India Automobiles
March 2015

Urban Auto Consumer Survey

RELIGARE | INSTITUTIONAL RESEARCH
Values that bind

Sector Thematic

INDIA

AUTOMOBILES

30 March 2015

India Auto Urban Consumer Survey

Premium aspirations amid economic upturn

Key findings of our Urban Auto Consumer Survey covering 1,500 respondents from tier I & II cities in India are: (1) two-wheelers (2W) remain the preferred mode of transport and are viewed as a necessary rather than discretionary purchase; (2) scooters continue to script a comeback; (3) brand incumbency persists with Hero (motorcycles), Honda (scooters) and Maruti (cars) in the lead; (4) new buyer budgets upward of Rs 55k for 2Ws indicate premium aspirations (*RE* stealing a march over rivals), with 40% of potential car buyers looking to spend over Rs 700k.

- **2Ws – essential not discretionary:** Around 65% of survey respondents (owners/ potential buyers) cited the daily commute to work as the main reason for buying a 2W, transitioning this purchase from the discretionary to the essential category. Convenience and cost effectiveness vis-à-vis public transport (savings of ~Rs 400/mth per our analysis on Pg 9) are also key factors driving 2W demand. Cars are popularly used for both the office commute and for weekend travel.

- **Scooters on a roll:** Notably, 57% of respondents feel buyer preferences are changing in favour of scooters. Further, 55% of potential scooter buyers are first-time shoppers (vs. 26% for bikes), implying strong growth prospects for the segment – already, scooter market share has risen from 15% in FY09 to 28% in FY15TD. Women are a key market, with 62% preferring 2Ws for their daily commute and 65% of these favouring scooters. In terms of brands, Honda reigns supreme with a thumbs-up from consumers across income strata; BJAUT is a clear loser with no presence in the segment.

- **Hero a leading brand among owners; Honda, RE on the radar for potential buyers:** Despite losing the Honda tag, Hero remains one of the most preferred motorcycle brands amongst consumers (esp. lower income buyers), topping the charts on mileage, after-sales service and resale value. We also note increasing aspirations for Honda and Royal Enfield (RE) motorcycles and higher powered bikes in general. RE, Shine and Pulsar are preferred by potential buyers in that order.

- **Cars – Maruti, Hyundai hold sway:** In the car segment, Maruti, Hyundai are the most desired brands among potential buyers and are ranked neck-to-neck across key performance metrics (technology, mileage, aesthetics, resale value, dealer location). Price points and after-sale service (besides mileage) are the key determinants of buyer preference. As many as 70% of potential car buyers would opt for new-launch models (50% of these prefer the petrol segment).

- **Aspirations high; fuel price and mileage matter:** Over 70% of respondents are more confident on the overall economy than before the general elections. A comparison of current-owner budgets with those of potential buyers reveals a willingness to upgrade to premium bikes, with ~57% of new buyers looking to spend Rs 55k+ (of these only 45% would need financing). Similarly in cars, ~40% of potential car buyers are looking to spend Rs 700k+. Mileage is the primary purchase consideration and this is true irrespective of income levels, while ~50% of respondents consider a fuel hike of over Rs 3/ltr to be significant.

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Survey statistics

Survey objective

To gauge car and 2W demand patterns and brand preferences in Urban India

Sample set

Religare employees across cities and income brackets in Urban India

Number of respondents

1,500

Number of towns and cities covered

35 towns and cities

Other interesting findings

- More than a third of 2W owners have had their vehicles for over 5 years.
- 35%/66% of scooter owners drive <10km/20km a day, 74% of motorcycle owners drive >20km, and 86%/40% of car owners drive > 20km/40km.
- In 4Ws, 60% of consumers feel buyer preference is moving in favour of SUVs.
- Ownership of 2Ws (vs. 4Ws) is more concentrated in lower income groups.
- Hero motorcycles are clearly favoured by the lower income group; Bajaj is ranked third across most buying criteria.

Hits and Misses

	Hits	Misses
Bikes	Hero, Honda, RE	BJAUT
Scooters	Honda, TVSL	MM, Yamaha
Cars	MSIL, Honda, Hyundai	MM, TTMT

Top Picks: MSIL, TTMT, AL

India Auto Urban Consumer Survey

Premium aspirations amid economic upturn

Key survey findings

Fig 1 - Overall, 50% of respondents prefer motorcycles as a daily mode of conveyance

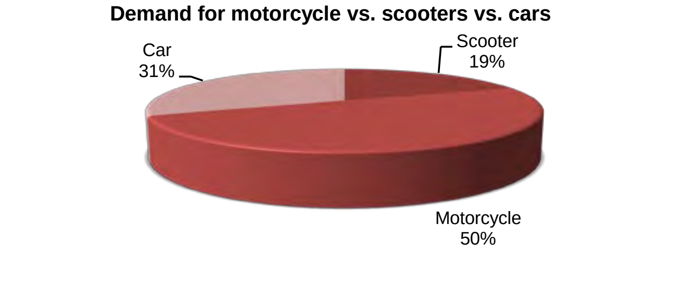


Fig 2 - While 53% of men prefer motorcycles, >40% of women respondents find scooters more convenient for daily use

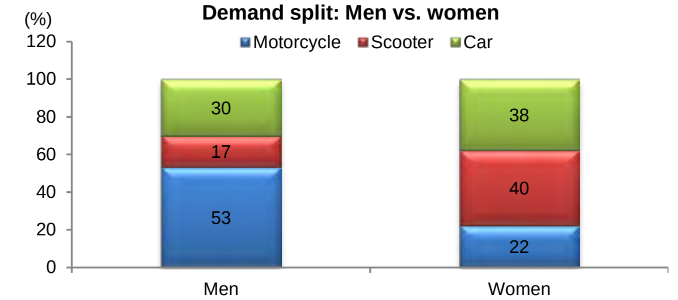


Fig 3 - Potential 2W buyers aspire for premium brands (Royal Enfield, Pulsar)…

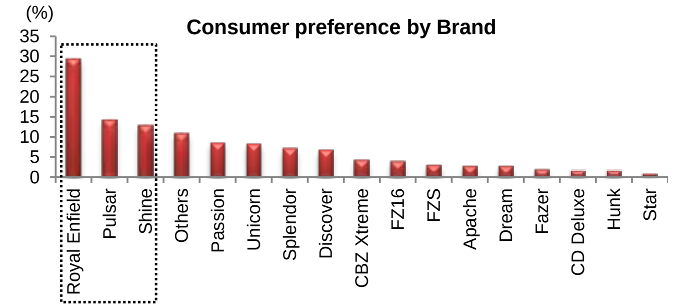


Fig 4 - …as also evidenced by their rising budgets

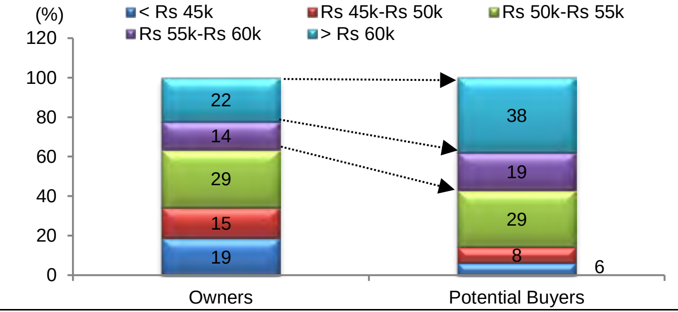


Fig 5 - Savings from travelling by 2Ws vis-à-vis rickshaws total an estimated ~Rs 400/mth

Travel costs	
Cost of travel by 3W (rickshaw)	
Cost of travel of 3km (Rs)	34
Distance travelled per month (round trip for 25 days)	50
Total expense (Rs per month)	**1,700**
Cost of travel by scooter	
Total km travelled (per month)	150
Total driving expense (Rs) (Petrol price @ Rs 70, avg. 50kmph)	210
Maintenance expense (Rs)	200
Ownership Cost (Rs)	870
Total expense (per month)	**1,280**
Saving per month (Rs)	**420**

*Mumbai Auto Rickshaw minimum fares considered

Fig 6 - In cars, 60% of potential buyers are looking at a price range >Rs 500k (Swift, Grand i10, Elite i20 & above)

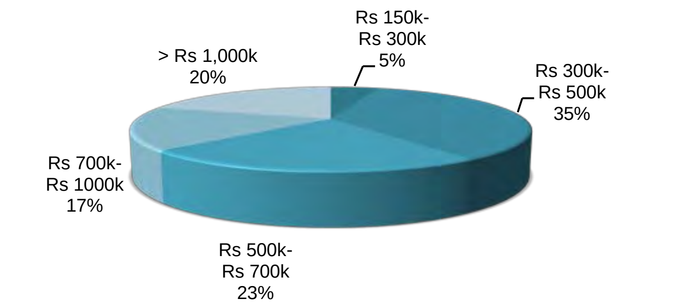


Fig 7 - Mileage is the top consideration for consumers when buying a vehicle

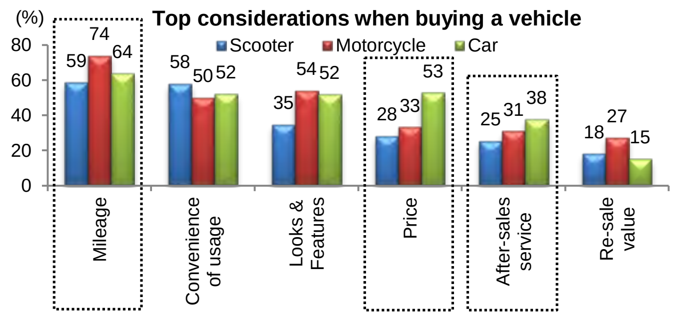


Fig 8 - Rankings: Hero wins in bikes; Honda in scooters

Bikes	Tech	Mileage	Asthetics	After sale service	Resale value	Overall*
Hero	2	1	4	1	1	**9**
Honda	1	3	1	2	2	**9**
Bajaj	4	2	3	3	3	**15**
Yamaha	3	5	2	4	4	**18**
TVS	5	4	5	5	5	**24**
Scooters						
Honda	1	1	1	1	1	**5**
Hero	2	2	4	2	2	**12**
TVS	5	3	3	3	3	**17**
Yamaha	3	5	2	5	5	**20**
Suzuki	4	4	5	4	4	**21**

Company relative ranking: on a scale of 1-5, 1 for highest | *Sum of ranks on individual parameters

What CURRENT OWNERS tell us

Ownership profile

Fig 9 - 70% of respondents already own a 2W…

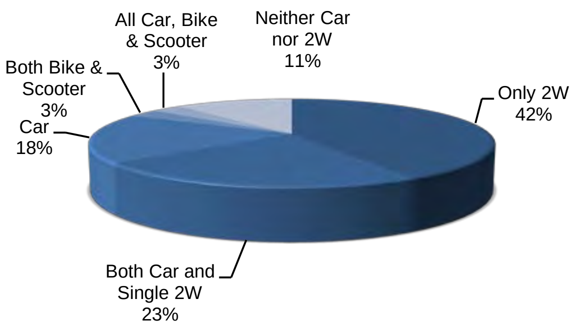


Fig 10 - …of these, 47% own only a motorcycle (and no other vehicle) and 12% own only a scooter

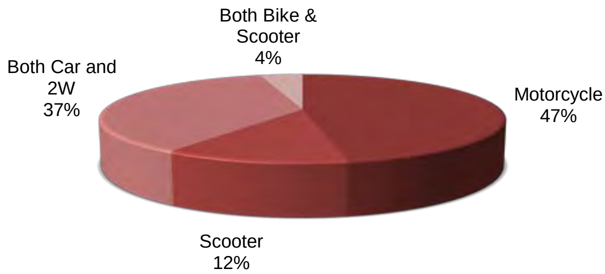


Fig 11 - 2W ownership is more concentrated in lower income groups

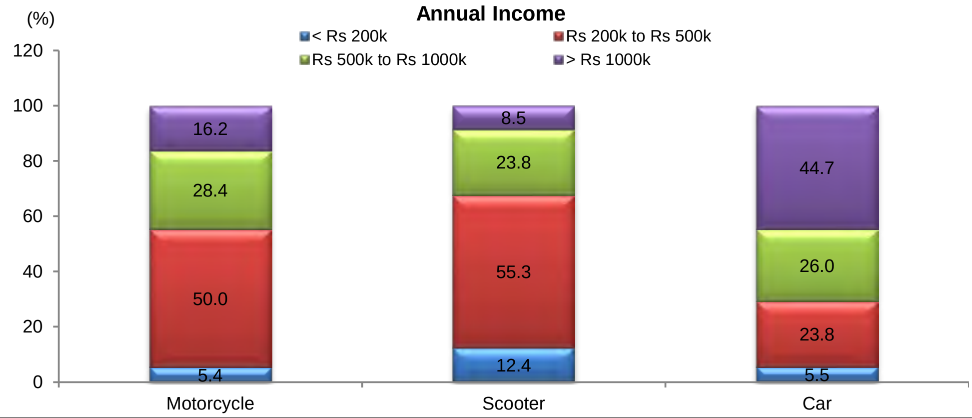


Fig 12 - 72% of respondents are more confident on the overall economy and growth prospects

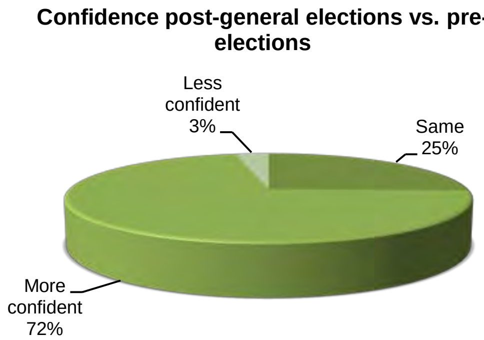


Fig 13 - Only 43% feel that income growth has kept pace with rising prices

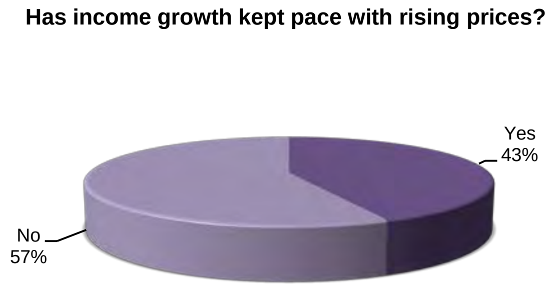


Fig 14 - 51% of respondents manage to save more than 10% of their income

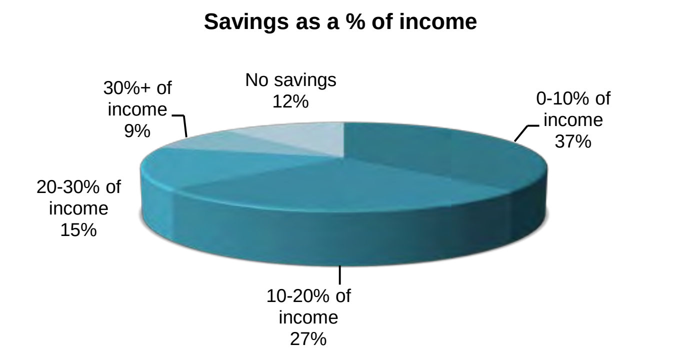


Fig 15 - 35% of 2W owners and 23% of car owners have had their vehicles for over 5 years

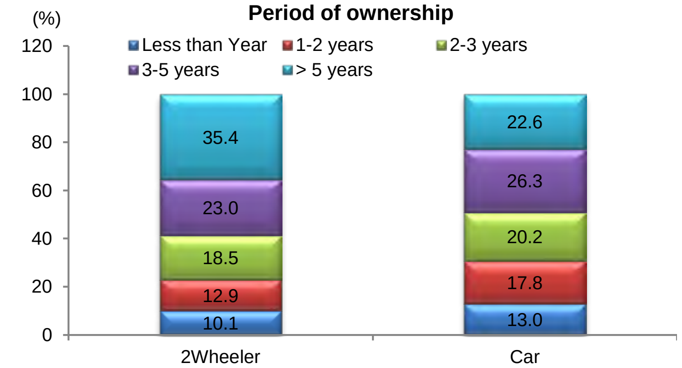


Fig 16 - 53% of male respondents find motorcycles most convenient for daily use…

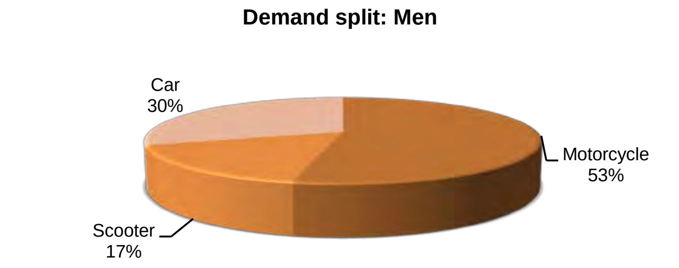


Fig 17 - …while 40% of women consider scooters most convenient, followed by cars

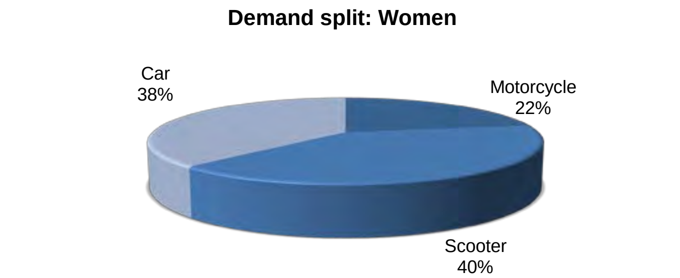


Fig 18 - Overall, 50% of respondents prefer motorcycles as a daily mode of conveyance…

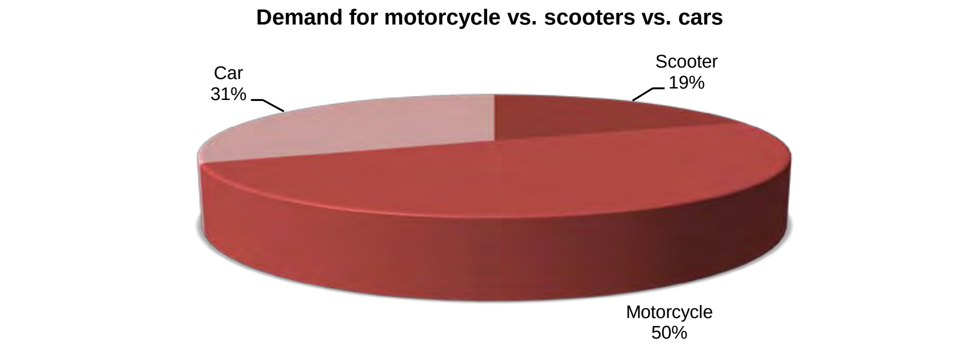
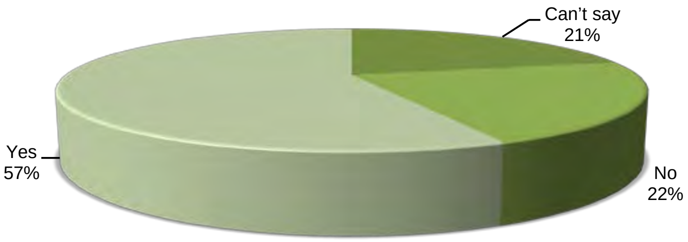


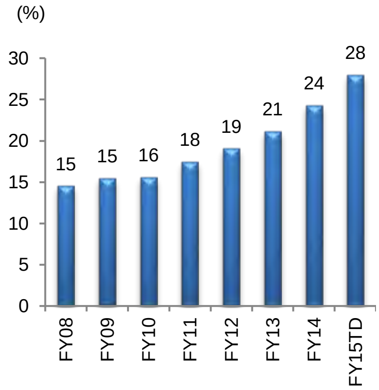
Fig 19 - …but an increasing number of consumers feel buyer preference is changing in favour of scooters

Is buyer preference shifting in favour of scooters?



Growing market share for scooter segment in 2W space

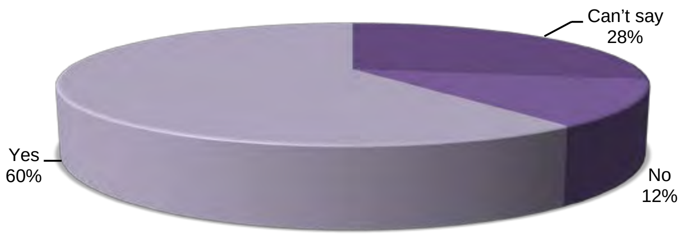
Scooter share



Source: SIAM

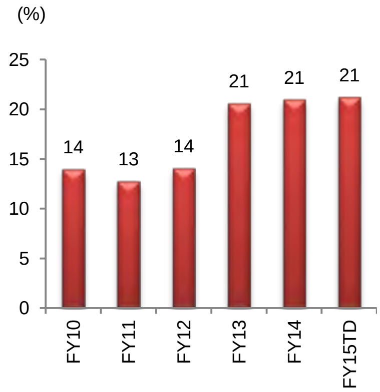
Fig 20 - In the 4W space, consumers feel buyer preference is changing in favour of compact SUVs

Is buyer preference shifting in favour of UVs?



Market share for UV segment stable; compact SUVs growing

UV share



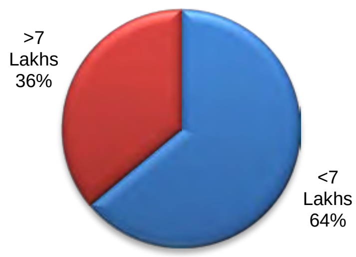
Source: SIAM

Fig 21 - Expected (or recent) new launches in the SUV segment

New Model	Company	Expected launch
Go+	Datsun	Jan-15
Lodgy	Renault	Apr-15
2 Compact SUVs	MM	Q1FY16/Q2FY16
ix25 Compact SUV	Hyundai	H2FY16
SX4 S-Cross	*Maruti*	*H2FY16*
Compact SUV codenamed YBA (*Vitara Brezza*)	Maruti	H2FY16
Rush	Toyota	H2FY16

Source: Industry, RCML Research

% of cars volumes (FY15) in respective price range



Source: SIAM

India Auto Urban Consumer Survey

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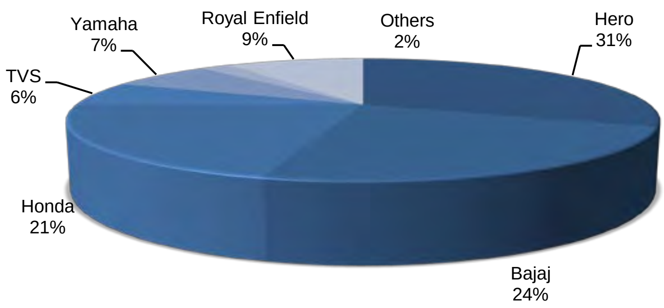
AUTOMOBILES

Brand preference

MOTORCYCLES

Fig 22 - Hero leads in brand preference but not by a distance, possibly explaining the more evolved urban market

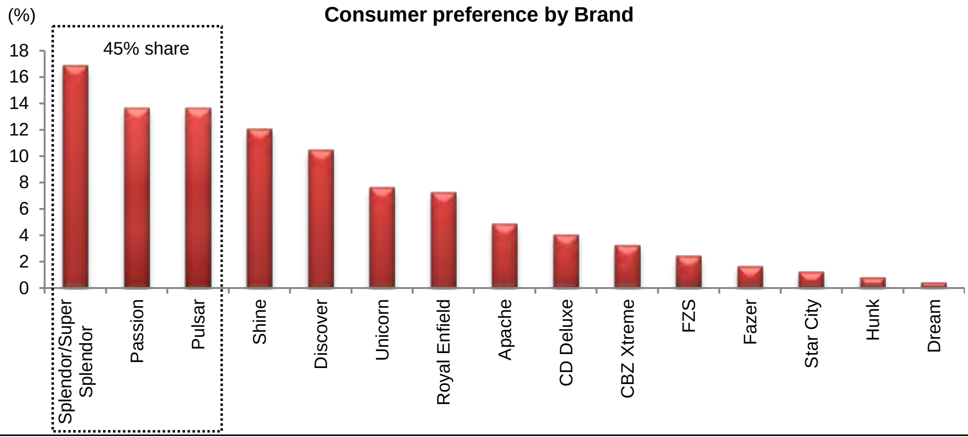


FY15TD company-wise market share in motorcycles

Company	Market share %
HMCL	52.8
BJAUT	16.6
HMSI	16.4
TVS	6.3
Yamaha	3.3
Royal Enfield	2.9
Others	1.9

Source: SIAM

Fig 23 - Three of Hero & Bajaj's decade-old brands account for ~45% of vehicle ownership; Honda's *Shine* has caught up well, but the *Dream* bike series lags



Category-wise ownership distribution

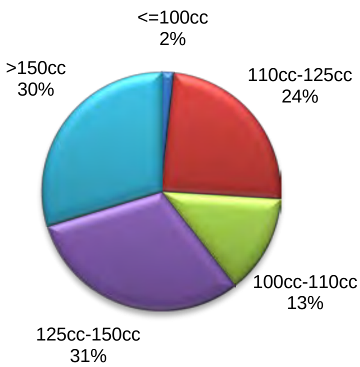
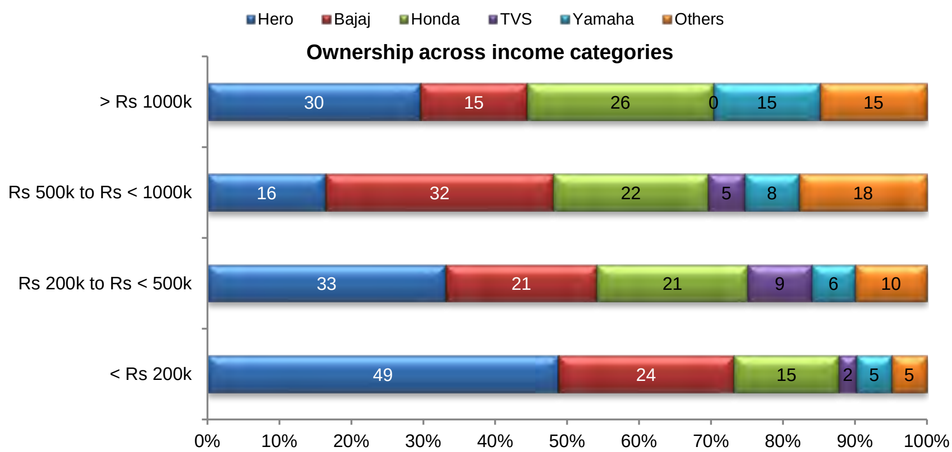
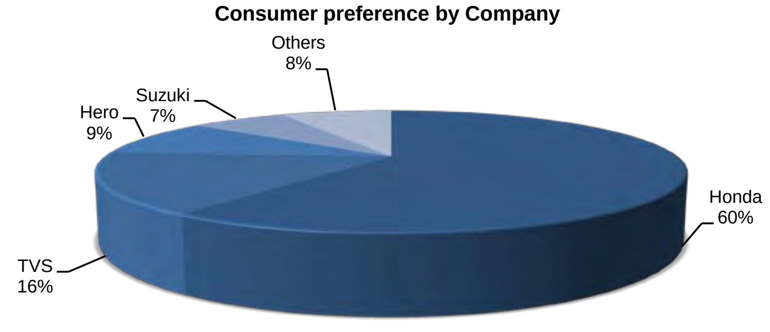


Fig 24 - Hero clearly favoured by the lower income group



SCOOTERS

Fig 25 - Honda rules the road in the scooter segment…



FY15TD company-wise market share in scooters

Company	Market share %
HMSI	55.1
HMCL	16.9
TVS	15.4
Suzuki	6.2
Yamaha	4.9
Mahindra 2W	1.0
Piaggio	0.6

Source: SIAM

Fig 26 - …with its *Activa* brand in the lead

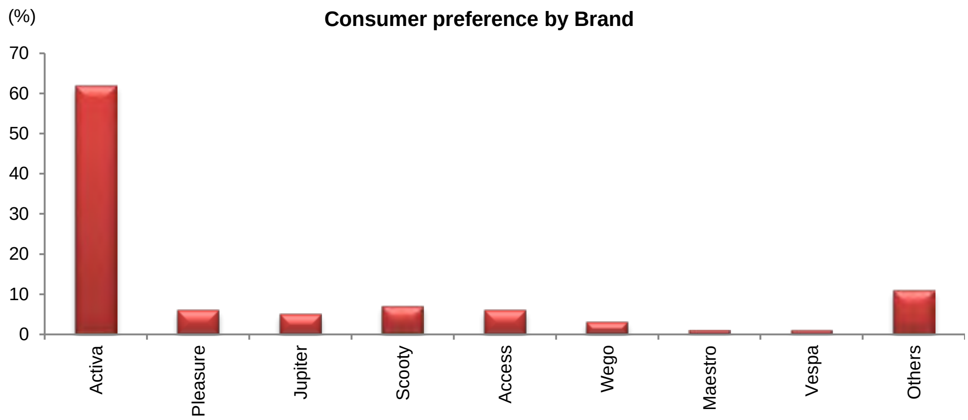
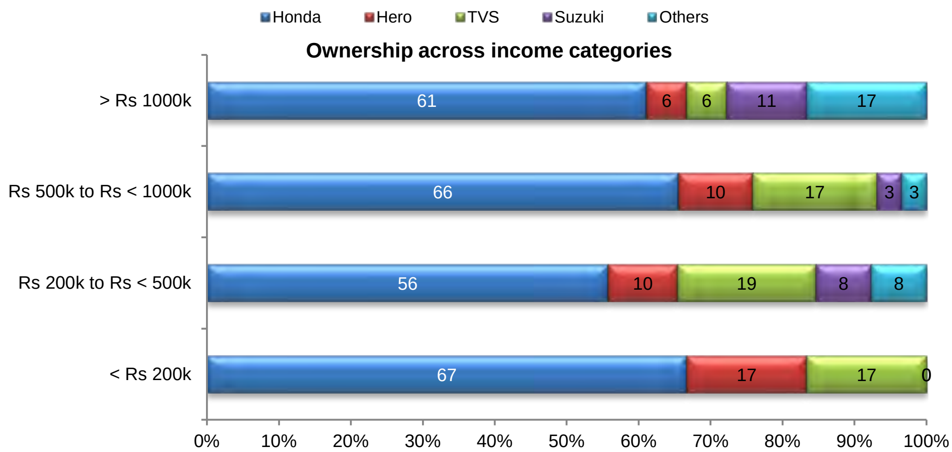


Fig 27 - Honda ownership uniformly distributed across income categories



Usage and Fuel prices

Fig 28 - Scooters: used by majority of owners for daily office commuting as well as shared family requirements

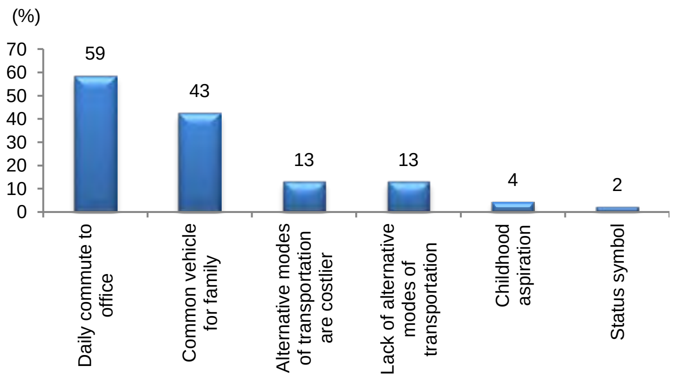


Fig 29 - Scooters: 35% of owners drive less than 10km per day, 66% drive less than 20km per day

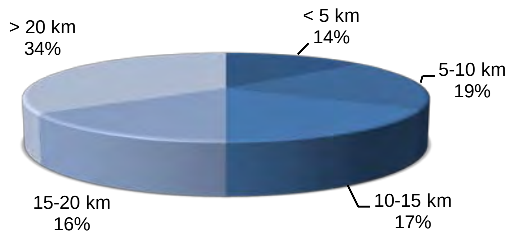


Fig 30 - Motorcycles: used by 75% of owners for daily commuting to office

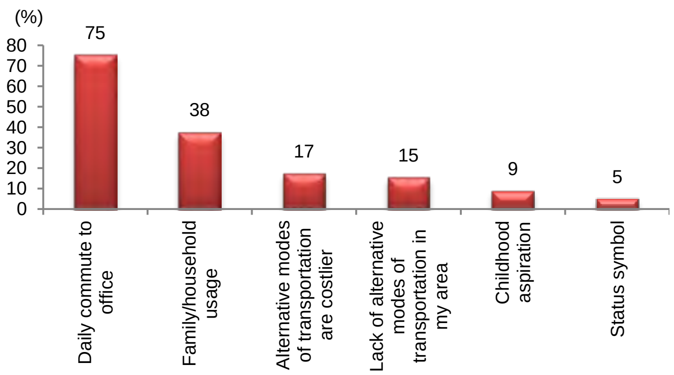


Fig 31 - Motorcycles: 74% of owners drive more than 20km per day

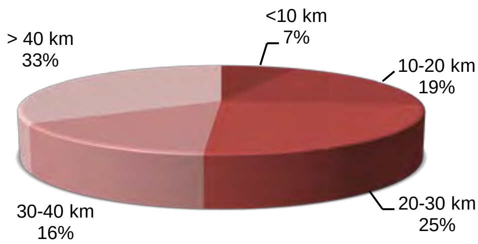


Fig 32 - Cars: used by 75% of owners for daily commuting and 31% for weekend travel

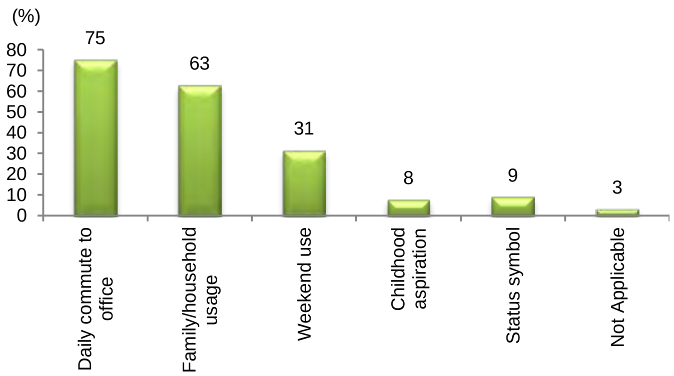


Fig 33 - Cars: 86% of owners drive more than 20km per day and 40% more than 40km a day

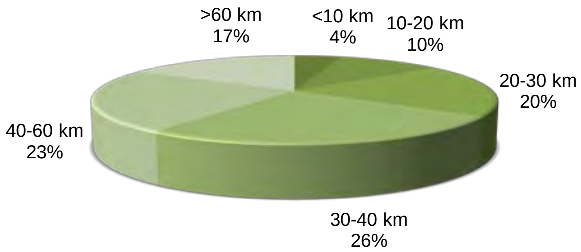


Fig 34 - Savings from travelling by 2W vis-à-vis rickshaws

Travel costs	
Cost of travel by 3W (rickshaw)	
Cost of travel of 3km (Rs)	34
Round trip	2
Days travelled per months	25
Total expense (Rs per month)	**1,700**
Cost of travel by scooter	
Distance travelled (km)	6
Days travelled	25
Total km travelled (per month)	150
Petrol used (avg. of 50kmpL)	3.0
Petrol price (Rs)	70
Total driving expense (Rs)	210
Maintenance expense (Rs)	200
Ownership Cost (Rs)	870
Total expense (per month)	**1,280**
Saving per month (Rs)	**420**

**Mumbai Auto Rickshaw minimum fares considered*

Fig 35 - 36% of respondents don't foresee any impact on vehicle usage with rise in fuel prices

What amount of petrol price hike will significantly affect vehicle usage?

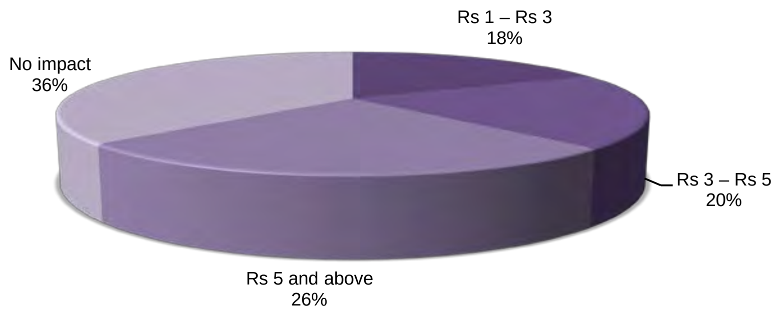
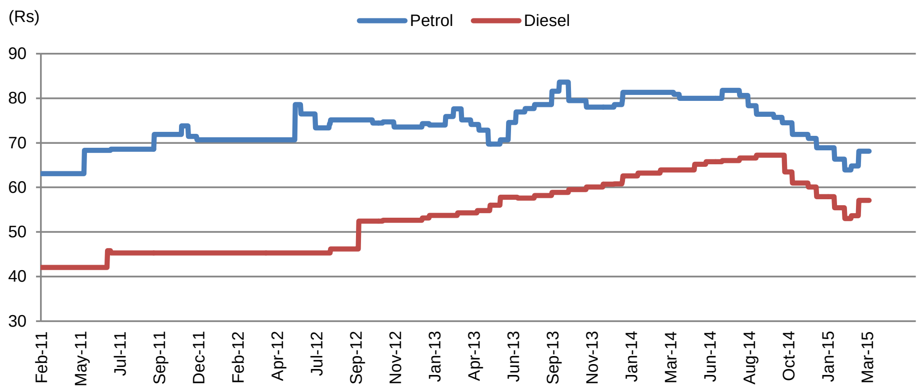


Fig 36 - Fuel price trend for the past 4 years



Source: Industry, RCML Research | Prices in Mumbai

What POTENTIAL BUYERS tell us

Buyer profile

Fig 37 - Customer preferences: 50% of all respondents prefer motorcycles as a daily mode of conveyance, 31% prefer cars and 19% scooters

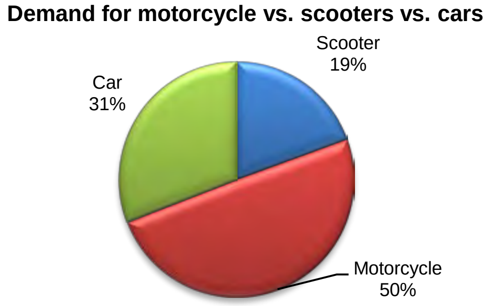


Fig 38 - 49% of respondents with scooter preference are looking to buy a scooter in the near term…

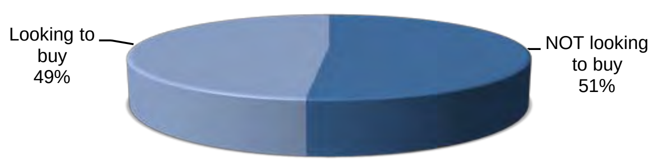


Fig 39 - …55% of whom are first-time buyers, indicating under-penetration in scooters

Fig 40 - 43% of respondents with motorcycle preference are looking to buy a motorcycle in the near term …

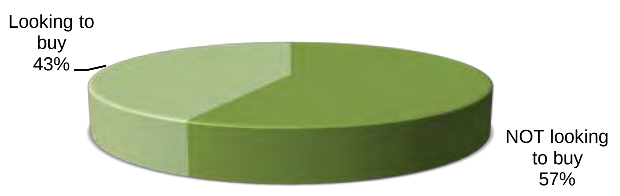


Fig 41 - …of which only 26% are first-time buyers

Fig 42 - 59% of respondents with car preference are looking to buy a car in the near term…

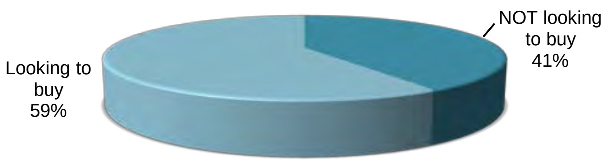


Fig 43 - …of which 40% are first-time buyers

Brand preferences

SCOOTERS

Fig 44 - Honda tops the list among potential scooter buyers…

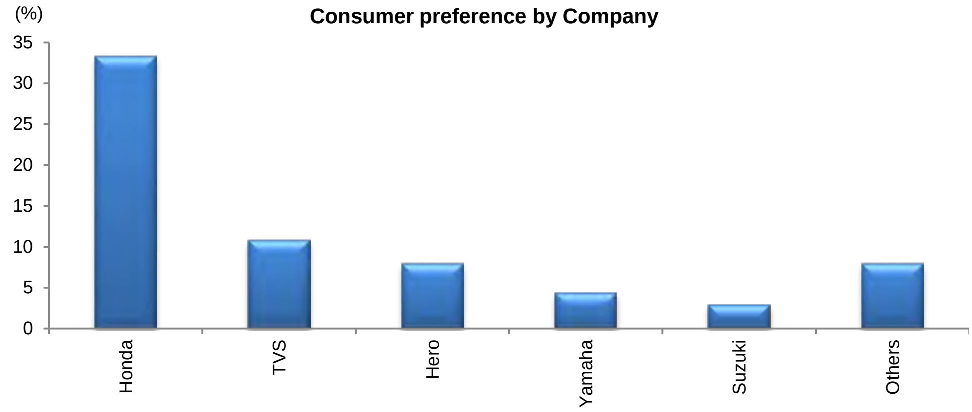


Fig 45 - …and so does its Activa brand; Jupiter and Vespa find favour too

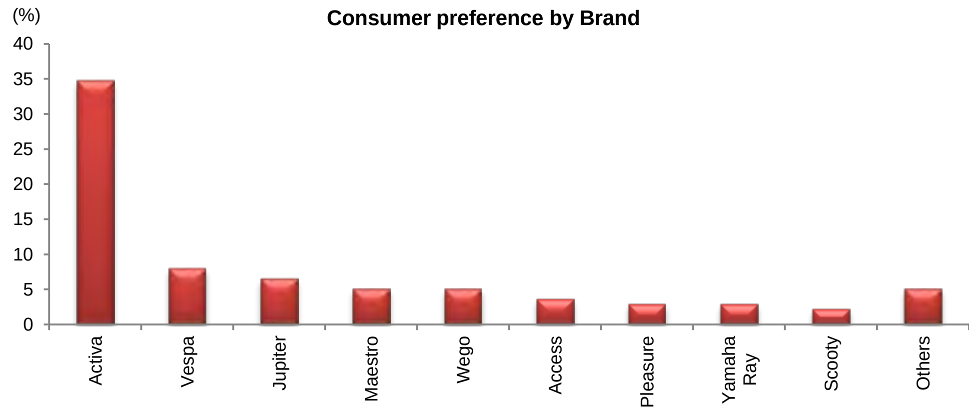
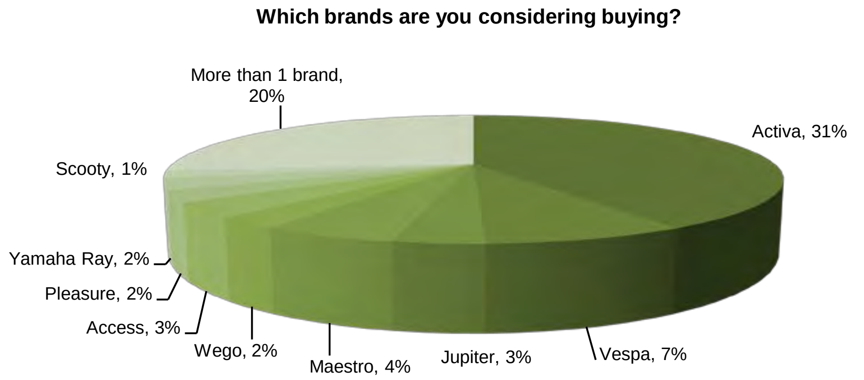


Fig 46 - Only 20% of potential scooter buyers are willing to consider more than one brand – implying the majority show strong brand loyalty



MOTORCYCLES

Fig 47 - While Hero brands rule among current owners, more potential buyers are considering Honda's products, RE has caught up well and TVS lags

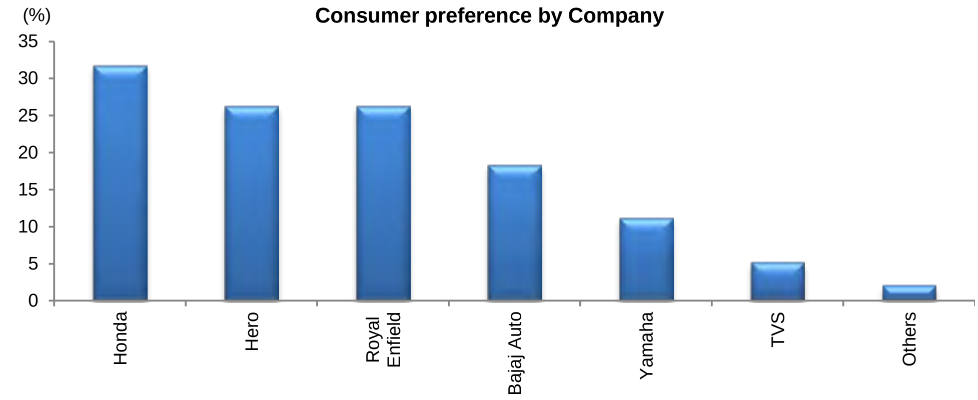


Fig 48 - ~30% of potential motorcycle buyers aspire to buy an RE motorcycle; more interest shown for higher powered brands (Pulsar, Unicorn)

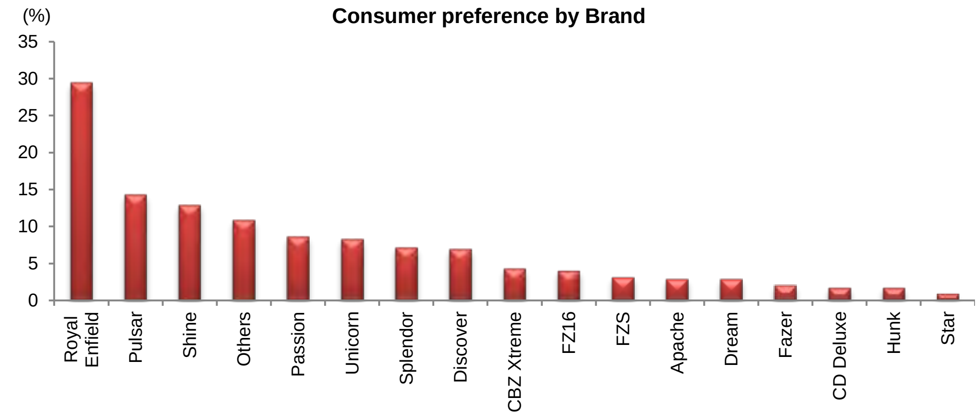
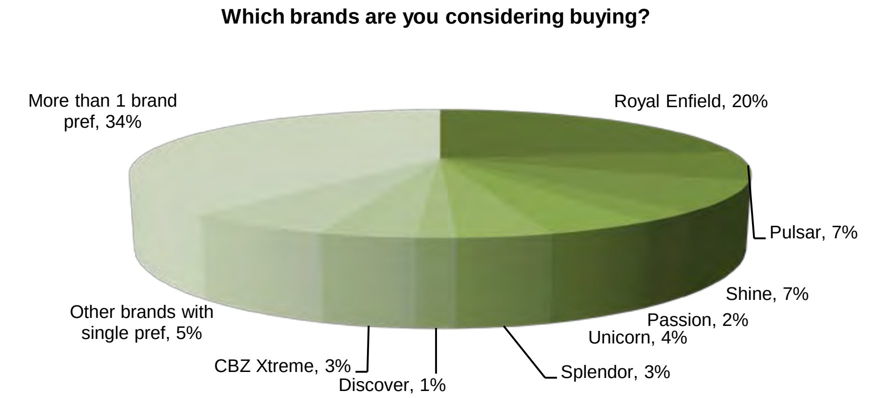


Fig 49 - Despite availability of several brands, ~66% of potential buyers have only a single brand in mind



CARS

Fig 50 - Maruti, Hyundai lead the pack in the car segment in terms of preference among potential buyers

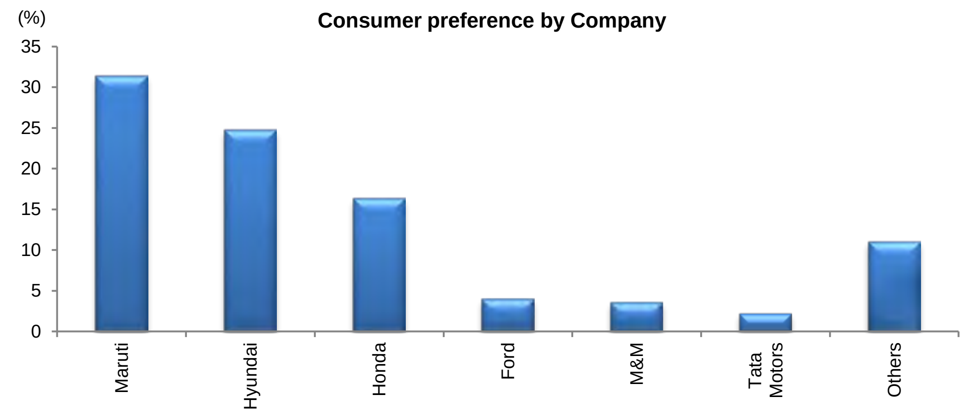


Fig 51 - 70% of potential car buyers would go for a new launch model

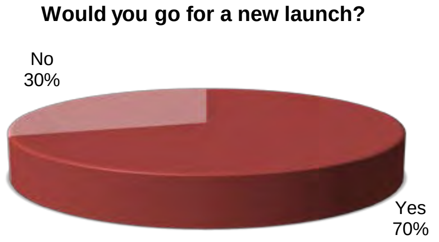


Fig 52 - 40% of potential car buyers intend to buy a second car

Fig 53 - 50% of respondents (with car preference) prefer petrol models

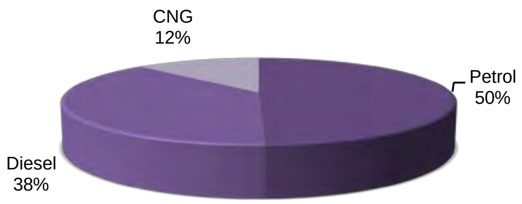
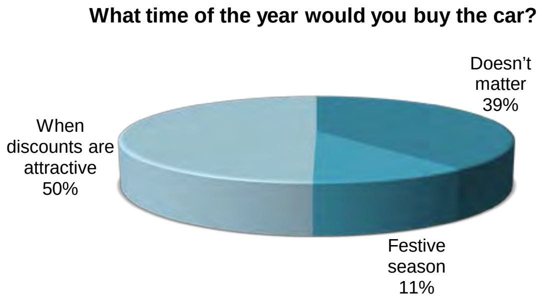


Fig 54 - 50% of respondents (with car preference) look to buy a car when discounts are attractive



Budget and purchase decision

Fig 55 - Employment/economic outlook is a key factor influencing purchase timing

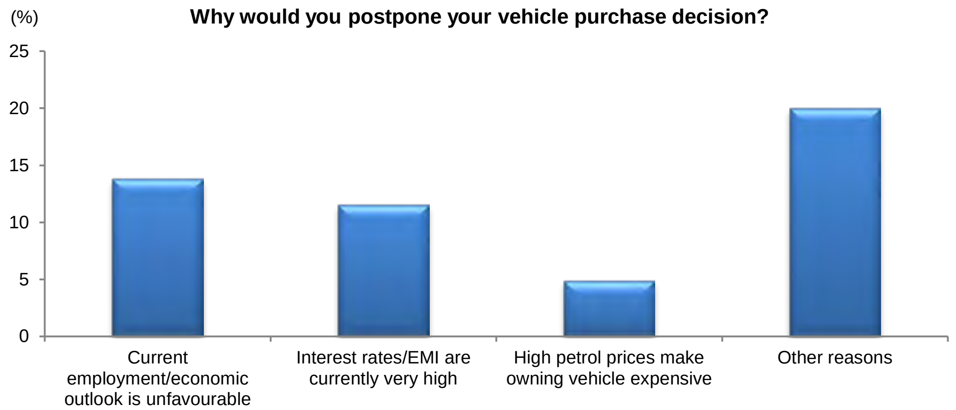


Fig 56 - Scooters: Budget for potential buyers healthy and well distributed across price ranges

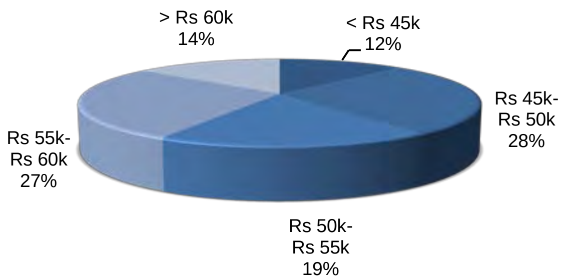


Fig 57 - Scooters: 39% of potential buyers would finance their purchase

Fig 58 - Motorcycles: 38% of potential buyers prefer >Rs 70k bikes, indicating premium-end demand

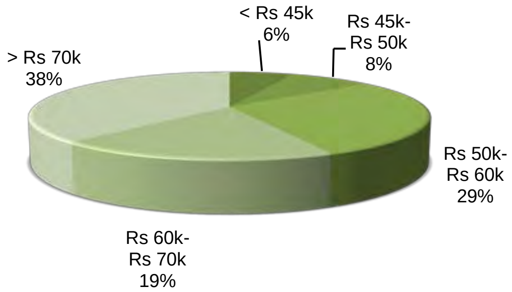


Fig 59 - Motorcycles: 45% of potential buyers would look to finance their purchase

India Auto Urban Consumer Survey

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Sector Thematic

INDIA

AUTOMOBILES

Fig 60 - Scooters: No clear uptrading trends

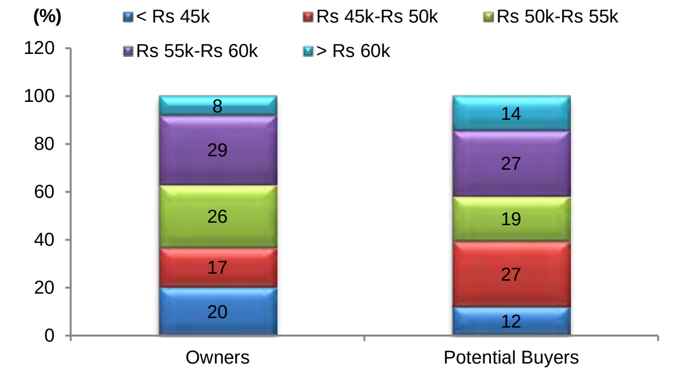


Fig 61 - Motorcycles: Potential buyers aspiring for higher-end bikes

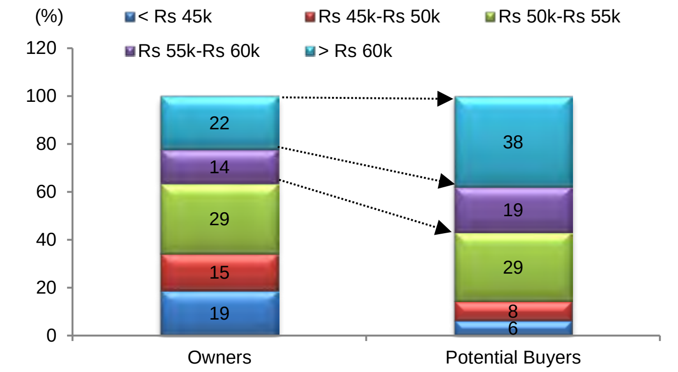


Fig 62 - Cars: 60% of potential buyers are looking at price range above Rs 500k (Swift, Grand i10, Elite i20 & above)

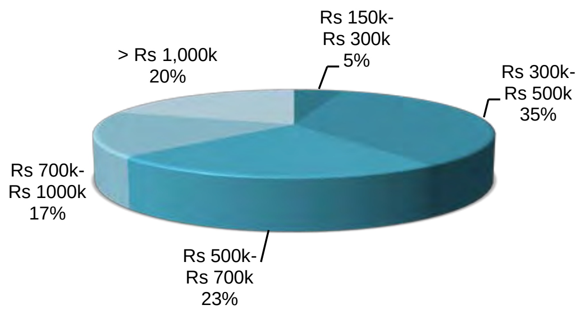


Fig 63 - Cars: 3/4th of potential buyers looking to finance the purchase

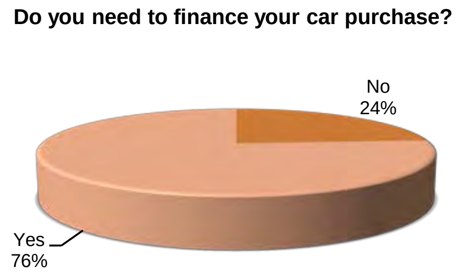
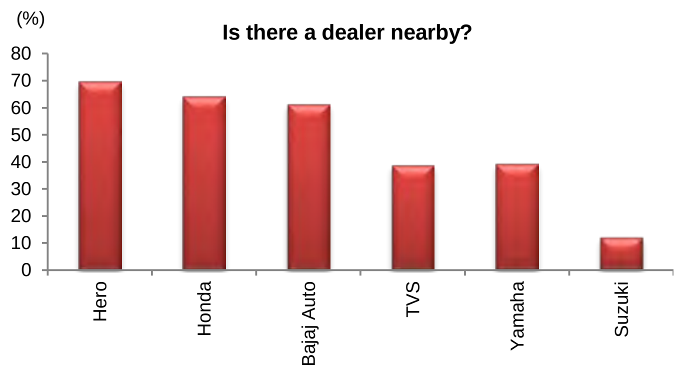


Fig 64 - TVS, Yamaha and Suzuki lag significantly in terms of dealer penetration in 2W



#Based on responses from those preferring Motorcycles

Fig 65 - For cars, Maruti, Hyundai and Honda clearly lead the pack

Fig 66 - Motorcycle brand presence by price range

Price range	Company	Brand names
< Rs 45k	Hero	HF Dawn, HF Deluxe
	Bajaj	Platina, CT100
	TVS	Max, Star Sport, Star City Plus
	Honda	CD 110
	Yamaha	Crux
	Mahindra	Pantero
Rs 45k-50k	Hero	Splendor (Plus/PRO/Pro Classic/ismart), Passion Pro
	Bajaj	Discover 100T/100M
	TVS	Jive
	Honda	Dream Neo, Dream Yuga
	Yamaha	YBR110
	Suzuki	Hayate
	Mahindra	Centuro
Rs 50k-55k	Hero	Super Spelndor; Passion XPro
	Bajaj	Discover 125M
	TVS	Phoenix
	Honda	CB Twister, CB Shine
	Yamaha	YBR125
	Suzuki	Slingshot Plus
Rs 55k-60k	Hero	Glamor
	Bajaj	Discover150S
	Honda	CBF Stunner
	Yamaha	SS
	Suzuki	Slingshot
Rs 60k-70k	Hero	Ignitor, Achiever
	Bajaj	Pulsar135, Discover 150F
	Honda	CB Trigger, CB Unicorn
	Yamaha	SZ
Rs 70-80k	Hero	Hunk, Xtreme, Impulse
	Bajaj	Pulsar 150/180
	TVS	Apache
	Honda	CBR
	Yamaha	FZ, FZ S, FZ16, SZ S
	Suzuki	GS150R, Gixxer
Rs 80-100k	Hero	Karizma
	Bajaj	Pulsar, Pulsar 220/NS200; Avenger
	Yamaha	Fazer
	Royal Enfield	Bullet 350 Twinspark
>Rs 100k	Bajaj	KTM Duke
	Honda	CBR 150R, CBR 250R, CB1000RR, VFR, VT1300CX
	Yamaha	YZF R15, FZ 1, YZF R1, VMAX
	Suzuki	Inazuma, Intruder, GSX, V Storm, Bandit, Hayabusa
	Royal Enfield	Thunderbird, Bullet Electra, Continental GT
	Ducati	Ducati Monster, Hyper Motorad, Diavel, Multistrada
	BMW	BMW1200/1600
	Harley Davidson	Harley Davidson VRSCDX/FXD/FLH/FLST

Source: Zigwheels.com, RCML Research, Prices ex showroom Mumbai

Fig 67 - Scooter brand presence by price range

Price range	Company	Brand names
< Rs 45k	TVS	Kine, Scooty Pep Plus; Scooty Streak, Zest
	Mahindra	Duro, Flyte
Rs 45k-50k	Hero	Pleasure
	Mahindra	Gusto, Duro DZ
	Honda	Activa, Dio
	Suzuki	Lets
	Yamaha	Ray
Rs 50k-55k	Hero	Maestro
	TVS	Wego, Jupiter
	Honda	Aviator
	Yamaha	Alpha, Ray Z
	Suzuki	Access, Swish
	Mahindra	Rodeo RZ
Rs 55k-60k	Honda	Activa 125
> Rs 60k	Piaggio	Vespa

Source: Zigwheels.com, RCML Research, Prices ex showroom Mumbai

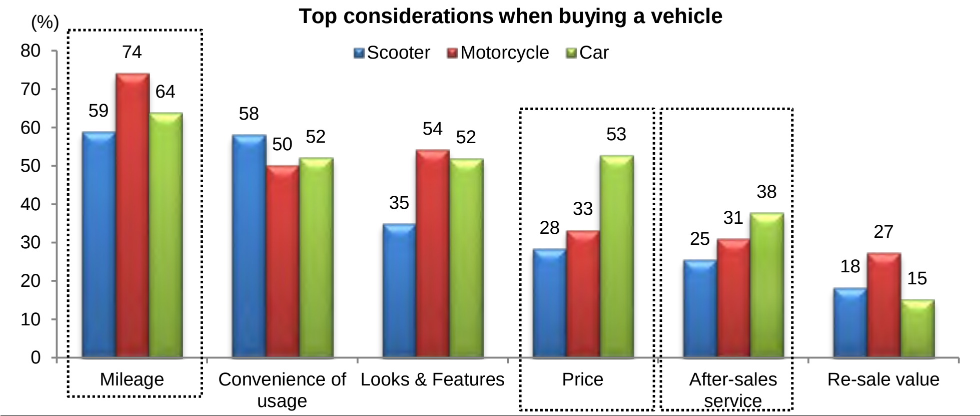
Fig 68 - Car brand presence by price range

Price range	Company	Brand names
< Rs 300k	Maruti	Alto 800, Omni
	Tata Motors	Nano
Rs 300k-500k	Chevrolet	Spark, Beat
	Datsun	Go, Go+
	Ford	Figo
	Honda	Brio
	Hyundai	Eon, i10
	Maruti	Eeco, Alto K10, Wagon R/Strigray, Celerio, Ritz
Rs 500k-700k	Ashok Leyland	Stile
	Chevrolet	Sail, Enjoy
	Fiat	Punto Evo
	Ford	Ford Classic
	Honda	Amaze
	Hyundai	Grand i10, Xcent, Elite i20
	Mahindra	E2O, Bolero, Vibe
	Maruti	Swift, Swift Dzire, Gypsy
	Nissan	Micra
	Renault	Pulse
	Skoda	Fabia
	Tata Motors	Bolt, Indica eV2, Vista, Zest, Indigo, Sumo Gold
	Toyota	Etios Liva
	Volkswagen	Polo
Rs 700k-1000k	Chevrolet	Enjoy
	Fiat	Avventura, Linea
	Ford	Fiesta, Ecosport
	Honda	Mobilio, City
	Hyundai	i20 Active, Verna
	Mahindra	Verito, Quanto, Thar, Xylo, Scorpio
	Maruti	Ertiga, Ciaz
	Nissan	Sunny
	Renault	Scala
	Skoda	Rapid
	Tata Motors	Safari
	Toyota	Etios, Etios Cross
	Volkswagen	Cross Polo, Vento
> Rs 1000k	Audi	Audi A3, Q4, A3 Cabriolet etc.
	BMW	1 series, 3 series, X1 etc.
	Chevrolet	Cruze, Capitva
	Ford	Endeavour
	Honda	CRV
	Hyundai	Sonata, Elantra, Santa Fe
	Mahindra	XUV500, Rexton (Ssangyong)
	Mercedes	A Class, B Class, C Class, GLA Class, CLS Class
	Maruti	Grand Vitara
	Nissan	Evalia, Terrano
	Renault	Duster, Florence, Koleos
	Tata Motors	Aria, Safari Storme
	Skoda	Octavia, Yeti, Superb
	Toyota	Corolla Altis, Innova, Fortuner, Camry, Prius
	Volkswagen	Jetta

Source: Zigwheels.com, RCML Research, Prices ex showroom Mumbai

Perception check: What matters, who scores

Fig 69 - Mileage is clearly a top consideration for buyers across segments; Price point and After-sales service are much higher considerations for car buyers



Rankings based on responses from CURRENT OWNERS

On a scale of 1 to 5, 1 being the highest

Fig 70 - Motorcycles: Hero and Honda tops the charts with the best aggregate score

	Technology	Mileage	Looks and Aesthetic Appeal	After Sales Services	Resale Value	Overall*
Hero	2	1	4	1	1	9
Honda	1	3	1	2	2	9
Bajaj	4	2	3	3	3	15
Yamaha	3	5	2	4	4	18
TVS	5	4	5	5	5	24

Fig 71 - Scooters: Clear brand preference pattern with Honda in the lead

	Technology	Mileage	Looks and Aesthetic Appeal	After Sales Services	Resale Value	Overall*
Honda	1	1	1	1	1	5
Hero	2	2	4	2	2	12
TVS	5	3	3	3	3	17
Yamaha	3	5	2	5	5	20
Suzuki	4	4	5	4	4	21

Fig 72 - Cars: Honda, Maruti, Hyundai in a close fight for the top spot

	Technology	Mileage	Looks and Aesthetic Appeal	After Sales Services	Resale Value	Overall*
Honda	1	2	2	3	2	10
Maruti	4	1	4	1	1	11
Hyundai	3	3	1	2	3	12
Toyota	2	5	3	4	4	18
Tata Motors	7	4	7	5	5	28
Ford	5	7	5	7	6	30
M&M	6	6	6	6	7	31

Source: RCML Research | *Sum of ranks on individual parameters

Key takeaways

- In motorcycles, **Hero** and **Honda** are the top brands for owners and potential buyers, scoring over competitors on parameters important to Indian buyers. In scooters, it's a clean sweep for **Honda** as the company tops the chart on all buying criteria.
- **Hero** wins the top spot across three key categories in motorcycles, i.e. mileage, after-sales service and resale value, while expectedly lagging in terms of technology and aesthetics appeal where Honda takes the lead.
- **Bajaj's** motorcycles are ranked 3rd (on average) across considerations.
- Most respondents have placed **TVS** at the bottom across considerations for motorcycles (3rd for scooters), reflecting the inherent weakness of its products.
- In cars, **Maruti** scores the most in terms of mileage, after-sales service and resale value, while losing out on technology and aesthetics appeal. While Honda leads in terms of technology, Hyundai is ahead in terms of aesthetics.
- Survey respondents have placed **M&M** and **Tata Motors** almost at the bottom of the rankings in the car category.

Survey rankings charted out

SCOOTERS

Fig 73 - Honda ranks at the top across all criteria, incl. technology; some gains for Hero from potential buyers

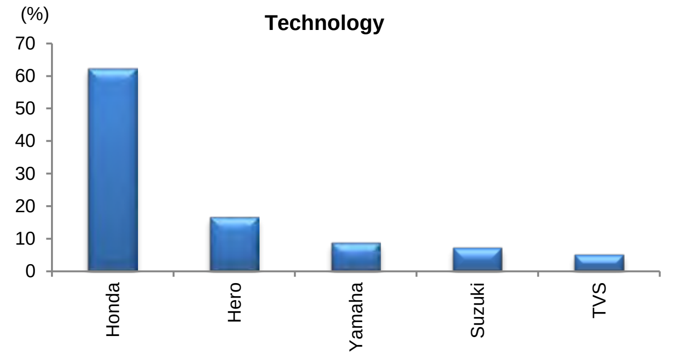


Fig 74 - Although Honda has a lead on the mileage front, the gap is narrow

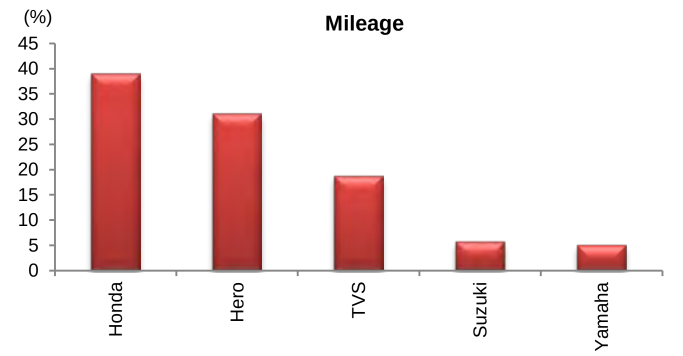


Fig 75 - Honda leads on aesthetic appeal despite the lack of much differentiation in scooter aesthetics

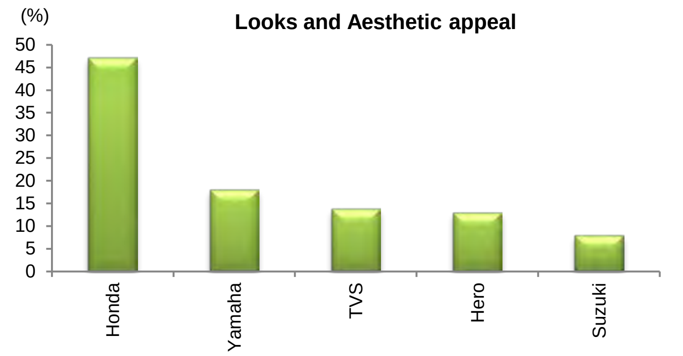


Fig 76 - Honda, with >50% market share in the scooter segment, ranks the highest on after-sales service

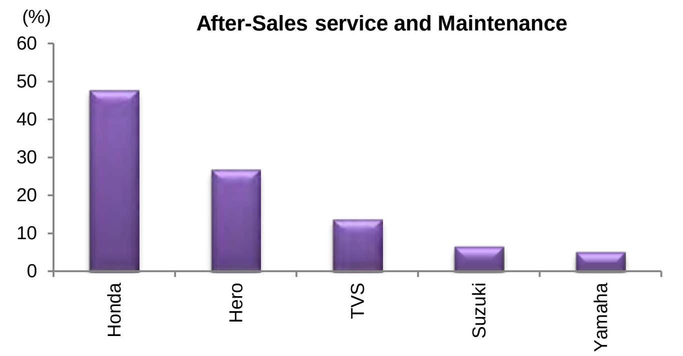
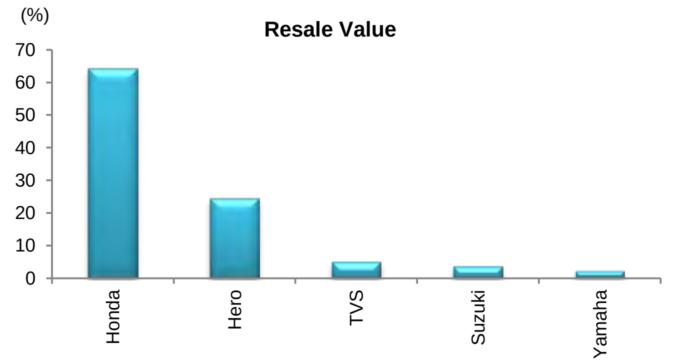


Fig 77 - Honda again tops the charts with the highest resale value attributed to its products



MOTORCYCLES

Fig 78 - Honda's motorcycles are perceived to have a technological edge over peers

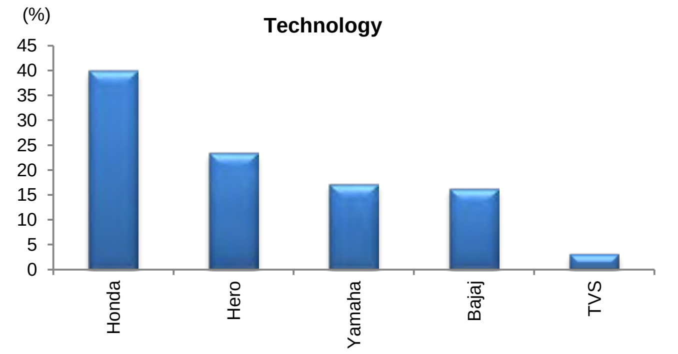


Fig 79 - Hero leads on the mileage front while Honda lags given the emphasis placed on cost of ownership

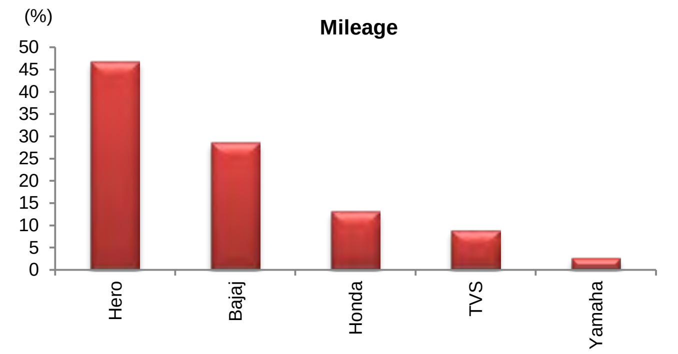


Fig 80 - Honda and Yamaha lead the pack for looks and aesthetic appeal

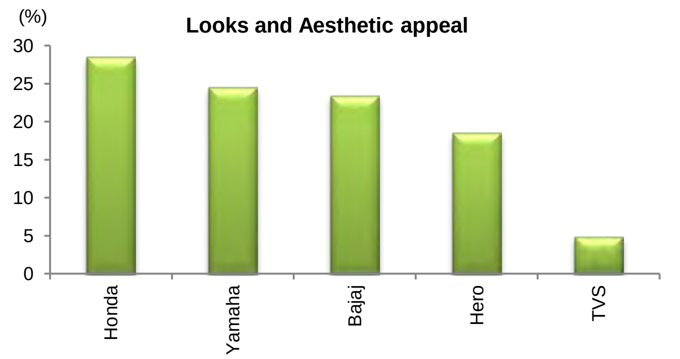


Fig 81 - Hero's wide sales network gives it a significant lead, Bajaj lags

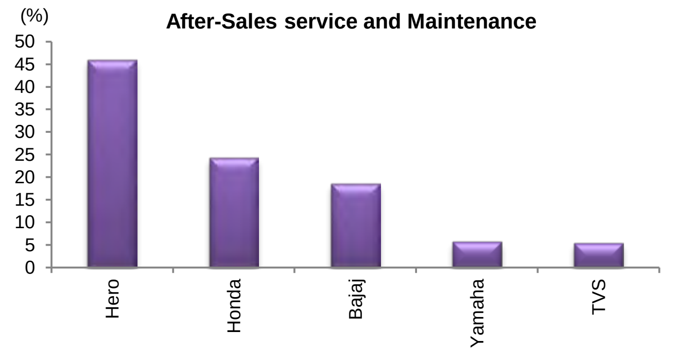
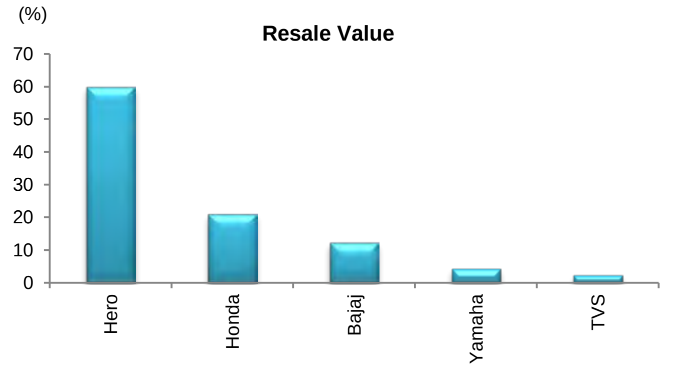


Fig 82 - Hero motorcycles have the highest resale value; this matters most for the lower income group



India Auto Urban Consumer Survey

Premium aspirations amid economic upturn

CARS

Fig 83 - Honda is perceived to have a technological edge over peers; Toyota & Hyundai follow, while Maruti is 4th

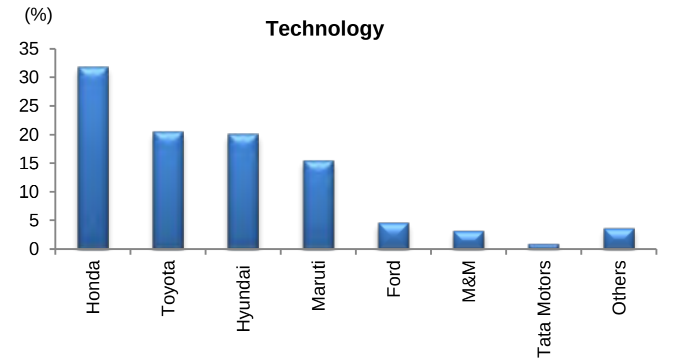


Fig 84 - Maruti leads on the mileage front, well ahead of its peers

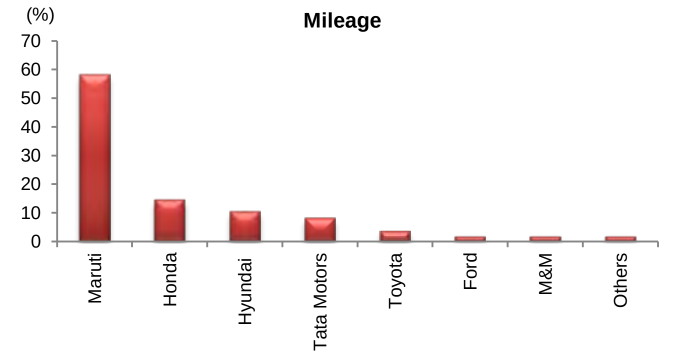


Fig 85 - Hyundai and Honda lead the pack for looks and aesthetics appeal, Maruti at no. 4

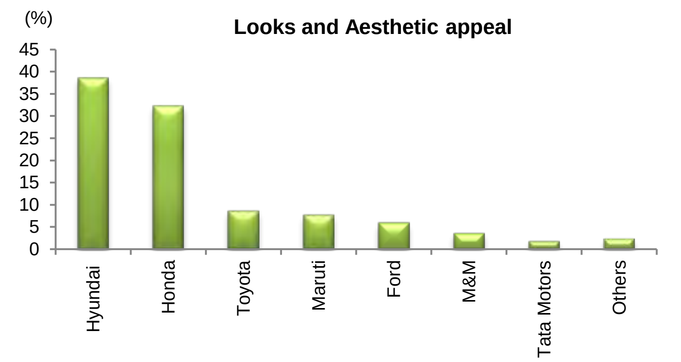


Fig 86 - Maruti's wide sales network gives it a significant lead, Other lag

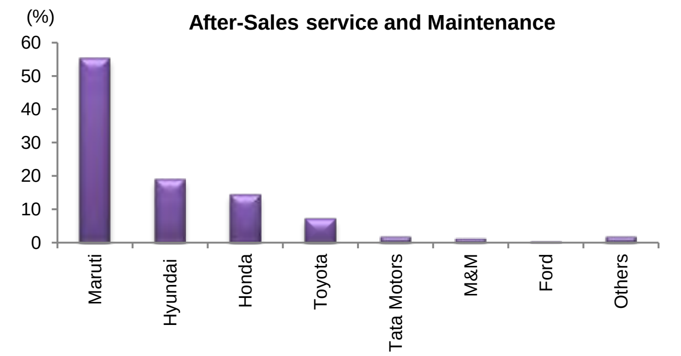
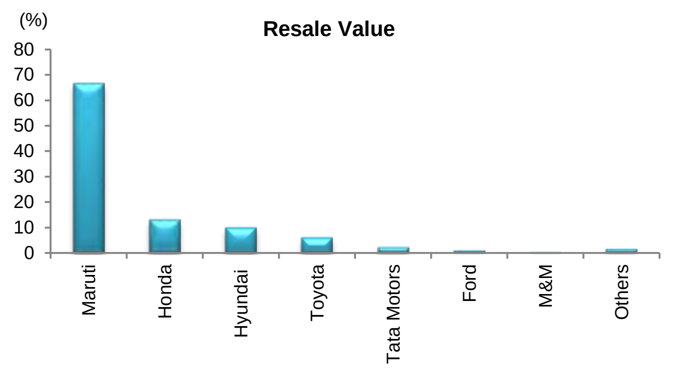


Fig 87 - Maruti's wide presence among the lower income group gives it a significant edge in terms of resale value



Preferences by income

High vs. Low income bracket

Fig 88 - Motorcycles: Monetary considerations like mileage, price and resale value understandably matter more to buyers in lower income brackets

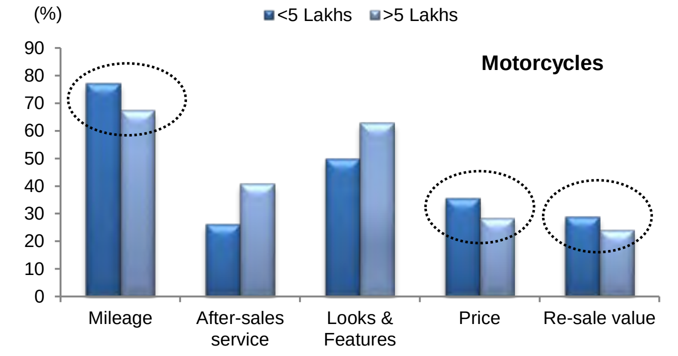


Fig 89 - Motorcycles: Hero emerges a clear leader among the lower income group; Yamaha/RE lead in the higher income bracket

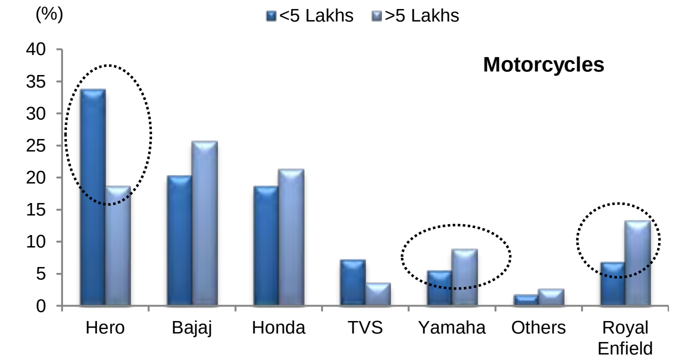


Fig 90 - Scooters: Monetary considerations matter, but there isn't much difference between income groups

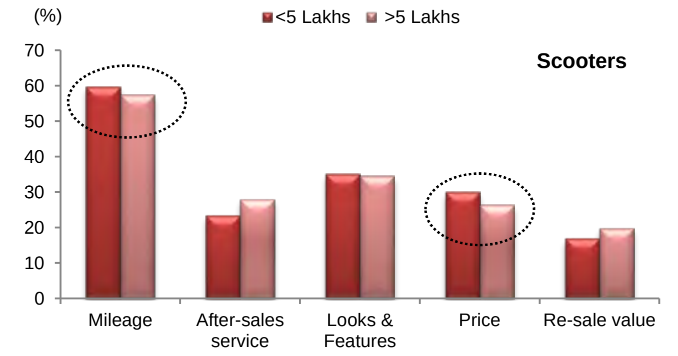


Fig 91 - Scooters: Honda finds high and equal preference across income strata

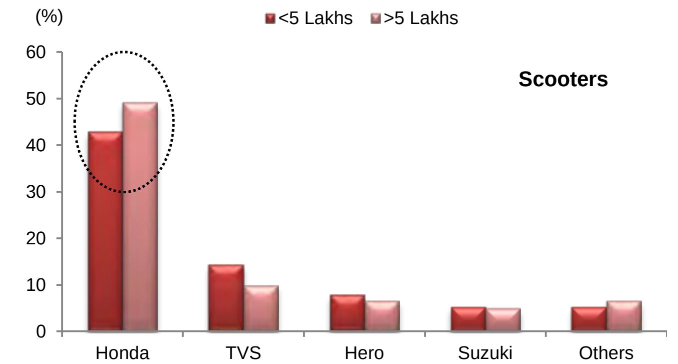


Fig 92 - Cars: Mileage consideration is materially higher in the lower income strata

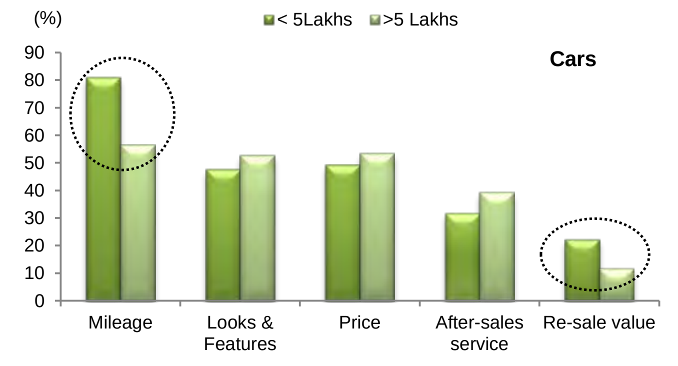


Fig 93 - Cars: Maruti/Hyundai clearly preferred by the lower income strata; Honda wins in higher income strata

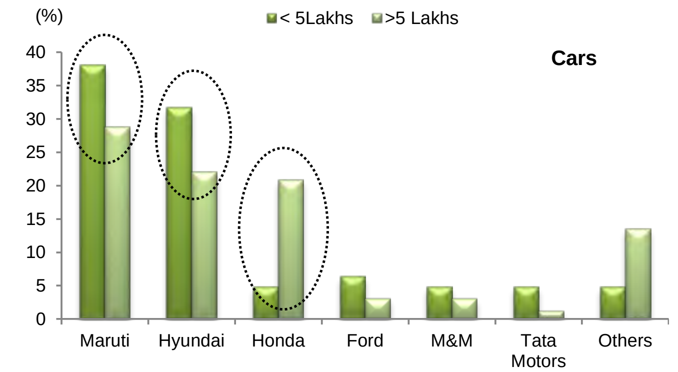
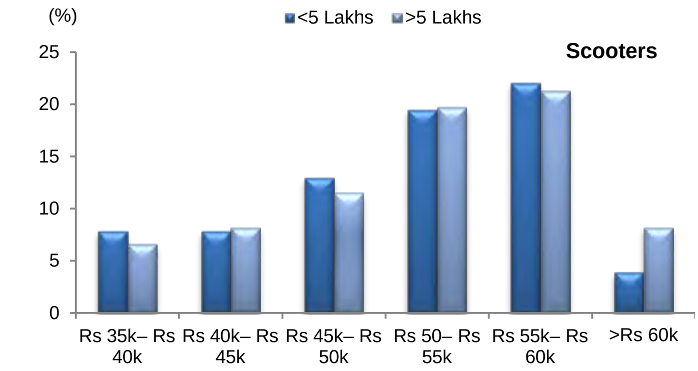


Fig 94 - Buyers in the higher income bracket prefer 2Ws priced >Rs 60k rather than sub-Rs 45-60k



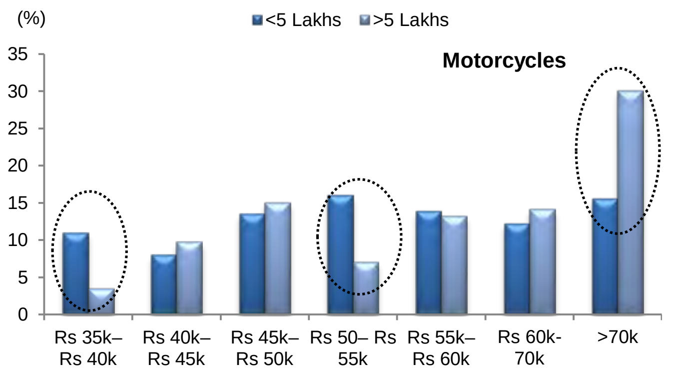
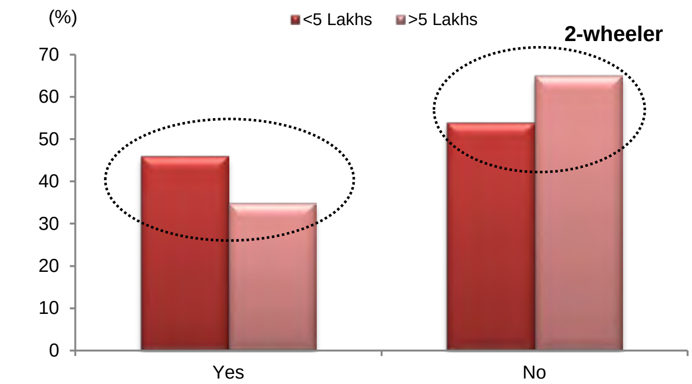


Fig 95 - Financing: Car buyers across income categories (74%) prefer to finance their purchase; in 2Ws, respondents in lower income brackets are more likely to get financing

Do you need to finance your vehicle purchase?



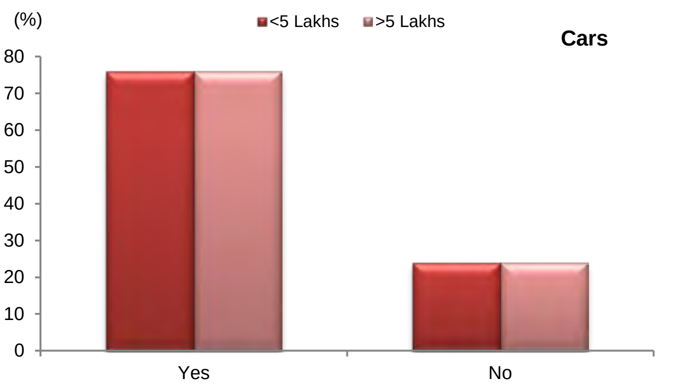
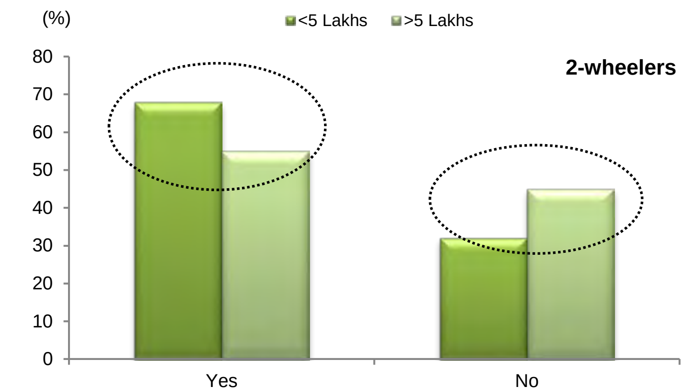
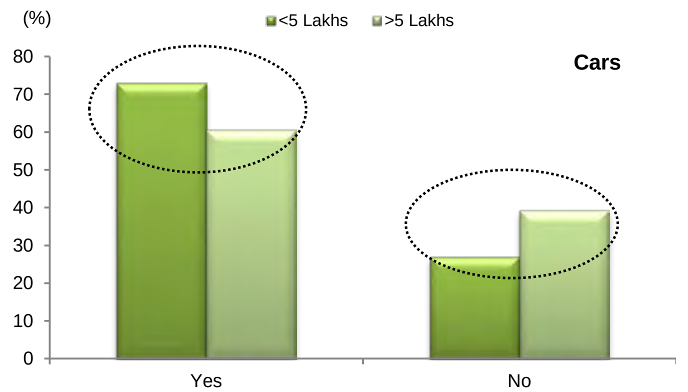


Fig 96 - Petrol price sensitivity: Understandably, buyers in lower income categories display higher sensitivity to fuel price increases

Will a fuel price hike impact your vehicle usage?





Appendix: About the Survey

Sample set characteristics

Our 2nd Auto Consumer Survey covered 1,500 respondents from the Religare group across tier I & II cities in India.

Fig 97 - Gender

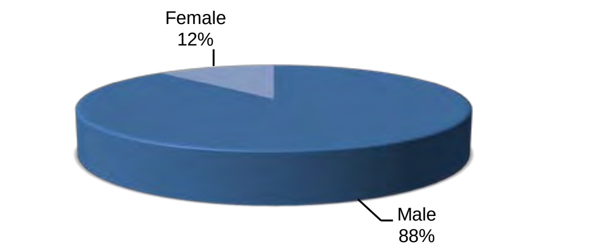


Fig 98 - Age

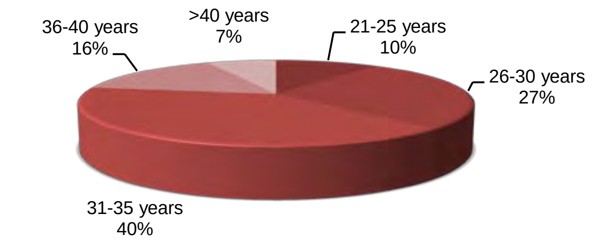


Fig 99 - Income level

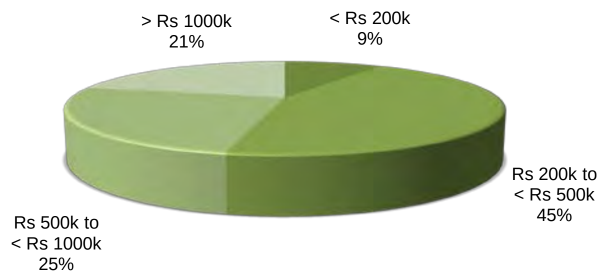


Fig 100 - Vehicle ownership

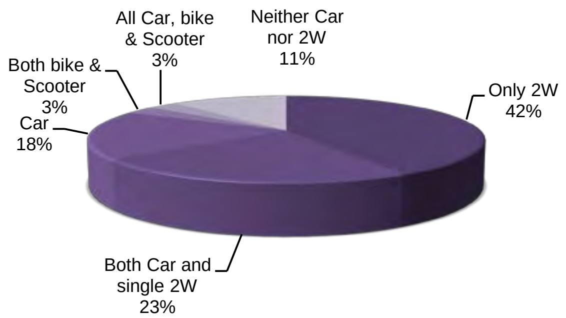


Fig 101 - Region

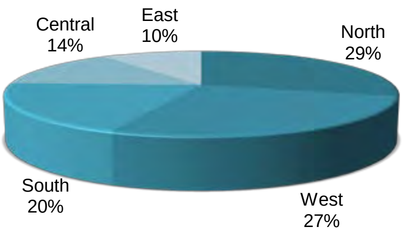
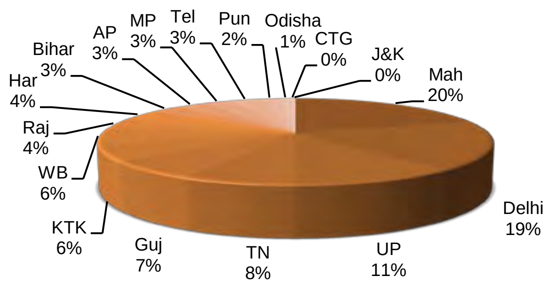


Fig 102 - State-wise



Price ranges for products

Fig 103 - Price range for Scooter brands

Brand	Company	Price Range (Rs)	CC
Kine	Mahindra	34,200 to 34,200	72
Scooty Pep Plus	TVS	42,955 to 42,955	88
Scooty Streak	TVS	41,790 to 41,790	88
Pleasure	Hero Moto Corp	43,600 to 47,626	102
Activa	Honda	47,000 to 52,474	109
Dio	Honda	47,752 to 47,752	109
Aviator	Honda	51,398 to 53,980	109
Maestro	Hero Moto Corp	51,099 to 51,099	109
Gusto	Mahindra	47,000 to 51,000	110
Wego	TVS	50,939 to 52,000	110
Scooty Zest	TVS	44,264 to 44,264	110
Jupiter	TVS	49,530 to 58,400	110
Lets	Suzuki	47,310 to 47,310	113
RAY	Yamaha	48,840 to 50,087	113
Alpha	Yamaha	50,810 to 50,810	113
Ray Z	Yamaha	51,615 to 51,615	113
Swish	Suzuki	51,892 to 51,892	124
Access	Suzuki	52,594 to 52,594	124
Duro	Mahindra	43,985 to 43,985	125
Flyte	Mahindra	44,793 to 44,793	125
Duro DZ	Mahindra	46,350 to 46,350	125
Rodeo RZ	Mahindra	48,243 to 56,200	125
Activa 125	Honda	54,770 to 61,623	125
Vespa	Piaggio	68,333 to 80,177	125

Source: zigwheels.com, RCML Research, Prices ex-showroom Mumbai

Fig 104 - Price range for Motorcycle brands

Brand	Company	Price Range (Rs)	CC
HF Dawn	Hero Moto Corp	39,746 to 39,746	97
HF Deluxe	Hero Moto Corp	42,741 to 45,894	97
Splendor NXG	Hero Moto Corp	44,814 to 49,228	97
Splendor Plus	Hero Moto Corp	46,338 to 47,599	97
Passion Pro	Hero Moto Corp	47,436 to 54,039	97
Splendor Pro	Hero Moto Corp	48,644 to 52,000	97
Splendor iSmart	Hero Moto Corp	49,698 to 50,283	97
Splendor Pro Classic	Hero Moto Corp	50,833 to 50,833	97
Passion Pro TR	Hero Moto Corp	54,039 to 54,039	97
CT 100	Bajaj	36,828 to 39,912	99
Star Sport	TVS	42,189 to 43,355	100
Platina 100	Bajaj	41,000 to 45,431	100
Discover 100M	Bajaj	48,000 to 50,700	102
Discover 100T	Bajaj	49,411 to 49,411	102
Crux	Yamaha	40,935 to 40,935	106
YBR 110	Yamaha	48,218 to 48,218	106
Pantero	Mahindra	40,709 to 44,209	107
Centuro	Mahindra	44,558 to 50,120	107
CD 110 Dream	Honda	44,425 to 44,425	109
Dream Neo	Honda	44,756 to 48,651	109
Dream Yuga	Honda	47,673 to 52,301	109
Twister	Honda	51,662 to 55,166	109
Passion Xpro	Hero Moto Corp	50,778 to 55,244	109
MAX4R	TVS	41,380 to 41,380	110
Jive	TVS	48,352 to 48,352	110
Star City Plus	TVS	44,809 to 44,809	110
Hayate	Suzuki	44,969 to 46,016	113
YBR 125	Yamaha	54,593 to 54,593	123
Slingshot Plus	Suzuki	54,485 to 55,600	124
Discover 125M	Bajaj	52,367 to 54,600	125
CB Shine	Honda	52,315 to 58,631	125
CBF Stunner	Honda	59,632 to 59,632	125
Glamour	Hero Moto Corp	49,631 to 65,819	125
Super Splendor	Hero Moto Corp	53,735 to 53,735	125
Ignitor	Hero Moto Corp	61,005 to 63,107	125
CBF Stunner	Honda	61,874 to 61,874	125
Glamour PGM Fi	Hero Moto Corp	55,968 to 65,819	125
Phoenix	TVS	51,585 to 53,750	125
Pulsar 135LS	Bajaj	60,535 to 60,535	135
Discover 150S	Bajaj	55,868 to 59,081	145
Discover 150F	Bajaj	63,000 to 63,000	145
FZ	Yamaha	74,343 to 74,343	149
CB Unicorn	Honda	55,300 to 55,300	149
Achiever	Hero Moto Corp	66,513 to 66,513	149
Pulsar 150	Bajaj	72,420 to 72,420	149
CB Trigger	Honda	68,821 to 76,654	149
Xtreme	Hero Moto Corp	69,530 to 70,322	149
Impulse	Hero Moto Corp	72,160 to 72,160	149
Hunk	Hero Moto Corp	69,810 to 72,963	149
CBR150R	Honda	1.21 to 1.25 lakh	149

Brand	Company	Price Range (Rs)	CC
GS150R	Suzuki	74,120 to 74,120	150
YZF R15	Yamaha	1.17 to 1.17 lakh	150
SZ RR	Yamaha	65,300 to 65,722	153
FZ 16	Yamaha	70,925 to 70,925	153
SZ S	Yamaha	72,532 to 72,532	153
FZ S	Yamaha	72,888 to 78,250	153
Fazer	Yamaha	81,794 to 84,316	153
Gixxer	Suzuki	77,013 to 77,013	155
Apache RTR 160	TVS	66,410 to 67,750	160
CB Unicorn 160	Honda	69,350 to 74,414	163
Apache RTR 180	TVS	72,070 to 82,260	177
Pulsar 180	Bajaj	75,728 to 75,728	179
KTM RC 200	KTM/Bajaj	1.70 to 1.70 lakh	199
Pulsar 200NS	Bajaj	89,000 to 89,000	200
Duke 200	KTM/Bajaj	1.36 to 1.36 lakh	200
Avenger 220	Bajaj	83,282 to 83,282	220
Pulsar 220F	Bajaj	85,295 to 85,295	220
Karizma	Hero Moto Corp	81,960 to 1.03 lakh	223
Inazuma	Suzuki	2.21 to 2.21 lakh	248
Honda CBR250R	Honda	1.56 to 1.94 lakh	250
Bullet 350 Twinspark	RE	98,450 to 98,450	346
Thunderbird 350	RE	1.36 to 1.36 lakh	346
Bullet Electra Twinspark	RE	1.17 to 1.17 lakh	346
Duke 390 ABS	KTM/Bajaj	1.88 to 1.88 lakh	373
Thunderbird 500	RE	1.72 to 1.72 lakh	499
Continental GT	RE	1.95 to 1.95 lakh	535
Intruder	Suzuki	10.05 to 16.45 lakh	800
Ducati Monster	Ducati	6.66 to 9.85 lakh	803
CB1000R	Honda	12.00 to 12.73 lakh	998
FZ1	Yamaha	10.72 to 10.72 lakh	998
YZF R1	Yamaha	15.60 to 15.60 lakh	998
CBR 1000RR	Honda	16.58 to 16.58 lakh	999
GSX	Suzuki	15.95 to 16.45 lakh	999
V Strom	Suzuki	14.95 to 14.95 lakh	1,037
Ducati HyperMotorad	Ducati	11.42 to 18.80 lakh	1,078
BMW 1200	BMW	16.52 to 22.76 lakh	1,170
Ducati Diavel	Ducati	17.61 to 26.67 lakh	1,198
Ducati Multistrada	Ducati	20.96 to 26.01 lakh	1,198
VFR	Honda	15.85 to 15.85 lakh	1,237
Harley Davidson VRSCDX	Harley Davidson	22.43 to 22.43 lakh	1,247
Bandit	Suzuki	10.75 to 10.75 lakh	1,255
VT 1300CX	Honda	15.24 to 15.24 lakh	1,312
Hayabusa	Suzuki	15.95 to 15.95 lakh	1,340
Harley Davidson FXD	Harley Davidson	10.82 to 10.82 lakh	1,585
BMW 1600	BMW	26.78 to 29.39 lakh	1,649
VMAX	Yamaha	25.65 to 25.65 lakh	1,679
Harley Davidson FLH	Harley Davidson	30.47 to 30.47 lakh	1,690

Source: zigwheels.com, RCML Research, Prices ex-showroom Mumbai | Rs 10 lakhs = Rs 1mn

Fig 105 - Price range for Car brands

Brand	Company	Price Range (Rs lakh)	Brand	Company	Price Range (Rs lakh)
Alto 800	Maruti	2.46 to 3.62	Stile	Ashok Leyland	7.50 to 9.30
Omni	Maruti	2.47 to 2.77	Spark	Chevrolet	3.62 to 4.53
Eeco	Maruti	3.34 to 4.43	Beat	Chevrolet	4.21 to 6.30
Alto K10	Maruti	3.36 to 4.18	Sail	Chevrolet	4.69 to 7.20
Wagon R	Maruti	3.78 to 4.74	Sail Sedan	Chevrolet	5.54 to 8.11
Celerio	Maruti	4.11 to 5.22	Enjoy	Chevrolet	6.15 to 8.69
WagonR Stingray	Maruti	4.38 to 4.98	Cruze	Chevrolet	14.47 to 17.10
Ritz	Maruti	4.67 to 6.74	Captiva	Chevrolet	24.93 to 27.13
Swift	Maruti	4.82 to 7.54	Go	Datsun	3.44 to 4.30
Swift Dzire	Maruti	5.20 to 7.68	Go+	Datsun	3.96 to 4.81
Gypsy	Maruti	6.37 to 6.52	Punto Evo	Fiat	4.86 to 7.42
Ertiga	Maruti	6.44 to 9.28	Avventura	Fiat	6.19 to 8.46
Ciaz	Maruti	7.69 to 10.70	Linea	Fiat	7.22 to 9.97
Grand Vitara	Maruti	24.56 to 26.63	Force One	Force Motors	8.99 to 13.74
Eon	Hyundai	3.25 to 4.36	Micra	Nissan	4.69 to 7.93
i10	Hyundai	4.13 to 4.63	Sunny	Nissan	7.02 to 10.63
Grand i10	Hyundai	4.82 to 6.99	Evalia	Nissan	9.24 to 11.32
Xcent	Hyundai	5.17 to 8.08	Terrano	Nissan	10.75 to 13.68
Elite i20	Hyundai	5.45 to 8.38	Pulse	Renault	4.62 to 7.07
i20 Active	Hyundai	6.69 to 9.33	Scala	Renault	7.53 to 11.04
Verna	Hyundai	7.98 to 12.20	Duster	Renault	8.70 to 14.29
Elantra	Hyundai	13.86 to 17.42	Fluence	Renault	13.98 to 15.49
Sonata	Hyundai	19.64 to 21.77	Koleos	Renault	24.75 to 28.14
Santa Fe	Hyundai	27.59 to 30.69	Fabia	Skoda	5.18 to 7.74
Brio	Honda	4.47 to 6.74	Rapid	Skoda	7.79 to 11.88
Amaze	Honda	5.54 to 8.28	Octavia	Skoda	15.05 to 20.21
Mobilio	Honda	7.08 to 12.46	Yeti	Skoda	19.47 to 21.06
City	Honda	7.91 to 12.11	Superb	Skoda	22.32 to 27.06
CR V	Honda	22.07 to 26.38	Etios Liva	Toyota	4.84 to 7.23
e2o	Mahindra	5.00 to 6.26	Etios	Toyota	5.91 to 8.44
Bolero	Mahindra	5.45 to 8.11	Etios Cross	Toyota	6.16 to 7.72
Vibe	Mahindra	5.93 to 6.82	Corolla Altis	Toyota	12.70 to 17.85
Verito	Mahindra	6.65 to 8.05	Innova	Toyota	12.95 to 15.66
Quanto	Mahindra	6.75 to 8.32	Fortuner	Toyota	23.16 to 27.82
Thar	Mahindra	7.17 to 7.17	Camry	Toyota	27.14 to 31.51
Xylo	Mahindra	7.57 to 11.09	Prius	Toyota	36.18 to 37.84
Scorpio	Mahindra	8.26 to 12.94	Polo	Volkswagen	5.50 to 8.73
XUV 500	Mahindra	11.11 to 14.91	Cross Polo	Volkswagen	7.29 to 8.15
Rexton W	Ssangyong	18.70 to 21.39	Vento	Volkswagen	8.00 to 11.87
Nano	Tata Motors	1.65 to 2.70	Jetta	Volkswagen	13.87 to 19.77
Bolt	Tata Motors	4.66 to 7.33	V40 Cross Country	Volvo	34.52 to 34.52
Indica eV2	Tata Motors	4.67 to 5.11	Audi Q3	Audi	28.08 to 38.40
Vista Tech	Tata Motors	4.84 to 6.25	Audi A4	Audi	29.56 to 54.42
Zest	Tata Motors	5.06 to 8.43	A3 Cabriolet	Audi	47.00 to 47.00
Indigo eCS	Tata Motors	5.06 to 6.37	BMW 1 Series	BMW	26.50 to 29.50
Vista	Tata Motors	5.54 to 5.64	X1	BMW	35.09 to 35.09
Sumo Gold	Tata Motors	6.33 to 7.60	BMW 3 Series	BMW	35.90 to 39.90
Safari	Tata Motors	8.94 to 10.23	A Class	Mercedes Benz	25.95 to 26.95

Brand	Company	Price Range (Rs lakh)	Brand	Company	Price Range (Rs lakh)
Aria	Tata Motors	10.62 to 15.97	2015 B Class	Mercedes Benz	27.95 to 28.95
Safari Storme	Tata Motors	10.86 to 14.65	CLA Class	Mercedes Benz	30.91 to 68.22
Figo	Ford	4.05 to 6.34	GLA Class	Mercedes Benz	32.14 to 70.58
Ford Classic	Ford	5.20 to 7.72	2015 C Class	Mercedes Benz	36.90 to 40.14
Ecosport	Ford	6.77 to 10.16	CLS Class	Mercedes Benz	90.21lakh to 1.73 crore
Fiesta	Ford	8.02 to 9.70	MINI 3 Door	Mini	31.85 to 31.85
Endeavour	Ford	21.35 to 24.72	MINI 5 Door	Mini	35.20 to 35.20

Source: zigwheels.com, RCML Research, Prices ex-showroom Mumbai

Fig 106 - Monthly sales and share (Domestic)

	Monthly Data (units)					YTD Data			Market share %	
	Feb-15	Feb-14	YoY%	Jan-15	MoM%	FY14TD	FY15TD	YoY%	FY14TD	FY15TD
PV	**2,31,165**	**2,17,750**	**6.2**	**2,30,619**	**0.2**	**22,65,451**	**23,56,716**	**4.0**		
Cars	**1,71,727**	**1,60,717**	**6.9**	**1,69,300**	**1.4**	**16,15,335**	**17,00,006**	**5.2**	**71.3**	**72.1**
Maruti	90,728	84,595	7.2	89,014	1.9	8,04,437	8,87,798	10.4	49.8	52.2
Hyundai	37,163	33,875	9.7	34,643	7.3	3,44,739	3,79,466	10.1	21.3	22.3
Honda Cars	15,065	14,478	4.1	15,331	(1.7)	1,14,973	1,38,070	20.1	7.1	8.1
Tata Motors	11,805	9,026	30.8	11,637	1.4	97,426	96,493	(1.0)	6.0	5.7
UVs	**45,545**	**43,509**	**4.7**	**48,681**	**(6.4)**	**4,74,581**	**5,00,488**	**5.5**	**20.9**	**21.2**
MM	17,805	18,768	(5.1)	18,550	(4.0)	1,96,526	1,86,165	(5.3)	41.4	37.2
TTMT	1,914	2,178	(12.1)	1,357	41.0	25,388	21,868	(13.9)	5.3	4.4
Honda Cars	1,837	65	2,726.2	3,000	(38.8)	940	28,296	2,910.2	0.2	5.7
Toyota	6,680	6,449	3.6	6,432	3.9	67,692	72,960	7.8	14.3	14.6
MSIL	5,863	5,231	12.1	6,432	(8.8)	54,620	61,980	13.5	11.5	12.4
Renault	2,997	3,302	(9.2)	3,088	(2.9)	42,451	35,149	(17.2)	8.9	7.0
GM	1,618	2,052	(21.2)	1,805	(10.4)	26,491	19,773	(25.4)	5.6	4.0
Ford	4,270	3,495	22.2	4,290	(0.5)	41,698	48,535	16.4	8.8	9.7
Vans	**13,893**	**13,524**	**2.7**	**12,638**	**9.9**	**1,75,535**	**1,56,222**	**(11.0)**	**7.7**	**6.6**
2-Wheeler	**12,08,084**	**12,20,141**	**(1.0)**	**13,27,957**	**(9.0)**	**1,34,72,328**	**1,46,81,397**	**9.0**		
Motorcycles	**7,74,122**	**8,43,436**	**(8.2)**	**8,68,507**	**(10.9)**	**95,74,214**	**98,84,028**	**3.2**		
HMCL	4,07,809	4,41,716	(7.7)	4,69,136	(13.1)	49,81,838	52,17,931	4.7	52.0	52.8
BJAUT	1,15,840	1,56,184	(25.8)	1,28,937	(10.2)	19,29,361	16,36,118	(15.2)	20.2	16.6
TVS	46,418	42,095	10.3	51,864	(10.5)	5,25,533	6,20,296	18.0	5.5	6.3
HMSI	1,39,233	1,42,545	(2.3)	1,49,023	(6.6)	14,77,507	16,16,118	9.4	15.4	16.4
Scooter	**3,70,527**	**3,11,957**	**18.8**	**4,04,919**	**(8.5)**	**32,46,510**	**41,09,628**	**26.6**		
HMCL	67,442	53,153	26.9	77,033	(12.5)	6,27,588	6,93,332	10.5	19.3	16.9
TVS	54,655	40,737	34.2	55,889	(2.2)	4,10,008	6,32,231	54.2	12.6	15.4
HMSI	2,08,573	1,70,974	22.0	2,28,479	(8.7)	17,06,668	22,63,397	32.6	52.6	55.1
Mopeds	**63,435**	**64,748**	**(2.0)**	**54,531**	**16.3**	**6,51,604**	**6,87,741**	**5.5**		
3-Wheeler										
Passenger	**25,969**	**29,509**	**(12.0)**	**30,819**	**(15.7)**	**3,53,603**	**3,99,135**	**12.9**		
BJAUT	14,570	15,101	(3.5)	16,817	(13.4)	1,70,591	2,17,104	27.3	48.2	54.4
M&M	2,315	2,589	(10.6)	2,492	(7.1)	36,920	31,366	(15.0)	10.4	7.9
Piaggio	5,487	8,456	(35.1)	7,842	(30.0)	1,09,393	1,08,497	(0.8)	30.9	27.2
Goods	**8,064**	**8,441**	**(4.5)**	**8,506**	**(5.2)**	**85,204**	**90,409**	**6.1**		
LCVs										
Passenger	**3,633**	**2,913**	**24.7**	**3,194**	**13.7**	**37,795**	**38,815**	**2.7**		
Goods	**26,677**	**28,697**	**(7.0)**	**27,924**	**(4.5)**	**3,53,770**	**3,06,745**	**(13.3)**		
MM	11,417	13,495	(15.4)	12,332	(7.4)	1,38,607	1,33,678	(3.6)	39.2	43.6
Piaggio	540	570	(5.3)	536	0.7	6,388	5,694	(10.9)	1.8	1.9
AL	2,434	2,252	8.1	2,512	(3.1)	25,005	22,676	(9.3)	7.1	7.4
TTMT	11,431	11,727	(2.5)	11,707	(2.4)	1,75,224	1,36,011	(22.4)	49.5	44.3
MHCVs										
Bus	**3,766**	**2,801**	**34.5**	**3,000**	**25.5**	**34,362**	**31,453**	**(8.5)**		
Trucks	**18,767**	**13,571**	**38.3**	**18,363**	**2.2**	**1,42,823**	**1,72,473**	**20.8**		
TTMT	10,441	7,744	34.8	9,889	5.6	84,062	99,178	18.0	58.9	57.5
AL	5,720	3,613	58.3	5,832	(1.9)	31,659	46,020	45.4	22.2	26.7
Eicher	1,789	1,560	14.7	1,790	(0.1)	18,489	18,831	1.8	12.9	10.9

Source: SIAM, RCML Research

Fig 107 - Financial snapshot

Company	CMP (Rs)	Target (Rs)	MCap (Rs mn)	Reco	Sales (Rs mn)			Sales Growth (%)			EBITDA (Rs mn)			PAT (Rs mn)			FDEPS (Rs)			EPS Growth (%)		
					FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E
Ashok Leyland	74	80	196,891	Buy	134,379	164,963	204,182	35.1	22.8	23.8	9,095	16,164	22,300	1,268	6,945	12,106	0.4	2.4	4.3	NA	447.8	74.3
Bajaj Auto	2,026	2,700	586,258	Buy	226,758	265,026	314,420	12.5	16.9	18.6	45,069	54,284	65,790	33,660	40,770	49,875	116.3	140.9	172.4	2.1	21.1	22.3
Hero Motocorp	2,640	3,200	527,208	Buy	276,961	318,407	366,159	9.6	15.0	15.0	36,618	45,168	54,355	25,940	33,233	39,839	129.9	166.4	199.5	23.0	28.1	19.9
TVS Motors	268	180	127,300	Hold	100,568	120,445	145,005	26.3	19.8	20.4	6,839	9,636	12,325	4,053	6,073	8,015	8.5	12.8	16.9	55.7	49.9	32.0
M&M	1,200	1,380	708,000	Buy	407,101	449,641	511,337	0.5	10.4	13.7	46,195	52,929	61,184	33,757	38,376	44,296	55.0	62.5	72.1	(9.3)	13.7	15.4
Maruti Suzuki	3,662	4,200	1,057,989	Buy	496,305	606,522	732,579	13.6	22.2	20.8	63,050	84,484	106,950	36,846	52,666	69,533	122.0	174.3	230.2	32.4	42.9	32.0
Tata Motors	540	635	1,794,501	Buy	2,418,956	2,979,015	3,593,656	3.9	23.2	20.6	401,309	513,989	612,539	171,073	235,547	294,822	53.2	69.4	86.8	16.5	30.5	25.2

Source: Company, RCML Research

Fig 108 - Key ratios & Valuations

Company	EBITDA Margin (%)			PAT Margin (%)			ROE (%)			ROCE (%)			P/E (x)			EV/EBITDA (x)			P/BV (x)		
	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E	FY15E	FY16E	FY17E
Ashok Leyland	6.8	9.8	10.9	0.9	4.2	5.9	2.6	12.7	19.4	5.0	10.5	15.2	166.1	30.3	17.4	25.1	14.1	10.3	4.0	3.7	3.1
Bajaj Auto	19.9	20.5	20.9	14.8	15.4	15.9	32.2	32.6	32.5	32.0	32.5	32.3	16.4	13.5	11.1	10.5	8.7	7.2	4.8	3.9	3.2
Hero Motocorp	13.2	14.2	14.8	9.4	10.4	10.9	42.6	45.4	43.7	42.6	45.4	43.7	20.3	15.9	13.2	13.0	10.5	8.7	8.0	6.5	5.2
TVS Motors	6.8	8.0	8.5	4.0	5.0	5.5	25.6	30.0	30.1	20.4	24.9	26.0	32.0	21.4	16.2	20.0	14.2	11.1	7.2	5.5	4.2
M&M	11.3	11.8	12.0	8.3	8.5	8.7	18.7	18.5	18.5	16.1	16.3	16.5	13.6	12.0	10.4	10.4	9.1	7.9	2.3	2.0	1.7
Maruti Suzuki	12.7	13.9	14.6	7.4	8.7	9.5	16.3	19.8	21.5	15.9	19.2	21.0	30.0	21.0	15.9	15.6	11.7	9.2	4.5	3.8	3.1
Tata Motors	16.6	17.3	17.0	7.1	7.9	8.2	23.2	24.4	23.5	15.9	18.2	18.5	10.2	7.8	6.2	5.2	4.0	3.4	2.1	1.6	1.3

Source: Company, RCML Research; CMP as of 30 Mar-15

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