

# Auto Cos to Log Record Monthly Despatches this Festive Season

All-time high Sept wholesale numbers may translate into record high Oct retail sales

**Ketan Thakkar & Ashutosh R Shyam**

**Mumbai:** India's automakers are set to report the highest monthly dispatches of passenger vehicles in September, as they build stocks at dealerships for delivery to waiting customers during the festive season.

Industry insiders estimate the dispatches of cars, utility vehicles and vans from factories — which automakers report as sales — to total about 350,000 units this month, generating more than Rs 25,000 crore of business.

The projected numbers are 81% more than the dispatches in September last year, when a component shortage had started affecting production.

In the past five years, the sales in September have been between 1,85,000 and 2,92,000 units.

The previous peak of monthly wholesale volume was 3,41,371 units in July this year.

For automakers, the festive season is key, as it accounts for 25-30% of their annual sales.

An all-time high wholesale number in September is expected to translate into record high retail sales in October, as

## In Overdrive

Carmakers likely to clock wholesale of nearly **350,000 units** in **September 2022**, the highest ever

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Business of over **₹25,000 cr**

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**SHASHANK SRIVASTAVA**, Senior Executive Director, Maruti Suzuki

demand remains strong with nearly a million customers waiting to take delivery of their vehicles.

Passenger vehicle makers had already dispatched about 6,70,000 vehicles during the first two months of this quarter. Another about 3,50,000 units in September would take the total to top the 1-million-unit mark for the first

time for the industry in a quarter.

Maruti Suzuki senior executive director Shashank Srivastava said demand remained strong, even as an improvement in component supplies helped the industry step up production.

"While not definitive, it is likely that the current month can surpass the previous highest of 3,42,000 recorded in July," Srivastava said.

As of mid-September, the industry was sitting on cumulative bookings of around 9,00,000

to 1 million units. The orderbook of India's largest car maker, Maruti Suzuki, was 4,45,000 units. The top five carmakers are expected to contribute around 80-83% of the total volume of the industry in September. Maruti Suzuki's share is estimated to be around 42-43%.

Shailesh Chandra, president at Tata Motors' passenger vehicle business unit, said that there were no major concerns on demand ahead of the festive season, but he added: "What happens post the festive season is still unclear."