

ASK AUTOMOTIVE

VISIT NOTE



KEY DATA

Rating	NOT RATED
Sector relative	NA
Price (INR)	513
12 month price target (INR)	NA
52 Week High/Low	555/333
Market cap (INR bn/USD bn)	10.1/1.1
Free float (%)	21.0
Avg. daily value traded (INR mn)	139.4

SHAREHOLDING PATTERN

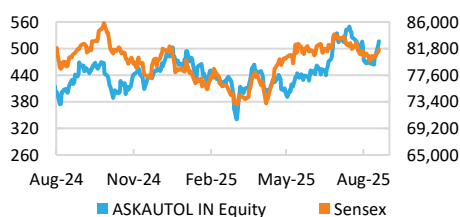
	Jun-25	Mar-25	Dec-24
Promoter	78.95%	78.95%	78.95%
FII	10.24%	9.94%	9.91%
DII	5.00%	4.95%	4.66%
Pledge	0.00%	0.00%	0.00%

FINANCIALS

(INR mn)

Year to March	FY22A	FY23A	FY24A	FY25A
Revenue	20,131	25,552	29,945	36,008
EBITDA	1,711	2,364	3,006	4,319
Adjusted profit	827	1,230	1,738	2,476
Diluted EPS (INR)	4.1	6.2	8.8	12.6
EPS growth (%)	(22.2)	48.7	41.3	42.5
RoAE (%)	13.2	19.3	23.8	26.6
P/E (x)	124.7	82.3	58.2	40.8
EV/EBITDA (x)	61.1	44.0	34.7	24.3
Dividend yield (%)	-	-	0.2	0.3

PRICE PERFORMANCE



Light-weighting efforts to aid growth

We met with CMD Mr Kuldip Singh Rathee and ED Mr Aman Rathee of ASK Automotive. Key insights from management: i) Aluminium light-weighting solutions to be a medium-term growth driver as ASK benefits from industry light-weighting efforts and new product offerings. ii) The recent tie-ups with LIOHO and Yanagawa for alloy wheels have sales potential of ~INR2bn in FY27. iii) JV with AISIN to enhance ASK's share in aftermarket. iv) Management expects mid-teens revenue growth in FY26 along with EBITDA margin of ~13.7% led by a ramp-up of the new plants. v) Possible implementation of ABS in 2Ws could be a potential headwind with maximum revenue impact of ~INR2.3bn.

The stock is trading at 27x FY27E PE based on consensus forecasts.

Collaborations to bolster growth

ASK has focused on collaborations to accelerate its growth trajectory. The company has stitched up five technical collaborations and formed two JVs. Based on its collaboration with LIOHO (Taiwan) in Feb-24, ASK has established a facility to manufacture 2W HPDC alloy wheels. Another significant move has been the JV with AISIN Group, Japan, in Apr-24, aimed at marketing and selling PV products in the aftermarket space. Lastly, a strategic partnership with Yanagawa, Japan, was formed in Mar-25 to manufacture 2W HPDC alloy wheels for a key customer. As per management, these collaborations are likely to bolster ASK's capabilities and help drive growth in both the domestic and export markets.

Aluminium light-weighting solutions: Medium-term growth driver

As per management, aluminium light-weighting and precision solutions are poised to be key growth drivers for ASK over the medium term. This division accounted for 45% of ASK's revenue in FY25 and 50% in Q1FY26 (versus 43% in FY24), and it has logged significant investments in in-house design and tool manufacturing facilities. The division operates over 200 HPDC machines and 700-plus finishing machines, supported by PDC machines ranging from 180T to 1,650T, providing robust capability to address the rising requirement for lightweight automotive components. The addition of 2W HPDC alloy wheel segment is likely to generate substantial revenue with an estimated annual contribution of ~INR2bn to be achieved in FY27 and ~INR5bn after three years. As the industry moves towards light-weighting, ASK's expertise in this segment will continue to drive growth and enhance market share.

Long-standing customer relationships

ASK's long-standing relationships with prominent OEMs form the backbone of its sustained growth and market leadership. Its relationship with major OEMs such as Honda, Hero MotoCorp, Suzuki, TVS, Yamaha, Bajaj, Royal Enfield, Ola, Ather, Denso and Magneti Marelli demonstrate the trust and reliability the company has built over the years. Notably, relationships with key customers range from 18–32 years, highlighting ASK's ability to maintain strong partnerships through consistent quality.

Financial Statements

Income Statement (INR mn)

Year to March	FY22A	FY23A	FY24A	FY25A
Total operating income	20,131	25,552	29,945	36,008
Gross profit	6,196	7,734	9,520	11,688
Employee costs	1,227	1,394	1,705	1,904
Other expenses	3,258	3,976	4,808	5,464
EBITDA	1,711	2,364	3,006	4,319
Depreciation	559	607	690	890
Less: Interest expense	81	112	286	337
Add: Other income	112	111	104	119
Profit before tax	1,183	1,756	2,135	3,211
Prov for tax	303	468	562	798
Less: Other adj				
Reported profit	827	1,230	1,738	2,476
Less: Excp.item (net)	-	-	-	-
Adjusted profit	827	1,230	1,738	2,476
Diluted shares o/s	201	197	197	197
Adjusted diluted EPS	4.1	6.2	8.8	12.6
DPS (INR)	-	-	1.0	1.5
Tax rate (%)	25.6	26.6	26.3	24.8

Important Ratios (%)

Year to March	FY22A	FY23A	FY24A	FY25A
Gross profit margin (%)	30.8	30.3	31.8	32.5
Staff cost % sales	6.1	5.5	5.7	5.3
Other expenses % sales	16.2	15.6	16.1	15.2
EBITDA margin (%)	8.5	9.3	10.0	12.0
Net profit margin (%)	4.1	4.8	5.8	6.9
Revenue growth (% YoY)	30.4	26.9	17.2	20.2
EBITDA growth (% YoY)	(8.2)	38.2	27.1	43.7
Adj. profit growth (%)	(22.2)	48.7	41.3	42.5

Valuation Metrics

Year to March	FY22A	FY23A	FY24A	FY25A
Diluted P/E (x)	124.7	82.3	58.2	40.8
Price/BV (x)	16.3	15.7	12.4	9.7
EV/EBITDA (x)	61.1	44.0	34.7	24.3
Dividend yield (%)	-	-	0.2	0.3

Source: Company

Balance Sheet (INR mn)

Year to March	FY22A	FY23A	FY24A	FY25A
Share capital	402	394	394	394
Reserves	5,917	6,043	7,773	10,037
Shareholders funds	6,319	6,438	8,167	10,431
Minority interest	-	-	-	-
Borrowings	1,424	2,950	3,431	3,935
Trade payables	1,788	1,699	2,477	2,858
Other liabs & prov	2,946	2,210	1,574	2,015
Total liabilities	12,477	13,296	15,650	19,239
Net block	7,376	7,258	9,922	12,673
Intangible assets	-	-	-	-
Capital WIP	29	1,182	642	646
Total fixed assets	7,404	8,441	10,564	13,319
Non current inv	-	40	205	372
Cash/cash equivalent	16	24	127	201
Sundry debtors	2,012	2,104	2,140	1,950
Loans & advances	1,762	1,080	80	53
Other assets	1,283	1,607	2,534	3,344
Total assets	12,477	13,296	15,650	19,239

Free Cash Flow (INR mn)

Year to March	FY22A	FY23A	FY24A	FY25A
Reported profit	827	1,230	1,738	2,476
Add: Depreciation	559	579	677	890
Interest (net of tax)	63	90	266	319
Others	(16)	71	(252)	(48)
Less: Changes in WC	10	(584)	605	(34)
Operating cash flow	1,442	1,386	3,033	3,602
Less: Capex	(817)	(1,488)	(2,798)	(3,301)
Free cash flow	625	(102)	235	301

Key Ratios

Year to March	FY22A	FY23A	FY24A	FY25A
RoE (%)	13.2	19.3	23.8	26.6
RoCE (%)	16.9	21.1	22.5	26.8
Inventory days	23	22	22	23
Receivable days	36	30	26	20
Payable days	32	24	30	29
Working cap (% sales)	3.4	4.5	2.2	1.3
Gross debt/equity (x)	0.2	0.5	0.4	0.4
Net debt/equity (x)	0.2	0.5	0.4	0.4
Interest coverage (x)	14.3	15.7	8.1	10.2

Valuation Drivers

Year to March	FY22A	FY23A	FY24A	FY25A
EPS growth (%)	(22.2)	48.7	41.3	42.5
RoE (%)	13.2	19.3	23.8	26.6
EBITDA growth (%)	(8.2)	38.2	27.1	43.7
Payout ratio (%)	-	-	11.3	11.9



Bio in brief

Mr Kuldip Singh Rathee, Chairman and Managing Director at Ask Automotive.

Mr Rathee is the Chairman and Managing Director of the company. He is one of the promoters and a founder of the company. He is a BA (Economics Honours) from St Stephens' College, Delhi. He has previously served in the Central Reserve Police Force where he was directly recruited for the post of deputy superintendent of police in 1974 and served till 1978. Mr Rathee has also previously been a contractor in Class I (B&R) with the Directorate General of Works, Central Public Works Department, Government of India. He has more than 36 years of experience in the manufacturing sector.

Exhibit 1: Mr Kuldip Singh Rathee's professional journey – An overview

Work experience and education	Organisation	Tenure
Promoter and founder	Ask Automotive	1988-Present
Deputy superintendent of police	Central Reserve Police Force	1974-1978
Education (Economic Honours)	St Stephens' College, Delhi.	1986-1990

Source: Company, Nuvama Research

Management meet highlights

- **FY26 outlook:** 1) **Revenue:** Management reiterated its guidance of mid-teens revenue growth for FY26. Following a muted Q1FY26, H2FY26 is likely to log a recovery, supported by a favourable monsoon, festive demand and macroeconomic tailwinds. Light-weighting and precision solutions growth shall be over 20%, safety control cables business growth shall be 10–15% and advanced braking system growth in high single-digits. 2) **EBITDA margin** is likely to be ~13.7% driven by the ramp-up of the new Bangalore plant and better capacity utilisation at the Karoli plant.
- **Q1 exports** revenue was flat YoY at INR330mn due to geopolitical headwinds and tariff-related uncertainty in the US. However, the company remains confident of 20% export growth in FY26, supported by a ramp-up in non-auto exports. Exports are on an FOB basis. Hence, the tariff impact is borne by customers.
- **Aluminum light-weighting and precision solutions** revenue grew 15% YoY to INR4.5bn with revenue share reaching ~50% in Q1FY26 versus ~45% last year. The company is continuously developing new component offerings, thereby supporting robust growth.
- **Alloy wheels:** i) **Technical collaboration with LIOHO, Taiwan (Feb-24)** to manufacture 2W HPDC alloy wheels. The capacity has been built and the product is currently undergoing testing. Orders are likely to start flowing in H1FY26 onwards. ii) **A strategic partnership with Yanagawa, Japan (Mar-25)** to manufacture 2W HPDC alloy wheels for an identified customer. The expectation is of INR2bn revenue in FY27E.
- **JV with AISIN:** The company has entered into a joint venture with AISIN Group, Japan (Apr-24) to market and sell PV products in the independent aftermarket. The company showcased its product range at the Bharat Mobility Expo 2025, which received a positive response from dealers across the country. The focus will be on distribution.

- **WA business phase-out:** Total ~53.5% of the business was phased out in Q1FY26, with a complete exit likely by end-FY26. Management expects this to support a sustained improvement in margins.
- **Inorganic initiatives:** ASK has entered into five technical collaborations and formed three joint ventures so far. The latest is a **joint venture with TD Holding (TDH), Germany**, for the manufacturing, marketing, and sale of sunroof control cables and helix cables for PVs. This partnership is aimed at strengthening ASK's presence in the PV segment. TDH will have a 51% stake in the JV with ASK holding the remaining 49%. ASK's total planned investment in the JV is INR100mn with capacity likely to be commissioned by end-FY26. The initial focus will be on the domestic market with exports to follow in order to drive scale and cost efficiencies.
- **EV:** ASK is gaining strong traction in the EV segment, supplying components to nearly 80% of India's leading E-2W OEMs. As on FY25, EV contributed 4% to overall revenue. The company is well-placed to capitalise on rising EV adoption.
- **Top customers:** HMSI (~35%), TVS (~20%) and HMCL (~17%). No major new customer additions, but new product adoption continues.
- **Customer relationship:** The company enjoys long-standing relationships with Indian and global OEMs such as HMSI, HMCL, Suzuki, TVS, Yamaha, Bajaj, Royal Enfield, Ola, Ather, Denso, Magneti Marelli, and many others. Notably, relationship with key customers ranges from 18–32 years, highlighting ASK's ability to maintain strong partnerships through consistent quality.
- **Plant ramp-up and capacity utilisation:** i) Bangalore facility turned EBITDA positive in Q1 and is likely to reach 60% utilisation in Q2FY26 and 70–75% by Q4FY26. ii) Karoli facility currently operates at ~65% utilisation.
- **Asset turnover:** ASK has invested INR4.9bn in the Karoli plant and INR1.6bn in the new Bangalore facility as on Mar-25, with an additional investment of up to INR1bn planned in FY26. Management expects to achieve an asset turnover of 1.75x from these two facilities.
- **Mandatory ABS regulatory risk:** The draft government notification mandating ABS in 2Ws could pose potential headwinds with an estimated worst-case revenue impact of ~INR2.3bn, primarily affecting the aluminum segment. Management is awaiting the final notification and may explore inorganic opportunities to mitigate the associated risks. The company has 30–40% market share in disc brake pads.
- **FY26 capex** is planned at INR4.5bn primarily towards plant expansion and new product lines. Debt to equity is likely to improve despite heavy capex.

Company Overview

Established in 1988, ASK Automotive is India's largest manufacturer of 2W advanced braking systems, commanding a ~50% share of the Indian 2W market for products including brake shoes, disc brake pads and brake panel assemblies. The company is also among the leading manufacturers of aluminium light-weighting precision solutions (die-casting to critical machining, paint shop and critical assemblies) for automotive and non-automotive applications, and has successfully achieved a unique positioning across automobile OEMs with powertrain-agnostic products focussing on the EV domain.

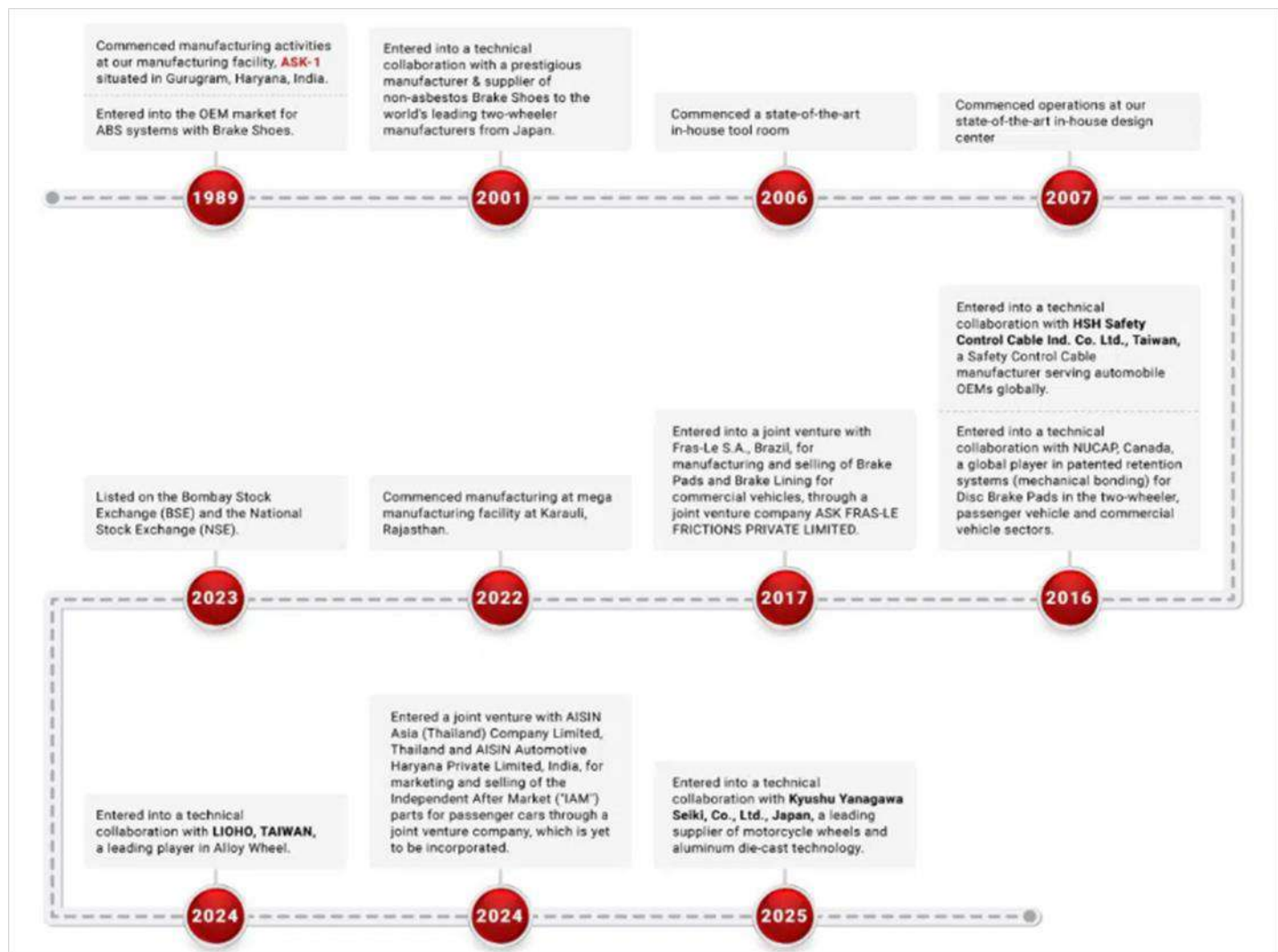
As a safety product manufacturer and a supplier of critical safety systems, ASK is also among the reputable manufacturers of safety control cables (front brake, rear brake, speedometer and clutch cable assemblies).

The company has five world-class technical collaborations and two JVs with leading global players in the CV and PV segments. Currently, ASK exports to 12 countries from ASK and 42 countries from the ASK FRAS-LE JV and is committed to expanding its geographical presence through exports.

ASK Automotive boasts 18 strategically located state-of-the-art manufacturing facilities in close proximity to OEMs enabling it to deliver just-in-time and reap economies of scale for customers, not to mention logistical edge.

From a business standpoint, the company has long-standing relationships with marquee OEMs such as HMSI, HMCL, Suzuki, TVS, Yamaha, Bajaj, Royal Enfield, Ola, Ather, Denso, Magneti Marelli and many more.

Exhibit 2: Driving progress through expansion and collaboration



Source: Company, Nuvama Research

Key business segments

Advanced braking systems (ABS)

ASK is the largest manufacturer of 2W ABS, commanding a ~50% share of the Indian 2W market for ABS including, brake shoes, disc brake pads and brake panel assemblies crucial for vehicle safety and performance. The company is India's largest brake shoe manufacturer. ASK has a portfolio of 52 proprietary formulations. In FY25, the company produced 180mn brake shoes and 14.5mn brake panel assemblies. This segment contributed 37% to revenue in FY25.

Exhibit 3: Product offerings in ABS



Source: Company, Nuvama Research

Aluminium light-weighting precision solutions (ALPS)

As a leading manufacturer of safety systems and critical engineering solutions, ASK specialises in die-casting, critical machining, paint shop, and critical assemblies for both automotive and non-automotive applications. Focus on lightweight and heat management drives innovation, with aluminum-based precision solutions playing a pivotal role. The company offers end-to-end services, from design optimisation to delivery, backed by virtual simulations and engineering excellence. Light-weighting is becoming a crucial consideration for the automotive sector, as it improves vehicle performance, energy efficiency and reduces emissions, ultimately contributing to safer vehicle experience. ALP solutions are widely used in EVs, ICE vehicles and various non-automotive applications such as power tools and outdoor equipment. ASK has invested in strategic technical tie-ups with LIOHO, TAIWAN—a leading manufacturer of automotive system components and metal parts including alloy wheels. Furthermore, ASK has collaborated with Kyushu Yanagawa Seiki Company Limited, Japan a prominent supplier of motorcycle wheels and aluminum die-casting technology, to manufacture alloy wheels in India, leveraging its existing expertise in high-pressure die-casting (HPDC). This segment contributed 45% to revenue in FY25.

Exhibit 4: Product offerings in ALPS

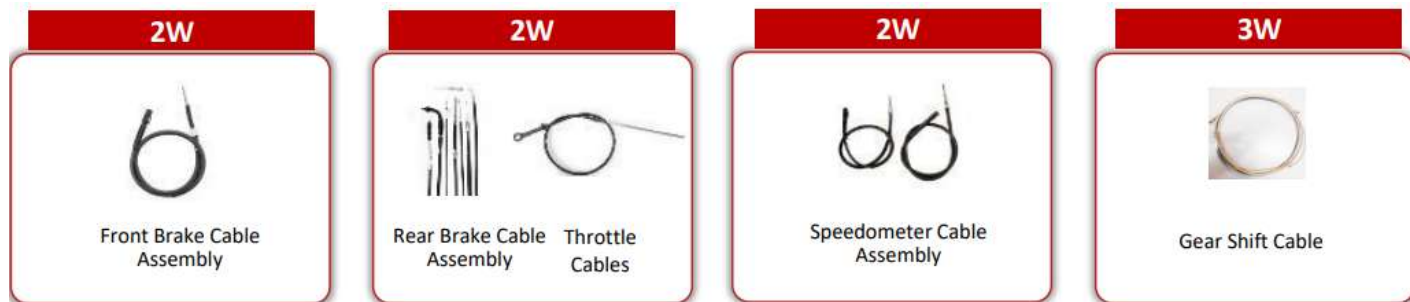


Source: Company, Nuvama Research

Safety control cables

The company's technical collaboration with HSH Safety Control Cable Industrial Company Limited has enabled ASK to develop an extensive portfolio of control cables. This includes front and rear brake cables, throttle cables and speedometer cables as well as seat lock, fuel lid, temperature controller and choke cables, all designed for 2W OEMs and IAM. With a single piece line flow system and robust processes, the company is one of the leading manufacturers of SCC. This segment contributed 4% to revenue in FY25.

Exhibit 5: Product offering in cable segment



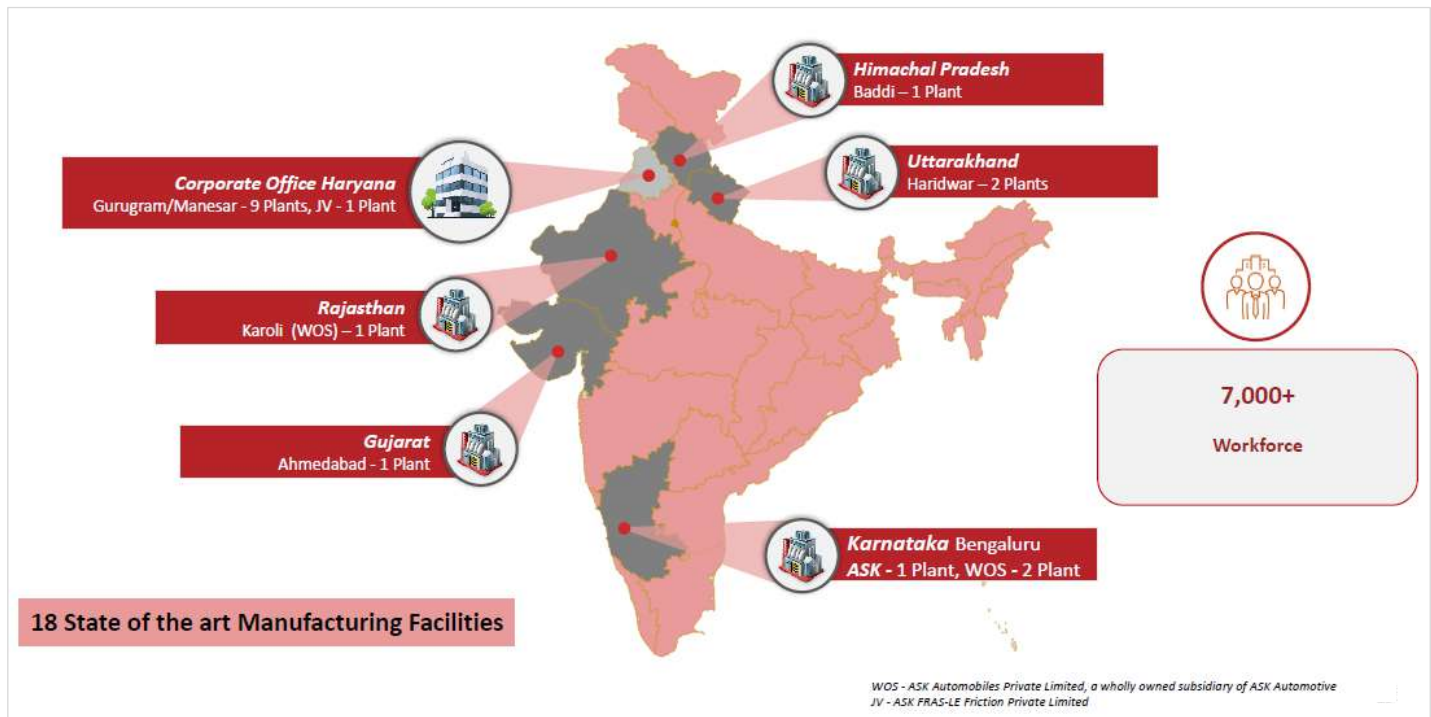
Source: Company, Nuvama Research

Exhibit 6: Long-standing relationship with Indian and global OEM players

2W Customers	Years of Relationship	2 Wheelers-ICE	
Hero MotoCorp Limited	32		
	24	2 Wheelers-EV 	
	23	4 Wheelers 	
	23	Commercial Vehicle 	
	22	Export Customers 	
	18		

Source: Company, Nuvama Research

Exhibit 7: Geographical presence across India with 18 state-of-the-art manufacturing facilities



Source: Company, Nuvama Research

Additional Data

Management

CEO & MD	Kuldip Singh Rathee
WTD	Prashant Rathee
WTD	Aman Rathee
CFO	Naresh Kumar Sharma
Auditor	Walker ChandioK & Co LLP

Holdings – Top 10*

% Holding		% Holding	
Tata AMC	2.31	State of Florida	1.06
SBI Life Insurance	2.02	SBI Funds	0.30
Goldman Sachs	1.89	Natixis SA	0.30
All spring Emerging Market Fund	1.84	Brinker Capital LLC	0.29
ADIA	1.50	Neuberger Berman Group	0.25

*Latest public data

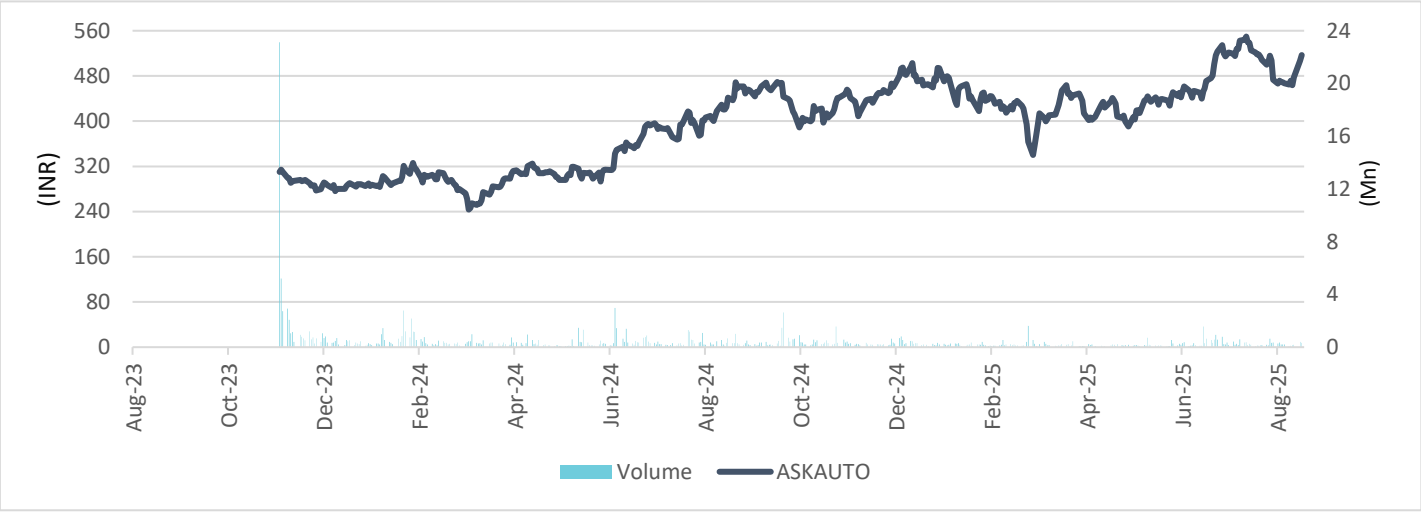
Recent Company Research

Date	Title	Price	Reco
01-Apr-25	Light-weighting in autos to aid growth; <i>Visit Note</i>	445	Not Rated

Recent Sector Research

Date	Name of Co./Sector	Title
14-Aug-25	Ashok Leyland	Q1 in-line; outlook remains muted <i>Result Update</i>
08-Aug-25	Tata Motors	A cold start: weak quarter; outlook subdued; <i>Result Update</i>
07-Aug-25	SKF India	Q1 in-line; auto, industrials growth to; <i>Result Update</i>

Daily Volume Interpretation



Source: Bloomberg, Nuvama research

Rating Rationale & Distribution: Nuvama Research

Rating	Expected absolute returns over 12 months	Rating Distribution
Buy	15%	198
Hold	<15% and >-5%	70
Reduce	<-5%	36

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