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### News Round-up

ADR/GDR's: AXSB up 2.72%, CRG dn 2.20%, DSM up 2.19%, LICHF up 4.26%, PATNI up 2.83%, RIL up 2.48%, SBIN dn 1.50%, TTMT dn 2.29%.

- ▶ India's trade deficit in August reached USD 13.06 bn, while it stood at USD 56.62 bn for the April-August period. With imports growing steadily, the balance trade is likely to end up at around USD 135 bn this financial year. (BSTD)
- ▶ Exports picked up in August, but a sharper increase in imports further widened the gap between exports & imports. Exports grew 22.5% to USD 16.64bn in August, while imports rose 32.3% to 29.7bn. (ECNT)
- ▶ The textiles ministry, for the first time, has proposed to set up a technological mission for technical textiles in line with natural fibres like cotton and jute, and provide special incentives to attract FDI in this sector. (BSTD)
- ▶ The two-wheeler industry would grow at 19.4% in 2010-11 driven by replacement demand, a study conducted by Credit Analysis and Research Ltd's (CARE) research division CARE Research revealed. (BSTD)
- ▶ The financial markets are betting that RBI will hike policy rates at its mid-quarter policy review today. Most are betting on a 25bps hike in repo & reverse repo rates, while few feel RBI may raise the reverse repo more than the repo rate. (ECNT)
- ▶ TCS (TCS IN) signed a multi-year deal with Supervalu for a full services engagement. While the company did not disclose the deal size, industry sources pegged it at USD 100 mn. (BSTD)
- ▶ IOC (IOCL IN) set to revive expansion plans on issue proceeds. The share sale proceeds would help IOC revive its petrochemical projects in Orissa and Gujarat, as well as a 2.5 mn tonne LNG terminal and an associated 1,000 Mw power plant in Ennore, Tamil Nadu. (BSTD)
- ▶ CESC (CESC IN) has signed a pact with Australia-based Resource Generation for purchase of 37 mn tonne of coal for 20 years for an undisclosed amount. (FNLE)

Source: ECNT= Economic Times, BSTD = Business Standard, FNLE = Financial Express, THBL = Business Line.

### EQUITY MARKETS

India	Change %			
	15-Sep	1-day	1-mo	3-mo
Sensex	19,502	0.8	8.0	11.7
Nifty	5,861	1.1	8.2	12.0
<b>Global/Regional indices</b>				
Dow Jones	10,573	0.4	2.6	1.6
Nasdaq Composite	2,301	0.5	5.5	(0.2)
FTSE	5,556	(0.2)	5.3	6.1
Nikkie	9,538	0.2	3.7	(5.3)
Hang Seng	21,726	0.1	2.9	8.3
KOSPI	1,817	(0.4)	4.2	6.5
<b>Value traded – India</b>				
Cash (NSE+BSE)	221		193	179
Derivatives (NSE)	1,360		949	1,027
Deri. open interest	2,035		1,702	1,424

#### Forex/money market

	Change, basis points			
	15-Sep	1-day	1-mo	3-mo
Rs/US\$	46.4	(9)	(43)	(20)
10yr govt bond, %	7.9	-	8	27
<b>Net investment (US\$m)</b>				
	14-Sep		MTD	CYTD
FIs	372		1,436	14,317
MFs	(143)		(42)	(282)

#### Top movers -3mo basis

Best performers	Change, %			
	15-Sep	1-day	1-mo	3-mo
HPCL IN Equity	543.8	(0.4)	12.9	59.2
BOI IN Equity	498.8	0.4	7.4	50.9
BPCL IN Equity	767.0	(0.4)	16.5	43.6
IDEA IN Equity	74.9	0.0	3.8	36.2
BHARTI IN Equity	356.2	(0.1)	11.7	33.8
<b>Worst performers</b>				
RNR IN Equity	39.4	(0.1)	4.1	(42.1)
MMTC IN Equity	1378.6	(0.6)	(1.8)	(16.6)
HH IN Equity	1742.2	1.2	(7.9)	(13.6)
RCOM IN Equity	162.2	0.0	(0.9)	(13.4)
IVRC IN Equity	157.9	(1.3)	(2.0)	(13.1)

SEPTEMBER 16, 2010

NEW RELEASE

BSE-30: 19,502

**Monetary policy under uncertainty—what action on Sept. 16?** We view the latest data releases having considerably complicated monetary policy-making. Data uncertainty is huge. While indicating buoyant growth, both 1QFY11 GDP and the July IIP, may have large errors. The headline inflation numbers have suddenly fallen with shifting to a new base. This has opened up the possibility of RBI pausing if it so wishes, but also of large policy errors on the basis of faulty data.

#### RBI may have to shoot in dark or best factor in uncertainty

Central banks around the world frame monetary policy on three main parameters—inflation, growth and employment. In India, there are no macro data on employment. Uncertainty on growth is palpable in the 1QFY11 GDP with demand-side number getting revised a day after the release and still being unconvincing. July IIP growth data also appears to be inconsistent in respect of capital goods growth. The inflation was high and seemingly sticky, providing a clear basis for the tightening stance. Now, with the change of WPI base to FY2005 from FY1994, headline inflation has dropped by 1-ppt and may fall faster ahead. Data revisions have also been huge. So, would RBI shoot in the dark or factor in uncertainty while framing monetary policy? We think RBI may raise both repo and reverse repo by 25 bps each, leaving CRR and SLR unchanged.

#### India growing all right, but signs of overheating emerging

In our view, the Indian economy is growing at a good pace and there is neither slack nor too much overheating. Production levels have recovered to 'old normal' from the downturn accompanying the global financial crisis. Growth cycle saw a V-shaped recovery in India on low base effects and has entered into a downturn as the favorable base effects are waning. Risks to growth exist, but so does the risk of overheating on the back of asset price build-up.

#### We retain our sticky inflation view despite upside from the new base

We retain our sticky inflation view. Our headline inflation trajectory has softened and we now end-FY2011E inflation at 7.0% instead of 7.5%. Yet, sticky inflation is still apparent in terms of CPI and other information. Inflation expectation is also running high on manufacturing side. We also look at possible data biases in existing inflation indices arising from index choice, weighting diagram, hedonic pricing effects etc. We suggest revamping of inflation indices through introduction of new producer (PPI), consumer (CPI) and services (SPI) price indices.

#### Improving operating procedures necessary for effective monetary policy transmission

We think moderate tightening accompanied by improved operating procedures can go a long way in improving the efficacy of monetary policy transmission. We suggest narrowing of the interest rate corridor to eventually a single rate accompanied by several other changes.

#### QUICK NUMBERS

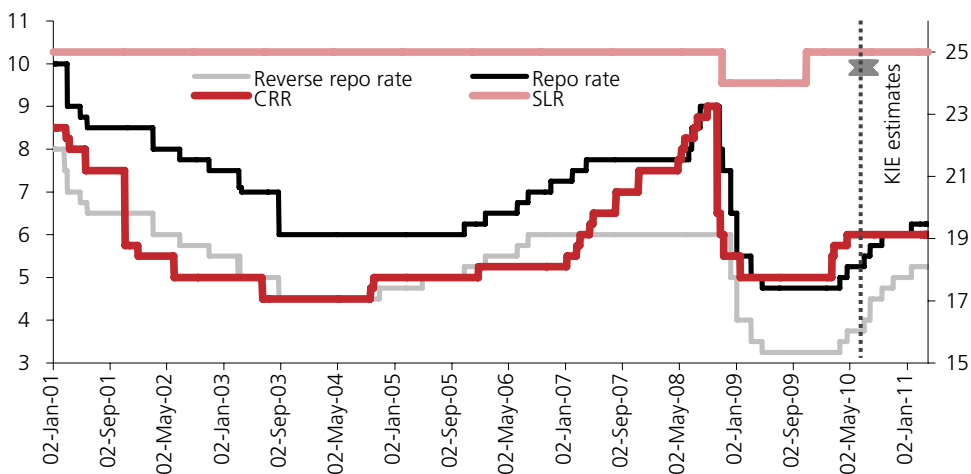
- Expect RBI to raise both policy rates 25 bps factoring in data uncertainty
- India's growth back to 'normal', but risks to growth remain on both sides
- Headline inflation down, but sticky inflation apparent in other parameters

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**RBI moving towards normalizing monetary policy**

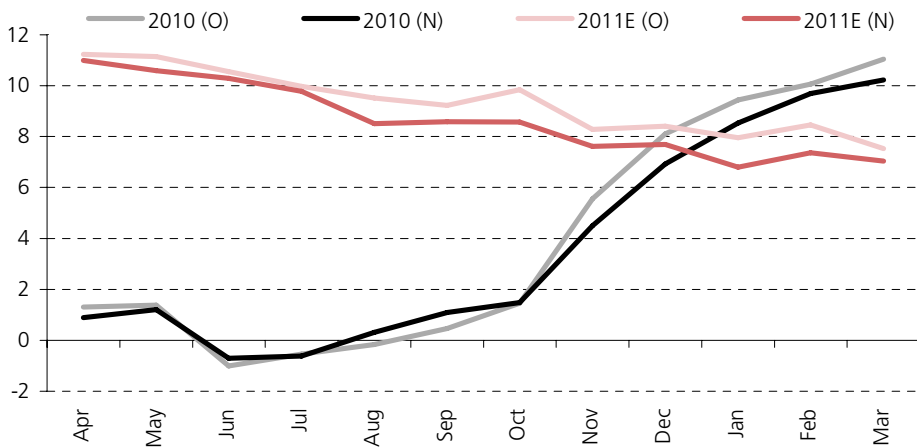
RBI's repo, reverse repo rates and cash reserve ratio on LHS, SLR on RHS, (%)



Source: Kotak Institutional Equities estimates

**Inflation based on new base year on an average below old base by 0.2 ppt in past**

Inflation rates with old (O) base year and new (N) base year, (%)



Source: GOI, Kotak Institutional Equities estimates

Importance of manufactured products have increased over time  
Comparative statement of weights assigned to product groups

<b>Major Group/Group</b>	<b>1970-71</b>	<b>1981-82</b>	<b>1993-94</b>	<b>2004-05</b>
<b>All Commodities</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>
<b>Primary Articles</b>	<b>41.67</b>	<b>32.30</b>	<b>22.03</b>	<b>20.12</b>
Food Articles	29.80	17.39	15.40	14.34
Non Food Articles	10.62	10.08	6.14	4.26
Minerals	1.25	4.82	0.49	1.52
<b>Fuel &amp; Power</b>	<b>8.46</b>	<b>10.66</b>	<b>14.23</b>	<b>14.91</b>
Coal		1.26	1.75	2.09
Mineral Oils		6.67	6.99	9.36
Electricity		2.74	5.48	3.45
<b>Manufactured Products</b>	<b>49.87</b>	<b>57.04</b>	<b>63.75</b>	<b>64.97</b>
Food Products	13.32	10.14	11.54	9.97
Beverages, Tobacco	2.71	2.15	1.34	1.76
Textiles	11.03	11.55	9.80	7.33
Wood & Wood Products	0.17	1.20	0.17	0.59
Paper & Paper Products	0.85	1.99	2.04	2.03
Leather & Leather Products	0.39	1.02	1.02	0.84
Rubber & Plastic Products	1.21	1.59	2.39	2.99
Chemicals & Chemicals Products	5.55	7.36	11.93	12.02
Non-Metallic Mineral Products	1.42	2.48	2.52	2.56
Basic metals, Alloys & Metal Products	5.97	7.63	8.34	10.75
Machinery & Machine Tools	5.05	6.27	8.36	8.93
Transport equipments & parts	1.67	2.71	4.30	5.21
Other Industries	0.55	0.97	0.00	0.00

Source: Office of Economic Advisor

**SEPTEMBER 15, 2010**
**CHANGE IN RECO.**

Coverage view: **Attractive**

Price (Rs): **165**

Target price (Rs): **175**

BSE-30: **19,347**

**Takeaways from meeting with Mr KK Modi, Godfrey Phillips.** GPI is targeting ~20% market share (from 14% currently) in about five years—most of the incremental market shares are targeted from expanding the reach of Marlboro and potential extension to RSFT segment, in our view. However, the RSFT launch could still be some time away, in our view—we discuss the three potential reasons for the same. Downgrade ITC to ADD (BUY previously) on relative valuations.

**Company data and valuation summary**

ITC				Forecasts/Valuations				
Stock data				2010	2011E	2012E		
52-week range (Rs) (high,low)	167-110			5.3	6.4	7.5		
Market Cap. (Rs bn)	1,263.9			22.6	20.5	16.5		
Shareholding pattern (%)				P/E (X)	31.1	25.8	22.2	
Promoters	0.0			Sales (Rs bn)	181.5	208.3	243.3	
FIs	13.8			Net profits (Rs bn)	40.6	48.9	57.0	
MFs	2.9			EBITDA (Rs bn)	64.3	74.5	88.3	
Price performance (%)		1M	3M	12M	EV/EBITDA (X)	18.9	16.3	13.6
Absolute		5.7	13.3	47.3	ROE (%)	29.2	31.6	31.0
Rel. to BSE-30		(0.7)	1.9	25.3	Div. Yield (%)	3.0	1.7	1.8

**Marlboro entry in RSFT is a matter of when and not if, in our view**

Takeaways from meeting with Mr KK Modi, Godfrey Phillips (GPI):

- ▶ GPI is targeting ~20% market share in about five years—most of the incremental market shares are targeted from expanding the reach of Marlboro and potential extension to RSFT segment. However, the RSFT (Regular Size Filter cigarettes, typically of 69 mm) launch could still be some time away, in our view.

*Our view: Three potential reasons for delay of Marlboro launch in RSFT, in our view, (1) GPI and PMI are likely evaluating the impact of Marlboro RSFT on the existing portfolio of GPI itself, (2) Marlboro has a premium positioning globally—its strong brand equity means that it faces limited head-on competition. Competitors prefer to have an “aggregation of niches strategy” (various brands against Marlboro at multiple price points closer to Marlboro price) and (3) relatively limited geographical distribution reach of GPI versus market leader ITC.*

- ▶ GPI is the second largest player in the Indian cigarette business with ~14% market share currently—key brands are Four Square, Red and White and Cavanders. These brands are irrevocably licensed to GPI by Phillip Morris (PMI) whereas the brand ownership of Marlboro rests with PMI. GPI manufactures and markets the Marlboro brand in India and gets a manufacturing margin and a marketing fee from PMI.
- ▶ GPI’s recent foray into bidis and chewing tobacco is with the objective of increasing the share of wallet with the panwalla (small tobacco vendors).
- ▶ GPI says that its entry into South Indian markets is not a success as yet, whereas it is happy with the modest share gains in East India (we highlight that GPI is a major player in North and West India with a weak presence in South and East. The company is trying to penetrate South and East further through trade promotion-led channel growth).
- ▶ GPI sees potential for exports of value-added tobacco from India. Indian tobacco is one of the cheapest in the world and conversion cost in India is also competitive, as per GPI.

**QUICK NUMBERS**

- ▶ **GPI is targeting ~20% market share (from 14% currently) in about five years**
- **Likely postponement of GST potentially removes the near-term uncertainty for ITC in managing cigarette portfolio pricing**

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**Modest upgrade in estimates, ITC stock rating cut to ADD (from BUY) on relative valuations**

We upgrade our EPS estimates by 2% (to Rs6.4) and 3% (to Rs7.5) for FY2011E and FY2012E, respectively as we model marginally higher cigarette margins (lower trade spends). Consequently, we are upgrading our target price to Rs175. However, noting relative valuations, we cut the stock rating to ADD (BUY previously). Key factor favoring ITC is likely stability in regulation as most of the penal actions are behind it (including threat of indiscriminate increase in VAT by states—current effective VAT rate of ~14.5%).

**Why ADD, why not REDUCE?**

We see strong possibility for earnings upgrades as cigarette volumes could surprise positively in 2HFY11E. The volume performance in 1HFY11E is quite strong despite ~15% price increases in an environment with high food inflation (and consequent pressure on share of wallet).

Media reports suggest that implementation of GST is likely postponed from the earlier deadline of April 1, 2011. While there is no structural change to our ITC view based on this, we note that this potentially removes the near-term uncertainty for ITC in managing cigarette portfolio pricing (calibrated price changes typically have lesser impact on volumes).

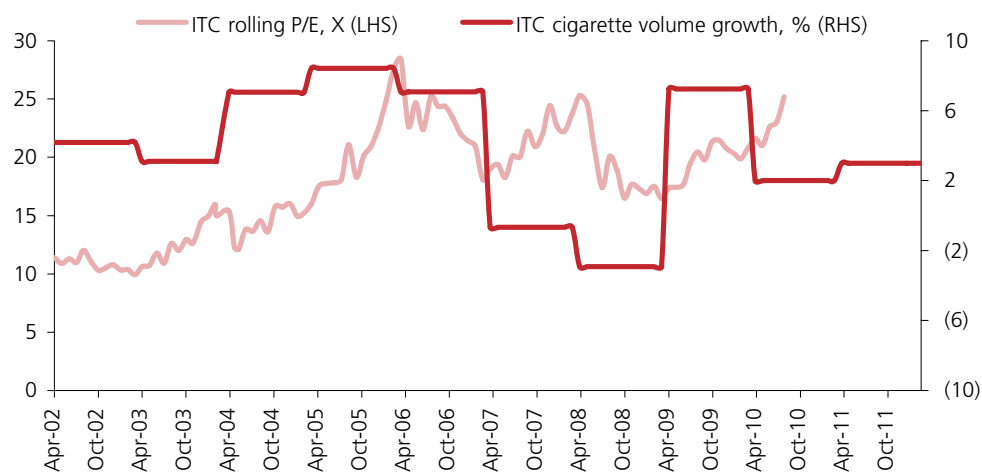
Relative P/E of ITC versus Sensex (X)



Source: Bloomberg, Kotak Institutional Equities

## Cigarette volume growth is key

ITC PE, X (RHS) and ITC cigarette volume growth, % (RHS)



Source: Kotak Institutional Equities estimates

## Companies with good franchise value have outperformed

Performance of consumer companies under KIE universe

Company	Price Rs	14-Sep-10			Change (%)					Relative change (%)			
		Mkt cap (Rs mn)	Rating		1-mo	3-mo	6-mo	1-Year	CYTD	1-mo	3-mo	6-mo	1-Year
Titan	3,101	137,647	ADD		4	38	73	147	118	(2)	25	54	110
Jyothy Laboratories	299	21,716	NR		5	30	70	123	72	(1)	17	51	90
Asian Paints	2,861	274,383	ADD		8	25	51	108	59	1	12	34	77
Dabur India	109	187,922	REDUCE		8	14	30	70	37	2	3	16	45
Glaxosmithkline Consumer	1,812	76,188	ADD		0	6	18	63	39	(6)	(5)	5	39
Godrej Consumer Products	398	128,805	ADD		10	15	45	61	51	3	3	28	37
ITC	165	1,263,870	ADD		6	13	30	47	35	(1)	2	15	25
Marico	125	76,095	ADD		5	7	18	44	21	(1)	(4)	5	22
Nestle India	3,204	308,906	REDUCE		14	10	17	43	26	7	(1)	4	22
Tata Global Beverages	124	76,620	ADD		9	11	29	34	32	2	(0)	14	14
Colgate-Palmolive (India)	818	111,276	REDUCE		(4)	(1)	13	33	24	(10)	(11)	0	13
Hindustan Unilever	278	606,836	REDUCE		5	7	23	7	5	(2)	(4)	9	(9)
Jubilant Foodworks	531	33,930	REDUCE		16	86				9	68		
<b>Consumer Products</b>		<b>3,166,547</b>	<b>Attractive</b>		<b>6</b>	<b>12</b>	<b>28</b>	<b>41</b>	<b>28</b>	<b>(0)</b>	<b>1</b>	<b>13</b>	<b>20</b>
<b>KS universe</b>		<b>48,563,148</b>			<b>7</b>	<b>14</b>	<b>17</b>	<b>27</b>	<b>15</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>8</b>
<b>Sensex</b>	<b>19,347</b>				<b>6</b>	<b>11</b>	<b>13</b>	<b>18</b>	<b>11</b>				

Source: Bloomberg, Kotak Institutional Equities

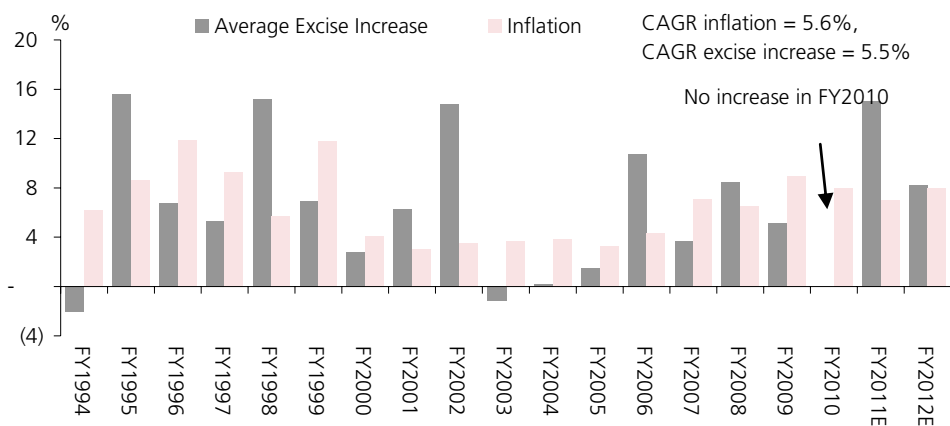
ITC, change in estimates, March fiscal year-ends (Rs mn)

	FY2011E			FY2012E		
	New	Old	Change (%)	New	Old	Change (%)
Sales	208,313	206,805	0.7	243,268	239,451	1.6
Operating profit	71,450	70,163	1.8	85,246	83,281	2.4
PBT	71,181	69,829	1.9	83,548	81,468	2.6
Net profit	48,933	48,013	1.9	57,006	55,588	2.6
EPS (Rs)	6.4	6.3	1.9	7.5	7.3	2.6
<b>Growth, %</b>						
Sales	14.8	13.9		16.8	15.8	
Operating profit	17.3	15.1		19.3	18.7	
EPS	19.5	17.2		16.5	15.8	

Source: Kotak Institutional Equities estimates

**CAGR excise increase is in line with inflation of 6% suggesting a rational approach to cigarette taxation**

Average excise increase and inflation for FY1994-2012E (%)



Source: Kotak Institutional Equities estimates



ITC: Segment revenue, 2006-2012E, March fiscal year-ends (Rs mn)

	2006	2007	2008	2009	2010	2011E	2012E
<b>Segment revenue, gross (Rs mn)</b>							
Cigarettes	113,297	128,337	138,256	151,151	172,830	198,670	224,596
Other FMCG	10,135	17,044	25,231	30,140	36,417	46,014	55,633
Hotels	7,834	9,857	11,002	10,203	9,108	11,240	13,240
Agri Business	26,784	36,914	38,998	38,460	38,621	41,306	47,242
Paperboards, Paper & Packaging	18,957	21,001	23,643	28,220	32,336	38,959	46,478
TOTAL	177,007	213,152	237,131	258,173	289,313	336,188	387,189
Less: Inter segment revenue	14,763	18,101	23,137	26,738	26,715	32,106	37,488
<b>Gross sales</b>	<b>162,244</b>	<b>195,051</b>	<b>213,994</b>	<b>231,435</b>	<b>262,598</b>	<b>304,082</b>	<b>349,701</b>
Net sales	97,905	123,693	140,012	156,119	181,532	208,313	243,268
<b>Segment revenue growth, (%)</b>							
Cigarettes		13.3	7.7	9.3	14.3	15.0	13.1
Other FMCG		68.2	48.0	19.5	20.8	26.4	20.9
Hotels		25.8	11.6	(7.3)	(10.7)	23.4	17.8
Agri Business		37.8	5.6	(1.4)	0.4	6.9	14.4
Paperboards, Paper & Packaging		10.8	12.6	19.4	14.6	20.5	19.3
TOTAL		20.4	11.2	8.9	12.1	16.2	15.2
Gross sales		20.2	9.7	8.2	13.5	15.8	15.0
Net sales		26.3	13.2	11.5	16.3	14.8	16.8

Source: Bloomberg, Kotak Institutional Equities

ITC: Segment revenue and PBIT, 2006-2012E, March fiscal year-ends (Rs mn)

	2006	2007	2008	2009	2010	2011E	2012E
<b>Segment revenue, gross (Rs mn)</b>							
Cigarettes	113,297	128,337	138,256	151,151	172,830	198,670	224,596
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Net sales	97,905	123,693	140,012	156,119	181,532	208,313	243,268

<b>Segment revenue break up, (%)</b>							
<b>Cigarettes</b>	<b>69.8</b>	<b>65.8</b>	<b>64.6</b>	<b>65.3</b>	<b>65.8</b>	<b>65.3</b>	<b>64.2</b>
Other FMCG	6.2	8.7	11.8	13.0	13.9	15.1	15.9
Hotels	4.8	5.1	5.1	4.4	3.5	3.7	3.8
Agri Business	16.5	18.9	18.2	16.6	14.7	13.6	13.5
Paperboards, Paper & Packaging	11.7	10.8	11.0	12.2	12.3	12.8	13.3
TOTAL	109.1	109.3	110.8	111.6	110.2	110.6	110.7
Less: Inter segment revenue	9.1	9.3	10.8	11.6	10.2	10.6	10.7
Gross sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<b>Segment PBIT margins (Rs mn)</b>							
Cigarettes	27,088	31,722	36,340	41,838	49,381	57,539	66,278
Other FMCG	(1,718)	(2,020)	(2,635)	(4,835)	(3,495)	(2,639)	(661)
Hotels	2,581	3,508	4,108	3,162	2,166	3,345	4,054
Agri Business	909	1,236	1,292	2,562	4,364	4,108	4,624
Paperboards, Paper & Packaging	3,514	4,168	4,531	5,086	6,843	8,216	10,031
<b>TOTAL</b>	<b>32,373</b>	<b>38,613</b>	<b>43,636</b>	<b>47,813</b>	<b>59,259</b>	<b>70,570</b>	<b>84,326</b>

<b>Segment PBIT margins (%)</b>							
Cigarettes	23.9	24.7	26.3	27.7	28.6	29.0	29.5
Other FMCG	(17.0)	(11.9)	(10.4)	(16.0)	(9.6)	(5.7)	(1.2)
Hotels	32.9	35.6	37.3	31.0	23.8	29.8	30.6
Agri Business	3.4	3.3	3.3	6.7	11.3	9.9	9.8
Paperboards, Paper & Packaging	18.5	19.8	19.2	18.0	21.2	21.1	21.6
TOTAL	18.3	18.1	18.4	18.5	20.5	21.0	21.8

Source: Kotak Institutional Equities estimates

ITC: Profit model, balance sheet, cash flow model 2006-2012E, March fiscal year-ends (Rs mn)

	2006	2007	2008	2009	2010	2011E	2012E
<b>Profit model (Rs mn)</b>							
Net sales	97,905	123,693	140,012	156,119	181,532	208,313	243,268
<b>EBITDA</b>	<b>33,274</b>	<b>39,700</b>	<b>44,703</b>	<b>48,686</b>	<b>60,936</b>	<b>71,450</b>	<b>85,246</b>
Other income	2,899	3,365	6,109	5,349	6,034	7,146	6,576
Interest	(158)	(169)	(173)	(284)	(730)	(543)	(592)
Depreciation	(3,323)	(3,629)	(4,385)	(5,494)	(6,087)	(6,871)	(7,683)
Pretax profits	32,629	39,267	46,255	48,258	60,153	71,181	83,548
Tax	(10,276)	(12,267)	(14,517)	(15,622)	(19,543)	(22,248)	(26,542)
<b>Net profits</b>	<b>22,353</b>	<b>27,000</b>	<b>31,738</b>	<b>32,636</b>	<b>40,610</b>	<b>48,933</b>	<b>57,006</b>
<b>Earnings per share (Rs)</b>	<b>3.0</b>	<b>3.6</b>	<b>4.2</b>	<b>4.3</b>	<b>5.4</b>	<b>6.4</b>	<b>7.5</b>
<b>Balance sheet (Rs mn)</b>							
Total equity	90,615	104,371	120,577	137,351	140,644	168,826	199,029
Deferred taxation liability	3,248	4,729	5,451	8,672	7,850	7,850	7,850
Total borrowings	1,197	2,009	2,144	1,776	1,077	1,077	1,077
Current liabilities	35,781	38,576	44,323	47,036	80,482	64,534	65,759
<b>Total liabilities and equity</b>	<b>130,840</b>	<b>149,684</b>	<b>172,495</b>	<b>194,835</b>	<b>230,053</b>	<b>242,287</b>	<b>273,715</b>
Cash	8,558	9,002	5,703	10,310	11,263	15,140	21,392
Current assets	43,061	53,896	64,490	71,287	70,008	70,246	88,114
Total fixed assets	44,051	56,109	72,956	84,860	91,514	99,633	106,940
Investments	35,170	30,678	29,346	28,378	57,269	57,269	57,269
<b>Total assets</b>	<b>130,840</b>	<b>149,684</b>	<b>172,495</b>	<b>194,834</b>	<b>230,053</b>	<b>242,287</b>	<b>273,715</b>
<b>Free cash flow (Rs mn)</b>							
Operating cash flow	25,638	31,040	37,112	41,493	49,850	56,692	66,092
Working capital	(5,469)	(8,667)	(6,634)	(4,991)	6,541	6,168	(14,658)
Capital expenditure	(6,013)	(15,702)	(21,239)	(17,407)	(12,751)	(15,000)	(15,000)
<b>Free cash flow</b>	<b>14,157</b>	<b>6,672</b>	<b>9,238</b>	<b>19,095</b>	<b>43,640</b>	<b>47,859</b>	<b>36,434</b>
<b>Key ratios (%)</b>							
Sales growth	28.2	26.3	13.2	11.5	16.3	14.8	16.8
EBITDA margin	34.0	32.1	31.9	31.2	33.6	34.3	35.0
EPS growth	28.3	20.1	17.1	2.8	23.8	19.5	16.5

Source: Kotak Institutional Equities estimates

SEPTEMBER 16, 2010

CHANGE IN RECO.

Coverage view: **Cautious**

Price (Rs): **1,470**

Target price (Rs): **1,420**

BSE-30: **19,502**

**Positives largely reflected in the stock.** We are downgrading Bajaj Auto to REDUCE from ADD as we believe the risk-reward is not favorable any more given high expectations in terms of volume growth and margins. Fundamentals continue to remain favorable, which is largely reflected in our earnings estimates and we see limited potential for further upgrades. We are raising our EPS estimates to Rs89 and Rs101 for FY2011E and FY2012E, but would advise booking some profit at this point.

#### Company data and valuation summary

Bajaj Auto

##### Stock data

52-week range (Rs) (high,low) 1,535-651

Market Cap. (Rs bn) 425.3

##### Shareholding pattern (%)

Promoters 49.7

FIs 18.7

MFs 3.0

##### Price performance (%)

	1M	3M	12M
Absolute	10.5	28.6	111.9
Rel. to BSE-30	2.3	15.2	81.2

##### Forecasts/Valuations

	2010	2011E	2012E
EPS (Rs)	117.7	87.8	101.3
EPS growth (%)	160.2	(25.4)	15.4
P/E (X)	12.5	16.7	14.5
Sales (Rs bn)	115.1	157.7	179.3
Net profits (Rs bn)	17.0	25.4	29.3
EBITDA (Rs bn)	26.2	34.0	38.6
EV/EBITDA (X)	16.7	12.8	11.0
ROE (%)	70.9	65.8	49.5
Div. Yield (%)	0.7	1.4	1.4

#### CMP largely discounting strong volume growth and margin sustenance, downgrading to REDUCE

We believe that at Rs1,500, Bajaj Auto stock price is discounting volume growth of 38% and 15% for this year and next and sustainable EBITDA margins in the 21% range for both years. EBITDA margin in 1QFY11 was at 20%. Commodity prices have declined since, however, we would be wary of assuming current levels would sustain as the recovery takes hold globally. Our EBITDA margin assumption of 20.7% for FY2011E and FY2012E is more than 400 bps higher than FY2005-FY2010 average. We have modeled a 120 bps yoy decline in margins, notably—FY2011E margin of 20.7% would imply a 100 bps improvement in margins for the rest of the year compared to the 20% reported in 1QFY11 (Exhibits 1 and 2).

#### Twisting estimates upwards on mix shift towards three-wheelers and exports

Even as we downgrade the stock, we are inclined to be generous in our modeling assumptions given the recent track record of the company, hence, we tweak upwards our EPS estimates to Rs88 and Rs101 from Rs85 and Rs95. We are now modeling EBITDA margins of 20.7% for FY2011E and FY2012E compared to 20% prior. We also raised our FY2012E volume growth estimate to 15% from 11% prior. This could be aggressive coming after a 38% expected volume growth in FY2011E. We have modeled 4.5 mn units of volume for Bajaj Auto in FY2012E, more than double from the 2.2 mn units the company did in FY2009. Our 38% volume growth estimate for FY2011E is not a conservative estimate either and it requires the company to grow its volumes by 24% for the rest of the year. While comparisons have been favorable till August, they get less so starting September when the company launched its Discover 110cc bike (Exhibit 3).

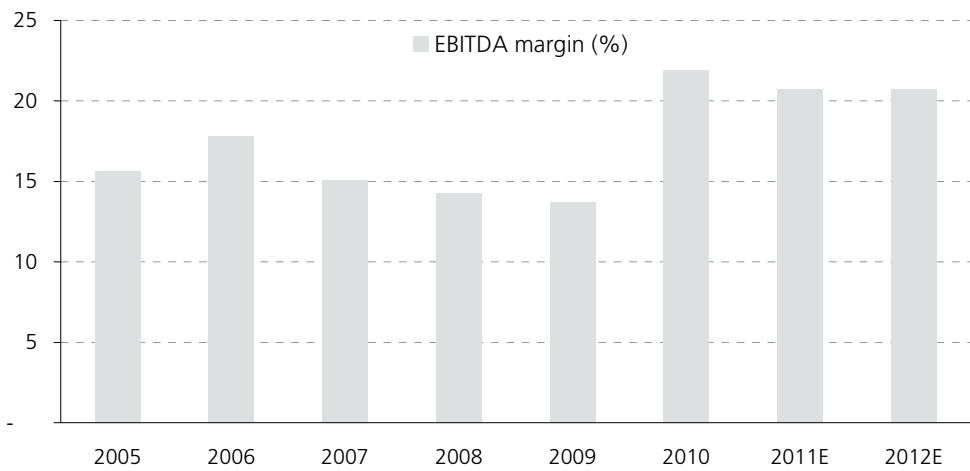
#### Raising target to Rs1,420, downgrading to REDUCE on limited earnings upgrade catalysts

We are raising our target to Rs1,420 from Rs1,325 to reflect higher earnings estimates. Our Rs1,420 target reflects 14X FY2012E EPS estimate of Rs101. Bajaj Auto stock has outperformed the BSE-30 by 15% over the past three months and 81% of the past year, driven by earnings upgrades and re-rating. Bajaj Auto stock has bridged its valuation gap with Hero Honda and the stock is now justifiably trading at a premium. However, we see limited scope for further earnings upgrades or re-rating and believe the risks could outweigh rewards given high expectations.

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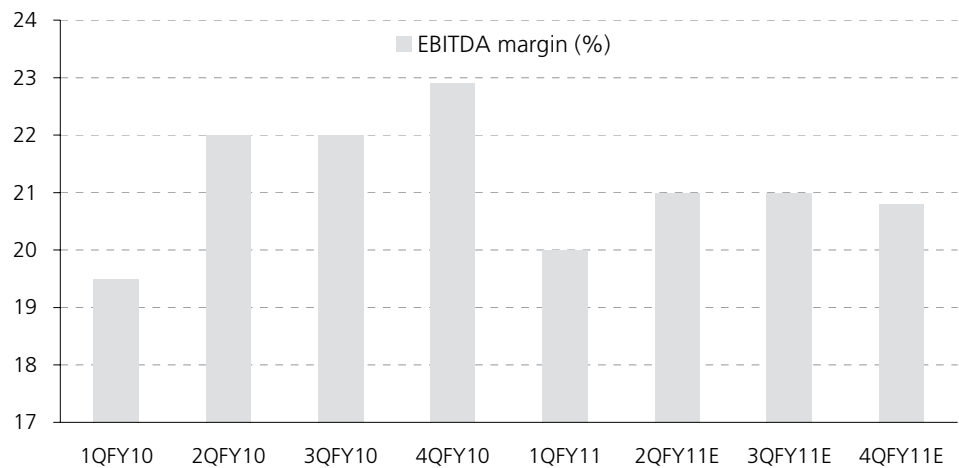
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**Margin sustenance at these levels looks optimistic, especially from a historical perspective**  
 Bajaj Auto's EBITDA margins, March fiscal year-ends, (2006-2012E, %)



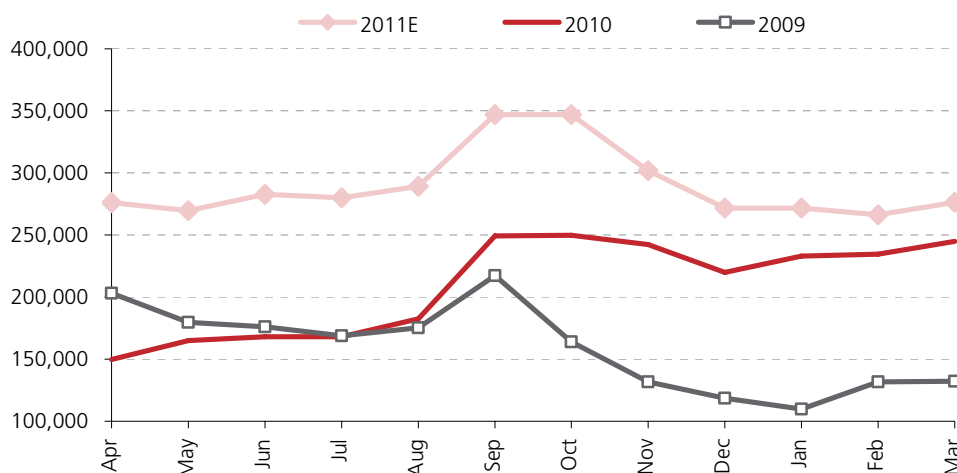
Source: Company, Kotak Institutional Equities estimates

**100 bps sequential improvement modeled for the rest of FY2011E**  
 Bajaj Auto's quarterly EBITDA margins, March fiscal year-ends, (1QFY10 to 4QFY11E, %)



Source: Company, Kotak Institutional Equities estimates

Strength in volumes during festival season key for hitting annual goals  
Bajaj Auto, monthly sales March fiscal year-ends, (2009-2011E)



Source: Company, Kotak Institutional Equities estimates

Bajaj Auto, Volume assumptions, March fiscal year ends, 2007-2012E

	2007	2008	2009	2010	2011E	2012E
<b>Volumes (# vehicles)</b>						
<b>Motorcycles</b>	<b>2,376,519</b>	<b>2,139,633</b>	<b>1,907,810</b>	<b>2,506,845</b>	<b>3,479,156</b>	<b>4,001,029</b>
Domestic	2,078,860	1,658,084	1,276,427	1,781,748	2,448,003	2,815,204
Exports	297,659	481,549	631,383	725,097	1,031,152	1,185,825
<b>Scooters</b>	<b>20,480</b>	<b>21,294</b>	<b>11,772</b>	<b>4,851</b>	—	—
<b>Total 2-wheelers</b>	<b>2,396,999</b>	<b>2,160,927</b>	<b>1,919,582</b>	<b>2,511,696</b>	<b>3,479,156</b>	<b>4,001,029</b>
<b>Domestic 3-Wheelers</b>						
Passenger 3-wheelers	138,759	127,379	125,273	164,493	189,167	212,813
Goods 3-wheelers	42,374	26,607	10,197	11,534	5,767	5,767
Exports	140,663	136,315	139,056	164,909	247,364	284,468
<b>Total 3-wheelers</b>	<b>321,796</b>	<b>290,301</b>	<b>274,526</b>	<b>340,936</b>	<b>442,297</b>	<b>503,048</b>
<b>Total vehicles</b>	<b>2,718,795</b>	<b>2,451,228</b>	<b>2,194,108</b>	<b>2,852,632</b>	<b>3,921,453</b>	<b>4,504,077</b>
<b>Growth rates (yoy %)</b>						
<b>Motorcycles</b>	<b>24.2</b>	<b>(10.0)</b>	<b>(10.8)</b>	<b>31.4</b>	<b>38.8</b>	<b>15.0</b>
Domestic	18.9	(20.2)	(23.0)	39.6	37.4	15.0
Exports	80.1	61.8	31.1	14.8	42.2	15.0
<b>Scooters</b>	<b>(82.3)</b>	<b>4.0</b>	<b>(44.7)</b>	<b>(58.8)</b>		
<b>Total 2-wheelers</b>	<b>18.2</b>	<b>(9.8)</b>	<b>(11.2)</b>	<b>30.8</b>	<b>38.5</b>	<b>15.0</b>
<b>Domestic 3-Wheelers</b>						
Passenger 3-wheelers	2.5	(15.0)	(12.0)	29.9	10.7	12.1
Goods 3-wheelers	(1.8)	(8.2)	(1.7)	31.3	15.0	12.5
Exports	19.7	(37.2)	(61.7)	13.1	(50.0)	-
Exports	86.9	(3.1)	2.0	18.6	50.0	15.0
<b>Total 3-wheelers</b>	<b>27.7</b>	<b>(9.8)</b>	<b>(5.4)</b>	<b>24.2</b>	<b>29.7</b>	<b>13.7</b>
<b>TOTAL Vehicles</b>	<b>19.2</b>	<b>(9.8)</b>	<b>(10.5)</b>	<b>30.0</b>	<b>37.5</b>	<b>14.9</b>

Source: Company, Kotak Institutional Equities estimates

Bajaj Auto: Profit model and balance sheet, March fiscal year-ends, 2008-2012E (Rs mn)

	2007	2008	2009	2010	2011E	2012E
<b>Profit model (Rs mn)</b>						
Net sales	93,253	86,633	84,369	115,085	157,651	179,349
<b>Operating profit</b>	<b>14,408</b>	<b>12,900</b>	<b>12,097</b>	<b>26,175</b>	<b>33,964</b>	<b>38,554</b>
Other income	14,408	1,262	1,043	976	2,716	3,655
Interest	(53)	(52)	(210)	(60)	—	—
Depreciation	(1,903)	(1,740)	(1,298)	(1,365)	(1,407)	(1,507)
<b>Profit before tax</b>	<b>17,770</b>	<b>12,371</b>	<b>11,632</b>	<b>25,726</b>	<b>35,272</b>	<b>40,702</b>
Extra-ordinary items	(490)	(1,025)	(2,071)	(1,624)	—	—
Taxes	(4,901)	(3,788)	(3,016)	(7,075)	(9,876)	(11,397)
<b>Net profit</b>	<b>12,380</b>	<b>7,558</b>	<b>6,545</b>	<b>17,027</b>	<b>25,396</b>	<b>29,305</b>
<b>Earnings per share (Rs)</b>	<b>122.3</b>	<b>54.2</b>	<b>45.2</b>	<b>117.7</b>	<b>87.8</b>	<b>101.3</b>
<b>Balance sheet (Rs mn)</b>						
Equity	55,343	15,876	18,697	29,283	47,909	70,443
Deferred tax liability	742	110	42	17	17	17
Total borrowings	16,254	13,343	15,700	13,386	12,060	10,867
Current liabilities	43,328	18,773	24,376	42,750	49,497	52,541
<b>Total liabilities</b>	<b>115,667</b>	<b>48,102</b>	<b>58,814</b>	<b>85,436</b>	<b>109,483</b>	<b>133,868</b>
Net fixed assets	12,964	12,928	15,481	15,211	16,554	17,298
Investments	64,475	18,571	18,085	40,215	57,215	72,215
Cash	835	561	1,369	1,014	3,739	10,837
Other current assets	37,352	15,936	21,884	28,995	31,965	33,508
Miscellaneous expenditure	41	105	1,996	—	—	—
Deferred tax assets	—	—	—	—	9	9
<b>Total assets</b>	<b>115,667</b>	<b>48,102</b>	<b>58,814</b>	<b>85,436</b>	<b>109,483</b>	<b>133,868</b>
<b>Ratios</b>						
Operating margin (%)	15.1	14.3	13.7	21.9	20.7	20.7
PAT margin (%)	18.1	8.4	7.4	14.3	15.5	15.7
Debt/equity (X)	-	0.8	0.8	0.5	0.3	0.2
Net debt/equity (X)	0.3	0.0	0.2	(0.7)	(0.8)	(0.9)
Book Value (Rs/share)	2.9	114.6	129.5	202.5	165.6	243.5
RoAE (%)	(0.9)	21.0	37.7	70.9	65.8	49.5
<b>RoACE (%)</b>	<b>23.7</b>	<b>72.5</b>	<b>44.1</b>	<b>174.0</b>	<b>894.5</b>	<b>449.0</b>

Source: Company, Kotak Institutional Equities estimates

**SEPTEMBER 16, 2010**
**CHANGE IN RECO.**

Coverage view: **Cautious**

Price (Rs): **1,620**

Target price (Rs): **1,550**

BSE-30: **19,502**

**Recent outperformance doesn't leave much to extract.** We have downgraded Oil India (OIL) stock to REDUCE from BUY previously noting (1) the steep increase in its price over the past few months and (2) the stock now offers 4% potential downside to our 12-month target price of ₹1,550. We would advise investors to switch to ONGC from OIL given (1) ONGC's relatively cheaper valuations and (2) similar upside from potential de-regulation.

**Company data and valuation summary**

Oil India

**Stock data**

52-week range (Rs) (high,low) 1,635-1,019

Market Cap. (Rs bn) 389.5

**Shareholding pattern (%)**

Promoters 78.4

FIs 1.8

MFs 3.3

**Price performance (%)**

Absolute 1M 3M 12M

Rel. to BSE-30 8.6 12.3 (15.6)

**Forecasts/Valuations**

2010 2011E 2012E

EPS (Rs) 115.2 131.9 149.0

EPS growth (%) 13.9 14.6 12.9

P/E (X) 14.1 12.3 10.9

Sales (Rs bn) 79.1 91.2 105.2

Net profits (Rs bn) 26.2 31.7 35.8

EBITDA (Rs bn) 43.9 56.7 65.6

EV/EBITDA (X) 6.7 5.1 4.4

ROE (%) 16.8 17.9 17.9

Div. Yield (%) 2.1 2.7 3.1

**QUICK NUMBERS**

- Revised FY2011-12E EPS to ₹132 (-1.3%) and ₹149 (-2.9%)
- Higher life of reserves for ONGC at 15.3 years versus 11.7 years for OIL

**Valuations full; time to book some profits**

We have downgraded OIL stock to REDUCE from BUY previously noting the steep increase in its price over the past few months and the fact that it is trading above our 12-month target price of ₹1,550. OIL stock has rallied 25.7% in the past three months versus the BSE-30 Index's 13.4% rise over the same period. We continue to like OIL's fundamentals and its strong E&P portfolio. However, we find the risk-reward balance unfavorable at current levels. We would advise investors to book profits and wait for better opportunities at lower levels to get back in.

**Advise investors to switch to ONGC from OIL**

We would advise investors to switch to ONGC from OIL given the relative risk-reward balance. We see a potential upside of 7% for ONGC to our 12-month fair valuation of ₹1,500 versus a potential downside of 4% for OIL. While both ONGC and OIL are trading at ~10X FY2012E EPS, ONGC offers more upside due to higher value of investments. Apart from relative upside, we prefer ONGC given (1) better earnings growth arising from contribution from Cairn's Rajasthan block, (2) better portfolio of international assets, (3) potential upside from new discoveries, (4) higher life of reserves for ONGC at 15.3 years versus 11.7 years for OIL, (5) relative liquidity and (6) potential favorable resolution of disproportionate royalty payment in Cairn's RJ-ON-90/1 block.

**Disclosures in FY2010 annual report impressive**

We are impressed by the level of disclosures by OIL in its FY2010 annual report in comparison to its previous annual reports. OIL has provided detailed segment breakdown of revenues, costs, producing assets and exploratory and development well-in-progress for its oil and gas assets separately for different regions.

**Fine-tuned earnings for FY2010 annual report**

We have fine-tuned our FY2011-13E EPS to ₹132 (-1.3%), ₹149 (-2.9%) and ₹162 (-2.6%) to reflect information in annual report. We assume that upstream companies will bear one-third of total under-recoveries. We model FY2011E, FY2012E and FY2013E exchange rate assumptions at ₹46/US\$; we do not rule out upside from a weaker-than-expected rupee.

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### Key assumptions behind our earnings model

We discuss our key assumptions behind our earnings model below. Exhibit 1 gives the major assumptions behind our earnings model and Exhibit 2 gives sensitivity of OIL's EPS to key variables (rupee-dollar rate, crude oil price, natural gas price).

#### Strong growth in net crude price realizations over the next few years

Key assumptions, March fiscal year-ends, 2006-2014E

	2006	2007	2008	2009	2010	2011E	2012E	2013E	2014E
Rs/US\$ rate	44.3	45.3	40.3	45.8	47.4	46.0	46.0	46.0	46.0
Subsidy share scheme loss (Rs mn)	9,775	19,938	23,051	30,233	15,488	20,165	14,665	16,865	17,305
Import tariff on crude oil (%)	5.1	5.1	5.2	0.9	0.4	5.2	5.2	5.2	5.2
<b>Crude/natural gas prices</b>									
<b>Crude price</b>									
Crude price, Bonny Light (US\$/bbl)	57.2	64.8	78.9	83.0	67.1	75.0	75.0	80.0	80.0
Net crude price, OIL-India (US\$/bbl)	49.7	47.9	60.9	55.6	56.2	58.3	63.3	66.9	67.0
<b>Natural gas price</b>									
Ceiling natural gas price, India (Rs/cu m)	3.52	3.20	3.20	3.20	3.20	6.78	7.50	7.50	7.50
Ceiling natural gas price, India (US\$/mn BTU)	2.12	1.89	2.12	1.87	1.80	3.94	4.36	4.36	4.36
Net natural gas price, OIL-India (Rs/cu m)	3.16	2.88	2.88	2.88	2.88	5.49	6.07	6.07	6.07
Net natural gas price, OIL-India (US\$/mn BTU)	1.91	1.70	1.91	1.68	1.62	3.19	3.53	3.53	3.53
<b>Sales volumes—Domestic fields</b>									
Crude oil (mn tons)	3.1	3.0	3.0	3.4	3.5	3.6	3.7	3.8	4.0
Natural gas (bcm)	1.7	1.8	1.8	1.7	1.9	2.2	2.7	2.9	2.9
<b>Total sales (mn toe)</b>	<b>4.7</b>	<b>4.6</b>	<b>4.7</b>	<b>4.9</b>	<b>5.2</b>	<b>5.6</b>	<b>6.2</b>	<b>6.4</b>	<b>6.6</b>
<b>Total sales (mn boe)</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>36</b>	<b>38</b>	<b>41</b>	<b>45</b>	<b>47</b>	<b>48</b>
Crude oil (%)	67	66	65	68	68	64	60	60	60
Natural gas (%)	33	34	35	32	32	36	40	40	40

Source: Company, Kotak Institutional Equities estimates

#### OIL's earnings are highly sensitive to crude price and exchange rate assumptions

Earnings sensitivity of OIL to key variables

	2011E			2012E			2013E		
	Downside	Base case	Upside	Downside	Base case	Upside	Downside	Base case	Upside
<b>Exchange rate</b>									
Rs/US\$	45.0	46.0	47.0	45.0	46.0	47.0	45.0	46.0	47.0
Net profits (Rs mn)	30,557	31,726	32,895	34,618	35,830	37,043	37,606	38,937	40,267
Earnings per share (Rs)	127.1	131.9	136.8	144.0	149.0	154.1	156.4	161.9	167.5
<b>% upside/(downside)</b>	<b>(3.7)</b>		<b>3.7</b>	<b>(3.4)</b>		<b>3.4</b>	<b>(3.4)</b>		<b>3.4</b>
<b>Average crude prices</b>									
Crude price (US\$/bbl)	73.0	75.0	77.0	73.0	75.0	77.0	78.0	80.0	82.0
Net profits (Rs mn)	30,294	31,726	33,158	34,345	35,830	37,316	37,408	38,937	40,465
Earnings per share (Rs)	126.0	131.9	137.9	142.8	149.0	155.2	155.6	161.9	168.3
<b>% upside/(downside)</b>	<b>(4.5)</b>		<b>4.5</b>	<b>(4.1)</b>		<b>4.1</b>	<b>(3.9)</b>		<b>3.9</b>
<b>Cess</b>									
Cess on domestic crude (Rs/ton)	3,090	2,575	2,060	3,090	2,575	2,060	3,090	2,575	2,060
Net profits (Rs mn)	30,505	31,726	32,947	34,562	35,830	37,098	37,631	38,937	40,243
Earnings per share (Rs)	126.9	131.9	137.0	143.7	149.0	154.3	156.5	161.9	167.4
<b>% upside/(downside)</b>	<b>(3.8)</b>		<b>3.8</b>	<b>(3.5)</b>		<b>3.5</b>	<b>(3.4)</b>		<b>3.4</b>

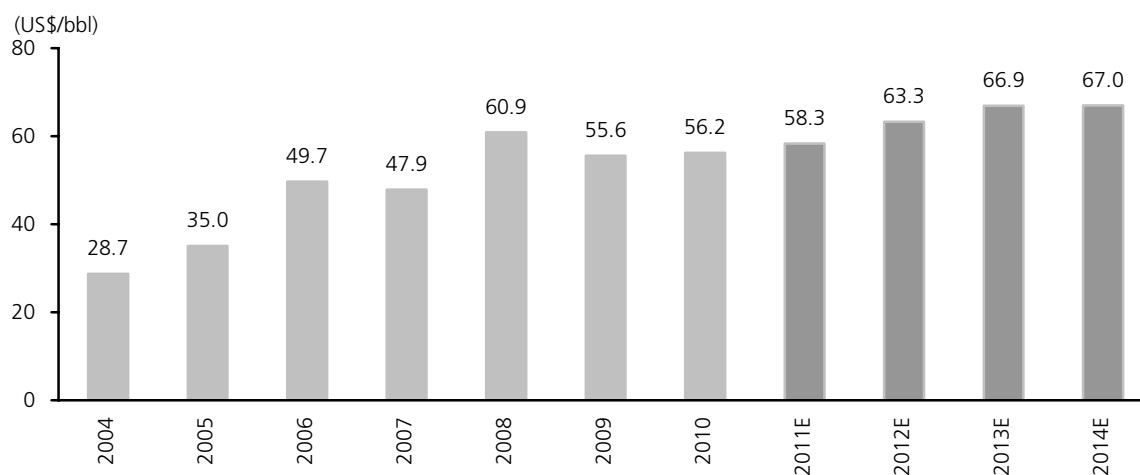
Source: Kotak Institutional Equities estimates

- **Subsidy amount.** We model subsidy amount for FY2011E, FY2012E and FY2013E at ₹20.2 bn, ₹14.7 bn and ₹16.9 bn. We assume that upstream companies will bear one-third of total under-recoveries, in line with 1QFY11 subsidy sharing mechanism. We note that share of upstream companies has been 29-31% in the past three years.

- ▶ **Oil and gas volumes.** We model crude oil sales volumes at 3.59 mn tons in FY2011E, 3.73 mn tons in FY2012E and 3.84 mn tons in FY2013E versus 3.56 mn tons in FY2010. We model gas volumes at 6.15 mcm/d for FY2011E, 7.5 mcm/d in FY2012E and 8 mcm/d in FY2013E versus 5.1 mcm/d for FY2010. Implementation of EOR/IOR techniques in existing producing fields will contribute to higher volumes.
- ▶ **Crude oil price assumption.** We maintain our FY2011E, FY2012E and FY2013E crude oil (Dated Brent) price assumptions at US\$75/bbl, US\$75/bbl and US\$80/bbl. However, we would focus more on OIL's net realized crude price and our long-term crude price assumption. Exhibit 3 gives OIL's historical net realized price and our expectations for FY2011E (US\$58.3/bbl), FY2012E (US\$63.3/bbl) and FY2013E (US\$66.9/bbl).

#### OIL's net realization has remained strong over the past few years

OIL's net crude price realization, March fiscal year-ends, 2004-2013E (US\$/bbl)



Source: Company, Kotak Institutional Equities estimates

- ▶ **Natural gas price assumption.** We model FY2011E, FY2012E and FY2013E natural gas price at ₹6.8/cu m, ₹7.5/cu m and ₹7.5/cu m to reflect the government's decision to increase the price of APM gas from June 1, 2010.
- ▶ **Exchange rate assumption.** We model exchange rate for FY2011E, FY2012E and FY2013E at ₹46/US\$.

## Profit model, balance sheet, cash model of OIL, March fiscal year-ends, 2006-2014E (₹ mn)

	2006	2007	2008	2009	2010	2011E	2012E	2013E	2014E
<b>Profit model (Rs mn)</b>									
Net sales	55,502	53,892	60,819	72,414	79,056	91,220	105,157	114,000	116,834
<b>EBITDA</b>	<b>26,564</b>	<b>22,280</b>	<b>23,812</b>	<b>28,400</b>	<b>34,486</b>	<b>46,003</b>	<b>56,050</b>	<b>61,964</b>	<b>62,856</b>
Other income	3,639	5,335	6,770	9,372	9,371	10,730	9,510	9,930	10,665
Interest	(162)	(140)	(344)	(87)	(37)	(24)	(9)	—	—
Depreciation and depletion	(3,314)	(2,595)	(3,093)	(3,768)	(4,811)	(9,202)	(11,899)	(13,590)	(15,314)
Pretax profits	26,728	24,881	27,145	33,916	39,010	47,507	53,652	58,304	58,207
Tax	(9,347)	(7,406)	(8,538)	(11,910)	(11,598)	(15,580)	(17,780)	(19,329)	(19,301)
Deferred tax	(498)	(1,020)	(707)	(343)	(1,211)	(201)	(42)	(38)	(34)
<b>Net profits</b>	<b>16,883</b>	<b>16,454</b>	<b>17,901</b>	<b>21,663</b>	<b>26,201</b>	<b>31,726</b>	<b>35,830</b>	<b>38,937</b>	<b>38,872</b>
<b>Earnings per share (Rs)</b>	<b>78.9</b>	<b>76.9</b>	<b>83.6</b>	<b>101.2</b>	<b>115.3</b>	<b>131.9</b>	<b>149.0</b>	<b>161.9</b>	<b>161.7</b>
<b>Balance sheet (Rs mn)</b>									
Total equity	58,483	68,491	79,330	93,310	137,638	157,027	178,557	202,073	225,523
Deferred tax liability	7,013	8,033	8,655	8,998	10,209	10,410	10,452	10,490	10,524
Liability for abandonment cost	10	11	11	15	19	19	19	19	19
Total borrowings	3,341	8,140	1,749	565	375	213	—	—	—
Current liabilities	11,668	10,320	17,541	30,914	32,693	35,676	36,968	37,677	37,804
<b>Total liabilities and equity</b>	<b>80,515</b>	<b>94,995</b>	<b>107,286</b>	<b>133,801</b>	<b>180,934</b>	<b>203,344</b>	<b>225,996</b>	<b>250,259</b>	<b>273,871</b>
Cash	31,015	32,757	42,808	60,700	85,429	92,806	93,291	104,267	114,752
Current assets	14,540	22,350	18,957	22,853	37,266	37,706	39,874	41,251	41,692
Total fixed assets	30,658	35,813	40,633	45,361	49,460	64,055	84,053	95,963	108,649
Investments	4,302	4,075	4,887	4,887	8,594	8,594	8,594	8,594	8,594
Deferred expenditure	—	—	—	—	184	184	184	184	184
<b>Total assets</b>	<b>80,515</b>	<b>94,995</b>	<b>107,286</b>	<b>133,801</b>	<b>180,934</b>	<b>203,344</b>	<b>225,996</b>	<b>250,259</b>	<b>273,871</b>
<b>Free cash flow (Rs mn)</b>									
Operating cash flow, excl. working capital	19,843	18,357	20,104	27,246	23,621	25,899	32,762	36,635	37,055
Working capital changes	5,884	(8,696)	7,435	2,368	(9,113)	2,544	(877)	(667)	(314)
Capital expenditure	(6,108)	(9,370)	(9,492)	(8,496)	(11,485)	(19,297)	(26,397)	(19,500)	(21,500)
Investments	(2,482)	226	(811)	—	(3,201)	—	—	—	—
Other income	1,670	2,892	4,214	5,470	7,268	10,730	9,510	9,930	10,665
<b>Free cash flow</b>	<b>18,807</b>	<b>3,409</b>	<b>21,450</b>	<b>26,587</b>	<b>7,091</b>	<b>19,876</b>	<b>14,998</b>	<b>26,398</b>	<b>25,906</b>
<b>Ratios (%)</b>									
Debt/equity	5.7	11.9	2.2	0.6	0.3	0.1	—	—	—
Net debt/equity	(33.1)	(32.8)	(31.9)	(31.9)	(38.3)	(36.4)	(31.5)	(33.0)	(34.1)
RoAE	28.1	23.2	21.8	22.8	20.9	20.1	20.1	19.4	17.3
<b>RoACE</b>	<b>27.9</b>	<b>23.0</b>	<b>21.5</b>	<b>22.7</b>	<b>20.9</b>	<b>20.1</b>	<b>20.1</b>	<b>19.4</b>	<b>17.3</b>

Source: Company, Kotak Institutional Equities estimates

SEPTEMBER 15, 2010

UPDATE

BSE-30: 19,502

**Aug 2010 GSM net adds – an interesting set of numbers.** Ex-RCOM/TTSL, India's GSM operators added 13.5 mn subs in Aug 2010, up from 11.5 mn in July. Even as we accord little weight to the reported monthly net adds, we note a few interesting data points in the Aug report – (1) Bharti's net adds of 2 mn trailed Vodafone, BSNL, as well as Uninor, (2) operators continue to report subs base decline in J&K, and (3) BSNL reported a multi-month high 2.3 mn net adds, while Uninor its highest ever 2.2 mn.

**We repeat – subs numbers have become (mostly) meaningless**

As highlighted by us several times in the past, we find the reported monthly subs additions mostly meaningless, on account of two key factors – (1) prevalent and increasing multi-SIM usage in the market – renders reported subs base a meaningless indicator of underlying real penetration growth, and (2) inconsistent inactive subs churn norms across various players in the industry, leaving the self-reported subs data at complete discretion of operators. Subs-based metrics like ARPU and MOU also become less useful, in our view, as a by-product of this issue with the quality of subs data.

**Nevertheless, we find the Aug report data points worth highlighting**

Reported GSM net adds (ex-RCOM and TTSL), after remaining in the 11-12 mn range from Apr-Jul 2010, jumped back to 13.5 mn. Though we hesitate to conclude anything from a single month data (and reported subs data in general), increase in circle-level tariff activity in the past few weeks and network expansion by new players underway again post security-clearance delays in 1HCY10 may have induced higher churn or dual-SIM usage in the system, possibly – reflecting in higher reported net adds, given double-counting of dual-SIM/churning subs. Exhibit on the next page summarizes GSM net adds in the market for the past 12 months. We make a few observations

- ▶ Bharti reports its lowest ever net adds since June 2007. Bharti's Aug 2010 net adds of 2 mn was the company's lowest in more than 3 years. Also, the company's net adds were lower than Vodafone, BSNL and Uninor. There is a possibility that Bharti could drop to #6 in net adds in the month if TTSL (press reports indicate 2.1 mn adds) and RCOM maintain their July 2010 pace.
- ▶ BSNL and Uninor report strong months. BSNL's Aug net adds of 2.3 mn were substantially ahead of the company's YTD run rate of 1.1 mn and a new non-March (year-end push drives March numbers higher for BSNL) high for the company. Real surprise in reported net adds, however, came from Uninor, which reported 2.2 mn net adds, taking its total subs base up 32.3% mom to 9.1 mn. We note that the company is only present in 13/22 circles in the country. The company possibly benefited from its increasing understanding of the Indian consumer (reflected in simpler pricing plans of late as compared to initial launch plans) as well as increasing network coverage in the 13 circles.
- ▶ Subs base in J&K continues to decline. Now down to 4.2 mn from a peak of 5.2 mn, driven by tighter 'KYC' requirements, subscriber re-verification and pre-paid ban. We note that the DoT has issued similar KYC/re-verification guidelines for Assam and North East circles as well and we would not be surprised to see some impact on business in these states over the coming months.
- ▶ Others. Vodafone, Idea, and Aircel reported steady net adds (versus July) at 2.4 mn, 2 mn and 1.6 mn, respectively. Aircel launched operations in three new circles – Gujarat, Punjab and Rajasthan.

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## Subscriber details for leading GSM cellular operators, ('000)

	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10
<b>Subs ('000)</b>													
Bharti	107,997	110,511	113,214	116,014	118,864	121,714	124,619	127,619	130,619	133,620	136,620	139,221	141,251
Hutchison	80,874	82,846	85,826	88,608	91,402	94,143	97,230	100,858	103,756	106,347	109,061	111,465	113,774
IDEA-Escotel	45,571	46,758	48,451	50,722	52,264	54,406	56,399	57,921	59,268	60,518	62,410	64,211	66,081
BPL	2,417	2,495	2,545	2,595	2,650	2,702	2,776	2,845	2,895	2,912	2,927	2,947	2,968
Modi group	4,488	4,696	4,904	5,184	5,348	5,482	5,745	5,904	6,020	6,209	6,477	6,538	6,655
MTNL	4,353	4,370	4,435	4,508	4,565	4,610	4,697	4,784	4,818	4,858	4,902	4,948	4,990
BSNL	52,056	53,359	53,962	55,187	57,223	59,455	61,004	63,486	64,745	65,791	66,888	68,066	70,358
Aircel	24,416	25,729	27,747	29,354	31,024	33,036	34,861	36,861	38,470	40,080	41,680	43,297	44,907
Uninor					1,208	2,538	3,555	4,264	5,022	5,013	6,024	6,874	9,094
S Tel					141	506	717	1,007	1,112	1,233	1,327	1,423	1,519
Etisalat DB									5	10	18	30	44
Videocon										1,395	1,942	2,777	3,665
<b>Total market</b>	<b>322,172</b>	<b>330,764</b>	<b>341,084</b>	<b>352,172</b>	<b>364,690</b>	<b>378,592</b>	<b>391,604</b>	<b>405,550</b>	<b>416,729</b>	<b>427,985</b>	<b>440,275</b>	<b>451,797</b>	<b>465,306</b>
<b>Market share of subs (%)</b>													
Bharti	33.5	33.4	33.2	32.9	32.6	32.1	31.8	31.5	31.3	31.2	31.0	30.8	30.4
Hutchison	25.1	25.0	25.2	25.2	25.1	24.9	24.8	24.9	24.9	24.8	24.8	24.7	24.5
IDEA-Escotel	14.1	14.1	14.2	14.4	14.3	14.4	14.4	14.3	14.2	14.1	14.2	14.2	14.2
BPL	0.8	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6
Modi group	1.4	1.4	1.4	1.5	1.5	1.4	1.5	1.5	1.4	1.5	1.5	1.4	1.4
MTNL	1.4	1.3	1.3	1.3	1.3	1.2	1.2	1.2	1.2	1.1	1.1	1.1	1.1
BSNL	16.2	16.1	15.8	15.7	15.7	15.7	15.6	15.7	15.5	15.4	15.2	15.1	15.1
Aircel	7.6	7.8	8.1	8.3	8.5	8.7	8.9	9.1	9.2	9.4	9.5	9.6	9.7
Uninor					0.3	0.7	0.9	1.1	1.2	1.2	1.4	1.5	2.0
S Tel					0.0	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Etisalat DB									0.0	0.0	0.0	0.0	0.0
Videocon										0.3	0.4	0.6	0.8
<b>Net monthly adds ('000)</b>													
Bharti	2,819	2,515	2,702	2,800	2,850	2,850	2,905	3,000	3,000	3,000	3,001	2,600	2,030
Hutchison	2,194	1,972	2,980	2,781	2,794	2,741	3,087	3,628	2,898	2,591	2,713	2,405	2,309
IDEA-Escotel	1,437	1,187	1,692	2,271	1,543	2,141	1,993	1,522	1,347	1,250	1,892	1,801	1,870
BPL	67	78	50	50	54	52	75	68	50	17	15	20	21
Modi group	105	209	208	279	164	134	263	159	116	189	268	61	117
MTNL	20	17	66	73	57	45	87	87	33	40	44	46	42
BSNL	1,356	1,303	603	1,225	2,037	2,231	1,550	2,482	1,259	1,046	1,097	1,178	2,292
Aircel	1,314	1,313	2,018	1,608	1,670	2,012	1,825	2,000	1,608	1,610	1,600	1,617	1,610
Uninor					1,208	1,330	1,017	709	758	(9)	1,011	850	2,220
S Tel					141	365	211	290	106	121	93	97	96
Etisalat DB									5	5	8	12	14
Videocon										1,395	548	835	888
<b>Total market</b>	<b>9,311</b>	<b>8,592</b>	<b>10,320</b>	<b>11,087</b>	<b>12,518</b>	<b>13,902</b>	<b>13,012</b>	<b>13,946</b>	<b>11,180</b>	<b>11,255</b>	<b>12,290</b>	<b>11,522</b>	<b>13,509</b>
<b>Market share of net adds (%)</b>													
Bharti	30.3	29.3	26.2	25.3	22.8	20.5	22.3	21.5	26.8	26.7	24.4	22.6	15.0
Hutchison	23.6	22.9	28.9	25.1	22.3	19.7	23.7	26.0	25.9	23.0	22.1	20.9	17.1
IDEA-Escotel	15.4	13.8	16.4	20.5	12.3	15.4	15.3	10.9	12.1	11.1	15.4	15.6	13.8
BPL	0.7	0.9	0.5	0.5	0.4	0.4	0.6	0.5	0.4	0.2	0.1	0.2	0.2
Modi group	1.1	2.4	2.0	2.5	1.3	1.0	2.0	1.1	1.0	1.7	2.2	0.5	0.9
MTNL	0.2	0.2	0.6	0.7	0.5	0.3	0.7	0.6	0.3	0.4	0.4	0.4	0.3
BSNL	14.6	15.2	5.8	11.0	16.3	16.0	11.9	17.8	11.3	9.3	8.9	10.2	17.0
Aircel	14.1	15.3	19.6	14.5	13.3	14.5	14.0	14.3	14.4	14.3	13.0	14.0	11.9
Uninor					9.7	9.6	7.8	5.1	6.8	(0.1)	8.2	7.4	16.4
S Tel					1.1	2.6	1.6	2.1	0.9	1.1	0.8	0.8	0.7
Etisalat DB									0.0	0.0	0.1	0.1	0.1
Videocon										12.4	4.5	7.2	6.6

Source: COAI, Kotak Institutional Equities







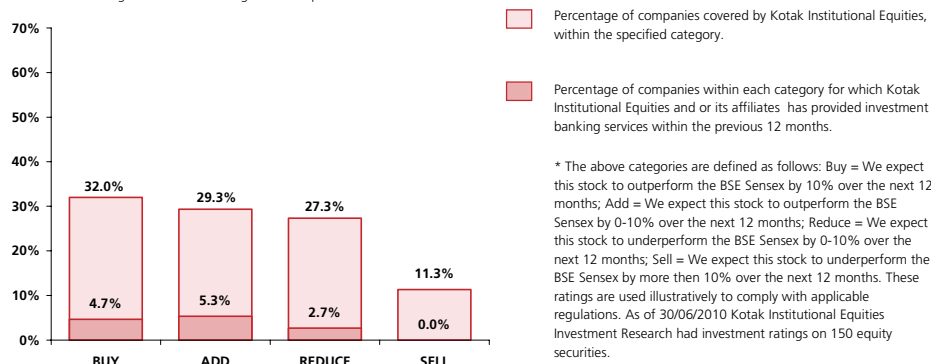




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As of June 30, 2010

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**REDUCE.** We expect this stock to underperform the BSE Sensex by 0-10% over the next 12 months.

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