

July 7, 2009

India Strategy

A Realistic Budget: Now Look Forward to Execution

Investment conclusion: The budget has disappointed the market. The key reason may be that the market was expecting a road map on wide-ranging reforms, including the oil sector, divestments, fiscal consolidation, insurance, FDI, and infrastructure. Notwithstanding the market's reaction, we think the big picture out of the budget looks more positive than negative (see Exhibit 1). Three key points:

1) The fiscal stimulus, through a combination of tax cuts and spending, will assist growth recovery. Apart from small MAT-related negative earnings revisions, it is quite likely that earnings revisions will stay positive in the months ahead. 2) The Finance Minister has embarked on a tax reform agenda that includes simplification and reduction of tax rates. There is little fine print on taxes and a move away from the "incremental" changes in tax rates of recent years. FBT, CTT, and surcharges on personal tax have been removed. 3) The budget seems realistic and thus there may be upside to numbers. Aside from using 6.5% real growth in GDP as a basis for computing revenues, the Finance Minister has not committed to divestment targets. Divestment proceeds, if any, will fund the National Investment Fund and not finance the fiscal deficit. In our view, the market is disappointed because it was looking for a budget with several significant announcements, but the Finance Minister seems more focused on delivery. To that extent, this may prove to be the first step in the right direction for India's medium-term growth story.

Trades from the budget: We continue to back consumption sectors with cyclical consumption (especially autos – Maruti (Rs1,035) and M&M (Rs710) are key picks) being an area of focus. Our concern with industrials (including infrastructure stocks) has been valuations. We are neutral on the sector and hope that there will be a further correction in valuations. Financials, especially large-cap banks (ICICI (Rs678) and SBI (Rs1,655)) will likely take a back seat given that long bond yields may be sticky in response to a higher fiscal deficit.

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Exhibit 1

Key Announcements in the Budget

Taxes	Impact
Structural changes in direct taxes to be pursued. A New Direct Taxes Code to be put up for debate within the next 45 days	Positive: Should improve compliance and also be positive for corporate earnings in the long run
Introduction of the Goods and Services Tax (GST) with effect from 1 April, 2010. GST Model envisages dual GST comprising of a Central GST and a State GST.	Positive: Again a long-term positive for both the economy and corporate earnings
No change to corporate tax rate. Minimum alternate tax (MAT) increased from 10% to 15%	Negative: Higher taxes for companies who pay MAT. Earnings will be revised down by around 1% for the market. However, the growth stimulus from the budget will ultimately take earnings higher
Businesses to be incentivized by providing investment-linked tax exemptions rather than profit-linked exemptions. Cold chain, warehousing facilities for storing agricultural produce, and the business of laying and operating cross-country natural gas or crude or petroleum oil pipeline network for distribution will be the first ones eligible.	Positive: The next investment cycle in the private sector will benefit from this change
Sunset clauses for deduction in respect of export profits under sections 10A and 10B of the Income-tax Act being extended by one more year (i.e., for the financial year 2010-11)	Positive: Export companies (software services included) will benefit in the next fiscal year. Earnings for large software companies will likely be revised by 2-3%
Fringe Benefit Tax (FBT) abolished	Positive: A positive move toward simplification of taxes as well improve earnings
Abolition of the surcharge of 10% on personal income-tax	Positive: Boost for high-end consumption. Focus on car companies
Commodity Transaction Tax (CTT) to be abolished.	Positive: Simplification of tax code
Donations to electoral trusts to be allowed as a 100% deduction in the computation of the income of the donor.	Positive: Greater transparency
Excise duty rate on items currently attracting 4% to be raised to 8% with a few major exceptions	Positive: Rationalization of tax regime
Divestments & Fiscal Deficit	Impact
The finance minister plans to raise, in a phased manner, the threshold for non-promoter public shareholding for all listed companies.	Positive: Good for stock market liquidity. Higher institutional and retail ownership should improve prospects of companies in the capital market business
The FM intends to return to the FRBM target for fiscal deficit at the earliest. On the medium-term fiscal perspective, the finance ministry awaits the recommendations of the 13th Finance	Positive: Fiscal consolidation will likely happen in the coming three years, ultimately leading to lower interest rates and higher growth
Infrastructure Spending	Impact
Infrastructure finance company (IIFCL) would evolve (in consultation with banks) "takeout financing" scheme. IIFCL and banks in a position to support projects involving total investment of Rs1 trillion.	Neutral: Measures on infrastructure fall short of expectations
Increased outlay on Highways and Railways, Urban Infrastructure, Power and facilitate setting up of National Gas Grid	Positive: Execution is key
Social Agenda	Impact
Government intends to move toward a nutrient-based subsidy regime for the fertilizer sector	Positive: This could improve the productivity of agri land in the medium term
Loan repayments extended due to delay in monsoons	Negative: Higher fiscal costs
Government to set up an expert group to advice on a viable and sustainable system of pricing petroleum products.	Positive: Will likely help fiscal deficit in the long run and also improve transparency
Food Security Bill to be put on the website of the Department of Food and Public Distribution for public debate	Neutral: First attempt at building a social security net. However, execution and implementation are key for the benefits to accrue

Source: Budget documents Morgan Stanley Research

Exhibit 2

Sector Related Budget Announcements with Impact on Sectors

Sector	Budget Announcement	Impact
Agriculture	MIS direct subsidy maintained at Rs4.3bn	Negative for Jain Irrigation (Rs658); unlikely to curtail MIS growth but lack of incremental government focus is a cause of concern
Agriculture	Interest subvention scheme for short-term crop loan to be continued. Providing incentive to farmers to make early repayment	Increases farm incomes; positive for agri input companies
Agriculture	Debt Waiver Scheme extended to 31 December 2009. Taskforce to be set up to examine the issue of debt taken by a large number of farmers in some regions of Maharashtra from private money lenders who were not covered by the loan waiver scheme	Increases farm incomes; positive for agri input companies
Agriculture	Allocation under Accelerated Irrigation Benefit Programme (AIBP) increased by 75% over B.E. 2008-09.	Positive for Jain Irrigation as part of this allocation can be channelized for MIS
Agriculture	Allocation under Rashtriya Krishi Vikas Yojana (RKVY) stepped up by 30% in B.E. 2009-10 over B.E. 2008-09.	Positive for Jain Irrigation as part of this allocation can be channelized for MIS
Agriculture	Government intends to move toward a nutrient-based subsidy regime so as to cover larger basket of fertilizers with innovative fertilizer products available in the market at reasonable prices.	Neutral for fertilizer companies. Intent is positive but lack of incremental reform roadmap is an area of concern
Autos	Utility Vehicles: Specific Component of Excise Duty on Utility vehicles 2000 CC or more brought down to Rs15,000 per vehicle from the earlier Rs20,000 per vehicle	No impact: UV prices go down by marginal 1%.
Autos	Petrol-driven Trucks: Reduction of Excise Duty from 20% to 8% to align them with Diesel driven trucks	No impacts as all trucks are on diesel.
Autos	JNNURM: Allocation Stepped up to Rs129bn with close to 39% (Rs50bn) being allocated to the purchase of buses by State Governments	Marginally positive: In the Fiscal Stimulus Package in January, the government allocated Rs50bn to transportation and some 15,000 bus orders were expected. As of now, 9,500 buses have been ordered with Tata Motors (Rs284) and Ashok Leyland (Rs29) having similar share. Increased allocation is positive but the initial allocated amount is yet to be used fully and further we are not sure as to what extent will the increased allocation will go to transport segment.
Cement	Service Tax Levied on Transport of Goods (both raw material and finished goods) by Rail	This is eligible for Modvat Credit; hence no impact on companies
Construction & Infrastructure	Excise duty exemption on goods manufactured at site	Goods manufactured at construction site are a miniscule portion of the total materials consumed. Hence, the exemption will make very marginally reduce the excise duty liability of construction companies
Construction & Infrastructure	Abolishing Fringe Benefit Tax	The FBT abolition will add 0.8-2.2% to the bottom-line of construction & infrastructure companies
Construction & Infrastructure	Greater flexibility to IIFCL	Marginal positive for infrastructure developers like GMR (Rs133), JPA (Rs193), and L&T (Rs1,464) - though this will eased the availability of funds and help projects achieve financial closure; we believe equity financing is more of the bottleneck currently

Source: Budget documents Morgan Stanley Research

Exhibit 2

Sector Related Budget Announcements with Impact on Sectors (Continued)

Sector	Budget Announcement	Impact
Construction & Infrastructure	Increase in Minimum Alternate Tax (MAT) from 10% to 15%	The increase in tax rate would translate in to the companies having to incur a higher tax liability affecting the project IRRs. While power, port, airport projects would be more protected due to clauses in the agreements as well as their long duration, we believe that road projects might be hit to the extent of around 3% of NPV
Consumer	No Increase in excise duty on cigarettes	Positive impact on ITC. Following the increase in VAT rate from 12.5% to 20% by Congress-led state governments such as Delhi and Maharashtra, the market was expecting a relatively harsh union budget for cigarettes. No increase in excise duty on cigarettes is the best outcome for ITC (Rs198).
Consumer	No Increase in excise duty on most FMCG products	Subsequent to the two fiscal stimuli given by the government last year, excise duty rates for FMCG products had dropped to 8%. The market was expecting some rollback in these fiscal stimuli. However, the FM continued its thrust on driving consumption by maintaining excise duty at 8% for most FMCG products
Consumer	Abolishing FBT	Overall impact on earnings is likely to be around 1% positive. FMCG companies paid an FBT of 0.2% to 1.5% of PBT in F2009. HUL (Rs278), Dabur (Rs129) Marico (Rs71), Nestle (Rs1,933), Colgate (Rs609) paid over 1% of PBT whereas ITC, GCPL and Tata Tea paid 0.5% and below of PBT as FBT.
Consumer	Increase in MAT rate	GCPL (Rs163) and Dabur (Rs129) are under MAT for the domestic business. We expect the blended income tax rate to increase by around 500bp per se for GCPL and Dabur.
Consumer	Rural sops - the FM continues to push its social agenda in the rural sector. 1) Real wage of Rs100/day under NREG and NREG scheme - Rs390bn allocation for F2010 (vs. Rs300bn announced in interim budget and Rs160bn in F2009). 2) Incentive to farmers to make early repayment and loan repayments extended by six months due to delay in monsoons.	Rural growth has been one of the key growth drivers for FMCG in the recent past. We believe that these sops are likely to help in keeping the rural growth momentum alive for FMCGs.
Consumer	Other changes in excise duties: Concessional excise duty on biscuits and sherbats maintained at 4%, on toothbrushes raised from 4% to 8%	No change in excise duties on biscuits positive for ITC and Britannia (Rs1583). Increase in excise duties for toothbrushes negative for Colgate
Education	Maintained outlay for school education	Neutral for listed stocks catering to government schools
Education	Increased outlay for higher education	No impact of listed stocks
Financials	No FDI increase in insurance.	Negative for banks/institutions having insurance arms.
Hotels	Increase in outlay for Commonwealth Games	No direct impact but could be positive for the overall tourism sector
Internet	Employment exchanges with public private partnerships to help job seekers register online	Details of implementation and public private partnership are awaited. In the bull case: Would expand the market for online job aspirants. In the bear case: Government entry into the online job market could create a formidable competitor for online players like Naukri.com
IT Services	Extension of STPI	Positive for small and mid caps. EPS revision of 2-3% for Infosys (Rs1,760), TCS (Rs382); 5-8% for other stocks on MS estimates for F2011e
IT Services	Removal of FBT	Marginally positive for IT companies. Even though FBT accounted for 0.2-0.3% of revenues, overheads involved in managing it were high maintenance

Source: Budget documents Morgan Stanley Research

Exhibit 2

Sector Related Budget Announcements with Impact on Sectors (Continued)

Sector	Budget Announcement	Impact
IT Services	Increase in MAT to 15%; duration for credit entitlement raised to 10y ears	Has no EPS impact but could negatively affect cash flows due to 5% higher MAT payout.
IT Services	Removal of Surcharge on Personal tax	Lowers need to raise salaries giving more room to cut variable pay if needed. Slightly positive for margins
IT Services	Correction of section 10AA(7)	Reduces uncertainty over taxation norms for SEZs and grants complete tax exemption to SEZ profits
IT Services	Removal of excise duty for packaged software	No material impact on listed players in our coverage universe.
Media	(1) 5% import duty imposed on set top boxes, (2) Removal of FBT, (3) Waiver of 15% agency commission and 10% higher rate on government advts has been extended by six months for print media	(1) Negative for TV channel distribution companies, mildly negative for broadcasters like ZEEL (Rs171). (2) FBT removal is a positive for the sector. (3) Positive for print media companies
Metals and mining	No duty change, MAT increased from 10% from 15%	JSPL's (Rs2493) earnings can fall by 2-3% since its power division is a MAT paying company. Some other companies like Hindalco (Rs78) and Sterlite (Rs580) may have also have negative impact of MAT, but at a much smaller scale.
Oil and Gas	1) New committee to be formed to relook petroleum pricing for controlled products. Oil subsidy accounted in the budget for F2010 is Rs31bn. Oil bond for Rs103bn is provisionally accounted for downstream companies for F2010. 2) The corporate Minimum Alternate Tax (MAT) has increased from 10% to 15%. The overall tax rate after surcharge increases from 11.33% to 17%. 3) Tax holiday under section 80-IB(9) of the Income Tax Act has been given to all natural gas blocks that would be awarded under NELP VIII and start producing after 1 April 2009. The finance bill does not give clarity on tax holiday from blocks awarded in NELP 1 to NELP VII rounds. The tax holiday would be given on a block-wise basis and not on a single well basis. 4) Private refineries to get tax holiday if they start before April 2012. 5) Excise Duty: a) Duty paid High Speed Diesel blended with up to 20% bio-diesel has been fully exempted from excise duties. b) The ad valorem component of excise duty of 6% on branded petrol and diesel has been converted into a specific rate. Consequently, such petrol would now attract total excise duty of Rs14.50 per litre and diesel would have an excise duty of Rs4.75/lit. c) Excise duty on Naphtha has been reduced from 16% to 14%. D) Excise duty on man-made fibers, PTA, DMT, Polyester chips has been increased from 4% to 8%	Cairn and RIL's (Rs1,894) earnings which come under MAT will get impacted negative. Cairns earnings could be under pressure by 5-6%. RIL's earning could be under pressure by 2% -There is still no clarity on RIL's gas receiving tax holiday on gas since the fine print only mentions NELP VIII in this budget. No news for Oil PSUs - we await clarity on how the subsidy burden will be lowered
Pharmaceuticals	Abolishing FBT	Marginal benefit to all pharmaceutical companies. We estimate 1-3% impact on net profits.
Pharmaceuticals	MAT increased from 10% to 15%	Sun Pharma (Rs1127.20) get's marginally impacted, we estimate 2% impact on net profit.
Pharmaceuticals	Extension of Section 10B (EOU) by one year	Most Indian drug companies have some portion of exports derived from EOUs, so earnings will benefit for one year. Cipla (Rs260.05), Lupin (Rs823.55), Sun (Rs1,127.2), and Ranbaxy (Rs261.6) to benefit.
Pharmaceuticals	Custom duty drop from 10% to 5% for life saving drugs	Such drugs are less than 5% of overall sales, so little beneficial impact

Source: Budget documents Morgan Stanley Research

Exhibit 2

Sector Related Budget Announcements With Impact on Sectors (Continued)

Sector	Budget Announcement	Impact
Real Estate	Allocation to JNNURM and NHA raised by 87% (to Rs129bn) and 23% versus F2009	Government's measures to bolster infrastructure should ensure greater availability of developable land for the property companies in the mid-longer term and also drive property demand
Real Estate	Abolition of FBT	Should lift the earnings by 1% for our coverage universe (incl DLF - Rs309.25, UT - Rs75.90, SDL - Rs224.25) and lower administrative burden
Real Estate	Removal of surcharge, increasing tax exemption limit by Rs10,000 in Personal Income Tax	Would assist domestic consumption
Retail	Removal of excise on branded jewellery (from 2% to 0%)	No impact on Titan (Rs1238). Titan branded its stores and not its jewelry and hence stopped paying excise tax on jewelry from F2009. However, Titan now has the flexibility to brand its jewelry without paying excise tax
Retail	Increase in import duty on gold bars from Rs100 to Rs200 per 10 gms	Negligible impact for Titan (Rs1238). Rs100 increase in import duty translates to around 0.7% increase in gold prices and less than 0.5% increase in Titan's gold jewelry prices for the end consumer. We believe that Titan will be able to easily pass on this increase in cost to the consumer with negligible impact on its volumes
Retail	Abolishing FBT	Titan (Rs1238) and PRIL (Rs303) get positive impact on earnings by 0.11% and 0.06%, respectively. PRIL and Titan paid over 1.5% of PBT.
Telecom	1) Minimum Alternate Tax (MAT) rate has been increased from 10% to 15%. 2) The Government has said bulk of Rs280bn (US\$5.7bn) increase in non-tax revenue will be on account of 3G spectrum auction	1) Bharti (Rs783.60) earnings would lower by 4% for next 2-3 years due to increase in MAT. RCOM (Rs269.40) and Idea (Rs69.5) have carried-forward losses hence no tax and earnings impact in F2010; however F2011E onwards both companies' earnings would lower by 4% for the next 2-3 years. 2) Our estimate for 3G is US\$5bn revenue for the government in F2010E assuming five operators @ US\$1bn per operator. We expect another US\$5bn in F2011E since spectrum availability in F2010 is limited.
Utilities	Increase in Minimum Alternate Tax (MAT) from 10% to 15%	This will not have any impact on regulated or competitive bid-based projects since tariffs will be re-worked using the new tax rate. There might be a marginal impact for merchant plants.
Utilities	Increase in outlay for the APDRP and RGGVY schemes	Increase opportunities for rural electrification and transmission projects - positive for Reliance Infrastructure, Tata Power (Rs1,102) and Lanco (Rs353)

Source: Budget documents Morgan Stanley Research

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