

Monthly Auto Sales - July 2024

Automobiles

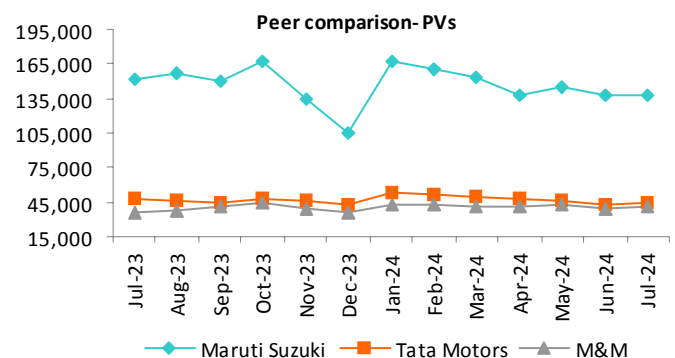
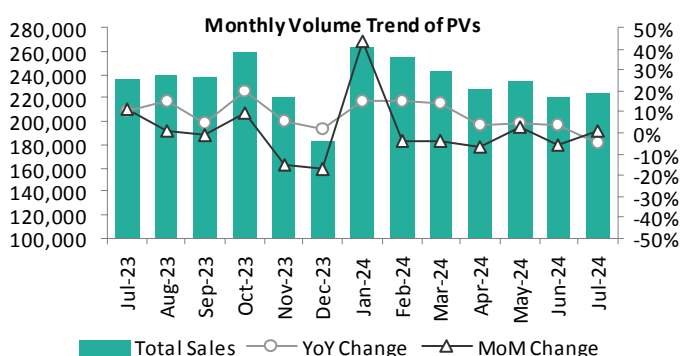
The auto industry experienced a modest growth trend in July, primarily driven by the 2W and 3W segments, both of which recorded single-digit increases in demand. Notably, this growth contrasts with the struggles faced by the market leader Hero Motocorp, which encountered supply chain constraints and logistical issues, hindering its performance. In PV segment, Maruti Suzuki grappled with lower volume growth compared to the previous year, while M&M capitalized on the burgeoning SUV market, leveraging new launches and significant discounts to enhance both sequential and yearly sales. The sequential positivity in the PV market was largely attributed to discounting strategies employed by M&M and Tata Motors on key SUV models. Conversely, the CV segment suffered a severe decline in volumes, primarily due to a drop in truck sales-historically the mainstay of CV numbers-resulting from adverse weather conditions that significantly impacted construction and mining activities. However, amidst this downturn, Escorts exceeded expectations by achieving a notable increase in tractor sales, driven by a surge in international demand.

Automobile Sales July - 24

Name of the company	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
Maruti Suzuki	175,041	181,630	-3.6%	179,228	-2.3%	696,909	679,660	2.5%
Tata Motors	71,996	80,633	-10.7%	75,604	-4.8%	301,887	306,878	-1.6%
M&M- Vehicles	66,444	66,124	0.5%	69,397	-4.3%	277,994	252,262	10.2%
M&M- Tractors	27,209	25,175	8.1%	47,319	-42.5%	148,676	140,184	6.1%
Ashok Leyland	13,928	15,068	-7.6%	14,940	-6.8%	57,821	56,397	2.5%
Escorts Kubota	5,769	5,570	3.6%	9,593	-39.9%	31,489	32,152	-2.1%
Bajaj Auto	354,169	319,747	10.8%	358,477	-1.2%	1,456,225	1,347,154	8.1%
Hero Motocorp	370,274	391,310	-5.4%	503,448	-26.5%	1,905,430	1,743,884	9.3%
TVS Motors	354,140	325,977	8.6%	333,646	6.1%	1,441,315	1,279,221	12.7%

PV Segment

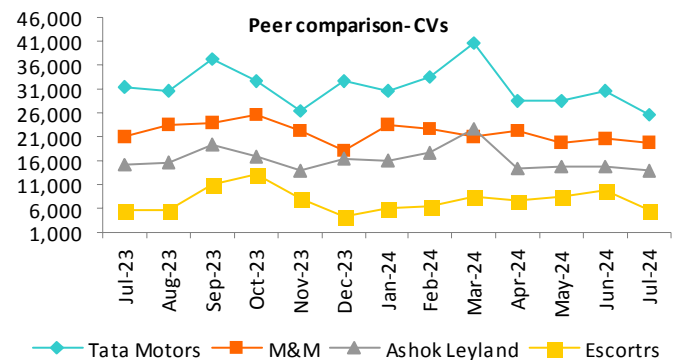
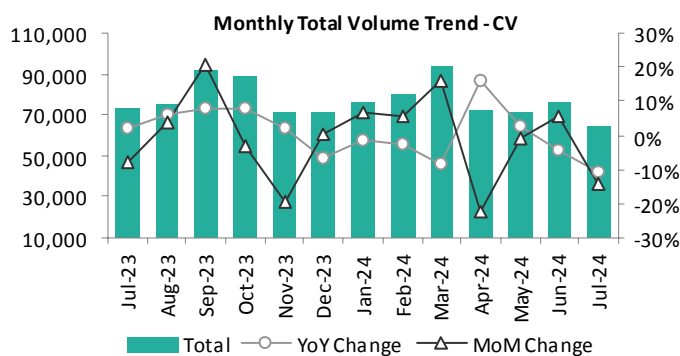
In July, the PV segment experienced a 5% YoY decline, although a sequential recovery was observed, driven by M&M who led the industry with an impressive 15% YoY growth, supported by new launches and a rising preference for SUVs, along with strategic discounting on flagship models. Tata Motors also implemented substantial discounts of over ₹1.4 lakh on its two main SUVs, which significantly impacted PV volumes on sequential basis only, though their EV volumes still faced a 21% YoY decline. For Maruti, the situation was mixed as overall sales dipped, but the Mini car segment benefited from heightened demand, particularly following the launch of the New-gen Swift, which was evident in increased dealership dispatches. However, the Utility Vehicle segment exhibited negative growth compared to the previous year, despite achieving an 8% sequential increase.



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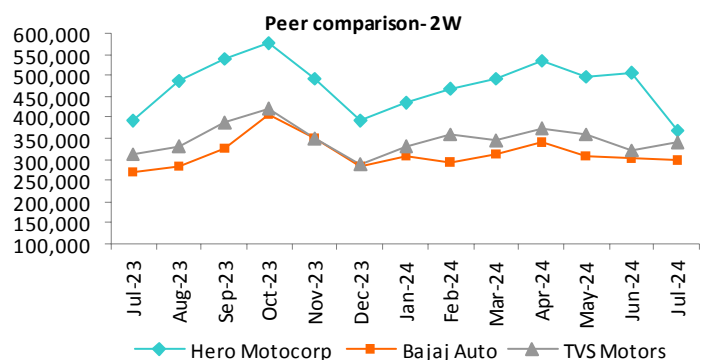
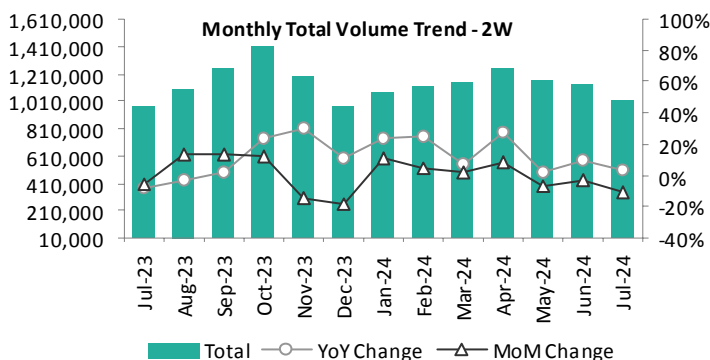
CV Segment

In July, the CV segment encountered substantial obstacles, particularly within the truck category, as heavy monsoon rains adversely impacted mining and construction activities. This resulted in YoY and MoM volume declines of 11% and 14%, respectively. While almost all manufacturers reported significant reductions in their leading CV categories, Escorts was a notable exception. Tata Motors experienced double-digit percentage declines across HCV, ILMCV, and passenger carriers. M&M saw a decrease in demand for LCVs under 3.5 tons in comparison to both the previous month and year. Ashok Leyland also experienced remarkable drops in truck demand, which constitutes nearly 50% of its sales. Conversely, tractor sales exhibited strong performance, particularly in international markets, buoyed by the much-anticipated favourable monsoon conditions.



2W Segment

In July, the 2W segment stood out as the top performer, achieving about 4% YoY growth, driven by a 3% increase in domestic demand and a notable 6% rise in international demand. The segment also experienced remarkable growth in e2W sales, with Hero Motocorp soaring by 409%, Bajaj Auto increasing by 375%, and TVS seeing an 87% rise in e2W volumes, selling 5044, 17642, and 19471 units, respectively. Bajaj Auto outshone its competitors overall, boasting an 11% increase in sales volumes, while TVS recorded a strong 9% growth. On the other hand, market leader Hero Motocorp faced challenges, experiencing declines in both annual and sequential growth due to supply chain constraints and logistical disruptions that negatively impacted the company's dispatches.



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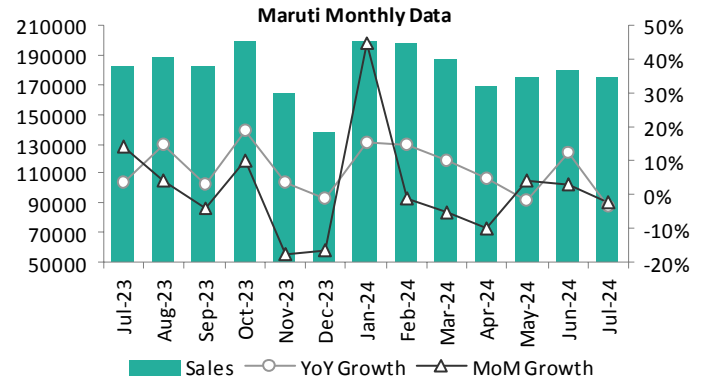
Segments	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
Two-Wheelers								
Hero Motocorp	370,274	391,310	-5.4%	503,448	-26.5%	1,905,430	1,743,884	9.3%
Bajaj Auto	297,541	268,840	10.7%	303,646	-2.0%	1,248,458	1,158,170	7.8%
TVS Motors	339,676	312,307	8.8%	322,168	5.4%	1,396,026	1,230,789	13.4%
Total	1,007,491	972,457	3.6%	1,129,262	-10.8%	4,549,914	4,132,843	10.1%
Passenger Vehicles								
Maruti Suzuki (D)	137,463	152,126	-9.6%	137,160	0.2%	556,577	566,181	-1.7%
Tata Motors (D)	44,725	47,628	-6.1%	43,524	2.8%	182,829	187,748	-2.6%
M&M (D)	41,623	36,205	15.0%	40,022	4.0%	165,871	136,377	21.6%
Total	223,811	235,959	-5.1%	220,706	1.4%	905,277	890,306	1.7%
Commercial Vehicles								
Tata Motors (D)	25,436	31,216	-18.5%	30,623	-16.9%	113,051	113,441	-0.3%
Ashok Leyland	13,928	15,068	-7.6%	14,940	-6.8%	57,821	56,397	2.5%
M&M (D)	19,713	20,898	-5.7%	20,594	-4.3%	82,235	82,150	0.1%
Escorts	5,769	5,570	3.6%	9,593	-39.9%	31,489	32,152	-2.1%
Total	64,846	72,752	-10.9%	75,750	-14.4%	253,107	251,988	0.4%
Three-Wheelers								
Bajaj Auto	56,628	50,907	11.2%	54,831	3.3%	207,767	188,984	9.9%
M&M (D)	3,593	6,481	-44.6%	6,184	-41.9%	21,248	24,261	-12.4%
TVS Motors	14,464	13,670	5.8%	11,478	26.0%	45,289	48,432	-6.5%
Total	74,685	71,058	5.1%	72,493	3.0%	274,304	261,677	4.8%
Total Industry	1,370,833	1,352,226	1.4%	1,498,211	-8.5%	5,982,602	5,536,814	8.1%

Automobiles

Company-wise Performance

Maruti Suzuki

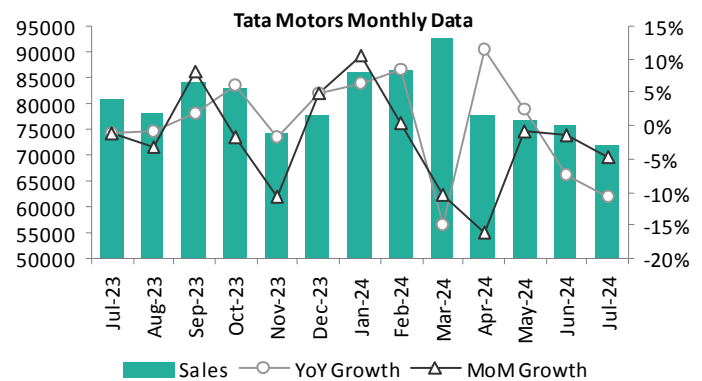
MSIL reported a 5% YoY decline in domestic sales, totalling 1,51,056 units, driven by a 13% drop in Compact and a 9% decline in Utility Vehicles, resulting in an overall 4% sales decrease. However, sales to other OEMs surged 125% YoY and 29% sequentially, while exports grew 8% YoY to 23,985 units, albeit down 23% sequentially. Notably, the Mini car segment recorded a 4% YoY and 6% MoM increase in sales, likely driven by improving rural incomes and a growing trend toward new car ownership.



Particulars	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
Mini	9,960	9,590	3.9%	9,395	6.0%	40,776	49,990	-18.4%
Compact	58,682	67,102	-12.5%	64,049	-8.4%	247,890	277,927	-10.8%
Mid-Size	603	1,348	-55.3%	572	5.4%	2,772	5,101	-45.7%
Utility Vehicles	56,302	62,049	-9.3%	52,373	7.5%	219,432	188,450	16.4%
Vans	11,916	12,037	-1.0%	10,771	10.6%	45,707	44,713	2.2%
Domestic PV Sales	137,463	152,126	-9.6%	137,160	0.2%	556,577	566,181	-1.7%
LCV	2,891	2,559	13.0%	2,758	4.8%	10,837	10,638	1.9%
Sales to Other OEM	10,702	4,746	125.5%	8,277	29.3%	34,950	17,424	100.6%
Exports	23,985	22,199	8.0%	31,033	-22.7%	94,545	85,417	10.7%
Total Sales	175,041	181,630	-3.6%	179,228	-2.3%	696,909	679,660	2.5%

TATA Motors

The company experienced a 5% MoM decline and an 11% YoY drop in total volumes, totalling 71,996 units. HCV and SCV sales saw significant declines, with the Passenger Carrier segment down 22% sequentially. However, the PV segment showed some resilience, posting a 3% sequential increase in domestic demand for the first time in five months, likely due to discounts on flagship SUVs like the Harrier, Safari, and other models. Despite this uptick, the segment is still down 6% YoY, with volumes recorded at 44,725 units. On a positive note, the international business continued to gain momentum, growing for the fourth consecutive month, particularly within the CV segment.



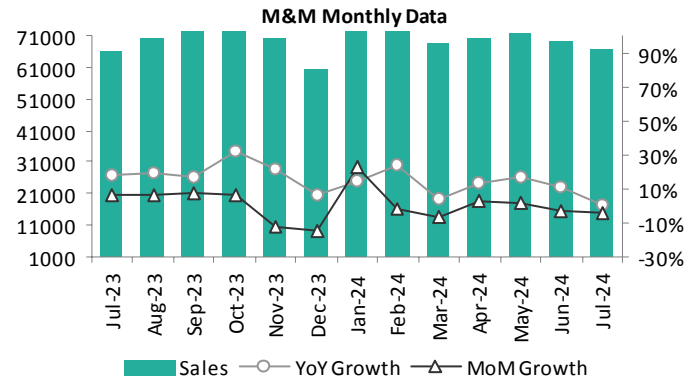
Particulars	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
CVs	25,436	31,216	-18.5%	30,623	-16.9%	113,051	113,441	-0.3%
PVs	44,725	47,628	-6.1%	43,524	2.8%	182,829	187,748	-2.6%
Total Domestic Sales	70,161	78,844	-11.0%	74,147	-5.4%	295,880	301,189	-1.8%
Exports	1,835	1,789	2.6%	1,457	25.9%	6,007	5,689	5.6%
Total Sales (D+E)	71,996	80,633	-10.7%	75,604	-4.8%	301,887	306,878	-1.6%

Automobiles

Mahindra & Mahindra

The SUVs of the company, which contribute almost 60% of the total vehicle sales, experienced a growth of 15% YoY and a 4% increase on a sequential basis, totalling 41,623 units. The company implemented a discounting strategy on its consistently performing model, the XUV700, to boost sales in the PV segment. In contrast, the CV segment faced challenges, as the demand for LCVs under 3.5T did not show positive growth either sequentially or yearly. On the other hand, LCVs over 3.5T experienced remarkable growth, with a 215% increase annually, although they accounted for only 16% of the total CVs sold in July.

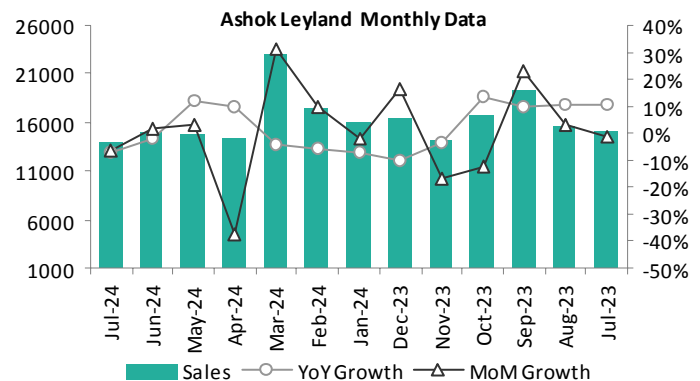
Exports of the company's vehicles lagged for the second month, reporting a 40% decrease YoY with only 1,515 units exported. In the tractor segment, however, there was a positive growth of 61% YoY and 13% sequentially, contributing to an overall growth of 8% in the entire tractor segment.



Particulars	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
VEHICLES								
Passenger vehicles	41,623	36,205	15.0%	40,022	4.0%	165,871	136,377	21.6%
CVs	19,713	20,898	-5.7%	20,594	-4.3%	82,235	82,150	0.1%
3 wheelers	3,593	6,481	-44.6%	6,184	-41.9%	21,248	24,261	-12.4%
Domestic Sales	64,929	63,584	2.1%	66,800	-2.8%	269,354	242,788	10.9%
Exports	1,515	2,540	-40.4%	2,597	-41.7%	8,640	9,474	-8.8%
Total Sales	66,444	66,124	0.5%	69,397	-4.3%	277,994	252,262	10.2%
TRACTORS								
Domestic Sales	25,587	24,168	5.9%	45,888	-44.2%	142,517	136,043	4.8%
Exports	1,622	1,007	61.1%	1,431	13.3%	6,159	4,141	48.7%
Total Sales	27,209	25,175	8.1%	47,319	-42.5%	148,676	140,184	6.1%

Ashok Leyland

In July, AL reported modest declines of 7% MoM and 8% YoY, with total volumes reaching 13,928 units. The truck segment, which accounts for nearly 46% of total volumes, experienced a significant annual decline of 20%. Conversely, both the Bus and LCV segments have shown strong performance, with current month volumes surpassing those of the same period last year. Specifically, in the domestic M&HCV market, where buses represent 26% of volumes, a robust YoY growth of 26% was observed. Furthermore, on the export front-where buses constitute approximately 60% of sales volumes-a remarkable 48% YoY growth was recorded.

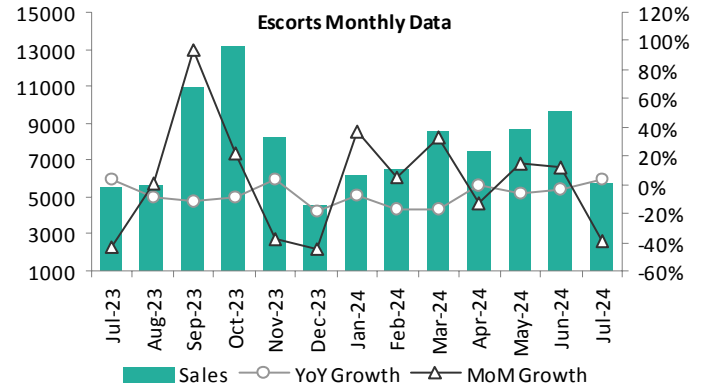


Particulars	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
M&HCVs (D+E)	8,440	9,571	-11.8%	9,519	-11.3%	36,325	35,736	1.6%
LCVs (D+E)	5,488	5,497	-0.2%	5,421	1.2%	21,496	20,661	4.0%
Total Sales (D+E)	13,928	15,068	-7.6%	14,940	-6.8%	57,821	56,397	2.5%

Automobiles

Escorts Kubota

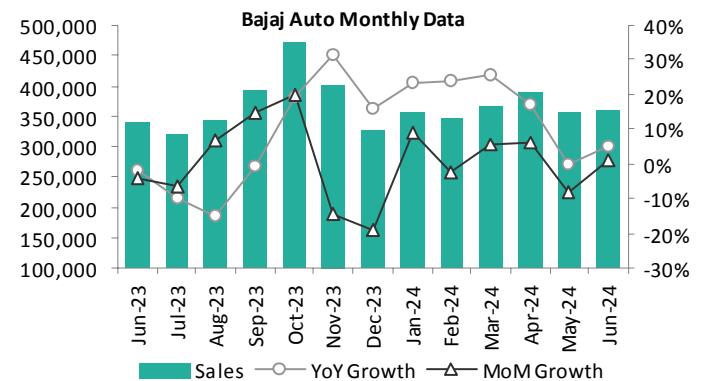
In July, the company's sales experienced flat YoY growth of 4% domestically and 3% internationally, driven by improved monsoon conditions and ongoing government support, including a rise in MSP and expanded Kharif crop sown areas. However, on a MoM basis, domestic demand for tractors plummeted by 43%, though this is expected to rebound during the festive season. Conversely, MoM exports surged by 81%, reaching levels not seen since February, highlighting a positive trajectory in the international market.



Particulars	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
Domestic Sales	5,346	5,161	3.6%	9,359	-42.9%	30,105	30,387	-0.9%
Exports	423	409	3.4%	234	80.8%	1,384	1,765	-21.6%
Total Sales	5,769	5,570	3.6%	9,593	-39.9%	31,489	32,152	-2.1%

Bajaj Auto

The company's 2W and 3W sales demonstrated a robust performance, achieving an 11% YoY increase to 297,541 and 56,628 units, respectively. Notably, domestic 2W sales reported the lowest volume this year, while domestic CV sales reached their highest levels, reflecting divergent trends within the segments. Overall, total sales rose by 11% YoY to 354,169 units; however, they experienced a slight sequential decline of 1%. Meanwhile, export sales remained relatively subdued, with a modest 2% YoY growth and a mere 1% growth on a MoM basis.

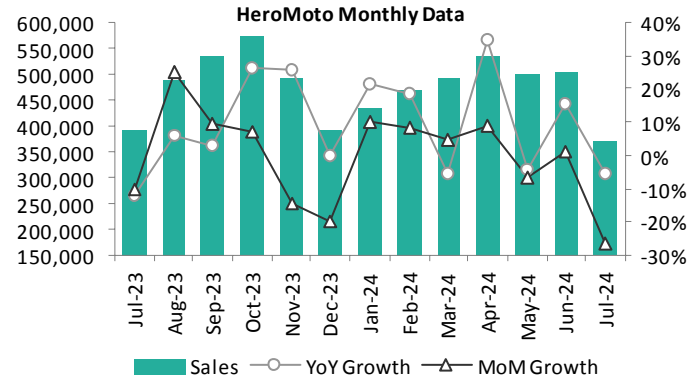


Particulars	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
2W	297,541	268,840	10.7%	303,646	-2.0%	1,248,458	1,158,170	7.8%
CV	56,628	50,907	11.2%	54,831	3.3%	207,767	188,984	9.9%
Total Sales (D+E)	354,169	319,747	10.8%	358,477	-1.2%	1,456,225	1,347,154	8.1%
Exports	143,172	140,484	1.9%	142,026	0.8%	554,607	526,335	5.4%

Automobiles

Hero Motocorp

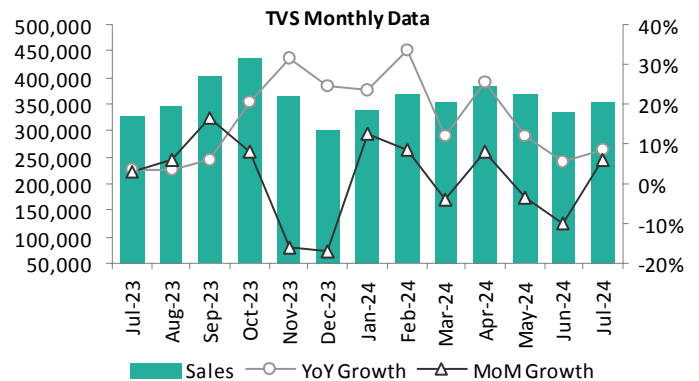
Hero Moto Domestic sales went down by 6% on YOY basis and 29% MoM to 3,47,535 units. Export sales however increased by 13% YOY and 89% MoM to 22,739 units. Overall sales was down by 5% YoY at 3,70,274 units.



Particulars	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
Domestic	347,535	371,204	-6.4%	491,416	-29.3%	1,831,697	1,688,454	8.5%
Exports	22,739	20,106	13.1%	12,032	89.0%	73,733	55,430	33.0%
Total Sales	370,274	391,310	-5.4%	503,448	-26.5%	1,905,430	1,743,884	9.3%

TVS Motors

The company's overall 2W sales recorded a 9% growth, rising from 3,12,307 units in July 2023 to 3,39,676 units in July 2024. Domestic two-wheeler sales grew by 8% with sales increasing from 2,35,230 units in July 2023 to 2,54,250 units in July 2024, while domestic 3W sales showed a substantial 50% growth compared to the previous year. EV sales surged by 61% YoY, reaching 21,442 units. Motorcycle sales grew by 5%, increasing from 1,53,942 units in July 2023 to 1,61,074 units in July 2024. Scooter sales saw a growth of 15%, rising from 1,21,941 units in July 2023 to 1,39,995 units in July 2024.



Particulars	Jul-24	Jul-23	YoY%	Jun-24	MoM%	YTD FY25	YTD FY24	% YoY
2 Wheelers	339,676	312,307	8.8%	322,168	5.4%	1,396,026	1,230,789	13.4%
3 Wheelers	14,464	13,670	5.8%	11,478	26.0%	45,289	48,432	-6.5%
Total Sales	354,140	325,977	8.6%	333,646	6.1%	1,441,315	1,279,221	12.7%
Exports	97,589	89,213	9.4%	76,074	28.3%	351,137	316,627	10.9%

Automobiles

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For statements on ownership and material conflicts of interest, compensation, etc. for individual Research Analyst(s), please refer to each specific research report.

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