

CMP: ₹ 680

Target: ₹ 840 (24%)

Target Period: 12 months

June 17, 2025

JLR guides tepid margins for FY26E, focuses on differentiated brand policy, inexpensive valuations

About the stock: Tata Motors (TML) is an auto OEM from the house of Tata's, operating in domestic (PV, CV) and global markets (Jaguar Land Rover i.e., JLR)

- FY25 consolidated sales mix– JLR ~72%, India CV & PV combined ~28%.
- TML India: CV market share: ~37%; PV market share ~13% as of FY25

Event Update: JLR (overseas luxury car player), at its 2025 Investor Day, laid out its mid-term strategy for growth across its 'House of Brands'. Key takeaways:

Brand led electrification strategy anchors long-term positioning: At its Investor Day, JLR reinforced its transition to a brand-led premium strategy backed by its "House of Brands" architecture—Range Rover, Defender, Discovery, and the soon-to-be-relaunched all-electric Jaguar. With Range Rover (~52% of FY25 volumes) driving the luxury push and Defender (~26%) appealing to adventure-centric buyers, JLR is clearly segmenting its audience. Discovery, with a notable female and pet-owner customer base, and Jaguar, which is being reimagined for a younger, affluent lifestyle-seeking cohort, are also being repositioned. For this it is rewriting the book in terms of designing and performance. Electrification remains a core pillar, with BEVs due by 2026, including electric Range Rover (waitlist >60k) and Freelander—a China-specific EV brand. Capital outlay remains measured at ~£3.8 bn p.a. through FY28, with a disciplined ~85:15 spend ratio favouring Land Rover over Jaguar. JLR also announced £1.4 bn annual cost-saving plan starting H2FY26.

Muted Margin guidance Reflects Realism, Strategic levers support profitability: JLR's FY26 EBIT margin guidance of 5–7% (with a long-term aspiration of 10-15%) reflects a pragmatic approach amidst macro uncertainty, China weakness, and the transition cost of electrification. However, management's confidence in highmargin product momentum, growing ASPs (up 26% since FY21), and free cash flow visibility strengthens the case for long-term value creation. With a ~6% global share in the luxury PV space (~7mn units globally) and 49% share in the UK market, JLR is outperforming peers—especially in China, where it bucked a 15% YoY decline in luxury PV sales. The Freelander EV brand is expected to deepen its relevance in China while the broader premiumisation theme continues to play out with strong PHEV (22% YoY) and Range Rover (38% YoY) growth. Favourable geopolitics (UK-US trade deal) is expected to support margin preservation, with UK-manufactured exports to the US now attracting just 10% import duty vs. 27.5% earlier. Slovakia plant which exports Defender to US is still subject to higher tariff of 27.5%.

Rating and Target Price

JLR has largely walked the talked with healthy profitability and FCF generation in FY25 along with turning net debt free. It is better positioned structurally & is likely drive overall profitability and FCF generation at TML over medium to long-term going forward. With guidance of muted margin profile, we see a ~3% cut in our target price calculation, however we still maintain a BUY rating on the stock. We now value Tata Motors at ₹ 840 on SoTP basis (10x/2x EV/EBITDA to India/JLR business on FY27E).

TATA MOTORS

Particul	ars				
Particula	r			₹ cror	e
Market Co	2	2,50,216	6		
Total Deb		62,499	9		
Cash and		68,033	3		
EV	2	2,44,682	2		
52 week l	1,1	1,179 / 536			
Equity cap	oital (₹ (crore)		736.0	C
Face valu	e (₹)			2.0	C
Shareh	olding	patteri	n		
	Jun-24	Sep-24	Dec-24	Mar-25	
Promoter	46.4	42.6	42.6	42.6	
FII	18.2	20.5	18.7	17.8	
DII	15.9	16.1	16.5	16.9	



Recent event & key risks

- JLR hosts Investor Day 2025
- Key Risk: (i) Higher than built in volume decline at JLR (ii) Lower than anticipated improvement in EBITDA margin profile amid geopolitical tensions.

Research Analyst

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Key Financials (₹ crore)	FY21	FY22	FY23	FY24	FY25P	5 year CAGR (FY20-25P)	FY26E	FY27E	2 year CAGR (FY25P-27E)
Net Sales	2,49,795	2,78,454	3,45,967	4,37,928	4,39,695	11.0%	4,28,012	4,68,194	3.2%
EBITDA	35,782	34,023	42,492	70,569	65,848	22.5%	51,530	62,581	-2.5%
EBITDA Margins (%)	14.3	12.2	12.3	16.1	15.0		12.0	13.4	
Net Profit	(13,451)	(11,441)	2,414	31,399	27,830	NM	12,476	18,658	NM
EPS (₹)	(35.1)	(29.9)	6.3	85.3	75.6		33.9	50.7	
P/E	(19.4)	(22.8)	107.8	8.0	9.0		20.1	13.4	
RoNW (%)	(23.8)	(23.4)	4.6	33.7	22.7		9.4	12.5	
RoCE (%)	6.3	4.8	9.8	22.5	22.8		13.8	17.2	

Source: Company, ICICI Direct Research

ILR

Key Charts from PPT

Exhibit 1: JLR – Contribution to TML Results for FY25

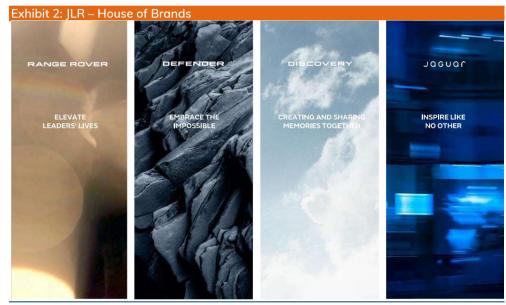




JLR has witnessed 22% YoY growth in the PHEV segment and 38% YoY growth in the Range Rover segment. With premiumisation drive, its ASP's have increased by 26% since FY21.

¹ PBT before exceptional items

Source: Company, ICICI Direct Research



Source: Company, ICICI Direct Research



Source: Company, ICICI Direct Research

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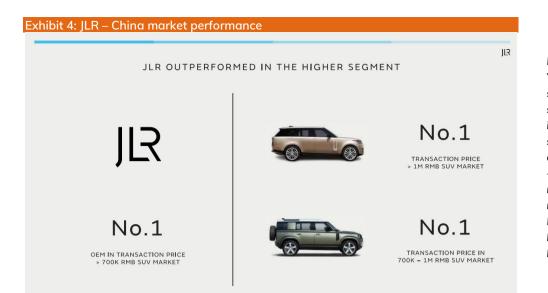
Range Rover did retails of ~225k units in FY25 (~52% of total retail volumes) and is more focussed towards urban rich and is callout for its superior performance offers ultimate luxury experience. It finds place in top 100 global brands.

Defender did retails of ~113k units in FY25 (~26% of total retail volumes) and is focussed more towards impulsive and adventure persona.

While Discovery (retails at ~43k units, 10% share) is more targeted towards families (which require a high boot space) with 30% of it being female owners and largely (~50%) dog owner families. On the discovery part it has an impressive car park of ~2.2 million.

On the Jaguar front, it is shifting its brand positioning towards to a younger more affluent and lifestyle led audience. It had recently unveiled Type 00 and has created a quiet an excitement amongst its target audience. Here it is rewriting the book in terms of designing and performance.

JLR aims to introduce Battery Electric Vehicles (BEVs) by 2026, with the first being the electric Range Rover in 2026 (waitlist>60k). Here the focus is on design and capability with no compromise on performance.



In China the PV sales were up 5% YoY in the last year while luxury PV sales were down 15% YoY in the same timeframe. JLR outperformed its targeted segment. Auto slowdown in China is also resultant of 21% decline in bank lending while ~15% of dealer network i.e. 4,400 in number have closed shop due to muted sales volume. It sees Freelander as a new full-fledged brand contributing to House of brands.

It is also looking at partnerships and has already partnered with Nvidia on

generation ADAS and AI enabled services for North America and

Construction on the EV battery cell plant is progressing well at Agratas (Tata Sons enterprise) with expected

While it has partnered with Tata Communications on connectivity

of

next-

development

commissioning in 2027.

joint

Europe.

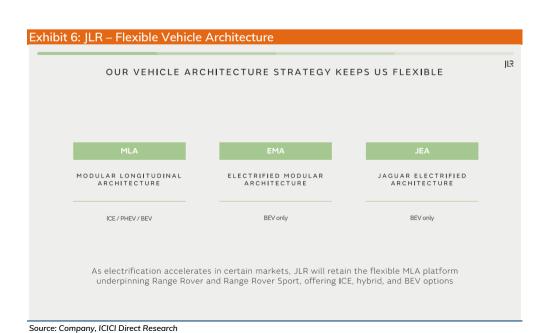
solutions

Source: Company, ICICI Direct Research

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Source: Company, ICICI Direct Research



JLR will continue with 3 vehicle architecture namely MLA (modulated longitudinal architecture – ICE/PHEV/BEV), EMA (Electrified Modular Architecture - BEV) and JEA (Jaguar Electrified Architecture -BEV).

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JLR

Exhibit 7: JLR – Outlook Summary

LOOKING AHEAD

GUIDANCE

- FY26 EBIT in the range of 5% to 7%
- FY26 Free cash flow close to zero
- Improving year-on-year for FY27 and FY28
- Enterprise missions (excluding tariffs) will progressively deliver £1.4b per annum
 - Builds over time to offset residual tariff, foreign exchange and China risk
 - Allows for return to 10% EBIT



0.2

-3.6

-10.5

-10.5

Source: Company, ICICI Direct Research

Exhibit 8: Volume Assumptions

				Current			
Units	FY21	FY22	FY23	FY24	FY25P	FY26E	FY27E
JLR							
Jaguar Sales Volume	90,440	68,405	63,001	49,561	26,862	23,687	25,470
Land Rover Sales Volume	3,22,471	2,79,245	3,09,216	3,51,742	3,74,036	3,55,666	3,76,579
Total JLR Sales Volume	4,12,911	3,47,650	3,72,217	4,01,303	4,00,898	3,79,353	4,02,049
Growth (YoY, %)	-21%	-16%	7%	8%	0%	-5%	6%
India							
M&HCV	90,152	1,34,797	1,87,185	1,84,216	1,78,141	1,85,379	1,94,858
LCV	1,72,618	2,22,174	2,26,354	2,11,630	1,98,763	2,10,469	2,27,202
PV	2,22,591	3,72,174	5,41,087	5,73,495	5,56,263	5,92,706	6,34,196
Total India Sales Volume	4,85,361	7,29,145	9,54,626	9,69,340	9,33,166	9,88,554	10,56,255
Growth (YoY, %)	3%	50%	31%	2%	-4%	6%	7%

Source: ICICI Direct Research; JLR volumes till FY23 included CJLR numbers, FY24 onwards it is excluding CJLR

Exhibit 9: Change in headline estimates FY26E FY27E (₹ Crore) Old New % Change Old New % Change 4,67,321 4,17,042 4,28,012 4,68,194 Revenue 2.6 EBITDA 54,772 -5.9 64,926 62,581 51,530 13.9 -53 bps EBITDA Margin (%) -106 bps 13.4 13.1 12.0 PAT 15,376 12,476 -18.9 20,838 18,658

33.9

-18.9

41.8

Source: ICICI Direct Research

EPS (₹)

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Particulars	Parameters	FY27E EBITDA	EV/EBITDA	Resultant EV
Faruculars	Farameters	(₹ crore)	Multiple (x)	(₹ crore)
Tata Motors India business (CV, PV, Ex-Electric-PV)	FY27E EV/EBITDA	15,548	10.0	1,55,483
JLR	FY27E EV/EBITDA	43,928	2.0	87,856
India EV business (PV)	~11% stake sale @₹7,500 cr	NA	NA	60,682
Tata Technologies Stake Valuation	53.4% stake @ ₹ 30,500 crore	20% HoldCo	discount	13,030
Other Investments	1.5x P/B on FY27E	8,957	1.5	13,436
Total Enterprise Value (EV)				3,30,486
Net Debt	FY27E			22,145
Resultant Equity Value (target market cap)				3,08,341
Target Price per share (₹/share)				840
Source: ICICI Direct Research				

56.6

50.7

Financial Summary (Consolidated)

Exhibit 11: Profit and loss statement							
(Year-end March)	FY24	FY25P	FY26E	FY27E			
Total operating Income	4,37,928	4,39,695	4,28,012	4,68,194			
Growth (%)	26.6	0.4	-2.7	9.4			
Raw Material Expenses	2,72,756	2,71,786	2,72,820	2,98,366			
Employee Expenses	42,487	47,767	49,442	51,918			
Marketing Expenses	78,875	85,399	82,041	84,357			
Capitalised Expenses	-26,758	-31,105	-27,821	-29,028			
Total Operating Exp.	3,67,359	3,73,847	3,76,481	4,05,613			
EBITDA	70,569	65,848	51,530	62,581			
Growth (%)	66.1	-6.7	-21.7	21.4			
Product development Exp	10959	10716	11354	12525			
Depreciation	27270	23256	24397	25751			
Interest	9986	5083	4062	4062			
Other Income	5950	6244	6338	6655			
PBT	39,191	44,759	29,409	39,423			
Minority Interest	408	319	455	478			
Total Tax	-3852	10502	5416	8069			
Reported PAT	31,399	27,830	12,476	18,658			
Growth (%)	1,200.5	-11.4	-55.2	49.6			
EPS (₹)	85.3	75.6	33.9	50.7			

Exhibit 12: Cash flow statement						
(Year-end March)	FY24	FY25P	FY26E	FY27E		
Profit after Tax	31,399	27,830	12,476	18,658		
Add: Depreciation	27,270	23,256	24,397	25,751		
(Inc)/dec in Current Assets	-12,658	16,040	321	-9,914		
Inc/(dec) in CL and Provisions	20,087	7,137	-5,251	9,758		
Others	9,986	5,083	4,062	4,062		
CF from operating activities	76,085	79,346	36,005	48,315		
(Inc)/dec in Investments	3,408	-12,685	14,750	1,750		
(Inc)/dec in Fixed Assets	-37,880	-47,740	-49,904	-50,392		
Others	-4,771	15,361	-548	1,885		
CF from investing activities	(39,243)	(45,064)	(35,702)	(46,756)		
Issue/(Buy back) of Equity	0	-31	0	0		
Inc/(dec) in loan funds	-27,160	-36,001	0	0		
Dividend paid & dividend tax	0	0	0	0		
Inc/(dec) in Sec. premium	0	0	0	0		
Others (incl finance costs)	-891	-3,222	-6,270	-6,270		
CF from financing activities	(28,051)	(39,254)	(6,270)	(6,270)		
Net Cash flow	8,791	-4,973	-5,967	-4,712		
Opening Cash	37,016	45,807	40,834	34,867		
Closing Cash	45,807	40,834	34,867	30,155		

Source: Company, ICICI Direct Research

Source: Company, ICICI Direct Research

Exhibit 13: Balance She	et			₹ crore
(Year-end March)	FY24	FY25P	FY26E	FY27E
Liabilities				
Equity Capital	767	736	736	736
Reserve and Surplus	84,151	1,15,408	1,25,676	1,42,127
Others	8,176	6,610	6,610	6,610
Total Shareholders funds	93,094	1,22,754	1,33,022	1,49,473
Total Debt	98,500	62,499	62,499	62,499
Deferred Tax Liability	1,143	1,669	1,625	1,777
Long term provisions	16,537	20,935	20,379	22,292
Minority Interest / Others	24,124	26,383	25,682	28,093
Total Liabilities	2,33,398	2,34,240	2,43,207	2,64,134
Assets				
Gross Block	4,06,191	4,23,823	5,03,727	5,54,119
Less: Acc Depreciation	2,85,765	3,09,021	3,33,418	3,59,169
Net Block	1,20,425	1,14,802	1,70,309	1,94,950
Capital WIP	35,698	65,806	35,806	35,806
Total Fixed Assets	1,56,124	1,80,608	2,06,115	2,30,756
Investments	22,971	35,656	20,906	19,156
Inventory	47,788	47,269	46,905	51,309
Debtors	16,952	13,248	14,072	16,675
Loans and Advances	2,500	2,500	2,434	2,662
Cash	45,807	40,834	34,867	30,155
Total Current Assets	1,54,139	1,33,126	1,26,838	1,32,041
Creditors	88,043	94,078	90,293	96,204
Provisions	12,292	15,831	15,194	16,189
Total Current Liabilities	1,37,265	1,44,402	1,39,151	1,48,908
Net Current Assets	16,873	(11,276)	(12,313)	(16,868)
Deferred Tax Asset	13,099	7,176	6,985	7,641
Application of Funds	2,33,398	2,34,240	2,43,207	2,64,134

Source: Company, ICICI Direct Research

Exhibit 14: Key ratios				
(Year-end March)	FY24	FY25P	FY26E	FY27E
Per share data (₹)				
EPS	85.3	75.6	33.9	50.7
Cash EPS	153.2	138.8	100.2	120.7
BV	243.1	333.6	361.5	406.2
DPS	6.0	6.0	6.0	6.0
Cash Per Share	156.9	184.9	127.9	109.7
Operating Ratios				
EBITDA Margin (%)	16.1	15.0	12.0	13.4
PBT / Net sales (%)	9.9	9.7	6.3	7.9
PAT Margin (%)	-1.2	3.3	5.1	0.7
Inventory days	39.8	39.2	40.0	40.0
Debtor days	14.1	11.0	12.0	13.0
Creditor days	73.4	78.1	77.0	75.0
Return Ratios (%)				
RoE	33.7	22.7	9.4	12.5
RoCE	22.5	22.8	13.8	17.2
RolC	44.6	80.2	23.7	26.8
Valuation Ratios (x)				
P/E	8.0	9.0	20.1	13.4
EV / EBITDA	4.1	3.7	5.2	4.4
EV / Net Sales	0.7	0.6	0.6	0.6
Market Cap / Sales	0.6	0.6	0.6	0.5
Price to Book Value	2.8	2.0	1.9	1.7
Solvency Ratios				
Debt/EBITDA	1.4	0.9	1.2	1.0
Debt / Equity	1.1	0.5	0.5	0.4
Current Ratio	0.6	0.7	0.7	0.7
Quick Ratio	0.3	0.3	0.3	0.3

Source: Company, ICICI Direct Research

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