Detailed Report SECTOR: AUTOMOBILES



Maruti Udyog



Tough and spirited

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Maruti Udyog

STOCK INFO.	BLOOMBERG					
BSE Sensex: 14,164	Ν	AUL IN				
S&P CNX: 4,115		EUTERS C ARTI.BO	ODE			
Y/E MARCH	2006	2007	2008E	2009E		
Total Income (Rs b)	122.5	149.7	183.8	218.4		
EBITDA (Rsb)	18.2	22.9	29.2	34.1		
Net Profit (Rs b)	12.1	15.6	19.6	22.9		
Adjusted EPS (Rs)	41.9	53.9	67.7	79.2		
EPS Growth (%)	42.0	28.5	25.6	17.0		
BV/Share (Rs)	188.7	237.2	299.9	373.6		
P/E (x)	18.5	14.4	11.5	9.8		
P/BV (x)	4.1	3.3	2.6	2.1		
EV/EBITDA (x)	10.5	8.0	5.9	4.8		
EV/Sales (x)	1.6	1.2	0.9	0.8		
RoE (%)	21.8	22.8	22.6	21.2		
RoCE (%)	32.2	30.2	30.6	29.1		

KEY FINANCIALS	
Shares Outstanding (m)	289.0
Market Cap. (Rs b)	221.6
Market Cap. (US\$ b)	5.5
Past 3 yrs Sales Growth (%)	17.6
Past 3 yrs NP Growth (%)	36.0
Dividend Payout (%)	8.3
Dividend Yield (%)	0.6

STOCK DATA	
52-W High/Low Range (Rs)	991/713
Major Shareholders (as of June 2007)	(%)
Promoters	58.7
Domestic Institutions	22.7
Foreign	12.9
Public	5.7
Average Daily Turnover	
Volume ('000 shares)	958.5
Value (Rs million)	832.0
1/6/12 Month Rel. Performance (%)	5/-15/-29
1/6/12 Month Abs. Performance (%)	-5/-11/-6

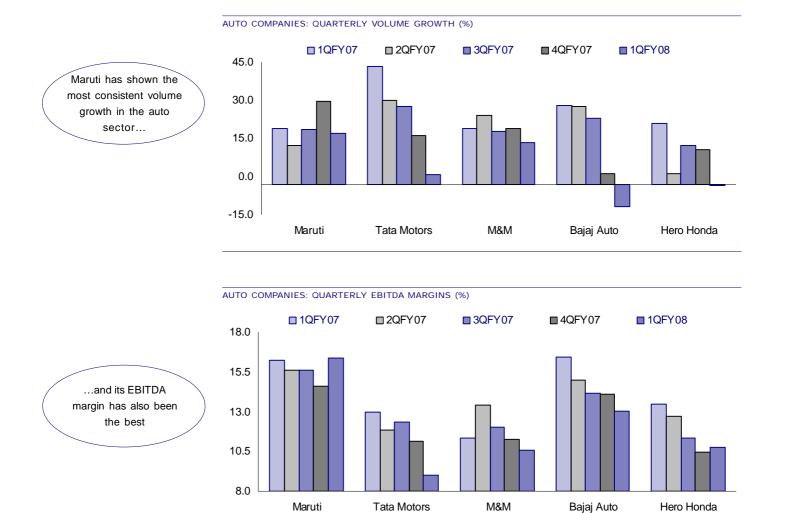
23 August 2007	Buy
Previous Recommendation: Buy	R s777

Key beneficiary of robust demand for passenger vehicles: Though volume growth in segments like commercial vehicles (CVs) and two-wheelers turned sluggish, the passenger vehicle (PV) segment maintained its healthy growth in 1QFY08. We believe that this indicates the imperviousness of the PV industry to temporary negative factors like higher interest rates and tightness in bank financing. The structural factors sustaining the robust growth in PVs are still in place and we expect volumes to grow at 16.5% CAGR over FY07-10. As the leading player in the industry, Maruti would be a key beneficiary.

Best placed to maintain profitability: Its internal efficiencies and superior product mix make Maruti the most efficient car manufacturer in India. Despite a series of price cuts across its product range, competitive pressure and cost inflation, Maruti has consistently expanded its margins over the past three years (220bp over FY04-07). Though rising input/power costs, consolidation of the Manesar assembly plant and higher royalty payments due to new model launches are challenges to the margins, Maruti will be able to improve them due to successful cost reduction, productivity improvement and increased localisation leading to higher internal efficiencies.

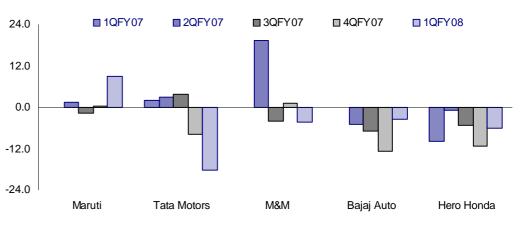
Valuations attractive; maintain Buy: We remain positive on Maruti's growth prospects. We estimate volume growth at 16.4% CAGR over FY07-10; aggressive model launches could result in positive surprises. Margins would expand from 15.3% in FY07 to 15.9% in FY08, despite consolidation of the Manesar plant. We estimate EPS at Rs67.7 for FY08 and Rs79.2 for FY09. The stock is attractive at 11.5x FY08E EPS and 9.8x FY09E EPS. **Buy** with a target price of Rs1,188 – an upside of 53%.





Tough and spirited: a consistent outperformer

AUTO COMPANIES: CHANGE IN FY08 PAT ESTIMATES SINCE 1QFY07 (%)



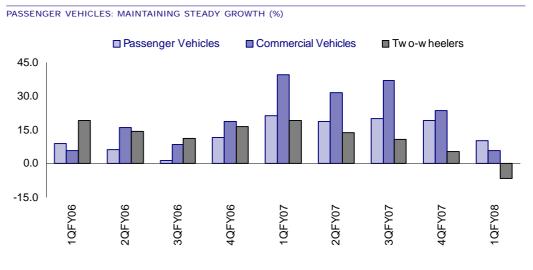
Source: Industry/Motilal Oswal Securities

Besides, Maruti's profits have

consistently witnessed upgrades

Passenger vehicles: robust growth to sustain

Though volume growth in segments like commercial vehicles (CVs) and two-wheelers turned sluggish, the passenger vehicle (PV) segment maintained its healthy growth in 1QFY08. We believe that this indicates the imperviousness of the PV industry to temporary negative factors like higher interest rates and tightness in bank financing. The structural factors sustaining the robust growth in PVs are still in place and we expect volumes to grow at 16.5% CAGR over FY07-10. As the leading player in the industry, Maruti would be a key beneficiary.



The PV industry has maintained a growth rate of 10-20%

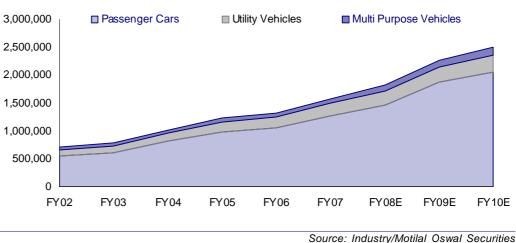
Source: Industry/Motilal Oswal Securities

PASSENGER VEHICLES: EXPECT ROBUST VOLUME GROWTH TO SUSTAIN

	TOTAL PASSE	ENGER VEHICLES	('000 UNITS)	CF	HANGE (%)	
	DOMESTIC	EXPORTS	TOTAL	DOMESTIC	EXPORTS	TOTAL
FY03	707	72	779	5.8	35.3	7.9
FY04	898	129	1,027	26.9	79.6	31.8
FY05	1,062	166	1,229	18.3	29.1	19.7
FY06	1,143	176	1,319	7.6	5.6	7.3
FY07	1,380	198	1,578	20.7	12.9	19.7
FY08E	1,584	233	1,817	14.8	17.6	15.2
FY09E	1,772	501	2,273	11.9	114.7	25.1
FY10E	1,962	536	2,498	10.7	7.0	9.9

Source: Industry/Motilal Oswal Securities

Expect PV industry to grow at 16.5% CAGR over FY07-10



PASSENGER CARS CONTINUE TO DOMINATE THE PASSENGER VEHICLES SEGMENT (VOLUME UNITS)

Key growth drivers

Rapid growth in middle/high income households: Strong economic growth is leading to rapid growth in middle/high income households. With increasing salaries, changing lifestyles, and increased urbanization, the demand for passenger vehicles is likely to remain strong.

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			NU	MBER OF HOUS	EHOLDS	CAC	GR (%)
	CLASSIFICATION	INCOME CLASS	2001-02	2005-06*	2009-10*	2002-10	2006-10
	Deprived	<90	135,378	132,250	114,394	-2.1	-3.6
Mainly two-wheeler buyers—	Aspirers	90 - 200	41,262	53,276	75,304	7.8	9.0
Key target audience for Maruti <	Seekers	200 - 500	9,034	13,813	22,268	11.9	12.7
	Strivers	500 - 1,000	1,712	3,212	6,173	17.4	17.7
	Near Rich	1,000 - 2,000	546	1,122	2,373	20.2	20.6
	Clear Rich	2,000 - 5,000	201	454	1,037	22.8	22.9
	Sheer Rich	5,000 - 10,000	40	103	255	26.1	25.4
	Super Rich	>10,000	20	53	141	27.7	27.7
		Total	188,193	204,283	221,945	2.1	2.1
	* Estimates					Sou	Irce: NCAER

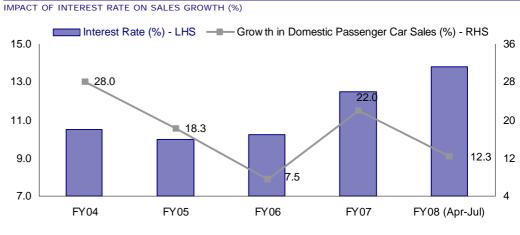
RAPID GROWTH IN MIDDLE/HIGH INCOME HOUSEHOLDS (INCOME IN RS '000 PA AND HOUSEHOLDS IN '000)

Maruti's target audience are the 'Seekers' and 'Strivers' segment households, which are expected to nearly treble in size to 28m households in the ongoing decade, on account of population growth and improvement in the financial condition of the 'Aspirers'. This upward mobility of the formerly two-wheeler purchasing households will boost demand for compact cars leading to increase in demand for Maruti's Alto, Wagon R, and Swift models, Hyundai's Santro, Tata Motor's Indica, etc.

An increase in the number of high income households will favor higher sales of A3 and other premium segments, where Honda City dominates. However, Maruti is increasing its presence in the premium segment through the successful launch of the *SX4* and the planned launch of the '*Swift sedan version*' (as a replacement of the long-serving *Esteem* model).

Interest rate expected to stabilize: Stability in interest rates and increase in availability of finance will be a major sentimental positive for four-wheeler stocks, and will result in higher volume growth. Maruti, the industry leader in passenger vehicles, would be the key beneficiary of the increase in demand.

With the inflation rate having subsided from a high of 6.5% in January 2007 to 4% as per the latest data, a stable interest rate regime could emerge. Moreover, we also believe that availability of finance would increase significantly due to strong deposit growth and this would have a positive impact on sectors that faced liquidity crunch earlier.



Higher interest rates have negatively impacted domestic passenger car sales growth in YTD FY08

- Availability of a wide range of car models: The Indian PV market has come a long way from being a duopoly, with just a handful of models to choose from. Today, a wide choice is available to the customer and the frequency of new launches has been increasing over the years. Some recent launches include the *Swift Diesel*, *Teana*, *Logan*, *SX4*, *Spark*, etc. On the horizon are Honda's *Jazz*, variants of *Logan*, Hyundai's *Pa*, Volkswagen's small car, Tata Motor's Rs100,000-car, etc. Increasing availability of newer alternatives would favorably impact demand.
- Increasing exports: Global majors are committing resources to India to gain a share of the domestic market and have a low-cost export base (as already seen with Hyundai). Some of the global majors committing resources to India are:
 - 1. **Hyundai:** Doubling its production capacity in India to 600,000 vehicles, with the aim to double exports by 2008.
 - 2. **General Motors:** Investing US\$300m to build its second plant, which will increase its installed capacity to 220,000 units.

Source: SIAM/CrisInfac

- 3. Fiat: Increasing production capacity to 100,000 units; also has a tie-up with Tata Motors for co-branded showrooms and technology sharing.
- 4. Honda: Intends to invest Rs30b in India over 10 years; already in the process of increasing production capacity.
- Renault & Nissan: Renault already has a joint venture with Mahindra & Mahindra 5. (M&M) to manufacture the Logan at Nashik. A 300,000-unit joint manufacturing capacity of M&M, Renault and Nissan is coming up at Chennai.
- Volkswagen: Setting up a 110,000-unit plant to be completed by 2010. 6.
- DaimlerChrysler: Doubling its installed capacity to 4,500 units. 7.

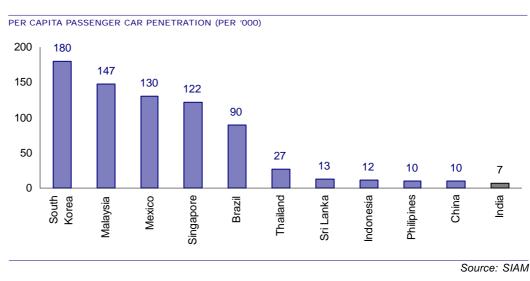
Increase in capacity in India would also lead to higher growth potential for exports, as global majors take advantage of India being a low cost manufacturing base.

PASSENGER VEHICLES	POTENTIAL	EXPORTS	FROM NEW	EXPORT	DEDICATED	CAPACITIES	COMING I	UP

Total	255,000	322,500
Others	12,500	12,500
Tata Motors - Fiat	10,000	10,000
General Motors	30,000	30,000
Mahindra Renault (assumed 30% of capacity)	2,500	20,000
Hyundai (assumed 60% of capacity)	150,000	150,000
Maruti (other exports targets)	-	50,000
Maruti (for Nissan)	50,000	50,000
ADDITIONAL EXPORT DEDICATED CAPACITIES COMING UP	FY09E	FY10E

Source: Industrv

Z Low passenger car penetration: Vehicle penetration in India is low even by developing countries' standards - even lower than countries like Sri Lanka, Indonesia and Philippines. We believe that demand for motor vehicles in India would see robust growth. Among the main demand drivers for motor vehicles are robust economic growth and increasing prosperity, improving road infrastructure, and access to financing.



7

India

Maruti: a key beneficiary

Being the leading player, Maruti would be one of the key beneficiaries of the rapid growth in demand for passenger cars. We expect the company to post strong volume growth, driven by aggressive model launches, entry into the diesel space and rising exports. We estimate 17% growth in Maruti's domestic volumes in FY08 to 743,686 units and expect its market share to inch up from 51.1% in the beginning of the year to 51.9% by the end of the year.

To maintain leadership in passenger cars

We believe that any concerns over Maruti's dominance in the passenger car industry are unfounded

We believe that any concerns over Maruti's dominance in the passenger car industry are unfounded. Competition is set to intensify in the A1 and A2 segments, where Maruti currently reigns supreme. Tata Motors would be launching its Rs100,000 car, Renault intends to launch a US\$3,000 (about Rs125,000) car, and Honda and General Motors (GM) are entering the small car segment in India. However, we believe that Maruti would maintain its dominance in the passenger car market, aided by the following:

- Rapid growth of the market
- se Established and loyal customer base
- Suzuki's market familiarity it has spent over 25 years in India
- Persistent attractive schemes for customers such as the teachers' scheme, government employees' scheme, new schemes for the rural populace, etc.
- Most of Maruti's competitors are still in the initial phase of putting up their plants, with ramp up yet to happen (GM, Honda), or have failed to increase their capacities in time to catch the demand upswing (Hyundai) or have jaded models that need revamping (Tata Motors).

Total Domestic Sales	100.0	100.0	100.0	100.0	100.0	
Nissan	0.0	0.0	0.0	0.1	0.1	0.1
Mahindra-Renault	0.0	0.0	2.0	2.9	3.9	3.9
DaimlerChrysler	0.2	0.2	0.2	0.2	0.2	0.0
Fiat	0.2	0.1	0.2	0.2	0.2	0.0
Toyota	1.1	0.7	0.6	0.5	0.4	-0.7
Skoda	1.1	1.2	0.9	0.8	0.7	-0.4
General Motors	1.3	1.6	3.3	4.0	4.0	2.7
Hindustan Motors	1.7	1.2	0.7	0.5	0.4	-1.3
Ford	3.1	3.7	3.2	3.0	2.8	-0.3
Honda	4.6	5.5	5.1	4.9	4.8	0.2
Tata Motors	17.1	16.6	15.8	15.8	16.0	-1.1
Hyundai	17.9	18.1	15.9	15.1	14.9	-3.0
Maruti Udyog	51.7	51.1	51.9	52.0	51.5	-0.2
	FY06	FY07	FY08	FY09	FY10	CHG. FY06-10

VOLUME SHARE IN DOMESTIC PASSENGER CAR MARKET (%)

Source: Industry/Motilal Oswal Securities

Note: Based on existing models operating in the market. Does not factor in the impact of the Rs0.1m car and some prospective launches like Honda's Jazz and Volkswagen's small car etc. Logan sales have been assumed to be completely in the A3 segment (even if the hatchback version is launched).

The launch of the SX4 should revive its fortunes in the A3 segment

SX4 to revive fortunes in the A3 segment

While we are confident that Maruti would maintain its market leadership in the A1 and A2 segments, it would lose some market share by FY10 following new launches by competitors. Yet we expect Maruti to outpace the domestic PV industry growth rate, with the launch of the *SX4* reviving its fortunes in the A3 segment. We estimate that the company's domestic volumes would grow 17% in FY08 and 12% in FY09, while overall volumes would increase by 16.9% in FY08 and by 16% in FY09. Maruti would maintain its market share in the domestic passenger car market at 51.5% till FY10 (51.1% in FY07).

PASSENGER CARS: NEW MODEL LAUNCHES EXPECTED

PASSENGER CARS. NEW WOL	DEL LAUNCHES EXPECTED	
COMPANY	MODEL	EXPECTED LAUNCH
Chevrolet	Beat	FY09/FY10
Fiat	Grande Punto / Linea	Mid 2008
Honda	Jazz	FY10
Hyundai	PA	FY08 end
Mahindra Renault	Logan Variants	No firm schedule
Maruti	Swift Sedan	No firm schedule
Maruti	Splash	FY08 end
Skoda	Fabia	3QFY08
Tata Motors	Small Car	FY08 end / FY09
Tata Motors	New Indica Platform	No firm schedule
Toyota	Vios	3QFY09
Toyota	Yaris/Small Car on Yaris Platform	FY10
Volkswagen	Polo/Small Car based on Polo Platform	FY09/FY10

Source: Industry/Motilal Oswal Securities

MARUTI'S MODELS: VOLUME SHARE IN DOMESTIC PASSENGER CAR MARKET (%)

	FY06	FY07	FY08	FY09	FY10	CHG. FY06-10
Alto	18.0	20.8	21.1	21.8	22.4	
800	10.1	7.4	5.8	4.2	3.0	
Swift	6.0	5.9	6.5	6.7	6.9	
Wagon R	10.0	11.0	10.8	10.9	11.0	
Zen	3.9	0.6	0.0	0.0	0.0	
Estillo	0.0	2.6	3.8	3.7	3.5	
Baleno	1.1	0.6	0.0	0.0	0.0	
Esteem	2.5	2.2	1.4	1.2	0.9	
SX4	0.0	0.0	2.6	3.5	3.6	
Total Maruti	51.7	51.1	51.9	52.0	51.5	-0.2

Note: Assuming the existing models are continued Source: Industry/Motilal Oswal Securities

We expect the company to maintain its volume share in the overall domestic passenger car market

MARUTI TO MAINTAIN ITS DOMINANCE ...

						VOLUME	INSTALLED	CAPACITY
		EXISTING CAR	R MODELS BY SEGME	NT		CAGR (%)	('000	UNITS)
	A1	A2	A3	A4	A5	FY02-07	FY07	FY10
Maruti	M-800	Alto, Estillo,	SX4, Esteem			15.5	650	1,000
		WagonR, Swift						
Hyundai		Santro, Getz	Accent, Verna	Elantra	Sonata	27.2	300	600
Tata Motors		Indica	Indigo			24.1	300	600
Ford			Fiesta,			6.6	100	100
			Fusion, Ikon					
Honda			City	Civic	Accord	40.3	50	150
General Motors		Spark,	Aveo	Optra,		14.6	85	220
		Aveo UVA						
Mahindra Renault			Logan			-	-	300
Domestic volumes FY07	79,245	752,280	196,827	40,960	5,963	Total	1,485	2,970
Segment growth FY07	-4.3	27.2	7.8	46.7	-4.3			
Segment CAGR FY02-07	-8.2	25.7	15.3	115.6	10.8			

Source: Company/Motilal Oswal Securities

Maruti is best placed to maintain market share due to adequate capacity, higher productivity, established domestic presence and consistent new model launches

... DESPITE SEVERAL NEW MODEL LAUNCHES CAR MODELS A2 COMMENT A1 A3 General Motors Beat Next generation Spark, but revamping of older model Matiz unlikely to sustain the innovation effect over the long term Fiat Grande Punto Linea Global models being launched in India, will capitalize on the tie-up with Tata Motors for visibility, but co-branded showrooms with Tata Motors may lead to lower recognition Honda Jazz Will bank on the strong brand image created by Honda City; however, capacity ramp-up likely to be slow Hyundai PA To be positioned between Santro & Getz, likely to see a reduction in Santro prices, will help Hyundai sustain volumes Mahindra Renault Logan variants Launch of variants will offer greater variety, will help increase exports Maruti Splash Swift sedan Splash is likely to be exported as part of the Nissan deal; the Swift sedan will replace the Esteem Skoda Fabia Fabia will test the waters in the compact car segment, likely to be priced at the upper end of the A2 segment Tata Motors Rs100,000 car New Indica platform People's car can change the paradigm in the Indian auto industry, threat to Maruti's dominance Toyota Vios Global leader is yet to make a mark in the domestic PC Yaris industry, like Skoda will offer an A2 car at A3 prices Volkswagen Polo Polo will test the waters in the compact car segment, may make an impact initially Source: Company/Motilal Oswal Securities

Through the launch of its diesel-powered Swift, Maruti has entered the fastgrowing diesel segment

Diesel debut opens a new niche

Through the launch of its diesel-powered *Swift*, Maruti has entered the fast-growing diesel segment. This opens up a hitherto untapped market for the company – that of diesel car buyers. Amongst the company's target audience is the daily commuter who travels up to 30km or more one way to get to work everyday. Maruti intends to replicate the success of the diesel version of Ford's *Fiesta*, which despite being more expensive than the petrol version, accounts for a greater proportion of the model's sales.

Diesel cars are increasingly becoming more popular and we believe Maruti would be able to garner growth in this segment as well. We expect the company to gain double-digit share of \sim 21% in the diesel segment by FY10.

DIESEL CARS TO BE A FAST-GROWING SEGMENT

DIESEL CARS TO BE A PAST-GROWING SEGMENT						
	FY05	FY06	FY07	FY08E	FY09E	FY10E
Maruti Udyog						
Total Volumes - D+E	537,198	561,819	674,924	788,875	914,721	1,063,448
Growth (%)	13.8	4.6	20.1	16.9	16.0	16.3
Market Share in Total PV Industry (%)	43.7	42.6	42.8	43.4	40.2	42.6
Domestic Volumes - D	488,299	527,038	635,629	743,686	832,928	916,221
Growth (%)	16.0	7.9	20.6	17.0	12.0	10.0
Market Share (%)	46.0	46.1	46.1	46.9	47.0	46.7
Petrol Version	488,299	527,038	626,629	695,686	754,928	796,221
Proportion of Petrol Version (%)	100	100	98.6	93.5	90.6	86.9
Growth (%)	16.0	7.9	18.9	11.0	8.5	5.5
Market Share (%)	57.5	58.4	59.0	58.6	58.4	57.2
Diesel Version			9,000	48,000	78,000	120,000
(%) Proportion of Diesel Version			1.4	6.5	9.4	13.1
Growth (%)				433.3	62.5	53.8
Market Share (%)			2.8	12.1	16.3	21.1
Export Volumes - E	48,899	34,781	39,295	45,189	81,793	147,227
Growth (%)	-4.4	-28.9	13.0	15.0	81.0	80.0

Source: Company/Motilal Oswal Securities

'People's car' not such a big threat

Through its Rs100,000 'people's car', Tata Motors intends to target the vacuum between two-wheelers (priced at Rs25,000 - Rs60,000) and the A1 segment (M-800 priced at Rs180,000 onwards). The likely audience for such a car would be households earning Rs10,000 - Rs15,000 per month, where passenger car penetration is just 12.2%.

TARGET AUDIENCE FOR 'PE	OPLE'S CAR'		
MONTHLY HOUSEHOLD	NO. OF	CAR OWNING	CAR
INCOME (RS)	HOUSEHOLDS (M)	HOUSEHOLDS (M)	PENETRATION (%)
Upto Rs5,000	165.6	0.5	0.3
Rs5,000 - 10,000	34.6	1.0	2.8
Rs10,000 - 15,000	6.6	0.8	12.2
Rs15,000 - 20,000	3.1	0.7	23.3
Greater than Rs20,000	3.2	1.3	39.4
Total	213.1	4.2	2.0
		0 11 1 1 0	

Source: National Readership Survey - 2005

It also has the ability to effectively complete against Tata Motors' Peoples Car by slashing prices of M-800 Maruti has the option of competing in this segment by offering the M-800 at lower prices. M-800 assets have fully depreciated (the model was launched in 1983 and has seen several upgrades over the years), and royalty payments on the model have been completely made. Maruti could offer a toned-down version of the model with no frills and lower profit margins to effectively compete with Tata Motors.

FY08 volumes could be higher than estimated

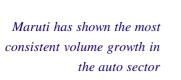
We expect Maruti to continue witnessing robust volume growth During YTD FY08, Maruti has garnered total volumes of 227,578 units – a growth of 18.9%. We believe that volume growth in FY08 will be robust at 16.9%. The early success of the *SX4* and robust demand for A2 segment cars leaves potential for positive surprises on the volume front. Our view is affirmed by the good response even to the variants on the existing models like the diesel version of *Swift* and CNG option on *WagonR Duo*.

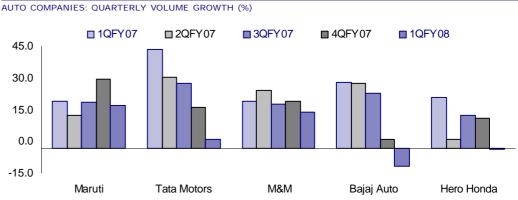
MARUTI EVERATE				UE DEGT OF EVON
MARUTI: EXPECT F	RESIDUAL VOLUN	E GROWTH OF	- 16.1% FOR I	HE REST OF FY08

		YOY		I	MOM		YTD		RESI-
	JUN-07	JUN-06	YOY	MAY-07	МОМ	2008	2007	YTD	DUAL
			(%) CHG		(%) CHG			(%) CHG	GR. (%)
Segments	57,909	46,408	24.8	59,917	-3.4	227,578	191,356	18.9	16.1
A1	5,970	6,040	-1.2	6,214	-3.9	23,964	26,340	-9.0	
MPV	7,214	6,899	4.6	8,017	-10.0	27,845	23,708	17.4	
A2	34,737	29,326	18.5	37,646	-7.7	145,150	120,776	20.2	
A3	4,394	2,142	105.1	3,923	12.0	15,450	9,713	59.1	
UV	524	246	113.0	200	162.0	1,034	1,220	-15.2	
Export	5,070	1,755	188.9	3,917	29.4	14,135	9,599	47.3	

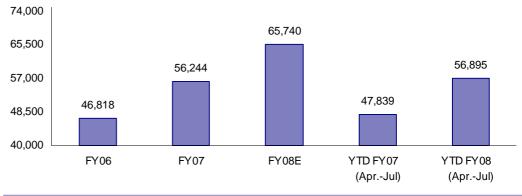
Source: Motilal Oswal Securities

At our current estimates, we expect residual growth of 16.1% for the rest of the year. We believe that Maruti's actual volumes for the year could surprise positively.









Source: Company/Motilal Oswal Securities

Capacity expansion to support volume growth

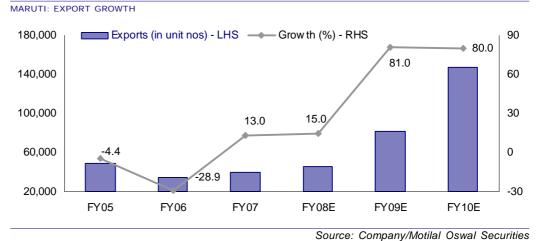
Volume growth will be supported by timely capacity addition Maruti has raised the scope of its capex program from Rs60b (announced earlier) to Rs90b. In our opinion, the capacity expansion is well timed and comes at an opportune time – particularly when its key competitor, Hyundai is facing capacity constraints. The expansion would help Maruti sustain its double-digit volume growth. We expect the company's production capacity to reach 1m cars per year by 2010. Currently, its capacity stands at 650,000 cars per year.

Maruti's diesel engine is being manufactured by Suzuki Power Train India, a 70:30 joint venture between Suzuki Motor Company and Maruti Udyog. The diesel engine manufacturing facility at Manesar currently has a capacity to manufacture 100,000 engines per year. Suzuki Power Train India would be investing over Rs25b in this plant up to 2010 and capacity would be scaled up 300,000 engines per year. The diesel engines, which have a localization level of 75.5% would also be exported to Suzuki's subsidiaries worldwide.

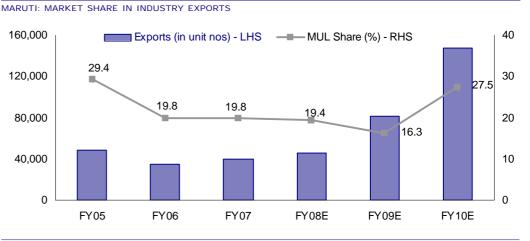
Higher exports to push up volume growth further

Maruti is targeting exports of 200,000 by FY10. To boost exports, it intends to launch a new export oriented car in FY09. Other key growth drivers for exports are forays into newer markets and commencement of production for Nissan. We have assumed exports of 147,227 units by FY10. If the company delivers on its guidance, there would be substantial upside to our estimates.

Recent export orders: Maruti has bagged an order to export 11,000 units of the *Zen Estilo* to Indonesia and 1,500 units of the *Alto* to the Philippines. It aims to export 55,000 cars in FY08 (v/s our estimate of 45,189 units), a growth of 45%. Indonesia and the Philippines are traditional Honda and Toyota strongholds.



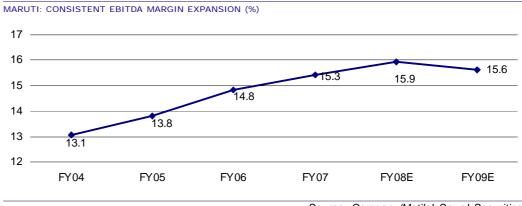
Other key export destinations for Maruti are Algeria, Saudi Arabia, Morocco and Chile.



Source: Company/Motilal Oswal Securities

Best placed to maintain profitability

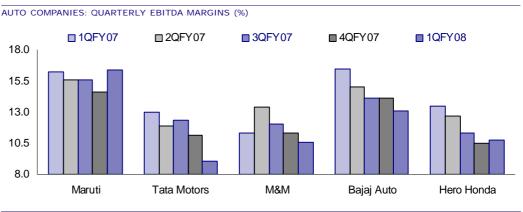
Its internal efficiencies and superior product mix make Maruti the most efficient car manufacturer in India. Despite a series of price cuts across its product range, competitive pressure and cost inflation, Maruti has consistently expanded its margins over the past three years (220bp over FY04-07). Though rising input/power costs, consolidation of the Manesar assembly plant and higher royalty payments due to new model launches are challenges to its profitability, we expect Maruti to achieve a 60bp margin expansion in FY08 to 15.9%.



Source: Company/Motilal Oswal Securities

Consistently outperforming the auto sector

Maruti has registered the strongest volume growth in the auto sector over the past five quarters, growing faster than Tata Motors and M&M, and easily outstripping the twowheeler companies, which saw volume declines. Apart from outperforming the auto sector on the volumes front, Maruti has also posted the highest EBITDA margin in the auto sector. The improvement in its operating performance has led to a robust upgrade in our profit estimate for FY08. We expect Maruti to show the most steady growth in profitability in the auto sector over the next two years.



Maruti's EBITDA margin has been the best in the auto sector

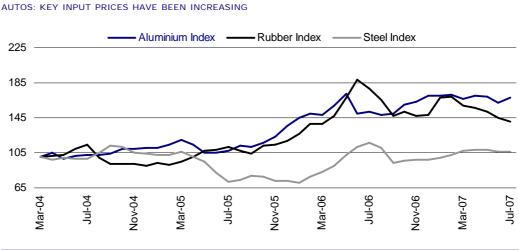
Source: Industry/Motilal Oswal Securities

While there are concerns that Maruti's EBITDA margins could decline over FY08-10...

Though there are threats to profitability...

There are concerns that Maruti's EBITDA margins could decline over FY08-10. The concerns have arisen on the following counts:

Steady increase in input costs: Maruti has accorded a 1.5% price increase to its vendors in 2QFY07 and in 4QFY07. It may have to accord similar increases again if the scenario of rising raw material costs persists. The rise in input costs could arrest EBITDA margin expansion.



Source: Industry/Motilal Oswal Securities

Consolidation of the Manesar plant: The new Manesar plant (previously owned by Maruti Suzuki Automobiles India, a 70:30 JV between Maruti and Suzuki) has been consolidated with Maruti with effect from April 2006. Currently, Maruti assembles the *Swift* and *SX4* at this plant, which has an initial capacity of 100,000 units. As production at this plant has commenced only recently and is yet to reach optimal levels, it is making a loss at the operational level. Until production at the Manesar plant reaches critical mass, it would be a drag on Maruti's overall EBITDA margin.

Maruti's EBITDA margin had declined in 4QFY07, partly due to the consolidation of the Manesar plant. We expect the plant to turn EBITDA positive in FY09, following which there would be greater visibility of EBITDA margin improvement for Maruti.

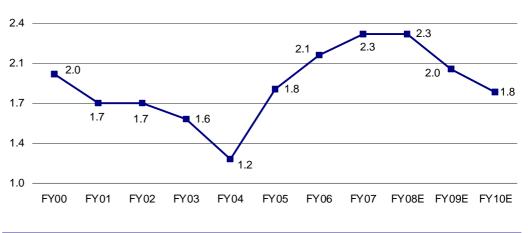
MARUTI'S MANESAR PLANT: BREAKEVEN ANAL	YSIS (RS M)
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	FY07	FY08E	FY09E
Installed Capacity (Units)	50,000	100,000	150,000
Volume (units)	25,000	100,000	150,000
Average Realization (Rs)	360,000	385,200	404,460
Net Sales	9,000	38,520	60,669
EBITDA	-544	-578	910
EBITDA Margins (%)	-6.0	-1.5	1.5
EBITDA/UNIT (Rs)	-21,740	-5,778	6,067
Interest	214	428	400
Depreciation	373	747	800
Other Income	0	0	20
PBT	-1,131	-1,752	-270
		Courses Course out // Ant	

Source: Company/Motilal Oswal Securities

New model launches: The need for vehicle manufacturers to keep launching new models is evident. However, this means higher royalty payment as well as higher promotional and advertising expenditure, thereby impacting margins adversely. We expect Maruti to maintain a royalty payment to net sales ratio of more than 2% over the next two years.

MARUTI: ROYALTY PAYMENT AS A PERCENTAGE OF NET SALES



Expect Maruti's royalty payments as a percentage of net sales to decline

Source: Company/Motilal Oswal Securities

Higher power costs: Power costs in 4QFY07 were higher by Rs100m mainly due to the use of diesel in place of gas. The company may also have to bear an increase in gas prices from GAIL to the extent of 30% in FY08.

Higher discounts in the lean phase: Discounts and subventions would negatively impact realizations, but higher volumes due to subvention would help maintain the growth in profitability.

OUNT OFFERED IN JUNE 2007				
~ DISCOUNT				
15,000				
6,500				
10,000				
15,000				
5,000				
15,000				
35,000				
10,000				
Company/MOSL				

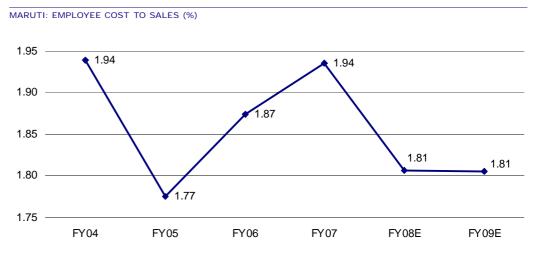
DISCOUNT OFFERED IN JUNE 200

... we believe that its margins would be steady or even expand further

...we expect margins to be steady/expand further

Despite the above negatives, we believe that Maruti would notch up a 60bp improvement in its EBITDA margin in FY08 to reach 15.9%. The key arguments supporting our expectation of an EBITDA margin improvement are:

- The negative pressures on EBITDA margins should be set off by Maruti's own internal efficiencies, its steps at productivity improvement, cost reduction, and attempts to increase indigenization. Consider the following: despite a series of price cuts across its product range in FY06, coupled with competitive pressures and cost inflation in FY06 and FY07, Maruti has consistently expanded its margins (excluding the impact of consolidation of the Manesar plant).
- Maruti's attempts to maintain margins in FY08 would be aided by its "Next Leap" cost reduction program, higher productivity and low wage costs. Maruti's staff cost is the lowest in the industry (1.9% of sales in FY06 and FY07). The company has managed to keep costs under control by offering VRS (in FY04), increasing the productivity/employee post its 'Challenge-30' program (over FY02-05) and by negotiating productivity-linked agreements with workers.



Source: Company/Motilal Oswal Securities

'Next Leap' cost reduction program: Maruti successfully completed its cost reduction and productivity improvement ('Challenge-30' and 'Challenge-50') programs in FY06. These helped achieve 30% cost reduction and 46% productivity improvement over FY02-05. The company subsequently started its new cost reduction program called 'Next Leap', which targets 20% cost reduction and productivity improvement over FY06-08. Through focussing on lean manufacturing, where workers and supervisors on the shop floor jointly drive improvements in quality and productivity and through interactions between senior management and workers, Maruti was able to

achieve 6.5% improvement in productivity in FY07. Under the 'Next Leap' initiative, Maruti intends to reduce the import content in input costs (19% in FY06) by localizing production.

MARUTI: LOWERING RELIANCE ON IMPORTED RAW MATERIAL

	FY03	FY04	FY05	FY06	FY07	FY08E	FY09E
Import Content	13,436	13,538	16,035	16,647	12,803	15,515	17,885
Materials Consumed	52,590	66,349	81,419	88,766	101,374	129,293	155,523
% of Materials Cons.	25.5	20.4	19.7	18.8	12.6	12.0	11.5
Source: Company/Motilal Oswal Securities							

Rupee appreciation contributed to a 60bp QoQ margin expansion to 16.4% in 1QFY08. Maruti's forex earnings are mainly in US dollars, while its forex expenses (inclusive of royalty payment) are in Japanese yen. We estimate that rupee appreciation vis-à-vis the yen can result in potential savings of 1.5% on total expenditure; the loss in forex income due to rupee appreciation vis-à-vis the US dollar is only 0.3%. Hence, the net impact of currency appreciation is positive for Maruti.

MARUTI: IMPACT OF RUPEE APPRECIATION ON YEN DENOMINATED FOREX EXPENDITURE

	FY05	FY06	FY07	FY08E
Revenue Expenses in Forex (Rs m)	18,158	17,822	16,867	19,318
Forex Expenditure/Total Expenditure (%)	19.0	17.1	13.3	12.5
% Change Yen to Rupee			-1.1	-12.3
% Change to Total Expenditure			-0.2	-1.5
Assuming conversion on current exchange	rata for EV09	Sourco: Con	nonu/Motilal O	awal Socurition

Assuming conversion on current exchange rate for FY08 Source: Company/Motilal Oswal Securities

MARUTI: IMPACT OF	F RUPEE APPRECIATION	ON DOLLAR DENOMINATED	FOREX INCOME
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	FY05	FY06	FY07	FY08E
Revenue Earnings in Forex (Rs m)	9,830	5,839	5,781	7,563
Forex Earnings (%)	6.6	3.3	2.7	3.0
% Change Dollar to Rupee			2.2	-9.2
% Change to Gross Sales			0.1	-0.3

Assuming conversion on current exchange rate for FY08 Source: Company/Motilal Oswal Securities

The Manesar plant is already operating at near full capacity (~26,000 units in 1QFY08) to meet the strong demand for Maruti's products. Earlier than expected ramping up of production at this plant will help Maruti reach breakeven at this plant faster, and potentially improve overall EBITDA margins, further.

We present below the estimated performance of Maruti's Manesar plant under different scenarios. We have assumed a base case scenario of EBITDA loss of Rs578m in FY08 and an EBITDA margin of 1.5% in FY09. If Maruti reports better margins at the new plant than we have assumed, it may lead us to upgrade our EBITDA margins for the company.

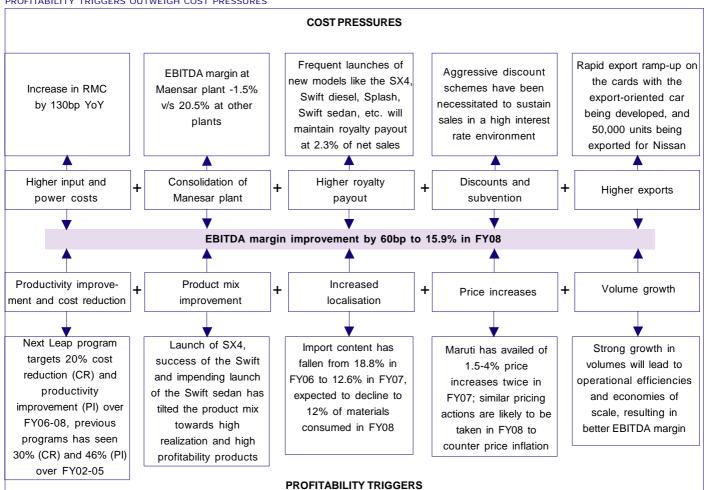
	FY	08E NEW PLANT		F	YO9E NEW PLA	ANT
	BASE	OPTIMISTIC	PESSIMISTIC	BASE	OPTIMISTIC	PESSIMISTIC
Total Volumes (nos)	100,000	125,000	75,000	150,000	175,000	125,000
Total Income	38,520	45,000	27,000	60,669	70,781	50,558
Total Cost	39,098	43,875	28,350	59,759	65,472	51,316
EBITDA	-578	1,125	-1,350	910	5,309	-758
EBITDA Margin (%)	-1.5	2.5	-5.0	1.5	7.5	-1.5
Interest	428	471	385	400	471	385
Depreciation	746	821	671	800	903	739
PBT	-1,752	-166	-2,407	-270	3,955	-1,882

MARUTI'S MANESAR PLANT: SCENARIO ANALYSIS (RS M)

Source: Company/Motilal Oswal Securities

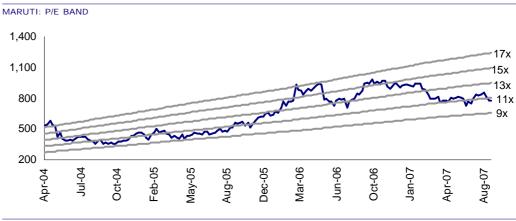
In arriving at our overall EBITDA estimates of 15.9% in FY08 and 15.6% in FY09, we have assumed that production at Maruti's older plants would be maintained. If production at the older plants is lower than previous years, there would be a case for lowering our EBITDA margin estimates, until efficiencies of scale are achieved at the Manesar plant.





Valuations attractive; maintain Buy

We maintain Buy with a target price of Rs1,188 - an upside of 53% We remain extremely positive on Maruti's growth prospects. We estimate volume growth at 16.4% CAGR over FY07-10; aggressive model launches could result in positive surprises both in the domestic and export markets. Margins would expand from 15.3% in FY07 to 15.9% in FY08, despite consolidation of the Manesar plant. We estimate EPS at Rs67.7 for FY08 and Rs79.2 for FY09. The stock trades at attractive valuations of 11.5x FY08E EPS and 9.8x FY09E EPS. Also, subsidiaries/associate companies could add further value, once their scale of operations improve. We maintain **Buy** with a target price of Rs1,188 – an upside of 53%.



Source: Motilal Oswal Securities

Investment portfolio gaining prominence

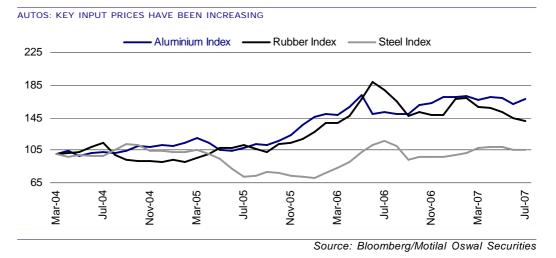
Maruti has made investments in several of its vendors, and provided them both financial and technological backing. Over the years, these companies have grown in size and value, resulting in a substantial appreciation in the value of Maruti's investment portfolio. While the book value of its quoted investments is merely Rs11m, the market value has increased multi-fold to Rs2.7b. Apart from contributing to Maruti's portfolio value, these companies are likely to remain benefactors of Maruti's operational growth, as well.

MARUTI: VALUE OF QUOT	ED INVESTMENTS				
COMPANY	NO. OF	HOLDING		MARKET	BOOK
	SHARES	IN COS.	CMP	VALUE	VALUE
	JUNE 2007	%	(RS)	RS M	RS M
Asahi India Glass	17,760,000	11.1	103.2	1,833	0
Bharat Seats	465,000	14.8	11.8	6	1
Denso India	2,862,758	10.3	82.1	235	7
Jay Bharat Maruti	6,340,000	29.3	39.8	252	2
Machino Plastics	941,700	15.4	71.0	67	1
Sona Koyo Steering	6,900,000	7.1	44.5	307	1
Total				2,699	11
Value/Share of Maruti (R	(s)			9.3	0.0
			Source: Con	npany/Motilal	Oswal Securities

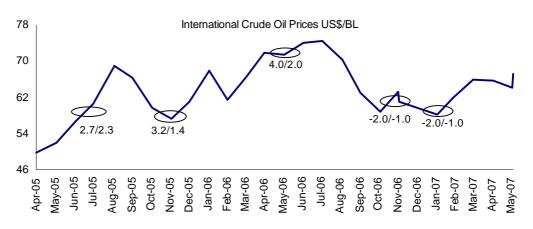
The market value of Maruti's quoted investments is Rs2.7b against a book value of just Rs11m

Concerns

Cost pressures continue: Commodity prices continue to be high, adversely impacting the operating performance of auto companies. Maruti would minimize the impact through increased economies of scale following completion of capex and higher volumes, and steady increases in vehicle prices through the year.



CRUDE PRICES HAVE RISEN AGAIN



Note: Values in circles denote the corresponding increase/decrease in the domestic petrol and diesel prices in Rs/liter Source: Bloomberg/Motilal Oswal Securities

Higher interest rates suppressing demand: Interest rates on auto loans have moved up by almost 400bp in the last 12 months and by almost 200bp in the last five months. The rate rise has led to the cost of ownership of cars and CVs increasing by 9.4% and 7.4%, respectively in FY07, resulting in near-term concerns over demand. If despite all signals to the contrary, interest rates increase once again, there could be a visible impact on Maruti's sales volumes as well.

PASSENGER CARS' I	IMPACT OF CHAN	IGE IN INTEREST RATE	E ON COST OF OWNERSHIP (I	RS)
THOSE WOLK OTHOS.				(0)

	FY06	FY07	SCENARIO I	SCENARIO II S	CENARIO III
Passenger Cars					
Average Cost of Compact Car	300,000	300,000	300,000	300,000	300,000
Finance (%)	80.0	80.0	80.0	80.0	80.0
Loan Amount	240,000	240,000	240,000	240,000	240,000
Interest Rate (%)	11.0	14.0	13.0	15.0	16.0
Duration (months)	60	60	60	60	60
Monthly EMI	5,218	5,584	5,461	5,710	5,836
Per Day Usage (km)	30	30	30	30	30
Fuel Efficiency (km/lt	12	12	12	12	12
Petrol Price (per It)	45	51	51	51	51
Fuel Cost per Month	3,368	3,855	3,855	3,855	3,855
Monthly Maintainance Cost	750	775	800	800	800
PV Ownership Cost (per Month)	9,336	10,214	10,116	10,365	10,491
% Increase Over FY06		9.4	-1.0	1.5	2.7

Source: Industry/Motilal Oswal Securities

Y/E MARCH	2004	2005	2006	2007	2008E	2009E
Volume (Units)	472,122	536,301	561,819	674,924	788,875	914,721
Volume Growth%	30.3	13.6	4.8	20.1	16.9	16.0
Net Sales	91,739	110,427	122,012	149,047	183,108	217,781
Change (%)	27.4	20.4	10.5	22.2	22.9	18.9
Operating Other Income	278	443	488	617	678	650
Total Income	92,017	110,870	122,500	149,664	183,786	218,431
EBITDA	12,022	15,321	18,177	22,946	29,243	34,145
Change (%)	129.3	27.4	18.6	26.2	27.4	16.8
% of Net Sales	13.1	13.8	14.8	15.3	15.9	15.0
Depreciation	4,949	4,568	2,854	2,714	3,451	4,068
EBIT	7,073	10,753	15,323	20,232	25,792	30,077
Def Revenue Exp. / Others	596	-61	-67	-143	-143	-143
Interest & Finance Charges	434	360	204	376	612	612
Other Income	2,849	2,595	2,663	2,730	3,033	3,569
РВТ	7,696	13,049	17,500	22,798	28,356	33,178
Tax	2,277	4,513	5,609	7,178	8,790	10,28
Effective Rate (%)	29.6	34.6	32.1	31.5	31.0	31.0
PAT	5,419	8,536	11,891	15,620	19,566	22,893
Change (%)	270.2	57.5	39.3	31.4	25.3	17.0
% of Net Sales	5.9	7.7	9.7	10.5	10.7	10.
Adj. PAT	6,196	8,536	12,118	15,575	19,566	22,893
Change (%)	263.4	37.8	42.0	28.5	25.6	17.

E: MOSt Estimates

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23 August 2007

Y/E MARCH	2004	2005	2006	2007	2008E	20098
Share Capital	1,445	1,445	1,445	1,445	1,445	1,445
Reserves	34,467	42,343	53,081	67,094	85,215	106,518
Net Worth	35,912	43,788	54,526	68,539	86,660	107,963
Loans	3,119	3,076	717	6,308	6,308	6,308
Deferred Tax Liability	1,833	1,100	779	1,675	1,675	1,67
Capital Employed	40,864	47,964	56,022	76,522	94,643	115,94
Gross Fixed Assets	45,667	50,531	49,546	61,468	73,857	88,857
Less: Depreciation	27,359	31,794	32,594	34,871	38,322	42,39
Net Fixed Assets	18,308	18,737	16,952	26,597	35,535	46,46
Capital WIP	749	421	920	2,389	0	
Investments	16,773	15,166	20,512	34,092	34,092	34,092
Curr.Assets, Loans	20,189	29,720	37,496	38,459	50,804	63,28
Inventory	4,398	6,666	8,812	7,132	8,758	10,40
Sundry Debtors	6,894	5,995	6,548	7,474	9,178	10,90
Cash & Bank Balances	2,402	10,294	14,016	14,228	23,243	32,33
Loans & Advances	5,744	6,082	7,662	9,241	9,241	9,24
Others	751	683	458	384	384	384
Current Liab. & Prov.	15,318	16,080	19,858	25,015	25,789	27,894
Sundry Creditors	12,114	12,188	15,058	20,110	22,184	24,28
Provisions	3,204	3,892	4,800	4,905	3,605	3,60
Net Current Assets	4,871	13,640	17,638	13,444	25,016	35,38
Appl. of Funds	40,864	47,964	56,022	76,522	94,643	115,94

E: MOSt Estimates

23 August 2007

RATIOS						
Y/E MARCH	2004	2005	2006	2007	2008E	2009E
Basic (Rs)						
Adjusted EPS	21.4	29.5	41.9	53.9	67.7	79.2
EPS Growth (%)	263.4	37.8	42.0	28.5	25.6	17.0
Cash EPS	38.6	45.3	51.8	63.3	79.6	93.3
Book Value per Share	124.3	151.5	188.7	237.2	299.9	373.6
DPS	1.5	2.0	3.5	4.5	5.0	5.5
Payout (Incl. Div. Tax) %	7.0	6.8	8.3	8.3	7.4	6.9
Valuation (x)						
P/E			18.5	14.4	11.5	9.8
EV/EBITDA			10.5	8.0	5.9	4.8
EV/Sales			1.6	1.2	0.9	0.8
Price to Book Value			4.1	3.3	2.6	2.1
Dividend Yield (%)			0.5	0.6	0.6	0.7
Profitability Ratios (%)						
RoE	15.1	19.5	21.8	22.8	22.6	21.2
RoCE	22.8	28.0	32.2	30.2	30.6	29.1
Turnover Ratios						
Debtors (Days)	23	16	16	16	16	16
Asset Turnover (x)	2	2	2	2	2	2
Leverage Ratio						
Debt/Equity (x)	0.1	0.1	0.0	0.1	0.1	0.1
E: MOSt Estimates						

E: MOSt Estimates

Y/E MARCH	2004	2005	2006	2007	2008E	20098
OP/(Loss) before Tax	6,477	10,814	15,390	20,375	25,935	30,220
Int./Dividends Received	2,849	2,595	2,663	2,730	3,033	3,569
Depreciation & Amort.	4,949	4,568	2,854	2,714	3,451	4,068
Direct Taxes Paid	-2,515	-5,246	-5,930	-6,282	-8,790	-10,285
(Inc)/Dec in Wkg. Capital	679	-877	-276	4,406	-2,556	-1,275
CF from Oper.Activity	12,439	11,854	14,701	23,943	21,072	26,297
Extra-ordinary Items	-1,196	0	-349	69	0	(
Other Items	724	163	0	0	0	(
CF after EO Items	11,967	12,017	14,352	24,012	21,072	26,297
(Inc)/Dec in FA+CWIP	-1,356	-4,669	-1,568	-13,828	-10,000	-15,000
(Pur)/Sale of Invest.	-15,741	1,607	-5,346	-13,580	0	(
CF from Inv. Activity	-17,097	-3,062	-6,914	-27,408	-10,000	-15,000
Change in Networth	-54	-82	-142	-307	0	(
Inc/(Dec) in Debt	-1,441	-43	-2,359	5,591	0	(
Interest Paid	-434	-360	-204	-376	-612	-612
Dividends Paid	-433	-578	-1,011	-1,300	-1,445	-1,590
CF from Fin. Activity	-2,362	-1,063	-3,716	3,608	-2,057	-2,201
Inc/(Dec) in Cash	-7,492	7,892	3,722	212	9,015	9,095
Add: Beginning Balance	9,894	2,402	10,294	14,016	14,228	23,243
Closing Balance	2,402	10,294	14,016	14,228	23,243	32,33

E: MOSt Estimates

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Disclosure of Interest Statement	Maruti Udyog
1. Analyst ownership of the stock	No
Group/Directors ownership of the stock	No
3. Broking relationship with company covered	No
4. Investment Banking relationship with company covered	No

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