

# **UBS Investment Research**

## Bajaj Auto

## Q4FY11-In-line quarter

## ■ Q4FY11 – Sales: Rs.40.5bn (+23% YoY); EBITDA: Rs 8.6bn (+11%YoY)

Net sales increased by 1% qoq. Domestic ASP was flat qoq and exports ASP was marginally up by 40bps qoq. EBITDA margin increased 20bps qoq to 21.3% and was ahead of our expectation of 20.8% mainly due to lower than expected RM to sales, down ~60bps qoq at 73.5%. Staff costs increased 22% qoq.

## Q4 reported PAT affected by one-offs

Co. reported PAT of Rs.14bn, +110% qoq, mainly due to exceptional item (noncash) relating to sales tax deferral incentive to extent of Rs.8.3bn partially offset by impairment charge of ~Rs.1bn relating to losses at the Indonesian subsidiary. Adjusted PAT (excluding one-offs) was broadly in line with estimate at Rs.6.8b. Co. declared dividend of Rs.40/shr. Co. has Rs2.3b in net cash as at the end of FY11.

## Conf. call tomorrow at 15.30 IST

We await details on FY12 outlook in the conf. call tomorrow at 3:30 P.M. IST; primary dial in: (+91 22) 6629 0365/ 3065 0143.

## ■ Valuation: Maintain Buy Rating and PT of Rs.1,750

We derive our price target from a DCF-based methodology and explicitly forecast long-term valuation drivers with UBS's VCAM tool with a WACC of 11.5%.

| Highlights (Rsm)                           | 03/09                 | 03/10         | 03/11E         | 03/12E         | 03/13E         |
|--|-----------------------|---------------|----------------|----------------|----------------|
| Revenues                                   | 84,460.30             | 115,431.60    | 161,565.37     | 188,978.77     | 219,526.62     |
| EBIT (UBS)                                 | 9,439.70              | 23,927.30     | 32,468.91      | 35,543.10      | 39,722.10      |
| Net Income (UBS)                           | 7,430.30              | 17,596.20     | 26,168.99      | 29,041.88      | 32,713.64      |
| EPS (UBS, Rs)                              | 25.68                 | 60.81         | 90.44          | 100.36         | 113.05         |
| Net DPS (UBS, Rs)                          | 11.00                 | 20.00         | 38.21          | 42.41          | 47.77          |
|  |                       |               |                |                |                |
|  |                       |               |                |                |                |
| Profitability & Valuation                  | 5-yr hist av.         | 03/10         | 03/11E         | 03/12E         | 03/13E         |
| Profitability & Valuation<br>EBIT margin % | 5-yr hist av.<br>12.2 | 03/10<br>20.7 | 03/11E<br>20.1 | 03/12E<br>18.8 | 03/13E<br>18.1 |
|  | ,                     |               |                |                |                |
| EBIT margin %                              | 12.2                  | 20.7          | 20.1           | 18.8           | 18.1           |
| EBIT margin %<br>ROIC (EBIT) %             | 12.2<br>>500          | 20.7<br>295.8 | 20.1<br>>500   | 18.8<br><-500  | 18.1<br><-500  |

Source: Company accounts, Thomson Reuters, UBS estimates. (UBS) valuations are stated before goodwill, exceptionals and other special items. Valuations: based on an average share price that year, (E): based on a share price of Rs1,308.20 on 17 May 2011 23:37 SGT

#### Sonal Gupta

Analyst sonal.gupta@ubs.com +91-22-6155 6063

## **Global Equity Research**

## India

Automobile Manufacturers

| 12-month rating  | Buy<br>Unchanged                  |
|------------------|-----------------------------------|
| 12m price target | Rs1,750.00/US\$38.82<br>Unchanged |
| Price            | Rs1,308.20/US\$29.02              |
|                  |                                   |

RIC: BAJA.BO BBG: BJAUT IB

## 18 May 2011

### Trading data (local/US\$)

| 52-wk range   | Rs1,636.75- | 1,010.05/US\$36.38-21.17 |
|---------------|-------------|--------------------------|
| Market cap.   |             | Rs379bn/US\$8.40bn       |
| Shares o/s    |             | 289m (ORD)               |
| Free float    |             | 49%                      |
| Avg. daily vo | lume ('000) | 474                      |
| Avg. daily va | lue (m)     | Rs650.6                  |
|               |             |                          |

#### Balance sheet data 03/11E

| Shareholders' equity | Rs40.8bn |
|----------------------|----------|
| P/BV (UBS)           | 4.6x     |
| Net Cash (debt)      | Rs2.90bn |

#### Forecast returns

| Forecast price appreciation | +33.8% |
|-----------------------------|--------|
| Forecast dividend yield     | 3.0%   |
| Forecast stock return       | +36.8% |
| Market return assumption    | 13.0%  |
| Forecast excess return      | +23.8% |

#### EPS (UBS, Rs)

|        | 03/    | 11E    | 03/10  |
|--------|--------|--------|--------|
|        | UBS    | Cons.  | Actual |
| Q1E    | 22.61  | -      | 15.20  |
| Q2E    | 22.61  | -      | 15.20  |
| Q3E    | 22.61  | -      | 15.20  |
| Q4E    | 22.61  | 20.66  | 15.20  |
| 03/11E | 90.44  | 90.44  |        |
| 03/12E | 100.36 | 100.36 |        |





www.ubs.com/investmentresearch

#### This report has been prepared by UBS Securities India Private Ltd ANALYST CERTIFICATION AND REQUIRED DISCLOSURES BEGIN ON PAGE 6.

ANALIST CERTIFICATION AND REQUIRED DISCLOSURES DEGINION PAGE 0.

UBS does and seeks to do business with companies covered in its research reports. As a result, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making their investment decision.

## Table 1: Bajaj Auto sales volumes

|                       | Q4 FY11 | Q3 FY11 | Q4 FY10 | QoQ | YoY | FY11      | FY10      | YoY |
|-----------------------|---------|---------|---------|-----|-----|-----------|-----------|-----|
| Motorcycle - domestic | 617,252 | 598,580 | 549,701 | 3%  | 12% | 2,414,603 | 1,781,748 | 36% |
| Motorcycle - exports  | 219,416 | 239,929 | 162,689 | -9% | 35% | 972,437   | 725,023   | 34% |
|                       |         |         |         |     |     |           |           |     |
| 3W - domestic         | 55,100  | 51,648  | 44,499  | 7%  | 24% | 205,603   | 176,027   | 17% |
| 3W - exports          | 56,427  | 56,715  | 51,782  | -1% | 9%  | 231,281   | 164,887   | 40% |
|                       |         |         |         |     |     |           |           |     |
| Motorcycles           | 836,668 | 838,509 | 712,390 | 0%  | 17% | 3,387,040 | 2,506,771 | 35% |
| Three-wheelers        | 111,527 | 108,363 | 96,281  | 3%  | 16% | 436,884   | 340,914   | 28% |
| Total volume          | 948,195 | 946,872 | 808,929 | 0%  | 17% | 3,823,951 | 2,852,536 | 34% |
|                       |         |         |         |     |     |           |           |     |

Source: Company Data

## Table 2: Bajaj Auto P&L

| (Rs m)                  | Q4 FY11 | Q3 FY11 | Q4 FY10 | QoQ    | YoY    | FY11    | FY10    | YoY  |
|-------------------------|---------|---------|---------|--------|--------|---------|---------|------|
| Net sales               | 40,517  | 40,282  | 32,905  | 1%     | 23%    | 159,981 | 115,085 | 39%  |
| (Incr)/Decr in WIP      | (1,756) | 379     | (1,006) | -563%  | 75%    | (828)   | (476)   |      |
| Raw materials           | 31,525  | 29,447  | 24,550  | 7%     | 28%    | 118,816 | 81,180  | 46%  |
| Staff cost              | 1,296   | 1,066   | 862     | 22%    | 50%    | 4,768   | 3,995   | 19%  |
| Other expenditure       | 2,411   | 2,427   | 1,877   | -1%    | 28%    | 9,651   | 8,742   | 10%  |
| Expenses capitalised    | (92)    | (41)    | (59)    | 121%   | 56%    | (167)   | (157)   | 6%   |
| Total operating expense | 33,385  | 33,278  | 26,224  | 0%     | 27%    | 141,574 | 98,219  | 44%  |
| Core EBITDA             | 7,133   | 7,004   | 6,681   | 2%     | 7%     | 27,741  | 21,801  | 27%  |
| Other operating Income  | 1,482   | 1,489   | 1,090   | 0%     | 36%    | 6,108   | 4,125   | 48%  |
| Other Income            | 1,010   | 995     | 425     | 2%     | 138%   | 3,658   | 1,225   | 199% |
| Interest                | 1       | 4       | (0)     | -86%   | -600%  | 17      | 60      | -72% |
| Depreciation            | 301     | 310     | 341     | -3%    | -12%   | 1,228   | 1,365   | -10% |
| PBT                     | 16,569  | 9,174   | 7,397   | 81%    | 124%   | 43,508  | 24,111  | 80%  |
| Тах                     | 2,565   | 2,503   | 2,076   | 2%     | 24%    | 10,110  | 7,076   | 43%  |
| PAT (Reported)          | 14,004  | 6,671   | 5,286   | 109.9% | 164.9% | 33,397  | 17,001  | 96%  |

Source: Company data

## Table 3: Bajaj Auto cost structure

| As % of Net sales      | Q4 FY09 | Q1 FY10 | Q2 FY10 | Q3 FY10 | Q4 FY10 | Q1 FY11 | Q2 FY11 | Q3 FY11 | Q4 FY11 |
|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Raw material           | 72.5%   | 68.5%   | 68.5%   | 71.3%   | 71.6%   | 74.1%   | 73.5%   | 74.0%   | 73.5%   |
| Staff cost             | 5.3%    | 5.0%    | 3.8%    | 2.9%    | 2.6%    | 3.4%    | 2.7%    | 2.6%    | 3.2%    |
| Other expenditure      | 11.7%   | 9.9%    | 8.4%    | 7.2%    | 5.7%    | 5.9%    | 6.3%    | 6.0%    | 6.0%    |
| Core EBITDA margin     | 10.6%   | 16.6%   | 19.4%   | 18.8%   | 20.3%   | 16.7%   | 17.6%   | 17.4%   | 17.6%   |
| Other operating income | 5.4%    | 3.5%    | 3.4%    | 4.1%    | 3.3%    | 4.1%    | 3.8%    | 3.7%    | 3.7%    |
| Tax rate               | 31.2%   | 29.4%   | 30.4%   | 29.8%   | 28.1%   | 28.6%   | 28.2%   | 27.3%   | 15.5%   |

Source: Company data

## Table 4: Per unit analysis

|                        | Q4 FY09 | Q1 FY10 | Q2 FY10 | Q3 FY10 | Q4 FY10 | Q1 FY11 | Q2 FY11 | Q3 FY11 | Q4 FY11 |
|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| ASP - Net              | 40,601  | 41,248  | 40,674  | 39,122  | 40,677  | 40,258  | 41,786  | 42,542  | 42,731  |
| ASP - export           | 29,940  | 35,727  | 35,617  | 34,684  | 40,099  | 37,357  | 37,516  | 38,160  | 38,319  |
| ASP - domestic         | 46,202  | 43,913  | 43,128  | 41,393  | 40,885  | 41,812  | 43,679  | 44,541  | 44,541  |
| Raw material cost      | 29,417  | 28,248  | 27,848  | 27,887  | 29,105  | 29,819  | 30,695  | 31,500  | 31,395  |
| Staff cost             | 2,150   | 2,062   | 1,564   | 1,149   | 1,065   | 1,361   | 1,141   | 1,126   | 1,367   |
| Other expenditure      | 4,757   | 4,098   | 3,416   | 2,811   | 2,320   | 2,364   | 2,616   | 2,563   | 2,543   |
| Average EBITDA         | 4,315   | 6,864   | 7,896   | 7,338   | 8,259   | 6,723   | 7,359   | 7,397   | 7,522   |
| Other operating income | 2,178   | 1,451   | 1,373   | 1,603   | 1,347   | 1,646   | 1,608   | 1,573   | 1,563   |

Source: Company Data

# Bajaj Auto

| Income statement (Rsm)                   | 03/06                    | 03/07                    | 03/08                   | 03/09                   | 03/10                    | 03/11E                          | % c <b>h</b>  | 03/12E                | % c <b>h</b>        | 03/13E                   | % c <b>h</b> |
|--|--------------------------|--------------------------|-------------------------|-------------------------|--------------------------|---------------------------------|---------------|-----------------------|---------------------|--------------------------|--------------|
| Revenues                                 | 75,797.70                | 94,530.30                | 86,659.20               | 84,460.30               | 115,431.60               | 161,565.37                      | 40.0          | 188,978.77            | 17.0                | 219,526.62               | 16.2         |
| Operating expenses (ex depn)             | (63,188.40)              | (81,157.80)              | (77,874.90)             | (76,905.00)             | (93,869.40)              | (133,900.84)                    | 42.6          | (158,659.78)          | 18.5                | (184,371.31)             | 16.2         |
| EBITDA (UBS)                             | 12,609.30                | 13,372.50                | 11,600.30               | 10,745.90               | 25,301.40                | 33,863.11                       | 33.8          | 37,170.64             | 9.8                 | 41,549.64                | 11.8         |
| Depreciation                             | (1,912.80)               | (1,905.90)               | (1,746.10)              | (1,306.20)              | (1,374.10)               | (1,394.20)                      | 1.5           | (1,627.53)            | 16.7                | (1,827.53)               | 12.3         |
| Operating income (EBIT, UBS)             | 10,696.50                | 11,466.60                | 9,854.20                | 9,439.70                | 23,927.30                | 32,468.91                       | 35.7          | 35,543.10             | <i>9.5</i>          | 39,722.10                | 11.8<br>10 5 |
| Other income & associates                | 5,239.70                 | 6,664.90                 | 2,164.80                | 1,716.20                | 1,795.70                 | 3,723.00                        | 107.3         | 4,623.00              | 24.2                | 5,523.00                 | 19.5         |
| Net interest                             | (3.40)                   | (55.40)                  | (51.60)                 | (218.90)                | (67.50)                  | 0.00<br>0.00                    | -             | 0.00<br>0.00          | -                   | 0.00<br>0.00             | -            |
| Abnormal items (pre-tax)                 | (227.80)                 | (489.60)                 | (1,025.30)              | (2,072.40)              | (1,624.00)               |                                 | -             | 40.166.10             |                     |                          | - 10 /       |
| Profit before tax<br>Tax                 | 15,705.00<br>(5,093.70)  | 17,586.50<br>(5,279.50)  | 10,942.10<br>(3,684.20) | 8,864.60<br>(2,888.80)  | 24,031.50<br>(7,034.50)  | <b>36,191.91</b><br>(10,025.16) | 50.6<br>42.5  | 40,100.10 (11,126.01) | 11.0<br>11.0        | 45,245.10<br>(12,532.89) | 12.6<br>12.6 |
| Profit after tax                         | . ,                      |                          |                         | . ,                     | . ,                      | 26,166.75                       | 42.5          | 29,040.09             | 11.0                | 32,712.21                | 12.0         |
| Abnormal items (post-tax)                | <b>10,611.30</b><br>0.00 | <b>12,307.00</b><br>0.00 | <b>7,257.90</b><br>0.00 | <b>5,975.80</b><br>0.00 | <b>16,997.00</b><br>0.00 | 20,100.75                       | 53.9          | 29,040.09<br>0.00     | -                   | 32,712.21                | 12.0         |
| Minorities / pref dividends              | 215.20                   | 198.70                   | 237.70                  | (617.90)                | (1,024.80)               | 2.24                            |               | 1.79                  | -20.0               | 1.43                     | -20.0        |
| Net income (local GAAP)                  | 10,826.50                | 12,505.70                | 7,495.60                | 5,357.90                | 15,972.20                | 26,168.99                       | 63.8          | 29,041.88             | 11.0                | 32,713.64                | 12.6         |
| Net Income (UBS)                         | 11,054.30                | 12,995.30                | 8,520.90                | 7,430.30                | 17,596.20                | 26,168.99                       | 48.7          | 29,041.88             | 11.0                | 32,713.64                | 12.0         |
|  | 11,001.00                | 12,770.00                | 0,020.70                | 7,100.00                | 17,070.20                | 20,100.77                       | 10.7          | 27,011.00             | 11.0                | 02,710.01                | 12.0         |
| Tax rate (%)                             | 32.43                    | 30.02                    | 33.67                   | 32.59                   | 29.27                    | 27.70                           | -5.4          | 27.70                 | 0.0                 | 27.70                    | 0.0          |
| Pre-abnormal tax rate (%)                | 31.97                    | 29.21                    | 30.79                   | 26.41                   | 27.42                    | 27.70                           | 1.0           | 27.70                 | 0.0                 | 27.70                    | 0.0          |
| Parahara (Pa)                            | 02/07                    | 02/07                    | 02/00                   | 02/00                   | 02/10                    | 02/11                           | 0/ ab         | 02/125                | 0/ ah               | 02/12                    | 0/ ab        |
| Per share (Rs)<br>EPS (local GAAP)       | 03/06<br>37.42           | 03/07<br>43.22           | 03/08<br>25.90          | 03/09<br>18.52          | 03/10<br>55.20           | 03/11E<br>90.44                 | % ch<br>63.8  | 03/12E<br>100.36      | <b>% ch</b><br>11.0 | 03/13E<br>113.05         | % ch<br>12.6 |
| EPS (IDEAI GAAP)<br>EPS (UBS)            | 37.42<br>38.20           | 43.22<br>44.91           | 25.90<br>29.45          | 25.68                   | 55.20<br>60.81           | 90.44<br>90.44                  | 03.8<br>48.7  | 100.36                | 11.0                | 113.05                   | 12.0<br>12.6 |
| Net DPS                                  | 20.00                    | 20.00                    | 10.00                   | 11.00                   | 20.00                    | 38.21                           | 40.7<br>91.1  | 42.41                 | 11.0                | 47.77                    | 12.0         |
| Cash EPS                                 | 44.81                    | 20.00<br>51.50           | 35.48                   | 30.19                   | 65.56                    | 95.25                           | 45.3          | 105.99                | 11.3                | 119.37                   | 12.0         |
| BVPS                                     | 179.74                   | 212.57                   | 56.11                   | 62.65                   | 187.78                   | 281.79                          | 50.1          | 387.11                | 37.4                | 505.74                   | 30.6         |
|  | 177.71                   | 212.07                   | 00.11                   | 02.00                   | 107.70                   | 201.77                          | 00.1          | 507.11                | 07.1                | 000.71                   | 00.0         |
| Balance sheet (Rsm)                      | 03/06                    | 03/07                    | 03/08                   | 03/09                   | 03/10                    | 03/11E                          | % c <b>h</b>  | 03/12E                | % c <b>h</b>        | 03/13E                   | % c <b>h</b> |
| Net tangible fixed assets                | 12,307.70                | 14,063.70                | 12,975.30               | 15,521.80               | 15,248.60                | 20,029.40                       | 31.4          | 23,401.87             | 16.8                | 26,574.33                | 13.6         |
| Net intangible fixed assets              | 13.40                    | 41.30                    | 105.30                  | 1,995.60                | 0.00                     | 152.00                          | -             | 152.00                | 0.0                 | 152.00                   | 0.0          |
| Net working capital (incl. other assets) | (17,023.30)              | (24,899.50)              | (2,870.20)              | (2,988.20)              | (13,601.70)              | (20,051.14)                     | 47.4          | (24,513.81)           | 22.3                | (29,884.18)              | 21.9         |
| Other liabilities                        | 0.00                     | 0.00                     | 0.00                    | 0.00                    | 0.00                     | 0.00                            |               | 0.00                  | -                   | 0.00                     |              |
| Operating invested capital               | (4,702.20)               | (10,794.50)              | 10,210.40               | 14,529.20               | 1,646.90                 | 130.26                          | - <i>92.1</i> | (959.95)              | -                   | (3,157.84)               | 229.0        |
| Investments                              | 99,373.40                | 144,429.20               | 18,749.80               | 17,904.20               | 37,742.20                | 37,742.20                       | 0.0           | 37,742.20             | 0.0                 | 37,742.20                | 0.0          |
| Total capital employed                   | 94,671.20                | 133,634.70               | 28,960.20               | 32,433.40               | 39,389.10                | 37,872.46                       | -3.9          | 36,782.25             | -2.9                | 34,584.36                | -6.0         |
| Shareholders' equity                     | 52,010.00                | 61,508.30                | 16,235.70               | 18,127.90               | 27,169.30                | 40,770.49                       | 50.1          | 56,007.90             | 37.4                | 73,171.78                | 30.6         |
| Minority interests                       | 1,487.90                 | 2,197.00                 | 4.20                    | 0.00                    | 3.80                     | 3.99                            | 5.0           | 4.19                  | 5.0                 | 4.40                     | 5.0          |
| Total equity                             | 53,497.90                | 63,705.30                | 16,239.90               | 18,127.90               | 27,173.10                | 40,774.48                       | 50.1          | 56,012.09             | 37.4                | 73,176.18                | 30.6         |
| Net debt / (cash)                        | 41,173.30                | 69,929.40                | 12,720.30               | 14,305.50               | 12,216.00                | (2,902.02)                      | -             | (19,229.84)           | 562.6               | (38,591.82)              | 100.7        |
| Other debt-deemed items                  | 0.00                     | 0.00                     | 0.00                    | 0.00                    | 0.00                     | 0.00                            | -             | 0.00                  | -                   | 0.00                     | -            |
| Total capital employed                   | 94,671.20                | 133,634.70               | 28,960.20               | 32,433.40               | 39,389.10                | 37,872.46                       | -3.9          | 36,782.25             | -2.9                | 34,584.36                | -6.0         |
| Cash flow (Rsm)                          | 03/06                    | 03/07                    | 03/08                   | 03/09                   | 03/10                    | 03/11E                          | % c <b>h</b>  | 03/12E                | % c <b>h</b>        | 03/13E                   | % c <b>h</b> |
| Operating income (EBIT, UBS)             | 10,696.50                | 11,466.60                | 9,854.20                | 9,439.70                | 23,927.30                | 32,468.91                       | 35.7          | 35,543.10             | 9.5                 | 39,722.10                | 11.8         |
| Depreciation                             | 1,912.80                 | 1,905.90                 | 1,746.10                | 1,306.20                | 1,374.10                 | 1,394.20                        | 1.5           | 1,627.53              | 16.7                | 1,827.53                 | 12.3         |
| Net change in working capital            | 7,584.47                 | 7,876.20                 | (22,029.30)             | 118.00                  | 10,613.50                | 6,449.44                        | -39.2         | 4,462.67              | -30.8               | 5,370.36                 | 20.3         |
| Other (operating)                        | (32.28)                  | 27.90                    | 64.00                   | 3,606.50                | (199.90)                 | 3,875.00                        | -             | 4,623.00              | <i>19.3</i>         | 5,523.00                 | 19.5         |
| Operating cash flow (pre tax/interest)   | 20,161.49                | 21,276.60                | (10,365.00)             | 14,470.40               | 35,715.00                | 44,187.56                       | <i>23</i> .7  | 46,256.31             | 4.7                 | 52,443.00                | 13.4         |
| Net interest received / (paid)           | (3.40)                   | (55.40)                  | (51.60)                 | (218.90)                | (67.50)                  | 0.00                            | -             | 0.00                  | -                   | 0.00                     | -            |
| Dividends paid                           | (4,615.00)               | (4,735.10)               | (3,385.50)              | (3,724.00)              | (6,748.50)               | (12,438.90)                     | 84.3          | (13,804.47)           | 11.0                | (15,549.77)              | 12.6         |
| Tax paid                                 | (5,459.90)               | (5,499.90)               | (3,961.00)              | (3,084.00)              | (7,126.20)               | (10,133.74)                     | 42.2          | (11,246.51)           | 11.0                | (12,668.63)              | 12.6         |
| Capital expenditure                      | (40,888.24)              | (48,602.00)              | 129,807.00              | (3,372.50)              | (654.50)                 | (6,175.00)                      | 843.5         | (5,000.00)            | -19.0               | (5,000.00)               | 0.0          |
| Net (acquisitions) / disposals           | 0.00                     | 0.00                     | 0.00                    | 0.00                    | 0.00                     | 0.00                            | -             | 0.00                  | -                   | 0.00                     | -            |
| Other                                    | 0.00                     | 0.00                     | 0.00                    | 223.20                  | (20,865.60)              | 0.00                            | -             | 0.00                  | -                   | (.00)                    | -            |
| Share issues                             | 2,221.48                 | 1,727.70                 | (49,817.70)             | 258.30                  | (182.30)                 | (128.90)                        | -29.3         | 0.00                  |                     | 0.00                     |              |
| Cash flow (inc)/dec in net debt          | (28,583.57)              | (35,888.10)              | 62,226.20               | 4,552.50                | 70.40                    | 15,311.02                       | 21648.6       | 16,205.32             | 5.8                 | 19,224.60                | 18.6         |
| FX / non cash items                      | 6,077.07                 | 7,132.00                 | (5,017.10)              | (6,137.70)              | 2,019.10                 | (192.99)                        | -             | 122.49                | -                   | 137.38                   | 12.2         |
| Balance sheet (inc)/dec in net debt      | (22,506.50)              | (28,756.10)              | 57,209.10               | (1,585.20)              | 2,089.50                 | 15,118.02                       | 623.5         | 16,327.81             | 8.0                 | 19,361.98                | 18.6         |
| Core EBITDA                              | 12,609.30                | 13,372.50                | 11,600.30               | 10,745.90               | 25,301.40                | 33,863.11                       | 33.8          | 37,170.64             | 9.8                 | 41,549.64                | 11.8         |
| Maintenance capital expenditure          | (1,912.80)               | (1,905.90)               | (1,746.10)              | (1,306.20)              | (1,374.10)               | (1,394.20)                      | 1.5           | (1,627.53)            | 16.7                | (1,827.53)               | 12.3         |
| Maintenance net working capital          | 0.00                     | 0.00                     | 0.00                    | 0.00                    | 0.00                     | 0.00                            | -             | 0.00                  | -                   | 0.00                     | -            |
|  |                          |                          |                         |                         |                          |                                 |               |                       |                     |                          |              |

## **Global Equity Research**

India

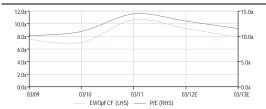
Automobile Manufacturers

| 12-month rating  | Buy        |
|------------------|------------|
| 12m price target | Rs1,750.00 |

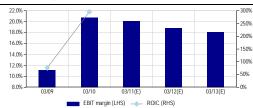
## Company profile

Bajaj Auto was India's largest two-wheeler manufacturer until 2000. It is present in all product segments, including three-wheelers. Bajaj has a technical tie-up with Kawasaki in the motorcycle segment. Bajaj was strongest in scooters, although its position has declined sharply in recent years. Bajaj is now attempting to gain market share through the launch of new motorcycle models. The company is also trying to gain a foothold in the two-wheeler markets in Southeast Asia and Latin America via CKD assembly facilities set up by its distributors.

## Value (EV/OpFCF & P/E)



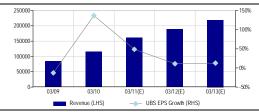
## Profitability



## ROE v Price to book value



## Growth (UBS EPS)



| Valuation (x)                   | 5Yr Avg        | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
|---------------------------------|----------------|------------|------------|---------------|------------|---------------|
| P/E (local GAAP)                | 19.2           | 14.1       | 12.1       | 14.5          | 13.0       | 11.6          |
| P/E (UBS)                       | 17.3           | 10.1       | 11.0       | 14.5          | 13.0       | 11.6          |
| P/CEPS                          | 14.6           | 8.6        | 10.2       | 13.7          | 12.3       | 11.0          |
| Net dividend yield (%)          | 3.0            | 4.2        | 3.0        | 2.9           | 3.2        | 3.7           |
| P/BV                            | 5.8            | 4.2        | 3.6        | 4.6           | 3.4        | 2.6           |
| EV/revenue (core)               | 1.7            | 0.8        | 1.5        | 2.1           | 1.7        | 1.4           |
| EV/EBITDA (core)                | 11.9           | 6.6        | 6.7        | 10.2          | 8.9        | 7.5           |
| EV/EBIT (core)                  | 14.0           | 7.5        | 7.1        | 10.6          | 9.3        | 7.9           |
| EV/OpFCF (core)                 | 14.0           | 7.5        | 7.1        | 10.6          | 9.3        | 7.9           |
| EV/op. invested capital         | NM             | 5.7        | NM         | NM            | NM         | NM            |
|                                 |                | 0.7        | 1.001      |               |            |               |
| Enterprise value (Rsm)          |                | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
| Average market cap              |                | 75,345.85  | 193,287.4  | 378,553.8     | 378,553.8  | 378,553.8     |
| + minority interests            |                | 0.00       | 3.80       | 3.99          | 4.19       | 4.40          |
| + average net debt (cash)       |                | 13,512.90  | 13,260.75  | 4,656.99      | (11,065.93 | (28,910.83    |
| + pension obligations and other |                | 0.00       | 0.00       | 0.00          | 0.00       | 0.00          |
| - non-core asset value          |                | (17,904.20 | (37,742.20 | (37,742.20    | (37,742.20 | (37,742.20    |
| Core enterprise value           |                | 70,954.55  | 168,809.7  | 345,472.6     | 329,749.8  | 311,905.2     |
| ·                               |                |            |            |               |            |               |
| Growth (%)                      | 5Yr Avg        | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
| Revenue                         | 9.3            | -2.5       | 36.7       | 40.0          | 17.0       | 16.2          |
| EBITDA (UBS)                    | 4.6            | -7.4       | 135.5      | 33.8          | 9.8        | 11.8          |
| EBIT (UBS)                      | 7.3            | -4.2       | 153.5      | 35.7          | 9.5        | 11.8          |
| EPS (UBS)                       | -3.3           | -12.8      | 136.8      | 48.7          | 11.0       | 12.6          |
| Cash EPS                        | -4.1           | -14.9      | 117.1      | 45.3          | 11.3       | 12.6          |
| Net DPS                         | -6.3           | 10.0       | 81.8       | 91.1          | 11.0       | 12.6          |
| BVPS                            | -19.7          | 11.7       | 199.8      | 50.1          | 37.4       | 30.6          |
| Margins (%)                     | 5Yr Avg        | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
| EBITDA / revenue                | 14.4           | 12.7       | 21.9       | 21.0          | 19.7       | 18.9          |
| EBIT / revenue                  | 12.2           | 11.2       | 20.7       | 20.1          | 18.8       | 18.1          |
| Net profit (UBS) / revenue      | 12.2           | 8.8        | 15.2       | 16.2          | 15.4       | 14.9          |
| Net profit (0D3) / Tevenue      | 12.5           | 0.0        | 13.2       | 10.2          | 13.4       | 14.5          |
| Return on capital (%)           | 5Yr Avg        | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
| EBIT ROIC (UBS)                 | NM             | NM         | NM         | NM            | NM         | NN            |
| ROIC post tax                   | -              | 56.2       | NM         | NM            | NM         | NN            |
| Net ROE                         | 26.4           | 43.2       | 77.7       | 77.0          | 60.0       | 50.6          |
| Coverage ratios (x)             | 5Yr Avg        | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
| EBIT / net interest             | NM             | NM         | NM         | - UJ/TTL      |            | 03/132        |
| Dividend cover (UBS EPS)        | 2.3            | 2.3        | 3.0        | 2.4           | 2.4        | 2.4           |
| Div. payout ratio (%, UBS EPS)  | 44.5           | 42.8       | 32.9       | 42.3          | 42.3       | 42.3          |
| Net debt / EBITDA               | 2.7            | 42.0       | 0.5        | 42.3<br>NM    | 42.3<br>NM | 42.0<br>NN    |
|                                 | 2.7            | 1.5        | 0.5        | 14171         | INIVI      | TNIV          |
| Efficiency ratios (x)           | 5Yr Avg        | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
| Revenue / op. invested capital  | NM             | 6.8        | 14.3       | NM            | NM         | NN            |
| Revenue / fixed assets          | 6.0            | 5.5        | 7.0        | 9.1           | 8.6        | 8.7           |
| Revenue / net working capital   | NM             | NM         | NM         | NM            | NM         | NM            |
| Investment ratios (x)           | 5Yr Avg        | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
| OpFCF / EBIT                    | 511 AVg<br>1.0 | 1.0        | 1.0        | 03/TTE<br>1.0 | 03/12E     | 03/13E<br>1.0 |
| Capex / revenue (%)             | NM             | 4.0        | 0.6        | 3.8           | 2.6        | 2.3           |
| •                               |                |            |            |               |            |               |
| Capex / depreciation            | NM             | 2.6        | 0.5        | 4.4           | 3.1        | 2.7           |
| Capital structure (%)           | 5Yr Avg        | 03/09      | 03/10      | 03/11E        | 03/12E     | 03/13E        |
| Net debt / total equity         | 81.9           | 78.9       | 45.0       | (7.1)         | (34.3)     | (52.7)        |
| Net debt / (net debt + equity)  | 45.0           | 44.1       | 31.0       | (7.7)         | (52.3)     | NN            |
| Net debt (core) / EV            | 22.8           | 19.0       | 7.9        | 1.3           | (3.4)      | (9.3)         |
|                                 |                |            |            |               | . 7        | /             |

Source: Company accounts, UBS estimates. (UBS) valuations are stated before goodwill, exceptionals and other special items. Valuations: based on an average share price that year, (E): based on a share price of Rs1,308.20 on 17 May 2011 23:37 SGT Market cap(E) may include forecast share issues/buybacks.

#### Sonal Gupta

Analyst

sonal.gupta@ubs.com +91-22-6155 6063

Bajaj Auto

## Bajaj Auto

Bajaj Auto was India's largest two-wheeler manufacturer until 2000. It is present in all product segments, including three-wheelers. Bajaj has a technical tie-up with Kawasaki in the motorcycle segment. Bajaj was strongest in scooters, although its position has declined sharply in recent years. Bajaj is now attempting to gain market share through the launch of new motorcycle models. The company is also trying to gain a foothold in the two-wheeler markets in Southeast Asia and Latin America via CKD assembly facilities set up by its distributors.

## Statement of Risk

We think key risks for Bajaj remain rising commodity prices, a potential price war with Hero Honda in the domestic market, a sharp decline in 3W volumes, and a drop in export sales

## Analyst Certification

Each research analyst primarily responsible for the content of this research report, in whole or in part, certifies that with respect to each security or issuer that the analyst covered in this report: (1) all of the views expressed accurately reflect his or her personal views about those securities or issuers and were prepared in an independent manner, including with respect to UBS, 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 by that research analyst in the research report.

## **Required Disclosures**

This report has been prepared by UBS Securities India Private Ltd, an affiliate of UBS AG. UBS AG, its subsidiaries, branches and affiliates are referred to herein as UBS.

For information on the ways in which UBS manages conflicts and maintains independence of its research product; historical performance information; and certain additional disclosures concerning UBS research recommendations, please visit www.ubs.com/disclosures. The figures contained in performance charts refer to the past; past performance is not a reliable indicator of future results. Additional information will be made available upon request. UBS Securities Co. Limited is licensed to conduct securities investment consultancy businesses by the China Securities Regulatory Commission.

| UBS 12-Month Rating Rating Category |                 | Coverage <sup>1</sup> | IB Services <sup>2</sup> |  |
|-------------------------------------|-----------------|-----------------------|--------------------------|--|
| Buy                                 | Buy             | 52%                   | 41%                      |  |
| Neutral                             | Hold/Neutral    | 40%                   | 37%                      |  |
| Sell                                | Sell            | 8%                    | 20%                      |  |
| UBS Short-Term Rating               | Rating Category | Coverage <sup>3</sup> | IB Services <sup>4</sup> |  |
| Buy                                 | Buy             | less than 1%          | 30%                      |  |
| Sell                                | Sell            | less than 1%          | 17%                      |  |

UBS Investment Research: Global Equity Rating Allocations

1:Percentage of companies under coverage globally within the 12-month rating category.

2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.

3:Percentage of companies under coverage globally within the Short-Term rating category.

4:Percentage of companies within the Short-Term rating category for which investment banking (IB) services were provided within the past 12 months.

Source: UBS. Rating allocations are as of 31 March 2011. UBS Investment Research: Global Equity Rating Definitions

| UBS 12-Month Rating   | Definition  |
|-----------------------|---|
| Buy                   | FSR is > 6% above the MRA.  |
| Neutral               | FSR is between -6% and 6% of the MRA.   |
| Sell                  | FSR is > 6% below the MRA.  |
| UBS Short-Term Rating | Definition  |
| Buy                   | Buy: Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event.  |
| Sell                  | Sell: Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event. |

## **KEY DEFINITIONS**

Forecast Stock Return (FSR) is defined as expected percentage price appreciation plus gross dividend yield over the next 12 months.

**Market Return Assumption (MRA)** is defined as the one-year local market interest rate plus 5% (a proxy for, and not a forecast of, the equity risk premium).

**Under Review (UR)** Stocks may be flagged as UR by the analyst, indicating that the stock's price target and/or rating are subject to possible change in the near term, usually in response to an event that may affect the investment case or valuation. **Short-Term Ratings** reflect the expected near-term (up to three months) performance of the stock and do not reflect any change in the fundamental view or investment case.

Equity Price Targets have an investment horizon of 12 months.

## **EXCEPTIONS AND SPECIAL CASES**

**UK and European Investment Fund ratings and definitions are:** Buy: Positive on factors such as structure, management, performance record, discount; Neutral: Neutral on factors such as structure, management, performance record, discount; Sell: Negative on factors such as structure, management, performance record, discount.

**Core Banding Exceptions (CBE):** Exceptions to the standard +/-6% bands may be granted by the Investment Review Committee (IRC). Factors considered by the IRC include the stock's volatility and the credit spread of the respective company's debt. As a result, stocks deemed to be very high or low risk may be subject to higher or lower bands as they relate to the rating. When such exceptions apply, they will be identified in the Company Disclosures table in the relevant research piece.

Research analysts contributing to this report who are employed by any non-US affiliate of UBS Securities LLC are not registered/qualified as research analysts with the NASD and NYSE and therefore are not subject to the restrictions contained in the NASD and NYSE rules on communications with a subject company, public appearances, and trading securities held by a research analyst account. The name of each affiliate and analyst employed by that affiliate contributing to this report, if any, follows.

## UBS Securities India Private Ltd: Sonal Gupta.

## **Company Disclosures**

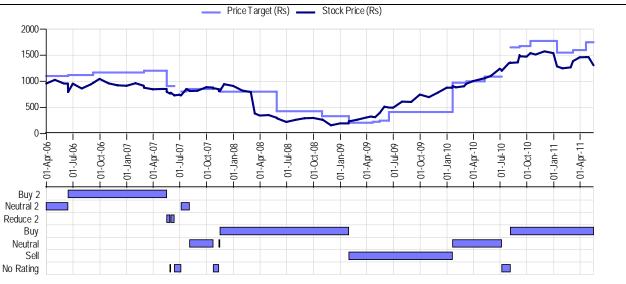
| Company Name | Reuters | 12-mo rating | Short-term rating | Price      | Price date  |
|--------------|---------|--------------|-------------------|------------|-------------|
| Bajaj Auto   | BAJA.BO | Buy          | N/A               | Rs1,308.20 | 17 May 2011 |

Source: UBS. All prices as of local market close.

Ratings in this table are the most current published ratings prior to this report. They may be more recent than the stock pricing date

Unless otherwise indicated, please refer to the Valuation and Risk sections within the body of this report.

## Bajaj Auto (Rs)



Source: UBS; as of 17 May 2011

Note: On August 4, 2007 UBS revised its rating system. (See 'UBS Investment Research: Global Equity Rating Definitions' table for details). From September 9, 2006 through August 3, 2007 the UBS ratings and their definitions were: Buy 1 = FSR is > 6% above the MRA, higher degree of predictability; Buy 2 = FSR is > 6% above the MRA, lower degree of predictability; Neutral 1 = FSR is between -6% and 6% of the MRA, higher degree of predictability; Neutral 2 = FSR is between -6% and 6% of the MRA, lower degree of predictability; Reduce 1 = FSR is > 6% below the MRA, higher degree of predictability; Reduce 2 = FSR is > 6% below the MRA, higher degree of predictability; Reduce 2 = FSR is > 6% below the MRA, higher degree of predictability; Reduce 2 = FSR is > 6% below the MRA, higher degree of predictability; Reduce 2 = FSR is > 6% below the MRA, higher degree of predictability; Reduce 2 = FSR is > 6% below the MRA, higher degree of predictability; Reduce 2 = FSR is > 6% below the MRA, higher degree of predictability. The predictability level indicates an analyst's conviction in the FSR. A predictability level of '1' means that the analyst's estimate of FSR is in the middle of a horader, or larger, range of possibilities. A predictability level of '2' means that the analyst's estimate of FSR is in the middle of a broader, or larger, range of possibilities. From October 13, 2003 through September 8, 2006 the percentage band criteria used in the rating system was 10%.

## **Global Disclaimer**

This report has been prepared by UBS Securities India Private Ltd, an affiliate of UBS AG. UBS AG, its subsidiaries, branches and affiliates are referred to herein as UBS. In certain countries, UBS AG is referred to as UBS SA.

This report is for distribution only under such circumstances as may be permitted by applicable law. Nothing in this report constitutes a representation that any investment strategy or recommendation contained herein is suitable or appropriate to a recipient's individual circumstances or otherwise constitutes a personal recommendation. It is published solely for information purposes, it does not constitute an advertisement and is not to be construed as a solicitation or an offer to buy or sell any securities or related financial instruments in any jurisdiction. No representation or warranty, either express or implied, is provided in relation to the accuracy, completeness or reliability of the information contained herein, except with respect to information concerning UBS AG, its subsidiaries and affiliates, nor is it intended to be a complete statement or summary of the securities, markets or developments referred to in the report. UBS does not undertake that investors will obtain profits, nor will it share with investors any investment profits nor accept any liability for any investment involve risks and investors should exercise prudence in making their investment decisions. The report should not be regarded by recipients as a substitute for the exercise of their own judgement. Past performance is not necessarily a guide to future performance. The value of any investment or income may go down as well as up and you may not get back the full amount invested. Any opinions expressed in this report are subject to change without notice and may differ or be contrary to opinions expressed by other business areas or groups of UBS as a result of using different assumptions. Different assumptions could result in materially different results. The analyst(s) responsible for the preparation of this report may interact with trading desk personnel, sales personnel and other constituencies for the purpose of gathering, synthesizing and interpreting market information. UBS is under no obligation to update or keep current the i

The securities described herein may not be eligible for sale in all jurisdictions or to certain categories of investors. Options, derivative products and futures are not suitable for all investors, and trading in these instruments is considered risky. Mortgage and asset-backed securities may involve a high degree of risk and may be highly volatile in response to fluctuations in interest rates and other market conditions. Past performance is not necessarily indicative of future results. Foreign currency rates of exchange may adversely affect the value, price or income of any security or related instrument mentioned in this report. For investment advice, trade execution or other enquiries, clients should contact their local sales representative. Neither UBS nor any of its affiliates, directors, employees or agents accepts any liability for any loss or damage arising out of the use of all or any part of this report. For financial instruments admitted to trading on an EU regulated market: UBS AG, its affiliates or subsidiaries (excluding UBS Securities LLC and/or UBS Capital Markets LP) acts as a market maker or liquidity provider (in accordance with the interpretation of these terms in the UK) in the financial instruments of the issuer save that where the activity of liquidity provider is carried out in accordance with the definition given to it by the laws and regulations of any other EU jurisdictions, such information is separately disclosed in this report. UBS and its affiliates and employees may have long or short positions, trade as principal and buy and sell in instruments or derivatives identified herein.

Any prices stated in this report are for information purposes only and do not represent valuations for individual securities or other instruments. There is no representation that any transaction can or could have been effected at those prices and any prices do not necessarily reflect UBS's internal books and records or theoretical model-based valuations and may be based on certain assumptions. Different assumptions, by UBS or any other source, may yield substantially different results.

United Kingdom and the rest of Europe: Except as otherwise specified herein, this material is communicated by UBS Limited, a subsidiary of UBS AG, to persons who are eligible counterparties or professional clients and is only available to such persons. The information complex with all the FSA requirements and laws concerning disclosures and these are indicated on the research where applicable. France: Prepared by UBS limited and distributed by UBS Limited and UBS Securities France SA. UBS Securities France SA. As contributed to this report, the report is also deemed to have been prepared by UBS Limited and distributed by UBS Limited and UBS Deutschland AG. UBS Deutschland AG is regulated by the Bundesanstal fur Finanzdiensteleistungsaufsicht (BaFin). Spain: Prepared by UBS Limited and distributed by UBS Limited and UBS Securities España SV, SA. UBS Securities France SA. has contributed to builts persons who are eligible (Marcha financial CMW). Turkey: Prepared by UBS Imited and UBS Ibaits Securities España SV, SA. UBS Securities France SA. has contributed to builts Submited and UBS Limited and UBS Ibaits Sim Sp.A. Loss Cartities España SV, SA. UBS Cartines CLSC. Switzerland: UBS National oper le Società e la Borsa (CONSOB). Where an analyst of UBS trained and UBS Ibaits Sim Sp.A. Loss Cartities España SU, SA. UBS Cartities España SV, SA. UBS Cartities Cartitica Futures Exchange and the Bond Exchange of South Africa. UBS South Africa (Pty) Limited Keejstration No. 1995/01114007) is a member of the USE Limited, the contributed to UBS AG or by a group, subidiary of Millate of UBS AG of that is not registered as a US brock-redeal (a "In-Ou-S affiliate"), to major UBS Financial Services Inc., and not though a non-US affiliate NEA and Listibuted by UBS Securities Cartica Singapore: Thionacial Services Inc. All transactions by a group, subidiary of Millate of UBS AG and a member of the USS Securities LLC

UBS specifically prohibits the redistribution of this material in whole or in part without the written permission of UBS and UBS accepts no liability whatsoever for the actions of third parties in this respect. Images may depict objects or elements which are protected by third party copyright, trademarks and other intellectual property rights. © UBS 2011. The key symbol and UBS are among the registered and unregistered trademarks of UBS. All rights reserved.

## 💥 UBS