# Automobiles - Monthly update 

| BSE Sensex: 19,724 | S\&P CNX: 5,866 | 1 November 2007 |
| :--- | :--- | :--- |


| COMPANY NAME | RECOS |
| :--- | ---: |
| Maruti | (Buy, Rs 1,004 ) |
| M\&M | (Buy, Rs765) |
| Tata Motors | (Buy, Rs744) |
| Bajaj Auto | (Buy, Rs2,422) |
| Hero Honda | (Buy, Rs687 |
| TVS Motor | (Neutral, Rs57) |

## Snapshot of monthly sales for October 2007

* Maruti has reported volume growth of $15.4 \%$ in October 2007, with strong growth in A 2 and A 3 segments.
\& M\&M displayed robust UV growth at $40 \%$ YoY; three-wheelers increased by $5.8 \%$, while tractor sales have declined by $16.4 \%$.
8 Tata Motors; displayed strong domestic growth in LCVs at $29 \%$ YoY, overall volume growth was $12.8 \%$.
* Bajaj Auto volumes were marginally negative; along with a significant $19.6 \%$ improvement in volumes MoM.
* Hero Honda sales increased marginally by $0.4 \%$ YoY to 365,022 units; but these are the highest monthly sales ever for the company.
* TVS Motors has seen the drop in motorcycle sales continue, while mopeds and scooter sales continue to post robust growth.

SNAPSHOT OF OCTOBER VOLUMES

| COMPANY SALES | YOY |  |  | MOM |  | YTD |  |  |  | RESIDUAL |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | OCT-07 | OCT-06 | YOY <br> (\%) CHG | SEP-07 | MOM <br> (\%) CHG | 2008 | 2007 | YTD <br> (\%) CHG | FY08 ESTIMATE | YOY <br> (\%) CHG | GR. <br> (\%) |
| Maruti Suzuki | 69,415 | 60,163 | 15.4 | 67,448 | 2.9 | 430,409 | 362,794 | 18.6 | 788,875 | 16.9 | 14.8 |
| A1 | 4,477 | 6,354 | -29.5 | 5,221 | -14.3 | 39,142 | 46,799 | -16.4 |  |  |  |
| C | 8,110 | 7,753 | 4.6 | 6,350 | 27.7 | 50,194 | 45,085 | 11.3 |  |  |  |
| A2 | 47,077 | 38,940 | 20.9 | 46,216 | 1.9 | 280,179 | 230,137 | 21.7 |  |  |  |
| A3 | 4,177 | 2,700 | 54.7 | 4,885 | -14.5 | 29,351 | 18,660 | 57.3 |  |  |  |
| MUV | 417 | 147 | 183.7 | 414 | 0.7 | 2,150 | 1,835 | 17.2 |  |  |  |
| Export | 5,157 | 4,269 | 20.8 | 4,362 | 18.2 | 29,393 | 20,278 | 45.0 |  |  |  |
| Mahindra \& Mahindra | 35,865 | 30,493 | 17.6 | 28,539 | 25.7 | 191,477 | 159,559 | 20.0 | 307,854 | 9.7 | 8.2\% |
| UV's | 17,812 | 12,725 | 40.0 | 13,548 | 31.5 | 89,486 | 71,479 | 25.2 | 158,297 | 16.5 | 6.9 |
| LCV | 817 | 758 | 7.8 | 930 | -12.2 | 6,290 | 4,679 | 34.4 | 9,950 | 15.0 | -7.9 |
| PV - Logan | 2,214 | 0 | NA | 2,185 | 1.3 | 14,708 | 0 | NA | - | - | NA |
| Three-Wheelers | 3,836 | 3,626 | 5.8 | 3,208 | 19.6 | 20,289 | 19,095 | 6.3 | 37,070 | 10.0 | 14.9 |
| Tractors | 11,186 | 13,384 | -16.4 | 8,668 | 29.0 | 60,704 | 64,306 | -5.6 | 102,537 | 0.0 | 9.4 |
| Tata Motors | 49,354 | 43,743 | 12.8 | 48,347 | 2.1 | 312,304 | 309,599 | 0.9 | 609,948 | 5.3 | 10.1 |
| Dom. HCV's | 13,980 | 13,184 | 6.0 | 14,129 | -1.1 | 82,756 | 90,578 | -8.6 | 175,115 | 0.9 |  |
| Dom. LCV's | 13,123 | 10,170 | 29.0 | 12,907 | 1.7 | 77,218 | 67,148 | 15.0 | 139,629 | 12.1 |  |
| Dom. Cars | 14,011 | 12,720 | 10.1 | 13,704 | 2.2 | 96,791 | 97,091 | -0.3 | 186,161 | 4.0 |  |
| Dom. UV's | 4,010 | 4,006 | 0.1 | 3,302 | 21.4 | 23,707 | 23,929 | -0.9 | 50,767 | 6.5 |  |
| Exports | 4,230 | 3,663 | 15.5 | 4,305 | -1.7 | 31,832 | 30,853 | 3.2 | 58,276 | 9.3 |  |
| Bajaj Auto | 278,176 | 279,578 | -0.5 | 232,496 | 19.6 | 1,463,859 | 1,634,789 | -10.5 | 2,774,498 | 2.0 | 20.9 |
| Motorcycles | 248,307 | 251,022 | -1.1 | 204,152 | 21.6 | 1,273,865 | 1,442,271 | -11.7 | 2,424,048 | 2.0 | 23.1 |
| Total Two-Wheelers | 250,175 | 251,071 | -0.4 | 206,208 | 21.3 | 1,289,641 | 1,454,732 | -11.3 | 2,452,720 | 2.3 | 23.4 |
| Three-Wheelers | 28,001 | 28,507 | -1.8 | 26,288 | 6.5 | 174,218 | 180,057 | -3.2 | 321,778 | 0.0 | 4.1 |
| Hero Honda | 365,022 | 363,480 | 0.4 | 314,567 | 16.0 | 1,924,508 | 1,948,139 | -1.2 | 3,378,491 | 1.3 | 4.7 |
| TVS Motor | 129,614 | 142,325 | -8.9 | 115,091 | 12.6 | 772,771 | 937,016 | -17.5 | 1,463,497 | -4.2 | 16.8 |
| Motorcycles | 67,752 | 92,328 | -26.6 | 53,991 | 25.5 | 362,705 | 583,845 | -37.9 | 761,422 | -17.6 | 17.0 |

Source: Company/Motilal Oswal Securities

Maruti: Buy

| CMP: Rs1,004 |  | MKT CAP: USD7.3B |  |  |  | bloomberg: MSIL IN |  |  | REUTERS CODE: MRTI.BO |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YEAR | TOTAL INC. | PAT | ADJ.EPS | EPS | P/E | P/BV | ROE | ROCE | EV/ | EV/ |
| END | (RS M) | (RS M) | (RS) | GROWTH (\%) | (X) | (X) | (\%) | (\%) | SALES | EBITDA |
| 3/07A | 149,663 | 15,574 | 53.9 | 28.5 | 18.6 | 4.2 | 22.8 | 30.2 | 1.7 | 10.8 |
| 3/08E | 187,258 | 19,689 | 68.1 | 26.4 | 14.7 | 3.3 | 22.7 | 30.9 | 1.3 | 8.1 |
| 3/09E | 221,880 | 23,001 | 79.6 | 16.8 | 12.6 | 2.7 | 21.3 | 29.2 | 1.0 | 6.7 |

Maruti Suzuki- 15\% YoY domestic growth and 20.8\% export growth
Maruti reported growth of $15.4 \%$ in October 2007 sales to 69,415 units; domestic sales up $15 \%$ YoY to 64,258 units, while exports have increased by $20.8 \%$ to 5,157 units.

Although the A3 segment reported strong volume growth of $54.7 \%$ YoY (SX4 sales were robust at $\sim 3,000$ units), Esteem production did not take place for a large part of the month (similar to what was seen for Omni in September) leading to $14.5 \%$ MoM decline in A3 sales. Production is expected to be normalised in the first half of November. C segment volumes increased $4.6 \%$ YoY; the growth rate is lower due to the high base of the previous year. $M-800$ sales were also lower by $29.5 \%$ on account of dealer inventory rationalisation carried out during the month. We remain positive on Maruti. The stock trades at 14.7x FY08E EPS of Rs68.1 and 12.6x FY09E EPS of Rs79.6. Maintain Buy.


Source: Company/Motilal Oswal Securities
MARUTI: SNAPSHOT OF OCTOBER VOLUMES

|  | YOY |  |  | мом |  | YTD |  |  | RESIDUAL |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| COMPANY SALES | OCT-07 | OCT-06 | YOY <br> (\%) CHG | SEP-07 | $\begin{gathered} \text { MOM } \\ (\%) \text { CHG } \end{gathered}$ | 2008 | 2007 | YTD <br> (\%) CHG | $\text { FY } 08$ <br> ESTIMATE | YOY (\%) CHG | GR. <br> (\%) |
| Maruti Suzuki | 69,415 | 60,163 | 15.4 | 67,448 | 2.9 | 430,409 | 362,794 | 18.6 | 788,875 | 16.9 | 14.8 |
| A1 | 4,477 | 6,354 | -29.5 | 5,221 | -14.3 | 39,142 | 46,799 | -16.4 |  |  |  |
| C | 8,110 | 7,753 | 4.6 | 6,350 | 27.7 | 50,194 | 45,085 | 11.3 |  |  |  |
| A2 | 47,077 | 38,940 | 20.9 | 46,216 | 1.9 | 280,179 | 230,137 | 21.7 |  |  |  |
| A3 | 4,177 | 2,700 | 54.7 | 4,885 | -14.5 | 29,351 | 18,660 | 57.3 |  |  |  |
| MUV | 417 | 147 | 183.7 | 414 | 0.7 | 2,150 | 1,835 | 17.2 |  |  |  |
| Export | 5,157 | 4,269 | 20.8 | 4,362 | 18.2 | 29,393 | 20,278 | 45.0 |  |  |  |

The momentum in SX4 has
been maintained, and
growth in A3 segment
would have been higher if
not for production constraints for Esteem.


Source: Company/Motilal Oswal Securities

TREND IN PRODUCT MIX (\%)

|  | FY07 |  |  |  |  | FY08 |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  | 1 Q | 2 Q | 3 Q | 4 Q | 1 Q | 2 Q |  |
| A1 | 14.0 | 12.8 | 11.4 | 9.6 | 10.6 | 8.7 |  |
| MPV | 11.6 | 13.0 | 12.4 | 12.2 | 12.2 | 11.2 |  |
| A2 | 63.1 | 63.3 | 66.5 | 67.3 | 65.1 | 64.1 |  |
| A3 | 5.2 | 5.3 | 4.0 | 3.4 | 6.5 | 7.4 |  |
| UV | 0.7 | 0.5 | 0.4 | 0.5 | 0.3 | 0.6 |  |
| Exports | 5.4 | 5.2 | 5.3 | 7.1 | 5.3 | 7.9 |  |



Mahindra \& Mahindra: Buy

| CMP: Rs765 |  | MKT CAP: USD4.9B |  |  |  | BLOOMBERG: MM IN |  |  | REUTERS CODE: MAHM.BO |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YEAR | NET SALES | S/A PAT | ADJ EPS | CONS. | P/E | CONS, | ROE | ROCE | EV/ | EV/ |
| END | (RS M) | (RS M) | (RS) | EPS (RS) | (X) | P/E (X) | (\%) | (\%) | SALES | EBITDA |
| 3/07A | 99,874 | 9,198 | 35.9 | 55.1 | 21.3 | 13.9 | 25.9 | 22.3 | 1.6 | 13.6 |
| 3/08E | 113,340 | 9,369 | 36.6 | 63.7 | 20.9 | 12.0 | 22.0 | 21.0 | 1.3 | 11.7 |
| 3/09E | 126,194 | 10,124 | 39.6 | 75.5 | 19.3 | 10.1 | 20.6 | 20.8 | 1.2 | 10.1 |

## M\&M: Strong growth in UVs, but tractor sales dip

M\&M reported sales growth of $10.4 \%$ YoY in October 2007 to 33,651 units (excluding Logan). Inclusive of Logan sales, volumes in October have increased 17.6\% YoY and $25.7 \% \mathrm{MoM}$.

Strong growth was registered in UVs, with overall volumes increasing 40\% YoY; Scorpio volume growth was also robust at $37 \%$ YoY. Logan sales increased by $1.3 \% \mathrm{MoM}$ to 2,214 units; its sales during Apr - Oct 2007 have been 14,708 units. However, tractor sales have disappointed, declining by $16.4 \%$ YoY to 11,186 units ( $+29 \% \mathrm{MoM}$ ). Industry tractor sales in YTD FY08 have been negatively impacted by higher interest rates, stringent financing norms, lower demand from sugar producing states, etc. Despite tractor industry sales declining in 1HFY08, M\&M's market share has increased from $29.8 \%$ to $32 \%$ (including Punjab Tractors, its market share has increased from $39 \%$ to $39.5 \%$ ).


Source: Company
With several growth drivers for the company over the next few years coupled with attractive valuations, we remain positive on M\&M. The stock trades at $12 x$ FY08E EPS of 63.7 and 10.1x FY09E EPS of Rs75.5. Maintain Buy.

MAHINDRA \& MAHINDRA: SNAPSHOT OF OCTOBER VOLUMES

|  | YOY |  |  | MOM |  | YTD |  |  | RESIDUAL |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| COMPANY SALES | OCT-07 | OCT-06 | YOY <br> (\%) CHG | SEP-07 | MOM <br> (\%) CHG | 2008 | 2007 | YTD <br> (\%) CHG | FY08 <br> ESTIMATE | YOY (\%) CHG | GR. <br> (\%) |
| Mahindra \& Mahindra | 35,865 | 30,493 | 17.6 | 28,539 | 25.7 | 191,477 | 159,559 | 20.0 | 307,854 | 9.7 | 8.2 |
| UV's | 17,812 | 12,725 | 40.0 | 13,548 | 31.5 | 89,486 | 71,479 | 25.2 | 158,297 | 16.5 | 6.9 |
| LCV | 817 | 758 | 7.8 | 930 | -12.2 | 6,290 | 4,679 | 34.4 | 9,950 | 15.0 | -7.9 |
| PV - Logan | 2,214 | 0 | NA | 2,185 | 1.3 | 14,708 | 0 | NA | - | - | NA |
| Three-Wheelers | 3,836 | 3,626 | 5.8 | 3,208 | 19.6 | 20,289 | 19,095 | 6.3 | 37,070 | 10.0 | 14.9 |
| Tractors | 11,186 | 13,384 | -16.4 | 8,668 | 29.0 | 60,704 | 64,306 | -5.6 | 102,537 | 0.0 | 9.4 |

Source: Company/Motilal Oswal Securities


## Tata Motors: Buy

| CMP: Rs744 |  | MKT CAP: USD7.6B |  |  |  | Bloomberg: TTMT IN |  |  | REUTERS CODE: TAMO.BO |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YEAR | SALES | S/A PAT | ADJ EPS | CONS, | P/E | cons. | Roe | Roce | EV/ | EV/ |
| END | (RS M) | (RS M) | (RS) | EPS (RS) | RATIO | P/E (X) | (\%) | (\%) | SALES | EBITDA |
| 3/07A | 274,048 | 18,963 | 46.6 | 52.9 | 16.0 | 14.1 | 27.6 | 27.1 | 1.1 | 8.9 |
| 3/08E | 294,348 | 16,380 | 40.2 | 51.4 | 18.5 | 14.5 | 20.9 | 21.4 | 1.0 | 10.1 |
| 3/09E | 329,779 | 18,440 | 45.3 | 58.8 | 16.4 | 12.7 | 20.7 | 21.7 | 0.9 | 9.1 |

Tata Motors: $12.8 \%$ volume growth
Tata Motors reported $12.8 \%$ YoY increase in October 2007 volumes to 49,354 units. Growth was primarily driven by strong domestic LCV sales ( $+29 \%$ YoY). The company has stated that growth could have been better but for an acute shortage of tyres. Domestic M\&HCV sales increased $6 \%$ YoY, while domestic car sales increased $10.1 \%$ YoY, while UV sales were flat. Exports too registered robust $15.5 \%$ YoY growth. The company has reiterated that high interest rates continue to affect retails.

We believe that pursuant to softening in CV interest rates in the recent past, the CV demand is likely to pick up again. Tata Motors and Ashok Leyland have raised CV prices with effect from October by $\sim 2 \%$, which will help the company combat cost pressures. The company trades at 14.5 x FY08E consolidated EPS of Rs51.4, and 12.7x FY09E consolidated earnings of Rs58.8. Maintain Buy.


Source: TCIL/Motilal Oswal Securities
The freight rate index has remained flat in the wake of steady diesel prices and competition from the Railways.
tata motors: snapshot of october volumes

| COMPANY SALES | YOY |  |  | MOM |  | YTD |  |  | FY08 | RESIDUAL |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | OCT-07 | OCT-06 | YOY | SEP-07 | MOM | 2008 | 2007 | YTD |  | Yoy | GR. |
|  |  |  | (\%) CHG |  | (\%) CHG |  |  | (\%) CHG | EStimate | (\%) CHG | (\%) |
| Tata Motors | 49,354 | 43,743 | 12.8 | 48,347 | 2.1 | 312,304 | 309,599 | 0.9 | 609,948 | 5.3 | 10.1 |
| Dom. HCV's | 13,980 | 13,184 | 6.0 | 14,129 | -1.1 | 82,756 | 90,578 | -8.6 | 175,115 | 0.9 |  |
| Dom. LCV's | 13,123 | 10,170 | 29.0 | 12,907 | 1.7 | 77,218 | 67,148 | 15.0 | 139,629 | 12.1 |  |
| Dom. Cars | 14,011 | 12,720 | 10.1 | 13,704 | 2.2 | 96,791 | 97,091 | -0.3 | 186,161 | 4.0 |  |
| Dom. UV's | 4,010 | 4,006 | 0.1 | 3,302 | 21.4 | 23,707 | 23,929 | -0.9 | 50,767 | 6.5 |  |
| Exports | 4,230 | 3,663 | 15.5 | 4,305 | -1.7 | 31,832 | 30,853 | 3.2 | 58,276 | 9.3 |  |

## Bajaj Auto: Buy

| CMP: Rs2,422 |  | MKT CAP: USD6.2B |  |  |  | bloomberg: BJA IN |  |  | REUTERS CODE: BJAT.BO |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YEAR | NET SALES | PAT | EPS | EPS | P/E | P/BV | Roe | Roce | EV/ | EV/ |
| END | (RS M) | (RS M) | (RS) | GROWTH (\%) | (X) | (X) | (\%) | (\%) | SALES | EBITDA |
| 3/07A | 95,204 | 12,869 | 127.2 | 14.6 | 19.0 | 4.4 | 23.3 | 24.6 | 2.1 | 13.8 |
| 3/08E | 104,247 | 14,042 | 138.8 | 9.1 | 17.5 | 3.8 | 21.6 | 23.9 | 1.9 | 12.1 |
| 3/09E | 117,295 | 16,081 | 158.9 | 14.5 | 15.2 | 3.2 | 21.0 | 23.6 | 1.5 | 9.8 |

## Bajaj Auto: Marginally negative

Bajaj Auto reported marginal volume decline of $0.5 \%$ YoY in October 2007 to 278,176 units. Motorcycle volumes declined by $1.1 \%$ YoY to 248,307 units ( $+21.6 \% \mathrm{MoM}$ ), while three wheelers sales were also marginally lower by $1.8 \%$ YoY to 28,001 units ( $+6.5 \%$ MoM ). Exports growth momentum has continued to be robust, increasing by $38.4 \%$ in October and by $45.3 \%$ in Apr-Oct 2007. Higher exports have helped BAL to combat the slowdown in domestic volumes and take advantage of the increase in the DEPB benefit.

The management has mentioned that XCD has sold 63,000 units since its launch, while sales in October were 45,000 units. The company has expanded the manufacturing capacity of this bike to 75,000 units / month w.e.f November 2007. XCD will be launched in the international markets in January 2008. The company expects its motorcycle sales to exhibit positive growth in 2HFY08 resulting in market share gains and anticipates that 100cc motorcycles to represent less than $50 \%$ of the motorcycle industry ahead. The stock trades at 17.5x FY08E EPS of Rs138.8 and 15.2x FY09E EPS of Rs158.9. Maintain Buy.


Source: Company/Motilal Oswal Securities
baj AJ Auto: snapshot of october volumes

| COMPANY SALES | YOY |  |  | MOM |  | YTD |  |  | FY08 | RESIDUAL |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ОСТ-07 | OCT-06 | YOY | SEP-07 | MOM | 2008 | 2007 | YTD |  | YoY | GR. |
|  |  |  | (\%) CHG |  | (\%) CHG |  |  | (\%) CHG | EStimate | (\%) CHG | (\%) |
| Bajaj Auto | 278,176 | 279,578 | -0.5 | 232,496 | 19.6 | 1,463,859 | 1,634,789 | -10.5 | 2,774,498 | 2.0 | 20.9 |
| Motorcycles | 248,307 | 251,022 | -1.1 | 204,152 | 21.6 | 1,273,865 | 1,442,271 | -11.7 | 2,424,048 | 2.0 | 23.1 |
| Total Two-Wheelers | 250,175 | 251,071 | -0.4 | 206,208 | 21.3 | 1,289,641 | 1,454,732 | -11.3 | 2,452,720 | 2.3 | 23.4 |
| Three-Wheelers | 28,001 | 28,507 | -1.8 | 26,288 | 6.5 | 174,218 | 180,057 | -3.2 | 321,778 | 0.0 | 4.1 |

Source: Company/Motilal Oswal Securities

Hero Honda: Buy

| CMP: Rs687 |  | MKT CAP: USD3.5B |  |  |  | bloomberg: HH IN |  |  | Reuters code: HROH.BO |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YEAR | NET SALES | PAT | EPS | EPS | P/E | P/BV | Roe | Roce | EV/ | EV/ |
| END | (RS M) | (RS M) | (RS) | GROWTH (\%) | (X) | (X) | (\%) | (\%) | SALES | EBITDA |
| 3/07A | 99,000 | 8,659 | 43.4 | -10.9 | 15.8 | 5.6 | 38.3 | 48.5 | 1.2 | 10.1 |
| 3/08E | 105,008 | 8,767 | 43.9 | 1.2 | 15.6 | 4.7 | 32.4 | 40.9 | 1.1 | 9.6 |
| 3/09E | 117,979 | 10,273 | 51.4 | 17.2 | 13.4 | 3.9 | 31.7 | 39.5 | 0.9 | 7.8 |

## Hero Honda: Flat volumes

Hero Honda has reported a marginal $0.4 \%$ YoY increase in its sales for October 2007 to 365,022 units $(+16 \% \mathrm{MoM})$. These are the highest monthly sales ever in a single month for the company. Sales in Apr - Oct 2007 have declined by $1.2 \%$ YoY. At our current estimates, we expect residual growth of $4.7 \%$ in FY08.

The company is attempting to refresh the complete product range - four new products / variants have been introduced in 1HFY08 - Splendor NXG, refreshed Pleasure, New Super Splendor and New Passion Plus. These were followed by the 150cc Hunk 150cc and refreshed Splendor+, along with a Special Edition. The stock trades at 15.6x FY08E EPS of Rs43.9 and 13.4x FY09E EPS of Rs51.4. We maintain Buy.


Source: Company/Motilal Oswal Securities

HERO HONDA: SNAPSHOT OF OCTOBER VOLUMES

| COMPANY SALES | YOY |  |  | MOM |  | YTD |  |  | FY08 | RESIDUAL |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | OCT-07 | OCT-06 | YOY | SEP-07 | MOM | 2008 | 2007 | YTD |  | YOY | GR. |
|  |  |  | (\%) CHG |  | (\%) CHG |  |  | (\%) CHG | EStimate | (\%) CHG | (\%) |
| Hero Honda | 365,022 | 363,480 | 0.4 | 314,567 | 16.0 | 1,924,508 | 1,948,139 | -1.2 | 3,378,491 | 1.3 | 4.7 |

Source: Company/Motilal Oswal Securities

## TVS Motor: Neutral

| CMP: Rs57 |  | MKT CAP: USD0.3B |  |  |  | bloomberg: TVSL IN |  |  | REUTERS CODE: TVSM.BO |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YEAR | NET SALES | PAT | EPS | EPS | P/E | P/BV | ROE | ROCE | EV/ | EV/ |
| END | (RS M) | (RS M) | (RS) | GROWTH (\%) | (X) | (X) | (\%) | (\%) | SALES | EBITDA |
| 3/07A | 38,550 | 666 | 2.8 | -37.9 | 20.3 | 1.7 | 8.2 | 7.7 | 0.4 | 11.3 |
| 3/08E | 37,456 | 456 | 1.9 | -31.6 | 29.7 | 1.6 | 5.4 | 5.9 | 0.4 | 13.4 |
| 3/09E | 40,542 | 673 | 2.8 | 47.8 | 20.1 | 1.5 | 7.6 | 7.6 | 0.4 | 9.7 |

TVS Motor: Scooters, mopeds to the rescue again
TVS Motors reported $8.9 \%$ YoY decline in its October 2007 sales, with motorcycle sales continuing the downward trend, declining by $26.6 \%$ YoY to 67,752 units ( $+25.5 \% \mathrm{MoM}$ ). However, scooter sales and moped sales have continued to display good growth rates increasing by $23.1 \%$ YoY and $24.2 \%$ YoY respectively. Launch of new motorcycle Flame, entry into three-wheelers and launch of Apache and Star City variants will help volumes to post a recovery in subsequent months. The stock trades at 29.7x FY08E EPS of Rs1.9 and 20.1x FY09E EPS of Rs2.8. Maintain Neutral.


Source: Company/Motilal Oswal Securities

TVS MOTORS: SNAPSHOT OF OCTOBER VOLUMES

| COMPANY SALES | YoY |  |  | MOM |  | YTD |  |  | FY08 | RESIDUAL |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | OCT-07 | OCT-06 | YOY | SEP-07 | MOM | 2008 | 2007 | YTD |  | YOY | GR. |
|  |  |  | (\%) CHG |  | (\%) CHG |  |  | (\%) CHG | ESTIMATE | (\%) CHG | (\%) |
| TVS Motor | 129,614 | 142,325 | -8.9 | 115,091 | 12.6 | 772,771 | 937,016 | -17.5 | 1,463,497 | -4.2 | 16.8 |
| Motorcycles | 67,752 | 92,328 | -26.6 | 53,991 | 25.5 | 362,705 | 583,845 | -37.9 | 761,422 | -17.6 | 17.0 |

Source: Company/Motilal Oswal Securities


For more copies or other information, contact
Institutional: Navin Agarwal. Retail: Manish Shah
Phone: (91-22) 39825500 Fax: (91-22) 22885038. E-mail: inquire @ motilaloswal.com
Motilal Oswal Securities Ltd, 3rd Floor, Hoechst House, Nariman Point, Mumbai 400021
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