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FOR IMMEDIATE RELEASE

FADA Releases January'21 Vehicle Registration Data

- ***After showing a one-time YoY growth in December, January registrations once again fell by -9.66%.***
- ***All categories except Tractor were in red. On a YoY basis, 2W, 3W, CV and PV fell by -8.78%, -51.31%, -25% and -4.46%. Tractor continued its upbeat momentum with a YoY growth of 11.14%.***
- ***Non-availability of vehicles due to scarcity of semiconductors, a fading pent-up demand and recent price hikes coupled with no festivities and auspicious days landed January registrations in negative zone.***
- ***While Dealer inventory for PV continued to fall and came down in range of 10-15 days, 2W inventory stayed put at 30-35 days.***
- ***Union Government's announcement of scrappage policy (though voluntary) is in right direction. The spend on infrastructure projects like roads and public transport will help build traction for commercial vehicles over a longer period of time.***

9th February'21, New Delhi: The Federation of Automobile Dealers Associations (FADA) today released the Monthly Vehicle Registration Data for January'21.

January'21 Registration

Commenting on how January'21 performed, FADA President, Mr. Vinkesh Gulati said, **"After witnessing a one off growth in December, January Auto Registrations fell once again by ~10% YoY. Auto Industry clearly misjudged the demand which returned post lockdown. Industry's under estimation of post-covid rebound along with chipmakers prioritizing higher-volume and more lucrative consumer electronics market has created a vacuum for semiconductors. This has resulted in shortage in supply for all categories of vehicles especially Passenger Vehicles even though enquiry levels and bookings remained high. New launches and SUV's continued to see high traction and helped in restricting the overall PV registrations fall by a bigger margin.**

The recent price hike undertaken by Auto OEMs also added to woos as Two Wheeler have become more expensive for lower and middle income class. Commercial Vehicle registrations were also hit due to vehicle financing still not back to normal and high BS-6 cost."

Near Term Outlook

The first budget of this decade stressed on making India an *Aatmanirbhar Bharat*. Union Budget 2021 finally brought smile for Auto Industry as its age old demand of bringing Vehicle Scrappage Policy (voluntary) saw light of the day. The final contours of the policy though awaited, will decide its attractiveness and popularity. This including announcement to induct more buses in public transport, increased infrastructure spending and building National Highways will play a pivotal role in reviving Commercial Vehicles segment over a longer period of time.

Last year, the Auto Industry was transitioning from BS-4 to BS-6 during Q4 FY'21. This saw huge discounts leading to higher sales and registrations. With a high base and continued shortage of semiconductors on one hand and gradual opening of academic institutes and business as usual along with Covid Vaccine's effectiveness on the other, FADA continues to remain guarded in its optimism for Auto Registrations during Q4 of this financial year.

Key Findings from our Online Members Survey

- Sentiments
  - 46% dealers rated it as Good
  - 35.3% dealers rated it as Neutral
  - 18.8% dealers rated it as Bad

- Liquidity
  - 45.6% dealers rated it as Good
  - 38.2% dealers rated it as Neutral
  - 16.2% dealers rated it as Bad

- Expectation in February
  - 41.1% dealers rated it as Growth
  - 34.6% dealers rated it as Flat
  - 24.3% dealers rated it as De-growth

- Inventory
  - Average inventory for Passenger Vehicles ranges from 10 – 15 days
  - Average inventory for Two-Wheeler ranges from 30 – 35 days

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Chart showing Vehicle Registration Data for January'21 with YoY comparison can be found below:

All India Vehicle Registration Data for January'21

CATEGORY	JAN'21	JAN'20	YoY %
2W	11,63,322	12,75,308	-8.78%
3W	31,059	63,785	-51.31%
PV	2,81,666	2,94,817	-4.46%
TRACTOR	60,754	54,662	11.14%
CV	55,835	74,439	-24.99%
LCV	34,464	48,014	*-28.22%*
MCV	3,466	4,038	*-14.17%*
HCV	14,279	19,412	*-26.44%*
Others	3,626	2,975	*21.88%*
Total	**15,92,636**	**17,63,011**	**-9.66%**

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 Registration Data has been collated as on 07.02.21 and in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,273 out of 1,480 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

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 January'21 with YoY comparison

Two-Wheeler (2W)				
Two-Wheeler OEM	**JAN'21**	**Market Share (%), JAN'21**	**JAN'20**	**Market Share (%), JAN'20**
HERO MOTOCORP LTD	3,96,074	34.05%	4,69,804	36.84%
HONDA MOTORCYCLE AND SCOOTER INDIA (P) LTD	3,02,329	25.99%	3,10,922	24.38%
TVS MOTOR COMPANY LTD	1,76,307	15.16%	1,83,372	14.38%
BAJAJ AUTO LTD	1,30,735	11.24%	1,53,195	12.01%
ROYAL-ENFIELD (UNIT OF EICHER LTD)	54,461	4.68%	53,038	4.16%
SUZUKI MOTORCYCLE INDIA PVT LTD	46,611	4.01%	50,186	3.94%
INDIA YAMAHA MOTOR PVT LTD	44,511	3.83%	41,137	3.23%
PIAGGIO VEHICLES PVT LTD	4,511	0.39%	5,329	0.42%
CLASSIC LEGENDS PVT LTD	2,285	0.20%	3,911	0.31%
BMW INDIA PVT LTD	351	0.03%	303	0.02%
ADISHWAR AUTO RIDE INDIA PVT LTD	156	0.01%	372	0.03%
INDIA KAWASAKI MOTORS PVT LTD	120	0.01%	264	0.02%
TRIUMPH MOTORCYCLES (INDIA) PVT LTD	63	0.01%	101	0.01%
H-D MOTOR COMPANY INDIA PVT LTD	27	0.00%	258	0.02%
DUCATI INDIA PVT LTD	10	0.00%	35	0.00%
DUCATI MOTOR HOLDING S.P.A	-	0.00%	2	0.00%
Others including EV	4,771	0.41%	3,079	0.24%
Total	**11,63,322**	**100.00%**	**12,75,308**	**100.00%**

Source: FADA Research

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Three-Wheeler (3W)				
Three-Wheeler OEM	**JAN'21**	**Market Share (%), JAN'21**	**JAN'20**	**Market Share (%), JAN'20**
BAJAJ AUTO LTD	11,486	36.98%	28,304	44.37%
PIAGGIO VEHICLES PVT LTD	5,366	17.28%	11,899	18.65%
MAHINDRA & MAHINDRA LIMITED	1,401	4.51%	4,290	6.73%
ATUL AUTO LTD	1,322	4.26%	3,476	5.45%
TVS MOTOR COMPANY LTD	798	2.57%	1,062	1.66%
Others including EV	10,686	34.41%	14,754	23.13%
Total	**31,059**	**100.00%**	**63,785**	**100.00%**

Source: FADA Research

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Commercial Vehicle (CV)				
Commercial Vehicle OEM	**JAN'21**	**Market Share (%), JAN'21**	**JAN'20**	**Market Share (%), JAN'20**
TATA MOTORS LTD	21,877	39.18%	31,028	41.68%
MAHINDRA & MAHINDRA LIMITED	13,673	24.49%	19,840	26.65%
ASHOK LEYLAND LTD	8,333	14.92%	10,364	13.92%
VE COMMERCIAL VEHICLES LTD	3,192	5.72%	3,847	5.17%
MARUTI SUZUKI INDIA LTD	3,001	5.37%	2,924	3.93%
DAIMLER INDIA COMMERCIAL VEHICLES PVT. LTD	1,127	2.02%	1,385	1.86%
SML ISUZU LTD	409	0.73%	537	0.72%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	339	0.61%	1,088	1.46%
Others	3,884	6.96%	3,426	4.60%
Total	**55,835**	**100.00%**	**74,439**	**100.00%**

Source: FADA Research

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Passenger Vehicle (PV)				
Passenger Vehicle OEM	**JAN'21**	**Market Share (%), JAN'21**	**JAN'20**	**Market Share (%), JAN'20**
MARUTI SUZUKI INDIA LTD	1,38,690	49.24%	1,51,585	51.42%
HYUNDAI MOTOR INDIA LTD	48,250	17.13%	46,204	15.67%
TATA MOTORS LTD	23,267	8.26%	16,611	5.63%
MAHINDRA & MAHINDRA LIMITED	15,031	5.34%	19,257	6.53%
KIA MOTORS INDIA PVT LTD	14,470	5.14%	9,963	3.38%
RENAULT INDIA PVT LTD	9,775	3.47%	11,060	3.75%
HONDA CARS INDIA LTD	8,703	3.09%	9,457	3.21%
TOYOTA KIRLOSKAR MOTOR PVT LTD	8,372	2.97%	9,456	3.21%
MG MOTOR INDIA PVT LTD	3,366	1.20%	2,758	0.94%
FORD INDIA PVT LTD	3,350	1.19%	5,135	1.74%
SKODA AUTO VOLKSWAGEN INDIA PVT LTD	2,670	0.95%	16	0.01%
NISSAN MOTOR INDIA PVT LTD	1,808	0.64%	2,157	0.73%
MERCEDES-BENZ INDIA PVT LTD	830	0.29%	1,201	0.41%
BMW INDIA PVT LTD	703	0.25%	1,345	0.46%
FIAT INDIA AUTOMOBILES PVT LTD	439	0.16%	883	0.30%
JAGUAR LAND ROVER INDIA LIMITED	211	0.07%	409	0.14%
VOLKSWAGEN AG/INDIA PVT. LTD.	209	0.07%	3,011	1.02%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	171	0.06%	815	0.28%
VOLVO AUTO INDIA PVT LTD	109	0.04%	194	0.07%
PORSCHE AG GERMANY	46	0.02%	48	0.02%
AUDI AG	45	0.02%	421	0.14%
SKODA AUTO INDIA/AS PVT LTD	35	0.01%	1,660	0.56%
MERCEDES -BENZ AG	29	0.01%	1	0.00%
ROLLS ROYCE	7	0.00%	2	0.00%
FERRARI INDIA PRIVATE LIMITED	3	0.00%	5	0.00%
BENTLEY MOTORS LIMITED	1	0.00%	-	0.00%
AUTOMOBILI LAMBORGHINI S.P.A	1	0.00%	3	0.00%
Others	1,075	0.38%	1,160	0.39%
Total	**2,81,666**	**100.00%**	**2,94,817**	**100.00%**

Source: FADA Research

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Tractor (TRAC)				
Tractor OEM	**JAN'21**	**Market Share (%), JAN'21**	**JAN'20**	**Market Share (%), JAN'20**
MAHINDRA & MAHINDRA LIMITED (TRACTOR)	13,476	22.18%	12,928	23.65%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	10,211	16.81%	9,123	16.69%
INTERNATIONAL TRACTORS LIMITED	8,647	14.23%	6,563	12.01%
ESCORTS LIMITED (AGRI MACHINERY GROUP)	6,941	11.42%	6,208	11.36%
TAFE LIMITED	6,230	10.25%	6,249	11.43%
JOHN DEERE INDIA PVT LTD(TRACTOR DEVISION)	4,721	7.77%	4,246	7.77%
EICHER TRACTORS	3,831	6.31%	3,887	7.11%
CNH INDUSTRIAL (INDIA) PVT LTD	2,457	4.04%	2,005	3.67%
KUBOTA AGRICULTURAL MACHINERY INDIA PVT.LTD.	1,033	1.70%	814	1.49%
V.S.T. TILLERS TRACTORS LIMITED	517	0.85%	472	0.86%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	295	0.49%	280	0.51%
CAPTAIN TRACTORS PVT. LTD.	184	0.30%	195	0.36%
INDO FARM EQUIPMENT LIMITED	154	0.25%	168	0.31%
Others	2,057	3.39%	1,524	2.79%
Total	**60,754**	**100.00%**	**54,662**	**100.00%**

Source: FADA Research

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