

Auto Monthly Sales Updates for July 2010

Maruti Suzuki

Product	July-10	July-09	YoY	June-10	MoM	April -July10	April -July 09	Change %
Domestic Sales (a)								
A1 (Maruti 800)	1,680	2,796	-39.9%	2,090	-19.6%	8,586	9,915	-13.4%
A2(Alto,wagonR,Zen,Swift,Ritz)	64,079	48,115	33.2%	51,418	24.6%	234,592	194,848	20.4%
A3 (SX4, Swift Dzire)	10,352	9,101	13.7%	8,081	28.1%	39,310	29,048	35.3%
C (Omni,Versa,Eeco)	13,617	7,302	86.5%	9,914	37.4%	47,138	29,535	59.6%
MUV (Gypsy, Vitara)	386	214	80.4%	1,309	-70.5%	3,375	1,597	111.3%
	90,114	67,528	33.4%	72,812	23.8%	333,001	264,943	25.7%
Export Sales (b)	10,743	10,546	1.9%	15,279	-29.7%	51,180	39,860	28.4%
Total Sales (a+b)	100,857	78,074	29.2%	88,091	14.5%	384,181	304,803	26.0%

- Maruti sold 100,857 vehicles in July 10 as against 88,091 units in July 09 a rise of 29.2% YoY basis. Maruti's sales were higher by 14.5% MoM on a lower base given a week's maintenance shutdown in the month of June. Maruti recorded its highest ever Domestic sales at 90,114 vehicles in July 2010.
- The A2 Segment comprising of Alto, Wagon R, and Swift & Ritz grew 33.2% on a YoY basis and by 24.6% on a MoM basis.
- The C segment comprising Omni and Eeco continued to show a robust growth in the domestic market and grew 86.5% on a YoY basis. On a MoM basis we saw a growth of 37.4% at 13,617 vehicles in this segment.
- The MUV segment which comprises Gypsy, Grand Vitara etc, saw a gain of 80.4% during the month compared to sales in July 09. On a MoM basis we saw a drop of 70.5% given the higher base effect in June.
- In the A3 category, comprising of SX4 and Swift Dzire, we saw a growth of 13.7% YoY while on a MoM basis sales grew by 28.1%.
- Exports were up by 1.9% on a YoY basis at 10,743 units in July 10 against 10,546 units in July 09. On a MoM basis export sales declined 29.7% due to a dip in exports in the European region.
- Maruti has increased the prices of all the models (Except Alto) between Rs 2500-7500 citing increased input costs effective 3rd August.
- Maruti has launched the Alto K on 4th August 2010. The car equipped with a higher capacity engine is at a premium to the existing range. The introductory price for the Alto K Lxi version is at Rs 3.03 lakhs & Vxi at 3.16 lakhs (Ex showroom Delhi). The existing Alto clocks in around 20,000 units every month & expects the newer K series model to contribute to higher sales in the A2 segment.
- Maruti also plans to launch Kizashi a premium luxury sedan from parent Suzuki's stable by the end of 2010. The car is expected to be priced in the Rs. 10-13 lakhs and is currently undergoing customization to Indian Conditions. The Car is currently sold in Japan, North America & Australia.

Auto Monthly Sales Updates for July 2010

Tata Motors

Product	July-10	July-09	YoY	June-10	MoM	April -July10	April -July 09	Change %
Domestic Sales								
M&HCV	15,256	10,658	43.1%	15,139	0.8%	57,412	37,284	54.0%
LCV	20,438	17,750	15.1%	19,652	4.0%	75,511	63,220	19.4%
Cars								
Indica	8,606	8,563	0.5%	9,003	-4.4%	35,113	37,412	-6.1%
Indigo	7,007	3,499	100.3%	7,502	-6.6%	28,310	12,422	127.9%
Nano	9,000	2,475	263.6%	7,704	16.8%	23,779	2,475	860.8%
Total Cars	24,613	14,537	69.3%	24,209	1.7%	87,202	52,309	66.7%
Utility(Safari , Sumo)	3,251	2,654	22.5%	3,602	-9.7%	12,901	10,719	20.4%
Domestic Sales	63,558	45,599	39.4%	62,602	1.5%	233,026	163,532	42.5%
Export Sales	4,241	2,455	72.7%	5,128	-17.3%	16,484	7,676	114.7%
Total Sales	67,799	48,054	41.1%	67,730	0.1%	249,510	171,208	45.7%
Fiat	2,301	2,690	-14.5%	2,137	7.7%	8,401	7,544	11.4%

- Tata Motors reported sales of 67,799 vehicles (including exports) for the month of July 10, a growth of 41.1%. We saw an increase of 0.1% on a MoM basis on back of higher sales from Nano.
- The M&HCV segment witnessed a growth of 43.1% on a YoY basis & 0.8% on a MoM basis at 15,256 units for July 2010.
- The Cars segment registered a growth of 69.3% at 24,613 units for July 10 on back of continued growth seen on the Nano side. Indica's sales fell 4.4% on a MoM basis, however were flat on a YoY basis. Indigo's sales doubled growing 100.3% on a YoY basis at 7,007 units, however a drop of 6.6% was seen on a MoM basis.
- The LCV segment has witnessed a growth of 15.1% YoY & by 4.0% MoM to 20,438 units In July 10.
- The sales of Utility vehicles grew 22.5% in the month of July 10 to 3,251 units from 2,654 units in July 09; however declined by 9.7% on a MoM basis.
- Exports grew 72.7% to 4,241 units for July 10 on a YoY basis but declined by 17.3% on a MoM basis.

Auto Monthly Sales Updates for July 2010

Ashok Leyland

Product	July-10	July-09	YoY	June-10	MoM	April -July10	April -July 09	Change %
Domestic Sales (a)								
MDV Passanger	1423	974	46.1%	1795	-20.7%	5607	3185	-44%
MDV Goods	4544	2516	80.6%	5608	-19.0%	19603	6967	-20%
LCV	55	70	-21.4%	96	-42.7%	274	198	-52%
Total	6022	3560	69.2%	7499	-19.7%	25484	10432	-28%
Export Sales (b)								
MDV Passanger	329	122	169.7%	409	-19.6%	1233	396	3%
MDV Goods	391	362	8.0%	472	-17.2%	1371	888	-47%
LCV	5	21	-76.2%	20	-75.0%	61	124	-84%
Total	725	505	43.6%	901	-19.5%	2665	1536	-41%
Total Sales (a+b)	6747	4065	66.0%	8400	-19.7%	28149	11968	-30%

- Ashok Leyland reported sales of 6,747 units in July 10 as against 4,065 units in July 09, a growth of 66.0% on a YoY basis. On a MoM basis sales fell by 19.7%. The Company was hit by supply side constraints on the tyre front as well of fuel injection pumps affecting the production of vehicles.
- Ashok Leyland is expecting total vehicle sales closer to the 90,000 units for the year as compared to their previous estimate of around 85,000 units.
- Ashok Leyland has bought a 26% stake in Optare; a UK based bus manufacturer. Optare has close to 34% market share in UK specializing in low-floor mid sized buses as well as modern range of buses.

Mahindra & Mahindra

Product	July-10	July-09	YoY	June-10	MoM	April -July10	April -July 09	Change %
Uvs	16,720	16,688	0.2%	17,010	-1.7%	70,668	65,408	8.0%
Logan	752	444	69.4%	563	33.6%	2,068	1,922	7.6%
LCVs	1,007	1,019	-1.2%	1,111	-9.4%	3,985	3,513	13.4%
Total 4 wheelers	18,479	18,151	1.8%	18,684	-1.1%	76,721	70,842	8.3%
3-wheelers	7,824	3,806	105.6%	7,559	3.5%	27,900	12,838	117.3%
Farm Equipment	13,534	12,128	11.6%	15,411	-12.2%	61,252	54,091	13.2%
	21,358	15,934	34.0%	22,970	-7.0%	89,152	66,929	33.2%
Total(Dom.)Vehicles	39,837	34,085	16.9%	41,654	-4.4%	165,873	137,771	20.4%
Exports	2,804	1,228	128.3%	2,380	17.8%	8,511	3,793	124.4%
Total Sales (Dom.+Exp)	42,641	35,313	20.8%	44,034	-3.2%	174,384	141,564	23.2%

- Mahindra & Mahindra reported total sales of 42,641 units in July 10 as against 35,313 units in the corresponding month last year, a growth of 20.8% YoY basis, however on a MoM basis we saw a marginal decline of 3.2%
- Exports for the month of July 10 stood at 2,804 units as against 1,228 units in July 09, a growth of 128.3% on a YoY basis. On a MoM basis the exports grew by 17.8%.
- The Farm Equipment sales showed a decline of 12.2% on a MoM basis. We continued to see the Logan register a growth of 33.6% on a MoM basis at 752 units for July 10.

Auto Monthly Sales Updates for July 2010

2-Wheelers

Company Name	July-10	July-09	YoY	June-10	MoM	April -July10	April -July 09	Change %
BAJAJ AUTO								
-Motor Cycle	279781	168163	66.4%	282808	-1.1%	1108172	650890	70%
-Scooter Geared/Un Geared	0	568		0		27	2261	
Two Wheeler (a)	279781	168731	65.8%	282808	-1.1%	1108199	653151	70%
Three Wheeler (b)	38634	24104	60.3%	32614	18.5%	138552	87346	59%
Total Sales (a+b)	318415	192835	65.1%	315422	0.9%	1246751	740497	68%
TVS								
Domestic Sales								
- Motor Cycle	61051	42998	42.0%	66452	-8.1%	261,409	195776	34%
- 2 Wheeler	81988	64935	26.3%	70450	16.4%	278,311	227235	22%
- 3 Wheeler	3108	1005	209.3%	3003	3.5%	10,907	3228	238%
	146147	108938	34.2%	139905	4.5%	550,627	426239	29%
Export Sales	20067	13061	53.6%	16780	19.6%	74,111	44417	67%
Total Sales	166214	121999	36.2%	156685	6.1%	624738	470656	33%
HERO HONDA								
Motorcycles	427,686	366,808	16.6%	426,454	0.3%	1,661,725	1,485,117	12%

Bajaj Auto

- Bajaj Auto's recorded its highest ever sales in the month of July with two wheeler sales growing by 65.1% at 318,415 units in July 10 as against 192,835 units in July 09 and 0.9% on a MoM basis.
- Bajaj Auto's sales were aided by continued growth of its 2 key brands Pulsar and Discover.
- With additional Motorcycle capacity going on stream from the month of July, the management expects the sales to be scaled to around 300,000 units/month for the month of August.

TVS

- TVS reported sales of 166,214 in July 10 as against 121,999 units in the corresponding month last year which shows a growth of 36.2%.
- Its motor cycle segment sales increased by 42.0% YoY and 2 wheelers sales figures showed an increase of 26.3% YoY.
- The exports grew from 13,061 units to 20,067 units up 53.6% on a YoY basis and by 19.6% on a MoM basis
- The company's 3-wheeler continued to grow registering a growth of 209.3% on a YoY basis at 3,003 units for July 10. On a MoM basis we saw a growth of 3.5%.

Hero Honda

- Hero Honda's motorcycle sales were up by 16.6% on a YoY basis at 427,686 units in July 10. On a MoM basis sales were flat growing 0.3%. For the 3rd consecutive month the company clocked sales over 425,000 vehicles.

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