

***SIAM***

Demand Forecasts for  
Indian Automobile Industry

# The Forecasting Process

- Statistical methods used for forecasting, considering all the relevant demand drivers for each segment
- Models prepared after considering an exhaustive list of relevant variables
  - Macro-economic variables: eg. GDP components, industrial production, inflation, interest rates, stock indices
  - Sector variables: eg. Model launches, vehicle price, inter-segment competition
  - Enablers/barriers: eg. Finance availability, road connectivity

# Forecast for 2011-12 Outlook

Segment	F12 Growth (Oct-11 Est.)
Cars	2-4%
UVs	9-11%
Vans	13-15%
<b>PV Total</b>	<b>4-6%</b>
LCV Goods	20-23%
MHCV Goods	5-7%
Passenger Buses	4-6%
<b>Total CV</b>	<b>13-15%</b>
<b>2W</b>	<b>13-15%</b>
3 W Goods	9-11%
3W Passenger	3-6%
<b>3W Total</b>	<b>4-6%</b>
<b>Auto Total</b>	<b>11-14%</b>

Source: SIAM Data