

# SAMIL

# NEWSWRAP

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## TWO WHEELER SALES NOVEMBER 2022

Hero with 3,79,839 units sold in domestic market, registered 15.50% YoY growth with a 32.26% market share. Volume gained was 50,977 units. Hero lost 62,986 units in volume MoM at a rate of 14.22%. Honda saw 3,53,540 units sold with its name, up from 2,56,174 units sold a year ago. YoY growth was 38.01% and MoM decline was 17%. TVS took 3rd place with 1,91,730 units. The brand saw 8.97% YoY growth and a 30.52% MoM decline.

## LAUNCHED: AUCTION CATALOGUE 2023



Launched! Auction catalogue 2023. It is for the first time; Shriram Automall India Limited has launched a comprehensive Auction Catalogue for the year 203 that contains all the important information such as inventory details, company services, locations and contacts of all 120+ Automall pan-India. This will help our esteemed customers in making better decisions while transacting used vehicles & equipment.

## ONE INDIA ONE CLICK INITIATIVE BY SHRIRAM AUTOMALL



At present, buying, selling and registering pre-owned vehicles & equipment from different states in India is quite challenging as one cannot easily find required vehicles of their choice, a fair priced deal or support services like finance and logistics. Apart from this, registering vehicles & equipment to their name is yet another strenuous task. In a bid to provide holistic solutions in the pre-owned vehicles & equipment industry across the length and breadth of the country, Shriram Automall India Limited (SAMIL), has recently introduced 'One India One Click' concept.

**Watch Full Video:** [https://youtu.be/R\\_Dp5W48T60](https://youtu.be/R_Dp5W48T60)

## MEGA LAUNCH EVENT AT SAMIL



**SAMIL Mega Launch** event saw the exclusive launch of **ThePriceX Insights Report 2022** and **SAMIL Auction Catalogue 2023** along with the colourful award ceremony of **SAMIL Junior Picasso 2022**. The event was attended by **Mr Umesh Revankar, Executive Vice-Chairman, Shriram Finance, Mr Vinay Sanghi, Chairman & Managing Director, CarTrade Tech** and **Mr Sameer Malhotra, Director and CEO, SAMIL** and the rest of the SAMIL family. The names of all the winners and runners-up of SAMIL Junior Picasso 2022 were announced on the show.

# SAMIL JUNIOR PICASSO 2022 WINNERS ANNOUNCED

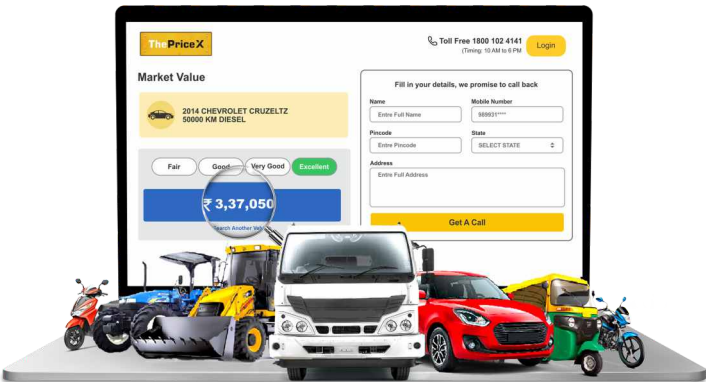


Hearty congratulations to Saanvi Sharma, Palak and Supriti Srivastava for winning the 4th edition of SAMIL Junior Picasso 2022 in their respective categories. A total of 160+ winners and runners-up were also announced on the virtual award show which was attended by **Mr Umesh Revankar, Executive Vice-Chairman, Shriram Finance, Mr Vinay Sanghi, Chairman & Managing Director, CarTrade Tech and Mr Sameer Malhotra, Director and CEO, SAMIL** and all the SAMIL family pan-India.

# LAUNCHED: THEPRICEX INSIGHTS REPORT 2022



**Launched!** For the First time in India, **ThePriceX Insights 2022 report** provides price insights based on real data and analytics helping buyers & sellers to make better decisions while transacting used vehicles & equipment.



# NEW CAR, SUV PRICES TO GO UP FROM JANUARY 2023



Kia, Maruti Suzuki, Tata, Mercedes-Benz and Audi have announced a price hike across their model range from January 2023. All carmakers have cited an increase in commodity prices as the major reason behind the hike.

# CAR MARKET SHARE NOVEMBER 2022

Suzuki still leads the car market share list for November 2022 with a staggering 41.30% share, down from 44.81% in November 2021. Tata Motors is registering steady growth. With 14.36% of total cars manufactured in India, Tata Motors is the first in this list to register market growth in both YoY and MoM analysis, with 12.16% and 13.45% market share in November 2021 and October 2022 respectively; Tata's pull on the Indian automotive sector grew by 2.20% YoY and 0.92% MoM.





## NOVEMBER CONTINUED TO BE A FESTIVE MONTH FOR E-BIKES



The sales number of electric two-wheelers is on the rise in India. The sales of electric two-wheelers in November 2022 amounted to 76,163. Ola Electric ranked first in retail sales. 16246 units of S1 electric scooters were delivered in November 2022. Ola's sales have increased since the launch of the S1. Ampere EV reported a high jump in sales in November. With 12,232 units sold, the company ranks second in retail sales. Okinawa's sales declined, total 9,038 scooters were delivered. Hero Electric is ranked 4th, delivered 9,008 units.

## DOMESTIC TRACTOR SALES REPORT NOVEMBER 2022

As per domestic sales data for November 2022, the total tractors sold were 67,941 units compared to 63,783 units last November 2021. The domestic tractor sales report for Nov 2022 shows that manufacturers of top tractor brands have increased their sales volume. Domestic tractor sales in November 2022 increased by a sharp 6.52% which is in line with the current farm requirements.



## TIER II CITIES DRIVE USED CAR SALES



The study reveals that the pre-owned car market was hit hard by the Covid-19 pandemic in FY21, however, in FY22, it has not only reached pre-pandemic levels in volume but has also grown by 9% since and continues to outpace the new car industry. Post pandemic, the Indian automobile sector has shown strong growth both in the new car as well as the pre-owned car market. An interesting trend that's been witnessed is that tier II cities are driving demand for pre-owned cars, comprising a whopping 40% of the total demand, followed by metro cities at 35% and tier III cities and rural demand which constitutes the balance 25%. Another interesting trend witnessed was that 40-45% of pre-owned car buyers are first-time car owners.

## NOVEMBER 2022 CAR SALES

November is a dull month for the automotive industry as there is no festivity and the majority of consumers wait for December to avail year-end offers. There are no new model launches as well in November to avoid year-change hassles. However, owing to increased production levels and pending backorders, the Industry managed to report significant growth over the same period last year. Around 3,22,070 passenger cars were sold in the Indian market in November 2022. The sales increased by over 31% when compared to November last year and the industry dropped by 4.2% in comparison to October 2022.





## PASSENGER VEHICLE SALES MAY HAVE RISEN 33% IN NOVEMBER



The spurt in demand for passenger vehicles during the festive period seems to have spilled over with the country's leading car makers said to have increased dispatches by nearly a third year on year in November. Companies are estimated to have dispatched 320,000-325,000 cars, sedans and utility vehicles to dealers this month amid sustained consumer demand, a big pile of pending orders, and an improvement in component supplies.

## AUTOMOBILE WHOLESALSALES IN NOVEMBER 2022



Times have changed and brought cheers to the automotive industry as a whole. The change is reflected in the sales figures for November 2022. This time last year the industry continued to face headwinds owing to the global semiconductor shortage and the lingering threat of a new Covid variant, Omicron. Now these anxieties have fizzled out. However, all is not well. While some segments are cheering heads on, others still have to deal with perennial challenges as price hikes and rising financing costs. November 2022 reported highest-ever PV wholesales for the month. 2W November sales for all OEMs were in the red, commercial vehicle sales declined from October 2022 and Tractor demand continued to remain strong in the post festival period.

## REDUCING TAXES ON AUTOMOBILES CAN BOOST SECTOR, BENEFIT ECONOMY



A roadmap to reduce taxes on automobiles by half over a 10-year period to make the Indian auto industry more competitive globally and provide large scale employment to benefit the economy needs consideration. Although at the moment India cannot afford to slash the tax rate on automobiles drastically, a plan to reduce cess on the industry can be looked at considering the sector's contribution to the overall GDP of the country.

## ELECTRIC 2W SALES CHARGE PAST 435,000 UNITS IN APR-NOV

Monthly retail sales race past 75,000 units for the second month in a row. Top six OEMs command 80% of the market. Clearly, India's electric two-wheeler growth story is getting better, month on month. If overall retail sales crossed the 50,000-unit mark for the first time in a month to 51,405 units in August 2022, then September retails did better with 53,938 units, a 20% improvement over July's 44,844 units.

