Hero MotoCorp

Market share trajectory remains key

Margins largely inline with estimates

Hero MotoCorp's (HMCL IN) EBITDA grew 47% YoY and 3% QoQ to INR 13.6bn in Q3. EBITDA margin was flat QoQ to 14.0%, in line with our estimates and driven by product mix and moderation in commodity cost. The underlying EBITDA margin for the ICE business was at 16.0% versus 15.0% in Q2FY24, excluding the impact of the EV business (ensuing impact of 200bps on margin). Q3 revenue rose 21% YoY and 3% QoQ to INR 97.2bn, in-line. Net realization was flat QoQ at INR 66,600, led by better spares sales.

Two new EV launches in Q1FY25

The management expects 2W industry to deliver double-digit revenue growth in FY25, led by premiumization trend. HMCL may grow ahead of industry growth. In Q1FY25, HMCL is launching two new EV Vida products in the affordable (priced <INR 100,000) and mid segments (priced ~INR 125,000) and will now be present in three price points. The top end variant is currently priced at INR 150,000. Management expects to gain market share in the scooter segment via new product launches and focus on increasing presence in the premium segment in the long term. Expect overall impact on EV margin of ~150bps for full year FY24, which may decline with scale-up of EV volumes in FY25.

Valuation: maintain Accumulate with a higher TP of INR 5,312

HMCL's YTDFY24 Vahan retail market share is still down 90bps YoY to 31.2% and may be keenly monitored going forward. Margin performance has been robust, with EBITDA per vehicle scaling new highs despite losses from EV business. With upcoming EV launches, ramp-up of *Karizma, HD 440X* and new launches such as *Maverick 440* and *Xtreme 125cc*, expect HMCL to arrest the declining market share. We expect 20-40bp market share increase for HMCL over FY24-26E. Sustainance of 2W demand will be a key monitorable as we expect 2W growth to be highest in FY25 compared to other auto segments. <u>We expect a revenue CAGR of 12% in FY23-26E</u>, with an EBITDA margin of 15.3% in FY26E. We maintain **Accumulate** with a higher TP of INR 5,312 from INR 3,938, based on 19x (earlier 16x) FY26E P/E and ~INR 90 for Ather stake.

Rating: Accumulate

ElaraCapital

Target Price: INR 5,312 Upside: 8%

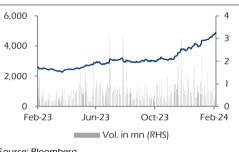
CMP: INR 4,909 (as on 9 February 2024)

Key data

2
749,251
981/11,822
200/200
HMCL IN/HROM.BO

Note: as on 9 February 2024 ; Source: Bloomberg

Price & volume



Source: Bloomberg

4FY23	Q1FY24	Q2FY24	Q3FY24
34.8	34.8	34.8	34.8
54.9	55.4	55.9	56.4
2.4	2.3	2.1	2.2
8.0	7.5	7.2	6.6
	3M	6M	12M
	12.3	11.0	21.7
	54.7	60.4	91.8
	43.7	66.8	102.4
	23.7	52.1	94.1
	34.8 54.9 2.4	34.8 34.8 54.9 55.4 2.4 2.3 8.0 7.5 	54.9 55.4 55.9 2.4 2.3 2.1 8.0 7.5 7.2 3M 6M 12.3 11.0 54.7 60.4 43.7 66.8

Source: Bloomberg

YE March (INR mn)	Q3FY24	Q3FY23	YoY (%)	Q2FY24	QoQ (%)	Q3FY24E	Variance (%)	
Revenue	97,237	80,310	21.1	94,454	2.9	97,835	(0.6)	
Operating costs	83,617	71,068	17.7	81,171	3.0	84,040	(0.5)	
EBITDA	13,620	9,241	47.4	13,283	2.5	13,795	(1.3)	
EBITDA margin (%)	14.0	11.5	250	14.06	(6)	14.1	(9)	
Depn. & amort.	1,825	1,620	12.7	1,749	4.4	1,750	4.3	
EBIT	11,795	7,621	54.8	11,534	2.3	12,045	(2.1)	
Interest expense	45	49	(7.8)	48	(5.0)	45	-	
Other Income	2,420	1,832	32.1	2,483	(2.5)	2,000	21.0	
Pretax profit	14,170	9,404	50.7	13,970	1.4	14,000	1.2	
Тах	3,437	2,294	49.8	3,431	0.1	3,500	(1.8)	
Tax rate (%)	24.3	24.4		24.6		25.0	(3.0)	
Adjusted Net profit	10,734	7,111	51.0	10,538	1.9	10,500	2.2	
Reported Net Profit	10,734	7,111	51.0	10,538	1.9	10,500	2.2	
EPS (INR)	53.7	35.6	51.0	52.8	1.9	52.6	2.2	
Key financials (standalone)								
YE Revenue	YoY EBITDA	EBITDA Adj I	PAT YoY	Fully DEPS	RoE	RoCE Adj P/E	EV/EBITDA	
March (INR mn)	(%) (INR mn)	margin (%) (INR i	mn) (%)	(INR)	(%)	(%) (x)	(X)	

YE	Revenue	YoY	EBITDA	EBITDA	Adj PAT	YoY	Fully DEPS	RoE	RoCE	Adj P/E	EV/EBITDA
March	(INR mn)	(%)	(INR mn)	margin (%)	(INR mn)	(%)	(INR)	(%)	(%)	(X)	(X)
FY23	338,056	15.6	39,862	11.8	29,105	17.7	145.7	17.9	20.5	32.8	20.8
FY24E	374,464	10.8	52,425	14.0	40,855	40.4	204.6	23.3	25.9	23.4	15.4
FY25E	428,387	14.4	61,688	14.4	47,055	15.2	235.6	24.3	28.0	20.3	15.5
FY26E	476,538	11.2	72,893	15.3	54,862	16.6	274.7	25.3	29.8	17.4	13.0
			-								

Note: Pricing as on 9 February 2024 ; Source: Company, Elara Securities Estimate

Jay Kale, CFA • jay.kale@elaracapital.com • +91 22 6164 8507

Ketul Dalal • ketul.dalal@elaracapital.com • +91 22 4204 8693

Nishant Chowhan, CFA • nishant.chowhan@elaracapital.com • +91 22 4204 8667

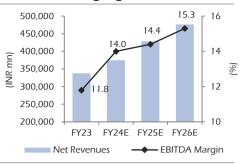
Elara Securities (India) Private Limited

Standalone Financials (YE March)

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Income Statement (INR mn)	FY23	FY24E	FY25E	FY26E
Net Revenues	338,056	374,464	428,387	476,538
EBITDA	39,862	52,425	61,688	72,893
Add:- Non operating Income	5,652	8,477	8,588	8,673
OPBIDTA	45,513	60,902	70,275	81,567
Less :- Depreciation & Amortization	6,570	6,960	7,397	8,238
EBIT	38,944	53,942	62,878	73,329
Less:- Interest Expenses	199	185	180	180
PBT	38,745	53,757	62,698	73,149
Less :- Taxes	9,640	12,902	15,643	18,287
Adjusted PAT	29,105	40,855	47,055	54,862
Add/Less: - Extra-ordinaries	-	(1,600)	-	-
Reported PAT	29,105	39,255	47,055	54,862
Balance Sheet (INR mn)	FY23	FY24E	FY25E	FY26E
Share Capital	399	399	399	399
Reserves	166,651	183,855	202,559	229,990
Net worth	167,051	184,255	202,959	230,390
Other liabilities	18,536	20,390	20,390	20,390
Total Liabilities	185,587	204,644	223,348	250,779
Gross Block	155,725	165,725	176,125	187,218
Less:- Accumulated Depreciation	98,112	105,072	112,469	120,707
Net Block	57,614	60,653	63,656	66,511
Add:- Capital work in progress	1,286	1,286	1,286	1,286
Investments	110,104	124,538	143,360	157,076
Net Working Capital	(4,721)	(8,421)	(7,973)	(5,692)
Cash and Cash Equivalents	3,455	7,310	4,283	12,863
Other Assets	17,850	19,278	18,736	18,736
Total Assets	185,587	204,644	223,348	250,779
Cash Flow Statement (INR mn)	FY23	FY24E	FY25E	FY26E
Cash profit adjusted for non-cash items	33,476	46,216	54,452	63,099
Add/Less : Working Capital Changes	(7,686)	4,126	94	(2,280)
Operating Cash Flow	25,790	50,342	54,546	60,819
	23,170			
Less:- Capex	(5,777)	(10,000)	(10,400)	(11,092)
		(10,000) 40,342	(10,400) 44,146	. ,
Less:- Capex	(5,777)		. ,	49,727
Less:- Capex Free Cash Flow	(5,777) 20,013	40,342	44,146	(11,092) 49,727 (33,054) (24,808)
Less:- Capex Free Cash Flow Financing Cash Flow	(5,777) 20,013 (28,817)	40,342 (23,651)	44,146 (28,350)	49,727 (33,054)
Less:- Capex Free Cash Flow Financing Cash Flow Investing Cash Flow	(5,777) 20,013 (28,817) (4,689)	40,342 (23,651) (24,435)	44,146 (28,350) (29,222)	49,727 (33,054) (24,808) 2,957
Less:- Capex Free Cash Flow Financing Cash Flow Investing Cash Flow Net change in Cash	(5,777) 20,013 (28,817) (4,689) (7,715)	40,342 (23,651) (24,435) 2,255	44,146 (28,350) (29,222) (3,027)	49,727 (33,054) (24,808) 2,957
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Less:- Capex Free Cash Flow Financing Cash Flow Investing Cash Flow Net change in Cash Ratio Analysis Income Statement Ratios (%)	(5,777) 20,013 (28,817) (4,689) (7,715) FY23	40,342 (23,651) (24,435) 2,255 FY24E	44,146 (28,350) (29,222) (3,027) FY25E	49,727 (33,054) (24,808) 2,957 FY26E 11.2
Less:- Capex Free Cash Flow Financing Cash Flow Investing Cash Flow Net change in Cash Ratio Analysis Income Statement Ratios (%) Revenue Growth	(5,777) 20,013 (28,817) (4,689) (7,715) FY23 15.6	40,342 (23,651) (24,435) 2,255 FY24E 10.8	44,146 (28,350) (29,222) (3,027) FY25E	49,727 (33,054) (24,808) 2,957 FY26E 11.2 18.2
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Less:- Capex Free Cash Flow Financing Cash Flow Investing Cash Flow Net change in Cash Ratio Analysis Income Statement Ratios (%) Revenue Growth EBITDA Growth PAT Growth	(5,777) 20,013 (28,817) (4,689) (7,715) FY23 15.6 18.3 17.7	40,342 (23,651) (24,435) 2,255 FY24E 10.8 31.5 40.4	44,146 (28,350) (29,222) (3,027) FY25E 14.4 17.7 15.2	49,727 (33,054) (24,808) 2,957 FY26E 11.2 18.2 16.6 15.3
Less:- Capex Free Cash Flow Financing Cash Flow Investing Cash Flow Net change in Cash Ratio Analysis Income Statement Ratios (%) Revenue Growth EBITDA Growth PAT Growth EBITDA Margin	(5,777) 20,013 (28,817) (4,689) (7,715) FY23 15.6 18.3 17.7 11.8	40,342 (23,651) (24,435) 2,255 FY24E 10.8 31.5 40.4 14.0	44,146 (28,350) (29,222) (3,027) FY25E 14.4 17.7 15.2 14.4	49,727 (33,054) (24,808) 2,957 FY26E 11.2 18.2 16.6 15.3
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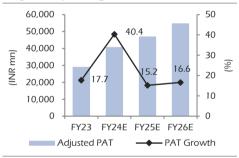
Note: Pricing as on 9 February 2024; Source: Company, Elara Securities Estimate

Revenue & margin growth trend



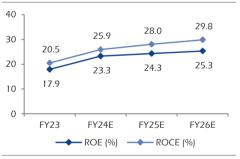
Source: Company, Elara Securities Estimate

Adjusted profit growth trend



Source: Company, Elara Securities Estimate

Return ratios



Source: Company, Elara Securities Estimate

Q3 conference call highlights

- Demand outlook: Expect double-digit revenue growth in FY25 for the industry, led by premiumization trend. Expect HMCL to grow ahead of industry growth via market share gains. HMCL is hopeful of demand pick-up from the bottom end of the portfolio. In the festive season, rural demand outpaced urban. Growth will be driven by the +200cc segment.
- Market strategy: The focus is on increasing presence in the premium segment in the long term. Scooter market share gains will be led by product launches.
- Rural market scenario: Enquiries from rural are picking up and enquiries mix for rural versus urban stands at 55:45 (rural: urban mix at 45:55 earlier).
- Global scenario: HMCL is investing in top-10 markets of Mexico, Columbia, Nigeria, Nepal and Bangladesh and launching new products in these market.
- Margin profile: ICE business margin was 16%. HMCL is aggressively marketing EV products. It invested ~200bps towards the EV business, leading to overall margin at 14%. Overall 150bps impact was seen on margin for full year FY24 towards EVs. Expect significant reduction in the coming year with scale-up in EV volumes.
- Vida EV: In Q1FY25, HMCL will launch 2 EV Vida products in the affordable and mid segments and may now be present at three price points. Low end product will be priced slightly <INR 100,000 and mid variant higher by INR 25,000. Top end product is currently priced at INR 150,000.
- EV network: HMCL expanded EV presence to 100 cities with 150 dealers, and is rapidly building charging infrastructure in collaboration with Ather. HMCL has 18 Vida hubs and aims to increase it to 100 hubs in FY25.
 - Earlier Current % variation (INR mn) FY24E FY25E FY26E FY24E FY25E FY26E FY24E FY25E FY26E Net sales 374,464 419,790 449,595 374,464 428,387 476,538 2.0 6.0 EBITDA 52,425 59,610 65,261 52,425 61,688 72,893 3.5 11.7 EBITDA margin (%) 14.0 14.2 14.5 14.0 14.4 15.3 20 78 PAT 40,855 45,495 49,151 40,855 47,055 54,862 3.4 11.6 EPS (INR) 204.6 246.1 205 236 274.7 3.4 11.6 227.8 Target price (INR) 3,938 5,312 34.9

Exhibit 1: Change in estimates

Source: Elara Securities Estimate

- Price hikes: HMCL did not take any major price hikes, in line with the industry. It has recovered RM cost increase entirely so far.
- Spare part and accessories sales were INR 14.26bn in Q3FY24 (INR 13.54bn in Q2FY24) from across categories. Expect double-digit growth for spare parts segment the coming few years.
- Inventory: channel inventory is in the normal range of 4-6 weeks.
- *Xtreme 125*: Initial enquiry traction is good.
- Maverick 440. Bookings will commence in Feb-24 and deliveries from April-24.
- Financing: Financing penetration is 60-65% and Hero Fincorp is 35%. Ease and depth of financing will aid growth in FY25.
- Global Parts Centre: HMCL will invest up to INR 6bn over two years to set up a Global Parts Centre (GPC)
 2.0 with a storage capacity of up to 36,700 stock keeping units (SKUs), at Tirupati, Andhra Pradesh. Currently, HMCL's GPC 1.0 is situated at Neemrana, Rajasthan, with a storage capacity of up to 26,000 SKUs. The capacity of this facility is fully utilized.

Coverage History



	Date	Rating	Target Price	Closing Price
46	11-Feb-2022	Buy	INR 3,264	INR 2,719
47	4-May-2022	Buy	INR 3,030	INR 2,410
48	16-Aug-2022	Accumulate	INR 3,258	INR 2,817
49	7-Oct-2022	Buy	INR 3,258	INR 2,625
50	4-Nov-2022	Buy	INR 3,137	INR 2,589
51	23-May-2023	Buy	INR 3,260	INR 2,710
52	12-Jun-2023	Accumulate	INR 3,260	INR 2,930
53	4-Jul-2023	Accumulate	INR 3,475	INR 3,030
54	11-Aug-2023	Buy	INR 3,685	INR 2,998
55	1-Nov-2023	Buy	INR 3,865	INR 3,092
56	28-Nov-2023	Accumulate	INR 3,938	INR 3,622
57	9-Feb-2024	Accumulate	INR 5,312	INR 4,909

AC – Analyst change

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

India Elara Securities (India) Pv One International Center Senapati Bapat Marg. El Mumbai – 400 013, India Tel : +91 22 6164 8500	r, Tower 3, 21st Flooi phinstone Road (We		USA Elara Securities Inc. 230 Park Avenue, Suite 2415, New York, NY 10169, USA Tel: +1 212 430 5870 Fax: +1 212 208 2501	Asia / Pacific Elara Capital (Asia) Pte.Ltd. One Marina Boulevard, Level 20, Singapore 018989 Tel : +65 6978 4047
Harendra Kumar	Managing Dire	ector	harendra.kumar@elaracapital.com	+91 22 6164 8571
Sales	Managing Dire		harchardikamare claracapitalicom	
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 shraddha.shrikhande@elaracapital.com	+91 22 6164 8544 +91 22 6164 8567
Shraddha Shrikhande Sudhanshu Rajpal	India India		sudhanshu.rajpal@elaracapital.com	+91 22 6164 8567
Joshua Saldanha	Asia		joshua.saldanha@elaracapital.com	+91 22 6164 8541
Anita Nazareth		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 &		nandish.patel@elaracapital.com	+91 22 6164 8564
Biren Mehta Kalporh Parokh	Head - Sales Tra	ading	biren.mehta@elaracapital.com	+91 22 6164 8500
Kalpesh Parekh Manoj Murarka	India India		kalpesh.parekh@ElaraCapital.com manoj.murarka@elaracapital.com	+91 22 6164 8555 +91 22 6164 8551
Anil Pawar	India		anil.pawar@elaracapital.com	+91 22 6164 8551
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.cc	
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 Karan Taurani	Analyst	Auto & Auto Ancillaries Media & Entertainment, Alcobev, QSR, Internet	jay.kale@elaracapital.com	+91 22 6164 8507 +91 22 6164 8513
Prakhar Agarwal	Analyst Analyst	Banking & Financials	t karan.taurani@elaracapital.com 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 Estat		+91 22 6164 8518
Shweta Daptardar Saurabh Mitra	Analyst Sr. Associate	Diversified Financials, Non Lending Financials	shweta.daptardar@elaracapital.com	n +91 22 6164 8559 +91 22 6164 8546
Aditya Jaiswal	Associate	Cement, Metals & Mining Strategy	saurabh.mitra@elaracapital.com aditya.jaiswal@elaracapital.com	+91 22 6164 8546
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	
Jinesh Kothari Kartik Solanki	Associate	Infrastructure, Ports & Logistics Banking & Financials	jinesh.kothari@elaracapital.com	+91 22 6164 8500
Kartik Solanki Ketul Dalal	Associate Associate	Auto & Auto Ancillaries	kartik.solanki@elaracapital.com ketul.dalal@elaracapital.com	+91 22 4204 8604 +91 22 4204 8693
Keval Shah	Associate	Strategy	keval.shah@elaracapital.com	+91 22 4204 8669
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.con	n +91 22 4204 8667
Palak Shah	Associate	Banking & Financials	palak.shah@elaracapital.com	+91 22 4204 8682
Ragini Pande Rohit Harlikar	Associate	Utilities, Renewables	ragini.pande@elaracapital.com	+91 22 6164 8500
Rounak Ray	Associate Associate	Building Materials, FMCG, Paints Media & Entertainment, Alcobev, QSR, Internet	rohit.harlikar@elaracapital.com t rounak.ray@elaracapital.com	+91 22 6164 8562 +91 22 4204 8684
Seema Nayak	Associate	IT Services. Internet	seema.nayak@elaracapital.com	+91 22 4204 8684
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	
Vaibhav Chechani	Associate	IT Services, Internet	vaibhav.chechani@elaracapital.con	
Vidhi Puj Vipavak Patil	Associate	Building Materials, FMCG, Paints	vidhi.puj@elaracapital.com	+91 22 4204 8692
Vinayak Patil Priyanka Sheth	Database Editor		vinayak.patil@elaracapital.com priyanka.sheth@elaracapital.com	+91 22 6164 8510 +91 22 6164 8568
Prakriti Singh	Editor		prakriti.singh@elaracapital.com	+91 22 6164 8508
Gurunath Parab	Production		gurunath.parab@elaracapital.com	+91 22 6164 8515
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