October 9, 2008

Stock Rating
Equal-weight
Industry View
Cautious

### **Tata Consultancy**

# Quick Comment: Acquires Citi India BPO

**Conclusion:** In our view, the deal would help revenues but dilute margins, and is earnings neutral for TCS in FY10e. We believe the deal is unlikely to be a significant share price driver.

What's new: TCS has announced that it will pay US\$505mn in cash to acquire Citigroup Global Services Ltd. (Citi BPO) in India. Citi BPO has 12,000 people and CY08 revenue run-rate of US\$278mn. TCS would provide services of US\$2.5bn over 9.5 years to Citi through Citi BPO, implying an average of US\$263mn/yr of revenues for TCS (less than the 2008 revenue run-rate of Citi BPO of US\$278mn).

**Strategically,** TCS would have the back-office of one of the largest banks and apart from learning new processes, they would be better placed to bid for similar work/centers/operations of other large banks. Possible cross selling opportunities also exist, in our view.

Conference Call takeaways: 1) US\$2.5bn "take or pay" contract with Citi helps guarantee long-term revenues from the deal. 2) Citi is currently a US\$150mn account for TCS and post deal, will be a US\$400mn+account for TCS (still <10% of revenues). 3) TCS would be the second largest BPO practice - second only to Genpact - but closes the revenue gap with G. 4) Acquisition would create goodwill of US\$350mn for TCS. 5) No financials of Citi BPO were disclosed.

**Valuations:** We remain EW rated on TCS stock. Although the stock has corrected significantly by 36% in the last one month, we would wait for business clarity in FY10e and risk mitigation before looking to accumulate.

**Risks**: 1) Integration risks, 2) Operational, cultural and aspiration parity of Citi BPO staff with TCS employees, 3) High attrition of BPOs, 4) Margin dilution as Citi BPO has 20% EBIT margins vs 23.5% for TCS.

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### **Key Ratios and Statistics**

### Reuters: TCS.BO Bloomberg: TCS IN India Software

Rs840.00
Rs546.60
Rs1,151.00-546.60
979
Rs534,903
Rs507,474
Rs245

Fiscal Year ending	03/08	03/09e	03/10e	03/11e
ModelWare EPS (Rs)	51.29	58.57	66.97	76.27
Consensus EPS (Rs)§	51.25	59.29	68.65	77.35
Revenue, net (Rs mn)	228,614	280,969	349,018	423,080
ModelWare net inc (Rs mn)	50,191	57,321	65,534	74,639
P/E	15.8	9.3	8.2	7.2
P/BV	6.4	3.2	2.5	2.0
RNOA (%)	64.0	57.9	51.2	46.9
ROE (%)	56.0	46.3	39.5	35.0
EV/EBITDA	12.9	7.0	5.8	4.6
Div yld (%)	1.7	2.6	2.7	2.9
FCF yld ratio (%)	3.6	5.9	6.5	7.4
Leverage (EOP) (%)	(24.0)	(27.9)	(29.8)	(31.5)

Unless otherwise noted, all metrics are based on Morgan Stanley ModelWare

framework (please see explanation later in this note). § = Consensus data is provided by FactSet Estimates.

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e = Morgan Stanley Research estimates

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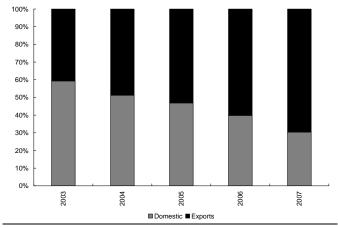
Exhibit 1
Citi BPO: Income Statement Summary (Rs m,%)

P&L (Rs m)	2002	2003	2004	2005	2006	2007	2008 run-rate
Sales (excluding other income)	1,952	2,526	3,255	4,660	5,966	7,936	12,510
% YoY	56.1	29.4	28.9	43.2	28.0	33.0	57.6
Sales (US\$m)	43.4	56.1	72.3	103.5	132.6	176.4	278.0
Personnel Cost	688	887	1,296	2,174	2,929	3,551	
Admin and other charges	916	1,042	1,150	1,524	1,840	2,428	
EBITDA	348	597	809	961	1,196	1,957	2,877
Margin (%)	17.8	23.6	24.8	20.6	20.1	24.7	23.0
EBITDA (US\$m)	7.7	13.3	18.0	21.4	26.6	43.5	63.9
Depreciation	159	203	262	369	431	395	
Finance Charges	13	4	0	0	0	0	
EBIT	176	389	547	592	765	1,562	2,502
Margin (%)	9.0	15.4	16.8	12.7	12.8	19.7	20.0
EBIT (US\$m)	4.4	9.7	13.7	14.8	19.1	39.1	62.6
Net Profit	128	304	448	598	714	1,611	
% YoY	155.6	137.8	47.5	33.4	19.4	125.7	
Margin (%)	6.5	12.0	13.8	12.8	12.0	20.3	
Net Profit (US\$m)	2.8	6.8	10.0	13.3	15.9	35.8	

Source: Citigroup Global Services Annual Reports, Morgan Stanley Research; US\$ figures are arrived at by using an average exchange rate of Rs45/US\$ across all the years; 2008 figures represent run-rate based on management commentary for revenues and margins; 2008 Net Profit run-rate arrived at by assuming net margin similar to 2007

Exhibit 2

### Citi BPO: Exports formed ~70% of total revenues in 2007



Source: Annual Reports of Citigroup Global Services Ltd., Company data, Morgan Stanley Research

### **Company Description**

TCS is India's largest IT services organization and among the top IT services corporations globally. The company provides services in IT solutions and services (application development, maintenance), IT-enabled services (call centers, business process outsourcing), packaged software implementation, engineering and technology services, infrastructure-based services, asset-based offerings (products and associated services) and consulting (IT and business consulting). TCS was publicly listed in August 2004.

### **India Software**

#### **Industry View: Cautious**

We believe the demand environment is likely to remain challenging for the offshore vendors, with the worsening economic environment in US. Furthermore, specific factors like the imposition of tax rates post F2010 for STPs, the inability of smaller vendors to migrate to SEZs, and rising offshore wage costs due to increasing competition would imply significantly lower profitability for sub-scale offshore IT vendors.

### **MSCI Country: India**

Asia Strategist's Recommended Weight: 3.5% MSCI Asia/Pac All Country Ex Jp Weight: 7.3%

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Exhibit 3

### Citi BPO: Revenue break-up for 2007 (%)

Revenue Break up	2007
Fees Exports	66
Fees Domestic	29
Others	5
Total (%)	100
Source: Citigroup Clobal Sarvisco Appual Papart 2007, Margan Staplay Pagagrah	

Source: Citigroup Global Services Annual Report 2007, Morgan Stanley Research

Exhibit 4

### Citi BPO: Revenue break-up by domain (%)

Domain	2007
Corporate & Investment Banking	31
Cash	21
Trade	7
Securities	3
Consumer Banking	66
Consumer Loans	38
Banking	9
Cards	19
Others	3
Total	100

Source: Citigroup Global Services Ltd. Annual Report 2007, Morgan Stanley Research

Exhibit 5

### Citi BPO: Revenue break-up by geography (%)

Geography	2007
North America	37
EMEA	27
India	30
Asia Pacific	6
Total	100

Source: Citigroup Global Services Ltd. Annual Report 2007, Morgan Stanley Research

Exhibit 6

## TCS BPO and Citi BPO's revenues together second only to Genpact in India

Company	Revenues (US\$m)	Employees
TCS BPO	384	10,000
Citi BPO	278	12,460
Total BPO	662	22,460
% of Total TCS	~10%	~18%

Source: Company data, Morgan Stanley Research; TCS BPO Revenues estimated for FY09e at 20% yoy growth over US\$320m in FY08; Citi BPO 2008 revenue run rate of US\$278m as provided by the management; % of total as estimated by Morgan Stanley Research

Exhibit 7

# TCS BPO's headcount ahead of Wipro BPO post Citi BPO acquisition

Company	Employees
Genpact	35,300
WNS (after Aviva)	23,053
TCS BPO (incl Citi BPO)	22,460
Wipro BPO	20,837

Source: Company data, Morgan Stanley Research; WNS employees' size including 5,000 employees from AGS acquisition; Genpact and Wipro BPO employees as on 30<sup>th</sup> June 2008

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overall investment banking revenues.

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(as of September 30, 2008)

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	Coverage Universe		Investment	Banking Clie	ents (IBC)
		% of		% of 9	% of Rating
Stock Rating Category	Count	Total	Count	Total IBC	Category
Overweight/Buy	892	40%	292	44%	33%
Equal-weight/Hold	937	42%	278	42%	30%
Underweight/Sell	387	17%	90	14%	23%
Total	2,216		660		

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Was retained by the continuous that this stock has more than a 25% change of a price move (up or down) of more than 25% in a month, based on a

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### **Industry Coverage:India Software**

Company (Ticker)	Rating (as of)	Price (10/08/2008)
Vipin Khare		
Genpact Limited (G.N)	E-V (08/26/2008)	US\$7.5
HCL Technologies (HCLT.BO)	U (09/29/2008)	Rs189.15
Hexaware Technologies Limited (HEXT.BO)	E (02/22/2008)	Rs29.2
Infosys Technologies (INFY.BO)	E (07/14/2008)	Rs1,254.35
Mindtree Ltd. (MINT.BO)	NA (06/29/2008)	Rs252.4
MphasiS Limited (MBFL.BO)	E (11/09/2007)	Rs157.25
Patni Computer Systems (PTNI.BO)	E (05/01/2008)	Rs160.05
Satyam Computer Services (SATY.BO)	E (07/18/2008)	Rs264.7
Tata Consultancy Services (TCS.BO)	E (04/22/2008)	Rs546.6
Tech Mahindra Limited (TEML.BO)	E-V (01/29/2008)	Rs461.9
WNS Global Services (WNS.N)	U (08/05/2008)	US\$10.06
Wipro Ltd. (WIPR.BO)	E (01/29/2008)	Rs343.75

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