# **Eicher Motors**



## Volume growth drags on waning demand

### Average selling price increases on improved mix

Eicher Motors (EIM IN) Q3 consolidated EBITDA rose 27% YoY but was flat QoQ at INR 10.9bn, with 3% YoY and flat QoQ volume growth in *Royal Enfield* (RE). EBITDA margin dipped 30bp QoQ to 26.1% vs our estimates of 25.6%, led by a rise in employee expenses. Standalone ASP rose 3.7% QoQ and 9.7% YoY, led by improved product mix. VECV revenue surged 19% YoY and 7% QoQ to INR 54.8bn, with an EBITDA margin at 8.0%, up 10bp QoQ, and a PAT of INR 2.1bn. VECV's average selling price (ASP) improved 1.4% QoQ.

### RM cost remains range-bound; no major price hikes undertaken

Steel and precious metals prices have declined while aluminum prices remain range-bound, resulting in a 90bp YoY benefit on gross margin. The company did not undertake any major price hikes in Q3. Management has observed an uptick in enquiries and bookings for RE brand of products. New product launch in the high-end segment, led to a richer mix, which has led to better realization. The Red Sea issue has led to a surge in shipping cost by 25-30% for routes with shipment duration increase by 30 days. Exports was muted due to weak global sentiments in the UK and Australia markets, dragged by the high inflationary scenario. Thailand showcased a revival.

### Valuation: reiterate Sell with a higher TP of INR 3,650

While margin trajectory improved on softening RM cost, we expect underperformance in the premium segment for RE as the *Hunter 350cc* base catches up. Exports disappointed in the past few quarters, due to muted sentiments in key markets. In O3, RE lost 30bp YoY retail market share at 4.2%. We expect RE to lose premium and overall MC market share during FY24-26E due to aggressive launches by rivals, such as the *Harley*, the *Triumph* and Hero MotoCorp despite market expansion. The proportion of current RE customers upgrading to a new model may not increase significantly. Aggressive pricing from competitors would constrain RE's pricing power in the medium term. We expect a single digit volume CAGR for RE over FY25-26E with margins largely peaking out. We reiterate **Sell** with a higher TP of INR 3,650 (from INR 3,250) on 22x (unchanged) FY26E P/E for the RE business and 10x (unchanged) FY26E EV/EBITDA for VECV.

## Rating: Sell

Target Price: INR 3,650

Downside: 5%

CMP: INR 3,854 (as on 13 February 2024)

Key data	
Bloomberg / Reuters Code	EIM IN/EICH.BO
Current /Dil. Shares O/S (mn)	273/273
Mkt Cap (INR bn/USD mn)	1,055/12,713
Daily Vol. (3M NSE Avg.)	632,930
Face Value (INR)	1

### 1 USD = INR 83.0

Note: \*As on 13 February 2024; Source: Bloomberg

#### Price & Volume 4,500 5.0 4.000 4.0 3,500 3.0 3,000 2.0 2,500 1.0 2.000 Mav-23 Aug-23 Nov-23 Vol. in mn (RHS) - Eicher Motor (LHS)

Source: Bloomberg

Shareholding (%)	Q4FY23	Q1FY24	Q2FY24	Q3FY24
Promoter	49.2	49.2	49.2	49.2
Institutional Investors	39.9	40.4	39.5	40.1
Other Investors	2.1	2.2	2.3	2.3
General Public	8.8	8.3	9.1	8.5

Price performance (%)	3M	6M	12M
Nifty	11.8	11.9	22.4
Eicher Motors	5.7	13.7	18.5
Ashok Leyland	(0.6)	(7.6)	16.0

Source: Bloomberg

Source: BSE

Eicher consolidated (INR mn)	Q3FY24	Q3FY23	YoY (%)	Q2FY24	QoQ (%)	Q3FY24E	Variance (%)
Revenue	41,788	37,210	12.3	41,145	1.6	40,517	3.1
EBITDA	10,903	8,572	27.2	10,872	0.3	10,372	5.1
EBITDA margin (%)	26.1	23.0	<i>305</i>	26.4	<i>-33</i>	25.6	49
Depreciation & amortization	1,475	1,348	9.4	1,425	3.5	1,450	1.8
EBIT	9,427	7,224	30.5	9,446	(0.2)	8,922	5.7
Interest expense	124	76	64.0	127	(2.0)	120	3.6
Other Income	2,537	1,923	31.9	2,738	(7.3)	2,600	(2.4)
Pretax profit	11,840	9,071	30.5	12,057	(1.8)	11,402	3.8
Tax	3,019	2,302	31.2	2,911	3.7	2,851	5.9
Tax rate (%)	25.5	25.4	12	24.1	5.6	25.0	
Income from JV/ associates	1,139	639	78.2	1,016		1,053	
Reported Net Profit	9,960	7,408	34.4	10,163	(2.0)	9,605	3.7
EPS (INR)	36.6	27.2		37.3	(2.0)	35.3	3.7

YE	Revenue	YoY	EBITDA	EBITDA	Adj PAT	YoY	Fully DEPS	RoE	RoCE	P/E E	V/EBITDA
March	(INR mn)	(%)	(INR mn)	margin (%)	(INR mn)	(%)	(INR)	(%)	(%)	(x)	(x)
FY23	144,422	40.2	34,436	23.8	29,139	73.8	106.8	21.1	21.1	36.1	27.4
FY24E	166,576	15.3	44,151	26.5	40,866	40.2	149.8	24.4	24.2	25.7	20.7
FY25E	182,673	9.7	49,119	26.9	44,588	9.1	163.5	21.9	21.6	23.6	17.8
FY26E	198,334	8.6	53,862	27.2	47,639	6.8	174.7	19.6	19.4	22.1	15.4

Jay Kale, CFA • jay.kale@elaracapital.com • +91 22 6164 8507 Ketul Dalal • ketul.dalal@elaracapital.com • +91 22 4204 8693

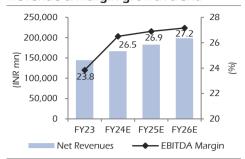


## Financials (YE March)

Financials (YE March)				
Income Statement (INR mn)	FY23	FY24E	FY25E	FY26E
Net Revenues	144,422	166,576	182,673	198,334
EBITDA	34,436	44,151	49,119	53,862
Add:- Non operating Income	5,951	10,929	11,516	12,063
OPBIDTA	40,387	55,081	60,635	65,925
Less: - Depreciation & Amortization	5,262	5,965	6,949	7,922
EBIT	35,125	49,116	53,686	58,003
Less:- Interest Expenses	280	354	330	309
PBT	34,845	48,762	53,355	57,693
Less:-Taxes	8,857	12,434	13,606	14,712
Income from JV and associates	3,152	4,539	4,838	4,658
Adjusted PAT	29,139	40,866	44,588	47,639
Reported PAT	29,139	40,866	44,588	47,639
Balance Sheet (INR mn)	FY23	FY24E	FY25E	FY26E
Share Capital	273	273	273	273
Reserves	149,572	184,225	222,122	262,574
Net worth	149,846	184,498	222,395	262,848
Borrowings	1,957	4,857	4,357	3,857
Deferred Tax (Net)	2,913	2,913	2,913	2,913
Other liabilities  Total Liabilities	4,380	4,509	4,645	4,787
	159,096	196,778	234,310	274,405
Gross Block Less:- Accumulated Depreciation	52,153	62,423	72,823	83,223
Net Block	27,471	33,436	40,385	48,307
	24,682	28,987	32,438	34,916
Add:- Capital work in progress Investments	8,774	8,774	8,774	8,774 183,096
	123,207	140,162	159,965 (31,162)	,
Net Working Capital  Cash and Cash Equivalents	(18,185) 8,571	(22,333) 25,393	44,806	(41,456) 65,609
Other Assets	12,048	15,795	19,489	23,467
Total Assets	159,096	196,778	234,310	23,407 <b>274,405</b>
Cash Flow Statement (INR mn)	FY23	FY24E	FY25E	FY26E
Cash profit adjusted for non-cash items	26,291	33,247	37,625	41,634
Add/Less : Working Capital Changes	5,171	2,595	6,947	8,016
	5,	35,842	44,573	49,650
Operating Cash Flow	31.463			
Operating Cash Flow Less:- Capex	31,463 (9.000)			
Operating Cash Flow Less:- Capex Free Cash Flow	(9,000)	(10,270)	(10,400)	(10,400)
Less:- Capex Free Cash Flow	(9,000) 22,463	(10,270) 25,572	(10,400) 34,173	(10,400) 39,250
Less:- Capex Free Cash Flow Financing Cash Flow	(9,000) 22,463 (6,155)	(10,270) 25,572 (6,506)	(10,400) 34,173 (11,608)	(10,400) 39,250 (12,065)
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Less:- Capex Free Cash Flow Financing Cash Flow Investing Cash Flow Net change in Cash	(9,000) 22,463 (6,155) (49,050) <b>(23,743)</b>	(10,270) 25,572 (6,506) (17,825) 11,511	(10,400) 34,173 (11,608) (20,799) <b>12,165</b>	(10,400) 39,250 (12,065) (23,952) <b>13,634</b>
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Less:- Capex Free Cash Flow Financing Cash Flow Investing Cash Flow Net change in Cash Ratio Analysis Income Statement Ratios (%)	(9,000) 22,463 (6,155) (49,050) (23,743) FY23	(10,270) 25,572 (6,506) (17,825) 11,511 FY24E	(10,400) 34,173 (11,608) (20,799) 12,165 FY25E	(10,400) 39,250 (12,065) (23,952) 13,634 FY26E
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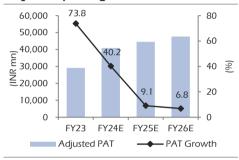
Note: pricing as on 13 February 2024; Source: Company, Elara Securities Estimate

### Revenue & margin growth trend



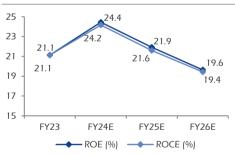
Source: Company, Elara Securities Estimate

### Adjusted profit growth trend



Source: Company, Elara Securities Estimate

### **Return ratios**



Source: Company, Elara Securities Estimate



## Q3FY24 conference call highlights

- Demand scenario: Management sees an uptick in enquiries and bookings for RE brand of products. It reported robust retail sales during the festival season of 13% YoY and the strongest retail volume in Q3
- <u>Realization:</u> The new product launch in the high-end segment led to richer mix, which has led to better realization
- New launches: It has launched the Shotgun 650 for custom-made motorcycles in the US. The initial response has been good in the international markets, and it will be launched in India from March 2024. Bulk of new products has been launched and focus is on increasing presence of existing products
- Himalayan Sherpa 450: The Sherpa 450's new platform has been launched, which is the first-ever liquid fuel engine for RE. The company has been good response received for the Sherpa 450 segment in the international markets as well
- Global outlook: Global sentiments in the UK and Australia markets adversely affected by a high inflationary scenario. However, it has seen a revival in Thailand markets. It will launch the *Himalayan 650* in the international markets in the upcoming quarters and have started exports of the *Super Meteor 450*
- RM cost: Steel has been declining while aluminium prices have been rangebound and precious metal prices are declining. In O3, RE has 0.9% YoY benefit on commodities. The company is closely monitoring RM costs
- Price hikes: Management has not undertaken any major price hikes in the current quarter
- Red Sea issue: Management sees increased shipping cost by 25-30% for routes with shipment duration increase by 30 days

- Waiting period: The waiting period is at 3-4 weeks and varies by product
- One-off launch expenses: In O3, RE incurred INR 200mn incremental expenses on account of new product launch-related expense
- <u>EV Himalayan concept:</u> It has showcased *Concept EV* motorcycle and working with a team of 140 personnel. It is working on securing supply chain, detailed design and software automation
- Hunter 350: It has launched two new color variants
- VECV financials: The company has gained market share across CV categories. In Q3, revenue was at INR 54.83bn with a 19% YoY EBITDA at INR 4.38bn and EBITDA margin of 8.0% and PAT of INR 2,110mn. Parts sales was at INR 5.6bn. During Q3, it has begun deliveries of India's first electric 5.5T truck
- VECV market share: HD Trucks (combined Volvo and Eicher) posted the highest-ever Q3FY24 sales of 6,210 units vs 5,241 units in Q3FY23 and a market share of 9.6%. LMD trucks also reported the highest-ever Q3FY24 sales of 9,800 units vs 9,239 units in Q3FY23 and a market share of 34.5%. The bus division posted the highest-ever sales of 3,409 units in Q3FY24 vs 2,376 units in Q3FY23
- CV outlook: Driven by the macroeconomic scenario, replacement demand and infrastructure development are positive. Older BS3 and BS4 trucks are now due for replacement with new-age BS6 trucks. While there may be short-term demand hiccups, long term growth trajectory remains intact.
- Government bus tenders: VECV is participating in government tenders with resolution of the payment security mechanism. It will only participate unless it is profitable. Payment duration under the scheme is 12 years

**Exhibit 1: Change in estimates** 

(INR mn)		Earlier		Revised		% Change			
	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	165,530	182,492	198,574	166,576	182,673	198,334	0.6	0.1	(0.1)
EBITDA	42,991	47,660	52,391	44,151	49,119	53,862	2.7	3.1	2.8
EBITDA margin (%)	26.0	26.1	26.4	26.5	26.9	27.2	53	77	77
PAT	37,370	41,090	44,646	40,866	44,588	47,639	9.4	8.5	6.7
EPS (INR)	137	151	164	149.8	163.5	174.7	9.4	8.5	6.7
RE volume	926,580	1,006,413	1,090,725	916,391	984,105	1,049,542	(1.1)	(2.2)	(3.8)
VECV volume	87,745	95,643	102,397	82,581	86,710	87,577	(5.9)	(9.3)	(14.5)
Target price (INR)			3,300			3,650			10.6

Source: Elara Securities Estimate



## **Coverage History**



	Date	Rating	Target Price	Closing Price
25	14-Feb-2022	Sell	INR 2,437	INR 2,571
26	13-May-2022	Sell	INR 2,316	INR 2,433
27	10-Aug-2022	Sell	INR 2,487	INR 2,433
28	10-Nov-2022	Sell	INR 3,000	INR 3,701
29	11-May-2023	Sell	INR 3,150	INR 3,405
30	10-Nov-2023	Sell	INR 3,250	INR 3,645
31	28-Nov-2023	Sell	INR 3,300	INR 3,840
32	13-Feb-2024	Sell	INR 3,650	INR 3,854

## **Guide to Research Rating**

BUY	Absolute Return >+20%
ACCUMULATE	Absolute Return +5% to +20%
REDUCE	Absolute Return -5% to +5%
SELL	Absolute Return < -5%



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## Elara Securities (India) Private Limited

USA Elara Securities Inc. 230 Park Avenue, Suite 2415, New York, NY 10169, USA Tel: +1 212 430 5870 Fax: +1 212 208 2501 Europe Elara Capital Plc. 6th Floor, The Grove, 248A Marylebone Road, London, NW1 6JZ, United Kingdom Tel: +44 20 7486 9733 Asia / Pacific Elara Capital (Asia) Pte.Ltd. One Marina Boulevard, Level 20, India Elara Securities (India) Pvt. Ltd. Cara Securius (India) PVL Ltd.
One International Center, Tower 3, 21st Floor,
Senapati Bapat Marg, Elphinstone Road (West)
Mumbai – 400 013, India
Tel: +91 22 6164 8500

Tel: +91 22 6164 8500		Tel : +44 20 7486 9733	Fax: +1 212 208 2501	Tel : +65 6978 4047
Harendra Kumar	Managing Dire	ector	harendra.kumar@elaracapital.com	+91 22 6164 8571
Sales				
Ashok Agarwal	India		ashok.agarwal@elaracapital.com	+91 22 6164 8558
Hitesh Danak	India		hitesh.danak@elaracapital.com	+91 22 6164 8543
Karan Rathod	India		karan.rathod@elaracapital.com	+91 22 6164 8570
Lekha Nahar	India		lekha.nahar@elaracapital.com	+91 22 6164 8512
Prashin Lalvani	India		prashin.lalvani@elaracapital.com	+91 22 6164 8544
Shraddha Shrikhande	India			+91 22 6164 8567
			shraddha.shrikhande@elaracapital.com	
Sudhanshu Rajpal	India		sudhanshu.rajpal@elaracapital.com	+91 22 6164 8508
Joshua Saldanha	Asia		joshua.saldanha@elaracapital.com	+91 22 6164 8541
Anita Nazareth	Corporate Acc	ess, Conference & Events	anita.nazareth@elaracapital.com	+91 22 6164 8520
Tina D'souza	Corporate Acc		tina.dsouza@elaracapital.com	+91 22 6164 8595
Quantitative, Alternatives, S				
Sunil Jain	Quantitative &		sunil.jain@elaracapital.com	+91 22 6164 8531
Nandish Patel	Quantitative &	Alternates	nandish.patel@elaracapital.com	+91 22 6164 8564
Biren Mehta	Head - Sales Tr	ading	biren.mehta@elaracapital.com	+91 22 6164 8500
Kalpesh Parekh	India	3	kalpesh.parekh@ElaraCapital.com	+91 22 6164 8555
Manoj Murarka	India		manoj.murarka@elaracapital.com	+91 22 6164 8551
Anil Pawar	India		anil.pawar@elaracapital.com	+91 22 6164 8552
Nilesh Chheda	India		nilesh.chheda@elaracapital.com	+91 22 6164 8554
Nupur Barve	India		nupur.barve@elaracapital.com	+91 22 6164 8532
Research				
Dr Bino Pathiparampil	Head of Research	Healthcare, Pharmaceuticals, Strategy	bino.pathiparampil@elaracapital.co	m +91 22 6164 8689
Amit Purohit	Analyst	Building Materials, FMCG, Paints	amit.purohit@elaracapital.com	+91 22 6164 8594
Ankita Shah	Analyst	Infrastructure, Ports & Logistics, Industrials	ankita.shah@elaracapital.com	+91 22 6164 8516
Biju Samuel	Analyst	Quantitative & Alternate Strategy	biju.samuel@elaracapital.com	+91 22 6164 8505
Gagan Dixit	Analyst	Aviation, Chemicals, Oil & Gas	gagan.dixit@elaracapital.com	+91 22 6164 8504
Garima Kapoor	Economist		garima.kapoor@elaracapital.com	+91 22 6164 8527
Harshit Kapadia	Analyst	Capital Goods, Consumer Electronics	harshit.kapadia@elaracapital.com	+91 22 6164 8542
Jay Kale, CFA	Analyst	Auto & Auto Ancillaries	jay.kale@elaracapital.com	+91 22 6164 8507
Karan Taurani	Analyst	Media & Entertainment, Alcobev, QSR, Internet		+91 22 6164 8513
Prakhar Agarwal	Analyst	Banking & Financials	prakhar.agarwal@elaracapital.com	+91 22 6164 8502
Prashant Biyani	Analyst	Agrochemicals, Fertilisers, Hotels, Sugar	prashant.biyani@elaracapital.com	+91 22 6164 8581
Prerna Jhunjhunwala	Analyst	Textiles, Retail	prerna.jhunjhunwala@elaracapital.	
Ravi Sodah	Analyst	Cement, Metals & Mining	ravi.sodah@elaracapital.com	+91 22 6164 8517
Ruchi Mukhija	Analyst	IT Services	ruchi.mukhija@elaracapital.com	+91 22 6164 8583
Rupesh Sankhe	Analyst	Utilities, Renewables, Capital Goods, Real Estate	e rupesh.sankhe@elaracapital.com	+91 22 6164 8518
Shweta Daptardar	Analyst	Diversified Financials, Non Lending Financials	shweta.daptardar@elaracapital.con	n +91 22 6164 8559
Saurabh Mitra	Sr. Associate	Cement, Metals & Mining	saurabh.mitra@elaracapital.com	+91 22 6164 8546
Aditya Jaiswal	Associate	Strategy	aditya.jaiswal@elaracapital.com	+91 22 4204 8683
Amogh Deshpande	Associate	Aviation, Chemicals, Oil & Gas	amogh.deshpande@elaracapital.co	
Bhavi Shah	Associate	Cement, Metals & Mining	bhavi.shah@elaracapital.com	+91 22 6164 8521
Gaurang Sakare	Associate	Healthcare, Pharmaceuticals	gaurang.sakare@elaracapital.com	+91 22 4204 8618
Heet Van	Associate	Healthcare, Pharmaceuticals	heet.van@elaracapital.com	+91 22 6164 8545
Himanshu Dhyawala	Associate	Diversified Financials, Non Lending Financials	himanshu.dhyawala@elaracapital.c	com +91 22 4204 8661
Jinesh Kothari	Associate	Infrastructure, Ports & Logistics	jinesh.kothari@elaracapital.com	+91 22 6164 8500
Kartik Solanki	Associate	Banking & Financials	kartik.solanki@elaracapital.com	+91 22 4204 8604
Ketul Dalal	Associate	Auto & Auto Ancillaries	ketul.dalal@elaracapital.com	+91 22 4204 8693
Keval Shah				+91 22 4204 8669
	Associate	Strategy	keval.shah@elaracapital.com	
Mudit Kabra	Associate	Capital Goods, Consumer Electronics	mudit.kabra@elaracapital.com	+91 22 4204 8611
Nemish Sundar	Associate	Capital Goods, Consumer Electronics	nemish.sundar@elaracapital.com	+91 22 4204 8683
Nishant Chowhan, CFA	Associate	Auto & Auto Ancillaries	nishant.chowhan@elaracapital.com	n +91 22 4204 8667
Palak Shah	Associate	Banking & Financials	palak.shah@elaracapital.com	+91 22 4204 8682
Ragini Pande	Associate	Utilities, Renewables	ragini.pande@elaracapital.com	+91 22 6164 8500
Rohit Harlikar	Associate	Building Materials, FMCG, Paints	rohit.harlikar@elaracapital.com	+91 22 6164 8562
Rounak Ray	Associate	Media & Entertainment, Alcobev, QSR, Internet		+91 22 4204 8684
			, ,	
Seema Nayak	Associate	IT Services, Internet	seema.nayak@elaracapital.com	+91 22 4204 8687
Shweta Roy	Associate	Economics	shweta.roy@elaracapital.com	+91 22 6164 8500
Subhankar Sanyal	Associate	Economics	subhankar.sanyal@elaracapital.com	
Tanvi Tambat	Associate	Real Estate	tanvi.tambat@elaracapital.com	+91 22 6164 8537
Ujwal Wadighare	Associate	Agrochemicals, Fertilisers, Hotels, Sugar	ujwal.wadighare@elaracapital.com	+91 22 4204 8684
Vaibhav Chechani	Associate	IT Services, Internet	vaibhav.chechani@elaracapital.com	
Vidhi Puj	Associate	Building Materials, FMCG, Paints	vidhi.puj@elaracapital.com	+91 22 4204 8692
Vinayak Patil	Database	Sanaring Materials, Filinea, Fallins	vinayak.patil@elaracapital.com	+91 22 6164 8510
	Editor			
			priyanka.sheth@elaracapital.com	+91 22 6164 8568
Priyanka Sheth				.01 32 /// 222
Prakriti Singh	Editor		prakriti.singh@elaracapital.com	+91 22 6164 8500
				+91 22 6164 8500 +91 22 6164 8515 +91 22 6164 8537

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Elara Securities (India) Private Limited

Registered Office Address: One International Center, Tower 3, 21st Floor, Senapati Bapat Marg,
Elphinstone Road (West) Mumbai – 400 013, India Tel: +91 22 6164 8500

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