CarTrade Tech | BUY

Auto supply normalisation to drive ads and lead generation

New Auto in India witnessed an unprecedented supply-demand mismatch due to COVID. This was induced by demand for cars rising sharply due to safety concerns as buyers shunned public transport while supply got disrupted by <u>labour shortage</u> first, followed by <u>chip shortage</u>. With <u>chip shortage easing in FY24</u> and automakers fulfilling the pent-up demand, we seem to finally be reaching a normalised state with reported inventory of around 45-50 days (<u>Exhibit 1</u>), similar to pre-COVID levels. As highlighted in our <u>reports earlier</u>, OEMs did lower their ad budgets due to their inability to service the existing demand. With supply normalising, we expect OEM ad budgets as well as dealer lead buying to grow faster than auto industry revenue growth in FY25. Furthermore, we reiterate expectations of sustained rebound in Remarketing segment while OLX would benefit from picking low-hanging fruits such as ads integration, price hikes and integration with Carwale classifieds. We roll forward to Jun'25 and reiterate 'BUY' with a TP of INR 1,120 (~45% upside), expecting the stock to sustain strength with long-term secular tailwinds.

- Dealer level inventory at pre-COVID levels: As per data released by Federation of Automotive Dealers Associations (FADA), there was 50-55 days of average passenger vehicle (PV) inventory with the dealers as of Feb'24. Our analysis basis retail sales vs wholesale sales data suggests roughly 50 days of inventory with dealers as of May'24. This is similar to pre-COVID levels of 45 days, implying a more normalised supply-demand scenario. It needs to be noted that retail sales in YTDFY25 still remain higher by ~8% YoY, suggesting sustained demand strength and worries about a slowdown in Indian auto is a bit premature. Such a scenario with normalised inventory level along with unrelenting demand will result in OEMs spending more on advertising, helping stronger growth in CarTrade's new auto segment.
- OEM ad spends to revert to 2.5% of revenue: With most PV make-models on waiting periods exceeding a couple of months due to supply constraints, auto industry lowered their ad spends (as % of revenue) to ~2% in FY22. This was substantially lower than pre-COVID steady-state of 2.5%. Data from the six listed OEMs suggests ad spends in FY23 to have been lower by 40bps/120bps in 2W/PV OEMs vs FY19 numbers. The sharpest dip (209bps) was seen in Mahindra & Mahindra, expectedly as the OEM saw the lengthiest waiting periods on popular models such as XUV700 and Thar. Our industry checks suggest FY24 ad spends have increased slightly to 2.1% but an upsurge is anticipated with ad budgets rising sharply in comparison to the new auto value growth in FY25-26.
- Reiterate 'BUY' with Jun'25 TP of INR 1,120, ~10% higher than our previous TP: We roll forward to Jun'25 while valuing CarTrade using a SoTP based valuation to arrive at a TP of INR 1,120 (~45% upside) with 22x / 14x / 25x Jun'26E EBITDA multiple for New Auto / Remarketing / OLX Classifieds business. These multiples compare favourably to companies with similar business models but lower growth. On a consolidated basis, our TP implies 36X FY26E PE multiple, considerably low for a company with revenue growth of ~20% with steady-state EBITDA margins of 30-40%.

Financial Summary					(INR mn)
Y/E March	FY23A	FY24A	FY25E	FY26E	FY27E
Net Sales	3,637	4,899	6,723	8,062	9,638
Sales Growth (%)	16.3	34.7	37.2	19.9	19.6
EBITDA	330	793	1,367	2,027	2,843
EBITDA Margin (%)	9.1	16.2	20.3	25.1	29.5
Adjusted Net Profit	340	143	1,153	1,575	2,157
Diluted EPS (INR)	6.7	2.8	22.7	31.0	42.4
Diluted EPS Growth (%)	0.0	-58.1	706.3	36.6	36.9
ROIC (%)	0.2	2.5	4.9	7.3	10.3
ROE (%)	1.7	0.7	5.4	6.9	8.6
P/E (x)	117.3	280.1	34.7	25.4	18.6
P/B (x)	1.8	1.8	1.7	1.6	1.4
EV/EBITDA (x)	86.4	41.5	23.5	15.1	10.1
Dividend Yield (%)	0.0	0.0	0.0	0.0	0.0

Source: Company data, JM Financial. Note: Valuations as of 05/Jun/2024



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Recommendation and Price Target	
Current Reco.	BUY
Previous Reco.	BUY
Current Price Target (12M)	1,120
Upside/(Downside)	45.1%
Previous Price Target	1,020
Change	9.8%

Key Data – CARTRADE IN	
Current Market Price	INR772
Market cap (bn)	INR37.1/US\$0.4
Free Float	100%
Shares in issue (mn)	46.9
Diluted share (mn)	50.9
3-mon avg daily val (mn)	INR406.6/US\$4.9
52-week range	974/422
Sensex/Nifty	74,382/22,620
INR/US\$	83.4

Price Performance	1M	6M	12M
Absolute	4.9	5.1	61.3
Relative*	4.2	-1.6	36.2
* To the BSE Sensex			

JM Financial Research is also available on: Bloomberg - JMFR <GO>, Thomson Publisher & Reuters, S&P Capital IQ, FactSet and Visible Alpha

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

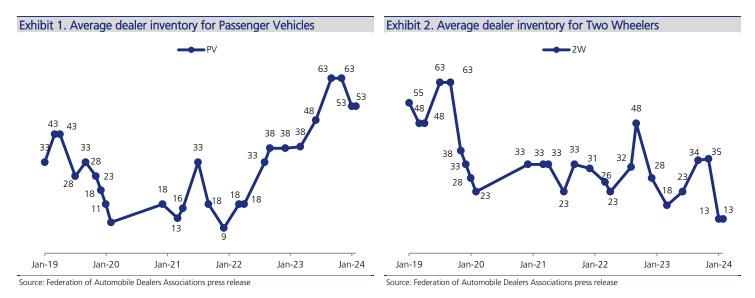
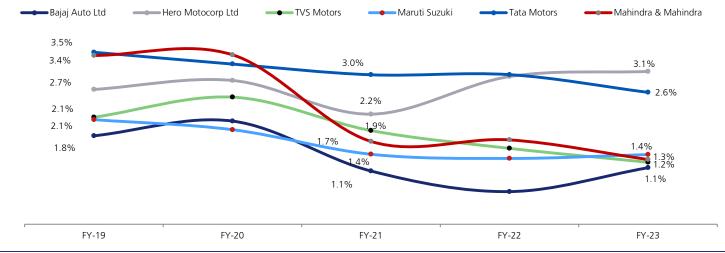


Exhibit 3. Ad-spends (as % revenue) dipped across OEMs with M&M seeing the sharpest dip due to the longest waiting periods on its popular models such as XUV700 and Thar

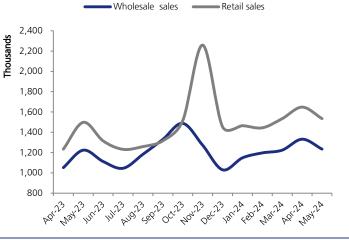


Source: Company annual reports, JM Financial





Exhibit 5. 2W retail sales have sustainably been higher than wholesale sales resulting in 2 weeks of inventory at dealers

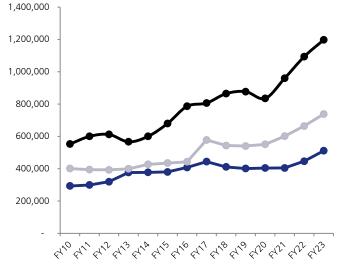


Source: SIAM, FADA, JM Financial

CarTrade Tech

Exhibit 6. New car prices have risen at 4-6% CAGR with Tata Motors advancing post COVID (in INR)

Maruti Suzuki — Mahindra and Mahindra — Tata Motors



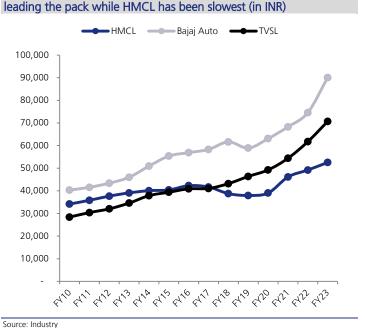


Exhibit 7. New 2W prices have risen at 3-7% CAGR with Bajaj

Source: Industry

Exhibit 8. Auto digital advertising market to reach INR 64bn by FY29				
New Auto TAM	FY24	FY29	CAGR	
New Car Sales (# Mn)	4.2	5.9	6.8%	
New Bike Sales (# Mn)	18.0	26.9	8.4%	
ASP - New Car (INR Lacs exc. GST)	6.1	7.6	4.4%	
ASP - New Bike (INR '000s exc. GST)	57.0	71.3	4.6%	
Total New Auto GMV (INR Bn)	3,597	6,351	12.0%	
Advertisement Spend (% GMV)	2.1%	2.5%	3.5%	
Advertising Spend (INR Mn)	75,539	1,58,763	16.0%	
Digital Share (%)	29.0%	40.0%	6.6%	
Digital Advertising Size (INR Mn)	21,906	63,505	23.7%	

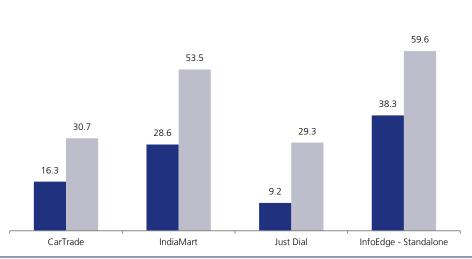
Source: Industry, JM Financial

- Remarketing continues to bottom out: CarTrade's Remarketing segment grew 14% sequentially in Q4FY24. Though there is certain seasonality in Q4, our channel checks suggest that repossessions have continued to be stable in the current quarter as well. With the company also having built a retail business as well, recovery in repossessions can drive high-teens growth in FY25, simultaneously driving strong operating leverage.
- OLX Classifieds to have easy pickings over the next few quarters: MCA data suggests that OLX domestic classifieds business grew at 30%+ FY18-22 CAGR. With management reiterating ~20% medium-term growth for this business, we believe growth could be 20%+ in FY25/26 driven by easy pickings such as ads integrations, overdue pricing hikes and synergies with Carwale classifieds.

- OLX commands a monopolistic position in pre-owned horizontal classifieds: Quikr was the first-mover in India's pre-owned horizontal classifieds market but the company has seen revenue dip by ~75% over FY19-23 and has become irrelevant from competitive perspective. This has resulted in OLX now being the go-to platform for used items classifieds across categories such as auto, real estate, mobiles, electronics and many more. With Naspers investing heavily in brand marketing during the initial 4-5 years of entering India, OLX has a robust brand recall with customers across different city tiers driving organic traffic to the platform. As seen in case of Naukri, monopolistic classifieds platforms can generate robust profitability margins due to the strong negotiating power and customer stickiness.
- Investors should be prepared for seasonal margin dip in Q1: Across its business segments, CarTrade has a fixed cost structure with hikes getting delivered in April. As revenue generally dips vis-à-vis Q4 due to seasonality with wage hikes resulting in a step rise in costs in April, EBITDA margins do see a severe sequential dip. However, it needs to be noted that costs rise marginally across the year, resulting in robust margin recovery across the coming guarters. In Q1FY24, Adj. EBITDA margin dipped by 820bps sequentially but recovered by 1150bps over the next 3 quarters to reach 23.2% in Q4FY24.

■ EV/EBITDA ■ P/E (net of cash)

Exhibit 9. CarTrade's current valuation is considerably attractive with similar growth



Source: Company, Bloomberg, JM Financial

Exhibit 10. 45%+ upside makes the stock highly	attractive at CMP		
	Revenue	EBITDA	Valuation
Website Services (Classifieds) - FY26	2.9	0.9	
Target EV/EBITDA multiple		22.0x	20.3
Commission Income (B2B) - FY26	2.6	0.6	
Target EV/EBITDA multiple		14.0x	4.6
OLX Classifieds – FY26	2.7	0.9	
Target EV/EBITDA multiple		25.0x	21.9
Implied Enterprise value (INR bn) on TP date			46.9
Net Debt (INR bn) on TP Date			-10.1
Market value (INR bn) on TP date			57.0
Diluted equity shares (mn)			51.0
1-year forward target price			1,120
Source: Company, JM Financial			

Company, JM Fina

Financial Tables (Consolidated)

Income Statement				(NR mn)
Y/E March	FY23A	FY24A	FY25E	FY26E	FY27E
Net Sales	3,637	4,899	6,723	8,062	9,638
Sales Growth	16.3%	34.7%	37.2%	19.9%	19.6%
Other Operating Income	0	0	0	0	0
Total Revenue	3,637	4,899	6,723	8,062	9,638
Cost of Goods Sold/Op. Exp	65	0	0	0	0
Personnel Cost	2,053	2,461	3,088	3,487	3,936
Other Expenses	1,190	1,646	2,269	2,548	2,859
EBITDA	330	793	1,367	2,027	2,843
EBITDA Margin	9.1%	16.2%	20.3%	25.1%	29.5%
EBITDA Growth	0.0%	140.4%	72.3%	48.3%	40.3%
Depn. & Amort.	287	374	369	380	421
EBIT	43	419	998	1,647	2,423
Other Income	640	654	585	686	814
Finance Cost	77	92	65	78	90
PBT before Excep. & Forex	606	980	1,518	2,255	3,146
Excep. & Forex Inc./Loss(-)	0	0	0	0	C
РВТ	606	980	1,518	2,255	3,146
Taxes	201	159	252	528	792
Extraordinary Inc./Loss(-)	0	-622	0	0	0
Assoc. Profit/Min. Int.(-)	64	57	113	152	197
Reported Net Profit	340	143	1,153	1,575	2,157
Adjusted Net Profit	340	143	1,153	1,575	2,157
Net Margin	9.3%	2.9%	17.2%	19.5%	22.4%
Diluted Share Cap. (mn)	50.7	50.9	50.9	50.9	50.9
Diluted EPS (INR)	6.7	2.8	22.7	31.0	42.4
Diluted EPS Growth	0.0%	-58.1%	706.3%	36.6%	36.9%
Total Dividend + Tax	0	0	0	0	C
Dividend Per Share (INR)	0.0	0.0	0.0	0.0	0.0

Balance Sheet					(INR mn)
Y/E March	FY23A	FY24A	FY25E	FY26E	FY27E
Shareholders' Fund	20,434	20,700	22,037	23,806	26,165
Share Capital	468	469	469	469	469
Reserves & Surplus	20,434	20,700	22,037	23,806	26,165
Preference Share Capital	0	0	0	0	(
Minority Interest	790	869	982	1,133	1,331
Total Loans	864	1,125	1,493	1,770	2,092
Def. Tax Liab. / Assets (-)	-581	-559	-559	-559	-559
Total - Equity & Liab.	21,508	22,134	23,952	26,150	29,029
Net Fixed Assets	10,422	14,891	15,005	15,046	15,275
Gross Fixed Assets	1,654	1,976	2,216	2,387	2,752
Intangible Assets	9,103	13,301	13,235	13,172	13,109
Less: Depn. & Amort.	335	385	447	512	586
Capital WIP	0	0	0	0	(
Investments	9,854	5,100	5,100	5,100	5,100
Current Assets	2,576	4,548	6,955	9,606	12,870
Inventories	0	0	0	0	(
Sundry Debtors	516	733	944	1,022	1,276
Cash & Bank Balances	279	995	2,274	4,265	6,576
Loans & Advances	33	0	0	0	(
Other Current Assets	1,749	2,821	3,736	4,318	5,018
Current Liab. & Prov.	1,344	2,404	3,106	3,602	4,216
Current Liabilities	216	348	395	444	503
Provisions & Others	1,128	2,057	2,711	3,158	3,713
Net Current Assets	1,232	2,144	3,848	6,004	8,654
Total – Assets	21,508	22,134	23,952	26,150	29,029

Source: Company, JM Financial

Source: Company, JM Financial

Cash Flow Statement				(INR mn)
Y/E March	FY23A	FY24A	FY25E	FY26E	FY27E
Profit before Tax	606	359	1,518	2,255	3,146
Depn. & Amort.	287	390	369	380	421
Net Interest Exp. / Inc. (-)	-36	-69	-520	-608	-723
Inc (-) / Dec in WCap.	-147	-99	-425	-165	-339
Others	-206	-282	184	193	203
Taxes Paid	-23	-140	-252	-528	-792
Operating Cash Flow	482	159	874	1,527	1,915
Capex	-71	-28	-127	-104	-180
Free Cash Flow	411	131	747	1,423	1,735
Inc (-) / Dec in Investments	-136	4,042	0	0	0
Others	42	-5,116	520	608	723
Investing Cash Flow	-166	-1,101	393	504	543
Inc / Dec (-) in Capital	37	2	0	0	0
Dividend + Tax thereon	0	0	0	0	0
Inc / Dec (-) in Loans	-211	-331	368	277	322
Others	-217	0	-356	-318	-470
Financing Cash Flow	-391	-329	12	-41	-148
Inc / Dec (-) in Cash	-75	-1,272	1,280	1,990	2,311
Opening Cash Balance	353	2,267	995	2,274	4,265
Closing Cash Balance	279	995	2,274	4,265	6,576

Dupont Analysis Y/E March FY23A FY24A FY25E FY26E FY27E Net Margin 17.2% 9.3% 2.9% 19.5% 22.4% Asset Turnover (x) 0.2 0.2 0.3 0.3 0.3 Leverage Factor (x) 1.1 1.1 1.1 1.1 1.1 RoE 1.7% 0.7% 5.4% 6.9% 8.6%

Key Ratios					
Y/E March	FY23A	FY24A	FY25E	FY26E	FY27E
BV/Share (INR)	437.6	441.4	470.0	507.7	558.0
ROIC	0.2%	2.5%	4.9%	7.3%	10.3%
ROE	1.7%	0.7%	5.4%	6.9%	8.6%
Net Debt/Equity (x)	-0.5	-0.2	-0.3	-0.3	-0.4
P/E (x)	117.3	280.1	34.7	25.4	18.6
P/B (x)	1.8	1.8	1.7	1.6	1.4
EV/EBITDA (x)	86.4	41.5	23.5	15.1	10.1
EV/Sales (x)	7.8	6.7	4.8	3.8	3.0
Debtor days	52	55	51	46	48
Inventory days	0	0	0	0	0
Creditor days	24	31	27	27	27

Source: Company, JM Financial



history of Recomm	iendation and T	arget Price		
Date	Recommendation	Target Price	% Chg.	
5-May-22	Buy	860		
30-Jul-22	Buy	840	-2.3	
23-Oct-22	Buy	760	-9.5	
25-Jan-23	Buy	710	-6.6	
28-Apr-23	Buy	710	0.0	
10-Aug-23	Buy	710	0.0	
21-Aug-23	Buy	710	0.0	
10-Nov-23	Buy	1,010	42.3	
8-Feb-24	Buy	1,000	-1.0	
24-Apr-24	Buy	1,000	0.0	
6-May-24	Buy	1,020	2.0	

APPENDIX I

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Corporate Identity Number: U67100MH2017PLC296081

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Rating Meaning			
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Hold	Price expected to move in the range of 10% downside to 10% upside from the current market price for stocks with market capitalisation in excess of INR 200 billion and REITs* and in the range of 10% downside to 15% upside from the current market price for all other stocks, over the next twelve months.		
Sell	Price expected to move downwards by more than 10% from the current market price over the next twelve months.		

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