



# BUY

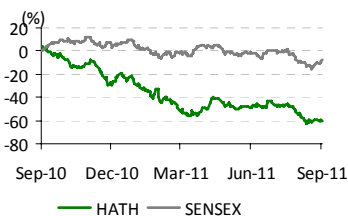
## Company Update

### Analyst

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**Price** Rs81  
**Target** Rs150  
**BSE Index** 16,876

### Historical Chart



Performance	1m	3m	6m
Absolute (%)	-14	-25	-18
Relative (%)	-15	-18	-11

### Stock Information

Ticker code	HATH
Market cap (US\$m)	248
52-week high (Rs)	228
52-week low (Rs)	72
Shares issued (m)	142.9
6m avg d.vol (US\$m)	0.23
Free float (%)	33.5
Major shareholders (%)	
Rajan Raheja	49.2
News corp	17.3

### Statutory Auditor

G.M. Kapadia & Co

### Key Indicators FY12F

BVPS	Rs66
ROA (%)	2.2
Net Cash (Rsm)	1,780
Interest cover (x)	2.6

## Hathway Cable & Datacom (HATH)

### Disappointment over slow growth priced in, BUY

Y-T-D the stock is down 51% as investors fear that delay in cable digitisation bill and loss of market share to 'DTH' service providers is slowing growth for HATH. After the recent fall HATH is an attractive BUY because 1) I&B and Telecom ministry have confirmed that the bill would be passed in parliament by Dec, 2) HATH has continued voluntary digitization in Q1 and added 90K pay TV subscribers and 3) HATH is trading at an EV/EBIDTA of 8x which is less than half of peer Dish TV. Our TP of Rs150 on HATH is based on discounted CF.

### Subsidized pricing supports subs addition in cable, broadband

Untill the digitization bill forces conversion of analog cable homes into digital, HATH would add subs thru voluntary digitization. For FY12, we expect 26% increase in pay TV subs to 2.4m (Subs at Q1 end is 1.9m) HATH's new broadband services have got good response due to its offer of 12GB downloads at a price of Rs1500.

### Cost savings, increased placement fee to support FY12F GM of 27%

We forecast FY12F GM to rise 250 bp. This is driven by new channels which is helping increasing placement fee (+25%) and savings in admin cost (Rs20m in FY12). HATH repaid high cost debt which would cut interest cost by Rs120m for FY12.

### Net cash of Rs1.1bn to support digitization of 1.5m subs in 2 yrs

HATH spends Rs700/subscriber for distributing set top boxes to carry out voluntary digitisation. Its subs acquisition cost of Rs750 is lower than Rs1500 for DTH.

### Approval for mandatory cable digitization would be a trigger

HATH's underlying fundamentals remain strong despite the delay in legislation. We like HATH because it has lesser subs acquisition cost compared to DTH and a better B/S. We expect the gap between HATH's valuation of Rs1.5k/sub vs Rs8k/sub of Dish TV to narrow.

Year End March 31	FY09	FY10	FY11	FY12F	FY13F
Revenue (Rsm)	6,634	7,328	8,830	10,465	12,639
Recurring net profit (Rsm)	-531	-421	-50	386	808
Recurring EPS (Rs)	-4.3	-2.9	-0.3	2.7	5.7
Growth (%)	NA	NA	NA	NA	109.1
PER (x)	NA	NA	NA	30.5	14.6
P/BV (x)	3.9	1.3	1.3	1.3	1.1

SEE APPENDIX I FOR IMPORTANT DISCLOSURES AND ANALYST CERTIFICATIONS

## HATH: 15x jump in digital subs post digitization bill

**'The End' of analog cable is near**

HATH will benefit from cable digitization bill implementation which will end carrying of analog signal by cable operators.

We expect the bill to be cleared by December 2011 as it benefits all stakeholders in the cable TV business. In past, a partial digitization under the conditional access model was not as successful in Mumbai and Delhi because the analog signal was still available. The co-existence of analog and digital signal allowed franchisees to under report the subs and carry on piracy. This would change now as broadcast of analog signal would be phased out completely in the new policy.

**Digitization will benefit all stakeholders except franchises**

### Benefits of digitization

Service providers	Reduce revenue loss (Rs115bn pa) from understating of subs by franchises
Government	Reduce revenue loss (license fee, service tax and entertainment tax), which is estimated to be Rs30bn pa
Broadcasters and service providers	Content fee based on actual number of viewers/ subs per channel
Broadcasters	Charge advertisement fee based on viewers/ subs

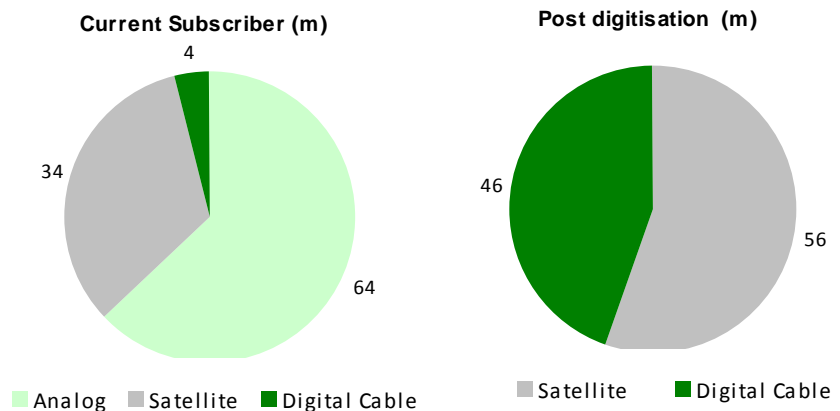
Source: Company data, KESI estimates

**Expect 65% win rate for cable TV from analog universe**

Current TV households in India are 102m. Of these, 64m are on analog cable, 4m on digital cable and balance on DTH/Satellite TV. After the mandatory cable digitization legislation is passed, we forecast, the current 64m analog cable subs to shift to digital cable or satellite TV. We forecast 65% of the subs shifting to digital cable because of lesser cost, more content and bundling with internet broadband.

**Digital cable subscribers to jump to 46m**

### Sector: TV Subscriber break up



Source: Company data, KESI estimates

We expect HATH to be big beneficiary of the cable digitization bill as it has strong presence in major metros including Mumbai, Delhi, Bangalore and Kolkata. Overall, it has presence in 125 cities covering most of the cable TV homes. We expect HATH to convert 80% of current analog subs to digital by 2015.

**HATH would benefit as it gets full ARPU from digital subs**

#### HATH: Subscriber breakup

Platform	Current subs	Post digitisation subs (2015)	Remark
Analog	6.8	0	Low ARPU subs, 5.8m not reported
Digital	1.9	7.3	No under reporting
Blended ARPU	Rs30	150	ARPU could rise 5x
Subscription Revenue	Rs3bn	Rs12bn	4x jump in subscription revenue by 2015

Source: Telecom Regulatory Authority of India (TRAI)

Currently HATH cable network has viewer ship of 8.5m homes but declared subscribers are only 1.9m. This reduces blended ARPU to Rs30 per month for HATH. With cable digitization, under reporting would disappear. We forecast 5x increase in HATH's blended ARPU to Rs150 in line with satellite TV ARPU.

### Policy roadmap for mandatory digitization

**Regulators recommend compulsory digitization with incentives**

In July, the regulator recommended: 1) Compulsory digitization across India by March 2014 in four phases; 2) Income tax holiday until FY19 for pay TV service providers with digital network; and 3) reduction in custom duty on import of digital pay TV equipment for the next three years. The cable digitization bill is expected to be tabled for approval of parliament in Dec'11 and become effective by March'12.

#### Recommended timeline for roll-out of digital network

Phases	Timeline	Geography
Phase I	Mar 2012	Four metros (Delhi, Mumbai, Chennai and Kolkata)
Phase II	Mar 2013	All cities having population of over 1m
Phase III	Mar 2013	All other urban areas
Phase IV	Mar 2014	Rest of India

Source: Telecom Regulatory Authority of India (TRAI)

**Company Description:**

HATH is the largest cable TV provider in India with 1.5m digital subscribers and 8.5m total universe. It provides cable TV services across 125 cities with leadership positions in metros including Mumbai and Delhi. HATH also provides broadband internet in over 20 cities

**Investment Thesis:**

HATH will record multi-fold jump in revenue with implementation of mandatory digitisation. This is because of it would reduce under declaration of subscribers by local last mile partners and remove inefficiencies. It's current voluntary digitisation is showing good traction and we forecast FY12F subs addition of 500K

**CONSOLIDATED QUARTERLY FINANCIALS (Yr to Mar)**

<b>PROFIT &amp; LOSS (Rsm)</b>	<b>Q1FY11</b>	<b>Q2FY11</b>	<b>Q3FY11</b>	<b>Q4FY11</b>	<b>Q1FY12</b>
<b>Revenue</b>	2,265	2,271	2,334	2,371	2,490
Cost of sales.	-1,234	-1237	-1271	-1292	-1341
Depreciation	-333	-333	-343	-348	-365
Selling, admn. expenses	-529	-619	-732	-669	-728
<b>Operating profit</b>	170	81	-12	62	55
Other income / expense	60	28	10	18	35
Interest expensed	-112	-110	-110	-110	-120
<b>Profit before tax</b>	118	-1	-112	-30	-30
Tax	-24	0	0	0	0
<b>Recurring net profit</b>	94	-1	-112	-30	-30
Extraordinary items (FX)	0	0	0	0	0
<b>Net profit</b>	94	-1	-112	-30	-30
EPS (Rs)	0.7	0.0	-0.8	-0.2	-0.2
Fully diluted no. of share (m)	143	143	143	143	143

<b>Ratios (%)</b>	<b>Q1FY11</b>	<b>Q2FY11</b>	<b>Q3FY11</b>	<b>Q4FY11</b>	<b>Q1FY12</b>
Gross margin	30.8	30.8	30.8	30.8	31.4
Operating margin	7.5	3.6	-0.5	2.6	2.2
Net margin	4.2	-0.1	-4.8	-1.3	-1.2
SG&A / Sales	23.3	27.3	31.4	28.2	29.3

Source: Company data, KESI estimates

<b>CONSOLIDATED YEARLY FINANCIALS (Yr To Mar)</b>						
<b>PROFIT &amp; LOSS (Rsm)</b>	<b>FY08</b>	<b>FY09</b>	<b>FY10</b>	<b>FY11</b>	<b>FY12F</b>	<b>FY13F</b>
Revenue	4,146	6,634	7,328	8,830	10,465	12,639
Cost of sales, ex depr	-3,054	-4,332	-4,556	-5,378	-5,780	-6,836
Depreciation	-589	-961	-1,129	-1,324	-1,886	-2,308
Selling, admn. expenses	-727	-1,102	-1,107	-1,517	-1,674	-2,022
<b>Operating Profit</b>	<b>-224</b>	<b>238</b>	<b>536</b>	<b>612</b>	<b>1,125</b>	<b>1,472</b>
Other income / expense /provisions	-123	-240	-337	-162	-310	-348
Interest expensed, net	-221	-431	-556	-430	-307	-144
<b>Profit Before Tax</b>	<b>-568</b>	<b>-432</b>	<b>-356</b>	<b>20</b>	<b>507</b>	<b>981</b>
Tax	-47	-122	-156	-4	-56	-108
Minorities	20	23	92	-65	-65	-65
<b>Net Profit before extraordinary items</b>	<b>-595</b>	<b>-531</b>	<b>-421</b>	<b>-50</b>	<b>386</b>	<b>808</b>
Extraordinary gain	-34	-50	-149	0	0	0
<b>Net Profit after extraordinary items</b>	<b>-629</b>	<b>-582</b>	<b>-570</b>	<b>-50</b>	<b>386</b>	<b>808</b>
EPS (Rs)	-5.1	-4.7	-4.0	-0.3	2.7	5.6
Recurring EPS (Rs)	-4.8	-4.3	-2.9	-0.3	2.7	5.7
Fully diluted no. of share (m)	123	123	143	143	143	143
<b>KEY ASSUMPTIONS</b>	<b>FY08</b>	<b>FY09</b>	<b>FY10</b>	<b>FY11</b>	<b>FY12F</b>	<b>FY13F</b>
Analog TV subs (000s)	855	616	604	442	442	442
Digital TV subs (000s)	537	1,008	1,002	1,502	2,002	3,502
Total TV subs (000s)	1,393	1,624	1,607	1,944	2,444	3,944
TV Subscription ARPU (Rs)	127	126	140	157	160	160
TV Subscription revenue (Rsm)	1,650	2,289	2,711	3,345	4,213	6,133
TV Distribution revenue (Rsm)	1,380	2,950	3,050	3,508	4,034	3,227
Broadband subs (000s)	231	341	330	380	474	569
Broadband ARPU (Rs)	344	307	323	310	300	300
<b>RATIOS (%)</b>	<b>FY08</b>	<b>FY09</b>	<b>FY10</b>	<b>FY11</b>	<b>FY12F</b>	<b>FY13F</b>
Gross Margin	12.1	20.2	22.4	24.1	26.7	27.7
Operating Margin	-5.4	3.6	7.3	6.9	10.7	11.7
Net Margin	-15.2	-8.8	-7.8	-0.6	3.7	6.4
SG&A / Sales	17.5	16.6	15.1	17.2	16.0	16.0
Book value per share	26.5	21.0	61.8	62.3	66.0	72.5
ROA	-8.6	-4.7	-2.6	-0.3	2.2	4.9
Net Debt/ Equity (x)	0.6	2.2	-0.1	-0.1	-0.2	-0.3
Dividend payout ratio	0.0	0.0	0.0	0.0	0.0	0.0
<b>CASHFLOW (Rsm)</b>	<b>FY08</b>	<b>FY09</b>	<b>FY10</b>	<b>FY11</b>	<b>FY12F</b>	<b>FY13F</b>
EBITDA	242	959	1,329	1,774	2,701	3,433
Accounts receivables	-499	-763	-77	-149	-189	-476
Working capital	943	-20	-61	418	8	190
<b>Operating cash flow</b>	<b>662</b>	<b>181</b>	<b>1,209</b>	<b>2,037</b>	<b>2,514</b>	<b>3,139</b>
Interest	-221	-431	-556	-430	-307	-144
Income Tax	-47	-122	-156	-4	-56	-108
<b>Residual cash flow</b>	<b>395</b>	<b>-372</b>	<b>496</b>	<b>1,603</b>	<b>2,151</b>	<b>2,887</b>
Fixed Assets	-3,372	-3,991	-1,629	-979	-1,465	-1,487
Change in investments	-122	68	180	-82	2	3
<b>Free Cashflow</b>	<b>-3,100</b>	<b>-4,295</b>	<b>-953</b>	<b>542</b>	<b>688</b>	<b>1,403</b>
Capital increase	2,541	9	7,018	0	0	0
Others	-175	-249	43	0	0	-1
<b>Net change in Cashflow</b>	<b>-651</b>	<b>-3,722</b>	<b>6,344</b>	<b>542</b>	<b>688</b>	<b>1,402</b>
Net Debt Beg	-1,409	-2,066	-5,795	550	1,092	1,780
<b>Net (Debt)/ cash End</b>	<b>-2,066</b>	<b>-5,795</b>	<b>550</b>	<b>1,092</b>	<b>1,780</b>	<b>3,181</b>
<b>BALANCE SHEET (Rsm)</b>	<b>FY08</b>	<b>FY09</b>	<b>FY10</b>	<b>FY11</b>	<b>FY12F</b>	<b>FY13F</b>
Cash & Sh term investments	266	480	5,157	4,899	3,987	3,789
Receivables	1,115	1,879	1,955	2,105	2,294	2,770
Loans & Advances, Others	990	1,585	1,500	1,500	1,500	1,500
Fixed assets (net)	5,574	9,010	9,497	9,072	8,586	7,678
Investments	216	174	30	30	30	30
Capital WIP	722	473	274	353	419	506
<b>Total assets</b>	<b>8,930</b>	<b>13,644</b>	<b>18,439</b>	<b>17,991</b>	<b>16,853</b>	<b>16,317</b>
Current liabilities	3,214	3,790	3,643	4,061	4,069	4,259
Debt	2,332	6,275	4,607	3,807	2,207	607
Deferred tax	20	46	82	0	3	5
Minorities	116	952	1,280	1,215	1,150	1,085
<b>Shareholders' Funds</b>	<b>3,251</b>	<b>2,582</b>	<b>8,826</b>	<b>8,906</b>	<b>9,423</b>	<b>10,360</b>

Source: Company Data, KESl estimates

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## Recommendation definitions

Our recommendation is based on the following expected price performance within 12 months:

- +15% and above: BUY
- 15% to +15%: HOLD
- 15% or worse: SELL

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AND  
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