**RESULT REPORT Q3 FY25** | Sector: Automobile

# Hero MotoCorp Ltd

## Steady operating performance

## View - EVs ramp-up ahead while market share gains on ICE to watch for

HMCL's 3QFY25 results were steady and in-line to our/street with EBITDA margins expanded 50bp YoY (flat QoQ) at 14.5%. This was constrained by EV (margin drag of ~150bp) as underlying ICE margins were healthy at 16% (vs 16.5% in 2Q, 16.4% in 1Q, 15.6% in 4QFY24), supported by benign RM, favorable revenue mix, cost savings and price hikes. However, ~50bp QoQ decline in ICE margins was led by seasonally higher A&P spend in 3QFY25 which is expected to normalize. ~1.3% QoQ increase in ASP was led by favorable mix, ~7% QoQ increase in spares revenues with contribution at ~15.2% (vs ~13.9% in 2Q, 12.5% in 1Q and vs 14.7% in 3QFY24). The management indicated recent tax relief to reflect positive for demand sentiments which can aid current rural momentum.

Going ahead while the management remain confident of broad-based volumes recovery within 2Ws, HMCL is aiming at market share expansion especially in the premium segment led by new product launches. The recent new product launches in the scooter (125cc and 160cc) should help improve positioning and market share gains. Within EVs too, HMCL to see market share perking up led by rebuilding of channel inventory post introduction of V2. Maintain ADD with revised TP of Rs5,082 (vs Rs5,000) based on ~18x Mar'27 S/A EPS plus Rs130 for Hero FinCorp. Management's action to overhaul brand strategy supported by Ather's continued brand acceptance provide an additional lever for the stock. We raise FY26/27 EPS by ~2% to factor in for higher other income and ASPs and build in revenue/EBITDA/Adj.PAT CAGR of ~10% over FY24-27E.

## Result Highlights - Highest ever ASP and EBITDA/vehicle

- Revenues grew 5% YoY (-2.4% QoQ) at Rs102.1b (est ~Rs101.3b) as volumes/ASP grew 0.3%/+4.7% YoY and -3.7%/+1.3% QoQ respectively at ~1.46m units and ~Rs69.8k/unit (est ~Rs69.2k/unit). Spares (SPAM) revenues grew ~9% YoY (+6.7% QoQ) to Rs15.55b with share in revenues at 15.3% in 3Q (vs 13.9% in QoQ and 14.7% YoY). Gross margins came in better at 34.2% (+160bp YoY/+90bp QoQ). However, this was partially offset by higher staff cost at ~Rs6.6b (est Rs6.5b, +1.3% QoQ) and other exp. at ~Rs13.6b (est ~Rs12.8b, +3.2% QoQ).
- Consequently, EBITDA grew 8.4% YoY (-2.6% QoQ) at ~Rs14.8b (est Rs14.8b, ~cons Rs14.5b), leading to margins expanding by 50bp YoY (flat QoQ) at 14.5% (est 14.6%, cons 14.2%). ICE business margins came in at ~16% (vs ~16.5% in 2Q and ~16.4% in 1QFY25) led by positive mix, benign RM and LEAP savings of ~120bps in 3Q. QoQ decline in ICE margins was led by seasonal A&P spends. EBITDA/vehicle came in at ~Rs10.1k/vehicle (+8.1% YoY/+1.1% QoQ).
- Adj.PAT grew by 12.1% YoY (flat QoQ) at Rs12b (est Rs11.5b). 9MFY25 Revenues/EBITDA/Adj.PAT grew 10.3%/14.3%/14.9%.

**Exhibit 1: Actual vs estimates** 

D	Astrol	Estimate		% va	Remarks			
Rs m	Actual	Yes Sec	Consensus	Yes Sec	Consensus			
Sales	102,108	101,288	102,348	0.8	-0.2	Steady operating		
EBITDA	14,765	14,822	14,487	-0.4	1.9	performance. ICE margins		
EBITDA margins %	14.5	14.6	14.2	-20bp	30bp	continue to be healthy.		
Adjusted PAT	12,028	11,484	11,619	4.7	3.5	,.		

Source: Company, YES Sec



Reco	:	ADD
СМР	:	Rs 4,278
Target Price	:	Rs 5,082
Potential Return	:	+18.8%

### Stock data (as on Feb 7, 2025)

Nifty	23,560
52 Week h/I (Rs)	6,246 / 3,998
Market cap (Rs/USD mn)	854,078 / 9,766
Outstanding Shares (mn)	200
6m Avg t/o (Rs mn):	3,537
Div yield (%):	3.5
Bloomberg code:	HMCL IN
NSE code:	HEROMOTOCO

#### Stock performance



## Shareholding pattern (As of Dec'24)

34.7	%
56.9	%
8.7	%

### ∆ in stance

(1-Yr)	New	Old
Rating	ADD	ADD
Target Price	5,082	5,000

## $\Delta$ in earnings estimates

	FY26E	FY27E
EPS (New)	257.8	275.1
EPS (Old)	252.0	269.6
% Change	+2.3%	+2.1%

**Financial Summary** 

	,		
Y/E MARCH (Rs b)	FY25E	FY26E	FY27E
Sales	413.1	454.4	492.3
EBITDA	59.9	66.5	71.8
Adj. PAT	47.2	51.5	55.0
Adj. EPS (INR)	236.0	257.8	275.1
EPS Gr. (%)	15.4	9.2	6.7
BV/Sh. (INR)	985.7	1,083.5	1,188.6
RoE (%)	25.0	24.9	24.2
RoCE (%)	24.2	24.1	23.5
Payout (%)	73.1	71.4	71.1
P/E (x)	18.1	16.6	15.6
P/BV (x)	4.3	3.9	3.6
EV/EBITDA (x)	11.7	10.3	9.2
Div. Yield (%)	3.5	3.7	4.0

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**Exhibit 2: Quarterly snapshot** 

Y/E Mar (Rs mn)	Q3FY25	Q3FY24	YoY chg	Q2FY25	9MFY25	9MFY24	YoY chg
Net Revenues	102,108	97,237	5.0	104,632	308,177	279,364	10.3
Raw Materials	67,152	65,470	2.6	69,795	205,619	191,059	7.6
% of Net Sales	65.8%	67.3%		66.7%	66.7%	68.4%	
Personnel	6,622	6,017	10.1	6,535	19,241	17,586	9.4
% of Net Sales	6.5%	6.2%		6.2%	6.2%	6.3%	
Manufacturing & Other Exp	13,569	12,130	11.9	13,143	38,797	31,753	22.2
% of Net Sales	13.3%	12.5%		12.6%	12.6%	11.4%	
Total Expenditure	87,343	83,617	4.5	89,473	263,656	240,398	9.7
EBITDA	14,765	13,621	8.4	15,159	44,521	38,966	14.3
EBITDA Margin (%)	14.5%	14.0%		14.5%	14.4%	13.9%	
Depreciation	1,969	1,825	7.9	1,937	5,838	5,264	10.9
EBIT	12,796	11,796	8.5	13,222	38,683	33,703	14.8
Interest Expenses	55	45	20.6	49	152	139	9.0
Non-operating income	3,175	2,420	31.2	2,830	8,322	7,125	16.8
PBT	15,916	14,171	12.3	16,003	46,854	39,088	19.9
Tax-Total	3,888	3,437	13.1	3,967	11,564	9,568	20.9
Tax Rate (%) - Total	24.4%	24.3%		24.8%	24.7%	24.5%	
Reported PAT	12,028	10,734	12.1	12,035	35,290	29,520	19.5
Adj. PAT	12,028	10,734	12.1	12,035	35,290	30,725	14.9
PAT Margin	11.8%	11.0%		11.5%	11.5%	11.0%	
Key operating metrics							
Sales Volume (nos)	1,463,802	1,459,932	0.3	1,519,684	4,518,642	4,229,032	6.8
Net Realisation/Vehicle	69,755	66,604	4.7	68,851	68,201	66,059	3.2
Material cost / vehicle	45,875	44,844	2.3	45,927	45,504	45,178	0.7
Gross Profit / vehicle	23,880	21,760	9.7	22,924	22,697	20,881	8.7
Employee cost /vehicle	4,524	4,121	9.8	4,300	4,258	4,158	2.4
Other expenses / vehicle	9,269	8,309	11.6	8,649	8,586	7,508	14.4
EBITDA/vehicle	10,087	9,330	8.1	9,975	9,853	9,214	6.9
Net Profit/vehicle	8,217	7,353	11.8	7,920	7,810	7,265	7.5

Source- Company, YES Sec

## **KEY CON-CALL HIGHLIGHTS**

- Outlook Would look to grow ahead of industry led by new product launch and brand building initiatives. Double digit revenue growth expected even in FY26 (vs 10% in 9MFY25).
  - Budget impact Entry level motorcycles customers would have income levels range of Rs6-12L per annum. Budget tax relief will provide additional cashflow of Rs40-50k which will help EMIs.
  - Demand Seeing traction building up with wedding season and festive (from Mar) in 4QFY25. Saw spike in rural demand as contribution from the same has gone up ~3% and expect momentum to continue in FY26E as well.
  - o **OBD 2 (phase 2)** On track to transit entire portfolio from Apr'25. There is marginal price hike of 1-2% due to additional hardware.
- New product launches dispatches to begin soon
  - Xoom 160 Pricing strategy is around liquid cool engine and large wheel size (14-inch) etc., competition is from Yamaha and Aprillia.
  - Destini 125 dispatches have started while for Xoom 125 and 160 likely to be soon.
- Margin ICE margins at ~16% (vs 16.5% in 2Q, ~16.4% in 1Q, ~15.6% in 4Q)
  - Decline in ICE margins QoQ was led by higher spends in A&P which should reverse in 4Q.
  - Gross margins improvement was led by lower investment in EVs of Rs1.37b (-50bp QoQ) due to transition from V1 to V2 while RM were flat. Investments for EVs/unit is similar.
  - LEAP savings of 120bp in 3QFY25 (vs 50bp in 2QFY25, 20bp 1QFY25, 40bp 2QFY24 and). 1HFY25 leap savings at 40bp (vs 30bp YoY). ICE margins expansions are led by positive mix, benign RM and LEAP savings.
  - EV vertical dragged margins by ~150bp at co level. Expect to maintain EBITDAM
    of 14-16%. V2 range is better platform and performance perspective. Continue to
    improve cost structure, optimize BOM cost (hardware related changes done in V2)
    and the same is expected to continue.
  - Weighted average price hikes (ex-show) Jan'25 at Rs100, Oct'24 Rs209, Jul'24 Rs569, Apr'24 Rs134, FY24 Rs2,129, FY23 Rs3,850 and FY22 Rs3,564.
  - O Higher other expense in 3QFY25 is due to seasonality.
- HD The current products plans are based on existing 440 platform and working on new platform is underway which will have both domestic and exports potential.
- Spares (SPAM) revenues grew ~9% YoY (+6.7% QoQ) to Rs15.55b with share in revenues at 15.3% in 3Q (vs 13.9% in QoQ and 14.7% YoY).
  - 9MFY25 revenues grew ~7% YoY at ~Rs42.76b with revenue share at 13.9% (vs 14.3% YoY).
  - o SPAM has seasonality with additional line of business such as tyres, battery and oil also grew. Further, expansion in to rural also helped growth.
- Inventory slightly higher Average 3Q inventory at ~6 weeks (vs 10-11 weeks in QoQ which
  declined to ~4.1 weeks post festive,7-8 weeks in 1QFY25, 9-10 weeks in 2QFY24 and 5-6
  weeks in 3QFY24).
- Financing share for 3QFY25 stood at ~65.2% (vs ~65.6% QoQ and 64.8% YoY) of which Hero FinCorp (HFCL) share at 24.1% (vs 26.2% QoQ and 28.4% YoY). 9MFY25 share at 63.6% (vs 63.4% YoY) of which captive share is 26.2% (vs 29.7% YoY).



- HFCL performance Loan book grew 13% YoY at ~Rs555b, collection efficiency is lower in past 2-3 quarters leading to credit cost increasing by 150bp which is currently at ~6%.
- Seeing collection trends improving from Dec and Jan.

### Retail distribution

- Hero 2.0 Have ramped up Hero 2.0 stores count to ~700 in 3QFY25 (vs ~600+ in 2QFY25, >520 in 1QFY25 and ~400 till 4QFY24). Expect to reach ~800 stores by end of FY25.
- Premia stores count increased to ~60 (vs ~58 in 2QFY25 and ~42 in 1QFY25) and expect the same to be ramped-up to +100 stores by end of FY25. Most of the stores are opened from existing dealers. Expect premia stores to be sustainable with 15-18 months.

## • EV - VIDA dispatches rebuild up in Feb'25 and would reflect in market share gains

- Have recently launched product in ~Rs100k price bracket (~60% of volumes) market which should support EV market share (MS) gains. In some of the cities, MS is trending in the range of 10-20% (vs national average of ~5%).
- Emerging mobility business unit (EMBU) is working as independent unit. Efforts on new product development and synergy. Accounting of the same will be continued as part of standalone accounts.
- PLI expect the benefits from FY26 as products would comply for the same. V2
  portfolio to be PLI complied soon as will file for the same.
- Capex guidance for FY25 maintained at Rs12b including ~Rs6b for global parts centre.



## **CHARTS**

Exhibit 1: Volume came in flat YoY/-3.7% QoQ

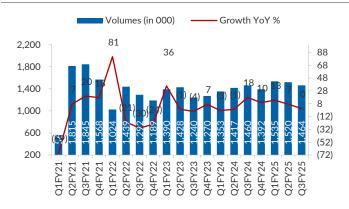
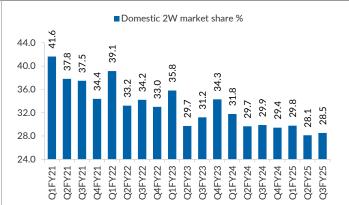


Exhibit 2: HMCL's domestic 2W market share trend



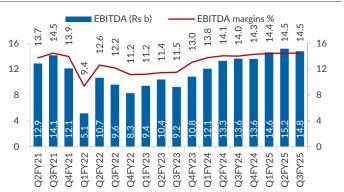
Source: SIAM, YES Sec

Source: Company, YES Sec

Exhibit 3: Gross margins expanded 160bp YoY



Exhibit 4: EBITDAM expanded 50bp YoY (flat QoQ)



Source: Company, YES Sec



## **FINANCIALS**

**Exhibit 5: Balance Sheet** 

Y/E March	FY22	FY23	FY24	FY25E	FY26E	FY27E
Sources of Funds						
Share Capital	400	400	400	400	400	400
Reserves	157,430	166,651	179,462	196,645	216,189	237,200
Net Worth	157,829	167,051	179,862	197,045	216,589	237,600
Deferred Tax	3,833	4,054	4,348	4,348	4,348	4,348
Loans	2,974	3,306	2,896	2,896	2,896	2,896
Capital Employed	164,636	174,410	187,106	204,290	223,833	244,844
Application of Funds						
Gross Fixed Assets	146,657	151,942	157,862	166,667	178,667	190,667
Less: Depreciation	88,592	94,328	99,522	107,472	115,933	124,982
Net Fixed Assets	58,065	57,614	58,340	59,194	62,734	65,685
Capital WIP	4,582	4,638	4,805	8,000	8,000	8,000
Investments	106,523	110,104	130,861	150,861	170,861	190,861
Curr.Assets, L & Adv.	47,970	60,276	61,709	62,937	68,909	74,102
Inventory	11,227	14,341	14,438	15,443	16,988	18,403
Sundry Debtors	23,043	27,982	27,034	27,578	30,336	32,862
Cash & Bank Balances	1,751	3,455	6,089	4,452	4,575	4,409
Loans & Advances	402	436	457	500	549	595
Others	11,547	14,062	13,691	14,965	16,461	17,832
Current Liab. & Prov.	52,505	58,221	68,609	76,703	86,671	93,803
Sundry Creditors	42,603	47,045	55,282	63,980	72,806	78,870
Other Liabilities	6,516	7,438	8,620	8,825	9,707	10,516
Provisions	3,385	3,738	4,708	3,898	4,158	4,418
Net Current Assets	(4,534)	2,055	(6,900)	(13,766)	(17,761)	(19,702)
Application of Funds	164,636	174,410	187,106	204,290	223,833	244,844

Source: Company, YES Sec



**Exhibit 6: Income statement** 

Y/E March	FY22	FY23	FY24	FY25E	FY26E	FY27E
Net Revenues	292,455	338,057	374,557	413,103	454,416	492,264
Change (%)	(5.0)	15.6	10.8	10.3	10.0	8.3
EBITDA	33,688	39,862	52,557	59,853	66,487	71,827
EBITDA Margin (%)	11.5	11.8	14.0	14.5	14.6	14.6
Depreciation	6,498	6,570	7,114	7,951	8,461	9,049
EBIT	27,190	33,293	45,443	51,902	58,026	62,778
Interest cost	258	199	185	205	185	165
Other Income	5,569	5,652	8,926	10,860	10,408	10,227
PBT	32,501	38,746	52,584	62,557	68,249	72,840
Tax	7,771	9,640	12,904	15,389	16,721	17,846
Effective Tax Rate (%)	23.9	24.9	24.5	24.6	24.5	24.5
PAT	24,730	29,106	39,680	47,168	51,528	54,994
Change (%)	(16.6)	17.7	36.3	18.9	9.2	6.7
% of Net Sales	8.5	8.6	10.6	11.4	11.3	11.2
Adj. PAT	24,730	29,106	40,887	47,168	51,528	54,994
Change (%)	(16.6)	17.7	40.5	15.4	9.2	6.7

Source: Company, YES Sec

**Exhibit 7: Cash Flow Statement** 

Y/E March	FY22	FY23	FY24	FY25E	FY26E	FY27E
Profit before Tax	24,730	29,106	39,680	62,557	68,249	72,840
Depreciation & Amort.	6,498	6,570	7,114	7,951	8,461	9,049
Direct Taxes Paid	(7,688)	(8,496)	(13,142)	(15,389)	(16,721)	(17,846)
(Inc)/Dec in Working Capital	(6,825)	(5,832)	10,747	5,228	4,119	1,774
Other Items	3,488	4,443	4,667	205	185	165
CF from Oper. Activity	20,203	25,791	49,065	60,552	64,292	65,982
CF after EO Items	20,203	25,791	47,465	60,552	64,292	65,982
(Inc)/Dec in FA+CWIP	(5,347)	(5,777)	(7,195)	(12,000)	(12,000)	(12,000)
Free Cash Flow	14,856	20,014	41,870	48,552	52,292	53,982
(Pur)/Sale of Invest.	3,828	1,089	(10,824)	(20,000)	(20,000)	(20,000)
CF from Inv. Activity	(1,519)	(4,688)	(18,019)	(32,000)	(32,000)	(32,000)
Inc/(Dec) in Debt	(149)	(224)	(150)			
Interest Paid	(258)	(199)	(195)	(205)	(185)	(165)
Dividends Paid	(18,981)	(19,983)	(26,987)	(29,985)	(31,984)	(33,983)
CF from Fin. Activity	(19,389)	(20,406)	(27,331)	(30,190)	(32,169)	(34,148)
Inc/(Dec) in Cash	(705)	697	2,115	(1,638)	123	(166)
Add: Beginning Balance	1,692	987	1,684	6,089	4,452	4,575
Closing Balance	987	1,684	3,799	4,452	4,575	4,409

Source- Company, Yes Sec

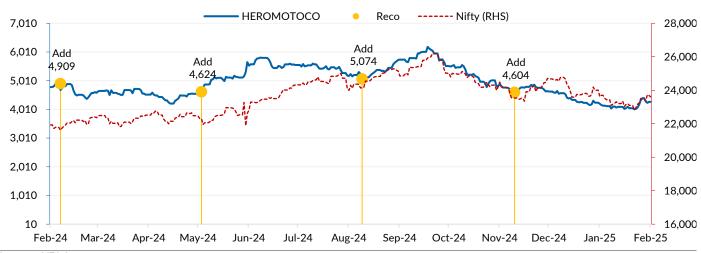


**Exhibit 8: Growth and Ratio matrix** 

Y/E March	FY22	FY23	FY24	FY25E	FY26E	FY27E
Basic (INR)						
EPS	123.8	145.6	204.5	236.0	257.8	275.1
EPS Growth (%)	(16.6)	17.7	40.4	15.4	9.2	6.7
Cash EPS	156.3	178.5	234.1	275.7	300.1	320.4
Book Value per Share	789.9	835.9	899.8	985.7	1,083.5	1,188.6
DPS	95.0	100.0	140.0	150.0	160.0	170.0
Payout (Incl. Div. Tax) %	88.3	79.0	81.1	73.1	71.4	71.1
Valuation (x)						
P/E	34.6	29.4	20.9	18.1	16.6	15.6
EV/EBITDA	22.2	18.7	13.7	11.7	10.3	9.2
EV/Sales	2.6	2.2	1.9	1.7	1.5	1.3
Price to Book Value	5.4	5.1	4.8	4.3	3.9	3.6
Dividend Yield (%)	2.2	2.3	3.3	3.5	3.7	4.0
Profitability Ratios (%)						
RoE	16.0	17.9	23.6	25.0	24.9	24.2
RoCE	15.4	17.3	22.7	24.2	24.1	23.5
RoIC	42.0	46.3	67.5	90.7	107.7	115.6
Turnover Ratios						
Debtors (Days)	30.3	31.9	27.8	25.7	25.7	25.7
Inventory (Days)	14.8	16.3	14.8	14.4	14.4	14.4
Creditors (Days)	53.2	50.8	53.9	56.5	58.5	58.5
Working Capital (Days)	(5.7)	2.2	(6.7)	(12.2)	(14.3)	(14.6)
Asset Turnover (x)	1.8	1.9	2.0	2.0	2.0	2.0
Fixed Asset Turnover	2.0	2.3	2.4	2.5	2.6	2.7

Source- Company, Yes Sec

## **Recommendation Tracker**



Source - YES Sec



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Analyst signature Analyst signature

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