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FEDERATION OF AUTOMOBILE DEALERS ASSOCIATIONS

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FOR IMMEDIATE RELEASE

FADA Releases July'22 Vehicle Retail Data

- *On YoY basis, total vehicle retail for the month of July'22 saw a dip of -8%. 3W and CV were the only segments which closed positively by growing 80% and 27%. 2W, PV and Trac saw lower retail by decreasing -11%, -5% and -28% respectively.*
- *When compared with July'19, a pre-covid month, total vehicle retails fell by -20%. PV and Trac continued to outperform by growing 19% and 7%. All the other categories were in red with 2W, 3W and CV falling by -28%, -15% and -4% respectively.*
- *July saw erratic monsoon across most of the states. While west, central, and south India majorly faced excess rainfall, Gangetic plains and eastern India witnessed deficient rainfall.*
- *Erratic monsoon also led to decreased Kharif sowing as area under paddy dipped by 13% at the end of July. Tractor sales which were showing good growth until a month ago hence saw a big dip in July.*
- *With the risk of Taiwan- China tussle, threat of semi-conductor shortage is once again looming.*

4th August'22, New Delhi: The Federation of Automobile Dealers Associations (FADA) today released Vehicle Retail Data for July'22.

July'22 Retails

Commenting on how July'22 performed, FADA President, Mr. Vinkesh Gulati said, **“Continuing with our quest of a deeper insight in Auto Retail figures, FADA for the first time has released 3W sub-segment retail figures. After breakup of the CV segment, the 3W sub-segmentation will help all the stake holders understand the 3W market in much detail.**

Auto Retail for the month of July'22 fell by -8%. July is generally considered as a lean month before festival season hits in August.

When compared with July'19, a pre-covid month, total vehicle retails fell by -20%. PV and Trac continued to outperform by growing 19% and 7%. All the other categories were in red with 2W, 3W and CV falling by -28%, -15% and -4% respectively.

The 2W retail run witnessed poor demand as Rural India continues to underperform. This coupled with high inflation, erratic monsoon and high cost of ownership continues to keep bottom of the pyramid customers at bay.

The 3W space continued to see demand recovery even though full recovery to pre-covid levels is still some time away. Digging deeper, it is clearly evident that e-rickshaws is the biggest mover in the segment. Demand recovery in 3W passenger category also shows that covid is now behind us as passenger movement has once again started gaining traction.



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CV retail figures continue to witness good demand as Government's infrastructure push is helping customers in concluding their purchase. Apart from this, the Bus segment also witnessed beginning of demand recovery as educational institutions and offices are once again back to normal mode.

The PV segment is witnessing a dream run as retail sales are already higher than 2019. Even though there is a blip in July numbers, the industry is continuously introducing new models especially in Compact SUV segment. Along with this, a better supply in coming months will help in bringing down customer anxiety due to large waiting period. We also urge all PV OEMs to recalibrate their supplies as per the market demand and avoid pushing low moving stocks."

Near Term Outlook

July saw erratic monsoon where some states got less rainfall while others got more than required. The unfavourable weather resulted in decreased Kharif sowing as area under paddy dipped by 13% at the end of July. Tractor sales which were showing good growth till a month ago hence saw a big dip in July.

After Russia- Ukraine war, the world is once again facing the threat of Taiwan- China war. Due to this, the threat of semi-conductor shortage is once again looming as chip-maker TSMC raises red flag that if war hits, Taiwanese chip manufacturers would be rendered 'non- operable'.

India's services sector PMI (purchasing manager's index) fell to 4-month low in July to 55.5 showing that growth momentum lost steam as result of weaker sales growth and inflationary pressure in previous month.

Overall, FADA remains cautiously optimistic due to the above factors as it enters the festival season.

Key Findings from our Online Members Survey

- **Inventory at the end of July'22**
 - Average inventory for Passenger Vehicles ranges from 20 – 25 days
 - Average inventory for Two – Wheelers ranges from 20 – 23 days
- **Liquidity**
 - Neutral 49.4%
 - Good 32.1%
 - Bad 18.5%
- **Sentiment**
 - Neutral 47.5%
 - Good 35.8%
 - Bad 16.7%
- **Expectation from August**
 - Growth 61.7%
 - Flat 27.8%
 - De-growth 10.5%



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Chart showing Vehicle Retail Data

All India Vehicle Retail Data for July'22

CATEGORY	JULY'22	JULY'21	YoY %	JULY'20	% Change w.r.t JULY'20	JULY'19	% Change w.r.t JULY'19
2W	10,09,574	11,33,344	-10.92%	8,87,942	13.70%	13,99,532	-27.86%
3W	50,349	27,908	80.41%	15,242	230.33%	58,951	-14.59%
E-RICK(P)	25,984	9,791	165.39%	5,175	402.11%	10,241	153.73%
E-RICK-CART (G)	1,897	1,085	74.84%	464	308.84%	319	494.67%
3W (G)	5,721	6,171	-7.29%	3,116	83.60%	8,242	-30.59%
3W (P)	16,708	10,824	54.36%	6,469	158.28%	40,024	-58.26%
3W (PERSONAL)	39	37	5.41%	18	116.67%	125	-68.80%
PV	2,50,972	2,63,238	-4.66%	1,60,698	56.18%	2,10,775	19.07%
TRAC	59,573	82,419	-27.72%	77,272	-22.90%	55,571	7.20%
CV	66,459	52,197	27.32%	19,618	238.77%	69,468	-4.33%
LCV	41,077	34,938	17.57%	15,896	158.41%	41,924	-2.02%
MCV	4,421	2,885	53.24%	369	1098.10%	4,885	-9.50%
HCV	18,181	11,347	60.23%	1,170	1453.93%	19,851	-8.41%
Others	2,780	3,027	-8.16%	2,183	27.35%	2,808	-1.00%
Total	14,36,927	15,59,106	-7.84%	11,60,772	23.79%	17,94,297	-19.92%

Source: FADA Research

Disclaimer:

- 1- The above numbers do not have figures from AP, MP, LD & TS. Even though AP and MP are now on Vahan, due to unavailability previous years figure, we have not taken them in our comparison for July'22.
- 2- Vehicle Retail Data has been collated as on 02.08.22 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,334 out of 1,409 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- 3W is sub-divided in the following manner
 - a. E-Rickshaw – Passenger
 - b. E-Rickshaw – Goods
 - c. 3-Wheeler – Goods
 - d. 3-Wheeler – Passenger
 - e. 3-Wheeler – Personal

July'22 Category-wise market share can be found in Annexure 1, Page No. 05

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



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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 July'22 with YoY comparison

Two – Wheeler (2W)				
Two-Wheeler OEM	JULY'22	Market Share (%) , JULY'22	JULY'21	Market Share (%) , JULY'21
HERO MOTOCORP LTD	3,20,301	31.73%	4,01,946	35.47%
HONDA MOTORCYCLE AND SCOOTER INDIA (P) LTD	2,62,054	25.96%	2,77,983	24.53%
TVS MOTOR COMPANY LTD	1,65,145	16.36%	1,65,555	14.61%
BAJAJ AUTO LTD	93,755	9.29%	1,37,565	12.14%
SUZUKI MOTORCYCLE INDIA PVT LTD	43,993	4.36%	47,271	4.17%
INDIA YAMAHA MOTOR PVT LTD	41,009	4.06%	40,537	3.58%
ROYAL-ENFIELD (UNIT OF EICHER LTD)	40,162	3.98%	42,788	3.78%
HERO ELECTRIC VEHICLES PVT. LTD	8,679	0.86%	4,223	0.37%
OKINAWA AUTOTECH PVT LTD	7,999	0.79%	2,580	0.23%
AMPERE VEHICLES PRIVATE LIMITED	6,106	0.60%	657	0.06%
OLA ELECTRIC TECHNOLOGIES PVT LTD	3,426	0.34%	-	0.00%
CLASSIC LEGENDS PVT LTD	2,971	0.29%	2,556	0.23%
PIAGGIO VEHICLES PVT LTD	2,915	0.29%	3,854	0.34%
REVOLT INTELLICORP PVT LTD	2,261	0.22%	321	0.03%
ATHER ENERGY PVT LTD	1,192	0.12%	1,799	0.16%
BEING INDIA ENERGY AND TECHNOLOGY PVT LTD	1,035	0.10%	473	0.04%
OKAYA EV PVT LTD	1,028	0.10%	-	0.00%
PUR ENERGY PVT LTD	928	0.09%	1,317	0.12%
Others including EV	4,615	0.46%	1,919	0.17%
Total	10,09,574	100.00%	11,33,344	100.0%

Source: FADA Research

Disclaimer:

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- 2- Vehicle Retail Data has been collated as on 02.08.22 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,334 out of 1,409 RTOs.
- 3- Others include OEMs accounting less than 0.1% Market Share.



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Three-Wheeler (3W)				
Three-Wheeler OEM	JULY'22	Market Share (%), JULY'22	JULY'21	Market Share (%), JULY'21
BAJAJ AUTO LTD	13,016	25.85%	10,040	35.98%
PIAGGIO VEHICLES PVT LTD	4,164	8.27%	3,898	13.97%
YC ELECTRIC VEHICLE	2,499	4.96%	1,173	4.20%
MAHINDRA & MAHINDRA LIMITED	2,098	4.17%	1,031	3.69%
SAERA ELECTRIC AUTO PVT LTD	1,590	3.16%	501	1.80%
ATUL AUTO LTD	1,370	2.72%	1,055	3.78%
CHAMPION POLY PLAST	1,214	2.41%	550	1.97%
MAHINDRA REVA ELECTRIC VEHICLES PVT LTD	1,172	2.33%	527	1.89%
MINI METRO EV L.L.P	1,048	2.08%	232	0.83%
DILLI ELECTRIC AUTO PVT LTD	1,016	2.02%	370	1.33%
TVS MOTOR COMPANY LTD	989	1.96%	464	1.66%
J. S. AUTO (P) LTD	869	1.73%	320	1.15%
UNIQUE INTERNATIONAL	866	1.72%	269	0.96%
SKS TRADE INDIA PVT LTD	622	1.24%	134	0.48%
ENERGY ELECTRIC VEHICLES	616	1.22%	188	0.67%
TERRA MOTORS INDIA PVT LTD	608	1.21%	195	0.70%
LECTRIX EV PVT LTD	543	1.08%	21	0.08%
THUKRAL ELECTRIC BIKES PVT LTD	528	1.05%	297	1.06%
Others including EV	15,521	30.83%	6,643	23.80%
Total	50,349	100.00%	27,908	100.00%

Source: FADA Research

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Commercial Vehicle (CV)				
Commercial Vehicle OEM	JULY'22	Market Share (%), JULY'22	JULY'21	Market Share (%), JULY'21
TATA MOTORS LTD	26,908	40.49%	19,147	36.68%
MAHINDRA & MAHINDRA LIMITED	16,478	24.79%	14,222	27.25%
ASHOK LEYLAND LTD	9,785	14.72%	7,245	13.88%
VE COMMERCIAL VEHICLES LTD	4,489	6.75%	2,805	5.37%
MARUTI SUZUKI INDIA LTD	2,784	4.19%	3,634	6.96%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	1,104	1.66%	732	1.40%
SML ISUZU LTD	977	1.47%	403	0.77%
DAIMLER INDIA COMMERCIAL VEHICLES PVT. LTD	858	1.29%	777	1.49%
Others	3,076	4.63%	3,232	6.19%
Total	66,459	100.00%	52,197	100.00%

Source: FADA Research

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Passenger Vehicle (PV)				
Passenger Vehicle OEM	JULY'22	Market Share (%), JULY'22	JULY'21	Market Share (%), JULY'21
MARUTI SUZUKI INDIA LTD	98,318	39.17%	1,14,607	43.54%
HYUNDAI MOTOR INDIA LTD	40,056	15.96%	45,081	17.13%
TATA MOTORS LTD	36,048	14.36%	25,110	9.54%
MAHINDRA & MAHINDRA LIMITED	19,307	7.69%	16,465	6.25%
KIA MOTORS INDIA PVT LTD	17,303	6.89%	16,072	6.11%
TOYOTA KIRLOSKAR MOTOR PVT LTD	12,277	4.89%	10,015	3.80%
SKODA AUTO VOLKSWAGEN GROUP	6,264	2.50%	3,808	1.45%
SKODA AUTO VOLKSWAGEN INDIA PVT LTD	6,218	2.48%	3,519	1.34%
VOLKSWAGEN AG/INDIA PVT. LTD.	1	0.00%	192	0.07%
AUDI AG	43	0.02%	92	0.03%
SKODA AUTO INDIA/AS PVT LTD	2	0.00%	5	0.00%
HONDA CARS INDIA LTD	5,712	2.28%	6,856	2.60%
RENAULT INDIA PVT LTD	5,381	2.14%	7,939	3.02%
MG MOTOR INDIA PVT LTD	2,883	1.15%	3,683	1.40%
NISSAN MOTOR INDIA PVT LTD	2,207	0.88%	3,564	1.35%
FIAT INDIA AUTOMOBILES PVT LTD	1,125	0.45%	942	0.36%
MERCEDES -BENZ GROUP	980	0.39%	1,013	0.38%
MERCEDES-BENZ INDIA PVT LTD	947	0.38%	889	0.34%
MERCEDES -BENZ AG	32	0.01%	110	0.04%
DAIMLER AG	1	0.00%	14	0.01%
BMW INDIA PVT LTD	863	0.34%	669	0.25%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	285	0.11%	142	0.05%
JAGUAR LAND ROVER INDIA LIMITED	160	0.06%	249	0.09%
VOLVO AUTO INDIA PVT LTD	107	0.04%	122	0.05%
PCA AUTOMOBILES INDIA PVT LTD	50	0.02%	63	0.02%
PORSCHE AG GERMANY	48	0.02%	36	0.01%
AUTOMOBILI LAMBORGHINI S.P.A	9	0.00%	7	0.00%
FORD INDIA PVT LTD	5	0.00%	4,685	1.78%
BENTLEY MOTORS LTD	5	0.00%	5	0.00%
ROLLS ROYCE	3	0.00%	2	0.00%
Others	1,576	0.63%	2,103	0.80%
Total	2,50,972	100.00%	2,63,238	100.00%

Source: FADA Research

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Tractor (TRAC)				
Tractor OEM	JULY'22	Market Share (%) (%), JULY'22	JULY'21	Market Share (%) (%), JULY'21
MAHINDRA & MAHINDRA LIMITED (TRACTOR)	14,295	24.00%	20,217	24.53%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	10,542	17.70%	13,114	15.91%
INTERNATIONAL TRACTORS LIMITED	7,406	12.43%	9,139	11.09%
TAFE LIMITED	6,615	11.10%	10,058	12.20%
ESCORTS LIMITED (AGRI MACHINERY GROUP)	6,306	10.59%	8,819	10.70%
JOHN DEERE INDIA PVT LTD(TRACTOR DEVISION)	4,473	7.51%	6,107	7.41%
EICHER TRACTORS	3,565	5.98%	5,350	6.49%
CNH INDUSTRIAL (INDIA) PVT LTD	2,035	3.42%	2,964	3.60%
KUBOTA AGRICULTURAL MACHINERY INDIA PVT.LTD.	1,382	2.32%	2,001	2.43%
CAPTAIN TRACTORS PVT. LTD.	434	0.73%	515	0.62%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	405	0.68%	449	0.54%
V.S.T. TILLERS TRACTORS LIMITED	375	0.63%	924	1.12%
INDO FARM EQUIPMENT LIMITED	251	0.42%	270	0.33%
Others	1,489	2.50%	2,492	3.02%
Total	59,573	100.00%	82,419	100.00%

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