

INITIATING COVERAGE

CMP: ₹357

TARGET: ₹346

NEUTRAL

As on Dec 16, 2010.

Market Cap. (₹. Mn.)	286300
52 Week High/Low	₹380/300
Book Value	₹74
Face Value	₹2

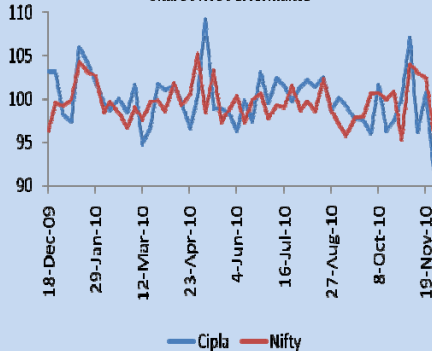
Codes

BSE Code	500087
NSE Symbol	CIPLA-EQ
Bloomberg Code	CIPLA IN
Reuters Code	CIPL.BO

Shareholding Pattern

	Sept 2010	June 2010	Mar 2010
Promoters	36.8	36.8	36.8
FII	15.2	16.2	16.8
DII	18.2	17.4	16.7
Others	29.8	29.6	29.7

Share Price Performance



Share Price Returns (%)

	1M	6M	12M
Absolute	5.1	7.0	4.2
Relative	4.8	-6.7	-13.8

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We initiate coverage on Cipla, India's second largest Pharmaceutical company by market share, with a target price of ₹346 and a Neutral rating. We believe the current slowdown in the domestic as well as international markets is likely to persist and will result in a muted 9% EPS CAGR over FY10-12E, even as the company aggressively incur capex. A stronger balance sheet augurs well for longer term growth, while any product tie-ups/acquisitions are an added tailwind. Valuations, at 22x FY12 EPS, fully reflect current fundamentals.

Revenues losing steam, no near term growth triggers: Domestic markets, Cipla's mainstay traditionally, is witnessing strong competition from MNCs and other regional players. Despite being a market leader in this segment (Market share of 5.4%), Cipla's growth has lagged industry by almost 600-1000 bps, in the past five quarters. Further, the company's low risk, low return export model, which has worked well for them in the past (27% CAGR over FY04-09), is also lacking major near term growth drivers. We note that the launch of combination inhalers in EU markets and commercialization of Indore SEZ are still 15-18 months away and hence we expect a moderate 13% CAGR in revenues over FY10-12E.

Aggressive capex intensity fails to reflect in revenue growth: Cipla has spent close to ₹25 bn (~56% of its operating profits) in expanding capacities during FY05-10. While this indicates Managements long term confidence in the base business, the same has failed to reflect in revenue growth. Asset turnover has declined from 1x in FY05 to 0.8x in FY10. With another ₹10 bn planned over the next two years, we expect A/TO to remain under pressure, at least in the short term.

Increasing Sensitivity to Volatile Technology Income: Cipla's earnings sensitivity to its technology fees (for developing and approving products before commercialization from its generic partners) is quite high (20-40% in past three years). While this may be indicative of future technological (HFA inhalers, novel drug delivery based) registrations, it is difficult to ascribe multiples to such income given limited disclosures on such contracts.

Valuations: Cipla has historically traded at a premium to other front line pharmaceutical stocks given its low risk business model, supported by high earnings momentum. However, with a substantial decline expected in its growth profile henceforth and still a couple of years to go before its investments reflect in growth, we expect this premium to fade and expect Cipla to trade in line with its front-line peers. We set a target price of ₹346 per share, valuing Cipla at 22x FY12E, in line with other front line peers. At our target price, Cipla would trade at a P/BV of 3.4x and EV/EBIDTA of 15x FY12E.

Financial Summary (₹ Mn)

Year ended	FY09	FY10	FY11E	FY12E
Net sales	49606.00	53595.00	60522.00	68853.00
EBIDTA	12263.00	13938.00	14140.00	16942.00
EBIDTA Margin (%)	23.40	24.80	22.70	23.60
PAT	9767.00	10561.00	10498.00	12623.00
PAT Margin (%)	19.70	19.70	17.30	18.30
EPS	12.60	13.20	13.10	15.70
PER (x)	28.40	27.10	27.30	22.70
ROE (%)	24.10	20.60	16.70	17.50

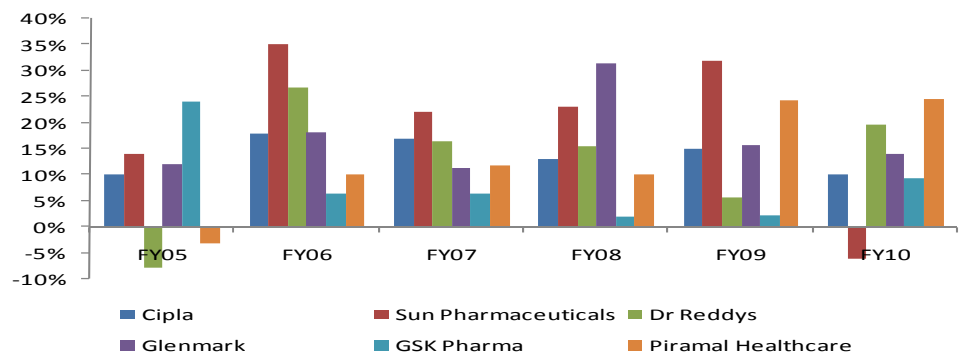
Cipla's growth has lagged industry growth by almost 600-1000 bps, in the past five quarters

Cipla's field force of 5100 MR's is one of the highest in the industry

Domestic revenues (46% of total revenues) losing steam

Domestic markets, Cipla's mainstay traditionally, is witnessing strong competition from MNCs and other regional players. Despite being a market leader in this segment (Market share of 5.4%), Cipla's growth has lagged industry growth by almost 600-1000 bps, in the past five quarters. While this can be partially attributed to loss of I-Pill revenues (sold to Piramal in 4Q10), we note that even excluding i-pill, Cipla's growth is far behind peers.

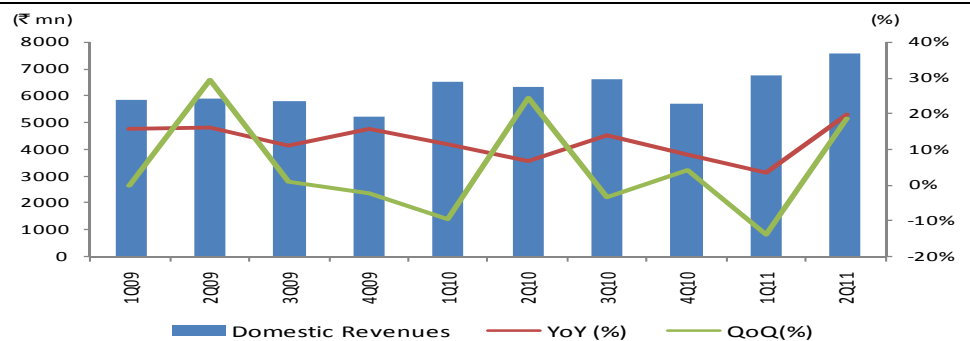
Domestic formulations growth trend for key Pharmaceutical companies



Source: Industry, Jaypee Research

The company is losing market share in key therapies like Inhalational drugs, where it enjoys almost 70%+ market share. Management guidance of 8-10% growth in FY11, despite a 12% growth in 1H11, indicates muted quarters ahead. We note that the company has taken remedial steps (Increase in field force to 5100 - One of the highest in the industry; Expansion of capacities) and the same may reflect in incremental growth going forward. However, for the near term, we expect competitive pressures to limit growth to 12-13% over the next two years (compared to 15-20% for most peers).

Domestic formulations - Quarterly Trend

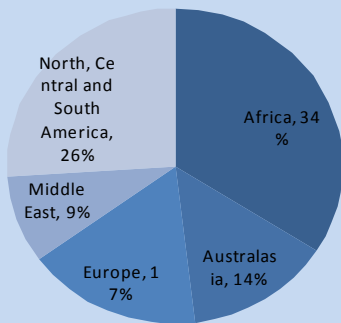


Source: Cipla, Jaypee Research

- Research & Advisory
- Execution
- Corporate Access & Events

Cipla will invest US\$ 65 mn over the next three years in two biotech firms

Exports Revenue Break-up



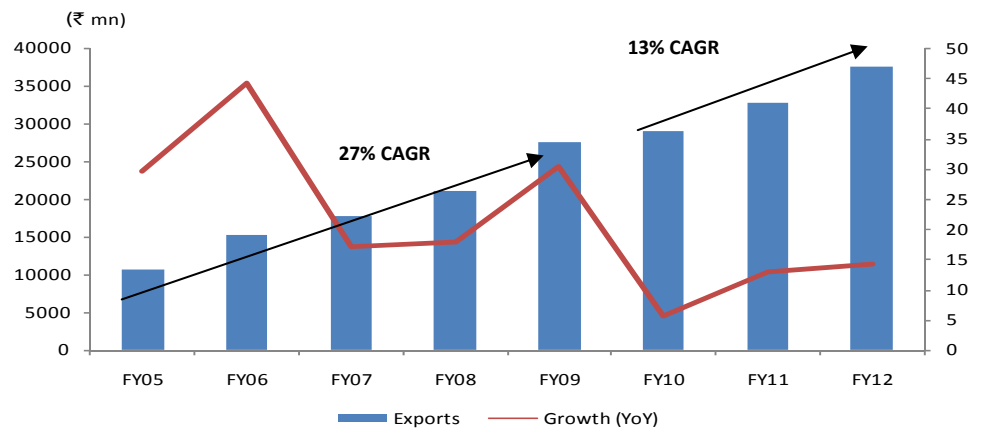
Expanding into newer areas to compensate domestic market share loss

With its mainstream domestic business facing stiff competition, Cipla is now looking at alternate areas for growth. The company plans to invest US\$ 65 mn over the next three years with a Chinese JV partner in two biotech firms - 40% stake in an Indian biotech firm and 25% in another firm in Hong Kong. It has identified 8-10 products in categories like oncology, rheumatic arthritis, asthma etc to launch in India initially, two of which are expected to be launched by end 2011. Products in China will be marketed by its JV partner, while other markets will be added at a later phase.

International Markets: Long term drivers in place; may suffer in short term

Cipla's exports business is lacking major growth drivers in the near term. While the company's low risk, low return partnership based business model has worked well for them in the past (27% CAGR over FY04-09), revenues in FY10 were hit by various factors including non-availability of important raw materials, lower tender business in anti-retroviral (20% of exports) and unfavorable forex movements. Though a prudent decision, we note that contribution from ARV's (~20% of total revenues) is quite high and hence partial participation may hamper overall export growth. The next growth drivers for exports - Launch of combination inhalers in EU market and commercialization of Indore SEZ are still 15-18 months away and hence we expect exports to grow at a moderate 13% CAGR over FY10-12E.

Exports - Annual Trend

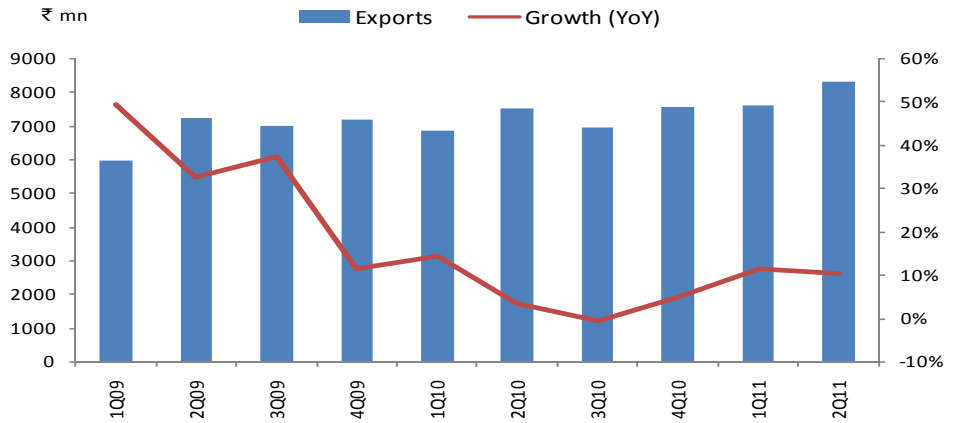


Source: Cipla, Jaypee Research

Service offerings:

- Research & Advisory
- Execution
- Corporate Access & Events

Exports - Quarterly Trend



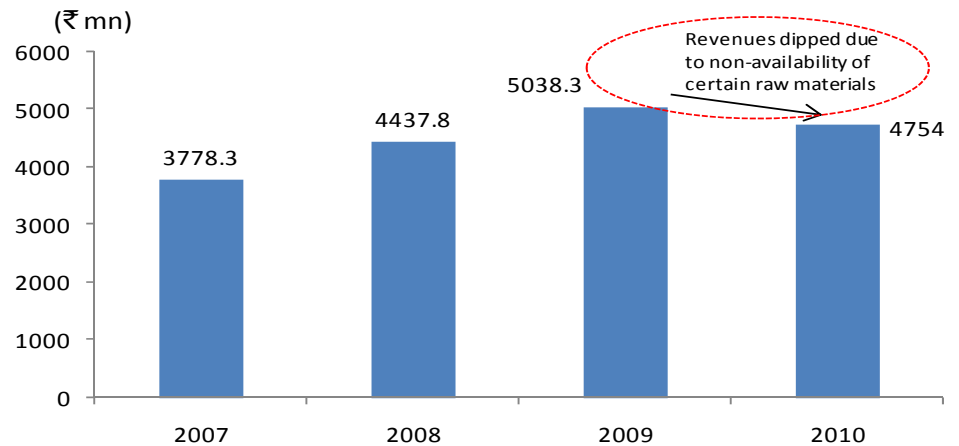
Source: Cipla, Jaypee Research

Launch of Combination Inhalers - The next growth trigger

The next big growth driver for exports markets is the much-awaited launch of combination inhalers in EU and with the recent approvals for Budesonide in Germany, Portugal and Salbutamol MDI in Denmark, UK and Portugal, the pathway looks clearer now. The company has developed 8 HFA inhalers for EU, of which 6 have been submitted for registration and is currently conducting trials of multi-dose powder inhalers for European market.

Cipla is amongst the largest players in the inhalers segment globally producing over 70 mn inhalers annually

Inhalers - Revenue Profile



Inhalers contribute around 15-20% to consolidated revenues

Source: Cipla, Jaypee Research

Service offerings:

- Research & Advisory
- Execution
- Corporate Access & Events

Generic Seretide and Symbicort will be the biggest opportunities

We expect Indore SEZ to break even in 3 years time

The most interesting opportunity will arise when key combination inhalers like Seretide (expired in the US in September 2010 and in most European markets in 2013) and Symbicort (combination patents revoked in Europe; AstraZeneca's data exclusivity ended in August 2010 and US patents expire in 2011), go off patent. Together these drugs account for more than ~US\$ 3.5 bn in Europe. The company has gradually expanded its inhaler capacities by 35% over FY07-09 to 96 mn units to tap this opportunity. This is further set to go up with the commercialization of its Indore SEZ. Currently, Inhalers contribute around 15-20% to consolidated revenues and we expect this contribution to go up to 25% post commercialization of entire basket (expected in 15-18 months). Additionally, Cipla is targeting the US Inhalers market (currently working on 2 inhalers), where the opportunity is much bigger than the European markets.

Exports volumes set to boost with commercialization of Indore SEZ

We believe commencement of commercial batches in Indore SEZ will significantly boost up export volumes for Cipla. Currently, the company is awaiting regulatory clearances from various authorities in regulated markets, which is expected to take at least 15-18 months. It has approvals from WHO and MCC-South Africa, while approvals from MHRA (UK) and Australia are expected shortly. We expect full-fledged commercialization to commence in 4Q12 and believe the facilities will break-even in 3 years time (total cost of ₹9 bn).

Indore SEZ	
Plant 1	Capacity (mn)
FFS Eye Drops	45
Ophthalmic Preparations	90
Respules	75
Liquids	50
Plant 2	
Aerosols	30
Plant 3	
Pre-filled syringes	50
Eye Drops	15
Nasal Sprays	15
Plant 4	
Tablets	1300
Capsules	720

Service offerings:

- Research & Advisory
- Execution
- Corporate Access & Events

Cipla has invested almost 56% of its operating profits over FY05-10 in building capacities

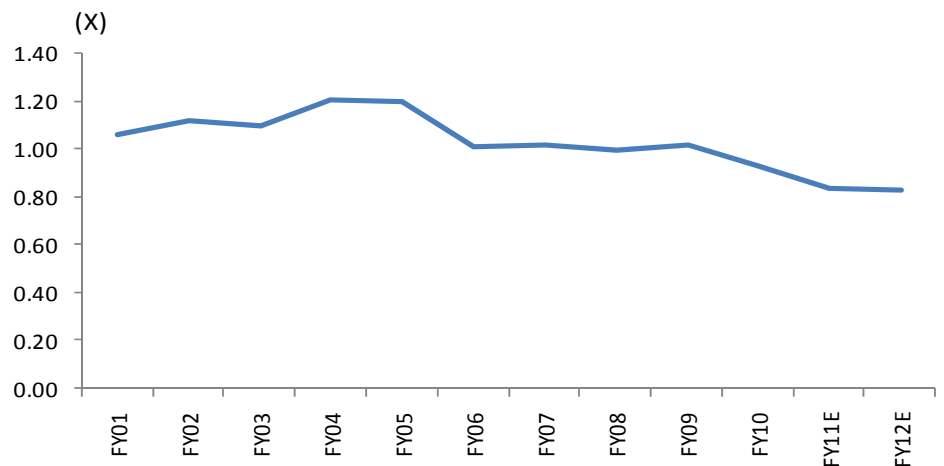
Aggressive capex intensity fails to reflect in revenue growth

Cipla has spent close to ₹25 bn (~56% of its operating profits) in expanding capacities during FY05-10. While this may be indicative of the Management's long term confidence in the base business, the same has failed to reflect in revenue growth. Asset turnover has declined from 1x in FY05 to 0.8x in FY10.

₹ mn	2005	2006	2007	2008	2009	2010
Gross Block	9867	13667	17997	22018	26933	28954
Less: Accumulated Depreciation	2478	3101	4116	5404	7008	8843
Net Block	7389	10566	13881	16614	19925	20112
Capital W.I.P.	1060	870	732	2331	3663	6842
Total Capex	8449	11436	14613	18945	23588	26954

With another ₹ 10 bn planned over the next two years (expansion of API facilities in Bangalore and Patalganga; R&D facilities in Vikhroli and Patalganga + maintenance capex) and no commensurate revenues from Indore SEZ (capex of ₹ 9 bn) at least for next 15-18 months, we expect A/TO to remain under pressure, at least in the short term.

Asset - Turnover on a decline



Source: Cipla, Jaypee Research

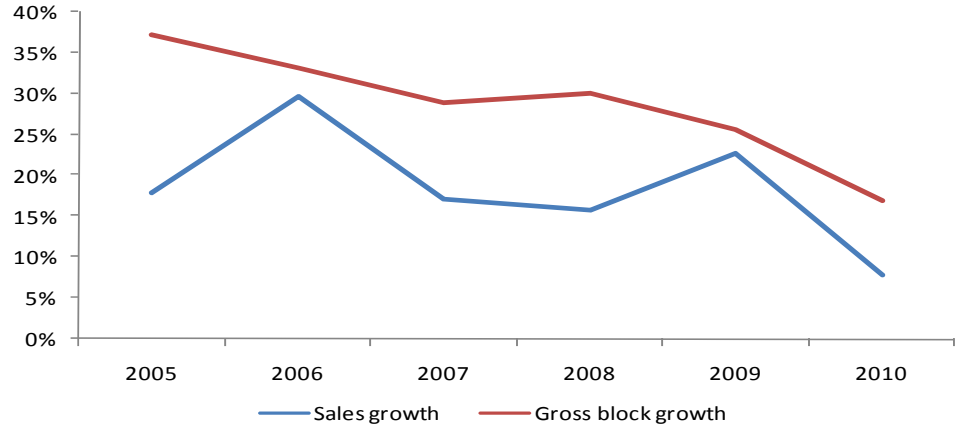
Asset-Turnover is on a declining path

meet
opportunity

Service offerings:

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Revenue growth fails to keep pace with capex



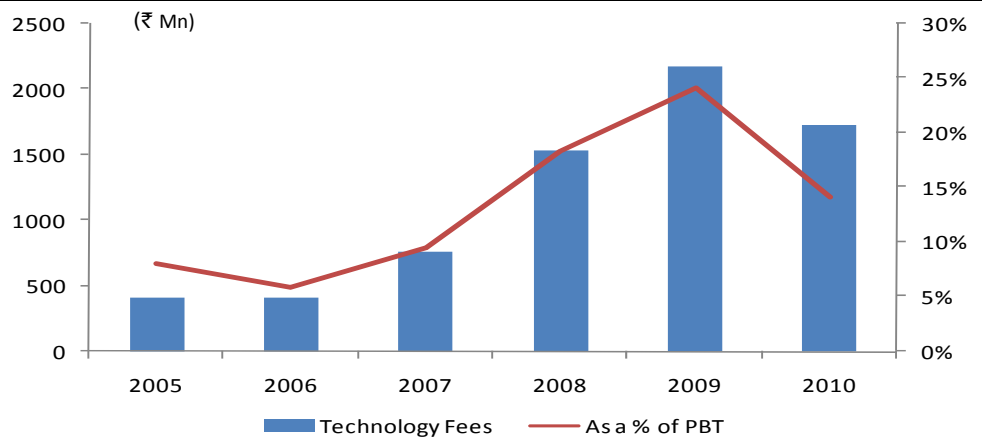
Source: Cipla, Jaypee Research

Increasing Sensitivity to volatile Technology Income

Cipla's earnings sensitivity to its technology fees (for developing and approving products before commercialization from its generic partners) is quite high (20-40% in past three years). While this may be indicative of future technological (HFA inhalers, novel drug delivery based) registrations, it is difficult to ascribe multiples to such income given limited disclosures on such contracts. Management maintains that it has enough visibility of 750 mn technology income for FY11 based on ongoing projects, however given limited visibility; we expect it to remain volatile in the near term.

Technology income has been a key contributor to Cipla's earnings in the past three years

Lumpy Technological Income



Source: Cipla, Jaypee Research

Service offerings:

- Research & Advisory
- Execution
- Corporate Access & Events

NPPA liability, if materializes, can impact earnings by 4-7%

	US	Europe
No of partners	22	60
Total Approvals	57	292
Total pending approvals	41	400
Commercialized	35	51

Investment Risks

NPPA liability can substantially impact earnings, if materializes

Cipla has challenged National Pharmaceutical Pricing Authority of India (NPPA's) notice of ₹12 bn for alleged overcharging in case of certain drugs under Drug Price Control Order (DPCO). Subsequently, various lower courts have ruled in favour of Cipla and the case is now pending in Supreme court. Cipla management maintains the demand as untenable and unsustainable. We present our scenario analysis, in case the liability materializes.

Assumptions

Total NPPA Liability (including Interest)	11571
Total Cash + Investment (FY10)	3259
Return on cash + Investment @ 5.7% (FY10 rate)	186
Additional debt	8312
Interest @ 8%	665

EPS impact

	FY11 (6M)	FY12
PAT	10,498	12,623
Less: Return on Investments	93	186
Less: Interest Costs	333	665
Adjusted PAT	10,072	11,772
No of shares	803	803
Adjusted EPS	13	15
Possible impact on current EPS estimates	4%	7%

Talks about possible product agreements with MNCs gaining steam again

Recent agreements between Pfizer - Aurobindo, Astrazeneca - Aurobindo, GSK - Dr Reddy's, Pfizer - Strides, Abbott - Cadila and Astrazeneca - Torrent Pharmaceuticals have fueled speculation about a similar deal for Cipla. Assessment of these deals suggests that MNCs are either looking for a wide product basket or niche therapeutic presence before calling the shots. We note Cipla has both - Dominance in the promising Inhalers segment and a strong product portfolio, both domestic and internationally (more than 6000 registrations; presence in more than 180 countries) - a compelling factor for any product tie-up. Further, Cipla has a long history of operating through partners and hence a product supply agreement cannot be ruled out. We note that any product supply agreement will positively impact our estimates.

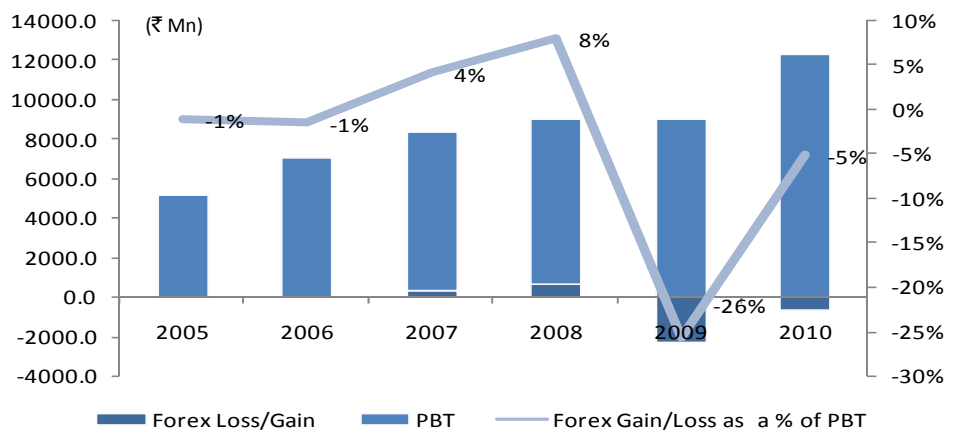
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- Execution
- Corporate Access & Events

Forex Losses accounted for 26% of PBT in FY09

Prone to adverse currency movement

With almost 54% of revenues coming from exports, Cipla is prone to adverse currency movements. The company follows the practice of hedging all loans and covering net export billing on a month-to-month basis. Forex Gain/Losses have substantially impacted the earnings in the past, most notably in FY09, when forex losses accounted for almost 26% of PBT. Currently, outstanding hedges stand at US\$ 230 mn.

Cipla's exposure to currency fluctuations



Source: Cipla, Jaypee Research

Global consolidation may hamper partnerships: Consolidation in the global pharmaceutical space may pose a risk to Cipla's partnership based business model, as company's realign their sourcing requirements. We note that Cipla has started registering products on its own in regulated markets, though the company has refrained from any front end setups.

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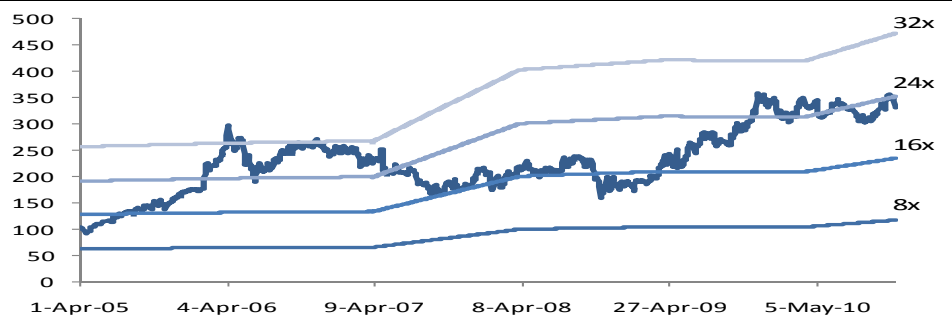
Cipla trades at the midpoint of its historic valuation range. We believe current valuations already factor in known fundamentals and do not expect any positive surprises from its low risk, low return partnership based business model.

Valuations

Cipla has historically traded at a premium to other front line pharmaceutical stocks given its low risk business model and supported by high earnings momentum. However, with a substantial decline expected in its growth profile henceforth and still a couple of years to go before its investments reflect in growth, we expect this premium to fade and expect Cipla to trade in line with its front-line peers. Unlike peers, we do not expect the company's partnership based business model to throw up any positive surprises.

We set a target price of ₹346 per share, valuing Cipla at 22x FY12E, in line with other front line peers. At our target price, Cipla would trade at a P/BV of 3.4x and EV/EBIDTA of 15x FY12E.

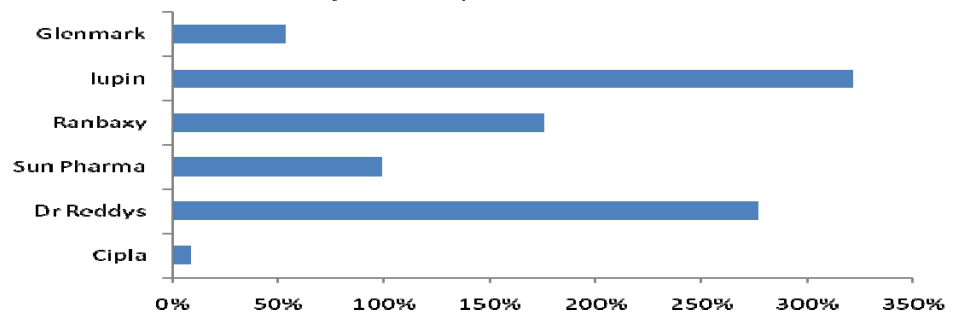
PER chart



Source: Cipla, Jaypee Research

Our target multiple is in line with the company's five year average multiple as well as with other front line stocks. While one may argue for a discount to peers given lower growth profile, we believe the stock deserves to trade in line with the sector, if not at a premium, given its domestic leadership position, strong product portfolio and defensive nature of the stock.

One year Price performance chart



Service offerings:

- Research & Advisory
- Execution
- Corporate Access & Events

Key growth drivers like launch of inhalers in EU and commercialization of Indore SEZ are still 18-20 months away

Financials

Strong Earnings momentum to pause

Notwithstanding strong financial performance in the past years, we expect earnings growth to moderate for Cipla driven by lower domestic as well as export business. Key growth drivers like launch of inhalers in EU and commercialization of Indore SEZ are still 18-20 months away and hence we expect revenues to grow at a muted 13% CAGR over FY10-12E. At the same time, absorption of fixed costs in Indore SEZ over the next two years, will also limit margin expansion, and consequently PAT is estimated to grow at a much lower 8% CAGR.

Revenue Drivers	FY08	FY09	FY10	FY11	FY12
Domestic Revenues	19868	22790	25111	28375	32064
Growth (%)	13%	15%	10%	13%	13%
Exports Formulations	15703	21619	23188	26666	31088
Exports bulk	5314	5808	5802	6092	6396
Total Exports	21017	27427	28989	32758	37484
Growth (%)	18%	30%	6%	13%	14%
Total Revenues	40885	50216	54100	61133	69549
Excise	907	610	522	611	695
Excise Duty	5%	3%	2%	2%	2%
Net Revenues	39,978	49,606	53,579	60,522	68,853

Source: Cipla, Jaypee Research

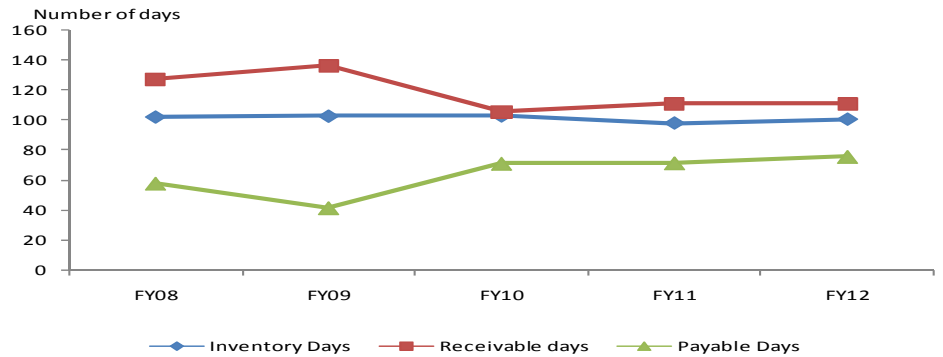
Balance sheet deleveraged following QIP issue

Deleveraged balance sheet

Cipla's balance sheet has deleveraged post its QIP resulting in an expanded equity base in FY10 and a debt free position. Consequently, Gross Debt/Equity has come down to Nil from 0.2x in FY09. Simultaneously, the company has also managed its working capital cycle in a narrow range despite delivering high organic growth. We believe Ongoing/Forthcoming capex programmes are likely to be funded through internal accruals and do not anticipate additional debt in the near term. We also built in slight expansion in working capital cycle as the Indore SEZ commences operations.

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Well Managed working capital cycle

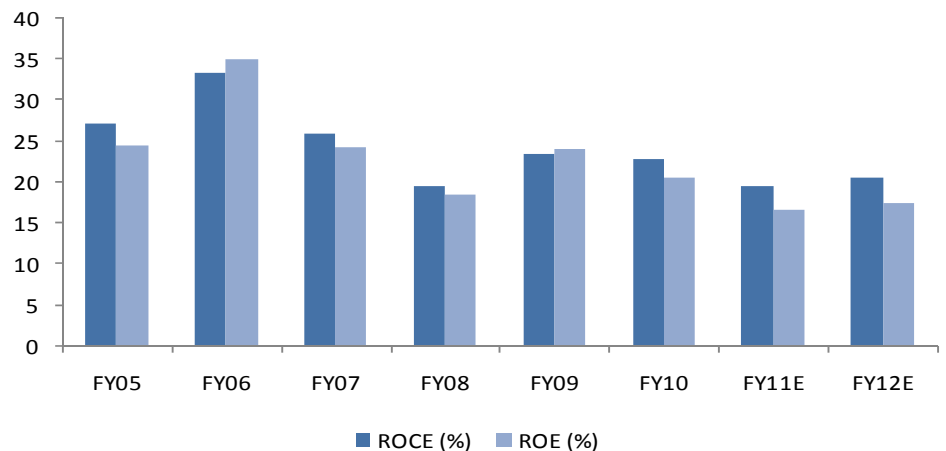


Source: Cipla, Jaypee Research

Though return ratios may decline in near term.....: Aggressive capex intensity with unmatched revenue growth has depressed Cipla's return ratios in the past. ROE and ROCE has declined by 410 bps and 440 bps over the past six years and we expect it to dip by another 300 bps and 220 bps over the next two years, as the company absorbs higher regulatory/fixed costs in Indore SEZ.

Return ratios to be under pressure on absorption of higher fixed costs in Indore SEZ

Return Ratios on a declining trend



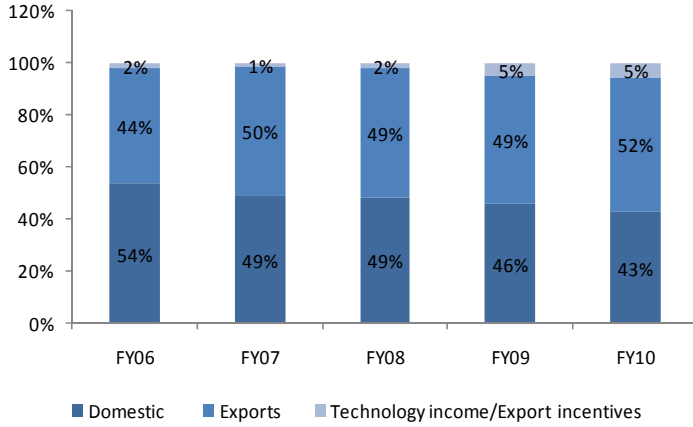
Source: Cipla, Jaypee Research

Du Pont Analysis - ROE

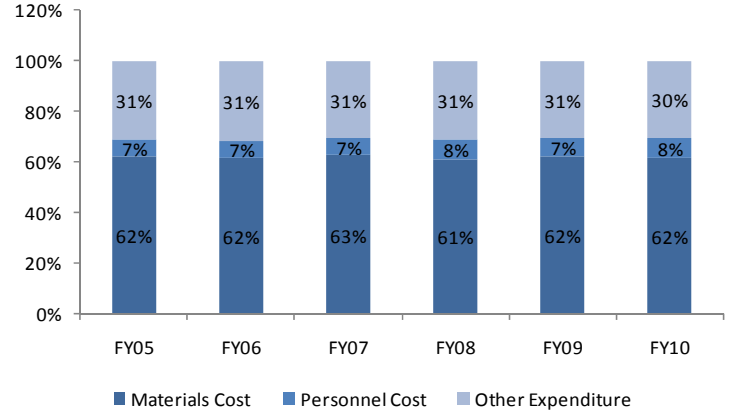
Year ended 31 Mar (₹ m)	FY09	FY10E	FY11E	FY12E
Net margin (%)	19.7	19.7	17.3	18.3
Asset turnover (x)	0.8	0.8	0.8	0.8
Leverage factor (x)	1.5	1.4	1.2	1.2
Return on equity (%)	24.1	20.6	16.7	17.5

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- Corporate Access & Events

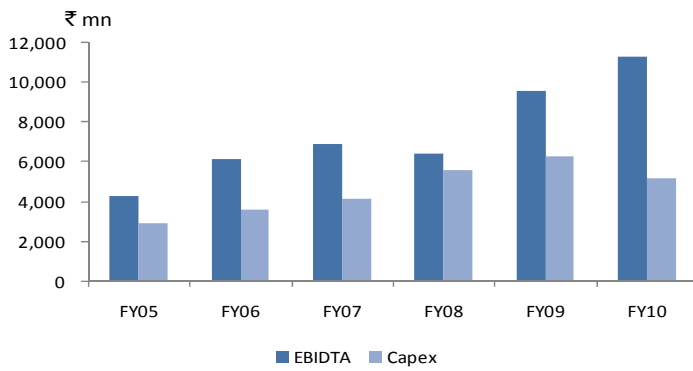
Income Break-up



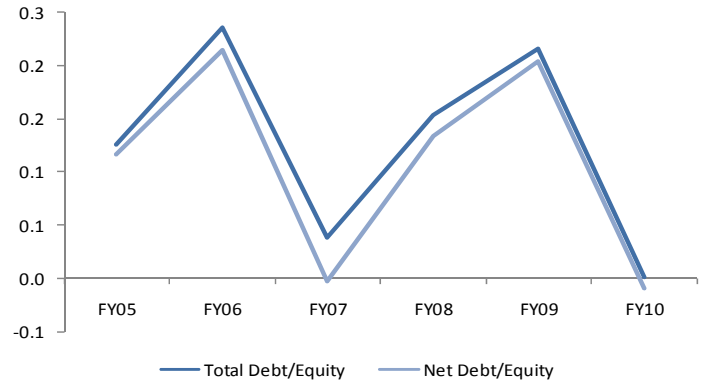
Cost Break-up



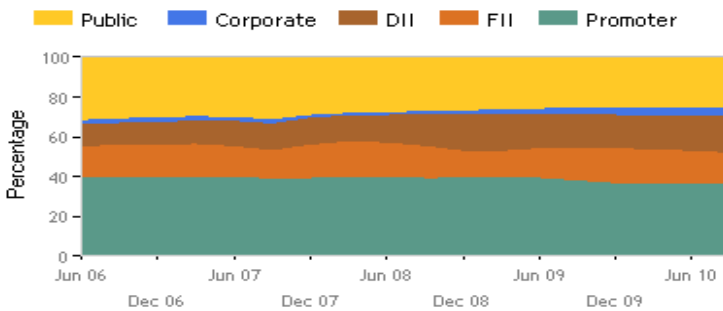
Capex largely funded through internal accruals



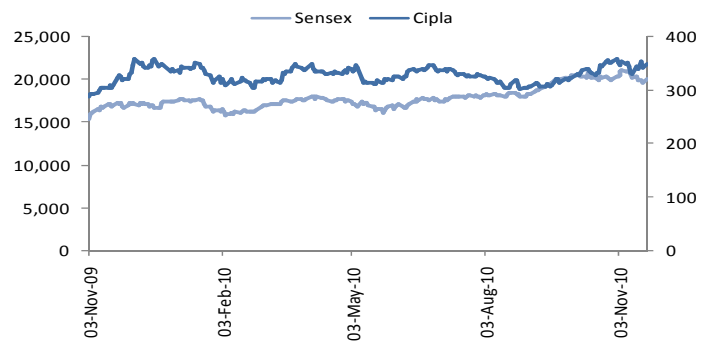
Deleveraged balance sheet



Shareholding pattern



Price performance



Service offerings:

- Research & Advisory
- Execution
- Corporate Access & Events



Income Statement				
Year ended 31 Mar (₹ m)	FY09	FY10	FY11E	FY12E
Net sales	49,606	53,595	60,522	68,853
<i>growth (%)</i>	<i>24.1</i>	<i>8.0</i>	<i>12.9</i>	<i>13.8</i>
Operating expenses	(40,080)	(42,312)	(48,115)	(54,910)
Operating profit	9,526	11,284	12,407	13,943
Other operating income	2,737	2,654	1,733	2,999
EBITDA	12,263	13,938	14,140	16,942
<i>growth (%)</i>	<i>45.0</i>	<i>13.7</i>	<i>1.5</i>	<i>19.8</i>
Depreciation	(1,518)	(1,653)	(2,377)	(2,727)
Other income	917	883	887	996
EBIT	11,662	13,168	12,650	15,211
Interest paid	(329)	(230)	(2)	(2)
Pre-tax profit (before non-recurring items)	11,333	12,939	12,648	15,209
Non-recurring items	(2,320)	311	0	0
Tax on non-recurring items	320	(57)	0	0
Pre-tax profit (after non-recurring items)	9,013	13,250	12,648	15,209
Tax (current + deferred)	(1,245)	(2,435)	(2,150)	(2,585)
Net profit	7,768	10,815	10,498	12,623
Adjusted net profit	9,767	10,561	10,498	12,623
<i>growth (%)</i>	<i>51.3</i>	<i>8.1</i>	<i>(0.6)</i>	<i>20.2</i>
Prior period adjustments	(13)	0	0	0
Preference dividend	0	0	0	0
Net income	7,755	10,815	10,498	12,623

Balance Sheet				
Year ended 31 Mar (₹ m)	FY09	FY10	FY11E	FY12E
Current assets	40,814	42,913	45,285	52,029
Cash	534	608	5,585	8,584
Investments	801	2,651	2,651	2,651
Net fixed assets	23,588	26,954	29,577	31,850
Other non-current assets	0	0	0	0
Total assets	65,737	73,126	83,099	95,114
Current liabilities	11,215	12,143	14,506	16,103
Total Debt	9,402	51	51	51
Other non-current liabilities	1,642	1,792	1,792	1,792
Total liabilities	22,259	13,986	16,348	17,946
Share capital	1,555	1,606	1,606	1,606
Reserves & surplus	41,923	57,535	65,145	75,562
Less: Miscellaneous Exp	0	0	0	0
Shareholders' funds	43,478	59,141	66,751	77,168
Minorities interests	0	0	0	0
Total equity & liabilities	65,737	73,126	83,099	95,114

Cash Flow Statement				
Year ended 31 Mar (₹ m)	FY09	FY10	FY11E	FY12E
Pre-tax profit	9,013	13,250	12,648	15,209
Depreciation	1,604	1,835	2,377	2,727
Chg in working capital	(5,877)	(2,105)	(1,025)	(4,464)
Total tax paid	(647)	(1,404)	(2,150)	(2,585)
Other operating activities	16	30	0	0
Cash flow from operations (a)	4,108	11,606	11,850	10,886
Capital expenditure	(6,247)	(5,201)	(5,000)	(5,000)
Chg in investments	147	(1,851)	0	0
Other investing activities	(45)	0	0	0
Cash flow from investing (b)	(6,145)	(7,051)	(5,000)	(5,000)
Free cash flow (a+b)	(2,037)	4,555	6,850	5,886
Equity raised/(repaid)	(0)	6,691	0	0
Chg in minorities	0	0	0	0
Debt raised/(repaid)	3,597	(9,352)	0	0
Dividend (incl. tax)	(1,819)	(1,819)	(1,873)	(2,888)
Other financing activities	0	0	0	0
Cash flow from financing (c)	1,778	(4,480)	(1,873)	(2,888)
Net chg in cash (a+b+c)	(259)	75	4,977	2,998

Key ratios				
Year ended 31 Mar (₹ m)	FY09	FY10	FY11E	FY12E
EPS (Rs)	12.6	13.2	13.1	15.7
EPS growth (%)	51.3	4.7	-0.6	20.2
EBITDA margin (%)	23.4	24.8	22.7	23.6
EBIT margin (%)	23.5	24.6	20.9	22.1
ROCE (%)	23.5	22.8	19.5	20.6
Net debt/Equity (%)	20.4	-0.9	-8.3	-11.1
		22.9	23.0	19.1

Valuations				
Year ended 31 Mar (₹ m)	FY09	FY10	FY11E	FY12E
PER (x)	28.4	27.1	27.3	22.7
PCE (x)	24.6	23.5	22.3	18.7
Price/Book (x)	6.4	4.8	4.3	3.7
Yield (%)	0.6	0.6	0.9	0.7
EV/Net sales (x)	6.0	5.3	4.6	4.0
EV/EBITDA (x)	24.1	20.5	19.9	16.4

Du Pont Analysis - ROE				
Year ended 31 Mar (₹ m)	FY09	FY10	FY11E	FY12E
Net margin (%)	19.7	19.7	17.3	18.3
Asset turnover (x)	0.8	0.8	0.8	0.8
Leverage factor (x)	1.5	1.4	1.2	1.2
Return on equity (%)	24.1	20.6	16.7	17.5

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2. IPO Note	In depth analysis of an IPO with a recommendation for the same
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4. Numero-Mania	Monthly repository of trading strategies from the Derivatives Desk
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2. Post Market Update	Daily market action and key statistics in a nutshell
3. Currency Update	Analysis of the domestic currency market with an outlook for the day
4. Commodity Update	Snapshot of the commodity market with an outlook for the day
5. Derivatives Daily	Daily update of the activities in the Derivatives segment
6. Derivatives Weekly	Weekly update of the activities in the Derivatives segment
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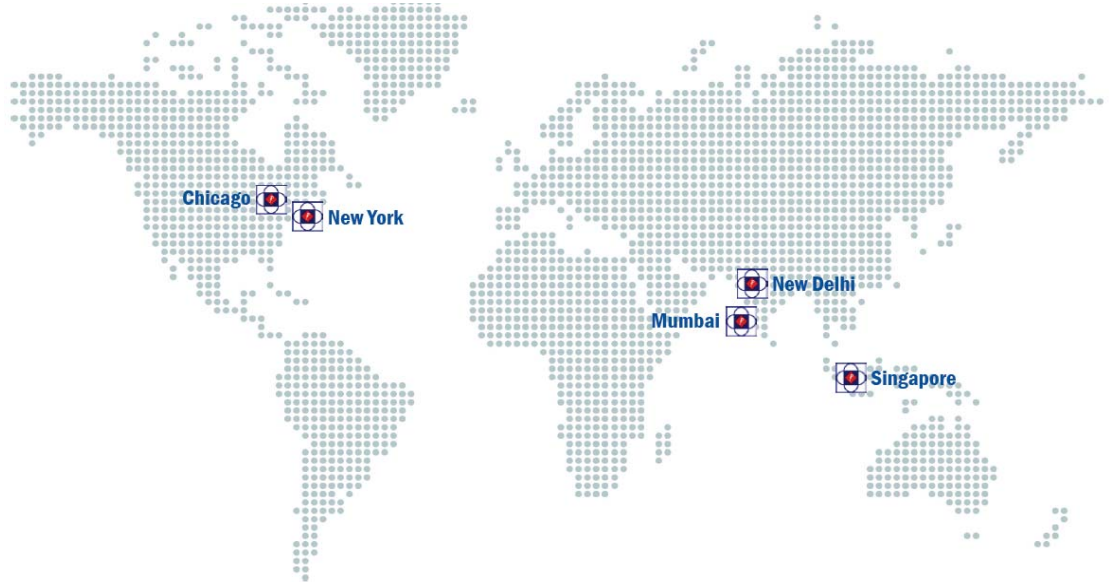
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