

Eicher Motors

| | |
|-----------------------------|-----------------------------|
| BSE Sensex 19,561 | S&P CNX 5,923 |
| Bloomberg | EIM IN |
| Equity Shares (m) | 27.0 |
| M.Cap. (INR b)/(USD b) | 72.0/1.3 |
| 52-Week Range | 3,240/1,620 |
| 1,6,12 Rel. Perf. (%) | -4/17/40 |

CMP: INR2,669
TP: INR3,820
Buy

Financials & Valuation (INR b)

| Y/E Dec | 2013E | 2014E | 2015E |
|----------------|-------|-------|-------|
| Net Income | 81.3 | 106.6 | 132.4 |
| EBITDA | 6.6 | 10.1 | 13.7 |
| Net Profit | 3.2 | 4.7 | 6.4 |
| Adj. EPS (INR) | 120.0 | 174.8 | 236.2 |
| EPS Gr. (%) | (0.1) | 45.7 | 35.1 |
| BV/Sh. (INR) | 711.5 | 831.2 | 997.4 |
| RoE (%) | 17.9 | 22.7 | 25.8 |
| RoCE (%) | 20.7 | 26.8 | 31.0 |
| Payout (%) | 0.7 | 1.0 | 1.4 |

Valuations

| | | | |
|----------------|------|------|------|
| P/E (x) | 22.2 | 15.3 | 11.3 |
| P/BV (x) | 3.8 | 3.2 | 2.7 |
| EV/EBITDA (x) | 14.1 | 9.0 | 6.2 |
| Div. Yield (%) | 0.7 | 1.0 | 1.4 |

- Eicher Motors' (EIM) cons. revenue grew 3% YoY (+9.7% QoQ) to INR16.3b (v/s est INR16.8b). EBITDA margin stood at 7.3% (v/s est 8.7%) as standalone margin declined 340bp QoQ on higher other expenditure and staff cost. PAT (after minority) declined 14.8% YoY (+10.3% QoQ) to INR723m (est INR666m). Higher other income and lower tax rate led to higher-than-estimated PAT.
- Royal Enfield's margins at 11.5% (v/s est 15.4%) were impacted due to higher staff and other cost. While staff cost increased due to higher hiring for new plant, other expenditure rose due to Thunderbird model launch (one-time) and higher power & fuel cost.
- Despite demand slowdown, margins for CV business improved by 50bp QoQ (-340bp YoY) to 6.3% (est 6.6%) aided by better cost management.
- EIM indicated that given the expansion mode, on a quarterly basis there might be few aberrations at margin levels. Royal Enfield's demand remains strong, with 6-8 months waiting, despite sharp increase in production.

Valuation and view

- With several projects commencing in CY13-14 and driving 27% sales CAGR and 34% EBITDA CAGR over CY12-15E, EIM is at an inflection point. Motorcycle business will benefit from capacity expansion, new launches and network expansion. CV subsidiary will benefit from commencement of MDEP and ramp-up in HCVs.
- We marginally lower by 0.7%/0.4%/0.2% CY13E/CY14E/CY15E EPS factoring margin pressure on Royal Enfield's business due to higher power & fuel cost, partially offset by an upgrade in volumes.
- The stock trades at 22.2x/15.3x/11.3x CY13E/CY14E/CY15E EPS of INR120/174.8/236.2 respectively. Maintain **Buy** with a two-year target price of INR3,820 (CY15E SOTP).

Quarterly Performance

| Y/E December | CY11 | | | | CY12 | | | | CY11 | CY12 | Est 4QE | Var (%) |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | | | | |
| Consolidated | | | | | | | | | | | | |
| Net Op Income | 13,927 | 12,984 | 14,513 | 15,791 | 16,950 | 15,850 | 14,831 | 16,268 | 57,262 | 63,899 | 16,775 | -3.0 |
| Growth (%) | 33.8 | 25.0 | 32.1 | 27.0 | 21.7 | 22.1 | 2.2 | 3.0 | 29.5 | 11.6 | | |
| RM Cost (% of net op incom) | 73.4 | 73.3 | 72.5 | 73.6 | 72.1 | 71.4 | 71.6 | 71.9 | 73.3 | 437.0 | 71.7 | 20bp |
| Staff Cost (% of net op incor) | 5.3 | 6.6 | 6.1 | 6.2 | 6.0 | 7.3 | 7.8 | 7.6 | 6.0 | 43.6 | 7.5 | 10bp |
| Other Exp (% of net op incor) | 10 | 10.4 | 11.0 | 10.6 | 11.3 | 12.5 | 13.1 | 13.2 | 10.4 | 76.1 | 12.1 | 110bp |
| EBITDA | 1,621 | 1,262 | 1,511 | 1,525 | 1,802 | 1,395 | 1,114 | 1,179 | 5,894 | 5,490 | 1,459 | -19.2 |
| EBITDA Margins (%) | 11.6 | 9.7 | 10.4 | 9.7 | 10.6 | 8.8 | 7.5 | 7.3 | 10.3 | 52.3 | 8.7 | -140bp |
| Change (%) | 77.9 | 47.5 | 80.1 | 26.6 | 11.2 | 10.6 | -26.3 | -22.7 | 54.7 | -6.8 | | |
| Depreciation | 154 | 154 | 162 | 170 | 177 | 187 | 213 | 245 | 640 | 822 | 226 | 8.4 |
| Other income | 256 | 412 | 289 | 442 | 543 | 306 | 246 | 271 | 1,425 | 1,366 | 95 | 186 |
| Interest cost | 14 | 21 | 34 | 7 | 9 | 9 | 12 | 9 | 77 | 38 | 13 | -32 |
| PBT after EO item | 1,709 | 1,499 | 1,604 | 1,791 | 2,160 | 1,506 | 1,135 | 1,197 | 6,602 | 5,997 | 1,315 | -9.0 |
| Effective tax rate (%) | 28.3 | 22.6 | 25.0 | 22.6 | 24.3 | 25.3 | 17.4 | 12.0 | 24.7 | 20.8 | 28.2 | -1,620bp |
| PAT | 1,226 | 1,160 | 1,203 | 1,385 | 1,634 | 1,125 | 937 | 1,053 | 4,974 | 4,749 | 944 | 11.5 |
| Minority interest | 493 | 397 | 465 | 531 | 539 | 366 | 277 | 324 | 1,886 | 1,506 | 278 | 16.5 |
| Recurring PAT | 733 | 763 | 737 | 854 | 1,096 | 759 | 660 | 729 | 3,088 | 3,244 | 666 | 9.5 |
| Growth (%) | 82.2 | 38.3 | 90.7 | 55.7 | 49.5 | -0.6 | -10.5 | -14.7 | 63.4 | 5.0 | | |

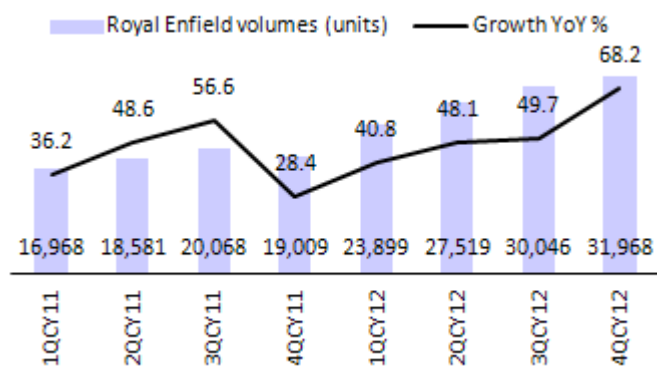
Jinesh Gandhi (Jinesh@MotilalOswal.com) + 91 22 3982 5416

Chirag Jain (Chirag.Jain@MotilalOswal.com) + 91 22 3982 5418

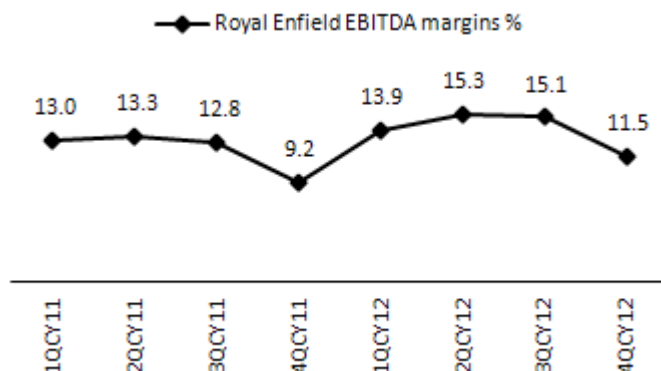
Standalone performance (Royal Enfield): Strong revenue growth but sharp rise in other expenditure impacts operational performance

- Royal Enfield's (S/A) revenues grew 73% YoY (+7.5% QoQ) to INR2.97b led by volume growth of 68% YoY (+6.4% QoQ) and realization increase of 2.8% YoY (+1% QoQ).
- For CY12, Royal Enfield volumes increased by 52%, helped through de-bottlenecking in existing plant. Despite a sharp increase in production, Royal Enfield continues to enjoy an average waiting period of 6-8 months.
- While RM cost was largely stable QoQ, staff cost increased by 80bp (-70bp YoY) to 8%, due to increased hiring for the new plant.
- However, other expenditure increased sharply by 300bp QoQ (160bp YoY) to 16.4%. This impacted Royal Enfield margins at 11.5% (v/s est 15.4%). Other expenditure increased due to Thunderbird model launch (non-recurring) and higher power & fuel cost, driven by power shortage and increase in diesel prices. Management indicated that with the new plant becoming operational, power & fuel cost is likely to come down from 4Q levels.
- ■ Other income stood much lower than our estimate at INR106m (v/s est INR510m) as the company would recognize dividend income from CV subsidiary on receipt basis (as per revised Schedule VI). In line with the earlier practice, other income would have been higher by INR408m; however, this being an inter-company transaction, gets offset at the consolidated level.
- The board recommended a dividend of INR20/share (200%).
- With the new plant becoming operational, management expects to sell over 150,000 units in CY13.
- The new plant has ability to upgrade to higher capacity at much cheaper cost and quickly as it already has land and necessary infrastructure (including paint shop) in place.
- New launches and dealership expansion together with higher production capacity would drive strong volume growth for next few years.
- Given its leadership position, cult brand equity and minimal competition, Royal Enfield is well-positioned to benefit from increasing trend of lifestyle biking. Capacity expansion (new plant to start in 1QCY13), new launches (Thunderbird 500 and Café Racer) and network expansion to drive 25%/29% volume/EBITDA CAGR over CY12-15E.

Royal Enfield volume momentum remains strong



However, higher other expenditure impacts margins



Source: Company, MOSL

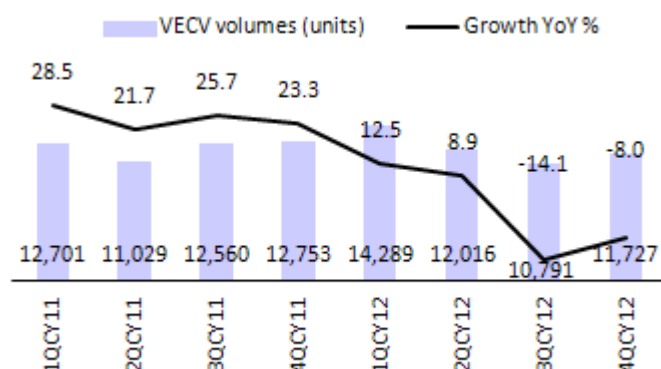
| Quarterly Performance | | | | | | | | | | (INR Million) | | |
|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|--------|--------|
| Y/E December | CY11 | | | | CY12 | | | | CY11 | CY12 | Est | Var |
| | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | | | 4QE | (%) |
| Standalone (Royal Enfield) | | | | | | | | | | | | |
| Royal Enfield (units) | 16,968 | 18,581 | 20,068 | 19,009 | 23,899 | 27,519 | 30,046 | 31,968 | 74,626 | 113,432 | 32,218 | -0.8 |
| Growth (%) | 36.2 | 48.6 | 56.6 | 28.4 | 40.8 | 48.1 | 49.7 | 68.2 | 41.9 | 52.0 | | |
| Net Realizations (INR/unit) | 88,160 | 89,376 | 89,680 | 89,863 | 92,083 | 92,162 | 91,476 | 92,345 | 89,305 | 92,015 | 91,583 | 0.8 |
| Change - YoY (%) | 10.5 | 4.6 | 4.3 | 8.9 | 4.5 | 3.1 | 2.0 | 2.8 | 7.1 | 3.0 | | |
| Change - QoQ (%) | 6.8 | 1.4 | 0.3 | 0.2 | 2.5 | 0.1 | -0.7 | 0.9 | | | | |
| Net Op Income | 1,512 | 1,678 | 1,812 | 1,714 | 2,214 | 2,551 | 2,761 | 2,967 | 6,715 | 10,493 | 2,963 | 0.1 |
| Growth (%) | 50.4 | 55.4 | 63.0 | 39.2 | 46.4 | 52.0 | 52.4 | 73.1 | 51.7 | 56.3 | | |
| RM Cost (% of net op inco) | 66.1 | 65.7 | 66.5 | 67.3 | 65.5 | 64.5 | 63.9 | 64.0 | 66.5 | 64.4 | 64.2 | -20bp |
| Staff Cost (% of net op inc) | 7.0 | 7.4 | 7.3 | 8.7 | 6.8 | 7.5 | 7.6 | 8.0 | 7.6 | 7.5 | 7.4 | 50bp |
| Other Exp (% of net op inc) | 14 | 13.7 | 13.4 | 14.8 | 13.9 | 12.7 | 13.4 | 16.5 | 13.9 | 14.2 | 13.0 | 350bp |
| EBITDA | 197 | 223 | 231 | 157 | 307 | 389 | 416 | 342 | 801 | 1,454 | 457 | -25 |
| EBITDA Margins (%) | 13.0 | 13.3 | 12.8 | 9.2 | 13.9 | 15.3 | 15.1 | 11.5 | 11.9 | 13.9 | 15.4 | -390bp |
| EBITDA (INR/unit) | 11604 | 12012 | 11531 | 8275 | 12829 | 14147 | 13845 | 10700 | 10734 | 12818 | | |
| Depreciation | 30 | 30 | 34 | 36 | 38 | 40 | 45 | 48 | 130 | 172 | 50 | -4 |
| Other income | 20 | 158 | 14 | 567 | 264 | 49 | 39 | 106 | 768 | 458 | 510 | -79 |
| Interest cost | 3 | 15 | 2 | 1 | 0 | 0 | 1 | 1 | 20 | 3 | 2 | -45 |
| PBT after EO item | 183 | 337 | 210 | 688 | 532 | 398 | 409 | 398 | 1,418 | 1,738 | 915 | -56 |
| Effective tax rate (%) | 21.0 | 14.1 | 13.1 | 8.6 | 14.8 | 18.9 | 19.3 | 14.4 | 12.2 | 16.7 | 17.6 | |
| Recurring PAT | 145 | 289 | 182 | 629 | 453 | 323 | 330 | 341 | 1,246 | 1,447 | 754 | -55 |
| Growth (%) | 56.9 | 31.2 | 116.1 | 76.1 | 213.1 | 11.7 | 80.8 | -45.8 | 65.1 | 16.2 | | |

CV business (VECV): Margins improve sequentially despite higher discounting pressure in CV industry

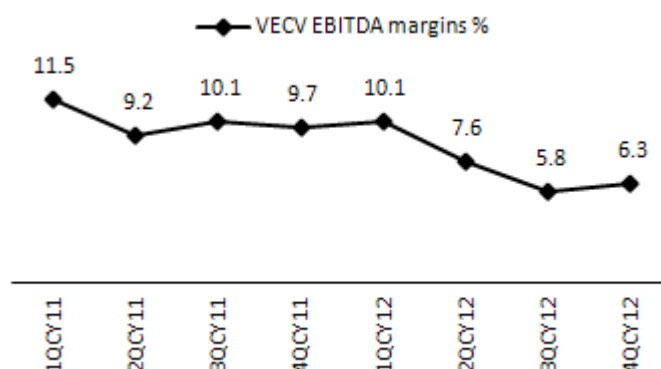
- CV volumes (VECV) declined by 8% YoY (+8.7% QoQ) in line with the weakness in overall CV industry. Realizations improved by 1.8% YoY (+0.6% QoQ) to INR1,115,023/unit.
- Revenues declined by 5.5% YoY (+10.2% QoQ) to INR13.3b (v/s est INR13.3b).
- Despite pressure on demand and consequent higher discounting in the CV industry, margins for the CV business improved by 50bp QoQ (-340bp YoY) to 6.3% (v/s est 6.6%). Better cost management helped in sequential improvement in margins.
- Despite EBITDA being lower than estimate at INR837m (v/s INR871m), higher other income at INR166m (v/s est INR47m) and lower tax rate at 10.9% (v/s 25.4%) led to PAT being higher than estimate at INR711m (INR546m).
- Management indicated that RM cost remained stable over the last few quarters and expects it to remain so over the near term.
- Launch of new range of CVs (developed with Volvo inputs) will commence from CY13-end across the entire range of products. While the new range would be much better in terms of performance, fuel efficiency, reliability etc, it would not be very expensive than the current offerings.
- Medium Duty Engine Project (MDEP) will commence from CY13-end (trial runs started). Given engines would be supplied to existing products, management does not foresee any demand related issues despite a slowdown in Europe.
- Currently, more than 50% of Eicher's 250 dealers are selling the HCV range. Over the next 2-3 years, dealership count would increase by 25-30 annually, with HCV penetration increasing at dealerships as well.
- New paint shop at Pithampur plant is capable of 100,000 vehicles. Company indicated that most of the large capex items pertaining to capacity expansion have already being incurred.

- VECV incurred capex of INR7bn in CY12. This had an impact on consolidated cash levels.
- Higher R&D spend led to lower tax rate. EIM expects tax rate to remain low in CY13 as well.

CV volumes under pressure due to slowdown



Margin improves sequentially despite weak demand



Source: Company, MOSL

Quarterly Performance

| Y/E December | CY11 | | | | CY12 | | | | CY11 | CY12 | Est 4QE | Var (%) |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------|------------|
| | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | | | | |
| VECV (derived) | | | | | | | | | | | | |
| Total CV Volumes | 12,701 | 11,029 | 12,560 | 12,753 | 14,289 | 12,016 | 10,791 | 11,735 | 49,043 | 48,821 | 11,725 | 0.1 |
| Growth (%) | 28.5 | 21.7 | 25.7 | 23.3 | 12.5 | 8.9 | -14.1 | -8.0 | 24.9 | -0.5 | | |
| Net Realiz. (INR'000/unit) | 972 | 1,017 | 1,002 | 1,096 | 1,023 | 1,098 | 1,108 | 1,115 | 1,022 | 1,084 | 1,119 | -0.4 |
| Change - YoY (%) | -99.9 | -99.9 | -99.9 | -99.9 | 5.3 | 8.0 | 10.6 | 1.8 | 1.4 | 6.0 | | |
| Change - QoQ (%) | -99.9 | 4.7 | -1.5 | 9.4 | -6.6 | 7.3 | 0.9 | 0.6 | | | | |
| Net Op Income | 12,415 | 11,306 | 12,701 | 14,078 | 14,737 | 13,299 | 12,070 | 13,301 | 50,547 | 53,330 | 13,225 | 0.6 |
| Growth (%) | 32.0 | 21.5 | 28.7 | 25.6 | 18.7 | 17.6 | -5.0 | -5.5 | 27.0 | 5.5 | | |
| RM Cost | 74.3 | 74.4 | 73.4 | 74.4 | 73.0 | 72.7 | 73.4 | 73.6 | 74.2 | 371.8 | 73.5 | |
| Staff Cost | 5.1 | 6.5 | 5.9 | 5.9 | 5.9 | 7.3 | 7.9 | 7.5 | 5.8 | 36.5 | 7.9 | |
| Other Exp | 9 | 9.9 | 10.6 | 10.1 | 10.9 | 12.4 | 13.0 | 12.5 | 9.9 | 61.2 | 12.0 | |
| EBITDA | 1,425 | 1,039 | 1,280 | 1,368 | 1,496 | 1,006 | 697 | 837 | 5,093 | 4,070 | 871 | -3.9 |
| EBITDA Margins (%) | 11.5 | 9.2 | 10.1 | 9.7 | 10.1 | 7.6 | 5.8 | 6.3 | 10.1 | 38.8 | 6.6 | -3.4 |
| Depreciation | 124 | 123 | 128 | 134 | 139 | 147 | 168 | 197 | 509 | 629 | 176 | 11.8 |
| Other income | 236 | 253 | 275 | -125 | 279 | 257 | 207 | 166 | 657 | 790 | 47 | 251.3 |
| Interest cost | 11 | 7 | 32 | 7 | 8 | 8 | 11 | 8 | 57 | 38 | 11 | -27.6 |
| PBT after EO item | 1,526 | 1,162 | 1,394 | 1,102 | 1,627 | 1,108 | 726 | 798 | 5,184 | 4,192 | 732 | 9.1 |
| Effective tax rate (%) | 29.1 | 25.0 | 26.8 | 31.4 | 27.4 | 27.6 | 16.3 | 10.9 | 28.1 | 25.2 | 25.4 | |
| Recurring PAT | 1,081 | 871 | 1,020 | 756 | 1,181 | 802 | 607 | 711 | 3,729 | 3,136 | 546 | 30.2 |
| Growth (%) | 89.8 | 43.0 | 83.6 | 30.4 | 9.3 | -8.0 | -40.5 | -6.0 | 61.1 | -15.9 | | |

Consolidated performance: Operationally below estimate due to lower standalone margins; higher other income and lower tax rate lead to beat at PAT level

- EIM consolidated revenues grew 3% YoY (+9.7% QoQ) to INR16.3b (v/s est INR16.8b).
- EBITDA margins stood at 7.3% (v/s est 8.7%) as standalone margins reduced 340bp QoQ on higher other expenditure.
- PAT (after minority) declined 14.8% YoY (+10.3% QoQ) to INR723m (v/s INR666m). Higher other income and lower tax rate led to higher-than-estimated PAT.

Valuation and view

- With several projects commencing in CY13-14 and driving 27% sales CAGR and 34% EBITDA CAGR over CY12-15E, EIM is at an inflection point. Motorcycle business will benefit from capacity expansion (new plant to start in 1QCY13), new launches (Thunderbird 500 and Café Racer) and network expansion. CV subsidiary will benefit from commencement of MDEP and ramp-up in HCVs.
- We marginally lower by 0.7%/0.4%/0.2% CY13E/CY14E/CY15E EPS to INR120/174.8/236.2 respectively factoring the margin pressure on Royal Enfield's business due to higher power & fuel cost, partially offset by an upgrade in volumes.
- The stock trades at 22.2x/15.3x/11.3x CY13E/CY14E/CY15E EPS of INR120/174.8/236.2 respectively. Maintain **Buy** with a two-year target price of INR3,820 (CY15E SOTP).

Revised forecast (INR m)

| | CY13E | | | CY14E | | | CY15E | | |
|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Rev | Old | Chg (%) | Rev | Old | Chg (%) | Rev | Old | Chg (%) |
| Standalone (RE) | | | | | | | | | |
| Volumes (units) | 150,759 | 149,427 | 0.89 | 188,222 | 186,572 | 0.88 | 222,167 | 220,256 | 0.87 |
| Net Sales | 14,145 | 13,998 | 1.05 | 18,039 | 17,852 | 1.05 | 21,662 | 21,443 | 1.03 |
| EBITDA (%) | 13.8 | 14.2 | -30bp | 15.0 | 15.3 | -30bp | 15.5 | 15.7 | -20bp |
| Core Profit | 1,296 | 1,297 | (0.11) | 1,836 | 1,829 | 0.36 | 2,295 | 2,282 | 0.56 |
| EPS (INR) | 77.7 | 80.8 | (3.80) | 101.8 | 104.5 | (2.66) | 124.3 | 125.9 | (1.23) |
| VECV | | | | | | | | | |
| Volumes (units) | 55,423 | 55,192 | 0.4 | 65,432 | 65,194 | 0.4 | 75,185 | 74,969 | 0.3 |
| Net Sales | 67,152 | 67,109 | 0.1 | 88,598 | 88,624 | (0.0) | 110,745 | 110,905 | (0.1) |
| EBITDA (%) | 6.9 | 7.0 | -10bp | 8.3 | 8.5 | -10bp | 9.4 | 9.5 | -10bp |
| Core Profit | 2,403.9 | 2,478.8 | (3.0) | 4,126.0 | 4,210.0 | (2.0) | 6,050.6 | 6,150.1 | (1.6) |
| EPS (INR) | 60.7 | 61.6 | (1.3) | 94.9 | 95.9 | (1.0) | 137.1 | 138.1 | (0.7) |
| Consolidated | | | | | | | | | |
| Net Sales | 81,260 | 81,071 | 0.2 | 106,591 | 106,431 | 0.2 | 132,353 | 132,293 | 0.0 |
| EBITDA (%) | 8.1 | 8.2 | -10bp | 9.4 | 9.6 | -10bp | 10.3 | 10.4 | -10bp |
| Net Profit | 3,239 | 3,262 | (0.7) | 4,718 | 4,738 | (0.4) | 6,374 | 6,389 | (0.2) |
| EPS (INR) | 120.0 | 120.9 | (0.7) | 174.8 | 175.6 | (0.4) | 236.2 | 236.7 | (0.2) |

Source: MOSL

SOTP Valuations (INR m)

| | Multiple | CY13E | CY14E | CY15E |
|---|----------------|--------------|--------------|--------------|
| Royal Enfield | | | | |
| Core PAT (ex div & fin income) | | 1,296 | 1,836 | 2,295 |
| Core Equity Value | @ 18x PE | 23,321 | 33,049 | 41,308 |
| Net Debt | | -6,790 | -8,186 | -11,000 |
| Equity Value | | 30,111 | 41,235 | 52,308 |
| VECV (@ 54.4% Economic interest) | | | | |
| EBITDA | | 2,527 | 4,024 | 5,647 |
| EV | @ 8x EV/EBITDA | 20,217 | 32,195 | 45,173 |
| Net Debt | | -1,953 | -3,463 | -5,567 |
| Equity Value | | 22,170 | 35,658 | 50,739 |
| Total Equity Value | | 52,281 | 76,892 | 103,047 |
| Target Price (INR) | | 1,937 | 2,849 | 3,820 |

Source: MOSL

Eicher Motors: an investment profile

Company description

Promoted by the Delhi-based Vikram Lal Group, Eicher Motors (Bloomberg: EIM) is a diversified engineering company. It is engaged in the business of high end motorcycles (350cc & above) under the brand 'Royal Enfield', and commercial vehicles (CVs), automotive gears and components, and engineering solutions through its subsidiary, Volvo Eicher Commercial Vehicles (VECV).

To become a full-fledged CV player, EIM entered into a 50:50 joint venture with AB Volvo, Sweden in July 2008 and formed Volvo Eicher Commercial Vehicles (VECV).

Key investment arguments

- With several of its projects to commence in CY13-14, driving 27% sales CAGR and 34% EBITDA CAGR over CY12-15, Eicher Motors (EIM) is at an inflection point.
- Its motorcycle business will benefit from capacity expansion (new plant to start in 1QCY13), new launches (Thunderbird 500 and Café Racer), and network expansion.
- CV subsidiary, Volvo Eicher Commercial Vehicles (VECV), will benefit from the commencement of the Medium Duty Engine Project (MDEP) and ramp-up in HCVs.

Comparative valuations

| | | Eicher Motors | Ashok Leyland | Tata Motors |
|---------------|-------|------------------|------------------|----------------|
| P/E (x) | FY13E | 22.2 | 23.4 | 27.9 |
| | FY14E | 22.2 | 12.0 | 16.6 |
| EPS Gr (%) | FY13E | 5.0 | -53.5 | -20.9 |
| | FY14E | -0.1 | 94.1 | 29.3 |
| RoE (%) | FY13E | 20.3 | 6.2 | 23.3 |
| | FY14E | 17.9 | 11.5 | 24.0 |
| EV/EBITDA (x) | FY13E | 18.1 | 10.3 | 4.6 |
| | FY14E | 14.1 | 7.5 | 3.9 |

Shareholding pattern (%)

| | Dec-12 | Sep-12 | Dec-11 |
|---------------|--------|--------|--------|
| Promoter | 55.2 | 55.2 | 55.2 |
| Domestic Inst | 13.7 | 15.3 | 18.4 |
| Foreign | 19.1 | 17.5 | 14.6 |
| Others | 12.0 | 12.0 | 11.8 |

13 February 2013

Key investments risks

- Sustained weakness in the CV Industry
- Increasing competition in the CV industry could impact ramp-up of HCV segment.

Recent developments

- Has recently launched Thunderbird motorcycle model. Royal Enfield continues to enjoy 6-8months waiting period despite sharp increase in supplies.

Valuation and view

- The stock trades at 22.2x/15.3x/11.3x CY13E/CY14E/CY15E EPS of INR120/174.8/236.2 respectively.
- Maintain **Buy** with a two-year target price of INR3,820 (CY15E SOTP).

Sector view

- Demand drivers for Royal Enfield are in place, driven by increasing trend of lifestyle biking and minimal competition.
- The Indian CV industry is likely to evolve giving new players opportunity to challenge the incumbents. VECV is better placed among new entrants, given the marriage of Volvo's technological strength with Eicher's local market expertise.

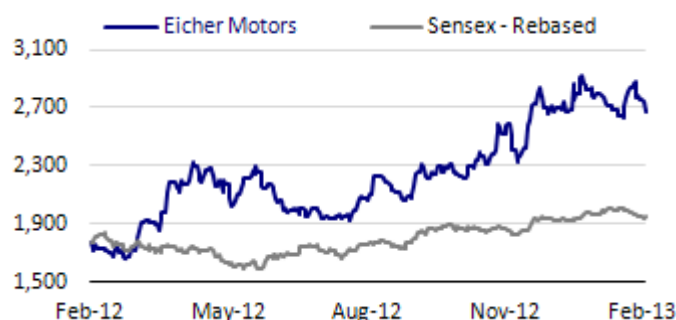
EPS: MOSL forecast v/s consensus (INR)

| | MOSL Forecast | Consensus Forecast | Variation (%) |
|------|------------------|-----------------------|------------------|
| FY13 | 120.0 | 159.1 | -24.6 |
| FY14 | 174.8 | 190.4 | -8.2 |

Target price and recommendation

| Current Price (INR) | Target Price (INR) | Upside (%) | Reco. |
|------------------------|-----------------------|---------------|-------|
| 2,669 | 3,820 | 43.1 | Buy |

Stock performance (1 year)



Financials and Valuation

| Income Statement (Consolidated) | | (INR Million) | | | |
|---------------------------------|---------|---------------|---------|---------|--|
| Y/E December | 2012 | 2013E | 2014E | 2015E | |
| Gross Sales | 69,351 | 88,735 | 115,426 | 142,563 | |
| Less: Excise | 6,052 | 8,026 | 9,774 | 11,544 | |
| Net Sales | 63,299 | 80,709 | 105,652 | 131,018 | |
| Change (%) | 11.5 | 27.5 | 30.9 | 24.0 | |
| Operating Other Income | 600 | 551 | 939 | 1,335 | |
| Total Operating Income | 63,899 | 81,260 | 106,591 | 132,353 | |
| Total Expenditure | 58,530 | 74,779 | 96,610 | 118,744 | |
| EBITDA | 5,490 | 6,563 | 10,053 | 13,686 | |
| EBITDA Margin (%) | 8.6 | 8.1 | 9.4 | 10.3 | |
| Depreciation | 822 | 1,364 | 1,782 | 2,136 | |
| EBIT | 4,668 | 5,199 | 8,271 | 11,550 | |
| Interest cost | 38 | 37 | 37 | 37 | |
| Other Income | 1,366 | 1,030 | 1,038 | 1,290 | |
| PBT | 5,997 | 6,192 | 9,272 | 12,803 | |
| Tax | 1,248 | 1,579 | 2,407 | 3,328 | |
| Effective Rate (%) | 20.8 | 25.5 | 26.0 | 26.0 | |
| PAT | 4,749 | 4,613 | 6,865 | 9,475 | |
| Change (%) | -4.5 | -2.9 | 48.8 | 38.0 | |
| % of Op. Income | 7.4 | 5.7 | 6.4 | 7.2 | |
| Less: Minority Interest | 1,505.9 | 1,374.3 | 2,147.1 | 3,101.1 | |
| Adj. PAT | 3,244 | 3,239 | 4,718 | 6,374 | |
| Change (%) | 5.0 | -0.1 | 45.7 | 35.1 | |

| Balance Sheet (Consolidated) | | (INR Million) | | | |
|------------------------------|--------|---------------|--------|--------|--|
| Y/E December | 2012 | 2013E | 2014E | 2015E | |
| Share Capital | 270 | 270 | 270 | 270 | |
| Reserves | 16,786 | 18,933 | 22,164 | 26,649 | |
| Net Worth | 17,056 | 19,203 | 22,434 | 26,919 | |
| Minority Interest | 9,882 | 11,257 | 13,404 | 16,505 | |
| Deferred Tax | 789 | 938 | 1,165 | 1,486 | |
| Loans | 504 | 504 | 504 | 504 | |
| Capital Employed | 28,231 | 31,901 | 37,507 | 45,414 | |
| Application of Funds | | | | | |
| Gross Fixed Assets | 20,786 | 27,036 | 30,536 | 35,536 | |
| Less: Depreciation | 5,665 | 7,029 | 8,811 | 10,948 | |
| Net Fixed Assets | 15,121 | 20,007 | 21,725 | 24,588 | |
| Capital WIP | 5,000 | 2,250 | 2,750 | 1,750 | |
| - of which Goodwill | 223 | 223 | 223 | 223 | |
| Investments | 5,126 | 5,126 | 5,126 | 5,126 | |
| Curr.Assets, L & Adv. | 15,708 | 22,308 | 31,260 | 42,972 | |
| Inventory | 4,888 | 6,028 | 7,911 | 9,828 | |
| Sundry Debtors | 4,459 | 4,624 | 6,095 | 7,612 | |
| Cash & Bank Balances | 2,390 | 5,758 | 9,929 | 16,611 | |
| Loans & Advances | 3,456 | 5,336 | 6,584 | 7,997 | |
| Others | 515 | 562 | 741 | 925 | |
| Current Liab. & Prov. | 12,724 | 17,790 | 23,354 | 29,022 | |
| Sundry Creditors | 9,547 | 14,749 | 19,336 | 23,995 | |
| Other Liabilities | 1,461 | 988 | 1,276 | 1,556 | |
| Provisions | 1,717 | 2,053 | 2,741 | 3,470 | |
| Net Current Assets | 2,984 | 4,518 | 7,906 | 13,950 | |
| Application of Funds | 28,231 | 31,901 | 37,507 | 45,414 | |

E: MOSL Estimates

| Ratios (Consolidated) | | | | | |
|---------------------------------|-------|-------|-------|-------|--|
| Y/E December | 2012 | 2013E | 2014E | 2015E | |
| Basic (INR) | | | | | |
| EPS | 120.2 | 120.0 | 174.8 | 236.2 | |
| EPS Growth (%) | 5.0 | -0.1 | 45.7 | 35.1 | |
| Cash EPS | 150.6 | 170.6 | 240.8 | 315.3 | |
| Book Value per Share | 631.9 | 711.5 | 831.2 | 997.4 | |
| DPS | 18.0 | 19.0 | 28.0 | 38.0 | |
| Payout (Incl. Div. Tax) % | 17.4 | 18.4 | 18.7 | 18.7 | |
| Valuation (x) | | | | | |
| P/E | 22.2 | 22.2 | 15.3 | 11.3 | |
| Cash P/E | 17.7 | 15.6 | 11.1 | 8.5 | |
| EV/EBITDA | 18.1 | 14.1 | 9.0 | 6.2 | |
| EV/Sales | 1.7 | 1.2 | 0.9 | 0.7 | |
| Price to Book Value | 4.2 | 3.8 | 3.2 | 2.7 | |
| Dividend Yield (%) | 0.7 | 0.7 | 1.0 | 1.4 | |
| Profitability Ratios (%) | | | | | |
| RoE | 20.3 | 17.9 | 22.7 | 25.8 | |
| RoCE | 22.9 | 20.7 | 26.8 | 31.0 | |
| RoIC | | | | | |
| Turnover Ratios | | | | | |
| Debtors (Days) | 25 | 21 | 21 | 21 | |
| Inventory (Days) | 28 | 27 | 27 | 27 | |
| Creditors (Days) | 55 | 66 | 66 | 66 | |
| Working Capital (Days) | -1 | -18 | -18 | -18 | |
| Asset Turnover (x) | 2.2 | 2.5 | 2.8 | 2.9 | |
| Fixed Asset Turnover | | | | | |
| Leverage Ratio | | | | | |
| Debt/Equity (x) | 0.0 | 0.0 | 0.0 | 0.0 | |

| Cash Flow Statement (Consolidated) | | (INR Million) | | | |
|------------------------------------|---------|---------------|--------|--------|--|
| Y/E December | 2012 | 2013E | 2014E | 2015E | |
| Profit before Tax | 5,997 | 6,192 | 9,272 | 12,803 | |
| Depreciation & Amort. | 822 | 1,364 | 1,782 | 2,136 | |
| Direct Taxes Paid | -1,104 | -1,430 | -2,179 | -3,007 | |
| (Inc)/Dec in Working Ca | -3,325 | 3,897 | 1,233 | 1,226 | |
| Interest/Div. Received | 1,366 | 1,030 | 1,038 | 1,290 | |
| Other Items | -413 | -3,057 | -1,451 | -1,841 | |
| CF from Oper. Activity | 3,344 | 7,997 | 9,694 | 12,607 | |
| (Inc)/Dec in FA+CWIP | -11,770 | -3,500 | -4,000 | -4,000 | |
| (Pur)/Sale of Invest. | 0 | 0 | 0 | 0 | |
| CF from Inv. Activity | -11,770 | -3,500 | -4,000 | -4,000 | |
| Issue of Shares | -553 | -495 | -606 | -694 | |
| Inc/(Dec) in Debt | 0 | 0 | 0 | 0 | |
| Interest Paid | -38 | -37 | -37 | -37 | |
| Dividends Paid | -566 | -597 | -880 | -1,195 | |
| CF from Fin. Activity | -1,157 | -1,129 | -1,523 | -1,926 | |
| Inc/(Dec) in Cash | -9,582 | 3,368 | 4,171 | 6,682 | |
| Add: Beginning Balance | 11,973 | 2,390 | 5,758 | 9,929 | |
| Closing Balance | 2,390 | 5,758 | 9,929 | 16,611 | |

Disclosures

This report is for personal information of the authorized recipient and does not constitute to be any investment, legal or taxation advice to you. This research report does not constitute an offer, invitation or inducement to invest in securities or other investments and Motilal Oswal Securities Limited (hereinafter referred as MOST) is not soliciting any action based upon it. This report is not for public distribution and has been furnished to you solely for your information and should not be reproduced or redistributed to any other person in any form.

Unauthorized disclosure, use, dissemination or copying (either whole or partial) of this information, is prohibited. The person accessing this information specifically agrees to exempt MOST or any of its affiliates or employees from, any and all responsibility/liability arising from such misuse and agrees not to hold MOST or any of its affiliates or employees responsible for any such misuse and further agrees to hold MOST or any of its affiliates or employees free and harmless from all losses, costs, damages, expenses that may be suffered by the person accessing this information due to any errors and delays.

The information contained herein is based on publicly available data or other sources believed to be reliable. While we would endeavour to update the information herein on reasonable basis, MOST and/or its affiliates are under no obligation to update the information. Also there may be regulatory, compliance, or other reasons that may prevent MOST and/or its affiliates from doing so. MOST or any of its affiliates or employees shall not be in any way responsible and liable for any loss or damage that may arise to any person from any inadvertent error in the information contained in this report. MOST or any of its affiliates or employees do not provide, at any time, any express or implied warranty of any kind, regarding any matter pertaining to this report, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. The recipients of this report should rely on their own investigations.

This report is intended for distribution to institutional investors. Recipients who are not institutional investors should seek advice of their independent financial advisor prior to taking any investment decision based on this report or for any necessary explanation of its contents.

MOST and/or its affiliates and/or employees may have interests/positions, financial or otherwise in the securities mentioned in this report. To enhance transparency, MOST has incorporated a Disclosure of Interest Statement in this document. This should, however, not be treated as endorsement of the views expressed in the report.

| Disclosure of Interest Statement | Eicher Motors |
|---|---------------|
| 1. Analyst ownership of the stock | No |
| 2. Group/Directors ownership of the stock | Yes |
| 3. Broking relationship with company covered | No |
| 4. Investment Banking relationship with company covered | No |

Analyst Certification

The views expressed in this research report accurately reflect the personal views of the analyst(s) about the subject securities or issues, and no part of the compensation of the research analyst(s) was, is, or will be directly or indirectly related to the specific recommendations and views expressed by research analyst(s) in this report. The research analysts, strategists, or research associates principally responsible for preparation of MOST research receive compensation based upon various factors, including quality of research, investor client feedback, stock picking, competitive factors and firm revenues.

Regional Disclosures (outside India)

This report is not directed or intended for distribution to or use by any person or entity resident in a state, country or any jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject MOST & its group companies to registration or licensing requirements within such jurisdictions.

For U.K.

This report is intended for distribution only to persons having professional experience in matters relating to investments as described in Article 19 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (referred to as "investment professionals"). This document must not be acted on or relied on by persons who are not investment professionals. Any investment or investment activity to which this document relates is only available to investment professionals and will be engaged in only with such persons.

For U.S.

Motilal Oswal Securities Limited (MOSL) is not a registered broker - dealer under the U.S. Securities Exchange Act of 1934, as amended (the "1934 act") and under applicable state laws in the United States. In addition MOSL is not a registered investment adviser under the U.S. Investment Advisers Act of 1940, as amended (the "Advisers Act" and together with the 1934 Act, the "Acts"), and under applicable state laws in the United States. Accordingly, in the absence of specific exemption under the Acts, any brokerage and investment services provided by MOSL, including the products and services described herein are not available to or intended for U.S. persons.

This report is intended for distribution only to "Major Institutional Investors" as defined by Rule 15a-6(b)(4) of the Exchange Act and interpretations thereof by SEC (henceforth referred to as "major institutional investors"). This document must not be acted on or relied on by persons who are not major institutional investors. Any investment or investment activity to which this document relates is only available to major institutional investors and will be engaged in only with major institutional investors. In reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended (the "Exchange Act") and interpretations thereof by the U.S. Securities and Exchange Commission ("SEC") in order to conduct business with Institutional Investors based in the U.S., MOSL has entered into a chaperoning agreement with a U.S. registered broker-dealer, Motilal Oswal Securities International Private Limited. ("MOSIPL"). Any business interaction pursuant to this report will have to be executed within the provisions of this chaperoning agreement.

The Research Analysts contributing to the report may not be registered /qualified as research analyst with FINRA. Such research analyst may not be associated persons of the U.S. registered broker-dealer, MOSIPL, and therefore, may not be subject to NASD rule 2711 and NYSE Rule 472 restrictions on communication with a subject company, public appearances and trading securities held by a research analyst account.

For Singapore

Motilal Oswal Capital Markets Singapore Pte Limited is acting as an exempt financial advisor under section 23(1)(f) of the Financial Advisers Act (FAA) read with regulation 17(1)(d) of the Financial Advisers Regulations and is a subsidiary of Motilal Oswal Securities Limited in India. This research is distributed in Singapore by Motilal Oswal Capital Markets Singapore Pte Limited and it is only directed in Singapore to accredited investors, as defined in the Financial Advisers Regulations and the Securities and Futures Act (Chapter 289), as amended from time to time.

In respect of any matter arising from or in connection with the research you could contact the following representatives of Motilal Oswal Capital Markets Singapore Pte Limited:

Nihar Oza

Email: niharoza.sg@motilaloswal.com

Contact: (+65) 68189232

Kadambari Balachandran

Email: kadambari.balachandran@motilaloswal.com

Contact: (+65) 68189233 / 65249115

Office address: 21 (Suite 31), 16 Collyer Quay, Singapore 049318



Motilal Oswal Securities Ltd

Motilal Oswal Tower, Level 9, Sayani Road, Prabhadevi, Mumbai 400 025

Phone: +91 22 3982 5500 E-mail: reports@motilaloswal.com