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Quarterly vehicle industry performance – Q1 FY24

Prepared for ACMA

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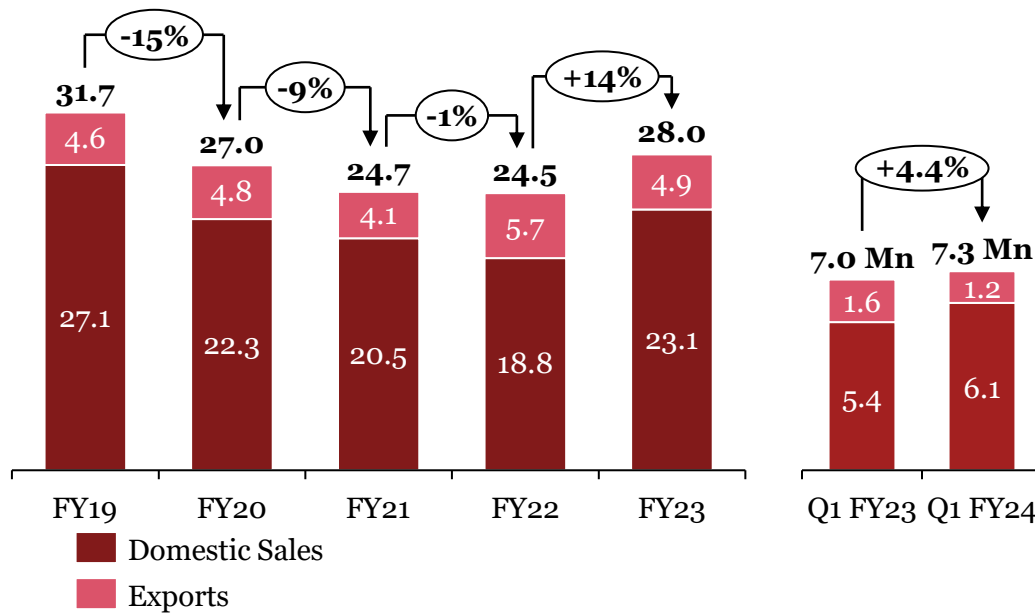
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Executive Summary

Automotive industry performance overview

Q1 FY24

OEM - Domestic sales and exports | million units



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

Robust demand continues from the previous fiscal

- Shift to higher priced vehicles due to shift in consumer preferences
- Decline in overall exports amid fears of global recession

Vehicle segment	Dom. Sales Q-o-Q Q1 23-Q1 24	Exports Q-o-Q Q1 23-Q1 24
	▲ 13%	▼ 31%
	▲ 11%	▼ 5%
	▼ 3%	▼ 25%
	▼ 2%	▼ 3%
	▲ 83%	▼ 25%
TOTAL	▲ 13%	▼ 26%

*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

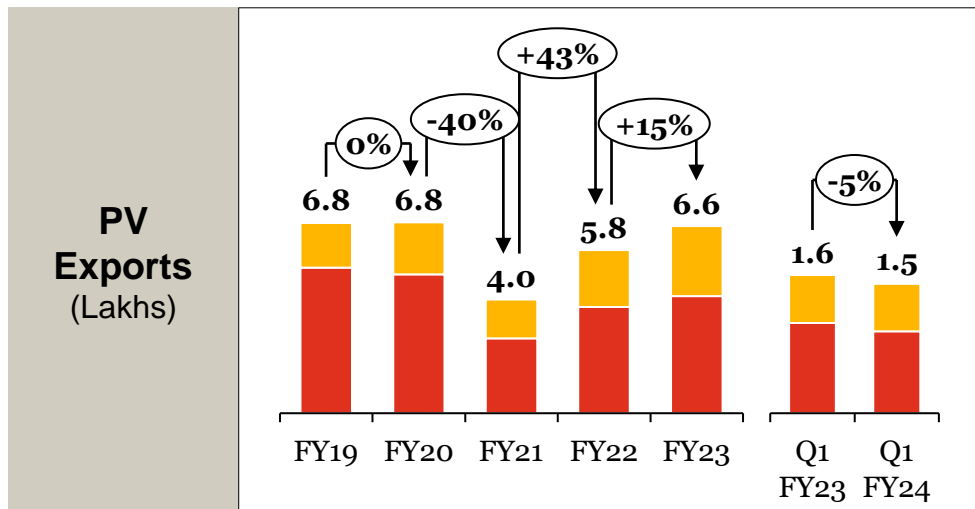
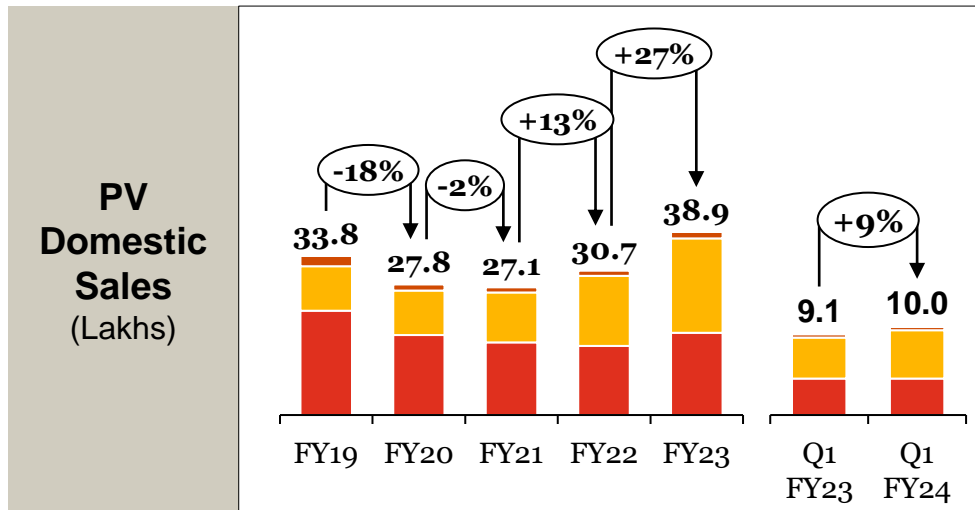
- Implementation of BS VI Phase 2 (from April 1, 2023) has led to low single-digit increase in vehicle prices & discontinuation of certain models from the Indian markets
- Rural sales may suffer due to unseasonal rains during harvest time. The predicted impact of El Nino this year may dampen rainfall 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 may lead to a lower share of CNG vehicles in the sales mix
- Mid-level 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
- e-2W sales to face headwinds due to FAME II subsidy reduction from June 1, 2023

Segment wise Q1 FY24 industry performance

Passenger vehicles

(Internal combustion engine)

■ Passenger Cars ■ Utility Vehicles (UVs) ■ Vans



Market Share Q1 FY24

Maruti Suzuki India Ltd	41.57%
Hyundai Motor India Ltd	14.89%
Tata Motors Ltd**	14.37%
Mahindra & Mahindra Ltd	10.06%
Other	19.11%

Key Trends

- Witnessing a spurt in demand, sales of passenger vehicles rose by 9% YoY. The rise in Passenger Vehicle sales was fueled by high sales of utility vehicles (18% sales growth and 5% volume growth as compared to Q1 FY23)

Market Share Q1 FY24

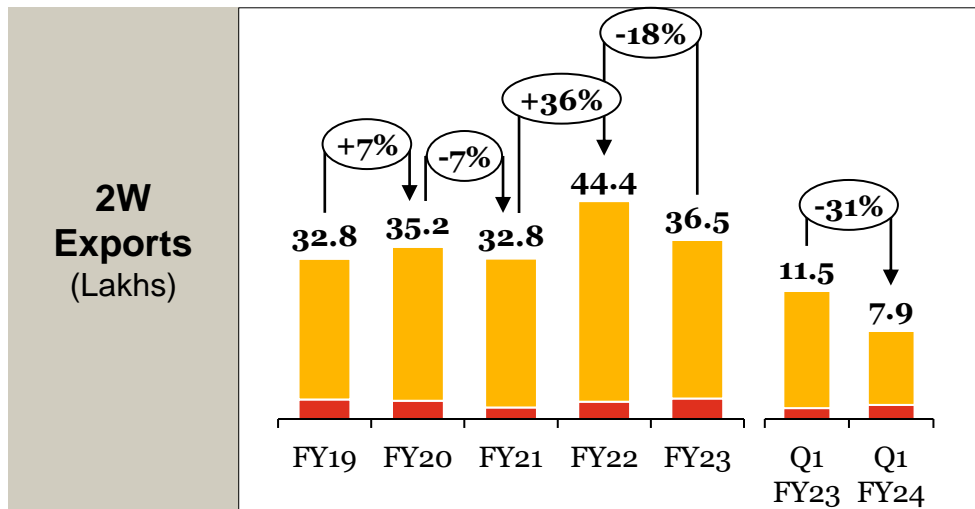
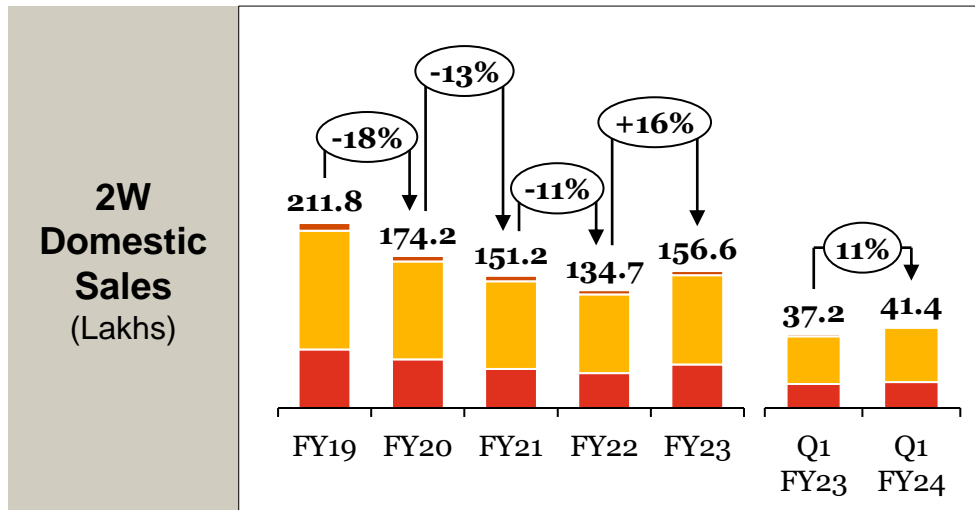
Maruti Suzuki India Ltd	41.31%
Hyundai Motor India Ltd	23.07%
Kia Motors India Pvt Ltd	14.79%
Volkswagen India Pvt Ltd	4.89%
Other	15.94%

- Passenger Vehicle exports dipped by 5% as economic headwinds are buffeting economies across the globe. The vans segment witnessed a spike in exports

2 wheelers

(Internal combustion engine)

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



Market Share Q1 FY24

Hero MotoCorp Ltd	31.81%
Honda Motorcycle & Scooter India Pvt Ltd	22.99%
TVS Motor Company Ltd	17.42%
Bajaj Auto Ltd	13.10%
Other	14.67%

Key Trends

- 2wh segment grew by 11% on the back of healthy demand and the rollout of new models from OEMs
- The sales of Motorcycle: Engine Capacity >200 CC <= 250 CC grew by 146% followed by Motorcycle: Engine Capacity >150 CC <= 200 CC which grew by 52%

Market Share Q1 FY24

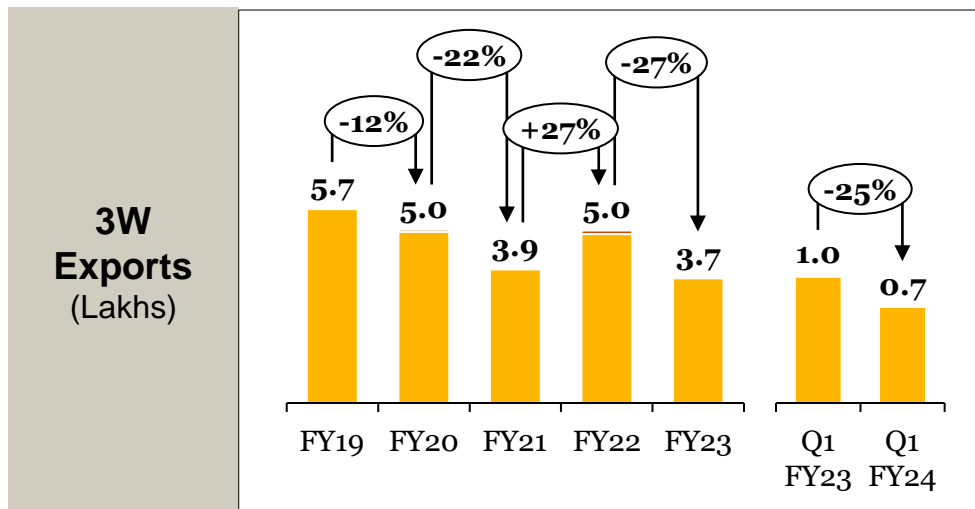
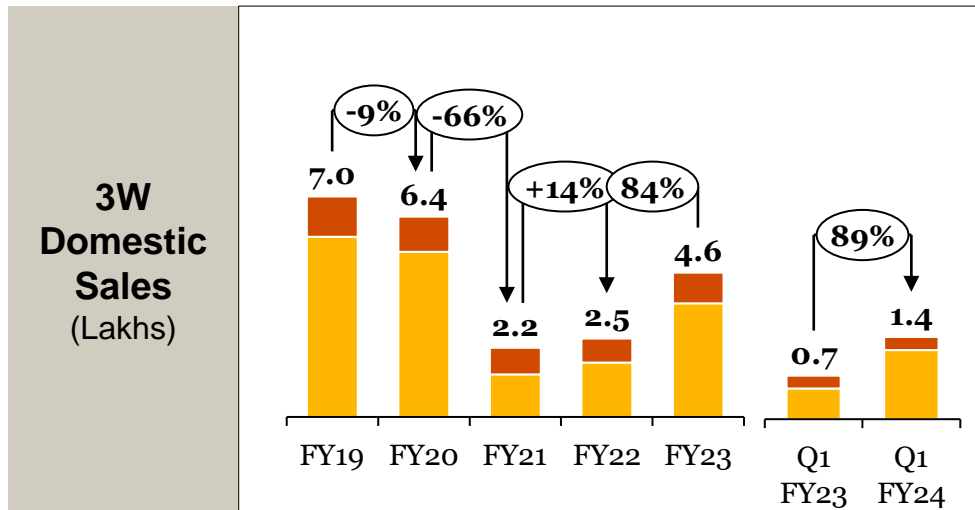
Bajaj Auto Ltd	43.78%
TVS Motor Company Ltd	24.90%
Honda Motorcycle & Scooter India Pvt Ltd	9.61%
Suzuki Motorcycle India Pvt Ltd	8.02%
Other	13.70%

- Motorcycles and Step-throughs constituted 84% of the exports and Scooters constituted only 16% of the total exports
- Moped- more than 75 CC to 100 CC constituted the highest share of exports (84%) followed by Motorcycle- Engine Capacity >75 CC but less than equal to 110 CC (30%)

3 wheelers

(Internal combustion engine)

Passenger Carrier Goods Carrier



Market Share Q1 FY24

Bajaj Auto Ltd	68.17%
Piaggio Vehicles Pvt Ltd	13.77%
Mahindra & Mahindra Ltd	12.31%
TVS Motor Company Ltd	3.01%
Other	2.74%

Market Share Q1 FY24

Bajaj Auto Ltd	52.43%
TVS Motor Company Ltd	41.45%
Piaggio Vehicles Pvt Ltd	4.26%
Force Motors Ltd	1.37%
Other	0.48%

Key Trends

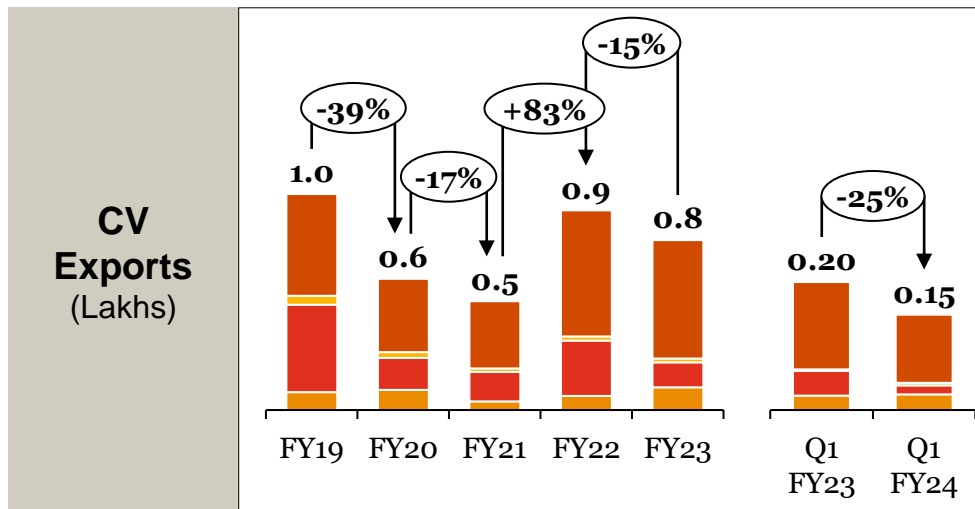
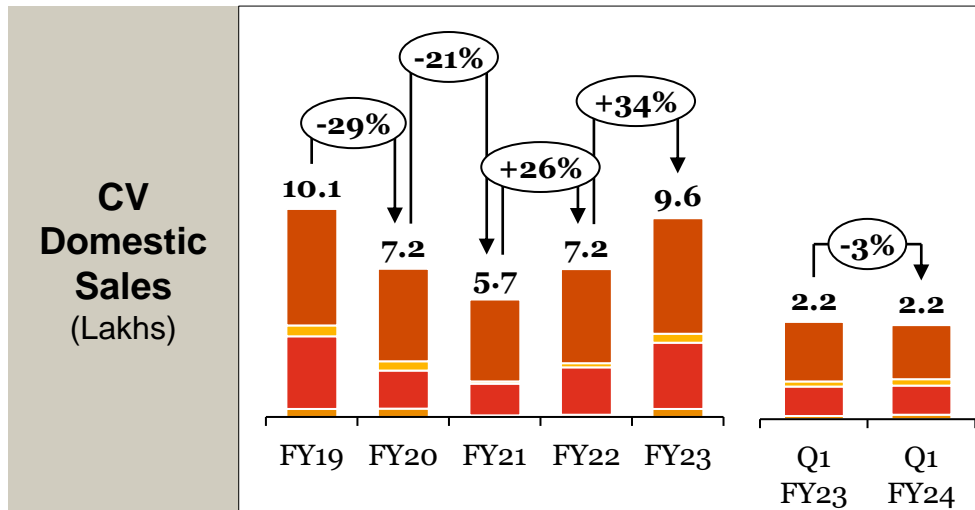
- 3Wh sales saw an 89% spike primarily owing to the previous year's low base effect and positive market sentiment.
- Sales of Passenger Carriers increased by 125% (vs. Q1 FY23) and constituted 84% of 3Wh sales mix

- Currency devaluations and monetary crises in Africa and other developing countries led to a decrease of 25% in exports
- The exports of Passenger Carriers declined by 24% and Goods carriers fell by 64% (vs. Q1 FY23)

Commercial vehicles

(Internal combustion engine)

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



Market Share Q1 FY24

Tata Motors Ltd	36.52%
Mahindra & Mahindra Ltd	28.22%
Ashok Leyland Ltd	18.02%
VECV-Eicher	8.41%
Other	8.84%

Key Trends

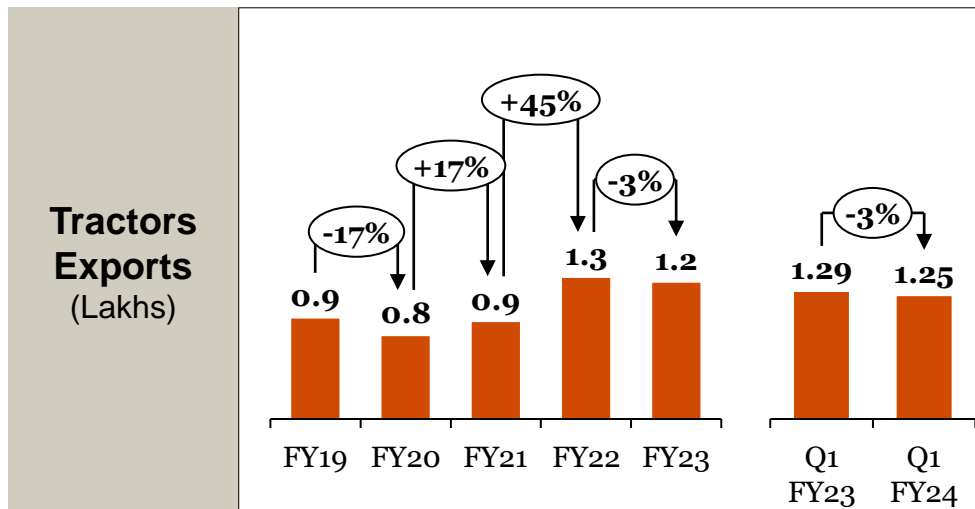
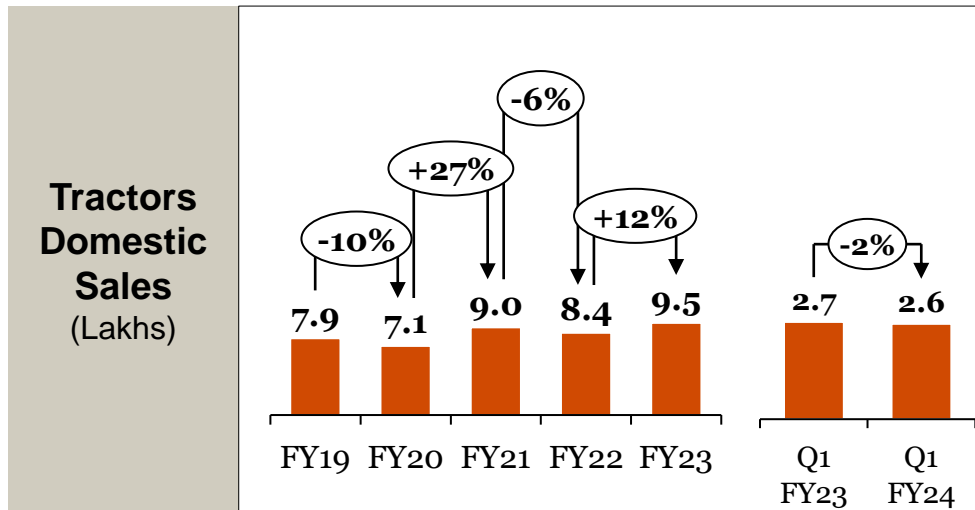
- Sales fell by 3% due to pre-buying in March ahead of the implementation of tighter fuel emissions
- M&HCV sales increased by 3% & LCV sales decreased by 6%. The volume of M&HCVs increased in Q1 FY24

Market Share Q1 FY24

Isuzu Motors India Pvt Ltd	27.91%
Mahindra & Mahindra Ltd	24.20%
Tata Motors Ltd	24.20%
Ashok Leyland Ltd	15.19%
Other	8.50%

- Exports declined by 25% 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



Market Share Q1 FY24

Mahindra & Mahindra Ltd.	42.93%
TAFE	18.89%
International Tractors Ltd.	12.45%
Escorts Ltd.	9.68%
Other	16.05%

Market Share Q1 FY24

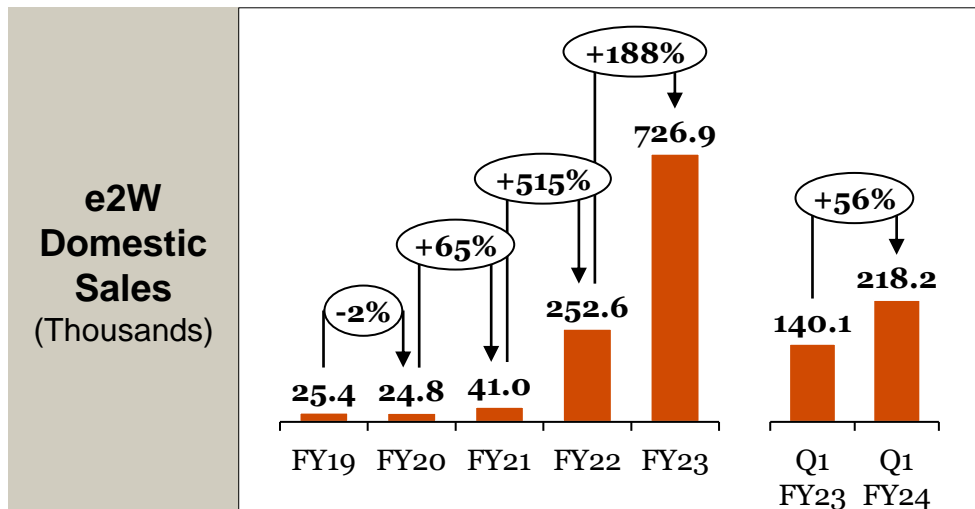
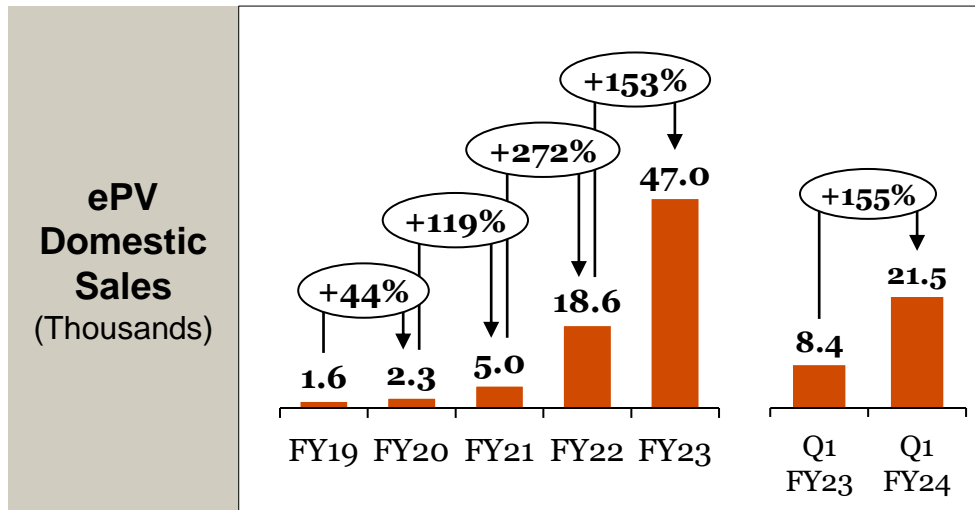
International Tractors Ltd.	34.08%
Johndeere	13.56%
Mahindra & Mahindra Ltd.	12.95%
New Holland India	12.95%
Other	26.46%

Key Trends

- Weak Agri sentiment and rural slowdowns led to sluggish tractor sales. The decrease can be attributed to lower production of key crops such as wheat and weak monsoon projections for this year.

- 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 46% of the exports, up to 30 hp and 41hp-40hp constituted a share of 27% and 25% respectively, and 31hp-40hp had the lowest share of 2%

Electric Vehicles – 2W & PV



Market Share Q1 FY24

Tata Passenger Electric Mobility Ltd	44.23%
Tata Motors Passenger Vehicles Ltd	29.51%
Mg Motor India Pvt Ltd	9.11%
Mahindra & Mahindra Limited	6.16%
Other	10.99%

Market Share Q1 FY24

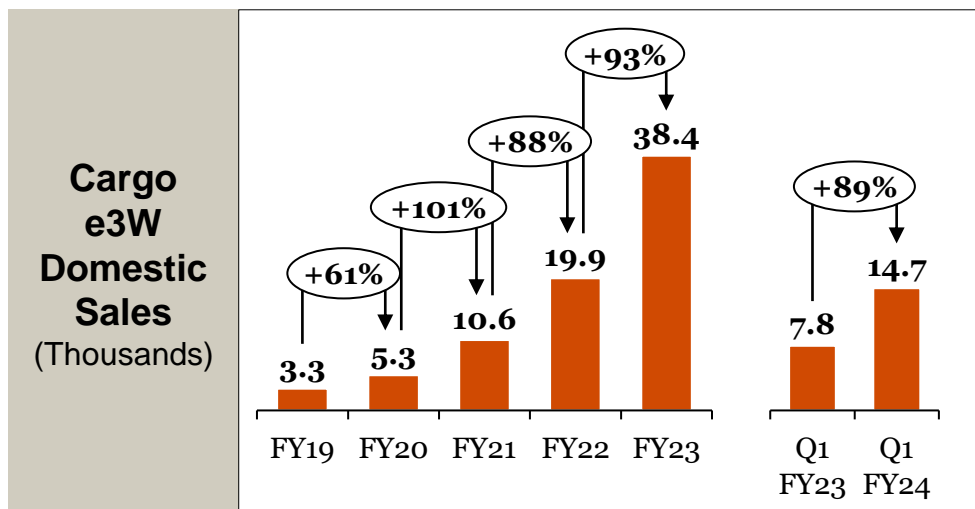
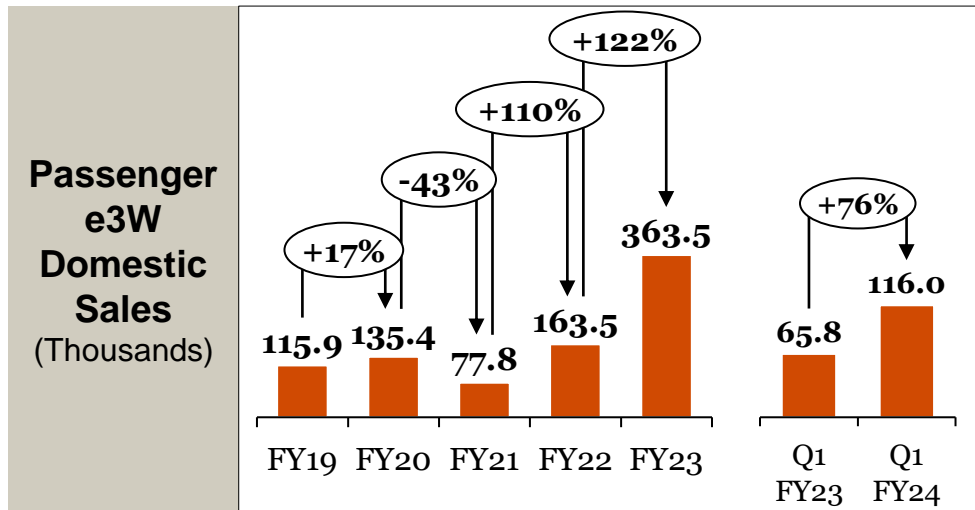
Ola Electric Technologies Pvt Ltd	31.31%
Tvs Motor Company Ltd	16.96%
Ather Energy Pvt Ltd	12.74%
Ampere Vehicles Private Limited	8.96%
Others	30.03%

Key Trends

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

- e-2Wh sales increased by 56% because of pre-buying. Customers wanted to buy e-2Whs before FAME II subsidies subsided on June 1, 2023

Electric Vehicles – 3W



Market Share Q1 FY24

Mahindra & Mahindra Limited	8.21%
Yc Electric Vehicle	7.79%
Saera Electric Auto Pvt Ltd	5.08%
Dilli Electric Auto Pvt Ltd	4.50%
Others	74.42%

Market Share Q1 FY24

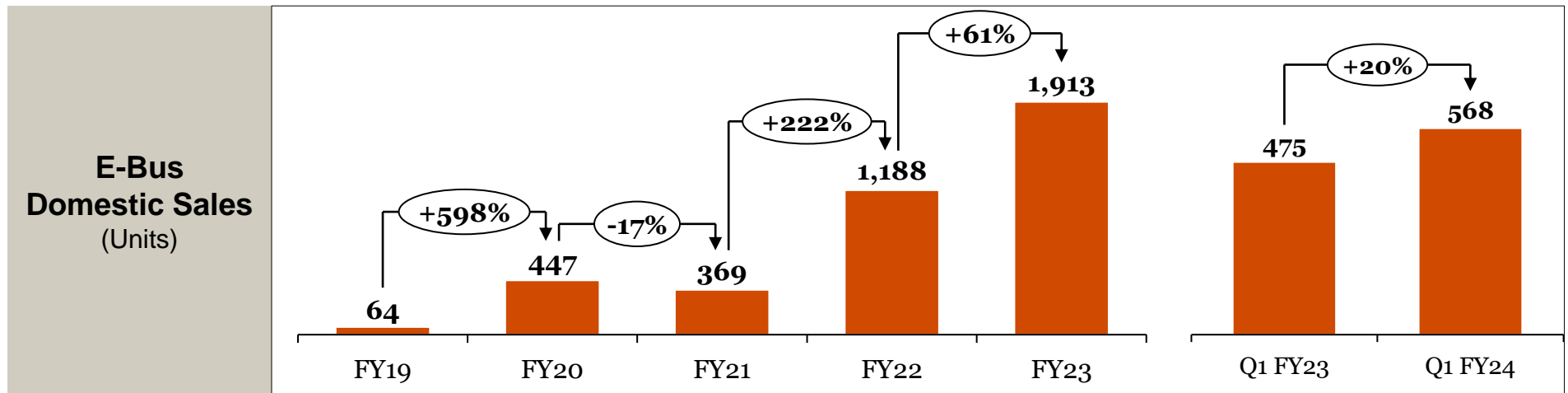
Mahindra & Mahindra Limited	13.38%
Piaggio Vehicles Pvt Ltd	8.04%
Dilli Electric Auto Pvt Ltd	4.96%
Omega Seiki Pvt Ltd	4.02%
Other	69.61%

Key Trends

- The 3W space is an early adopter of e-mobility, with strong unit economics, particularly in shared mobility, compared to traditional ICE models
- e-3Wh sales grew by 76% due to sustained demand for passenger transportation and from last-mile operators for various other applications.

- With fast-rising demand for last-mile delivery, particularly in urban India, the hub-and-model is now accelerating demand for cargo-ferrying three-wheelers leading to a growth of 89% in sales
- E-cart sales increased by 53% and E-rickshaw sales increased by 112%

Electric Vehicles – Buses



Market Share Q1 FY24

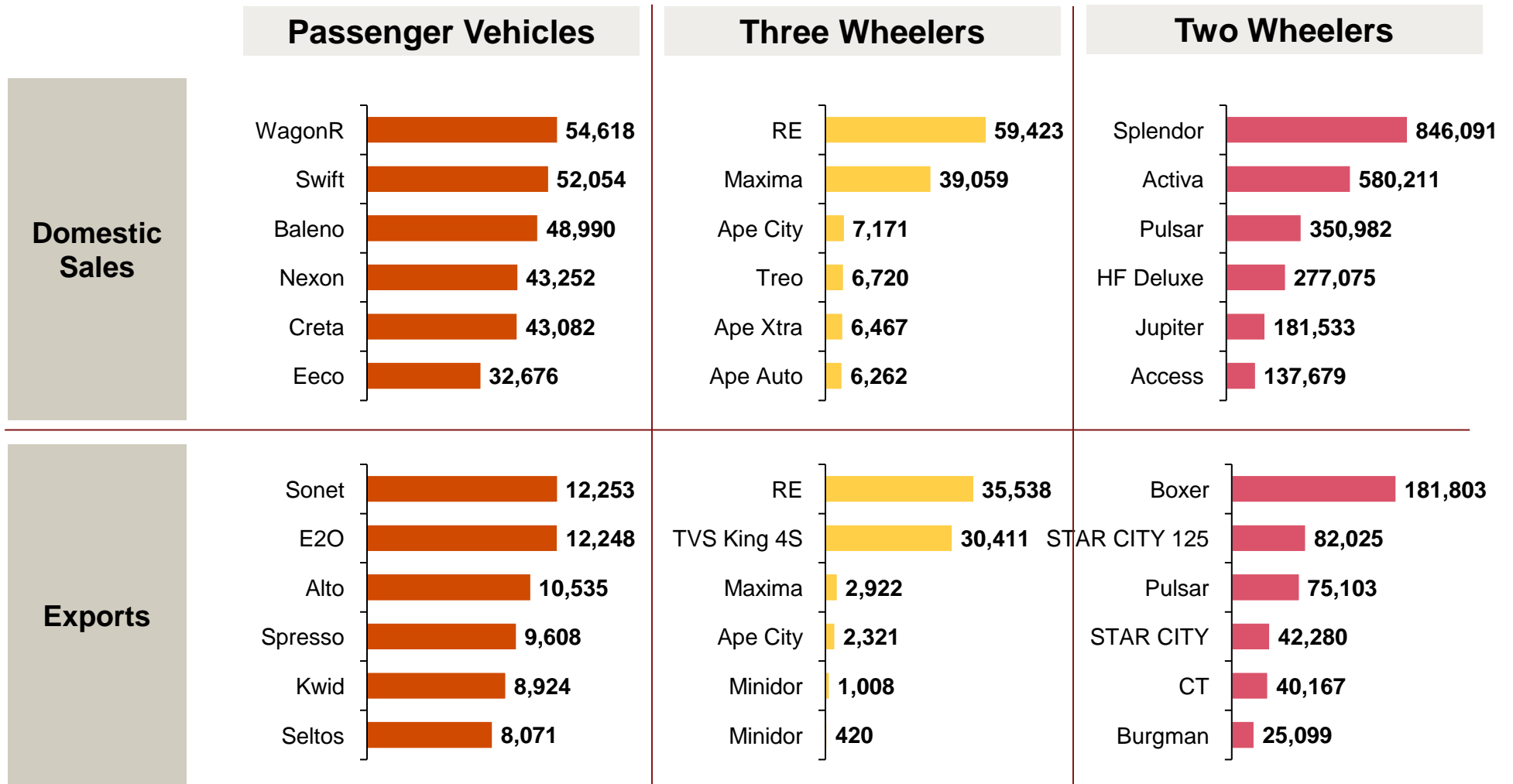
Tata Motors Ltd	46.13%
Olectra Greentech Ltd	14.79%
Pmi Electro Mobility Solutions Private Limited	14.61%
Jbm Auto Limited	11.44%
Other	13.03%

Key Trends

- Driven by strong tailwinds, government support, and unit economics, the segment is gearing up for major growth in the next decade
- The Central and state governments are pushing for an increase in the usage of e-buses for public transport
- Convergence Energy Services Limited (CESL) announced floating a tender for the 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 EVs and the residual value of e-buses

Q1 FY24 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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