

Equities

2 November 2011 | 15 pages

India Autos

October 2011: Festivals Fail to Fuel Growth

■ Industry Overview

- **Hero MotoCorp** — Among the 2W majors, only HMCL reported its October volumes. While wholesale volumes at 512,238 rose a modest 1.3% YoY, retail volumes at ~650k appear strong - though we do not have sufficient historical data to quantify the growth. In the backdrop of very high Sep wholesale volumes (+27% YoY), we believe that October dispatches reflect inventory correction. Neither Bajaj Auto nor TVS have reported numbers. Yamaha's domestic volumes rose a healthy ~20% YoY (Source: *Economic Times*).
- **Maruti Suzuki: Labor strike results in ~53% YoY volume decline** — with ~44,000 units of lost production for MSIL in October. Domestic volumes declined ~52% YoY while export volumes declined ~64% YoY, reflecting a significant loss in A-Star production (at Manesar). That said, even for competitors, the festive season failed to fuel demand with most OEMs in the passenger 4W segment reporting moderate growth or decline in domestic volumes.
- **M&M: Yet another strong month for tractors** — with ~31% YoY volume growth, M&M's tractor segment mitigated the impact of rather moderate volume growth in the passenger UV segment (+6.5% YoY). 4W pickups rose a very strong 41% YoY. Assuming UV volumes of ~16,940 partially include some units of the newly launched XUV500 (500-1000), we reckon the festive season was relatively moderate for the UV portfolio – Nov growth should be better, given the weaker base.
- **Tata Motors: MHCVs drive volumes** — Overall MHCV volumes rose 15% YoY (domestic volumes rose an even stronger 23% YoY); LCV dispatches were hindered due to supply constraints at the curfew-hit Panthnagar plant. Passenger vehicle sales continued to be lackluster with 3% YoY volume growth on an already depressed base.
- **New launches:** — 1) Hyundai launched the **Eon** in the mini car segment 2) Hero MotoCorp launched the **Hero Impulse**, its first bike after split from Honda, 3) Maruti launched a new variant of the Alto, the **Alto Explore** in a bid to counter competition.

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Figure 1. Indian Auto OEMs: October 2011 Sales

	Oct-10	Sep-11	Oct-11	% Chg YoY	% Chg MoM	FY12 YTD	Residual Growth for FY12
Tata Motors (Overall)	64,757	78,783	68,009	5.0%	-13.7%	467,669	3.1%
Tata Motors (MHCVs)	15,610	19,583	17,890	14.6%	-8.6%	121,444	5.7%
Tata Motors (LCVs)	24,062	32,118	24,294	1.0%	-24.4%	191,045	13.6%
Maruti Suzuki	118,908	85,565	55,595	-53.2%	-35.0%	589,428	12.9%
M&M (Autos)	34,495	44,137	41,506	20.3%	-6.0%	264,957	5.2%
M&M (Tractors)	24,281	24,673	31,838	31.1%	29.0%	149,358	5.0%
Hero Honda (2Ws)	505,553	549,625	512,238	1.3%	-6.8%	3,586,130	16.7%

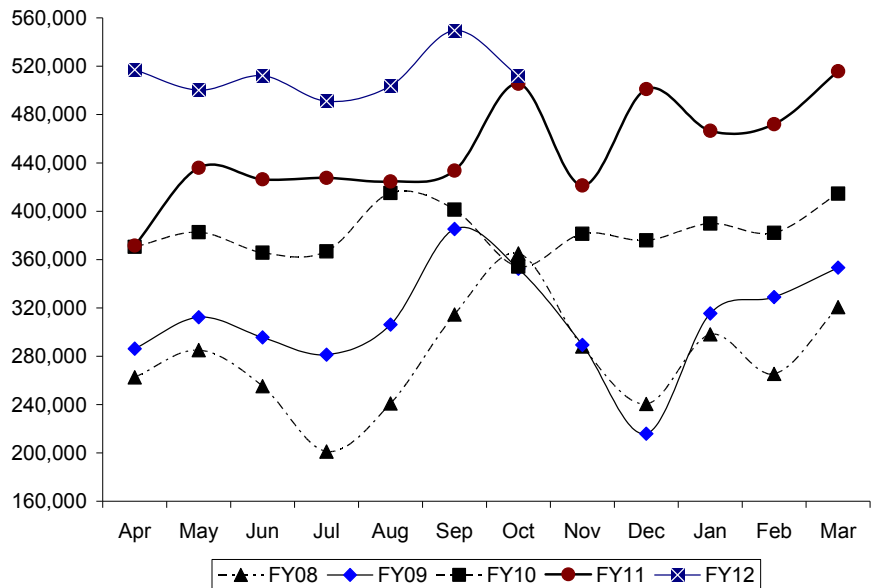
Source: Companies, Citi Investment Research and Analysis

See Appendix A-1 for Analyst Certification, Important Disclosures and non-US research analyst disclosures.

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Hero MotoCorp: Strong retail volumes, modest whole sales volumes imply inventory build-up

Figure 2. Hero Honda: Two-Wheeler Sales Trends



Source: Company, Citi Investment Research and Analysis

Figure 3. Hero MotoCorp: October 2011 Sales

	Oct-11 Nos	% chg YoY	% chg over Sep	FY12 YTD (Nos)	% chg YoY
2 Wheeler sales	512,238	1.3%	-6.8%	3,586,130	18.5%

Source: Company, Citi Investment Research and Analysis

Hero MotoCorp's October wholesale volumes rose a very modest 1.3% YoY while declining ~7% MoM. While we do not have details on historical retail sales volumes, per the company's press release, October 2011 retail sales at ~650,000 were the highest ever. In the backdrop of very strong September volumes (~549K, +27% YoY), we believe that there was a significant inventory build-up during September to accommodate high demand expected during festive season. November wholesale volumes will be a better indicator of demand, going forward. We await sales volume figures for Bajaj Auto, TVS Motors and Honda before determining the festive season impact on 2w sales.

Maruti Suzuki: Labour strike continues to mar dispatches

Figure 4. Maruti Suzuki: October 2011 Sales

	Oct-11 Nos	% chg YoY	% chg over Sep	FY12 YTD (Nos)	% chg YoY
Mini (M 800, A Star, Alto, Wagon R)	25,009	(54.9)	(33.0)	259,909	(15.7)
Compact (Swift, Estilo, Ritz)	10,859	(56.1)	(44.9)	111,374	(27.4)
Super Compact (Dzire)	5,001	(48.1)	(46.9)	50,384	(16.0)
Mid-size (SX4)	320	(83.8)	63.3	10,229	(14.3)
Executive (Kizashi)	3	nm	(78.6)	174	nm
MUVs (Gypsy, Grand Vitara)	270	(36.0)	(34.5)	4,116	(2.7)
Vans (Omni, Eeco)	9,996	(35.0)	(14.8)	88,361	(2.4)
Total Domestic	51,458	-52.2	(34.7)	524,547	-16.5
Exports	4,137	-63.6	(38.7)	64,881	-25.9
Overall	55,595	-53.2	(35.0)	589,428	-17.7

Source: Company, Citi Investment Research and Analysis

Maruti Suzuki's volumes were impacted by the labour strike as the company lost ~44,000 units' dispatch in October at Gurgaon and Manesar. Domestic volume decline of ~52% was exacerbated by ~64% YoY decline in export volumes (loss in A-Star production), resulting in overall volume decline of ~53% YoY.

In the 2QFY12 conference call, mgmt noted that the industry will continue to be impacted by adverse macro environment (high interest rates and fuel prices) and even the historically robust festive season was moderate this year with an estimated 2-3% growth (see our note dated 31 Oct 2011).

We believe MSIL's volumes will continue to be impacted by the strike in 3Q as Manesar plant is still in ramp-up stage and full production is expected to start only by January 2012. In addition, competitive intensity has increased with the launch of the Eon and Brio - both strong contenders in the Mini and Compact segments respectively. Macro headwinds in the form of higher interest rates and fuel prices are expected to further impact the passenger car industry in general. Our channel checks suggest that financiers are expected to increase loan rates post the festive season, which could further dampen passenger vehicles demand scenario.

The only silver lining came in the form of mgmt assuring that it has reached a long-term agreement with the labour union and this should prevent a recurrence of a dispute/strike.

Competitive landscape — For the overall domestic passenger vehicle industry, festive season appears lackluster as well. **Hyundai India's** domestic sales declined 5% YoY (Source – Business Line) while **M&M** and **Tata Motors'** passenger vehicle segments also reporting sedate volume growth of 6% and 3% respectively. **Volkswagen** India reported a strong 67% YoY growth in volumes (Source- *Economic Times*) but on a MoM basis (which is more relevant) we estimate the growth to be a modest ~6% (we await more details on model wise sales). While Toyota's volume growth of ~63% YoY (Source: *Wall Street Journal*) was on a weak base sans Etios or the Liva, on a MoM basis, vehicle sales (including UVs) declined ~16%. For **General Motors** India, the overall October volumes at 10,062 (Source: NDTV.com) was flat on YoY and MoM basis. Ford India's domestic volumes declined ~10% YoY, though a ~300% YoY growth in exports helped the company report 12% YoY growth in overall sales volume (Source: *Economic Times*).

Mahindra & Mahindra: Tractor sales rise a robust 31% YoY, UV volumes a more modest 6%

Figure 5. Mahindra & Mahindra: October 2011 Sales

	Oct-11 Nos	% chg YoY	% chg over Sep	FY12 YTD Nos	% chg YoY
Passenger UVs	16,938	6.5	(5.3)	108,868	13.0
4 Wheel pick-ups (incl Gio +Maxximo)	13,101	41.2	(2.4)	83,611	49.0
3-wheelers	6,332	17.0	(13.3)	39,481	15.9
LCVs&MHCVs	1,163	42.4	20.1	7,362	9.2
Exports (Auto sector)	2,154	7.5	(28.2)	15,110	68.6
Verito	1,818	68.5	16.5	10,525	63.2
Auto division	41,506	20.3	(6.0)	264,957	26.9
Tractors (Dom + Exp)	31,838	31.1	29.0	149,358	24.5
Total	73,344	24.8	6.6	414,315	26.1

Source: Company, Citi Investment Research and Analysis

Rural / urban growth appears to be polarized in this months' numbers, with tractors / pickups reporting strong growth, while the more urban centric / interest rate sensitive passenger UV segment appears to have been impacted.

The passenger UV volume growth trajectory appears to be flattening with a modest 6.5% YoY growth (MoM decline of ~5%). While we await more details on model-wise sales, we believe UV volumes reflect some dispatches (probably 500-1000) of the XUV 500. This translates into an even more modest like-to-like growth in the UV segment (we estimate ~2% YoY). It also reflects a lukewarm festive season demand in the passenger UV segment. November growth should be strong, given the extremely weak base, and should provide some indication, if there is a slowdown going ahead.

We reckon the passenger UV segment could face headwinds given high susceptibility of the passenger 4Ws (cars+UVs) segment to adverse macro factors (high interest rates, fuel price hikes). If there is a hike in excise duties on diesel cars (per press reports- *Economic Times*), M&M's UV segment could see further deceleration in growth.

Tata Motors: MHCV volumes strong, LCVs impacted by production constraints

Figure 6. Tata Motors: October 2011 Sales

	Oct-11 Nos	% chg YoY	% chg over Sep	FY12 YTD (Nos)	% chg YoY
Total Sales	68,009	5.0	-13.7	467,670	5.1
H / MCVs	17,890	14.6	-8.6	121,444	8.2
LCVs	24,294	1.0	-24.4	191,045	24.6
Total CVs	42,184	6.3	-18.4	312,489	17.7
UVs	4,208	22.8	-21.2	27,164	18.3
Cars	21,617	-0.2	-0.6	128,017	-18.1
Total Passenger	25,825	2.9	-4.6	155,181	-13.4

Source: Company, Citi Investment Research and Analysis

Figure 7. Tata Motors: October 2011 Domestic Volumes

	Oct-11 Nos	% chg YoY	% chg over Sep	FY12 YTD (Nos)	% chg YoY
Dom MHCVs	16,822	23%	-7%	113,056	10%
Dom LCVs	21,892	6%	-22%	168,792	24%
Domestic CVs	38,714	13%	-16%	281,848	18%
Indigo	6,268	-24%	-20%	38,470	-26%
Indica	10,812	11%	5%	52,095	-11%
Nano	3,868	26%	32%	33,245	-18%
UV	4,176	23%	-21%	26,762	19%
Domestic PVs	25,124	3%	-5%	150,572	-13%

Source: Company, Citi Investment Research and Analysis

Tata Motor's overall October 2011 sales rose a moderate 5% YoY. Overall CV sales volume growth of ~6.3% was driven by a healthy 15% YoY growth in MHCV volumes (tempered by weak exports). LCV sales growth was a modest 1% (domestic volumes rose a slightly better 6% YoY), reflecting impact of curfew in Pantnagar, Uttarakhand which resulted in production loss as well as supply constraints from the vendors (the Ace, Tata Motors' largest selling LCV is manufactured primarily at Pantnagar plant).

Domestic passenger vehicles' volumes rose marginally by 3% on a small base of 2010. Indigo sales declined by 24% YoY reflecting, we believe, loss in market share to Hyundai (Accent+new 'fluidic' Verna) and Volkswagen Vento. While we await SIAM data to arrive at accurate market share trends, press reports suggest that Hyundai Accent+Verna sales for October 2011 were 6,929 (+21% YoY) while Volkswagen October volumes rose ~67% YoY (we await model specific volumes). Indica sales growth of 11% could be partially driven by purchase diverted from Maruti (dispatches marred by labour strike). Nano sales growth of ~26% appears to be more a reflection of a weak base rather than significant demand buoyancy.

Hero MotoCorp

(HROM.BO; Rs2,141.85; 3)

Valuation

Our target price of Rs1,673 is based on 13x March13 earnings. The multiple is at a slight discount to the stock's long term historical average of ~13.8x, due to the uncertainties regarding HMCL's market positioning, as well as R&D and brand related issues, post its split with Honda. We have chosen to use the P/E valuation metric to value Hero MotoCorp, given the company's high level of cash generation, reflecting its strong balance sheet (around Rs 52bn in cash and liquid investments).

Risks

The key upside risks to our target price include: 1) Lower than expected market share losses, 2) Better margins, 3) Change in corporate structure (technical collaboration, etc). The key downside risks that could impede the stock from reaching our target price are: 1) Slower-than-forecast growth in the two-wheeler industry, 2) Any substantial increase in interest rates and greater than forecast increase in material costs; and 3) Greater than expected increase in the competitive intensity.

Mahindra & Mahindra

(MAHM.BO; Rs834.05; 2)

Valuation

Our target price of Rs888 is based on a sum-of-parts methodology. We value M&M's core business at Rs767/share (12x March 2013E core CEPS, at a slight premium to its 10-year average multiple). We also incorporate value for M&M's listed subsidiaries at Rs121/share. Our subsidiary valuations are based on a 25% discount to market prices of the listed subsidiaries. We have chosen P/CEPS to value the core business to facilitate comparison with historical trading bands; the company is undertaking a significant product development and capital expenditure program.

Risks

Key downside risks to our investment thesis which could prevent the shares from reaching our target price include: a) any substantial rise in interest rates that could curb demand for farm equipment and utility vehicles, b) increase in raw material costs, especially Steel and Rubber, may put downward pressure on margins, c) given M&M's strong dependence on the rural economy, which has significantly benefited from the governments policies, a slight reversal in these policies could impact the outlook for tractors/change secular growth trajectory, and d) escalating competition within the UV segment (notably from Maruti R III concept), which might lead to an increase in discounts and result in margin pressure. Key upside risks to our investment thesis include: a) a significant uptick in Y/Y growth in tractors of 20%+ could imply meaningful upgrades into FY13, b) a benign commodity cost environment could buoy margins, c) higher than expected volumes, especially for new model / variants of UVs and pick-ups could result in volume uptick despite increasing competitive intensity

Maruti Suzuki India

(MRTI.BO; Rs1,130.60; 2)

Valuation

Our target price for Maruti of Rs1,161 is based on Sum-of-Parts methodology. We value the parent business at Rs1,127 based on 9x March FY13E cash earnings (CEPS = PAT + depreciation). At 9x we value the parent business at slight discount with its historical average, reflecting escalating competitive pressures, commodity cost pressure, foreign currency exposure and our concerns on the changing contours of the relationship between Suzuki Motors and Maruti Suzuki. We value MSIL's subsidiaries at Rs34/share, based on 12x March FY13E EPS. We estimate cash earnings CAGR of ~5% over FY11-FY13E. On our target price, Maruti would trade at FY13E P/E of around 14.3x. We prefer price/cash earnings as a valuation metric for the automobile sector, given the industry's high capital intensity (both in terms of capacity and product development). Moreover, MSIL's depreciation policy is per IFRS standards, and is thus more aggressive than those of peers.

Risks

Key upside risks that could prevent the stock from reaching our target price include: 1) greater than forecast increase in volumes and realizations; and 2) a meaningful depreciation of the Yen vs. INR. Key downside risks to our investment thesis and target price include: 1) sales of passenger vehicles are sensitive to economic variables with an appreciable rise in interest rates potentially hitting volume growth across the auto sector; 2) higher than forecast increase in commodity costs, 3) competitive pressures in the Indian market continue to increase, which could impact margins over the longer term; and 4) unfavorable foreign currency rates.

Tata Motors

(TAMO.BO; Rs193.50; 1)

Valuation

Our Rs228 target price for Tata Motors is based on a sum-of-the-parts valuation. We value Tata Motors' core business at Rs123/share (on a share count of 659m shares), based on 7x Mar13E EV/EBITDA. We value subsidiaries and investments at Rs17. We attribute around Rs88/share to JLR - we value this at 3x Mar13E EV/EBITDA, which equates to around Rs120/share and then deduct the total net debt which amounts to around Rs32/share. At our target price, TTMT would trade at a consolidated price-to-book value of 2.8x / 2.1x (FY12/13E), which appears reasonable when juxtaposed against ROEs of 32%, 28% in FY12E/13E respectively. On a P/E basis, the stock would trade at ~8.6x and 7.5x FY12E/13E EPS.

Risks

The key downside risks to our estimates that could prevent the shares from reaching our target price emanate from: a) JLR is exposed to risks of a global macro slowdown. Weaker-than-forecast demand conditions for luxury cars and SUVs in Europe and the US could impact JLR volumes and EPS, given the high leverage of this business to these geographies, b) increase in competitive intensity from JLR's peer group (Mercedes, BMW, Audi) could result in lower-than-expected volume growth, c) cyclical risks within the CV business are increasing- our CV forecasts are predicated on our economist Rohini Malkani's view that industrial

growth should rebound in FY13, and d) we assume that the credit and liquidity environment will remain stable. A credit 'crunch' could impact consumer confidence and possibly JLR's sales (especially in developed markets). Given TTMT's fairly leveraged balance sheet, this is a risk. Key upside risks to our target price are as follows: a) better-than-forecast growth in the Range Rover / Land Rover product portfolio, b) a turnaround of the passenger car business in India, and c) a sharp upward climb in the CV cycle in India.

Appendix A-1

Analyst Certification

The research analyst(s) primarily responsible for the preparation and content of this research report are named in bold text in the author block at the front of the product except for those sections where an analyst's name appears in bold alongside content which is attributable to that analyst. Each of these analyst(s) certify, with respect to the section(s) of the report for which they are responsible, that the views expressed therein accurately reflect their personal views about each issuer and security referenced and were prepared in an independent manner, including with respect to Citigroup Global Markets Inc and its affiliates. No part of the research analyst's compensation was, is, or will be, directly or indirectly, related to the specific recommendation(s) or view(s) expressed by that research analyst in this report.

IMPORTANT DISCLOSURES

Hero MotoCorp (HROM.BO)

Ratings and Target Price History

Fundamental Research

Analyst: Jamshed Dadabhoy

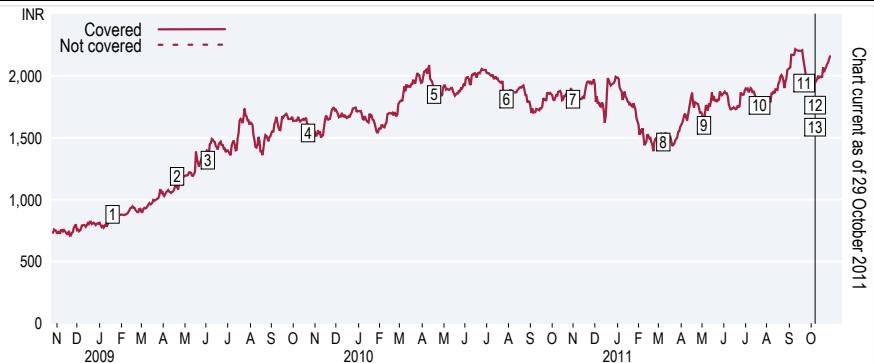


Chart current as of 29 October 2011

Date	Rating	Target Price	Closing Price
1 20-Jan-09	2L	*931.00	834.05
2 21-Apr-09	*1L	*1,258.00	1,100.90
3 3-Jun-09	1L	*1,593.00	1,392.05
4 22-Oct-09	*2L	*1,790.00	1,605.65
5 19-Apr-10	2L	*2,002.00	1,896.90

Date	Rating	Target Price	Closing Price
6 29-Jul-10	2L	*1,952.00	1,870.50
7 31-Oct-10	2L	*1,936.00	1,865.80
8 8-Mar-11	*3L	*1,443.00	1,518.15
9 4-May-11	3L	*1,501.00	1,600.10
10 21-Jul-11	3L	*1,552.00	1,788.85

Date	Rating	Target Price	Closing Price
11 22-Sep-11	3L	*1,673.00	2,088.75
12 7-Oct-11	Stock rating system changed		
13 7-Oct-11	*3	1,673.00	1,941.05

* Indicates change

Rating/target price changes above reflect Eastern Standard Time

Hero MotoCorp (HROM.BO)

Ratings and Target Price History

Best Ideas Research

Relative Call (3 Month)

Analyst: Jamshed Dadabhoy

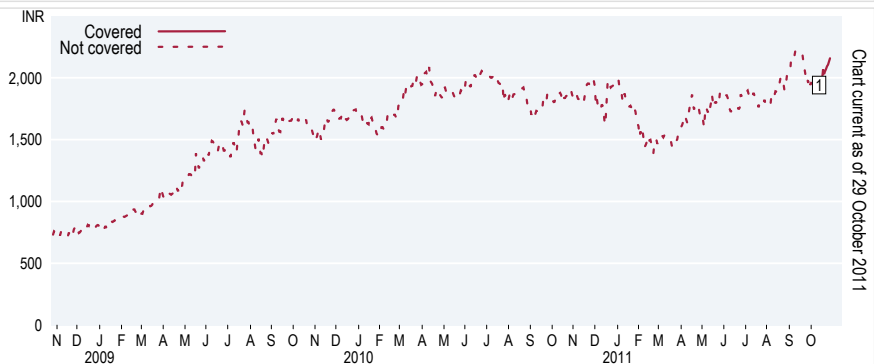


Chart current as of 29 October 2011

Date	Rating	Target Price	Closing Price
1 13-Oct-11	*ADD LP	-	1,980.75

* Indicates change

Rating/target price changes above reflect Eastern Standard Time

Mahindra & Mahindra (MAHM.BO)
Ratings and Target Price History
Fundamental Research

Analyst: Jamshed Dadabhoy

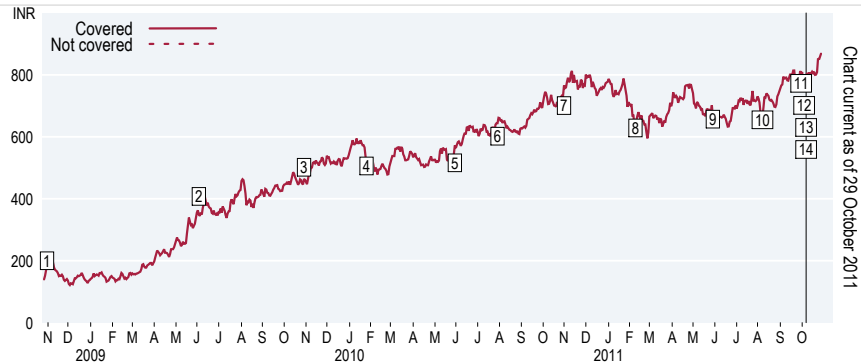


Chart current as of 29 October 2011

	Date	Rating	Target Price	Closing Price
1	30-Oct-08	*1M	*223.50	151.25
2	3-Jun-09	*1L	*422.00	348.75
3	29-Oct-09	1L	*543.50	463.88
4	26-Jan-10	1L	*619.00	536.18
5	31-May-10	1L	*676.00	572.45

	Date	Rating	Target Price	Closing Price
6	29-Jul-10	1L	*753.00	644.10
7	31-Oct-10	1L	*842.00	731.85
8	9-Feb-11	1L	*771.00	654.20
9	30-May-11	1L	*757.00	664.60
10	8-Aug-11	1L	*767.00	666.00

	Date	Rating	Target Price	Closing Price
11	30-Sep-11	*2L	*895.00	802.55
12	5-Oct-11	2L	*888.00	784.45
13	7-Oct-11	Stock rating system changed		
14	7-Oct-11	*2	888.00	795.95

* Indicates change

Rating/target price changes above reflect Eastern Standard Time

Mahindra & Mahindra (MAHM.BO)
Ratings and Target Price History
Best Ideas Research
Relative Call (3 Month)

Analyst: Jamshed Dadabhoy

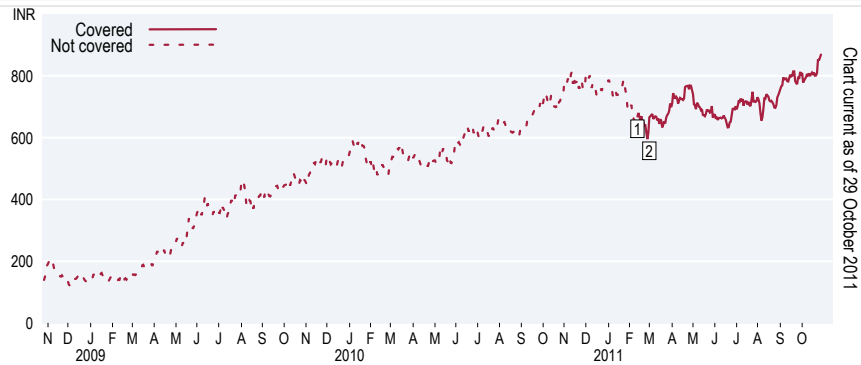


Chart current as of 29 October 2011

	Date	Rating	Target Price	Closing Price
1	11-Feb-11	*ADD MP	-	668.40

	Date	Rating	Target Price	Closing Price
2	1-Mar-11	*REM MP	-	665.45

* Indicates change

Rating/target price changes above reflect Eastern Standard Time

Maruti Suzuki India (MRTI.BO)
Ratings and Target Price History
Fundamental Research

Analyst: Jamshed Dadabhoy

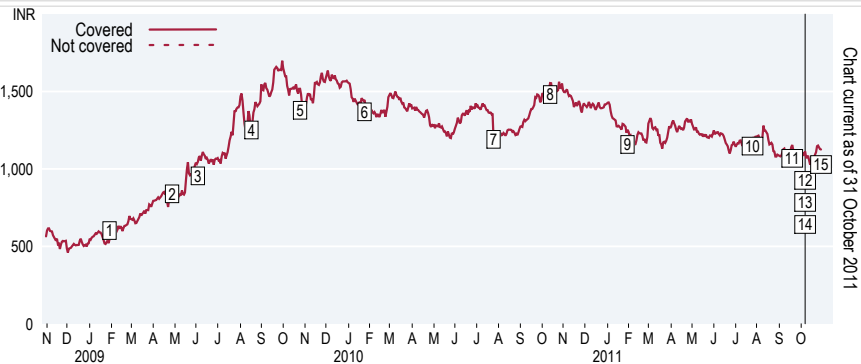


Chart current as of 31 October 2011

	Date	Rating	Target Price	Closing Price
1	29-Jan-09	2M	*596.00	544.80
2	28-Apr-09	*2L	*863.00	800.65
3	3-Jun-09	2L	*1,079.00	1,045.70
4	18-Aug-09	*1L	*1,542.00	1,302.55
5	25-Oct-09	1L	*1,751.00	1,517.35

	Date	Rating	Target Price	Closing Price
6	24-Jan-10	1L	*1,707.00	1,439.70
7	25-Jul-10	*2L	*1,435.00	1,358.25
8	13-Oct-10	2L	*1,631.00	1,554.45
9	30-Jan-11	2L	*1,395.00	1,233.55
10	26-Jul-11	2L	*1,297.00	1,177.95

	Date	Rating	Target Price	Closing Price
11	20-Sep-11	2L	*1,252.00	1,154.65
12	7-Oct-11	2L	*1,237.00	1,113.10
13	7-Oct-11	Stock rating system changed		
14	7-Oct-11	*2	1,237.00	1,113.10
15	31-Oct-11	2	*1,161.00	1,125.65

* Indicates change

Rating/target price changes above reflect Eastern Standard Time

Maruti Suzuki India (MRTI.BO)

Ratings and Target Price History

Best Ideas Research

Relative Call (3 Month)

Analyst: Jamshed Dadabhoy



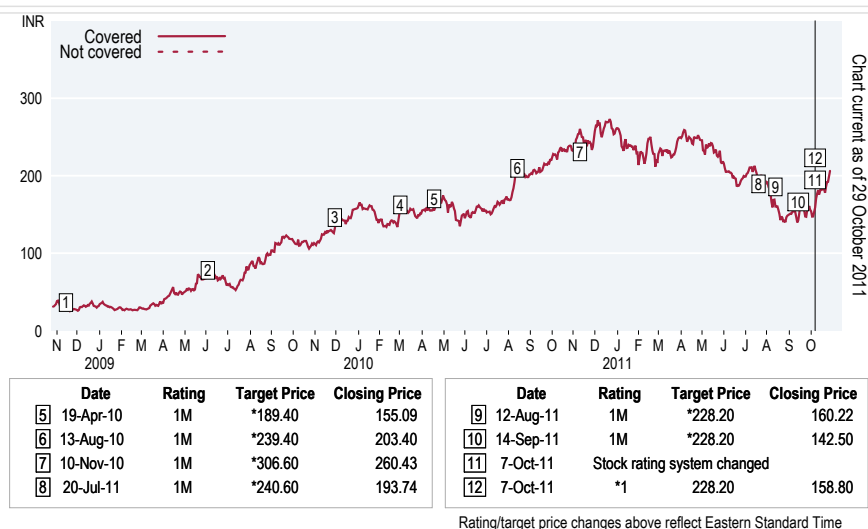
* Indicates change

Tata Motors (TAMO.BO)

Ratings and Target Price History

Fundamental Research

Analyst: Jamshed Dadabhoy



Date	Rating	Target Price	Closing Price
1 14-Nov-08	*2H	*32.60	27.39
2 3-Jun-09	*2M	*76.80	72.40
3 30-Nov-09	*1M	*165.60	132.18
4 2-Mar-10	1M	*170.20	159.42

Date	Rating	Target Price	Closing Price
5 19-Apr-10	1M	*189.40	155.09
6 13-Aug-10	1M	*239.40	203.40
7 10-Nov-10	1M	*306.60	260.43
8 20-Jul-11	1M	*240.60	193.74

Date	Rating	Target Price	Closing Price
9 12-Aug-11	1M	*228.20	160.22
10 14-Sep-11	1M	*228.20	142.50
11 7-Oct-11	Stock rating system changed		
12 7-Oct-11	*1	228.20	158.80

* Indicates change

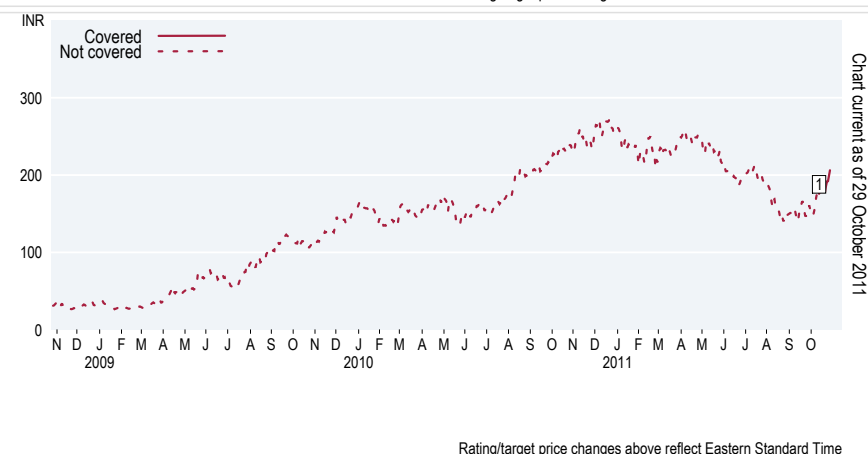
Tata Motors (TAMO.BO)

Ratings and Target Price History

Best Ideas Research

Relative Call (3 Month)

Analyst: Jamshed Dadabhoy



Date	Rating	Target Price	Closing Price
1 13-Oct-11	*ADD MP	-	175.75

* Indicates change

Citi Global Markets India Private Limited beneficially owns 129 of the equity securities of Company Maruti Suzuki India Ltd. This position reflects information as at close of 31 Oct 2011.

Citigroup Global Markets Inc. or its affiliates beneficially owns 1% or more of any class of common equity securities of Tata Motors. This position reflects information available as of the prior business day.

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