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FOR IMMEDIATE RELEASE

FADA Releases October'21 & 42 Days Festive Period Vehicle Retail Data

- ***On YoY basis, total vehicle retails for the month of October'21 decreases by -5.33%. When compared to October'19 (a regular pre-covid month), overall retails continue to fall by -26.64%.***
- ***On YoY basis, 3W was up by 74% and CV was up by 26%. 2W, PV and Tractors fell by -6%, -11% and -21% respectively.***
- ***During the 42 days festive period, total vehicle retails were down by -18% YoY. Except 3W and CV, which were up by 53% and 10%, all the other categories were in red with 2W, PV and Tractors down by -18%, -26%, and -23% respectively.***
- ***This was the worst festive season in a decade for Auto Dealers as semi-conductor shortage in PV and low demand for entry level 2W segment kept the celebrations at bay.***
- ***2W inventory levels reach 40-45 days period and is a cause of great concern for Auto Dealers. FADA hence requests 2W OEMs to work towards bringing down the inventory to 21 days.***
- ***FADA also requests 2W OEMs to come forward with attractive customer schemes for revival of rural demand as well as entry level category.***

18th November'21, New Delhi: The Federation of Automobile Dealers Associations (FADA) today released Vehicle Retail Data for October'21 and 42 days festive period.

October'21 & Festive Period Retails

Commenting on how October'21 and Festivities performed, FADA President, Mr. Vinkesh Gulati said, **"We have witnessed the worst festive season in last decade. Semi-conductor shortage which was already a full blown crises showed its true colours when in spite of an above healthy demand, we could not cater to customer's need as SUV, Compact-SUV and luxury categories witnessed huge shortage of vehicles. On the other hand, entry level cars saw subdued demand as customers in this category continued to conserve money due to their families healthcare needs.**

The 2W category continues to face the brunt of low sales with entry level category being the biggest spoilsport. The rural distress in retails coupled with frequent price hikes, triple digit fuel prices and customers conserving funds for healthcare emergencies kept the demand low. In fact, walk-in's and customer inquiries were also ultra-lean during the said period.

In CV, while entry level and SCV's have already grown post unlocking and due to intra city goods movement, M&HCV is now showing strength due to low base and infrastructure projects coming up in different states. Buses as a category is yet to see any revival in demand.

With normalcy returning in business, the 3W category has started to witness usual demand. This aided with extreme low base of last year, is also helping 3W post a healthy growth. It is noteworthy to mention that we are witnessing a tactical shift from ICE to EV's as EV share in 3W has now crossed the 45% mark."

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Near Term Outlook

Even though the festive period is now over, there is still a huge backlog of order in the PV segment. If PV OEMs are able to realign supply with demand, we can still see a good year end retail.

FADA requests 2W OEMs to rationalise inventory. It also urges to roll out attractive schemes for customers so that demand especially in the entry level category can be revived.

- Inventory at the end of October'21
  - Average inventory for Passenger Vehicles ranges from 10-15 days
  - Average inventory for Two – Wheelers ranges from 40-45 days
- Liquidity
  - Neutral = 41.7%
  - Good = 37.5%
  - Bad = 20.8%
- Sentiment
  - Neutral = 41.7%
  - Good = 30.4%
  - Bad = 28%

Charts showing Vehicle Retail Data

All India Vehicle Retail Data for October'21

CATEGORY	OCT'21	OCT'20	YoY %	OCT'19	% Chg, OCT'19
2W	9,96,024	10,60,337	-6.07%	14,23,668	-30.04%
3W	39,077	22,467	73.93%	63,040	-38.01%
PV	2,28,431	2,57,756	-11.38%	2,74,033	-16.64%
TRAC	44,262	55,874	-20.78%	35,469	24.79%
CV	56,732	44,865	26.45%	63,888	-11.20%
LCV	*34,162*	*32,835*	*4.04%*	*40,547*	*-15.75%*
MCV	*3,694*	*2,051*	*80.11%*	*3,246*	*13.80%*
HCV	*15,874*	*7,163*	*121.61%*	*17,735*	*-10.49%*
Others	*3,002*	*2,816*	*6.61%*	*2,360*	*27.20%*
Total	**13,64,526**	**14,41,299**	**-5.33%**	**18,60,098**	**-26.64%**

Source: FADA Research

42 Days Festival Period

CATEGORY	Festival 2021	Festival 2020	Festival 2019	YoY % (2020)	YoY % (2019)
2W	15,79,642	19,38,066	20,35,341	-18.49%	-22.39%
3W	52,802	34,419	86,390	53.41%	-38.88%
CV	77,066	70,361	89,922	9.53%	-14.30%
PV	3,24,542	4,39,564	3,79,988	-26.17%	-14.59%
TRAC	56,841	73,925	49,107	-23.11%	15.75%
Total	**20,90,893**	**25,56,335**	**26,40,748**	**-18.21%**	**-20.82%**

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 08.11.21 & 18.11.21 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,357 out of 1,570 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
4- 42 days festive period ranges from 1st day of Navratri to 15 days post Dhanteras as there is a time lag of 10-12 days between delivery and registration.
    a. Festival 2021 - Numbers mentioned above are as of 7th Oct 2021 to 17th Nov. 2021
    b. Festival 2020 - Numbers mentioned above are as of 17th Oct 2020 to 28th Nov. 2020
    c. Festival 2019 - Numbers mentioned above are as of 29th Sep 2019 to 9th Nov. 2019

October’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 October'21 with YoY comparison

Two-Wheeler (2W)				
Two-Wheeler OEM	**OCT'21**	**Market Share (%), OCT'21**	**OCT'20**	**Market Share (%), OCT'20**
HERO MOTOCORP LTD	3,08,287	30.95%	3,38,665	31.94%
HONDA MOTORCYCLE AND SCOOTER INDIA (P) LTD	2,74,951	27.60%	2,99,555	28.25%
TVS MOTOR COMPANY LTD	1,55,295	15.59%	1,57,680	14.87%
BAJAJ AUTO LTD	1,15,339	11.58%	1,19,936	11.31%
SUZUKI MOTORCYCLE INDIA PVT LTD	47,826	4.80%	44,952	4.24%
INDIA YAMAHA MOTOR PVT LTD	39,049	3.92%	42,454	4.00%
ROYAL-ENFIELD (UNIT OF EICHER LTD)	29,625	2.97%	47,461	4.48%
HERO ELECTRIC VEHICLES PVT. LTD	6,366	0.64%	314	0.03%
OKINAWA AUTOTECH PVT LTD	4,082	0.41%	548	0.05%
PIAGGIO VEHICLES PVT LTD	3,849	0.39%	3,731	0.35%
ATHER ENERGY PVT LTD	2,648	0.27%	258	0.02%
CLASSIC LEGENDS PVT LTD	2,610	0.26%	2,594	0.24%
PUR ENERGY PVT LTD	1,399	0.14%	163	0.02%
AMPERE VEHICLES PRIVATE LIMITED	1,050	0.11%	776	0.07%
Others including EV	3,648	0.37%	1,250	0.12%
Total	**9,96,024**	**100.00%**	**10,60,337**	**100.00%**

Source: FADA Research

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3- Others include OEMs accounting less than 0.1% Market Share.

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Three-Wheeler (3W)				
Three-Wheeler OEM	**OCT'21**	**Market Share (%), OCT'21**	**OCT'20**	**Market Share (%), OCT'20**
BAJAJ AUTO LTD	14,018	35.87%	8,396	37.37%
PIAGGIO VEHICLES PVT LTD	4,192	10.73%	4,407	19.62%
YC ELECTRIC VEHICLE	1,746	4.47%	817	3.64%
ATUL AUTO LTD	1,401	3.59%	883	3.93%
MAHINDRA & MAHINDRA LIMITED	1,282	3.28%	526	2.34%
SAERA ELECTRIC AUTO PVT LTD	877	2.24%	342	1.52%
CHAMPION POLY PLAST	805	2.06%	259	1.15%
MAHINDRA REVA ELECTRIC VEHICLES PVT LTD	757	1.94%	274	1.22%
DILLI ELECTRIC AUTO PVT LTD	738	1.89%	179	0.80%
TVS MOTOR COMPANY LTD	696	1.78%	729	3.24%
BEST WAY AGENCIES PVT LTD	636	1.63%	204	0.91%
J. S. AUTO (P) LTD	552	1.41%	193	0.86%
VANI ELECTRIC VEHICLES PVT LTD	480	1.23%	307	1.37%
THUKRAL ELECTRIC BIKES PVT LTD	471	1.21%	177	0.79%
UNIQUE INTERNATIONAL	452	1.16%	108	0.48%
MINI METRO EV L.L.P	422	1.08%	119	0.53%
ENERGY ELECTRIC VEHICLES	400	1.02%	86	0.38%
Others including EV	9,152	23.42%	4,461	19.86%
Total	**39,077**	**100.00%**	**22,467**	**100.00%**

Source: FADA Research

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3- Others include OEMs accounting less than 1% Market Share.

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Commercial Vehicle (CV)				
Commercial Vehicle OEM	**OCT'21**	**Market Share (%), OCT'21**	**OCT'20**	**Market Share (%), OCT'20**
TATA MOTORS LTD	24,870	43.84%	15,380	34.28%
MAHINDRA & MAHINDRA LIMITED	10,302	18.16%	15,108	33.67%
ASHOK LEYLAND LTD	7,822	13.79%	5,294	11.80%
VE COMMERCIAL VEHICLES LTD	4,045	7.13%	2,192	4.89%
MARUTI SUZUKI INDIA LTD	3,778	6.66%	2,338	5.21%
DAIMLER INDIA COMMERCIAL VEHICLES PVT. LTD	1,166	2.06%	851	1.90%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	998	1.76%	439	0.98%
SML ISUZU LTD	623	1.10%	352	0.78%
Others	3,128	5.51%	2,911	6.49%
Total	**56,732**	**100.00%**	**44,865**	**100.00%**

Source: FADA Research

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Passenger Vehicle (PV)				
Passenger Vehicle OEM	**OCT'21**	**Market Share (%), OCT'21**	**OCT'20**	**Market Share (%), OCT'20**
MARUTI SUZUKI INDIA LTD	91,651	40.12%	1,28,027	49.67%
HYUNDAI MOTOR INDIA LTD	38,789	16.98%	44,084	17.10%
TATA MOTORS LTD	25,748	11.27%	18,822	7.30%
KIA MOTORS INDIA PVT LTD	14,231	6.23%	16,795	6.52%
MAHINDRA & MAHINDRA LIMITED	13,924	6.10%	12,702	4.93%
TOYOTA KIRLOSKAR MOTOR PVT LTD	10,605	4.64%	7,223	2.80%
RENAULT INDIA PVT LTD	8,647	3.79%	7,446	2.89%
HONDA CARS INDIA LTD	8,339	3.65%	8,222	3.19%
SKODA AUTO VOLKSWAGEN GROUP	4,940	2.16%	3,104	1.20%
SKODA AUTO VOLKSWAGEN INDIA PVT LTD	*4,686*	*2.05%*	*2,568*	*1.00%*
VOLKSWAGEN AG/INDIA PVT. LTD.	*146*	*0.06%*	*263*	*0.10%*
AUDI AG	*105*	*0.05%*	*7*	*0.00%*
SKODA AUTO INDIA/AS PVT LTD	*3*	*0.00%*	*266*	*0.10%*
NISSAN MOTOR INDIA PVT LTD	2,768	1.21%	662	0.26%
MG MOTOR INDIA PVT LTD	2,764	1.21%	2,477	0.96%
FIAT INDIA AUTOMOBILES PVT LTD	1,163	0.51%	593	0.23%
FORD INDIA PVT LTD	1,133	0.50%	4,829	1.87%
MERCEDES -BENZ GROUP	1,001	0.44%	916	0.36%
MERCEDES-BENZ INDIA PVT LTD	*955*	*0.42%*	*882*	*0.34%*
MERCEDES -BENZ AG	*38*	*0.02%*	*21*	*0.01%*
DAIMLER AG	*8*	*0.00%*	*13*	*0.01%*
BMW INDIA PVT LTD	765	0.33%	631	0.24%
JAGUAR LAND ROVER INDIA LIMITED	174	0.08%	163	0.06%
VOLVO AUTO INDIA PVT LTD	120	0.05%	153	0.06%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	118	0.05%	119	0.05%
PCA AUTOMOBILES INDIA PVT LTD	56	0.02%	0	0.00%
PORSCHE AG GERMANY	25	0.01%	23	0.01%
AUTOMOBILI LAMBORGHINI S.P.A	4	0.00%	1	0.00%
BENTLEY MOTORS LTD	2	0.00%	2	0.00%
ROLLS ROYCE	0	0.00%	1	0.00%
Others	1,464	0.64%	761	0.30%
Total	**2,28,431**	**100.00%**	**2,57,756**	**100.00%**

Source: FADA Research

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Tractor (TRAC)				
Tractor OEM	**OCT'21**	**Market Share (%), OCT'21**	**OCT'20**	**Market Share (%), OCT'20**
MAHINDRA & MAHINDRA LIMITED (TRACTOR)	10,379	23.45%	12,654	22.65%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	6,981	15.77%	9,565	17.12%
TAFE LIMITED	5,094	11.51%	7,142	12.78%
INTERNATIONAL TRACTORS LIMITED	5,090	11.50%	6,512	11.65%
JOHN DEERE INDIA PVT LTD(TRACTOR DEVISION)	4,312	9.74%	4,689	8.39%
ESCORTS LIMITED (AGRI MACHINERY GROUP)	4,182	9.45%	5,528	9.89%
EICHER TRACTORS	2,551	5.76%	3,609	6.46%
CNH INDUSTRIAL (INDIA) PVT LTD	1,772	4.00%	2,283	4.09%
KUBOTA AGRICULTURAL MACHINERY INDIA PVT.LTD.	1,099	2.48%	1,036	1.85%
V.S.T. TILLERS TRACTORS LIMITED	410	0.93%	447	0.80%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	366	0.83%	343	0.61%
INDO FARM EQUIPMENT LIMITED	242	0.55%	132	0.24%
CAPTAIN TRACTORS PVT. LTD.	215	0.49%	169	0.30%
Others	1,569	3.54%	1,765	3.16%
Total	**44,262**	**100.00%**	**55,874**	**100.00%**

Source: FADA Research

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