

SUV GROWTH IN INDIAN AUTOMOBILE SECTOR

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ABSTRACT

In india suv trend increasing continuously from pas some days. There are many reasons for his evolution in indian automobile sector. Most important thing is that many foreign automobile companies are starting to increase their SUV production and launching new models in india.

This factor boosts the indian automobile sector and also increases the chanches of SUV export from india.

Keyword: - SUV , Automobile, GDP, and class etc....

1. History:

The Tata Safari is an SUV produced by Tata Motors of India. It is the first SUV to be designed, developed and manufactured entirely in India.

In India, all SUVs are classified in the "Utility Vehicle" category per the Society of Indian Automobile Manufacturers (SIAM) definitions and carry a 27% excise tax. Those that are 4 metres (157 inches) long, have a 1,500 cc (92 cu in) engine or larger, along with 170 mm (6.7 in) of ground clearance, are subject to a 30% excise duty.^[1]

1.1 Automotive industry in India

The automotive industry in India is one of the largest in the world with an annual production of 23.96 million vehicles in FY 2015-16. It is found that growth of 2.57 per cent over the last year. The automobile industry accounts for 7.1 per cent of the country's gross domestic product (GDP). The Two Wheelers segment, with more than 80% market shares, is the leader of the Indian Automobile market, owing to a growing middle class and a young population. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector. The total Passenger Vehicle segment has 13 per cent market share.

India is also a prominent auto exporter and has strong export growth expectations for the near future. In FY 2014-15, automobile exports increased very rapidly and grew by 15 per cent over the last year. In addition, several initiatives by the Government of India and the maximum automobile players in the Indian market are expected to make India a leader in the Two Wheeler (2W) and Four Wheeler (4W) market in the world by 2020.

1.2 Market Size

The industry produced a total more than 14 million vehicles including PVs, commercial vehicles (CVs), three wheelers (3W) and 2W in April–October 2015, as against 13.83 million in April–October 2014, registering a marginal growth of more than 3 per cent, year-to-year.

The sales of PVs grew by 8.51 per cent in April–October 2015 over the same period in the previous year. The overall CVs segment registered a growth of more than 8 per cent in April–October 2015 as compared to same

period last year. Medium & Heavy Commercial Vehicles (M&HCVs) registered very strong growth of 32.3 per cent while sales of Light Commercial Vehicles declined by 5.24 per cent during April–October 2015, year-to-year.

By the survey it is seen that April–October 2015, overall automobile exports grew by 5.78 per cent. PVs, commercial vehicles (CVs), 3Ws and 2Ws registered growth of 6.34 per cent and also 17.95 per cent, 18.59 per cent and 3.22 per cent, respectively, in April–October 2015 over April–October 2014.^[2]

2. Indian road network

India has a road network of over 5,472,144 kilometers (3,400,233 mi) as on 31 March 2015, the second largest road network in the world. At 1.66 km of roads per square kilometer of land, the quantitative density of India's road network is higher than that of Japan and the United States (0.67), and far higher than that of China (0.46), Brazil (0.18) or Russia (0.08).

Adjusted for its large population, India has less than 3.8 kilometers of roads per 1000 people, including all its paved and unpaved roads. India has less than 0.07 kilometres of highways per 1000 people, as of 2010.

So small vehicles are very difficult to operate on these roads. But SUV are best options on that due to high power, max. torque and max. ground clearance.



Fig -1: Mahindra XUV 500

2.1 Today's SUV's in India

Mahindra XUV, Mahindra TUV, Tata Safari, Tata Sumo, Maruti Suzuki Vitara Brezza, Hyundai Creta, Ford EcoSport Mahindra Scorpio, Renault Duster, Mahindra Thar, Nissan Terrano etc. are famous in India.

2.2 Upcoming SUV's in India

. Tata Nexon, Volkswagen Tiguan, Hyundai Tucson, Skoda Kodiaq, Hyundai Carlino, Mahindra TUV500, Chevrolet Trailblazer, Hyundai i20 SUV, Honda WR-V, Audi Q2, Tata Land Rover SUV, Nissan X-Trail, Tata Hexa are some upcoming SUV's in Indian market.

3. CONCLUSIONS

In upcoming days India will be the best market for SUV class automobiles. It will help in overall automobile industry in India as well as by Export in the world.

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