

Auto Monthly Sales Updates for October 2010

Maruti Suzuki

Product	October-10	October-09	YoY	September-10	MoM	April-Oct 10	April-Oct 09	Change %
Domestic Sales (a)								
A1 (Maruti 800)	2,631	3,124	-15.8%	1,608	63.6%	14,744	18,980	-22.3%
A2(Alto,wagonR,Zen,Swift,Ritz)	77,502	51,437	50.7%	68,921	12.5%	446,968	351,266	27.2%
A3 (SX4, Swift Dzire)	11,621	8,804	32.0%	10,531	10.4%	71,941	53,029	35.7%
C (Omni,Versa,Eeco)	15,379	8,018	91.8%	13,822	11.3%	90,496	52,451	72.5%
MUV (Gypsy, Vitara)	422	168	151.2%	266	58.6%	4,229	2,323	82.0%
	107,555	71,551	50.3%	95,148	13.0%	628,378	478,049	31.4%
Export Sales (b)	11,353	13,864	-18.1%	12,858	-11.7%	87,508	80,283	9.0%
Total Sales (a+b)	118,908	85,415	39.2%	108,006	10.1%	715,886	558,332	28.2%

- Maruti sold 118,908 vehicles for the month of October 10 as against 85,415 units in October 09 a rise of 39.2% YoY basis. Maruti's sales were higher by 10.1% MoM on back of strong festive demand; clocking volumes of One Lac units for the third consecutive month. Maruti recorded its highest ever Domestic sales at 107,555 vehicles in October 2010. The A2; A3 and C segment recorded their highest ever sales in the month of October 2010.
- The A2 Segment comprising of Alto, Wagon R, and Swift & Ritz registered its highest sales at 77,502 units growing by 50.7 % YoY and 12.5% on a MoM basis.
- The C segment comprising Omni and Eeco continued to show a robust growth in the domestic market on back of strong demand for the Eeco showed a growth of 91.8% on a YoY basis. On a MoM basis sales were higher by 11.3 %
- The A3 category, comprising of SX4 and Swift Dzire, saw a growth of 32.0% YoY while on a MoM basis sales were up 11.3%.
- Exports were down 11% on a MoM basis and by 18.1% on a YoY basis. on account of lower demand from the European Region.

Auto Monthly Sales Updates for October 2010

Tata Motors

Product	October-10	October-09	YoY	September-10	MoM	April-Oct 10	April-Oct 09	Change %
Domestic Sales								
M&HCV	13,640	11,916	14.5%	16,637	-18.0%	102,540	73,338	39.8%
LCV	20,689	18,625	11.1%	19,097	8.3%	136,031	118,943	14.4%
Cars								
Indica	9,732	9,640	1.0%	8,783	10.8%	61,159	66,508	-8.0%
Indigo	8,292	4,899	69.3%	6,258	32.5%	49,538	23,397	111.7%
Nano	3,065	3,018	1.6%	5,520	-44.5%	40,467	10,518	284.7%
Total Cars	24,478	17,557	39.4%	20,561	19.1%	154,553	100,423	53.9%
Utility(Safari , Sumo)	3,389	2,454	38.1%	3,316	2.2%	22,490	18,156	23.9%
Domestic Sales	58,807	50,552	16.3%	59,611	-1.3%	412,225	310,860	32.6%
Export Sales	5,950	2,852	108.6%	5,057	17.7%	32,648	16,075	103.1%
Total Sales	64,757	53,404	21.3%	64,668	0.1%	444,873	326,935	36.1%
Fiat	2,025	2,221	-8.8%	1,650	22.7%	13,888	15,123	-8.2%

- Tata Motors reported sales of 64,757 vehicles (including exports) for the month of October 10, a growth of 21.3%; however sales stood flat on a MoM basis.
- The M&HCV segment witnessed a growth of 14.5% on a YoY basis, but declined 18% on a MoM basis at 13,640 units for October 2010. The LCV segment has witnessed a growth of 11.1% YoY and 8.3 % MoM to 20,689 units in October 10.
- The Cars segment registered a growth of 39.4% YoY and by 19.1% MoM at 24,478 units for October 10. Indigo drove the sales higher growing 32.5% MoM and by 69.3% YoY. Nano's continued to remain lower for the 2nd straight month. The company has further raised the prices by Rs 9,000 from the 1st of November.
- Exports grew 108.6% to 5,950 units for October 10 on a YoY basis, and by 17.7% on a MoM basis.
- Tata Motors is expected to launch Tata Venture a seven seater multipurpose van in a price range between Rs 4.5- Rs 6.5 lacs. The cars is expected to compete against Maruti's Eeco in the C segment which contributes over 10,000 units to Maruti's Sales.



Auto Monthly Sales Updates for October 2010

Ashok Leyland

Product	October-10	October-09	YoY	September-10	MoM	April-Oct 10	April-Oct 09	Change %
Domestic Sales (a)								
MDV Passanger	1469	1451	1.2%	2156	-31.9%	11088	7309	-71%
MDV Goods	3120	3400	-8.2%	7318	-57.4%	34837	16614	-56%
LCV	39	83	-53.0%	39	0.0%	405	403	-90%
Total	4628	4934	-6.2%	9513	-51.4%	46330	24326	-61%
Export Sales (b)								
MDV Passanger	453	116	290.5%	403	12.4%	2426	932	-57%
MDV Goods	640	273	134.4%	440	45.5%	2888	1886	-77%
LCV	11	10	10.0%	7	57.1%	80	179	-96%
Total	1104	399	176.7%	850	29.9%	5394	2997	-72%
Total Sales (a+b)	5732	5333	7.5%	10363	-44.7%	51724	27323	-62%

- Ashok Leyland reported sales of 5,732 units in October 10 as against 5,333 units in October 09, a growth of 7.5% on a YoY basis. On a MoM basis sales were down by 44.7% .
- Ashok Leyland launched 10 models of tippers and tractor trailers in the 16- tone to 49 tonne segment built under the U Truck platform on 2ND November. The vehicles will be available on sale within 6 weeks. The price of the tractor trailers will range between Rs16.32 lakhs – Rs 23.41 lakhs & U Truck tippers will range between Rs 14.43- Rs 31.81 lakhs.

Mahindra & Mahindra

Product	October-10	October-09	YoY	September-10	MoM	April-Oct 10	April-Oct 09	Change %
Uvs	25,185	19,165	31.4%	25,792	-2.4%	142,172	123,165	15.4%
Logan	1,079	401	169.1%	1,000	7.9%	4,948	3,302	49.8%
LCVs	817	841	-2.9%	1,069	-23.6%	6,744	5,710	18.1%
Total 4 wheelers	27,081	20,407	32.7%	27,861	-2.8%	153,864	132,176	16.4%
3-wheelers	5,410	4,131	31.0%	6,005	-9.9%	44,389	24,883	78.4%
Farm Equipment	23,378	17,796	31.4%	17,481	33.7%	115,546	99,033	16.7%
Total(Dom.)Vehicles	55,869	42,334	32.0%	51,347	8.8%	313,799	256,092	22.5%
Exports	2,907	2,108	37.9%	1,311	121.7%	14,357	8,092	77.4%
Total Sales (Dom.+Exp)	58,776	44,442	32.3%	52,658	11.6%	328,156	264,184	24.2%

- Mahindra & Mahindra reported total sales of 58,776 units in October 10 as against 44,442 units in the corresponding month last year, a growth of 32.3% YoY basis, and 11.6% on a MoM basis.
- The Farm Equipment segment recored a strong 33.7% on a MoM basis at 23,378 units for October 2010.

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2-Wheelers

Company Name	October-10	October-09	YoY	September-10	MoM	April-Oct 10	April-Oct 09	Change %
BAJAJ AUTO								
-Motor Cycle	329776	249681	32.1%	314515	4.9%	2041639	1332145	53%
-Scooter Geared/Un Geared	0	293		0		27	3826	
Two Wheeler (a)	329776	249974	31.9%	314515	4.9%	2041666	1335971	53%
Three Wheeler (b)	41040	30481	34.6%	38254	7.3%	258034	178969	44%
Total Sales (a+b)	370816	280455	32.2%	352769	5.1%	2299700	1514940	52%
TVS								
Domestic Sales								
- Motor Cycle	84233	56465	49.2%	81381	3.5%	493,597	363,546	36%
- 2 Wheeler	86089	62098	38.6%	80815	6.5%	523,096	423,171	24%
- 3 Wheeler	3449	912	278.2%	3222	7.0%	21,204	6,373	233%
	173771	118563	46.6%	165418	5.0%	1,037,897	792,178	31%
Export Sales	18051	12466	44.8%	19365	-6.8%	130,555	78,902	65%
Total Sales	191822	131029	46.4%	184783	3.8%	1168452	871,080	34%
HERO HONDA								
Motorcycles	505,533	354,156	42.7%	433,641	16.6%	3,025,516	2,650,273	14%

Bajaj Auto

- Bajaj Auto's continued to record its highest ever sales in the month of October with sales growing by 32.2% at 370,816 units for the month as against 280,455 units in October 09 and by 3.8% on a MoM basis.
- Bajaj Auto's sales were aided by continued growth of its 2 key brands Pulsar and Discover with Pulsar recording its highest ever sales at 94,598.

TVS

- TVS reported its highest ever sales of 191,822 in October 10 as against 131,029 units in the corresponding month last year growing by 46.4%.
- The motor cycle segment sales increased by 49.2% YoY and 2 wheelers sales figures showed an increase of 38.6% YoY.
- The exports grew from 12,466 units to 18,051 units up 44.8% on a YoY basis however was lower by 6.8% on a MoM basis

Hero Honda

- Hero Honda's motorcycle sales were up by 16.61% on a YoY basis at 505,533 units in October 10. On a MoM basis sales were higher by 14% primarily on account of strong festive demand coupled with the inventory pile up seen in the last month.

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