

Contents

Updates

**New Release** 

statement of intent

# February 05, 2008

## EQUITY MARKETS

Change, % 4-Feb 1-day 1-mo 3-mo India Sensex 18.660 2.3 (9.8) (6.6) Nifty 5,464 2.8 (7.9) (12.9) Global/Regional indices 12,635 (0.8) (7.1) Dow Jones (1.3) Nasdag Composite 2,383 (1.3) (4.9) (15.2) FTSE (0.1) (5.1) (7.7) 6,026 Nikkie 13,688 (15.9) (1.2)(6.8)Hang Seng 24,725 (14.6) (1.2) (10.2)KOSPI 1,685 (0.3) (9.6) (16.4) Value traded - India Moving avg, Rs bn 4-Feb 1-mo 3-mo Cash (NSE+BSE) 193.3 253.7 108.1 Derivatives (NSE) 358.3 671.8 761 1,231 Deri. open interest 636.3 909

#### Forex/money market

	Change, basis points					
	4-Feb 1-day 1-mo 3-m					
Rs/US\$	39.4	0	16	9		
6mo fwd prem, %	0.7	(25)	71	24		
10yr govt bond, %	7.6	3	(24)	(35)		

#### Net investment (US\$mn)

	31-Jan	MTD	CYTD
Fils	(841)	1,249	(4,271)
MFs	106	(70)	1,381

#### Top movers -3mo basis

	Change, %				
Best performers	4-Feb	1-day	1-mo	3-mo	
Rashtriya Chem	88	2.4	(38.8)	48.2	
NALCO	421	0.3	(18.9)	39.1	
Punjab Tractors	271	4.1	(22.9)	37.5	
Apollo Tyres	50	2.5	(13.0)	35.4	
Thomas Cook	76	(2.3)	(31.1)	31.0	
Worst performers					
MRF	4,999	3.9	(28.9)	(34.9)	
Arvind Mills	49	2.8	(43.4)	(29.5)	
Thermax	636	4.3	(24.5)	(28.4)	
Tvs Motor	41	1.5	(42.4)	(27.2)	
Corp Bank	348	4.3	(23.2)	(26.2)	

Strategy: 3QFY08 results review: Neither here, nor there

Hindustan Unilever: Significant launches in foods, oral & shampoo - strong

News Roundup -

## Corporate

- Tata Motors has denied media reports that Tata may share the technology of Jaguar and Land Rover with Fiat, with which it has a joint venture. (ET)
- Indian real estate firm Parsvnath Hotels has signed a deal with a unit of ITC Ltd to develop 50 hotels across India in the net 3-5 years with an initial investment of Rs2,500 crore. (BS)
- Citigroup has put the sale of its BPO pperations—Citigroup Global Services (CGSL)—on hold. (ET)
- In an attempt to wean away entry-level 100-cc motorcycle customers, Bajaj Auto has introduced a kick-start variant of its 125 cc offering XCD DTS-Si. (ET)
- Cadila Healthcare has entered into a strategic collaboration with Sweden-based Karo Bio to discover and develop a drug for treatmentof inflammatory diseases. (ET)

## Economic and political

 Cable TV operators can now compete with telecom service providers in the IPTV space. The information and broadcasting ministry has approved industry regulaor TRAI's suggestion for facilitating IPTV services through cable operators. (ET)

Source: ET = Economic Times, BS = Business Standard, FE = Financial Express, BL = Business Line.

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## 3QFY08 results review: Neither here, nor there

Sector coverage view

N/A

Strategy

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- Results were marginally below expectations but more sectors disappointed than surprised positively
- Slowest growth in the BSE-30 earnings in the past seven quarters
- No major changes to earnings and hence retain our 12-month band of 17,000-21,000 for BSE-30 Index

Our review of 3QFY08 results for 128 stocks under our coverage shows that 3QFY08 earnings beat our expectations by 5.5%. However, excluding the energy sector, where numbers were distorted by the amount of oil bonds, 3QFY08 earnings fell 1.3% short of our expectations. Other than energy, banking and property surprised on the upside but automobiles, cement, construction, industrials and metals surprised on the downside. Pricing and margin pressures seem to have been more acute and may deepen in the next few quarters as we see the real impact of (1) increased competition in some sectors (telecom, media), (2) increased supply in others (cement) and (3) global economic slowdown (global commodities and technology); we had highlighted the same in our CY2008 strategy report, *It's a Marathon*. We retain our view that the Indian market will be largely range bound in CY2008 and expect the BSE-30 Index to trade in a band of 17,000-21,000.

More disappointments than surprises but the slide may have just started in some sectors. Exhibit 1 gives the performance of various stocks aggregated by stocks under our coverage. As can be seen, banking, energy and real sectors surprised positively among the large-cap. sectors. However, we would highlight that earnings of the energy sector surprised positively due to (1) issue of higher amount of oil bonds to the R&M companies versus assumed by us and (2) higher earnings of Reliance Industries, which has been a regular feature for us for some time now. Also, in the case of banks, the provisioning amount was in general significantly lower versus our expectations. Thus, we are not overly enthused by the earnings surprises in these sectors and have not raised our earnings forecasts significantly.

On the flip side, several sectors disappointed versus expectations. In most cases, operating margins disappointed highlighting (1) pricing and cost issues (cement), (2) execution issues (construction, industrials) and (3) telecom (pricing pressures); telecom made up to some extent at the net level due to lower-than-expected depreciation and taxation amounts. We worry about a bigger deterioration in the pricing environment and downward revisions to estimates and those of the street in some sectors such as telecom and cement (1) when competition intensifies (telecom, media) and (2) supply increases meaningfully (cement). We would look at the ramifications for FY2009E earnings and as of now, we are sticking with our expectation of around 18% growth for BSE-30 Index (exenergy). Our FY2009E growth forecast is significantly below the growth forecast for FY2008E of 35% (again on an ex-energy basis).

For the broad market, as represented by the BSE-30 Index, 3QFY08 earnings growth was 14.6%, below our expected 17.3% (see Exhibit 2) and 32.4% in 2QFY08. This is the slowest pace of growth in the past seven quarters. Excluding the volatility and unpredictability in the earnings of energy stocks (Reliance, ONGC), BSE-30 earnings grew 21.3% (against 35.3% in 2QFY08), again the slowest in the past seven quarters.

**Earnings are only part of the story still but the bedrock of valuations.** Exhibit 3 shows that our research team has upgraded the target prices of more stocks than it has downgraded over the past month. However, we would clarify that the upgrades result from a combination of (1) roll-forward of DCF in most cases, (2) higher long-term assumptions (long-term crude price assumptions, for example) in others and (3) new developments in the market or operating environment in a few; very few of the changes are due to a steep upward revision to FY2008E or FY2009E earnings. Exhibit 4 gives the changes to ratings of our covered stocks over the past month.

#### No major earnings surprises in 3QFY08 results

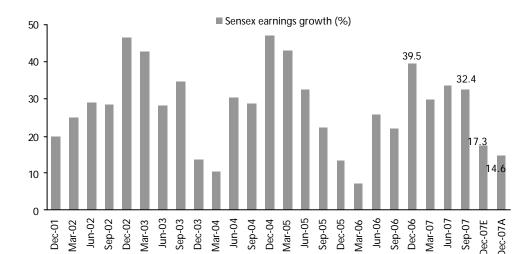
Sector-wise earnings surprises/(disappointments) in 3QFY08

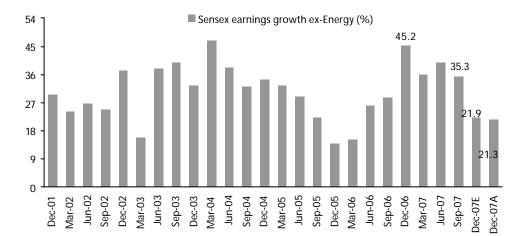
	Exp	ected (Rs mn	)	Ac	tual (Rs mn)		Dif	ference (%)	)
	Sales	OP	NP	Sales	OP	NP	Sales	OP	NP
Automobiles	176,377	24,400	17,433	173,678	22,263	15,950	(1.5)	(8.8)	(8.5)
Banking	176,965	84,913	75,182	182,603	105,297	84,775	3.2	24.0	12.8
Cement	85,743	27,839	17,659	86,000	27,563	16,114	0.3	(1.0)	(8.7)
Construction	43,089	4,188	2,097	41,015	3,294	1,719	(4.8)	(21.4)	(18.0)
Consumers	102,474	23,806	17,719	100,957	23,174	17,888	(1.5)	(2.7)	1.0
Diversified	16,034	3,309	1,667	19,985	3,279	1,765	24.6	(0.9)	5.9
Education	670	348	178	715	334	190	6.7	(4.1)	6.8
Energy	1,657,808	134,540	77,120	1,765,968	188,821	105,939	6.5	40.3	37.4
Industrials	205,373	33,591	23,368	199,041	28,683	19,540	(3.1)	(14.6)	(16.4)
Media	12,823	4,043	1,935	13,665	3,662	1,583	6.6	(9.4)	(18.2)
Metals	246,641	84,350	52,411	226,372	79,572	47,210	(8.2)	(5.7)	(9.9)
Pharmaceuticals	50,599	10,657	10,169	52,564	11,415	9,982	3.9	7.1	(1.8)
Pipes	28,810	4,184	2,111	29,129	4,049	2,162	1.1	(3.2)	2.4
Property	54,735	34,307	27,175	59,317	38,186	31,208	8.4	11.3	14.8
Retail	19,678	962	608	20,672	1,047	612	5.1	8.9	0.7
Technology	230,820	54,927	45,915	232,720	55,559	46,096	0.8	1.2	0.4
Telecom	163,611	64,178	36,437	157,767	58,688	34,859	(3.6)	(8.6)	(4.3)
Textiles	6,180	1,038	400	6,119	901	401	(1.0)	(13.2)	0.3
Transmission	15,720	2,039	1,076	13,841	1,818	905	(11.9)	(10.8)	(15.9)
Transportation	39,349	9,740	3,926	39,455	8,396	3,762	0.3	(13.8)	(4.2)
Utilities	139,687	38,944	27,645	137,098	36,310	23,673	(1.9)	(6.8)	(14.4)
KIE Universe	3,473,185	646,302	442,230	3,558,682	702,310	466,334	2.5	8.7	5.5
KIE Universe ex-Energy	1,815,377	<u>511,762</u>	365,111	1,792,714	513,490	360,395	(1.2)	0.3	(1.3)
BSE-30 Universe	1,531,186	455,686	306,647	1,564,504	464,422	299,349	2.2	1.9	(2.4)
BSE-30 Universe ex-Energy	1,074,642	322,168	226,725	1,067,396	325,775	225,282	(0.7)	1.1	(0.6)
BSE-30 Universe ex-Energy, ex-Banks	990,829	269,197	190,587	978,466	260,480	184,110	(1.2)	(3.2)	(3.4)

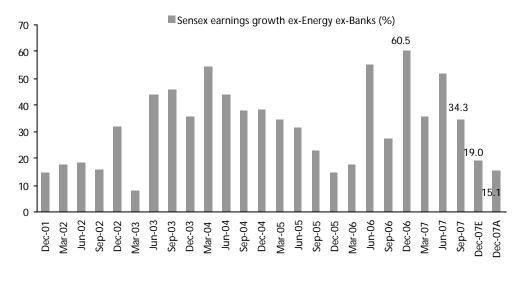
Source: Company data, Kotak Institutional Equities estimates.

3QFY08 earnings growth disappointed modestly versus expectations

Sensex earnings growth over past 25 quarters (%)







Source: Company data, Kotak Institutional Equities estimates.

## Changes in KIE target prices in the past one month

Upg	rades in target prices			
	Company	% Change	New	Old
1	Sintex	69.7	560	330
2	Shriram Transport	67.5	335	200
3	Monnet Ispat	53.3	575	375
4	Tata Power	45.3	1,540	1,060
5	GE Shipping	43.8	525	365
6	Lanco	42.6	670	470
7	DLF	40.2	1,220	870
8	Jindal Saw	31.7	1,100	835
9	Educomp Solutions	21.7	3,650	3,000
10	Oil & Natural Gas Corporatio	20.5	1,325	1,100
11	Sesa Goa	18.1	4,500	3,810
12	Indian Bank	17.2	170	145
13	Housing Development & Infra	16.5	1,200	1,030
14	HDFC Bank	15.4	1,500	1,300
15	Petronet LNG	14.0	65	57
16	Aditya Birla Nuvo	11.7	2,100	1,880
17	Zee Entertainment Enterpris	11.5	290	260
18	HDFC	11.4	2,450	2,200
19	ITC	11.1	250	225
21	Tata Tea	10.9	1,100	992
22	Cairn India	10.3	160	145
23	GSPL	10.2	65	59
24	Indian Oil Corporation	10.0	550	500
25	Mahindra & Mahindra Financ	9.4	290	265
26	Welspun Gujarat Stahl Rohre	8.8	310	285
27	PSL	8.7	500	460
29	Glenmark Pharmaceuticals	8.6	530	488
30	India Infoline	7.7	1,400	1,300
31	Sun TV Network	6.7	320	300

	Company	% Change	New	Old
1	Tech Mahindra	(23.1)	1,000	1,300
2	Vardhman	(20.5)	175	220
3	MTNL	(18.5)	110	135
4	Mphasis BFL	(16.7)	250	300
5	Polaris Software Lab	(13.6)	95	110
6	Mindtree	(13.2)	460	530
7	ACC	(11.1)	800	900
8	Hindustan Petroleum	(10.0)	360	400
9	Hindustan Zinc	(9.9)	1,000	1,110
10	Glaxo Smithkline Consumer	(9.7)	650	720
11	Infosys Technologies	(9.1)	2,000	2,200
12	Bharat Electronics	(7.9)	1,750	1,900
13	DishTV	(6.3)	75	80
14	Kalpataru Power Transmission	(5.6)	1,700	1,800
15	Satyam Computer Services	(5.5)	520	550
16	Wipro	(4.4)	545	570
17	Andhra Bank	(4.2)	115	120

Downgrades in target prices

Source: Kotak Institutional Equities estimates.

## Major changes in KIE ratings in the past one month

		Ra	ting
		Current	Previous
Downgrades to ratings			
Aditya Birla Nuvo	Downgraded	ADD	BUY
Axis Bank	Downgraded	REDUCE	ADD
Castrol India	Downgraded	REDUCE	ADD
Dr Reddy's Laboratories	Downgraded	ADD	BUY
Dredging Corporation	Downgraded	REDUCE	ADD
Educomp Solutions	Downgraded	REDUCE	ADD
Hindustan Zinc	Downgraded	ADD	BUY
Indian Oil Corporation	Downgraded	SELL	REDUCE
Jindal Saw	Downgraded	ADD	BUY
Lanco	Downgraded	Add	BUY
Mahindra & Mahindra Financial	Downgraded	REDUCE	ADD
Monnet Ispat	Downgraded	ADD	BUY
National Aluminium Co	Downgraded	REDUCE	ADD
NTPC	Downgraded	REDUCE	ADD
Oriental Bank of Commerce	Downgraded	SELL	REDUCE
PSL	Downgraded	ADD	BUY
Sadbhav Engineering	Downgraded	ADD	BUY
Welspun Gujarat Stahl Rohren	Downgraded	SELL	REDUCE
Upgrades to ratings			
ACC	Upgraded	REDUCE	SELL
Canara Bank	Upgraded	REDUCE	SELL
CESC	Upgraded	BUY	ADD
DLF	Upgraded	BUY	ADD
Federal Bank	Upgraded	BUY	ADD
GE Shipping	Upgraded	ADD	REDUCE
HDFC Bank	Upgraded	ADD	REDUCE
Mindtree	Upgraded	BUY	ADD
Oil & Natural Gas Corporation	Upgraded	ADD	REDUCE
Punj	Upgraded	BUY	REDUCE
Sesa Goa	Upgraded	BUY	ADD
UltraTech Cement	Upgraded	REDUCE	SELL
Zee Entertainment Enterprises	Upgraded	ADD	SELL

Source: Kotak Institutional Equities estimates.

## **Consumer Products**

HLL.BO, Rs212	
Rating	ADD
Sector coverage view	Neutral
Target Price (Rs)	230
52W High -Low (Rs)	244 - 166
Market Cap (Rs bn)	467.6
	211 10

## Financials

December y/e	2006	2007E	2008E
Sales (Rs bn)	121.0	135.6	151.9
Net Profit (Rs bn)	15.5	17.7	20.5
EPS (Rs)	7.0	8.0	9.3
EPS gth	18.3	14.0	15.6
P/E (x)	30.1	26.4	22.8
EV/EBITDA (x)	23.7	20.7	17.7
Div yield (%)	3.2	4.9	4.1

## Shareholding, September 2007

	Pattern	% of Portfolio	Over/(under) weight
Promoters	51.4	-	-
Flls	13.2	0.7	(0.5)
MFs	3.9	1.4	0.1
UTI	-	-	(1.2)
LIC	7.4	2.4	1.1

## Hindustan Unilever: Significant launches in foods, oral & shampoostrong statement of intent

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In line with the stated strategy in its foods portfolio, HUL has recently launched a health drink under the 'Kissan Amaze' brand. The product is under the functional food (brain food) platform and is targeted at children. The size of the malted drink category in India is estimated at Rs15 bn and is growing at about 10%. HUL has recently launched Pepsodent 'Mahapack'—flow wrapped toothpaste of 30 gms priced at Rs6. We believe that this SKU (stock keeping unit) could be a success for HUL given the value proposition and will help the company gain shares in the oral category. We forecast sales growth of 12.8%, EBITDA growth of 17.9% and PAT growth of 16.6% for 4QCY07. We believe that the company is poised for good near-term performance. The macro environment remains robust and we expect the FMCG sales growth momentum (especially in rural areas) exhibited during CY2006 and 2007 to sustain during CY2008 as well. We retain our ADD rating and DCF- based target price of Rs230.

## Amaze arrives-targeting bigger share of the foods pie

In line with its stated strategy in foods portfolio, HUL has recently launched a health drink under the 'Kissan Amaze' brand. The product is under the functional food (brain food) platform and is targeted at children. The size of the malted drink category in India is estimated at Rs15 bn and is growing at about 10%. HUL's current food business is estimated at about Rs4 bn. Amaze will compete against Horlicks, Complan, Bournvita, Boost, Protinex etc. Unilever has stated earlier that it will focus on products providing the goodness of tea, fruits and vegetables, milk, soy and oils. The Amaze brand is from the Unilever's global foods portfolio and was launched in Turkey in January 2007. We expect the company to launch flanking products under the health and nutrition platform, including a breakfast cereal.

The pricing for Amaze is at a premium to the competition (Horlicks retails at about Rs120 for 500 gms). The product is launched in multiple formats like malted drink (comparable to malted beverages like Complan, Horlicks, Bournvita), energy bars, cubes etc. The product was launched in the states of Tamil Nadu and Karnataka. We believe that this is a significant statement of intent by the company after the experiences in processed foods in the early part of this decade. We recall HUL's big bang entry in the period 2000-2003 into the staples and branded foods business under the Annapurna and Kissan labels.

## Pepsodent 'mahapack'—big news in oral

HUL has recently launched Pepsodent 'Mahapack'—flow wrapped toothpaste of 30 gms priced at Rs6. We believe that this SKU (stock keeping unit) could be a success for HUL given the value proposition. In our note dated January 3, 2008, we had highlighted that HUL would be uncomfortable if its market share dipped below 30% and is expected to look at various options to prevent further market share loss. HUL's current market share at <30% in toothpaste has fallen to the lowest in 10 years. Though oral care is a non-focus category for parent Unilever, it contributes significantly to HUL's EBITDA. We estimate HUL's oral care business at Rs7 bn, with gross margins of about 45%.

However, we believe the likelihood of a price-based competition is low. We expect HUL to have higher resource allocation for categories with hyper-competition (shampoo, skin) and investment requirements of foods and water business. We recall HUL's earlier foray into the popular segment—where the USP is price. In early 2000/01, HUL had tried entering this segment with the 'AIM' brand at a 40% price discount to the existing portfolio. Lack of adequate media support and formulation unacceptability (it was a Neem-based product) to the masses resulted in the company withdrawing the product.

### Good result expectations for 4QCY07

The company is slated to announce 4QCY07 results on February 13. We forecast sales growth of 12.8%, EBITDA growth of 17.9% and PAT growth of 16.6% for 4QCY07. We believe the company is poised for good near-term performance. We expect the 4QCY07 and 1QCY08 performance to be very good on the back of significant revival in personal products. Key drivers, outlined below, are expected to drive near-term performance:

- 1. Beneficial base effect (personal products business grew at 2.5% in 4QCY06)
- 2. Late Diwali, resulting in festival sales getting captured in the December quarter of 2007
- 3. Extended and harsh winter in north and east India
- 4. Additional fiscal benefit from new facility for Lakme in Haridwar
- 5. Replenishment of pipeline inventory in oral and skin

Moreover, initial market reports indicate that ITC's Fiama Di Wills shampoo, which was launched in key metros, is yet to make an impact. We note that HUL's recent relaunch of Sunsilk shampoo (with a transformational packaging and at about 10% higher pricing) augers well to arrest the declining market share of the brand.

## Five-pronged food focus; 'Amaze' launched in India-bid to garner bigger share of the foods market



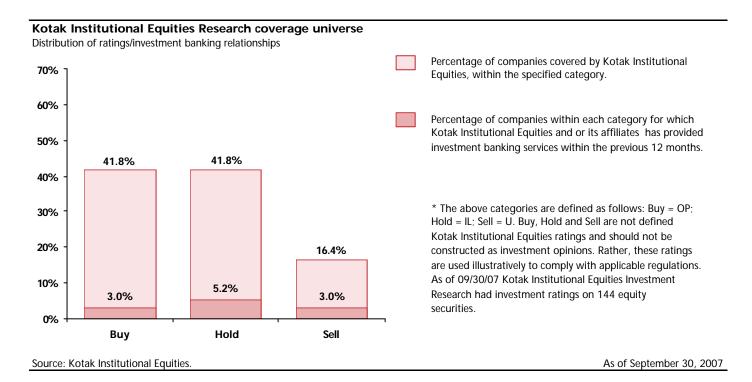
Source: Unilever.

	2005	2006	2007E	2008E	2009E
Profit model (Rs mn)					
Net sales	110,605	121,034	135,895	152,231	171,704
EBITDA	14,433	16,621	19,162	22,543	26,609
Other income	3,048	3,545	4,239	4,417	4,767
Interest	(192)	(107)	(268)	(58)	(58)
Depreciation	(1,245)	(1,302)	(1,377)	(1,525)	(1,692)
Extraordinary items	976	3,155	_	_	_
Pretax profits	17,021	21,912	21,756	25,377	29,626
Тах	(2,530)	(2,950)	(3,663)	(4,517)	(5,613)
Deferred taxation	(410)	(268)	(354)	(352)	(369)
Net profits	14,081	18,694	17,740	20,507	23,644
Earnings per share (Rs)	6.0	7.0	8.0	9.3	10.7
Balance sheet (Rs mn) Total equity	23,056	27,235	21,936	23,046	24,325
Total borrowings	<u> </u>	726	726	726	726
Currrent liabilities	41,183	45,231	53,434	56,664	63,723
Total liabilities and equity	<b>64,809</b>	<b>73,191</b>	76,097	<b>80,436</b>	88,774
Cash	3,550	4,169	2,980	2,913	6,011
Current assets	24,080	27,527	30,860	34,350	38,503
Total fixed assets	14,835	15,110	16,226	17,493	18,950
Investments	20,142	24,139	24,139	24,139	24,139
Deferred tax asset	2,201	2,245	1,892	1,540	1,171
Total assets	64,809	73,191	76,097	80,436	88,774
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Free cash flow (Rs mn)					
Operating cash flow, excl. working capital	15,908	20,209	19,642	22,568	25,944
Working capital	5,858	(471)	1,223	1,153	1,366
Capital expenditure	(904)	(1,576)	(2,493)	(2,792)	(3,149)
Investments	2,452	(4,309)	—	—	_
Free cash flow	23,314	13,852	18,373	20,928	24,161
Key assumptions					
Revenue Growth (%)	11.4%	9.4%	12.3%	12.0%	12.8%
EBITDA Margin(%)	13.2%	13.9%	14.1%	14.8%	15.5%
	10.270	13.770	17.170	17.070	10.070

## HUL: Profit model, balance sheet, cash model 2005-2008E, December year-ends (Rs mn)

Source: Kotak Institutional Equities estimates.

"Each of the analysts named below hereby certifies that, with respect to each subject company and its securities for which the analyst is responsible in this report, (1) all of the views expressed in this report accurately reflect his or her personal views about the subject companies and securities, and (2) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed in this report: Sanjeev Prasad, Aman Batra."



#### Ratings and other definitions/identifiers

#### New rating system Definitions of ratings

BUY. We expect this stock to outperform the BSE Sensex by 10% over the next 12 months.ADD. We expect this stock to outperform the BSE Sensex by 0-10% over the next 12 months.REDUCE: We expect this stock to underperform the BSE Sensex by 0-10% over the next 12 months.SELL: We expect this stock to underperform the BSE Sensexby more than 10% over the next 12 months.

#### Old rating system

#### Definitions of ratings

**OP** = **Outperform**. We expect this stock to outperform the BSE Sensex over the next 12 months. **IL** = **In-Line**. We expect this stock to perform in line with the BSE Sensex over the next 12 months. **U** = **Underperform**. We expect this stock to underperform the BSE Sensex over the next 12 months.

Our target price are also on 12-month horizon basis.

#### Other definitions

**Coverage view.** The coverage view represents each analyst's overall fundamental outlook on the Sector. The coverage view will consist of one of the following designations: Attractive (A), Neutral (N), Cautious (C).

#### Other ratings/identifiers

**NR** = **Not Rated.** The investment rating and target price, if any, have been suspended temporarily. Such suspension is in compliance with applicable regulation(s) and/or Kotak Securities policies in circumstances when Kotak Securities or its affiliates is acting in an advisory capacity in a merger or strategic transaction involving this company and in certain other circumstances.

**CS = Coverage Suspended.** Kotak Securities has suspended coverage of this company.

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