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Annual vehicle industry performance –FY23

Prepared for ACMA

*Strictly private
and confidential*

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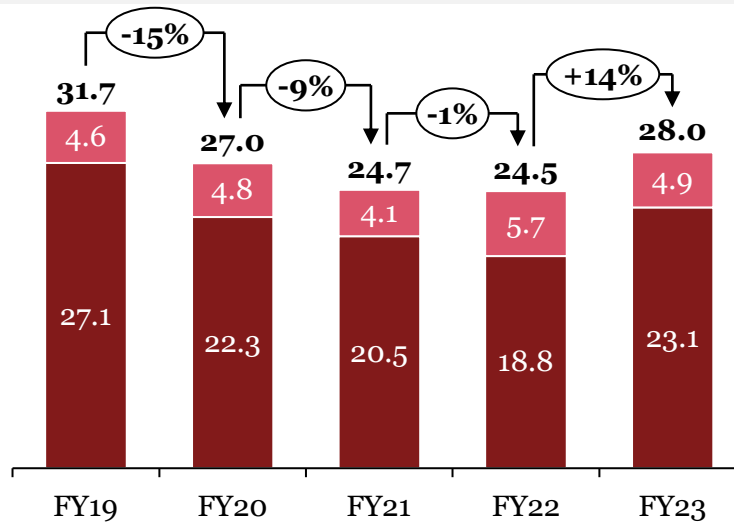
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Executive Summary

Automotive industry performance overview

FY23

OEM - Domestic sales and exports | million units



■ Domestic Sales
■ Exports

Indian automotive domestic sales and exports experienced degrowth at an overall CAGR of 3.28% over the last 5 years.

Rebound in domestic demand following relaxation of COVID-19 restrictions

- Increase in demand following ease in chip supply, higher income & pent-up demand
- Decline in overall exports amid fears of global recession

Vehicle segment	Dom. Sales Q-o-Q Q3 22-Q3 23	Exports Q-o-Q Q3 22-Q3 23
	▲ 19%	▼ 18%
	▲ 27%	▲ 15%
	▲ 34%	▼ 15%
	▲ 12%	▼ 3%
	▲ 99%	▼ 27%
TOTAL	▲ 23%	▼ 15%

*This slide includes EV numbers

Key Updates

Past Trends

- In FY22, PV and CV sales rose, due to an improvement in downstream demand
- All vehicle segments experienced a surge in exports; two-wheelers achieved their highest ever export numbers
- Primary cause for increase in exports worldwide is due to improved build quality, competitive costs and sustained performance
- EV segment witnessed growth largely driven by attractive central and state subsidies
- Last mile mobility drives the growth of electric 3w largely as it is emerging as convenient and eco-friendly mode of transportation
- The central government slashes fuel taxes by ₹8 for petrol and ₹6 for each liter of diesel
- In H2-FY22, the easing of supply side constraints for semiconductors drove sales slightly

Going Forward

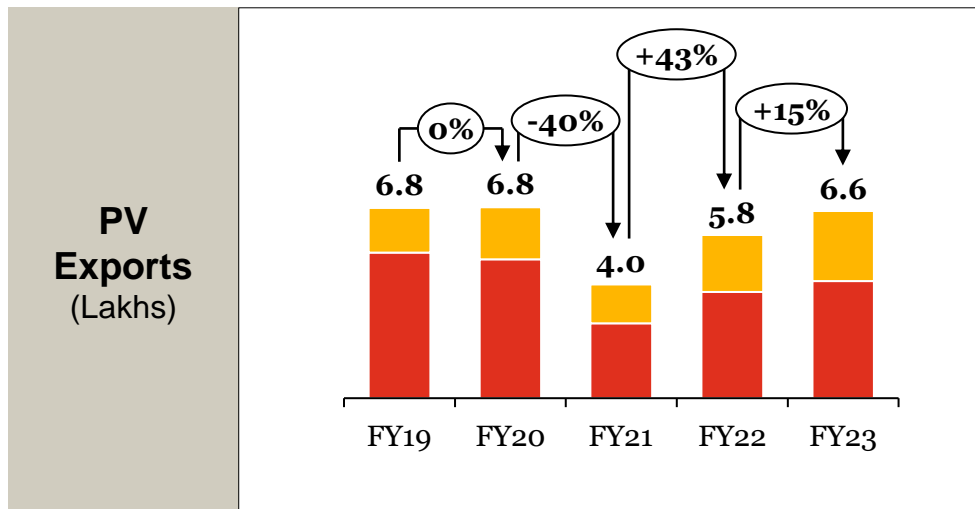
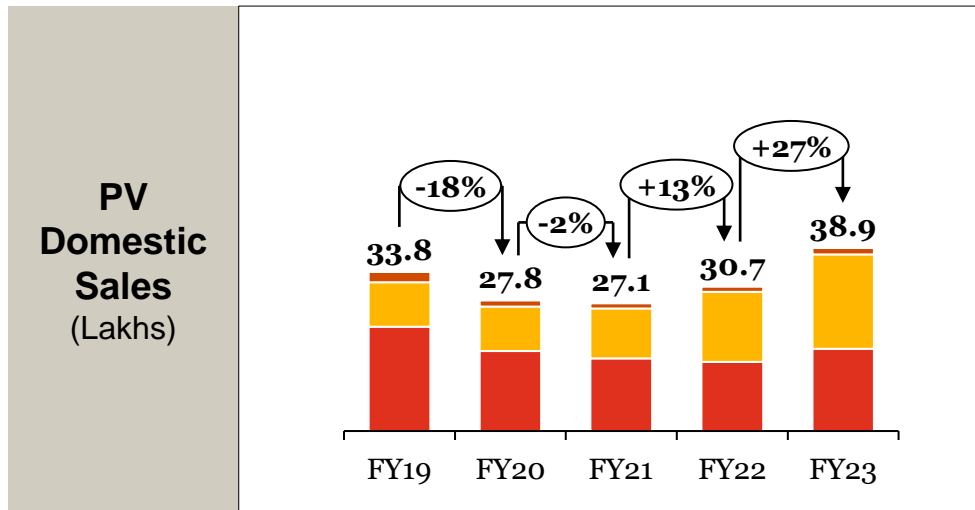
- Implementation of BS VI Phase 2 (from April 1 2023) shall lead to low single digit increase in vehicle prices & discontinuation of certain models from Indian markets
- Rural sales may suffer due to unseasonal rains during harvest time. The predicted impact of El Nino this year may dampen rainfall leading to a muted rural sentiment
- Cost of vehicle acquisition to increase in FY24 due to high interest rates. Entry level segments across vehicle categories may suffer. However, oil prices are expected to remain stable, offering vehicle owners a predictable cost of operation
- Sharp increase in CNG prices shall mean a lower share of CNG vehicles in the sales mix for LCVs & MCVs.
- Premium cars & 2-wheelers shall continue to dominate the sales mix as Indian consumers move from cost consciousness to value consciousness
- Exports of commercial vehicles, cars & 2-wheelers shall continue to face headwinds as recessionary sentiments dominate major export markets

Segment wise FY23 industry performance

Passenger vehicles

(Internal combustion engine)

■ Passenger Cars ■ Utility Vehicles (UVs) ■ Vans



Market Share FY23	
Maruti Suzuki India Ltd	41.31%
Hyundai Motor India Ltd	14.59%
Tata Motors Ltd**	13.99%
Mahindra & Mahindra Ltd	9.24%
Other	20.87%

Key Trends

- Owing to post-COVID pent-up demand, easing of supply chain shortages, rise in demand for SUV-style vehicles and the new product launches, passenger vehicles (PV) posted their highest ever domestic sales during FY23

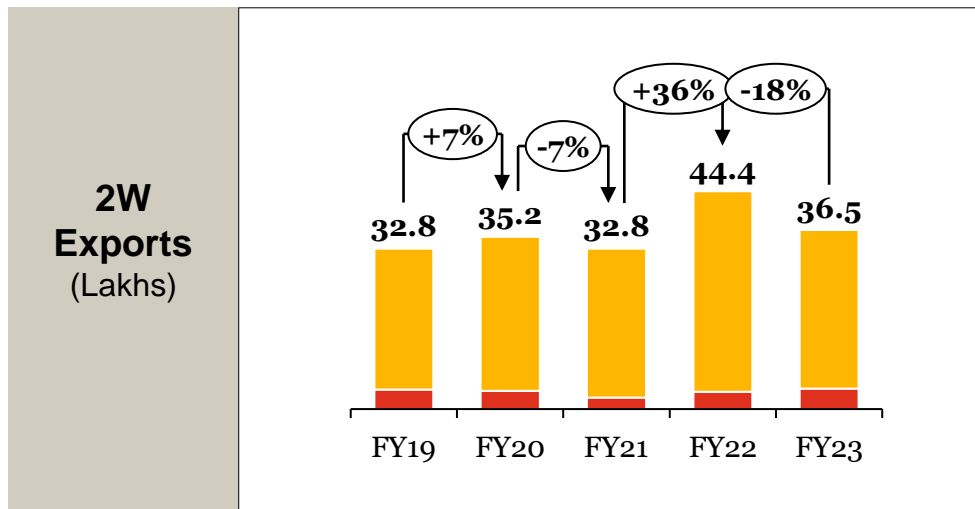
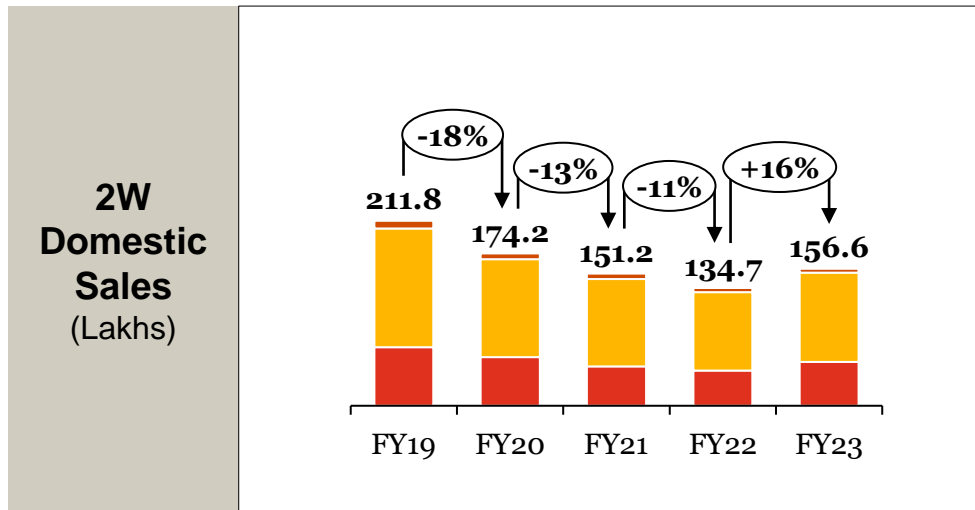
Market Share FY23	
Maruti Suzuki India Ltd	45.95%
Kia Motors India Pvt Ltd	15.42%
Nissan Motor India Pvt Ltd	10.91%
Hyundai Motor India Ltd	8.29%
Other	19.43%

• Notwithstanding global headwinds, passenger vehicle (PV) exports from India grew 15% Y-o-Y. Passenger Cars constituted the maximum proportion of exports(62%). Meanwhile, exports of Utility Vehicles increased by 23% (vs.FY22)

2 wheelers

(Internal combustion engine)

■ Scooter/Scooterette ■ Motor cycles/Step- Throughs ■ Mopeds



Market Share FY23

Hero MotoCorp Ltd	32.50%
Honda Motorcycle & Scooter India Pvt Ltd	25.38%
TVS Motor Company Ltd	16.38%
Bajaj Auto Ltd	11.35%
Other	14.38%

Key Trends

- Two-wheelers saw improved sentiments during the festive season in 2022 but the industry continues to struggle with industry volumes still below the pre-covid peak levels due to increased TCO making customers prefer EVs
- Scooter sales increased by 26% whereas Moped sales fell by 7% (vs. FY22)

Market Share FY23

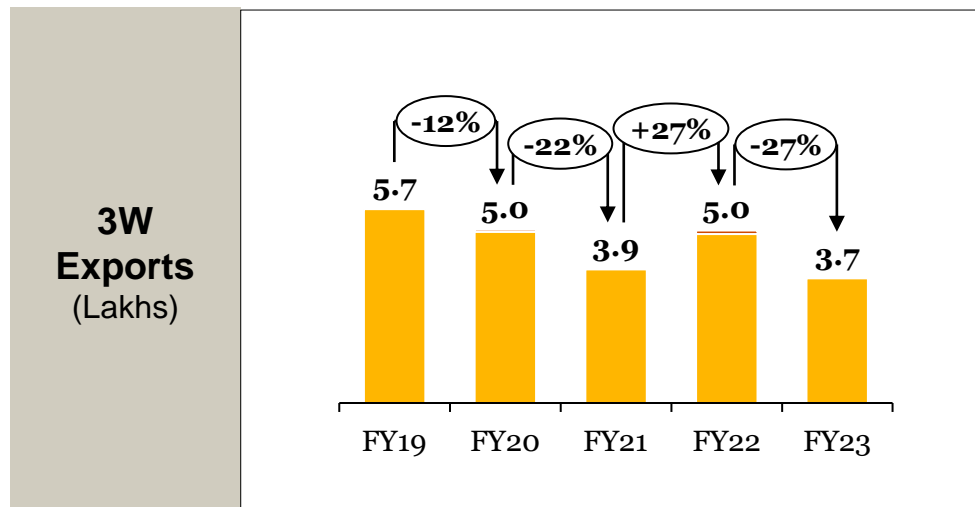
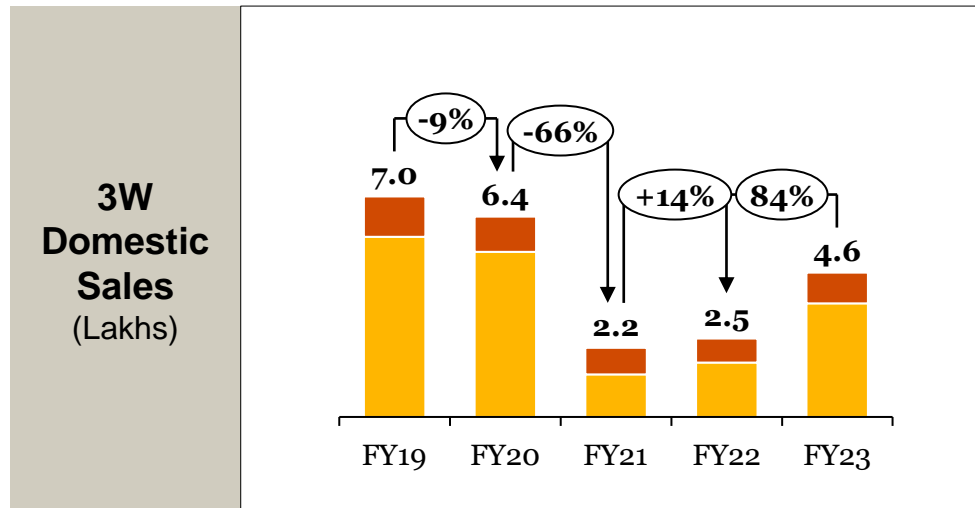
Bajaj Auto Ltd	44.82%
TVS Motor Company Ltd	25.05%
Honda Motorcycle & Scooter India Pvt Ltd	8.91%
India Yamaha Motor Pvt Ltd	7.53%
Other	13.68%

- Motorcycles and Step-throughs constituted 88% of the exports and Scooters constituted only 11% of the total exports
- Motorcycle-Engine Capacity >75 CC but less than equal to 110 CC constituted the highest share of exports (34%)

3 wheelers

(Internal combustion engine)

Passenger Carrier Goods Carrier



Market Share FY23

Bajaj Auto Ltd	61.38%
Piaggio Vehicles Pvt Ltd	17.33%
Mahindra & Mahindra Ltd	11.97%
Atul Auto Ltd	4.70%
Other	4.62%

Key Trends

- Three-wheeler sales saw a spike of 84% Y-o-Y driven by higher off-take of Passenger Carriers and an increase in last-mile travel amid the re-opening of schools and other public institutions
- Sales of Passenger Carriers increased by 109% (vs. FY22) and constituted 79% of 3Wh sales

Market Share FY23

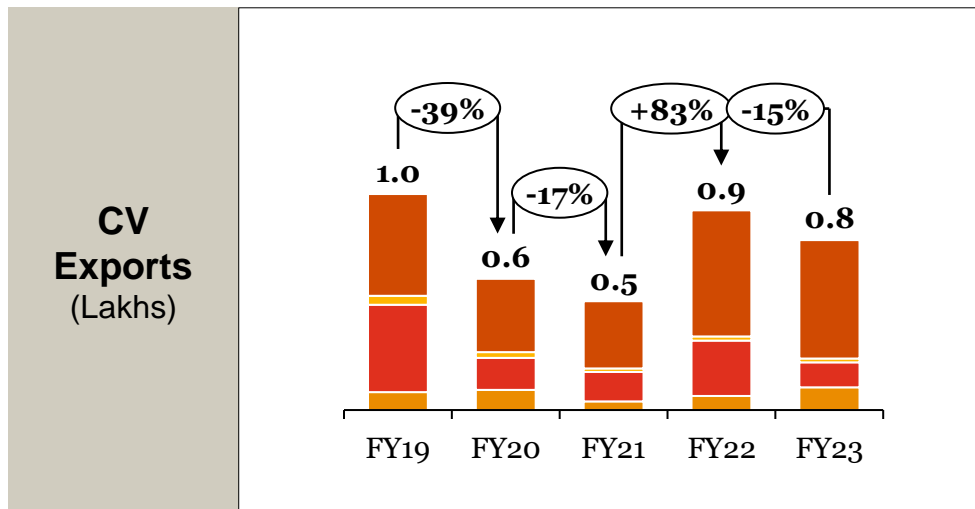
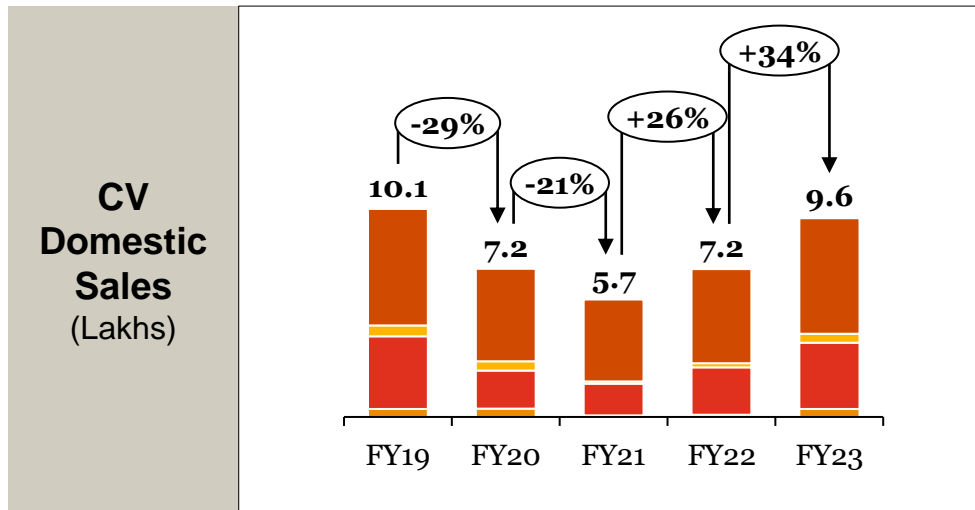
Bajaj Auto Ltd	49.79%
TVS Motor Company Ltd	41.87%
Piaggio Vehicles Pvt Ltd	6.74%
Force Motors Ltd	0.75%
Other	0.86%

- Fear of recession, weak local currency, rising interest rates, restricted liquidity, and inflation amid global slowdown decreased exports by 27%
- The exports of Passenger Carriers declined by 26% and Goods carriers fell by 56% (vs.FY22)

Commercial vehicles

(Internal combustion engine)

■ M&HCV Passenger
 ■ M&HCV Goods
 ■ LCV Passenger
 ■ LCV Goods



Market Share FY23	
Tata Motors Ltd	40.27%
Mahindra & Mahindra Ltd	25.83%
Ashok Leyland Ltd	18.80%
VECV-Eicher	7.57%
Other	7.54%

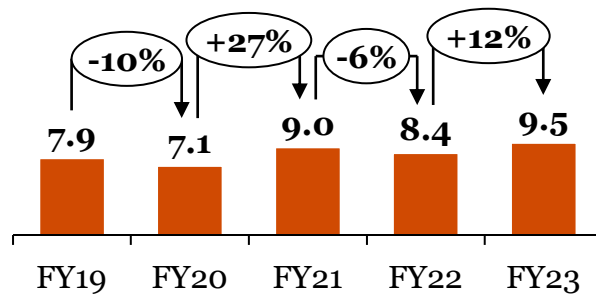
Key Trends	
•	Sales grew on the back of improved fleet utilization, and pick-up in road construction projects across the country
•	Bus sales increased due to a rebound in the travel and tourism industry
•	M&HCV sales increased by 49% & LCV sales increased by 27%. The volume of M&HCVs also increased in FY23

Market Share FY23	
Mahindra & Mahindra Ltd	26.60%
Tata Motors Ltd	25.57%
Isuzu Motors India Pvt Ltd	21.58%
Ashok Leyland Ltd	14.35%
Other	11.89%

•	Exports declined by 15% due to the prevailing economic situation in most overseas markets
•	The evolving geopolitical situation, heightened inflation, rising interest rates, and recessionary fears remain to be major concerns for the export market going forward

Tractors

Tractors Domestic Sales (Lakhs)



Market Share FY23

Mahindra & Mahindra Ltd.	41.21%
TAFE	17.97%
International Tractors Ltd.	12.27%
Escorts Ltd.	10.08%
Other	18.48%

Key Trends

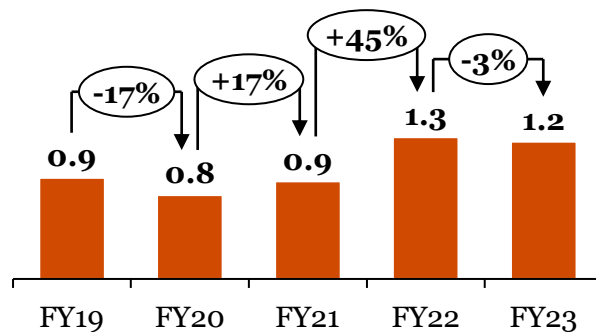
- Tractors clocked the highest-ever domestic sales in FY23. Sales surged by 12% this year due to good rainfall, MSP improvements, and the launch of several high HP tractors

Market Share FY23

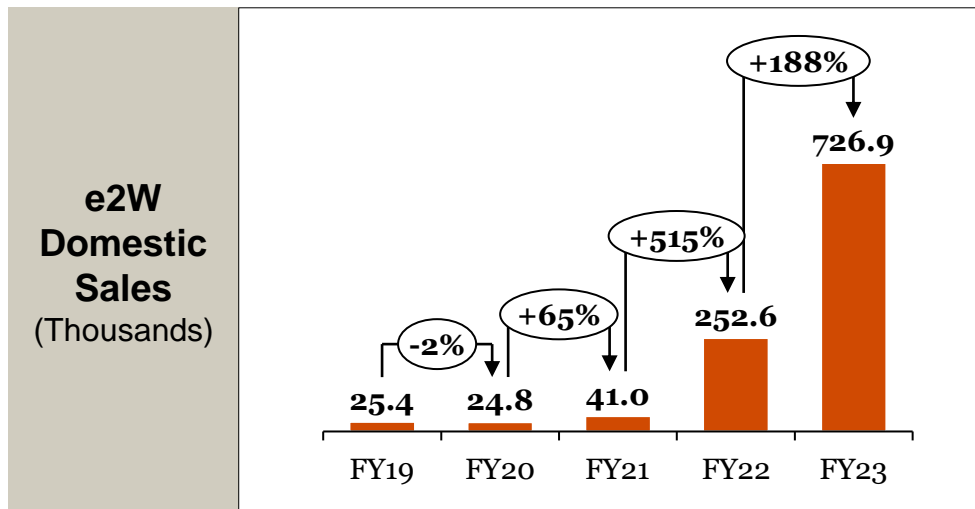
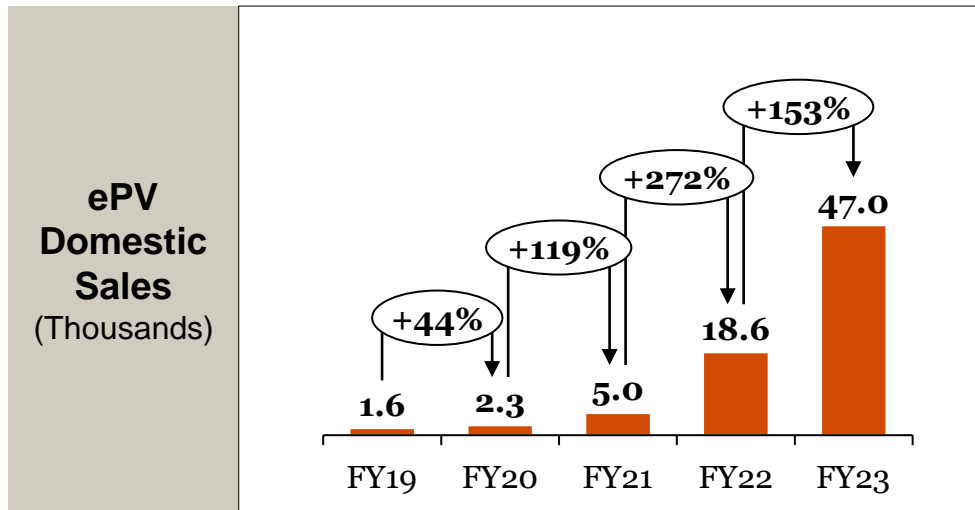
International Tractors Ltd.	28.23%
Johndeere	16.15%
Mahindra & Mahindra Ltd.	14.46%
New Holland India	13.95%
Other	27.21%

- Exports continued to decline due to the weakening of the local currency and high inflation rates in developed economies
- Tractors of 51 hp and above constituted 62% of the exports, up to 30 hp and 41hp-40hp constituted a share of 18% and 17% respectively, and 31hp-40hp had the lowest share of 3%

Tractors Exports (Lakhs)



Electric Vehicles – 2W & PV



Market Share FY23

Tata Motors Passenger Vehicles Ltd	80.89%
Mg Motor India Pvt Ltd	9.61%
Byd India Private Limited	2.27%
Hyundai Motor India Ltd	1.68%
Other	5.55%

Market Share FY23

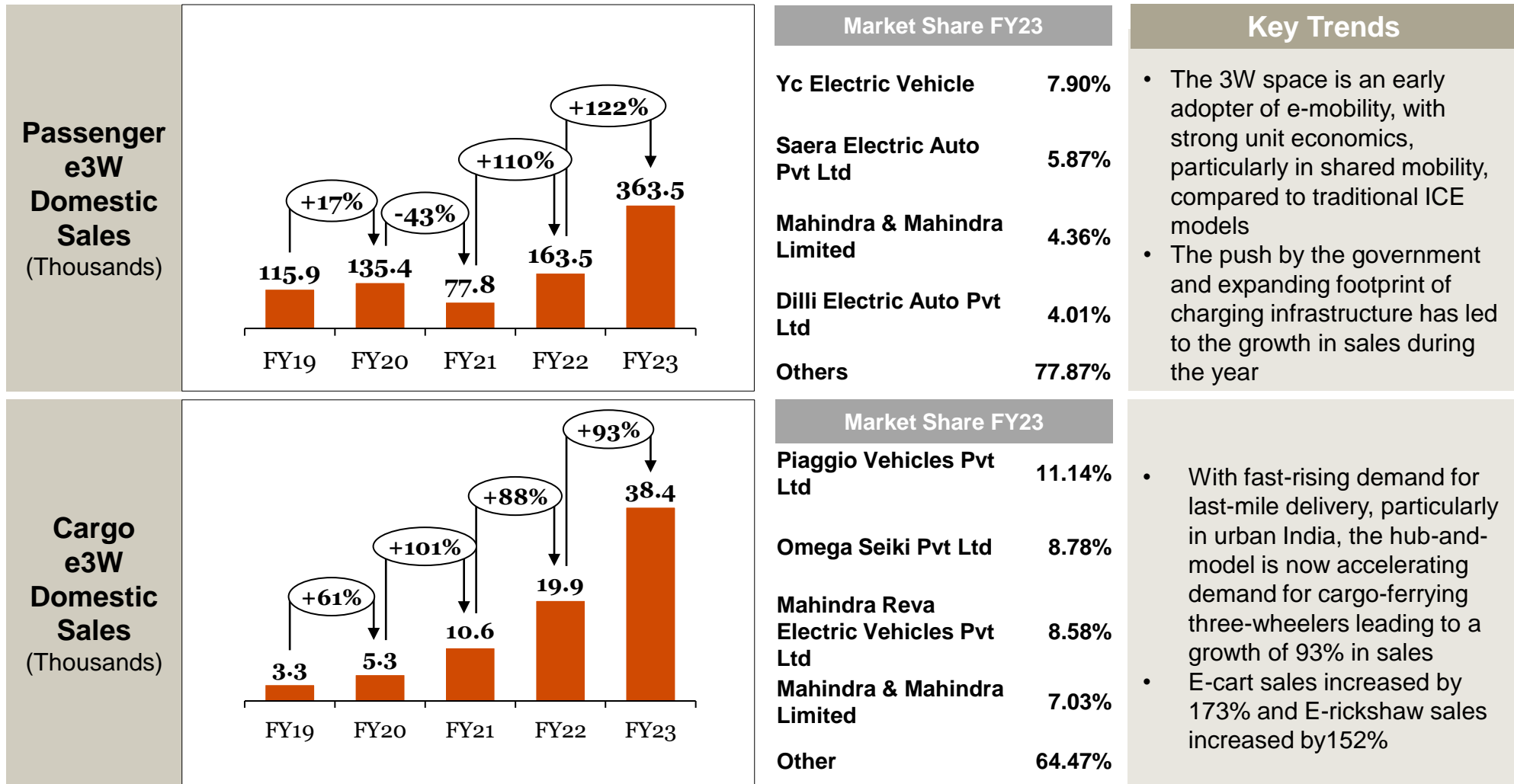
Ola Electric Technologies Pvt Ltd	21.01%
Okinawa Autotech Pvt Ltd	13.03%
Hero Electric Vehicles Pvt. Ltd	12.20%
Ampere Vehicles Private Limited	11.64%
Others	42.12%

Key Trends

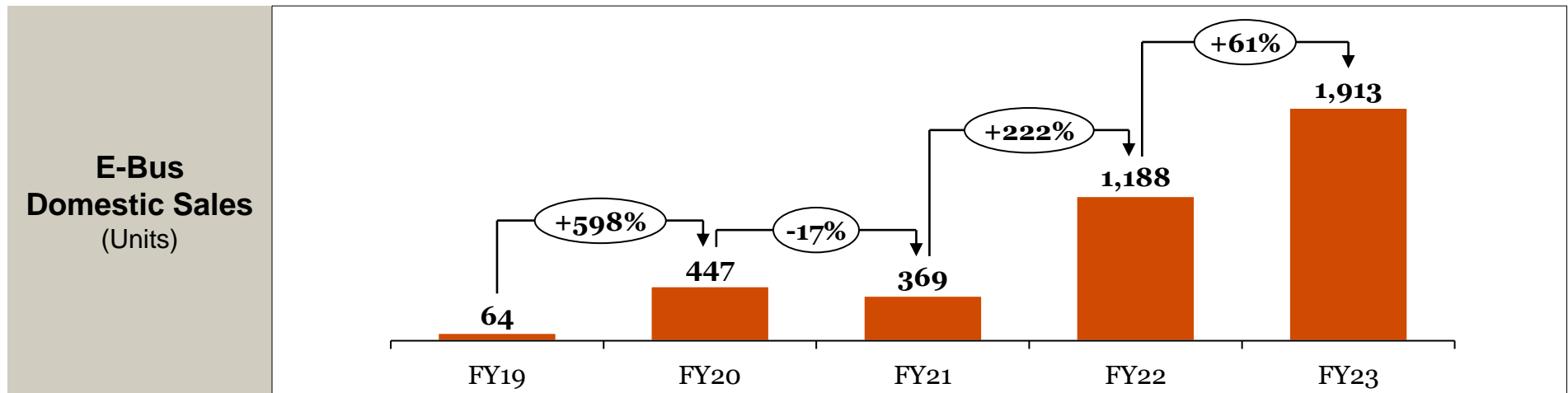
- e-PV sales more than doubled Y-o-Y with new products entering the market, easing of supply chain issues, and growing consumer recognition of the benefits of EVs – on their wallets and to the environment

- e2Wh sales rose by a staggering 188%. The substantial rise in sales can be attributed to multiple new product launches, greater production capacity with several OEMs, and festive season demand.
- The price parity between ICE & EV models due to FAMEII subsidies had led to an increase in the adoption of e2W

Electric Vehicles – 3W



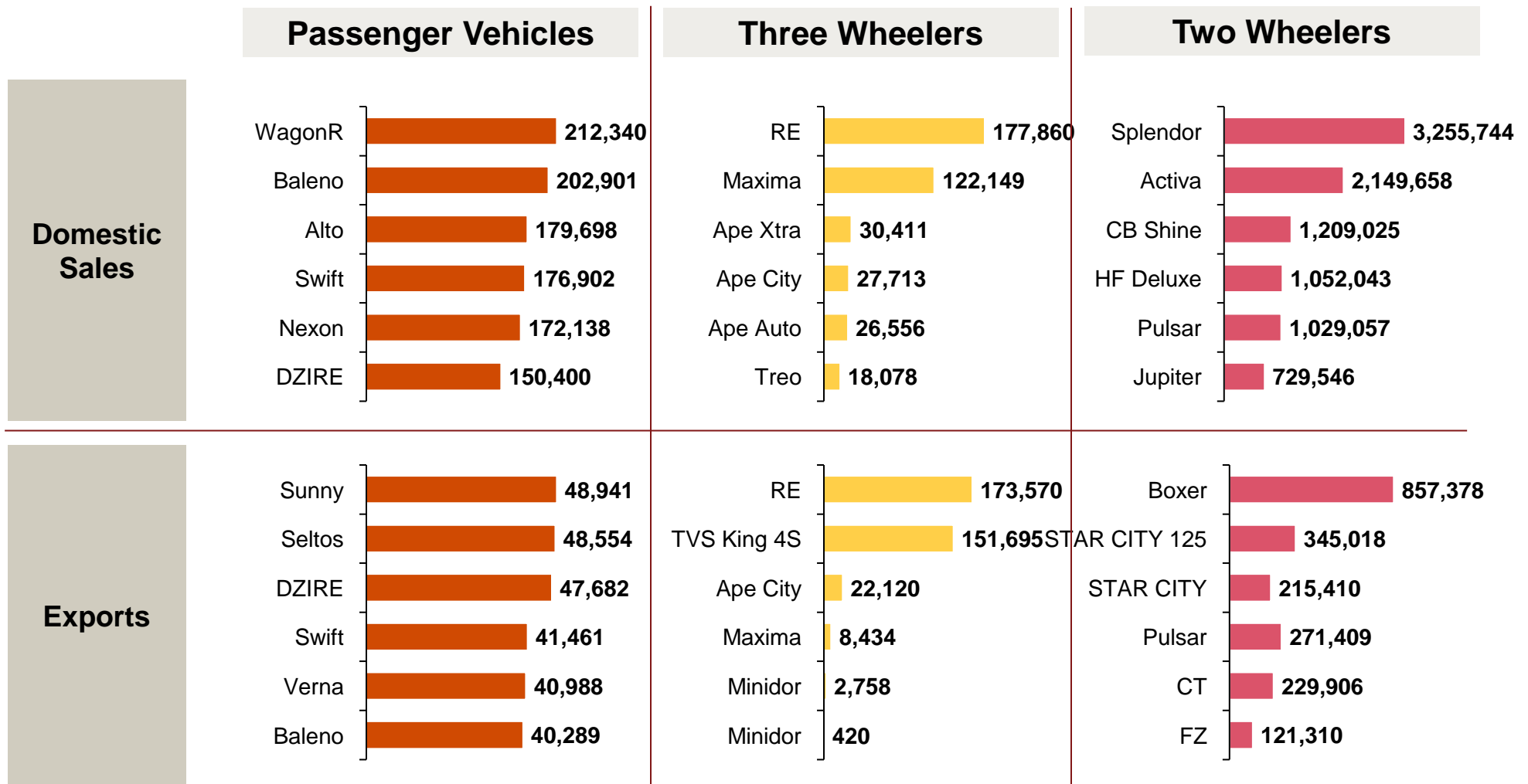
Electric Vehicles – Buses



Market Share FY23		Key Trends <ul style="list-style-type: none"> • Increase in usage of public transport amid relaxation of covid-19 restrictions • The Central and the state governments are pushing for an increase in usage of e-buses for public transport • Convergence Energy Services Limited (CESL) announced floating a tender for deployment of 5,690 electric buses • The biggest challenge for e-bus sector expansion revolves around financing as banks are concerned about the battery life of EV and the residual value of e-buses
Pmi Electro Mobility Solutions Private Limited	32.81%	
Olectra Greentech Ltd	24.12%	
Switch Mobility Automotive Ltd	20.59%	
Jbm Auto Limited	12.33%	
Other	10.16%	

FY23 Model-wise Sales

(Internal combustion engine)





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** This map is not to scale. It is an indicative outline intended for general reference use only.

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