

We downgrade MSIL to ADD from Buy and cut TP by ~8% to Rs15,500 (from Rs16,900), at 25x Jun-28E core PER + Rs3,460 cash/share (28x earlier). MSIL's revenue was up 36% yoy, led by 29% yoy volume growth, while ASPs were flattish yoy. EBITDA was down 7% yoy and EBITDAM fell by 350bps qoq to 8.2%, led by 350bps qoq drop in gross margin. MSIL indicated that growth momentum is healthy (small cars/UV volumes up 34%/28% yoy in 1Q), with ~130k units orderbook as of 1QFY27 (vs 190k as of 4QFY26). The 2 lines at Kharkhoda/Hansalpur (250kpa units capacity each) are expected to ramp up over next 5-6M. Factoring this in, MSIL retained its 10% FY27 volume growth guidance. To offset the commodity-led margin impact, MSIL took a ~50bps price hike in Jun-26, with another lined up from Aug-26 (up to Rs30k). On exports as well, diversifying across end-markets is aiding MSIL sustain growth despite geopolitical headwinds. Our expectations of sharp growth moderation in 2H as the base catches up (expect flattish volumes vs 2HFY26) and gradual margin improvement from 1Q on limited pricing power drive our downgrade. We cut FY27-28E EPS by 5-9% to factor in aforementioned headwinds. We prefer HMIL (1Q likely a bottom quarter; new launches to aid 2H growth) and M&M.

Weak 1Q; in-line revenue performance; weaker-than-expected profitability

MSIL's revenue was up 36% yoy, led by 29% yoy volume growth, while ASPs were flattish yoy. EBITDA was down 7% yoy, with EBITDAM falling by ~350bps qoq to 8.2%, led by 350bps qoq gross margin drop. Adjusted PAT was down 11% yoy to Rs33.5bn.

Earning call KTAs

1) MSIL stated that growth momentum is healthy (small cars/UV volumes up 34%/28% yoy) with ~130k units orderbook as of 1QFY27 (vs 190k as of 4QFY26). The 2 lines at Kharkhoda/Hansalpur (0.25mnpa units each) are expected to ramp up over next 5-6M. Hence, MSIL retained its 10% FY27 volume growth guidance. 2) MSIL transitioned from a quarterly to a monthly reset cycle with its suppliers (expected to continue for a couple of quarters till commodities normalize) amid high volatility in commodity prices which helps it overcome supply chain disruptions. 3) To offset commodity-led margin impact, MSIL took a ~50bps price hike in Jun-26, with another lined up from Aug-26 (up to Rs30k). 4) On exports, diversifying across end-markets is aiding MSIL sustain growth despite geopolitical headwinds. 5) EBITM declined by ~360bps qoq, led by 300bps commodity pressure (of which 100bps stemmed from a change in commodity settlement terms for suppliers; expected to gradually normalize to quarterly settlement); other adverse factors included employee costs (40bps), inventory depletion/FC absorption (30bps), forex (30bps), depreciation from new plants (20bps), and higher gas costs (20bps), partly offset by lower opex (30bps) and higher operating income (30bps). 6) Addition of the 4th line makes the Hansalpur plant among the top-10 plants globally in terms of capacity; MSIL has invested Rs39bn in the 4th line (largely dedicated to MSIL's E-PV, the E-Vitara); the next EV will be showcased at the Bharat Mobility Expo in CY27, with hybrids also under development. 7) The management expects greater clarity over the next few quarters on cost increases arising from CAFE III norms.

Maruti Suzuki India: Financial Snapshot (Standalone)

Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	1,528,679	1,832,661	2,128,010	2,389,746	2,630,767
EBITDA	201,492	214,502	233,465	277,640	321,268
Adj. PAT	142,976	144,454	156,617	186,907	221,924
Adj. EPS (Rs)	454.8	459.5	498.1	594.5	705.9
EBITDA margin (%)	13.2	11.7	11.0	11.6	12.2
EBITDA growth (%)	23.2	6.5	8.8	18.9	15.7
Adj. EPS growth (%)	8.2	1.0	8.4	19.3	18.7
RoE (%)	16.0	14.5	14.2	15.3	16.2
RoIC (%)	67.5	52.7	68.6	83.9	96.6
P/E (x)	31.3	31.0	28.6	23.9	20.2
EV/EBITDA (x)	19.1	17.4	15.2	12.4	10.1
P/B (x)	4.7	4.3	3.9	3.5	3.1
FCFF yield (%)	1.4	2.3	6.2	4.9	7.8

Source: Company, Emkay Research

Target Price – 12M	Jun-27
Change in TP (%)	(8.3)
Current Reco.	ADD
Previous Reco.	BUY
Upside/(Downside) (%)	8.9

Stock Data	MSIL IN
52-week High (Rs)	17,372
52-week Low (Rs)	12,201
Shares outstanding (mn)	314.4
Market-cap (Rs bn)	4,475
Market-cap (USD mn)	46,914
Net-debt, FY27E (Rs mn)	(920,514.3)
ADTV-3M (mn shares)	0.5
ADTV-3M (Rs mn)	6,871.8
ADTV-3M (USD mn)	72.0
Free float (%)	41.7
Nifty-50	24,383.6
INR/USD	95.4

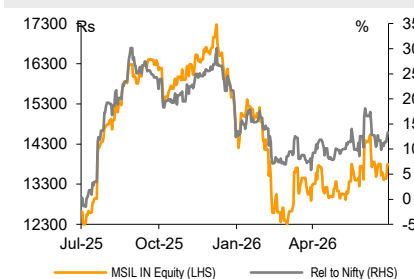
Shareholding, Jun-26

Promoters (%)	58.7
FPIs/MFs (%)	12.8/25.2

Price Performance

(%)	1M	3M	12M
Absolute	0.8	6.9	12.9
Rel. to Nifty	(1.3)	5.2	14.7

1-Year share price trend (Rs)



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Exhibit 1: MSIL's domestic PV market share rose by 324bps qoq to 41.2%; ASPs were up 5% yoy/ flattish qoq

Particulars	1QFY27	1QFY26	yoy (%)	4QFY26	qoq (%)
Total sales (no of units)	682,724	527,857	29.3	676,209	1.0
Domestic	557,988	430,885	29.5	538,994	3.5
Exports	124,736	96,972	28.6	137,215	(9.1)
Realization (Rs)	768,330	731,126	5.1	775,637	(0.9)
Market share (%)	41.2	38.5	263 bps	37.9	324 bps
Market share (incl Toyota supplies)	44.1	41.6	244 bps	40.8	323 bps

Source: Company, Emkay Research

Exhibit 2: 1QFY27 results snapshot – revenue up ~36% yoy, EBITDAM down by 350bps qoq to 8.2% vs 11.7% in 4QFY26

Rs mn	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27	yoy (%)	qoq (%)
ASP (Rs)	680,850	686,969	684,412	676,600	731,126	768,457	747,137	775,637	768,330	5.1	(0.9)
Growth yoy (%)	4.9	2.3	3.0	3.3	7.4	11.9	9.2	14.6	5.1		
Volumes (no of units)	521,868	541,550	566,213	604,635	527,857	550,874	667,769	676,209	682,724	29.3	1.0
Growth yoy (%)	5	(2)	13	4	1	2	18	12	29		
Revenue	355,314	372,028	387,523	409,096	385,930	423,323	498,915	524,493	524,557	35.9	0.0
Growth yoy (%)	9.9	0.4	16.3	7.0	8.6	13.8	28.7	28.2	35.9		
Expenditure	310,291	327,862	336,877	360,670	339,562	372,475	443,198	462,924	481,446	41.8	4.0
as a % of sales	87.3	88.1	86.9	88.2	88.0	88.0	88.8	88.3	91.8		
Consumption of RM	249,329	267,459	273,045	289,175	273,584	304,569	362,673	384,839	403,520	47.5	4.9
as a % of sales	70.2	71.9	70.5	70.7	70.9	71.9	72.7	73.4	76.9		
Employee Cost	15,576	14,688	17,799	17,981	20,432	20,456	26,929	22,473	24,569	20.2	9.3
as a % of sales	4.4	3.9	4.6	4.4	5.3	4.8	5.4	4.3	4.7		
Other Expenditure	45,386	45,715	46,033	53,514	45,546	47,450	53,596	55,612	53,357	17.1	(4.1)
as a % of sales	12.8	12.3	11.9	13.1	11.8	11.2	10.7	10.6	10.2		
EBITDA	45,023	44,166	50,646	48,426	46,368	50,848	55,717	61,569	43,111	(7.0)	(30.0)
EBITDA Margin (%)	12.7	11.9	13.1	11.8	12.0	12.0	11.2	11.7	8.2		
Depreciation	7,310	7,509	14,287	14,614	15,557	17,028	17,343	17,477	17,800	14.4	1.8
EBIT	37,713	36,657	36,359	33,812	30,811	33,820	38,374	44,092	25,311	(17.9)	(42.6)
Other Income	9,751	14,750	10,672	15,282	18,717	9,661	10,543	4,998	18,737	0.1	274.9
Interest	573	402	463	476	468	572	617	730	635	35.7	(13.0)
PBT	46,891	51,005	46,568	48,618	49,060	42,909	48,300	48,360	43,413	(11.5)	(10.2)
Total Tax	10,392	20,313	9,975	10,045	11,479	9,881	10,360	12,455	9,892	(13.8)	(20.6)
Adjusted PAT	36,499	30,692	36,593	38,573	37,581	33,028	37,940	35,905	33,521	(10.8)	(6.6)
Extraordinary Items	-	-	-	-	-	-	-	-	-		
Reported PAT	36,499	30,692	36,593	38,573	37,581	33,028	37,940	35,905	33,521	(10.8)	(6.6)
Adjusted EPS (Rs)	116.1	97.6	116.4	122.7	119.5	105.1	120.7	114.2	106.6	(10.8)	(6.6)

(%)	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27	yoy (bps)	qoq (bps)
EBITDAM	12.7	11.9	13.1	11.8	12.0	12.0	11.2	11.7	8.2	(380)	(352)
EBITM	10.6	9.9	9.4	8.3	8.0	8.0	7.7	8.4	4.8	(316)	(358)
EBTM	13.2	13.7	12.0	11.9	12.7	10.1	9.7	9.2	8.3	(444)	(94)
PATM	10.3	8.2	9.4	9.4	9.7	7.8	7.6	6.8	6.4	(335)	(46)
Effective Tax Rate	22.2	39.8	21.4	20.7	23.4	23.0	21.4	25.8	22.8	(61)	(297)

Source: Company, Emkay Research

Exhibit 3: Actuals vs Estimates

Rs mn	Actual	Emkay Est	Variance (%)	Consensus	Variance (%)
Revenues	524,557	534,842	(1.9)	523,085	0.3
EBIDTA	43,111	57,905	(25.5)	52,182	(17.4)
Margin (%)	8.2	10.8	(261) bps	10.0	(176) bps
APAT	33,521	39,455	(15.0)	34,395	(2.5)

Source: Company, Emkay Research

Exhibit 4: MSIL's reported EBITM was down by 360bps qoq to 4.8% in 1Q, on account of multiple pull-push factors

EBITM change (qoq) in 1QFY27 (bps)	(358)
Draggers (bps)	440
-- Adverse commodity impact	300
-- Adverse gas cost (higher LPG prices)	20
-- Lower fixed-cost absorption (inventory depletion)	30
-- Unfavorable forex impact	30
-- Higher employee cost impact (seasonality)	40
-- Higher depreciation (Kharkhoda plant)	20
Drivers (bps)	60
-- Higher other operating income	30
-- Lower other opex	30

Source: Company, Emkay Research

Exhibit 5: MSIL's non-SUV share has increased to 71% in 1QFY27

MSIL Product Mix (%)	FY22	FY23	FY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27
Entry	15.9	14.5	8.1	7.4	7.3	6.5	7.4	5.0	5.2	6.8	7.2	8.3
Compact Hatch	17.2	17.0	13.6	13.3	12.9	11.9	14.3	11.6	12.1	10.1	10.1	11.5
Entry SUV	0.0	0.0	7.7	8.7	8.7	9.8	10.4	9.6	9.7	10.0	8.5	10.0
Premium Hatch	26.1	27.4	24.1	21.1	21.0	20.8	22.1	20.6	21.4	21.6	19.9	19.0
Entry Sedan	9.7	9.4	9.3	10.8	7.8	9.5	9.4	12.8	14.3	11.6	12.0	12.6
Compact SUV	8.5	9.1	10.6	10.9	12.4	12.1	9.8	12.3	9.7	8.7	10.6	7.4
Mid-size SUV	0.0	3.2	6.9	6.5	6.7	7.3	7.6	4.9	5.5	11.9	11.8	11.6
SUV	1.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedan	1.2	0.8	0.6	0.5	0.5	0.4	0.5	0.5	0.0	0.0	0.0	0.0
Executive Sedan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premium SUV	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vans	8.1	8.2	7.8	8.1	8.2	7.9	6.8	8.4	8.3	7.3	6.9	7.0
MPV	11.7	10.2	11.3	12.9	14.5	13.9	11.7	14.3	13.7	12.0	12.9	12.6
SUV share	10.1	12.6	25.2	26.1	27.9	29.1	27.8	26.8	24.9	30.6	30.9	29.0
Non-SUV share	89.9	87.4	74.8	73.9	72.1	70.9	72.2	73.2	75.1	69.4	69.1	71.0

Source: SIAM, Emkay Research

Exhibit 6: MSIL's domestic market share has increased qoq to ~44% in 1QFY27

MSIL's domestic PV market share (%)	FY22	FY23	FY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27
Entry	80.2	90.7	93.3	93.0	94.2	93.7	95.3	92.5	95.4	96.3	96.5	97.3
Compact Hatch	58.8	59.3	60.6	62.6	64.6	62.1	65.3	57.7	61.2	60.5	55.4	67.6
Entry SUV	-	-	27.7	26.1	30.0	32.5	35.5	32.6	35.3	33.5	28.6	32.3
Premium Hatch	69.4	70.6	68.5	67.4	71.1	72.9	77.9	70.4	68.5	73.3	73.3	75.4
Entry Sedan	57.1	50.9	58.2	64.7	57.2	62.6	59.3	67.5	70.1	68.6	62.3	71.6
Compact SUV	20.0	21.4	27.6	26.2	26.7	26.5	23.4	26.1	20.8	18.7	22.2	18.6
Mid-size SUV	-	12.7	22.9	22.1	20.1	21.6	22.1	14.5	16.1	34.7	29.9	32.7
SUV	10.1	2.1	-	-	-	-	-	-	-	-	-	-
Sedan	18.9	12.6	10.6	12.2	11.4	9.4	13.7	12.7	1.4	-	-	-
Executive Sedan	-	-	-	-	-	-	-	-	-	-	-	-
Premium SUV	-	-	-	-	-	-	-	-	-	-	-	-
Vans	95.7	94.4	92.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MPV	60.3	49.9	51.2	51.3	52.7	48.8	46.5	46.5	43.5	45.0	46.2	48.4
Domestic PV market share	38.9	41.3	41.8	40.9	40.3	40.2	41.5	38.5	38.2	40.8	37.9	41.2
Sale to other OEMs (Toyota)	2.3	2.2	2.4	2.4	3.0	2.5	2.2	3.1	3.7	3.4	2.9	2.9
Domestic PV market share (incl Toyota)	41.2	43.5	44.2	43.2	43.4	42.7	43.7	41.6	41.8	44.2	40.8	44.1

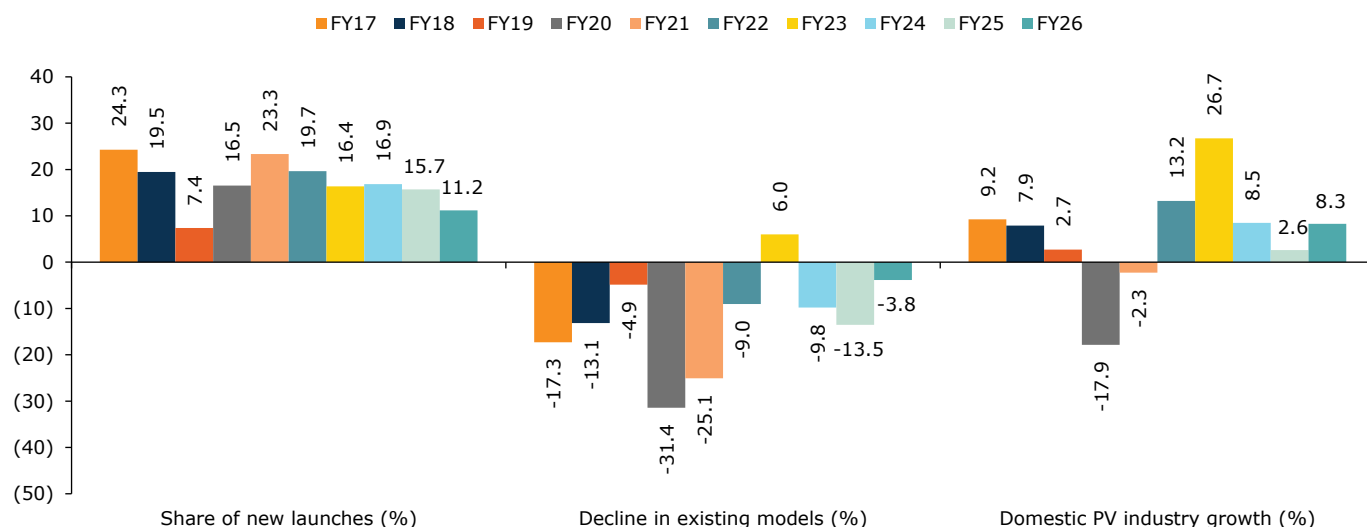
Source: SIAM, Emkay Research

Exhibit 7: MSIL's domestic volume mix – Recently launched Victoris contributed ~7% to MSIL's domestic PV volumes in 1QFY27; Wagon R, Dzire, and Fronx saw improvement in volume share in 1QFY27

MSIL Volume Mix (%)	FY22	FY23	FY24	1QFY25	2QFY25	3QFY25	4QFY25	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27
Alto	10.9	11.2	6.4	5.8	5.8	5.4	6.1	4.0	4.2	5.3	6.7	5.9
Eeco	8.1	8.2	7.8	8.1	8.2	7.9	6.8	8.4	8.3	7.3	6.9	7.0
Wagon R	14.2	13.2	11.4	11.0	10.8	10.5	12.6	10.2	11.1	9.2	9.4	10.2
IGNIS	2.4	3.7	1.8	1.6	1.7	1.3	1.7	1.3	1.4	1.3	1.0	-
Ertiga	8.8	7.9	8.5	10.3	12.2	11.6	9.5	11.7	11.7	10.1	10.5	10.6
CELERIO	3.0	3.8	2.3	2.3	2.1	1.4	1.7	1.4	1.0	0.9	0.7	1.3
Vitara Brezza	8.5	9.1	9.7	10.6	11.6	11.3	9.6	12.0	9.4	8.3	10.3	7.1
Swift	12.6	11.0	11.1	9.5	10.8	9.9	10.5	10.7	10.5	10.3	9.4	9.6
Baleno	11.1	12.6	11.1	10.0	8.5	9.6	9.9	8.6	9.5	10.0	9.5	9.4
DZIRE	9.7	9.4	9.3	10.8	7.8	9.5	9.4	12.8	14.3	11.6	12.0	12.6
S-Cross	1.6	0.3	-	-	-	-	-	-	-	-	-	-
Ciaz	1.2	0.8	0.6	0.5	0.5	0.4	0.5	0.5	0.0	-	-	-
Grand Vitara	-	3.2	6.9	6.5	6.7	7.3	7.6	4.9	4.4	5.8	3.3	3.1
Jimny	-	-	1.0	0.2	0.9	0.8	0.2	0.4	0.3	0.4	0.4	0.3
Fronx	-	-	7.7	8.7	8.7	9.8	10.4	9.6	9.7	10.0	8.5	10.0
Invicto	-	-	0.3	0.1	0.2	0.4	0.3	0.2	0.2	0.2	0.1	0.2
XL6	2.9	2.3	2.6	2.4	2.2	1.9	1.9	2.5	1.8	1.7	2.3	1.9
E-Vitara	-	-	-	-	-	-	-	-	-	-	0.6	1.8
Victoris	-	-	-	-	-	-	-	-	1.1	6.1	7.8	6.6
S-Presso	5.0	3.3	1.7	1.5	1.5	1.0	1.3	1.0	1.0	1.5	0.5	2.4

Source: Emkay Research

Exhibit 8: Historically, new model launches have been the key driver of volume growth in the PV industry



Source: SIAM, Emkay Research

Exhibit 9: Revenue model – We build in 9%/13%/16% volume/revenue/core-EPS CAGR over FY26-29E

No of units	FY22	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E	FY26-29E CAGR
Domestic PC	932,512	1,109,550	980,446	905,089	922,374	1,020,412	1,041,840	1,073,160	5%
Growth yoy (%)	-5%	19%	-12%	-8%	2%	11%	2%	3%	
Domestic SUV	134,461	202,040	447,408	492,101	524,952	629,385	745,176	797,910	15%
Growth yoy (%)	3%	50%	121%	10%	7%	20%	18%	7%	
Domestic MVPs	156,240	164,102	194,887	228,083	236,035	252,282	261,450	272,790	
Growth yoy (%)	37%	5%	19%	17%	3%	7%	4%	4%	
Domestic Vans	108,345	131,191	137,139	135,672	139,769	153,557	160,680	163,894	5%
Growth yoy (%)	3%	21%	5%	-1%	3%	10%	5%	2%	
Domestic PVs	1,331,558	1,606,883	1,759,880	1,760,945	1,823,130	2,055,636	2,209,146	2,307,754	
Growth yoy (%)	0%	21%	10%	0%	4%	13%	7%	4%	
Domestic LCVs	34,240	38,006	33,763	34,492	38,575	41,661	44,994	48,593	8%
Growth yoy (%)	16%	11%	-11%	2%	12%	8%	8%	8%	
Total Domestic	1,365,798	1,644,889	1,793,643	1,795,437	1,861,705	2,097,297	2,254,140	2,356,347	8%
Growth yoy (%)	0%	20%	9%	0%	4%	13%	7%		
Exports	238,376	255,439	280,712	332,585	447,774	470,163	540,687	605,570	11%
Growth yoy (%)	148%	7%	10%	18%	35%	5%	15%	12%	
Total own PV Volumes	1,604,174	1,900,328	2,074,355	2,128,022	2,309,479	2,567,459	2,794,827	2,961,917	9%
Growth yoy (%)	10%	18%	9%	3%	9%	11%	9%		
Sales to OEMs	48,475	61,911	58,612	106,422	113,235	120,029	127,231	134,865	6%
Growth yoy (%)				82%	6%	6%	6%		
Total Volumes	1,652,649	1,962,239	2,132,967	2,234,444	2,422,714	2,687,488	2,922,058	3,096,781	9%
Growth yoy (%)	13%	18.7%	8.7%	4.8%	8.4%	10.9%	8.7%	6%	

Particulars (Rs mn)	FY22	FY23	FY24	FY25	FY26	FY27E	FY28E	FY29E	FY26-29E CAGR
Volumes (no of units)	1,652,649	1,962,239	2,132,967	2,234,444	2,422,714	2,687,488	2,922,058	3,096,781	9%
Growth yoy (%)	13.4	18.7	8.7	4.8	8.4	10.9	8.7	6.0	
ASP (Rs/unit)	534,267	598,922	660,735	684,143	756,450	791,821	817,830	849,517	4%
Growth yoy (%)	10.7	12.1	10.3	3.5	10.6	4.7	3.3	3.9	
Revenue	882,956	1,175,229	1,409,326	1,528,679	1,832,661	2,128,010	2,389,746	2,630,767	13%
Growth yoy (%)	25.5	33.1	19.9	8.5	19.9	16.1	12.3	10.1	
EBITDA	57,012	110,077	163,601	201,492	214,502	233,465	277,640	321,268	14%
EBITDA margin (%)	6.5	9.4	11.6	13.2	11.7	11.0	11.6	12.2	
EBITDA growth (%)	6.7	93.1	48.6	23.2	6.5	8.8	18.9	15.7	
EBITDA (Rs/unit)	34,497	56,098	76,701	90,175	88,538	86,871	95,015	103,743	
EBIT	29,147	82,249	133,378	146,119	147,794	157,423	190,893	225,500	15%
EBIT margin (%)	3.3	7.0	9.5	9.6	8.1	7.4	8.0	8.6	
Other income	17,935	21,613	38,958	50,647	43,919	53,252	60,153	71,044	
PBT	45,823	101,591	170,404	194,127	188,629	207,439	247,641	294,036	16%
Tax	8,160	21,099	38,310	51,151	44,175	50,823	60,734	72,112	
Tax rate (%)	18	20.8	22.5	26.3	23.4	24.5	24.5	25	
PAT	37,663	80,492	132,094	142,976	144,454	156,617	186,907	221,924	15%
EPS (Rs)	124.7	266.5	420.1	454.8	459.5	498.1	594.5	705.9	15%
Core EPS (Rs)	69.3	199.6	314.5	351.4	342.0	369.7	449.5	534.1	16%
PER (x)	205.5	53.4	33.9	31.3	31.0	28.6	23.9	20.6	
Core PER (x)	185.6	63.9	38.5	34.8	34.7	30.6	24.3	19.3	

Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions)

Exhibit 10: We build in 9% volume CAGR over FY27-29E

No of units	Apr-Jun			Jul-Mar										
	FY26YTD	FY27YTD	yoy (%)	FY26 Rem	FY27E Rem	yoy (%)	FY26	yoy (%)	FY27E	yoy (%)	FY28E	yoy (%)	FY29E	yoy (%)
Domestic PVs (own)	393,568	525,228	33.5	1,429,562	1,530,408	7.1	1,823,130	3.5	2,055,636	12.8	2,209,146	7.5	2,307,754	4.5
-- PCs	198,599	269,786	35.8	723,775	750,626	3.7	922,374	1.9	1,020,412	10.6	1,041,840	2.1	1,073,160	3.0
-- SUVs	105,447	152,466	44.6	419,505	476,919	13.7	524,952	6.7	629,385	19.9	745,176	18.4	797,910	7.1
-- MPVs	56,417	66,419	17.7	179,618	185,863	3.5	236,035	3.5	252,282	6.9	261,450	3.6	272,790	4.3
-- Vans	33,105	36,557	10.4	106,664	117,000	9.7	139,769	3.0	153,557	9.9	160,680	4.6	163,894	2.0
Sales to OEMs	28,807	23,181	-19.5	84,428	96,848	14.7	113,235	6.4	120,029	6.0	127,231	6.0	134,865	6.0
LCV	8,510	9,579	12.6	30,065	32,082	6.7	38,575	11.8	41,661	8.0	44,994	8.0	48,593	8.0
Exports	96,972	124,736	28.6	350,802	345,427	-1.5	447,774	34.6	470,163	5.0	540,687	15.0	605,570	12.0
Total	527,857	682,724	29.3	1,894,857	2,004,764	5.8	2,422,714	8.4	2,687,488	10.9	2,922,058	8.7	3,096,781	6.0
Monthly run rate	Apr-Jun			Jul-Mar										
	FY26YTD	FY27YTD	yoy (%)	FY26 Rem	FY27E Rem	yoy (%)	FY26	yoy (%)	FY27E	yoy (%)	FY28E	yoy (%)	FY29E	yoy (%)
Domestic PVs (own)	112,384	152,936	36.1	138,883	149,394	7.6	132,258	3.5	150,279	13.6	162,308	8.0	169,580	4.5
-- PCs	66,200	89,929	35.8	80,419	83,403	3.7	76,865	1.9	85,034	10.6	86,820	2.1	89,430	3.0
-- UVs	35,149	50,822	44.6	46,612	52,991	13.7	43,746	6.7	52,449	19.9	62,098	18.4	66,492	7.1
-- Vans	11,035	12,186	10.4	11,852	13,000	9.7	11,647	3.0	12,796	9.9	13,390	4.6	13,658	2.0
Sales to OEMs	9,602	7,727	-19.5	9,381	10,761	14.7	9,436	6.4	10,002	6.0	10,603	6.0	11,239	6.0
LCV	2,837	3,193	12.6	3,341	3,565	6.7	3,215	11.8	3,472	8.0	3,749	8.0	4,049	8.0
Exports	32,324	41,579	28.6	38,978	38,381	-1.5	37,315	34.6	39,180	5.0	45,057	15.0	50,464	12.0
Total	175,952	227,575	29.3	210,540	222,752	5.8	201,893	8.4	223,957	10.9	243,505	8.7	258,065	6.0

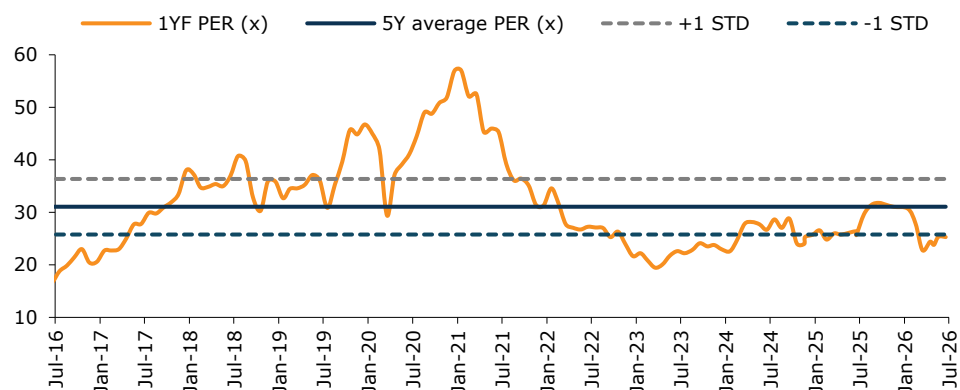
Source: Company, Emkay Research

Exhibit 11: FY27-28E EPS cut by 5-10% to factor in slower-than-anticipated margin recovery

Standalone	FY27E				FY28E				FY29E	
	Earlier	Revised	Change %	yoy %	Earlier	Revised	Change %	yoy %	Introduced	yoy (%)
(Rs mn)										
Volumes (no of units)	2,680,756	2,687,488	0.3	10.9	2,882,403	2,922,058	1.4	8.7	3,096,781	6.0
ASP	798,860	791,821	(0.9)	4.7	828,146	817,830	(1.2)	3.3	849,517	3.9
Revenue	2,141,548	2,128,010	(0.6)	16.1	2,387,050	2,389,746	0.1	12.3	2,630,767	10.1
EBITDA	254,222	233,465	(8.2)	8.8	289,893	277,640	(4.2)	18.9	321,268	15.7
Margin (%)	11.9	11.0	(90) bps	(73) bps	12.1	11.6	(53) bps	65 bps	12.2	59 bps
Depreciation	76,843	76,843	0.0	14.0	87,668	87,668	0.0	14.1	95,768	9.2
EBIT	177,379	156,622	(11.7)	6.5	202,225	189,972	(6.1)	21.3	225,500	18.7
Margin (%)	8.3	7.4	(92) bps	(67) bps	8.5	7.9	(52) bps	59 bps	8.6	62 bps
Other income	53,252	53,252	0.0	21.3	60,153	60,153	0.0	13.0	71,044	18.1
PAT	172,288	156,617	(9.1)	8.4	196,155	186,907	(4.7)	19.3	221,924	18.7
EPS (Rs)	548.0	498.1	(9.1)	8.4	623.9	594.5	(4.7)	19.3	705.9	18.7
Core EPS (Rs)	419.2	369.7	(11.8)	8.1	478.7	449.5	(6.1)	21.6	528.4	17.6
Monthly run rate	223,396	223,957	0.3	10.9	240,200	243,505	1.4	8.7	258,065	6.0

Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarqueresolutions)

Exhibit 12: At CMP, MSIL trades near its -1SD on 1YF PER basis

Source: Emkay Research

Exhibit 13: Valuation matrix – peer companies

Company Name	Price	Mkt Cap	Reco	Target Price (Rs)	% Upside / (Downside)	FY26-28E Revenue CAGR (%)	FY26-28E EPS CAGR (%)	PER (x)				PBV (x)				EV/EBITDA (x)				ROE (%)			
	(Rs)	(Rs bn)						FY25	FY26	FY27E	FY28E	FY25	FY26e	FY27e	FY28e	FY25	FY26	FY27E	FY28E	FY25	FY26	FY27E	FY28E
Ather Energy	1,260	497	Buy	1,350	7.1	46%	LTP	-45.1	-93.5	-162.6	212.7	74.3	18.6	21.0	19.1	-56.9	-103.4	-313.2	107.9	-156.4	-33.4	-12.1	9.4
TVS Motor	4,313	2,049	Buy	5,300	22.9	21%	30%	78.7	56.0	40.7	33.0	20.7	18.2	13.3	10.0	43.8	32.3	24.7	20.3	29.5	34.6	37.7	34.6
Bajaj Auto	11,521	3,220	Buy	13,700	18.9	18%	17%	39.5	32.7	26.4	23.8	10.0	9.2	8.8	7.7	28.8	24.0	18.9	16.6	28.6	29.3	33.9	34.7
Eicher Motors	7,834	2,150	Buy	9,100	16.2	21%	19%	45.4	38.2	32.1	27.1	10.1	8.6	7.4	6.3	42.7	34.3	26.8	22.1	24.1	24.0	24.6	25.1
Hero MotoCorp	5,386	1,078	Add	6,000	11.4	9%	5%	23.3	20.0	19.6	18.1	5.4	5.0	4.6	4.3	14.3	11.7	11.4	10.3	24.4	26.0	24.5	24.7
Ola Electric Mobility	39	179	Sell	30	-22.4	14%	-9%	-7.6	-9.3	-11.6	-11.3	3.3	5.1	7.5	22.7	-11.4	-21.2	-35.4	-38.6	-62.9	-43.1	-53.4	-100.3
Maruti Suzuki India	14,234	4,475	Add	15,500	8.9	10%	14%	31.3	31.0	28.6	23.9	4.7	4.3	3.9	3.5	19.1	17.4	15.2	12.4	16.0	14.5	14.2	15.3
Hyundai Motor India	2,181	1,772	Buy	2,450	12.3	16%	19%	31.4	32.6	30.5	23.0	10.9	8.9	7.5	6.1	17.5	18.0	16.3	12.3	41.8	29.9	26.6	29.2
Mahindra & Mahindra	3,399	4,226	Buy	4,100	20.6	15%	9%	34.4	26.0	24.7	21.9	6.9	5.7	4.9	4.2	20.2	17.5	16.3	13.6	20.8	23.2	20.5	20.0
Tata Motors PV	340	1,251	Add	390	14.8	14%	163%	0.0	49.9	10.7	7.2	0.0	1.1	1.0	0.9	0.0	7.9	4.3	3.2	0.0	4.5	9.9	13.2
Tata Motors	437	1,609	Buy	650	48.8	14%	14%	28.6	22.8	20.2	17.6	19.7	12.0	7.5	5.3	20.6	15.5	12.5	10.5	137.9	64.6	45.8	35.2
Ashok Leyland	166	976	Buy	220	32.4	13%	18%	30.5	24.9	21.6	18.0	8.5	7.4	6.0	5.0	18.7	15.8	13.1	10.7	31.5	31.8	30.9	30.3
Escorts	3,086	345	Buy	4,000	29.6	9%	10%	30.4	25.4	23.0	21.1	3.3	2.8	2.6	2.4	25.4	17.5	16.2	13.9	11.5	11.9	11.6	11.6

Source: Company, Emkay Research

Maruti Suzuki India: Standalone Financials and Valuations

Profit & Loss					
Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	1,528,679	1,832,661	2,128,010	2,389,746	2,630,767
Revenue growth (%)	8.5	19.9	16.1	12.3	10.1
EBITDA	201,492	214,502	233,465	277,640	321,268
EBITDA growth (%)	23.2	6.5	8.8	18.9	15.7
Depreciation & Amortization	56,070	67,405	76,843	87,668	95,768
EBIT	145,422	147,097	156,622	189,972	225,500
EBIT growth (%)	9.0	1.2	6.5	21.3	18.7
Other operating income	-	-	-	-	-
Other income	50,647	43,919	53,252	60,153	71,044
Financial expense	1,942	2,387	2,435	2,483	2,508
PBT	194,127	188,629	207,439	247,641	294,036
Extraordinary items	0	0	0	0	0
Taxes	51,151	44,175	50,823	60,734	72,112
Minority interest	-	-	-	-	-
Income from JV/Associates	-	-	-	-	-
Reported PAT	142,976	144,454	156,617	186,907	221,924
PAT growth (%)	8.2	1.0	8.4	19.3	18.7
Adjusted PAT	142,976	144,454	156,617	186,907	221,924
Diluted EPS (Rs)	454.8	459.5	498.1	594.5	705.9
Diluted EPS growth (%)	8.2	1.0	8.4	19.3	18.7
DPS (Rs)	135.0	140.0	151.8	181.1	215.1
Dividend payout (%)	29.7	30.5	30.5	30.5	30.5
EBITDA margin (%)	13.2	11.7	11.0	11.6	12.2
EBIT margin (%)	9.5	8.0	7.4	7.9	8.6
Effective tax rate (%)	26.3	23.4	24.5	24.5	24.5
NOPLAT (pre-IndAS)	107,104	112,648	118,250	143,381	170,196
Shares outstanding (mn)	314	314	314	314	314

Source: Company, Emkay Research

Cash flows					
Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
PBT (ex-other income)	194,127	188,629	207,439	247,641	294,036
Others (non-cash items)	-	-	-	-	-
Taxes paid	(38,047)	(43,351)	(49,732)	(59,432)	(70,566)
Change in NWC	(3,352)	16,375	114,675	(18,482)	21,502
Operating cash flow	161,314	190,631	351,661	259,879	343,248
Capital expenditure	(105,796)	(103,444)	(130,000)	(90,000)	(90,000)
Acquisition of business	-	-	-	-	-
Interest & dividend income	-	-	-	-	-
Investing cash flow	(144,523)	(146,960)	(314,244)	(195,000)	(210,000)
Equity raised/(repaid)	0	0	0	0	0
Debt raised/(repaid)	(331)	0	68	57	53
Payment of lease liabilities	0	0	0	0	0
Interest paid	(1,667)	(2,037)	(2,435)	(2,483)	(2,508)
Dividend paid (incl tax)	(39,300)	(42,444)	(44,016)	(47,722)	(56,952)
Others	(253)	(359)	0	0	0
Financing cash flow	(41,551)	(44,840)	(46,383)	(50,148)	(59,407)
Net chg in Cash	(24,760)	(1,169)	(8,966)	14,731	73,840
OCF	161,314	190,631	351,661	259,879	343,248
Adj. OCF (w/o NWC chg.)	164,666	174,256	236,986	278,361	321,746
FCFF	55,518	87,187	221,661	169,879	253,248
FCFE	53,576	84,800	219,226	167,396	250,740
OCF/EBITDA (%)	80.1	88.9	150.6	93.6	106.8
FCFE/PAT (%)	37.5	58.7	140.0	89.6	113.0
FCFF/NOPLAT (%)	51.8	77.4	187.5	118.5	148.8

Source: Company, Emkay Research

Balance Sheet					
Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Share capital	1,572	1,572	1,572	1,572	1,572
Reserves & Surplus	942,709	1,049,526	1,158,421	1,288,376	1,442,678
Net worth	944,281	1,051,098	1,159,993	1,289,948	1,444,250
Minority interests	-	-	-	-	-
Non-current liab. & prov.	15,252	17,112	18,203	19,505	21,052
Total debt	870	1,025	1,093	1,150	1,203
Total liabilities & equity	994,227	1,101,987	1,217,641	1,353,674	1,513,919
Net tangible fixed assets	317,441	332,847	399,886	441,718	0
Net intangible assets	6,368	6,368	6,368	6,368	0
Net ROU assets	-	-	-	-	-
Capital WIP	79,290	98,382	84,500	45,000	45,000
Goodwill	-	-	-	-	-
Investments [JV/Associates]	17,090	17,090	17,090	17,090	17,090
Cash & equivalents	632,820	746,329	921,607	1,041,337	1,235,178
Current assets (ex-cash)	196,381	219,105	185,047	222,047	244,442
Current Liab. & Prov.	297,109	365,435	451,236	480,230	535,942
NWC (ex-cash)	(100,728)	(146,330)	(266,190)	(258,183)	(291,501)
Total assets	994,227	1,101,987	1,217,641	1,353,674	1,513,919
Net debt	(631,950)	(745,304)	(920,514)	(1,040,188)	(1,233,976)
Capital employed	994,227	1,101,987	1,217,641	1,353,674	1,513,919
Invested capital	228,985	198,789	145,968	195,807	156,721
BVPS (Rs)	3,003.4	3,343.2	3,689.5	4,102.9	4,593.7
Net Debt/Equity (x)	(0.7)	(0.7)	(0.8)	(0.8)	(0.9)
Net Debt/EBITDA (x)	(3.1)	(3.5)	(3.9)	(3.7)	(3.8)
Interest coverage (x)	101.0	80.0	86.2	100.7	118.2
RoCE (%)	22.0	19.1	19.0	20.4	21.7

Source: Company, Emkay Research

Valuations and key Ratios					
Y/E Mar	FY25	FY26	FY27E	FY28E	FY29E
P/E (x)	31.3	31.0	28.6	23.9	20.2
P/CE(x)	22.5	21.1	19.2	16.3	14.1
P/B (x)	4.7	4.3	3.9	3.5	3.1
EV/Sales (x)	2.5	2.0	1.7	1.4	1.2
EV/EBITDA (x)	19.1	17.4	15.2	12.4	10.1
EV/EBIT(x)	26.4	25.4	22.7	18.1	14.4
EV/IC (x)	16.8	18.8	24.4	17.5	20.7
FCFF yield (%)	1.4	2.3	6.2	4.9	7.8
FCFE yield (%)	1.2	1.9	4.9	3.7	5.6
Dividend yield (%)	0.9	1.0	1.1	1.3	1.5
DuPont-RoE split					
Net profit margin (%)	9.4	7.9	7.4	7.8	8.4
Total asset turnover (x)	1.6	1.7	1.8	1.9	1.8
Assets/Equity (x)	1.0	1.1	1.0	1.0	1.0
RoE (%)	16.0	14.5	14.2	15.3	16.2
DuPont-RoIC					
NOPLAT margin (%)	7.0	6.1	5.6	6.0	6.5
IC turnover (x)	9.6	8.6	12.3	14.0	14.9
RoIC (%)	67.5	52.7	68.6	83.9	96.6
Operating metrics					
Core NWC days	(24.1)	(29.1)	(45.7)	(39.4)	(40.4)
Total NWC days	(24.1)	(29.1)	(45.7)	(39.4)	(40.4)
Fixed asset turnover	2.9	2.7	2.7	2.6	2.5
Opex-to-revenue (%)	16.5	16.0	15.0	14.8	14.6

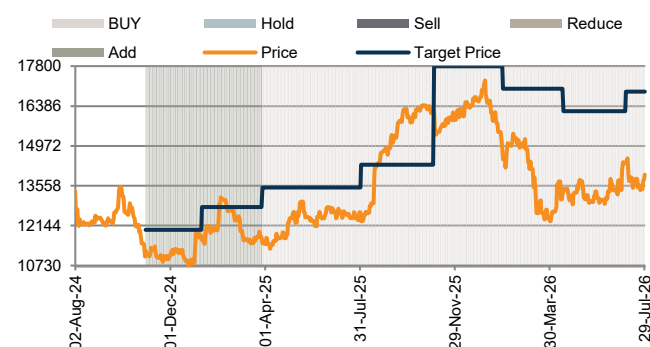
Source: Company, Emkay Research

RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (Rs)	TP (Rs)	Rating	Analyst
05-Jul-26	14,366	16,900	Buy	Chirag Jain
29-Apr-26	13,257	16,200	Buy	Chirag Jain
16-Apr-26	13,335	16,200	Buy	Chirag Jain
09-Mar-26	13,508	17,000	Buy	Chirag Jain
29-Jan-26	14,502	17,000	Buy	Chirag Jain
02-Nov-25	16,186	17,800	Buy	Chirag Jain
01-Aug-25	12,302	14,300	Buy	Chirag Jain
01-Aug-25	12,302	14,300	Buy	Chirag Jain
10-Jun-25	12,520	13,500	Buy	Chirag Jain
27-Apr-25	11,698	13,500	Buy	Chirag Jain
16-Apr-25	11,664	13,500	Buy	Chirag Jain
28-Mar-25	11,522	13,500	Buy	Chirag Jain
29-Jan-25	11,978	12,800	Add	Chirag Jain
10-Jan-25	11,631	12,800	Add	Chirag Jain
18-Dec-24	11,002	12,000	Add	Chirag Jain
30-Oct-24	11,256	12,000	Add	Chirag Jain
01-Aug-24	13,359	12,000	Reduce	Chirag Jain

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions)

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ADD	5-15% upside
REDUCE	5% upside to 15% downside
SELL	>15% downside

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