

BLOOMBERG

### Bajaj Auto

BSE Sensex: 13,157	BJA IN
	REUTERS CODE
S&P CNX: 3,799	BJAT.BO
Equity Shares (m)	101.2
52-Week Range (Rs)	3,325/1,711
1,6,12 Rel.Perf.(%)	-19/-19/-6
M.Cap. (Rs b)	277.5
M.Cap. (US\$ b)	6.1

STOCK INFO

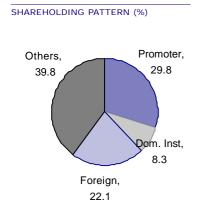
7 Nov	7 November 2006 Neutral								eutral	
Previous Recommendation: Buy Rs2,7								Rs2,723		
YEAR	NET SALES	PAT	EPS	EPS	P/E	P/BV	ROE	ROCE	EV/	EV/
END	(RSM)	(RSM)	(RS)	GROWTH (%)	(X)	(X)	(%)	(%)	SALES	<b>EBITDA</b>
3/06A	76,679	11,243	108.9	40.8	25.2	5.8	23.6	25.4	3.1	17.2
3/07E	101,287	12,939	127.9	17.4	21.4	4.9	23.0	25.7	2.3	15.1
3/08E	123,018	15,702	155.2	21.4	17.7	4.1	23.4	27.0	1.8	11.8

**Volume growth at the expense of profitability:** Bajaj Auto registered strong volume growth during the festival season. However, in its quest to attain market leadership, the company achieved this growth at the expense of profitability. The festive season promotional schemes have continued beyond the festival season in few cases, in turn driving strong volume growth expectations.

Input cost increase adds to margin pressures: With commodity prices ruling at higher levels, BAL's long-term contract for steel recently got renegotiated at a higher price (quantum not disclosed). Recent price hikes of its products (Platina - 1.4%, 3-wheelers - 1%) are expected to be very selective and insufficient to neutralise the impact on margins. Effective realisations from Platina to get reduced: Bajaj Auto cut the price of the *Platina* by Rs2,000 during the festival season, which positively impacted its sales. It overtook CT-100 as Bajaj Auto's main model in the entry level segment. However, the lower prices have hurt margins in 2QFY07. We expect this trend to continue in 3QFY07, the 1.4% mentioned above price hike notwithstanding.

**Subventions add further to costs:** Bajaj Auto has been giving incentives to *Discover* and *Platina* buyers in the form of subvention for financing at 0% interest effective September 18, 2006. Under this scheme, Bajaj will bear the interest burden on bikes financed by the banks. The impact on Bajaj Auto will be two-fold - through subvention and through the price decrease on *Platina*.

**We pare down margin estimates; downgrade stock:** We are downgrading our rating of Bajaj Auto to **Neutral** as we expect renewed competitive pressures to impact margins further and drive downgrade in earnings estimates as well as valuations. The stock trades at valuations of 21.4x FY07E and 17.7x FY08E EPS of Rs127.9 and Rs155.2 respectively. Downgrade to **Neutral** with a SOTP of Rs2,729.





Bajaj Auto has registered impressive growth in the current fiscal, with its YTD motorcycle sales increasing by 34.4% YoY and overall sales increasing by 25.5% YoY. We expect it to continue showing robust volume growth.

However, we expect renewed competitive pressures to impact margins further and drive downgrade in earnings estimates as well as valuations. Over the last six quarters, Bajaj got significantly re-rated due to significant gains in market share and improvement in margins. Going forward, while we remain positive on volume growth and possibly a few percentage points gain in market share, the deterioration in industry EBITDA will pull down the overall valuations for the 2-wheeler companies.

Further, our earnings estimates for FY08 could be at risk if EBITDA margins deteriorate further (assumed 15.2% in FY07, 15.1% in FY08) or if volume growth is lower (assumed 20% in motorcycles and 12% in 3-wheelers in FY08) than our estimate. Hence, we are downgrading our rating of Bajaj Auto to Neutral

#### Volume growth would continue to be impressive

Bajaj Auto maintained its strong growth momentum led by motorcycles. However, the mix in the motorcycle segment, tilted in favor of entry level bikes in 2QFY07. Platina, registered stellar growth, capturing 34.4% share of the entry level segment in September 2006, with sales crossing 0.1m units. Based upon the strong volume growth seen in motorcycles so far, we have upgraded our FY07 volume estimates by 6.4%. We estimate motorcycles to grow by 20% in FY08 and three-wheelers to grow by 12% in FY08.

RESIDUAL GROWTH ESTIMATES FOR MOTORCYLCES (UNITS)

	FY07	FY06	GR. (%)
Bajaj Auto			
YTD FY07 - Motorcycle Sales	1,442,271	1,073,112	34.4
FY07 Estimate (units)	2,543,367	1,912,224	33.0
Residual Growth Req. (%)	31.2		
Hero Honda			
YTD FY07 Sales	1,948,139	1,732,003	12.5
Our FY07 Estimate	3,543,234	3,000,750	18.1
Residual Growth Req. (%)	25.7		

Source: Company / Motilal Oswal Securities

The market leader Hero Honda is also expected to show robust growth in the rest of the year. However, with momentum on its side, and relatively lower base of last year, Bajaj Auto is expected to show higher growth during FY07, thereby usurping further market share from Hero Honda. TVS Motors is expected to remain a distant third.

RELATIVE MARKET SHARE AMONG TOP 3

	YTD FY07	YTD FY06	FY06
Hero Honda	49.0	53.2	50.7
Bajaj Auto	36.3	33.0	32.3
TVS Motors	14.7	13.8	17.0

Source: Company / Motilal Oswal Securities

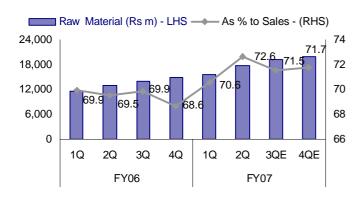
In our recent interactions with two-wheeler companies and dealers, the consensus is of a strong volume growth for the industry but at the expense of profitability. The festive season promotional schemes have continued beyond the festival season in few cases, in turn driving strong volume growth expectations (Hero Honda -18% in FY07, 15% in FY08, Bajaj Auto - 33% in FY07, 20% in FY08). As the market share gap between the top-2 players has narrowed, both players are willing to operate at margins well below the current levels in the quest to attain / defend leadership.

#### Input cost increase adds to margin pressures

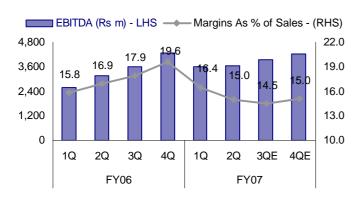
With commodity prices ruling at higher levels, two-wheeler manufacturers have entered into fresh contracts with vendors at higher prices. Bajaj Auto's long-term contract for steel has recently got renegotiated at a higher price the quantum of which has not been disclosed. Maruti's commodity contracts have seen a YoY increase of 1.5% and we have assumed this as the base increase in prices of commodities contracts.

Bajaj has recently hiked prices of its products-Platina by 1.4% and 3-wheelers by 1%. These will help it to realize Rs350 more per *Platina* and Rs650 more per three-wheeler. We believe that the total benefit of this price increase will be upto Rs131m on motorcycles and upto Rs86m on three-wheelers. However, with continued pressure from input prices, we believe that price hikes will be very selective and insufficient to neutralise the impact on margins.





... WHILE EBITDA MARGINS HAVE DIPPED



Source: Company / Motilal Oswal Securities

#### Effective realisations from Platina to get reduced

Bajaj Auto launched the 100cc motorcycle Platina in April 2006 in two different variants, which were priced at Rs34,000 and Rs36,000 (ex-showroom Delhi). In 2QFY07, the company cut the price of the top-end model which accounted for bulk of Platina sales by Rs2,000 and discontinued the base model. This had a positive impact on Platina sales, as it overtook CT-100 as Bajaj Auto's main model in the entry level segment. While the entry level segment constitutes approximately 55% of Bajaj Auto's motorcycle sales, Platina now accounts for nearly two-thirds of the entry level motorcycle sales. As a result, lower prices have hurt margins in 2QFY07 and we expect this trend to continue in 3QFY07 as well.

#### Subventions would add further to costs

Bajaj Auto has been giving incentives to *Discover* and *Platina* buyers in the form of subvention for financing at 0% interest effective September 18, 2006. Under this scheme, Bajaj will bear the interest burden on bikes financed by the banks. We believe that this scheme will continue throughout 3QFY07. We have assumed that Bajaj will account for the subvention expenses in FY07 itself. According to the industry, the average cost of subvention is Rs3,100 per bike. Of this, Rs2,600 will be borne by the company, and the balance by the dealers. The impact on Bajaj Auto will be two-fold – through subvention and through the price decrease on *Platina*.

IMPACT OF SUBVENTION ON MOTOR CYCLE SALES: BAJAJ AUTO

		SC	CENARIO	
	1	П	III	IV
Rate of Interest				
to BAL (%)	11	12	13	14
Total Retail Sales*	1,000,000	1,000,000	1,000,000	1,000,000
Sales Through				
Subvention (%)	25	25	25	25
Retail Sales Throug	jh			
Subvention	250,000	250,000	250,000	250,000
Cost (Rs/bike)	2,863	3,124	3,384	3,644
Total Cost (Rs m)	716	781	846	911

\*Note: During Sep-Dec Source: Company / Motilal Oswal Securities

# Hero Honda too will be impacted by subvention and new launches

Hero Honda was offering mobile handsets on its motorcycles in the festival season as a promotional offer. The cost to the company on this account was Rs800 per bike. Moreover, like Bajaj Auto, Hero Honda too has been giving subvention for financing at 0% interest, although it started later in October 2006.

Further, Hero Honda has a spate of new launches planned for 2HFY07. This will result in additional cost on advertising and promotion of these models, along with accruing expenses on their development. This too will have a negative impact on margins.

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## We pare down margin estimates; downgrade stock

We are revising our volume estimate for Bajaj Auto upwards by 6.4% to reflect the buoyant motorcycle demand. However, for the reasons discussed above, we are downgrading the expected EBITDA margin by 50bp and 90bp for FY07 to 15.2% and FY08 to 15.1%. The stock trades at 21.4x FY07 and 17.7x FY08, revised EPS estimate of Rs128 for FY07 and Rs155 for FY08.

REVISED ESTIMATES (RS M)

		FY07E			FY08E	
	OLD	REV.	% CHG	OLD	REV. 9	% CHG
Motorcycles						
('000 units)	2,390	2,543	6.4	2,868	3,052	6.4
Total Vol.						
('000 units)	2,773	2,926	5.5	3,299	3,483	5.6
Total Income	97,514	101,287	3.9	119,005	123,018	3.4
EBITDA	15,345	15,368	0.1	19,079	18,577	-2.6
Margin (%)	15.7	15.2	-3.4	16.0	15.1	-5.6
Adj. PAT	13,285	12,939	-2.6	16,842	15,702	-6.8
EPS (Rs)	131.3	127.9	-2.6	166.5	155.2	-6.8

Source: Motilal Oswal Securities

We have cut our target earnings multiple for Bajaj Auto's core business from 18x FY08E to 16x FY08E. Our earlier

multiple was based on Bajaj Auto gaining significant market share coupled with margin improvement. However, with renewed concerns on margins and profitable market share gains, we believe that the valuation premium of Bajaj Auto over peers will narrow. Based on 16x earnings and addition of cash and subsidiary value, our revised SOTP for Bajaj is Rs2,729, leaving no upside at current price. The key risk to this downgrade will be stronger than expected volumes (high possibility) and higher margins (low possibility). We downgrade the stock to **Neutral**.

#### COMPARATIVE VALUATION

		BAL	HERO HONDA	TVS
EPS (Rs)	FY07E	127.9	49.9	5.0
	FY08E	155.2	57.2	6.2
EPS Gr (%)	FY07E	17.4	2.7	11.5
	FY08E	21.4	14.6	23.5
P/E (x)	FY07E	21.4	14.9	21.4
	FY08E	17.7	13.0	17.3
RoE (%)	FY07E	23.0	39.8	14.0
	FY08E	23.4	37.9	15.4
EV/EBITDA (x)	FY07E	15.1	9.5	11.2
	FY08E	11.8	7.9	9.6
EV/Sales (x)	FY07E	2.3	1.2	0.6
	FY08E	1.8	1.0	0.6

Source: Motilal Oswal Securities

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INCOM E STATEMENT (Rs Million)					
Y/E MARCH	2005	2006	2007E	2008E	2009E
Net Sales	57,240	74,694	99,220	120,745	140,541
Change (%)	20.4	30.5	32.8	217	16.4
Operating Other Income	1,907	1,985	2,066	2,273	2,500
Total Income	59,147	76,679	101,287	123,018	143,041
Total Expenditure	50,013	63,116	85,919	104,441	121,329
EBITDA	9,134	13,563	15,368	18,577	21,713
Change (%)	7.1	48.5	13.3	20.9	16.9
% of Net Sales	15.4	17.7	15.2	15.1	15.2
Depreciation	1,854	1,910	1,980	2,055	2,115
Interest & Finance Charges	7	3	44	44	44
Other Income	4,081	4,385	5,096	5,795	6,118
Non-recurring Expense	490	226	104	0	0
PBT	10,865	15,808	18,197	22,273	25,672
Tax	3,196	4,791	5,501	6,570	7,445
Effective Rate (%)	29.4	30.3	30.2	29.5	29.0
PAT	7,668	11,017	12,696	15,702	18,227
Adj. PAT	7,987	11,243	12,939	15,702	18,227
Change (%)	3.2	40.8	15.1	21.4	16.1

BALANCE SHEET				(Rs	Million)
Y/E MARCH	2005	2006	2007E	2008E	2009E
Share Capital	1,012	1,012	1,012	1,012	1,012
Reserves	40,332	46,696	55,329	66,006	78,218
Net Worth	41,343	47,707	56,341	67,018	79,230
Deferred Tax	1,399	876	876	876	876
Loans	12,270	14,672	14,672	14,672	14,672
Capital Employed	55,012	63,255	71,888	82,565	94,777
Gross Fixed Assets	27,436	28,929	30,171	31,171	31,971
Less: Depreciation	16,286	17,787	19,767	21,822	23,937
Net Fixed Assets	11,150	11,142	10,404	9,349	8,033
Capital WIP	84	242	0	0	0
Investments	45,606	58,570	58,570	58,570	58,570
Curr.Assets, L & Adv.	25,897	28,561	34,778	49,187	65,144
Inventory	2,242	2,729	4,356	5,293	6,143
Sundry Debtors	1,763	3,016	6,223	7,561	8,776
Cash & Bank Balances	1,087	821	2,204	14,338	28,229
Loans & Advances	20,120	21,274	21,274	21,274	21,274
Others	685	721	721	721	721
Current Liab. & Prov.	27,940	35,448	32,052	34,728	37,158
Sundry Creditors	7,351	11,802	12,446	15,123	17,552
Other Liabilities	499	487	494	494	494
Provisions	20,089	23,159	19,112	19,112	19,112
Net Current Assets	-2,042	-6,887	2,726	14,459	27,986
Application of Funds	55,012	63,255	71,888	82,565	94,777

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RATIOS					
Y/E MARCH	2005	2006	2007E	2008E	2009E
Basic (Rs)					
EPS	75.8	108.9	127.9	155.2	180.1
Cash EPS	94.1	127.8	145.0	175.5	201.0
Book Value per Share	408.6	471.5	556.8	662.3	783.0
DPS	25	40	40	50	59
Payout (Incl. Div. Tax) %	33.0	36.7	32.0	32.0	33.0
Valuation (x)					
P/E		25.2	21.4	17.7	15.2
Cash P/E		21.5	18.9	15.6	13.6
EV/EBITDA		17.2	15.1	11.8	9.5
EV/Sales		3.1	2.3	1.8	1.5
Price to Book Value		5.8	4.9	4.1	3.5
Dividend Yield (%)		1.4	1.5	1.8	2.2
Profitability Ratios (%)					
RoE	19.3	23.6	23.0	23.4	23.0
RoCE	20.7	25.4	25.7	27.0	27.1
Turnover Ratios					
Debtors (Days)	10	13	20	20	20
Asset Turnover (x)	1.0	1.2	1.4	1.5	1.5
Leverage Ratio					
Debt/Equity (x)	0.3	0.3	0.3	0.2	0.2

CASH FLOW STATEMENT				(Rs	Million)
Y/E MARCH	2005	2006	2007E	2008E	2009E
OP/(Loss) before Tax	7,280	11,653	13,388	16,522	19,598
Interest/Div. Received	4,081	4,385	5,096	5,795	6,118
Depreciation & Amort.	1,854	1,910	1,980	2,055	2,115
Direct Taxes Paid	-3,026	-5,314	-5,501	-6,570	-7,445
(Inc)/Dec in Working Capita	-395	4,579	-8,230	399	364
CF from Oper. Activity	9,795	17,212	6,733	18,203	20,752
Extra-ordinary Items	-490	-226	-243	0	0
CF after EO Items	9,304	16,986	6,490	18,203	20,752
or unter Lo items	3,304	10,500	0,430	10,200	20,732
(Inc)/Dec in FA+CWIP	-905	-2,033	-1,000	-1,000	-800
(Pur)/Sale of Invest.	-7,051	-12,964	0	0	0
CF from Inv. Activity	-7,956	-14,997	-1,000	-1,000	-800
Inc. / Dec.in Networth	-731	-605	0	0	0
Inc/(Dec) in Debt	2,213	2,402	0	0	0
Interest Paid	-7	-3	-44	-44	-44
Dividends Paid	-2,530	-4,047	-4,063	-5,025	-6,015
CF from Fin. Activity	-1,055	-2,255	-4,107	-5,069	-6,059
Inc/(Dec) in Cash	293	-266	1,383	12,134	13,894
Add: Beginning Balance	794	1,087	821	2,204	14,338
Closing Balance	1,087	821	2,204	14,338	28,231
F: MOSt Estimates			. <u></u>	·	

E: M OSt Estimates

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