

HOLD
 TP: Rs 5,079 | ▼ 5%

EICHER MOTORS

| Automobiles

| 11 February 2025

Healthy growth, but margin woes may be a concern

- Q3 revenue increased ~21%/17% YoY/QoQ to Rs 42.1bn, driven by a mix of volume and realisation gain in the motorcycle segment
- Motorcycle segment’s gross margin fell by 168bps to ~44.5% YoY, also dipping marginally QoQ, as the focus shifted to growth over earnings
- Earnings estimates unchanged. We assign 27x P/E and roll forward to arrive at revised SOTP-based TP of Rs 5,079 (vs. Rs 4,885). Retain HOLD

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Revenue growth healthy, driven by volume and realisation gains: EIM’s Q3FY25 revenue from operations grew 21% YoY to Rs 49.1bn, backed by realisation gain of ~3% YoY (-2 % QoQ) to Rs 180.0k per motorcycle, as newly launched products improved the product mix and exports volume gained. Volume growth was stronger at 19%. Royal Enfield (RE) sold about 269k motorcycles in Q3FY25 (17% growth YoY). Consolidated revenues grew 17%/15% YoY/QoQ.

Product mix-driven realisation gain; cost inflates marginally: Gross margin fell by 168bps/125bps YoY/QoQ due to product mix attributable to higher share of 350cc volumes YoY/QoQ. EIM launched five major bikes alongside the unveiling of Flying Fleet at EICMA. These launches led to incremental marketing expenses of Rs 0.7bn. EBITDA grew to Rs 12.2bn from Rs 11.1bn YoY. EBITDA margin stood at 24.9% vs 27.5% YoY. Adj PAT jumped 16% YoY to Rs 10.6bn.

Strong push on launches: Five major launches including Bear 650, New Classic 350, Bullet Battalion Black, the Classic 650, Go One Classic in Q3FY25 and several launches are lined up. EIM will launch EVs under the Flying Flea brand and has two models, FFC6 and FFS6, in the pipeline (launch in early 2026). With the recent ‘electric first’ launch of the Eicher Pro X small truck, VECV aims to transition to sustainable and efficient last-mile logistics.

CV segment gaining traction: The VE Commercial Vehicles (VECV) segment sold ~21k units in Q3FY25, growing 1.5% YoY. Heavy-duty truck sales were ~5.4k units, (-3.5% YoY), light- & medium-duty trucks ~9.7k units (-1% YoY) and buses ~3.7k units (+10% YoY).

Maintain HOLD: We maintain our FY25/FY26/FY27 EBITDA estimates due to better high-end variant sales, healthy product mix and improving exports. The growing momentum is reflected in revenue/EBITDA/PAT CAGR at 12%/11%/19% over FY24-FY27E. We continue to value EIM at 27x P/E to factor in better growth prospects in RE and VECV segments. We arrive at a higher SOTP-based TP of Rs 5,079 (vs. Rs 4,885) that includes Rs 150/sh for VECV. HOLD with a positive bias.

Key changes

| Target | Rating |
|--------|--------|
| ▲ | ◀ ▶ |

| | |
|------------------|-------------------|
| Ticker/Price | EIM IN/Rs 5,335 |
| Market cap | US\$ 16.7bn |
| Free float | 51% |
| 3M ADV | US\$ 30.2mn |
| 52wk high/low | Rs 5,576/Rs 3,672 |
| Promoter/FPI/DII | 49%/30%/9% |

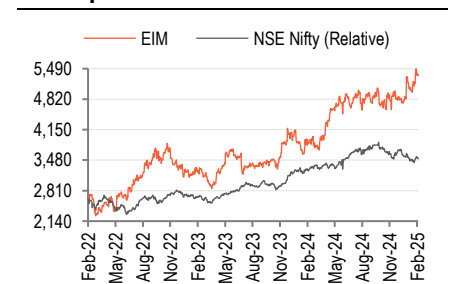
Source: NSE | Price as of 10 Feb 2025

Key financials

| Y/E 31 Mar | FY24A | FY25E | FY26E |
|-------------------------|----------|----------|----------|
| Total revenue (Rs mn) | 1,60,782 | 1,79,447 | 1,98,668 |
| EBITDA (Rs mn) | 43,802 | 49,550 | 55,834 |
| Adj. net profit (Rs mn) | 37,494 | 39,417 | 45,006 |
| Adj. EPS (Rs) | 137.4 | 144.5 | 165.0 |
| Consensus EPS (Rs) | 137.4 | 151.6 | 170.6 |
| Adj. ROAE (%) | 23.9 | 21.3 | 20.6 |
| Adj. P/E (x) | 38.8 | 36.9 | 32.3 |
| EV/EBITDA (x) | 33.5 | 29.4 | 25.6 |
| Adj. EPS growth (%) | 43.0 | 5.1 | 14.2 |

Source: Company, Bloomberg, BOBCAPS Research

Stock performance



Source: NSE



Fig 1 – Earnings call highlights

| Parameter | Q3FY25 | Q2FY25 | Our view |
|--|---|---|---|
| Royal Enfield (RE) volumes | <p>Royal Enfield sold about 269k motorcycles in Q3FY25 (17% growth YoY).</p> <p>Volumes in India were 242k units and international volumes 27k units. Exports retail market grew 71% YoY.</p> <p>Management indicated that the 125 cc as well showed a bit of healthy growth.</p> | <p>Royal Enfield sold about 225k motorcycles in Q2FY25 compared to 229k motorcycles in Q2FY24. Volumes in India were 206k units and international volumes 19k units. Exports retail market grew 12% YoY.</p> <p>In the festive month of Oct'24, EIM recorded its best-ever monthly volumes of 100k units in a single month. Management has indicated that post festive volumes will be better than pre festive volumes.</p> | <p>Timely product intervention has helped volumes gain and this will gain further traction with strong product launches. Further the boost in the export markets will only add cushion to the revenue growth.</p> |
| VE Commercial Vehicles (VECV) market share | <p>In Q3FY25, EIM's market share in Volvo Trucks India (market share in high-end premium segment) was at 96.4%, buses at 20.7%, light & medium trucks at 36% and heavy-duty trucks at 8.9%.</p> | <p>In Q2FY25, EIM's market share in Volvo Trucks India (market share in high-end premium segment) was at 97.3%, buses at 20.6%, light & medium trucks at 35.3% and heavy-duty trucks at 9.7%.</p> | <p>We observe continued healthy revival in demand for the commercial vehicle heavy-duty (CV HD) segment. This may strengthen once demand picks up meaningfully. This is despite the weaker industry trends. The bus segment market share (at 21%) improvement only add comfort.</p> |
| VECV volumes | <p>The VECV segment sold ~21k units in Q3FY25, growing 1.5% YoY. Heavy-duty truck sales were ~5.4k units, (-3.5% YoY), light- & medium-duty trucks ~9.7k units (-1% YoY) and buses ~3.7k units (+10% YoY).</p> <p>Exports in Q3FY25 grew 44.5% YoY to 1.19k units despite disruption in South Asia.</p> | <p>The VECV segment sold ~20.7k units in Q2FY25, growing 6.2% YoY. Heavy-duty truck sales were ~5.1k units, (+8.21% YoY), light- & medium-duty trucks ~9.5k units (-0.06% YoY) and buses ~3.9k units (+24% YoY). Exports in Q2FY25 grew 12.2% YoY to 1.13k units.</p> | <p>With budget allocations gathering pace and consumption impetus in the Union budget we expect the commercial vehicle revival to be on a steady but firm track.</p> |
| Margins | <p>Better cost management and better price management led to better margins.</p> <p>Five major launches – Bear 650, New Classic 350, Bullet Battalion Black, the Classic 650, Go One Classic – and further EV Flying Feet launch led to incremental marketing expense of Rs 0.7bn.</p> | <p>Realisations reduced QoQ due to product mix attributable to higher share of 350cc volumes. No major pressure from commodity pricing. Further, EIM has not raised prices. EIM is pivoting from margin to growth. The company is focusing on EBITDA value in absolute terms rather than margins.</p> | <p>Focus is on gaining traction in growth and on absolute earnings growth, even if there is some weakness in margins. This is likely to be in the short term, though we will keep a close watch on margin improvement</p> |
| Capacity | <p>EIM on track for a Rs 10bn capex for FY25.</p> <p>First fully-owned CKD plant inaugurated in Thailand to further strengthen Asia-Pacific region presence.</p> | <p>There are no major challenges in capacity to cater to demand, however EIM can enhance capacity on short notice with investments to cater to demand.</p> <p>A new CKD has been established in Bangladesh and the second CKD facility in Brazil will start in Jan'25.</p> | <p>EIM's CV and 2W capacities have limited headroom to cater to incremental demand. EIM will focus on adding capacities. The CKD plant in Thailand will help cater to regional markets.</p> |
| Other key points | <p>EIM phased out stock for a few variants during the festive season which were later restocked and now EIM has inventory of 2-3 weeks.</p> | <p>Other expenses increased 6.25%/9.35% QoQ/YoY to Rs 5bn. The increase was due to marketing expense and a one-time warehouse expense of Rs 0.12bn to facilitate inventory build-up for the festive month of Oct'24.</p> | <p>Inventory management will be key as premium EIM products are available in select centres.</p> |

Source: Company, BOBCAPS Research | CKD: Completely knocked down

Fig 2 – Quarterly performance (standalone)

| (Rs mn) | Q3FY25 | Q2FY24 | YoY (%) | Q2FY25 | QoQ (%) | Q3FY25E | Deviation (%) |
|-----------------------------------|---------------|---------------|--------------|---------------|--------------|---------------|---------------|
| Volume (nos) | 2,72,297 | 2,28,073 | 19.4 | 2,27,872 | 19.5 | 2,72,297 | 0.0 |
| Avg. Realisation per Vehicle (Rs) | 1,80,250 | 1,77,758 | 1.4 | 1,79,719 | 0.3 | 1,82,707 | (1.3) |
| Net Revenues | 49,081 | 40,542 | 21.1 | 40,953 | 19.8 | 49,751 | (1.3) |
| Total Income (A) | 49,081 | 40,542 | 21.1 | 40,953 | 19.8 | 49,751 | (1.3) |
| Operating Expenses | | | | | | | |
| Raw materials consumed | 27,263 | 21,841 | 24.8 | 21,869 | 24.7 | 27,094 | 0.6 |
| Employee Expenses | 3,139 | 2,851 | 10.1 | 3,271 | (4.0) | 3,109 | 1.0 |
| Other Expenses | 6,443 | 4,702 | 37.0 | 4,505 | 43.0 | 5,721 | 12.6 |
| Total Expenditure (B) | 36,845 | 29,394 | 25.3 | 29,645 | 24.3 | 35,925 | 2.6 |
| EBITDA (A-B) | 12,237 | 11,148 | 9.8 | 11,308 | 8.2 | 13,825 | (11.5) |
| Other Income | 3,000 | 2,496 | 20.2 | 3,104 | (3.3) | 3,215 | (6.7) |
| Depreciation | 1,681 | 1,381 | 21.8 | 1,612 | 4.3 | 1,672 | 0.6 |
| EBIT | 13,556 | 12,263 | 10.5 | 12,800 | 5.9 | 15,368 | (11.8) |
| Finance Costs | 56 | 51 | 8.4 | 55 | 1.1 | 55 | 1.1 |
| PBT after excep items | 13,500 | 12,211 | 10.6 | 12,745 | 5.9 | 15,313 | (11.8) |
| Tax expense | 2,938 | 3,074 | (4.4) | 3,091 | (4.9) | 3,714 | (20.9) |
| Reported PAT | 10,562 | 9,137 | 15.6 | 9,654 | 9.4 | 11,600 | (8.9) |
| Adjusted PAT | 10,562 | 9,137 | 15.6 | 9,654 | 9.4 | 11,600 | (8.9) |
| EPS (Rs) | 38.6 | 33.4 | 15.6 | 35.3 | 9.4 | 42.4 | (8.9) |
| Key Ratios (%) | | | (bps) | | (bps) | | (bps) |
| Gross Margin | 44 | 46 | (167) | 47 | (215) | 46 | (109) |
| EBITDA Margin | 25 | 27 | (257) | 28 | (268) | 28 | (286) |
| EBIT Margin | 28 | 30 | (263) | 31 | (364) | 31 | (327) |
| PBT Margin | 28 | 30 | (261) | 31 | (362) | 31 | (328) |
| Tax Rate | 22 | 25 | (341) | 24 | (249) | 24 | (249) |
| Adj PAT Margin | 22 | 23 | (102) | 24 | (205) | 23 | (180) |

Source: Company, BOBCAPS Research

Valuation methodology

We maintain our FY25/FY26/FY27 EBITDA estimates due to better high-end variant sales, a healthy product mix and improving exports. The growing momentum is reflected in the revenue/EBITDA/PAT CAGR of 12%/11%/19% over FY24-FY27E.

We continue to value EIM at 27x P/E to factor in better growth prospects in the Royal Enfield and VECV segments. The revival in the domestic and exports markets in the motorcycles and VECV businesses helps us to maintain the P/E multiple. Additionally, electric vehicle initiatives will cater to growth only in the near/medium term. However, this will continue to impact the margin profile, further any normative cost escalation (due to introduction of new OBD norms) will add burden on the margins in case the pass thru is not available. Given EIM's focus on growth, the cost escalation and discount pains may have to be absorbed by the company in the near term.

Hence, we arrive at an SOTP-based TP of Rs 5,079 (vs. Rs 4,885) that includes Rs 150/sh for VECV to account for the rollover of earnings. We maintain HOLD on EIM with a positive bias.

Fig 3 – Key assumptions

| | FY24 | FY25E | FY26E | FY27E |
|------------------------------|----------|----------|----------|-----------|
| Volumes (nos) | 9,12,000 | 9,42,000 | 9,69,600 | 10,23,600 |
| Revenues (Rs mn) | 1,60,782 | 1,79,447 | 1,98,668 | 2,18,060 |
| Realisation per vehicle (Rs) | 1,51,193 | 1,62,100 | 1,72,758 | 1,78,936 |
| EBITDA (Rs mn) | 43,802 | 49,550 | 55,834 | 61,602 |
| EBITDA margin (%) | 27.2 | 27.6 | 28.1 | 28.3 |
| Adj. PAT (Rs mn) | 37,683 | 39,417 | 45,006 | 50,339 |
| EPS (Rs) | 137.0 | 144.5 | 165.0 | 184.5 |

Source: Company, BOBCAPS Research

Fig 4 – Valuation summary

| Business (Rs) | 1-year forward EPS (Rs) | Target P/E (x) | Value (Rs) |
|---------------------|-------------------------|----------------|--------------|
| Standalone Business | 180 | 27.0 | 4,929 |
| VECV Business | - | - | 150 |
| Total | - | - | 5,079 |

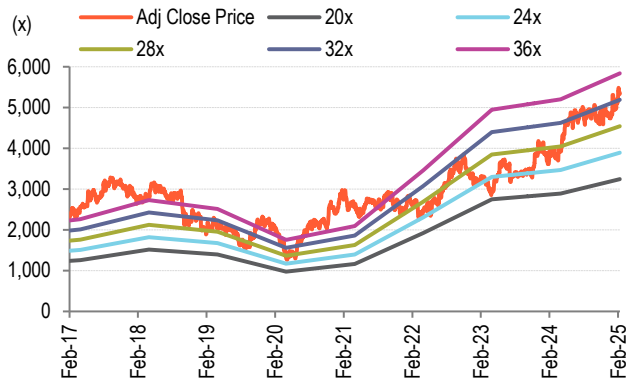
Source: BOBCAPS Research, 1-year forward earnings factoring Dec-26

Fig 5 – Peer comparison

| Company | Ticker | Rating | Target Price (Rs) | EPS (Rs) | | ROE (%) | |
|-------------------|----------|--------|-------------------|----------|-------|---------|-------|
| | | | | FY26E | FY27E | FY26E | FY27E |
| Eicher Motors | EIM IN | HOLD | 5,079 | 165.0 | 184.5 | 22.3 | 21.1 |
| TVS Motor Company | TVSL IN | HOLD | 2,502 | 74.1 | 84.2 | 28.9 | 26.9 |
| Bajaj Auto | BJAUT IN | HOLD | 9,438 | 359.2 | 410.1 | 26.9 | 26.6 |

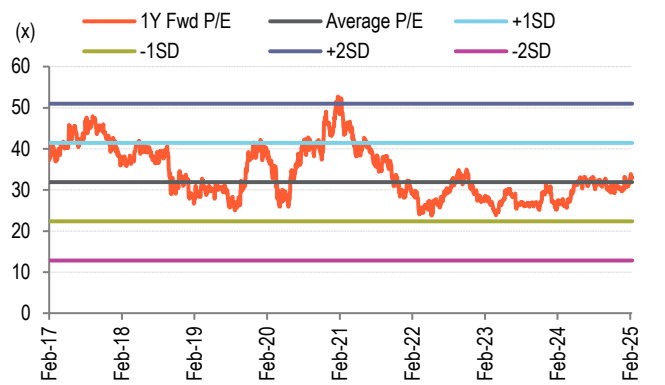
Source: BOBCAPS Research

Fig 6 – P/E band: There is a scope for valuation expansion



Source: Bloomberg, BOBCAPS Research

Fig 7 – P/E 1Y fwd: We believe EIM's valuation has little upside on current earnings



Source: Bloomberg, BOBCAPS Research

Key risks

- A strong response to high-end launches, faster-than-expected revival in rural demand and healthy export revenue are key upside risks to our estimates.
- Higher-than-anticipated margin pressure due to growing competitive intensity, alongside slower revival in export markets are key downside risks.
- The cost inflation added to statutory norms will further burden margins in the near term.

Financials

Income Statement

| Y/E 31 Mar (Rs mn) | FY23A | FY24A | FY25E | FY26E | FY27E |
|----------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Total revenue | 1,40,666 | 1,60,782 | 1,79,447 | 1,98,668 | 2,18,060 |
| EBITDA | 33,935 | 43,802 | 49,550 | 55,834 | 61,602 |
| Depreciation | 5,121 | 5,591 | 6,065 | 6,692 | 7,323 |
| EBIT | 35,212 | 49,892 | 52,407 | 59,841 | 66,936 |
| Net interest inc./(exp.) | (130) | (192) | (199) | (231) | (261) |
| Other inc./(exp.) | 6,398 | 11,681 | 8,922 | 10,699 | 12,656 |
| Exceptional items | 0 | 0 | 0 | 0 | 0 |
| EBT | 35,082 | 49,700 | 52,208 | 59,610 | 66,675 |
| Income taxes | 8,857 | 12,206 | 12,791 | 14,604 | 16,335 |
| Extraordinary items | 0 | 0 | 0 | 0 | 0 |
| Min. int./Inc. from assoc. | 163 | 0 | 0 | 0 | 0 |
| Reported net profit | 26,388 | 37,683 | 39,625 | 45,234 | 50,590 |
| Adjustments | 163 | 189 | 207 | 228 | 251 |
| Adjusted net profit | 26,225 | 37,494 | 39,417 | 45,006 | 50,339 |

Balance Sheet

| Y/E 31 Mar (Rs mn) | FY23A | FY24A | FY25E | FY26E | FY27E |
|---------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Accounts payables | 19,484 | 22,918 | 24,988 | 27,930 | 30,712 |
| Other current liabilities | 13,823 | 15,625 | 11,661 | 12,676 | 14,254 |
| Provisions | 2,557 | 2,722 | 4,986 | 5,235 | 5,235 |
| Debt funds | 988 | 1,723 | 1,743 | 1,763 | 1,783 |
| Other liabilities | 0 | 0 | 0 | 0 | 0 |
| Equity capital | 273 | 273 | 273 | 273 | 273 |
| Reserves & surplus | 1,28,595 | 1,56,662 | 1,84,545 | 2,18,638 | 2,58,066 |
| Shareholders' fund | 1,28,867 | 1,56,934 | 1,84,817 | 2,18,911 | 2,58,338 |
| Total liab. and equities | 1,65,719 | 1,99,922 | 2,28,195 | 2,66,515 | 3,10,322 |
| Cash and cash eq. | 7,959 | 12,631 | 25,679 | 26,886 | 38,610 |
| Accounts receivables | 7,020 | 5,727 | 8,972 | 10,331 | 11,448 |
| Inventories | 9,109 | 10,686 | 11,664 | 13,410 | 14,937 |
| Other current assets | 11,183 | 29,340 | 18,151 | 22,080 | 25,326 |
| Investments | 1,02,796 | 1,13,069 | 1,33,069 | 1,62,069 | 1,87,069 |
| Net fixed assets | 29,946 | 31,174 | 31,609 | 31,917 | 32,095 |
| CWIP | 742 | 2,100 | 4,096 | 5,120 | 6,400 |
| Intangible assets | 0 | 0 | 0 | 0 | 0 |
| Deferred tax assets, net | (3,034) | (4,805) | (5,045) | (5,297) | (5,562) |
| Other assets | 0 | 0 | 0 | 0 | 0 |
| Total assets | 1,65,721 | 1,99,923 | 2,28,195 | 2,66,515 | 3,10,322 |

Cash Flows

| Y/E 31 Mar (Rs mn) | FY23A | FY24A | FY25E | FY26E | FY27E |
|------------------------------------|-----------------|----------------|-----------------|-----------------|-----------------|
| Cash flow from operations | 28,010 | 17,933 | 43,697 | 37,941 | 43,214 |
| Capital expenditures | (6,759) | (8,178) | (8,495) | (8,024) | (8,780) |
| Change in investments | (43,296) | (10,273) | (20,000) | (29,000) | (25,000) |
| Other investing cash flows | 6,398 | 11,681 | 8,922 | 10,699 | 12,656 |
| Cash flow from investing | (43,658) | (6,769) | (19,573) | (26,325) | (21,124) |
| Equities issued/Others | 166 | 619 | (619) | 0 | 0 |
| Debt raised/repaid | 928 | 735 | 20 | 20 | 20 |
| Interest expenses | (130) | (192) | (199) | (231) | (261) |
| Dividends paid | (5,742) | (10,129) | (10,912) | (10,912) | (10,912) |
| Other financing cash flows | 805 | 1,771 | 240 | 252 | 265 |
| Cash flow from financing | (3,972) | (7,196) | (11,470) | (10,871) | (10,888) |
| Chg in cash & cash eq. | (19,620) | 3,968 | 12,654 | 745 | 11,202 |
| Closing cash & cash eq. | 7,959 | 12,631 | 25,679 | 26,886 | 38,610 |

Per Share

| Y/E 31 Mar (Rs) | FY23A | FY24A | FY25E | FY26E | FY27E |
|----------------------|-------|-------|-------|-------|-------|
| Reported EPS | 96.1 | 137.4 | 144.5 | 165.0 | 184.5 |
| Adjusted EPS | 96.1 | 137.4 | 144.5 | 165.0 | 184.5 |
| Dividend per share | 21.0 | 37.1 | 40.0 | 40.0 | 40.0 |
| Book value per share | 472.4 | 575.3 | 677.5 | 802.5 | 947.0 |

Valuations Ratios

| Y/E 31 Mar (x) | FY23A | FY24A | FY25E | FY26E | FY27E |
|----------------|-------|-------|-------|-------|-------|
| EV/Sales | 10.1 | 9.1 | 8.1 | 7.2 | 6.5 |
| EV/EBITDA | 41.7 | 33.5 | 29.4 | 25.6 | 23.1 |
| Adjusted P/E | 55.5 | 38.8 | 36.9 | 32.3 | 28.9 |
| P/BV | 11.3 | 9.3 | 7.9 | 6.6 | 5.6 |

DuPont Analysis

| Y/E 31 Mar (%) | FY23A | FY24A | FY25E | FY26E | FY27E |
|------------------------------|-------------|-------------|-------------|-------------|-------------|
| Tax burden (Net profit/PBT) | 74.8 | 75.4 | 75.5 | 75.5 | 75.5 |
| Interest burden (PBT/EBIT) | 99.6 | 99.6 | 99.6 | 99.6 | 99.6 |
| EBIT margin (EBIT/Revenue) | 25.0 | 31.0 | 29.2 | 30.1 | 30.7 |
| Asset turnover (Rev./Avg TA) | 118.3 | 111.5 | 104.0 | 97.6 | 90.7 |
| Leverage (Avg TA/Avg Equity) | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 |
| Adjusted ROAE | 22.1 | 26.2 | 23.1 | 22.3 | 21.1 |

Ratio Analysis

| Y/E 31 Mar | FY23A | FY24A | FY25E | FY26E | FY27E |
|--|------------|------------|------------|------------|------------|
| YoY growth (%) | | | | | |
| Revenue | 39.0 | 14.3 | 11.6 | 10.7 | 9.8 |
| EBITDA | 60.6 | 29.1 | 13.1 | 12.7 | 10.3 |
| Adjusted EPS | 65.3 | 43.0 | 5.1 | 14.2 | 11.9 |
| Profitability & Return ratios (%) | | | | | |
| EBITDA margin | 24.1 | 27.2 | 27.6 | 28.1 | 28.3 |
| EBIT margin | 25.0 | 31.0 | 29.2 | 30.1 | 30.7 |
| Adjusted profit margin | 18.6 | 23.3 | 22.0 | 22.7 | 23.1 |
| Adjusted ROAE | 20.4 | 23.9 | 21.3 | 20.6 | 19.5 |
| ROCE | 22.1 | 26.1 | 22.9 | 22.2 | 21.0 |
| Working capital days (days) | | | | | |
| Receivables | 16 | 14 | 15 | 18 | 18 |
| Inventory | 23 | 22 | 23 | 23 | 24 |
| Payables | 88 | 89 | 88 | 87 | 88 |
| Ratios (x) | | | | | |
| Gross asset turnover | 0.4 | 0.4 | 0.4 | 0.4 | 0.4 |
| Current ratio | 1.0 | 1.4 | 1.5 | 1.6 | 1.8 |
| Net interest coverage ratio | 271.5 | 259.9 | 263.4 | 259.1 | 256.5 |
| Adjusted debt/equity | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

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

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

BUY – Expected return >+15%

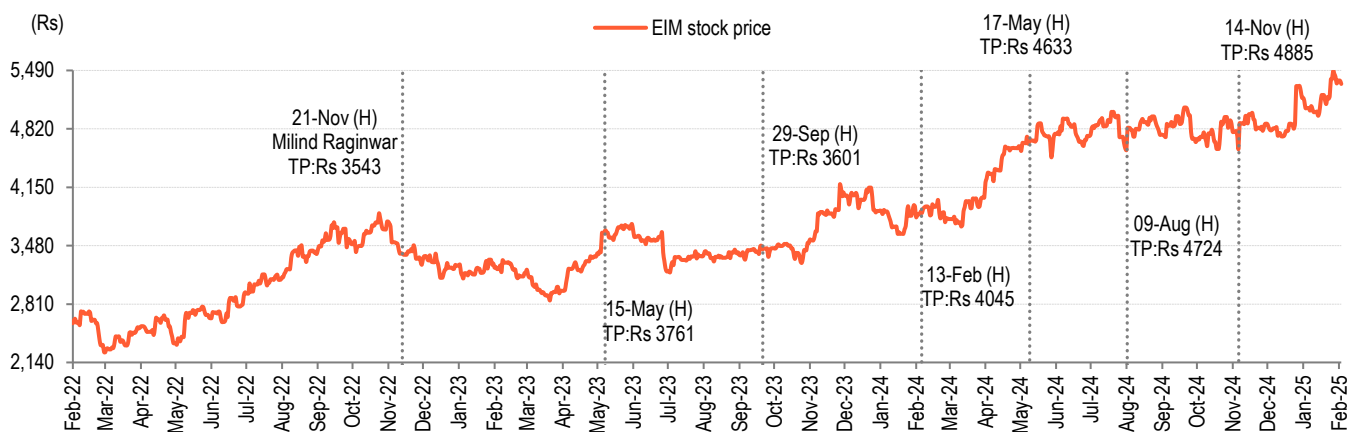
HOLD – Expected return from -6% to +15%

SELL – Expected return <-6%

Note: Recommendation structure changed with effect from 21 June 2021

Our recommendation scale does not factor in short-term stock price volatility related to market fluctuations. Thus, our recommendations may not always be strictly in line with the recommendation scale as shown above.

Ratings and Target Price (3-year history): EICHER MOTORS (EIM IN)



B – Buy, H – Hold, S – Sell, A – Add, R – Reduce

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