

Assessment Of the Indian Four Wheeler Auto Market 2016

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Abstracts

Executive Summary

India is the sixth largest vehicle manufacturer globally after China, United States, Japan, Germany and South Korea with an annual production volume of 23.37 million in 2015 with a year-on-year growth rate of 8.68%. The industry is divided into four segments viz. two wheelers, passenger vehicles, three wheelers and commercial vehicles, with two wheelers being the leader in terms of production volume in 2015. India is the leader in two wheeler segment globally in terms of production volume and sales units and has overall growth rate of 9.5% between 2006 and 2014.

The market is being driven by the rising per capita income, new vehicle launches, easy financing options and government support. New launches in the passenger vehicles segment and good economic indicators along with better monsoon and expected increase in agricultural produce, has helped the passenger vehicle segment to grow despite the diesel car ban. The rising preferences for SUV and MPV is likely to drive introduction of new models.

Why should the report be purchased?

The report 'Assessment of the Indian Four Wheeler Auto Market 2016' highlights key dynamics of the Indian luxury car market. The growing opportunity in the sector has been investigated along with capturing initiatives and performance of key players such as Hyundai Motor Company, Mahindra & Mahindra, Maruti Suzuki, Volkswagen AG, Tata Motors Limited and General Motors Company. The report contains latest industry-related opinions.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research, we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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