

Auto Monthly Sales Updates for December 2010

Maruti Suzuki

Product	December-10	December-09	YoY	November-10	MoM	April-Dec 10	April-Dec 09	Change %
Domestic Sales (a)								
A1 (Maruti 800)	1,798	2,574	-30.1%	2,440	-26.3%	18,982	24,594	-22.8%
A2(Alto,wagonR,Zen,Swift,Ritz)	64,492	52,236	23.5%	74,063	-12.9%	585,523	459,507	27.4%
A3 (SX4, Swift Dzire)	9,362	7,843	19.4%	11,115	-15.8%	92,418	69,613	32.8%
C (Omni,Versa,Eeco)	13,547	8,088	67.5%	14,686	-7.8%	118,729	68,859	72.4%
MUV (Gypsy, Vitara)	270	259	4.2%	199	35.7%	4,698	2,835	65.7%
	89,469	71,000	26.0%	102,503	-12.7%	820,350	625,408	31.2%
Export Sales (b)	9,756	13,804	-29.3%	10,051	-2.9%	107,315	105,535	1.7%
Total Sales (a+b)	99,225	84,804	17.0%	112,554	-11.8%	927,665	730,943	26.9%

- Maruti sold 99,225 vehicles for the month of December 10 as against 84,804 units in December 09 a rise of 17.0% YoY basis. The company was closed for its bi-annual maintenance shutdown for 6 days during December 2010 (from 27th December 2010 to 1 January 2011) which resulted in 11.8% decline in sales in December 2010.
- The A2 Segment comprising of Alto, Wagon R, and Swift & Ritz saw a decline of 12.9% on a MoM Basis; while on a YoY Basis grew by 23.5% at 64,492 units.
- The C segment comprising Omni and Eeco continued to show a strong growth in the domestic market growing by 67.5% on a YoY basis.
- The A3 category, comprising of SX4 and Swift Dzire's sales grew by 19.4% YoY at 9,362 units
- Exports continued to slide for the third straight month and were down 2.9% on a MoM basis and 29.3% on a YoY basis at 9,756 units.
- Maruti is expected to launch the Kisashi a premium luxury sedan from parent Suzuki's stable. The car is expected to be priced in the Rs. 10-13 lakhs and is currently sold in Japan, North America & Australia.

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Tata Motors

Product	Dec10	Dec09	YoY	Nov10	MoM	April-Dec 10	April-Dec 09	Change %
Domestic Sales								
M&HCV	17,368	15,302	13.5%	14,703	18.1%	134,611	101,147	33.1%
LCV	24,558	18,217	34.8%	20,376	20.5%	180,965	154,061	17.5%
Cars								
Indica	5,923	4,228	40.1%	5,716	3.6%	72,798	79,847	-8.8%
Indigo	5,234	5,106	2.5%	6,009	-12.9%	60,781	34,466	76.4%
Nano	5,784	3,610	60.2%	509	1036.3%	46,760	17,534	166.7%
Total Cars	16,941	12,944	30.9%	12,234	38.5%	180,339	131,847	36.8%
Utility(Safari , Sumo)	2,765	1,710	61.7%	3,106	-11.0%	28,361	22,092	28.4%
Domestic Sales	61,632	48,173	27.9%	50,419	22.2%	524,276	409,147	28.1%
Export Sales	5,809	3,454	68.2%	4,203	38.2%	42,660	23,523	81.4%
Total Sales	67,441	51,627	30.6%	54,622	23.5%	566,936	432,670	31.0%
Fiat	1,007	1,008	-0.1%	1,025	-1.8%	15,920	18,096	-12.0%

- Tata Motors reported sales of 67,411 vehicles (including exports) for the month of December 10, an increase of 23.5% MoM and by 30.6% on a YoY basis.
- The M&HCV segment witnessed a growth of 13.5% on a YoY basis, and by 18.1% on a MoM basis at 17,368 units for December 2010. The LCV segment has witnessed a growth of 34.8% YoY, and by 20.5% MoM to 24,558 units. The M&HCV & LCV combined sales are at the highest levels since February 2010.
- The Cars segment showed an uptick on account of improved sales of the Tata Nano. The Nano sales stood at 5,784 units compared to 509 units in November.
- Exports grew 68.2% to 5,809 units for December 10 on a YoY basis, and by 38.2% MoM.
- Tata Motors has increased the prices across its passenger vehicles (except the newly launched Aria & Nano) by 1.5% from January on account of higher input cost.

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Ashok Leyland

Product	December-10	December-09	YoY	November-10	MoM	April-Dec 10	April-Dec 09	Change %
Domestic Sales (a)								
MDV Passanger	2001	2120	-5.6%	1,710	17.0%	14799	10920	-84%
MDV Goods	4353	3316	31.3%	2,132	104.2%	41322	22628	-91%
LCV	57	97	-41.2%	43	32.6%	505	548	-92%
Total	6411	5533	15.9%	3,885	65.0%	56626	34096	-89%
Export Sales (b)								
MDV Passanger	518	258	100.8%	523	-1.0%	3467	1382	-62%
MDV Goods	612	298	105.4%	727	-15.8%	4227	2414	-70%
LCV	27	21	28.6%	2	1250.0%	109	227	-99%
Total	1157	577	100.5%	1,252	-7.6%	7803	4023	-69%
Total Sales (a+b)	7568	6110	23.9%	5137	47.3%	64429	38119	-87%

- Ashok Leyland reported sales of 7,568 units in December 10 as against 6,110 units in December 09, a growth of 9.6% on a YoY basis. On a MoM basis sales were higher by 47.3%.
- Ashok Leyland Domestic sales were higher by 65% MoM and by 15.9% after declining for the month of October & November on supply constraints. Exports were lower by 7.6% MoM at 1,157 units.

Mahindra & Mahindra

Product	December-10	December-09	YoY	November-10	MoM	April-Dec 10	April-Dec 09	Change %
Passenger Uv's	14,705	11,904	23.5%	15,908	-7.6%	122,527	109,212	12.2%
Logan	896	308	190.9%	1,079	-17.0%	6,720	3,889	72.8%
4 Wheel pick ups (including Maimo;	10,161	6,933	46.6%	9,277	9.5%	73,972	49,002	51.0%
3 Wheelers	5,928	2,909	103.8%	5,410	9.6%	44,471	31,910	39.4%
MNAL	856	700	22.3%	817	4.8%	8,275	7,188	15.1%
Total Domestic	32,546	22,754	43.0%	32,491	0.2%	255,965	201,201	27.2%
Exports	1,516	1,247	21.6%	2,004	-24.4%	13,480	7,338	83.7%
Total	34,062	24,001	41.9%	34,495	-1.3%	269,445	208,539	29.2%
Total Farm Equipment	16,334	12,439	31.3%	24,281	-32.7%	154,265	127,670	20.8%
Total Sales	50,396	36,440	38.3%	58,776	-14.3%	423,710	336,209	26.0%

- Mahindra & Mahindra reported total sales of 50,396 units in December 10 as against 36,440 units in the corresponding month last year, a growth of 38.3% YoY basis, however declined by 14.3% on a MoM basis.
- The Farm Equipment segment recorded a 31.3% growth on a YoY basis; however declined by 32.7 % MoM.

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2-Wheelers

Company Name	December-10	December-09	YoY	November-10	MoM	April-Dec 10	April-Dec 09	Change %
BAJAJ AUTO								
-Motor Cycle	243,675	219,920	10.8%	265,036	-8.1%	2,550,350	1,794,455	42%
-Scooter Geared/Un Geared	-	509		-		27	4,593	
Two Wheeler (a)	243,675	220,429	10.5%	265,036	-8.1%	2,550,377	1,799,048	42%
Three Wheeler (b)	33,128	31,575	4.9%	34,195	-3.1%	325,357	244,655	33%
Total Sales (a+b)	276,803	252,004	9.8%	299,231	-7.5%	2,875,734	2,043,703	40.7%
TVS								
Domestic Sales								
- Motor Cycle	61,414	49,560	23.9%	62,995	-2.5%	618,006	458,186	35%
- 2 Wheeler (Others)	106,945	70,141	52.5%	90,887	17.7%	867,096	650,328	33%
Total Two Wheeler Sales	168,359	119,701	40.6%	153,882	9.4%	1,485,102	1,108,514	34%
3 Wheeler Sales	3,431	1,212	183.1%	3,159	8.6%	27,794	8,686	220%
Total Sales	171,790	120,913	42.1%	157,041	9.4%	1,512,896	1,117,200	35%
HERO HONDA								
Motorcycles	501,111	375,838	33.3%	421,366	18.9%	3,947,993	3,407,489	16%

Bajaj Auto

- Bajaj Auto's sales declined by 7.5% on a MoM basis for 2nd Straight months to 276,803 vehicles for December 2010
- Bajaj Auto's export sales were higher at 95,388 vehicles compared to 90,869 units in the previous month.

TVS

- TVS reported sales of 171,790 units in December 10 as against 120,913 units in the corresponding month last year growing by 42.1%.
- TVS Plans to ramp up Hosur plant production for the Wego from the current 12,000 units to 20,000 units per month; to meet the huge demand for the scooter. The company also plans to launch the vehicle in Tamil Nadu from the month of January or February 2011.

Hero Honda

- Hero Honda's motorcycle sales were up by 33.3% on a YoY basis at 5,01,111 units in December 10. On a MoM basis sales were higher by 18.9%.

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