Indian PV Product and Market Analysis
India will be second largest Car Market by 2030

Indian Car market will overtake German, Japan & USA Car Market

Indian Car market will be Second largest Car market by 2030

Source: ACG Databank
• Indian Economy will be second largest economy by 2050 after China
• It will contribute 15% in 2050 from 7% in 2016
• In terms of Car density, India is at 7th place after Japan, Germany and even Brazil

Source: World Bank, Morgan Stanley, ACG Databank
Top Global Passenger Car Markets

- China is the largest car market with CAGR of 17% in last 10 years
- Indian is currently 5th largest car market with CAGR of 8% from 2008 to 2016

Source: ACG Databank
- The Car volume difference between India, Germany and Japan are minor only.
- Indian market is dominated by Economy class vehicle segment, and Japan and Germany market are dominated by premier segment vehicle.

Source: ACG Global Car Report 2016
Indian PV Market Share

OEMs Overview

### OEM Market Share PV Segment

<table>
<thead>
<tr>
<th>Brand</th>
<th>2011</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maruti</td>
<td>47.7</td>
<td>41.6</td>
</tr>
<tr>
<td>Hyundai</td>
<td>15.6</td>
<td>17.1</td>
</tr>
<tr>
<td>Mahindra</td>
<td>8.2</td>
<td>7.7</td>
</tr>
<tr>
<td>Honda</td>
<td>2.0</td>
<td>5.3</td>
</tr>
<tr>
<td>Tata</td>
<td>12.4</td>
<td>4.9</td>
</tr>
<tr>
<td>Toyota</td>
<td>5.7</td>
<td>4.6</td>
</tr>
<tr>
<td>Renault</td>
<td>0.1</td>
<td>1.0</td>
</tr>
<tr>
<td>Ford</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Nissan</td>
<td>1.0</td>
<td>0.8</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>3.3</td>
<td>1.6</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>4.6</td>
<td>1.0</td>
</tr>
<tr>
<td>Skoda</td>
<td>1.0</td>
<td>0.5</td>
</tr>
<tr>
<td>Fiat</td>
<td>0.7</td>
<td>0.2</td>
</tr>
</tbody>
</table>

**General Motors**

General Motors to stop selling cars in India, Will focus on production and Export

### OEMs presence in Luxury PV Segment

<table>
<thead>
<tr>
<th>Brand</th>
<th>2011</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercedes</td>
<td>0.5</td>
<td>0.3</td>
</tr>
<tr>
<td>Audi</td>
<td>0.3</td>
<td>0.26</td>
</tr>
<tr>
<td>BMW</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>JLR</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Volvo</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Porsche</td>
<td>0.02</td>
<td>0.01</td>
</tr>
</tbody>
</table>

### Growth rate OEM wise

- Maruti, Hyundai, Honda, Renault, and Nissan gained market share in last 5 years.

Source: ACG Databank
**Car Segment Analysis**

### Car Body type

<table>
<thead>
<tr>
<th>Car Type Segment Shift</th>
<th>2011</th>
<th>2016</th>
<th>CAGR 2011 to 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hatchback</td>
<td>900</td>
<td>1,800</td>
<td>0.4%</td>
</tr>
<tr>
<td>Sedan</td>
<td>0</td>
<td>900</td>
<td>6%</td>
</tr>
<tr>
<td>SUV</td>
<td>1,800</td>
<td>0</td>
<td>25%</td>
</tr>
<tr>
<td>MPV/MUV</td>
<td>0</td>
<td>0</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Car Segment Analysis**

<table>
<thead>
<tr>
<th>Car Segment Analysis</th>
<th>2011</th>
<th>2016</th>
<th>CAGR 2011 to 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Segment</td>
<td>-4%</td>
<td>4%</td>
<td>-15%</td>
</tr>
<tr>
<td>B Segment</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>C Segment</td>
<td>3%</td>
<td>-15%</td>
<td>-4%</td>
</tr>
<tr>
<td>D Segment</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Hatchback and B Segment are largest car segment in India

*Segment wise Sales and Production Forecast data is available till 2030*

Source: ACG Databank
Car Segment Analysis
Vehicle length and Engine

Segment Share Analysis - Length and Engine

- <4M and Engine upto 1200cc: 2.0%
- <4M and Engine upto 1500cc: 9.8%
- > 4m and upto Engine 1500cc: 6.6%
- >4m and > Engine 1500cc: 2.8%

CAGR 2011 to 2016

Segment Share Analysis - Engine wise

- < 1,200cc: 1.7%
- 1,200 to 1,500cc: 6.6%
- > 1,500cc: 5.3%

CAGR 2011 to 2016

- Less than 4m and Up to 1,200cc segment is the largest segment with CAGR of 2 percent from 2011 to 2016
- Less 4m and up to 1,500cc segment is growing category of vehicle with 9.8 percent CAGR

Source: ACG Databank
Car Segment Analysis
Price wise Segment Share

- Price between 7,000 to 11,500 Euro is the largest car segment volume

Source: ACG Databank
Car Segment Analysis
Volume By Units and Value

PV Segment share by Volume

PV Segment share by Value in Euro

• Largest volume in units: 7,000 to 11,500 Euro
• Largest volume in value: More than 58,000 Euro

Source: ACG Databank
Customer behavior and New Technology

Car Buying Factors 2017 to 2023

- Virtual reality driving technology will play key role by 2023 to influence buyers decision
- Interior design will be second most important criteria

Source: ACG Databank
• Maruti and Tata are going to give tough competition to Mahindra in this segment with their strong product portfolio

Source: ACG Databank
Product Strategy
Mahindra SUV Model level Analysis

- TUV 300 lost quantum market share since its launch
- Bolero also lost minor market share

Source: ACG Databank
Mahindra Overview

Mahindra Sales Overview

Source: ACG World Truck Year Book 2017

Mahindra Market Share

Source: ACG World Truck Year Book 2017
Spare parts Price Analysis

<table>
<thead>
<tr>
<th>Part Name</th>
<th>Raw Material</th>
<th>Supplier</th>
<th>Price Range (in €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clutch Kit</td>
<td>Pressure plate/Clutch Cover</td>
<td>Adapted</td>
<td>20 to 25</td>
</tr>
<tr>
<td>Clutch Kit</td>
<td>Clutch Plate</td>
<td>Adapted</td>
<td>25 to 30</td>
</tr>
<tr>
<td>Clutch Kit</td>
<td>Release Bearing</td>
<td>Adapted</td>
<td>25 to 30</td>
</tr>
</tbody>
</table>

*Inclusive of Replacement cost (Labour) 26 to 31 Euro.*

Source: ACG Databank
Connected Car Concept

- Emergency help
- On Demand Service
- Driver Assistance system
- Infotainment
- Payment option
- One to one Communication
- Dealers
- Workshop
- Spare Parts
- Health care
Connected Car Concept
After Sales Solution
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