

Market Strategy

Preparing portfolio for a domestic cyclical rebound

For our new model portfolio, we have considered the following macro assumptions: i) global growth is likely to be tepid in '09 and '10 despite strong (but likely inadequate) stimuli; this could keep industrial commodity prices under pressure ii) a cyclical rebound in the reasonably healthy Indian economy is likely (mostly in H2FY10/H1FY11) on the back of both monetary and fiscal stimuli iii) lower tax revenues in FY10 combined with likely greater Government spending could drive consolidated fiscal deficit into low teens leading to upward pressure on 10-year G-Sec yields by H2FY10 iv) politics, in our view, will take centre-stage only if an unstable coalition supported by the Left comes to power; if not, we expect the upcoming general elections to largely be a non-event. We believe portfolios should have a bar bell structure, with domestic cyclicals on one side and defensives on the other. We shun global commodities as a global rebound could take longer and is likely less sustainable than a domestic one.

► **FY10 likely to deliver positive returns:** We believe expectations of a global economic recovery by end '09 or early '10 would likely lead to a rebound in equity markets globally. A likely bottoming out of the earnings downgrade cycle by mid '09 and burst of global liquidity due to actions by global central banks and governments will likely be the other drivers. Post decline in earnings in FY09 and FY10 (which we believe will most likely happen, but is not visible at present), we believe Sensex earnings will return to growth in FY11E. We believe this rally would be tradable but is yet unlikely to be the commencement of a bull market as uncertainties remain on global growth and capital flows. We expect domestic insurance flow to be the key driver of this rally in FY10. FII flows in '09, in our view, would be anaemic. The risk to this view remains that a part of the massive liquidity being infused into the global economy would trickle into emerging markets. Even without that we believe Sensex could trade at 11800 levels by March '10 (11.8x FY11 EPS of 1002, 11.8x being one standard deviation below the 8-year mean of 15.9) driven by domestic flows.

► **Lowering banks to Neutral and shifting weight to private sector players.** While banks are a beneficiary of the domestic cyclical rebound, we believe they would benefit with a lag but in the interim are likely to see earnings coming under pressure after a good run. We are lowering our stance on the sector to Neutral from Overweight; and, within the sector, we favour private sector banks/FIs versus public sector banks on which we were significantly Overweight earlier. This is based on our view that the best on the earnings front in the current cycle is likely behind us for the banking sector. We are concerned on account of: i) the likely higher provisioning that will be required for the NPL build up (may not be as bad as in the previous cycle), especially on small & medium enterprises (SME), to which public sector banks have a larger exposure (and are being directed by the Government to increase it). December '08 quarter earnings indicate that SMEs are under greater pressure than large corporates ii) likely losses on investment books, as we see a big Government borrowing programme in FY10 and 15-18% credit growth putting upward pressure on 10 year G-Sec yields as MSS bond unwinding might likely be missing.

► **Take risk, if you have to, on domestic cyclicals.** We believe the best risk-reward equation taking a 12-month view would be on domestic cyclicals. While these sectors have substantially fallen, they stand the best chance for an early turnaround compared with global cyclicals. We are, therefore, increasing weight on domestic consumer discretionary, cement and introduce media stocks that we believe would likely benefit from a bounce back in economic growth in H2FY10E/H1FY11E. We are also reducing weight on capital goods & engineering as we believe that corporate capex is unlikely to be strong in the coming few years, which could put sales growth and margins under pressure. We continue to be overweight consumer, pharma and telecom sectors which are defensive.

Top picks

Large cap

- Bharti Airtel
- HDFC
- ITC
- Maruti
- Reliance

Mid-cap

- Bajaj Auto
- LIC HF
- Sun TV
- Union Bank of India
- Ultratech

Sector stance

Auto	OW
Banking	N
Engineering	UW
FMCG	OW
Metals	UW
Media	OW
Oil&Gas and Petro	UW
Pharma	OW
Real Estate	N
Technology	UW
Telecom	OW
Utilities	N

Model Portfolio

Key changes: Downgrade Banks to Neutral from Overweight; Add Media as Overweight

Sector	Stocks	Price (Rs)	% weight	I-Sec – Sector/company weights								Stance	Bps	Comment	
				09- Feb- 09	in Index	23- Nov- 07	21- Jan- 08	15- Apr- 08	13- Jun- 08	19- Sep- 08	10- Oct- 08	09- Feb- 09			
Financials		20.8		24	25	23	25	25	25	25	20	Neutral	(80)	Stance changed from overweight to Neutral	
	SBI	1,148	3.5								4				Reduced weight by 500 bps
	Union Bank	149	0.4								2				Union Bank added to the portfolio
	BOB	251	0.5								2				
	Axis Bank	422	1.0								4				Axis weight reduced by 100bps
	HDFC	919	3.8								6				HDFC weight increased by 200 bps
	LIC HF	216	0.0								2				LIC HF Added
IT services + Technology		9.9		8	8	12	13	8	6	6	6	Underweight	(390)		
	Infosys	1,310	6.7								5				
	Educomp Solutions	1,595	0.1								1				
Oil & Gas		19.3		14	14	14	14	14	14	14	14	Underweight	(530)		
	Reliance	1,383	11.5								8				
	ONGC	722	3.3								2				ONGC weight reduced by 200 bps
	GAIL	207	1.1								2				
	Cairn	168	0.7								2				Cairn Added to the portfolio
Capital Goods, Cement and Infrastructure		12.5		16	15	15	13	11	11	10	10	Underweight	(250)		
	Larsen & Toubro	676	3.8								2				Larsen weight reduced by 200bps
	BHEL	1,392	2.5								3				
	Grasim Industries	1,423	1.0								4				Grasim weight increased by 200 bps
	IVRCL	117	0.2								1				IVRCL weight reduced by 100 bps
Consumer		8.1		7	7	8	7	11	13	15	15	Overweight	690		
	ITC	183	5.1								6				
	United Spirits	700	0.4								3				
	Hindustan Unilever	260	3.0								4				
	Asian Paints	794	0.4								2				Asian Paints introduced
Metals		6.2		4	3	3	3	3	3	3	3	Underweight	(320)		
	Jindal Steel & Power	1,095	0.8								3				Jindal Steel and Power added in place of SAIL
Auto + Auto Ancillary		4.0		7	6	3	3	8	8	8	8	Overweight	400		
	Mahindra & Mahindra	276	0.6								2				M&M weight reduced by 100bps
	Maruti Suzuki	594	0.9								4				Increased weight of Maruti
	Hero Honda	885	0.9								2				HH weight reduced by 100 bps
Telecom		7.0		9	8	8	8	8	8	8	8	Overweight	100		
	Bharti Tele	665	4.7								5				Increased weight of Bharti by 100 bps by transferring it from Rcom
	Reliance Comm.	167	1.3								3				
Utilities		5.3		4	4	5	5	5	5	5	5	Neutral	-30		
	Tata Power	781	1.3								1				200 bps shifted from Tata Power to NTPC
	NTPC	183	2.4								4				
Pharma		4.0		4	5	5	5	5	5	5	5	Overweight	100		
	Glenmark	145	0.2								2				
	Sun Pharma	1,092	1.0								3				
Realty		1.2		3	6	4	4	2	2	2	2	Neutral	80		
	DLF	140	0.4								2				
Others		2.0									4	Overweight	200		Media sector introduced to the portfolio
	Sun TV	166	0.0	0	0	0	0	0	0	0	2				
	Zee Entertainment	120	0.3								2				
Total		100		100	100	100	100	100	100	100	100				

Source: I-Sec Research

Model Portfolio Changes

The key change that we have made to the model portfolio is to reduce Banks to Neutral from Overweight. We have also reduced the weight in capital goods and engineering. We have introduced media as an overweight and also added to domestic cyclicals like Cement and Paints

Reasons for reducing weight of Banks in the model portfolio

Table 1: Performance of Sectoral Indices

Name	WTD	MTD	QTD	YTD	12 Mths	Since Fed Cut	24 mths	36 mths	60 mths
BSE SENSEX 30 INDEX	6	2	(1)	(1)	(26)	(44)	(32)	(1)	74
BOMBAY STOCK EX 100 IDX	5	1	(3)	(3)	(28)	(47)	(32)	(4)	72
BOMBAY STOCK EX 200 IDX	5	1	(3)	(3)	(29)	(48)	(34)	(8)	61
BOMBAY STOCK EX 500 IDX	4	1	(4)	(4)	(30)	(50)	(36)	(11)	62
BSE MID-CAP INDEX	1	(0)	(9)	(9)	(39)	(61)	(50)	(34)	-
BSE SMALL-CAP INDEX	1	(0)	(9)	(9)	(40)	(66)	(54)	(43)	-
BSE AUTO INDEX	1	(0)	2	2	(32)	(46)	(55)	(44)	3
BOMBAY STOCK EX BANK INX	6	0	(10)	(10)	(27)	(51)	(33)	(2)	74
BSE CAPITAL GOODS INDEX	3	1	(9)	(9)	(41)	(60)	(36)	(8)	195
BOMBAY STOCK EX TECK IDX	4	1	(5)	(5)	(29)	(45)	(52)	(23)	52
BSE CONSUMER DUR INDEX	(1)	(6)	(12)	(12)	(44)	(64)	(56)	(45)	58
BOMBAY STOCK EX FMCG IDX	2	1	4	4	(6)	(3)	13	24	118
BSE HEALTHCARE INDEX	2	0	(8)	(8)	(27)	(24)	(27)	(20)	26
BOMBAY STOCK EX IT IDX	3	0	1	1	(30)	(41)	(58)	(37)	22
BSE METAL INDEX	10	4	2	2	(41)	(64)	(40)	(21)	19
BSE OIL & GAS INDEX	8	5	8	8	(26)	(38)	1	52	133
BOMBAY STOCK EX PSU IDX	5	2	(1)	(1)	(17)	(36)	(15)	(0)	54
BOMBAY SE Realty Index	(4)	(14)	(37)	(37)	-	(85)	-	-	-

Source: Bloomberg

Over the last 12 months the banking sector has declined in line with Sensex but has outperformed other domestic cyclical sectors like Auto but also global cyclical sectors like metals. However while all these sectors bore the brunt of poor earnings over the last few quarters, banking sector delivered significantly better than expected numbers. However we believe that the best on the earnings front is probably behind us. In the up coming quarters the banks sector will likely show poor earnings growth especially public sector banks which we have been significantly overweight on till now.

I-Sec banks analyst, Siddharth Teli, is of the view that the slow down in earnings for the banking sector will be on the back of **slower credit growth, moderating NIMs, higher provisioning for NPLs and lower bond related profits**. The latter two in our opinion would particularly hit the Public sector banks

Table 2: Earning growth of various banks

(%)	FY08	FY09E	FY10E	FY11E
SBI	34.7	13.5	(0.4)	12.8
PNB	33.0	37.4	0.1	15.1
BOB	39.8	30.0	(0.2)	16.4
BOI	72.2	37.0	(3.2)	14.1
Canara	10.1	17.8	(3.6)	11.7
OCB	1.7	7.8	(2.9)	15.1
IDFC	33.2	6.1	12.3	18.4
HDFC	38.2	(7.1)	17.0	18.0
AXIS	27.9	49.5	21.2	20.4
HDFC Bank	25.5	35.7	9.0	19.7

Source: I-Sec Research

Credit growth to slow to mid-teens vs. mid-twenties in FY09

Credit growth in the mid-20s in FY09 has been largely due to substitution of international credit, a dead IPO market, a strong pipeline of investments and sanctions built in FY08 and strong demand from oil & fertiliser PSUs. We believe that loan growth will slowdown to 15-18% in FY10E due to:

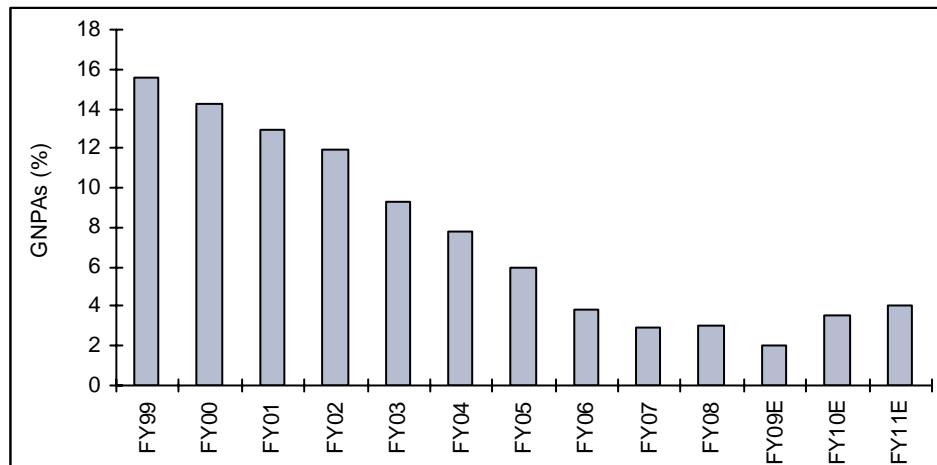
- Incremental corporate capex plans being pushed back or cancelled
- Lower working capital requirements due to reduced demand
- Lower export related credit off-take as global growth slows
- Continuing slowdown in retail credit due to poor outlook on employment;
- Bankers turning risk-averse as cycle peaks and asset quality deteriorates

Net Interest Margins begin to compress slightly as

- Assets re-price immediately, while liabilities re-price with a lag
- Cuts in BPLR (150-250bps) much sharper vis-à-vis deposit rates (100-150bps)
- Uneconomical directed lending (home loan rates at 8%; lower than term deposit rates)
- Downward renegotiation of rates for restructured stressed assets (a result of huge NPAs in H2FY10E)
- Bankers parking large portion of incremental funds in G-Secs, leading to incremental investments book being built at yield of 5-6% (less than 7-7.5% yield on investments at present)
- Loan growth to slow sharply (16-18% YoY in FY10E); ample liquidity and benign inflation likely to give RBI breathing space – policy rate cuts not likely to be as aggressive as in Q3FY09

Non performing loans to build up

While we do believe that GNPs for banks would likely double or triple over the next 2 years from their low levels in FY08, they are unlikely to be as high as the ones in the late 90s and early part of this decade. For instance even for a bank like SBI our banks analyst estimates GNPA to go to levels of 4% from 2% in FY09 but this is significantly below the 12% that was recorded in FY02. But higher provisioning could hurt earnings going forward.

Chart 1: GNPA track record of SBI with projections

Source: SBI, I-Sec Research

- Incremental loan book is being built at the peak of the credit cycle:
 - Expect stress in infrastructure, textiles, gems & jewellery, chemicals, commercial real estate that together comprise 50.4% of industry credit (including real estate) and 21% of gross bank credit as in Dec-08
 - NPAs from the incremental book and restructuring directives will hurt margins
- Government's/ RBI's attempts to maintain growth in certain sector negative for asset quality
 - Increased financing to SMEs (small and medium enterprises) through Small Industries Development Bank of India (SIDBI) and National Housing Bank (NHB) likely to increase risk, cause stress by H2FY10E
 - Restructuring of commercial real estate loans likely to defer NPAs for now; restructuring will defer recognition, not the formation of NPAs

Recent quarterly results of companies indicate that SME are hurting significantly due to the slowdown both domestically and in the export markets. For instance BSE500 earnings stripped of Sensex companies' delivered a decline of 22% much larger than the 11% for Sensex companies.

Table 3: Growth for the Dec 2008 Quarter for the various indices

(%)	Sales	EBTIDA	PAT
Sensex	6.7	1.5	(10.6)
Nifty	7.7	0.4	(10.8)
BSE100	13.4	5.0	(8.4)
BSE 200	12.9	2.7	(12.4)
BSE 500	14.1	1.0	(16.7)
BSE 500 (ex Sensex)	17.3	(0.7)	(21.7)

Source: CMIE, I-Sec Research

Upward pressure on 10 year G-Sec yields likely putting pressure on investment gains

- Banks have lesser scope to book bond gains to wipe-off NPAs on account of:
 - Systemic excess SLR low at 4.2% on January 16 versus 10-15% over FY02-05; low headroom to restrict profit booking

- Even as systemic credit growth runs high and excess SLR remains low, the incremental SLR portfolio is being built at 5-6% yields. In case of sharp increase in bond yields from these levels, banks are likely to suffer huge MTM losses.

Despite a likely slower rate of credit growth in the region of 15-18% we believe that higher government borrowing in FY10 would likely lead to 10 year G-Sec yield heading higher. Our updated macro data indicates that the fiscal deficit in FY09 will likely be higher than previously anticipated. We also fear that fiscal deficit for FY09, FY10 and possibly FY11 too will likely be in the very high single digits or the low teens on the back of poor revenue collection due to low corporate profit growth or decline in profits combined with high government spending.

Table 4: Macro Indicators Revision - Domestic

	Old estimates			New Estimates		
	FY09E	FY10E	FY11E	FY09E	FY10E	FY11E
GDP, current prices (INRbn)	53,517	57,925	65,008	53,167	58,275	65,008
GDP, current prices (USDbn)	1,139	1,316	1,625	1,156	1,240	1,512
Nominal growth (% pa)	13.5	8.2	12.2	12.8	9.6	11.6
Population (m)	1153	1168	1183	1153	1168	1183
Per capita GDP (USD)	988	1,127	1,374	1,003	1,062	1,278
Real GDP (Rs mn)	36,292	38,492	41,309	36,292	38,492	41,309
Real GDP growth (%)	7.0	6.2	7.6	7.0	6.2	7.6
Real GDP (USD mn)	772	875	1,033	789	819	961
Fiscal deficit (INR bn)** (a)	2,877	3,160	2,951	3,261	3,038	3,218
As % of GDP	5.4	5.5	4.5	6.1	5.2	5.0
Fiscal deficit after adding oil & fertiliser bonds to (a) above = (b)	3,577	3,437	3,289	3,961	3,315	3,556
As % of GDP	6.7	5.9	5.1	7.5	5.7	5.5
Fiscal deficit after adding State Deficit to (b)	4,785	4,766	4,751	5,556	5,355	5,506
As % of GDP	8.9	8.2	7.3	10.5	9.2	8.5
Revenue deficit (INRbn)	2058	2189	1854	2442	2068	2122
As % of GDP	3.8	3.8	2.9	4.6	3.5	3.3
Sector composition & growth						
Agricultural growth (% p.a.)	3.0	2.0	1.0	3.0	2.0	1.0
% share in GDP	17.5	16.8	15.7	17.5	16.8	15.7
Industrial growth (% p.a.)	5.3	4.5	7.6	5.3	4.5	7.6
% share in GDP	26.2	25.8	25.8	26.2	25.8	25.8
Services growth (% p.a.)	9.0	8.3	9.6	9.0	8.3	9.6
% share in GDP	56.3	57.4	58.5	56.3	57.4	58.5
WPI, year average (%)	7.5	2.0	5.0	7.5	2.0	5.0
CPI, year average (%)	8.0	3.0	5.0	8.0	3.0	5.0

Source: I-Sec Research

Remain Sceptical on global cyclicals

While on EV/te capacity basis, global commodity sectors have started to look cheap (though not at the bottom); a sustained revival in global growth is required for the underlying prices of commodities to move up and thence stock prices. We shun global cyclicals as we believe global growth in 2009/2010 will unlikely push up commodity prices and capex. IMF projects that growth will likely come to a standstill but would bounce back to a 3% growth number in 2010 which is still much lower than the 4.75%-5% number clocked until 2007.

Table 5: Overview of the World Economic Outlook Projections

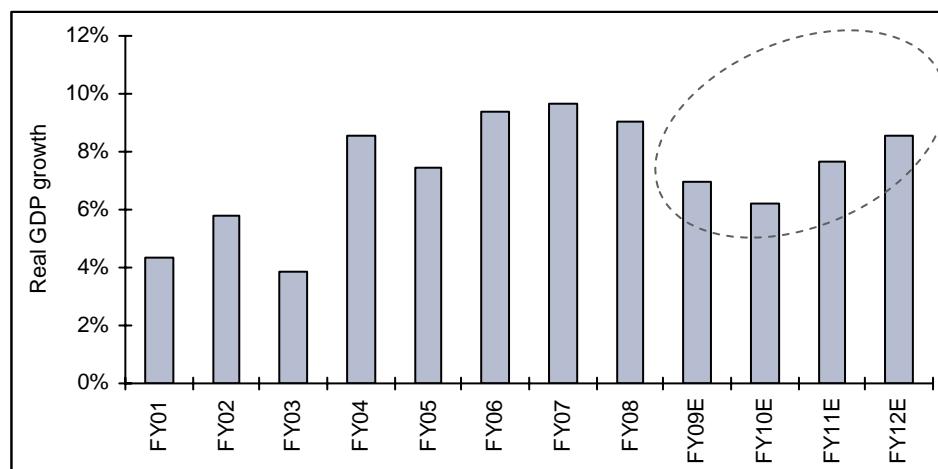
(Percent change, unless otherwise noted)

	Year over Year				Difference from November			Q4 over Q4	
	Projections				2008 WEO Projections	Estimates	2008	Projections	
	2007	2008	2009	2010				2009	2010
World output ¹	5.2	3.4	0.5	3.0	(1.7)	(0.8)	1.1	1.2	3.4
Advanced economies	2.7	1.0	(2.0)	1.1	(1.7)	(0.5)	(1.1)	(0.5)	1.6
United States	2.0	1.1	(1.6)	1.6	(0.9)	0.1	(0.7)	--	2.0
Euro area	2.6	1.0	(2.0)	0.2	(1.5)	(0.7)	(0.7)	(1.4)	0.9
Germany	2.5	1.3	(2.5)	0.1	(1.7)	(0.4)	(1.2)	(1.0)	0.4
France	2.2	0.8	(1.9)	0.7	(1.4)	(0.8)	(0.5)	(1.8)	2.2
Italy	1.5	(0.6)	(2.1)	(0.1)	(1.5)	(0.1)	(1.5)	(1.3)	0.8
Spain	3.7	1.2	(1.7)	(0.1)	(1.0)	(0.9)	(0.4)	(1.5)	0.5
Japan	2.4	(0.3)	(2.6)	0.6	(2.4)	(0.5)	(3.0)	(0.2)	0.8
United Kingdom	3.0	0.7	(2.8)	0.2	(1.5)	(0.9)	(1.8)	(1.5)	0.8
Canada	2.7	0.6	(1.2)	1.6	(1.5)	(1.4)	(0.4)	(0.4)	2.0
Other advanced economies	4.6	1.9	(2.4)	2.2	(3.9)	(1.0)	(1.6)	0.1	2.7
Newly industrialized Asian economies	5.6	2.1	(3.9)	3.1	(6.0)	(1.1)	(3.4)	0.6	3.3
Emerging and developing economies ²	8.3	6.3	3.3	5.0	(1.8)	(1.2)	4.5	3.5	5.8
Africa	6.2	5.2	3.4	4.9	(1.4)	(0.5)
Sub-Saharan	6.9	5.4	3.5	5.0	(1.6)	(0.7)
Central and eastern Europe	5.4	3.2	(0.4)	2.5	(2.6)	(1.3)
Commonwealth of Independent States	8.6	6.0	(0.4)	2.2	(3.6)	(2.3)
Russia	8.1	6.2	(0.7)	1.3	(4.2)	(3.2)	2.7	(1.3)	1.9
Excluding Russia	9.7	5.4	0.3	4.4	(1.3)	(0.3)
Developing Asia	10.6	7.8	5.5	6.9	(1.6)	(1.1)
China	13.0	9.0	6.7	8.0	(1.8)	(1.5)	6.8	7.5	8.1
India	9.3	7.3	5.1	6.5	(1.2)	(0.3)	5.1	5.3	7.1
ASEAN-5	6.3	5.4	2.7	4.1	(1.5)	(1.3)	4.1	3.1	4.5
Middle East	6.4	6.1	3.9	4.7	(1.5)	(0.6)
Western Hemisphere	5.7	4.6	1.1	3.0	(1.4)	(1.0)
Brazil	5.7	5.8	1.8	3.5	(1.2)	(1.0)	4.3	2.2	4.2
Mexico	3.2	1.8	(0.3)	2.1	(1.2)	(1.4)	--	0.2	3.3
Memorandum									
European Union	3.1	1.3	(1.8)	0.5	(1.6)	(0.8)
World growth based on market exchange rates	3.8	2.2	(0.6)	2.1	(1.7)	(0.7)

¹ The quarterly estimates and projections account for 90 percent of the world purchasing-power-parity weights.

² The quarterly estimates and projections account for approximately 76 percent of the emerging and developing economies.

Source: WEO, IMF, January 2009

Chart 2: Domestic growth rebound likely by 2HFY10/1HFY11

Source: I-Sec Research

We believe that the monetary and fiscal stimuli provide to the relatively healthy Indian economy which is less dependant on external demand will spark off a rebound in growth in 2HFY10/1HFY11. That is one of the key reasons as to why we believe that if one were to risk capital it has to be in the domestic cyclicals.

Top picks – Large cap and mid cap

Table 6: Large-cap stocks (>\$2bn in market cap)

	Mkt cap (US\$ mn)	I-Sec Analyst View	Valuations (FY11 P/BV for SBI/HDFC and FY11 P/E for others)	
ITC	14,000	Buy	15.0	<ul style="list-style-type: none"> Steady earnings growth of 16% in the medium term Strong shift from Non-Filter to Filter augurs well for the company. Volumes declined marginally (2.5% YoY) in 9mFY09 despite closing down of Non Filter segment that contributed to 20% of ITC's volumes The ability of the company to maintain cigarette volumes despite strong taxation measures indicates extreme stickiness of the category and strong brand equity. It also demonstrates that entry of new consumers into the category is continuing at a healthy pace. Increased losses in new businesses is only temporary and is a result of slew of launches in the personal products space Our 12-month fair price estimate is Rs 210 (FY 11E P/E of 17.5)
				Risk <ul style="list-style-type: none"> While the average tax increase has been moderate (9% CAGR through FY96-FY06), the tax incidence increased multifold in the last couple of years. Increase in tax incidence higher than the historical levels will be a threat.
Maruti Suzuki	3,500	Hold	8.8	<ul style="list-style-type: none"> MSIL will benefit from the launch of A-Star (domestically launched in November'08, exports commenced Jan'09) and Splash (FY10), special initiatives targeting rural markets & corporates, implementation of pay commission recommendations, softening trend in commodities and yield improvement plans. Interest rate softening would provide impetus to demand Inherent strengths and strong cash position (FY09E net cash per share at Rs155
				Risks <ul style="list-style-type: none"> Slower than estimated pick up in demand
Reliance Industries	44,635	Buy	11.0	<ul style="list-style-type: none"> Earnings and valuations to be boosted by commencement of RPL refinery and KG D6 production expected in H1'09 Substitution of fuel oil and Naphtha by natural gas in refineries to lead to significant growth in margins Further news of oil & gas reserve accretion expected due to company's attractive exploratory assets Stock is trading at FY10 and FY11 EV/EBITDA of 7.9x and 6.7x respectively
				Risks <ul style="list-style-type: none"> Court case decision on KG D6 gas could materially impact valuations Global slowdown may hurt petrochemical and refining margins Cost escalation, write offs and delays in E&P portfolio could hurt valuations
Bharti Airtel	25,370	Unrated	15.0	<ul style="list-style-type: none"> A safe play in an uncertain environment: - Mobile subscriber additions have continued to beat analyst expectations and BAL continues to increase market share consistently Up-tick in long distance traffic and growth in enterprise corporate business to continue Future growth drivers - DTH/IPTV and international operations will accelerate the growth being driven by Wireless segment. Infrastructure sharing set to take off - Economics of a tower company are dependant on tenancy which should be relatively easy for Indus Towers to achieve Valuations are attractive at FY11E EV/EBITDA of 6.2x and P/E of 10.6x
				Risks <ul style="list-style-type: none"> Price-based competition from existing & new players Overbidding in certain circles in the upcoming 3G spectrum auctions

Mkt cap (US\$ mn)	I-Sec Analyst View	Valuations (FY11 P/BV for SBI/HDFC and FY11 P/E for- others)		
HDFC	8470	Buy	2.1	<ul style="list-style-type: none"> • Housing Market still under penetrated (Mortgages as a percentage of GDP at 6%). HDFC gaining market share at the expense of banks due regulatory arbitrage (No SLR/CRR for housing finance companies) • Slowdown in mortgage demand due to rising rates and high property prices not to impact HDFC in a big way since HDFC caters to the affordable housing segment for end use. Disbursement growth likely to be ~24% over FY09-11E. • HDFC adept at maintaining spreads at ~2% across various interest rate cycles due to dynamic funding franchise and well matched asset liability duration. • No pressure on asset quality despite rising rates due to prudent lending practices. GNPA ratio at ~1.09% in Q1FY09, (Loan to value at 65% and instalment to income ratio of 40%) • Lean operating structure with cost to assets and cost to income at 0.4% and 10%. (substantially higher for banks) • Value unlocking through listing of life insurance business (HDFC Standard Life) and HDFC AMC in the next 12-18 months subject to regulatory approvals to partly fund \$1bn equity infusion in HDFC bank remaining infusion will be from internal accruals. • Undercutting by PSU Banks in mortgages segment will impact HDFC's spreads as well as disbursements in an already slowing environment (as witnessed in the last quarter, disbursements were up 17% yoy while approvals dipped 7.6% yoy). Slow loan growth in commercial segment impact HDFC's ability in the short term to cut lending rates in mortgages without impacting spreads in the short term • At the CMP of Rs1450/share, the stock trades at FY10E P/E of 10x and P/BV of 2.4x respectively after adjusting for value in various subsidiaries. Despite short term concerns, HDFC remains among our preferred picks given high sustainable RoEs and high capitalisation ratios despite near term pressures. Recommend BUY with SOTP target price of Rs1,798/share (value of subsidiaries at Rs492/share)
				<p>Risks</p> <ul style="list-style-type: none"> • Further increase in interest rates leading to deterioration in Asset Quality • Sharp slowdown in disbursements due to competition from PSU Banks.

Source: I-Sec Research

Table 7: Mid-cap stocks (\$0.5bn- \$2bn market cap)

	Mkt cap (US\$ mn)	I-Sec Analyst View	Valuations (FY11 P/E) or FY11 P/ABV	
Bajaj Auto	1,350	Hold	6.5	<ul style="list-style-type: none"> BAL would benefit from improved product mix in favour of higher-displacement motorcycles, momentum maintained in three-wheeler (3-W) volumes and aggressive new product launches. Interest rate softening would provide impetus to demand <p>Risks</p> <ul style="list-style-type: none"> Slower than estimated pick up in domestic demand Interest rates and inflation to be higher than estimates
UltraTech Cement	1,064	Buy	9.3	<ul style="list-style-type: none"> UTCL is likely to see impressive volume growth with clinkering unit at Tadipatri (AP) along with split grinding unit at Maharashtra already commissioned and the grinding unit at the mother plant likely to be operational in a month's time. This would enhance the company's installed capacity by 4.9mn tte to 23.1mn tte About 70MW of captive power already commissioned and another 120MW should be commissioned by the end of FY09. Commissioning of captive power plants will aid efficiency improvements for the company. With about 40% of coal requirements imported, UTCL is likely to see significant savings in its fuel costs from Q4FY09 given the sharp correction in international coal prices. Despite weak cement sector fundamentals, UTCL would benefit from cost efficiencies and volume growth. On EV/te of US\$ 66, the valuations are very attractive (at a significant 47% discount to replacement costs). <p>Risks</p> <ul style="list-style-type: none"> UTCL's high dependence on imported coal exposes it to risks of international coal price volatilities. While the current inexpensive valuations largely factor in the impact of impending cement down cycle, cement prices have still not commenced their downward slide. Hence on the event of cement prices weakening, stocks could also react adversely in the short term.
LICHF	365	Unrated	0.5	<ul style="list-style-type: none"> Steady growth in disbursements. While disbursements growth is likely to slow due to lower rates offered by PSU Banks, we foresee this as a temporary phenomenon. While FY09E growth in disbursements is likely at ~20%, we expect 16-17% growth in FY10E. Outstanding loan growth likely to be 22% CAGR through FY2010E. Expect builder loans at ~8-9% of total outstanding loans. Recovery in spreads due to lower cost of funds. LICHF spreads improved to 2.06% in Q3FY09 due to fall in incremental whole sale funding costs in the last few months. Spreads likely to come under some pressure as LICHF tries to maintain its market share and compete with PSUs. We estimate steady state spreads at ~1.8-1.9%. Cost ratios to remain stable to boost profitability: Cost to income and cost to asset ratios at ~20% and 0.65% respectively are comparatively lower compared to banks. Cost ratios to remain stable at current levels. going forward Steady asset quality in tough operating environment. GNPAAs and NNPAAs improved 16bps & 18bps to 1.69% and 0.73% respectively in Q3FY09, which is commendable in a tough operating environment. Commercial builder loans comprised just 7.2% (Rs18.16bn) of the o/s loan book with only Rs40mn outstanding gross NPLs on this book. Valuations attractive with high dividend yield. Earnings to grow at 19% CAGR through FY11E on the back of steady growth in disbursements, stable spreads and improvement in asset quality. We estimate Normalised RoE for LICHF at 17.5%. The stock trades at FY10E BV of 0.67x and FY10E earnings of 3.1x. We expect the company to pay a dividend per share of Rs12 for FY09 which translates into an yield of 6%. <p>Risks</p> <ul style="list-style-type: none"> Sharp slowdown in disbursements driven by tough competition from PSUs Sharp spike in NPLs

	Mkt cap (US\$ mn)	I-Sec Analyst View	Valuations (FY11 P/E) or FY11 P/ABV	
Union Bank of India	1535	Buy	0.8	<ul style="list-style-type: none"> Steady, broad-based credit growth, margins stable. We expect calibrated advances growth (18% CAGR through FY08-10E) largely driven by SME, retail and agriculture. CASA to improve, bulk deposits to re-price downwards helping margins. We expect NII CAGR of 24.5% through FY10E with margins to maintain at ~2.8%. Fee growth to remain healthy, costs better among peers. Implementation of CBS will likely lead to healthy core-fee income growth of 20.2% CAGR through FY08-10E. Sluggish treasury income to keep other income growth tepid (8.9% CAGR through FY08-10E). Superior operating efficiency vs. PSU peers likely to continue with cost-to-income & cost-to-assets expected at 39.5% & 1.4% respectively in FY10E. Moderate credit growth to aid asset quality. Despite high exposure to SMEs, calibrated credit growth to arrest sharp accretion to NPAs. GNPs declined 27bps to 1.66%, NNPs at 0.14% in Q3FY09, coverage ratio of 91.9%. Possibility of slippages reduced due to falling rates, adequately captured in loan-loss provisions at 70bps for FY09E, 90bps for FY10E. Capital position comfortable with partial rating of its portfolio releasing capital; tier I ratio (including perpetual bonds) at 8.5%, headroom to raise tier II capital of Rs26bn. We do not sense any immediate need to raise capital. Steady earnings, RoEs high. Given a high normalised RoE of 17.5%, calibrated loan growth in current environment, improved capital position and impeccable management of asset quality, UBI remains among our top picks. At current market price, the stock is trading at FY10E BV of 0.9x & P/E of 4.1x. Recommend BUY and target price of Rs204/share. <p>Risks</p> <ul style="list-style-type: none"> Sharp rise in NPLs, slowdown in credit growth are key risks
Sun TV Network	1,343	Buy	12.5	<ul style="list-style-type: none"> Sun has the strongest channel bouquet in South India, with leadership in the three key markets of TN, AP and Karnataka and #2 ranking in Kerala. We expect Sun to be the dual beneficiary of rising Pay TV revenues and better growth in regional ad spend (vis-à-vis national). Sun has control over the distribution network via its group companies – Sun Direct (a DTH provider) and Sumangali Cable Vision (a local MSO in TN) Currently trading at FY11E P/E of 12.6x and EV/EBITDA of 6.4x. <p>Risks</p> <ul style="list-style-type: none"> Even though Sun promoters, the Maran family and the ruling DMK party have resolved issues recently, political risk remains Increasing competition in South from Zee News and STAR Group channels Radio business will continue to burn cash at the EBITDA level and will require further capex since it is in the investment phase

Source: I-Sec Research

Sensex will likely hit 11800 by March 2010

Sensex performance has been in line with that of the emerging market index adjusted for dollar appreciation over the last 12 months (see table 8). However we believe that there is fair possibility of it outperforming the emerging market index on the back of lower exposure to global commodity related price pressures unlike countries like Russia and Brazil

FY10 likely to deliver positive returns: We believe expectations of a global economic recovery by end '09 or early '10 would likely lead to a rebound in equity markets globally. It will also likely be driven by a bottoming out of the earnings downgrade cycle by mid '09. Post decline in earnings in FY09 and FY10 (which we believe will most likely happen, but is not visible at present), we believe Sensex earnings will return to growth in FY11E. We believe this rally would be tradable but is yet unlikely to be the commencement of a bull market as uncertainties remain on global growth and capital flows. We expect domestic insurance flow to be the key driver of this rally. FII flows in '09, in our view, would be anaemic. However, leakage from the massive liquidity being infused into the global economy and trickling into emerging markets cannot be completely ruled out. We therefore believe that Sensex could trade at 11800 levels by March '10 (11.8x FY11 EPS of 1002, 11.8x being one standard deviation below the 8-year mean of 15.9).

Table 8: Performance various indices in Dollar

Name	WTD	MTD	QTD	YTD	Since Oct 1 2008	12 Mths	Since Fed Cut	24 Mths	36 Mths	60 Mths
BSE Sensex 30 Index	6	3	(0)	(0)	(29)	(55)	(48)	(39)	(10)	62
Dow Jones Indus Avg	5	4	(5)	(5)	(23)	(30)	(36)	(31)	(18)	(12)
S&P 500 Index	5	5	(4)	(4)	(24)	(33)	(39)	(37)	(27)	(16)
Nasdaq Composite Index	7	8	1	1	(23)	(30)	(38)	(34)	(28)	(20)
S&P/TSX Composite Index	5	4	(1)	(1)	(33)	(42)	(43)	(31)	(23)	26
DJ Euro Stoxx 50	7	6	(11)	(11)	(29)	(41)	(45)	(41)	(24)	(1)
FTSE 100 Index	10	7	(1)	(1)	(26)	(40)	(45)	(44)	(29)	(5)
CAC 40 Index	7	6	(10)	(10)	(28)	(38)	(44)	(42)	(25)	1
Dax Index	9	8	(11)	(11)	(26)	(39)	(42)	(33)	(13)	16
Ibex 35 Index	4	2	(14)	(14)	(28)	(38)	(38)	(38)	(8)	27
S&P/Mib Index	7	4	(13)	(13)	(33)	(47)	(52)	(53)	(38)	(17)
Amsterdam Exchange Index	7	7	(1)	(1)	(27)	(44)	(51)	(45)	(31)	(10)
Swiss Market Index	(0)	(3)	(15)	(15)	(26)	(33)	(38)	(38)	(22)	3
Nikkei 225	(1)	(2)	(11)	(11)	(19)	(27)	(37)	(38)	(35)	(7)
MSCI EM	8	5	(2)	(2)	(29)	(48)	(48)	(37)	(23)	33
Hang Seng Index	7	4	(4)	(4)	(23)	(39)	(41)	(28)	(1)	20
Shanghai SE Composite Index	11	12	22	22	(3)	(48)	(54)	(6)	115	72
S&P/ASX 200 Index	7	5	(10)	(10)	(37)	(50)	(51)	(42)	(23)	22
Straits Times Index	(0)	(3)	(8)	(8)	(31)	(43)	(48)	(43)	(19)	7
Karachi 100 Index	4	3	(5)	(5)	(39)	(67)	(65)	(61)	(56)	(6)
Taiwan Taiex Index	6	6	(5)	(5)	(25)	(41)	(48)	(39)	(26)	(17)
Kospi Index	6	4	0	0	(28)	(52)	(56)	(42)	(35)	20
Brazil Bovespa Index	14	11	18	18	(27)	(43)	(33)	(10)	12	153
Russian RTS Index	10	4	(12)	(12)	(53)	(70)	(71)	(70)	(59)	(7)
FTSE/JSE Africa Top 40 Index	15	12	(2)	(2)	(20)	(37)	(41)	(33)	(23)	62
Kuala Lumpur Comp Index	2	2	(1)	(1)	(14)	(40)	(27)	(23)	15	44
Mexico Bolsa Index	5	5	(11)	(11)	(37)	(44)	(45)	(41)	(14)	78

Note: Priced as on Feb 9, 2009

Source: Bloomberg

Table 9: Performance of various indices in Local currencies

Name	WTD	MTD	QTD	YTD	Since Oct 1'08	12 Mths	Since Fed Cut	24 Mths	36 Mths	60 Mths
BSE Sensex 30 Index	6	2	(1)	(1)	(26)	(44)	(37)	(32)	(1)	74
Dow Jones Indus Avg	5	4	(5)	(5)	(23)	(30)	(36)	(31)	(18)	(12)
S&P 500 Index	5	5	(4)	(4)	(24)	(33)	(39)	(37)	(27)	(16)
Nasdaq Composite Index	7	8	1	1	(23)	(30)	(38)	(34)	(28)	(20)
S&P/TSX Composite Index	5	4	1	1	(22)	(28)	(32)	(27)	(17)	17
DJ Euro Stoxx 50	6	4	(4)	(4)	(23)	(34)	(41)	(41)	(30)	(3)
FTSE 100 Index	5	4	(3)	(3)	(12)	(22)	(27)	(27)	(17)	18
CAC 40 Index	6	5	(3)	(3)	(23)	(31)	(40)	(41)	(31)	(1)
Dax Index	9	7	(4)	(4)	(20)	(32)	(38)	(33)	(19)	13
Ibex 35 Index	3	1	(6)	(6)	(22)	(31)	(33)	(38)	(16)	25
S&P/Mib Index	6	3	(5)	(5)	(27)	(41)	(49)	(52)	(43)	(18)
Amsterdam Exchange Index	6	5	6	6	(21)	(37)	(48)	(44)	(36)	(12)
Swiss Market Index	(0)	(3)	(7)	(7)	(23)	(29)	(39)	(42)	(30)	(3)
Nikkei 225	1	(0)	(10)	(10)	(30)	(38)	(50)	(53)	(50)	(19)
MSCI EM	8	5	(2)	(2)	(29)	(48)	(48)	(37)	(23)	33
Hang Seng Index	7	4	(4)	(4)	(23)	(39)	(42)	(29)	(1)	20
Shanghai SE Composite Index	11	12	22	22	(3)	(51)	(58)	(17)	83	42
S&P/ASX 200 Index	0	(1)	(6)	(6)	(26)	(34)	(40)	(34)	(15)	41
Straits Times Index	(1)	(4)	(4)	(4)	(28)	(40)	(49)	(44)	(26)	(5)
Karachi 100 Index	4	4	(5)	(5)	(38)	(58)	(54)	(49)	(42)	31
Taiwan Taiex Index	6	6	(2)	(2)	(22)	(38)	(47)	(38)	(23)	(16)
Kospi Index	5	3	7	7	(16)	(29)	(35)	(14)	(7)	42
Brazil Bovespa Index	11	9	14	14	(14)	(28)	(21)	(3)	16	95
Russian RTS Index	10	4	(12)	(12)	(53)	(70)	(71)	(70)	(58)	(7)
FTSE/JSE Africa Top 40 Index	9	5	0	0	(7)	(22)	(22)	(11)	20	125
Kuala Lumpur Comp Index	1	1	2	2	(11)	(34)	(25)	(21)	11	37
Mexico Bolsa Index	4	4	(9)	(9)	(19)	(26)	(29)	(24)	17	128

Note: Priced as on Feb 9, 2009

Source: Bloomberg

Sensex earnings growth – Reversion to the mean yet to play out fully

We now estimate Sensex earnings to decline -1% for FY09, but grow 3% and 15% for FY10E and FY11E respectively. This is the first time that the Sensex earnings growth estimate has gone into the negative territory in the current cycle. After a 25- 30% earnings growth in the past five years until FY08, which has been much ahead of the nominal GDP growth of 14%, we believe earnings should likely decline further or grow at a much more tepid pace for a few years for the mean reversion to happen. Therefore, while Sensex earnings growth has gone into the negative zone in FY09, a deeper cut in FY09 and a decline in earnings for a second consecutive year (in FY10) cannot be entirely ruled out. This could potentially keep the market guessing about the levels of the index it should trade at. We believe sectoral earnings risks are tilted more towards banks, IT services and global cyclicals going forward, and not too much on nonbank related domestic cyclicals.

Table 10: Sensex Earnings composition

Sensex (9 Feb 2009) I-Sec Sector	Share of Sensex PAT (%)				
	2007A	2008E	2009E	2010E	2011E
Financials	9.9	12.3	13.5	14.6	14.5
IT services + Tech	12.2	12.1	14.3	13.5	12.5
Oil & Gas	30.3	30.3	28.8	25.5	27.6
Capital Goods	4.8	4.9	5.8	7.1	7.3
Cement	3.0	3.2	3.0	2.5	1.7
Consumer	4.2	4.0	4.7	5.3	5.3
Metals	13.1	10.5	6.5	6.7	7.3
Auto + Auto Ancillary	5.3	4.6	3.8	4.2	4.3
Telecom	7.6	9.9	11.6	12.3	11.9
Utilities	9.2	7.6	7.6	8.1	7.4
Pharma	0.5	0.5	0.2	0.3	0.3
Realty	1.9	6.6	3.7	1.8	1.6

Source: I-Sec Research, Bloomberg

Table 11: Valuation and earnings growth of each Sensex Sector

Sensex (9 Feb 2009) I-Sec Sector	PE (x)					PAT Growth (%)				
	2007A	2008	2009E	2010E	2011E	2007A	2008E	2009E	2010E	2011E
Financials	20.0	13.6	12.2	10.7	9.4	11	47	12	13	15
IT services + Tech	13.0	11.0	9.1	9.3	8.7	45	19	20	(1)	6
Oil & Gas	11.9	10.0	10.4	11.2	8.9	22	19	(4)	(7)	25
Capital Goods	23.8	19.5	16.3	12.7	10.7	32	22	20	29	18
Cement	7.5	5.9	6.2	7.1	9.3	115	26	(4)	(14)	(23)
Consumer	29.7	25.9	21.8	18.4	16.0	18	15	19	18	15
Metals	3.2	3.3	5.3	4.9	3.9	93	(4)	(38)	9	24
Auto + Auto Ancillary	5.7	5.5	6.5	5.7	4.8	39	3	(15)	14	19
Telecom	20.8	13.3	11.2	10.1	9.1	274	56	19	11	11
Utilities	19.2	19.6	19.3	17.3	16.4	40	(2)	2	11	5
Pharma	18.6	17.8	32.7	29.7	19.3	148	5	(45)	10	53
Realty	12.3	3.0	5.3	10.5	10.1	370	304	(42)	(50)	3
Sensex @9584	13.9	11.2	11.3	11.0	9.6	45	24	(1)	3	15
Sensex ex Oil and gas						57	26	0	7	12

Source: I-Sec Research, Bloomberg

		Key Data		Year	Valuation			Growth Rates (% YoY)			Pre-prov Profit	Forecasts (Rs mn)					Ratios					
		P/E (x)	P/BV (x)		P/ABV (x)	Div. yield (%)	EPS	Net int income	Total income	Net int income		Net int income	PAT	Pre-prov profit	Total assets	EPS (Rs)	BV (Rs)	Spread (%)	CAR (%)	RoE (%)	RoA (%)	
BANKING (Contd)																						
Punjab National Bank	BUY	MCap (Rs bn)	127,618	FY07	8.3	1.3	1.4	1.5	7.1	11.7	16.9	24.0	52,132	15,409	36,174	1,621,286	48.9	321.6	3.1	12.3	16.0	1.00
Price (Rs)	405	MCap (US\$ bn)	2,604	FY08	6.2	1.2	1.3	3.2	33.0	6.2	8.5	10.7	55,342	20,488	40,062	1,974,854	65.0	342.0	2.6	13.0	19.6	1.14
52 week Hi/Lo (Rs)	670/330	*DPS (Rs)	4.0	FY09E	4.5	1.0	1.0	3.7	37.4	21.8	24.3	32.9	67,401	28,160	53,230	2,465,028	89.3	417.9	2.5	12.0	23.5	1.27
Free float (%)	42.2	*Returns (%): 1 mo	(14.5)	FY10E	4.5	0.8	0.9	4.2	0.1	18.3	13.7	13.2	79,750	28,177	60,275	2,933,805	89.4	493.9	2.5	12.8	19.6	1.04
Shares out (mn)	315.3	12 mo	(33.3)	FY11E	3.9	0.7	0.8	4.4	15.1	16.9	16.1	16.9	93,220	32,431	70,478	3,494,212	102.9	581.3	2.4	13.6	19.1	1.01
State Bank of India	BUY	MCap (Rs mn)	724,644	FY07	13.3	1.9	2.2	1.2	3.1	(3.4)	9.3	21.2	150,582	45,413	99,999	5,665,652	86.3	594.7	2.4	12.3	15.4	0.86
Price (Rs)	1148	MCap (US\$ mn)	14,789	FY08	9.9	1.5	1.7	1.9	34.7	13.0	17.8	31.1	170,212	67,291	131,075	7,215,263	116.2	776.5	2.1	13.5	16.8	1.04
52 week Hi/Lo (Rs)	2340/966	*DPS (Rs)	12.5	FY09E	8.7	1.3	1.5	2.0	13.5	26.7	25.3	28.5	215,692	83,296	168,486	8,855,921	131.9	882.0	2.1	15.0	15.9	1.04
Free float (%)	40.3	*Returns (%): 1 mo	(1.0)	FY10E	8.7	1.2	1.4	2.2	(0.4)	16.4	14.3	12.7	251,167	82,991	189,824	10,341,846	131.4	987.2	2.0	14.2	14.1	0.86
Shares out (mn)	631.5	12 mo	(43.9)	FY11E	7.7	1.0	1.2	2.3	12.8	12.5	12.7	10.6	282,669	93,585	210,009	12,027,774	148.2	1,105.7	1.9	13.6	14.2	0.84
Union Bank of India	BUY	MCap (Rs mn)	75,237	FY07	8.9	1.6	1.8	2.3	14.8	17.4	21.2	36.4	26,350	8,455	20,008	1,022,213	16.7	93.7	2.3	12.8	19.2	0.9
Price (Rs)	149	MCap (US\$ mn)	1,535	FY08	5.4	1.3	1.4	2.7	64.0	11.6	20.0	29.0	29,406	13,870	25,803	1,223,489	27.5	111.3	2.1	12.5	26.8	1.2
52 week Hi/Lo (Rs)	204/96	*DPS (Rs)	(10.7)	FY09E	4.4	1.1	1.1	3.0	22.7	35.6	26.2	24.6	39,875	17,013	32,160	1,528,061	33.7	140.1	2.4	11.4	26.8	1.2
Free float (%)	44.6	*Returns (%): 1 mo	(2.2)	FY10E	4.2	0.9	0.9	3.7	6.0	14.2	19.0	13.1	45,541	18,035	36,384	1,804,362	35.7	169.7	2.2	11.1	23.1	1.1
Shares out (mn)	505.1	12 mo	(20.9)	FY11E	3.5	0.7	0.8	3.7	17.8	20.2	18.0	20.0	54,761	21,240	43,678	2,117,020	42.0	205.7	2.3	10.9	22.4	1.1

Source: I-Sec Research

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