Auto Sales Data I August 2019

Automobile sales in August 2019 declined significantly primarily due to inventory correction at dealer level. The sector continues to be affected by poor consumer sentiment, changeover to BS VI, slowdown in capital expenditure, liquidity crunch and insurance cost will have an negative effect on the auto sales.

Going forward the overall auto volumes will depend upon upcoming festive season, distribution of monsoon across the country and resolution of liquidity crunch.

Key Highlights of August, 2019 Auto Numbers

Passenger vehicle segment

Maruti Suzuki India total sales declined by 36.1% YoY at 93,173 units in August. **Mahindra & Mahindra's** PV segment sales number were down by 32% YoY at 13,507 units. **Tata motors** PV segment volumes declined by 57.8% YoY at 7,316 units. The decline in passenger vehicles sales is due to inventory correction, weak consumer sentiments.

CVs segment (M&HCVs/LCV)

Ashok Leyland overall CV sales numbers were down by 47% YoY to 9,231 units. **Tata Motors** CV volumes were down by 45.2% YoY to 21,824 units. **Volvo Eicher** total CV sales were down by 41.7% YoY to 3,538 units. **M&M** CV sales declined by 28% YoY to 14,684 units. **Maruti Suzuki India** total LCV sales down by 13.9% YoY at 1,555 units. **SML** total sales declined by 9% YoY to 677 units. The slowdown in CV segment is due to new axle load norms, low replacement demand, weak freight rates and inventory correction.

Two Wheeler Sales

Bajaj Auto's total motorcycle sale was down by 10% YoY to 325,300 units. **Hero Motocorp's** total sale down by 21% YoY to 543,406 units. **TVS Motors** two wheeler sales declined by 16% YoY to 275,851 units. **Royal Enfield**'s total motorcycle sale down by 19.3% YoY to 57,056 units. The decline in two wheeler sales is due to slowdown in economic activity especially in rural India and inventory correction. The month on month sales of two wheelers have improved which might be an indication of bottoming out. The confirmation of improvement in sales trend will be visible as the sales continue to improve going forward.

Tractor Segment

M&M reported decline of 17% YoY in tractors sales at 14,817 units. **Escorts** total tractor sales were by down by 16.1% YoY to 4,035 units. The decline in tractor segment is due to inventory correction and weak rural income.

Three-Wheelers

On Three wheeler front, **Bajaj Auto** reported a decline of 13% YoY to 64,726 units led by a growth in exports by 5% YoY to 152,276 units. **M&M** three wheeler sales were grew by 2% YoY to 5,373 units. **TVS Motors** three wheeler sales grew by 11% YoY to 14,604units. **Atul Auto** sales declined by 16.91% YoY to 3,681 units.

Exhibit 1: Bajaj Auto Limited Volume (Units)

Domestic:	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Motorcycle	173,024	218,437	-21%	170,978	1%	954,938	1,014,104	-6%
Three-Wheeler	35,085	37,194	-6%	34,492	2%	155,794	167,703	-7%
Total Domestic	**208,109**	**255,631**	**-19%**	**205,470**	**1%**	**1,110,732**	**1,181,807**	**-6%**
Exports:								
Motorcycle	152,276	144,486	5%	151,232	1%	775,199	711,463	9%
Three-Wheeler	29,641	36,975	-20%	24,828	19%	132,799	170,806	-22%
Total Exports:	**181,917**	**181,461**	**0%**	**176,060**	**3%**	**907,998**	**882,269**	**3%**
Total Sales	**390,026**	**437,092**	**-11%**	**381,530**	**2%**	**2,018,730**	**2,064,076**	**-2%**

Source: - Company, Bonanza Research

Exhibit 2: Hero Motocorp Limited Volumes (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Total Sales	**543,406**	**685,047**	**-21%**	**535,810**	**1%**	**2,922,136**	**3,469,858**	**-16%**

Source: - Company, Bonanza Research

Exhibit 3: Ashok Leyland Ltd Volume(Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
M&HCV	5,349	13,158	-59%	6,722	-20%	38,790	54,801	-29%
LCV	3,882	4228	-8%	4,205	-8%	20,976	19,912	5%
Total Sales	**9,231**	**17,386**	**-47%**	**10,927**	**-16%**	**59,766**	**74,713**	**-20%**

Source:-company, Bonanza Research

Exhibit 4: Maruti Suzuki India Ltd Volume (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Alto, A-Star, Old Wagon R	10,123	35,895	-71.8%	11,577	-12.6%	79,593	178,644	-55.4%
Swift, Baleno, Ritz, Celerio, Dzire, New WagnoR	54,274	71,364	-23.9%	57,512	-5.6%	316,964	378,404	-16.2%
Gypsy, Ertiga, S-Cross, Brezza	18,522	17,971	3.1%	15,178	22.0%	92,684	108,230	-14.4%
Omni and Eeco	8,658	13,663	-36.6%	9,814	-11.8%	51,131	74,242	-31.1%
Ciaz	1,596	7,002	-77.2%	2,397	-33.4%	12,696	17,769	-28.5%
Light commercial vehicle	**93,173**	**145,895**	**-36.1%**	**96,478**	**-3.4%**	**553,068**	**757,289**	**-27.0%**
Sales to other OEMs	1,555	1,805	-13.9%	1,732	-10.2%	9,855	8,401	17.3%
Total Domestic Sales	2,333	N.A	N.A	1,796	29.9%	8,625	N.A	
Total Exports Sales	**94,728**	**147,700**	**-35.9%**	**100,006**	**-5.3%**	**571,548**	**765,690**	**-25.4%**
Total Sales	**9,352**	**10,489**	**-10.8%**	**9,258**	**1.0%**	**46,723**	**47,347**	**-1.3%**

Source:-company, Bonanza Research

Exhibit 5: Mahindra & Mahindra Ltd Volume (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
PVs	13,507	19,758	-32%	16,831	-20%	89,738	100,318	-11%
Commercial Vehicles	14,684	20,326	-28%	15,969	-8%	82,247	96,550	-15%
3W	5373	5289	2%	4,674	15%	23,183	23,834	-3%
Exports	2521	2951	-15%	2,668	-6%	12,748	14,921	-15%
Total Auto Sales	36,085	48,324	-25%	40,142	-10%	207,916	235,623	-12%
Tractors	14,817	17,785	-17%	19,992	-26%	121,159	141,248	-14%
Total Sales	**50,902**	**66,109**	**-23%**	**60,134**	**-15%**	**329,075**	**376,871**	**-13%**

Source:-company, Bonanza Research

Exhibit 6: Royal Enfield Volume(Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Domestic								
Motorcycles upto 350cc	44,694	65,712	-32%	45,041	-1%	252,768	337,118	-25%
Motorcycles exceeding 350cc	8,210	3,665	124%	9,144	-10%	38,030	26,683	43%
Total Domestic Sales	**52,904**	**69,377**	**-24%**	**49,182**	**8%**	**290,798**	**363,801**	**-20%**
Exports	4,152	1,363	205%	5,003	-17%	18,434	9,061	103%
Total Sales	**57056**	**70,740**	**19.3%**	**54,185**	**5.3%**	**309,232**	**372,862**	**-17%**

Source:-company, Bonanza Research

Exhibit 7: VECV Volume (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Total Domestic Sales	3144	4,843	-35.1%	3,695	-14.9%	19,084	24,155	-21%
Total Export Sales	318	1,105	-71.2%	306	3.9%	1,513	3,838	-61%
Total Sales	**3,538**	**6,069**	**-41.7%**	**4,048**	**-12.6%**	**20,917**	**28,360**	**-26%**

Source:-company, Bonanza Research

Exhibit 8: Escorts Ltd Volume (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Domestic	3,763	4,674	-19.5%	4,505	-16.5%	28,390	34,096	-16.7%
Exports	272	138	97.1%	355	-23.4%	1,556	820	89.8%
Total Sales	**4,035**	**4,812**	**-16.1%**	**4,860**	**-17.0%**	**29,946**	**34,916**	**-14.2%**

Source:-company, Bonanza Research

Exhibit 9: TVS Motors Ltd (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Two Wheeler	275,851	330,076	-16%	265,679	4%	1,425,200	1,530,686	-7%
Three Wheeler	14,604	13,141	11%	13,786	6%	67,915	61,984	10%
Total Sales	**290,455**	**343,217**	**-15%**	**279,465**	**4%**	**1,493,115**	**1,592,670**	**-6%**

Source:-company, Bonanza Research

Exhibit 10: Tata Motors Ltd (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
PVs	7,316	17,351	-57.8%	10,485	-30.2%	54,746	87,367	-37%
Cvs	21,824	39,859	-45.2%	22,453	-2.8%	139,211	186,318	-25%
Total Sales	**29,140**	**57,210**	**-49.1%**	**32,938**	**-11.5%**	**193,957**	**273,685**	**-29%**

Source:-company, Bonanza Research

Exhibit 11: Atul Auto Motors Volumes (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Total Sales	**3,681**	**4,430**	**-16.91%**	**3,272**	**12.50%**	**17,467**	**18,853**	**-7.35%**

Source: - Company, Bonanza Research

Exhibit 12: SML Auto Volumes (Units)

Segment	19-Aug	18-Aug	YoY%	19-Jul	MoM%	YTD20	YTD19	YTD%
Total Sales	**677**	**744**	**-9.0%**	**857**	**-21.0%**	**5,816**	**6,028**	**-3.5%**

Source: - Company, Bonanza Research

Disclosure

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