

Industrials Energy Equipment

Equity - India

Overweight

Target price (INR)	450.00
Share price (INR)	357.65
Forecast dividend yield (%)	1.7
Potential return (%)	27.5

Note: Potential return equals the percentage difference between the current share price and the target price, plus the forecast dividend yield

Performance	1M	3M	12M
Absolute (%) Relative^ (%)	8.4 -0.8	6.5 -4.7	2.8 2.4
Index^		BOMBAY	SE IDX
RIC Bloomberg			SM.BO IHS IN
Market cap (USDm) Market cap (INRm)			513 25,226
Enterprise value (INRm) Free float (%))		19,294 58

Note: (V) = volatile (please see disclosure appendix)

21 February 2012

Puneet Gulati*, CFA

Analyst
HSBC Securities and Capital Markets
(India) Private Limited
+91 22 2268 1235
puneetgulati@hsbc.co.in

Kumar Manish*

Analyst
HSBC Securities and Capital Markets
(India) Private Limited
+91 22 2268 1238
kmanish@hsbc.co.in

View HSBC Global Research at: http://www.research.hsbc.com

*Employed by a non-US affiliate of HSBC Securities (USA) Inc, and is not registered/qualified pursuant to FINRA regulations

Issuer of HSBC Securities and Capital report: Markets (India) Private Limited

Disclaimer & Disclosures

This report must be read with the disclosures and the analyst certifications in the Disclosure appendix, and with the Disclaimer, which forms part of it

Maharashtra Seamless (MHS)

OW: Geared for the next wave of volume growth

- Orders from new seamless pipe mill to be the next trigger
- Strong balance sheet and exposure to oil and gas exploration activity to provide support in a volatile market
- ▶ We maintain our Overweight rating and INR450 target price

Orders from new seamless pipe to be the next trigger. The new 200k tonnes of seamless pipe mill is on track for commissioning in the next few days. This new capacity will enable the company to add 6" pipe to its portfolio, enabling it to compete strongly in global markets. These new pipes are also likely to earn higher margins compared with the company's existing mill, thereby sustaining profitability in a competitive market.

Global environment remains favourable for seamless pipes. While global capital expenditure has slowed down, the continuous strength in oil prices has ensured that exploration activities remain robust. This is aptly manifested by increasing rig count, which is touching new highs, and the continued commitment of global oil majors in exploration activity. The pipes used in these activities are the primary source of demand for Maharashtra Seamless.

Strong balance sheet and increasing exposure to international E&P activity to provide stability in the competitive environment. The company is one of the few companies in the sector to maintain a cash surplus position. Its intensive and aggressive marketing approach in increasing its presence in international markets seems to be paying off. This is likely to be demonstrated in its highest so far seamless sales volume in the current fiscal year.

Valuation and risks. We roll forward our valuation to FY14e EPS (earlier FY13e) but maintain our PE multiple of 7.5x. We continue to value investments at a discount of 25% to reflect uncertainty in usage. Our target price remains INR450, and we maintain our Overweight rating. Key risks to our rating and target price would be a rapid fall in oil prices, the imposition of anti-dumping duty on Indian players and removal of anti-dumping duty on Chinese players by the US, Brazil, Mexico and Europe.



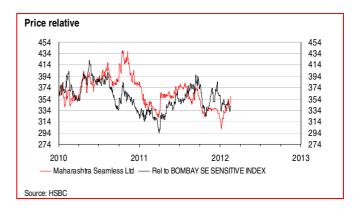
Financials & valuation

Financial statements				
Year to	03/2011a	03/2012e	03/2013e	03/2014e
Profit & loss summary (INF	lm)			
Revenue	17,613	19,874	22,699	24,694
EBITDA	4,233	4,208	5,130	5,606
Depreciation & amortisation	-185	-209	-266	-275
Operating profit/EBIT	4,048	4,000	4,864	5,331
Net interest	-32	-60	-81	-81
PBT	4,937	4,610	5,692	6,415
HSBC PBT	4,937	4,610	5,692	6,415
Taxation	-1,509	-1,521	-1,878	-2,117
Net profit	3,428	3,089	3,814	4,298
HSBC net profit	3,428	3,089	3,814	4,298
Cash flow summary (INRm)			
Cash flow from operations	-335	3,426	2,913	4,531
Capex	-1,098	-1,500	-1,500	-1,000
Cash flow from investment	622	-1,500	-1,500	-1,000
Dividends	-421	-423	-423	-423
Change in net debt	1,069	-1,435	-918	-3,036
FCF equity	-1,737	1,256	504	2,366
Balance sheet summary (I	NRm)			
Intangible fixed assets	0	0	0	0
Tangible fixed assets	12,576	13,867	15,101	15,826
Current assets	16,078	18,394	20,620	23,814
Cash & others	5,222	7,508	8,426	11,462
Total assets	28,697	32,305	35,765	39,684
Operating liabilities	1,529	1,685	1,827	1,942
Gross debt	769	1,620	1,620	1,620
Net debt	-4,454	-5,888	-6,806	-9,842
Shareholders' funds	25,392	27,988	31,307	35,110
Invested capital	21,902	23,068	25,468	26,235

Ratio, growth and per share analysis				
Year to	03/2011a	03/2012e	03/2013e	03/2014e
Y-o-y % change				
Revenue	10.6	12.8	14.2	8.8
EBITDA	5.9	-0.6	21.9	9.3
Operating profit	6.1	-1.2	21.6	9.6
PBT	14.5	-6.6	23.5	12.7
HSBC EPS	20.5	-9.9	23.5	12.7
Ratios (%)				
Revenue/IC (x)	0.9	0.9	0.9	1.0
ROIC	14.0	11.9	13.4	13.8
ROE	14.2	11.6	12.9	12.9
ROA	12.7	10.3	11.4	11.5
EBITDA margin	24.0	21.2	22.6	22.7
Operating profit margin	23.0	20.1	21.4	21.6
EBITDA/net interest (x)	134.2	70.5	63.3	69.2
Net debt/equity	-17.5	-21.0	-21.7	-28.0
Net debt/EBITDA (x)	-1.1	-1.4	-1.3	-1.8
CF from operations/net debt				
Per share data (INR)				
EPS reported (fully diluted)	48.60	43.79	54.07	60.94
HSBC EPS (fully diluted)	48.60	43.79	54.07	60.94
DPS	5.97	6.00	6.00	6.00
Book value	359.99	396.81	443.86	497.78

Valuation data				
Year to	03/2011a	03/2012e	03/2013e	03/2014e
EV/sales	1.2	1.0	0.8	0.6
EV/EBITDA	4.9	4.6	3.6	2.7
EV/IC	0.9	0.8	0.7	0.6
PE*	7.4	8.2	6.6	5.9
P/Book value	1.0	0.9	0.8	0.7
FCF yield (%)	-6.9	5.0	2.0	9.4
Dividend yield (%)	1.7	1.7	1.7	1.7

Note: * = Based on HSBC EPS (fully diluted)



Note: price at close of 20 Feb 2012

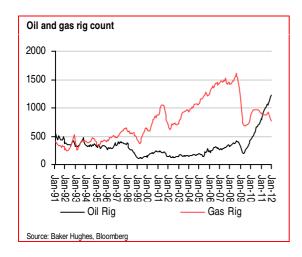


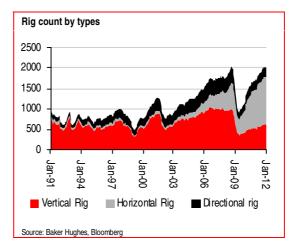
Investment view

Maharashtra Seamless has surprised the market with strong volume growth in the past few quarters. This has been the result of its intense focus on aggressively entering international markets.

Orders from new seamless pipe to be the next trigger. The new 200k tonnes of seamless pipe mill is on track for commissioning in the next few days. This will take the total seamless capacity to 550kt, an increase of more than 50%. This new capacity will enable the company to add 6" pipe and drilling pipes to its portfolio, enabling it to compete strongly in global markets. These new pipes are also likely to earn higher margins compared with the company's existing portfolio of products, thereby sustaining profitability in a competitive market.

Global environment remains favourable to seamless pipes. While global capital expenditure has slowed down, the continuous strength in oil prices has ensured that exploration activities remain strong. This is aptly manifested by increasing rig count, which is touching new highs, and the continued commitment of global oil majors in exploration activity. The pipes used in these activities are the primary source of demand for Maharashtra Seamless.





Strong balance sheet, increasing exposure to international E&P activity to provide stability in a competitive environment. The company is one of the few companies in the sector to maintain a cash-surplus position. In fact, its cash constitutes c20% of the firm's market value. Its intensive and aggressive marketing approach in increasing its presence in international markets seems to be paying off. This is likely to be demonstrated in its highest seamless sales volume so far in the current fiscal year.

Forecasts

We revise margins downward to account for increased competition from Chinese players, which will continue to shrink domestic margins. We, however, increase our sales volume estimate as we are impressed by the company's ability to demonstrate volume growth by entering international markets.



Change in forecasts (new versus old)				
		FY12e	FY13e	FY14e
Seamless sales vol (000 t)	New	270,179	300,000	330,000
, ,	Old	250,000	270,000	280,000
	Change	8%	11%	18%
ERW sales vol (000 t)	New	122,635	130,000	130,000
` '	Old	120,000	140,000	140,000
	Change	2%	-7%	-7%
Total sales vol (000 t)	New	392,814	430,000	460,000
, ,	Old	370,000	410,000	420,000
	Change	6%	5%	10%
Seamless EBITDA per tonne (INR)	New	13,748	15,000	15,000
•	Old	16,400	17,000	17,000
	Change	-16%	-12%	-12%
ERW EBITDA per tonne (INR)	New	3,616	3,500	3,600
. ,	Old	4,500	4,500	4,500
	Change	-20%	-22%	-20%
EBITDA (INRm)	New	4,208	5,130	5,606
,	Old	4,646	5,211	5,521
	Change	-9%	-2%	2%
Net profit (INRm)	New	3,089	3,814	4,298
· · · · · · · · · · · · · · · · · · ·	Old	3,582	4,028	4,308
	Change	-14%	-5%	0%
EPS (INR)	New	43.8	54.1	60.9
· ,	Old	50.8	57.1	61.1
	Change	-14%	-5%	0%

Source: HSBC estimates

Valuation

Given the cyclical nature of order inflows, we value the firm on a PE basis. In the past five years, MSL has traded at a one-year forward PE of 3-20x depending on how "hot" the E&P capex cycle was. The stock is currently trading at 6.6x FY13e EPS and ex cash at 5.3x core FY13 EPS of INR54.1. The company's value comprises the sum of the pipe manufacturing business and free cash. We believe the MHS pipe business deserves a PE multiple of 7.5x (reflecting cost of capital to 13%, ROE of 13% and long-term growth of 5%). We value the cash separately at INR72/share (a 25% discount to actual cash of INR96/share at end FY13e to reflect lack of clarity on its use). We roll forward our valuation to FY14 earnings (earlier FY13).

New valuation		Old valuation		Remarks
FY14 core EPS	50.0	FY13 core EPS	46.9	Roll forward earnings
PE	7.5	PE	7.5	Maintain PE with increasing cost of capital
Value of core business	375	Value of core business	351	
Value of liquid investments (end FY13)	72	Value of liquid investments (end FY12)	99	25% discount on value of investments
Target price	448	Target price	450	

Source: HSBC estimates

Under our research model, the Neutral rating band for non-volatile Indian stocks is 5ppt above and below the hurdle rate of 11%, or 6-16% above the current share price. Our target price of INR450 implies a potential return of 27.5%, including dividend yield; thus, we maintain Overweight. Potential return equals the percentage difference between the current share price and the target price, including the forecast dividend yield when indicated.



Risk and sensitivity

Some of the company-specific risks are its large inventory, which can be susceptible to a fall in global commodity prices, and imposition of anti-dumping duty on Indian players.

Pipe manufacturers are converters so they tend to pass on the price of raw materials to end customers. Hence, their sensitivity to raw material prices is not significant under normal business circumstances. Earnings and valuation are primarily sensitive to volumes and the margins they are able to command.

- ▶ 10% change in seamless volumes will change net profit by 9%.
- ▶ 10% change in ERW pipe volumes will change net profit by 1%.
- ▶ 10% change in EBITDA/tonne will change net profit by 9%.



Disclosure appendix

Analyst Certification

The following analyst(s), economist(s), and/or strategist(s) who is(are) primarily responsible for this report, certifies(y) that the opinion(s) on the subject security(ies) or issuer(s) and/or any other views or forecasts expressed herein accurately reflect their personal view(s) and that no part of their compensation was, is or will be directly or indirectly related to the specific recommendation(s) or views contained in this research report: Puneet Gulati and Kumar Manish

Important disclosures

Stock ratings and basis for financial analysis

HSBC believes that investors utilise various disciplines and investment horizons when making investment decisions, which depend largely on individual circumstances such as the investor's existing holdings, risk tolerance and other considerations. Given these differences, HSBC has two principal aims in its equity research: 1) to identify long-term investment opportunities based on particular themes or ideas that may affect the future earnings or cash flows of companies on a 12 month time horizon; and 2) from time to time to identify short-term investment opportunities that are derived from fundamental, quantitative, technical or event-driven techniques on a 0-3 month time horizon and which may differ from our long-term investment rating. HSBC has assigned ratings for its long-term investment opportunities as described below.

This report addresses only the long-term investment opportunities of the companies referred to in the report. As and when HSBC publishes a short-term trading idea the stocks to which these relate are identified on the website at www.hsbcnet.com/research. Details of these short-term investment opportunities can be found under the Reports section of this website.

HSBC believes an investor's decision to buy or sell a stock should depend on individual circumstances such as the investor's existing holdings and other considerations. Different securities firms use a variety of ratings terms as well as different rating systems to describe their recommendations. Investors should carefully read the definitions of the ratings used in each research report. In addition, because research reports contain more complete information concerning the analysts' views, investors should carefully read the entire research report and should not infer its contents from the rating. In any case, ratings should not be used or relied on in isolation as investment advice.

Rating definitions for long-term investment opportunities

Stock ratings

HSBC assigns ratings to its stocks in this sector on the following basis:

For each stock we set a required rate of return calculated from the cost of equity for that stock's domestic or, as appropriate, regional market established by our strategy team. The price target for a stock represents the value the analyst expects the stock to reach over our performance horizon. The performance horizon is 12 months. For a stock to be classified as Overweight, the potential return, which equals the percentage difference between the current share price and the target price, including the forecast dividend yield when indicated, must exceed the required return by at least 5 percentage points over the next 12 months (or 10 percentage points for a stock classified as Volatile*). For a stock to be classified as Underweight, the stock must be expected to underperform its required return by at least 5 percentage points over the next 12 months (or 10 percentage points for a stock classified as Volatile*). Stocks between these bands are classified as Neutral.

Our ratings are re-calibrated against these bands at the time of any 'material change' (initiation of coverage, change of volatility status or change in price target). Notwithstanding this, and although ratings are subject to ongoing management review, expected returns will be permitted to move outside the bands as a result of normal share price fluctuations without necessarily triggering a rating change.



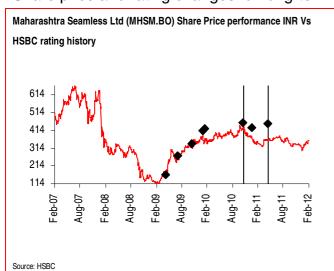
*A stock will be classified as volatile if its historical volatility has exceeded 40%, if the stock has been listed for less than 12 months (unless it is in an industry or sector where volatility is low) or if the analyst expects significant volatility. However, stocks which we do not consider volatile may in fact also behave in such a way. Historical volatility is defined as the past month's average of the daily 365-day moving average volatilities. In order to avoid misleadingly frequent changes in rating, however, volatility has to move 2.5 percentage points past the 40% benchmark in either direction for a stock's status to change.

Rating distribution for long-term investment opportunities

As of 21 February 2012, the distribution of all ratings published is as follows:

Overweight (Buy)	52%	(26% of these provided with Investment Banking Services)
Neutral (Hold)	35%	(22% of these provided with Investment Banking Services)
Underweight (Sell)	13%	(14% of these provided with Investment Banking Services)

Share price and rating changes for long-term investment opportunities



From	То	Date
Neutral (V)	Neutral	02 November 2010
Neutral	Overweight	06 May 2011
Target Price	Value	Date
Price 1	165.00	30 April 2009
Price 2	270.00	27 July 2009
Price 3	340.00	02 November 2009
Price 4	415.00	19 January 2010
Price 5	425.00	02 February 2010
Price 6	460.00	02 November 2010
Price 7	430.00	04 January 2011
Price 8	450.00	06 May 2011

HSBC & Analyst disclosures

None of the below disclosures applies to any of the stocks featured in this report.

- 1 HSBC* has managed or co-managed a public offering of securities for this company within the past 12 months.
- 2 HSBC expects to receive or intends to seek compensation for investment banking services from this company in the next 3 months.
- 3 At the time of publication of this report, HSBC Securities (USA) Inc. is a Market Maker in securities issued by this company.
- 4 As of 31 January 2012 HSBC beneficially owned 1% or more of a class of common equity securities of this company.
- As of 31 December 2011, this company was a client of HSBC or had during the preceding 12 month period been a client of and/or paid compensation to HSBC in respect of investment banking services.
- As of 31 December 2011, this company was a client of HSBC or had during the preceding 12 month period been a client of and/or paid compensation to HSBC in respect of non-investment banking-securities related services.
- As of 31 December 2011, this company was a client of HSBC or had during the preceding 12 month period been a client of and/or paid compensation to HSBC in respect of non-securities services.
- 8 A covering analyst/s has received compensation from this company in the past 12 months.
- 9 A covering analyst/s or a member of his/her household has a financial interest in the securities of this company, as detailed below.
- 10 A covering analyst/s or a member of his/her household is an officer, director or supervisory board member of this company, as detailed below.
- 11 At the time of publication of this report, HSBC is a non-US Market Maker in securities issued by this company and/or in securities in respect of this company



Analysts, economists, and strategists are paid in part by reference to the profitability of HSBC which includes investment banking revenues.

For disclosures in respect of any company mentioned in this report, please see the most recently published report on that company available at www.hsbcnet.com/research.

* HSBC Legal Entities are listed in the Disclaimer below.

Additional disclosures

- 1 This report is dated as at 21 February 2012.
- 2 All market data included in this report are dated as at close 20 February 2012, unless otherwise indicated in the report.
- 3 HSBC has procedures in place to identify and manage any potential conflicts of interest that arise in connection with its Research business. HSBC's analysts and its other staff who are involved in the preparation and dissemination of Research operate and have a management reporting line independent of HSBC's Investment Banking business. Information Barrier procedures are in place between the Investment Banking and Research businesses to ensure that any confidential and/or price sensitive information is handled in an appropriate manner.



Disclaimer

* Legal entities as at 04 March 2011

'UAE' HSBC Bank Middle East Limited, Dubai; 'HK' The Hongkong and Shanghai Banking Corporation Limited, Hong Kong; 'TW' HSBC Securities (Taiwan) Corporation Limited; 'CA' HSBC Securities (Canada) Inc, Toronto; HSBC Bank, Paris Branch; HSBC France; 'DE' HSBC Trinkaus & Burkhardt AG, Düsseldorf; 000 HSBC Bank (RR), Moscow; 'IN' HSBC Securities and Capital Markets (India) Private Limited, Mumbai; 'JP' HSBC Securities (Japan) Limited, Tokyo; 'EG' HSBC Securities Egypt SAE, Cairo; 'CN' HSBC Investment Bank Asia Limited, Beijing Representative Office; The Hongkong and Shanghai Banking Corporation Limited, Singapore Branch; The Hongkong and Shanghai Banking Corporation Limited, Seoul Securities Branch; The Hongkong and Shanghai Banking Corporation Limited, Seoul Branch; HSBC Securities (South Africa) (Pty) Ltd, Johannesburg; 'GR' HSBC Securities SA, Athens; HSBC Bank plc, London, Madrid, Milan, Stockholm, Tel Aviv; 'US' HSBC Securities (USA) Inc, New York; HSBC Yatirim Menkul Degerler AS, Istanbul; HSBC México, SA, Institución de Banca Múltiple, Grupo Financiero HSBC; HSBC Bank Brasil SA – Banco Múltiplo; HSBC Bank Australia Limited; HSBC Bank Argentina SA; HSBC Saudi Arabia Limited; The Hongkong and Shanghai Banking Corporation Limited, New Zealand Branch

Issuer of report

HSBC Securities and Capital Markets (India) Private Limited

Registered Office 52/60 Mahatma Gandhi Road Fort, Mumbai 400 001, India Telephone: +91 22 2267 4921 Fax: +91 22 2263 1983

Website: www.research.hsbc.com

This document has been issued by HSBC Securities and Capital Markets (India) Private Limited ("HSBC") for the information of its customers only. HSBC Securities and Capital Markets (India) Private Limited is regulated by the Securities and Exchange Board of India. If it is received by a customer of an affiliate of HSBC, its provision to the recipient is subject to the terms of business in place between the recipient and such affiliate. This document is not and should not be construed as an offer to sell or the solicitation of an offer to purchase or subscribe for any investment. HSBC has based this document on information obtained from sources it believes to be reliable but which it has not independently verified; HSBC makes no guarantee, representation or warranty and accepts no responsibility or liability as to its accuracy or completeness. Expressions of opinion are those of the Research Division of HSBC only and are subject to change without notice. HSBC and its affiliates and/or their officers, directors and employees may have positions in any securities mentioned in this document (or in any related investment) and may from time to time add to or dispose of any such securities (or investment). HSBC and its affiliates may act as market maker or have assumed an underwriting commitment in the securities of companies discussed in this document (or in related investments), may sell them to or buy them from customers on a principal basis and may also perform or seek to perform investment banking or underwriting services for or relating to those companies and may also be represented in the supervisory board or any other committee of those companies. The information and opinions contained within the research reports are based upon publicly available information and rates of taxation applicable at the time of publication which are subject to change from time to time. Past performance is not necessarily a guide to future performance. The value of any investment or income may go down as well as up and you may not get back the full amount invested. Where an investment is denominated in a currency other than the local currency of the recipient of the research report, changes in the exchange rates may have an adverse effect on the value, price or income of that investment. In case of investments for which there is no recognised market it may be difficult for investors to sell their investments or to obtain reliable information about its value or the extent of the risk to which it

HSBC Securities (USA) Inc. accepts responsibility for the content of this research report prepared by its non-US foreign affiliate. All U.S. persons receiving and/or accessing this report and wishing to effect transactions in any security discussed herein should do so with HSBC Securities (USA) Inc. in the United States and not with its non-US foreign affiliate, the issuer of this report.

In the UK this report may only be distributed to persons of a kind described in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001. The protections afforded by the UK regulatory regime are available only to those dealing with a representative of HSBC Bank plc in the UK. In Singapore, this publication is distributed by The Hongkong and Shanghai Banking Corporation Limited, Singapore Branch for the general information of institutional investors or other persons specified in Sections 274 and 304 of the Securities and Futures Act (Chapter 289) ("SFA") and accredited investors and other persons in accordance with the conditions specified in Sections 275 and 305 of the SFA. This publication is not a prospectus as defined in the SFA. It may not be further distributed in whole or in part for any purpose. The Hongkong and Shanghai Banking Corporation Limited Singapore Branch is regulated by the Monetary Authority of Singapore. Recipients in Singapore should contact a "Hongkong and Shanghai Banking Corporation Limited, Singapore Branch" representative in respect of any matters arising from, or in connection with this report. In Australia, this publication has been distributed by The Hongkong and Shanghai Banking Corporation Limited (ABN 65 117 925 970, AFSL 301737) for the general information of its "wholesale" customers (as defined in the Corporations Act 2001). Where distributed to retail customers, this research is distributed by HSBC Bank Australia Limited (AFSL No. 232595). These respective entities make no representations that the products or services mentioned in this document are available to persons in Australia or are necessarily suitable for any particular person or appropriate in accordance with local law. No consideration has been given to the particular investment objectives, financial situation or particular needs of any recipient. This publication is distributed in New Zealand by The Hongkong and Shanghai Banking Corporation Limited, New Zealand Branch.

In Japan, this publication has been distributed by HSBC Securities (Japan) Limited. In Hong Kong, this document has been distributed by The Hongkong and Shanghai Banking Corporation Limited in the conduct of its Hong Kong regulated business for the information of its institutional and professional customers; it is not intended for and should not be distributed to retail customers in Hong Kong. The Hongkong and Shanghai Banking Corporation Limited makes no representations that the products or services mentioned in this document are available to persons in Hong Kong or are necessarily suitable for any particular person or appropriate in accordance with local law. All inquiries by such recipients must be directed to The Hongkong and Shanghai Banking Corporation Limited. In Korea, this publication is distributed by The Hongkong and Shanghai Banking Corporation Limited, Seoul Securities Branch ("HBAP SLS") for the general information of professional investors specified in Article 9 of the Financial Investment Services and Capital Markets Act ("FSCMA"). This publication is not a prospectus as defined in the FSCMA. It may not be further distributed in whole or in part for any purpose. HBAP SLS is regulated by the Financial Services Commission and the Financial Supervisory Service of Korea.

© Copyright. HSBC Securities and Capital Markets (India) Private Limited 2012, ALL RIGHTS RESERVED. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, on any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of HSBC Securities and Capital Markets (India) Private Limited. MICA (P) 208/04/2011 and MICA (P) 040/04/2011