



Hero Motocorp



Your success is our success

Refer to important disclosures at the end of this report

Demand outlook unchanged; maintain Buy

CMP
Rs 2,895
as of (October 16, 2018)

Target Price Rs 3,560 (▼)

Rating BUY (■) Upside 23.0 %

- Revenue grew 9% yoy to Rs90.9bn, in line with estimates (Emkay est: Rs91.2bn; consensus est: Rs90.4bn). Despite the recent increase in insurance costs for buyers, management reiterated its double-digit volume growth expectation for FY19, driven by new product launches and strong rural demand.
- At 15.2%, the EBITDA margin came in slightly below our estimate of 15.4%. In the near term, the margin is expected to be under pressure due to commodity inflation and adverse currency movements. Over the next few quarters, margin would gradually improve due to price increases, tax benefits from the Gujarat/AP plants, and cost-reduction efforts.
- We slightly adjust our FY19/FY20 EPS forecasts by 2%/3% to Rs185.6/Rs222.6 due to a downgrade in margin assumption by ~40bps. Despite this revision, we expect 10% earnings CAGR over FY18-20.
- We maintain our Buy rating, with a revised target price of Rs3,560 (Rs4,130 earlier), based on 16x FY20E EPS (18x earlier). We have reduced the valuation multiple factoring in lower earnings growth. Average ROE/ROCE are expected at 31%/43% over FY19-20, with FCF generation of Rs36bn/year. Dividend yield remains high at ~3%.

Outlook and recommendation

- Conference call highlights: 1) Volume growth expectation of 10% for FY19 remains unchanged despite the increase in insurance costs for buyers; 2) festive season (*Navratri* and *Diwali* period) growth is expected at 8-10%; although demand in the initial days of the festival season was muted, it has started to improve gradually; rural growth continues to be better than urban growth; 3) new product (Xtreme 200cc motorcycle; two 125cc scooters) launches remain a focus area; the 125cc scooter segment witnessed over 70% growth in H1FY19, and two new launches in this category are expected to support volumes ahead; and 4) although there is near-term margin pressure due to commodity inflation and adverse currency movements, the company is able to pass on this impact with a quarter's lag. A blended price increase of Rs600-700/unit was implemented in Oct'18.
- Maintain Buy: We slightly adjust our FY19E/FY20E EPS by 2%/3% to Rs185.6/Rs222.6 on a downgrade in margin assumption by ~40bps. Post cut, we expect an earnings CAGR of 10% over FY18-20. We maintain Buy, with a revised TP of Rs3,560 (Rs4,130 earlier), based on 16x FY20E EPS (18x earlier). We have reduced our valuation multiple factoring in lower earnings growth. Average ROE/ROCE are expected at 31%/43% for FY19-20, with Rs36bn/year in FCF generation. The dividend yield remains high at ~3%.

Financial Snapshot (Standalone)

(Rs mn)	FY16	FY17	FY18	FY19E	FY20E
Revenue	284,427	285,005	322,305	352,902	407,377
EBITDA	44,550	46,348	52,802	53,743	64,179
EBITDA Margin (%)	15.7	16.3	16.4	15.2	15.8
APAT	31,602	33,771	36,974	37,062	44,444
EPS (Rs)	158.2	169.1	185.1	185.6	222.6
EPS (% chg)	24.4	6.9	9.5	0.2	19.9
ROE (%)	41.1	35.7	33.8	29.8	31.8
P/E (x)	18.3	17.1	15.6	15.6	13.0
EV/EBITDA (x)	12.2	11.5	9.9	9.7	8.1
P/BV (x)	6.5	5.7	4.9	4.4	3.9
Source: Company, Emkay R	Research				

Change in Estimates

EPS Chg FY19E/FY20E (%) (2.2)/(3.0)

Target Price change (%) (13.8)

Target Period (Months) 12

Previous Reco BUY

Emkay vs Consensus

EPS Estimates

	FY19E	FY20E
Emkay	185.6	222.6
Consensus	185.3	207.3
Mean Consensus TP	(12M)	Rs 3,565
Stock Details		
Bloomberg Code		HMCL IN
Face Value (Rs)		2
Shares outstanding (r	mn)	200

-ace value (Rs)	2
Shares outstanding (mn)	200
52 Week H/L	3,895 / 2,692
M Cap (Rs bn/USD bn)	578 / 7.85
Daily Avg Volume (nos.)	540,271
Daily Avg Turnover (US\$ mr	n) 22.9

34.6%
38.9%
14.8%
11.7%

Price Performance									
(%)	1M	3M	6M	12M					
Absolute	(9)	(15)	(24)	(23)					
Rel. to Nifty	(1)	(13)	(24)	(26)					

Relative price chart



Source: Bloomberg

This report is solely produced by Emkay Global. The following person(s) are responsible for the production of the recommendation:

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Exhibit 1: Actual vs Estimate

(Rs mn)	Actual	Est	imate	% Va	riation	Comment
(KS IIII)	Actual	Emkay	Consensus	Emkay	Consensus	Comment
Total Revenue	90,909	91,193	90,309	(0.3)	0.7	In line with estimates. Revenue grew 9% yoy, supported by growth of 6% in volume and 3% in realization
EBITDA	13,787	14,044	14,037	(1.8)	(1.8)	
EBITDA Margin (%)	15.2	15.4	15.5	(23) bps	(38) bps	Slightly below estimates due to higher other expenses
Reported Net profit	9,763	9,591	9,470	1.8	3.1	Above estimate on higher non-operating income

Source: Emkay Research, Company

Exhibit 2: Quarterly Financial Summary

Rs mn	Q1FY18	Q2FY18	Q3FY18	Q4FY18	Q1FY19	Q2FY19	YoY (%)	QoQ (%)	YTD FY19	YTD FY18	YoY(%)
Revenue	79,805	83,717	73,142	85,640	88,098	90,909	8.6	3.2	179,008	163,522	9.5
Expenditure	66,846	69,160	61,562	71,935	74,325	77,122	11.5	3.8	151,448	136,006	11.4
as % of sales	83.8	82.6	84.2	84.0	84.4	84.8			84.6	83.2	
Consumption of RM	54,030	57,078	49,307	57,931	61,650	62,997	10.4	2.2	124,647	111,108	12.2
as % of sales	67.7	68.2	67.4	67.6	70.0	69.3			69.6	67.9	
Employee Cost	3,737	3,837	4,019	3,809	4,131	4,341	13.2	5.1	8,473	7,573	11.9
as % of sales	4.7	4.6	5.5	4.4	4.7	4.8			4.7	4.6	
Other expenditure	9,079	8,246	8,235	10,195	8,544	9,784	18.7	14.5	18,328	17,325	5.8
as % of sales	11.4	9.8	11.3	11.9	9.7	10.8			10.2	10.6	
EBITDA	12,959	14,557	11,580	13,706	13,773	13,787	(5.3)	0.1	27,560	27,516	0.2
Depreciation	1,330	1,360	1,383	1,483	1,482	1,518	11.6	2.4	3,000	2,690	11.5
EBIT	11,630	13,197	10,197	12,223	12,291	12,269	(7.0)	(0.2)	24,561	24,826	(1.1)
Other Income	1,317	1,176	1,100	1,665	1,157	2,237	90.2	93.3	3,394	2,493	36.1
Interest	16	16	16	15	21	21	37.2	1.4	43	31	35.4
PBT	12,931	14,357	11,282	13,872	13,427	14,485	0.9	7.9	27,912	27,288	2.3
Total Tax	3,790	4,252	3,227	4,198	4,336	4,722	11.0	8.9	9,057	8,043	12.6
Adjusted PAT after MI	9,140	10,105	8,054	9,674	9,092	9,763	(3.4)	7.4	18,855	19,245	(2.0)
Extra ordinary items Loss/(Gain)	0	0	0	0	0	0			0	0	#DIV/0!
Reported PAT	9,140	10,105	8,054	9,674	9,092	9,763	(3.4)	7.4	18,855	19,245	(2.0)
Adjusted EPS	45.8	50.6	40.3	48.4	45.5	48.9	(3.4)	7.4	94.4	96.4	(2.0)

Margins (%)							(bps)	(bps)			(bps)
EBIDTA	16.2	17.4	15.8	16.0	15.6	15.2	(222)	(47)	15.4	16.8	(143)
EBIT	14.6	15.8	13.9	14.3	14.0	13.5	(227)	(46)	13.7	15.2	(146)
EBT	16.2	17.1	15.4	16.2	15.2	15.9	(122)	69	15.6	16.7	(109)
PAT	11.5	12.1	11.0	11.3	10.3	10.7	(133)	42	10.5	11.8	(124)
Effective Tax rate	29.3	29.6	28.6	30.3	32.3	32.6	298	31	32.4	29.5	298

Source: Company, Emkay Research

Exhibit 3: Revision in estimates

De mn	Rs mn FY19E					FY20E				
KS IIIII	Earlier	Revised	% Chg.	% YoY	Earlier	New	% Chg.	% YoY		
Volumes	8,321,033	8,312,223	(0.1)	9.6	9,327,388	9,323,694	(0.0)	12.2		
Net Sales	355,964	352,902	(0.9)	9.5	409,933	407,377	(0.6)	15.4		
EBITDA	55,086	53,743	(2.4)	1.8	66,361	64,179	(3.3)	21.0		
Margin (%)	15.5	15.2	(25) bps	(115) bps	16.2	15.8	(43) bps	73 bps		
APAT	37,910	37,062	(2.2)	0.2	45,836	44,444	(3.0)	21.5		
EPS	189.8	185.6	(2.2)	0.2	229.5	222.6	(3.0)	21.5		

Source: Company, Emkay Research

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Concall highlights

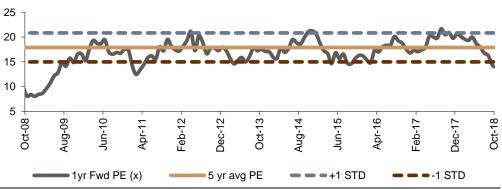
- **Volume guidance:** Volume growth expectation of 10% for FY19 remains unchanged despite increase in insurance costs for buyers and higher petrol prices.
- Festive season (*Navratri* and *Diwali* period) growth expected at 8-10%. Although demand in the initial days of the festival season was muted, it has started to improve gradually. Rural growth continues to be better than urban growth.
- **Product launches:** 1) Xtreme 200cc motorcycle is available throughout the country and has sold over 6,000 units; more variants are expected in this category; 2) the new 125cc scooter dispatches to commence from next week and the product will be made available to dealers throughout the country in one month; and 3) another 125cc scooter to be launched by Q4FY19.
- The 125cc scooter segment has witnessed over 70% growth in H1FY19, and two new launches in this category are expected to support volumes.
- Exports grew 27% yoy in Q2FY19, supported by growth in Bangladesh and Central American regions.
- Spare parts revenue rose 24% yoy to Rs7.13bn in Q2FY19.
- Margins: although the company is facing margin pressure due to commodity inflation and adverse currency movements, it is able to pass on this impact with a quarter's lag to consumers; the company increased prices by Rs600-700/unit in October.
- It has forex hedges for three months.
- The financing ratio stood at 36.5% in the domestic market. Of this, 11% was financed by Hero Fincorp. Financing in the urban market is higher at 55-60%.

Exhibit 4: HMCL Volume Assumption

Volume (units)	FY14	FY15	FY16	FY17	FY18	FY19E	FY20E
Domestic Motorcycles	5,424,758	5,679,634	5,603,136	5,693,681	6,499,051	7,205,477	8,077,975
Growth (%)	1.1	4.7	-1.3	1.6	14.1	10.9	12.1
Export Motorcycles	113,173	120,061	132,718	140,579	178,156	181,719	208,977
Growth (%)	-17.1	6.1	10.5	5.9	26.7	2.0	15.0
Domestic Scooters	690,079	752,052	818,777	789,974	883,667	901,340	1,009,501
Growth (%)	25.5	9.0	8.9	-3.5	11.9	2.0	12.0
Export Scooters	17,525	79,956	77,521	39,812	26,319	23,687	27,240
Growth (%)	-28.6	356.2	-3.0	-48.6	-33.9	-10.0	15.0
Total Volume	6,245,535	6,631,703	6,632,152	6,664,046	7,587,193	8,312,223	9,323,694
Growth (%)	2.8	6.2	0.0	0.5	13.9	9.6	12.2
Realization/unit (Rs)	40,467	41,595	42,885	42,766	42,480	42,456	43,693
Growth (%)	3.4	2.8	3.1	-0.3	-0.7	-0.1	2.9
Revenue (Rs/unit)	252,755	275,853	284,427	285,005	322,305	352,902	407,377
Growth (%)	6.3	9.1	3.1	0.2	13.1	9.5	15.4

Source: Emkay Research, Company

Exhibit 5: One-year forward P/E



Source: Emkay Research, Company

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Key Financials (Standalone)

Income Statement

Y/E Mar (Rs mn)	FY16	FY17	FY18	FY19E	FY20E
Revenue	284,427	285,005	322,305	352,902	407,377
Expenditure	239,877	238,657	269,503	299,159	343,199
EBITDA	44,550	46,348	52,802	53,743	64,179
Depreciation	4,376	4,927	5,556	6,093	6,696
EBIT	40,173	41,421	47,246	47,649	57,483
Other Income	4,224	5,224	5,258	6,140	7,018
Interest expenses	49	61	63	75	90
PBT	44,349	46,585	52,442	53,714	64,411
Tax	12,747	12,813	15,468	16,651	19,967
Extraordinary Items	0	0	0	0	0
Minority Int./Income from Assoc.	0	0	0	0	0
Reported Net Income	31,602	33,771	36,974	37,062	44,444
Adjusted PAT	31,602	33,771	36,974	37,062	44,444

Balance Sheet

Y/E Mar (Rs mn)	FY16	FY17	FY18	FY19E	FY20E
Equity share capital	399	399	399	399	399
Reserves & surplus	87,945	100,714	117,289	130,616	148,207
Net worth	88,344	101,113	117,689	131,015	148,607
Minority Interest	0	0	0	0	0
Loan Funds	0	0	0	0	0
Net deferred tax liability	2,225	4,143	5,117	5,654	6,298
Total Liabilities	90,569	105,256	122,805	136,669	154,905
Net block	35,844	43,956	46,545	49,617	55,421
Investment	45,810	58,899	75,252	83,252	99,252
Current Assets	38,021	39,438	42,407	46,851	53,833
Cash & bank balance	1,314	1,367	1,413	1,966	2,019
Other Current Assets	5,496	5,113	7,444	8,151	9,409
Current liabilities & Provision	35,159	41,686	44,583	49,570	60,120
Net current assets	2,862	(2,249)	(2,176)	(2,719)	(6,287)
Misc. exp	0	0	0	0	0
Total Assets	90,569	105,256	122,805	136,669	154,905

Cash Flow

Y/E Mar (Rs mn)	FY16	FY17	FY18	FY19E	FY20E
PBT (Ex-Other income) (NI+Dep)	39,722	41,360	47,183	47,574	57,393
Other Non-Cash items	0	0	0	0	0
Chg in working cap	4,462	3,993	342	712	955
Operating Cashflow	34,914	35,056	39,809	44,052	52,379
Capital expenditure	(15,278)	(11,491)	(6,105)	(12,500)	(12,500)
Free Cash Flow	19,635	23,565	33,703	31,552	39,879
Investments	(9,082)	(9,917)	(16,354)	(8,000)	(16,000)
Other Investing Cash Flow	1,647	1,969	(1,952)	(6,140)	(7,018)
Investing Cashflow	(18,489)	(14,215)	(19,152)	(20,500)	(28,500)
Equity Capital Raised	6	15	27	0	0
Loans Taken / (Repaid)	0	0	0	0	0
Dividend paid (incl tax)	(13,978)	(20,910)	(20,431)	(22,925)	(23,736)
Other Financing Cash Flow	(2,709)	169	(144)	0	0
Financing Cashflow	(16,703)	(20,787)	(20,610)	(23,000)	(23,826)
Net chg in cash	(279)	54	46	552	53
Opening cash position	1,593	1,314	1,367	1,413	1,966
Closing cash position	1,314	1,367	1,413	1,966	2,019

Source: Company, Emkay Research

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Key Ratios

Profitability (%)	FY16	FY17	FY18	FY19E	FY20E
EBITDA Margin	15.7	16.3	16.4	15.2	15.8
EBIT Margin	14.1	14.5	14.7	13.5	14.1
Effective Tax Rate	28.7	27.5	29.5	31.0	31.0
Net Margin	11.1	11.8	11.5	10.5	10.9
ROCE	57.2	47.6	46.0	41.5	44.2
ROE	41.1	35.7	33.8	29.8	31.8
RolC	130.0	106.6	113.4	108.4	124.9

Per Share Data (Rs)	FY16	FY17	FY18	FY19E	FY20E
EPS	158.2	169.1	185.1	185.6	222.6
CEPS	180.2	193.8	213.0	216.1	256.1
BVPS	442.4	506.3	589.3	656.1	744.1
DPS	72.0	85.0	95.0	98.4	111.3

Valuations (x)	FY16	FY17	FY18	FY19E	FY20E
PER	18.3	17.1	15.6	15.6	13.0
P/CEPS	16.1	14.9	13.6	13.4	11.3
P/BV	6.5	5.7	4.9	4.4	3.9
EV / Sales	1.9	1.9	1.7	1.5	1.3
EV / EBITDA	12.2	11.5	9.9	9.7	8.1
Dividend Yield (%)	2.5	2.9	3.3	3.4	3.8

Gearing Ratio (x)	FY16	FY17	FY18	FY19E	FY20E
Net Debt/ Equity	(0.4)	(0.5)	(0.5)	(0.4)	(0.4)
Net Debt/EBIDTA	(8.0)	(1.0)	(1.1)	(1.1)	(0.9)
Working Cap Cycle (days)	2.0	(4.6)	(4.1)	(4.8)	(7.4)

Growth (%)	FY16	FY17	FY18	FY19E	FY20E
Revenue	3.1	0.2	13.1	9.5	15.4
EBITDA	25.8	4.0	13.9	1.8	19.4
EBIT	33.8	3.1	14.1	0.9	20.6
PAT	32.5	6.9	9.5	0.2	19.9

Quarterly (Rs mn)	Q2FY18	Q3FY18	Q4FY18	Q2FY19	Q2FY19
Revenue	83,717	73,142	85,640	90,909	90,909
EBITDA	14,557	11,580	13,706	13,787	13,787
EBITDA Margin (%)	17.4	15.8	16.0	15.2	15.2
PAT	10,105	8,054	9,674	9,763	9,763
EPS (Rs)	50.6	40.3	48.4	48.9	48.9

Source: Company, Emkay Research

Shareholding Pattern (%)	Sep-17	Dec-17	Mar-18	Jun-18	Sep-18
Promoters	34.6	34.6	34.6	34.6	34.6
FIIs	42.1	42.3	41.9	39.6	38.9
DIIs	11.6	11.5	12.0	14.4	14.8
Public and Others	11.6	11.5	11.4	11.4	11.7

Source: Capitaline

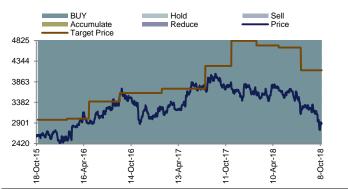
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RECOMMENDATION HISTORY TABLE

Date	Closing Price	TP	Period (months)	Rating	Analyst
3-Aug-18	3,251	4,130	12m	Buy	Raghunandhan NL
26-Jul-18	3,137	4,130	12m	Buy	Raghunandhan NL
2-May-18	3,664	4,660	12m	Buy	Raghunandhan NL
6-Feb-18	3,542	4,710	12m	Buy	Raghunandhan NL
2-Nov-17	3,736	4,820	12m	Buy	Raghunandhan NL
4-Oct-17	3,795	4,230	12m	Buy	Raghunandhan NL
4-Sep-17	3,979	4,230	12m	Buy	Raghunandhan NL
25-Jul-17	3,709	4,230	12m	Buy	Raghunandhan NL
11-May-17	3,462	3,700	12m	Buy	Mihir Jhaveri
9-Feb-17	3,265	3,700	12m	Buy	Mihir Jhaveri
3-Feb-17	3,214	3,600	12m	Buy	Bibhishan Jagtap
7-Dec-16	3,228	3,600	12m	Buy	Bibhishan Jagtap
28-Oct-16	3,352	3,600	12m	Buy	Bibhishan Jagtap
1-Sep-16	3,548	3,600	12m	Buy	Kaushal Maroo
9-Aug-16	3,412	3,400	12m	Buy	Kaushal Maroo
6-May-16	2,890	3,400	12m	Buy	Kaushal Maroo
12-Feb-16	2,489	3,000	12m	Buy	Kaushal Maroo
9-Feb-16	2,581	2,975	12m	Buy	Kaushal Maroo
26-Nov-15	2,689	2,975	12m	Buy	Kaushal Maroo
23-Oct-15	2,596	2,975	12m	Buy	Kaushal Maroo

Source: Company, Emkay Research

RECOMMENDATION HISTORY CHART



Source: Bloomberg, Company, Emkay Research

Emkay Rating Distribution

BUY

Expected total return (%) (Stock price appreciation and dividend yield) of over 25% within the next 12-18 months.

Expected total return (%) (Stock price appreciation and dividend yield) of over 10% within the next 12-18 months.

Expected total return (%) (Stock price appreciation and dividend yield) of upto 10% within the next 12-18 months.

Expected total return (%) (Stock price appreciation) of upto (-) 10% within the next 12-18 months.

SELL The stock is believed to underperform the broad market indices or its related universe within the next 12-18 months.

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