(earlier Rs1,003).



Equity | India | Autos/Car Manufacturers 18 May 2007



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Price (Common / GDR)

Stock Data

Demerger proposes three way split

The shareholder benefits from holding in autos, financial services (insurance, retail finance) as well as holding company which would control Rs60bn of cash & investments at present market value. We believe this structure would restrain value unlocking as 30% stake of autos and financial services with the holding company would trade at a discount.

The call option to Allianz dilutes our assumption of Bajaj Auto's stake to 38.5% in

life insurance (realistic scenario based on average of 51% and 26%) and 51% in

general insurance. These scenarios reflect 50% probability of foreign ownership

norms changing to 74% by 2016E. We lower insurance value to Rs774/share

Margins surprised, lower taxes aid results

Insurance drags valuation

Insurance announcement a negative surprise

Q4 profit declined at a slower 3.8% to Rs3.17bn, restricted by better than expected sales mix and lower taxes. EBITDA declined to Rs3.26bn as margins fell 550bps YoY to 14.1%. We expect margins to decline further on weaker sales, start-up costs from new plant, product launch expenses, and foray into Indonesia.

SOTP revised, reiterate Sell

We have revised down our SOTP valuation to Rs2,246/share (earlier Rs2,448) by retaining the multiple for the auto business at 7x EV/EBITDA, but lowering the insurance value and imputing 20% holding company discount.

Estimates (Mar)

(Rs)	2005A	2006A	2007E	2008E	2009E
Net Income (Adjusted - mn)	8,158	11,243	12,730	11,682	12,994
EPS	79.21	110.44	125.82	115.46	128.42
EPS Change (YoY)	13.9%	39.4%	13.9%	-8.2%	11.2%
Dividend / Share	25.00	40.00	40.00	50.00	60.00
Free Cash Flow / Share	77.67	148.96	44.74	73.56	75.94
GDR EPS (US\$)	1.77	2.50	2.89	2.83	3.15
GDR Dividend / Share (US\$)	0.557	0.920	0.920	1.23	1.47

Valuation (Mar)

* For full definitions of iOmethod 5M measures, see page 5

	2005A	2006A	2007E	2008E	2009E
P/E	31.57x	22.64x	19.87x	21.65x	19.47x
Dividend Yield	1.000%	1.60%	1.60%	2.00%	2.40%
EV / EBITDA*	24.17x	15.94x	14.97x	15.67x	13.93x
Free Cash Flow Yield*	3.11%	5.96%	1.79%	2.94%	3.04%

Investment Opinion	C-3-7 / C-3-7
Volatility Risk	HIGH / HIGH
52-Week Range	Rs2,085-Rs3,259
Market Value (mn)	US\$6,204
Shares Outstanding (mn)	101.2 / 101.2
Average Daily Volume	89,153
ML Symbol / Exchange	BJJAF / BSE
ML Symbol / Exchange	BJAUF / LSE
Bloomberg / Reuters	BJA IN / BJAT.BO
ROE (2007E)	24.5%
Net Dbt to Eqty (Mar-200	6A) 29.0%
Est. 5-Yr EPS / DPS Grov	wth 20.0% / 15.0%
Free Float	49.0%



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iQprofile[™] Bajaj Auto

Key Income Statement Data (Mar)	2005A	2006A	2007E	2008E	2009E
(Rs Millions)					
Sales	59,186	76,320	95,204	100,219	112,954
Gross Profit	15,674	20,333	23,179	23,907	27,008
Sell General & Admin Expense	(6,625)	(7,129)	(9,009)	(10,700)	(12,151)
Operating Profit	7,195	11,294	12,267	10,863	12,223
Net Interest & Other Income	4,159	4,740	5,503	5,476	5,577
Associates	NA	NA	NA	NA 17 000	NA 17 000
Pretax Income	11,355	16,034	17,770	16,339	17,800
Tax (expense) / Benefit	(3,341)	(4,860)	(5,040)	(4,657)	(4,806)
Net Income (Adjusted)	8,158	11,243	12,730	11,682	12,994
Average Fully Diluted Shares Outstanding	101	101	101	101	101
Key Cash Flow Statement Data					
Net Income (Reported)	8,014	11,174	12,730	11,682	12,994
Depreciation & Amortization	1,854	1,910	1,903	2,344	2,634
Change in Working Capital	(4,488)	1,644	(5,960)	(3,651)	(4,954)
Deferred Taxation Charge	(187)	(394)	(355)	(319)	(288)
Other Adjustments, Net	3,607	2,798	64	2,012	2,012
Cash Flow from Operations	8,800	17,131	8,381	12,068	12,399
Capital Expenditure	(941)	(2,060)	(3,855)	(4,625)	(4,715)
(Acquisition) / Disposal of Investments	NA	NA	NA	NA	N/
Other Cash Inflow / (Outflow)	NA (0.41)	NA (2.040)	(2 OEE)	NA (4 (2E)	N <i>A</i> (4,715
Cash Flow from Investing	(941)	(2,060)	(3,855)	(4,625)	
Shares Issue / (Repurchase) Cost of Dividends Paid	NA (2,884)	NA (4.047)	NA (4.047)	NA (5,059)	NA (4.071
Cost of Dividends Paid Cash Flow from Financing	(2,884) (877)	(4,047) (2,169)	(4,047) (4,402)	(5,378)	(6,071
Free Cash Flow	7,858	15,071	4,526	7,443	(6,358) 7,68
Net Debt	11,183	13,851	13,672	13,672	13,672
Change in Net Debt	(4,768)	(10,501)	(124)	(2,064)	(1,325)
Key Balance Sheet Data	(4,700)	(10,501)	(124)	(2,004)	(1,020
	11 150	11 1 10	12.004	15.075	17 45
Property, Plant & Equipment	11,150	11,142	13,094	15,375	17,456
Other Non-Current Assets	45,905	59,000	59,466	61,849	63,376
Trade Receivables	1,763	3,016	5,205	6,027	7,412
Cash & Equivalents Other Current Assets	1,087	821	1,000	1,000	1,000 35,265
Total Assets	23,047 82,952	24,724 98,702	29,527 108,292	31,671 115,923	124,509
Long-Term Debt	12,270	96,702 14,672	14,672	14,672	14,672
Other Non-Current Liabilities	1,399	876	521	201	14,072 NA
Short-Term Debt	1,377 NA	NA	NA	NA	N/
Other Current Liabilities	27,940	35,448	37,060	38,388	40,424
Total Liabilities	41,609	50,995	52,253	53,260	55,096
Total Equity	41,343	47,707	56,039	62,663	69,586
Total Equity & Liabilities	82,952	98,702	108,292	115,923	124,681
iQmethod [™] - Bus Performance*	, , ,		,	.,	.,
	12.00/	1/ 10/	1E / 0/	12 20/	12.00/
Return On Capital Employed Return On Equity	12.0%	16.1%	15.6%	13.2%	13.8%
Return On Equity Operating Margin	20.8% 12.5%	25.3% 15.1%	24.5% 13.1%	19.7% 11.1%	19.7% 11.0%
EBITDA Margin	14.5%	17.0%	14.5%	13.2%	13.2%
u	17.070	17.070	1-1.570	13.270	13.2/
iQmethod SM - Quality of Earnings*	4.4	4.5	0.7	4.0	4.0
Cash Realization Ratio	1.1x	1.5x	0.7x	1.0x	1.0
Asset Replacement Ratio	0.5x	1.1x	2.0x	2.0x	1.83
Tax Rate (Reported)	29.4%	30.3%	28.4%	28.5%	27.0%
Net Debt-to-Equity Ratio	27.0%	29.0%	24.4%	21.8%	19.6%
Interest Cover	NM	NM	NM	NM	NN
Key Metrics					

^{*} For full definitions of *iQmethod* SM measures, see page 5.

Company Description

Bajaj Auto is a leading manufacturer of two/three-wheelers operating out of three manufacturing locations in Maharashtra, Western India. The company is a dominant player in three-wheelers and holds the No.2 position in motorcycles. It has a technological tie-up with Kawasaki Heavy Industries for motorcycles.

Stock Data

Stock Data	
Shares / GDR	1.00
Price to Book Value	4.5x



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Table 1: Sum-of-parts valuation

	Imputed	Value	Per Share	% of total
	Multiple	(Rsmn)	(Rs)	70 OI total
(1) Bajaj Auto			722	32.1%
Auto Business	7x EBITDA	104,000	1,028	
Net Cash & Equivalents		329	3	
Less: Share of Holding Company (30%)			(309)	
(2) Bajaj Finserve Ltd			597	26.6%
Life Insurance (38.5%)	15x NBAP	72,459	716	
General Insurance (51%)	10x P/E	5,902	58	
Cash & Equivalents		8,000	79	
Less: Share of Holding Company (30%)			(256)	
(3) Bajaj Holding and Investment Ltd			927	41.3%
Bajaj Auto (30%)			309	
Bajaj Finserve Ltd (30%)			256	
Cash & Equivalents		60,000	593	
Less: Holding company discount (20%)			(232)	
Value of Existing Bajaj Auto' share			2,246	

Source: Merrill Lynch Research Estimates

Table 2: Quarterly earnings summary

(Rs mn)	4QFY07	4QFY06	3QFY07	YoY	QoQ
Gross Sales	26,271	24,738	29,267	6.2%	-10.2%
Excise Duty	-3,135	-3,079	-3,585	1.8%	-12.5%
Net Sales	23,136	21,659	25,682	6.8%	-9.9%
Other Income	1,577	1,031	1,610	53.0%	-2.0%
Total Income	24,713	22,690	27,292	8.9%	-9.5%
(increase) decrease in stock	-237	-430	-47	-44.9%	405.6%
Consumption of raw material	17,155	15,291	18,903	12.2%	-9.2%
Staff Cost	688	682	757	1.0%	-9.1%
Other Expenditure	2,266	1,866	2,433	21.4%	-6.9%
Expenditure	19,873	17,409	22,046	14.2%	-9.9%
Operating Profit	3,263	4,250	3,636	-23.2%	-10.3%
Interest income (exp)	-24	-1	-2	3883.3%	986.4%
Depreciation (Provision)	-458	-468	-472	-2.1%	-3.1%
Profit before Tax & Extra Ord.	4,358	4,813	4,771	-9.4%	-8.7%
Extraordinary Items (Exp)	-125	-119	-123	5.2%	1.2%
Profit before Tax	4,234	4,694	4,648	-9.8%	-8.9%
Tax (Provision)	-1,151	-1,476	-1,200	-22.0%	-4.1%
Profit after Tax	3,083	3,218	3,448	-4.2%	-10.6%
Net Profit	3,174	3,299	3,540	-3.8%	-10.3%
OPM	14.1%	19.6%	14.2%	-552bps	-5bps
RM/Sales	73.1%	68.6%	73.4%	451bps	-29bps
Staff Cost/Sales	3.0%	3.1%	2.9%	-17bps	3bps
Other Expenses/Sales	9.8%	8.6%	9.5%	118bps	32bps
Tax	27.2%	31.4%	25.8%	-426bps	137bps
Volume					
Motorcycle	532,864	533,018	652,406	0.0%	-18.3%
Scooters	7,895	13,540	173	-41.7%	4463.4%
Three Wheelers	84,598	72,638	85,640	16.5%	-1.2%
Sales Volume (nos)	625,356	619,196	738,219	1.0%	-15.3%
Avg Realisation (Rs)	36,996	34,979	34,790	5.8%	6.3%
Source: Company Data					



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Interest Expense

iQmethod[™] Measures Definitions

Business Performance Numerator Denominator

Return On Capital Employed NOPAT = (EBIT + Interest Income) * (1 - Tax Rate) + Goodwill Total Assets - Current Liabilities + ST Debt + Accumulated Goodwill

Amortization Amortization
Net Income Shareholders' Equity

 Operating Margin
 Operating Profit
 Sales

 Earnings Growth
 Expected 5-Year CAGR From Latest Actual
 N/A

 Free Cash Flow
 Cash Flow From Operations – Total Capex
 N/A

Quality of Earnings

Return On Equity

 Cash Realization Ratio
 Cash Flow From Operations
 Net Income

 Asset Replacement Ratio
 Capex
 Depreciation

 Tax Rate
 Tax Charge
 Pre-Tax Income

 Net Debt-To-Equity Ratio
 Net Debt = Total Debt, Less Cash & Equivalents
 Total Equity

Interest Cover EBIT

Valuation Toolkit

Price / Earnings Ratio
Current Share Price
Diluted Earnings Per Share (Basis As Specified)
Price / Book Value
Current Share Price
Shareholders' Equity / Current Basic Shares

Dividend Yield Annualised Declared Cash Dividend Current Share Price

Free Cash Flow Yield Cash Flow From Operations – Total Capex Market Cap. = Current Share Price * Current Basic Shares

Enterprise Value / Sales EV = Current Share Price * Current Shares + Minority Equity + Net Debt + Sales

EV / EBITDA Enterprise Value Basic EBIT + Depreciation + Amortization

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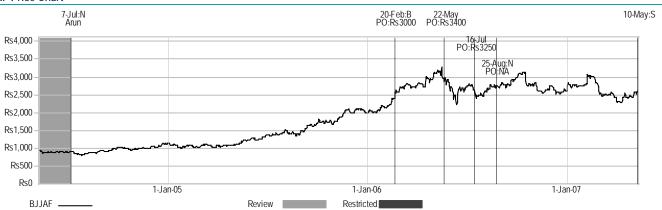
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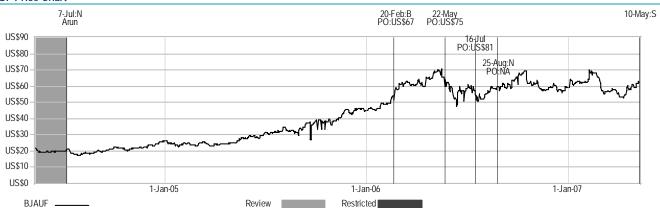
BJJAF Price Chart



B: Buy, N: Neutral, S: Sell, PO: Price objective, NA: No longer valid

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BJAUF Price Chart



B: Buy, N: Neutral, S: Sell, PO: Price objective, NA: No longer valid

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Coverage Universe	Count	Percent	Inv. Banking Relationships*	Count	Percent	
Buy	39	41.94%	Buy	8	25.00%	
Neutral	40	43.01%	Neutral	3	8.82%	
Sell	14	15.05%	Sell	1	7.69%	
Investment Rating Distribution: Global Group (as of 31 Mar 2007)						
Coverage Universe	Count	Percent	Inv. Banking Relationships*	Count	Percent	
Buy	1562	45.16%	Buy	415	30.09%	
Neutral	1615	46.69%	Neutral	446	30.65%	
Sell	282	8.15%	Sell	49	19.76%	

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