



One Nation | One Association

FEDERATION OF AUTOMOBILE DEALERS ASSOCIATIONS

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FOR IMMEDIATE RELEASE

FADA Releases November'21 Vehicle Retail Data

- *On YoY basis, total vehicle retails for the month of November'21 decreases by -2.70%. When compared to November'19 (a regular pre-covid month), overall retails continue to fall by -20%.*
- *On YoY basis, 3W and CV were up by 67% and 13%. 2W, PV and Tractors fell by -1%, -19% and -9% respectively.*
- *2W sales not able to show momentum even though Diwali and Marriage season fall in the same month.*
- *Semiconductor crises continues to haunt PV sales as despite huge bookings, Dealers are unable to satisfy customers due to supply issues resulting in long waiting periods.*
- *Commercial vehicles lead by M&HCV continues to show growth over last year (on low base) but has a long way to go when compared to pre-covid times.*
- *The spread of new Covid variant 'Omicron' once again halts normalcy to prevail in life as educational institutes and offices defer opening plans.*

8th December'21, New Delhi: The Federation of Automobile Dealers Associations (FADA) today released Vehicle Retail Data for November'21.

November'21 Retails

Commenting on how November'21 performed, FADA President, Mr. Vinkesh Gulati said, **"Auto retail for the month of November continued to remain in negative zone despite Diwali as well as marriage season in the same month. The unwanted rains in southern states further spoiled the party. Unless Rural India starts showing signs of strength, overall retails will continue to remain weak.**

While the 2W segment saw almost at par sales compared to last year (which itself was a bad year), overall sentiment remained low as marriage season also didn't help in revival except in one or two states. Apart from this, crop loss due to incessant rains and flood in southern states, high acquisition price as well as fuel costs kept the customers away. Further, there are no signs of increase in inquiry levels which is a bigger cause of concern.

PV continues to face the brunt of semi-conductor shortage. While the new launches are keeping customer's interest high, it is only the lack of supply which is not allowing sales to conclude. The extended waiting period is now starting to make customers jittery and this may lead to loss of interest in vehicle buying.

The CV segment continues to see traction in M&HCV segment. This aided by low base resulted in double digit growth. The bus segment is still witnessing a dry run as educational institutes continue to remain closed. With diesel prices at record highs, supply of CNG vehicles are not able to meet the demand. Tight liquidity and unavailability of finance for customers who availed moratorium are also acting as sales barrier."



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Near Term Outlook

The new variant of Covid 'Omicron' has once again gripped the entire nation in fear. This will further impact the overall vehicle demand.

Educational Institutions and offices which were planning to reopen fully have once again deferred their plans and are allowing work/study from home. Price rise due to high input costs and high fuel costs are continuing to add customers woes.

FADA is hopeful that the chip shortage will ease in times to come and therefore reduce waiting period of vehicles and help in increasing sales. On the 2W front, we once again request all OEMs to announce attractive scheme which can work as a stimulus for growth in sales. FADA additionally requests them to consistently work on a 21- days inventory cycle.

Overall, we remain extremely cautious and hope that India does not see a 3rd wave with the new Covid variant. We also urge the Central as well as all State Governments to aggressively drive the vaccination coverage so that India is not caught off-guard and recovery to pre-covid levels is not derailed.

Key Findings from our Online Members Survey

- Inventory at the end of November'21
 - Average inventory for Passenger Vehicles ranges from 10 – 15 days
 - Average inventory for Two – Wheelers ranges from 30 – 35 days

- Liquidity
 - Good = 39.5%
 - Neutral = 36.5%
 - Bad = 24%

- Sentiment
 - Neutral = 38.9%
 - Good = 32.3%
 - Bad = 28.7%

- Expectation in December
 - De-growth = 45.5%
 - Flat = 38.3%
 - Growth = 16.2%



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Chart showing Vehicle Retail Data

All India Vehicle Retail Data for November'21

CATEGORY	NOV'21	NOV'20	YoY %	NOV'19	% Chg, NOV'19
2W	14,33,855	14,44,762	-0.75%	17,98,897	-20.29%
3W	40,493	24,269	66.85%	69,053	-41.36%
PV	2,40,234	2,98,213	-19.44%	2,79,417	-14.02%
TRAC	45,629	50,180	-9.07%	45,469	0.35%
CV	57,389	50,644	13.32%	72,904	-21.28%
LCV	36,078	36,664	-1.60%	48,429	-25.50%
MCV	3,647	2,414	51.08%	3,611	1.00%
HCV	14,972	8,578	74.54%	17,667	-15.25%
Others	2,692	2,988	-9.91%	3,197	-15.80%
Total	18,17,600	18,68,068	-2.70%	22,65,740	-19.78%

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 Retail Data has been collated as on 06.12.21 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,378 out of 1,589 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

November'21 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 November'21 with YoY comparison

Two-Wheeler (2W)				
Two-Wheeler OEM	NOV'21	Market Share (%) , NOV'21	NOV'20	Market Share (%) , NOV'20
HERO MOTOCORP LTD	5,30,997	37.03%	5,34,880	37.02%
HONDA MOTORCYCLE AND SCOOTER INDIA (P) LTD	3,66,340	25.55%	3,91,776	27.12%
TVS MOTOR COMPANY LTD	2,13,274	14.87%	1,98,648	13.75%
BAJAJ AUTO LTD	1,62,067	11.30%	1,55,642	10.77%
SUZUKI MOTORCYCLE INDIA PVT LTD	48,937	3.41%	53,058	3.67%
INDIA YAMAHA MOTOR PVT LTD	45,826	3.20%	47,878	3.31%
ROYAL-ENFIELD (UNIT OF EICHER LTD)	36,788	2.57%	50,031	3.46%
HERO ELECTRIC VEHICLES PVT. LTD	7,021	0.49%	1,169	0.08%
OKINAWA AUTOTECH PVT LTD	5,367	0.37%	642	0.04%
PIAGGIO VEHICLES PVT LTD	4,199	0.29%	4,819	0.33%
CLASSIC LEGENDS PVT LTD	2,962	0.21%	3,338	0.23%
ATHER ENERGY PVT LTD	2,198	0.15%	360	0.02%
AMPERE VEHICLES PRIVATE LIMITED	1,990	0.14%	642	0.04%
PUR ENERGY PVT LTD	1,685	0.12%	168	0.01%
Others including EV	4,204	0.29%	1,711	0.12%
Total	14,33,855	100.00%	14,44,762	100.0%

Source: FADA Research

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- 3- Others include OEMs accounting less than 0.1% Market Share.



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Three-Wheeler (3W)				
Three-Wheeler OEM	NOV'21	Market Share (%), NOV'21	NOV'20	Market Share (%), NOV'20
BAJAJ AUTO LTD	14,677	36.25%	8,862	36.52%
PIAGGIO VEHICLES PVT LTD	4,774	11.79%	4,501	18.55%
YC ELECTRIC VEHICLE	1,840	4.54%	892	3.68%
MAHINDRA & MAHINDRA LIMITED	1,608	3.97%	989	4.08%
ATUL AUTO LTD	1,400	3.46%	1,073	4.42%
SAERA ELECTRIC AUTO PVT LTD	898	2.22%	338	1.39%
TVS MOTOR COMPANY LTD	850	2.10%	657	2.71%
MAHINDRA REVA ELECTRIC VEHICLES PVT LTD	835	2.06%	240	0.99%
CHAMPION POLY PLAST	782	1.93%	319	1.31%
BEST WAY AGENCIES PVT LTD	660	1.63%	200	0.82%
DILLI ELECTRIC AUTO PVT LTD	604	1.49%	294	1.21%
J. S. AUTO (P) LTD	513	1.27%	259	1.07%
UNIQUE INTERNATIONAL	456	1.13%	131	0.54%
THUKRAL ELECTRIC BIKES PVT LTD	445	1.10%	224	0.92%
TERRA MOTORS INDIA PVT LTD	422	1.04%	240	0.99%
VANI ELECTRIC VEHICLES PVT LTD	411	1.01%	315	1.30%
MINI METRO EV L.L.P	409	1.01%	170	0.70%
Others including EV	8,909	22.00%	4,565	18.81%
Total	40,493	100.00%	24,269	100.00%

Source: FADA Research

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Commercial Vehicle (CV)				
Commercial Vehicle OEM	NOV'21	Market Share (%), NOV'21	NOV'20	Market Share (%), NOV'20
TATA MOTORS LTD	25,132	43.79%	17,720	34.99%
MAHINDRA & MAHINDRA LIMITED	12,045	20.99%	17,027	33.62%
ASHOK LEYLAND LTD	7,609	13.26%	6,131	12.11%
VE COMMERCIAL VEHICLES LTD	3,745	6.53%	2,592	5.12%
MARUTI SUZUKI INDIA LTD	3,650	6.36%	2,282	4.51%
DAIMLER INDIA COMMERCIAL VEHICLES PVT. LTD	1,146	2.00%	853	1.68%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	643	1.12%	479	0.95%
SML ISUZU LTD	566	0.99%	370	0.73%
Others	2,853	4.97%	3,190	6.30%
Total	57,389	100.00%	50,644	100.00%

Source: FADA Research

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Passenger Vehicle (PV)				
Passenger Vehicle OEM	NOV'21	Market Share (%), NOV'21	NOV'20	Market Share (%), NOV'20
MARUTI SUZUKI INDIA LTD	1,00,727	41.93%	1,46,849	49.24%
HYUNDAI MOTOR INDIA LTD	37,272	15.51%	48,264	16.18%
TATA MOTORS LTD	28,841	12.01%	22,361	7.50%
MAHINDRA & MAHINDRA LIMITED	17,851	7.43%	16,220	5.44%
KIA MOTORS INDIA PVT LTD	12,801	5.33%	18,891	6.33%
TOYOTA KIRLOSKAR MOTOR PVT LTD	10,505	4.37%	9,346	3.13%
RENAULT INDIA PVT LTD	8,887	3.70%	9,186	3.08%
HONDA CARS INDIA LTD	7,660	3.19%	9,959	3.34%
SKODA AUTO VOLKSWAGEN GROUP	5,059	2.11%	3,312	1.11%
SKODA AUTO VOLKSWAGEN INDIA PVT LTD	4,868	2.03%	2,892	0.97%
VOLKSWAGEN AG/INDIA PVT. LTD.	85	0.04%	225	0.08%
AUDI AG	106	0.04%	27	0.01%
SKODA AUTO INDIA/AS PVT LTD	0	0.00%	168	0.06%
NISSAN MOTOR INDIA PVT LTD	3,155	1.31%	815	0.27%
MG MOTOR INDIA PVT LTD	2,637	1.10%	3,183	1.07%
FIAT INDIA AUTOMOBILES PVT LTD	1,046	0.44%	749	0.25%
MERCEDES -BENZ GROUP	885	0.37%	963	0.32%
MERCEDES-BENZ INDIA PVT LTD	854	0.36%	919	0.31%
MERCEDES -BENZ AG	26	0.01%	36	0.01%
DAIMLER AG	5	0.00%	8	0.00%
BMW INDIA PVT LTD	727	0.30%	774	0.26%
FORD INDIA PVT LTD	551	0.23%	6,016	2.02%
JAGUAR LAND ROVER INDIA LIMITED	198	0.08%	220	0.07%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	147	0.06%	162	0.05%
VOLVO AUTO INDIA PVT LTD	134	0.06%	185	0.06%
PCA AUTOMOBILES INDIA PVT LTD	57	0.02%	0	0.00%
PORSCHE AG GERMANY	32	0.01%	28	0.01%
BENTLEY MOTORS LTD	5	0.00%	0	0.00%
ROLLS ROYCE	1	0.00%	1	0.00%
AUTOMOBILI LAMBORGHINI S.P.A	0	0.00%	5	0.00%
Others	1,056	0.44%	724	0.24%
Total	2,40,234	100.00%	2,98,213	100.00%

Source: FADA Research

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Tractor (TRAC)				
Tractor OEM	NOV'21	Market Share (%), NOV'21	NOV'20	Market Share (%), NOV'20
MAHINDRA & MAHINDRA LIMITED (TRACTOR)	10,697	23.44%	12,187	24.29%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	7,664	16.80%	8,695	17.33%
INTERNATIONAL TRACTORS LIMITED	5,568	12.20%	5,830	11.62%
TAFE LIMITED	5,448	11.94%	5,715	11.39%
ESCORTS LIMITED (AGRI MACHINERY GROUP)	4,443	9.74%	4,795	9.56%
JOHN DEERE INDIA PVT LTD(TRACTOR DEVISION)	3,776	8.28%	4,311	8.59%
EICHER TRACTORS	2,855	6.26%	3,125	6.23%
CNH INDUSTRIAL (INDIA) PVT LTD	1,692	3.71%	2,081	4.15%
KUBOTA AGRICULTURAL MACHINERY INDIA PVT.LTD.	1,066	2.34%	785	1.56%
V.S.T. TILLERS TRACTORS LIMITED	370	0.81%	405	0.81%
FORCE MOTORS LIMITED, A FIRODIA ENTERPRISE	307	0.67%	279	0.56%
INDO FARM EQUIPMENT LIMITED	257	0.56%	127	0.25%
CAPTAIN TRACTORS PVT. LTD.	192	0.42%	180	0.36%
Others	1,294	2.84%	1,665	3.32%
Total	45,629	100.00%	50,180	100.00%

Source: FADA Research

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