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FOR IMMEDIATE RELEASE

FADA Releases September'21 Vehicle Retail Data

- ***On YoY basis, total vehicle retails for the month of September'21 decreases by -5.27%. When compared to September'19 (a regular pre-covid month), overall retails continue to fall by -13.50%.***
- ***On YoY basis, 3W was up by 51%, PV up by 16% and CV was up by 47%. 2W and Tractors fell by -12% and -24% respectively.***
- ***With first half of FY 21-22 coming to an end, total retails grew by 35% YoY with highest growth seen in CV segment at 127%. When compared to 2019, a pre-covid year, overall retails were down by -29%. Except tractors which has grown by 19%, all the other categories continued to be in red.***
- ***FADA requests all 2W OEMs to announce special schemes for demand revival in entry level 2W (below 125 cc) segment as the same continues to be a spoilsport.***
- ***The full-blown semiconductor crises continues further and shows its impact on PVs. Dealers not able to fulfil customer demand due to demand supply mismatch resulting in long waiting period.***
- ***Commercial vehicle segment continues to gain strength as medium CV for the first time rises above pre-pandemic levels of 2019.***

7th October'21, New Delhi: The Federation of Automobile Dealers Associations (FADA) today released Vehicle Retail Data for September'21.

September'21 Retails
Commenting on how September'21 performed, FADA President, Mr. Vinkesh Gulati said, **"Auto retail in the month of September has taken a pause as overall sales were down by -5%. During the 1st half of this FY, while the overall retails were up by 35%, the same was down by -29% when compared to 2019, a pre-covid year. On a long term basis, except tractors which grew by 19% and PV which has almost reached pre-covid levels, all the other segments were in red.**

The 2W category continues to play spoilsport as entry level segment is yet to witness healthy growth. This segment's performance is now becoming critical for the overall 2W to come back on the path of recovery as dealer inventory rises to 30-35 days in anticipation of a good festive. Semiconductor shortage has also started impacting the 150+ cc segment.

The 3W segment is now showing clear signs of tactical shift from ICE to EVs as the ratio has hit a 60:40 split. With offices and educational institutions slowly opening up, electrification of 3W's will gather a greater momentum in months to come.

As we enter the core of this year's festive season, the full blown semiconductor crises continues to create hindrance in PV sales as vehicle inventory at dealers end dip to record lows of 15-20 days during the current fiscal. With high demand in this segment, long waiting period continues to frustrate and keep enthusiast buyers in a fix.

The CV segment is finally showing greater strength as all sub-categories continue to grow YoY. MCV for the first time also grows above pre-covid month of Sept'19.

Near Term Outlook

With India entering the 42 days festive period beginning today, the near term outlook for this year's festive season will be a mixed bag. While Dealers have increased their inventory in 2W category, PV inventory is at the lowest during this FY due to the ongoing semi-conductor crises.

The chip shortage looks less likely to ease within next two quarters. As a result, PV sales is likely to stagnate going ahead even though OEMs are coming ahead with new launches to keep the customer excited. With skyrocketing fuel prices and a drop in purchasing power, entry level customers in rural India are keeping themselves away from fulfilling their mobility needs.

India's vaccination drive has reached a remarkable momentum. This coupled with a less likelihood of 3rd wave in near future and offices and educational institutions opening up in a phased manner, we anticipate a marginal recovery process to begin in the 2W space. FADA hence requests all 2W OEMs to roll out special promotions schemes so that it can springboard 2W retails for a faster recovery.

- Inventory at the end of September'21
  - Average inventory for Passenger Vehicles ranges from 15-20 days
  - Average inventory for Two – Wheelers ranges from 30-35 days
- Liquidity
  - Neutral = 40.7%
  - Good = 31.9%
  - Bad = 27.5%
- Sentiment
  - Neutral = 45.1%
  - Good = 27.5%
  - Bad = 27.5%

Charts showing Vehicle Retail Data

All India Vehicle Retail Data for September'21

CATEGORY	SEP'21	SEP'20	YoY %	SEP'19	% Chg, SEP'19
2W	9,14,621	10,33,895	-11.54%	11,64,135	-21.43%
3W	36,612	24,262	50.90%	58,485	-37.40%
PV	2,33,308	2,00,576	16.32%	1,78,228	30.90%
TRAC	52,896	69,462	-23.85%	38,019	39.13%
CV	58,820	40,112	46.64%	59,718	-1.50%
LCV	*36,474*	*30,222*	*20.69%*	*37,340*	*-2.32%*
MCV	*3,766*	*1,595*	*136.11%*	*3,455*	*9.00%*
HCV	*14,635*	*5,059*	*189.29%*	*16,775*	*-12.76%*
Others	*3,945*	*3,236*	*21.91%*	*2,148*	*83.66%*
Total	**12,96,257**	**13,68,307**	**-5.27%**	**14,98,585**	**-13.50%**

Source: FADA Research

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All India Vehicle Retail Data for Apr- September'21 (1st Half FY21)

CATEGORY	APR - SEP'21	APR - SEP'20	APR - SEP'19	YoY % (2020)	YoY % (2019)
2W	52,31,441	41,12,656	79,22,106	27.20%	-33.96%
3W	1,36,526	80,970	3,21,682	68.61%	-57.56%
CV	2,69,033	1,18,574	4,10,302	126.89%	-34.43%
PV	12,34,340	7,26,289	12,58,878	69.95%	-1.95%
TRAC	3,14,221	2,76,338	2,63,684	13.71%	19.17%
Total	**71,85,561**	**53,14,827**	**1,01,76,652**	**35.20%**	**-29.39%**

Source: FADA Research

Disclaimer:

1- The above numbers do not have figures from AP, MP, LD & TS as they are not yet on Vahan 4.
2- Vehicle Retail Data has been collated as on 05.10.21 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,347 out of 1,562 RTOs.
3- CV is subdivided in the following manner
   a. LCV – Light Commercial Vehicle (incl. Passenger & Goods Vehicle)
   b. MCV – Medium Commercial Vehicle (incl. Passenger & Goods Vehicle)
   c. HCV – Heavy Commercial Vehicle (incl. Passenger & Goods Vehicle)
   d. Others – Construction Equipment Vehicles and others

September'21 Category-wise market share can be found in Annexure 1, Page No. 04

----- End of Press Release ----

About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2/3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 automobile dealers having 26,500 dealerships including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~4 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.

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Annexure 1

OEM wise Market Share Data for the Month of September'21 with YoY comparison

Two-Wheeler (2W)				
Two-Wheeler OEM	**SEP'21**	**Market Share (%), SEP'21**	**SEP'20**	**Market Share (%), SEP'20**
HERO MOTOCORP LTD	2,75,882	30.16%	3,47,504	33.61%
HONDA MOTORCYCLE AND SCOOTER INDIA (P) LTD	2,40,527	26.30%	2,65,615	25.69%
TVS MOTOR COMPANY LTD	1,40,549	15.37%	1,59,239	15.40%
BAJAJ AUTO LTD	1,16,252	12.71%	1,23,742	11.97%
SUZUKI MOTORCYCLE INDIA PVT LTD	45,617	4.99%	41,420	4.01%
INDIA YAMAHA MOTOR PVT LTD	40,044	4.38%	44,919	4.34%
ROYAL-ENFIELD (UNIT OF EICHER LTD)	32,913	3.60%	42,489	4.11%
HERO ELECTRIC VEHICLES PVT. LTD	6,289	0.69%	993	0.10%
PIAGGIO VEHICLES PVT LTD	3,729	0.41%	3,442	0.33%
OKINAWA AUTOTECH PVT LTD	3,264	0.36%	552	0.05%
CLASSIC LEGENDS PVT LTD	2,390	0.26%	2,194	0.21%
ATHER ENERGY PVT LTD	2,161	0.24%	265	0.03%
PUR ENERGY PVT LTD	1,337	0.15%	104	0.01%
Others including EV	3,667	0.40%	1,417	0.14%
Total	**9,14,621**	**100.00%**	**10,33,895**	**100.00%**

Source: FADA Research

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2- Vehicle Retail Data has been collated as on 05.10.21 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,347 out of 1,562 RTOs.
3- Others include OEMs accounting less than 0.1% Market Share.

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Three-Wheeler (3W)				
Three-Wheeler OEM	**SEP'21**	**Market Share (%), SEP'21**	**SEP'20**	**Market Share (%), SEP'20**
BAJAJ AUTO LTD	13,469	36.79%	9,282	38.26%
PIAGGIO VEHICLES PVT LTD	4,060	11.09%	5,440	22.42%
YC ELECTRIC VEHICLE	1,413	3.86%	711	2.93%
ATUL AUTO LTD	1,263	3.45%	945	3.89%
MAHINDRA & MAHINDRA LIMITED	1,150	3.14%	470	1.94%
MAHINDRA REVA ELECTRIC VEHICLES PVT LTD	774	2.11%	276	1.14%
TVS MOTOR COMPANY LTD	752	2.05%	710	2.93%
SAERA ELECTRIC AUTO PVT LTD	730	1.99%	397	1.64%
CHAMPION POLY PLAST	711	1.94%	256	1.06%
DILLI ELECTRIC AUTO PVT LTD	672	1.84%	214	0.88%
BEST WAY AGENCIES PVT LTD	596	1.63%	187	0.77%
J. S. AUTO (P) LTD	455	1.24%	246	1.01%
THUKRAL ELECTRIC BIKES PVT LTD	438	1.20%	148	0.61%
UNIQUE INTERNATIONAL	437	1.19%	139	0.57%
VANI ELECTRIC VEHICLES PVT LTD	379	1.04%	303	1.25%
MINI METRO EV L.L.P	376	1.03%	143	0.59%
ENERGY ELECTRIC VEHICLES	375	1.02%	83	0.34%
Others including EV	8,562	23.39%	4,312	17.77%
Total	**36,612**	**100.00%**	**24,262**	**100.00%**

Source: FADA Research

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Commercial Vehicle (CV)				
Commercial Vehicle OEM	**SEP'21**	**Market Share (%), SEP'21**	**SEP'20**	**Market Share (%), SEP'20**
TATA MOTORS LTD	24,588	41.80%	12,499	31.16%
MAHINDRA & MAHINDRA LIMITED	11,667	19.84%	14,023	34.96%
ASHOK LEYLAND LTD	8,211	13.96%	4,556	11.36%
MARUTI SUZUKI INDIA LTD	3,889	6.61%	2,408	6.00%
VE COMMERCIAL VEHICLES LTD	3,765	6.40%	1,821	4.54%
DAIMLER INDIA COMMERCIAL VEHICLES PVT. LTD	1,246	2.12%	578	1.44%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	831	1.41%	606	1.51%
SML ISUZU LTD	585	0.99%	262	0.65%
Others	4,038	6.87%	3,359	8.37%
Total	**58,820**	**100.00%**	**40,112**	**100.00%**

Source: FADA Research

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Passenger Vehicle (PV)				
Passenger Vehicle OEM	**SEP'21**	**Market Share (%), SEP'21**	**SEP'20**	**Market Share (%), SEP'20**
MARUTI SUZUKI INDIA LTD	99,002	42.43%	99,776	49.74%
HYUNDAI MOTOR INDIA LTD	40,691	17.44%	36,068	17.98%
TATA MOTORS LTD	23,510	10.08%	16,024	7.99%
MAHINDRA & MAHINDRA LIMITED	14,806	6.35%	11,267	5.62%
KIA MOTORS INDIA PVT LTD	13,294	5.70%	8,359	4.17%
TOYOTA KIRLOSKAR MOTOR PVT LTD	10,439	4.47%	5,313	2.65%
RENAULT INDIA PVT LTD	8,028	3.44%	6,776	3.38%
HONDA CARS INDIA LTD	7,181	3.08%	5,751	2.87%
SKODA AUTO VOLKSWAGEN GROUP	4,073	1.75%	2,394	1.19%
SKODA AUTO VOLKSWAGEN INDIA PVT LTD	*3,830*	1.64%	*1,873*	0.93%
VOLKSWAGEN AG/INDIA PVT. LTD.	*138*	0.06%	*245*	0.12%
AUDI AG	*104*	0.04%	*38*	0.02%
SKODA AUTO INDIA/AS PVT LTD	*1*	0.00%	*238*	0.12%
MG MOTOR INDIA PVT LTD	2,872	1.23%	1,849	0.92%
NISSAN MOTOR INDIA PVT LTD	2,864	1.23%	761	0.38%
FORD INDIA PVT LTD	1,900	0.81%	3,443	1.72%
MERCEDES -BENZ GROUP	1,150	0.49%	629	0.31%
MERCEDES-BENZ INDIA PVT LTD	*1,067*	0.46%	*588*	0.29%
MERCEDES -BENZ AG	*68*	0.03%	*22*	0.01%
DAIMLER AG	*15*	0.01%	*19*	0.01%
FIAT INDIA AUTOMOBILES PVT LTD	1,001	0.43%	450	0.22%
BMW INDIA PVT LTD	803	0.34%	493	0.25%
JAGUAR LAND ROVER INDIA LIMITED	212	0.09%	142	0.07%
VOLVO AUTO INDIA PVT LTD	149	0.06%	132	0.07%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	102	0.04%	104	0.05%
PCA AUTOMOBILES INDIA PVT LTD	46	0.02%	0	0.00%
PORSCHE AG GERMANY	43	0.02%	21	0.01%
AUTOMOBILI LAMBORGHINI S.P.A	8	0.00%	2	0.00%
BENTLEY MOTORS LTD	1	0.00%	0	0.00%
ROLLS ROYCE	1	0.00%	1	0.00%
Others	1,132	0.49%	821	0.41%
Total	**2,33,308**	**100.00%**	**2,00,576**	**100.00%**

Source: FADA Research

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Tractor (TRAC)				
Tractor OEM	**SEP'21**	**Market Share (%), SEP'21**	**SEP'20**	**Market Share (%), SEP'20**
MAHINDRA & MAHINDRA LIMITED (TRACTOR)	11,766	22.24%	15,824	22.78%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	8,691	16.43%	11,599	16.70%
INTERNATIONAL TRACTORS LIMITED	6,478	12.25%	8,881	12.79%
TAFE LIMITED	6,120	11.57%	7,890	11.36%
ESCORTS LIMITED (AGRI MACHINERY GROUP)	5,474	10.35%	7,412	10.67%
JOHN DEERE INDIA PVT LTD(TRACTOR DEVISION)	4,736	8.95%	5,156	7.42%
EICHER TRACTORS	2,767	5.23%	4,269	6.15%
CNH INDUSTRIAL (INDIA) PVT LTD	2,188	4.14%	2,912	4.19%
KUBOTA AGRICULTURAL MACHINERY INDIA PVT.LTD.	1,336	2.53%	1,584	2.28%
V.S.T. TILLERS TRACTORS LIMITED	503	0.95%	855	1.23%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	346	0.65%	532	0.77%
INDO FARM EQUIPMENT LIMITED	342	0.65%	168	0.24%
CAPTAIN TRACTORS PVT. LTD.	229	0.43%	106	0.15%
Others	1,920	3.63%	2,274	3.27%
Total	**52,896**	**100.00%**	**69,462**	**100.00%**

Source: FADA Research

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