

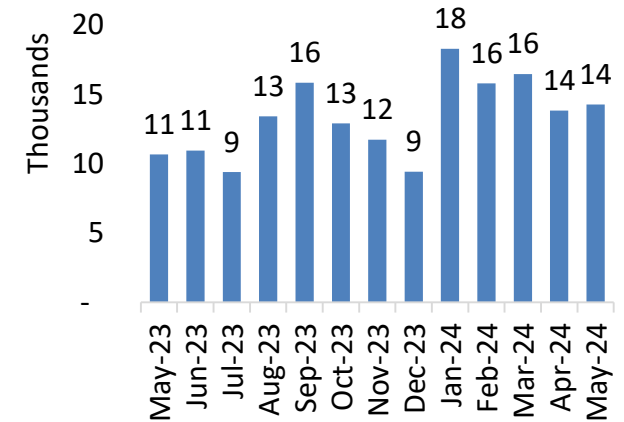
Automobile Sector

12 Jun 2024

Steady 4% M/M rise reflect stability in auto sector

- **Auto Volumes rose by 10%/25% M/M / Y/Y.** The increase in Y/Y volumes can be due to the low base effect last year, which happened due to plant shutdowns, low economic activity, and import restriction on CKD kits. The M/M sales rose to 10,915, a 4% increase compared to Apr-24 volumes ~10,515. The increase in M/M sales has been mainly due to the anticipated strict taxation measures in the FY25 budget, which is to be announced on 12 Jun 2024.
- **PSMC again topped the sales chart.** PSMC has the highest auto sales within the industry, which was 68% supported by the sale of Suzuki Alto. The current sales tax on cars below 850cc is 12.5%, but there are talks that the tax exemptions on small cars might be eliminated in the FY25 budget. The PSMC sales also remained steady due to increase in sales of Swift, arising due to reduction in prices of Swift variants. Overall, the M/M sales remained flat, but the Y/Y sales rose by 253%, possibly due to the base year effect.
- **Overall auto sales followed a steady trend.** INDU and Hyundai sales remained flat over M/M period, but there was an 18% rise in sales of HCAR, supported by the increase in sales of HRV/BRV units. SAZEW stood as a top contender, recording over 42% M/M increase in sales, which is likely due to high demand for its flagship H6 HEV model.
- **Tractor sales dropped 12% Y/Y.** The sales of tractor on M/M basis remained flat but there was a decline in Y/Y. The steady sales of tractor can be attributed to the ongoing harvesting season of Rabi crops.
- **High M/M and Y/Y sales for two-wheelers.** The sales of two-wheelers rose by 10%/21% M/M / Y/Y. The rise in two-wheeler sales were supported by increase in demand for Honda and United bikes.
- **136% rise in Y/Y volumes of three-wheelers.** On the three-wheeler front, the total sales rose by 53%/136% M/M / Y/Y. Sazgar stood as top competitor, contributing over 71% in total 3-wheeler volumes and exhibiting an increase in sales of 62% M/M.

Auto Sales Volumes in '000 (Ex 2/3 wheelers)



Source: PAMA, Optimus Research

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Monthly Automobile Sales – Category Wise Volumes

Category-wise	May-24	May-23	Apr-24	Y/Y	M/M	11MFY24	11MFY23	Y/Y
Industry Cars	10,950	5,464	10,515	100%	4%	90,578	120,844	-25%
Passenger Cars	7,878	3,934	8,068	100%	-2%	68,009	92,553	-27%
LCVS + SUVs	3,072	1,530	2,447	101%	26%	22,569	28,291	-20%
Trucks & Buses	247	153	229	61%	8%	2,365	3,687	-36%
Tractors	3,078	3,508	3,083	-12%	0%	41,360	27,952	48%
Three + Two Wheelers	118,811	97,189	107,590	22%	10%	1,060,127	1,104,028	-4%
Total	133,086	106,314	121,417	25%	10%	1,194,430	1,256,512	-5%

Source: PAMA, Optimus Research

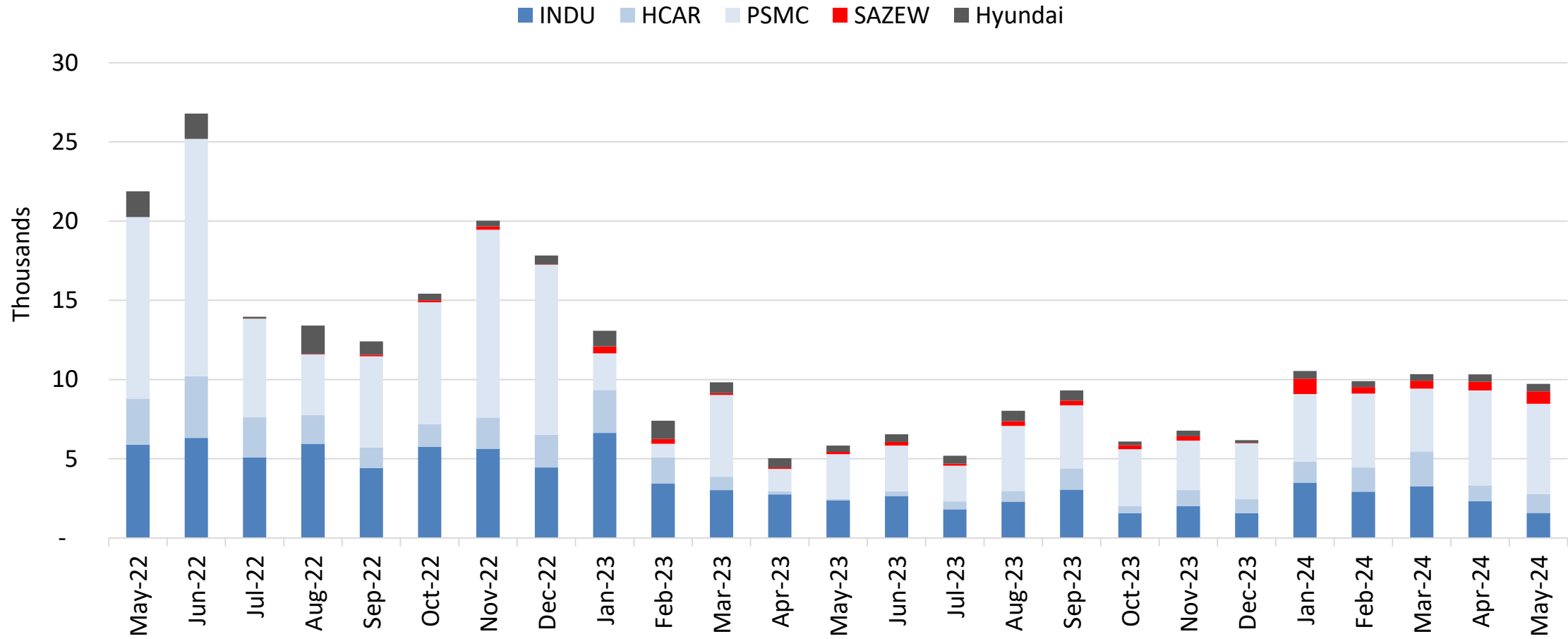
Monthly Automobile Sales – Company Wise Volumes

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Company wise	May-24	May-23	Apr-24	Y/Y	M/M	11MFY24	11MFY23	Y/Y
PSMC	6,010	2,958	6,000	103%	0%	47,543	62,354	-24%
Suzuki Alto	4,062	1,902	4,786	114%	-15%	31,531	33,466	-6%
Suzuki Ravi	305	137	11	123%	2673%	2,391	3,681	-35%
Suzuki Bolan	447	157	237	185%	89%	2,418	4,185	-42%
Suzuki Wagon R	253	148	318	71%	-20%	3,223	5,269	-39%
Suzuki Cultus	229	282	320	-19%	-28%	3,352	6,692	-50%
Suzuki Swift	714	332	328	115%	118%	4,628	9,061	-49%
INDU	2,048	1,718	2,065	19%	-1%	17,814	29,258	-39%
Corolla + Yaris + Cross	1,562	853	1,722	83%	-9%	14,012	17,854	-22%
Toyota Fortuner + Hilux	486	865	343	-44%	42%	3,802	11,404	-67%
HCAR	1,187	87	1,003	NA	18%	12,119	16,572	-27%
Honda Civic/City	1,049	56	956	NA	10%	10,519	12,596	-16%
Honda BR-V/HR-V	138	31	47	345%	194%	1,600	3,976	-60%
SAZEW	780	149	551	423%	42%	4,503	1,598	182%
Haval	779	140	544	456%	43%	4,459	1,439	210%
BAIC BJ40L	1	9	7	-89%	-86%	44	159	-72%
Hyundai	826	503	826	64%	0%	7,796	9,130	-15%
Hyundai Tucson	298	194	253	54%	18%	2,980	4,461	-33%
Hyundai Porter	214	105	227	104%	-6%	1,759	1,239	42%
Hyundai Elantra	108	69	111	57%	-3%	997	2,074	-52%
Hyundai Sonata	63	135	95	-53%	-34%	769	1,356	-43%
Hyundai Santa Fe	143	0	140	NA	2%	1,291	0	n.m
Total	10,851	5,415	10,445	100%	4%	89,775	118,912	-25%

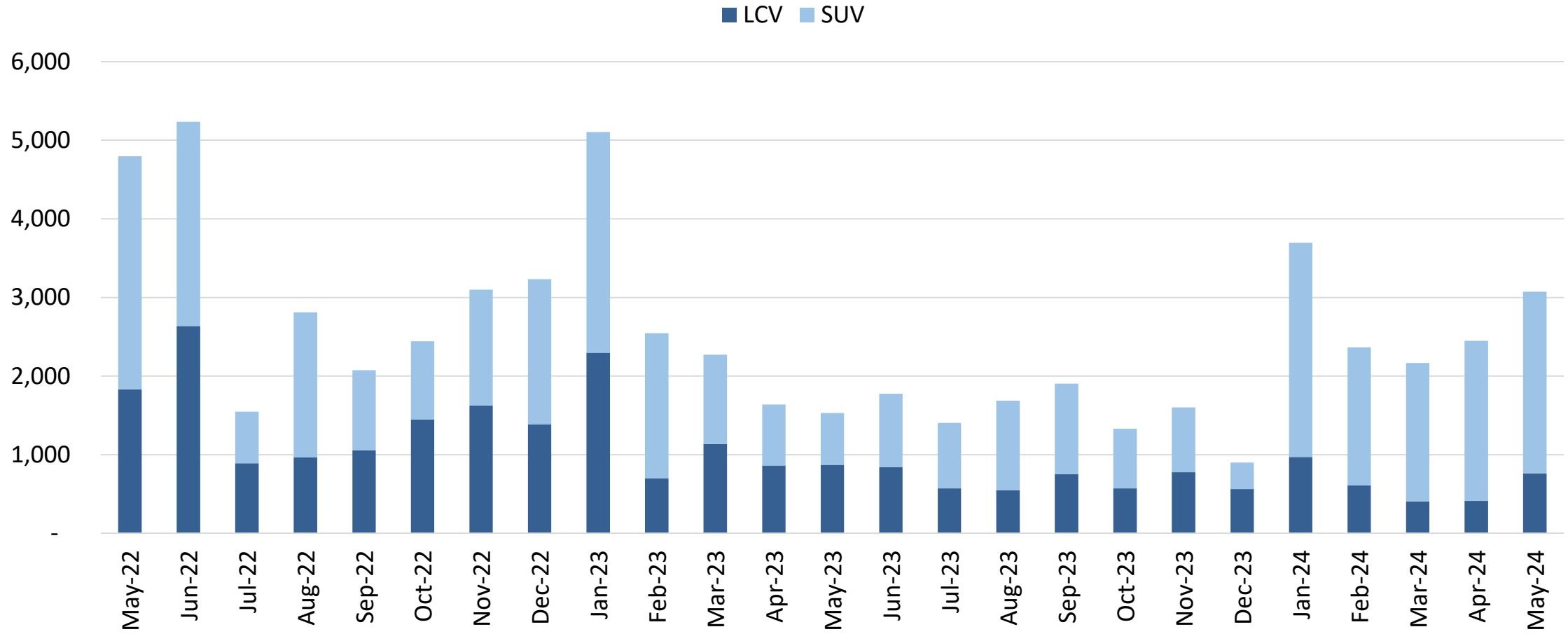
Source: PAMA, Optimus Research

Passenger Car Sales Volume



Source: PAMA, Optimus Research

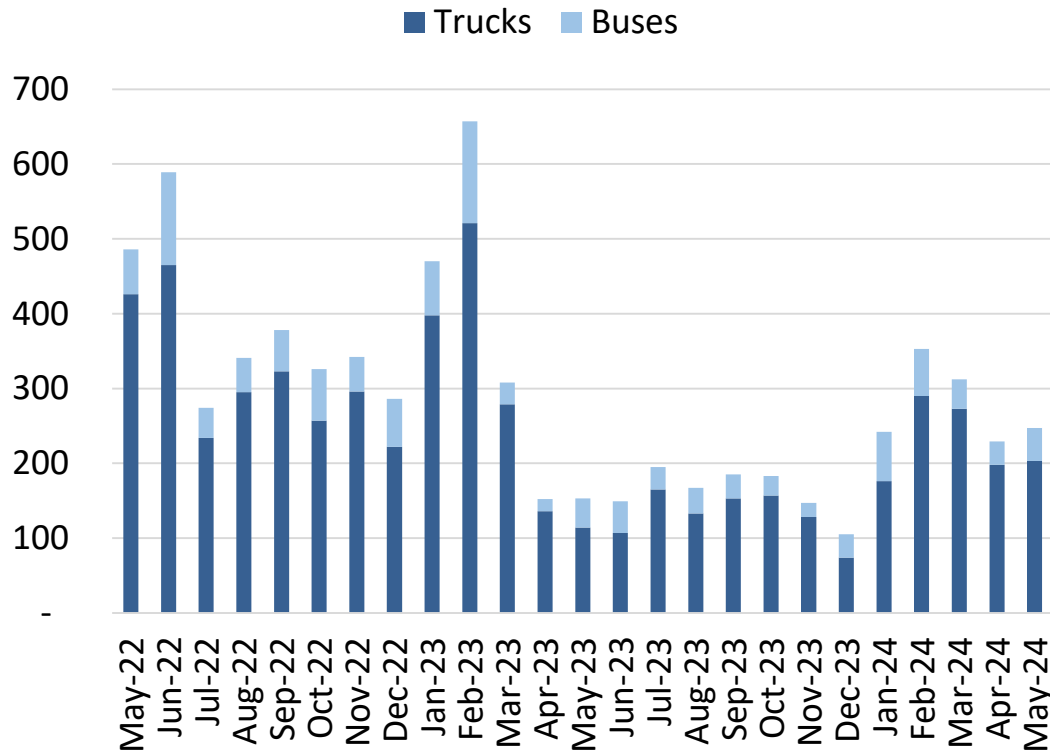
Monthly LCV + SUV Sales Volume



Source: PAMA, Optimus Research

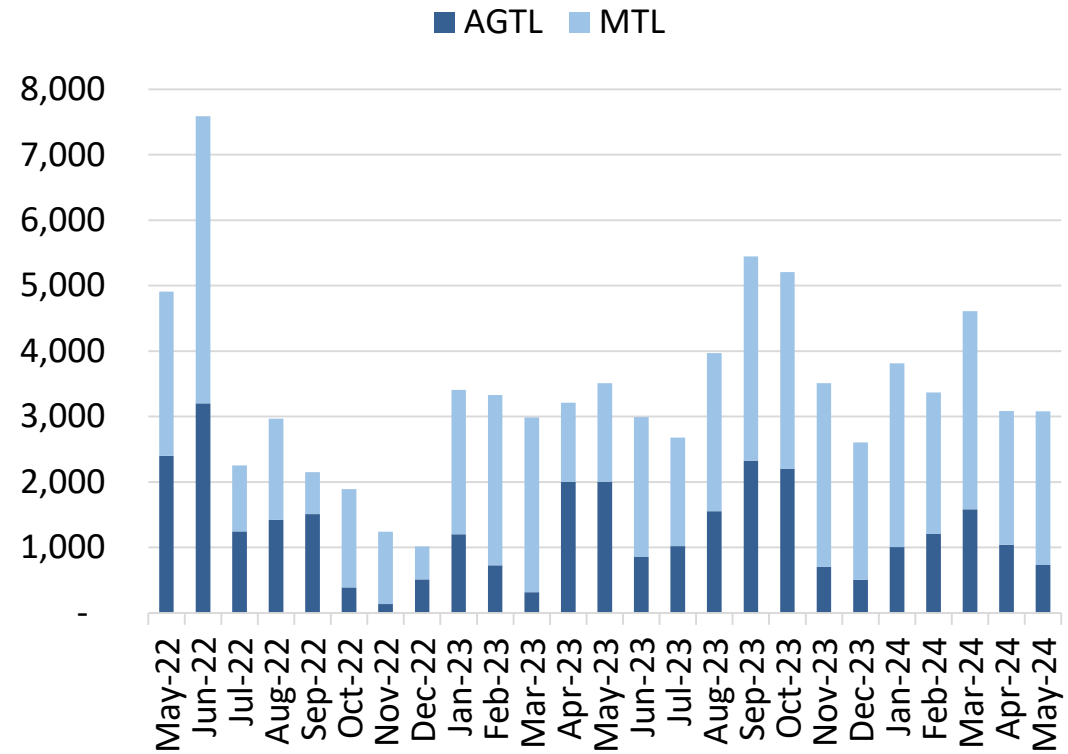
Trucks and Buses + Tractor Sales Volume

Trucks and Buses



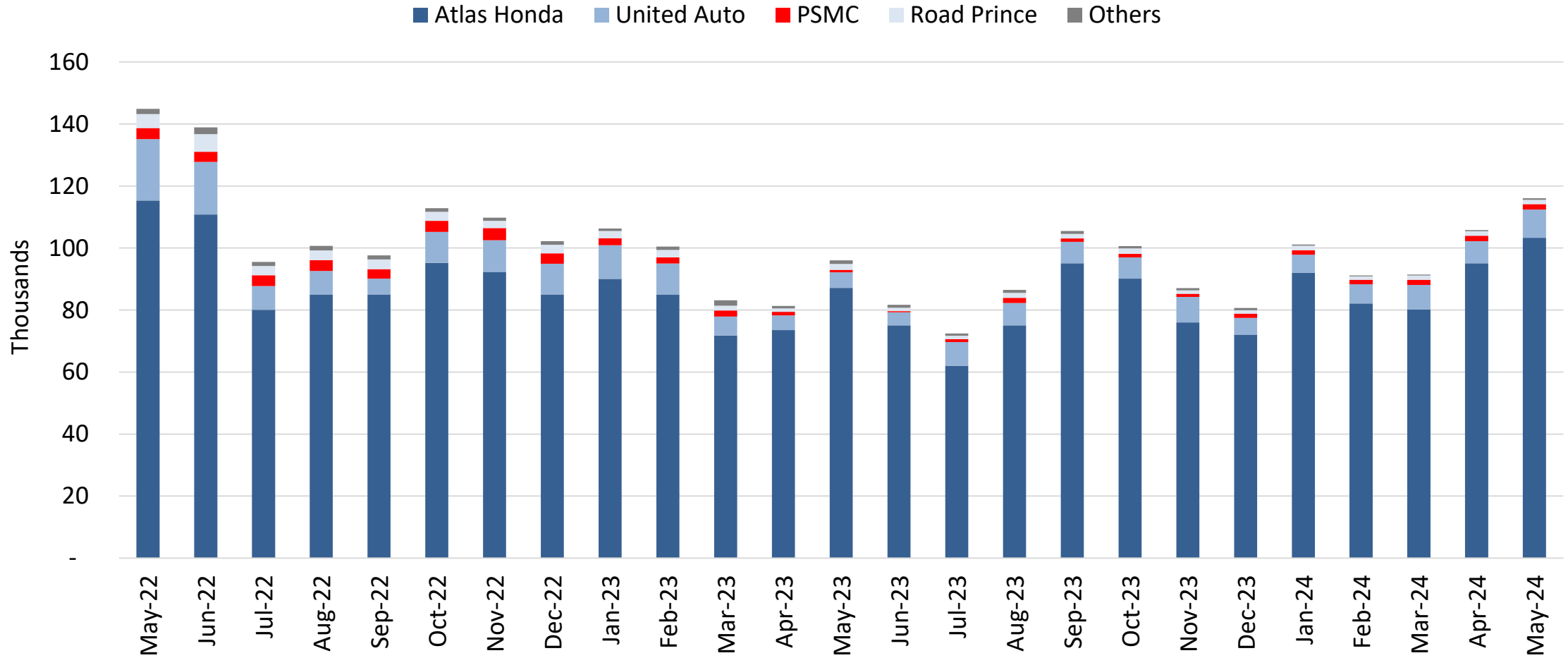
Source: PAMA, Optimus Research

Tractors



Source: PAMA, Optimus research

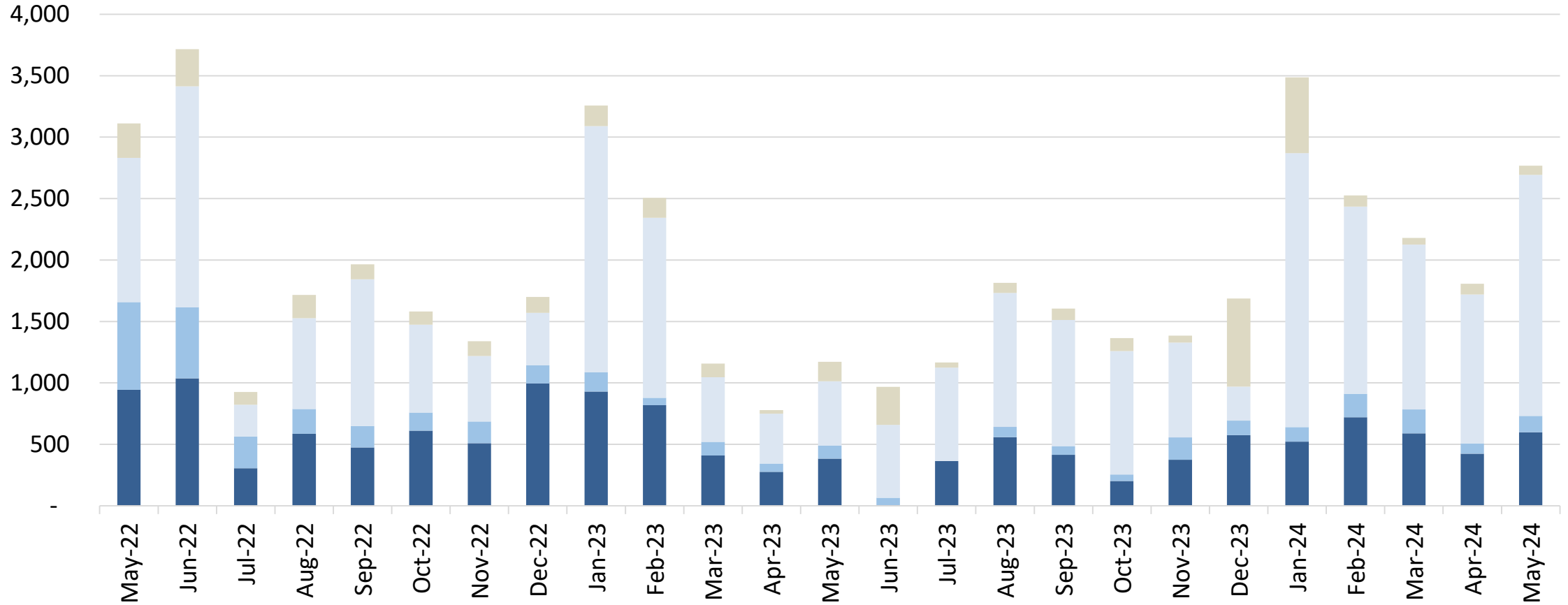
Two Wheelers Sales Volume



Source: PAMA, Optimus Research

Three Wheelers Sales Volume

■ Plum Qingqi ■ Road Prince ■ Sazgar ■ United Auto



Source: PAMA, Optimus Research

Analyst Certification

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