

HOLD TP: Rs 9,142 | △ 12%

BAJAJ AUTO

Automobiles

07 August 2025

Exports a respite on supply-chain impact in medium term

- Aggregate domestic market volumes fell by ~9% YoY (2-W fell 9% too), offset by robust export market growth of ~14% YoY in Q1FY26
- Better product mix guard gross margins despite raw materials cost inflation, EBITDA margin softened to 19.7% vs 20.2% YoY/QoQ
- We revise FY26E/FY27E EPS down by 2%/3%, introduce FY28 earnings, value BJAUT at 24x 1YF earnings, new TP at Rs 9,142; maintain HOLD

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Volume growth muted, realisation a respite on better product mix: BJAUT's revenue rose ~6%/4% YoY/QoQ to Rs125.8bn, helped by double-digit exports gains, better commercial vehicle sales, superior product mix and Chetak drive. Domestic market volumes fell by ~9% YoY (2-W fell 9% too), offset by robust export volume growth of ~14% YoY. Average realisation/vehicle was up ~5%/3% YoY/QoQ to ~Rs113k, as higher share of premium motorcycles sales helped.

EBITDA margin listless as other expenses spike: Raw material costs, as a percentage of sales, rose by 40 bps YoY to 70.4% (vs 69.9% QoQ), despite a 7% YoY cost inflation abated by better a product mix. EBITDA margins softened to 19.7% vs 20.2% YoY/QoQ, due to lower dollar realisation while other expenditure spiked 16% YoY to Rs8.5bn (6.8% of sales), driven by continued brand investments.

Improving exports provide helping hand: Export volumes surged ~14% YoY in Q1FY26, contributing ~43% of total volumes, driven by broad-based double-digit growth in Africa, LATAM, and Asia, with a revival of KTM exports post-restructuring.

Thrust on EVs and scooterisation helps: EVs contributed >20% to domestic revenue, with Chetak market share jumping by 1000bps, driven by 35 series platform, offering superior performance and unit economics. CVs achieved >100k sales with electric 3W leadership in the L5 category, ~3x YoY volume growth and a 36% market share, albeit on a lower base.

Cut our earnings estimates, maintain HOLD: We lower our FY26/FY27 EPS estimates by 2%/3% to factor in BJAUT's 2W EV focus that will dilute earnings, and slowing domestic market growth in the key motorcycle segment. Effectively, we reduce our volume estimates to factor in supply chain issues on rare-earth magnet shortage. We introduce FY28 earnings penciling EBITDA/PAT 3Y CAGR at 12%/11%. Factoring in the slow growth momentum in domestic markets, lower-thanestimated response to CNG segment and earnings dilution from EV segment, we continue to value the stock at 24x P/E 1YF and arrive at TP of Rs 9,142 (from Rs 9,253). We maintain HOLD.

Key changes

Target	Rating	
V	< ▶	

Ticker/Price	BJAUT IN/Rs 8,179
Market cap	US\$ 27.0bn
Free float	46%
3M ADV	US\$ 36.2mn
52wk high/low	Rs 12,774/Rs 7,089
Promoter/FPI/DII	54%/10%/13%

Source: NSE | Price as of 6 Aug 2025

Key financials

Y/E 31 Mar	FY25A	FY26E	FY27E
Total revenue (Rs mn)	5,00,103	5,41,078	6,04,920
EBITDA (Rs mn)	1,00,988	1,12,269	1,29,049
Adj. net profit (Rs mn)	83,627	92,991	1,06,064
Adj. EPS (Rs)	307.1	333.1	379.9
Consensus EPS (Rs)	307.1	337.5	381.0
Adj. ROAE (%)	26.0	25.6	26.5
Adj. P/E (x)	26.6	24.6	21.5
EV/EBITDA (x)	23.1	21.0	18.5
Adj. EPS growth (%)	11.8	11.2	14.1

Source: Company, Bloomberg, BOBCAPS Research | P - Provisional

Stock performance



Source: NSE





Parameter	Q1FY26	Q4FY25	Our view
Volumes	125cc+ segment outperformed 100cc, growing faster, though high inflation and early monsoons dampened demand, especially in urban areas. Bajaj's 125cc+ market share improved sequentially by ~3% to 15%	Domestic motorcycle industry declined ~2% YoY in Q4; FY25 grew 6% YoY, led by 125cc+ (+12% YoY) vs. flat 100cc. Bajaj's 125cc+ market share (Vahan) fell to 24% in FY25 from 26% in FY24, 21% in FY23.	Thus far, industry growth in motorcycles is missed by BJAUT. The heavy focus on the scooter segment continues through the EV portfolio.
	(Vahan), driven by pricing interventions and new Pulsar variants launched in Q4FY25. Total volumes flat YoY at ~1.11mn units. Launched 6 new Pulsar variants targ sporty/commuter sub-segments help marginal MS gain (March to April). Ir growth projected at 5-6% for FY26, v 125cc+ segment leading the market.		
Exports	Export volumes grew 16% YoY to ~476k units (2W: ~420k, +14%; CV: ~56k, +32%).	Export volumes went up 20% YoY to 4.90 lac units (2W: 4.42 lac, +20%; CV: 47k, +14%).	Exports revival encouraging, will contribute well to the volume growth
	Premium bikes (Pulsar/Dominar) grew 21% YoY, with a 65% mix in LATAM. Top 30 markets (70% of emerging markets) grew 17%; Bajaj outpaced the industry growing at 27%. Bajaj Brazil sold 7k units; plant capacity expansion to 50k units p.a. on track for Q4FY26. KTM exports resumed post-restructuring, contributing ~5-6% of exports. Export realisations were: ~USD500mn.	Premium bikes Pulsar/Dominar recorded highest ever export volume (65% mix in LatAm). Top 30 markets (70% of emerging markets) grew 26%; Bajaj grew 31%, beating industry growth. LatAm grew 18% YoY, Brazil recorded 7k units' sale; plant capacity is expected to reach 50k units by Dec 2025. Overall exports are expected to ramp up 15-20% in FY26. Export revenue: €470mn. KTM exports (previously 5-6% of total) dropped to ~0% due to suspension; operations	and offset the fall in domestic volumes Faster revival of KTM overseas subsidiary will help exports further. Adverse currency movement though was a dampener.
		are expected to resume by Q2FY26.	
Three- wheelers (3W)	BJAUT maintained 75% of the ICE market share and achieved 35% in e-auto (leadership position). Introduced 7012 variant (wide-bodied e-3W) for semi-urban/rural markets, boosting ASPs and profitability.	BJAUT reported 75% ICE volume market share; e-auto segment grew 60% in FY25, market share has doubled to 33% from 17% in FY24 (No. 1 in April/May). Go-Go brand launched for e-autos, to create a distinct lineup	In addition to the market share increase, the Productivity-Linked Incentive (PLI) certification to 5 CV products will boost volumes and encourage cost effectiveness.
	Retail sales above ~100k units (for nearly 2 years), with e3W at >20% of CV revenue.	from RE/Maxima. E-rickshaw launch planned by July 2025, targeting 40k units/month volume (90% segment is lead-acid, Bajaj to	However, fierce competitive pressure will also keep realisations under check.
	E-rickshaw launch planned for August 2025, targeting 40k units/month	offer lithium-ion). CV volumes: 1.5M units (+5% YoY), e3W volumes up 20% of CV revenue. CV revenue was Rs100bn in FY25, driven by ICE and e3W scale-up. e3W growth is fuelled by last-mile mobility demand and second-time buyers upgrading from e-ricks.	
Electric and CNG vehicles (EV)	Chetak volumes doubled YoY, with market share rising to 21% versus 12% in Q1FY25, contributing ~50% of industry incremental	Chetak MS rose to 25% in Q4FY25 (from 13% in Q4FY24), driven by 35-series (60% of Q4 sales).	CNG product response is below the initially anticipated stronger response. BJAUT is candid on supply chain
	volumes. Chetak 35-series is currently 85% of portfolio while transition to new platform is almost at completion, with some models EBITDA-positive. EV portfolio (2W+3W) at >20% of domestic revenue.	Freedom (CNG) retailed 60k units, offering ~40-50% fuel savings with 10-11% penetration in CNG-dense areas (Kerala, Delhi); adoption limited due to low pump density in rural areas and underfilling issues. Production capacity has been increased to ~20k units/month to meet potential demand. Freedom revenue	disruption in the EV segment and can hit volume in the medium term.



Parameter	Q1FY26	Q4FY25	Our view
	Rare earth magnet shortages caused 40% shortfall in e2-W and 25% in e3-W in June: full restoration expected by Q2FY26 end.	crossed Rs5bn within 5 months of its launch. EV portfolio (2W+3W) revenue was Rs55bn (~20% of domestic revenue) in FY25. Chetak profitability is approaching EBITDA breakeven supported by the launch of 35 series and the product line being PLI certified. Management expects to attain breakeven subject to prices sustaining at the current level.	
Currency	USD/INR realisation averaged Rs85.6 (vs Rs86.5 in Q4FY25), with rupee appreciation in April-May (Rs85.5-85.2) impacting margins by ~50 bps. It recovered in June 2025 to Rs86. Currency expected to be a tailwind in Q2FY26.	USD/INR realisation at Rs86.5 (vs Rs84.3 in Q3FY25, Rs83 in Q4FY24). Rupee appreciation at quarter-end impacted receivables restatement. Softening of USD/INR in Q1FY26 is expected to pressure margins (~Rs500mn quarterly dollar-linked sales).	Though unfavourable currency impacted the dollar realisation currency, tailwinds expected in the medium term as indicated by currency movement towards the end of Q1FY26.
Commodities	Commodity cost inflation was ~70 bps, driven by aluminum, steel, and ABS. However, alleviated by cost savings and better steel settlement rates. OBD 2B norms added to the cost hike. Q2FY26 may see pressure from aluminum, platinum, copper, and rubber, but pricing actions and cost reductions efforts are expected to offset inflation.	Palladium, rhodium and platinum prices inched up while steel and aluminium softened. Net material cost inflation was flattish in Q4FY25 as nickel, lead and rubber offset the inflation. Material cost inflation and the rollout of OBD 2B norms are expected to drive up cost by ~1%. Precious metal declines may partially offset Q1FY26 inflation, but net commodity pressure likely.	Commodity costs inched up since 3QFY25. BJAUT had anticipated towards FY25-end, but only able to partially pass through. Additionally, mandatory price hikes only add to the concerns.
Cash position	Cash surplus at ~Rs170bn after Rs12bn free cash flow generation. Capex of Rs1bn incurred in Q1FY26; expected to rise to Rs6-7bn in FY26 (split evenly for EV and ICE). Invested Rs3bn in BACL and Rs15.3bn in Bajaj Auto International Holdings BV for KTM Austria.	BJAUT ended the year with a cash surplus balance of Rs170bn. Free cashflow was Rs65bn in FY25. During the year, capex incurred Rs7bn (60% for EV) while Rs21bn was invested in BACL.	The company's healthy balance sheet can facilitate further investments with ease, especially in the capex-intensive EV space.
Key product segments	BACL: AUM Rs120bn, PAT ~Rs1bn, 40% penetration in 2W, 50% in 3W.	BACL: Rs95bn AUM, PAT Rs0.6bn in FY25, 40% penetration in 2W, 50% in 3W.	Faster revival of the global KTM subsidiary business will be handy for
	Pro-Biking (KTM/Triumph): ~26k units sold domestically (+20% YoY), with Triumph in 80 cities. Launched KTM Enduro 390 R and Triumph Scrambler 400X.	Pro-Biking (KTM/Triumph): collectively sold ~1 lac units (+12% YoY); Triumph doubled to 11k units, KTM growth was driven by Duke 200/250 and Adventure 390.	exports. Festive season and better monsoon fuel expectations.
	Spares revenue: Rs16bn (+19% YoY. New	Spares revenue was Rs15.7bn.	
	125cc bike under development (likely non- Pulsar brand).	A new 125cc bike is under development, branding TBD. Pulsar domestic revenue was Rs100bn while global revenue was Rs150bn.	

Source: Company, BOBCAPS Research



Fig 2 – Quarterly performance (Standalone)

(Rs mn)	Q1FY26	Q1FY25	YoY (%)	Q4FY25	QoQ (%)	Q1FY26E
Volume	11,11,237	11,02,056	0.8	11,02,934	0.8	11,11,237
Avg. Realisation per Vehicle	1,13,247	1,08,234	4.6	1,10,142	2.8	1,07,939
Net Revenues	1,25,845	1,19,280	5.5	1,21,480	3.6	1,19,946
Total Income (A)	1,25,845	1,19,280	5.5	1,21,480	3.6	1,19,946
Operating Expenses						
Raw materials consumed	88,596	83,527	6.1	84,882	4.4	85,342
Employee Expenses	4,138	4,350	(4.9)	3,645	13.5	3,898
Other Expenses	8,293	7,251	14.4	8,446	(1.8)	8,215
Total Expenditure (B)	1,01,027	95,128	6.2	96,974	4.2	97,456
EBITDA (A-B)	24,818	24,153	2.8	24,506	1.3	22,490
Other Income	4,308	3,209	34.2	3,808	13.1	3,559
Depreciation	1,109	937	18.3	1,111	(0.2)	1,211
EBIT	28,017	26,425	6.0	27,202	3.0	24,838
Finance Costs	141	207	(31.6)	168	(15.9)	166
PBT after excep items	27,875	26,218	6.3	27,034	3.1	24,672
Tax expense	6,915	6,335	9.2	6,541	5.7	5,921
Reported PAT	20,960	19,883	5.4	20,493	2.3	18,751
Adjusted PAT	20,960	19,883	5.4	20,493	2.3	18,751
EPS (Rs)	72.4	68.7	5.4	70.8	2.3	64.8
Key Ratios (%)			(bps)		(bps)	
Gross Margin	29.6	30.0	(37.6)	30.1	(52.8)	28.8
EBITDA Margin	19.7	20.2	(52.8)	20.2	(45.2)	18.8
EBIT Margin	22.3	22.2	10.9	22.4	(13.0)	20.7
PBT Margin	22.2	22.0	17.0	22.3	(10.3)	20.6
Tax Rate	24.8	24.2	64.6	24.2	61.3	24.0
Adj PAT Margin	16.7	16.7	(1.4)	16.9	(21.4)	15.6

Source: Company, BOBCAPS Research



Valuation Methodology

EV focus will dilute earnings and slowing domestic market growth in the key motorcycle segment, effectively, we reduce our volume estimates to factor in the supply chain issues on account of rare-earth magnet shortage. We introduce FY28 earnings penciling EBITDA/PAT 3-year CAGR at 12%/11%.

Factoring in the slow growth momentum in domestic markets, lower-than-estimated response to the CNG segment and earnings dilution from the EV segment, we continue to value the stock at 24x P/E 1YF and arrive at TP of Rs 9,142 (from Rs 9,253). We maintain HOLD.

Intense competition leading to margin pressures from the EV space, will be a key concern. Additionally, increasing presence in the high-end ICE motorcycle business getting tepid response does not augur well. Support will be extended from a strong presence in 3W space, both in the ICE and EV segments and strong export momentum. These will be the key monitorables for the stock.

Fig 3 - Revised estimates

(Rs mn)		New			Old		(Change (%)	
	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E	FY26E	FY27E	FY28E
Revenue	5,41,078	6,04,920	6,64,693	5,57,247	6,22,684		(2.9)	(2.9)	
EBITDA	1,12,269	1,29,049	1,41,537	1,14,991	1,33,623		(2.4)	(3.4)	
Adj PAT	92,991	1,06,064	1,16,034	94,722	1,08,769		(1.8)	(2.5)	
Adj EPS (Rs)	333.1	379.9	415.6	339.3	389.6		(1.8)	(2.5)	

Source: BOBCAPS Research

Fig 4 - Key assumptions

	FY25	FY26E	FY27E	FY28E
2W volume (nos)	39,82,329	40,22,152	43,03,703	45,61,925
3W volume (nos)	6,68,657	8,02,388	8,82,627	9,70,890
ASP (Rs) (average)	1,07,838	1,12,151	1,16,637	1,20,136
Revenues (Rs mn)	5,00,103	5,41,078	6,04,920	6,64,693
EBITDA (Rs mn)	1,00,988	1,12,269	1,29,049	1,41,537
EBITDA margin (%)	20.2	20.7	21.3	21.3
Adj. PAT (Rs mn)	83,626	92,991	1,06,065	1,16,034
EPS (Rs)	307.1	333.1	379.9	415.6

Source: Company, BOBCAPS Research



Fig 5 – P/E band: Stock has moderated off late but still leaves limited investment opportunity...

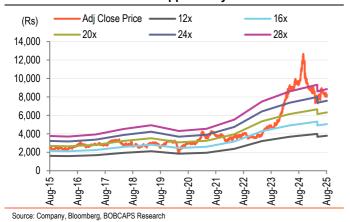
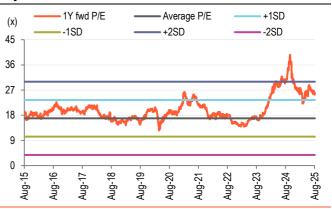


Fig 6 – \dots and trades at above +1SD which we feel is unjustified



Source: Company, Bloomberg, BOBCAPS Research

Key upside/downside risks

- Higher commodity price, inflating in excess of our assumptions.
- Market share gains, especially in the high-end motorcycle segment.
- Better-than-expected relief (cost and price) in the EV segment.



Financials

Y/E 31 Mar (Rs mn)	FY24A	FY25A	FY26E	FY27E	FY28E
Total revenue	4,46,852	5,00,103	5,41,078	6,04,920	6,64,693
EBITDA	88,229	1,00,988	1,12,269	1,29,049	1,41,537
Depreciation	3,498	4,001	3,907	4,312	4,612
EBIT	98,755	1,11,196	1,22,935	1,40,106	1,53,208
Net interest inc./(exp.)	(535)	(677)	(573)	(599)	(626
Other inc./(exp.)	14,025	14,209	14,573	15,370	16,283
Exceptional items	0	2,113	0	0	(
EBT	98,220	1,12,631	1,22,362	1,39,508	1,52,582
Income taxes	23,432	26,892	29.371	33,443	36,548
Extraordinary items	0	0	0	0	(
Min. int./Inc. from assoc.	0	0	0	0	(
Reported net profit	74.788	85,739	92,991	1,06,064	1,16,034
Adjustments	0	(2,113)	0	0	.,,
Adjusted net profit	74,788	83,627	92,991	1,06,064	1,16,034
Balance Sheet					
Y/E 31 Mar (Rs mn)	FY24A	FY25A	FY26E	FY27E	FY28E
Accounts payables	56,102	49,710	57,462	61,642	68,304
Other current liabilities	21,241	30,088	33,861	37,426	41,470
Provisions	1,891	2,515	2,257	2,532	2,805
Debt funds	9,599	9,276	1,404	1,544	1.699
Other liabilities	0,000	0,270	0	0	1,000
Equity capital	2,792	2,792	2,792	2,792	2,792
Reserves & surplus	2,45,813	3,18,684	3,60,167	3,97,586	4,36,137
Shareholders' fund	2,48,605	3,21,475	3,62,959	4,00,378	4,38,928
Total liab. and equities	3,37,437	4,13,065	4,57,943	5,03,522	5,53,207
Cash and cash eq.	5,366	11,179	3,306	5,671	2,876
Accounts receivables	21,224	22,826	29,001	34,537	38,262
Inventories	16,956	19,579	21,751	25,118	27,827
Other current assets	20,586	47,106	31,551	33,837	37,212
Investments	2,44,925	2,85,702	3,27,906	3,55,204	3,93,446
Net fixed assets	31,987	47,986	53,079	57,766	62,154
CWIP	274	(12,196)	427	427	427
	0	(12,190)	0	0	427
Intangible assets			(9,428)		
Deferred tax assets, net	(5,069)	(9,118)		(9,738)	(10,048)
Other assets Total assets	1,188 3,37,437	4,13,065	350 4,57,943	700 5,03,522	1,050 5,53,20 7
Total assets	3,37,437	4,13,003	4,37,343	3,03,322	3,33,207
Cash Flows	T) (0.4.4	=>/a= 4	=1/00E	=1/4==	E1/00E
Y/E 31 Mar (Rs mn)	FY24A	FY25A	FY26E	FY27E	FY28E
Cash flow from operations	81,888	46,264	99,878	90,888	1,04,557
Capital expenditures	(7,780)	(7,530)	(21,623)	(9,000)	(9,000)
Change in investments	(15,692)	(40,777)	(42,204)	(27,297)	(38,242)
Other investing cash flows	14,025	14,209	14,573	15,370	16,283
Cash flow from investing	(9,447)	(34,098)	(49,254)	(20,927)	(30,959
Equities issued/Others	825	(863)	0	0	(
Debt raised/repaid	8,357	(323)	(7,872)	140	154
Interest expenses	(535)	(677)	(573)	(599)	(626
Dividends paid	(39,602)	(58,710)	(65,755)	(73,646)	(82,483)
Other financing cash flows	1,618	4,048	310	310	310
Cash flow from financing	(29,337)	(56,524)	(73,891)	(73,794)	(82,645
Chg in cash & cash eq.	43,104	(44,358)	(23,266)	(3,833)	(9,046)
Closing cash & cash eq.	5,366	11,179	3,306	5,671	2,876

Per Share					
Y/E 31 Mar (Rs)	FY24A	FY25A	FY26E	FY27E	FY28E
Reported EPS	267.9	299.5	333.1	379.9	415.6
Adjusted EPS	267.9	307.1	333.1	379.9	415.6
Dividend per share	141.9	210.3	235.5	263.8	295.4
Book value per share	890.5	1,151.5	1,300.1	1,434.1	1,572.2
Valuations Ratios					
Y/E 31 Mar (x)	FY24A	FY25A	FY26E	FY27E	FY28E
EV/Sales	5.3	4.7	4.4	4.0	3.6
EV/EBITDA	26.7	23.1	21.0	18.5	16.8
Adjusted P/E	30.5	26.6	24.6	21.5	19.7
P/BV	9.2	7.1	6.3	5.7	5.2
DuPont Analysis					
Y/E 31 Mar (%)	FY24A	FY25A	FY26E	FY27E	FY28E
Tax burden (Net profit/PBT)	76.1	74.2	76.0	76.0	76.0
Interest burden (PBT/EBIT)	99.5	101.3	99.5	99.6	99.
EBIT margin (EBIT/Revenue)	22.1	22.2	22.7	23.2	23.
Asset turnover (Rev./Avg TA)	174.0	169.8	155.7	157.9	157.
Leverage (Avg TA/Avg Equity)	1.0	1.0	1.0	1.0	1.0
Adjusted ROAE	29.7	29.3	27.2	27.8	27.
Ratio Analysis					
Y/E 31 Mar	FY24A	FY25A	FY26E	FY27E	FY28E
YoY growth (%)					
Revenue	22.7	11.9	8.2	11.8	9.9
EBITDA	34.7	14.5	11.2	14.9	9.7
Adjusted EPS	35.4	11.8	11.2	14.1	9.4
Profitability & Return ratios (%)					
EBITDA margin	19.7	20.2	20.7	21.3	21.3
EBIT margin	22.1	22.2	22.7	23.2	23.0
Adjusted profit margin	16.7	16.7	17.2	17.5	17.
Adjusted ROAE	30.1	26.0	25.6	26.5	26.4
ROCE	29.3	28.7	26.9	27.8	27.
Working capital days (days)					
Receivables	16	16	17	19	20
Inventory	13	13	14	14	1:
Payables	56	55	51	51	5
Ratios (x)					
Ratios (x) Gross asset turnover	0.1	0.2	0.2	0.2	0.2

Adjusted debt/equity 0.0 0.0

Source: Company, BOBCAPS Research | Note: TA = Total Assets

0.8

(184.6)

1.2

(164.2)

0.9

0.0

(214.5)

1.0

0.0

(234.0)

0.9

0.0

(244.8)

Current ratio

Net interest coverage ratio



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Name of the Research Entity: BOB Capital Markets Limited

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SEBI Research Analyst Registration No: INH000000040 valid till 03 February 2025

Brand Name: BOBCAPS

Trade Name: www.barodaetrade.com CIN: U65999MH1996GOI098009





Investments in securities market are subject to market risks. Read all the related documents carefully before investing.

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Recommendation scale: Recommendations and Absolute returns (%) over 12 months

BUY - Expected return >+15%

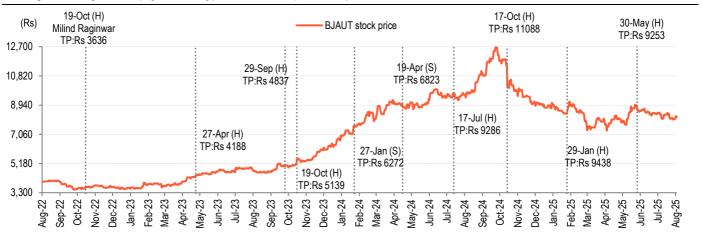
HOLD - Expected return from -6% to +15%

SELL - Expected return <-6%

Note: Recommendation structure changed with effect from 21 June 2021

Our recommendation scale does not factor in short-term stock price volatility related to market fluctuations. Thus, our recommendations may not always be strictly in line with the recommendation scale as shown above.

Ratings and Target Price (3-year history): BAJAJ AUTO (BJAUT IN)



B - Buy, H - Hold, S - Sell, A - Add, R - Reduce

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