



# Indian Truck Report

This report contains four main sections:

Indian Truck Market, Buyer behaviour – shifting product preferences, Challenges facing Indian suppliers and Government Policies & regulations.

Also included are detailed profiles of 35 top suppliers in this emerging sector.

## **Background to this Research**

Like every major commercial vehicle market, the truck industry in India has been subject to periods of cyclical growth followed by investments in capacity expansion and subsequent phases of correction. The emergence of a global economic crisis in the latter half of 2008 led to a severe impact on the commercial vehicle industry in India. In the second half of fiscal 2009, capacity utilization levels were less than 50%.

In certain cases, especially with smaller manufacturers, production was halted for several days due to a massive inventory build-up and a subsequent inventory flushing exercise towards the end of the year. The impact of the crisis was heightened by the sudden squeeze in credit availability.

## **Table of Contents**

### **Chapter 1: Indian Truck Market**

- Snapshot
- Current scenario
- Industry dynamics
- Production & sales trends
- Classifying the Indian CV segment
- Market drivers
- Road infrastructure
- Classification of India's road network
- Central Road Fund
- Public Private Partnership (PPP)
- Public passenger transport by road
- Overloading

Human resource requirements & training  
Competition from the sleeping giant : dedicated freight corridor

## **Chapter 2: Buyer behaviour - shifting product preferences**

The Ace UV Magic  
Factory built cabs  
Trailers, car carriers and special application bodies : organised shift

## **Chapter 3: Challenges facing Indian suppliers**

Uncertain economic scenario  
End user/consumer end credit squeeze  
Project finance & industrial credit inaccessibility  
Margins  
The great Indian consumption story : winning new business from new OEMs  
The great Indian potential story: establishing export credentials  
Emerging clusters & SEZs  
Logistical spreads : new clusters  
Attrition  
Introducing new materials/ technologies  
Currency  
R&D impetus  
Going global

## **Chapter 4: Government Policies & regulations**

Foreign Direct Investment (FDI)  
Taxation  
Intellectual Property Rights  
Emissions

## **Supplier Profiles**

ANG AUTO  
Apollo Tyres  
Banco Products (India) Limited  
Bharat  
Birla Tyres Limited  
Bosch India  
Brakes India  
CEAT  
Ceekay Daikin  
Clutch Auto  
Cummins India  
Delphi TVS  
Exide Industries Limited  
Fiem

Gabriel India Limited  
Hinduja Foundries  
JK Industries  
Kalyani Lemmerz  
Lumax  
Madras Engineering  
MRF TYRES  
Neolite ZKW Lightings  
Omax Auto  
Pricol  
Saint Gobain Group  
Setco Automotive  
SKF India Limited  
Steel Strips Wheels  
Sundaram Clayton  
Tata Toyo Radiators  
Timken India  
WABCO-TVS  
Wheels India Limited  
ZF Steering Gear India

#### **List of tables**

Table1: Share of transport sector in India's GDP, 2003-2004 - 2007-2008 (percentage)  
Table2: Automotive sector's contribution to India's GDP, 2003-2004 - 2007-2008 (percentage)  
Table 3: Domestic sales breakdown and marketshare breakdown in M&HCV passenger carriers by manufacturer, 2007-2008  
Table 4: Domestic sales breakdown and marketshare breakdown in M&HCV goods carriers by manufacturer, 2007-2008  
Table 5: Domestic sales breakdown and marketshare breakdown in LCV passenger carriers by manufacturer, 2007-2008  
Table 6: Domestic sales breakdown and marketshare breakdown in LCV goods carriers by manufacturer, 2007-2008  
Table 7: Segment-wise marketshare breakdown by manufacturer, 2003-04 - 2008-09  
Table 8: Industry and player-wise cost structure analysis, 2007-2008  
Table 9: Player-wise financial performance analysis, 2007-2008  
Table 10: National Highway Development Project parameters  
Table 11: National Highway Development Project status  
Table 12: Commercial vehicle production by GVW, 2001-2002 & 2007-2008  
Table 13: Emission standards implementation schedule  
Table 14: Emission standards implementation schedule for Diesel Truck and Bus Engines, g/kWh (for vehicles of GVW > 3,500 kg)  
Table 15: Emission standards implementation schedule for Light Duty Diesel Vehicles, g/kWh (for vehicles of GVW < 3,500 kg)

#### **List of figures**

Figure1: Average rate of growth of different means of transport in terms of freight and passenger traffic

(all figures are in percentage)

Figure 2: Overall commercial vehicle production, 2002-03 - 2008-09

Figure3: Sales growth trend M&HCVs, 2002-03 - 2007-08

Figure4: Sales growth trend LCVs, 2002-03 - 2007-08

Figure 5: IIP growth v/s Commercial Vehicle production, 2003-2009

Figure 6: GDP growth v/s Commercial Vehicle production, 2003-2009

Figure 8: Credit deployment v/s Commercial Vehicle production, 2003-2009