

SECTOR WATCH

Auto Round-up

Sales Update - November 2006

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Price Performance Matrix

	52-week high/low
Bajaj Auto	Rs3,325/1,968
Hero Honda	Rs950/637
Mahindra & Mahindra	a Rs865/463
Maruti Udyog	Rs991/571
Tata Motors	Rs997/546
TVS Motors	Rs187/78

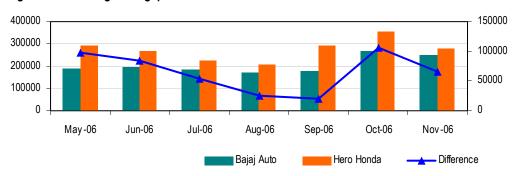
Summary

Bajaj inches close to Hero Honda on back of healthy November sales

The two-wheeler segment is hotting-up with Bajaj Auto racing close to Hero Honda on back of impressive volumes growth in November 2006. Bajaj Auto (BAL) has registered a healthy growth of 36% YoY in the motorcycle segment with sales at 214,321 vehicles against Hero Honda's 280,171 units, which grew a modest 11% on YoY basis. The volumes gap was over one lakh in October 2006, but has reduced to 65,850 units in November. Hero Honda Motors took a hit on the exports front, where the sales declined by 2% YoY to 7,124 units.

India's third largest two-wheeler manufacturer, TVS Motor has reported a mute growth. The motorcycle sales for the company clocked sales of 68,874 units, an increase of 1% YoY.

Figure 1: Narrowing sales gap



Source: Company reports; IDBI Capital Market Services

Four-wheeler segment in the fast lane

Four-wheeler volumes growth continued to be robust in the month of November 2006. Maruti Udyog (MUL) has posted healthy volumes for the month. The compact car segment (A2 segment) has been driving the fortunes for the company. The segment witnessed a strong growth of 32% YoY. The recently launched *Zen Estilo* is expected to further strengthen this segment.

Tata Motors has continued its stellar performance in the month of November. The company has reported a double digit growth across the board. The total sales witnessed a robust growth of 43% on YoY basis.

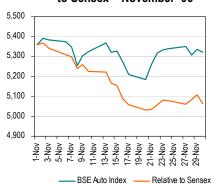
Mahindra & Mahindra (M&M) has posted an impressive performance in both the segments, automotive and farm equipments (tractors). The auto business posted a growth of 11% YoY. The Company's flagship model *Scorpio* continues to drive volumes growth for M&M. The Farm Equipment business grew by 12% on YoY basis.

Table 1: Financial snapshot

	CMP (Rs.)	Sales (Units)			EP:	S (Rs.)	PE	E (x)
Company	(As on 06 Dec. '06)	Nov. '06	Nov. '05	YoY (%)	FY06	FY07E	FY06	FY07E
Bajaj Auto	2,711	243,713	184,345	32	101.0	118.0	26.8	23.0
Hero Honda	767	280,171	251,186	12	49.0	58.0	15.7	13.2
M&M (Auto)	838	13,600	12,199	11	27.0	31.0	31.0	27.0
Maruti Udyog	943	55,033	47,391	16	41.2	48.0	22.9	19.6
Tata Motors	881	49,061	34,282	43	38.2	43.2	23.1	20.4
TVS Motors	95	118,157	113,261	4	4.7	4.1	20.4	23.2

Source: Company reports; IDBI Capital Market Services

Figure 2: BSE Auto Index vs. Relative to Sensex – November '06



Source: Capitaline; ICRA

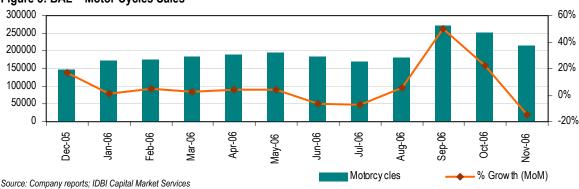


Bajaj Auto Ltd.



- Bajaj Auto Ltd. (BAL) has registered an impressive growth in volumes for the month of November 2006.
- The total sales (Including exports) stood at 243,713 units, a growth of 32% on YoY basis.
- The motorcycle sales continued to outpace the industry. The domestic motorcycle sales at 214,321 units posted a strong growth of 36% YoY as against 157,831 units sold in the same month last year.

Figure 3: BAL - Motor Cycles Sales



- Bajaj Platina sales exceeded the 500,000 mark in less than 8 months since its launch. Simultaneously, the Bajaj Discovers' cumulative sales exceeded the 1m mark since launch.
- The recently launched Bajai Pulsar 150 DTS-I has been receiving positive response in the market. The new launch is expected to further strengthen the company's leadership position in the premium segment.
- The company plans to launch 3 new motorcycles over the next few months, spearheading the initiative to move a majority of customers away from the 100cc 4-stroke motorcycles.
- In November, BAL entered the \$6bn Indonesian bike market with the launch of its flagship model, the 180cc Bajaj Pulsar. The company plans to set up a production base in Indonesia. It will invest \$ 50m in Indonesia over the next three years in the production unit and in creating a distribution network. The company, initially, plans to sell 100,000 motorbikes in two years in Indonesia, the world's third largest motorcycle market.
- Bajaj Auto is in talks with Japanese bike major Yamaha for setting up a joint venture company that will produce high-end motorcycles both for the domestic market and for exports. If the JV is okayed, it may spawn a range of co-badged bikes both for India and select export markets. Bajaj and Yamaha may also share their vendor base for common sourcing. Since the joint venture is likely to be a separate subsidiary, Bajaj Auto will continue with its technical arrangement with Kawasaki.

Table 2: BAL - November Sales Nos.

Bajaj Auto	Nov-06	Nov-05	YoY (%)	YTD (Apr - Nov '06)	Apr - Nov '05	YoY (%)
Motor Cycles	214,321	157,831	36	1,656,591	1,230,943	35
Total 2 Wheelers	214,329	167,188	28	1,669,060	1,326,236	26
3 Wheelers	29,384	17,157	71	209,449	160,834	30
Total Sales	243,713	184,345	32	1,878,509	1,487,070	26
Exports (out of the above)	36,086	23,112	56	286,343	158,231	81

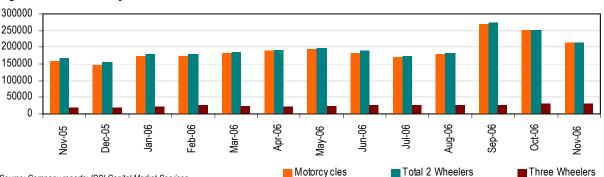
Fig. 5: Sales Composition



Source: Industry; ICMS

Figure 4: BAL - Monthly Sales

Source: Company reports





Hero Honda Motors Ltd.



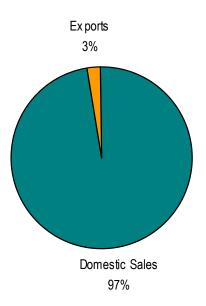
- Hero Honda Motors Ltd. (HHML) has posted good sales growth during November 2006.
- The total Sales (including exports) for the month stood at 280,171 units, posting a growth of 12% YoY when compared to 251,186 units sold in the previous year.
- The domestic motorcycle sales grew by a modest 12% YoY to 273,047 units as against 243,882 units sold in the same month of the previous year.
- On the exports front, the company with 7,124 shipments witnessed a decline of 2% on YoY basis.
- The launched of CBZ X-treme marks the re-entry of HHML in the high margin premium segment. The new 150cc motorcycle is positioned against Bajaj Pulsar and TVS Apache in the premium segment. The company expects to increase its market share in this segment with CBZ X-treme.
- HHML has recently announced the launch of its new CD Deluxe and CD Dawn in a bid to consolidate its position in the
 entry-level segment. With the latest launch, the company has introduced six new variants in the current financial year
 and it will launch two more variants before the year-end.

Table 3: HHML - November Sales Nos.

HHML	Nov-06	Nov-05	YoY(%)	YTD (Apr - Nov '06)	YTD (Apr - Nov '05)	YoY (%)
Domestic Sales	273,047	243,882	12	2,156,427	1,916,657	13
Exports	7,124	7,304	(2)	71,883	66,530	8
Total	280,171	251,186	12	2,228,310	1,983,187	12

Source: Company reports

Fig. 6: Sales Composition



Source: Industry; ICMS



Mahindra & Mahindra (M&M)



Auto Sector

- The total sales (domestic + exports) for the month stood at 13,600 units, a growth of 11% YoY.
- The Utility Vehicles segment (including Scorpio) sales were up by 15% YoY to 10,250 units.
- The Scorpio sales grew by a strong 31% YoY to 2,603 units as against 1,980 units sold in the previous year.
- The three-wheeler segment sales declined by 6% YoY to 2223 units (2,369 units).
- The LCV segment sales stood at 684 units, a strong growth of 36% on YoY basis.
- On the exports front, the company with 443 shipments registered a growth of 11% YoY.

Farm Equipment Sector

- The total tractor sales (domestic + exports) at 7,987 units registered a growth of 12% on YoY basis.
- The domestic tractor sales grew by 16% YoY to 7,523 units.
- On the exports front, the company with 464 shipments witnessed a sharp fall of 22% YoY when compared to 596 tractors
 exported in the same period last year.

Table 4: M&M - November Sales Nos.

M&M	Nov-06	Nov-05	YoY (%)
UV's (including Scorpio)	10,250	8,929	15
Scorpio	2,603	1,980	31
UV's w/o Scorpio	7,647	6,949	10
LCV's	684	502	36
Total 4 Wheelers	10,934	9,431	16
Three Wheelers (Champion)	2,223	2,369	(6)
Total (Dom.) Vehicles	13,157	11,800	12
Exports	443	399	11
Total Vehicles (Dom + Exp)	13,600	12,199	11

Source: Company reports

Table 5: M&M: November Sales Nos. - Farm Equipment Sector

-	Ex ports 3%	
	Domestic	Sales

Fig. 7: Sales Composition

97%

Source: Industry; ICMS

M&M	Nov-06	Nov-05	YoY (%)
Tractor (Domestic)	7,523	6,507	16
Exports	464	596	(22)
Total Tractor (Dom + Exp)	7,987	7,103	12

Source: Company reports



Maruti Udyog Ltd. (MUL)



- Maruti Udyog Ltd. (MUL) has posted healthy sales numbers for November 2006.
- The total sales (including exports) stood tall at 55,033 units, registering a growth of 11% YoY.
- The domestic sales grew by 21% YoY to 52,574 units as compared to 43,568 units sold in the previous year.
- The company's old warhorse, *Maruti 800* sales dipped by 18% YoY to 6,040 as against 7,397 vehicles sold a year back.
- The C segment (Omni / Versa) sales grew by strong 36% YoY to 7,150 units (5,250 units).
- The sales of the company's compact cars (*Alto, Wagon R, Zen,* and *Swift*) rose by 32% YoY at 37,060 units against 28,019 units last year.
- The A3 segment (Baleno | Esteem) registrations fell by 15% YoY to 2,083 vehicles.
- The MUV segment (Gypsy / Vitara) reported a decline of 48% YoY to 241 units.
- On the exports front, the company with 2,459 shipments witnessed a fall of 36% YoY when compared to 3823 vehicles exported in the same month of the previous year.
- Maruti is all set to roll out the new Zen Estilo in December. The launch shall be the first of the five models that Maruti has
 planned to launch in the domestic market over the next five years. MUL has stopped production of the old Zen in March
 this year, after selling over 760,000 cars including exports of 122,000 units.

Table 6: MUL - November Sales Nos.

MUL	Nov-06	Nov-05	YoY (%)
Passenger Cars	52,333	43,103	21
MUV's	241	465	(48)
Total Domestic Sales	52,574	43,568	21
Exports	2,459	3,823	(36)
Total Sales	55,033	47,391	16

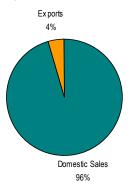
Source: Company reports

Table 7: MUL – November Sales Nos.

Segments	Nov-06	Nov-05	Change %
A1	6,040	7,397	(18)
С	7,150	5,250	36
A2	37,060	28,019	32
A3	2,083	2,437	(15)
Total PV	52,333	43,103	21
MUV	241	465	(48)
Domestic	52,574	43,568	21
Export	2,459	3,823	(36)
Total Sales	55,033	47,391	16

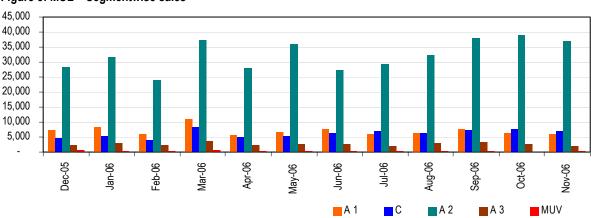
Source: Company reports

Fig. 9: Sales Composition



Source: Industry; ICMS

Figure 8: MUL - Segmentwise sales



A1 - Maruti 800; A2 - Alto/Wagon R/Zen/Swift; A3 - Baleno/Esteem; C - Omni/Versa; MUV - Gypsy/Vitara

Source: Company reports



Tata Motors (TML)



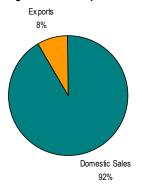
- Tata Motors has posted impressive double digit volumes growth across all the segments for the month of November 2006.
- The total sales (including exports) stood at 49,061 units, a growth of 43% YoY. Cumulative sales for the month at 358,660 units have grown by 33% YoY.
- The company's sales of commercial vehicles in domestic market were 25,793 units, an increase of 46% YoY.
- The M & HCV segment clocked sales of 14,453 units, a growth of 32% YoY.
- The LCV segment witnessed a strong growth of 69% YoY with sales at 11,340 units.
- The Passenger Vehicles business reported a total sale of 19,475 vehicles in domestic market in November 2006, an increase of 48% YoY.
- The *Indica* sold 13,047 units, its highest ever in a month, since launch, a growth of 58% YoY.
- The *Indigo* family registered sales of 2,857 units, a growth of 17% on YoY basis
- The Sumo & Safari accounted for sales of 3,571 units, a growth 46% YoY. Tata Safari sales at 1,143 units grew by nearly three times over November 2005 sales.
- On the exports front, the company with 3,793 units registered a growth of 10% YoY as against 3,462 units sold in the previous year.

Table 8: Tata Motors - November Sales Nos.

Tata Motors	Nov-06	Nov-05	YoY (%)	YTD ' 06	YTD' 05	YoY (%)
Cars	15,904	10,687	49	112,995	92,862	22
UV's	3,571	2,439	46	27,500	21,611	27
M & HCV	14,453	10,973	32	105,031	73,537	43
LCV	11,340	6,721	69	78,488	51,202	53
CV	25,793	17,694	46	183,519	124,739	47
Total Domestic Sales	45,268	30,820	47	324,014	239,212	35
Exports	3,793	3,462	10	34,646	31,374	10
Total	49,061	34,282	43	358,660	270,586	33

Source: Company reports

Fig. 10: Sales Composition



Source: Industry; ICMS







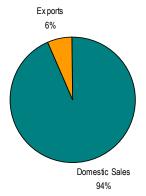
- TVS Motors continued its growth trend by clocking 118,157 units in the two wheeler sales in November 2006 compared to 113,261 units sold in the previous year, recording a growth of 4% on YoY basis.
- The motorcycle sales stood at 68,874 units posting a mute growth of 1% YoY when compared to 68,122 units sold in the same month of the previous year.
- The StaR City's new variant with electric start coupled with its trend setting looks continued to receive favorable response.
- The number 2 brand in the premium segment, TVS *Apache* has been driving the fortunes for the company in the high margin segment.
- TVS Scooty continued to dominate sub 100cc scooter segment. The Scooty range registered a growth of 3% YoY with sales at 21,791 units.
- TVS has recently launched a 2-stroke variant *Scooty Teenz* in select markets. The *Scooty Pep+* continues to be the number 1 brand among the young girls.
- On the exports front, the company with 7,500 shipments has registered a strong growth of 23% YoY as against 6,097 units exports in the previous year.
- TVS Motors plans to enter the 100cc plus four-stroke scooter category to take on Honda Activa and Kinetic 4S. The 4stroke scooter is targeted at the male customers. The scooter segment forms 10% of the two-wheeler market whose size in volumes terms is between 5 to 6 lac units per annum.

Table 9: TVS - November Sales Nos.

TVS	Nov-06	Nov-05	YoY (%)
Motor Cycles	68,874	68,122	1
Scooterette	21,791	21,057	3
Mopeds	27,492	24,116	14
Total Sales	118,157	113,261	4
Exports (out of the above)	7,500	6,097	23

Source: Company reports

Fig. 11: Sales Composition



Source: Industry; ICMS



Hero Honda launches CBZ Xtreme



In a bid to increase its share in the premium segment of motorcycles, Hero Honda Limited has recently launched a new variant of its 150cc motorcycle *CBZ*.

With the recent launch, HHML expects to capture the top position in the premium segment. The new *CBZ Xtreme* will be the company's second completely new product in the 150cc segment after the Achiever and shall compete with Bajaj *Pulsar* and TVS *Apache* in the segment.

Except for the mild resemblance to the older *CBZ's* headlamp, the new *CBZ Xtreme* has little else in common. In fact, with the new variant, Hero Honda has attempted a fairly radical departure from the design themes of all its earlier bikes.

The *CBZ Xtreme* is a classic Hero Honda bike in many respects. Engine refinement is there right on the top. A slick-shifting, smooth gearbox, top-of-the-class vibration isolation, low engine noise and quality components are all Hero Honda hallmarks that have been carried forward to strengthen the *CBZ Xtreme*'s case. At about Rs.56,000 (ex-showroom), the new *CBZ Xtreme* is also aggressively priced.

Technical Specifications:

Type: 4-stroke, single cylinder, OHC

Displacement: 149.2cc

Max. Power: 14.4PS@8500rpm
Max. Torque: 12.8Nm@6500rpm

Transmission: 5-speed

Suspension F: Telescopic forks

Suspension R: Adjustable twin hydraulic shock absorbers.

Length: 2080mm
Width: 765mm
Height: 1145mm
Wheelbase: 1325mm
Kerb Weight: 143kg

Fuel tank capacity: 12.3 litres

Price: Rs.54,500 (kick start)

Rs. 56,500 (electric start).

























News Snippets

Ford to set-up a diesel engine facility in India

Ford Motor Company has charted out plans to set up a plant in India to manufacture diesel engines. The plant shall have a capacity to manufacture ~100,000 units of the 1.4 Duratorq engine each year.

Honda Siel eyes diesel car market

Honda Siel Cars India Ltd. (HSCI) is mulling entry into the fast growing domestic diesel car market in two-three years. The company is working on a suitable diesel engine for India as well as other markets. The new engine will be far more refined as compared to some gasoline-powered engines.

Skoda to assemble Passat, Audi in India

German auto maker Volkswagen will not wait for its Greenfield plant to come up at Chakan, near Pune. It will begin assembly of Passat, VW's mid-sized family car, at the Skoda Auto India plant at Shendra, from the first quarter of FY08. The Passat shares the same platform as the Skoda Superb.

Audi, yet another group company, will also use the Skoda India facility to assemble its A4 platform, since this is a platform already being used to assemble a Skoda Octavia variant.

Bajaj readies for comeback in Scooter segment

Bajaj Auto is all set to make a comeback in the scooter segment with a new portfolio of vehicles, the first of which, the Bajaj Kristal, will be launched in January 2007. The company's comeback into the segment, which is currently showing signs of revival after a long gap, will be on a strong technology platform.

Scooters currently account for 12 percent of the twowheeler industry, the segment grew four percent between April and August in FY07.

Daimler Chrysler to roll out Truck Assembly line in India

German automaker Daimler Chrysler is weighing the pros and cons of setting up an assembly line for trucks in India. Currently, its wholly owned Indian subsidiary Daimler Chrysler India imports heavy-duty completely built up (CBU) trucks and markets them largely in the mining sector.

Mahindra looking to enter U.S

Mahindra & Mahindra Ltd. is looking to enter the US market and has signed an agreement with independent distributor Global Vehicles USA Inc.

Mahindra plans to launch two vehicles, a pick-up truck and a sports utility vehicle called *Scorpio* in the United States in 2008.

Ashok Leyland ties up with French Co. for Armoured Vehicle

Ashok Leyland has firmed up plans to tie-up with a French Co. to launch a 'light armoured vehicle' in India. A Light Armoured vehicle is an all-terrain, all-weather vehicle designed to traverse on land and water, for the use of defense services.

Kinetic set to drive into the US, Europe markets

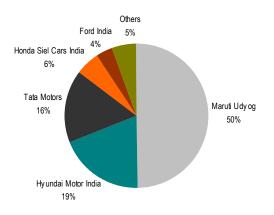
Kinetic Motor Company has huge plans lined up for 2007. Not only is the company eyeing European and U.S. markets to export its automatic scooters, but also is planning to introduce the first products it manufactured after the technology tie-up with SYM, Taiwan.



Market Share Analysis (April '06 – October '06)

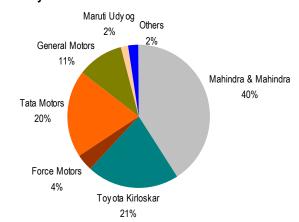
Passenger Vehicles

Figure 12: Passenger Cars



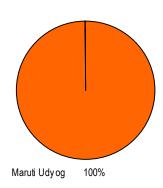
Source: SIAM; IDBI Capital Market Services

Figure 13: Utility Vehicles



Source: SIAM; IDBI Capital Market Services

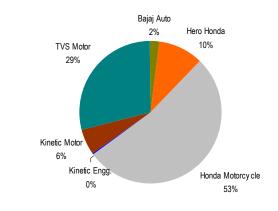
Figure 14: Multi Purpose Vehicles



Source: SIAM; IDBI Capital Market Services

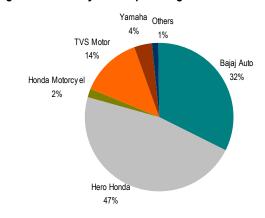
Two-wheelers

Figure 15: Scooters



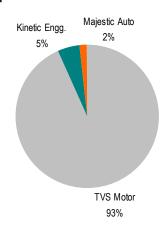
Source: SIAM; IDBI Capital Market Services

Figure 16: Motorcycles/Step Throughs



Source: SIAM; IDBI Capital Market Services

Figure 17: Mopeds



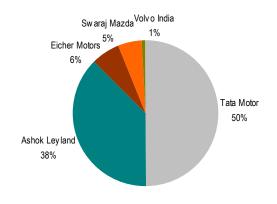
Source: SIAM; IDBI Capital Market Services



Market Share Analysis (April '06 - October '06)

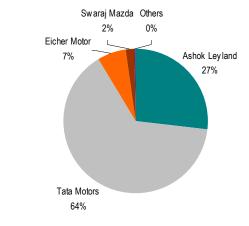
M&HCVs

Figure 18: Passenger Carrier



Source: SIAM; IDBI Capital Market Services

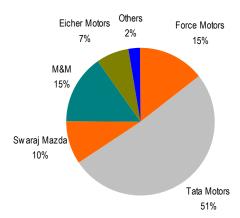
Figure 19: Goods Carrier



Source: SIAM; IDBI Capital Market Services

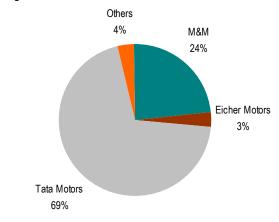
LCVs

Figure 20: Passenger Carrier



Source: SIAM; IDBI Capital Market Services

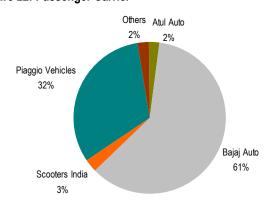
Figure 21: Goods Carrier



Source: SIAM; IDBI Capital Market Services

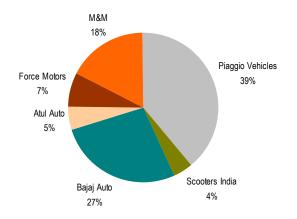
Three-wheelers

Figure 22: Passenger Carrier



Source: SIAM; IDBI Capital Market Services

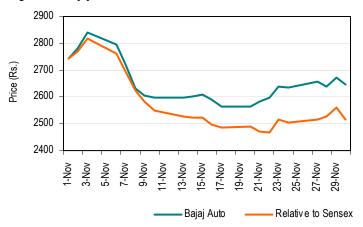
Figure 23: Goods Carrier



Source: SIAM; IDBI Capital Market Services

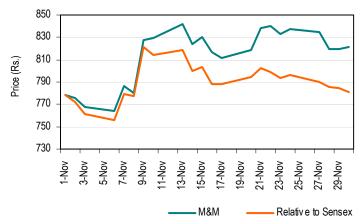


Figure 24: Bajaj Auto vs. Relative to Sensex



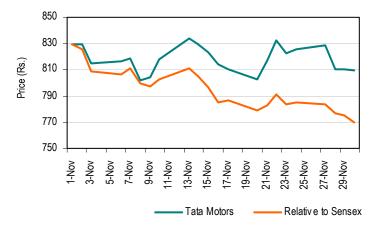
Source: Capitaline; ICRA

Figure 26: Mahindra & Mahindra vs. Relative to Sensex



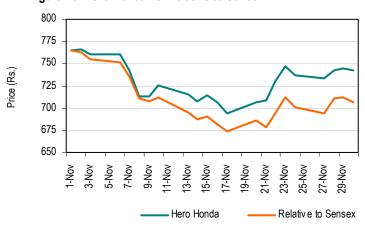
Source: Capitaline; ICRA

Figure 28: Tata Motors vs. Relative to Sensex



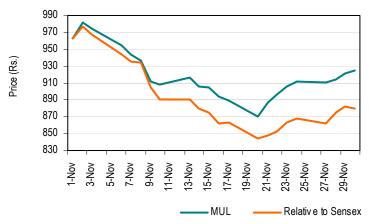
Source: Capitaline; ICRA

Figure 25: Hero Honda vs. Relative to Sensex



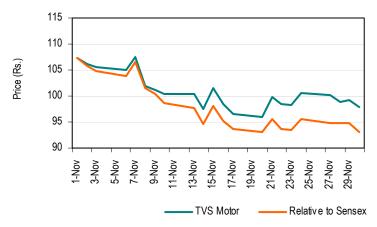
Source: Capitaline; ICRA

Figure 27: Maruti Udyog vs. Relative to Sensex



Source: Capitaline; ICRA

Figure 29: TVS Motor vs. Relative to Sensex



Source: Capitaline; ICRA

IDBI Capital Market Services Ltd. (A wholly owned subsidiary of IDBI Ltd.)

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