

Indian Automotive Industry at the Crossroads – August 2010

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Ventures Middle East LLC

Date: Aug, 2010

Pages: 82

Price: US\$ 600.00

ID: I71A01E72FBEN

Site License Price: US\$ 1,200.00

Amidst the global economic downturn, where the world's largest automakers had filed for financial bankruptcy or faced tough times, India emerged as the rising star of the east. Its attractive automotive market grew by 12.9 percent in 2009. Though it too had been hit, on the export front primarily, due to the slowdown in the latter part of 2008 and early 2009, immediate and far reaching measures by the government helped the industry bounce back and reach record levels of growth in the subsequent quarters.

The passenger vehicle segment of the Indian automotive market with a 4.3 percent share in global production and fourth in terms of exports by the Organization of International Automotive Manufacturers (OICA) in 2009 was a uniquely attractive and growing market, especially the small car segment that drew manufacturers from world over, heating up competition and triggering price and launch wars. As the economy picked up momentum as often happens with government stimulus packages, it triggered inflation and rising food, fuel and material costs became a concern hitting manufacturers on both the supply side on the one hand and threatening to dampen demand on the other.

In this socio-economic climate amid an economy housing the world's second largest population which is fast urbanizing, sporting a GDP growth of 6.7 percent in 2008-09 when growth in other economies turned negative and also where a large proportion of the demand stems from the rural sector, this report of Ventures Focus aims to measure the importance of the various macroeconomic and socio-political factors that drive or restrain the market.

It also examines the automotive market overall, its segments and growth patterns and the competitive landscape to provide a competitive overview of the market and its key players. The study also aims to make strategic recommendations for the key players in various segments to improve growth or market shares as is required after an analysis of their comparative positions in the Indian automotive market.

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