

Background & Business

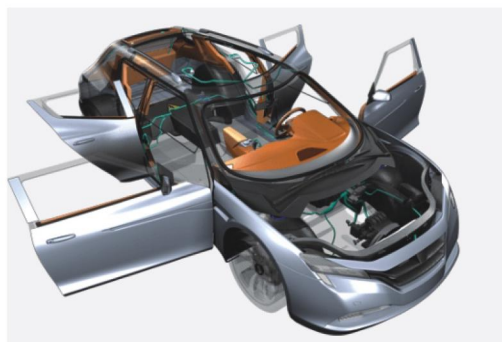
MSSL is an auto ancillary company engaged in manufacturing of wiring harness, mirrors, polymers, modules, metal components, manufacturing support solutions and providing IT, engineering and design solutions. It has over 180 facilities in 37 countries across all six continents. MSSL derives consolidated revenues from 5 major entities/revenue streams – standalone entity (wiring harness), SMP (polymers), SMR (rear view mirrors), PKC (wiring harness) and other entities. As per latest financials (FY19), standalone entity contributes ~12% to consolidated revenues while subsidiaries contribute ~88%. Within subsidiaries, SMRPBV comprises ~67% of consolidated revenues, PKC 15% and remaining subsidiaries comprising ~6% revenues. SMRPBV includes SMR and SMP contributing ~20% and ~47% respectively to consolidated revenues.

Investment Thesis

MSSL has one of the most compelling propositions due to various factors

- Diversified revenue profile**-derives only ~12% of consolidated revenues from standalone business & ~88% from subsidiaries - SMP (47%), SMR (20%), PKC (15%) & others (6%). Only 12% of MSSL's consolidated revenues are from India with rest coming from plants in 37 countries. For client wise contribution, management has a policy that no single customer, country or component to contribute >15% of revenues, which is a step in right direction for insulating business across vagaries of business cycles).
- +Increasing share of OEM wallet** -MSSL has made great strides in terms of increasing content per car 3xs in 5yrs, growing market share in its product segments & steady out performance w.r.t. auto sector
- Structural growth factors** -MSSL with well-diversified revenue base & strong relationship with global OEMs will continue to benefit from i) increased outsourcing by OEMs ii) Vendor consolidation as OEMs move towards lesser supplier model to lower costs and iii) higher content per vehicle driven by regulation & consumer aspirations
- Exemplary track record amidst in-organic led growth** Management, since year 2000 has been announcing 5yr targets & roadmap. Track record has been exemplary; indeed what makes it special is that targets are not just for size & growth but across range of well thought financial parameters such as focus on high return metrics, which reflects their ethos of financial prudence & balance sheet discipline. It also has track record of acquiring companies of significant size if it deems fit & successfully turning them around
- PKC acquisition to propel position in CV wiring harness segment**-Acquisition of the Finnish entity in Jan2017 for €571mn, funded entirely through internal accruals & proceeds from QIP, will open up truck wiring harness segment for MSSL in North America and
- Recent **Acquisition of Reydel Automotive Group** will help MSSL to get exposure to locations like Argentina, Morocco, Croatia, Indonesia and Phillippines where it was looking for expansion, without any capex.

From : 06-03-2014
To : 31-05-2019
Performance : 64%
Recommendation : OPEN



Outlook

The company has seen severe erosion in stock price over the past 12 months due to a combined effect of weakness in Indian automobile market and global demand headwinds triggered by ongoing USA-China trade war. Despite all these odds, the management has kept their 2020 (5-year target) intact, acquired companies to boost their presence and brought about new facilities on stream. We have strong conviction for MSSL's business momentum to be sustained; given its robust order book at key subsidiaries – SMR & SMP that account for >50% of consolidated EBIT along with steady EBITDA margin improvement led by operational cost efficiencies & execution of higher margin orders, continued focus on increasing content supplied per car & managements' proven past track record of delivering ahead of its guidance. Increasing content per car, entry into new geographies & new launches/facelifts by customers will continue to benefit MSSL over medium to long term.



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