

# Indian Auto-Component Industry: After Market Study of Automotive-Chains



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<http://marketpublishers.com>

## Indian Auto-Component Industry: After Market Study of Automotive-Chains

Date:	December 1, 2009
Pages:	51
Price:	US\$ 575.00
ID:	I4785B9A435EN

One Industry which is full of potential today is that of Two Wheeler Industry in India. The Production capacity of major players increases because of the increase in demand which leads to increase in the after marking opportunities.

The objective of the report is to study the business environment of the automotive chains in the aftermarket and to build an entry strategy for the new players.

The report begins with an overview of the Global Automobile/ auto component industry and describes Indian Automobile Industry in detail. It specifies the two wheeler industry and then to corresponding automotive chains. It talks about auto component market in India following future growth of the industry. The basis of the information is Automobile Component Manufacturing Association (ACMA), Confederation of Indian Industries (CII) and Society of Indian Automobile Manufacturers (SIAM).

The report contains a competitive analysis of key Players such as Rolon, Ti Diamond along with their individual strengths & weaknesses. Primary Research is carried out by Questionnaire technique. The responses are captured, analysed & a suitable entry strategy is made for M/S Rockman Industries Ltd. Apart from market trends, there are recommendations, suggestions and conclusion.

### Objectives of the Study

In the last few years two wheeler markets in India has grown rapidly. More than 7 million units were sold in 2008 – 2009 out of which 6.2 million were motorcycles. In April 2009 it has increased by 10.7 % in comparison to 2008, which offers a huge opportunity for aftermarket OEM's.

### The Objectives are as under:

- Study of automobile and automotive industry – especially for two wheelers
- In-depth study on 2-wheeler chains
- Studying the existing players in auto chain industry
- Understanding end-users needs and preferences
- Comparative analysis of existing key players product
- Evaluating market share of existing players
- A study on the distribution network of the existing players. Estimating the production of motorcycles & sales figures and estimating the overall market size.

## Table of Content

### 1. GLOBAL AUTOMOBILE INDUSTRY

#### 1.2 Worldwide Automobile Component Market

### 2. AUTOMOBILE SECTOR IN INDIA

- 2.1 Industry Structure
- 2.2 Domestic Market Size
- 2.3 Recent updates on Two Wheelers:
- 2.4 Indian Auto Component Industry
- 2.4 Future Forecast of Indian Auto Component Industry

### **3. AUTOMOTIVE CHAIN: AN OVERVIEW**

- 3.1 Chain Components, Construction and Connecting Links
  - 3.1.1 Parts of a Chain:
  - 3.1.2 Components of a Chain:
- 3.2 Types of Automotive Chains
- 3.3 ANSI Standards for Two- Wheeler Chains

### **4. REGULATORY FRAMEWORK AND RESEARCH METHODOLOGY**

- 4.1 Regulatory Framework
- 4.2 Research Methodology

### **5 MAJOR PLAYERS**

- 5.1 SWOT analysis of Rockman Industries
- 5.2 Rolon (a brand of LGB Co.)
- 5.3 Ti- Diamond (a brand of TIDC Co.)

### **6 COMPANY PROFILE**

- 6.1 Hero Group
- 6.2 About Rockman Industries
- 6.3 Rolon (a brand of LGB Co.)
- 6.4 Ti- Diamond (a brand of TIDC Co.)

### **7. ANALYSIS AND INTERPRETATION**

- 7.1 Comparative Study of Rolon & TI Diamond
- 7.2 Analysis of Responses to Questionnaire
- 7.3 Interpretation
- 7.4 Strategy for Product Launch

### **8. CONCLUSION**

### **9. APPENDICES**

- 9.1 Questionnaire for Technicians
- 9.2 Questionnaire for Wholesalers/Distributors
- 9.3 Motorcycle Models with Chain Specifications
- 9.4 Chain Specifications by TI- Diamond
- 9.5 Chain Specifications by Rolon

### **DETAILED TABLE OF CONTENTS**

#### **LIST OF CHARTS:**

- Global Market Size estimate for Automobile Components (in 100 million US \$), 2005 – 2010

- Indian Auto Component Industry Structure
- Domestic Market share of automobile Industry, 2008 - 2009- 12- 30
- Turnover of Automobile Industry in India (in million US \$), 2002 – 2006
- Two Wheeler Statistics (sales in million), 2008 – 2009
- Industry Product Range, 2008
- Indian Auto component Industry Turnover (in billion US \$), 2002 – 2008
- Export Destinations in 2008
- Auto Component Sector Export/ Import (in billion US \$), 2002 – 2008
- Projected Size of Auto Component Industry (in billion US \$), 2015
- Rolon Distribution Channel (flow of the product)
- Ti Diamond Distribution Channel (flow of the product)
- Analysis & Interpretation of Responses to Questionnaire:
- Preferred source of service/repair
- Ratio of chain work done Vs not done
- No. Of kms driven annually by respondents
- Chain work done is repair or replacement work
- End User drive chain replacement behaviour
- Brand of Drive Chain purchased
- Influencing factor for chain replacement
- Choice of respondents if faced with a chain problem
- Replacement of branded Vs Local
- Typical Life of Drive Chain
- Percentage Premium for branded make over local make
- Problems faced with drive chains
- Comparison of brand value based on ranking
- Cam chain – premium willing to pay
- Typical problems in cam chains

#### **LIST OF TABLES**

- Automobile Domestic Sales trends (Number of vehicles), 2002 – 2008
- ANSI Standards for Two Wheeler Chains

#### **APPENDICES**

- Questionnaire for Technicians
- Questionnaire for Wholesaler s / Distributors
- Motorcycle models with chain specifications
- Chain specifications by Ti Diamond
- Chain specifications by Rolon

### I would like to order:

**Product name:** Indian Auto-Component Industry: After Market Study of Automotive-Chains  
**Product link:** <http://marketpublishers.com/r/I4785B9A435EN.html>  
**Product ID:** I4785B9A435EN  
**Price:** US\$ 575.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/I4785B9A435EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**