



One Nation | One Association

FEDERATION OF AUTOMOBILE DEALERS ASSOCIATIONS

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FOR IMMEDIATE RELEASE

FADA Releases 42 Days Festive Period Vehicle Retail Data

28th November’23, New Delhi: The Federation of Automobile Dealers Associations (FADA) today released Vehicle Retail Data for 42 days festive period.

Festive Period Retails

Commenting on Festive Period Retails, FADA President, Mr. Manish Raj Singhania said, "During the 42-day festive period of FY2023 (which starts on 1st day of Navratri and ends 15 days post Dhanteras), we reached a new milestone with vehicle sales climbing to 37.93 lakh, a 19% increase from last year's 31.95 lakh.

Significant growth was observed in the two-wheeler, three-wheeler, commercial vehicles and passenger vehicles, with respective rises of 21%, 41%, 8%, and 10%. Conversely, the tractor segment experienced a slight decline of 0.5%.

Record-breaking sales were reported in several categories, with rural areas particularly contributing to the surge in two-wheeler purchases. Despite initial underperformance during Navratri, particularly in the passenger vehicle sector, the situation improved by Deepawali, ending with a 10% growth rate. While SUVs were the highest demanded vehicles, inventory levels for passenger vehicles remain a significant concern as OEMs continue to push further dispatch thus keeping the inventory rate at near to all time high levels.

Tractors, which saw an 8.3% decrease in sales during Navratri, made a remarkable recovery, ending the festive period with only a 0.5% decrease. This turnaround highlights the robust purchasing power in rural India."

Chart showing Vehicle Retail Data for 42 days Festive Period

| CATEGORY | Festive'23 | Festive'22 | YoY % |
|--------------|------------------|------------------|---------------|
| 2W | 28,93,107 | 23,96,665 | 20.71% |
| 3W | 1,42,875 | 1,01,052 | 41.39% |
| CV | 1,23,784 | 1,14,498 | 8.11% |
| PV | 5,47,246 | 4,96,047 | 10.32% |
| TRAC | 86,572 | 86,951 | -0.44% |
| Total | 37,93,584 | 31,95,213 | 18.73% |

Source: FADA Research

Disclaimer:

- 1- The above numbers do not have figures from TS & LD.
- 2- Vehicle Retail Data has been collated as on 27.11.23 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,355 out of 1,442 RTOs.
- 3- 42 days festive period ranges from 1st day of Navratri to 15 days post Dhanteras due to time lag for vehicle registration
 - a. Festive'23 – 15th Oct'23 - 25th Nov'23
 - b. Festive'22 – 26th Sep'22 - 6th Nov'22

----- End of Press Release -----



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Media Kit

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| FADA Logo | Mr. Manish Raj Singhania, President – FADA |
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|  <p data-bbox="288 689 746 723">One Nation One Association</p> |  |

About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2 & 3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 Automobile Dealerships having over 30,000 dealership outlets including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~5 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.