



OCT | 2021

**Indian Automotive Industry**

**Enerdyne  
market report**



## Indian Market: An Overview

The Indian automotive industry reported an improved performance for the month of Oct 2021, as compared to the previous month, with steady market demand and better supply of semiconductor chips helping the OEMs to increase their production levels.

However, supply constraints - *semiconductor supply shortages and higher input costs of raw materials and logistics* - remained a major concern for this month as well.

On Year-to-Year basis, sales were down by 20-30% for October 2021 as compared to October last year with the industry yet to recover to normal levels.

Semiconductor chip supplies are expected to gradually ease in the coming months. With a strong consumer demand and improving supply, OEMs are now expecting a quick recovery.

Other economic indicators like tax collections also point towards a recovery in the Indian economy.

However, coal shortages in China along with the possibility of another wave of COVID triggered by increased mobility during the festive season, are factors that might affect production and will need to be monitored carefully in near future.

## Passenger Vehicles

Year-on-Year Sales comparison: (-) **22.1%**  
 Month-on-Month Sales comparison: (+) **40.1%**

| Cars Sales Snapshot in India for the month of October 2021 |               |              |          |         |              |          |        |                     |           |         |
|--|---------------|--------------|----------|---------|--------------|----------|--------|---------------------|-----------|---------|
| RANK   | OEM           | YoY Analysis |          |         | MoM Analysis |          |        | Market Share Change |           |         |
|  |               | Oct'21       | Oct'20   | GROWTH  | Oct'21       | Sep'21   | GROWTH | Oct'21 MS           | Oct'20 MS | MS Diff |
| 1  | Maruti Suzuki | 1,08,991     | 1,63,656 | -33.4%  | 1,08,991     | 63,111   | 72.7%  | 41.9%               | 49.0%     | -7.1%   |
| 2  | Hyundai       | 37,021       | 56,605   | -34.6%  | 37,021       | 33,087   | 11.9%  | 14.2%               | 17.0%     | -2.7%   |
| 3  | Tata          | 33,926       | 23,600   | 43.8%   | 33,926       | 25,729   | 31.9%  | 13.0%               | 7.1%      | 6.0%    |
| 4  | Mahindra      | 20,034       | 18,317   | 9.4%    | 20,034       | 12,863   | 55.7%  | 7.7%                | 5.5%      | 2.2%    |
| 5  | Kia           | 16,331       | 21,021   | -22.3%  | 16,331       | 14,441   | 13.1%  | 6.3%                | 6.3%      | 0.0%    |
| 6  | Toyota        | 12,440       | 12,373   | 0.5%    | 12,440       | 9,284    | 34.0%  | 4.8%                | 3.7%      | 1.1%    |
| 7  | Renault       | 8,910        | 11,005   | -19.0%  | 8,910        | 7,326    | 21.6%  | 3.4%                | 3.3%      | 0.1%    |
| 8  | Honda         | 8,108        | 10,836   | -25.2%  | 8,108        | 6,765    | 19.9%  | 3.1%                | 3.2%      | -0.1%   |
| 9  | Nissan        | 3,913        | 1,105    | 254.1%  | 3,913        | 2,816    | 39.0%  | 1.5%                | 0.3%      | 1.2%    |
| 10   | VW            | 3,077        | 2,054    | 49.8%   | 3,077        | 2,563    | 20.1%  | 1.2%                | 0.6%      | 0.6%    |
| 11   | Skoda         | 3,065        | 1,421    | 115.7%  | 3,065        | 3,027    | 1.3%   | 1.2%                | 0.4%      | 0.8%    |
| 12   | MG            | 2,863        | 3,750    | -23.7%  | 2,863        | 3,241    | -11.7% | 1.1%                | 1.1%      | 0.0%    |
| 13   | FCA           | 1,324        | 832      | 59.1%   | 1,324        | 1,311    | 1.0%   | 0.5%                | 0.2%      | 0.3%    |
| 14   | Citroen       | 64           | 0        |         | 64           | 72       | -11.1% | 0.0%                | 0.0%      | 0.0%    |
| 15   | Ford          | 0            | 7,084    | -100.0% | 0            | 0        |        | 0.0%                | 2.1%      | -2.1%   |
| TOTAL  |               | 2,60,067     | 3,33,659 | -22.1%  | 2,60,067     | 1,85,636 | 40.1%  |                     |           |         |

## Two-wheelers

Year-on-Year Sales comparison: (-) **25.6%**

Month-on-Month Sales comparison: (+) **0.5%**

| Two-wheeler Sales Snapshot in India for the month of October 2021 |               |                  |                  |                |                  |                  |              |
|---|---------------|------------------|------------------|----------------|------------------|------------------|--------------|
| RANK  | OEM           | YoY Analysis     |                  |                | MoM Analysis     |                  |              |
|   |               | Oct '21          | Oct '20          | GROWTH         | Oct '21          | Sep '21          | GROWTH       |
| 1   | Hero          | 5,27,779         | 7,91,137         | -33.29%        | 5,27,779         | 5,05,462         | 4.42%        |
| 2   | Honda         | 3,94,623         | 4,94,459         | -20.19%        | 3,94,623         | 4,63,679         | -14.89%      |
| 3   | TVS           | 2,58,777         | 3,01,380         | -14.14%        | 2,58,777         | 2,44,084         | 6.02%        |
| 4   | Bajaj         | 1,98,738         | 2,68,631         | -26.02%        | 1,98,738         | 1,73,945         | 14.25%       |
| 5   | Suzuki        | 56,785           | 67,225           | -15.53%        | 56,785           | 55,608           | 2.12%        |
| 6   | Royal Enfield | 40,611           | 62,858           | -35.39%        | 40,611           | 27,233           | 49.12%       |
| <b>TOTAL</b>  |               | <b>14,77,313</b> | <b>19,85,690</b> | <b>-25.60%</b> | <b>14,77,313</b> | <b>14,70,011</b> | <b>0.50%</b> |

## Market News

- Maruti Suzuki is planning to set up a new manufacturing facility in the state of Haryana in North India and has started search for land for setting up three factories each with production capacity of 250,000 vehicles per year with an investment outlay of USD 2.4 billion. Currently Maruti Suzuki has two factories in Haryana, with a combined capacity of 1.55 million units per annum.
- As part of a global restructuring plan, Ford has announced its decision to withdraw from the Indian passenger car market.

## Electric Vehicles

- Most Indian automotive OEMs are gearing up for increased action in the EV domain.
 

TVS Motors – the 3<sup>rd</sup> largest 2-wheeler manufacturer in the country plans to raise \$300 -500 million private equity for its electric vehicle subsidiary. Tata Motors has raised \$ 1 billion for its EV business and the startup OLA is already shaking up the e-scooter market, having raised \$200 million with a valuation of \$5 billion
- Honda (two-wheeler division) has announced its plan to launch an electric scooter next year
- Tata Motors sold 1,500 EVs in October, the highest sales till date for EVs recorded by Tata
- BYD entered the India market in October with the launch of an EV targeted at the B2B segment
- Olectra Greentech, in consortium with Every Trans, has received an order from the southern State of Telengana for supply of 100 electric buses and the company has acquired land for setting up a green field project for EV manufacturing in Telangana.

Disclaimer :

The report has been prepared as per customer interviews, credible news source and SIAM (Society of Indian Automobile Manufacturers).