scale and (2) full benefit of excise-free room AC plant at Himachal Pradesh.
- IT and retail/entertainment sectors driving demand: Major orders booked during 1QFY08 confirm that Blue Star continues to benefit from at least two of our identified mega trends, IT/ITeS and Retail/Entertainment. It bagged several multiple location orders during the quarter including from Infosys, Reliance Communications, Vishal Retail and Aditya Birla Retail. Benefits of other two mega-trends SEZs and cold chain should accrue in years to come.
- **20% upgrade in FY08 and FY09 EPS estimates:** Even after a strong 48% income growth in 1QFY08, Blue Star's order book is up 43% YoY at Rs9.8b. The company also plans to increase its business opportunity by building competencies to take up complete electro-mechanical projects. Considering all this, we have revised our FY08 income growth rate from 30% to 40%. This leads to 60bp higher margin over our earlier estimates, and a 20% upgrade in our EPS estimate to Rs12.7 for FY08 and Rs17.5 for FY09. FY07-09 EPS CAGR is a robust 49%.
- **Valuation to remain rich; 27% upside; Buy:** The stock trades at 21.7x FY08E and 15.7x FY09E EPS. We believe Blue Star will continue to enjoy rich valuation given high earnings growth, RoE of over 45%, and dividend payout of 40%. We have valued Blue Star at 20x FY09E EPS to arrive at a target price of Rs350, a 27% upside from current levels. Maintain **Buy**.

QUARTERLY PERFORMANCE									(RS	MILLION)
Y/E MARCH	FY07					FY08				FY08E
	1Q	2 Q	3 Q	4 Q	1Q	2QE	3QE	4QE		
Operating Income	3,123	3,759	3,701	5,429	4,623	5,263	5,182	7,351	16,013	22,418
Change (%)	35.8	33.0	40.4	36.4	48.0	40.0	40.0	35.4	36.3	40.0
Total Expenses	2,965	3,431	3,463	4,985	4,243	4,781	4,819	6,695	14,844	20,538
EBITDA	158	328	238	445	379	482	363	656	1,169	1,880
Change (%)	36.1	67.5	52.2	11.7	139.4	46.9	52.5	47.4	34.9	60.8
EBITDA Margin (%)	5.1	8.7	6.4	8.2	8.2	9.2	7.0	8.9	7.3	8.4
Depreciation	43	46	58	62	50	62	65	83	209	260
Interest	20	24	22	30	22	34	31	28	95	115
Other Income	5	8	4	44	1	8	4	47	61	60
PBT	100	266	163	397	308	394	271	592	926	1,565
Tax	27	82	48	57	85	106	73	163	214	423
Tax/PBT (%)	27.1	30.9	29.2	14.4	27.5	27.0	27.0	27.5	23.1	27.0
Reported PAT	73	184	115	340	223	288	198	429	712	1,142
Adjusted PAT	73	184	115	340	223	288	198	429	712	1,142
Change (%)	44.6	58.8	66.4	34.0	205.8	56.3	71.9	26.4	45.6	60.5
PAT Margin (%)	2.3	4.9	3.1	6.3	4.8	5.5	3.8	5.8	4.4	5.1
E: MOSt Estimates										

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# **1QFY08 PAT up 206% YoY**

Blue Star's 1QFY08 results are significantly above expectation. Revenue is up 48% YoY (expected 30%), EBITDA up 139% YoY and PAT up 206% YoY at Rs223m (expected Rs99m, up 35% YoY). EBITDA margin has expanded 300bp to 8.2%, led by (1) economies of scale, and (2) full benefit of excise-free room AC plant at Himachal Pradesh.

**Segment analysis:** Blue Star's performance was good across all the three business segments. EBIT growth and EBIT margin expansion was exceptionally pronounced in Cooling Products segment, reflecting:

- High demand for split ACs
- Good response for Blue Star's newly launched product variants such as mega and hiper splits
- Excise exemption at the Himachal Pradesh plant.

SEGMENT ANALYSIS (RS M)

3,123 1,864 1.118	1QFY08 4,623 2,770	YOY (%) 48.0 48.7	FY07 <b>16,013</b>
1,864	•		•
•	2,770	48.7	
1.118			11,243
,	1,583	41.6	3,728
142	269	89.8	1,042
280	495	77.0	1,505
176	281	60.0	1,052
94	165	75.2	251
10	49	386.1	203
160	165	3.5	484
120	330	174.5	1,021
9.0	10.7	1.8	9.4
9.4	10.2	0.7	9.4
8.4	10.4	2.0	6.7
7.1	18.2	11.1	19.4
3.8	7.1	3.3	6.4
	280 176 94 10 160 120 9.0 9.4 8.4 7.1	142     269       280     495       176     281       94     165       10     49       160     165       120     330       9.0     10.7       9.4     10.2       8.4     10.4       7.1     18.2	142         269         89.8           280         495         77.0           176         281         60.0           94         165         75.2           10         49         386.1           160         165         3.5           120         330         174.5           9.0         10.7         1.8           9.4         10.2         0.7           8.4         10.4         2.0           7.1         18.2         11.1

Source: Company/Motilal Oswal Securities

### IT and retail/entertainment driving demand

Major orders booked during 1QFY08 confirm that Blue Star continues to benefit from at least two of our identified mega trends, IT/ITeS and retail/entertainment.

It bagged several multiple location orders during the quarter including from Infosys, Reliance Communications, Vishal Retail and Aditya Birla Retail.

BLUE STAR - 1QFY08 MAJOR ORDERS

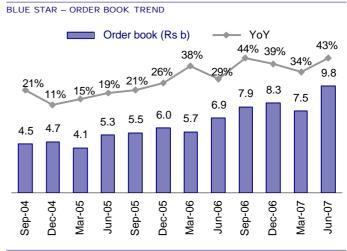
IT/ITES	RETAIL	OTHERS
Infosys *	Vishal Retail *	Medicity, Gurgaon
Microsoft,	Aditya Birla Retail *	SunCity, Jaipur
Secunderabad		
Capgemini, Mumbai	Empress City Mall,	HDFC Chubb, Mumbai
	Nagpur	
Reliance	Cosmos Mall, Siliguri	Tata Steel, Jamshedpur
Communications *		
		44.41.10.10.11

\* Multiple locations Source: Company/Motilal Oswal Securities

We believe benefits of other two mega trends – SEZs and cold chain – should accrue in the years to come. Currently, of the proposed 644 SEZs, 130 have obtained land, 341 have received formal approvals and another 171 have received in-principle approvals. In cold chains, a reported US\$1.2b investment in the pipeline by players like Reliance Retail, Cochin International Airport, etc.

## Blue Star in high-growth orbit

Blue Star's carry forward order book as on 30 June 2007 stands at Rs9.8b, up 43% YoY. Our analysis of Blue Star's order book trend suggests that the company has moved into a high-growth orbit.



Source: Company/Motilal Oswal Securities

The company also plans to increase its business opportunity by building competencies to take up complete electromechanical projects. We expect Blue Star to gradually improve margins to double-digit levels, based on a combination of right project selection, judicious price hikes and value engineering. MOTILAL OSWAL Blue Star

Overall, we are convinced that the revenue and profit outlook for Blue Star is very positive.

## 20% upgrade in FY08 and FY09 EPS estimate

Considering Blue Star's 1QFY08 performance, outstanding order book and positive outlook, we have revised our FY08 income growth rate from 30% to 40%. This leads to a 60bp higher margin over our earlier estimates, and a 20% upgrade in our EPS estimate to Rs12.7 for FY08 and Rs17.5 for FY09. FY07-09 EPS CAGR is a robust 49%.

**Sensitivity analysis:** We believe Blue Star's earnings are most sensitive to revenue growth. Our sensitivity analysis to growth rates suggests that the average of most likely outcomes is the same as our base case EPS estimate for FY09.

FY09E EPS (RS) - SENSITIVITY TO GROWTH RATES

FY08	30%	35%	40%	45%	50%
FY09					
20%	11.6	13.1	14.5	15.9	17.4
25%	13.0	14.5	16.0	17.5	19.0
30%	14.5	16.0	17.5	19.1	20.6
35%	15.9	17.5	19.1	20.7	22.3
40%	17.3	18.9	20.6	22.2	23.9

Base case in grey; most likely outcomes boxed - average Rs17.5

#### Valuation and view

- At CMP of Rs275, the stock trades at a P/E of 21.7x FY08E and 15.7x FY09E.
- We believe the stock will continue to enjoy premium valuation considering the robust EPS CAGR of 49%, RoE and RoCE greater than 45%, and high payout ratio of 40%.
- We value Blue Star at 20x FY09E EPS to arrive at a target of Rs350, 27% upside from current levels.
- We maintain Buy.

# Blue Star: an investment profile

# **Company description**

Blue Star is India's leading central air-conditioning company with a market share of over 30%. Besides, it also makes a wide range of window and split ACs, and refrigeration products such as deep freezers, cold storages, water dispensers, visi-coolers, etc.

## Key investment arguments

- Blue Star's products and services should see high demand from four mega trends: (1) IT/ITeS growth
  (2) Boom in retail and entertainment (3) SEZs, and
  (4) Expected large scale investment in cold chain.
- Blue Star has several national accounts (i.e. large all-India customers) with visible expansion plans. These include names like Infosys, Wipro, Bharti Airtel, DLF, Vishal Retail, Aditya Birla Retail, etc.
- The company has attained critical mass of cash flows to support its own growth and also manage healthy dividend payout of over 40% of profits.

### Key investment risks

- Lower revenue growth due to slowdown in IT/ITeS, led by US recession and stronger rupee.
- Margin hit due to sharp increases in input prices such as copper and steel, affecting margins.

## Recent development

#### Valuation and view

- ✓ Valuation is rich at a P/E of 21.7x FY08E and 15.7x FY09E.
- We believe the stock will continue to enjoy premium valuation given high 49% EPS CAGR through FY09E, RoE and RoCE of over 45% and dividend payout of 40%.

## Sector view

- The HVAC&R (heating, ventilating, air-conditioning and refrigeration equipment) sector is in a high-growth phase.
- Growth in central AC is led by demand from IT and retail sectors, while growth in room ACs is led by higher income levels and lifestyle aspirations.
- Investments in SEZs and cold chain are expected to keep the growth momentum strong over the next five years at least.

#### COMPARATIVE VALUATIONS

OOM / MOTIVE VI	LOMITONS		
		BLUE STAR	VOLTAS
P/E (x)	FY08E	21.7	26.1
	FY09E	15.7	19.5
P/BV (x)	FY08E	8.7	8.9
	FY09E	6.6	6.6
EV/Sales (x)	FY08E	1.2	1.4
	FY09E	0.9	1.1
EV/EBITDA (x)	FY08E	13.7	20.3
	FY09E	9.8	15.0

#### SHAREHOLDING PATTERN (%)

	JUN-07	MAR-07	JUN-06
Promoter	40.2	40.2	40.1
Domestic Inst	8.1	8.4	15.0
Foreign	8.6	8.4	2.5
Others	43.2	43.0	42.4

EPS: MOST FORECAST VS CONSENSUS (RS)

	MOST	CONSENSUS	VARIATION
	FORECAST	FORECAST	(%)
FY08	12.7	9.9	27.9
FY09	17.5	16.5	5.9

## TARGET PRICE AND RECOMMENDATION

CURRENT	TARGET	UPSIDE	RECO.
PRICE (RS)	PRICE (RS)	(%)	
275	350	27.3	Buy

STOCK PERFORMANCE (1 YEAR)

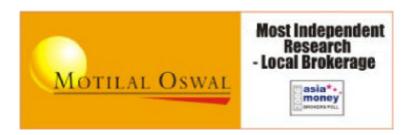


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INCOME STATEMENT				(Rs	Million)	RATIOS					
Y/E MARCH	2005	2006	2007	2008E	2009E	Y/E MARCH	2005	2006	2007	2008E	2009E
Net Sales	9,208	11,745	16,013	22,418	29,143	Basic (Rs)					
Change (%)	32.0	27.6	36.3	30.0	30.0	EPS	3.9	5.4	7.9	12.7	17.5
Raw Materials	7,170	9,079	12,427	17,486	22,732	Cash EPS	5.3	7.2	10.2	15.6	20.8
% of Net Sales	77.9	77.3	77.6	78.0	78.0	Book Value	16.5	19.2	23.7	31.5	41.9
Staff Cost	724	883	1,229	1,536	1,920	Dividend per share	2.0	2.4	3.0	4.2	6.0
% of Net Sales	7.9	7.5	7.7	6.9	6.6	Payout incl. Div. Tax. (%)	50.6	49.9	42.8	38.7	40.2
Admin. & Other Exp.	736	917	1,188	1,517	1,909	Valuation (x)					
% of Net Sales	8.0	7.8	7.4	6.8	6.5	P/E		50.6	34.7	21.7	15.7
EBITDA	578	866	1,169	1,880	2,583	Cash P/E		38.1	26.9	17.6	13.2
Change (%)	45.4	49.9	34.9	60.8	37.4	Price/Book Value		14.3	11.6	8.7	6.6
Depreciation	123	159	209	260	303	EV/Sales		2.2	1.6	1.2	0.9
Interest	32	57	95	115	104	EV/EBITDA		29.4	21.9	13.7	9.8
Other Income	47	41	61	60	70	Dividend Yield (%)		0.9	1.1	1.5	2.2
Non Recurring Income	55	0	0	0	0	Dividend Field (70)		0.5			2.2
PBT	524	691	926	1,565	2,245	Profitability (%)					
Tax (incl FBT and def. tax)	132	202	214	423	674	RoE	28.1	30.5	36.9	46.1	47.6
Tax/PBT (%)	25.3	29.2	23.1	27.0	30.0	RoCE	29.0	33.1	36.1	47.9	55.5
Reported PAT	392	489	712	1,142	1,572	Turnover Ratios					
Adjusted PAT	351	489	712	1,142	1,572	Debtors (days of sales)	78	74	80	80	80
Change (%)	39.7	39.4	45.6	60.5	37.6	Inventory (days of sales)	47	51	48	47	46
						Creditors (days of total exp.)	39	51	47	47	47
BALANCE SHEET				(Rs	Million)	Asset Turnover (x)	4.7	4.6	5.2	5.7	6.4
Y/E MARCH	2005	2006	2007	2008E	2009E	( )					
Net Worth	1,484	1,727	2,130	2,830	3,770	Leverage Ratio					
Share Capital	180	180	180	180	180	Debt/Equity (x)	0.3	0.4	0.4	0.4	0.2
Reserves	1,304	1,547	1,950	2,650	3,591						
Total Debt	373	759	890	1,027	712	CASH FLOW STATEMENT				(Rs	Million)
Net Deferred Tax	83	91	65	65	65	Y/E MARCH	2005	2006	2007	2008E	2009E
Capital Employed	1,940	2,576	3,085	3,922	4,548	PBT excl. EO Items	469	691	926	1,565	2,245
Gross Fixed Assets	1,639	1,977	2,308	2,882	3,182	Add: Depn & Amortization	122	171	219	270	316
Capex	290	377	244	600	300	Interest Paid	32	57	95	115	104
Less: Acc. Depreciation	873	1,010	1,167	1,427	1,730	Less: Direct Taxes Paid	-132	-202	-214	-423	-674
Net Fixed Assets	766	968	1,141	1,455	1,452	(Incr)/Decr in WC	-233	-409	-409	-503	-636
Capital WIP	73	111	24	50	50	CF from Operations	258	308	617	1,024	1,356
Investments	52	52	53	53	53	Extraordinary Items	55	0	0	0	0
Curr. Assets	3,861	4,967	6,495	8,420	10,853	CF including EO Items	313	308	617	1,024	1,356
Inventory	1,190	1,648	2,086	2,697	3,424	(Incr)/Decr in FA	-313	-399	-295	-600	-300
Debtors	1,958	2,388	3,507	4,559	5,927	(Pur)/Sale of Investments	3	0	-1	0	0
Cash & Bank	25	24	46	50	55	CF from Inv. Activity	-310	-399	-296	-600	-300
Loans, Adv. & Others	689	906	856	1,113	1,447	Inar//Door) in Not worth	0	2	0	0	0
Curr. Liabilities	2,856	3,553	4,650	6,068	7,860	Incr/(Decr) in Net worth Incr/(Decr) in Debt	0 235	-2 394	0 106	0 137	0 -3 <b>1</b> 5
Creditors	932	1,531	1,896	2,624	3,393	Interest Paid	-32	-57	-95	-115	-104
Other Liabilities	1,705	1,742	2,600	3,344	4,348	Dividend Paid (incl. div. tax)	-32 -205	-244	-309	-442	-631
Provisions	219	280	154	100	120	,					
Net Curr. Assets	1,005	1,413	1,845	2,352	2,993	CF from Fin. Activity	-3	90	-298	-420	-1,051
Misc. Expenses	44	33	22	12	0	Incr/(Decr) of Cash	1	-1	22	4	5
Total Assets	1,940	2,576	3,085	3,922	4,548	Add: Opening Balance	24	25	24	46	50
E: MOSt Estimates						Closing Balance	25	24	46	50	55

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