

 BSE SENSEX
 S&P CNX

 71,484
 21,457

1 Hero

Bloomberg	HMCL IN
Equity Shares (m)	200
M.Cap.(INRb)/(USDb)	778.9 / 9.4
52-Week Range (INR)	3940 / 2246
1, 6, 12 Rel. Per (%)	14/22/24
12M Avg Val (INR M)	1822

Financials & Valuations (INR b)

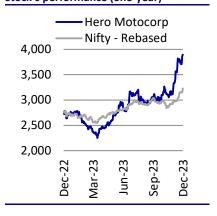
Y/E March	2023	2024E	2025E
Sales	338.1	374.2	407.4
EBITDA	39.9	52.4	57.2
Adj. PAT	29.1	40.2	42.7
Adj. EPS (INR)	145.6	201.0	213.2
EPS Gr. (%)	17.7	38.0	6.1
BV/Sh. (INR)	836	930	1,034
Ratios			
RoE (%)	17.9	22.8	21.7
RoCE (%)	17.6	22.3	21.3
Payout (%)	68.7	52.2	51.6
Valuations			
P/E (x)	26.8	19.4	18.3
P/BV (x)	4.7	4.2	3.8
Div. Yield (%)	2.6	2.7	2.8
FCF Yield (%)	2.6	4.7	5.5

Shareholding pattern (%)

As on	Sep-23	Jun-23	Sep-22
Promoter	34.8	34.8	34.8
DII	29.2	27.3	26.9
FII	26.8	28.1	27.8
Others	9.3	9.9	10.5

Note: FII includes depository receipts

Stock's performance (one-year)



Hero MotoCorp

CMP: INR3,897 TP:4,480 INR (+15%) Buy

Better growth visibility driven by recovery in 2W demand Growth strategies in place for expansion in premium and EV segments

- Domestic 2W demand witnessed a strong rebound during the festival period, reporting record volumes of 2.2m units (+22% YoY) during the 33-days period. Normally, growth tends to slow down after the festivals, but this year it has continued well beyond that period. This is partly due to the strong demand in the marriage season, especially in the central and northern regions.
- This, we believe, should benefit HMCL the most, as it has a strong presence in states like UP (~54% market share), Rajasthan (~58%), MP (~42%) and Bihar (~45%). These states collectively contribute ~35% of the domestic 2W demand. The ongoing growth momentum should ensure an expansion in HMCL's core 100CC/110CC portfolio, which contributes ~80% of its overall volumes.
- Recovery in its core product portfolio, coupled with its well-planned strategy to expand in both premium and electric vehicles (EVs) make HMCL better placed in the 2W OEM space. To account for this, we have increased the target multiple for HMCL. We now value it at 18x Dec'25E EPS (vs. 16x Sep'25E EPS earlier). Additionally, we assign INR231/INR74 to Hero FinCorp/Ather after applying a 20% holding company discount). We, therefore, arrive at our TP of INR4,480. Reiterate BUY.

HMCL to be the major beneficiary of recovery in domestic demand

- Witnessed signs of improvement in 1HFY24: Demand picked up gradually in 1HFY24 as volumes grew ~4% YoY. This was driven by stable demand in the urban areas, while rural areas too showed signs of improvement, largely led by healthy festive demand. The 2W segment reported record sales of 2.2m units (+22% YoY) during the 33-days festive period this year.
- Demand momentum likely to sustain further in 2HFY24: Gradual rural recovery and ongoing wedding period demand is further expected to drive the growth momentum. The marriage season typically accounts for 20-25% of the total demand, particularly in key states such as Uttar Pradesh, Madhya Pradesh, Rajasthan, and Bihar. Hence, this becomes significant for the overall growth of the 2W industry as these states together contribute ~35% of the domestic 2W demand.
- HMCL's core product segment last to recover, yet far away from FY19 peak: With demand picking up in key motorcycling states, growth has begun to return in the 100cc segment, leading to an increase in the product mix to ~12.8% of the domestic industry until Oct'23 (vs. 12.4% in FY23). However, it is still far behind its FY19 mix of ~19%. We believe that the sustained growth in both the 100cc and 110cc categories will benefit HMCL the most, as they contribute ~19%/61% to HMCL's overall volumes respectively.
- The 2W segment has a better scope of growth vis-à-vis other segments:

 During FY23-26E, 2Ws are expected to experience relatively stronger growth due to improving demand sentiments. This is further supported by their weaker recovery over the last two years, resulting in a lower base. This should be followed by a gradual, but orderly, rebound in exports. We anticipate a 9-11% CAGR for the segment from FY23 to FY26.

Jinesh Gandhi – Research Analyst (Jinesh@MotilalOswal.com)

Research Analyst: Amber Shukla (Amber.Shukla@MotilalOswal.com) | Aniket Desai (Aniket.Desai@MotilalOswal.com)

Premiumization: Stepping towards the right direction

- New product launch pipeline to help grow HMCL's presence: HMCL's market share in the >125CC category has remained below 4% since FY17. Due to its inability to showcase suitable products in the category vis-à-vis players such as RE, Yamaha, and TVS, HMCL has lagged behind its peers. However, the company currently has multiple products planned in the 200-400cc category, which should elevate competition in the higher-end of the segment.
- Response to Harley Davidson (HD) starting to improve: Our channel checks indicate that the response to Harley Davidson has started to improve across all regions. For bookings made during the previous three months, the majority of dealers reported fewer or no cancellations. According to a dealer based in Tamil Nadu, HD could capture 10-12% of the market share if it manages to meet the demand. Triumph is also receiving a similar kind of response and together these models can dent RE's competitiveness in premium category.
- Karizma XMR completely redesigned, mass dispatches not started yet: Several notable changes have been made in the new model mainly the lighting style, and it now includes segment-first features such as a windscreen. Despite most dealers not having received the model yet, they have already started recording some small booking numbers for it.
- Ramping up production for HD X440 and Karizma: HMCL reported bookings of over 14k units for the recently launched Karizma and over 25k units for HD X440 at the beginning of Nov'23. It aims to fulfill these bookings over the next 4-5 months. Additionally, the company plans to increase the combined production of these two models to ~10k units by 4QFY24.
- Elevating the retail buying experience through new channels: It is focused on enhancing the purchasing experience for its customers by expanding the presence of its premium dealerships. This includes: 1) Premia a premium-exclusive showroom for selected models, 2) Hero 2.0 upgrading the existing stores, some of which will feature its premium brands, and 3) exclusive HD dealerships.

Adopting a multi-pronged strategy to penetrate the EV market

- Growing through network expansion, product additions, and experience enrichment: HMCL aims to expand to 100 cities by the end of Dec'23 (vs. three cities in Mar'23). In order to stand out in the competitive EV industry, the company is also expanding its network and focusing on establishing experience centers such as VIDA Corner, Hub, and Pods, as well as opening new exclusive Vida dealerships. HMCL is currently in the 'Transform' phase and will move to the 'Disrut' phase from FY25 onwards. During this phase, it will launch new products at various price points, beginning with more affordable options.
- Core product needs a lot of catching: Being a late entrant in the category, HMCL has a market share of ~2% in the domestic e2W space. However, sales of HMCL Vida are increasing at a gradual pace, with reported volumes of 3.8k units in Oct'23. During the festive period, HMCL maintained production of ~1k units per week and it aims to increase production as the network expands. Our feedback suggests that customers still have concerns about the range anxiety aspect of Vida, as they have reported some technical issues.
- Ather performing well in the premium category: Despite the reduction in FAME-2 subsidy in FY24, the monthly volume run rate has increased to ~8.1k units in the

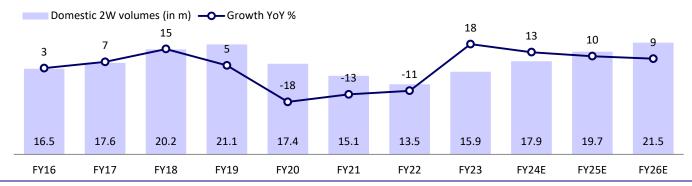
first eight months of FY24 (vs. ~4.7k units YoY). This has resulted in a market share of 12.1% in FY24YTD (vs. 10.6% in FY23). Along with its investee company (~35% stake), we believe HMCL would be able to establish a much broader presence across segments. We currently assign a value of INR74 per share to Ather after applying a 20% holding company discount.

Growth strategy in place; reiterate HMCL among our top picks in OEM

- We expect HMCL to deliver a 7% volume CAGR over FY23-25, driven by its: 1) increased competitiveness in the Economy and the Executive segments after the recent launches, 2) growth in the Premium segment, 3) faster growth in Scooters, and 4) ramp-up in exports. The company will benefit from a rural recovery, thanks to its strong brand equity in the Economy and Executive segments, which contribute over 90% of its overall volumes.
- Multiple growth drivers at play: HMCL's newest co-developed product with HD, X440, has received a strong response with over 25k bookings. We are observing increased interest in the core Executive segment (Splendor and Passion) due to a reduced percentage-wise price differential between the Entry and Executive models. Any improvement in its competitive positioning within the Scooters, Premium Motorcycles, or EV segments will serve as catalysts for re-rating of the stock.
- We now value HMCL at 18x Dec'25E EPS (vs. 16x Sep'25E EPS earlier). HMCL is currently trading at a one-year forward valuation of 18x, which is in line with its 10-year LPA. In comparison, its peers BJAUT and TVSL are trading at a premium of ~17% and 26% to their respective historical valuations. We expect a revenue/EBITDA/PAT CAGR of ~10%/20%/21% over FY23-25. We reiterate HMCL as our top pick in OEMs (along with TTMT) and maintain our BUY rating with a revised TP of INR4,480 (premised on 18x Dec'25E EPS + INR231/INR74 for Hero FinCorp/Ather after applying a 20% holding company discount).

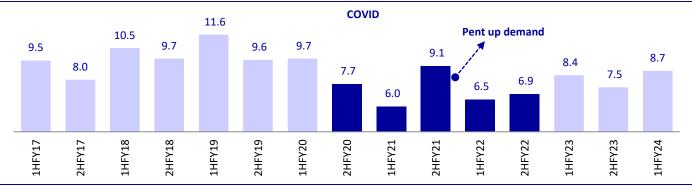
Sustenance of domestic demand recovery to help HMCL's core portfolio

Exhibit 1: Domestic 2W industry volumes likely to report ~11% CAGR over FY23-26E



Source: SIAM, MOFSL

Exhibit 2: Domestic 2W industry volumes (in m)approaching normalcy



Source: SIAM, MOFSL

Exhibit 3: 2Ws have better growth potential vis-à-vis other segments

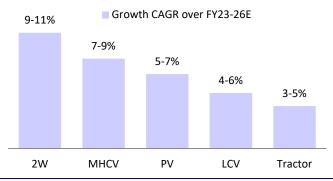


Exhibit 4: 2Ws recorded the highest ever festive volumes during the 33-day period in 2023



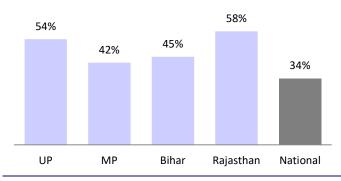
Source: SIAM, MOFSL Source: Vahan, MOFSL

Exhibit 5: 2W demand has sustained post-festive period in 2023 unlike previous years, indicating positive momentum

	Volume growth YoY during the 33-day festive period	Post-festive growth YoY over the next three weeks
2020	-3%	-5%
2021	-16%	-7%
2022	29%	12%
2023	22%	15%

Source: Vahan, MOFSL

Exhibit 6: Recovery is rather strong in the following states where HMCL has a dominant market share



Source: SIAM, MOFSL

Exhibit 7: Economy and Executive segments form a major part of HMCL's volumes; likely to benefit from the recovery in rural demand

			Eco	nomy	■ Executi	ve 100	Execut	Executive 125		ium	Scooters		
	7 20	8 16	13	14	7	6	12	13	13	9	6 9	6	7 12
	40	43	50	54	54	55	56	53	60	61	68	60	63
_	31	31	27	24	26	26	24	26	19	21	16	21	16
	2QFY21	3QFY21	4QFY21	1QFY22	2QFY22	3QFY22	4QFY22	1QFY23	2QFY23	3QFY23	4QFY23	1QFY24	2QFY24

Source: SIAM, MOFSL

Premiumization: Stepping towards the right direction

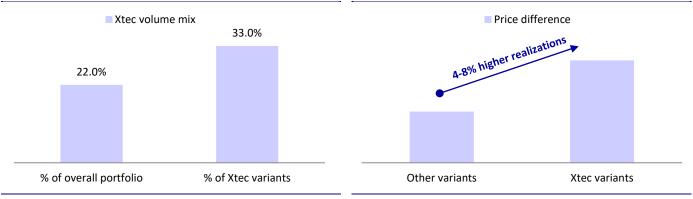
Exhibit 8: Focusing on establishing a presence in the high-end segment via multiple routes



Source: Company, MOFSL

Exhibit 9: Xtec forms ~22% of volumes for HMCL where...

Exhibit 10: ...ASP is higher by 4-8% vs. respective variants

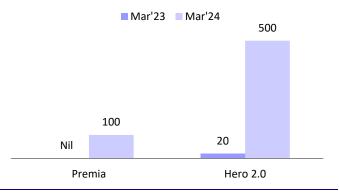


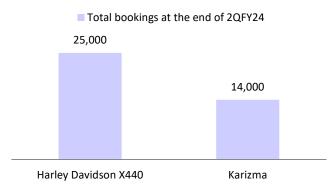
Source: Company, MOFSL

Source: Company, MOFSL

Exhibit 11: Elevating buying experience by increasing its premium touchpoints

Exhibit 12: Decent initial response for HD and Karizma, bookings stand at 25k and 14k, respectively



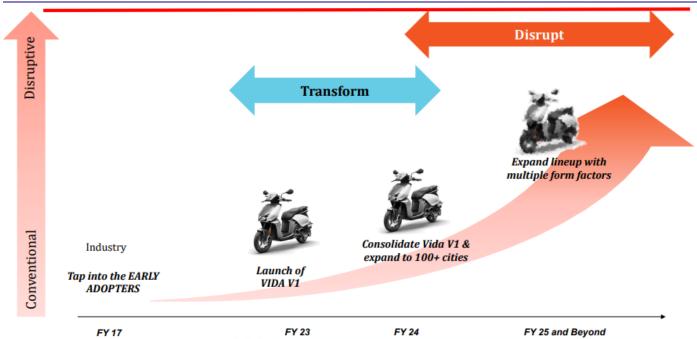


Source: Company, MOFSL

Source: Company, MOFSL

EV: a multi-pronged strategy

Exhibit 13: Product lineup to transform and expand the market



Source: Company, MOFSL

Exhibit 14: Share of incumbents have grown in the EV industry

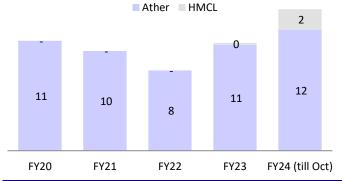
New players Incumbents

2 5 18 31

100 98 95 82 69

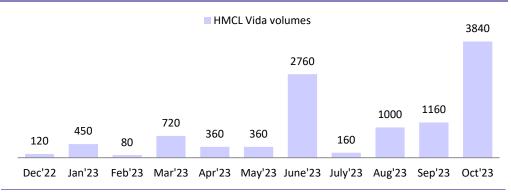
FY20 FY21 FY22 FY23 FY24 (till Oct)

Exhibit 15: Ather, HMCL together have 14% market share



Source: Industry, MOFSL Source: Industry, MOFSL

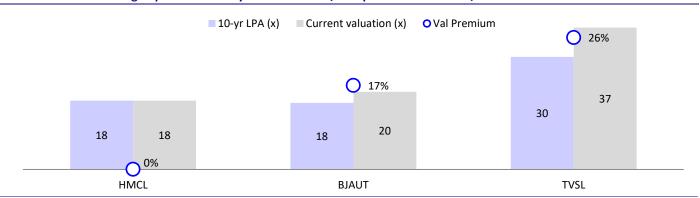
Exhibit 16: The trend in Vida volumes begins to catch up following the Jun'23 announcement of lowering the FAME-II subsidy



Source: SIAM, MOFSL

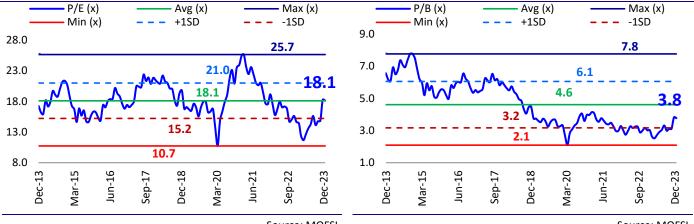
HMCL trading at par with its 10-year LPA vs. 17%/26% premium for BJAUT/TVSL

Exhibit 17: HMCL trading at par with its 10-year LPA vs. 17%/26% premium for BJAUT/TVSL



Source: Company, MOFSL





Source: MOFSL Source: MOFSL

Financials and valuations

Income Statement							(1	NR Million)
Y/E March	2018	2019	2020	2021	2022	2023	2024E	2025E
Volumes ('000)	7,587	7,821	6,410	5,792	4,944	5,329	5,653	6,133
Volume Growth (%)	13.9	3.1	-18.0	-9.6	-14.6	7.8	6.1	8.5
Net Revenues	3,22,305	3,36,505	2,88,360	3,08,006	2,92,455	3,38,057	3,74,161	4,07,421
Change (%)	13.1	4.4	-14.3	6.8	-5.0	15.6	10.7	8.9
EBITDA	52,802	49,301	39,579	40,192	33,688	39,862	52,353	57,174
EBITDA Margin (%)	16.4	14.7	13.7	13.0	11.5	11.8	14.0	14.0
Depreciation	5,556	6,020	8,180	6,769	6,498	6,570	7,020	7,462
EBIT	47,246	43,281	31,400	33,424	27,190	33,293	45,332	49,712
Interest cost	63	86	220	218	258	199	200	200
Other Income	5,258	6,913	7,283	5,799	5,569	5,652	8,300	7,250
Non-recurring Expense	0	0	-7,274	0	0	0	1,600	0
PBT	52,442	50,107	45,736	39,004	32,501	38,746	51,832	56,762
Tax	15,468	16,259	9,404	9,362	7,771	9,640	12,799	14,088
Effective Tax Rate (%)	29.5	32.4	20.6	24.0	23.9	24.9	24.7	24.8
Adj. PAT	36,974	33,849	30,554	29,642	24,730	29,106	40,238	42,674
Change (%)	9.5	-8.5	-9.7	-3.0	-16.6	17.7	38.2	6.1

Balance Sheet							(1	NR Million)
Y/E March	2018	2019	2020	2021	2022	2023	2024E	2025E
Sources of Funds								
Share Capital	399	400	400	400	400	400	400	400
Reserves	1,17,289	1,28,172	1,40,965	1,51,585	1,57,430	1,66,651	1,85,868	2,06,520
Net Worth	1,17,689	1,28,571	1,41,364	1,51,984	1,57,829	1,67,051	1,86,269	2,06,921
Deferred Tax	5,117	5,365	3,928	4,041	3,833	4,054	4,054	4,054
Loans	0	0	0	0	0	0	0	0
Capital Employed	1,22,805	1,33,936	1,45,292	1,56,025	1,61,662	1,71,105	1,90,322	2,10,974
Application of Funds								
Gross Fixed Assets	1,11,344	1,16,282	1,38,161	1,42,362	1,46,657	1,51,942	1,60,080	1,71,580
Less: Depreciation	64,799	70,097	76,991	82,478	88,592	94,328	1,01,348	1,08,811
Net Fixed Assets	46,545	46,186	61,171	59,884	58,065	57,614	58,732	62,769
Capital WIP	3,184	5,419	3,413	4,366	4,582	4,638	6,500	5,000
Investments	75,252	59,686	82,227	1,04,997	1,06,523	1,10,104	1,10,104	1,10,104
Curr.Assets, L & Adv.	42,407	65,121	40,683	52,364	47,970	60,276	82,988	1,07,107
Inventory	8,236	10,724	10,920	14,696	11,227	14,341	16,960	18,491
Sundry Debtors	15,202	28,216	16,031	24,268	23,043	27,982	29,930	30,456
Cash & Bank Balances	1,413	1,365	2,419	2,572	1,751	3,455	20,077	40,691
Loans & Advances	732	850	896	892	402	436	482	525
Others	16,823	23,968	10,417	9,938	11,547	14,062	15,540	16,943
Current Liab. & Prov.	44,583	42,476	42,201	65,585	55,478	61,527	68,001	74,005
Sundry Creditors	33,188	33,553	30,305	52,046	42,603	47,045	54,871	59,825
Other Liabilities	9,647	7,161	9,207	10,211	9,490	10,744	9,977	10,877
Provisions	1,747	1,762	2,689	3,328	3,385	3,738	3,153	3,303
Net Current Assets	-2,176	22,646	-1,518	-13,222	-7,508	-1,251	14,987	33,101
Application of Funds	1,22,805	1,33,936	1,45,292	1,56,025	1,61,662	1,71,105	1,90,322	2,10,974

E: MOFSL Estimates

Financials and valuations

Ratios Y/E March	2018	2019	2020	2021	2022	2023	2024E	2025
Basic (INR)	2016	2013	2020	2021	2022	2023	20246	2023
EPS EPS	185.1	169.5	153.0	148.4	123.8	145.6	201.0	213.2
EPS Growth (%)	9.5	-8.5	-9.7	-3.0	-16.6	17.7	38.0	6.1
Cash EPS	213.0	199.6	222.8	182.2	156.3	178.5	230.0	250.4
Book Value per Share	589.3	643.7	707.7	760.7	789.9	835.9	930.4	1,033.6
DPS	95.0	87.0	90.0	105.0	95.0	100.0	105.0	110.0
Payout (Incl. Div. Tax) %	61.8	62.9	71.8	70.8	76.8	68.7	52.2	51.6
Valuation (x)								
P/E	21.0	23.0	25.5	26.3	31.5	26.8	19.4	18.3
EV/EBITDA	13.3	14.5	17.5	16.7	19.9	16.7	12.4	11.0
EV/Sales	2.2	2.1	2.4	2.2	2.3	2.0	1.7	1.5
Price to Book Value	6.6	6.1	5.5	5.1	4.9	4.7	4.2	3.8
Dividend Yield (%)	2.4	2.2	2.3	2.7	2.4	2.6	2.7	2.8
Profitability Ratios (%)								
RoE	33.8	27.5	22.6	20.2	16.0	17.9	22.8	21.7
RoCE	32.5	26.4	22.0	19.8	15.7	17.6	22.3	21.3
RoIC	80.0	53.0	40.0	50.1	44.5	49.2	64.1	68.7
Turnover Ratios								
Debtors (Days)	18	32	21	30	30	32	31	29
Inventory (Days)	10	12	15	18	15	16	17	17
Creditors (Days)	38	36	38	62	53	51	54	54
Working Capital (Days)	-2	25	-2	-16	-9	-1	15	30
Asset Turnover (x)	2.6	2.5	2.0	2.0	1.8	2.0	2.0	1.9
Fixed Asset Turnover	3.0	3.0	2.3	2.2	2.0	2.3	2.4	2.5
Cash Flow Statement	2010	2010	2020	2024	2022	2022		NR Million)
Y/E March	2018	2019	2020	2021	2022	2023	2024E	2025E
Profit before Tax	52,442	50,107	45,736	39,004	32,501	38,746	51,832	56,762
Depreciation & Amort.	5,556	6,020	8,180	6,769	6,498	6,570	7,020	7,462
Direct Taxes Paid	-14,943	-20,515	-5,443	-9,759	-7,688	-8,496	-12,799	-14,088
(Inc)/Dec in Working Capital	-2,682	-19,189	12,027	10,700	-6,825	-5,832	383	2,500
Other Items	1,723	-6,634	-6,399	-4,987	-4,283	-5,197	200	200
CF from Oper. Activity	39,809	9,791	54,101	41,727	20,203	25,791	46,637	52,837
Extra-ordinary Items	0	0	0	0	0	0	-1,600	0
CF after EO Items	39,809	9,791	54,101	41,727	20,203	25,791	45,037	52,837
(Inc)/Dec in FA+CWIP	-7,992	-9,179	-13,586	-5,101	-5,240	-5,675	-10,000	-10,000
Free Cash Flow	31,816	611	40,515	36,626	14,963	20,115	36,637	42,837
(Pur)/Sale of Invest.	-11,160	22,392	-15,245	-16,998	3,721	987	0	0

E: MOFSL Estimates

CF from Inv. Activity

CF from Fin. Activity

Add: Beginning Balance

Inc/(Dec) in Cash

Closing Balance

Interest Paid

Dividends Paid

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

-28,831

-23,323

-24,198

1,072

1,479

407

-874

-22,099

-18,900

-19,415

-515

213

1,479

1,692

-1,519

-18,931

-19,389

-458

-705

1,692

987

-4,688

-19,951

-20,406

-455

697

987

1,684

-10,000

-21,021

-21,221

13,816

1,684

15,500

-200

-10,000

-22,022

-22,222

20,615

15,500

36,114

-200

-19,152

-20,404

-20,467

-63

190

154

344

13,212

-22,854

-22,940

-86

63

344

407

NOTES

Explanation of Investment Rating						
Investment Rating Expected return (over 12-month)						
BUY >=15%						
SELL <-10%						
NEUTRAL > - 10 % to 15%						
UNDER REVIEW Rating may undergo a change						
NOT RATED We have forward looking estimates for the stock but we refrain from assigning recommendation						

*In case the recommendation given by the Research Analyst is inconsistent with the investment rating legend for a continuous period of 30 days, the Research Analyst shall within following 30 days take appropriate measures to make the recommendation consistent with the investment rating legend

Disclosures:

The following Disclosures are being made in compliance with the SEBI Research Analyst Regulations 2014 (herein after referred to as the Regulations).

Motilal Oswal Financial Services Ltd. (MOFSL) is a SEBI Registered Research Analyst having registration no. INH000000412. MOFSL, the Research Entity (RE) as defined in the Regulations, is engaged in the business of providing Stock broking services, Depository participant services & distribution of various financial products. MOFSL is a listed public company, the details in respect of which are available on www.motilaloswal.com. MOFSL (erstwhile Motilal Oswal Securities Limited - MOSL) is registered with the Securities & Exchange Board of India (SEBI) and is a registered Trading Member with National Stock Exchange of India Ltd. (NSE) and Bombay Stock Exchange Limited (BSE), Multi Commodity Exchange of India Limited (MCX) and National Commodity & Derivatives Exchange Limited (NCDEX) for its stock broking activities & is Depository participant with Central Depository Services Limited (CDSL) National Securities Depository Limited (NSDL), NERL, COMRIS and CCRL and is member of Association of Mutual Funds of India (AMFI) for distribution of financial products and Insurance Regulatory & Development Authority of India (IRDA) as Corporate Agent for insurance products. Details of associate entities of Motilal Oswal Financial Services Ltd. are available on the website at http://onlinereports.motilaloswal.com/Dormant/documents/Associate%20Details.pdf

Details of pending Enquiry Proceedings of Motilal Oswal Financial Services Limited are available on the website at https://galaxy.motilaloswal.com/ResearchAnalyst/PublishViewLitigation.aspx

MOFSL, it's associates, Research Analyst or their relatives may have any financial interest in the subject company. MOFSL and/or its associates and/or Research Analyst or their relatives may have actual beneficial ownership of 1% or more securities in the subject company at the end of the month immediately preceding the date of publication of the Research Report or date of the public appearance. MOFSL and its associate company(ies), their directors and Research Analyst and their relatives may have any other potential conflict of interests at the time of publication of the research report or at the time of public appearance, however the same shall have no bearing whatsoever on the specific recommendations made by the analyst(s), as the recommendations made by the analyst(s) are completely independent of the views of the associates of MOFSL even though there might exist an inherent conflict of interest in some of the stocks mentioned in the research report.

In the past 12 months, MOFSL or any of its associates may have:

- received any compensation/other benefits from the subject company of this report
- managed or co-managed public offering of securities from subject company of this research report,
- received compensation for investment banking or merchant banking or brokerage services from subject company of this research report,
- received compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company of this research report.
- MOFSL and it's associates have not received any compensation or other benefits from the subject company or third party in connection with the research report.
 Subject Company may have been a client of MOFSL or its associates during twelve months preceding the date of distribution of the research report.
- Research Analyst may have served as director/officer/employee in the subject company.
- MOFSL and research analyst may engage in market making activity for the subject company.

MOFSL and its associate company(ies), and Research Analyst and their relatives from time to time may have:

a) a long or short position in, act as principal in, and buy or sell the securities or derivatives thereof of companies mentioned herein.

(b) be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) discussed herein or act as an advisor or lender/borrower to such company(ies) or may have any other potential conflict of interests with respect to any recommendation and other related information and opinions.; however the same shall have no bearing whatsoever on the specific recommendations made by the analyst(s), as the recommendations made by the analyst(s) are completely independent of the views of the associates of MOFSL even though there might exist an inherent conflict of interest in some of the stocks mentioned in the research report.

Above disclosures include beneficial holdings lying in demat account of MOFSL which are opened for proprietary investments only. While calculating beneficial holdings, it does not consider demat accounts which are opened in name of MOFSL for other purposes (i.e holding client securities, collaterals, error trades etc.). MOFSL also earns DP income from clients which are not considered in above disclosures. To enhance transparency, MOFSL 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. MOFSL and / or its affiliates do and seek to do business including investment banking with companies covered in its research reports. As a result, the recipients of this report should be aware that MOFSL may have a potential conflict of interest that may affect the objectivity of this report.

Terms & Conditions:

This report has been prepared by MOFSL and is meant for sole use by the recipient and not for circulation. The report and information contained herein is strictly confidential and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of MOFSL. The report is based on the facts, figures and information that are considered true, correct, reliable and accurate. The intent of this report is not recommendatory in nature. The information is obtained from publicly available media or other sources believed to be reliable. Such information has not been independently verified and no guaranty, representation of warranty, express or implied, is made as to its accuracy, completeness or correctness. All such information and opinions are subject to change without notice. The report is prepared solely for informational purpose and does not constitute an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments for the clients. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. MOFSL will not treat recipients as customers by virtue of their receiving this report.

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.

Disclosure of Interest Statement		Hero MotoCorp						
Analyst ownership of the stock		No						l
	 	1 1 1	_	 0 1: 10		 	 	

A graph of daily closing prices of securities is available at www.nseindia.com, www.bseindia.com. Research Analyst views on Subject Company may vary based on Fundamental research and Technical Research. Proprietary trading desk of MOFSL or its associates maintains arm's length distance with Research Team as all the activities are segregated from MOFSL research activity and therefore it can have an independent view with regards to subject company for which Research Team have expressed their views.

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 MOFSL & its group companies to registration or licensing requirements within such jurisdictions.

For Hong Kong:
This report is distributed in Hong Kong by Motilal Oswal capital Markets (Hong Kong) Private Limited, a licensed corporation (CE AYY-301) licensed and regulated by the Hong Kong Securities and Futures

On the Private Limited and Pr Commission (SFC) pursuant to the Securities and Futures Ordinance (Chapter 57) of the Laws of Hong Kong) "SFO". As per SEBI (Research Analyst Regulations) 2014 Motifal Oswal Financial Services Limited (SEBI Reg No. INH000000412) has an agreement with Motifal Oswal capital Markets (Hong Kong) Private Limited for distribution of research report in Hong Kong. This report is intended for distribution only to "Professional Investors" as defined in Part I of Schedule 1 to SFO. Any investment or investment activity to which this document relates is only available to professional investor and will be engaged only with professional investors." Nothing here is an offer or solicitation of these securities, products and services in any jurisdiction where their offer or sale is not qualified or exempt from registration. The Indian Analyst(s) who compile this report is/are not located in Hong Kong & are not conducting Research Analysis in Hong Kong.

15 December 2023 11

For U.S

MOTILAL Oswal Financial Services Limited (MOFSL) 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 MOFSL 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 MOFSL, 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., MOFSL 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

In Singapore, this report is being distributed by Motilal Oswal Capital Markets Singapore Pte Ltd ("MOCMSPL") (Co.Reg. NO. 201129401Z) which is a holder of a capital markets services license and an exempt financial adviser in Singapore,

as per the approved agreement under Paragraph 9 of Third Schedule of Securities and Futures Act (CAP 289) and Paragraph 11 of First Schedule of Financial Advisors Act (CAP 110) provided to MOCMSPL by Monetary Authority of Singapore. Persons in Singapore should contact MOCMSPL in respect of any matter arising from, or in connection with this report/publication/communication. This report is distributed solely to persons who qualify as "Institutional Investors", of which some of whom may consist of "accredited" institutional investors as defined in section 4A(1) of the Securities and Futures Act, Chapter 289 of Singapore ("the SFA"). Accordingly, if a Singapore person is not or ceases to be such an institutional investor, such Singapore Person must immediately discontinue any use of this Report and inform MOCMSPL.

Disclaimer:

The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent. This report and information herein is solely for informational purpose and may not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. Each recipient of this document should make such investigations as it deems necessary to arrive at an independent evaluation of an investment in the securities of companies referred to in this document (including the merits and risks involved), and should consult its own advisors to determine the merits and risks of such an investment. The investment discussed or views expressed may not be suitable for all investors. Certain transactions -including those involving futures, options, another derivative products as well as non-investment grade securities - involve substantial risk and are not suitable for all investors. No representation or warranty, express or implied, is made as to the accuracy, completeness or fairness of the information and opinions contained in this document. The Disclosures of Interest Statement incorporated in this document is provided solely to enhance the transparency and should not be treated as endorsement of the views expressed in the report. This information is subject to change without any prior notice. The Company reserves the right to make modifications and alternations to this statement as may be required from time to time without any prior approval. MOFSL, its associates, their directors and the employees may from time to time, effect or have effected an own account transaction in, or deal as principal or agent in or for the securities mentioned in this document. They may perform or seek to perform investment banking or other services for, or solicit investment banking or other business from, any company referred to in this report. Each of these entities functions as a separate, distinct and independent of each other. The recipient should take this into account before interpreting the document. This report has been prepared on the basis of information that is already available in publicly accessible media or developed through analysis of MOFSL. The views expressed are those of the analyst, and the Company may or may not subscribe to all the views expressed therein. This document is being supplied to you solely for your information and may not be reproduced, redistributed or passed on, directly or indirectly, to any other person or published, copied, in whole or in part, for any purpose. This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject MOFSL to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction. Neither the Firm, not its directors, employees, agents or representatives shall be liable for any damages whether direct or indirect, incidental, special or consequential including lost revenue or lost profits that may arise from or in connection with the use of the information. The person accessing this information specifically agrees to exempt MOFSL or any of its affiliates or employees from, any and all responsibility/liability arising from such misuse and agrees not to hold MOFSL or any of its affiliates or employees responsible for any such misuse and further agrees to hold MOFSL 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. This report is meant for the clients of Motilal Oswal only.

Investment 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.

Registered Office Address: Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai-400025; Tel No.: 022 - 71934200 / 71934263; www.motilaloswal.com.

Correspondence Address: Palm Spring Centre, 2nd Floor, Palm Court Complex, New Link Road, Malad (West), Mumbai- 400 064. Tel No: 022 71881000. Details of Compliance Officer: Neeraj Agarwal, Email Id: na@motilaloswal.com, Contact No: 022-40548085.

Grievance Redressal Cell:

Contact Person	Contact No.	Email ID
Ms. Hemangi Date	022 40548000 / 022 67490600	query@motilaloswal.com
Ms. Kumud Upadhyay	022 40548082	servicehead@motilaloswal.com
Mr. Ajay Menon	022 40548083	am@motilaloswal.com

Registration details of group entities.: Motilal Oswal Financial Services Ltd. (MOFSL): INZ000158836 (BSE/NSE/MCX/NCDEX); CDSL and NSDL: IN-DP-16-2015; Research Analyst: INH000000412 . AMFI: ARN .: 146822. IRDA Corporate Agent – CA0579. Motilal Oswal Financial Services Ltd. is a distributor of Mutual Funds, PMS, Fixed Deposit, Insurance, Bond, NCDs and IPO products.

Customer having any query/feedback/ clarification may write to query@motilaloswal.com. In case of grievances for any of the services rendered by Motilal Oswal Financial Services Limited (MOFSL) write to grievances@motilaloswal.com, for DP to dpgrievances@motilaloswal.com.