March 27, 2008

Stock Rating Underweight Industry View Cautious

Tata Motors

Jaguar Land Rover Acquisition: Still Negative at First Glance

Investment conclusion: We believe the acquisition of premium brands - Jaguar Land Rover (JLR) from Ford for US\$2.3 bn - at first glance appears negative as it increases earnings volatility amid a difficult economic environment. Our conclusion is based on the following: a) JLR could see increased volume declines given weakening economic fundamentals in key markets - US and Europe – where it generates 88% of overall volumes (Exhibit 1); b) The volume deceleration could dampen the recent turnaround in JLR's performance. We note that, according to Ford, Jaguar at least broke-even or possibly reduced its losses, while Land Rover maintained profitability in C2007 (Exhibit 2); c) Increased borrowings (US\$3.0 bn) and potential dilution of equity (US\$1.0 bn, or roughly 14.5% if issued at current market price) could reduce standalone earnings by as much as 36% for F09 and subsequently lead to a deterioration in credit metrics (Exhibit 3).

We await further details on the following key points from management as it materially alters the valuation of the acquisition:; 1) Is TAMO continuing to pay royalty fees to Ford for the previous R&D support received by JLR since 2000, which amounts to ~GBP 3.1bn; 2) Why is Ford funding pension plans despite the fact that JLR's pension plan has been in surplus as of December 2007 (Exhibit 4)? 3) Further, with Ford Motor Credit (captive finance arm of Ford) supporting JLR brands for a max of only 12 months we could see long term pain in volume growth if Tata Motors does not find alternative financiers as the passenger cars are generally 100% financed in US / UK and other developed markets

Where we differ: We believe the Street needs to take down earnings and valuation to reflect the higher interest costs and the costs of the JLR acquisition, which would more than offset the recovery in domestic commercial vehicles market we expect by 2H09.

MORGAN STANLEY RESEARCH ASIA/PACIFIC

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Key Ratios and Statistics

Reuters: TAMO.BO Bloomberg: TTMT IN India Four-Wheelers: Commercial Vehicles

Price target	Rs630.00
Shr price, close (Mar 26, 2008)	Rs679.40
Mkt cap, curr (mn)	Rs276,629
52-Week Range	Rs840.00-535.00
Sh out, basic, curr (mn)	385.4
EV, curr (mn)	Rs280,775
Net debt/cap (03/08e) (%)	14.0
ROE (03/08e) (%)	28.9
Shrs out, basic, per-end (03/08e) (mn)	385
S'hldr eqty (03/08e) (mn)	Rs83,993
RNOA (03/08e) (%) e = Morgan Stanley Research estimates	18.7

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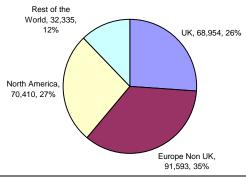
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Exhibit 1

Declining Economic Fundamentals in Key Markets –
US and Europe...

USA	CY2006	CY2007	YoY	CYTD07	CYTD06	YoY
Acura	19,056	17,582	-7.7%	26,675	24,252	-9.1%
Audi	11,897	8,504	-28.5%	13,008	12,570	-3.4%
Bentley	653	312	-52.2%	636	598	-6.0%
BMW	30,945	30,199	-2.4%	42,035	35,250	-16.1%
Cadillac	22,715	21,436	-5.6%	27,882	29,212	4.8%
Ferrari	165	150	-9.1%	251	240	-4.4%
Hummer	6,928	5,333	-23.0%	8,157	6,412	-21.4%
Jaguar	1,553	1,522	-2.0%	2,581	1,727	-33.1%
Land Rover	6,014	4,887	-18.7%	6,539	5,678	-13.2%
Lexus	37,235	34,555	-7.2%	44,636	41,576	-6.9%
Lincoln	12,806	10,065	-21.4%	20,357	17,558	-13.7%
Maserati	158	337	113.3%	309	335	8.4%
Maybach	15	22	46.7%	30	22	-26.7%
Mercedes-Benz	28,130	27,279	-3.0%	34,403	36,855	7.1%
Mini	2,472	3,562	44.1%	4,418	5,875	33.0%
Porsche	2,850	2,891	1.4%	4,951	4,310	-12.9%
Rolls Royce	30	29	-3.3%	58	116	100.0%
Saab	3,535	2,748	-22.3%	4,583	3,506	-23.5%
Total	187,157	171,413	-8.4%	241,509	226,092	-6.4%
Europe						
Jaguar	40,598	32,584	-19.7%	2,581	1,727	-33.1%
Landrover	83,144	89,815	8.0%	6,539	5,678	-13.2%
Audi	628,000	645,676	2.8%	13,008	12,570	-3.4%
Mercedes	713,758	715,650	0.3%	34,403	36,855	7.1%
BMW	670,320	689,272	2.8%	42,035	35,250	-16.1%
Porsche	95,342	98,702	3.5%	4,951	4,310	-12.9%
Total	2,231,162	2,271,699	1.8%	103,517	96,390	-6.9%

... Where It Generates 88% of Overall Volumes



Source: Company data, Morgan Stanley Research

Exhibit 2
Volume deceleration could pour cold water on JLR's recent turnaround

Jaguar- Profit and Loss Account					
P&L account(€ mn)	2004	2005	2006		
Turnover	1900	1567	1459		
Cost of Sales	1850	1733	1523		
Staff Costs	381	342	374		
Raw Materials	1469	1391	1149		
Gross (Loss)/Profit	50	(166)	(64)		
Administrative & Distribution Costs	197.6	162.9	158.9		
Operating Lease	1.3	1.6	1.3		
Hire Charges	0	0.5	1.5		
Loss on Disposal of Fixed Assets	2.5	0.8	1.5		
R&D Costs	226.1	185.4	193.7		
R&D costs billed to Ford USA	-226.1	-185.4	-193.7		
Royalty Charge from Ford USA	45.2	41.1	70.3		
Auditors Fees	0.3	0.3	0.3		
Other Expenses	148.3	118.6	84		
EBITDA	(148)	(329)	(223)		
Adjusted EBITDA*	(329)	(473)	(346)		
Depreciation	64	14	15		
Interest Payable	34.8	59.8	14.6		
Other income	141.9	17.8	36.2		
Dividends Received	0	0	0		
PBT	(104.1)	(385.2)	(216.6)		
Adjusted (Loss)/Profit*	(285)	(530)	(340)		
Exceptional items	312	186.7	41.3		
PBT after exceptional items	(416.1)	(571.9)	(257.9)		
Tax	-2.8	-84	-72.6		
PAT / (loss)	(413.3)	(487.9)	(185.3)		
Adjusted (Loss)/Profit*	(282)	(446)	(267)		

Source: Company Data, Morgan Stanley Research

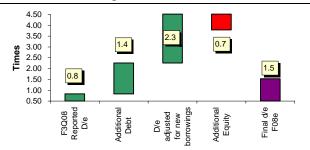
MORGAN STANLEY RESEARCH

March 27, 2008 **Tata Motors**

Land Rover Ltd- Profit and Loss Account

P&L account(€ mn)	2004	2005	2006
Turnover	3327.2	4580.5	4789.5
Cost of Sales	2929.6	3828.6	4089.4
Staff Costs	435.7	436.5	427.5
Raw Materials	2493.9	3392.1	3661.9
Gross Profit	398	752	700
Administrative & Distribution Costs	297.1	307.5	339.2
Income from Fellow Subsidiary	0	0	-0.6
R&D Costs	231.8	253.9	203.7
R&D costs billed to Ford USA	-231.8	-253.9	-203.7
Royalty Charge from Ford USA	0	169.8	125.8
Loss on Disposal of Fixed Assets	7.5	5.5	5.2
Operating Lease Rentals	5.9	5.3	7.4
Auditors remuneration	0.3	0.4	0.4
Other Expenses	283.4	126.5	201
EBITDA	101	444	361
Adjusted EBITDA*	(131)	360	283
Depreciation	176	185	173
Amortisation	26	26	26
Interest Payable	77.8	111.8	81.9
Other income	0	0	0
Dividends Received	0	0	0
PBT	(178.8)	121.4	79.8
Exceptional items	17.3	0	66
Adjusted Profit/Loss*	(410.6)	37.3	1.9
PBT after exceptional items	(196.1)	121.4	13.8
Tax	-62.3	-105.4	-49.4
PAT / (loss)	(133.8)	226.8	63.2
Adjusted (Loss)/Profit*	(348.3)	142.7	51.3
Source: Company data, Morgan Stanley Research	(0.10.0)	1 12.1	01.0

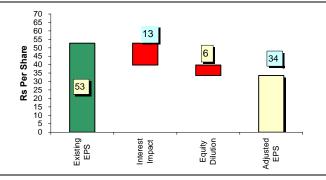
Increased Borrowing would increase the d/e



...which could lead to potential dilution in equity of 14.5%?

Total Amount (Rs mm)	40,000
Current Market price	679
Shares Issued at Minimum Price	59
No of Shares pre issue	407
No of Shares post issue	466
Dilution (%)	14.5

... Resulting in a 36% Earnings Decline...



... and Deterioration in credit metrics

	Pre deal Announcement	Post deal Announcement
Interest Coverage	7.5	1.7
Debt to EBITDA	2.0	5.7
Debt /Equity	0.8	1.5
Net Debt to EBITDA	1.7	5.4
Net Debt /Equity	0.6	1.4

Source: Company data, Morgan Stanley Research

Source: Company data, Morgan Stanley Research
*Adjusted profits reflect the full cost of R&D incurred by JLR without offsetting the subsidy provided by FORD. Therefore we exclude the royalties paid assuming the IPR/R&D is fully owned by JLR.

Exhibit 4
Assets and Liabilities of JLR as disclosed in Ford Motor Co's 10K.

USD mm	December 31st 2007	December 31st 2006
Assets		
Receivables	758	590
Inventories	1530	1404
Net Property	2246	2119
Goodwill and other Intangibles	2010	3210
Pension Assets	696	3
Other Assets	297	122
Total Assets of held for sale operations	7537	7448
Liabilities		
Payables	2395	2202
Pension Liabilities	19	380
Warranty liabilities	645	759
Other Liabilities	2022	2050
Total Liabilities held for sale	5081	5391

Source: Company data, Morgan Stanley Research

Morgan Stanley is acting as financial advisor to Ford Motor Company ("Ford") in relation to the sale of its Jaguar and Land Rover operations to Tata Motors Ltd, as announced on March 26, 2008

The proposed transaction is subject to required regulatory approvals and other customary closing conditions. Ford has agreed to pay fees to Morgan Stanley for its services that are subject to the consummation of the proposed transaction.

Please refer to the notes at the end of this report.

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TAMO is India's largest commercial vehicle manufacturer and second-largest manufacturer of cars and utility vehicles. It has a dominant market share in most product categories, and strong engineering and product development capabilities.

India Four-Wheelers: Commercial Vehicles

Industry View: Cautious

We were anticipating a soft landing of MHCV domestic truck demand cycle given the strong economic indicators and structural changes in the Industry. However, with the current higher interest rate environment, relatively declining profitability of transport operators, increasing competition from Indian Railways and lower replacement demand we anticipate now a hard landing of the overall demand cycle. We will become positive if the interest rate environment improves, better capacity utilization in the transportation sector and / or reduced intensity of competition from Indian Railways.

MSCI Country: India

Asia Strategist's Recommended Weight: 4.0% MSCI Asia/Pac All Country Ex Jp Weight: 7.8%



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(as of February 29, 2008)

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	Coverage Universe		Coverage Universe Investment Banking Clie		ents (IBC)
_		% of		% of 9	% of Rating
Stock Rating Category	Count	Total	Count	Total IBC	Category
Overweight/Buy	1039	44%	322	45%	31%
Equal-weight/Hold	974	41%	300	42%	31%
Underweight/Sell	356	15%	100	14%	28%
Total	2,369		722		

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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Unless otherwise specified, the time frame for price targets included in Morgan Stanley Research is 12 to 18 months.

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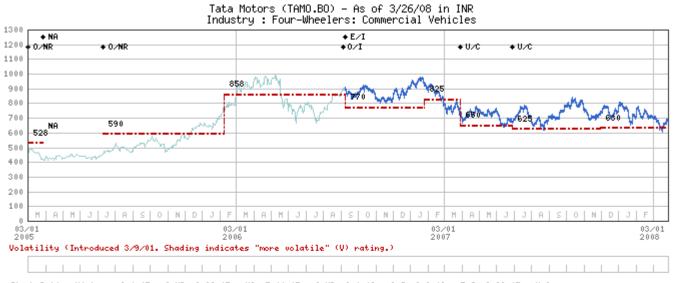
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Benchmarks for each region are as follows: North America - S&P 500; Latin America - relevant MSCI country index or MSCI Latin America Index; Europe - MSCI Europe; Japan - TOPIX; Asia - relevant MSCI country index.

Stock Price, Price Target and Rating History (See Rating Definitions)



Stock Rating History: 3/1/05 : 0/NR; 3/28/05 : NA; 7/11/05 : 0/NR; 9/4/06 : 0/I; 9/8/06 : E/I; 3/29/07 : U/C; 6/28/07 : U/C Price Target History: 11/1/04 : 528; 3/28/05 : NA; 7/11/05 : 590; 2/8/06 : 858; 9/8/06 : 770; 1/25/07 : 825; 3/29/07: 650; 6/29/07: 625; 11/30/07: 630

Source: Morgan Stanley Research Date Format : MM/DD/YY Price Target --No Price Target Assigned (NA) Stock Price (Covered by Current Analyst) == Stock Price (Not Covered by Current Analyst) = Stock Ratings abbreviated as below (Effective 3/18/02, ratings appear as Stock Ratings/Industry View) 🛊 Stock Ratings as of 3/18/02: Overweight (O) Equal-weight (E) Underweight (U) More Volatile (V) No Rating Available (NAV) Stock Ratings prior to 3/18/02: Strong Buy (SB) Outperform (OP) Neutral (N) Underperform (UP) No Rating Available (NAV) Industry View: Attractive (A) In-line (I) Cautious (C) No Rating (NR)

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Industry Coverage:India Four-Wheelers: Commercial Vehicles

Company (Ticker)	Rating (as of) Price (03/26/2008)		
Balaji Jayaraman, CFA Ashok Leyland Ltd. (ASOK.BO) Mahindra & Mahindra (MAHM.BO) Tata Motors (TAMO.BO)	E (03/29/2007) E (02/04/2008) U (03/29/2007)	Rs32.95 Rs680.05 Rs679.4	

Stock Ratings are subject to change. Please see latest research for each company.