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## EXECUTIVE SUMMARY

### 4th largest automobile market
- 4th largest auto market in 2017 with sales increasing 9.5 per cent year-on-year to 4.02 million units (excluding two wheelers) in 2017.
- 7th largest manufacturer of commercial vehicles in 2018.
- Presence of established domestic and international original equipment manufacturers (OEMs).
- Strong market in terms of both, the domestic demand and exports.

### Segmented Market
- Automobile sector split into four segments, each having few market leaders.
- Two-wheelers and passenger vehicles dominate the domestic demand.
- Two-wheelers accounted for 81 per cent of domestic demand in 2018-19.

### Positive growth prospects
- Automobile exports grew 14.50 per cent year-on-year during FY19.
- Indian automotive industry (including component manufacturing) is expected to reach Rs 16.16-18.18 trillion (US$ 251.4-282.8 billion) by 2026. Two-wheelers are expected to grow 9 per cent in 2018.
- Strong policy support from government.
- Indian auto industry is expected to see 8-12 per cent increase in its hiring during FY19.

### Sources
SIAM, OICA, Aranca research, Business Standard
ADVANTAGE INDIA

- Rise in middle class income and young population may result in strong growth.
- Indian automotive industry targeting to increase exports of vehicles five times in 2016-26.
- Domestic automobile sales increased at 7.01 per cent CAGR between FY13-18.
- Domestic two wheeler industry is expected to grow at 8-10 per cent during FY19.
- Indian automobile retail has grown to 1,638,470 in April 2019.

- Focus shifting on electric cars to reduce emissions.
- Innovation is likely to intensify among engine technology & alternative fuels.
- Government aims to build India into an R&D hub.
- India could be a leader in shared mobility by 2030, providing opportunities for electric and autonomous vehicles.

- India has significant cost advantages; auto firms save 10-25 per cent on operations vis-à-vis Europe & Latin America.
- The Government of India expects automobile sector to attract US$ 8-10 billion in local and foreign investments by 2023.

- Automotive Mission Plan : 2016-26 shows clear vision of government.
- The government aims to develop India as a global manufacturing centre.
- Reforms like GST to help boost the sector’s growth
- Incubation centre to be set up for startups working in electric vehicles space.

Sources: Automotive Mission Plan (2016–2026), Make in India, SIAM, ICRA, Federation of Automobile Dealers Association
MARKET OVERVIEW
EVOLUTION OF THE SECTOR

- Indian government & Suzuki formed Maruti Udyog and commenced production in 1983
- Component manufacturers entered the market via JV
- Buyer’s market

Before 1982
- Closed market
- 5 players
- Long waiting periods & outdated models
- Seller’s market

1983-1992
- Automotive Mission Plan 2016-26 launched in 2015
- Bharat Stage IV emission norms since April 2017
- 30.92 million vehicles produced in 2018-19
- More than 40 companies operating in the country in 2018

1992-2007
- Sector de-licensed in 1993
- Major Original Equipment Manufacturers (OEMs) started assembly operations in India
- Imports permitted from April 2001
- Introduction of value-added tax in 2005

2015 Onwards
Sources: Tata Motors, Society of Indian Automobile Manufacturers (SIAM), Aranca Research
Automobile Sector

- Two-wheelers
  - Mopeds and electric scooters
  - Scooters
  - Motorcycles

- Passenger vehicles
  - Passenger cars
  - Utility Vehicles
  - Multi-purpose vehicles

- Commercial Vehicles
  - Light commercial vehicles
  - Medium & heavy commercial vehicles

- Three-wheelers
  - Passenger carriers
  - Goods carriers

Source: Aranca Research, Annual Report
The automotive manufacturing industry comprises the production of commercial vehicles, passenger cars, three & two-wheelers.

India became the 4th largest auto market in 2017 with sales (excluding two-wheelers) increasing 9.5 per cent year-on-year to 4.02 million units in 2017. Overall domestic automobiles sales increased at 6.71 per cent CAGR between FY13-19 with 26.27 million vehicles getting sold in FY19.

Domestic automobile production increased at 6.96 per cent CAGR between FY13-19 with 30.92 million vehicles manufactured in the country in FY19.

In FY19, commercial vehicles recorded the fastest pace of growth in domestic sales at 17.55 per cent year-on-year, followed by three-wheelers at 10.27 per cent year-on-year.

Note: * - Up to January 2019, ^ - CAGR upto FY19
Source: Society of Indian Automobile Manufacturers (SIAM), The Economic Times
MARKET OVERVIEW

Two-wheelers and passenger vehicles dominate the domestic Indian auto market. Passenger car sales are dominated by small and mid-size cars. Two-wheelers and passenger cars accounted for 81 per cent and 13 per cent of over 2.97 million vehicles sold in FY19, respectively.

Overall automobile exports reached 4.63 million vehicles in FY19, implying a CAGR of 8.11 per cent between FY13-19. Two-wheelers made up 70.9 per cent of the exported vehicles, followed by passenger vehicles at 14.6 per cent, three-wheelers at 12.3 per cent and commercial vehicles at 2.2 per cent.

Overall automobile exports increased by 14.50 per cent year-on-year in FY19.

Source: Society of Indian Automobile Manufacturers (SIAM)
Over the past few years four specific regions in the country have become large auto manufacturing clusters, each present with a different set of players.

**Sources:** ACMA, Aranca Research
KEY PLAYERS

Each segment in the Indian automobiles sector has few established key players which hold major portion of the market.

- **Market leader in the passenger vehicles segment and held around 50 per cent market share in the segment in FY18.** The company recorded its highest ever sales of 1,779,574 units during 2017-18, a year-on-year increase of 13.4 per cent.
  - To promote green technology footprint in India, the company announced launch of WagonR S(Smart) which comes with factory fitted CNG.
  - The company crossed its cumulative production milestone of four million two wheelers from its Gurugram-based plant in 2018.

- **Market leader in the commercial vehicles segment held 44 per cent market share in FY18.** Company’s commercial vehicles sales increased 26 per cent year-on-year to 39,859 units in August 2018.
  - Commercial and Passenger vehicles for FY19, stood at 678,486 units.
  - As of January 2019, Tata to soon unveil the electric car based on its newly developed Alpha Platform as a long term plan for sustainable mobility.

- **Hero MotoCorp and Honda are the top two players in the two-wheelers segment, with market share of 37.67 per cent and 30.9 per cent, respectively in Q1 FY19.**
  - Bajaj Auto recorded domestic motorcycle sale of 1.57 million units in December 2018, up by 39 per cent over December 2017.
  - Honda Cars India had a cumulative growth of 3.7 per cent year-on-year by selling 134,797 units during April-December 2018.

- **Bajaj Auto is a leader in three wheelers with 58.15 per cent market share in FY18.**
  - As of February 2019, Bajaj Auto will launch its new all electric brand Urbanite in India in the coming six to nine months.
  - Piaggio Vehicles is the second leader in three wheelers with 24.05 per cent market share in FY18.

*Source: Aranca Research, Autocar India, Financial express*
NOTABLE TRENDS AND STRATEGIES
### RECENT TRENDS

#### Luxury Vehicles
- With sales of around 40,000 luxury cars in 2017, India became the 27th most attractive luxury market in the world. The luxury car market in India is expected to grow at 25 per cent CAGR till 2020.
- Audi is launching its luxury electric SUV in India in 2019. The electric SUV will be called e-Tron.
- Premium motorbike sales in India crossed one million units in FY18. As of February 2019, Lamborghini sold 45 units in the year 2018 and expects a jump in sales by 60 per cent in the year 2019.
- Volvo plans to assemble hybrid electric cars in India and also scale its market share to 10 per cent by 2020 in Indian luxury car segment.
- As of May 2019, Jaguar Land Rover launched its locally assembled Range Rover Velar making the JLR cars more affordable by quite some margin.
- BMW crosses 10,000 unit mark for the first time in a calendar year 2018. BMW along with Mini grew 13 per cent compared to 2017. Mini sales rose by a staggering 66 per cent in 2018.

#### Catering Indian needs
- Most of the firms including Ford & Volkswagen have adapted themselves to cater to the large Indian middle class by dropping their traditional structure and designs. This allows them to compete directly with domestic firms making the sector highly competitive.
- Hyundai has entered into a strategic alliance with shared mobility company Revv under which it will provide cars on subscription in six cities in India. This will provide customers the opportunity to use Hyundai’s models with hassle-free ownership, flexibility and limited commitment.
- Skoda launches a new buy-back scheme called ‘EasyBuy’ for its flagship sedan, the Superb where prospective customers can enter into a three-year contract with the company after which they are offered a buyback value of 57 per cent for their Skoda Superb.

#### New Financing Options
- Carmakers such as BMW, Audi, Toyota, Skoda, Volkswagen & Mercedes-Benz have started providing customised finance to customers through NBFCs. Auto finance business of NBFCs in India is expected to grow at a CAGR of 15 per cent by FY20 on the back of better macroeconomic environment and government’s focus on infrastructure and rural areas.
- HDFC Bank Ltd started providing customised car loans to its customers in Mumbai, which will help them to buy cars at a lower EMI.

*Note: CAGR – Compounded Annual Growth Rate  
Sources: Society of Manufacturers of Electric Vehicles, Aranca Research, Moneycontrol, News Articles,*
### STRATEGIES ADOPTED…(1/2)

#### Capacity Addition
- Hero MotoCorp will invest Rs 2,500 crores (US$ 387.9 million) by FY21 to increase its production capacity in India. Hyundai announced it will be increasing its production capacity of its Chennai plant from 713,000 to 750,000 units in 2019.
- With the total investment of around US$ 163.7 million, Honda Motorcycle & Scooter India expanded its production of Activa in three variants at Ahmedabad plant.
- As of October 2018, Honda Motors Company is planning to set up its third factory in India for launching hybrid and electric vehicles with the cost of Rs 9,200 crore (US$ 1.31 billion), its largest investment in India so far.
- In November 2018, Mahindra Electric Mobility opened its electric technology manufacturing hub in Bangalore with an investment of Rs 100 crore (US$ 14.25 million) which will increase its annual manufacturing capacity to 25,000 units.

#### Electric Vehicles
- Volvo plans to come out with hybrid version of its upcoming S60 sedan in India along with a PHEV (Plug-in Hybrid Electric Vehicle) version of the S60.
- Avan motors, an electric scooter start up announced in December 2018 that it plans to have total sales of 100,000 units in the coming two to three years.
- As of September 2018, China’s leading Electric Vehicle (EV) company, Sunra, is planning to enter into Indian markets and set up a factory in Bangalore, Karnataka.
- As of December 2018, local arm of Finland based energy company Fortum India is planning to install about 720 charging facilities for electric vehicles by 2020 in seven cities in India.
- EV Motors, in partnership with DLF, ABB India and Delta Electronics, is also planning to invest US$ 200 million to set up 6,500 electric vehicles (EV) charging stations in the next five years. They launched Plugngo, first public electric vehicle charging outlet in Delhi in November 2018.
- Electric policy finalised by the Government of Kerala has a aim to get 6,000 electric buses for the state road transport corporation by 2025.
- In May 2019, Nissan Motor Company received an patent for wireless charging of electric vehicles in India.

*Source: Media sources*
<table>
<thead>
<tr>
<th>Launch of new models</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Honda is planning to launch three new car models in India by 2020 and will localise the engines to keep the prices low.</td>
</tr>
<tr>
<td>▪ Ashok Leyland has planned a capital expenditure of Rs 1,000 crore (US$ 155.20 million) to launch 20-25 new models across various commercial vehicle categories in 2018-19.</td>
</tr>
<tr>
<td>▪ Hero MotoCorp will launch five new two-wheelers in FY19.</td>
</tr>
<tr>
<td>▪ Hyundai will launch its first electric vehicle in India in 2019.</td>
</tr>
<tr>
<td>▪ Jawa motorcycles, competing Royal Enfield in 300-cc segment are sold out till September 2019.</td>
</tr>
<tr>
<td>▪ Maruti Suzuki is planning to start testing prototypes of its electric vehicles in India in October 2018.</td>
</tr>
<tr>
<td>▪ Superbike seller Motoroyale Kinetic Pvt Ltd is planning to develop 300cc-500cc bikes in India by 2021. The company is also planning to set up a plant in Supa, Maharashtra with a capacity of 60,000 units.</td>
</tr>
<tr>
<td>▪ As of November 2018, Volvo Cars India Ltd is planning to launch four plug-in hybrid vehicles in the next three years.</td>
</tr>
<tr>
<td>▪ As of February 2019, Triumph motorcycles is all set to launch its 2019 Triumph Street Twin and Street Scrambler.</td>
</tr>
<tr>
<td>▪ Avan motors launched its new electric scooter Trend E, which is powered by lithium-ion batteries.</td>
</tr>
<tr>
<td>▪ As of March 2019, Kinetic Motoroyale is planning to offer 5 units of a limited edition of the MV Augusta Brutale 800 RR in the Indian market.</td>
</tr>
</tbody>
</table>
GROWTH DRIVERS AND OPPORTUNITIES
## GROWTH DRIVERS

### Growing demand
- Rising income and a large young population.
- Greater availability of credit and financing options.
- Demand for commercial vehicles increasing due to high level of activity in infrastructure sector.

### Policy Support
- Clear vision of Indian government to make India an auto manufacturing hub.
- Initiatives like ‘Make in India’, ‘Automotive Mission Plan 2026’, and NEMMP 2020 to give a huge boost to the sector.
- Introduction of a new National Auto Policy and Faster Adoption and manufacture of Hybrid and Electric Vehicles (FAME) II for a clean future in mobility to be launched soon.
- In February 2019, the Government of India approved the FAME-II scheme with a fund requirement of Rs 10,000 crore (US$ 1.39 billion) for FY20-22.
- The Government of India has introduced a policy which allows organisations and researchers to buy bulk data related to vehicle registrations on an annual basis.
- To install electric vehicle supply equipment (EVSE) infrastructure for the electric vehicles (EV), various public sector firms, the railways and various ministries have come together to create infrastructure and manufacturing components.

### Support infrastructure and high investments
- Improving road infrastructure.
- Established auto ancillary industry giving the required support to boost growth.
- 5.10 per cent of total FDI inflows to India from April 2000 to December 2018 went into the automobiles sector.
- In 2018, automobile manufacturers invested US$ 491 million in India's automobile industry start-ups, according to Venture intelligence.

*Note: NEMMP – National Electric Mobility Mission Plan*  
*Source: Society of Indian Automobile Manufacturers (SIAM), Aranca Research*
Support from the Indian government in the form of new policies and initiatives has been crucial in development and growth of Indian automobile sector.

### NATRiP
- Setting up of R&D centres at a total cost of US$ 388.5 million to enable the industry to be on par with global standards.
- Under National Automotive Testing And R&D Infrastructure Project (NATRIP), five testing and research centres have been established in the country since 2015.

### Department of Heavy Industries & Public Enterprises
- Worked towards reduction of excise duty on small cars and increase budgetary allocation for R&D
- Weighted increase in R&D expenditure to 200 per cent from 150 per cent (in-house) & 175 per cent from 125 per cent (outsourced).

### The Automotive Mission Plan 2016-26 (AMP 2026)
- AMP 2026 targets a 4-fold growth in the automobiles sector in India which includes the manufacturers of automobiles, auto components & tractor industry over the next 10 years.

### FAME
- Planning to implement Faster Adoption & Manufacturing Of Electric Hybrid Vehicles (FAME) till 2020 which would cover all vehicle segments, all forms of hybrid & pure electric vehicles. Under the scheme, the Government of India is planning to provide grants of up to Rs 105 crore (US$ 16.33 million) to each of the selected city with population of more than a million, for buying electric buses, cars and three-wheelers in FY18. Additional funds will be provided for charging infrastructure.
- The Government of India has shortlisted 11 cities in December 2017 to have electric vehicle based public transportation systems under this scheme. Number of vehicles supported under FAME scheme has increased to 192,451 in March 2018 from 5,197 in June. FAME Phase-I has been extended up to March 31, 2019. The Government of India is expected to launch the second phase soon.
- In February 2019, the Government of India approved the FAME-II scheme with a fund requirement of Rs 10,000 crore (US$ 1.39 billion) for FY20-22.

*Source: Aranca Research*
Indian automobile sector has seen huge investments from both domestic and foreign manufacturers. FDI inflows to the sector were US$ 20.85 billion in automobiles sector between April 2000 – December 2018.

### INVESTMENT SCENARIO

<table>
<thead>
<tr>
<th>Company</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nissan</strong></td>
<td>Planning to double its current investment level of about US$ 2.5 billion over the next five years&lt;br&gt;Aims to raise its market share to 5 per cent by 2022.&lt;br&gt;To increase the Chennai Plant capacity to 400,000 units a year in a few years time. The company plans to launch eight new car models in India by 2021. As of December 2018, the company opened its first global digital hub at techno park in Trivandrum.</td>
</tr>
<tr>
<td><strong>Toyota</strong></td>
<td>Toyota is planning to invest US$ 165 million on its new engine plants and projects.</td>
</tr>
<tr>
<td><strong>Hyundai</strong></td>
<td>Plans to invest US$ 1 billion in India by 2020. As of February 2019, the company will make an investment of Rs 7,000 (US$ 970.20 million) crore approved by the Tamil Nadu Government for expansion into electric car division.</td>
</tr>
<tr>
<td><strong>SAIC</strong></td>
<td>Chinese state owned auto major, SAIC Motor has announced investment of over US$ 310 million in India. It is expected to start operations in 2019. In March 2018, SAIC announced that its subsidiary MG Motor India will invest Rs 5,000 crore (US$ 775.8 million) in India over the next six years.</td>
</tr>
<tr>
<td><strong>Mercedes-Benz</strong></td>
<td>Increased the plant capacity of 20,000 units per year in Chakan Plant, which is the largest for any luxury car manufacturer in India. In March 2019, the company inaugurated two new service stations in New Delhi.&lt;br&gt;Expansion of MIDC, to invest US$ 244 million for capacity expansion in Chakan, Pune.</td>
</tr>
<tr>
<td><strong>Honda Motor Company</strong></td>
<td>As of October 2018, Honda Motors Company is planning to set up its third factory in India for launching hybrid and electric vehicles with the cost of Rs 9,200 crore (US$ 1.31 billion), its largest investment in India so far.</td>
</tr>
<tr>
<td><strong>Motoroyale Kinetic</strong></td>
<td>Superbike seller Motoroyale Kinetic is planning to establish a plant in Supa, Maharashtra with an outlay of Rs 12 crore (US$ 1.71 million) by 2021.</td>
</tr>
</tbody>
</table>

**Note:** MIDC – Maharashtra Industrial Development Corporation; MoU – Memorandum of Understanding

**Sources:** Company websites, media sources, Aranca Research, Autocar India
## OPPORTUNITIES

### India is fast emerging as a global R&D hub
- Strong support from the government; setting up of NATRIP centres.
- Private players, such as Hyundai, Suzuki, GM, keen to set up R&D base in India.
- Strong education base, large skilled English-speaking manpower. Comparative advantage in terms of cost.
- Firms both national and foreign are increasing their footprints with over 1,165 R&D centres.

### Opportunities for creating sizeable market segments through innovations
- Mahindra & Mahindra targeting on implementing digital technology in the business.
- Bajaj Auto, Hero Honda & M&M plan to jointly develop a technology for 2-wheelers to run on natural gas.
- Tata Motors to launch MiniCAT, a car running on compressed air,
- Hyundai is planning to enter the hybrid vehicles segment, to explore alternative fuel technology & to avail the government incentives.
- In May 2019, Nissan Motor Company received an patent for wireless charging of electric vehicles in India.

### Small-car manufacturing hub
- General Motors, Nissan & Toyota announced plans to make India their global hub for small cars.
- Passenger vehicle market is expected to touch 10 million units by 2020. Sales crossed 3.2 million in FY18.
- Strong export potential in ultra low-cost cars segment (to developing & emerging markets).
- Maruti Suzuki launched facelift version of Alto 800, after the success of earlier model

**Sources:** Automotive Mission Plan 20216-2026, media sources, Aranca Research

**Note:** NATRIP – National Automotive Testing and R&D Infrastructure Project
KEY INDUSTRY ORGANISATIONS
### INDUSTRY ORGANISATIONS

<table>
<thead>
<tr>
<th>Society of Indian Automobile Manufacturers (SIAM)</th>
<th>FEDERATION OF INDIAN AUTOMOBILE ASSOCIATIONS</th>
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<tr>
<td>Core 4-B, 5th Floor, India Habitat Centre</td>
<td>Indian Merchant's Chamber Bldg. 76 Veer Nariman</td>
</tr>
<tr>
<td>Lodhi Road, New Delhi – 110 003</td>
<td>Road – Churchgate, Mumbai - 400020</td>
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<tr>
<td>India</td>
<td>Phone ; 91 22 2204 1085</td>
</tr>
<tr>
<td>Phone: 91 11 24647810–2</td>
<td>Fax: 91 22 2204 1382</td>
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<tr>
<td>Fax: 91 11 24648222</td>
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</tr>
<tr>
<td>E-mail: <a href="mailto:siam@siam.in">siam@siam.in</a></td>
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</tbody>
</table>
USEFUL INFORMATION
GLOSSARY

- CAGR: Compound Annual Growth Rate
- CV: Commercial Vehicle
- FDI: Foreign Direct Investment
- FY: Indian Financial Year (April to March)
  - So FY17 implies April 2016 to March 2017
- GOI: Government of India
- HCV: Heavy Commercial Vehicle
- INR: Indian Rupee
- LCV: Light Commercial Vehicle
- OEM: Original Equipment Manufacturers
- SIAM: Society of Indian Automobile Manufacturers
## Exchange Rates

### Exchange Rates (Fiscal Year)

<table>
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<tr>
<th>Year (Fiscal Year)</th>
<th>INR Equivalent of one US$</th>
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<tbody>
<tr>
<td>2005–06</td>
<td>44.28</td>
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<tr>
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<td>2017–18</td>
<td>64.45</td>
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<td>2018–19</td>
<td>69.89</td>
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### Exchange Rates (Calendar Year)

<table>
<thead>
<tr>
<th>Year (Calendar Year)</th>
<th>INR Equivalent of one US$</th>
</tr>
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<tbody>
<tr>
<td>2005</td>
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<td>2017</td>
<td>65.12</td>
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<tr>
<td>2018</td>
<td>68.36</td>
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</tbody>
</table>

*Source: Reserve Bank of India, Average for the year*
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