



India Autos

The Turning Tide?

We are pleased to introduce our latest product "Bharat Connect". With Bharat Connect, our objective is to bring to our readers on-ground insights based on interactions across key channels located in tier 2 and tier 3 locations which we refer to as "Bharat". We anticipate Bharat to be India's next growth engine and hence, the focus of our checks. The product is available as a subscription that provides access to four reports a year in case of Autos. The next edition will be released in November 2020.

For this report, we interact with dealers of Maruti Suzuki Limited (MSIL) and Eicher Motors Limited, with the focus on Royal Enfield (RE). Our takeaways represent the South (Kochi, Chennai), North (Jaipur & Lucknow), and West (Indore and Vadodara) regions of India. To ascertain supply issues, we also interacted with suppliers for Royal Enfield based out of Chennai and logistics partners for 2Ws and 4Ws based out of Jaipur. Next edition will also include TVS Motors and Hero Motocorp.

This report dwells on the consumer sentiment probing participants on how that has changed when compared to last year. We understand what has been the key drivers for volumes of specific segments for both MSIL and RE in the current quarter. Our interactions also explore current inventory situation as well as availability of finance, a status check on festive demand post 22nd August. And finally, sharing our estimate on how volumes are likely to trend for Q3 and FY21.

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