

The latest issue of Auto Car India has their annual comparison of the sales figures Indian OEMs. I found the article very useful but hard to read and that it didn't really call out the key highlights. Here is my take on their data with the highlights.

Overall Manufacturer Unit Volume based Rankings:

1. Maruti - 7,22,144.
2. Hyundai - 2,44,107.
3. Tata - 2,31,540.

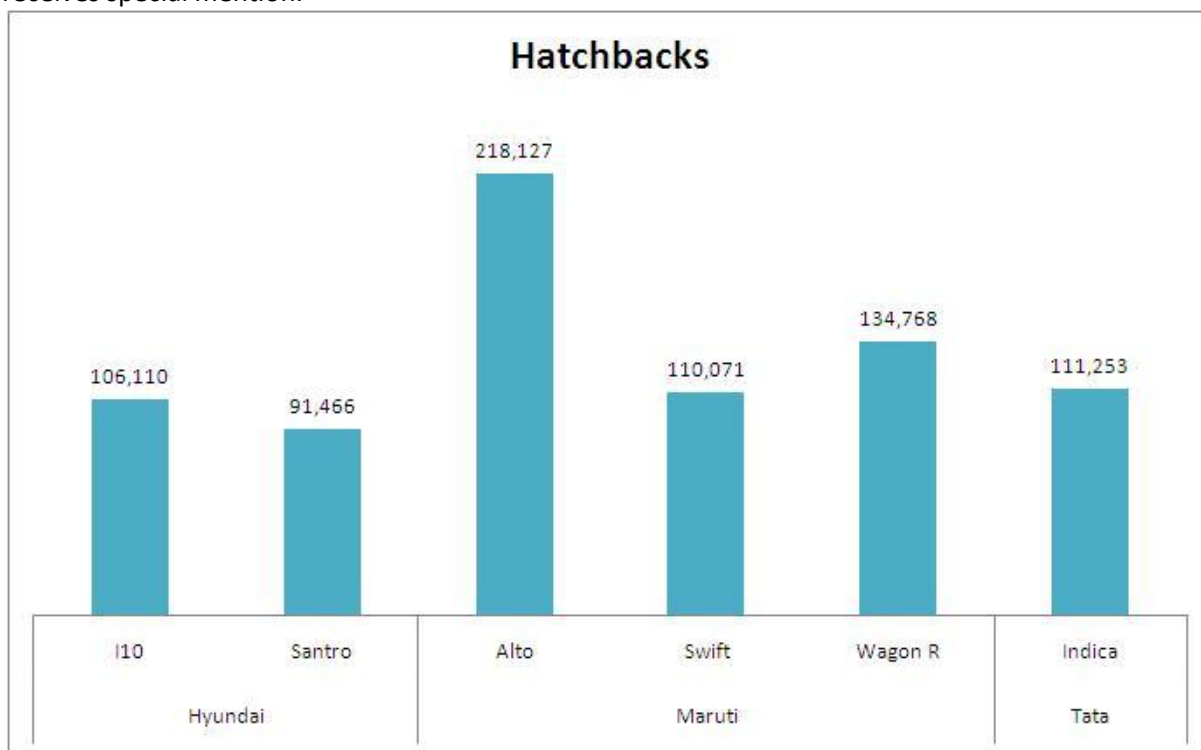
Highest & Lowest volumes across all price segments:

Largest volume model is the Maruti Suzuki Alto with 2,18,127 units sold.

Lowest volume model across all segments is the Hyundai Tuscon with 50 units sold.

Volume leaders by Body Style:

- Highest selling hatchback is the Maruti Suzuki **Alto**. The I10 with 1,06,110 and a 137% growth receives special mention.



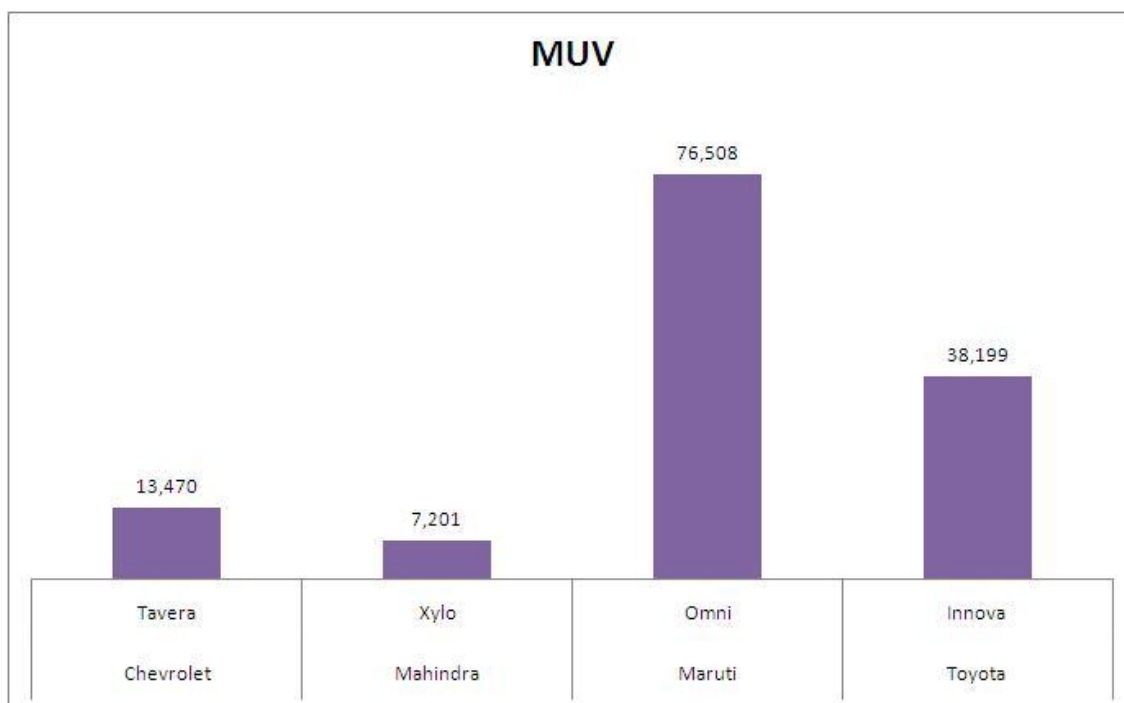
- The highest selling sedan is the Maruti Suzuki **D'Zire**. It showed a 995% growth over 2007-2008.



- The highest selling SUV is the Mahindra **Bolero**.



- The highest selling MUV is the Omni. And Maruti is planning to phase it out. I doubt the Versa will ever become as popular (it sold 1440 last financial) .



Volume Leaders by Segment:

- A Segment leader is the Alto and the lowest sales in the A segment is for the 800.
- B Segment leader is the Wagon-R with 1,34,768 units and the lowest in the B segment is the Palio Stile with 3,679 units.
- C segment leader is the Bolero with 55,921 units. The lowest number is Mitsubishi Lancer with 1,570 units.
- D segment is lead by the Corolla Altis at 8,068 while the lowest numbers are from the Nissan X Trail with 100 sold. The Civic came in second from top with 7,852.
- The full luxury segment or the "Z" segment as I call it is lead by the Mercedes C-class with 1,525 units sold. The Nissan Teana is the winner on the least units sold again here with 58 units sold.

Large Growth in 2008-2009

I tried to think of some reasons for the growth % shown for the vehicles with the largest % growths. Do validate my theories.

Manufacturer	Model	2008 - 2009	% Change	Body Style	Segment	Why growth ?
Maruti	Swift D'Zire	61952	995%	Sedan	B	Great Diesel +VFM?
Chevrolet	Captiva	2134	252%	SUV	D	Diesel SUV + Automatic. <u>Note:</u> This is a large % growth only, not overall

						volume.
Skoda	Fabia	5738	201%	Hatchback	C	A longer swift for people with money and don't want to stop with a swift ? <u>Note:</u> This is a large % growth only, not overall volume. No where near numbers of Maruti or Hyundai or Tata.
Hyundai	I10	106110	137%	Hatchback	B	The Santro's time is over.
Honda	Accord	4108	93%	Sedan	D	New Accord + Cheaper than Camry
BMW	5 Series	1352	65%	Sedan	Z	Refreshed 5 Series + Diesel
Ford	Ikon	7705	61%	Sedan	B	Refreshed + TDCi diesel
Tata	Indigo/Marina	49169	57%	Sedan	B	Refreshed Indigo + CS
Hyundai	Accent	12223	48%	Sedan	B	Who bought 12K new accents ? Cabbies ? Or insane people ? I cannot explain this one.
Chevrolet	Spark	32528	48%	Hatchback	B	Service schemes + offers.
Mercedes Benz	C-Class	1525	35%	Sedan	Z	New C Class with looks like a baby S-Class ?

Here is the detailed list of the Autocar India Data sorted by Segment and body style in ascending order of sales to make it easier to understand. Pale reds indicate the lowest and light greens the highest. If there is only one vehicle in that segment and body style it is not highlighted.

Manufacturer	Model	2009	% Change	Body Style	Segment
Maruti	800	49383	-29%	Hatchback	A
Hyundai	Santro	91466	-25%	Hatchback	A
Tata	Indica	111253	-18%	Hatchback	A
Maruti	Alto	218127	-4%	Hatchback	A
Fiat	Palio Stile	3679	11%	Hatchback	B
Hyundai	I20	4991	0%	Hatchback	B

Chevrolet	U-VA	6097	-47%	Hatchback	B
Hyundai	Getz	9442	-44%	Hatchback	B
Maruti	A-Star	15736	0%	Hatchback	B
Chevrolet	Spark	32528	48%	Hatchback	B
Maruti	Zen Estilo	32694	-35%	Hatchback	B
Hyundai	I10	106110	137%	Hatchback	B
Maruti	Swift	110071	24%	Hatchback	B
Maruti	Wagon R	134768	2%	Hatchback	B
Skoda	Fabia	5738	201%	Hatchback	C
Maruti	Omni	76508	-13%	MUV	A
Maruti	Versa	1440	No Data	MUV	B
Mahindra	Xylo	7201	0%	MUV	C
Chevrolet	Tavera	13470	-35%	MUV	C
Toyota	Innova	38199	-21%	MUV	C
HM	Ambassador	5610	-34%	Sedan	B
Ford	Ikon	7705	61%	Sedan	B
Hyundai	Accent	12223	48%	Sedan	B
Mahindra	Logan	13419	-48%	Sedan	B
Tata	Indigo/Marina	49169	57%	Sedan	B
Mitsubishi	Lancer	1570	-39%	Sedan	C
Ford	Fusion	2132	20%	Sedan	C
Chevrolet	Aveo	4212	-25%	Sedan	C
Fiat	Linea	4512	0%	Sedan	C
Maruti	SX4	13976	-55%	Sedan	C
Ford	Fiesta	15350	-33%	Sedan	C
Hyundai	Verna	19339	-21%	Sedan	C
Honda	City	38249	-6%	Sedan	C
Maruti	D'Zire	61952	995%	Sedan	C
Hyundai	Sonata	486	-16%	Sedan	D
Toyota	Camry	514	-48%	Sedan	D
Skoda	Superb	694	18%	Sedan	D
Skoda	Octavia	2910	-56%	Sedan	D
Chevrolet	Optra	3204	-47%	Sedan	D
Honda	Accord	4108	93%	Sedan	D
Skoda	Laura	4549	5%	Sedan	D
Honda	Civic	7852	-53%	Sedan	D
Toyota	Corolla Altis	8068	30%	Sedan	D
Nissan	Teana	58	-83%	Sedan	Z
BMW	7 Series	279	-6%	Sedan	Z
Mercedes Benz	S-Class	474	-9%	Sedan	Z

Zimbly Cars (<http://cars.zimbly.com>)

A detailed study of Auto Car India 2008 -2008 Sales Data *By Sushil J. Cherian*

BMW	3 Series	1075	19.30%	Sedan	Z
Mercedes Benz	E-Class	1128	8%	Sedan	Z
BMW	5 Series	1352	65%	Sedan	Z
Mercedes Benz	C-Class	1525	35%	Sedan	Z
Tata	Safari	14677	-23%	SUV	C
Tata	Sumo	24465	-15%	SUV	C
Mahindra	Scorpio	31502	-24%	SUV	C
Mahindra	Bolero	55921	10%	SUV	C
Hyundai	Tuscon	50	No Data	SUV	D
Nissan	X-Trail	100	-42%	SUV	D
Maruti	Grand Vitara	270	-66%	SUV	D
Mitsubishi	Outlander	278	0%	SUV	D
Mitsubishi	Pajero/Montero	1814	8%	SUV	D
Chevrolet	Captiva	2134	252%	SUV	D
Honda	CRV	2245	-35%	SUV	D
Ford	Endeavour	2780	-5%	SUV	D
Toyota	Land Cruiser Prado	109	-23%	SUV	Z

If you like this data do share it with anyone who may be interested.

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