

**ACMA**  
(Western Region)



**Press Reports on Automotive Industry  
2022-23**

**Automotive Component Manufacturers Association of India  
(Western Region)  
Mumbai**



(Western Region)

**AUTOMOTIVE COMPONENT MANUFACTURERS ASSOCIATION OF INDIA**

80, Dr. Annie Besant Road, Worli, Mumbai 400 018

Phone: (022) 24933507, 24980502, 24975877 Fax: (022) 24936527

E-mail: [acmawr@acma.in](mailto:acmawr@acma.in)**PRESS REPORTS ON AUTOMOTIVE INDUSTRY****CONTENTS****AUTOMOTIVE INDUSTRY****Page No.**

❖ With rising affordability, hatchbacks make a comeback .....	01
❖ Small car sales to rise by 20% in nearly 5 yrs .....	01
❖ Maruti Suzuki will be no.1 SUV maker in 2023-24 : CEO .....	02
❖ Taiwan offers big tax credits to chipmakers .....	02
❖ PV sales may hit record 3.8 million units in FY23 .....	03
❖ Two-Wheeler sales, a mixed bag in December .....	03
❖ Luxury car sales growth outpaces broader industry .....	04
❖ Auto retail sales dip in Dec as 2-wheeler demand tapers off .....	04
❖ Car sales fell 7% in Dec : SIAM .....	05
❖ Global carmakers see faster adoption on luxe Evs in India .....	05

**ELECTRIC VEHICLES**

❖ Tata Power geared to set up 25,000 EV charging points in next five years .....	06
❖ EV two-wheeler makers unveil future products .....	06
❖ Electric 2-w market consolidates as new battery norms hit smaller players .....	07
❖ Hero Motors readies for Rs. 1,500-crore EV push .....	07

**Tractors**

❖ CV makers hedge fuel technology bets .....	08
--	----

**Tractors**

❖ Tractor output above 1 million for 2 <sup>nd</sup> year in a row .....	09
--	----

**COMPANY NEWS**

❖ BMW India reports highest-ever annual luxury car sales in 2022 .....	10
❖ Maruti Suzuki's exports at all-time high of 2.63 lakh .....	10
❖ Hyundai to put more money in diesel as SUV demand soars .....	11
❖ KIA doubles down on affordable EVs .....	11

\*\*\*\*\*

# PRESS REPORTS ON AUTOMOTIVE INDUSTRY

Business Line 3<sup>rd</sup> January 2023

## With rising affordability, hatchbacks make a comeback

**OPTIMISTIC.** Industry expects sale of 13.6 lakh cars this fiscal as against 11.5 lakh in FY22

**G Balachandar**  
Chennai

In the recent few years, one noticeable trend in passenger car sales was the drop in the share of hatchbacks and an increase in that of the larger SUVs. But the latest data indicate a comeback for the hatchbacks.

The industry expects to sell 13.6 lakh hatchbacks this financial year, compared with 11.5 lakh in 2021-22. In the first nine months of FY23, this segment has grown 20-21 per cent, owing to the pick up in the economy and the consequent rise in affordability.

"The shift to personal mobility in the post-Covid era and availability of CNG models, which promise lower running costs, have also been the driving factors for growth in the hatchback segment," Shashank Srivastava, Senior Executive Director, Sales and Marketing, Maruti Suzuki India Ltd, told *businessline*.



**DRIVING FACTORS.** The launch of new Alto K-10 and WagonR boosted sales, says Maruti Suzuki KAMAL NARANG/FILE PHOTO

He added that the launch of all-new hatchbacks such as the Alto K-10 and WagonR also "created some excitement and boosted the hatchback sales". Four out of the top 10 PV models in 2022 are hatchbacks. Maruti's share in the overall hatchback is 71-72 per cent, while it commands a 90 per cent plus share in entry hatchback.

The segment accounted for about half of the number of PVs in the country until about five years ago. However, their share came down in recent years — 47 per cent in 2017-18 to 38 per cent in FY22.

### KEY SEGMENT

Industry sources attribute this to the increase in model

prices due to a bouquet of factors such as rise in commodity prices, new regulatory norms for anti-lock braking system (ABS), a hike in registration charges in 17 States and the inclusion of new features as demanded by buyers. The prices increased by about 35 per cent in the past three years, according to estimates.

An analyst from a leading brokerage firm said in a country like India, hatchbacks would continue to be a key segment though SUVs might witness faster growth.

A lot of first-time buyers have postponed their purchases due to increase in prices. "If the affordability factor is not disturbed further in the coming years, hatchbacks will be able to sustain strong growth. About 65 per cent of India are below 35 years of age. You will find a lot of first-time buyers with smaller income levels in this group who would want to buy hatchback as availability of adequate public transport is still a challenge in the country," said Srivastava.

The Economic Times 5<sup>th</sup> January 2023

## Small Car Sales to Rise by 20% in Nearly 5 Yrs

**Top Draw** 994,000  
Hatchbacks sold in India country between April & December 2022

Top cars: WagonR, Baleno, and Alto

Tata Nexon: Only SUV to have made it to best-selling list in first 9 months of FY23

1.15 million

Sales of small cars last fiscal from 1.55 million in FY19

Nissan, Honda Cars India, Volkswagen exited small-car biz

Healthy GDP, higher income key triggers

Sharmistha Mukherjee  
@timesgroup.com

New Delhi: Small-car sales are projected to rise by a fifth for the first time in nearly five years, indicating a revival in India's entry-level consumer demand that was hit the hardest by the pandemic-spawned economic disruptions and income losses.

Healthy GDP growth, an increase in income levels, coupled with introduction of new models, such as Maruti Suzuki Alto K10 and Tata Tiago EV, will likely boost sales of hatchbacks, Indian industry executives said, with 1.37 million units estimated to be sold in the segment by March 31. As many as 994,000 hatchbacks were sold in the country bet-

ween April and December, 2022.

Interestingly, hatches including WagonR, Baleno, and Alto took four of the five slots on the list of top-selling models. These are cars purchased by those stepping on to the automotive consumption ladder for the first time.

Entry-level consumer demand was hit the hardest by the pandemic-spawned disruptions and income losses

state governments, and transition to higher emission and safety norms — caused a spike in vehicle prices in a price-sensitive segment.

"Vehicle prices at the entry-level

went up much faster than income levels of buyers the last few years, which impacted demand," said Srivastava.

Sales of small cars fell to 1.15 million units last fiscal, from a peak of 1.55 million in FY19. Sluggish sales prompted several automakers — from Nissan to Honda Cars India and Volkswagen — to exit the small-car market in the country. The total number of models on offer in the segment now stands at 16 from 29 in FY19. Latent demand, though, remains massive in a country where more than 65% of consumers are aged less than 35 years, if affordability constraints are addressed.

"First-time buyers account for 47-48% of vehicle sales in India. Given low vehicle penetration and the lack of adequate public transport systems in the country, demand for cars, be it new or pre-owned, is there at the entry-level," Srivastava said. "If income levels continue to go up and vehicles are provided at affordable costs, there is a massive potential for growth."

# Maruti Suzuki will be No.1 SUV maker in 2023-24: CEO

S Ronendra Singh  
Greater Noida



That (45 per cent market share) has more reality and possible... I had also mentioned that our medium-term goal was to get back 50% market share in the total PV market



**HISASHI TAKEUCHI**  
MD and CEO  
MSIL

Maruti Suzuki India (MSIL) on Thursday said that with its new launch of sports utility vehicles (SUVs), it aims to be the No.1 SUV maker in the next financial year and grab 45 per cent market share for passenger vehicles, from a little over 42 per cent right now.

“That (45 per cent market share) has more reality and possible... I had also mentioned that our medium-term goal was to get back 50 per cent market share in the total passenger vehicle market and secure the number one position in the SUV segment. We all are trying and we should be outpacing the market,” Hisashi Takeuchi, Managing Director and Chief Executive Officer, MSIL, told media on the sidelines of the Auto Expo here.

### SUV MARKET

The SUV market is the most competitive segment in India with Hyundai, Mahindra & Mahindra and Tata Motors, among others, fighting neck-to-neck with MSIL. The SUV market grew over 35 per cent in

calendar year 2022 to 15,91,304 units, as compared with 11,74,807 units in 2021.

MSIL's SUV line-up includes Brezza, XL6 and Grand Vitara, and it has unveiled two more SUVs on Thursday — Jimny and Fronx — which would be launched middle of this calendar year.

Takeuchi said the company will also use its plants optimally, including the Suzuki Gujarat plant currently running to full capacity.

### CAPACITY ADDITION

“The Suzuki Gujarat plants are running on full capacity

right now and, in addition to that, we are planning to increase the capacity of Manesar plant by one-lakh units per annum. Our new plant in Kharkhoda (Haryana) will also be producing cars (from 2025) and we are getting volumes of Grand Vitara from Toyota-Suzuki cooperation, so that will increase our total production capacity,” he said.

### ORDER BACKLOG

On the company's order backlog, he said it currently stood at around 3.2 lakh vehicles, which was an improvement from around four-lakh units three months ago.

Business Standard  
10<sup>th</sup> January 2023

# Taiwan offers big tax credits to chipmakers

## Chips Act cleared; companies can turn 25% of R&D expenses into tax credits

**BLOOMBERG**  
9 January

Taiwanese lawmakers have passed new rules that let local chip firms turn 25 per cent of their annual research and development expenses into tax credits, part of efforts to keep cutting-edge semiconductor technologies at home and maintain the island's technology leadership.

Officials there have said they will ensure the latest chip technologies remain in Taiwan, a point that has been reaffirmed by executives at Taiwan Semiconductor Manufacturing (TSMC) and others. While Taiwan's assisted local chipmakers in the past with infrastructure construction and other measures, the island is now stepping up its efforts.

Shares of TSMC and United Microelectronics were up more than 4 per cent on Monday, first trading day after the announcement of rules. “As the United States, Japan, South Korea and the European Union are all offering massive incentives to build domestic supply chains, Taiwan should bolster the global competitiveness of its key industries,” Taiwan's Ministry of Economic Affairs said in a statement on Saturday. “The new rules will help encourage Taiwanese companies to keep their roots here.”

Governments from Washington to Seoul have been offering incentives for domestic chip production, in hopes of reducing a heavy reliance on Taiwan for advanced semiconductors and avoiding future supply disruptions.



# PV sales may hit a record 3.8 million units in FY23

**IN THE FAST LANE.** Strong order book, easing of chip woes, new models drive growth

**G Balachandrar**  
Chennai

Given the growing demand, the passenger vehicle (PV) industry is expected to end the current fiscal with the highest-ever annual sales.

“In FY19, the passenger vehicle market recorded extraordinary sales volumes and we believe we will surpass that level this year. The Indian automotive sector has been resolute in the face of global headwinds,” Sunjay J Kapur, President, ACMA (Automotive Component Manufacturers Association of India), said in a communication note.

## TOTAL VOLUMES

The PV industry achieved total volumes of 3.4 million units in FY19. But it dropped to 2.8 million in FY20 and 2.7 million in FY21. With strong pent-up demand post-second wave of the pandemic, the total volumes increased to 3.1 million units in FY22.

For the current fiscal, the total PV volumes are estimated to be in the range of



**BOOM TIME.** The current fiscal is expected to see SUV sales volumes overtake cars’

3.7-3.8 million units, driven by the SUV boom.

“The SUV segment will continue its success story. We witnessed a share of 38 per cent in PV sales in 2021 and more than 40 per cent in 2022. As the semiconductor shortage eases and with a large product line-up by OEMs, the sales of SUVs will reach higher levels,” said Kapur.

So the current fiscal is expected to see SUVs recording higher sales volumes than cars for the

first time. During April-November 2022, total PV volumes stood at 2.5 million units, in which SUVs accounted for 1.26 million units, while car volumes were at 1.51 million units.

## STRONG MONTH

December also proved to be a strong month for most players.

“The PV industry volumes have grown by 8.3 per cent at 2,76,000 units in December when compared with 2,55,000 units in

December 2021,” according to Shashank Srivastava, Senior Executive Director, Sales and Marketing, Maruti Suzuki India Ltd.

So, PV industry volumes are estimated at 2.87 million units during April-December 2022 period against 2.15 million units in the year-ago period.

The strong demand is expected to continue and FY23 would see a record number.

Amid the easing of chip shortage, the PV industry has a huge pending order book of 7.2-7.3 lakh units, including 3.63 lakh units of Maruti Suzuki.

We expect the PV industry to continue to see robust demand this quarter,” said an auto analyst at a brokerage firm.

## POSITIVE OUTLOOK

Overall, recovery in the economy, a strong order book of OEMs as a result of pent-up demand, easing supply chain issues, and new model launches will support the industry to grow in strong double-digits in FY23.

# Two-wheeler sales, a mixed bag in December

**Our Bureau**  
New Delhi

The domestic wholesale (dispatches to dealers) of two-wheelers saw a mixed trend in December compared with the same month last year.

TVS Motor Company’s sales grew 10 per cent in December to 1,61,369 units (1,46,763 units).

Market leader Hero MotoCorp dispatched 3,81,365 units of motorcycles and scooters in December, up 2 per cent year-on-year compared with 3,74,485 units in December 2021. The company said it is optimistic about the future sales, especially with the upcoming marriage and

## Domestic wholesales

Two-wheelers	Dec 2021	Dec 2022	y-o-y growth (%)
Hero MotoCorp	3,74,485	3,81,365	2
Bajaj Auto	1,27,593	1,25,525	-2
TVS Motor	1,46,763	1,61,369	10
Suzuki Motorcycle India	32,549	40,905	26
Royal Enfield	65,187	59,821	-8

Source: Companies

festival season in many parts of the country.

## BULLISH ON DEMAND

With consumer sentiment improving on account of favourable macro-economic indicators, the company expects positive momentum to build up from the fourth quarter on-

wards, Hero MotoCorp said in a statement.

However, ‘Himalayan’ maker Royal Enfield reported a decline of 8 per cent y-o-y to 59,821 units during the month against 65,187 units in December 2021. “After launching some best in class products like the Scram 411, Hunter

350, we are now geared up to launch our most awaited cruiser — Super Meteor 650. We are looking forward to some of the most exciting motorcycles from Royal Enfield’s stable making their debut,” B Govindarajan, Chief Executive Officer, Royal Enfield, said. Suzuki Motorcycle India, too, reported 26 per cent growth in domestic sales to 40,905 units in December (2,549 units).

“In December 2022, we recorded an overall sale of 63,912 units, which translated to a 25 per cent y-o-y growth... the company exported 23,007 units from India. This is the highest ever monthly export sales reported till date,” Satoshi Uchida, MD, said.

# Auto Retail Sales Dip in Dec as 2-wheeler Demand Tapers Off

**POOR OFFTAKE** As sales fell 5.4% M-o-M, volumes were less than that in pre-Covid Dec 2019

Our Bureau

**New Delhi:** Vehicle registrations, a proxy for retail sales, declined last month with demand tapering off in the two-wheeler segment as the festive season drew to a close. Data available with the Federation of Automobile Dealers Association (FADA) showed overall sales of vehicles fell 5.40% to 1.62 million units in December. Sales were lower by about 12% over the pre-Covid month of December 2019, when 1.84 million vehicles were registered in the country.

FADA president Manish Raj Singhania said the two-wheeler segment dragged total sales by 11%. All other categories saw a rise in retail demand. Registration of three-wheelers, passenger vehicles, tractors and commercial vehicles went up by 42%, 8%, 5% and 11%, respectively, in December.

In 2022, total vehicle retails expanded 15%, and overall volumes fell short of levels seen in CY2019. Passenger vehicle registrations during this period, however, continued to gain new grounds by clocking retails of 3.43 million units. This is by far the highest retails for PVs, said FADA.

The federation has compiled the numbers from the vehicle registration data available on the road transport and highways ministry's Vahan dashboard. The numbers are incomplete as some regional transport offices are still not linked to the Vahan portal, but these are seen as a good proxy for the trend in the automobile retail market as manufacturers only disclose their dispatches from factories.

Demand for two-wheelers went down 11.19% last month and by 20.54% when compared to December 2019, a pre-Covid year. "(Because of) reasons like rise in inflation, increased cost of ownership, delayed recovery in the rural markets and increased EV sales, the ICE 2W segment is yet to see any green shoots," said Singhania.

Average inventory in the channel stands at 25-30 days.

## In First Gear

Category	% Change Over Dec	
	2021	2020
2-wheelers	-11.91	-29.07
3-wheelers	41.51	121.40
Passenger Vehicles	8.15	-4.84
Tractors	5.24	-5.61
Commercial Vehicles	10.67	24.77
<b>TOTAL</b>	<b>-5.40</b>	<b>-21.15</b>



Three-wheeler sales continued to recover and narrowed the gap with peak retail volumes reported in CY2019. Within the segment, electric rickshaw sub-segment showed triple digit growth pushing the market share of electric above the 50% mark.

In the passenger vehicle segment, better availability of vehicles, wider product choices, consumer offers helped sustained the momentum. Average inventory in the channel stands at 35-40 days. Sales of commercial vehicles too are almost at par with volumes recorded in CY2019, on back of the government's continued push for infrastructure development.

Tractor retails grew well above CY2021/CY2020 and pre-Covid year of 2019. Tractors' registered a new life-time high sales of 0.79 million units due to consistently good monsoon, improved cash-flow with farmers, better MSP of crops and government's focus on better procurements. Timely sowing of rabi crop also helped continue this momentum.

Singhania said that due to inflationary pressures, upcoming change in vehicle norms and likely price hikes, FADA remains cautious during the last quarter of FY23.

**WITH 50% RISE, SALES NEAR PRE-PANDEMIC PEAK**

# Luxury Car Sales Growth Outpaces Broader Industry



## Luxury Lead

Indian consumers bought 4 luxury vehicles every hour last year

Healthy economic revival, strong corporate earnings supporting sales

Young tech-savvy new-age customers, salaried professionals, women buyers showing increased contribution to sales, say industry veterans

Demand especially strong at the top-end of the luxury car market, for performance brands and electric cars

## For Mercedes-Benz and BMW, 2022 sales were their highest on record

Sharmistha.Mukherjee  
@timesgroup.com

**New Delhi:** Sales of luxury passenger vehicles grew faster than the local automobile market last year, nearing the pre-pandemic peak, on the back of a quick economic revival and reaffirming India's credentials as the world's fastest-expanding major economy at a time when much of the West is beset with recessionary risks.

As per industry estimates, about 37,000-38,000 luxury vehicles

were sold in India in 2022, an increase of around 50% from the year before but missing the all-time high of around 40,000 units in 2018. Sales in the mainstream segment grew 23% to 3.79 million units last year, with vehicles priced upwards of Rs 10 lakh accounting for 41% of the volume.

Within the luxury segment, too, demand strengthened for pricier vehicles, or models priced above Rs 1 crore, supported by higher disposable incomes among the country's well-heeled customers, said senior industry executives.

The top three luxury automobile manufacturers — Mercedes-Benz, BMW and Audi — all posted strong growth.

The luxury car consumer is getting younger in India with avg age of Merc C-Class buyer at 35

# Car sales fell 7% in Dec: SIAM

**ON A ROLL.** But utility vehicle segment grew 23% and three-wheelers 37% year-on-year

**Our Bureau**  
New Delhi

Domestic passenger car wholesales (dispatches to dealers) in December declined by seven per cent year-on-year (y-o-y) at 1,04,601 units, compared to 1,12,873 units in the same month the previous year, according to the latest monthly data by Society of Indian Automobile Manufacturers (SIAM).

However, the utility vehicle (UV) segment, has grown 23 per cent y-o-y at 1,20,015 units, compared to 97,137 units in the corresponding month of the previous year.

The growth in UV segment has pushed total passenger vehicle (PV) sales by seven per cent y-o-y to 2,35,309 units during the month, compared to 2,19,421 units in December 2021. Total three-wheeler sales also grew by 37 per cent y-o-y to

## Domestic wholesale performance in December 2022

Segment/sub-segment	Dec-22	Dec-21	% change (YoY)
Passenger cars	1,04,601	1,12,873	-7
Utility vehicles	1,20,015	97,137	23
<b>Total passenger vehicles</b>	<b>2,35,309</b>	<b>2,19,421</b>	<b>7</b>
<b>Total three-wheelers</b>	<b>38,693</b>	<b>28,184</b>	<b>37</b>
Scooter	2,95,498	2,55,960	15
Motorcycle	7,23,593	7,26,587	-0.4
<b>Total two-wheelers</b>	<b>10,45,052</b>	<b>10,15,942</b>	<b>3</b>
<b>Grand total of all categories</b>	<b>13,19,074</b>	<b>12,63,557</b>	<b>4</b>

Source: SIAM

28,184 units last month, when compared to 38,693 units in the corresponding month of 2021.

### TWO-WHEELER SALES

Total two-wheeler sales grew three per cent y-o-y to 10,45,052 during the month, compared to 10,15,942 units in December the previous year. While scooter sales grew 15 per cent, motorcycle sales declined marginally.

The grand total of all categories put together saw a growth of four per cent y-o-y during the month at 13,19,074 units, against 12,63,557 units in December 2021.

"Festive season has helped in returning good sales numbers for all the segments. However, weakness in rural demand continues, as high food inflation and increased financing cost are impacting the rural market," said

Rajesh Menon, Director General, SIAM. On a calendar year (CY) basis, total PV sales grew 23 per cent y-o-y 37,92,356 units, compared to 30,82,421 units in CY21. Similarly, total two-wheeler sales grew more than seven per cent to 1,56,07,991 units last calendar year, compared to 1,45,33,815 units in January-December 2021.

Total commercial vehicles also grew 38 per cent to 9,33,116 units last year, compared to 6,77,116 units in CY2021.

"Passenger vehicles have reported highest-ever sales of 3.8 million units, which is about four lakh units higher than the last peak in 2018. Commercial vehicles reported sales of 9.3 lakh units, which is just about 72,000 units lower than the earlier peak in 2018. Three-wheeler sales are still lower than 2010 sales and two-wheeler lower than 2014," said Vinod Agarwal, President, SIAM.

The Economic Times 11<sup>th</sup> January 2023

## Global Carmakers See Faster Adoption of Luxe EVs in India

Expect demand to beat mass car mkt; plans to locally assemble some models

**Shally Mohile**  
@timesgroup.com

**Mumbai:** Global luxury carmakers in India see adoption to electric vehicles making a rapid stride in the segment as compared to the mass car market and expect the penetration to be much faster — 10-15% by the end of 2023 and almost 50-60% by the end of the current decade.

Year-to-date (April to December) EV penetration in the mass car segment stood at 0.8%, up 33 basis points from the FY22 level, according to a recent research report by BNP Paribas.

Encouraged by the response to the recent e-luxury car launches — most are pre-sold even before they arrive in India, both BMW and Audi are considering commencing local assembly of some of their EV models. But they will firm up the plans once the volumes reach a particular threshold.

As of now, only Mercedes Benz



locally assembles the EQS580, one of the four models that it sells here.

The India subsidiaries are in dialogues with the parent companies for higher allocation of units. The imported models attract peak duties and majority of them are priced above ₹1 crore making them unaffordable for a large swath of buyers. The high prices and inadequate charging infrastructure, however, have not been a deterrent — neither for the manufacturers nor the buyers.

BMW India on Saturday launched the i7xDrive60 — the electrified

version of the seventh generation 7-Series. Priced at ₹195,00,000, the model boasts of a range of 650 kms on a single charge and can accelerate from 0 to 100 in 4.7 seconds, the company claimed.

"We plan to have 15% of our global sales coming in from EVs by end of 2023. It was 9% per cent 2022," Jean Philip Parain, senior vice president sales region Asia-Pacific, Eastern Europe, Middle East and Africa told ET. In India, this could be in excess of 10%, he said. The i7 is the fourth electric offering from BMW Group in India in less than two years. In 2022, it launched the MINI Electric, mid-sized sedan i4 and SUV iX. Like the rest of the models that are fully imported, the flagship i7, that competes with the Mercedes EQS, will also sell as an FBU (fully built unit).

"We will consider local assembly of models only if the volumes reach a particular threshold," said Vikram Pahwa, president BMW India.

# PRESS REPORTS ON ELECTRIC VEHICLE

Business Line 14<sup>th</sup> January 2023

## 'Tata Power geared to set up 25,000 EV charging points in next five years'

**Aroosa Ahmed**  
Mumbai

With a rise in electric vehicles plying on intercity routes, Tata Power plans to install 25,000 electric vehicle charging points in the next five years. At present, the company has 4,000 charging points available in over 300 cities between Kanyakumari and Kashmir and from Surat to Silchar.

According to Tata Power, range anxiety among travellers has decreased with the increase in vehicle chargers, particularly across State highways. Due to range anxiety, consumers have been hitherto operating electric cars within the city.

"We are witnessing utilisation of electric vehicles on one-night travel routes, including Mumbai-Pune,



**CHARGED UP.** Range anxiety has decreased among travellers with the increase in vehicle chargers

Delhi-Chandigarh, Delhi-Jaipur, Mumbai-Ahmedabad. Some routes are witnessing good traffic, and we have created connectivity of charging networks on locations that are preferred choices for travellers," Virendra Goyal, Head of Business Development, EV Charging, Tata Power, told *businessline*.

To increase the number

of vehicle charging networks, the company is working to provide home chargers, chargers for housing societies through community chargers, and charging units for companies and fleets.

"There is also an uptick in requirements coming from corporate and government institutions for electric vehicle cars. They

take the vehicles on lease and use them for pick-up and drop services.

"B2C fleets for electric vehicles are also coming up their charging requirement is different from public charging. We create hubs for them," said Goyal.

### TROUBLESHOOTING

Tata Power has also started a network operation centre in Mumbai that monitors electric vehicle chargers in real-time. Issues with vehicle chargers can also be identified and fixed in real-time.

"There is a live charger monitoring status that monitors chargers across the country. If a charger is down we can instantly put it off on our charging mobile application that alerts the consumers. Earlier, it had to be checked manually," added Goyal.

Business Line 13<sup>th</sup> January 2023

## EV two-wheeler makers unveil future products

**S Ronendra Singh**  
Greater Noida

The Auto Expo 2023 saw some electric two- and three-wheeler launches by homegrown companies such as WardWizard, Omega Seiki Mobility, Jupiter Electric, Godawari Electric Motors, and Benelli-Keeway.

### ₹1,500 CRORE INVESTMENT

WardWizard announced the launch of a passenger electric vehicle (EV) by 2024, which would be priced under ₹10 lakh, and the company plans to invest ₹1,500 crore over the next few years to set up a 1 GWh factory for battery cells in Vadodara and expand its product lines.

"We are planning to set up a 1 GWh plant in Vadodara on lithium-ion cell battery packs that will be consumed by only Joy e-bikes. In the next 20 months, we will manufacture the cell packs here," Yatin Gupte, Chairman



**COMING SOON.** Electric bikes on display KAMAL NARANG

and Managing Director of WardWizard Innovations & Mobility, told *businessline*.

The company launched its new high-speed electric scooter, "Mihos," priced at ₹1.49 lakh (ex-showroom).

It is powered by a 2.5 kWh battery with a 1,500 watt motor, which produces a torque of 95 nm and a top speed of 70 kmph.

A charging cycle completes in four hours and it would give a

100 km range, the company said.

Ultraviolette announced its foray into high-speed racing with the F99 Factory Racing platform.

The F99 Factory Racing Platform has been engineered to output maximum power while ensuring all necessary safety checks, resulting in a peak power output of 65BHP and a top speed of over 200 kmph..

Set to be the first electric Motorsports oriented vehicle in India, the F99 Factory Racing Platform brings inspiration from the worlds of aviation and racing, the company said.

"The F99 Factory Racing Platform led us to think beyond conventional technologies in the EV space today. By combining aviation and racing principles, we intend to bring the most advanced electric vehicles to the world," Narayan Subramaniam, co-founder and CEO of Ultraviolette, said.

Meanwhile, Omega Seiki Mobility debuted four-door, cosmic-roof electric passenger vehicles "Muse" and an air-conditioned electric passenger vehicle "Kraze." Also, the MIKA 1.0, a four-wheel small commercial vehicle and a one-tonne truck with a range of 200 km, is priced at ₹15 lakh (ex-showroom). The Muse and Kraze are priced at ₹4 lakh and ₹4.20 lakh (ex-showroom), respectively.



# Electric 2-W market consolidates as new battery norms hit smaller players

**Aroosa Ahmed**  
Mumbai

New electric battery norms and the halting of FAME II will help two-wheeler electric vehicle manufacturers including Ola, TVS Motors, Hero Electric and Ather to increase market share.

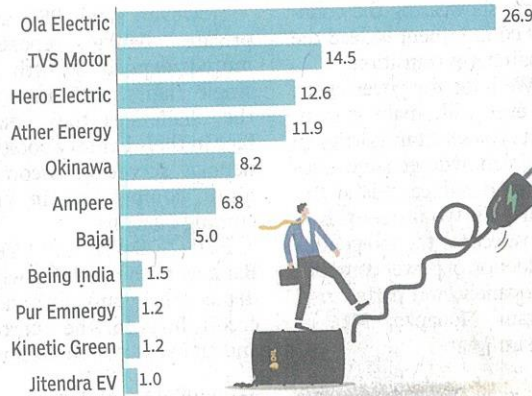
According to a BNP Paribas report, the above two-wheeler OEMs have a consolidated market share of over 65 per cent. While the sales volume of TVS Motors grew 15 per cent in December, Ola Electric remained the market leader and gained a 26.9 per cent share.

## NEW NORMS

The amendment to EV battery norms includes designing of battery packs and additional

## EV market share

December 2022 (in %)



Source: Gol, BNP Paribas

safety requirements for battery cells, chargers and battery management systems. Further, a few EV makers were un-

der scrutiny of the Ministry of Heavy Industries which sent notices to them to make sure that vehicle components are

procured locally to benefit from the FAME II scheme.

Ampere's market share dipped to 6.8 per cent in December from 16.1 per cent in November, Okinawa's fell to 8.2 per cent in December from 11.9 per cent in November while Revolt's volume saw a 93 per cent dip in December, according to BNP Paribas.

In December, the market leaders in electric two-wheelers were Ola Electric, TVS Motor and Hero Electric with 12.6 per cent whereas in November Ola Electric, Ampere and Okinawa had the highest market share.

Delhi witnessed the highest penetration in electric two-wheelers with 17.6 per cent followed by Karnataka with 10.2 per cent and Kerala with 10.1 per cent.

The Economic Times 5<sup>th</sup> January 2023

## Hero Motors Readies for ₹1,500-crore EV Push

**POWERING UP** Auto co has raised funds to expand its electric vehicle venture and set up new facilities in India and Thailand

Sharmistha.M@timesgroup.com

**New Delhi:** Pankaj Munjal-promoted Hero Motors is looking at investing ₹1,500 crore over the next three years to strengthen its play in the burgeoning market for electric vehicle components as developed nations across the world accelerate the shift to zero emission vehicles to allay environmental concerns.

Hero Motors, the auto components arms of Hero Motors Company Group, has raised growth equity capital from private equity firm GEF Capital Partners and its LPs for 10% sta-

ke to expand its EV venture, as part of which it will set up new facilities in India and Thailand.

Pankaj Munjal, chairman of HMC, told ET, "We are transforming our auto component business to focus on developing advanced automotive technology parts for electric vehicles. We have started supplying EV gearboxes for high-end cars being manufactured by BMW, McLaren, AMG, among others. Global demand is extremely strong, especially in Western Europe and North America." Munjal estimates the si-

ze of the market for EV gearboxes at \$ 0.5 billion per annum, which is growing at a CAGR of 18%.

The planned capital expenditure over the next three years will be utilised to set up a forging facility for high-end cars, a disc brakes manufacturing plant, a new facility to roll-out gearboxes for BMW in Thailand. The company is also looking at enhancing its R&D capabilities to cater to demand for products in the electric mobility segment.

With this, HMC Group expects nearly 60% of its revenues to come in from the EV parts venture, mid-term.



# PRESS REPORTS ON COMMERCIAL VEHICLE

The Economic Times 12<sup>th</sup> January 2023

## CV Makers Hedge Fuel Technology Bets

Showcase the widest range of alternative fuel technologies at flagship auto show

**Nehal Challawala &  
Ashutosh Shyam**

**Greater Noida:** With multiple new vehicle technologies disrupting the automotive industry, commercial vehicle makers are hedging their bets across half-a-dozen fuel technologies, showcasing the widest range of alternative fuel technologies at the Auto Expo.

Market leader Tata Motors showcased commercial vehicles with propulsion technologies including battery-electric, compressed natural gas (CNG), flex fuel, hydrogen fuel cell and hydrogen combustion engine.

“For us it is not only about electric vehicles; it is about every new technology,” Tata Motors chairman N Chandrasekaran said.

Rival Ashok Leyland has taken a similar path, with investments in battery-electric through its subsidiary Switch Mobility as well as liquefied natural gas (LNG) and CNG-powered vehicles, among others. Meanwhile, VE Commercial Vehicles showcased a Volvo-branded electric truck along with Eicher-branded LNG and CNG trucks and an electric bus.

“Commercial vehicles are different from passenger vehicles,” said Saravanan N, chief technology

### Ultraviolette Aims to Sell 15k E-sports Bikes



**GREATER NOIDA:**

Electric motorcycle maker Ultraviolette

Automotive, which is backed by TVS Motor and Qualcomm, is aiming to sell 15,000 units of the F77 sports bike in the next one year, as it ramps up production to tap into soaring enquiries for its maiden product.

After the first year, the company aims to push up annual sales to about 50,000 units.

officer of Ashok Leyland. “For PVs, the transition will be more or less from combustion engines to electric, but commercial vehicles will have a host of technologies.”

The dilemma is created by a host of reasons, experts said. Battery electric vehicle technology has not matured enough to power bulky trucks hauling multiple tonnes of cargo. Meanwhile, vehicles running on compressed or liquefied natural gas — although lower on emissions than diesel and vital for ensuring India’s energy security — fall short of achieving the target of net-zero emissions.

# PRESS REPORTS ON TRACTORS

Business Line 14<sup>th</sup> January 2023

## Tractor output above 1 million for 2nd year in a row

**G Balachandar**  
Chennai

Annual tractor production crossed 1 million units for the second consecutive year in 2022, but reported a 6 per cent drop when compared to 2021.

Domestic sales reported a marginal increase amid a high base effect. Exports maintained growth at 6 per cent and clocked its highest-ever number in 2022.

Aided by healthy cash flows in the farm sector on the back of above-normal monsoon, tractor demand stayed relatively healthy in the domestic market during 2022, and exports also continued to grow. This comes after a record sales year in 2021.

Total domestic tractor production for 2022 stood at 1,004,976 units, compared to 1,065,280 units, the highest-ever annu-

al number, in 2021. Total domestic sales marginally increased to 912,061 units in 2022, compared to 903,724 units in 2021, while exports registered a 6 per cent increase at 131,850 units, the highest-ever annual export number, against 124,901 units in 2021, according to data provided by the Tractor & Mechanisation Association (TMA).

### 'DEMAND STRONG'

Hemant Sikka, President, Farm Equipment Sector, Mahindra & Mahindra Ltd, said sentiments continue to remain upbeat in the farming sector, leading to strong demand for tractors and farm implements.

Mahindra & Mahindra, India's top tractor maker with a little over 40 per cent market share, reported 4 per cent increase at 371,848 units in 2022, compared to 359,417 units.



"Farmers have been now steadily accepting that farm mechanisation is the way forward towards higher productivity and consistent income in existing agri ecosystem," said Raman Mittal, Joint Managing Director, Sonalika Tractors.

Though December 2022 recorded the second-lowest production number for the calendar year, both production and domestic sales grew year-on-year, while exports reported a decline.

Total domestic sales in December 2022 stood at

55,782 units, compared to 44,428 units in December 2021.

Total tractor production was higher at 59,106 units, when compared to 53,527 units in 2021. Exports were lower at 10,489 units against 11,186 units.

However, industry volumes are expected to remain at healthy levels in the March 2023 quarter, too, aided by favourable underlying drivers for rural cash flows, said Rohan Kanwar Gupta, Vice-President & Sector Head, Corporate Ratings, ICRA.

# PRESS REPORTS ON COMPANY NEWS

Business Line 4<sup>th</sup> January 2023

## BMW India reports highest-ever annual luxury car sales in 2022

**G Balachandar**  
Chennai

Luxury carmaker BMW has reported its highest-ever annual sales of 11,981 units for the calendar year 2022 in India. The company's previous highest annual volume was achieved in 2012 (9,375 units).

The BMW group sold 11,268 units of luxury vehicles under the BMW brand and 713 units under the MINI brand in 2022. Sales under the BMW brand grew 37 per cent, while MINI volumes grew 11 per cent. It also sold 7,282 high-end motorcycles under the Motorrad brand, said a statement.

Vikram Pawah, President, BMW Group India, said the achievement was a direct result of its focus on bringing exclusive products and offering the best services. The Sports Activity Vehicle range (X1, X3, X5 and X7) reported a growth of more than 60 per cent, while



Vikram Pawah, President, BMW Group India

luxury sedans such as the 3 Series, 5 Series and 6 Series maintained their growth.

"Due to high demand, most BMW models now have a waiting period of up to six months," the company claimed. For MINI, the locally produced MINI Countryman had a share of 41 per cent in sales while the MINI Hatch contributed 38 per cent and MINI Convertible 21 per cent. BMW Motorrad India reported 40 per cent growth with 7,282 units. The G 310 R, G 310 RR and G 310 GS secured a

share of 90 per cent in motorcycle sales.

### AUDI PERFORMANCE

Audi, too, reported a 27 per cent growth in its luxury car sales at 4,187 units in 2022, aided by revival in customer sentiments and strengthened product portfolio. The growth was driven by Q7, A8 L and Audi Q3 launches.

Balbir Singh Dhillon, Head of Audi India, said this performance was "despite roadblocks such as semiconductor availability".

Business Line  
4<sup>th</sup> January 2023

## Maruti Suzuki's exports at all-time high of 2.63 lakh

**S Ronendra Singh**  
New Delhi

Maruti Suzuki India (MSIL) on Tuesday said its exports grew 28 per cent year-on-year to 2,63,068 units in 2022, its highest ever overseas shipments. The previous record was in 2021 (2,05,450 units).

The highest exported models in 2022 were Dzire, Swift, S-Presso, Baleno and Brezza and the vehicles were popular in Africa, West Asia, Latin America, ASEAN and neighbouring regions, the company said.

### JIMNY SUV

MSIL also exports Suzuki's Jimny SUV, which it started manufacturing in India and exporting from January 2021. Sources said the company has exported 29,316 units of Jimny cumulatively

since then. "In 2021-22, 18,486 units were exported and in 2022-23 (till December), 9,195 units have been exported," sources said.

"This achievement further aligns with our strong commitment to the 'Make in India' initiative to manufacture products to delight global customers," Hisashi Takeuchi, MD & CEO, said.

It may also be noted that the exports in 2022 were more than double of pre-Covid year (2019) 1,07,190 units.

# Hyundai to Put More Money in Diesel as SUV Demand Soars

**PREMIUM BUY** Diesel cars' share in co's sales at 26%; diesel SUVs in demand at premium end: exec

**Sharmistha.Mukherjee**  
@timesgroup.com

**New Delhi:** Hyundai Motor, the second-biggest carmaker by sales in India, will continue to invest on boosting the performance of its diesel engines that power the Korean manufacturer's premium SUVs, drawn by undiminished demand for this vehicle body-type in the world's fourth-biggest automotive market where tighter emission norms are pushing up ownership costs.

"Diesel accounted for 26% of sales in our portfolio last year, which is similar to the ratio we registered pre-pandemic (prior to the transition to BS-VI norms)," Tarun Garg, chief operating officer (sales, marketing, service and product strategy), Hyundai Motor India, told ET. "With growing sales of SUVs, we are seeing a preference for diesel fuel at the more premium end of the market."

Garg was promoted to his new role from January 1. Diesel variants account for 54% of sales of SUV Creta, 75% of sales of Alcazar and

72% of sales of Tucson, said Garg. The proportion is lower in entry SUV Venue — at 23%. Overall, SUVs constitute 53.3% of sales at Hyundai Motor India.

In the domestic market, the share of SUVs in overall passenger vehicle sales more than doubled to 42% in the past five years. Because of its pulling power, diesel has traditionally been the fuel of choice in this segment, especially at the higher end of the market.

Diesel variants contributed 64% to the volume in the mid-SUV segment and as much as 94% in high-end SUVs in fiscal 2021. While the ratio remains broadly similar in high-end SUVs, diesel variants now comprise about half the sales in the mid-SUV segment.

"There is an increasing demand for more premium vehicles from consumers in the Indian market. The average ticket size has gone up significantly in the last 4-5 years," Garg said. "Today, almost 45% of our sales come from vehicles priced over ₹10 lakh, up from 21% in 2018." In the industry, too, sales of vehicles tagged upward of ₹10 lakh rose to 41% in 2022, from 16% in 2018.

Hyundai, for one, is seeing good demand for the newly launched Tucson, which tops out at ₹34.54 lakh (ex-showroom, Delhi).

"Earlier, we were selling 1,000 units of the Tucson in a year. This doubled to 2,000 units in 2022. And now we are planning volumes of 5,000-6,000 units for the Tucson," said Garg. Consumers in such premium segments prefer diesel not merely for its fuel economy but also for better torque and performance.

Maruti Suzuki, Renault-Nissan and Volkswagen Group stopped sales of diesel vehicles in the local market after the transition to BS-VI emission norms in April 2020. Prices of vehicles run on the fuel are expected to rise further after the transition to the second phase of BS-VI emission norms, prompting Honda to exit the market.

## Market Play

Diesel variants' share in sales

Creta	Alcazar	Tucson	Venue
54%	75%	72%	23%



Today, almost 45% of our sales come from vehicles priced over Rs 10 lakh...

**TARUN GARG**  
Chief Operating Officer (Sales, Marketing, Service & Product Strategy), Hyundai Motor India

## MULTIPLE PRODUCT LAUNCHES ON CARDS

# Kia Doubles Down on Affordable EVs

**Sharmistha Mukherjee & Shally Seth Mohile**

**Greater Noida:** Korean auto major Kia expects sales of electric vehicles to grow five-fold in the Indian market in the next three years on back of multiple product launches at the affordable end of the market.

Kia India Managing Director Tae-jin Park said acceptance of electric vehicles in the country has been better-than-expected and the company is doubling efforts to bring on-road its first electric vehicle in the mainstream market by 2025. "Till that time we want to establish our EV business through the EV6 and EV9", said Park.

All mainstream automakers from Maruti Suzuki to Hyundai Motor India and Toyota have scheduled for launch electric vehicles in the mass market in 2025, by when charging infrastructure is expected to be more widespread in the country.

Park added, India is a very important market for Kia's electric vehicle business for future. "Electric vehicle sales in the Indian market is expected to reach an inflection point in three years when almost all manufacturers will have offerings in the market. We are (also) on our way to launch (a locally made model) by 2025", said Park.

Meanwhile, the company said demand for EV6, launched last

year, has been very high. Kia had allocation for 100 units of EV6 last year, but had to request headquarters for more supplies. "India is an important market. Despite shortage in availability of the vehicle globally, headquarters gave us 500 units", said he.

Park expects EV penetration in the Indian market to increase to about 10% by the turn of the decade. This is much lower than

the projections of NITI Aayog. The policy think tank expects EV penetration to be 30% by the turn of the decade. About 55,000-60,000 electric vehicles were sold last year, accounting for a little over 1% of total PV sales in the country.

Mid-term Kia India expects 7% of its sales to come in from EVs. The company has available with it technology for strong hybrids, plug-in hybrids, hydrogen, flex fuel vehicles and can bring them to the Indian market, if needed, provided there is a business case for the technology. Overall, Kia India grew 40% to sell 254,566 vehicles in the local market last year. The company - which has cemented its position among the top 5 brands in the country within three years of launch - said India operations now constitute 10% of global sales.

**Kia India sales grew 40% last year to 254,566 units. India market constitutes 10% of global sales for co**