

SAMIL

NEWSWRAP

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AUTOMOBILE INDUSTRY ANALYSIS Q1 FY 2023-24



In the first Quarter of Financial Year 2023-24, Automobile Industry in India registered a total sales of passenger vehicles, commercial vehicles, three-wheelers and two-wheelers to be **54,98,459 units**. Despite achieving a new height after the pandemic, there is a deficit of 5,85,399 units when compared to the sales number of 60,83,858 units in the Financial year 2018-19.

INDIA WORLD'S No. 1 IN REGISTERED TWO-WHEELERS

India has the highest number of registered two-wheelers in the world, followed by Indonesia, according to the latest Road Transport Year Book. India also ranks eighth in the number of passenger cars, while China, the US and Japan are the top three. The report is based on the 2020 data of the International Road Federation. The majority of vehicles in India are two-wheelers, which account for nearly 75% of the total registered vehicles. Two-wheelers also pose a major challenge for road safety, as they are involved in 45% of all road fatalities.

JUNIOR EINSTEIN EDUCATION SCHOLARSHIP - SAMIL CSR



SAMIL Junior Einstein Education Scholarship Program was incorporated as CSR. The support is provided to a student belonging to economically weaker and underprivileged sections of society such as commercial vehicle owners, drivers, owner-cum-drivers, helper, cleaner, labour, worker, coolie, transporter to say a few. Since the inception of this program, we have distributed well **over 4000 scholarships** and changed the lives of underprivileged students across India.

Watch the full video:  <https://youtu.be/z8WJCIZ5uV4>

SAMIL CELEBRATED JODHPUR AUTOMALL BUSINESS ANNIVERSARY



Shriram Automall India Limited (SAMIL) celebrated business anniversaries of **Shriram Automall jodhpur on 22nd July 2023**. The event was celebrated by **cake cutting ceremony, tree plantation and customer felicitation** followed by an exclusive anniversary auction where an overwhelming customer footfalls were recorded as buyers bid for their choice of vehicles and equipment.

WINNERS AND LOSERS IN 2W MARKET IN Q1, FY2023-24



The Indian two-wheeler industry is witnessing a revival of excitement as two new midsize motorcycles have been launched by two Indian OEMs in collaboration with American and British legends of biking. These new entrants are posing a threat to the dominant player of the midsize segment, Royal Enfield, which has seen its market share increase along with Bajaj Auto and TVS Motor Co in the first quarter of the current fiscal year.

MOTORCYCLES SALES JUNE 2023

The motorcycle market in June 2023 showed a mixed performance, with a year-on-year (YoY) increase of 10.52% but a month-on-month (MoM) decline. Out of the 7,66,978 units sold in June 2023, only two models from Hero MotoCorp registered lower sales than in June 2022, while the rest of the models on the list witnessed growth. The total sales in June 2023 were lower than the 8,64,427 units sold in May 2023, indicating a slowdown in demand.



LEXUS TO ENTER IN INDIAN USED CAR MARKET



Lexus, the luxury automobile brand from Japan, has announced its plans to enter the used car segment in India from next year. The company, which has been present in the Indian market for six years, said that some of its existing sales outlets will be converted to offer pre-owned cars as well. The move is part of Lexus's strategy to expand its customer base and reach in the country.

LUXURY CAR SALES IN H1 2023

The luxury car market in India demonstrated a robust performance in the first half of 2023 (H1 2023), registering a substantial increase in sales compared to the same period in 2022 (H1 2022). The total number of luxury cars sold in H1 2023 amounted to 18,567 units, which was a significant improvement over the 15,347 units sold in H1 2022. This implies that the luxury car market expanded by 20.98%, with a sales difference of 3,220.



1 IN 4 CARS SOLD IN INDIA TODAY HAS A SUNROOF



Craze for cars with a view is helping break the 'class ceiling'. What was once restricted to luxury wheels, the 'glass ceiling' has caught the attention of mass-market car buyers who are willing to loosen their purse strings for visual appeal. Sunroof's penetration in India has jumped five-fold in five years, forcing companies that supply these sleek glass panels to carmakers to invest in new plants to meet demand. One in every four cars sold in India today has a sunroof.

MID-SIZE SUV SALES JUNE 2023

Mahindra dominates the mid-size SUV segment with its Scorpio and XUV700 models, which together accounted for more than half of the sales in this category. The Scorpio N and Scorpio Classic sold 8,648 units in total, registering a 9.69% increase from the same period last year. However, compared to the previous month, the sales dropped by 7.19%, indicating a possible slowdown in demand. The XUV700, on the other hand, sold 5,391 units, making it the second best-selling mid-size SUV in the market.



WHY INDIA'S e2W MAKERS STARE AT A ROUGH RIDE AHEAD



The electric two-wheeler industry in India enjoyed a period of high growth just a few weeks ago. The sales of electric two-wheelers reached a new milestone of 1,05,000 units last month, surpassing the 100,000 mark for the first time. However, the situation changed drastically from June 1, when the FAME II subsidy was slashed from 40% to 15% and sales plummeted. Moreover, the manufacturers of electric two-wheelers have not received the subsidies under the PLI (Production Linked Incentive) scheme, which has been delayed.

SUVs SHARE SHOT TO 46% IN H1 2023

SUV/Crossover body styled vehicles has overtaken hatchbacks as the most preferred body style in the Indian passenger vehicle market. The hatchback segment has shrunk to 33% due to low demand for entry-level products. MUVs and sedans have maintained their shares at 11% and 10% respectively.

