## auto Roundilip

## June 2007



## Auto Round-up

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## Price Performance Matrix

|  | 52-week high/low |
| :--- | ---: |
| Bajaj Auto | Rs3,175/2,085 |
| Hero Honda | Rs809/565 |
| Mahindra \& Mahindra | Rs1,002/488 |
| Maruti Udyog | Rs991/670 |
| Tata Motors | Rs975/651 |
| TVS Motors | Rs130/53 |

Figure 2: BSE Auto Index vs. Relative to Sensex - May '07


[^0]
## Summary

## Bikes shift into slow lane

In the 2-wheeler segment, motorcycles continued to struggle for the second month in a row, unable to roll over the negative sentiments of the hardening interest rates and a sluggish demand cycle. An adjustment in the inventory levels also had an impact on May sales. The slump in domestic two-wheeler market has hit the top three manufacturers - Hero Honda, Bajaj Auto and TVS Motors - all of which have reported a decline in sales during the month. Hero Honda (HHML) reported a decline of $6 \%$ YoY with sale of 285,109 units; whereas its arch-rival, Bajaj Auto has witnessed declining sales for the fourth consecutive month. The company sold 167,008 units posting a decline of $15 \%$ YoY in motorcycle sales.

Chennai-based TVS Motors has been the worst affected by the slowdown in two-wheeler segment. The company's motorcycle segment managed sales of 49,651 units as against 78,271 units sold in the same month of the last fiscal; a sharp decline of $37 \%$ YoY.
Figure 1: Hero Honda still leads the way


Source: Company reports; IDBI Capital Market Services

## Passenger cars - New launches drive volume

Bucking the impact of steep interest rates, the car companies managed to pull the customers back to their showrooms mainly on back of new launches. May saw new launches from three big manufacturers Sedan SX4 and Logan from Maruti and Mahindra Logan, respectively, and hatchback Spark from General Motors. This helped to maintain interest in passenger cars, despite the higher cost of auto loans and a general tendency to postpone purchases. The new launches also helped the three companies tide over what would otherwise have been a month of stagnant-to-declining sales. However, Tata Motors witnessed a decline in car sales during the month. The company's car sales declined $7 \%$ YoY to 14,217 units. Going forward, the growth in Tata Motors appears subdued as they face a stiff competition from new launches by Maruti (MUL) and Mahindra \& Mahindra (M\&M).

Table 1: Financial snapshot

|  | CMP (Rs.) | Sales (Units) |  |  | EPS (Rs.) |  | PE $(\mathbf{x})$ |  |
| :--- | :---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Company | (As on 05 June '07) | May '07 | May '06 | YOY (\%) | FY07 | FY08E | FY07 | FY08E |
| Ashok Leyland | 38 | 5,804 | 5,631 | 3 | 3.2 | 3.8 | 12.0 | 10.1 |
| Bajaj Auto | 2,249 | 193,437 | 223,455 | $(13)$ | 125.2 | 145.0 | 18.0 | 15.5 |
| Hero Honda | 716 | 285,109 | 303,444 | $(6)$ | 45.2 | 48.9 | 15.8 | 14.6 |
| M\&M (Auto) | 753 | 18,116 | 12,114 | 50 | 37.0 | 43.0 | 20.3 | 17.5 |
| Maruti Udyog | 800 | 59,400 | 53,396 | 11 | 48.0 | 53.2 | 16.7 | 15.0 |
| Tata Motors | 711 | 42,558 | 44,357 | $(4)$ | 43.2 | 49.7 | 16.5 | 14.3 |
| TVS Motors | 71 | 108,151 | 124,678 | $(13)$ | 5.0 | 8.0 | 14.1 | 8.8 |

[^1]
## Q4FY07 result highlights

## Ashok Leyland

Sales during the quarter grew $32 \%$ YoY to Rs.22,910m. Margins however, were trimmed by 104bps from $12.6 \%$ to $11.5 \%$. This meant a more modest rise in Operating Profits to Rs.2,818m from Rs.2,297m recorded a year back. PAT for the quarter grew 29\% YoY to Rs.1,715m.

## Bajaj Auto

Bajaj Auto Ltd. (BAL) has announced the demerger into three entities - Bajaj Auto Ltd., Bajaj Finserve Ltd. and a holding company, Bajaj Holding and Investments Ltd. (presently Bajaj Auto Ltd.). The existing shareholders will be issued shares in new entities in the ratio 1:1.

The company has disclosed that Allianz has a call option to increase its stake in life insurance to $74 \%$ and general insurance to $49 \%$ from the current $24 \%$ at nominal prices. The stock fell by $\sim 14 \%$ since this news due the implied reduced effective stake of BAL in the insurance business from call option to favoring Allianz.

The company has reported net sales at Rs.23,135.5m up 7\% YoY, corresponding to a slow volume growth in motorcycles and 3 -wheelers. This represents the lowest quarterly turnover the company achieved in the last 8 quarters. EBITDA margins took a hit of 350 bps on higher raw-material prices and promotional/marketing expenses.

## Hero Honda

Hero Honda Motors Ltd. (Hero Honda) reported net sales of Rs.26,396m for Q4F07 up 17\% YoY. EBITDA margins took a hit of 592 bps on higher raw-material prices and promotional/marketing expenses for world cup. Net profit for the quarter stood at Rs.1,950m down by 27\% YoY.

## Mahindra \& Mahindra

Total Revenues grew 20\% YoY to Rs.27, 474m as against Rs.22, 888m registered in the corresponding quarter of the previous year. The growth was aided by $15 \%$ volume growth, a better product mix (higher proportion of tractor sales) and price hikes undertaken by the company on Scorpio and Bolero to the tune of 1-1.5\%. Operating profits during the quarter grew $22 \%$ YoY to Rs.3, 488m. EBIDTA margins shrunk 48bps to 11.4\%. Profit After Tax (PAT) for the quarter declined 27\% YoY to Rs.2,360m as against Rs.3,212m in the corresponding quarter.

## Maruti Udyog

Net sales at Rs.44,298m up $35.2 \%$ YoY, driven by strong volume growth in domestic passenger car market. This represents the highest quarterly turnover achieved by the company in the last

14 quarters. EBITDA margins took a hit of 130 bps on higher raw material and employee costs. However, the EBITDA margins for full year FY07 stood at $17.7 \%$ as compared to $17.0 \%$ for FYO6.

## Tata Motors

Net sales at Rs.83,274m up 21\%YoY, driven by strong volume growth of $16 \%$ YoY by commercial as well as passenger vehicle segments. EBITDA margins took a hit due to higher raw material prices.

Company's plans for new product launches like small car platform, world truck and pickup vehicle project are on track. Management has also indicated that it wants to increase the share of the international business to $25 \%$ by FY10 from 18\% currently. These international initiatives will help boost volumes up.

## Ashok Leyland Ltd.



- Ashok Leyland (ALL), a leading player in the M\&HCV industry has registered impressive sales growth for the month of May 2007.
- The company sold 5,804 vehicles during the month; posting a growth of $3 \%$ YoY when compared to 5.631 units sold in the same month of the last fiscal.

Figure 3: ALL - Monthly sales


Source: Company reports; IDBI Capital Market Services

- ALL's MDV (Passenger Carrier) segment clocked sales of 1,480 units, posting a robust growth of $169 \%$ YoY.
- The MDV (Goods Carrier) segment reported a decline of $18 \%$ YoY to 3,890 units when compared to 4,732 units sold in the previous year.
- The Light Commercial Vehicles (LCV) segment grew $65 \%$ YoY to 66 units ( 40 units).
- On the Exports front, the company with 368 shipments during the month registered a growth of $19 \%$ YoY ( 309 units).
- Ashok Leyland is planning a foray into the market for airport passenger buses. With an eye on a share of the airport bus market, Leyland has lined up three buses under the brand name Avion. Leyland currently operates airport passenger buses for national carrier Air-India and would sign agreements for similar services with other aircraft carriers in FY08.
- Ashok Leyland has signed a share purchase agreement to acquire $100 \%$ of the paid-up capital of Defiance Testing and Engineering Services Inc. (DTE) based near Detroit, Michigan, in the US, for a consideration of Rs.700m.

DTE is engaged in providing independent testing services for leading auto original equipment manufacturer and their Tier-1 and Tier-2 suppliers. DTE's capabilities are in the areas of laboratory-based testing and data acquisition, simulation durability testing, road-load data acquisition, safety testing and facilities management, and test laboratory consulting.

Ashok Leyland is buying DTE in order to strengthen its design and engineering services division, which provides these services to third parties. The acquisition of DTE will help Ashley Design and Engineering Services to enlarge its customer base and to serve automakers in the US.

Table 2: ALL - May sales nos.

| ALL | May-07 | May-06 | YoY (\%) |
| :--- | ---: | ---: | ---: |
| Medium Density Vehicles: |  |  |  |
| Passenger Carrier | 1,480 | 550 | 169 |
| Goods Carrier | 3,890 | 4,732 | $(18)$ |
| Light Commercial Vehicles | 66 | 40 | 65 |
| Exports | 368 | 309 | 19 |
| Total Sales | 5,804 | 5,631 | 3 |

## Bajaj Auto Ltd.



- India's second largest two-wheeler maker BajajAuto continued to register declining sales for the fourth month in succession this calendar year.
- The motorcycle sales declined $15 \%$ YoY to 167,008 units as against 196,120 units sold in the same month last year.

Figure 5: BAL - Motor cycles sales


Source: Company reports; IDBI Capital Market Services

- $\quad$ The company plans to launch an all-new non-100cc four-stroke motorcycle in Q2FY08.
- The 3-wheeler segment sales stood at 24,110 units during the period under review.
- The total sales (domestic + exports) at 193,437 units reported a decline of $13 \%$ YoY as against 223,455 units sold in the previous year.
- On the exports front, the company with 49,203 shipments posted a strong growth of $53 \%$ YoY when compared to 32,179 units sold a year back.
- Bajaj Auto has been selected for the EEPC All India Export Awards for its sterling performance in exports in FY07.

Table 3: BAL - May sales nos.

| Bajaj Auto | May-07 | May-06 | YoY (\%) |
| :--- | ---: | ---: | ---: |
| Motor Cycles | 167,008 | 196,120 | $(15)$ |
| Other 2 wheelers | 2,319 | 1,925 | 20 |
| Total 2 Wheelers | 169,327 | 198,045 | $(15)$ |
| 3 Wheelers | 24,110 | 24,029 | 0 |
| Total Sales | $\mathbf{1 9 3 , 4 3 7}$ | $\mathbf{2 2 3 , 4 5 5}$ | $\mathbf{( 1 3 )}$ |
| Exports (out of the above) | 49,203 | 32,179 | 53 |

Source: Company reports

Fig. 7: Sales Composition


Domestic Sales
75\%
Source: Industry; ICMS

Figure 6: BAL - Monthly sales


## Hero Honda Motors Ltd.



- Hero Honda Motors Ltd. (HHML), the world's largest 2-wheeler manufacturer has also succumbed to the market slowdown on back of rising interest rates and inventory levels.
- The motorcycles sales during the month stood at 285,109 units; a decline of $6 \% \mathrm{YoY}$ as against 303,444 units sold a year back.
- In the month of May, HHML had launched the latest addition in the entry level segment - the Splendor NXG. The bike is strapped with a new 100cc engine and comes in two variants. This is inline with the company's strategy for aggressive top line growth through market share gains every segment.
- The company has successfully retained the coveted position of being the World's No. 1 2-wheeler company in unit sales for six years in a row.

Table 4: HHML - May sales nos.

| HHML | May-07 | May-06 | YoY(\%) | $2006-07$ | $2005-06$ | YoY (\%) |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Total Sales | 285,109 | 303,444 | $(6)$ | 547,653 | 553,810 | $(1)$ |

## Mahindra \& Mahindra Ltd.



## Automotive segment

- Mahindra and Mahindra (M\&M) has registered an impressive volumes growth across all the segments of the auto business during the month of May 2007.
- The Utility Vehicles Segment clocked sales of 10,986 vehicles during the month, posting a strong growth of $23 \%$ YoY when compared to 8,945 vehicles sold in the previous year.
- M\&M's flagship model Scorpio continued its growth trajectory posting a growth of $28 \%$ YoY to 3384 units ( 2640 units).
- The recently launched Mahindra Renault Logan received a resounding response from customers in 11 cities that the car has been launched so far, clocking sales of 2786 units in the first month of launch.
- The LCV segment sales skyrocketed $65 \%$ YoY to 1,006 units as against 610 units sold in the same month of previous year.
- The 3 -wheeler segment sales grew $22 \%$ YoY to 2,536 units ( 2073 units).
- The total vehicle (domestic + exports) sales stood at 18,116 units, posting an impressive growth of $50 \%$ YoY as against 12,114 units sold in May last year.
- On the exports front, the company with 802 shipments during the month, registered a strong growth of $65 \%$ YoY.


## Farm equipment segment

- The farm equipment segment registered a moderate growth during the month of May 2007.
- The domestic tractor sales grew $4 \%$ YoY to 7,432 units as against 7,174 units sold in the previous year.
- On the exports front, the company with 710 shipments during the month reported a decline of $9 \%$ YoY when compared to 784 shipments in the previous year.
- The total tractor (domestic + exports) sales stood at 8,142 units, a moderate growth of $2 \%$ YoY (7958 units).

Table 5: M\&M - May sales nos.

| M\&M | May-07 | May-06 | YoY (\%) | FY08 | FY07 | YoY (\%) |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| UV's (including Scorpio) | 10,986 | 8,945 | 23 | 20,574 | 17,334 | 19 |
| Scorpio | 3,384 | 2,640 | 28 | 6,354 | 5,793 | 10 |
| Uvs - w/o Scorpio | 7,602 | 6,305 | 21 | 14,220 | 11,541 | 23 |
| LCV's | 1,006 | 610 | 65 | 1,648 | 1,121 | 47 |
| Three Wheelers (Champion) | 2,536 | 2,073 | 22 | 4,541 | 4,094 | 11 |
| Total (Dom.) Vehicles | 17,314 | 11,628 | 49 | 29,549 | 22,549 | 31 |
| Exports | 802 | 486 | 65 | 1,434 | 798 | 80 |
| Total Vehicles (Dom + Exp) | $\mathbf{1 8 , 1 1 6}$ | $\mathbf{1 2 , 1 1 4}$ | $\mathbf{5 0}$ | $\mathbf{3 0 , 9 8 3}$ | $\mathbf{2 3 , 3 4 7}$ | $\mathbf{3 3}$ |

Source: Company reports

Table 6: M\&M: May sales nos. - Farm equipment sector

| M\&M | May-07 | May-06 | YoY (\%) | FY08 | FY07 | YoY (\%) |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Tractor (Domestic) | 7,432 | 7,174 | 4 | 15,707 | 15,525 | 1 |
| Exports | 710 | 784 | $(9)$ | 1,495 | 1,432 | 4 |
| Total Tractor (Dom + Exp) | $\mathbf{8 , 1 4 2}$ | $\mathbf{7 , 9 5 8}$ | $\mathbf{2}$ | $\mathbf{1 7 , 2 0 2}$ | $\mathbf{1 6 , 9 5 7}$ | $\mathbf{1}$ |

[^2]
## Maruti Udyog Ltd.

- Maruti continued with its impressive performance in the month of May 2007.
- The total sales (including exports) reported a jump of $11 \%$ YoY during the period under review to 59,400 units, up from 53,396 units a year ago.
- The domestic sales grew $10 \%$ YoY to 55,952 units as against 50,904 units sold a year back.
- The A1 segment (Maruti 800) reported a dismal performance during the month. The company's flagship model Maruti 800 saw a dip of $19 \%$ YoY with sales at 5,456 units when compared to 6,743 units sold in May 2006.
- The A2 segment (Alto, Zen- Estilo, Wagon R, Swift) sales clocked sales of 38,889 units, posting a growth of $8 \%$ YoY as against 36,066 units old in the previous year.
- The company's sales in A3 segment (Esteem, Baleno, SX4) jumped by a whopping 104\% YoY because SX4 was added to the Esteem and Baleno portfolio. The company sold 5,009 vehicles all together in this segment against 2,458 units sold in the same month last fiscal.
- The C segment (Omni, Versa) clocked sales of 6,496 units; an impressive growth of $23 \%$ YoY.
- The MUV segment (Gypsy, Vitara) reported a sharp decline of $70 \%$ YoY to 102 units when compared to 342 units sold in the last fiscal.
- On the exports front, the company with 3448 shipments during the month registered a growth of $38 \%$ YoY ( 2,492 units).

Table 7: MUL - May sales nos.

| MUL | May-07 | May-06 | YoY (\%) |
| :--- | ---: | ---: | ---: |
| Passenger Cars | 55,850 | 50,562 | 10 |
| MUV's | 102 | 342 | $(70)$ |
| Total Domestic Sales | 55,952 | 50,904 | 10 |
| Exports | 3,448 | 2,492 | 38 |
| Total Sales | 59,400 | 53,396 | $\mathbf{1 1}$ |

Source: Company reports
Table 8: MUL - May sales nos.

| Segments | May-07 | May-06 | Change \% |
| :--- | ---: | ---: | ---: |
| A1 | 5,456 | 6,743 | $(19)$ |
| C | 6,496 | 5,295 | 23 |
| A2 | 38,889 | 36,066 | 8 |
| A3 | 5,009 | 2,458 | 104 |
| Total PV | 55,850 | 50,562 | 10 |
| MUV | 102 | 342 | $(70)$ |
| Domestic | 55,952 | 50,904 | 10 |
| Export | 3,448 | 2,492 | 38 |
| Total Sales | 59,400 | 53,396 | 11 |

Source: Company reports
Figure 9: MUL - Segmentwise sales


A1 - Maruti 800; A2 - Alto/Wagon R/Zen/Swift; A3 - Baleno/Esteem; C - Omni/Versa; MUV - Gypsy/Vitara


## Tata Motors Ltd.

- Rising interest rates are beginning to bite into sales of commercial vehicles with proof coming from Tata Motors' sales figures of May 2007.
- The company's total sales (domestic + exports) stood at 42,558 units, posting a decline of $4 \%$ YoY as against 44,357 units sold a year back.
- The passenger vehicle business reported total sales of 17,580 vehicles in the domestic market, a decline of $3 \%$ YoY over May 2006.
- The company's flagship hatchback Indica reported sales of 12,002 units, a decline of $3 \%$ YoY.
- The Indigo family clocked sales of 2,215 units, a decline of $22 \% \mathrm{YoY}$.
- The Sumo and Safari accounted sales of 3,363 units; an increase of $18 \%$ YoY.
- The company's M\&HCV sales fell by a sharp $17 \%$ YoY to 10,500 units in May as against 12,682 units sold a year back.
- This is the second consecutive month of falling M\&HCV sales reported by Tata Motors; April 2007 sales were $14 \%$ lower compared to April 2006.
- Sales of light commercial vehicles (LCV) segment, driven by the popular sub-1 tonne carrier Ace, grew $10 \%$ YoY with sales of 10,175 units as against 9,221 units sold in the previous year.
- On the exports front, the company with 4,303 shipments registered a mute performance during the period under review.
- Tata Motors has more than doubled its stake in Automobile Corporation of Goa, one of its major suppliers. This move underlines Tata Motors' plan to increase control of the growing bus body business. Tata Motors, a co-promoter of Automobile Corp. with a stake of $10 \%$, has upped its stake to $21 \%$ through a rights issue.

Table 9: Tata Motors - May sales nos.

| Tata Motors | May-07 | May-06 | YoY (\%) |
| :--- | ---: | ---: | ---: |
| Cars | 14,217 | 15,253 | $(7)$ |
| UV's | 3,363 | 2,862 | 18 |
| M \& HCV | 10,500 | 12,682 | $(17)$ |
| LCV | 10,175 | 9,221 | 10 |
| CV | 20,675 | 21,903 | $(6)$ |
| Total Domestic Sales | 38,255 | 40,018 | $(4)$ |
| Exports | 4,303 | 4,339 | $(1)$ |
| Total | 42,558 | 44,357 | $(4)$ |

Fig. 11: Sales Composition

[^3]

## TVS Motor Co. Ltd.



- TVS Motors has come out with disappointing sales numbers for the month of May 2007.
- The total 2-wheeler sales registered a negative growth of $13 \%$ YoY to 108,151 vehicles when compared to 124,678 vehicles sold in the previous year.
- Total motorcycle sales during the month decline $37 \%$ YoY to 49,651 units as against 78,271 units sold in the same month last year.
- The company believes the decrease in 2-wheeler sales was mainly due to reduced availability, increased cost and stringent norms being followed by retail financers, which account for more than $60 \%$ of sales.
- The company is planning to launch an upgraded version of TVS Apache with several new features of a high-end motorcycle to boost its sales.
- TVS Scooty continues to be the market leader in the sub 100cc scooter segment recording sales of 25,280 units during the month, a growth of $24 \%$ YoY when compared to 20,396 units sold in the previous year.
- On the exports front, the company with 9,849 shipments posted a growth of $15 \% \mathrm{YoY}(8,561$ units $)$.
- TVS Motors is revving up for its maiden manufacturing initiative abroad. The TVS Neo, which will spearhead the company's ambitions in Southeast Asia, is currently undergoing trial production runs at the company's Indonesian plant, and will be launched in Jakarta in June.

Table 10: TVS - May sales nos.

| TVS | May-07 | May-06 | YoY (\%) |
| :--- | ---: | ---: | ---: |
| Motor Cycles | 49,651 | 78,271 | $(37)$ |
| Scooterette | 25,280 | 20,396 | 24 |
| Total Sales | $\mathbf{1 0 8 , 1 5 1}$ | $\mathbf{1 2 4 , 6 7 8}$ | $\mathbf{( 1 3 )}$ |
| Exports (out of the above) | 9,849 | 8,561 | $\mathbf{1 5}$ |

Fig. 12: Sales Composition


## Maruti rolls out its premium sedan SX4



Car market leader Maruti Udyog Ltd. has recently launched the SX4 sedan, a bold, muscular and feature-packed car, powered by the global M -series engine and built on a brand new platform.

SX4 is the second global car, after the Switt, from Suzuki Motor Corporation, the parent company of Maruti Udyog. SX4 sedan is making its debut in India, before being launched in Europe and Japan.

Suzuki claims the new SX4 to be the tallest, longest and the widest car in the ' $C$ ' segment. It comes with the widest tyres, and a boot space of 505 litres. The ground clearance of $S X 4$ is 190 mm , the highest in the A3 segment. With enough of legroom and headroom in the offering, it will be a complete driver's car. The short overhangs and the large glass also adds to its beauty and makes it more featurish.

The SX4 is well equipped with features that impart aesthetics, status, convenience and safety. It offers a music system integrated with the dashboard, with audio control on the steering wheels. In addition, auto climate control system provides comfort and convenience. The antenna is embedded in the glass, further enhancing aesthetics of the car. An illuminated key insert and variable instrument illumination are among the other unique features of the SX4.

The SX4 gets ABS and EBD part of active safety features. It also has front and side door impact beams. Safety is enhanced through seat belt pretensioners and force limiters. The interior of the sedan has been given a dual-tone theme of grey and skin colour. Leather seats are optional in the top-end Zxi variant.

| Technical Specifications: |  |
| :--- | :--- |
| Type | $: 16 \mathrm{~V} \mathrm{DOHC} \mathrm{(4} \mathrm{Cylinders)}$ |
| Piston Displacement | $: 1586 \mathrm{c}$ |
| Fuel Tank Capacity | $: 50$ litres |
| Overall Length | $: 4490 \mathrm{~mm}$ |
| Overall Width | $: 1735 \mathrm{~mm}$ |
| Overall Height | $: 1560 \mathrm{~mm}(\mathrm{Vxi}) / 1570 \mathrm{~mm}($ Zxi $)$ |
| Ground Clearance | $: 180 \mathrm{~mm}(\mathrm{Vxi}) / 190 \mathrm{~mm}(\mathrm{Zxi})$ |

SX4 Vxi - Rs. 654,200 (ex-showroom Mumbai) SX4 Zxi - Rs. 725,200 (ex-showroom Mumbai)

## News Snippets

## Ashok Leyland enters market for used trucks

Hinduja Group flagship company Ashok Leyland has firmed up plans to enter the market for buying and selling pre-owned trucks, making it the first commercial vehicle manufacturer in the country to do so. Used Ashok Leyland vehicles will be purchased from the market and reconditioned by the company using an exhaustive 140point check to achieve a quality standard that will ensure trouble-free operation. All Altrux vehicles - the name by which the refurbished second-hand Ashok Leyland vehicles would be branded as, will come with up to 6 months warranty.

## Royal Enfield developing engine, two bikes for export market

Royal Enfield Ltd., the 2-wheeler company of Eicher group, is all set to introduce a new engine and two new international bike designs in the export market. For this product and design development, the company is set to invest Rs. 400 m .

Coded as UCE (unit construction engine), it will be the first Royal Enfield engine with an integrated gearbox mated to the engine that will have an electronic fuel injection. The engine shall be available in 350 cc and 500 cc engine displacements. The engine is primarily being made to adhere to the stringent emission norms (Euro III) that are present in the company's export markets like Europe, America and Australia.

## Hyundai phases out Accent Crdi, Viva models

Hyundai Motor India has phased out the Accent Crdi (diesel) variant and the Viva (petrol and diesel) model. The Accent Crdi, launched in October 2002, was the first car in the mid-size segment to feature the CRDI (Common Rail Diesel Injection) diesel technology; the Viva model was the first sports notchback vehicle in the mid-size segment. This was the second batch of variants in the Accent range that were discontinued. Earlier, the company had discontinued GTX-Tornado, GLX and the GLS model.

The phase out of old models would help remove production constraints on the rollout of new and promising models such as Getz and Verna.

## Atul Auto plans LCV launch in 2 years

Atul Auto will launch its four-wheeler light commercial vehicle (LCV) in two years. The offering now at the drawing
board stage, seeks to compete with the Tata Ace, the onetonne LCV, and would cost Rs.2-2.5 lacs.

These LCVs will be manufactured at the Rajkot-based plant.

## Ford plans to launch Volvo cars by October

Volvo cars, one of the three performance automotive group (PAG) brands from the Ford Motor Co., will hit the Indian roads by October 2007. With a price tag of over Rs. 37 lakhs, Volvo Cars India will bring in the S 80 sedan and the XC 90 sports utility vehicle (SUV).

## Honda to make small car, build second plant

Honda Siel Cars India Ltd. (HSCl) will join the bandwagon of compact car manufacturers in India by 2009. the company has recently signed a MoU with the Rajasthan government to set up its second plant in Alwar district.

The new compact car from the stable of Honda will meet the size and engine specifications of government. In order to avail the excise exemption being offered, the car will stick to the industry norms, which means a length of $4,000 \mathrm{~mm}$ and a 1.5 litre petrol engine.

## 'Tata' name only for entry level cars

Tata Motors, which has recently formed a joint venture with Fiat Auto, has decided to use the Tata brand name for entry-level cars. Fiat will be the chosen brand name for the middle-top-premium-end of each segment. The decision will take the JV a step forward and consolidate the auto major's presence in the whole range of the domestic passenger car market.

## Maruti set to re-enter SUV segment with Vitara

Maruti Suzuki is all set to re-enter the sports utility vehicle (SUV) segment with the launch of the all-new Grand Vitara.

The new Vitara will be a 5 -seater SUV, fitted with a 2 -litre petrol engine and competitively priced in a range between Rs. 16 and Rs. 17 lacs.

The new Vitara will have to compete with the likes of Nissan X-trail and the Honda CR-V, both of which are in the Rs.17-19 lac range.

Figure 13: Bajaj Auto vs. Relative to Sensex


## Source: Capitaline

Figure 15: Mahindra \& Mahindra vs. Relative to Sensex


Source: Capitaline
Figure 17: Tata Motors vs. Relative to Sensex


Source: Capitaline

Figure 14: Hero Honda vs. Relative to Sensex


## Source: Capitaline

Figure 16: Maruti Udyog vs. Relative to Sensex


## Source: Capitaline

Figure 18: TVS Motor vs. Relative to Sensex


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[^5]
[^0]:    Source: Capitaline; ICRA

[^1]:    Source: Company reports; IDBI Capital Market Services

[^2]:    Source: Company reports

[^3]:    Source: Company reports

[^4]:    Source: Capitaline

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