

HOLD TP: Rs 5,245 | ▲ 3%

HERO MOTOCORP

Automobiles

15 August 2024

Gaining momentum; pace likely to accelerate. Maintain HOLD

- Q1 revenue grew by ~16% YoY to Rs 101.4bn, driven by strong volume gains of ~14% YoY and realisations gains of 2% YoY
- EBITDA margin grew 60bps YoY (flat QoQ) to 14.4% in Q1FY25, driven by operating leverage, mix improvement and pricing
- Raise TP to Rs 5,245 on revised FY26 earnings, introduce FY27 estimates and increase multiple to 17x for core business. Retain HOLD

Milind Raginwar research@bobcaps.in

Volumes surge, realisations support mid-teen revenue growth: HMCL's Q1FY25 revenue grew 15.7% YoY (6.6% QoQ) to Rs 101.4bn, driven by volume gains which saw double-digit growth of 13.5%/10.3% YoY/QoQ to 1.54mn units and was supported by 2% YoY (-3.3% QoQ) realisation (per vehicle) gains of Rs 66k. HMCL sold 10k units for electric vehicle with revenue of Rs 1.25bn in Q1FY25.

Operating leverage and pricing drive margin expansion: Raw material cost (RM) adjusted for inventory rose 13% YoY (7% QoQ) to Rs 68.26bn. However, RM cost as a percentage of sales fell to 67.7% of sales from 69.4% in Q1FY24 (66.4% in Q4FY24). Gross margin grew 170bps YoY (-130bps QoQ) to 32.3%. Contribution of spares in revenue during Q1FY25 was 12.5% vs 14.7% in Q4FY24, which led to a dip in gross margin QoQ. Other expenses climbed 34.3%/1.4% YoY/QoQ to Rs 12.1bn due to technology-related expenses. EBITDA rose 21% YoY (7.4% QoQ) to Rs 14.5bn and EBITDA margin added 60bps/10bps YoY/QoQ to 14.4% due to operating leverage, better mix and pricing. APAT grew by 36.1%/10.5% YoY/QoQ to Rs 11.2bn.

Portfolio expansion: HMCL is raising Xtreme platform's capacity from 25k/month to 40k/month in the short term. Management expects to unveil Destiny scooter in 2QFY25, followed by the Zoom series with 110cc, 125cc and 163cc. It is expanding its portfolio into the mid and affordable EV segments in FY25 and is focused on building its premium portfolio with new launches, improved retail experience, and brand building efforts besides launching a couple of new models in FY25.

Maintain HOLD: Factoring in the healthy performance, rural recovery and premium segment focus, we raise our FY26 EBITDA/PAT estimates for HMCL by 2%/1%, leaving FY25 estimates unchanged despite a challenging H1. We introduce FY27 earnings with a 3-year Revenue/EBITDA/PAT CAGR of 17%/17%/15%. We now assign 18x (17x) target P/E to core operations, in line with the 10-year average 1-year forward earnings, and raise the SOTP-based TP to Rs 5,245 (from Rs 4,776), which includes Rs 130/sh as the value of other businesses. We believe current valuations bake in the positives, with limited upside. We retain our HOLD rating.

Key changes

Target	Rating	
A	∢ ▶	

Ticker/Price	HMCL IN/Rs 5,072
Market cap	US\$ 12.1bn
Free float	65%
3M ADV	US\$ 45.2mn
52wk high/low	Rs 5,895/Rs 2,890
Promoter/FPI/DII	35%/30%/24%

Source: NSE | Price as of 14 Aug 2024

Key financials

Y/E 31 Mar	FY24A	FY25E	FY26E
Total revenue (Rs mn)	3,74,557	4,62,228	5,32,497
EBITDA (Rs mn)	52,557	63,835	73,811
Adj. net profit (Rs mn)	38,079	47,126	53,856
Adj. EPS (Rs)	190.7	236.0	269.7
Consensus EPS (Rs)	206.7	237.0	269.0
Adj. ROAE (%)	21.2	23.4	23.7
Adj. P/E (x)	26.6	21.5	18.8
EV/EBITDA (x)	19.2	15.8	13.7
Adj. EPS growth (%)	30.8	23.8	14.3

Source: Company, Bloomberg, BOBCAPS Research

Stock performance



Source: NSE





Fig 1 - Earnings call highlights

Fig 1 – Earning	gs call highlights		
Parameter	Q1FY25	Q4FY24	Our view
Growth commentary	The company has consolidated its presence in the strong Telangana and Andhra Pradesh market for its entry level bikes including Glamour and Super Splendor. Further, it has ramped up its focus on Xtreme 125cc which helped improve market share from 13% in Q4FY24 to 20% in Q1FY25. The premium segment with the three big brands, Harley-Davidson X440, Mavrick 440, and Karizma is the new focus segment for HMCL with retail maximisation and brand building and expects new launches at regular interval. In the scooter segment the ICE and EV categories will experience big push with new launches and	HMCL indicated the premium and 125cc segments will be the two broad drivers of HMCL's growth. With the launch of three big brands, Harley-Davidson X440, Mavrick 440 and Karizma, growth will be driven by the premium segment. HMCL indicated it has gained 10% market share in the premium segment. This will be further aided by the 125cc motorcycle that will push the overall motorcycle portfolio and management expects the momentum to continue in FY25.	HMCL's multi-fold strategy of sharpening focus on the premium segment and retaining a strong presence in the lower end segments will aid revenue growth as this segment is on revival path.
	volume.	Additionally, with steady revival in rural sentiment, 100-110cc bike sentiment is likely to attract healthy demand. Overall, management expects double-digit growth for HMCL with strong volume in Apr'24.	
Margins	The gross margin QoQ weakened due to a lower contribution from the spares business at 12.5% vs 14.4% in 4QFY24. Higher contribution from entry level segment kept GM under check. However, the ICE segment EBITDA margin improved and at ~16% is at the higher end of HMCL's intended range of 14%-16%. Effectively, higher ICE margins have helped higher investment in the Electric Vehicle segment. The negative impact on EV margin is 180bps, leading to overall EBITDA margin of 14.4%.	Operating profit and margin expanded in Q4FY24 due to product mix and price positioning. Management indicated softening commodity prices also helped. Blended margins for 4QFY24 were at 14.3% with the 130bps impact due to the electric vehicle (EV) segment. Effectively, internal combustion engine (ICE) margin was at 15.6%.	Realisation gains should continue from a better product mix. Softening costs are reversing, hence realisations will remain the more important lever for improving margins.
Capacity Expansion	Management indicated that the capacity in the 125cc segment will be enhanced to ~40k units per month of XtremeR in the medium term, from the current 25k/month, to tap incremental demand and gain further market share.	Management indicated that the capacity in the premium segment will be enhanced to ~10k units per month for Harley-Davidson X440, Mavrick 440 and Karizma put together. HMCL plans to increase capacity to ~30k	The company is a late entrant in the premium segment and could face fierce competition from incumbents in the segment. However, HMCL's strategy of targeting high-end products will
		units per month for the Xtreme platform. Harley-Davidson X440 bikes are presently available only in 205 stores out of 400 for exclusivity, while Karizma and Mavrick are being sold through Hero 2.0 stores. HD X440 is sold only in select Hero 2.0 stores.	help enhance margins.
Commentary on marketing	The Super Splendor campaign of 69km per liter has been running across the country and has been accepted well as mileage is the key purchasing factor in the entry level segment. For Xtreme 125cc, dealers have received the Xtreme 125cc well, but only ~38-40% of the networks has so far received the Xtreme 125cc. HD X440 continues to be sold only in select Hero 2.0 stores.	Harley-Davidson X440 bikes are presently available only in 205 stores out of 400 for exclusivity, while Karizma and Mavrick are being sold through Hero 2.0 stores. HD X440 is sold only in select Hero 2.0 stores.	The marketing strategy is yielding results with distinct responses in different categories which augurs well for HMCL.



Parameter	Q1FY25	Q4FY24	Our view
Commentary on new launches	In the entry segment (100-110cc) the refreshed Passion is well accepted and helping to maintain the market share in Deluxe 100cc category. Additionally, Glamour and Splendor Super will be scaled up. In the 125cc segment, Xtreme is positioned as premium product and will further help to gain market share. The premium segment (150cc+) will be adding more models in the medium term. In the scooter segment, ICE Destiny will be fully ramped up and the segment will be filled with new launches to keep up the momentum.	The recently launched Xtreme 125cc is well received by the markets. Though it is too early to speak on the market share the product is received well by the market. HMCL plans to raise capacity to ~30k units per month for the Xtreme platform.	Keeping the market excited with stream of new launches will aid all-round growth for HMCL. This will also keep margins intact.
Electric Vehicle portfolio and PLI scheme	HMCL expects EV market to grow and end up being ~1mn market going forward. Management indicated as an entity HMCL has received registration under the Production Linked Incentive (PLI) scheme. However, the current products in the market are not registered under PLI (Vida or otherwise). However, all new launches from H1FY25 will be registered under the PLI scheme and will receive benefits from 2HFY25.	Management indicated as an entity HMCL has registered for the Production Linked Incentive (PLI) scheme. However, the current products in the market are not registered under PLI (Vida or otherwise). However, all new launches from H1FY25 will be registered under the PLI scheme.	Differentiated EV products have resulted in a healthy buyer response in the initial phase. The thrust on EVs is another positive step, though it may keep margins muted.
Parts Accessories & Merchandise (PAM) segment	Revenue from spares segment in Q4FY24 was ~Rs 13.97bn against ~Rs 12.7bn in Q4FY23 (~Rs 14.3bn in Q3FY24). For the full year FY24 the spares segment was Rs 50.9bn. PAM segment is expected to report double-digit growth for the next few years.	Revenue from spares segment in Q4FY24 was ~Rs 13.97bn against ~Rs 12.7bn in Q4FY23 (~Rs 14.3bn in Q3FY24). For the full year FY24 the spare segment was Rs 50.9bn. PAM segment is expected to report double-digit growth for the next few years.	No major changes in the contribution from this segment and going forward it is expected to stay steady but will remain an added cushion.
Other Information	Financing arm: Share of financing in Q1FY25 was at ~60%, no change from the previous quarter.	Overall financing penetration as on Q4FY24 is ~60% and penetration for Hero Fincorp is ~30% unchanged over the previous quarter.	Overseas ventures though steady in offtake will further boost export earnings in the
	Exports progress remained steady with the Philippines being the new region added in the overseas portfolio. Ramp up in Nigeria and Columbia is expected and is a positive. Capex guidance for FY25 is now at ~Rs 10bn-12bn.	HMCL has received approval for forming a subsidiary in Brazil. Earlier HMCL formed a similar venture in the Philippines. Capex guidance for FY25 is around Rs 20bn-25bn.	medium term.

Source: Company, BOBCAPS Research



Fig 2 – Quarterly performance (standalone)

(Rs mn)	Q1FY25	Q1FY24	YoY (%)	Q4FY24	QoQ (%)	Q1FY25E	Deviation (%)
Volume	15,35,156	13,52,574	13.5	13,92,423	10.3	15,35,156	0.0
Avg. Realisation per Vehicle	66,076	64,819	1.9	68,365	(3.3)	69,049	(4.3)
Net Revenues	1,01,437	87,673	15.7	95,193	6.6	1,06,000	(4.3)
Total Income (A)	1,01,437	87,673	15.7	95,193	6.6	1,06,000	(4.3)
Operating Expenses							
Raw materials consumed	68,672	60,809	12.9	63,249	8.6	71,829	(4.4)
Employee Expenses	6,083	5,802	4.9	6,437	(5.5)	6,360	(4.4)
Other Expenses	12,085	9,000	34.3	11,916	1.4	12,985	(6.9)
Total Expenditure (B)	86,840	75,610	14.9	81,602	6.4	91,174	(4.8)
EBITDA (A-B)	14,598	12,063	21.0	13,592	7.4	14,826	(1.5)
Other Income	2,317	2,222	4.3	1,800	28.7	2,120	9.3
Depreciation	1,932	1,690	14.3	1,851	4.4	1,710	13.0
EBIT	14,983	12,595	19.0	13,541	10.6	15,236	(1.7)
Finance Costs	48	47	3.2	46	5.5	48	0.2
PBT before excep items	14,935	12,548	19.0	13,496	10.7	15,188	(1.7)
Exceptional item	-	1,600	(100.0)	-	-	-	-
PBT after excep item	14,935	10,948	36.4	13,496	10.7	15,188	(1.7)
Tax expense	3,708	2,701	37.3	3,335	11.2	3,797	(2.3)
Reported PAT	11,226	8,247	36.1	10,161	10.5	11,391	(1.4)
Adjusted PAT	11,226	9,847	14.0	10,161	10.5	11,391	(1.4)
EPS (Rs)	56.2	49.3	14.0	50.9	10.5	57.0	(1.4)
Key Ratios (%)			(bps)		(bps)		(bps)
Gross Margin	32.3	30.6	166.1	34	(125.6)	32.2	6.46
EBITDA Margin	14.4	13.8	63.2	14	11.3	14.0	40.39
EBIT Margin	14.8	14.4	40.5	14	54.5	14.4	39.67
PBT Margin	14.7	14.3	41.1	14	54.6	14.3	39.46
Tax Rate	24.8	24.7	16.0	25	11.6	25.0	(17.02)
Adj PAT Margin	11.1	11.2	(16.4)	11	39.4	10.7	32.10

Source: Company, BOBCAPS Research



Valuation methodology

To factor in the healthy performance, rural recovery and a premium segment focus, we raise our FY26 EBITDA/PAT estimates for HMCL by 2%/1% leaving FY25 estimates relatively unchanged despite a challenging H1. The premium segment performance is encouraging and so is the revival in the base segment thus far in FY25. However, the EV segment will drag margins in the medium term. With strong product portfolio across the segments we feel growth will not be a challenge for HMCL though margins may stay range bound. We introduce FY27 earnings with three-year Revenue/EBITDA/PAT CAGR of 17%/17%/15%.

Taking into consideration the same we now assign 18x (17x) target P/E to core operations – in line with the 10-year average 1-year forward earnings. This gives us a new SOTP-based TP of Rs 5,245 (earlier Rs 4,776), which includes Rs 130/sh as the value of other businesses (unchanged). However, we believe current valuations bake in the positives leaving limited upside and, hence, retain our HOLD rating.

Fig 3 - Revised estimates

(Do mm)		New			Old		(Change (%)	
(Rs mn)	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E
Revenue	4,62,228	5,32,497	5,99,979	4,66,703	5,35,919	NA	(1.0)	(0.6)	NA
EBITDA	63,835	73,811	83,208	63,775	72,671	NA	0.1	1.6	NA
Adj PAT	47,126	53,856	60,012	47,201	53,197	NA	(0.2)	1.2	NA
Adj EPS (Rs)	236.0	269.7	300.5	236.4	266.4	NA	(0.2)	1.2	NA

Source: BOBCAPS Research

Fig 4 - Key assumptions

Parameter	FY24	FY25E	FY26E	FY27E
Volumes (units)	56,21,457	66,38,510	74,24,965	81,61,869
Realisation (Rs/unit)	3,74,557	4,62,228	5,32,497	5,99,979
EBITDA (Rs mn)	52,557	63,835	73,811	83,208
EBITDA margin (%)	14.0	13.8	13.9	13.9
Adj PAT (Rs mn)	38,079	47,126	53,856	60,012

Source: Company, BOBCAPS Research

Fig 5 - Valuation summary

Business	1-year forward EPS (Rs)	Target P/E (x)	Value (Rs)
Standalone Business	277	18	5,115
Other Business	-	-	130
Total	•	-	5,245

Source: BOBCAPS Research

Fig 6 - Peer comparison

Company	Tieken Detien		Target Price	EPS (Rs)		ROE (%)	
	Ticker	Rating	(Rs)	FY25E	FY26E	FY25E	FY26E
Hero Motocorp	HMCL IN	HOLD	5,245	236.0	269.7	24.7	25.1
TVS Motor Company	TVSL IN	HOLD	2,363	60.7	77.7	31.5	30.4
Bajaj Auto	BJAUT IN	SELL	3,279	299.8	359.1	28.5	27.4

Source: BOBCAPS Research



Fig 7 – P/E band: We value HMCL at 18x 1-year forward EPS

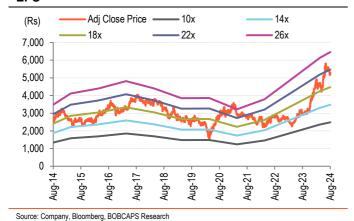
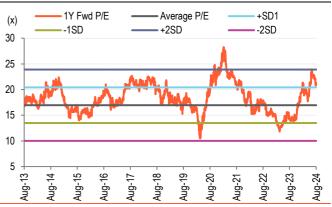


Fig 8 – P/E 1Y fwd: Valuations will continue to command a premium



Source: Company, Bloomberg, BOBCAPS Research

Key risks

Key upside/downside risks to our estimates are:

- A stronger-than-expected response to HMCL's high-end products in the 150cc+ segment would be a key upside risk to our estimates.
- Continued raw material cost inflation and slower-than-expected demand revival, especially in the rural segment, represent key downside risks.



Financials

V/E 21 Max (Da)	EVONA	EVOAA	EVAFE	EVACE	EVOZE
Y/E 31 Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Total revenue	3,38,057	3,74,557	4,62,228	5,32,497	5,99,979
EBITDA	39,862	52,557	63,835	73,811	83,208
Depreciation	6,570	7,114	7,894	8,458	8,943
EBIT	38,944	54,368	63,285	72,420	81,489
Net interest inc./(exp.)	(199)	(185)	(659)	(851)	(936)
Other inc./(exp.)	5,652	8,926	7,344	7,068	7,225
Exceptional items	0	1,600	0	0	0
EBT	38,746	52,583	62,626	71,569	80,553
Income taxes	9,640	12,904	15,500	17,713	20,541
Extraordinary items	0	0	0	0	0
Min. int./Inc. from assoc.	0	0	0	0	0
Reported net profit	29,106	39,679	47,126	53,856	60,012
Adjustments	0	(1,600)	0	0	0
Adjusted net profit	29,106	38,079	47,126	53,856	60,012
Dalamas Chast					
Balance Sheet Y/E 31 Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Accounts payables	49,638	58,529	70,969	78,130	87,996
Other current liabilities	8,151	8,269	8,682	9,116	9,572
Provisions	3,738	4,708	4,943	5,110	5,450
	0,736	4,700	4,943	0,191	
Debt funds Other liabilities	0	0	0	0	0
Equity capital	400	400	400	400	400
Reserves & surplus	1,66,651	1,79,462	2,01,314	2,27,214	2,57,273
Shareholders' fund	1,67,051	1,79,861	2,01,714	2,27,614	2,57,673
Total liab. and equities	2,28,578	2,51,367	2,86,308	3,20,050	3,60,691
Cash and cash eq.	3,455	6,089	3,994	6,918	6,203
Accounts receivables	27,982	27,034	36,978	43,665	49,198
Inventories	14,341	14,438	18,489	21,832	24,599
Other current assets	14,498	14,148	14,855	15,598	16,378
Investments	1,10,104	1,30,861	1,48,912	1,65,204	1,96,040
Net fixed assets	57,614	58,340	60,246	61,688	62,645
CWIP	4,638	4,805	7,000	9,000	9,000
Intangible assets	0	0	0	0	0
Deferred tax assets, net	(4,054)	(4,348)	(4,166)	(3,855)	(3,372)
Other assets	0	0	0	0	0
Total assets	2,28,578	2,51,367	2,86,308	3,20,050	3,60,691
Cash Flows					
Y/E 31 Mar (Rs mn)	FY23A	FY24A	FY25E	FY26E	FY27E
Cash flow from operations	25,189	48,638	45,403	51,465	62,296
Capital expenditures	(6,175)	(8,007)	(11,995)	(11,900)	(9,900)
Change in investments	(3,580)	(20,757)	(18,051)	(16,293)	(30,836)
Other investing cash flows	5,652	8,926	7,344	7,068	7,225
Cash flow from investing	(4,104)	(19,839)	(22,701)	(21,125)	(33,511)
Equities issued/Others	71	241	(241)	0	0
Debt raised/repaid	0	0	0	0	0
Interest expenses	(199)	(185)	(659)	(851)	(936)
Dividends paid				` '	
·	(19,983)	(27,956)	(23,963)	(27,956)	(29,953)
Other financing cash flows	221	295	(182)	(311)	(482)
Cash flow from financing	(19,890)	(27,605)	(25,045)	(29,118)	(31,372)
Chg in cash & cash eq.	1,195	1,194	(2,343)	1,222	(2,587)
Closing cash & cash eq.	3,455	6,089	3,994	6,918	6,203

Per Share					
Y/E 31 Mar (Rs)	FY23A	FY24A	FY25E	FY26E	FY27E
Reported EPS	145.8	190.7	236.0	269.7	300.5
Adjusted EPS	145.8	190.7	236.0	269.7	300.5
Dividend per share	100.1	140.0	120.0	140.0	150.0
Book value per share	836.6	900.7	1,010.1	1,139.8	1,290.4
Valuations Ratios					
Y/E 31 Mar (x)	FY23A	FY24A	FY25E	FY26E	FY27E
EV/Sales	3.0	2.7	2.2	1.9	1.7
EV/EBITDA	25.4	19.2	15.8	13.7	12.1
Adjusted P/E	34.8	26.6	21.5	18.8	16.9
P/BV	6.1	5.6	5.0	4.5	3.9
DuPont Analysis					
Y/E 31 Mar (%)	FY23A	FY24A	FY25E	FY26E	FY27E
Tax burden (Net profit/PBT)	75.1	72.4	75.3	75.3	74.5
Interest burden (PBT/EBIT)	99.5	96.7	99.0	98.8	98.9
EBIT margin (EBIT/Revenue)	11.5	14.5	13.7	13.6	13.0
Asset turnover (Rev./Avg TA)	208.1	215.9	242.3	248.1	247.
Leverage (Avg TA/Avg Equity)	1.0	1.0	1.0	1.0	1.0
Adjusted ROAE	17.9	22.0	24.7	25.1	24.7
Ratio Analysis					
Y/E 31 Mar	FY23A	FY24A	FY25E	FY26E	FY27E
YoY growth (%)					
Revenue	15.6	10.8	23.4	15.2	12.7
EBITDA	18.3	31.8	21.5	15.6	12.7
Adjusted EPS	17.7	30.8	23.8	14.3	11.4
Profitability & Return ratios (%)					
EBITDA margin	11.8	14.0	13.8	13.9	13.9
EBIT margin	11.5	14.5	13.7	13.6	13.6
Adjusted profit margin	8.6	10.2	10.2	10.1	10.0
Adjusted ROAE	17.4	21.2	23.4	23.7	23.3
ROCE	18.0	23.7	25.0	25.4	25.0
Working capital days (days)					
Receivables	28	27	25	28	2
Inventory	14	14	13	14	14
Payables	72	78	73	73	72
Ratios (x)					
Gross asset turnover	0.4	0.4	0.4	0.3	0.3
					0.0

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

1.0

0.0

(196.0)

0.9

0.0

(293.9)

0.9

0.0

(96.0)

1.0

0.0

(85.1)

0.9

0.0

(87.1)

Current ratio

Net interest coverage ratio

Adjusted debt/equity



NOT FOR DISTRIBUTION, DIRECTLY OR INDIRECTLY, IN OR INTO THE UNITED STATES OF AMERICA ("US") OR IN OR INTO ANY OTHER JURISDICTION IF SUCH AN ACTION IS PROHIBITED BY APPLICABLE LAW.

Disclaimer

Name of the Research Entity: BOB Capital Markets Limited

Registered office Address: 1704, B Wing, Parinee Crescenzo, G Block, BKC, Bandra East, Mumbai 400051

SEBI Research Analyst Registration No: INH000000040 valid till 03 February 2025

Brand Name: BOBCAPS

Trade Name: www.barodaetrade.com





Investments 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.

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

BUY - Expected return >+15%

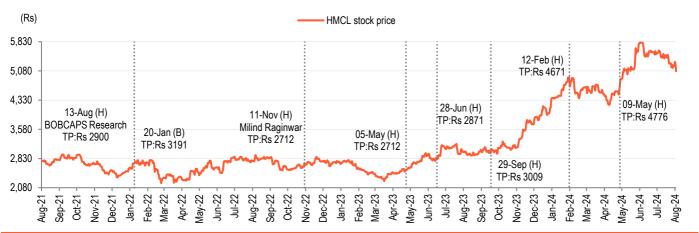
HOLD - Expected return from -6% to +15%

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): HERO MOTOCORP (HMCL IN)



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

Analyst certification

The research analyst(s) authoring this report hereby certifies that (1) all of the views expressed in this research report accurately reflect his/her personal views about the subject company or companies and its or their securities, and (2) no part of his/her compensation was, is, or will be, directly or indirectly, related to the specific recommendation(s) or view(s) in this report. Analysts are not registered as research analysts by FINRA and are not associated persons of BOB Capital Markets Limited (BOBCAPS).

General disclaimers

BOBCAPS is engaged in the business of Stock Broking and Investment Banking. BOBCAPS is a member of the National Stock Exchange of India Limited and BSE Limited and is also a SEBI-registered Category I Merchant Banker. BOBCAPS is a wholly owned subsidiary of Bank of Baroda which has its various subsidiaries engaged in the businesses of stock broking, lending, asset management, life insurance, health insurance and wealth management, among others.

BOBCAPS's activities have neither been suspended nor has it defaulted with any stock exchange authority with whom it has been registered in the last five years. BOBCAPS has not been debarred from doing business by any stock exchange or SEBI or any other authority. No disciplinary action has been taken by any regulatory authority against BOBCAPS affecting its equity research analysis activities.

BOBCAPS is also a SEBI-registered intermediary for the broking business having SEBI Single Registration Certificate No.: INZ000159332 dated 20 November 2017.

BOBCAPS prohibits its analysts, persons reporting to analysts, and members of their households from maintaining a financial interest in the securities or derivatives of any companies that the analysts cover. Additionally, BOBCAPS prohibits its analysts and persons reporting to analysts from serving as an officer, director, or advisory board member of any companies that the analysts cover.

Our salespeople, traders, and other professionals may provide oral or written market commentary or trading strategies to our clients that reflect opinions contrary to the opinions expressed herein, and our proprietary trading and investing businesses may make investment decisions that are inconsistent with the recommendations expressed herein. In reviewing these materials, you should be aware that any or all of the foregoing, among other things, may give rise to real or potential conflicts of interest. Additionally, other important information regarding our relationships with the company or companies that are the subject of this material is provided herein.

This material should not be construed as an offer to sell or the solicitation of an offer to buy any security in any jurisdiction. We are not soliciting any action based on this material. It is for the general information of BOBCAPS's clients. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. Before acting on any advice or recommendation in this material, clients should consider whether it is suitable for their particular circumstances and, if necessary, seek professional advice. BOBCAPS research reports follow rules laid down by Securities and Exchange Board of India and individuals employed as research analysts are separate from other employees who are performing sales trading, dealing, corporate finance advisory or any other activity that may affect the independence of its research reports.

HERO MOTOCORP



The price and value of the investments referred to in this material and the income from them may go down as well as up, and investors may realize losses on any investments. Past performance is not a guide for future performance, future returns are not guaranteed and a loss of original capital may occur. BOBCAPS does not provide tax advice to its clients, and all investors are strongly advised to consult with their tax advisers regarding any potential investment in certain transactions — including those involving futures, options, and other derivatives as well as non-investment-grade securities — that give rise to substantial risk and are not suitable for all investors. The material is based on information that we consider reliable, but we do not represent that it is accurate or complete, and it should not be relied on as such. Opinions expressed are our current opinions as of the date appearing on this material only. We endeavour to update on a reasonable basis the information discussed in this material, but regulatory, compliance, or other reasons may prevent us from doing so.

We and our affiliates, officers, directors, and employees, including persons involved in the preparation or issuance of this material, may from time to time have "long" or "short" positions in, act as principal in, and buy or sell the securities or derivatives thereof of companies mentioned herein and may from time to time add to or dispose of any such securities (or investment). We and our affiliates may assume an underwriting commitment in the securities of companies discussed in this document (or in related investments), may sell them to or buy them from customers on a principal basis, and may also perform or seek to perform investment banking or advisory services for or relating to these companies and may also be represented in the supervisory board or any other committee of these companies.

For the purpose of calculating whether BOBCAPS and its affiliates hold, beneficially own, or control, including the right to vote for directors, one per cent or more of the equity shares of the subject company, the holdings of the issuer of the research report is also included.

BOBCAPS and its non-US affiliates may, to the extent permissible under applicable laws, have acted on or used this research to the extent that it relates to non-US issuers, prior to or immediately following its publication. Foreign currency denominated securities are subject to fluctuations in exchange rates that could have an adverse effect on the value or price of or income derived from the investment. In addition, investors in securities such as ADRs, the value of which are influenced by foreign currencies, effectively assume currency risk. In addition, options involve risks and are not suitable for all investors. Please ensure that you have read and understood the Risk disclosure document before entering into any derivative transactions.

No part of this material may be (1) copied, photocopied, or duplicated in any form by any means or (2) redistributed without BOBCAPS's prior written consent.

Company-specific disclosures under SEBI (Research Analysts) Regulations, 2014

The research analyst(s) or his/her relatives do not have any material conflict of interest at the time of publication of this research report.

BOBCAPS or its research analyst(s) or his/her relatives do not have any financial interest in the subject company. BOBCAPS or its research analyst(s) or his/her relatives do not have actual/beneficial ownership of one per cent or more securities in the subject company at the end of the month immediately preceding the date of publication of this report.

The research analyst(s) has not received any compensation from the subject company or third party in the past 12 months in connection with research report/activities. Compensation of the research analyst(s) is not based on any specific merchant banking, investment banking or brokerage service transactions.

BOBCAPS or its research analyst(s) is not engaged in any market making activities for the subject company.

The research analyst(s) has not served as an officer, director or employee of the subject company.

BOBCAPS or its associates may have material conflict of interest at the time of publication of this research report.

BOBCAPS's associates may have financial interest in the subject company. BOBCAPS's associates may hold actual / beneficial ownership of one per cent or more securities in the subject company at the end of the month immediately preceding the date of publication of this report.

BOBCAPS or its associates may have managed or co-managed a public offering of securities for the subject company or may have been mandated by the subject company for any other assignment in the past 12 months.

BOBCAPS may have received compensation from the subject company in the past 12 months. BOBCAPS may from time to time solicit or perform investment banking services for the subject company. BOBCAPS or its associates may have received compensation from the subject company in the past 12 months for services in respect of managing or co-managing public offerings, corporate finance, investment banking or merchant banking, brokerage services or other advisory services in a merger or specific transaction. BOBCAPS or its associates may have received compensation for products or services other than investment banking or merchant banking or brokerage services from the subject company in the past 12 months.

Other disclaimers

BOBCAPS and MAYBANK (as defined below) make no representation or warranty, express or implied, as to the accuracy or completeness of any information obtained from third parties and expressly disclaim the merchantability, suitability, quality and fitness of this report. The information in this report has not been independently verified, is provided on an "as is" basis, should not be relied on by you in connection with any contract or commitment, and should not be used as a substitute for enquiries, procedures and advice which ought to be undertaken by you. This report also does not constitute an offer or solicitation to buy or sell any securities referred to herein and you should not construct this report as investment advice. All opinions and estimates contained in this report constitute BOBCAPS's judgment as free date of this report and are subject to change without notice, and there is no obligation on BOBCAPS or MAYBANK to update this report upon issuance. This report and the information contained herein may not be reproduced, redistributed, disseminated or copied by any means without the prior consent of BOBCAPS and MAYBANK.

To the full extent permitted by law neither BOBCAPS, MAYBANK nor any of their respective affiliates, nor any other person, accepts any liability howsoever arising, whether in contract, tort, negligence, strict liability or any other basis, including without limitation, direct or indirect, special, incidental, consequential or punitive damages arising from any use of this report or the information contained herein. By accepting this report, you agree and undertake to fully indemnify and hold harmless BOBCAPS and MAYBANK from and against claims, charges, actions, proceedings, losses, liabilities, damages, expenses and demands (collectively, the "Losses") which BOBCAPS and/or MAYBANK may incur or suffer in any jurisdiction including but not limited to those Losses incurred by BOBCAPS and/or MAYBANK as a result of any proceedings or actions brought against them by any regulators and/or authorities, and which in any case are directly or indirectly occasioned by or result from or are attributable to anything done or omitted in relation to or arising from or in connection with this report.

Distribution into the United Kingdom ("UK"):

This research report will only be distributed in the United Kingdom, in accordance with the applicable laws and regulations of the UK, by Maybank Securities (London) Ltd) ("MSL") who is authorised and regulated by the Financial Conduct Authority ("FCA") in the United Kingdom (MSL and its affiliates are collectively referred to as "MAYBANK"). BOBCAPS is not authorized to directly distribute this research report in the UK.

This report has not been prepared by BOBCAPS in accordance with the UK's legal and regulatory requirements.

This research report is for distribution only to, and is solely directed at, selected persons on the basis that those persons: (a) are eligible counterparties and professional clients of MAYBANK as selected by MAYBANK solely at its discretion; (b) have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended from time to time (the "Order"), or (c) fall within Article 49(2)(a) to (d) (high net worth companies, unincorporated associations, etc. as mentioned in the stated Article) of the Order; (all such persons together being referred to as "relevant persons").

This research report is directed only at relevant persons and must not be acted on or relied on by any persons who are not relevant persons. Any investment or investment activity to which this material relates is available only to relevant persons and will be engaged in only with relevant persons.

The relevant person as recipient of this research report is not permitted to reproduce, change, remove, pass on, distribute or disseminate the data or make it available to third parties without the written permission of BOBCAPS or MAYBANK. Any decision taken by the relevant person(s) pursuant to the research report shall be solely at their costs and consequences and BOBCAPS and MAYBANK shall not have any liability of whatsoever nature in this regard.

No distribution into the US:

This report will not be distributed in the US and no US person may rely on this communication.

Other jurisdictions

This report has been prepared in accordance with SEBI (Research Analysts) Regulations and not in accordance with local regulatory requirements of any other jurisdiction. In any other jurisdictions, this report is only for distribution (subject to applicable legal or regulatory restrictions) to professional, institutional or sophisticated investors as defined in the laws and regulations of such jurisdictions by Maybank Securities Pte Ltd. (Singapore) and / or by any broker-dealer affiliate or such other affiliate as determined by Malayan Banking Berhad.

If the recipient of this report is not as specified above, then it should not act upon this report and return the same to the sender.

By accepting this report, you agree to be bound by the foregoing limitations.