

Auto Monthly Sales Updates for September 2010

Maruti Suzuki

Product	September-10	September-09	YoY	August-10	MoM	April-Sept 10	April-Sept 09	Change %
Domestic Sales (a)								
A1 (Maruti 800)	1,608	3,207	-49.9%	1,919	-16.2%	12,113	15,856	-23.6%
A2(Alto,wagonR,Zen,Swift,Ritz)	68,921	52,508	31.3%	65,953	4.5%	369,466	299,829	23.2%
A3 (SX4, Swift Dzire)	10,531	7,356	43.2%	10,479	0.5%	60,320	44,225	36.4%
C (Omni,Versa,Eeco)	13,822	8,297	66.6%	14,157	-2.4%	75,117	44,433	69.1%
MUV (Gypsy, Vitara)	266	226	17.7%	166	60.2%	3,807	2,155	76.7%
	95,148	71,594	32.9%	92,674	2.7%	520,823	406,498	28.1%
Export Sales (b)	12,858	11,712	9.8%	12,117	6.1%	76,155	66,419	14.7%
Total Sales (a+b)	108,006	83,306	29.6%	104,791	3.1%	596,978	472,917	26.2%

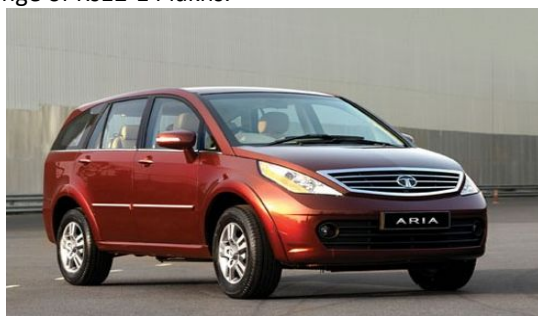
- Maruti sold 108,006 vehicles in September 10 as against 83,306 units in September 09 a rise of 29.6% YoY basis. Maruti's sales were higher by 3.1% MoM on back of increased demand in the A2 segment and exports. Maruti recorded its highest ever Domestic sales at 95,148 vehicles in September 2010.
- The A2 Segment comprising of Alto, Wagon R, and Swift & Ritz grew 31.3% on a YoY basis and by 4.5% 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 66.6% on a YoY basis. On a MoM basis we saw a decline of 2.4% at 13,822 units.
- The A3 category, comprising of SX4 and Swift Dzire, saw a growth of 43.2% YoY while on a MoM basis sales were flat up 0.5%.
- Exports were up by 9.8% on a YoY basis at 12,858 units in August 10 against 12,117 units in August 09. On a MoM basis export rose by 6.1%
- Maruti is aiming to sell a total of 1.1 lakhs cars for the month of October considering the demand from the festive season. The company has announced that they would not be increasing prices despite running at 130% of capacity utilization. However owing to stronger demand, the Discounts are expected to be much lower compared to previous years

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Tata Motors

Product	September-10	September-09	YoY	August-10	MoM	April-Sept 10	April-Sept 09	Change %
Domestic Sales								
M&HCV	16,637	13,020	27.8%	14,851	12.0%	88,900	61,422	44.7%
LCV	19,097	18,454	3.5%	20,734	-7.9%	115,342	100,318	15.0%
Cars								
Indica	8,783	9,858	-10.9%	7,531	16.6%	51,427	56,868	-9.6%
Indigo	6,258	3,420	83.0%	6,678	-6.3%	41,246	18,498	123.0%
Nano	5,520	2,524	118.7%	8,103	-31.9%	37,402	7,500	398.7%
Total Cars	20,561	15,802	30.1%	22,312	-7.8%	130,075	82,866	57.0%
Utility(Safari , Sumo)	3,316	2,374	39.7%	2,884	15.0%	19,101	15,702	21.6%
Domestic Sales	59,611	49,650	20.1%	60,781	-1.9%	353,418	260,308	35.8%
Export Sales	5,057	2,863	76.6%	5,157	-1.9%	26,698	13,223	101.9%
Total Sales	64,668	52,513	23.1%	65,938	-1.9%	380,116	273,531	39.0%
Fiat	2,576	2,567	0.4%	1,812	42.2%	12,789	12,893	-0.8%

- Tata Motors reported sales of 64,668 vehicles (including exports) for the month of September 10, a growth of 23.1%. We saw an decline of 1.9% on a MoM basis on back of weaker sales of the Tata Nano.
- The M&HCV segment witnessed a growth of 27.8% on a YoY basis, and by 12.0% on a MoM basis at 16,637 units for September 2010. The LCV segment has witnessed a growth of 3.5% YoY & to 19,097 units in September 10; however declined by 7.9% on a MoM basis.
- The Cars segment registered a growth of 30.1% at 20,561 units for September 10, however saw a decline of 7.8% on a MoM basis. Indica's sales fell 10.9% on a YoY basis to 8,783 units. Indigo's sales doubled on a lower base growing 118.7% on a YoY basis at 6,258 units, however a drop of 6.3% was seen on a MoM basis.
- Exports grew 76.6% to 5,057 units for September 10 on a YoY basis, but declined by 1.9% on a MoM basis.
- Tata Motors has hiked the prices across its passenger and commercial vehicle effective 1st October on back of higher input costs coupled with introduction of higher specifications in vehicles to meet the BSIII emission norms..The price increase for the Tata Indigo and Tata Indica is in the range of Rs 4,500-14,000; whereas the increase in the commercial range is between Rs 5,000-40,000.
- Tata Motors plans to launch the Tata Aria (a cross over between a MUV & SUV) on 11th October and is expected in the range of Rs12-14 lakhs.



Auto Monthly Sales Updates for September 2010

Ashok Leyland

Product	September-10	September-09	YoY	August-10	MoM	April-Sept 10	April-Sept 09	Change %
Domestic Sales (a)								
MDV Passanger	2156	1392	54.9%	1856	16.2%	9619	5858	-68%
MDV Goods	7318	3367	117.3%	4796	52.6%	31717	13214	-64%
LCV	39	50	-22.0%	53	-26.4%	366	320	-83%
Total	9513	4809	97.8%	6705	41.9%	41702	19392	-65%
Export Sales (b)								
MDV Passanger	403	204	97.5%	337	19.6%	1973	816	-59%
MDV Goods	440	402	9.5%	437	0.7%	2248	1613	-73%
LCV	7	33	-78.8%	1	600.0%	69	169	-99%
Total	850	639	33.0%	775	9.7%	4290	2598	-70%
Total Sales (a+b)	10363	5448	90.2%	7480	38.5%	45992	21990	-66%

- Ashok Leyland reported sales of 10,363 units in September 10 as against 5,448 units in September 09, a growth of 90.2% on a YoY basis. On a MoM basis sales grew by 38.5%. The increase in sales was on back of the inventory pile up in the month of August.
- Ashok Leyland's Domestic sales grew by 41.9% on a MoM basis, whereas Exports witnessed a growth of 9.7% on a MoM basis.
- Ashok Leyland has increased the prices by 3% effective 1st October across all models to mitigate the increase in raw material prices. A further 3% hike would be passed on account of switchover to the new emission standards.

Mahindra & Mahindra

Product	September-10	September-09	YoY	August-10	MoM	April-Sept 10	April-Sept 09	Change %
Uvs	25,792	21,961	17.4%	20,527	25.6%	116,987	104,000	12.5%
Logan	1,000	510	96.1%	801	24.8%	3,869	2,901	33.4%
LCVs	1,069	698	53.2%	873	22.5%	5,927	4,869	21.7%
Total 4 wheelers	27,861	23,169	20.3%	22,201	25.5%	126,783	111,769	13.4%
3-wheelers	6,005	4,262	40.9%	5,074	18.3%	38,979	20,752	87.8%
Farm Equipment	17,481	16,986	2.9%	13,435	30.1%	95,657	83,867	14.1%
Total(Dom.)Vehicles	51,347	44,417	15.6%	40,710	26.1%	261,419	216,388	20.8%
Exports	1,311	1,003	30.7%	1,628	-19.5%	8,460	3,757	125.2%
Total Sales (Dom.+Exp)	52,658	45,420	15.9%	42,338	24.4%	269,879	220,145	22.6%

- Mahindra & Mahindra reported total sales of 52,658 units in September 10 as against 45,120 units in the corresponding month last year, a growth of 16.7% YoY basis, however MoM basis sales were higher by 24.4%
- Exports for the month of September 10 stood at 1,311 units as against 703 units in September 09, a growth of 86.5% on a YoY basis. On a MoM basis the exports fell by 19.5%.
- M&M has also increased the prices across its range between Rs 3000 -8000 on back of higher input costs & new emission norms.

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2-Wheelers

Company Name	September-10	September-09	YoY	August-10	MoM	April-Sept 10	April-Sept 09	Change %
BAJAJ AUTO								
-Motor Cycle	314515	249133	26.2%	289176	8.8%	1711863	1082464	58%
-Scooter Geared/Un Geared	0	662		0		27	3533	
Two Wheeler (a)	314515	249795	25.9%	289176	8.8%	1711890	1085997	58%
Three Wheeler (b)	38254	31121	22.9%	40188	-4.8%	216994	148488	46%
Total Sales (a+b)	352769	280916	25.6%	329364	7.1%	1928884	1234485	56%
TVS								
Domestic Sales								
- Motor Cycle	81381	60178	35.2%	66574	22.2%	409,364	307,081	33%
- 2 Wheeler	80815	70903	14.0%	77881	3.8%	437,007	361,073	21%
- 3 Wheeler	3222	1200		3626	-11.1%	17,755	5,461	225%
	165418	132281	25.1%	148081	11.7%	864,126	673,615	28%
Export Sales	19365	10272	88.5%	19028	1.8%	112,504	66,436	69%
Total Sales	184783	142553	29.6%	167109	10.6%	976630	740,051	32%
HERO HONDA								
Motorcycles	433,641	401,000	8.1%	424,617	2.1%	2,519,983	2,296,117	10%

Bajaj Auto

- Bajaj Auto's recorded its highest ever sales in the month of September with sales growing by 25.9% at 352,769 units for the month as against 280,916 units in August 09 and by 7.1% on a MoM basis.
- Bajaj Auto's sales were aided by continued growth of its 2 key brands Pulsar and Discover achieving their highest ever sales.

TVS

- TVS reported its highest ever sales of 184,783 in September 10 as against 142,553 units in the corresponding month last year growing by 29.6%.
- The motor cycle segment sales increased by 35.2% YoY and 2 wheelers sales figures showed an increase of 12.1% YoY.
- The exports grew from 10,272 units to 19,365 units up 88.5% on a YoY basis and by 1.8% on a MoM basis

Hero Honda

- Hero Honda's motorcycle sales were up by 8.1% on a YoY basis at 433,641 units in August 10. On a MoM basis sales were higher by 2.1%. For the 5th consecutive month the company has managed to clock sales over 420,000 vehicles.
- Hero Honda has recently launched a new version of its highest selling motorcycle, Splendor, priced at Rs 39,950 and Rs 41,950. The company further plans to launch new variants in the coming month to target the festive season.

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Ashish Khetan

Research Analyst

Tel: 022 30272259

Email: ashish.khetan@nirmalbang.com

Aditya Powani

Research Associate

Tel: 022 30272241

aditya.powani@nirmalbang.com

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