

Motilal Oswal values your support in the Asiamoney Brokers Poll 2023 for India Research, Sales, Corporate Access and Trading team. We [request your ballot](#).



## Near-term tech demand outlook remains subdued

We met a few IT services companies and industry participants and also attended the NASSCOM GCC event during our recent Bangalore trip to get a sense on the demand amid adverse macro environment. Our discussions indicate continued pressure on near-term tech spending at large enterprises, along with cost-saving mandates for their technology teams, especially in the BFSI and Retail/Consumer sectors. While the long-term focus is on the implementation of technology and the expansion of GCC footprint (to handle in-house capabilities), the current environment means stable or lower spending in the near term. We continue to see the cost optimization trend as positive for TCS given its superior capabilities to execute cost-saving mandates. We reiterate TCS as our [top pick](#) for 2023. Here are the key takeaways from our meetings:

## Near-term demand continues to face macro headwinds

- Our interactions with industry participants and experts at the NASSCOM GCC event in Bangalore suggest that large corporate clients continue to keep tight control over their technology budgets.
- A persistently weak macro environment in the US and Europe is leading to a cautious near-term outlook on technology spending, especially at large banks, with cost optimization work being outsourced to tech vendor partners.
- For example, a large global bank has a clear mandate for its team to cut the technology budget and is aggressively pushing IT vendors to cut costs.
- Few banks and their advisory partners indicated that they have a clear focus on costs until they see a better economic environment.
- Similarly, despite having a broad focus on technology adoption, a big CPG company has trimmed its technology team, including closing specific projects in their India captive.
- The Media & Entertainment industry remains under pressure after strong spending in 2022. In few cases, spending on IT vendors has declined 20% from the previous year.
- We witnessed meaningful interest in language learning models (LLM like GPT 4) from corporates, although there is high concern about regulatory risks on business deployment and the ability to control the output.

## High demand for senior leadership talent

- Our discussions with a senior tech recruiter and industry participants suggest that the movement of mid-to-senior leadership at IT services firms is a reality, partially on account of multiple CEO-level changes.
- Moreover, there is demand for senior talent from both IT services and captives, especially in delivery roles.
- Captives are benefitting from high inflation in the US/Europe as the cost of talent remains a constraint there. Hence, the expansion in India is a viable business case despite weak macro.

Mukul Garg – Research analyst (Mukul.Garg@MotilalOswal.com)

Research analyst: Raj Prakash Bhanushali (Raj.Bhanushali@MotilalOswal.com) | Pritesh Thakkar (Pritesh.Thakkar@MotilalOswal.com)

**Investors are advised to refer through important disclosures made at the last page of the Research Report.**

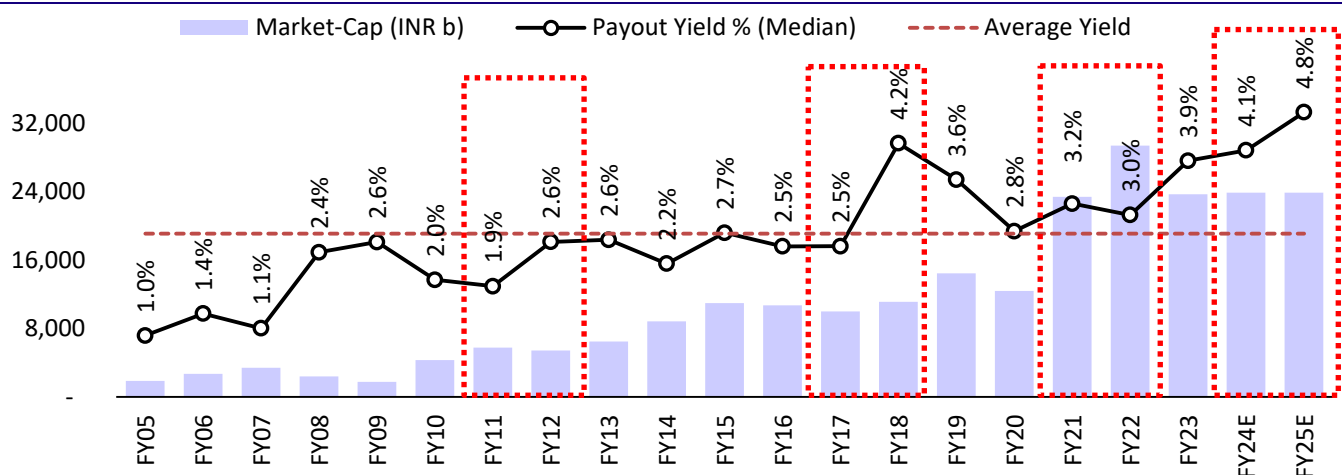
Motilal Oswal research is available on [www.motilaloswal.com/Institutional-Equities](http://www.motilaloswal.com/Institutional-Equities), Bloomberg, Thomson Reuters, Factset and S&P Capital.

**ER&D demand driven by selective verticals**

- Demand in the automotive vertical remains very strong and has not been affected by weak macro.
- Engineering captives continue to grow as more companies add presence in India to take advantage of talent availability.
- Aerospace continues to see strong spending from customers as demand for travel remains very high. The industry saw pressure from high layoffs during the pandemic, which is now resulting in talent scarcity.
- Similarly, the automotive sector's spending on electrification and autonomous is expected to remain elevated for the next 5-7 years.
- On the other hand, the medical devices space has seen a moderation in spending due to changes in EU MDR adoption requirement (delayed to 2027 from 2024).
- Similarly, the Media and Entertainment industry is still recovering from high spending in the last few years and is expected to remain weak in the near term.
- While supply was a major concern few months ago, it is now easing rapidly and turning into overcapacity.
- The long-term outlook for the industry remains strong due to low penetration compared to IT services. Unlike in past, corporates have proactively started looking for partners in the ER&D space, although captive remains a focus area.

**Valuations and view – positive on longer-term secular demand**

- We remain positive on the long-term demand outlook for the IT services industry amid growing tech adoption from enterprises, near-term growth is seeing signs of slowdown on account of macroeconomic pressure in key economies. The cautionary environment has reprioritized spends toward cost optimization initiatives and has also led to tighter scrutiny and delayed approval cycle.
- FY25E earnings growth with attractive payouts should make the tier-1 pack more preferable over tier-2. We remain selective in the space and view any correction in the preferred names as an opportunity to accumulate further. We prefer [TCS \(top pick\)](#), HCLT, and INFO within our tier-1 IT coverage

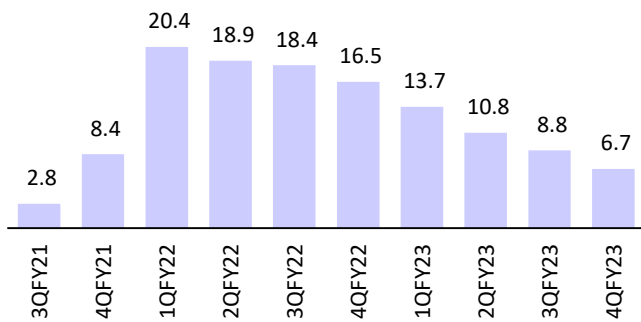
**Exhibit 1: Tier I (Top Five) Median Payout Yield looks attractive**

Note: TechM is included from FY11, FY20 trend was impacted due to Covid, FY24/25E Yield as per current MCap

Source: MOFSL, Company

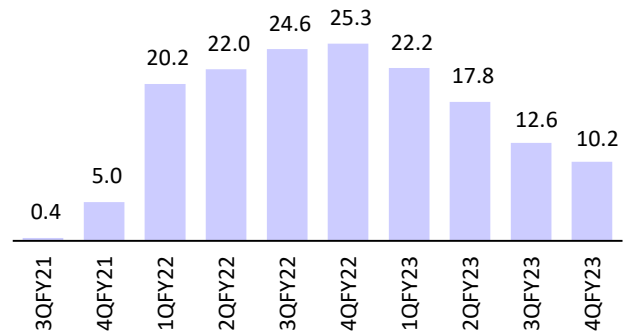
## Industry Charts

**Exhibit 2: Tier I USD Revenue Growth (YoY %)**



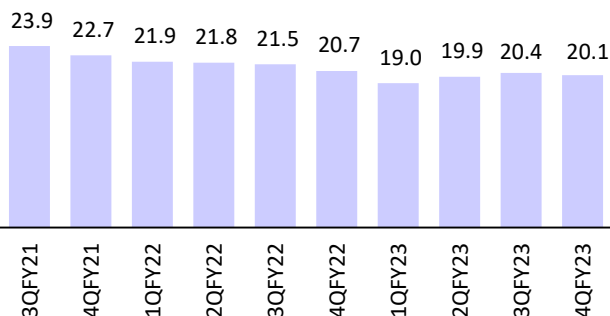
Source: MOFSL, Company

**Exhibit 3: Tier II USD Revenue Growth (YoY %)**



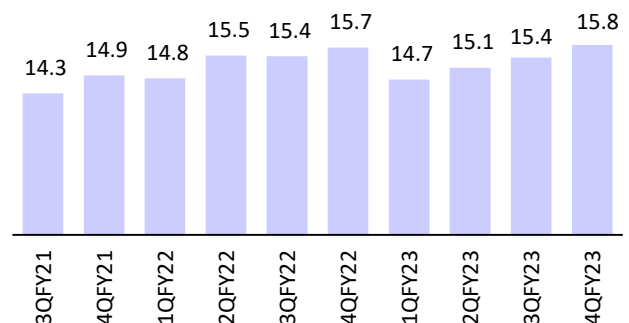
Source: MOFSL, Company

**Exhibit 4: Tier I EBIT Margin (%)**



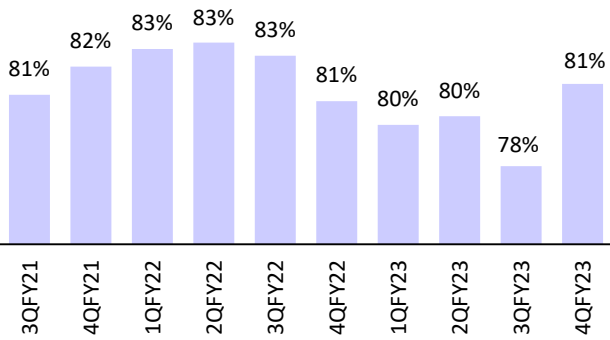
Source: MOFSL, Company

**Exhibit 5: Tier II EBIT margin (%)**



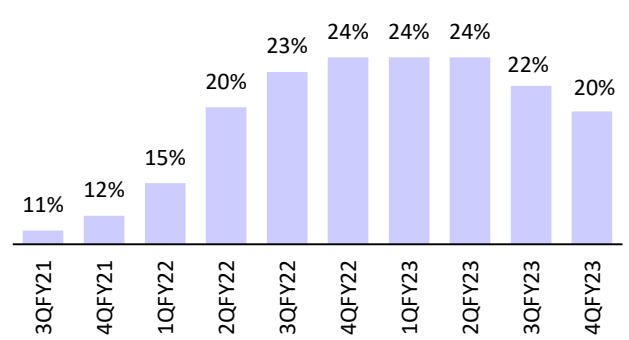
Source: MOFSL, Company

**Exhibit 6: Median Utilization – IT Coverage**



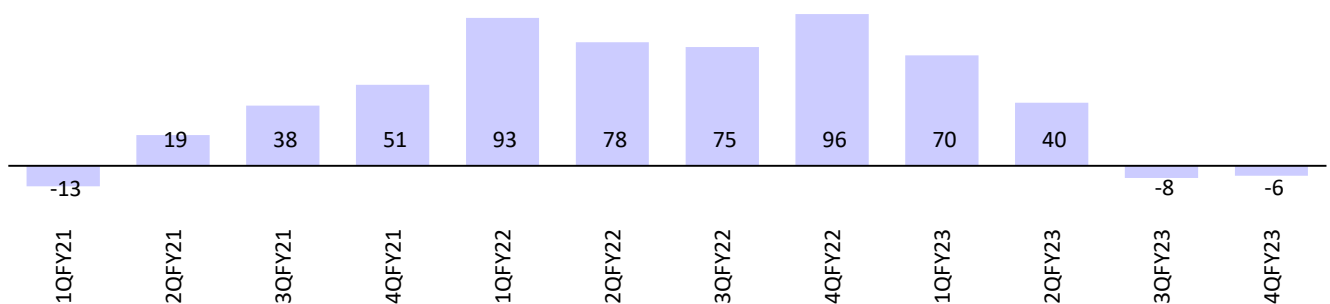
Source: MOFSL, Company

**Exhibit 7: Median Attrition - IT Coverage**



Source: MOFSL, Company

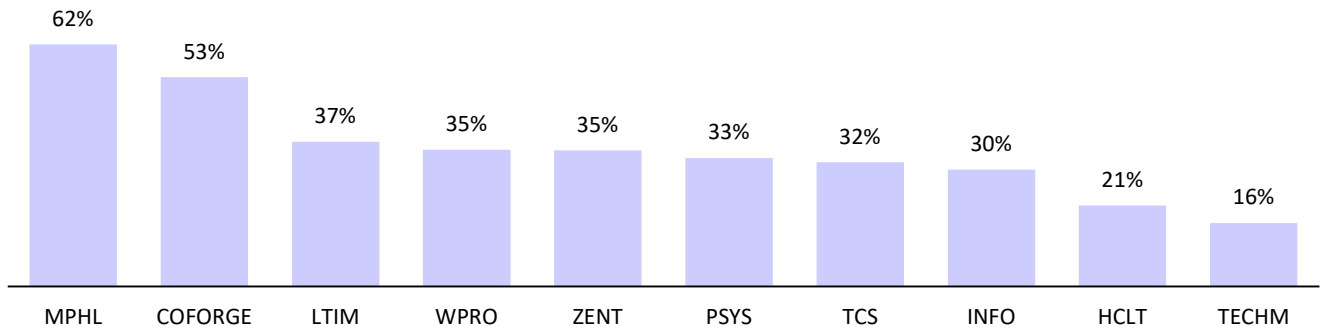
**Exhibit 8: Overall Headcount Addition ('000) - IT Coverage**



Source: MOFSL, Company

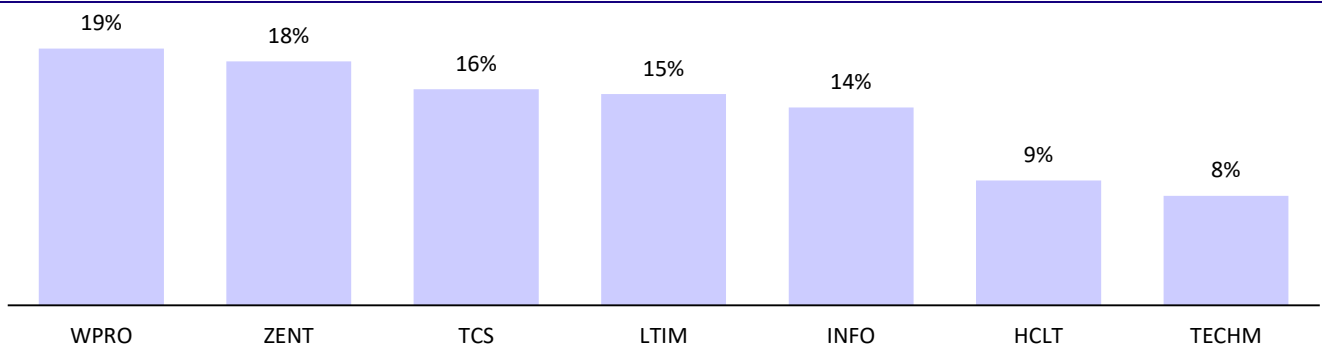
## Industry Charts

**Exhibit 9: FY23 BFSI Exposure %**



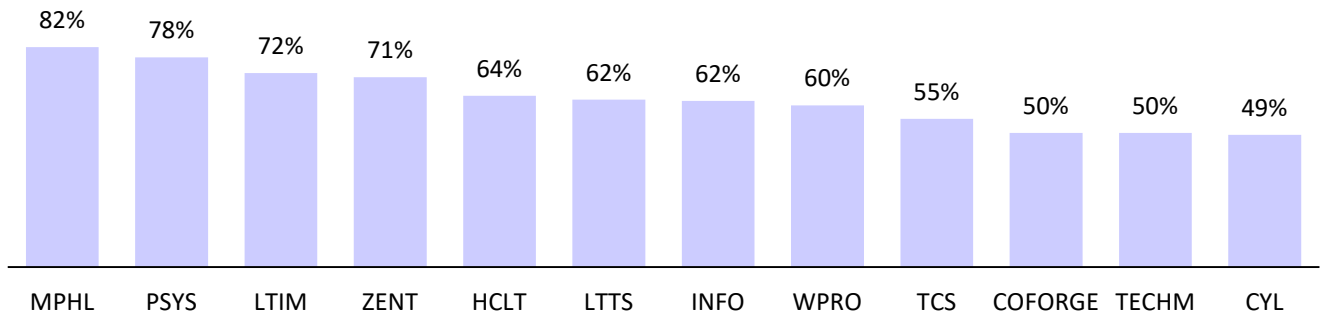
Source: MOFSL, Company

**Exhibit 10: FY23 Retail/CPG Exposure %**



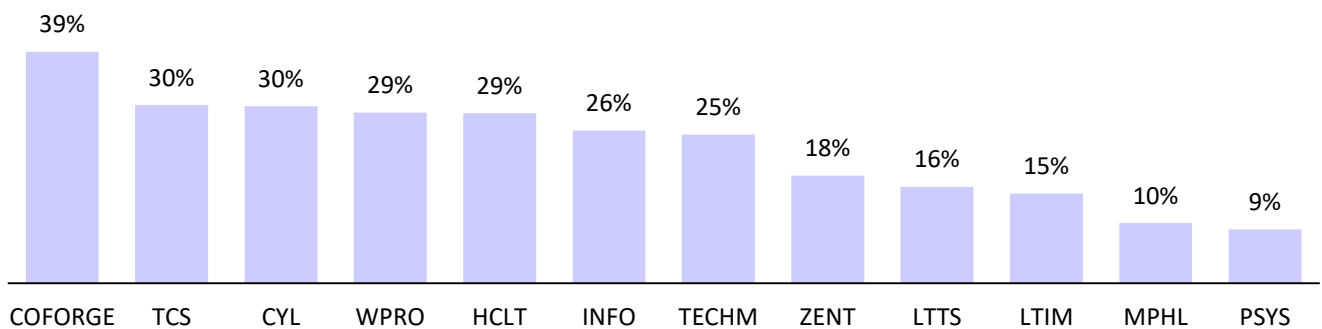
Source: MOFSL, Company

**Exhibit 11: FY23 US Exposure %**



Source: MOFSL, Company

**Exhibit 12: FY23 Europe Exposure %**



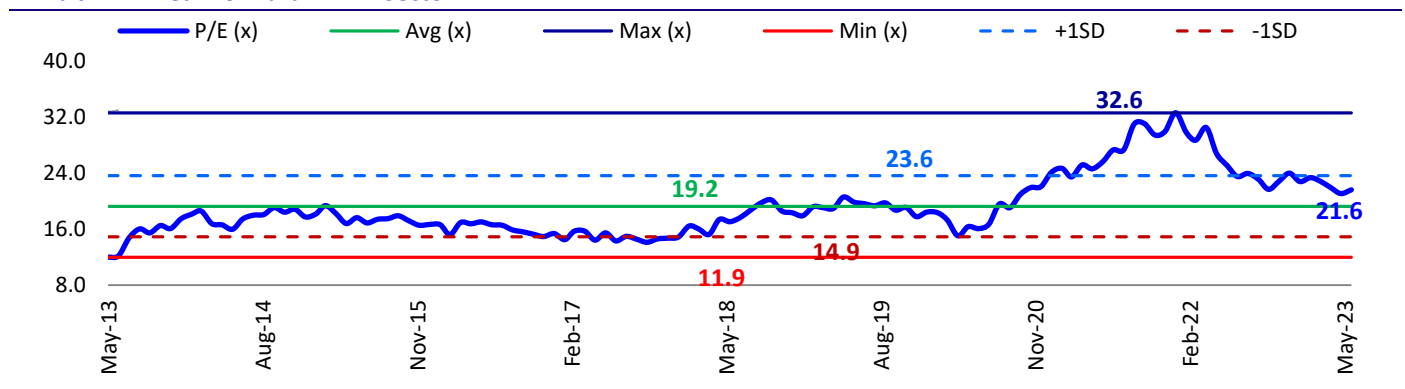
Source: MOFSL, Company

Exhibit 13: Valuation Table

Company	Rating	Price (INR)	MCap (USD b)	Target Price (INR)	Upside/Downside (%)	EPS		P/E (x)		Rev growth (%) (CC)		EBIT Margin (%)		PEG
						FY24E	FY25E	FY24E	FY25E	FY24E	FY25E	FY24E	FY25E	
TCS	Buy	3,308	147	3,860	17%	132.4	154.3	25.0	21.4	7.7%	12.1%	24.5%	25.5%	1.4
Infosys	Buy	1,299	66	1,520	17%	63.2	72.3	20.6	18.0	5.2%	11.3%	21.1%	21.7%	1.5
Wipro	Neutral	405	27	360	-11%	22.0	25.5	18.4	15.9	2.2%	10.9%	16.2%	16.9%	1.4
HCL Tech	Buy	1,137	37	1,250	10%	60.6	69.3	18.8	16.4	6.8%	12.5%	18.4%	18.8%	1.3
TechM	Neutral	1,122	12	1,080	-4%	59.8	72.1	18.7	15.6	4.7%	10.1%	11.7%	12.9%	1.3
LTIM	Neutral	4,990	10	4,650	-7%	174.0	211.2	28.7	23.6	9.5%	14.5%	16.6%	17.6%	1.3
Mphasis	Neutral	2,020	5	1,780	-12%	91.2	111.3	22.1	18.1	-0.4%	14.2%	15.4%	16.3%	1.4
LTTS	Buy	3,936	5	4,040	3%	132.0	155.4	29.8	25.3	20.3%	15.4%	17.3%	17.7%	1.4
Coforge	Neutral	4,590	3	4,290	-7%	177.7	195.0	25.8	23.5	16.5%	13.5%	14.3%	14.7%	1.1
Persistent	Neutral	5,231	5	4,870	-7%	162.0	187.4	32.3	27.9	15.4%	14.6%	16.0%	16.1%	1.2
Cyient	Buy	1,459	2	1,450	-1%	73.9	85.3	19.8	17.1	18.0%	14.0%	13.9%	14.1%	0.6
Zensar	Buy	404	1	390	-3%	20.7	24.2	19.5	16.7	3.4%	13.3%	11.3%	11.8%	0.6

Source: MOFSL, Company

Exhibit 14: 1-Year Forward PE - IT Sector



Source: MOFSL, Company

Investment in securities market are subject to market risks. Read all the related documents carefully before investing

NOTES

Explanation of Investment Rating	
Investment Rating	Expected return (over 12-month)
BUY	>=15%
SELL	< - 10%
NEUTRAL	< - 10 % to 15%
UNDER REVIEW	Rating may undergo a change
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation

\*In case the recommendation given by the Research Analyst is inconsistent with the investment rating legend for a continuous period of 30 days, the Research Analyst shall be within following 30 days take appropriate measures to make the recommendation consistent with the investment rating legend.

#### Disclosures

The following Disclosures are being made in compliance with the SEBI Research Analyst Regulations 2014 (herein after referred to as the Regulations).

Motilal Oswal Financial Services Ltd. (MOFSL) is a SEBI Registered Research Analyst having registration no. INH000000412. MOFSL, the Research Entity (RE) as defined in the Regulations, is engaged in the business of providing Stock broking services, Depository participant services & distribution of various financial products. MOFSL is a listed public company, the details in respect of which are available on [www.motilaloswal.com](http://www.motilaloswal.com). MOFSL (erstwhile Motilal Oswal Securities Limited - MOSL) is registered with the Securities & Exchange Board of India (SEBI) and is a registered Trading Member with National Stock Exchange of India Ltd. (NSE) and Bombay Stock Exchange Limited (BSE), Multi Commodity Exchange of India Limited (MCX) and National Commodity & Derivatives Exchange Limited (NCDEX) for its stock broking activities & is Depository participant with Central Depository Services Limited (CDSL) National Securities Depository Limited (NSDL), NERL, COMRIS and CCRL and is member of Association of Mutual Funds of India (AMFI) for distribution of financial products and Insurance Regulatory & Development Authority of India (IRDA) as Corporate Agent for insurance products. Details of associate entities of Motilal Oswal Financial Services Limited are available on the website at

<http://online.reports.motilaloswal.com/Dormant/documents/List%20of%20Associate%20companies.pdf>

MOFSL and its associate company(ies), their directors and Research Analyst and their relatives may; (a) from time to time, have a long or short position in, act as principal in, and buy or sell the securities or derivatives thereof of companies mentioned herein. (b) be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) discussed herein or act as an advisor or lender/borrower to such company(ies) or may have any other potential conflict of interests with respect to any recommendation and other related information and opinions.; however the same shall have no bearing whatsoever on the specific recommendations made by the analyst(s), as the recommendations made by the analyst(s) are completely independent of the views of the associates of MOFSL even though there might exist an inherent conflict of interest in some of the stocks mentioned in the research report.

MOFSL and / or its affiliates do and seek to do business including investment banking with companies covered in its research reports. As a result, the recipients of this report should be aware that MOFSL may have a potential conflict of interest that may affect the objectivity of this report. Compensation of Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions. Details of pending Enquiry Proceedings of Motilal Oswal Financial Services Limited are available on the website at <https://galaxy.motilaloswal.com/ResearchAnalyst/PublishViewLitigation.aspx>

A graph of daily closing prices of securities is available at [www.nseindia.com](http://www.nseindia.com), [www.bseindia.com](http://www.bseindia.com). Research Analyst views on Subject Company may vary based on Fundamental research and Technical Research. Proprietary trading desk of MOFSL or its associates maintains arm's length distance with Research Team as all the activities are segregated from MOFSL research activity and therefore it can have an independent view with regards to Subject Company for which Research Team have expressed their views.

#### Regional Disclosures (outside India)

This report is not directed or intended for distribution to or use by any person or entity resident in a state, country or any jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject MOFSL & its group companies to registration or licensing requirements within such jurisdictions.

#### For Hong Kong:

This report is distributed in Hong Kong by Motilal Oswal capital Markets (Hong Kong) Private Limited, a licensed corporation (CE AYY-301) licensed and regulated by the Hong Kong Securities and Futures Commission (SFC) pursuant to the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) "SFO". As per SEBI (Research Analyst Regulations) 2014 Motilal Oswal Securities (SEBI Reg. No. INH000000412) has an agreement with Motilal Oswal capital Markets (Hong Kong) Private Limited for distribution of research report in Hong Kong. This report is intended for distribution only to "Professional Investors" as defined in Part I of Schedule 1 to SFO. Any investment or investment activity to which this document relates is only available to professional investor and will be engaged only with professional investors." Nothing here is an offer or solicitation of these securities, products and services in any jurisdiction where their offer or sale is not qualified or exempt from registration. The Indian Analyst(s) who compile this report is/are not located in Hong Kong & are not conducting Research Analysis in Hong Kong.

#### For U.S.

Motilal Oswal Financial Services Limited (MOFSL) is not a registered broker - dealer under the U.S. Securities Exchange Act of 1934, as amended (the "1934 act") and under applicable state laws in the United States. In addition MOFSL is not a registered investment adviser under the U.S. Investment Advisers Act of 1940, as amended (the "Advisers Act") and together with the 1934 Act, the "Acts), and under applicable state laws in the United States. Accordingly, in the absence of specific exemption under the Acts, any brokerage and investment services provided by MOFSL, including the products and services described herein are not available to or intended for U.S. persons. This report is intended for distribution only to "Major Institutional Investors" as defined by Rule 15a-6(b)(4) of the Exchange Act and interpretations thereof by SEC (henceforth referred to as "major institutional investors"). This document must not be acted on or relied on by persons who are not major institutional investors. Any investment or investment activity to which this document relates is only available to major institutional investors and will be engaged in only with major institutional investors. In reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended (the "Exchange Act") and interpretations thereof by the U.S. Securities and Exchange Commission ("SEC") in order to conduct business with Institutional Investors based in the U.S., MOFSL has entered into a chaperoning agreement with a U.S. registered broker-dealer, Motilal Oswal Securities International Private Limited. ("MOSIPL"). Any business interaction pursuant to this report will have to be executed within the provisions of this chaperoning agreement.

The Research Analysts contributing to the report may not be registered /qualified as research analyst with FINRA. Such research analyst may not be associated persons of the U.S. registered broker-dealer, MOSIPL, and therefore, may not be subject to NASD rule 2711 and NYSE Rule 472 restrictions on communication with a subject company, public appearances and trading securities held by a research analyst account.

#### For Singapore

In Singapore, this report is being distributed by Motilal Oswal Capital Markets Singapore Pte Ltd ("MOCMSPL") (Co. Reg. NO. 201129401Z) which is a holder of a capital markets services license and an exempt financial adviser in Singapore. As per the approved agreement under Paragraph 9 of Third Schedule of Securities and Futures Act (CAP 289) and Paragraph 11 of First Schedule of Financial Advisors Act (CAP 110) provided to MOCMSPL by Monetary Authority of Singapore. Persons in Singapore should contact MOCMSPL in respect of any matter arising from, or in connection with this report/publication/communication. This report is distributed solely to persons who qualify as "Institutional Investors", of which some of whom may consist of "accredited" institutional investors as defined in section 4A(1) of the Securities and Futures Act, Chapter 289 of Singapore ("the SFA"). Accordingly, if a Singapore person is not or ceases to be such an institutional investor, such Singapore Person must immediately discontinue any use of this Report and inform MOCMSPL.

#### Specific Disclosures

- 1 MOFSL, Research Analyst and/or his relatives does not have financial interest in the subject company, as they do not have equity holdings in the subject company.
- 2 MOFSL, Research Analyst and/or his relatives do not have actual/beneficial ownership of 1% or more securities in the subject company
- 3 MOFSL, Research Analyst and/or his relatives have not received compensation/other benefits from the subject company in the past 12 months
- 4 MOFSL, Research Analyst and/or his relatives do not have material conflict of interest in the subject company at the time of publication of research report
- 5 Research Analyst has not served as director/officer/employee in the subject company
- 6 MOFSL has not acted as a manager or co-manager of public offering of securities of the subject company in past 12 months
- 7 MOFSL has not received compensation for investment banking/ merchant banking/brokerage services from the subject company in the past 12 months
- 8 MOFSL has not received compensation for other than investment banking/merchant banking/brokerage services from the subject company in the past 12 months
- 9 MOFSL has not received any compensation or other benefits from third party in connection with the research report
- 10 MOFSL has not engaged in market making activity for the subject company



The associates of MOFSL may have:

- financial interest in the subject company
- actual/beneficial ownership of 1% or more securities in the subject company at the end of the month immediately preceding the date of publication of the Research Report or date of the public appearance.
- received compensation/other benefits from the subject company in the past 12 months
- any other potential conflict of interests with respect to any recommendation and other related information and opinions.; however the same shall have no bearing whatsoever on the specific recommendations made by the analyst(s), as the recommendations made by the analyst(s) are completely independent of the views of the associates of MOFSL even though there might exist an inherent conflict of interest in some of the stocks mentioned in the research report.
- acted as a manager or co-manager of public offering of securities of the subject company in past 12 months
- be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) discussed herein or act as an advisor or lender/borrower to such company(ies)
- received compensation from the subject company in the past 12 months for investment banking / merchant banking / brokerage services or from other than said services.
- Served subject company as its clients during twelve months preceding the date of distribution of the research report.

The associates of MOFSL has not received any compensation or other benefits from third party in connection with the research report

Above disclosures include beneficial holdings lying in demat account of MOFSL which are opened for proprietary investments only. While calculating beneficial holdings, It does not consider demat accounts which are opened in name of MOFSL for other purposes (i.e holding client securities, collaterals, error trades etc.). MOFSL also earns DP income from clients which are not considered in above disclosures.

#### Analyst Certification

The views expressed in this research report accurately reflect the personal views of the analyst(s) about the subject securities or issues, and no part of the compensation of the research analyst(s) was, is, or will be directly or indirectly related to the specific recommendations and views expressed by research analyst(s) in this report.

#### Terms & Conditions:

This report has been prepared by MOFSL and is meant for sole use by the recipient and not for circulation. The report and information contained herein is strictly confidential and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of MOFSL. The report is based on the facts, figures and information that are considered true, correct, reliable and accurate. The intent of this report is not recommendatory in nature. The information is obtained from publicly available media or other sources believed to be reliable. Such information has not been independently verified and no guaranty, representation of warranty, express or implied, is made as to its accuracy, completeness or correctness. All such information and opinions are subject to change without notice. The report is prepared solely for informational purpose and does not constitute an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments for the clients. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. MOFSL will not treat recipients as customers by virtue of their receiving this report.

#### Disclaimer:

The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent. This report and information herein is solely for informational purpose and may not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. Each recipient of this document should make such investigations as it deems necessary to arrive at an independent evaluation of an investment in the securities of companies referred to in this document (including the merits and risks involved), and should consult its own advisors to determine the merits and risks of such an investment. The investment discussed or views expressed may not be suitable for all investors. Certain transactions -including those involving futures, options, another derivative products as well as non-investment grade securities - involve substantial risk and are not suitable for all investors. No representation or warranty, express or implied, is made as to the accuracy, completeness or fairness of the information and opinions contained in this document. The Disclosures of Interest Statement incorporated in this document is provided solely to enhance the transparency and should not be treated as endorsement of the views expressed in the report. This information is subject to change without any prior notice. The Company reserves the right to make modifications and alterations to this statement as may be required from time to time without any prior approval. MOFSL, its associates, their directors and the employees may from time to time, effect or have effected an own account transaction in, or deal as principal or agent in or for the securities mentioned in this document. They may perform or seek to perform investment banking or other services for, or solicit investment banking or other business from, any company referred to in this report. Each of these entities functions as a separate, distinct and independent of each other. The recipient should take this into account before interpreting the document. This report has been prepared on the basis of information that is already available in publicly accessible media or developed through analysis of MOFSL. The views expressed are those of the analyst, and the Company may or may not subscribe to all the views expressed therein. This document is being supplied to you solely for your information and may not be reproduced, redistributed or passed on, directly or indirectly, to any other person or published, copied, in whole or in part, for any purpose. This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject MOFSL to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction. Neither the Firm, not its directors, employees, agents or representatives shall be liable for any damages whether direct or indirect, incidental, special or consequential including lost revenue or lost profits that may arise from or in connection with the use of the information. The person accessing this information specifically agrees to exempt MOFSL or any of its affiliates or employees from, any and all responsibility/liability arising from such misuse and agrees not to hold MOFSL or any of its affiliates or employees responsible for any such misuse and further agrees to hold MOFSL or any of its affiliates or employees free and harmless from all losses, costs, damages, expenses that may be suffered by the person accessing this information due to any errors and delays.

Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors.

Registered Office Address: Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai-400025; Tel No.: 022 - 71934200 / 71934263;

www.motilaloswal.com. Correspondence Address: Palm Spring Centre, 2nd Floor, Palm Court Complex, New Link Road, Malad (West), Mumbai- 400 064. Tel No: 022 71881000.

Details of Compliance Officer: Neeraj Agarwal, Email Id: na@motilaloswal.com, Contact No.:022-40548085.

Grievance Redressal Cell:

Contact Person	Contact No.	Email ID
Ms. Hemangi Date	022 40548000 / 022 67490600	query@motilaloswal.com
Ms. Kumud Upadhyay	022 40548082	servicehead@motilaloswal.com
Mr. Ajay Menon	022 40548083	am@motilaloswal.com

Registration details of group entities.: Motilal Oswal Financial Services Ltd. (MOFSL): INZ000158836 (BSE/NSE/MCX/NCDEX); CDSL and NSDL: IN-DP-16-2015; Research Analyst: INH000000412 . AMFI: ARN : 146822. IRDA Corporate Agent – CA0579. Motilal Oswal Financial Services Ltd. is a distributor of Mutual Funds, PMS, Fixed Deposit, Insurance, Bond, NCDs and IPO products.

Customer having any query/feedback/ clarification may write to query@motilaloswal.com. In case of grievances for any of the services rendered by Motilal Oswal Financial Services Limited (MOFSL) write to grievances@motilaloswal.com, for DP to dpgrievances@motilaloswal.com.