



Automobiles

Healthy revival but priced in; downgrade to SELL

- Q3 revenue grew 30% YoY backed by healthy domestic 2W volume growth and revival in exports
- Gross margin stayed flat at 29% despite softer input cost; operating leverage added 100bps YoY to EBITDA margin
- Our TP rises to Rs 6,272 (vs. Rs 5,139) on a higher target P/E of 18x (vs. 17x) and rollover; cut from HOLD to SELL post rally

Revenue gains YoY backed by motorcycle volumes: BJAUT's Q3FY24 revenue jumped 30% YoY (+12% QoQ) to Rs 121.1bn aided by healthy volume growth of 22% (+14%) to 1.2mn units. Growth was driven by BJAUT's focus on the 125cc+ segment which outpaced the industry average. Average realisation per vehicle grew only 7% YoY (-1% QoQ) to Rs 101.2k, pointing to competitive pressure.

Gross Margin flat, operating efficiencies aide EBIDTAM: Raw material cost as a percentage of sales was stable at 71% following a softening of key input costs. Even so, gross margin was flat YoY and QoQ at 29%, whereas better operating leverage and cost management aided EBITDA margin expansion of 102bps YoY (+27bps QoQ) to 20.1%. Other expenditure fell 7% YoY (flat QoQ) to Rs 5.8k per vehicle. EBITDA for the quarter increased 37% (+14% QoQ) to Rs 24bn.

Triumph gains strong traction, other segments also fare well: *Triumph* sold 15k units in Q3FY24 (8k in Q2) and *Pulsar* sold 400k units with a market share of 40% in the 150-200cc segment (32% in FY23). *Chetak* had monthly sales of >10k units in Q3 and management is aiming for >15k units in Q4FY24. Additionally, 3W sales surpassed 40k units for the month of December vs. 30k units in Q3FY23.

Exports improve sequentially: Export volumes fell 4% YoY but inched up 2% QoQ to stand at 70% of the peak levels achieved in FY22, as Red Sea disruptions affected shipments in December. BJAUT has set up a new motorcycle plant in Manaus, Brazil, which is expected to commence production by Q1FY25

Positives priced in; cut to SELL: We adjust our FY24/FY25 EPS estimates by +4%/-1% and introduce FY26 forecasts, now pencilling in an EBITDA/PAT CAGR of 21%/19% over FY23-FY26 based on BJAUT's healthy product pipeline, EV launches and gradual export revival. On rolling valuations over FY26E and valuing the stock at 18x P/E vs. 17x earlier (a 15% premium over the 10Y average), we arrive at a higher TP of Rs 6,272 (vs. Rs 5,139). However, the stock has rallied recently and current valuations of 22x P/E FY26E appear rich, prompting our downgrade from HOLD to SELL.

27 January 2024

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Key changes

	Target	Rating	
	A	•	
Ticker/Pr	ice	BJAUT IN/Rs 7,598	
Market ca	ар	US\$ 26.8bn	
Free floa	t	46%	
3M ADV		US\$ 41.6mn	
52wk hig	h/low	Rs 7,625/Rs 3,626	
Promote	/FPI/DII	54%/10%/13%	

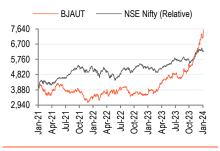
Source: NSE | Price as of 25 Jan 2024

Key financials

Y/E 31 Mar	FY23A	FY24E	FY25E
Total revenue (Rs mn)	3,64,276	4,45,551	5,05,765
EBITDA (Rs mn)	65,491	86,820	98,229
Adj. net profit (Rs mn)	56,276	73,145	82,854
Adj. EPS (Rs)	197.9	258.5	292.8
Consensus EPS (Rs)	197.9	259.0	297.0
Adj. ROAE (%)	21.6	24.9	24.6
Adj. P/E (x)	38.4	29.4	25.9
EV/EBITDA (x)	33.9	25.2	22.2
Adj. EPS growth (%)	21.7	30.6	13.3
Courses Company, Bloomhore, BOI			

Source: Company, Bloomberg, BOBCAPS Research

Stock performance



Source: NSE





Fig 1 – Earnings call highlights

Parameter	Q3FY24	Q2FY24	Our view
Volumes	Domestic motorcycle industry (retail) volumes grew ~11% YoY in Q3FY24 and management expects the industry to grow 8-10% in the coming months.	Domestic motorcycle industry volumes grew 10% QoQ (retail) in Q2. Management expects 5-8% growth in industry retail volumes for FY24 (and ~20% QoQ growth pre-festive season).	BJAUT is likely to further consolidate its position with above-industry growth.
Exports	Exports in Q3FY24 fell 4% YoY (grew 2% QoQ) and stood at 70% of peak levels achieved in FY22. African and South Asian markets are at 50% of peak levels whereas the LATAM, Philippines and Middle East markets are performing 103-107% above FY22 peaks.	BJAUT's Q2FY24 export volumes accounted for ~66% of its peak exports clocked in FY22, with both retail sales and shipments growing 8-10% QoQ driven by double-digit growth in African markets (incl. Nigeria). Asia, MENA and LATAM markets grew in single digits.	The revival in export demand across regions catered to by BJAUT would further boost sales both in the 2W and CV segments.
	Management expects exports markets to recover steadily.	Management expects steady export recovery back to peak levels.	
Three- wheelers (3W)	The monthly sales run-rate for 3Ws in December surpassed 40k units (against 30k units for the whole of Q3FY23). BJAUT's market share in Q3FY24 was ~80% in the passenger segment and ~85% in CNG 3Ws (which accounts for ~60% of the industry).	With 50k units sold in September alone, BJAUT's 3W volumes touched a new high of 130k units in Q2, growing 81% YoY and 34% QoQ. The company's market share held at 80% in September.	3W volumes are likely to gain further traction as EV infrastructure falls into place and CNG vehicles transition to the EV space where BJAUT leads the market.
Electric vehicles (EV)	Electric 3W (E3W) sold during Dec'23 were at ~1.8k units across 23 cities. Management intends to expand its EV presence to ~50 cities by Q4FY24.	In Q2, the company launched E3Ws in Agra and captured 70% market share. Management is looking to enter markets where traditional	Though EVs are a focus area for BJAUT, competition is intense and can dilute its
	Chetak volumes have breached the monthly 10k- unit mark in Q3FY24 and management has a target of crossing ~15k units by Q4FY24.	autorickshaws are not permitted, as EV autos do not need government permits. Management aims to expand sales of e-scooter	overall margin profile.
	Market share for Chetak EV has increased from 4% in FY23 to 14% in December.	<i>Chetak</i> to ~10k units per month. BJAUT held 11% market share in the 2W EV segment in September.	
Price hikes	No price hikes were taken during Q3FY24.	BJAUT did not undertake significant price hikes during the quarter.	Competitive intensity catching up in every segment is likely to keep margins rangebound.
Currency	USDINR realisations were at Rs 83.2.	USDINR realisations were at Rs 82.6.	-
Commodities	Commodity cost softened during Q3FY24, particularly on the noble metals side, except steel and lead where slight inflation was observed in the beginning of Q3FY24. Management expects a slight increase in commodity cost in Q4FY24.	Commodity costs have softened, particularly on the metals side, aiding margins. Management expects commodity prices to remain flattish in Q3.	Easing commodity costs will provide some respite on margins.
Cash position	Cash position as on Q3FY24 was ~Rs 185bn and management expects to close FY24 with a surplus of ~Rs 200bn after adjusting for the Rs 40bn buyback announced in Q4FY24.	Surplus cash totalled Rs 175bn with net free cash flow addition of Rs 36bn in Q2.	The company's healthy balance sheet can facilitate further capex with ease, especially in the capex- intensive EV space.



Parameter	Q3FY24	Q2FY24	Our view	
Key product segments	The 125cc segment accounted for ~70% of sales volume in Q3.	The 125cc segment accounted for ~65% of sales volume in Q2 vs. 70% in Q1.	A focus on high-end motorcycles and new	
	Management intends to enter the 100cc segment and convert customers to 125cc where it enjoys segment leadership.	Management expects its 2Ws to continue outperforming the industry based on product differentiation and positioning.	launches will help BJAUT boost sales, new launches may keep margins listless.	
	<i>Triumph</i> does not have any pending order book now and is available off the shelf.	<i>Triumph</i> 's pending order book as on Q2 is ~10k units.		
	Spares revenue stood at ~Rs 13bn.	Spares revenue stood at Rs 12bn-12.5bn.		

Source: Company, BOBCAPS Research

Fig 2 – Quarterly performance (Standalone)

(Rs mn)	Q3FY24	Q3FY23	YoY (%)	Q2FY24	QoQ (%)	9MFY24	9MFY23	YoY (%)
Volume	1,196,974	983,276	21.7	1,050,975	13.9	3,275,040	3,067,934	6.8
Avg. Realisation per Vehicle	101,201	94,736	6.8	102,545	(1.3)	101,374	89,711	13.0
Net Revenues	121,135	93,151	30.0	107,773	12.4	332,006	275,228	20.6
Total Income (A)	121,135	93,151	30.0	107,773	12.4	332,006	275,228	20.6
Operating Expenses:								
Raw materials consumed	86,096	65,775	30.9	76,511	12.5	236,733	198,414	19.3
Employee Expenses	3,846	3,511	9.5	3,816	0.8	11,503	10,905	5.5
Other Expenses	6,895	6,125	12.6	6,118	12.7	18,603	17,703	5.1
Total Expenditure (B)	96,836	75,412	28.4	86,444	12.0	266,839	227,022	17.5
EBITDA (A-B)	24,299	17,740	37.0	21,329	13.9	65,167	48,206	35.2
Other Income	3,461	2,691	28.6	3,614	(4.2)	10,538	9,223	14.3
Depreciation	881	740	19.2	876	0.6	2,593	2,088	24.2
EBIT	26,879	19,691	36.5	24,066	11.7	73,112	55,341	32.1
Finance Costs	121	85	42.7	65	85.3	307	237	29.4
PBT after exceptional items	26,758	19,606	36.5	24,000	11.5	72,804	55,104	32.1
Tax expense	6,339	4,721	34.3	5,639	12.4	17,377	13,272	30.9
Reported PAT	20,419	14,886	37.2	18,361	11.2	55,428	41,832	32.5
Adjusted PAT	20,419	14,886	37.2	18,361	11.2	55,428	43,813	26.5
EPS (Rs)	72.2	52.6	37.2	64.9	11.2	194.6	152.6	27.5
Key Ratios (%)			(bps)		(bps)			(bps)
Gross Margin	28.9	29.4	(46)	29.0	(8)	28.7	27.9	79
EBITDA Margin	20.1	19.0	102	19.8	27	19.6	17.5	211
EBIT Margin	22.2	21.1	105	22.3	(14)	22.0	20.1	191
PBT Margin	22.1	21.0	104	22.3	(18)	21.9	20.0	191
Tax Rate	23.7	24.1	(39)	23.5	19	23.9	24.1	(22)
Adj PAT Margin	16.9	16.0	88	17.0	(18)	16.7	15.9	78

Source: Company, BOBCAPS Research



Valuation methodology

We adjust our FY24/FY25 EPS estimates by +4%/-1% following the Q3FY24 results and introduce FY26 forecasts for BJAUT, now pencilling in an EBITDA/PAT CAGR of 21%/19% over FY23-FY26. Our growth projections are based on the company's healthy product pipeline both in the entry-level and premium segments, EV launches which mark its re-entry into scooters, and gradual export revival, especially in the 3W cargo space. Our gross/EBITDA margin forecasts remain at ~29%/20% over FY24-FY26.

On rolling valuations over to FY26E and valuing the stock at 18x P/E vs. 17x earlier (a 15% premium over the 10Y average), we arrive at a higher TP of Rs 6,272 (vs. Rs 5,139). However, we downgrade the stock from HOLD to SELL as current valuations of 22x P/E FY26E appear rich following the recent run-up. In our view, rising cost and margin pressures arising from the EV space, intense competitive headwinds in the motorcycle business, and sustainability of export revival are key monitorables for the stock.

Fig 3 – Revised estimates

(Rs mn)		New			Old			Change (%)	
	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	445,551	505,765	582,961	437,376	510,630	NA	1.9	(1.0)	NA
EBITDA	86,820	98,229	1,16,315	81,685	97,483	NA	6.3	0.8	NA
Adj PAT	73,145	82,854	96,245	70,434	83,798	NA	3.8	(1.1)	NA
Adj EPS (Rs)	259	293	340	248	295	NA	4.4	(0.6)	NA

Source: BOBCAPS Research

Fig 4 – Key assumptions

Parameter	FY23	FY24E	FY25E	FY26E
2W volume (nos)	34,40,704	37,50,367	40,87,900	44,96,690
3W volume (nos)	4,85,018	6,54,774	7,20,252	8,06,682
ASP (Rs)	92,792	1,01,143	1,05,189	1,09,923
Revenues (Rs mn)	3,64,276	4,45,551	5,05,765	5,82,961
EBITDA (Rs mn)	65,491	86,820	98,229	1,16,315
EBITDA margin (%)	18.0	19.5	19.4	20.0
Adj. PAT (Rs mn)	56,276.0	73,145.2	82,854.1	96,244.6
EPS (Rs)	197.9	258.5	292.8	340.1

Source: Company, BOBCAPS Research

Fig 5 – Peer comparison

Company Ticker		Deting	Poting Target Price (Po)		EPS (Rs)		
Company	TICKEF	Rating	Target Price (Rs)	FY24E	FY25E	FY24E	FY25E
Bajaj Auto	BJAUT IN	SELL	6,272	258.5	292.8	26.7	26.3
TVS Motor	TVSL IN	HOLD	1,531	40.8	56.7	28.1	30.0
Eicher Motors	EIM IN	HOLD	3,601	119.9	138.1	23.0	22.1

Source: BOBCAPS Research



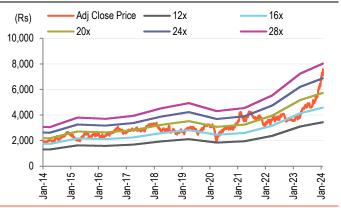
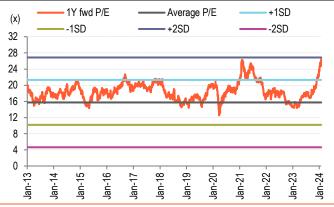


Fig 6 – P/E band: Stock has run-up off late...

Fig 7 – ...and trades at +2SD which we feel is unjustified



Source: Company, Bloomberg, BOBCAPS Research

Key risks

Key upside risks to our estimates are:

- market share gains, especially in the high-end motorcycle segment,
- faster-than-expected domestic demand recovery in the lower-end segment, and
- higher commodity price relief than assumed.

Sector recommendation snapshot

Company	Ticker	Market Cap (US\$ bn)	Price (Rs)	Target (Rs)	Rating
Ashok Leyland	AL IN	6.1	170	210	BUY
Bajaj Auto	BJAUT IN	26.8	7,598	6,272	SELL
Eicher Motors	EIM IN	12.0	3,616	3,601	HOLD
Escorts	ESCORTS IN	4.7	2,945	2,343	SELL

Source: BOBCAPS Research, NSE | Price as of 25 Jan 2024

Source: Company, Bloomberg, BOBCAPS Research



Financials

Y/E 31 Mar (Rs mn)	FY22A	FY23A	FY24E	FY25E	FY26E
Total revenue	3,31,447	3,64,276	4,45,551	5,05,765	5,82,961
EBITDA	52,586	65,491	86,820	98,229	1,16,315
Depreciation	2,692	2,824	3,152	3,552	4,152
EBIT	61,987	74,481	97,402	1,09,872	1,29,205
Net interest inc./(exp.)	(87)	(395)	(435)	(446)	(466
Other inc./(exp.)	12,092	11,814	13,734	15,196	17,043
Exceptional items	3,153	0	0	0	,
EBT	65,053	74,086	96,967	1,09,426	1,28,739
Income taxes	14,865	17,810	23,822	26,572	32,495
Extraordinary items	0	0	0	0	(
Min. int./Inc. from assoc.	0	0	0	0	(
Reported net profit	50,189	56,276	73.145	82,854	96,245
Adjustments	(3,153)	0	0	0	(
Adjusted net profit	47,036	56,276	73,145	82,854	96,245
	41,000	00,210	10,140	02,004	00,240
Balance Sheet					
Y/E 31 Mar (Rs mn)	FY22A	FY23A	FY24E	FY25E	FY26E
Accounts payables	36,332	40,739	43,548	51,087	59,415
Other current liabilities	9,385	9,916	7,918	9,289	10,079
Provisions	1,551	1,668	1,979	2,322	2,387
Debt funds	1,231	1,242	1,367	1,503	1,654
Other liabilities	3	0	0	0	(
Equity capital	2,894	2,830	2,830	2,830	2,830
Reserves & surplus	2,63,790	2,51,429	2,91,335	3,33,804	3,84,218
Shareholders' fund	2,66,684	2,54,258	2,94,165	3,36,634	3,87,047
Total liab. and equities	3,15,185	3,07,823	3,48,977	4,00,835	4,60,582
Cash and cash eq.	5,884	2,858	5,602	3,261	5,175
Accounts receivables	15,164	17,761	19,968	24,760	29,082
Inventories	12,305	13,979	17,750	22,154	26,100
Other current assets	25,053	18,396	24,759	29,782	33,574
Investments	2,38,188	2,29,233	2,48,485	2,80,057	3,17,943
Net fixed assets	18,340	27,160	34,008	42,455	50,303
CWIP	768	819	475	395	395
Intangible assets	0	0	0	0	000
Deferred tax assets, net	(4,033)	(3,452)	(4,002)	(4,312)	(4,622)
Other assets	3,518	1,071	1,931	2,281	2,631
Total assets	3,15,187	3,07,825	3,48,977	4,00,835	4,60,582
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Cash Flows					
Y/E 31 Mar (Rs mn)	FY22A	FY23A	FY24E	FY25E	FY26E
Cash flow from operations	38,850	56,778	50,048	65,448	79,662
Capital expenditures	(4,991)	(11,695)	(9,656)	(11,920)	(12,000)
Change in investments	(11,878)	8,954	(19,252)	(31,572)	(37,886
Other investing cash flows	12,092	11,814	13,734	15,196	17,043
Cash flow from investing	(4,777)	9,073	(15,173)	(28,296)	(32,843
Equities issued/Others	0	(64)	0	0	(
Debt raised/repaid	(1,018)	12	124	137	150
Interest expenses	(87)	(395)	(435)	(446)	(466
Dividends paid	(40,511)	(39,811)	(39,811)	(45,385)	(50,831
Other financing cash flows	(1,191)	(582)	550	310	310
Cash flow from financing	(42,807)	(40,840)	(39,572)	(45,384)	(50,837
Chg in cash & cash eq.	(8,734)	25,011	(4,698)	(8,233)	(4,018
Closing cash & cash eq.	5,884	2,858	5,602	3,261	5,17

Y/E 31 Mar (Rs)	FY22A	FY23A	FY24E	FY25E	FY26E
Reported EPS	162.5	197.9	258.5	292.8	340.1
Adjusted EPS	173.4	197.9	258.5	292.8	340.1
Dividend per share	140.0	140.0	140.7	160.4	179.6
Book value per share	921.6	894.1	1,039.6	1,189.7	1,367.9
Valuations Ratios					
Y/E 31 Mar (x)	FY22A	FY23A	FY24E	FY25E	FY26E
EV/Sales	6.6	6.1	4.9	4.3	3.8
EV/EBITDA	41.9	33.9	25.2	22.2	18.9
Adjusted P/E	43.8	38.4	29.4	25.9	22.3
P/BV	8.2	8.5	7.3	6.4	5.6
DuPont Analysis					
Y/E 31 Mar (%)	FY22A	FY23A	FY24E	FY25E	FY26
Tax burden (Net profit/PBT)	72.3	76.0	75.4	75.7	74.
Interest burden (PBT/EBIT)	104.9	99.5	99.6	99.6	99.
EBIT margin (EBIT/Revenue)	18.7	20.4	21.9	21.7	22.
Asset turnover (Rev./Avg TA)	127.1	139.2	161.7	159.6	160.
Leverage (Avg TA/Avg Equity)	1.0	1.0	1.0	1.0	1.
Adjusted ROAE	18.2	21.6	26.7	26.3	26.
Ratio Analysis					
Y/E 31 Mar	FY22A	FY23A	FY24E	FY25E	FY26E
YoY growth (%)					
Revenue	19.5	9.9	22.3	13.5	15.3
EBITDA	9.0	24.5	32.6	13.1	18.4
Adjusted EPS	5.7	21.7	30.6	13.3	16.
Profitability & Return ratios (%)					
• • • • •			40.5	19.4	20.
EBITDA margin	15.9	18.0	19.5		
EBITDA margin EBIT margin	15.9 18.7	18.0 20.4	19.5 21.9	21.7	22.
•				21.7 16.4	
EBIT margin Adjusted profit margin	18.7	20.4	21.9		16.
EBIT margin	18.7 14.2	20.4 15.4	21.9 16.4	16.4	16. 24.9
EBIT margin Adjusted profit margin Adjusted ROAE	18.7 14.2 18.2	20.4 15.4 21.6	21.9 16.4 24.9	16.4 24.6	16. 24.
EBIT margin Adjusted profit margin Adjusted ROAE ROCE	18.7 14.2 18.2	20.4 15.4 21.6	21.9 16.4 24.9	16.4 24.6	16. 24. 26.
EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days)	18.7 14.2 18.2 18.3	20.4 15.4 21.6 21.6	21.9 16.4 24.9 26.7	16.4 24.6 26.3	16. 24. 26. 1
EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables Inventory	18.7 14.2 18.2 18.3 23	20.4 15.4 21.6 21.6 16	21.9 16.4 24.9 26.7 15	16.4 24.6 26.3 16	16. 24. 26. 1
EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables	18.7 14.2 18.2 18.3 23 15	20.4 15.4 21.6 21.6 16 13	21.9 16.4 24.9 26.7 15 13	16.4 24.6 26.3 16 14	16. 24. 26. 1
EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables Inventory Payables Ratios (x)	18.7 14.2 18.2 18.3 23 15	20.4 15.4 21.6 21.6 16 13	21.9 16.4 24.9 26.7 15 13	16.4 24.6 26.3 16 14	16. 24. 26. 1 1 4
EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables Inventory Payables	18.7 14.2 18.2 18.3 23 15 62	20.4 15.4 21.6 21.6 16 13 54	21.9 16.4 24.9 26.7 15 13 48	16.4 24.6 26.3 16 14 48	22.: 16.: 24.: 26.: 1 1 : 4: 4: 0.: 0.:
EBIT margin Adjusted profit margin Adjusted ROAE ROCE Working capital days (days) Receivables Inventory Payables Ratios (x) Gross asset turnover	18.7 14.2 18.2 18.3 23 15 62 0.1	20.4 15.4 21.6 21.6 16 13 54 0.2	21.9 16.4 24.9 26.7 15 13 48 0.1	16.4 24.6 26.3 16 14 48 0.2	16. 24. 26.

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



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Name of the Research Entity: **BOB Capital Markets Limited** Registered office Address: **1704, B Wing, Parinee Crescenzo, G Block, BKC, Bandra East, Mumbai 400051** SEBI Research Analyst Registration No: **INH000000040 valid till 03 February 2025** Brand Name: **BOBCAPS** Trade Name: www.barodaetrade.com



Investments in securities market are subject to market risks. Read all the related documents carefully before investing. Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors.

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

BUY – Expected return >+15%

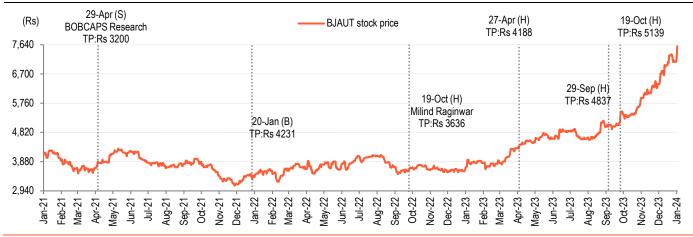
HOLD – Expected return from -6% to +15%

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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