J.P.Morgan

Auto Sector

MSIL's sales (Oct): First time monthly shipments top 190,000 units, focus on sustainability after the festive period

2024 Institutional Investor All-Japan Equity Research Survey

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Maruti Suzuki's (MSIL) October total shipments including exports climbed 18.9% YoY to 199,000 units, hitting a new all-time high by a wide margin. Domestic Indian shipments also reached a record high of 172,000 units (+20% YoY). Considering Indian production capacity (2.05 million units annually in real terms), we think growth in volume of the Grand Vitara and Invicto supplied OEM by Toyota Motor also contributed. MSIL had already announced that it expected domestic shipment volume growth of 18% YoY during the festive season at its October 27 results briefing, and we therefore think October performance was to some degree expected. MSIL's cumulative domestic shipments have risen 10.8% YoY year-to-date, with growth outpacing total industry volume. We estimate that domestic shipment volume will flatten out from November alongside a reactionary pullback in total domestic Indian industry volume, whereas we will keep a close eye on the possibility of continued export volume growth on the back of SUV models.

- Sales hit record high: Maruti Suzuki (MSIL) announced October domestic Indian shipments of 172,000 units (+20.0% YoY) and total shipments including OEM and exports of 199,000 units (+18.9% YoY), both reaching record highs by a wide margin. We think increased unit deliveries of the Grand Vitara and Invicto supplied OEM by Toyota contributed to shipment growth. The utility segment's domestic sales weighting inched down to 34.4% from the 2Q average of 38.6%, but we attribute this to reallocations to overseas exports. MSIL has continued to add popular SUVs to its export line-up, including the Grand Vitara, Fronx, and Jimny 5-door, and we believe the proportion allocated to domestic sales has come down slightly amid supply constraints. The SUV model weighting remains high in the order backlog, and we see no need for overblown concerns.
- Shipment rush to abate after the festive season? MSIL indicated that it expected domestic shipment growth of 18% YoY during the festive season at its October 27 results briefing, but also said it envisaged an increase of around 10% YoY for the domestic market over the full financial year. MSIL's domestic shipments will likely also flatten out from November alongside a pullback in total industry volume in India, but if exports of the abovementioned SUV models move forwards, this could feed through to resumed growth in the scale of exports. MSIL has previously increased production of entry models for export sharply because of semiconductor supply limitations, but its current export fleet's average selling price (ASP) is slightly higher than on domestic

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Autos & Auto Parts

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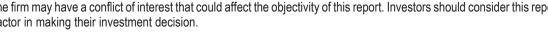
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sales because of the upturn in the SUV mix, and we do not expect profitability to deteriorate.

Figure 1: MSIL Monthly Sales Units

1,000 units % 220 40% 200 30% 180 20% 160 140 10% 120 0% 100 -10% 80 60 -20% 40 -30% -40% 1/15 1/16 1/17 1/18 1/20 1/21 Domestic Sales ■ Export Total Shipment Volume (YoY, RHS)

Source: Company data, J.P. Morgan



Figure 2: MSIL Monthly Sales

Unit, %

Unit, % India Domestic Sales											Other	Export	MSIL	India	MSIL	
		PV						Utility	Van	Light		OEM		Total	Total	PV Share
		Mini	Compact	Super Compact	Mid-Size	Executive	Total	,		cv	Total					
FY		100.000	050 700	107.005	4.000		200 455	24.440	100 115		4.050.000		404.050	4.455.044	0.504.054	40.4007
1:		436,032 425,742	252,708 448,223	197,685 66,415	4,029 33,151	1	890,455 973,531	61,119 68,198	102,115 128,973		1,053,689 1,170,702	-	101,352 121,713	1,155,041 1,292,415	2,504,851 2,600,007	42.10% 45.00%
15		432,977	541,951	38,303	54,233	-	1,067,464	94,416	143,471		1,305,351	-	123,897	1,429,248	2,789,208	46.80%
16		413,981	584,850	32,612	64,448		1,095,891	195,741	152,009		1,444,541		124,062	1,568,603	3,046,999	47.40%
17		427,183	748,475	-	58,913	-	1,234,571	253,759	155,137		1,653,500	-	126,074	1,779,574	3,288,584	50.00%
18		379,050 247,776	861,804 787,610	-	46,169 25,258		1,287,023 1,060,644	264,197 235,298	178,606 118,404	21,778	1,753,700 1,436,124	24,638	108,749 102,171	1,862,449 1,562,933	3,377,450 2,775,560	51.20% 51.00%
20		226,159	719,647		13,852		959,658	229,101	105,081	29,556	1,323,396	38,326	96,139	1,457,861	2,711,457	47.70%
2	1	211,762	704,881	-	15,869		932,512	290,701	108,345	33,812	1,365,370	48,907	238,376	1,652,653	3,069,499	43.40%
2		232,911	863,029	-	13,610		1,109,550	366,129	131,191	38,006	1,644,876	61,955	259,333	1,966,164	3,890,114	41.30%
Quarte FY21	r Q1	47,240	161,510		2,518		211,268	60,011	21,783	4,056	297,118	10,977	45,519	353,614	646,272	45.30%
F121	Q2	55,082	136,736	_	4,577	-	196,395	75,068	28,567	8,660	308,690	11,443	59,408	379,541	741,300	40.50%
	Q3	55,624	175,054	-	3,362		234,040	78,637	29,056	10,103	351,836	13,837	64,995	430,668	761,266	44.90%
	Q4	53,816	231,581	-	5,412		290,809	76,985	28,939	10,993	407,726	12,650	68,454	488,830	920,661	43.10%
FY22	Q1	48,987	204,877	-	2,672	-	256,536	80,852	31,766	10,817	379,971	18,523	69,437	467,931	910,431	40.50%
	Q2 Q3	72,069 52,952	228,551 204,031	-	4,254 4,592		304,874 261,575	82,778 96,542	37,744 26,625	8,692 7,098	434,088 391,840	20,112 12,089	63,195 61,982	517,395 465,911	1,026,309 934,955	41.40% 41.20%
	Q4	58,903	225,570	_	2,092	-	286,565	105,957	35,056	11,399	438,977	11,231	64,719	514,927	1,018,419	42.00%
FY23	Q1	40,400	210,825	-	3,753	-	254,978	126,401	32,676	8,079	422,134	12,678	63,218	498,030	995,974	41.57%
	Q2	32,150	208,105	-	3,688		243,943	180,066	35,043	7,417	466,469	16,262	69,324	552,055	1,074,189	42.73%
Month																
	20/8 20/9	19,709 27,246	61,956 84,213	-	1223 1,534	-	82,888 112,993	21,030 23,699	9,115 11,220	2,292 2,128	115,325 150,040	1379 2,568	7,920 7,834	124,624 160,442	215,916 272,027	52.40% 54.40%
	20/10	28,462	95,067	_	1,422		124,951	25,396	13,309	3,169	166,825	6,037	9,586	182,448	310,294	52.70%
	20/11	22,339	76,630		1,870		100,839	23,753	11,183	3,181	138,956	5,263	9,004	153,223	264,898	51.30%
	20/12	24,927	77,641	-	1,270		103,838	25,701	11,215	5,726	146,480	3,808	9,938	160,226	252,998	55.60%
	21/1	25,153	76,935	-	1,347		103,435	23,887	11,680	3,602	142,604	5,703	12,445	160,752	276,554	50.30%
	21/2 21/3	23,959 24,653	80,517 82,201	-	1,510 1,628		105,986 108,482	26,884 26,174	11,891 11,547	2,722 3,315	147,483 149,518	5,500 5,899	11,486 11,597	164,469 167,014	281,380 290,939	51.40% 50.30%
	21/3	25,041	72,318	_	1,567		98,926	25,484	11,469	1,272	137,151	5,303	17,237	159,691	261,633	51.90%
	21/5	4,760	20,343	_	349	-	25,452	6,355	1,096	868	33,771	1,522	11,262	46,555	88,045	37.40%
	21/6	17,439	68,849	-	602		86,890	28,172	9,218	1,916	126,196	4,152	17,020	147,368	231,633	53.70%
	21/7	19,685	70,268		1450		91,403	32,272	10,057	2768	136,500	4,738	21,224	162,462	264,442	50.60%
	21/8 21/9	20,461 14,936	45,577 20,891	-	2146 981	-	68,184 36,808	24,337 18,459	10,666 7,844	2,588 3,304	105,775 66,415	4,305 2,400	20,619 17,565	130,699 86,380	232,224 160,070	44.40% 39.40%
	21/10	21,831	48,690	_	1,069		71,590	27,081	10,320	3,797	112,788	4,225	21,322	138,335	229,553	47.50%
	21/11	17,473	57,019		1089		75,581	24,574	9,571	3,291	113,017	4,774	21,393	139,184	215,626	50.90%
	21/12	16,320	69,345	-	1,204		86,869	26,982	9,165	3,015	126,031	4,838	22,280	153,149	219,421	56.10%
	22/1	18,634	71,472	-	1,666	-	91,772	26,624	10,528	3,537	132,461	3,981	17,937	154,379	254,287	50.70%
	22/2 22/3	19,691 15,491	77,795 82,314	-	1,912 1,834	-	99,398 99,639	25,360 25,001	9,190 9,221	3,659 3,797	137,607 137,658	2,428 6,241	24,021 26,496	164,056 170,395	262,984 279,501	50.90% 47.90%
	22/4	17,137	59,184	_	579		76,900	33,941	11,154	4,266	126,261	5,987	18,413	150,661	251,581	48.50%
	22/5	17,408	67,947		586		85,941	28,051	10,482	3,526	128,000	6,222	27,191	161,413	251,052	49.60%
	22/6	14,442	77,746	-	1507		93,695	18,860	10,130	3,025	125,710	6,314	23,833	155,857	275,788	44.50%
	22/7	20,333	84,818	-	1379	-	106,530	23,272	13,048	2,816	145,666	9,939	20,311	175,916	293,865	48.60%
	22/8 22/9	22,162 29,574	71,557 72,176	_	1,516 1,359	-	95,235 103,109	26,932 32,574	11,999 12,697	3,371 2,505	137,537 150,885	6,155 4,018	21,481 21,403	165,173 176,306	281,210 307,389	47.70% 48.30%
	22/10	24,936	73,685	_	1,884		100,505	30,971	8,861	2,913	143,250	3,822	20,448	167,520	291,113	48.20%
	22/11	18,251	72,844	-	1,554	-	92,649	32,563	7,183	2,660	135,055	4,251	19,738	159,044	276,231	47.90%
	22/12	9,765	57,502	-	1,154	-	68,421	33,008	10,581	1,525	113,535	4,016	21,796	139,347	235,309	47.60%
	23/1	25,446	73,840	-	1,000		100,286	35,353	11,709	4,019	151,367	3,775	17,393	172,535	298,093	49.43%
	23/2 23/3	21,875 11,582	79,898 71,832	_	792 300		102,565 83,714	33,550 37,054	11,352 11,995	3,356 4,024	150,823 136,787	4,291 3,165	17,207 30,119	172,321 170,071	291,928 292,030	50.51% 45.46%
	23/4	14,110	74,935	_	1017		90,062	36,754	10,504	2,199	139,519	4,039	16,971	160,529	284,271	48.31%
	23/5	12,236	71,419		992		84,647	46,243	12,818	2,888	146,596	5,010	26,477	178,083	288,369	49.83%
	23/6	14,054	64,471	-	1,744		80,269	43,404	9,354	2,992	136,019	3,629	19,770	159,418	280,252	47.47%
	23/7	9,590	67,102	-	1,348		78,040	62,049	12,037	2,559	154,685	4,746	22,199	181,630	302,521	50.29%
	23/8	12,209	72,451		849		85,509	58,746	11,859	2,564	158,678	5,790	24,614	189,082	313,715	49.76%
	23/9 23/10	10,351 14,568	68,552 80,662	-	1,491 695	-	80,394 95,925	59,271 59,147	11,147 12,975	2,294 3,894	153,106 171,941	5,726 5,325	22,511 21,951	181,343 199,217	316,908	47.59%
	23/10	14,000	00,002		לצס		90,925	υ ઝ,14 /	12,975	ა,094	171,941	ნ,ა∠ნ	ا 35,12	139,217		-

Source: Company data
Note: Classification change done from August 2014; Tata Motors is excluded from India market total monthly sales since April 2020.



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