SECTOR

## Auto Round-up

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## Price Performance Matrix

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

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


[^0]
## 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 $36 \% \mathrm{YoY}$ 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 $32 \% \mathrm{YoY}$. 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

| Company | $\begin{gathered} \text { CMP (Rs.) } \\ \text { (As on } 06 \text { Dec. '06) } \end{gathered}$ | Sales (Units) |  |  | EPS (Rs.) |  | PE ( x ) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Nov. '06 | Nov. ${ }^{\text {'05 }}$ | 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 |

[^1]
## 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 1 m mark since launch.
- The recently launched Bajaj 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 $\$ 50 \mathrm{~m}$ 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.

Fig. 5: Sales Composition
 85\%

[^2]| 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 | $1,669,060$ | $\mathbf{1 , 3 2 6 , 2 3 6}$ | 26 |
| 3 Wheelers | 29,384 | 17,157 | 71 | 209,449 | 160,834 | 30 |
| Total Sales | $\mathbf{2 4 3 , 7 1 3}$ | $\mathbf{1 8 4 , 3 4 5}$ | 32 | $\mathbf{1 , 8 7 8 , 5 0 9}$ | $\mathbf{1 , 4 8 7 , 0 7 0}$ | $\mathbf{2 6}$ |
| Exports (out of the above) | 36,086 | 23,112 | 56 | 286,343 | 158,231 | 81 |

Source: Company reports
Figure 4: BAL - Monthly Sales


## 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 $C D$ Deluxe and $C D$ 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 | $2,156,427$ | $\mathbf{1 , 9 1 6 , 6 5 7}$ | 13 |
| Exports | 7,124 | 7,304 | $(2)$ | 71,883 | 66,530 | 8 |
| Total | $\mathbf{2 8 0 , 1 7 1}$ | $\mathbf{2 5 1 , 1 8 6}$ | $\mathbf{1 2}$ | $\mathbf{2 , 2 2 8 , 3 1 0}$ | $1,983,187$ | 12 |

Source: Company reports

Fig. 6: Sales Composition


## 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 $Y$ Y $Y$ 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) | $\mathbf{1 0 , 2 5 0}$ | $\mathbf{8 , 9 2 9}$ | 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) | $\mathbf{2 , 2 2 3}$ | $\mathbf{2 , 3 6 9}$ | $(6)$ |
| Total (Dom.) Vehicles | 13,157 | 11,800 | 12 |
| Exports | 443 | 399 | 11 |
| Total Vehicles (Dom + Exp) | $\mathbf{1 3 , 6 0 0}$ | $\mathbf{1 2 , 1 9 9}$ | $\mathbf{1 1}$ |

Source: Company reports

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

| M\&M | Nov-06 | Nov-05 | YoY (\%) |
| :--- | ---: | ---: | ---: |
| Tractor (Domestic) | 7,523 | 6,507 | 16 |
| Exports | 464 | 596 | $(22)$ |
| Total Tractor (Dom + Exp) | $\mathbf{7 , 9 8 7}$ | $\mathbf{7 , 1 0 3}$ | $\mathbf{1 2}$ |

[^3]Fig. 7: Sales Composition



## 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 $11 \% \mathrm{YoY}$.
- 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.
- $\quad$ 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 $36 \% \mathrm{YoY}$ 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 | $\mathbf{1 6}$ |

Source: Company reports
Table 7: MUL - November Sales Nos.

| Segments | Nov-06 | Nov-05 | Change \% |
| :--- | ---: | ---: | ---: |
| A1 | 6,040 | 7,397 | $(18)$ |
| C | 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


[^4]Figure 8: MUL - Segmentwise sales



## 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 $32 \% \mathrm{YoY}$.
- 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 | $\mathbf{4 9 , 0 6 1}$ | $\mathbf{3 4 , 2 8 2}$ | $\mathbf{4 3}$ | $\mathbf{3 5 8 , 6 6 0}$ | $\mathbf{2 7 0 , 5 8 6}$ | $\mathbf{3 3}$ |

[^5]Fig. 10: Sales Composition

$92 \%$

## TVS Motor Co. Ltd. (TVS)



- 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 100 cc 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 100 cc 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 |

[^6]Fig. 11: Sales Composition


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: 765 mm
Height: 1145 mm
Wheelbase: 1325 mm
Kerb Weight: 143 kg
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 $\sim 100,000$ units of the 1.4 Duratorq engine each year.

## Honda Siel eyes diesel car market

Honda Siel Cars India Ltd. (HSCl) 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 <br> 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


## 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

- LCVs

Figure 20: Passenger Carrier


Source: SIAM; IDBI Capital Market Services

## - Three-wheelers

Figure 22: Passenger Carrier


Figure 19: Goods Carrier


Source: SIAM; IDBI Capital Market Services

Figure 21: Goods Carrier


Source: SIAM; IDBI Capital Market Services

Figure 23: Goods Carrier

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


[^7]IDBI Capital Market Services Ltd. (A wholly owned subsidiary of IDBI Ltd.)
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[^8]
[^0]:    Source: Capitaline; ICRA

[^1]:    Source: Company reports; IDBI Capital Market Services

[^2]:    Source: Industry; ICMS

[^3]:    Source: Company reports

[^4]:    Source: Industry; ICMS

[^5]:    Source: Company reports

[^6]:    Source: Company reports

[^7]:    Source: Capitaline; ICRA

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