BUY

Hero MotoCorp

Steady quarter; rural-demand cycle finally turning

Auto & Auto Ancillaries > Result Update > November 2, 2023

TARGET PRICE (Rs): 4,020

HMCL's Q2 performance was healthy and broadly along expected lines, highlighted by underlying ICE margin at 15% (implying a ~90bps hit from EVs with reported EBITDA at 14.1%, up 260bps YoY/30bps QoQ). The festive season has started well for 2Ws, with HMCL witnessing ~15% YoY growth during the festive season so far. Valuations at ~12.8x its FY26 P/E and ~5.9% dividend yield are attractive amid the return of the rural-demand cycle (post 3-4 years of elongated challenges) and multiple initiatives being undertaken for addressing strategic portfolio gaps (particularly in premium motorcycles). We have marginally tweaked our FY24E/FY25E/FY26E EPS by 1%. We maintain BUY with a TP of Rs4,020/share (unchanged 16x P/E on FY26E Core EPS and value of investments/cash at ~Rs500/share).

Hero MotoCorp: Financial Snapshot (Standalone)									
Y/E March (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E				
Revenue	292,455	338,057	378,095	422,065	463,340				
EBITDA	33,688	39,862	52,927	59,782	65,871				
Adj. PAT	24,730	29,106	38,550	43,372	47,639				
Adj. EPS (Rs)	123.8	145.7	192.9	217.1	238.4				
EBITDA margin (%)	11.5	11.8	14.0	14.2	14.2				
EBITDA growth (%)	(16.2)	18.3	32.8	13.0	10.2				
Adj. EPS growth (%)	(16.6)	17.7	32.4	12.5	9.8				
RoE (%)	16.0	17.9	22.4	23.8	24.6				
RoIC (%)	44.5	49.2	65.6	73.2	75.9				
P/E (x)	24.7	21.0	15.8	14.1	12.8				
EV/EBITDA (x)	15.6	13.0	9.9	8.9	7.9				
P/B (x)	3.9	3.7	3.5	3.3	3.1				
FCFF yield (%)	2.8	3.9	4.8	7.1	9.8				

Source: Company, Emkay Research

Healthy performance along expected lines

HMCL's domestic 2W market share has been largely stable YoY at 29.7% (down 210bps QoQ, as Q1 is usually strong for HMCL because of the marriage season). Revenue grew by 4% YoY to Rs94.5bn (in-line), despite a ~1% YoY volume decline, with realization up 5% YoY (3% QoQ). EBITDA margin expanded ~30bps QoQ to 14.1% (in-line); gross margin expanded 336bps YoY/78bps QoQ (despite ~90bps drag from EVs) on the price hike, lower commodities, and product mix. Adjusted PAT grew by 47% to Rs10.5bn on improved EBITDA and higher other income.

Earnings call KTAs

1) Strong start to the festive season for the 2W industry with HMCL witnessing ~15% YoY growth during the first 17 days of the festive season; there has been double-digit growth for entry-level motorcycles (HF Deluxe) and healthy return of rural demand as well; 2) 100cc category has been struggling for an extended time on affordability issues; now the entry-level segment is coming back with the return of first-time buyers; 3) The company is likely to come out with new launches in the 125cc category in the next four to six quarters with focus on premium variants (Xtec's penetration is now at ~22% of overall sales); new scooter launches are also planned; 4) By the end of the festive season, inventory levels will normalize to 4-6 weeks of inventory; 5) HMCL would upgrade the retail buying experience by rolling out >500 exclusive 'Hero 2.0' stores over the next six months (200 stores already upgraded); 6) Order book for Harley Davidson X440/Karizma stands at ~25K/~14K; HMCL would launch over 100 exclusive premium stores in prime locations in the next six months; 7) Presence of Vida EV to be scaled up to over 100 cities by Mar-24; current weekly production run-rate is at 1K; 8) Mexico, Colombia, Nigeria, Sri Lanka, Bangladesh and Nepal have been highlighted as priority export markets; scooter exports stood at ~50K in Q2 as compared with 31K in Q1; 9) Longer-term margin guidance is unchanged at 14-16%; 10) Rs10bn annual capex guidance (largely for premium products and EVs); 11) Spares etc. reported revenue of ~Rs.13.5bn in Q2 (double-digit growth YoY).

Accredited Investors as defined in the Securities and Futures Act, Chapter 289 of Singapore

Target Price – 12M	Sep-24
Change in TP (%)	1.0
Current Reco.	BUY
Previous Reco.	BUY
Upside/(Downside) (%)	31.7
CMP (02-Nov-23) (Rs)	3.052.1

Stock Data	Ticker
52-week High (Rs)	3,275
52-week Low (Rs)	2,246
Shares outstanding (mn)	199.9
Market-cap (Rs bn)	610
Market-cap (USD mn)	7,327
Net-debt, FY24E (Rs mn)	-84,872
ADTV-3M (mn shares)	1
ADTV-3M (Rs mn)	1,895.2
ADTV-3M (USD mn)	22.8
Free float (%)	65.2
Nifty-50	19,133
INR/USD	83.3
Shareholding, Sep-23	
Promoters (%)	34.8
FPIs/MFs (%)	26.8/29.1

Price Performance						
(%)	1M	3M	12M			
Absolute	(0.2)	2.0	15.4			
Rel. to Nifty	2.5	4.1	9.1			



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Exhibit 1: Volume analysis – Volume declined 1% YoY offset by a 5% increase in ASP

Year to March	2QFY24	2QFY23	(%/bps) change	1QFY24	(%/bps) change
Domestic motorcycles (units)	12,66,424	12,95,469	(2.2)	12,32,758	2.7
Market share (%)	43.5	43.2	30	45.0	(157.1)
Domestic scooters (units)	97,516	93,645	4.1	84,492	15.4
Market share (%)	6.2	6.0	21	6.5	(28.5)
Domestic volumes (units)	13,63,940	13,89,114	(1.8)	13,17,250	3.5
Market share (%)	29.7	29.7	(6)	31.8	(214.9)
Total volumes (units)	14,16,524	14,28,168	(0.8)	13,52,574	4.7
Realisation (INR)	66,680	63,545	4.9	64,819	2.9

Source: Company, Emkay Research

Exhibit 2: Q2FY24 Result Snapshot: Revenue grew by 4% YoY; margins up ~30bps QoQ

Revenue 90,754 80,310 83,068 87,673 94,454 4.1 Expenditure 80,370 71,068 72,238 75,610 81,171 1.0 As a % of sales 88.6 88.5 87.0 86.2 85.9 Consumption of RM 65,301 55,743 56,463 60,809 64,780 (0.8) As a % of sales 72.0 69.4 68.0 69.4 68.6 Employee Cost 5,490 5,456 5,571 5,802 5,768 5.1 As a % of sales 6.0 6.8 6.7 6.6 6.1 Other expenditure 9,579 9,869 10,204 9,000 10,624 10.9 As a % of sales 10.6 12.3 12.3 10.3 11.2 EBITDA 10,383 9,241 10,830 12,063 13,283 27.9	7.7 7.4 6.5 (0.6) 18.0
As a % of sales 88.6 88.5 87.0 86.2 85.9 Consumption of RM 65,301 55,743 56,463 60,809 64,780 (0.8) As a % of sales 72.0 69.4 68.0 69.4 68.6 Employee Cost 5,490 5,456 5,571 5,802 5,768 5.1 As a % of sales 6.0 6.8 6.7 6.6 6.1 Other expenditure 9,579 9,869 10,204 9,000 10,624 10.9 As a % of sales 10.6 12.3 12.3 10.3 11.2	6.5 (0.6) 18.0
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	10.1
EBITDA 10.383 9.241 10.830 12.063 13.283 27.9	10.1
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EBITDA margin (%) 11.4 11.5 13.0 13.8 14.1	
Depreciation 1,634 1,620 1,686 1,690 1,749 7.0	3.5
EBIT 8,749 7,621 9,144 10,373 11,534 31.8	11.2
Other Income 921 1,832 2,369 2,222 2,483 169.7	11.8
Interest 33 49 47 47 48 43.8	2.1
PBT 9,637 9,404 11,467 12,548 13,970 45.0	11.3
Total Tax 2,476 2,294 2,877 2,701 3,431 38.6	27.1
Adjusted PAT 7,161 7,111 8,589 9,847 10,538 47.2	7.0
Extraordinary items Loss/(Gain) 0 0 1,600 0	
Reported PAT 7,161 7,111 8,589 8,247 10,538 47.2	27.8
Adjusted EPS (Rs) 35.8 35.6 43.0 41.3 52.7 47.1	27.8
Margins (%) Q2FY23 Q3FY23 Q4FY23 Q1FY24 Q2FY24 YoY (bps)	QoQ (bps)
EBIDTA 11.4 11.5 13.0 13.8 14.1 262	30
EBIT 9.6 9.5 11.0 11.8 12.2 257	38
EBT 10.6 11.7 13.8 14.3 14.8 417	48

Source: Company, Emkay Research

PAT

Effective tax rate

Exhibit 3: Margin improvement driven mainly by better gross margins

Year to March	Q2FY24	Q2FY23	YoY (bps)	Q1FY24	QoQ (bps)
Raw material	68.6	72.0	(337.1)	69.4	(77.6)
Staff costs	6.1	6.0	5.7	6.6	(51.1)
Other expenses	11.2	10.6	69.3	10.3	98.3
EBITDA	14.1	11.4	262.2	13.8	30.4
Adjusted net profit	11.2	7.9	326.7	11.2	(7.5)
Effective tax rate	24.6	25.7	(112.9)	21.5	304.0

8.9

24.4

10.3

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11.2

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11.2

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327

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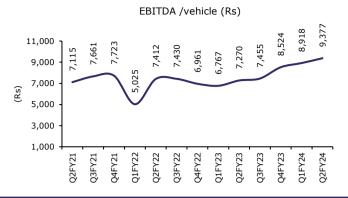
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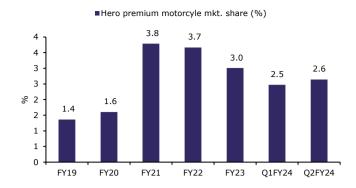
Source: Company, Emkay Research

Exhibit 4: Highest-ever EBITDA/vehicle



Source: Company, Emkay Research

Exhibit 5: HMCL's premium motorcycle share at ~2.6% in Q2FY24; would be aided by portfolio and distribution actions



Source: Company, Emkay Research

Exhibit 6: Actuals vs. Estimates (Q2FY24)

(Rs mn)	Actual	Emkay Est.	Var. (%)	Consensus	Var. (%)
Net sales	94,454	93,654	0.9	93,433	1.1
EBITDA	13,283	13,112	1.3	12,993	2.2
EBITDA margin (%)	14.1	14.0	6 bps	13.9	16 bps
Adj. net income	10,538	9,276	13.6	9,553	10.3
FDEPS (Rs)	52.7	46.4	13.6	47.8	10.3

Source: Company, Emkay Research

Exhibit 7: Key revenue model assumptions: Expect a 18% EPS CAGR over FY23-26E

Revenue Model	FY19	FY20	FY21	FY22	FY23	FY24E	FY25E	FY26E
Avg. monthly volumes (units)	6,51,729	5,34,143	4,82,198	4,12,012	4,44,045	4,70,686	5,15,158	5,57,947
Volumes (units)	78,20,745	64,09,719	57,86,374	49,44,148	53,28,545	56,48,226	61,81,900	66,95,360
Growth (%)	3.1	(18.0)	(9.7)	(14.6)	7.8	6.0	9.4	8.3
ASP (Rs/unit)	43,027	44,988	53,230	59,152	63,443	66,940	68,274	69,203
Growth (%)	1.3	4.6	18.3	11.1	7.3	5.5	2.0	1.4
Revenue	3,36,505	2,88,361	3,08,006	2,92,455	3,38,057	3,78,095	4,22,065	4,63,340
Growth (%)	4.4	(14.3)	6.8	(5.0)	15.6	11.8	11.6	9.8
EBITDA	49,301	39,580	40,192	33,688	39,862	52,927	59,782	65,871
EBITDA margin (%)	14.7	13.7	13.0	11.5	11.8	14.0	14.2	14.2
EBITDA growth (%)	(6.6)	(19.7)	1.5	(16.2)	18.3	32.8	13.0	10.2
EBITDA/unit (Rs)	6,304	6,175	6,946	6,814	7,481	9,370	9,671	9,838
EBIT	50,193	39,183	39,222	32,759	38,944	51,775	58,241	63,967
EBIT margin (%)	14.9	13.6	12.7	11.2	11.5	13.7	13.8	13.8
PAT	33,849	31,841	29,642	24,730	29,106	38,550	43,372	47,639
EPS (Rs)	169	159	148	124	146	193	217	238

Source: Company, Emkay Research

Exhibit 8: Change in estimates

Exhibit of Change in estimates												
		FY24E				FY25E				FY26E		
(Rs mn)	Earlier	Revised	Change (%)	YoY (%)	Earlier	Revised	Change (%)	YoY (%)	Earlier	Revised	Change (%)	YoY (%)
Volumes (units)	56,90,773	56,48,226	(0.7)	6.0	61,84,198	61,81,900	(0.0)	9.4	67,07,560	66,95,360	(0.2)	8.3
Net Sales	3,85,253	3,78,095	(1.9)	11.8	4,25,985	4,22,065	(0.9)	11.6	4,66,987	4,63,340	(0.8)	9.8
EBITDA	54,066	52,927	(2.1)	32.8	60,195	59,782	(0.7)	13.0	66,188	65,871	(0.5)	10.2
Margin (%)	14.0	14.0	(4) bps	221 bps	14.1	14.2	3 bps	17 bps	14.2	14.2	4 bps	5 bps
APAT	39,309	38,550	(1.9)	32.4	43,677	43,372	(0.7)	12.5	47,793	47,639	(0.3)	9.8
EPS (Rs)	196.7	192.9	(1.9)	32.4	218.6	217.1	(0.7)	12.5	239.2	238.4	(0.3)	9.8

Source: Company, Emkay Research

Exhibit 9: HMCL: One-year forward at 14.9x; below five-year average P/E at 17.7x



Source: Company, Emkay Research, Bloomberg

Hero MotoCorp: Standalone Financials and Valuations

Profit and Loss					
Y/E March (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
Revenue	292,455	338,057	378,095	422,065	463,340
Revenue growth (%)	(5.0)	15.6	11.8	11.6	9.8
EBITDA	33,688	39,862	52,927	59,782	65,871
EBITDA growth (%)	(16.2)	18.3	32.8	13.0	10.2
Depreciation & Amortization	6,498	6,570	6,924	7,622	8,343
EBIT	27,190	33,293	46,002	52,161	57,528
EBIT growth (%)	(18.6)	22.4	38.2	13.4	10.3
Other operating income	0	0	0	0	0
Other income	5,569	5,652	5,773	6,081	6,439
Financial expense	258	199	238	258	278
PBT	32,501	38,746	51,537	57,984	63,689
Extraordinary items	0	0	0	0	0
Taxes	7,771	9,640	12,987	14,612	16,050
Minority interest	0	0	0	0	0
Income from JV/Associates	0	0	0	0	0
Reported PAT	24,730	29,106	38,550	43,372	47,639
PAT growth (%)	(16.6)	17.7	32.4	12.5	9.8
Adjusted PAT	24,730	29,106	38,550	43,372	47,639
Diluted EPS (Rs)	123.8	145.7	192.9	217.1	238.4
Diluted EPS growth (%)	(16.6)	17.7	32.4	12.5	9.8
DPS (Rs)	95.0	100.0	144.7	162.8	178.8
Dividend payout (%)	76.8	68.6	75.0	75.0	75.0
EBITDA margin (%)	11.5	11.8	14.0	14.2	14.2
EBIT margin (%)	9.3	9.8	12.2	12.4	12.4
Effective tax rate (%)	23.9	24.9	25.2	25.2	25.2
NOPLAT (pre-IndAS)	20,689	25,010	34,410	39,016	43,031
Shares outstanding (mn)	199.8	199.8	199.8	199.8	199.8

Source: C	ompany,	Emkay	Research
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Cash Flows					
Y/E March (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
PBT	32,501	38,746	51,537	57,984	63,689
Others (non-cash items)	2,214	1,372	(1,621)	4,418	5,514
Taxes paid	(7,688)	(8,496)	(12,694)	(14,281)	(15,687)
Change in NWC	(6,825)	(5,832)	104	1,577	(708)
Operating cash flow	20,203	25,791	37,327	49,698	52,808
Capital expenditure	(5,240)	(5,675)	(12,000)	(12,000)	(1,579)
Acquisition of business	1,713	(1,577)	(6,000)	(9,000)	(9,000)
Interest & dividend income	2,008	2,564	0	0	0
Investing cash flow	(1,519)	(4,688)	(18,000)	(21,000)	(10,579)
Equity raised/(repaid)	50	32	0	0	0
Debt raised/(repaid)	0	0	0	0	0
Payment of lease liabilities	200	256	0	0	0
Interest paid	(258)	(199)	(238)	(258)	(278)
Dividend paid (incl tax)	(18,981)	(19,983)	(19,980)	(28,912)	(32,529)
Others	(515)	495	0	0	0
Financing cash flow	(19,504)	(19,399)	(20,218)	(29,170)	0
Net chg in Cash	(820)	1,704	(892)	(472)	0
OCF	20,203	25,791	37,327	49,698	52,808
Adj. OCF (w/o NWC chg.)	27,028	31,622	37,223	48,121	53,516
FCFF	14,963	20,115	25,327	37,698	51,229
FCFE	16,712	22,481	25,088	37,440	50,951
OCF/EBITDA (%)	60.0	64.7	70.5	83.1	80.2
FCFE/PAT (%)	67.6	77.2	65.1	86.3	107.0
FCFF/NOPLAT (%)	72.3	80.4	73.6	96.6	119.1

Source: Company, Emkay Research

Balance Sheet					
Y/E March (Rs mn)	FY22	FY23	FY24E	FY25E	FY26E
Share capital	400	400	400	400	400
Reserves & Surplus	157,430	166,651	176,289	187,132	199,041
Net worth	157,829	167,051	176,688	187,531	199,441
Minority interests	0	0	0	0	0
Deferred tax liability (net)	3,833	4,054	4,347	4,678	5,041
Total debt	0	0	0	0	0
Total liabilities & equity	161,662	171,105	181,036	192,209	204,482
Net tangible fixed assets	50,944	50,493	49,786	54,164	0
Net intangible assets	2,985	2,985	2,985	2,985	0
Net ROU assets	4,136	4,136	4,136	4,136	0
Capital WIP	4,582	4,638	10,421	10,421	0
Goodwill	0	0	0	0	0
Investments [JV/Associates]	23,795	23,795	33,795	48,795	58,795
Cash & equivalents	84,480	89,764	84,872	78,400	86,822
Current assets (ex-cash)	46,219	56,821	63,550	69,785	76,609
Current Liab. & Prov.	55,478	61,527	68,509	76,476	82,686
NWC (ex-cash)	(9,259)	(4,706)	(4,959)	(6,692)	(6,077)
Total assets	161,662	171,105	181,036	192,209	204,482
Net debt	(84,480)	(89,764)	(84,872)	(78,400)	(86,822)
Capital employed	161,662	171,105	181,036	192,209	204,482
Invested capital	48,806	52,908	51,948	54,593	58,865
BVPS (Rs)	789.9	836.1	884.3	938.6	998.2
Net Debt/Equity (x)	(0.5)	(0.5)	(0.5)	(0.4)	(0.4)
Net Debt/EBITDA (x)	(2.5)	(2.3)	(1.6)	(1.3)	(1.3)
Interest coverage (x)	0.0	0.0	0.0	0.0	0.0
RoCE (%)	13.0	15.0	19.6	21.0	21.8

Source: Company, Emkay Research

Valuations and Key Ra	itios				
Y/E March	FY22	FY23	FY24E	FY25E	FY26E
P/E (x)	24.7	21.0	15.8	14.1	12.8
P/CE(x)	19.5	17.1	13.4	12.0	10.9
P/B (x)	3.9	3.7	3.5	3.3	3.1
EV/Sales (x)	1.9	1.6	1.4	1.3	1.2
EV/EBITDA (x)	15.6	13.0	9.9	8.9	7.9
EV/EBIT(x)	19.3	15.6	11.4	10.2	9.1
EV/IC (x)	10.8	9.8	10.1	9.7	8.9
FCFF yield (%)	2.8	3.9	4.8	7.1	9.8
FCFE yield (%)	2.7	3.7	4.1	6.1	8.4
Dividend yield (%)	3.1	3.3	4.7	5.3	5.9
DuPont-RoE split					
Net profit margin (%)	8.5	8.6	10.2	10.3	10.3
Total asset turnover (x)	1.8	2.0	2.1	2.3	2.3
Assets/Equity (x)	1.0	1.0	1.0	1.0	1.0
RoE (%)	16.0	17.9	22.4	23.8	24.6
DuPont-RoIC					
NOPLAT margin (%)	7.1	7.4	9.1	9.2	9.3
IC turnover (x)	0.0	0.0	0.0	0.0	0.0
RoIC (%)	44.5	49.2	65.6	73.2	75.9
Operating metrics					
Core NWC days	(11.6)	(5.1)	(4.8)	(5.8)	(4.8)
Total NWC days	(11.6)	(5.1)	(4.8)	(5.8)	(4.8)
Fixed asset turnover	2.0	2.3	2.4	2.6	2.6
Opex-to-revenue (%)	17.3	17.6	16.8	16.7	16.7

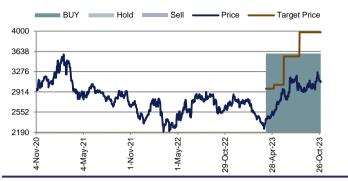
Source: Company, Emkay Research

RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (INR)	TP (INR)	Rating	Analyst
11-Aug-23	2,998	3,980	Buy	Chirag Jain
04-Jul-23	3,030	3,550	Buy	Chirag Jain
12-Jun-23	2,930	3,550	Buy	Chirag Jain
05-May-23	2,547	3,040	Buy	Chirag Jain
04-Apr-23	2,431	2,970	Buy	Chirag Jain

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Bloomberg, Company, Emkay Research

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