

Downgrade to SELL; Valuations high amid normalizing growth

Auto & Auto Ancillaries > Result Update > October 17, 2024

TARGET PRICE (Rs): 9,500

BJAUT's Q2 results were marginally weak on lower ASPs. BJAUT's 2W retail growth has been muted (FY25YTD: 6.7%; Sep-Oct: 5.7%), with market share loss in the fast-growing 125cc category; management expects FY25 industry growth to be closer to 5% than 8% if the ongoing below-par festive performance persists. Exports are recovering, albeit with the key Nigeria market still 50% below its earlier peak; further, with the 3W industry also now crossing previous highs, an elevated base effect may kick-in. Our estimates are unchanged (FY24-27E EPS CAGR: 13%); we downgrade BJAUT to SELL from Reduce, with new TP of Rs9,500 (26x core Sep-26E vs 23x Jun-26E earlier; revision basis sustained profitability, better EV positioning). We prefer HMCL (better risk-reward), and TVSL (improved growth prospects).

| Bajaj Auto: Financial Snapshot (Standalone) | | | | | | | | | | | | |
|---|---------|---------|---------|---------|---------|--|--|--|--|--|--|--|
| Y/E Mar (Rs mn) | FY23 | FY24 | FY25E | FY26E | FY27E | | | | | | | |
| Revenue | 364,276 | 446,852 | 516,358 | 587,662 | 647,826 | | | | | | | |
| EBITDA | 65,491 | 88,229 | 104,632 | 119,294 | 133,308 | | | | | | | |
| Adj. PAT | 56,276 | 74,788 | 86,821 | 97,547 | 108,057 | | | | | | | |
| Adj. EPS (Rs) | 198.9 | 271.8 | 311.0 | 349.4 | 387.1 | | | | | | | |
| EBITDA margin (%) | 18.0 | 19.7 | 20.3 | 20.3 | 20.6 | | | | | | | |
| EBITDA growth (%) | 24.5 | 34.7 | 18.6 | 14.0 | 11.7 | | | | | | | |
| Adj. EPS growth (%) | 14.7 | 36.7 | 14.4 | 12.4 | 10.8 | | | | | | | |
| RoE (%) | 21.6 | 29.7 | 34.9 | 38.6 | 41.0 | | | | | | | |
| RoIC (%) | 241.1 | 436.9 | 879.5 | 1,079.3 | 1,094.0 | | | | | | | |
| P/E (x) | 58.4 | 42.7 | 37.4 | 33.2 | 30.0 | | | | | | | |
| EV/EBITDA (x) | 47.2 | 33.9 | 29.0 | 25.4 | 22.6 | | | | | | | |
| P/B (x) | 12.9 | 12.9 | 13.0 | 12.6 | 12.0 | | | | | | | |
| FCFF yield (%) | 1.1 | 1.8 | 0.4 | 2.7 | 2.9 | | | | | | | |

Source: Company, Emkay Research

Largely in-line quarter

Revenue grew 21% YoY to Rs131.3bn (largely in line with consensus'); volumes were higher 16% YoY, with ASPs marginally lower QoQ (~2% below our estimate). EBITDA margin was stable QoQ at 20.2%, with gross profit lower on account of commodity increase (net impact of ~25bps after price increase) and partial accounting of the PLI incentive for the lower-priced E-2W Chetak variant. Adj PAT rose 10% YoY; BJAUT recorded an exceptional provision of Rs2.1bn for deferred tax on investment income. Surplus cash as of Sep-24 stands at Rs164bn vs Rs167bn in Q1.

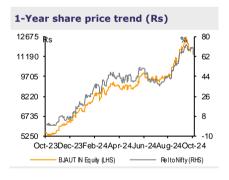
Earnings Call KTAs:

1) As per management, the festive season thus far has been below expectations (eg ~1-2% YoY industry growth during *Dussehra* vs earlier expectations of ~5-6%), though some states like UP are faring well. With another couple of weeks to go, growth may yet improve; mgmt expects ~3-5% growth for the industry in the festive season; for full year, the company expects industry growth to be closer to the lower band of 5-8% YoY. 2) Exports continue to recover, though key African markets incl Nigeria remain well below previous highs (monthly volume from Nigeria has recovered from a low of 5k units/month to 15k/25k in Q1/Sep vs peak of 50k); company expects 10% volume growth QoQ in Q3, with revenue growing faster on improving mix (rising share of Latin America, beneficial forex rate). 3) E-3Ws are now available at 700 key touchpoints covering ~95% of the addressable market; BJAUT's exit market share is 35% (vs 78% in CNG); it would be undertaking new launches Nov-24 onward. 4) CNG motorcycle Freedom 125 capacity to be expanded to 30k/40k from Q3/Q4 (18k retails expected in Oct-24); the product now has presence across 350 cities, thus covering 95% of all locations with CNG availability. 5) BJAUT to introduce new E-2W variant under the Chetak brand in mid-Nov; Chetak touchpoints to expand to 4k stores by Jan-25 vs 3k now. 6) Commodity outlook is largely benign; absolute EBITDA of the overall EV portfolio is flattish (drag from E-2Ws being offset by rising scale, better profitability in E-3Ws); cost-competitiveness in E-2Ws to be aided by new Chetak variant; Freedom to be a margin drag in the near term amid heavy investments. 7) Q2 export revenue at USD450mn; spares sales at Rs15bn.

| Target Price – 12M | Sep-25 |
|-----------------------|----------|
| Change in TP (%) | 14.5 |
| Current Reco. | SELL |
| Previous Reco. | REDUCE |
| Upside/(Downside) (%) | (18.2) |
| CMP (16-Oct-24) (Rs) | 11,617.0 |

| Stock Data | Ticker |
|-------------------------|----------|
| 52-week High (Rs) | 12,774 |
| 52-week Low (Rs) | 5,032 |
| Shares outstanding (mn) | 279.3 |
| Market-cap (Rs bn) | 3,244 |
| Market-cap (USD mn) | 38,622 |
| Net-debt, FY25E (Rs mn) | -208,921 |
| ADTV-3M (mn shares) | - |
| ADTV-3M (Rs mn) | 4,807.3 |
| ADTV-3M (USD mn) | 57.2 |
| Free float (%) | 45.0 |
| Nifty-50 | 24,971 |
| INR/USD | 84.0 |
| Shareholding, Jun-24 | |
| Promoters (%) | 55.1 |
| FPIs/MFs (%) | 14.2/8.8 |
| | |

| Price Performance | | | | | | | | | | | |
|-------------------|-------|------|-------|--|--|--|--|--|--|--|--|
| (%) | 1M | 3M | 12M | | | | | | | | |
| Absolute | (0.6) | 19.5 | 128.8 | | | | | | | | |
| Rel. to Nifty | 1.0 | 17.8 | 80.8 | | | | | | | | |



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Exhibit 1: Q2FY25 - Quarterly Result Snapshot: Revenue up 21% YoY amid flattish ASPs QoQ and better forex realization

| (Rs mn) | Q1FY24 | Q2FY24 | Q3FY24 | Q4FY24 | Q1FY25 | Q2FY25 | YoY (%) | QoQ (%) | |
|-------------------------|---------|---------|---------|---------|---------|---------|-----------|----------|--|
| Revenue | 103,098 | 107,773 | 121,135 | 114,847 | 119,280 | 131,275 | 21.8 | 10.1 | |
| Expenditure | 83,558 | 86,444 | 96,836 | 91,784 | 95,128 | 104,753 | 21.2 | 10.1 | |
| as % of sales | 81.0 | 80.2 | 79.9 | 79.9 | 79.8 | 79.8 | | | |
| Consumption of RM | 74,127 | 76,511 | 86,096 | 80,702 | 83,527 | 93,639 | 22.4 | 12.1 | |
| as % of sales | 71.9 | 71.0 | 71.1 | 70.3 | 70.0 | 71.3 | | | |
| Employee Cost | 3,842 | 3,816 | 3,846 | 3,872 | 4,350 | 3,935 | 3.1 | (9.5) | |
| as % of sales | 3.7 | 3.5 | 3.2 | 3.4 | 3.6 | 3.0 | | | |
| Other expenditure | 5,590 | 6,118 | 6,895 | 7,210 | 7,251 | 7,180 | 17.4 | (1.0) | |
| as % of sales | 5.4 | 5.7 | 5.7 | 6.3 | 6.1 | 5.5 | | | |
| EBITDA | 19,539 | 21,329 | 24,299 | 23,063 | 24,153 | 26,522 | 24.3 | 9.8 | |
| EBITDA margin (%) | 19.0 | 19.8 | 20.1 | 20.1 | 20.2 | 20.2 | | | |
| Depreciation | 835 | 876 | 881 | 906 | 937 | 956 | 9.1 | 2.0 | |
| EBIT | 18,704 | 20,452 | 23,418 | 22,157 | 23,216 | 25,566 | 25.0 | 10.1 | |
| Other Income | 3,463 | 3,614 | 3,461 | 3,487 | 3,209 | 3,845 | 6.4 | 19.8 | |
| Interest | 121 | 65 | 121 | 228 | 207 | 159 | 143.8 | (23.0) | |
| PBT | 22,046 | 24,000 | 26,758 | 25,416 | 26,218 | 29,252 | 21.9 | 11.6 | |
| Total Tax | 5,399 | 5,639 | 6,339 | 6,056 | 6,335 | 9,202 | 63.2 | 45.3 | |
| Adjusted PAT | 16,648 | 18,361 | 20,419 | 19,360 | 19,883 | 20,050 | 9.2 | 0.8 | |
| Exceptional Loss/(Gain) | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| Reported PAT | 16,648 | 18,361 | 20,419 | 19,360 | 19,883 | 20,050 | 9.2 | 0.8 | |
| Adjusted EPS (Rs) | 58.8 | 64.9 | 72.2 | 68.4 | 71.2 | 71.8 | 10.7 | 0.8 | |
| | | | | | | | | | |
| (%) | Q1FY24 | Q2FY24 | Q3FY24 | Q4FY24 | Q1FY25 | Q2FY25 | YoY (bps) | QoQ(bps) | |
| EBITDAM | 19.0 | 19.8 | 20.1 | 20.1 | 20.2 | 20.2 | 41 | (5) | |
| EBITM | 18.1 | 19.0 | 19.3 | 19.3 | 19.5 | 19.5 | 50 | 1 | |
| EBTM | 21.4 | 22.3 | 22.1 | 22.1 | 22.0 | 22.3 | 1 | 30 | |
| PATM | 16.1 | 17.0 | 16.9 | 16.9 | 16.7 | 15.3 | (176) | (140) | |
| Effective Tax rate | 24.5 | 23.5 | 23.7 | 23.8 | 24.2 | 31.5 | 796 | 729 | |
| | | | | | | | | | |

Source: Company, Emkay Research

Exhibit 2: Q2FY25 - Actual vs estimates

| (Rs mn) | Actual | Emkay Est. | % variance | Consensus | % variance |
|---------------------|---------|------------|------------|-----------|------------|
| Net sales | 131,275 | 133,076 | (1.4) | 132,567 | (1.0) |
| EBITDA | 26,522 | 27,281 | (2.8) | 26,791 | (1.0) |
| EBITDA margin (%) | 20.2 | 20.5 | -30bps | 20.2 | -1bps |
| Adjusted net income | 20,050 | 22,553 | (11.1) | 21,982 | (8.8) |
| FDEPS (Rs) | 71.8 | 80.8 | (11.1) | 77.7 | (7.6) |

Source: Company, Emkay Research

Exhibit 3: Margin analysis - Higher RM costs QoQ off-set by lower staff costs/other expenses

| Year to March (%) | Q2FY25 | Q2FY24 | Change (bps) | Q1FY25 | Change (bps) |
|--|--------|--------|--------------|--------|--------------|
| Raw material costs | 71.3 | 71.0 | 34 | 70.0 | 130 |
| Staff costs | 3.0 | 3.5 | (54) | 3.6 | (65) |
| Other expenses (incl expenses capitalized) | 5.5 | 5.7 | (21) | 6.1 | (61) |
| EBITDA | 20.2 | 19.8 | 41 | 20.2 | (5) |
| Adjusted net profit | 15.3 | 17.0 | (176) | 15.4 | (10) |
| Tax rate | 31.5 | 23.5 | 796 | 24.2 | 729 |

Source: Company, Emkay Research

Exhibit 4: Industry mix - The 125cc motorcycle segment is now 18%/30% of domestic 2Ws/domestic motorcycles, respectively

| Industry mix (%) | FY19 | FY20 | FY21 | FY22 | FY23 | Q1FY24 | Q2FY24 | Q3FY24 | Q4FY24 | Q1FY25 | Q2FY25 |
|-----------------------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|
| Domestic Motorcycles | 55.6 | 53.6 | 54.5 | 50.2 | 52.4 | 55.5 | 53.0 | 55.3 | 53.7 | 54.1 | 51.6 |
| Up to 110cc | 38.5 | 35.3 | 35.1 | 36.2 | 32.0 | 31.3 | 29.5 | 31.0 | 29.4 | 29.2 | 27.9 |
| 110-125cc | 8.9 | 13.1 | 15.8 | 16.0 | 16.4 | 17.8 | 16.8 | 16.8 | 17.1 | 17.7 | 17.9 |
| 125-150cc | 5.8 | 5.1 | 3.5 | 2.7 | 2.5 | 2.5 | 2.2 | 3.1 | 3.6 | 3.4 | 3.4 |
| Over 150cc | 9.0 | 8.6 | 11.0 | 10.5 | 11.6 | 12.2 | 12.3 | 12.0 | 12.2 | 11.8 | 10.4 |
| Domestic Scooters | 27.4 | 26.6 | 24.4 | 22.4 | 26.6 | 26.3 | 28.5 | 26.9 | 27.1 | 28.2 | 29.5 |
| Domestic Mopeds | 3.6 | 3.0 | 3.4 | 2.6 | 2.3 | 2.1 | 2.1 | 2.4 | 2.3 | 2.1 | 2.2 |
| Domestic 2Ws | 96.8 | 96.5 | 98.6 | 98.1 | 97.0 | 96.6 | 95.9 | 96.2 | 96.5 | 96.8 | 96.1 |
| Domestic 3Ws | 3.2 | 3.5 | 1.4 | 1.9 | 3.0 | 3.4 | 4.1 | 3.8 | 3.5 | 3.2 | 3.9 |
| Domestic Quadricycles | 0.0 | 0.0 | (0.0) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total - Domestic | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: SIAM, Emkay Research

Exhibit 5: BJAUT mix - Decline in contribution from the 125cc and above motorcycles

| BJAUT mix (%) | FY19 | FY20 | FY21 | FY22 | FY23 | Q1FY24 | Q2FY24 | Q3FY24 | Q4FY24 | Q1FY25 | Q2FY25 |
|----------------------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|
| Domestic Motorcycles | 86.4 | 85.0 | 94.2 | 90.6 | 84.0 | 81.3 | 75.4 | 79.4 | 76.2 | 78.0 | 71.2 |
| Up to 110cc | 49.1 | 44.2 | 38.3 | 42.6 | 28.5 | 21.6 | 22.1 | 23.2 | 16.6 | 18.2 | 17.7 |
| 110-125cc | 1.8 | 8.0 | 24.6 | 25.5 | 32.1 | 37.4 | 27.9 | 31.0 | 31.6 | 32.7 | 30.1 |
| 125-150cc | 24.2 | 20.6 | 17.7 | 12.4 | 10.0 | 8.2 | 9.5 | 11.3 | 13.0 | 12.1 | 9.9 |
| Over 150cc | 11.4 | 12.3 | 13.7 | 10.2 | 13.4 | 14.2 | 15.8 | 13.9 | 15.0 | 15.0 | 13.5 |
| Domestic Scooters | - | 0.0 | 0.1 | 0.5 | 1.7 | 3.3 | 3.8 | 4.8 | 7.0 | 6.3 | 10.8 |
| Domestic 2Ws | 86.4 | 85.0 | 94.3 | 91.1 | 85.7 | 84.6 | 79.3 | 84.2 | 83.2 | 84.3 | 82.0 |
| Domestic 3Ws | 13.6 | 14.9 | 5.7 | 8.9 | 14.2 | 15.4 | 20.7 | 15.8 | 16.8 | 15.6 | 18.0 |
| Total - Domestic | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: SIAM, Emkay Research

Exhibit 6: BJAUT market share - The 125cc market share continues to decline; scooters and 3Ws have driven overall 2W share upward

| BJAUT market share (%) | FY19 | FY20 | FY21 | FY22 | FY23 | Q1FY24 | Q2FY24 | Q3FY24 | Q4FY24 | Q1FY25 | Q2FY25 |
|------------------------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|
| Domestic Motorcycles | 18.7 | 18.5 | 18.0 | 18.2 | 17.3 | 19.1 | 16.5 | 20.0 | 17.2 | 16.8 | 17.2 |
| Up to 110cc | 17.1 | 16.9 | 13.6 | 15.5 | 11.5 | 10.3 | 10.0 | 11.9 | 7.9 | 8.3 | 9.1 |
| 110-125cc | 2.7 | 8.2 | 19.5 | 20.8 | 25.2 | 31.4 | 22.1 | 29.2 | 25.9 | 24.7 | 24.3 |
| 125-150cc | 56.3 | 55.0 | 64.1 | 59.8 | 51.8 | 49.2 | 57.6 | 57.4 | 50.8 | 47.6 | 41.9 |
| Over 150cc | 17.0 | 19.3 | 15.6 | 12.7 | 14.8 | 17.4 | 17.1 | 18.3 | 17.4 | 17.2 | 18.7 |
| Domestic Scooters | - | 0.0 | 0.0 | 0.2 | 0.7 | 1.6 | 1.6 | 2.5 | 3.1 | 2.6 | 4.6 |
| Domestic 2Ws | 12.0 | 11.9 | 12.0 | 12.2 | 11.4 | 13.1 | 11.0 | 13.9 | 12.1 | 11.7 | 12.3 |
| Domestic 3Ws | 56.9 | 57.3 | 49.8 | 61.5 | 61.4 | 68.2 | 67.6 | 65.5 | 66.9 | 65.4 | 67.0 |
| Domestic Quadricycles | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Total - Domestic | 13.4 | 13.5 | 12.5 | 13.1 | 12.9 | 15.0 | 13.3 | 15.8 | 14.1 | 13.4 | 14.4 |

Source: SIAM, Emkay Research

Exhibit 7: BJAUT's retail growth has been muted at 6.7% on YTD basis and at 5.7% during Sep-Oct

| Growth YoY | Sep-23 | Oct-23 | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | FY25YTD |
|------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| BJAUT | 29% | 4% | 30% | 44% | 28% | 23% | 12% | 34% | -6% | -6% | 10% | 7% | -10% | 7% |
| HMCL | 31% | -26% | 26% | 39% | 5% | 0% | -8% | 16% | -20% | -11% | 5% | 3% | -29% | -1% |
| TVSL | 28% | -5% | 34% | 32% | 22% | 17% | 6% | 35% | 4% | 4% | 18% | 5% | -8% | 13% |
| HMSI | 17% | -10% | 11% | 16% | 7% | 12% | 7% | 50% | 39% | 22% | 19% | 14% | -9% | 24% |
| RE | 9% | -7% | 16% | -3% | -3% | -4% | -10% | 9% | -13% | -12% | -2% | -6% | -15% | -3% |
| Industry | 22% | -12% | 22% | 28% | 15% | 14% | 6% | 34% | 3% | 5% | 18% | 7% | -9% | 10% |

Source: Vahan, Emkay Research; Note: YTD is till 15-Oct-2024

Exhibit 8: BJAUT's positioning in the 125cc motorcycle category has weakened, with market share loss in FY25YTD vs FY24

| Commuter motorcycles – market share (%) | FY14 | FY15 | FY16 | FY17 | FY18 | FY19 | FY20 | FY21 | FY22 | FY23 | FY24 | FY24YTD | FY25YTD |
|---|------|------|------|------|------|------|------|------|------|------|------|---------|---------|
| HMCL | 65.9 | 69.1 | 71.6 | 72.4 | 73.6 | 72.1 | 72.4 | 76.3 | 74.6 | 78.9 | 77.5 | 77.5 | 78.0 |
| HMSI | 8.7 | 9.1 | 7.4 | 7.0 | 7.4 | 5.0 | 5.0 | 4.5 | 3.9 | 2.9 | 6.1 | 5.7 | 7.4 |
| BJAUT | 17.2 | 13.6 | 14.3 | 15.5 | 13.7 | 17.3 | 16.9 | 13.6 | 15.5 | 12.2 | 10.4 | 10.6 | 8.7 |
| TVSL | 5.0 | 6.1 | 5.7 | 4.8 | 5.1 | 5.4 | 5.6 | 5.5 | 6.1 | 6.0 | 6.1 | 6.2 | 5.9 |
| EIM | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Others | 3.2 | 2.2 | 1.0 | 0.3 | 0.3 | 0.2 | 0.1 | - | - | - | - | - | - |

| 125cc motorcycles – market share (%) | FY14 | FY15 | FY16 | FY17 | FY18 | FY19 | FY20 | FY21 | FY22 | FY23 | FY24 | FY24YTD | FY25YTD |
|--------------------------------------|------|------|------|------|------|------|------|------|------|------|------|---------|---------|
| HMCL | 39.5 | 41.3 | 39.4 | 40.0 | 40.3 | 39.0 | 49.5 | 39.8 | 25.7 | 21.3 | 17.1 | 22.7 | 21.0 |
| HMSI | 38.4 | 47.7 | 44.8 | 41.2 | 45.3 | 51.1 | 40.0 | 40.8 | 50.0 | 45.8 | 41.1 | 43.3 | 47.9 |
| BJAUT | 13.9 | 6.8 | 8.3 | 6.9 | 5.4 | 2.7 | 8.2 | 19.5 | 20.8 | 23.9 | 26.7 | 17.7 | 19.7 |
| TVSL | 4.5 | 2.0 | 3.7 | 8.0 | 6.1 | 4.5 | 1.4 | - | 3.5 | 9.1 | 15.1 | 16.3 | 11.4 |
| EIM | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Others | 3.6 | 2.2 | 3.8 | 3.9 | 2.8 | 2.6 | 0.9 | - | - | - | - | - | - |

| Up to 125cc motorcycles - market share (%) | FY14 | FY15 | FY16 | FY17 | FY18 | FY19 | FY20 | FY21 | FY22 | FY23 | FY24 | FY24YTD | FY25YTD |
|--|------|------|------|------|------|------|------|------|------|------|------|---------|---------|
| HMCL | 60.1 | 63.4 | 64.8 | 65.2 | 66.1 | 65.9 | 66.2 | 65.0 | 59.6 | 59.7 | 55.8 | 59.1 | 57.3 |
| HMSI | 15.3 | 16.9 | 15.2 | 14.5 | 15.9 | 13.6 | 14.5 | 15.8 | 18.1 | 17.2 | 18.7 | 18.3 | 22.1 |
| BJAUT | 16.5 | 12.2 | 13.0 | 13.6 | 11.8 | 14.6 | 14.6 | 15.4 | 17.1 | 16.1 | 16.2 | 13.0 | 12.7 |
| TVSL | 4.9 | 5.3 | 5.3 | 5.5 | 5.3 | 5.2 | 4.4 | 3.8 | 5.3 | 7.0 | 9.3 | 9.6 | 7.9 |
| EIM | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Others | 3.3 | 2.2 | 1.6 | 1.1 | 0.8 | 0.6 | 0.3 | - | - | - | - | - | - |

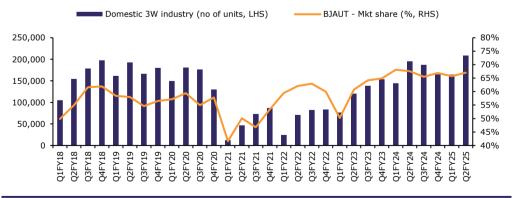
Source: Company, Emkay Research

Exhibit 9: CNG motorcycle Freedom retails are lagging dispatches; company expects 18k retail stores/touchpoints in Oct-24

| Touchpoints | Jul-24 | Aug-24 | Sep-24 |
|-------------------------|--------|--------|--------|
| Freedom 125 - Retail | 272 | 4,111 | 4,933 |
| Freedom 125 - Wholesale | 1,933 | 9,215 | 19,639 |

Source: SIAM, Vahan, Emkay Research

Exhibit 10: Domestic 3W industry volume crossed its earlier peak in Q2FY25



Source: SIAM, Emkay Research

Exhibit 11: Revenue model – We build in 13% EPS CAGR over FY24-27E

| Revenue Model | FY19 | FY20 | FY21 | FY22 | FY23 | FY24 | FY25E | FY26E | FY27E |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Domestic 2Ws (no of units) | 2,541,320 | 2,078,348 | 1,809,375 | 1,641,084 | 1,802,092 | 2,250,589 | 2,418,927 | 2,582,453 | 2,804,515 |
| Growth (%) | 28.7 | (18.2) | (12.9) | (9.3) | 9.8 | 24.9 | 7.5 | 6.8 | 8.6 |
| Domestic 3Ws (no of units) | 398,826 | 364,817 | 109,304 | 160,599 | 300,009 | 463,443 | 495,884 | 515,719 | 531,191 |
| Growth (%) | 7.9 | (8.5) | (70.0) | 46.9 | 86.8 | 54.5 | 7.0 | 4.0 | 3.0 |
| Domestic Total (no of units) | 2,940,146 | 2,443,165 | 1,918,679 | 1,801,683 | 2,102,101 | 2,714,032 | 2,914,811 | 3,098,173 | 3,335,706 |
| Growth (%) | 25.4 | (16.9) | (21.5) | (6.1) | 16.7 | 29.1 | 7.4 | 6.3 | 7.7 |
| Export 2Ws (no of units) | 1,695,553 | 1,869,220 | 1,796,518 | 2,195,772 | 1,636,956 | 1,477,338 | 1,684,165 | 1,987,315 | 2,186,047 |
| Growth (%) | 21.6 | 10.2 | (3.9) | 22.2 | (25.4) | (9.8) | 14.0 | 18.0 | 10.0 |
| Export 3Ws (no of units) | 383,177 | 301,885 | 257,729 | 310,854 | 184,284 | 158,872 | 182,912 | 201,203 | 221,323 |
| Growth (%) | 43.1 | (21.2) | (14.6) | 20.6 | (40.7) | (13.8) | 15.1 | 10.0 | 10.0 |
| Exports - Total (no of units) | 2,078,730 | 2,171,105 | 2,054,247 | 2,506,626 | 1,821,240 | 1,636,210 | 1,867,077 | 2,188,518 | 2,407,370 |
| Growth (%) | 25.0 | 4.4 | (5.4) | 22.0 | (27.3) | (10.2) | 14.1 | 17.2 | 10.0 |
| Total volume (no of units) | 5,018,876 | 4,614,270 | 3,972,926 | 4,308,309 | 3,923,341 | 4,350,242 | 4,781,888 | 5,286,690 | 5,743,075 |
| Growth (%) | 25.3 | (8.1) | (13.9) | 8.4 | (8.9) | 10.9 | 9.9 | 10.6 | 8.6 |
| ASP (Rs/unit) | 60,479 | 64,826 | 69,826 | 76,930 | 92,831 | 102,702 | 107,966 | 111,143 | 112,787 |
| Growth (%) | (3.9) | 7.2 | 7.7 | 10.2 | 20.7 | 10.6 | 5.1 | 2.9 | 1.5 |
| Revenue | 303,576 | 299,187 | 277,411 | 331,447 | 364,276 | 446,852 | 516,358 | 587,662 | 647,826 |
| Growth (%) | 20.4 | (1.4) | (7.3) | 19.5 | 9.9 | 22.7 | 15.6 | 13.8 | 10.2 |
| EBITDA | 51,925 | 50,962 | 49,285 | 52,586 | 65,491 | 88,229 | 104,632 | 119,294 | 133,308 |
| EBITDA margin (%) | 17.1 | 17.0 | 17.8 | 15.9 | 18.0 | 19.7 | 20.3 | 20.3 | 20.6 |
| EBITDA growth (%) | 7.3 | (1.9) | (3.3) | 6.7 | 24.5 | 34.7 | 18.6 | 14.0 | 11.7 |
| EBIT | 63,656 | 65,834 | 59,457 | 61,987 | 74,481 | 98,755 | 114,816 | 128,976 | 142,854 |
| EBIT margin (%) | 21.0 | 22.0 | 21.4 | 18.7 | 20.4 | 22.1 | 22.2 | 21.9 | 22.1 |
| EPS (Rs) | 153 | 176 | 157 | 165 | 199 | 268 | 311 | 349 | 387 |

Source: Company, Emkay Research

Exhibit 12: Change in estimates – Our estimates are broadly unchanged

| (Do) | | FY25 | E | | | FY2 | 6E | | FY27E | | | |
|----------------------|-----------|-----------|----------|-------|-----------|-----------|----------|-------|-----------|-----------|----------|-------|
| (Rs mn) | Earlier | Revised | % Change | % YoY | Earlier | Revised | % Change | % YoY | Earlier | Revised | % Change | % YoY |
| Domestic 2W | 2,388,750 | 2,418,927 | 1.3 | 7.5 | 2,537,873 | 2,582,453 | 1.8 | 6.8 | 2,691,944 | 2,804,515 | 4.2 | 8.6 |
| Domestic 3W | 496,577 | 496,609 | 0.0 | 7.0 | 516,411 | 516,444 | 0.0 | 4.0 | 531,903 | 531,938 | 0.0 | 3.0 |
| Total Domestic | 2,885,327 | 2,915,536 | 1.0 | 7.4 | 3,054,284 | 3,098,898 | 1.5 | 6.3 | 3,223,847 | 3,336,452 | 3.5 | 7.7 |
| Export 2W | 1,684,165 | 1,684,165 | 0.0 | 14.0 | 1,987,315 | 1,987,315 | 0.0 | 18.0 | 2,245,666 | 2,186,047 | (2.7) | 10.0 |
| Export 3W | 175,177 | 182,912 | 4.4 | 15.1 | 192,695 | 201,203 | 4.4 | 10.0 | 211,964 | 221,323 | 4.4 | 10.0 |
| Total Export | 1,859,342 | 1,867,077 | 0.4 | 14.1 | 2,180,010 | 2,188,518 | 0.4 | 17.2 | 2,457,630 | 2,407,370 | (2.0) | 10.0 |
| Volume (No of units) | 4,744,669 | 4,782,613 | 0.8 | 9.9 | 5,234,293 | 5,287,415 | 1.0 | 10.6 | 5,681,477 | 5,743,822 | 1.1 | 8.6 |
| Revenue | 520,441 | 516,358 | (0.8) | 15.6 | 582,927 | 587,662 | 0.8 | 13.8 | 642,341 | 647,826 | 0.9 | 10.2 |
| EBITDA | 105,775 | 104,632 | (1.1) | 18.6 | 118,374 | 119,294 | 0.8 | 14.0 | 132,184 | 133,308 | 0.9 | 11.7 |
| Margin (%) | 20.3 | 20.3 | -6bps | 52bps | 20.3 | 20.3 | -1bps | 4bps | 20.6 | 20.6 | 0bps | 28bps |
| Net Profit | 87,674 | 86,821 | (1.0) | 16.1 | 96,862 | 97,547 | 0.7 | 12.4 | 107,222 | 108,057 | 0.8 | 10.8 |
| EPS (Rs) | 314.0 | 311.0 | (1.0) | 16.1 | 347.0 | 349.4 | 0.7 | 12.4 | 384.1 | 387.1 | 0.8 | 10.8 |

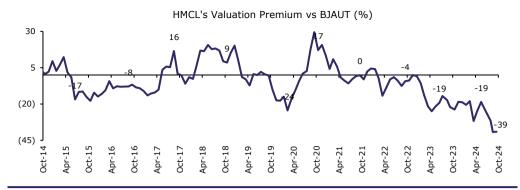
Source: Emkay Research

Exhibit 13: Emkay vs Consensus estimates

| Bajaj Auto | Emkay Estimates | | | Bloom | berg estimat | es | Difference | | | |
|-------------------|-----------------|---------|---------|---------|--------------|---------|------------|-------|-------|--|
| | FY25E | FY26E | FY27E | FY25E | FY26E | FY27E | FY25E | FY26E | FY27E | |
| Net revenue | 516,358 | 587,662 | 647,826 | 524,284 | 606,900 | 687,534 | -1.5% | -3.2% | -5.8% | |
| EBITDA | 104,632 | 119,294 | 133,308 | 107,291 | 125,746 | 142,466 | -2.5% | -5.1% | -6.4% | |
| EBITDA margin (%) | 20.3 | 20.3 | 20.6 | 20.5 | 20.7 | 20.7 | | | | |
| EPS (Rs) | 311 | 349 | 387 | 317.7 | 372.2 | 421.7 | -2.1% | -6.1% | -8.2% | |

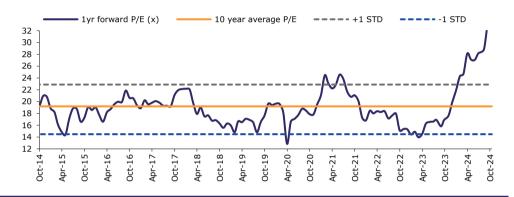
Source: Bloomberg, Emkay Research

Exhibit 14: BJAUT's valuation premium vs HMCL is at an all-time high



Source: Bloomberg, Emkay Research

Exhibit 15: BJAUT trades well above 1SD from its LTA, on PER basis



Source: Bloomberg, Emkay Research

Bajaj Auto: Standalone Financials and Valuations

| Profit & Loss | | | | | |
|-----------------------------|---------|---------|---------|---------|---------|
| Y/E Mar (Rs mn) | FY23 | FY24 | FY25E | FY26E | FY27E |
| Revenue | 364,276 | 446,852 | 516,358 | 587,662 | 647,826 |
| Revenue growth (%) | 9.9 | 22.7 | 15.6 | 13.8 | 10.2 |
| EBITDA | 65,491 | 88,229 | 104,632 | 119,294 | 133,308 |
| EBITDA growth (%) | 24.5 | 34.7 | 18.6 | 14.0 | 11.7 |
| Depreciation & Amortization | 2,824 | 3,498 | 3,890 | 4,498 | 4,741 |
| EBIT | 62,667 | 84,731 | 100,743 | 114,796 | 128,567 |
| EBIT growth (%) | 25.6 | 35.2 | 18.9 | 13.9 | 12.0 |
| Other operating income | 0 | 0 | 0 | 0 | 0 |
| Other income | 11,814 | 14,025 | 14,074 | 14,180 | 14,287 |
| Financial expense | 395 | 535 | 578 | 624 | 674 |
| PBT | 74,086 | 98,220 | 114,238 | 128,352 | 142,180 |
| Extraordinary items | 0 | 0 | 0 | 0 | 0 |
| Taxes | 17,810 | 23,432 | 27,417 | 30,804 | 34,123 |
| Minority interest | 0 | 0 | 0 | 0 | 0 |
| Income from JV/Associates | 0 | 0 | 0 | 0 | 0 |
| Reported PAT | 56,276 | 74,788 | 86,821 | 97,547 | 108,057 |
| PAT growth (%) | 12.1 | 32.9 | 16.1 | 12.4 | 10.8 |
| Adjusted PAT | 56,276 | 74,788 | 86,821 | 97,547 | 108,057 |
| Diluted EPS (Rs) | 198.9 | 271.8 | 311.0 | 349.4 | 387.1 |
| Diluted EPS growth (%) | 14.7 | 36.7 | 14.4 | 12.4 | 10.8 |
| DPS (Rs) | 140.0 | 80.0 | 310.0 | 320.0 | 340.0 |
| Dividend payout (%) | 70.4 | 29.4 | 99.7 | 91.6 | 87.8 |
| EBITDA margin (%) | 18.0 | 19.7 | 20.3 | 20.3 | 20.6 |
| EBIT margin (%) | 17.2 | 19.0 | 19.5 | 19.5 | 19.8 |
| Effective tax rate (%) | 24.0 | 23.9 | 24.0 | 24.0 | 24.0 |
| NOPLAT (pre-IndAS) | 47,602 | 64,517 | 76,564 | 87,245 | 97,711 |
| Shares outstanding (mn) | 283.0 | 275.2 | 279.2 | 279.2 | 279.2 |

| Source: Co | ompany, | Emkay | Research |
|------------|---------|-------|----------|
|------------|---------|-------|----------|

| Cash flows | | | | | |
|------------------------------|----------|----------|----------|----------|----------|
| Y/E Mar (Rs mn) | FY23 | FY24 | FY25E | FY26E | FY27E |
| PBT | 74,086 | 98,220 | 114,238 | 128,352 | 142,180 |
| Others (non-cash items) | 0 | 0 | 0 | 0 | 0 |
| Taxes paid | (19,184) | (23,826) | (27,531) | (30,933) | (32,844) |
| Change in NWC | 7,234 | 10,171 | 6,154 | 3,103 | 1,428 |
| Operating cash flow | 43,305 | 60,758 | 18,724 | 88,672 | 96,309 |
| Capital expenditure | (8,064) | (7,957) | (8,000) | (8,000) | (8,000) |
| Acquisition of business | (3,000) | 0 | 0 | 0 | (3,000) |
| Interest & dividend income | 4,153 | 3,805 | 3,805 | 3,805 | 3,805 |
| Investing cash flow | 25,152 | 12,632 | 4,074 | 4,180 | (713) |
| Equity raised/(repaid) | (30,939) | (39,307) | 0 | 0 | 0 |
| Debt raised/(repaid) | 0 | 8,327 | 0 | 0 | 0 |
| Payment of lease liabilities | 0 | 0 | 0 | 0 | 0 |
| Interest paid | (380) | (519) | (578) | (624) | (674) |
| Dividend paid (incl tax) | (40,470) | (39,602) | (22,014) | (86,546) | (89,338) |
| Others | 306 | 219 | 0 | 0 | 0 |
| Financing cash flow | (71,483) | (70,882) | (22,592) | (87,170) | (90,012) |
| Net chg in Cash | (3,026) | 2,509 | 205 | 5,682 | 5,584 |
| OCF | 43,305 | 60,758 | 18,724 | 88,672 | 96,309 |
| Adj. OCF (w/o NWC chg.) | 36,071 | 50,587 | 12,570 | 85,570 | 94,881 |
| FCFF | 35,241 | 52,801 | 10,724 | 80,672 | 88,309 |
| FCFE | 38,999 | 56,071 | 13,950 | 83,853 | 91,439 |
| OCF/EBITDA (%) | 66.1 | 68.9 | 17.9 | 74.3 | 72.2 |
| FCFE/PAT (%) | 69.3 | 75.0 | 16.1 | 86.0 | 84.6 |
| FCFF/NOPLAT (%) | 74.0 | 81.8 | 14.0 | 92.5 | 90.4 |

| Source: | Company, | Emkay | Research |
|---------|----------|-------|----------|

| Balance Sheet | | | | | |
|------------------------------|-----------|-----------|-----------|-----------|-----------|
| Y/E Mar (Rs mn) | FY23 | FY24 | FY25E | FY26E | FY27E |
| Share capital | 2,830 | 2,792 | 2,792 | 2,792 | 2,792 |
| Reserves & Surplus | 251,429 | 245,813 | 246,089 | 254,298 | 267,434 |
| Net worth | 254,259 | 248,605 | 248,880 | 257,090 | 270,226 |
| Minority interests | 0 | 0 | 0 | 0 | 0 |
| Deferred tax liability (net) | 3,452 | 5,069 | 4,955 | 4,827 | 6,106 |
| Total debt | 1,242 | 9,599 | 9,599 | 9,599 | 9,599 |
| Total liabilities & equity | 258,952 | 263,273 | 263,434 | 271,516 | 285,931 |
| Net tangible fixed assets | 26,353 | 31,379 | 35,437 | 38,939 | 42,198 |
| Net intangible assets | 307 | 119 | 119 | 119 | 119 |
| Net ROU assets | 0 | 0 | 0 | 0 | 0 |
| Capital WIP | 819 | 275 | 326 | 326 | 326 |
| Goodwill | 0 | 0 | 0 | 0 | 0 |
| Investments [JV/Associates] | 34,465 | 34,465 | 34,465 | 34,465 | 37,465 |
| Cash & equivalents | 198,126 | 216,315 | 218,520 | 226,202 | 235,787 |
| Current assets (ex-cash) | 51,207 | 59,954 | 66,118 | 72,437 | 77,797 |
| Current Liab. & Prov. | 52,325 | 79,233 | 91,551 | 100,973 | 107,761 |
| NWC (ex-cash) | (1,118) | (19,279) | (25,434) | (28,536) | (29,964) |
| Total assets | 258,952 | 263,273 | 263,434 | 271,516 | 285,931 |
| Net debt | (196,884) | (206,716) | (208,921) | (216,603) | (226,188) |
| Capital employed | 258,952 | 263,273 | 263,434 | 271,516 | 285,931 |
| Invested capital | 25,542 | 12,218 | 10,123 | 10,522 | 12,353 |
| BVPS (Rs) | 898.6 | 903.4 | 891.5 | 920.9 | 967.9 |
| Net Debt/Equity (x) | (0.8) | (0.8) | (0.8) | (0.8) | (0.8) |
| Net Debt/EBITDA (x) | (3.0) | (2.3) | (2.0) | (1.8) | (1.7) |
| Interest coverage (x) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| RoCE (%) | 24.4 | 32.5 | 38.3 | 43.0 | 46.2 |

Source: Company, Emkay Research

| Valuations and key Ra | tios | | | | |
|--------------------------|-------|--------|--------|---------|---------|
| Y/E Mar | FY23 | FY24 | FY25E | FY26E | FY27E |
| P/E (x) | 58.4 | 42.7 | 37.4 | 33.2 | 30.0 |
| P/CE(x) | 55.6 | 40.8 | 35.8 | 31.8 | 28.8 |
| P/B (x) | 12.9 | 12.9 | 13.0 | 12.6 | 12.0 |
| EV/Sales (x) | 8.5 | 6.7 | 5.9 | 5.2 | 4.7 |
| EV/EBITDA (x) | 47.2 | 33.9 | 29.0 | 25.4 | 22.6 |
| EV/EBIT(x) | 49.3 | 35.3 | 30.1 | 26.4 | 23.5 |
| EV/IC (x) | 121.0 | 244.7 | 299.8 | 287.6 | 244.2 |
| FCFF yield (%) | 1.1 | 1.8 | 0.4 | 2.7 | 2.9 |
| FCFE yield (%) | 1.2 | 1.8 | 0.4 | 2.6 | 2.8 |
| Dividend yield (%) | 1.2 | 0.7 | 2.7 | 2.8 | 2.9 |
| DuPont-RoE split | | | | | |
| Net profit margin (%) | 15.4 | 16.7 | 16.8 | 16.6 | 16.7 |
| Total asset turnover (x) | 1.4 | 1.7 | 2.0 | 2.2 | 2.3 |
| Assets/Equity (x) | 1.0 | 1.0 | 1.1 | 1.1 | 1.1 |
| RoE (%) | 21.6 | 29.7 | 34.9 | 38.6 | 41.0 |
| DuPont-RoIC | | | | | |
| NOPLAT margin (%) | 13.1 | 14.4 | 14.8 | 14.8 | 15.1 |
| IC turnover (x) | 14.0 | 23.7 | 46.2 | 56.9 | 56.6 |
| RoIC (%) | 241.1 | 436.9 | 879.5 | 1,079.3 | 1,094.0 |
| Operating metrics | | | | | |
| Core NWC days | (1.1) | (15.7) | (18.0) | (17.7) | (16.9) |
| Total NWC days | (1.1) | (15.7) | (18.0) | (17.7) | (16.9) |
| Fixed asset turnover | 7.3 | 7.7 | 7.9 | 8.0 | 7.9 |
| Opex-to-revenue (%) | 10.5 | 9.2 | 9.3 | 9.3 | 9.0 |

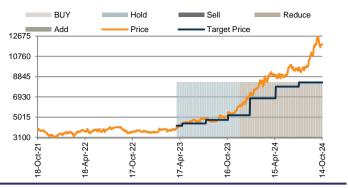
Source: Company, Emkay Research

RECOMMENDATION HISTORY - DETAILS

| Date | Closing Price (INR) | TP (INR) | Rating | Analyst |
|-----------|------------------------|----------|--------|-------------|
| 17-Jul-24 | 9,718 | 8,300 | Reduce | Chirag Jain |
| 19-Apr-24 | 8,805 | 7,900 | Reduce | Chirag Jain |
| 25-Jan-24 | 7,598 | 6,800 | Reduce | Chirag Jain |
| 11-Jan-24 | 7,299 | 6,800 | Reduce | Chirag Jain |
| 30-Nov-23 | 6,091 | 5,190 | Reduce | Chirag Jain |
| 19-Oct-23 | 5,483 | 5,190 | Hold | Chirag Jain |
| 26-Jul-23 | 4,870 | 4,760 | Hold | Chirag Jain |
| 26-Apr-23 | 4,299 | 4,420 | Hold | Chirag Jain |
| 04-Apr-23 | 3,994 | 4,190 | Hold | Chirag Jain |

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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| | ·, ·· · · · | | |
|---------|---|--|--|
| Ratings | Expected Return within the next 12-18 months. | | |
| BUY | >15% upside | | |
| ADD | 5-15% upside | | |
| REDUCE | 5% upside to 15% downside | | |
| SELL | <15% downside | | |

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