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### Updates

**Wipro:** Challenges ahead—some industry-wide, some unique to the company. Reducing estimates and target price

## News Roundup

### Corporate

- Twenty five days after terror struck them, the Trident and Taj Mahal Hotels of Mumbai opened their doors to the public once again. Many Mumbaikars turned up to remember those who lost their lives and honor those who saved lives. (IBN)
- Diversified business group ITC, international hotel chain Accor and some high net worth individuals are in the race to acquire six hotel properties owned by real estate major Unitech. The country's second-largest real estate player after DLF wants to exit the hotel business as a severe financial crunch has hit the company's core business activity and crimped its plans to raise funds. (ET)
- Promoters of media and entertainment house Pyramid Saimira may have to soon make an open offer to its shareholders to acquire a further 20% stake in the company as they have purchased more than 5% equity in the open market in the past year. (Hindu)

### Economic and political

- India's telecom commission, the top decision-making government body for the sector, has rejected the regulator's proposal to levy an administrative charge on firms winning 3G spectrum in an auction due in January. (FE)
- The IT industry in the country is expected to clock a growth of 20% in 2008-09 despite the prevailing economic recession and the Indian economy which has of late witnessed a slowdown, is set to regain its high growth momentum by September next year, feels Ganesh Natarajan, chairman, Nasscom. (BS)
- The Country's largest lender, State Bank of India, has announced a 0.75% cut in its prime lending rate and a 0.25-1 per cent reduction in deposit rates from January 1. (FE)
- A Parliamentary Panel has supported the view of the Securities and Exchange Board of India that the anti-money laundering law in the country should provide for the refund of proceeds that are attached in securities market offences such as insider trading and takeover violations. (BL)

Source: ET = Economic Times, BS = Business Standard, FE = Financial Express, BL = Business Line.

## EQUITY MARKETS

India	Change, %			
	19-Dec	1-day	1-mo	3-mo
Sensex	10,100	0.2	13.3	(27.8)
Nifty	3,078	0.5	14.3	(27.1)
<b>Global/Regional indices</b>				
Dow Jones	8,579	(0.3)	6.6	(22.1)
FTSE	4,287	(1.0)	13.4	(18.1)
Nikkie	8,710	1.4	10.1	(28.0)
Hang Seng	15,068	(0.4)	19.0	(23.3)
KOSPI	1,198	1.4	19.3	(18.0)
<b>Value traded - India</b>				
	Moving avg, Rs bn			
	19-Dec	1-mo	3-mo	
Cash (NSE+BSE)	182.6	134.5	147.5	
Derivatives (NSE)	506.7	416.6	740	
Deri. open interest	657.2	531	893	

### Forex/money market

	Change, basis points			
	19-Dec	1-day	1-mo	3-mo
Rs/US\$	47.3	0	(265)	183
6mo fwd prem, %	#N/A Sec	#####	#####	#####
10yr govt bond, %	5.2	1	(198)	(317)

### Commodity market

	Change, %			
	19-Dec	1-day	1-mo	3-mo
Gold (US\$/OZ)	845.5	0.9	5.6	(5.7)
Silver (US\$/OZ)	11.0	1.2	14.0	(18.1)
Crude (US\$/BBL)	42.2	1.1	(11.2)	(59.5)

### Net investment (US\$m)

	18-Dec	MTD	CYTD
FIs	(13)	417	(13,247)
MFs	(38)	(110)	3,359

### Top movers -3mo basis

Best performers	Change, %			
	19-Dec	1-day	1-mo	3-mo
Union Bank Of India	168	0.6	16.6	12.5
Tata Communicat	514	0.7	24.5	11.9
Indian Oil Corporat	424	4.5	11.5	10.9
Hindustan Unilever	266	4.0	13.0	6.4
Punjab National Bar	522	3.7	15.8	1.1

### Worst performers

Housing Developme	167	9.0	99.3	(25.0)
Bajaj Finserv Ltd	111	5.0	(2.5)	(71.6)
Suzlon Energy Limit	58	(0.5)	17.7	(70.7)
Aban Offshore Limi	739	(1.5)	1.5	(69.3)
Unitech Limited	44	16.3	38.3	(65.6)

### Kotak Institutional Equities Research

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**Technology****WIPR.BO, Rs249**

Rating	ADD
Sector coverage view	Cautious
Target Price (Rs)	280
52W High -Low (Rs)	552 - 180
Market Cap (Rs bn)	364.1

**Financials**

March y/e	2008	2009E	2010E
Sales (Rs bn)	197.4	253.2	271.7
Net Profit (Rs bn)	32.2	36.7	39.2
EPS (Rs)	22.2	25.1	26.8
EPS <i>gth</i>	12.6	13.0	6.7
P/E (x)	11.2	9.9	9.3
EV/EBITDA (x)	8.9	6.8	6.0
Div yield (%)	2.5	3.0	3.3

**Shareholding, September 2008**

	% of	Over/(under)
	Pattern Portfolio	weight
Promoters	79.4	-
FIs	7.8	0.7 (0.9)
MFs	0.5	0.2 (1.3)
UTI	-	- (1.5)
LIC	1.1	0.4 (1.1)

**Wipro: Challenges ahead—some industry-wide, some unique to the company. Reducing estimates and target price**

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- Demand environment remains uncertain and challenging
- Focus on rationalizing cost structure given challenging demand environment
- Wipro's demand challenges are unique in nature
- Reducing revenue and EPS estimates

Our recent meetings with the Wipro management highlighted the company's sustained focus on rationalizing its cost structure in the wake of challenging demand environment. In line with industry peers, Wipro faces an uncertain and weak demand environment; however, Wipro's challenges appear unique on vertical-wise demand outlook. We expect Wipro to outperform the industry on volume/revenue growth in the BFSI and TSP verticals; however, telecom OEM segment will continue to be a drag on the company with increasing troubles at some of its large clients. We factor in the demand challenges and adverse cross-currency movements into our revenue estimates and reduce FY2009E-FY2011E US\$ revenue estimates by 2-7%. Aggressive hedging will limit participation in Rupee depreciation benefits and we reduce our EPS estimate for FY2009-11E by 3-9% despite a favorable change in our Re/US\$ assumption. We also reduce our DCF-based target price on the stock to Rs280/share (Rs360/share earlier). Inexpensive valuations at 9.3X FY2010E and 8.6X FY2011E earnings should limit downside though near-term catalysts appear unlikely. Maintain ADD.

**Demand environment remains uncertain and challenging.** In line with the commentary from its large peers, Wipro indicated that the demand environment continues to remain uncertain and volumes will likely remain weak for at least the December 2008 and March 2009 quarters as (1) pace of project deferrals has increased over the past two months, (2) the company is seeing lower-than-usual renewal of finished projects and (3) decision-making remains slow, leading to longer sales cycles for new customers as well as new contracts from existing customers. The company also indicated the possibility of a sequential volume decline in March 2009 quarter. Volumes for the December 2008 quarter are expected to be in line with the company guidance of ~1% sequential growth. However, adverse cross-currency movements could mean US\$ revenue guidance (+1% qoq) miss by 2-3%, in our view.

**Focus on rationalizing cost structure given challenging demand environment.**

Wipro management reiterated its ongoing cost rationalization strategy that has reflected in a negative net hiring (within Global IT services) in FY2009E YTD and the lowest offshore wage hikes (7-8%) in the peer group. We highlight some of the other steps the company is undertaking to rationalize costs further—(1) no wage hike for its onsite employees (wage revision onsite happens in January for Wipro), (2) the company indicated that it could consider no offshore wage hikes in FY2010E, if demand fails to pick up, (3) remains cautious on hiring as focus continues on maintaining high levels of utilization, (4) tighter promotion process and (5) targeting 50-100 bps margin savings from reduction in overheads like support staff costs, travel and communication expenses. The company did indicate that it would not cut back on sales and marketing expenses.

**Wipro's demand challenges are somewhat unique in nature.** While the volume growth challenges facing Wipro are similar to the industry peers, the company is facing the same from different verticals as compared to the industry. We expect Wipro to post reasonable volume growth in the BFSI and TSP verticals. Some of the company's recently won contracts in the BFSI vertical (UBS and Credit Suisse in particular) are in the ramp-up phase and should help the company sustain momentum in this vertical. Similarly, in the TSP space, the company continues to gain market share in the some of its large accounts. However, telecom OEMs will continue to be a drag on volume/revenue growth for the next 3-4 quarters at least. Wipro also indicated strong deal-flow momentum in the retail and energy & utilities verticals.

**And so is its participation in Rupee depreciation benefits.** Wipro's hedging is aggressive as compared to its peers—the company has US\$2.6 bn of hedges on a gross basis and US\$2.1 bn on a net basis as of September 30, 2008 (effective covering five quarters of net cash inflows for the company). These hedges have been taken at rates of 39.5-47 and would mean lower rupee realization for Wipro in FY2010E. The unrealized losses carried in the other comprehensive income in the balance sheet was Rs13.8 bn, marked to market at September 30, 2008 rate. We factor in Wipro's hedge positions in our average Re/US\$ realization for the company and build in an average realization of Rs44.5 and Rs44.3 for FY2010E and FY2011E for Wipro as compared to Rs48 and Rs47 for other tier-I names (except HCLT), respectively.

**Reducing revenue estimates to factor in challenging demand environment and revised cross-currency assumptions.** We have revised our revenue growth estimates for FY2009E, FY2010E and FY2011E to 19.1%, 5.5% and 14.9% from 21.8%, 10.5% and 14.7%, respectively, earlier. We build in volume growth of 11.6% and like-on-like pricing decline of 3% onsite and 4% offshore for the Global IT services business in FY2010E.

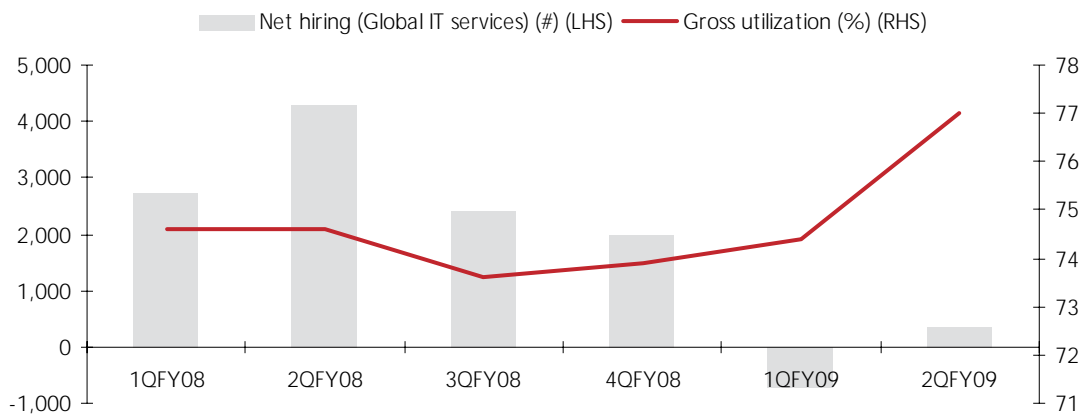
**Reducing EPS estimates and target price; maintain ADD.** We have reduced our FY2009E, FY2010E and FY2011E EPS by 3.4%, 6.7% and 8.7% to Rs25.1, Rs26.8 and Rs29, respectively. We also reduce our target price to Rs280 (Rs360 earlier). Maintain ADD; inexpensive valuations at 9.3X FY2010E and 8.6X FY2011E earnings should limit downside though near-term catalysts appear unlikely.

**Financial services vertical continues to be a growth area for Wipro**

Vertical-wise revenue split (Wipro Global IT), 1QFY08-2QFY09

	Jun-07	Sep-07	Dec-07	Mar-08	Jun-08	Sep-08
<b>Revenues (US\$ mn)</b>						
Technology	104	112	131	127	129	128
Telecom	88	91	98	105	110	105
Communications, Media, and Service Providers	72	82	92	93	94	94
<b>Total TMT</b>	<b>263</b>	<b>285</b>	<b>321</b>	<b>325</b>	<b>333</b>	<b>327</b>
<b>Financial Services</b>	<b>185</b>	<b>207</b>	<b>238</b>	<b>257</b>	<b>271</b>	<b>292</b>
Manufacturing and Healthcare	137	152	184	202	203	215
Retail and Transportation	123	135	152	156	168	183
Energy and Utilities	71	80	84	92	93	92
<b>Total IT Services</b>	<b>779</b>	<b>858</b>	<b>979</b>	<b>1,032</b>	<b>1,068</b>	<b>1,110</b>
<b>Growth qoq (%)</b>						
Technology		7.6	17.7	(3.3)	1.8	(1.2)
Telecom		3.3	7.7	7.5	4.5	(4.1)
Communications, Media, and Service Providers		14.9	11.8	0.9	1.2	0.4
<b>Total TMT</b>		<b>8.1</b>	<b>12.8</b>	<b>1.2</b>	<b>2.5</b>	<b>(1.7)</b>
<b>Financial Services</b>		<b>11.9</b>	<b>15.1</b>	<b>8.0</b>	<b>5.6</b>	<b>7.7</b>
Manufacturing and Healthcare		10.7	21.2	9.8	0.3	6.2
Retail and Transportation		9.4	12.7	2.6	7.6	9.3
Energy and Utilities		12.5	5.6	9.0	1.2	(0.8)
<b>Total IT Services</b>		<b>10.1</b>	<b>14.2</b>	<b>5.4</b>	<b>3.5</b>	<b>4.0</b>

Source: Company.

**Drop in net hiring over the last two quarters has been driven by focus on improving utilization**

Source: Company data

## Wipro: Key changes to FY2009E-11E estimates

Rs mn	Revised			Earlier			Change (%)		
	FY2009	FY2010	FY2011	FY2009	FY2010	FY2011	FY2009	FY2010	FY2011
IT Services revenues (US\$ mn)	4,342	4,581	5,262	4,443	4,908	5,632	(2.3)	(6.7)	(6.6)
Revenue growth (%)	19.1	5.5	14.9	21.8	10.5	14.7			
Rupee/ US\$ rate	43.7	44.5	44.3	43.5	43.5	43.3	0.4	2.2	2.2
EBITDA margin (%)	24.1	22.9	21.5	24.4	23.0	21.9			
EBIT margin (%) (ex forex gains)	20.3	18.8	18.1	20.6	18.9	18.4			
Total EBITDA (Rs mn)	50,218	52,638	56,640	51,389	55,422	60,378	(2.3)	(5.0)	(6.2)
Total EBITDA margin (%)	19.8	19.4	18.4	20.0	19.6	18.9			
EPS/ share (Rs)	25.1	26.8	29.0	26.0	28.7	31.7	(3.4)	(6.7)	(8.7)
EPS/share (ex intangible amortization)	26.2	27.9	29.3	27.1	29.8	32.0	(3.3)	(6.4)	(8.6)

Source: Kotak Institutional Equities estimates.

## Profit model, balance sheet, cash model of Wipro Limited, 2007-2011E, March fiscal year-ends (Rs mn)

	2007	2008	2009E	2010E	2011E
<b>Profit model</b>					
Revenues	149,431	197,428	253,151	271,692	307,496
Cost of revenues (incl. deprn)	(102,576)	(138,872)	(177,393)	(191,151)	(218,924)
Revenues	46,855	58,556	75,758	80,540	88,573
SG&A expenses (incl. deprn)	(16,719)	(24,229)	(32,711)	(36,246)	(41,211)
EBITA	30,136	34,327	43,047	44,294	47,361
Amortization of intangibles	(269)	(617)	(1,542)	(1,640)	(400)
EBIT	29,867	33,710	41,505	42,654	46,961
Other income	2,667	2,167	(27)	3,301	5,373
Pre-tax profits	32,534	35,877	41,479	45,955	52,334
Provision for tax	(4,423)	(3,873)	(5,108)	(7,142)	(10,350)
PAT	28,111	32,004	36,370	38,813	41,983
Equity in earnings of affiliate	318	257	385	374	393
Reported PAT	28,429	32,261	36,755	39,187	42,376
EPS (Rs)	19.7	22.2	25.1	26.8	29.0
<b>Balance Sheet</b>					
Shareholders funds	101,468	129,367	156,392	182,906	211,299
Deferred tax liability/(assets)	464	—	—	—	—
Borrowings	1,330	17,281	3,538	3,797	4,297
Minority interest	—	114	114	114	114
Total liabilities	103,262	146,762	160,044	186,817	215,710
Net fixed assets	26,541	39,822	45,894	45,140	48,420
Cash and bank balances	52,060	54,078	43,887	50,099	70,724
Net current assets excluding cash	5,685	(2,274)	15,766	38,164	42,805
Other assets	18,975	55,136	54,530	53,448	53,795
Total assets	103,262	146,762	160,078	186,851	215,744
<b>Cashflow statement</b>					
Operating profit before working capital changes	36,269	39,670	51,024	52,638	56,640
Change in working capital/other adjustments	2,496	(13,256)	(8,280)	(2,322)	(4,496)
Capital expenditure	(12,695)	(14,194)	(13,244)	(7,589)	(12,559)
Investments/ acquisitions	(7,700)	(38,068)	—	—	—
Free cash flow	18,371	(25,848)	29,501	42,726	39,586

Source: Company data, Kotak Institutional Equities estimates





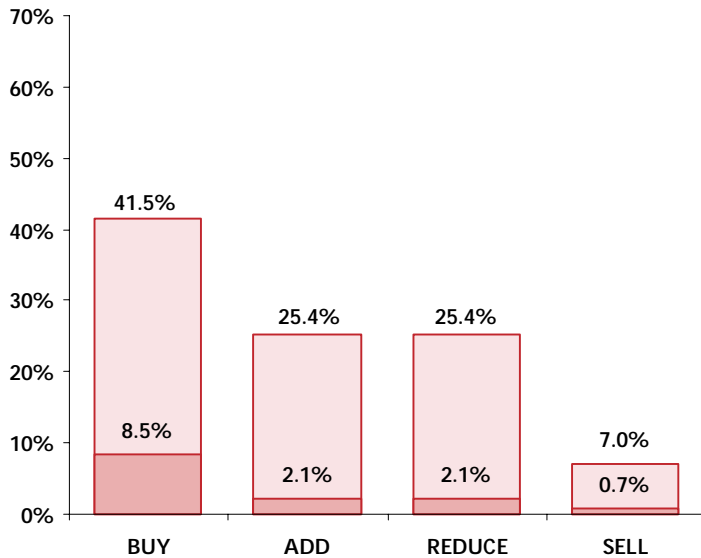




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Source: Kotak Institutional Equities

As of September 30, 2008

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