A STUDY ON THE FUTURE OF THE AUTO SECTOR IN INDIA

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Abstract

A machine that has wheels and uses an engine for transport on land is called an automobile. To enhance and upgrade the road travel, automobiles have been used and evolved over the years. This study lays out details on the present scenario of the Auto Sector in India, reasons for slowdown and future challenges with focus on passenger vehicles. Having the highest participation in the global value chains and being the most important driver of economic growth in India is the automobile industry. Uniquely obliging the demands of low- and middle-income groups of population in the country makes this automobile sector stand out among other countries which produce automobiles. With the advent of newer technology (Electric Vehicles and Autonomous Vehicles) and improved regulatory policies like Bharat Stage VI, the auto sector in the country is facing challenges for the future and needs to amplify its functioning in order to maintain its position.

The study intends to study the factors and reasons for the slowdown in sales of auto sector particularly in the year 2019 and how the usage of electric and autonomous vehicles will be the future of the sector.

The study is using secondary and previously acquired data which will be progressively used for the purpose of analysis with the nature of the study being descriptive. The limitation is that the study is mostly based on four-wheeler fuel operated vehicles however, the opportunity of electric vehicles has also been discussed sparsely.

Keywords: Auto Sector, Automobiles, BS VI, Economic slowdown, Electric Vehicles, Export, INR Equivalent of 1USD, Inflation, GDP growth

Introduction

As stated earlier, a machine that has wheels and uses an engine for transport on land is called an automobile. To enhance and upgrade travelling by road, automobiles have been used and evolved over the years. It has assisted the users in reducing time and efforts and approaches to be one of the most efficient and convenient ways of travelling for the common man. Everything comes with its pros and cons and automobiles are no exception to this universal rule. Roads have been known to have the largest connectivity amongst all kinds of transportation and therefore serves as a key reason of tremendous increase in the use of automobiles over the decade.

The Auto Sector of India has been performing quite well over the years as the world's fourth largest automobile industry, with the sub-continent presently ranking as the world's fourth largest manufacturer of cars and seventh largest manufacturer of commercial vehicles in the year 2018. As per reports, India is also expected to become a leader in shared mobility by 2030. But there are issues pertaining to fluctuation in the fuel prices and several other factors that will be discussed in the later sections of this paper which can hamper the growth and hence, presents the uncertainty in the working of this sector. There are regular ups and downs in the sector with every passing month and has a connection with several economic and uneconomic factors that need to be studied.

The recent economic slowdown in the Financial Year 2019 and first quarter of Financial year 2020 with the GDP growth rate dropping to nearly 5%, being the lowest in over six years in the history of India is an indication of tough times for the country ahead and the collapse of the Auto Sector in India has a major hand in the deceleration of the growth rate at an alarming rate.

The most prominent automobile companies of India put forth their sales for the months of July and August 2019 and showed highly discouraging numbers. To quote an Economic Times article on September 10 2019- "Automobile sales in India see the worst ever fall in 21 years". Data delivered by the Society of Indian Automobile Manufacturers (SIAM) revealed passenger vehicle sales declined steadily over the last ten months especially in August by 31.57% which was the sharpest fall registered since SIAM started recording data in 1997-98.

India's biggest carmaker Maruti Suzuki India had been spectating a down fall for more than half the year and captured a 33.5 percent reduction in net sales to 1,09,264 units in the month of July and 36.1 percent to 93,173 units in August 2019. Mahindra & Mahindra had registered a dip of 15 per cent in aggregate month wise sales to 40,142 units in the former mentioned month, with passenger vehicle sales touching a total of 13,507 units in the latter month which was 32 per cent lower than in August 2018; while coming to another leading automobile company in the country Honda cars whose domestic sales went down by 48.67 percent in the same month and plunging 51.3 percent in the following month. Hyundai Motor's domestic sales dived to 16.58 percent to 38,205 units in August 2019 from 45,801 units in the same month last year.

However, the festive season had bumped up retail sales of automobiles in the month of October during an incredibly poor year for the sector. Statistics show that passenger vehicle registrations improved 11% in October, followed by two-wheelers showing an improvement of 5%. However, commercial vehicles registrations carried on the decline, shrinking 23% in comparison to the previous year. 1

Reasons for slowdown in auto sales in the year 2019

Analyzing the situation, the reasons that can be considered for the decline in auto sales for the year 2019 are:

Bharat Stage VI, Regulatory policies- After adoption of BS-VI on April 1,2020, future of BS-IV vehicles is very unpredictable. Adoption of BS-VI is set four years earlier than the original plan which caused the stagnancy in vehicle demands.

Cost of vehicles- The cost of cars is estimated to have risen by 15% in the past few months due to mandatory additions like airbags, reverse sensors, ABS and crash conformity standards.

Fuel Prices- Constant fluctuation in oil prices during the time span of 2015-2019 with prices rising by nearly 15 percent has held back buyers from purchase of vehicles.

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 $\frac{https://economictimes.indiatimes.com/industry/auto/auto-news/festive-october-a-quirk-amid-auto-slump/articleshow/72134918.cms?$

¹ The above statistics and numbers have been taken from the Economic Times:

Purchasing power of people- There is a drop in the purchasing power of people caused by a sustained rural distress. Also, demonetisation has had a long term effect.

Rise of Radio Taxi (Ola and Uber)- Heavy traffic congestion, lack of parking slot availability, poor road quality, expensive vehicle ownership cycle and decreasing resale value are a few reasons that can be quoted for people preferring commercial platforms like Ola and Uber. In cities, now-a-days, people prefer taking taxis for commuting instead of owning and driving themselves.

Motor Vehicles Act- Stricter rules for driving and heavier penalties and sanctions that have risen exponentially has acted as a purchase dissuasion after The Motor Vehicle Amendment Act, 2019 which was passed by the Parliament and brought into effect on September 1, 2019. Though not a key factor of course, but can be considered as one of the reasons.

EV Policy- The government's sustained push for electric mobility has created doubts for buyers who are now comparing ownership cost of a petrol/diesel car to that of a battery-operated car.

Job uncertainty- An estimated 0. 2 million people associated with the auto industry have been laid off in less than a year. There were 18.6 million Indians without a job in 2018 and that was estimated to go upto 18.9 million by the end of the year, according to the International Labour Organisation.

Review of Literature

Tripathy, et. al., 2018 drive most of their attention to autonomous and electric vehicles' scope in India and shells out the multiple technological possibilities that lie before the Auto Sector in India primarily focusing on passenger vehicles. The automotive industry is in a continuously changing state with companies adopting different strategies to jump to higher technological levels and taking hold of tech-savvy yet ecofriendly customers and develop a reputation in the market. The study describes how the Indian Government gravitates towards following Euro emission norms and hence Euro 7 is awaited in 2020 which is believed to maximize focus on

limiting CO2 emissions instead of pollutants and all of this is in addition to adopting BS VI to make more environment friendly vehicles. This entire shift by the government is necessary as the emission levels have been shown to increase manifolds in the past several years with the development and growth of the auto industry and the number of vehicles on the road. They also mention that NOx must be reduced by 68% and PM (particulate matter) for diesel cars by 87% under BS VI norms in contradiction to those of BS IV, adding a mandatory 25% reduction of NOx in gasoline cars. This push is important, they say, as the national capital Delhi has been swaying under hazardous levels (Particulate Matter 10 greater than 3004) of pollution and had itself declared as the 'Most polluted city on Earth' with vehicular exhaust as one of the primary donors to the hazardous air in the national capital. Another highlighted trend these days is the inclination towards "electrification of drivetrains". China leads the global automotive market followed by the USA whereas India stands on the 6th position in the market with 3.61 million car sales of which only 0.8-1% are electric vehicles including Battery Electric Vehicles (BEVs) and Plug-in Hybrid Electric Vehicles (PHEVs). Moving ahead to the technological aspect, Tripathy et. al. say that an extensive variety of future scope in the form of autonomous vehicles with different levels of autonomy to different cars will be made available with advancements in artificial intelligence, machine learning and natural language processing. This jump is being made by globally leading companies in the field of technology such as Google, Apple, Intel and Uber thereby posing a huge threat for the Original Equipment Manufacturers (OEMs) making them choose between either putting their best foot forward by proposing their own strategies and plans for automation of vehicles or partnering with any of these companies. To quote the authors, IoT has expanded into the auto manufacturing sector and spelled 'Industry 4.0' into existence which acts as the upcoming borderline authorizing smarter manufacturing facilities with increased association between the machines. Therefore, the study concludes by saying that the Indian market and Indian auto sector is aware of the opportunities before them but not proactively embracing them as they should but shift to BS VI and electric vehicles is one of the stepping stones however, autonomous vehicles still remains a farfetched dream in the country.

Objective of Study

Growth of automobile sector in India

Establishment of relationship between production of automobile units in auto sector and export of automobile units

Establishment of relationship between exchange rates and export of automobile units

Establishment of relationship between export, production of automobile units, exchange rates and inflation

Establishment of relationship between export, production of automobile units, exchange rates, inflation and GDP at constant price

Methodology

The study used secondary and previously acquired data which has been progressively used for the purpose of analysis. The nature of the study is descriptive, and the data was mostly collected from news bulletins like The Economic Times, The Hindustan Times, The Hindu, India Today, SIAM bulletins, BSE India bulletins. The study focuses entirely on the Auto Sector based in India. The data used is of 15 years from 2005 to 2019. In the data analysis, 1 variable, 2 variable, 3 variable and 4 variable regression methods have been used.

Hypothesis

Hoo: Growth of automobile sector has no significant impact on the GDP growth.

H₁₀: The auto sector contributes to nearly 7% of the country's GDP and therefore, is considered to influence the GDP growth. With the decline in sales in the auto sector, India's GDP dropped to nearly 5% which is the lowest ever in six years.

As is evident from the table #5 we can see that R square (Regression square) is 0.97475 which shows a 97.475% explanatory power of dependence by GDP growth which is the dependent variable in the equation on automobile production, INR equivalence of 1USD and inflation being the independent variables. It however, does not show a significant dependence on the export of automobile units. Hence, the automobile sector's growth has a significant impact on the GDP growth of India.

Ho: Growth of automobile sector has no significant impact on export.

H₁₁: As per reports, it is observed that India exported around 3.48, 4.04, 4.63 million units in the financial years 2017, 18 and 19 respectively.

As is evident from table #1 we can see that R square (Regression square) which is the fitness of the model is 0.98168 which shows a 98.168% is the explanatory power of dependance by automobile export units on automobile production and in table #2 export is dependent on production and exchange rates i.e. INR equivalence of 1USD with R square of 0.98184. Therefore, the growth in the automobile sector i.e. growth in production of automobile units is seen to have a significant impact on the export of automobile units.

Data Analysis

Table #1
Association between export and production of automobile units

SUMMARY							
OUTPUT							
Regression Stat	Regression Statistics						
	0.990799						
Multiple R	954						
	0.981684						
R Square	549						
Adjusted R	0.980275						
Square	668						
	0.178678						
Standard Error	879						
Observations	15						
ANOVA							
					Signific		
	df	SS	MS	F	ance F		
Regression	1	22.24	22.24	696.78	1.11793		

		5600	56001	32277	E-12			
		16	6					
		0.415	0.031					
		0398	92614					
Residual	13	44	2					
		22.66						
Total	14	064						
		Stand						
	Coefficie	ard			Lower	Upper	Lower	Upper
	nts	Error	t Stat	P-value	95%	95%	95.0%	95.0%
			-					
	-	0.129	5.161		-	-	-	-
	0.666760	1699	88551	0.0001	0.94581	0.3877	0.9458	0.3877
- .								
Intercept	412	34	3	82839	5089	05735	2	05735
Intercept	412	34 0.006	3 26.39	82839	5089	05735	2	05735
Intercept	0.171808			82839 1.1179	5089 0.15774	05735 0.1858	0.1577	05735 0.1858

Table #2
Association between export, production of automobile units and exchange rates

SUMMAR					
Y OUTPUT					
Regression St	tatistics				
	0.99088				
Multiple R	2301				
	0.98184				
R Square	7734				

Adjusted R	0.97882							
Square	2356							
Standard	0.18514							
Error	4532							
Observation								
s	15							
ANOVA								
					Signific			
	df	SS	MS	F	ance F			
		22.2492	11.1246	324.53	3.57755			
Regression	2	9803	4901	72408	E-11			
		0.41134	0.03427					
Residual	12	1971	8498					
		22.6606						
Total	14	4						
	Coeffic	Standar			Lower	Upper	Lower	Upper
	ients	d Error	t Stat	P-value	95%	95%	95.0%	95.0%
	-		-		-		-	
	0.54269	0.40073	1.35426	0.2006	1.41582	0.3304	1.41582	0.3304
Intercept	9138	3549	4299	04761	2536	24259	2536	24259
X Variable	0.17695	0.01706	10.3699	2.4152	0.13977	0.2141	0.13977	0.2141
1	7114	4364	802	6E-07	706	37169	706	37169
	-		-		-		-	
X Variable	0.00409	0.01245	0.32844	0.7482	0.03123	0.0230	0.03123	0.0230
2	1968	854	6864	34326	6794	52858	6794	52858

Table #3

Association between export, production of automobile units, inflation and exchange rates

SUMMAR								
Y OUTPUT								
Regression St	atistics							
	0.9938							
Multiple R	07671							
	0.9876							
R Square	53687							
Adjusted R	0.9842							
Square	86511							
Standard	0.1594							
Error	80793							
Observation								
S	15							
ANOVA								
					Signific			
	df	SS	MS	F	ance F			
		22.3808	7.46028	293.31	8.94834			
Regression	3	6464	8215	80801	E-11			
		0.27977	0.02543					
Residual	11	5356	4123					
		22.6606						
Total	14	4						
							_	
	Coeffic	Standard			Lower	Upper	Lower	Upper
	ients	Error	t Stat	P-value	95%	95%	95.0%	95.0%
	-	0.54257	-	0.0187	-	-		-
Intercept	1.4947	7998	2.75497	2334	2.68899	0.300	-2.689	0.3005

		8909		5497		5212	58		8
X	Variable	0.1598	0.01650	9.68794	1.0139	0.12356	0.196	0.1235	0.1962
1		88837	3904	0596	1E-06	399	214	64	14
						-		-	
X	Variable	0.0134	0.01321	1.01803	0.3305	0.01563	0.042	0.0156	0.0425
2		55493	7124	4863	30137	52	546	4	46
X	Variable	0.0454	0.01999	2.27438	0.0439	0.00146	0.089	0.0014	0.0894
3		76897	5228	7518	67498	7697	486	68	86

Table #4
th, production, export of automobile units, exchange rates and

Association between GDP growth, production, export of automobile units, exchange rates and inflation

SUMMARY							
OUTPUT							
Regression St	Regression Statistics						
	0.98784						
Multiple R	2673						
	0.97583						
R Square	3146						
Adjusted R	0.96616						
Square	6404						
Standard	0.49118						
Error	7472						
Observation							
s	15						
ANOVA							
	df	SS	MS	F	Signific		

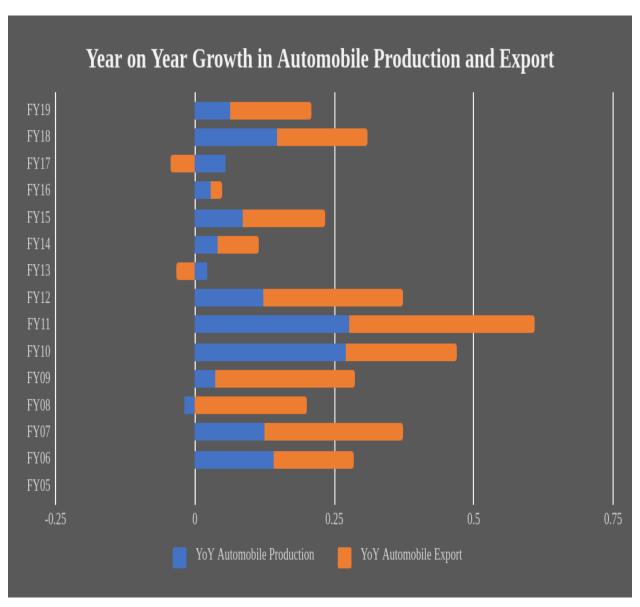
					ance F			
		97.4204	24.35	100.94	4.84637			
Regression	4	2298	511	74742	E-08			
		2.41265	0.241					
Residual	10	1325	265					
		99.8330						
Total	14	743						
	Coeffici	Standard			Lower	Upper	Lower	Upper
	ents	Error	t Stat	P-value	95%	95%	95.0%	95.0%
	-		-		-		-	
	0.69842	2.17241	0.321	0.7544	5.53887	4.1420	5.53887	4.1420
Intercept	4957	6743	5	53024	1104	21191	1104	21191
	0.36693	0.15693	2.338	0.0414	0.01725	0.7166	0.01725	0.7166
X Variable 1	6511	7334	108	73079	8339	14682	8339	14682
					-		-	
	0.08037	0.04258	1.887	0.0884	0.01450	0.1752	0.01450	0.1752
X Variable 2	8493	2163	609	0938	0479	57464	0479	57464
					-		-	
	0.03609	0.07467	0.483	0.6392	0.13028	0.2024	0.13028	0.2024
X Variable 3	7661	2731	412	13409	3553	78875	3553	78875
	-		-		-		-	
	0.62105	0.92862	0.668	0.5187	2.69016	1.4480	2.69016	1.4480
X Variable 4	3854	9664	79	72355	9687	61979	9687	61979

Table #5
Association between GDP growth, automobile production, exchange rates and inflation

SUMMARY				
OUTPUT				

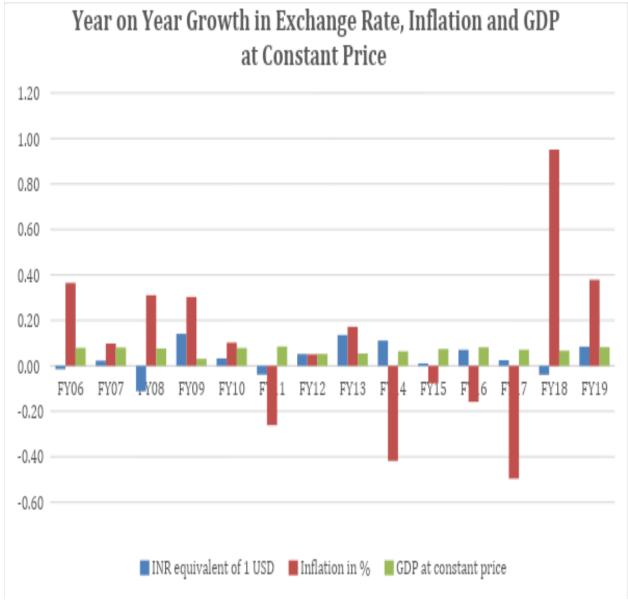
Regression St	atistics							
	0.9872							
Multiple R	9541							
	0.9747							
R Square	52226							
Adjusted R	0.9678							
Square	6647							
Standard	0.4786							
Error	87874							
Observation								
S	15							
ANOVA								
					Signific			
	df	SS	MS	F	ance F			
		97.3125	32.437	141.56	4.55098			
Regression	3	1141	5038	06584	E-09			
		2.52056	0.2291					
Residual	11	2887	42081					
		99.8330						
Total	14	743						
	Coeffic	Standard			Lower	Upper	Lower	Upper
	ients	Error	t Stat	P-value	95%	95%	95.0%	95.0%
					-		-	
	0.2299	1.62856	0.1411	0.8902	3.35453	3.814	3.3545	3.8143
Intercept	19569	9207	78875	80908	7088	376	4	76
	0.2676	0.04953	5.4027	0.0002	0.15860	0.376	0.1586	0.3766
X Variable 1	36933	7116	55675	15754	6476	667	06	67

					-		-	
	0.0720	0.03967	1.8154	0.0967	0.01529	0.159	0.0152	0.1593
X Variable 2	21907	1716	47229	85756	4951	339	9	39
					-		-	
	0.0078	0.06001	0.1308	0.8982	0.12424	0.139	0.1242	0.1399
X Variable 3	54059	6463	65078	44711	1286	949	4	49



Graph 1

Graph 1 shows the Year on Year (YoY) in Automobile Production and Export ranging from - 0.25 to +0.75 with the highest YoY automobile production and export both in the Financial Year 2011, lowest YoY automobile production in the Financial Year 2017 and lowest YoY automobile export in the Financial Year 2008.



Graph 2 shows the Year on Year(YoY) in Exchange rate, Inflation and GDP at constant price ranging from -0.60 to +1.20 with the highest YoY inflation in the Financial Year 2018, highest YoY GDP at constant price in the Financial Year 2011 and highest YoY exchange rate in the Financial Year 2014, lowest YoY inflation in the Financial Year 2017, lowest YoY GDP at constant price in the Financial Year 2009 and lowest YoY exchange rate in the Financial Year 2008.

Conclusion

The study shows what the auto sector in India has been like in the past and what its present stage is encapsulating all possible reasons of decline in sales in the sector and its effect on the GDP of the country. It also shows what future possible opportunities lie ahead and how efficient use of them can elevate the market to higher levels.

The shift to BS VI from BS IV is an important aspect of the paper and needs to be highlighted because it can serve as a key factor in increasing sales in the coming year(s) by coming into effect nationwide in a single go in 2020 as it is believed to be more focused on reducing a significant amount of NOx and particulate matter thereby making for greener, safer and more environmentally friendly vehicles in the future. After the announcement of shift to BS VI in September 2016, a few companies had already made BS VI fuel available for usage in cities like Delhi, however, using BS VI supported fuel in BS IV vehicles would not reduce the emissions and therefore, would not serve the designated purpose. Hence, it is ultimately required for the manufacturing and usage of BS VI vehicles in order to bring about changes.

Another important aspect of the paper is Electric Vehicles and Autonomous Vehicles which are the future and though Electric Vehicles have started kicking in the Indian Automobile Market, the autonomous vehicles still appear to be a far-sighted goal at least for the near future.

The auto sector contributes to nearly 7.5% to the GDP of India and around 49% to the manufacturing GDP and provides employment to nearly 3.2 crore people directly or indirectly and hence, has a very crucial role to play when trying to elevate the GDP of the country. As is evident from the current situation of the GDP and sales of auto sector, elevation in the latter is highly demanded and necessary in order to raise the former.

The study clearly showcases the relationship of export of automobile units with the production of units, exchange rates and also with inflation and shows the regression statistics of R square of around 0.98 or 98% which is a huge dependence relation exhibiting a significant impact of production on exports. Another relationship has been established between GDP growth and automobile production, exchange rates, inflation and export of automobile units showing an R square of 0.97583 or 97.583% and without export showing an R square of 0.97475 or 97.475% which shows that export does not make a huge impact on the GDP growth.

Future Scope

The study can be extended extensively in the area of autonomous vehicles and their manufacturing techniques. An extension can also be made in the area of two wheelers as well as three wheelers and their future opportunities and technological advancements. The data analysis can also be done to establish relationship between production, export of automobile units and (i) import of machinery in India (ii) bank credit (iii)employment

Limitations

The limitation of the study is that it is mainly focused on four-wheeler fuel powered vehicles.

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Annexure

Table #1

Financial	No. of	INR	Inflation	No. of	GDP at
Year	automobiles	equivalent of	in %	automobiles	constant
	produced	1 USD		exported	price
	in million units			in million units	in million
FY05	8.5	44.95	4.25	0.7	5.48
FY06	9.7	44.28	5.8	0.8	5.91
FY07	10.9	45.29	6.37	1	6.39
FY08	10.7	40.24	8.35	1.2	6.88
FY09	11.1	45.91	10.88	1.5	7.09
FY10	14.1	47.42	11.99	1.8	7.65
FY11	18	45.58	8.86	2.4	8.30

Financial	No. of	INR	Inflation	No. of	GDP at
Year	automobiles	equivalent of	in %	automobiles	constant
	produced	1 USD		exported	price
FY12	20.2	47.95	9.31	3	8.74
FY13	20.65	54.45	10.91	2.9	9.21
FY14	21.5	60.5	6.35	3.11	9.80
FY15	23.36	61.15	5.87	3.57	10.53
FY16	24.02	65.46	4.94	3.64	11.39
FY17	25.33	67.09	2.49	3.48	12.20
FY18	29.07	64.45	4.86	4.04	13.01
FY19	30.92	69.89	6.7	4.63	14.08

Table #2

Financial Year	YoY Automobile Production	YoY Automobile Export
FY06	0.141176	0.142857
FY07	0.123711	0.25
FY08	-0.01835	0.2
FY09	0.037383	0.25
FY10	0.27027	0.2
FY11	0.276596	0.333333
FY12	0.122222	0.25

Financial Year	YoY Automobile Production	YoY Automobile Export
EV12	0.002077	0.02222
FY13	0.022277	-0.03333
FY14	0.041162	0.072414
FY15	0.086512	0.14791
FY16	0.028253	0.019608
FY17	0.054538	-0.04396
FY18	0.147651	0.16092
FY19	0.063639	0.14604

Table #3

Financial Year	YoY Growth			
	INR equivalent of 1 USD	Inflation in %	GDP at constant price	
FY06	-0.01	0.36	0.08	
FY07	0.02	0.10	0.08	
FY08	-0.11	0.31	0.08	
FY09	0.14	0.30	0.03	
FY10	0.03	0.10	0.08	
FY11	-0.04	-0.26	0.08	
FY12	0.05	0.05	0.05	
FY13	0.14	0.17	0.05	

Financial Year	YoY Growth			
	INR equivalent of 1 USD	Inflation in %	GDP at constant price	
FY14	0.11	-0.42	0.06	
FY15	0.01	-0.08	0.07	
FY16	0.07	-0.16	0.08	
FY17	0.02	-0.50	0.07	
FY18	-0.04	0.95	0.07	
FY19	0.08	0.38	0.08	