

**YENİ DELHİ TİCARET MÜŞAVİRLİĞİ**

**HİNDİSTAN ÜLKE PROFİLİ**

**26 Eylül 2024**



# TİCARET BAKANLIĞI ÇALIŞMALARI

Ticaret Bakanlığı, Ticaret Müşavirliği/Ticaret Ataşeliğimiz organizasyonunda düzenlenen elektronik sohbetler  
<https://tagm.ticaret.gov.tr/yayinlar/asya/hindistan>



Ülke : Hindistan Tarih : 31 Mayıs 2022 (Sektörel)



Ülke : Hindistan Tarih : 12 Nisan 2021 (Sektörel)



Ülke : Hindistan Tarih : 04 Şubat 2021 (Sektörel)



Ülke : Hindistan Tarih : 21 Ekim 2020 (Sektörel)



Ülke : Hindistan Tarih : 05 Haziran 2020



# HİNDİSTAN ÜLKE PROFİLİ

## Nüfus

- 1,43 milyar

## Yönetim

- 28 Eyalet

## Başkent

- Yeni Delhi

## Diller

- Hintçe, Bengalce, Tamilce, Urduca

## Türk Firmaları

- Yaklaşık 40 yerleşik firma

## Ticaret Bakanlığı Temsilcileri

- Yeni Delhi TM, Mumbai TA, Haydarabad TA



# MAKROEKONOMİK GÖSTERGELER

## Ekonomik Büyüklük

- 3,42 Trilyon Dolar (2022)
- Büyüme: 2022-2023 mali yılı için yüzde 7,2

## Enflasyon

- %3,54 (Haziran 2024)

## Yabancı Yatırım

- 971 milyar Dolar (2000-2023)

## Dış Ticaret

- Mal İhracatı 431 milyar  
Mal İthalatı 674 milyar (2023)
- Hizmet İhracatı 341 milyar  
Hizmet İthalatı 178 milyar (2023-2024)

## İş Yapma Endeksleri

- Dünya Bankası İş Yapma Kolaylığı Endeksi: 63
- Lojistik Performans Endeksi: 38





# HİNDİSTAN'IN DIŞ TİCARET PROFİLİ (İHRACAT)

HİNDİSTAN'IN İHRACATINDA İLK 10 ÜRÜN (1.000 Dolar)				
Code	Product label	2021	2022	2023
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	56.400.639	98.472.280	89.677.657
'71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	38.155.138	39.274.606	33.418.155
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	18.836.214	26.573.154	32.375.145
'84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	24.165.782	27.502.754	29.333.711
'30	Pharmaceutical products	19.460.516	19.752.792	21.295.025
'87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	18.897.162	21.256.873	20.817.787
'29	Organic chemicals	21.184.105	21.876.532	19.423.278
'72	Iron and steel	21.199.485	15.198.277	11.825.795
'10	Cereals	12.350.067	14.087.764	11.291.058
'73	Articles of iron or steel	8.361.219	9.898.014	9.742.295
'TOTAL		394.813.673	452.684.214	431.997.639



# HİNDİSTAN'IN DIŞ TİCARET PROFİLİ (İHRACAT)

İHRACATTA İLK 10 ÜLKE (1.000 Dolar)				
NO	Importers	2021	2022	2023
1	United States of America	71.510.497	80.230.193	75.842.751
2	United Arab Emirates	25.446.639	31.322.728	33.044.237
3	Netherlands	10.284.461	18.500.438	23.148.724
4	China	23.036.597	15.084.401	16.266.543
5	United Kingdom	10.374.395	11.235.450	13.373.973
6	Singapore	10.650.087	11.830.795	12.103.870
7	Bangladesh	14.092.748	13.833.759	11.251.079
8	Saudi Arabia	8.245.418	10.152.976	10.841.068
9	Germany	9.513.606	10.441.963	9.669.594
10	Hong Kong, China	11.290.061	9.797.909	8.723.115
World		394.813.673	452.684.214	431.997.639



# HİNDİSTAN'IN DIŞ TİCARET PROFİLİ (İTHALAT)

## HİNDİSTAN'IN İTHALATINDA İLK 10 ÜRÜN (1.000 Dolar)

Code	Product label	2021	2022	2023
'27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	170.398.554	277.238.257	220.583.247
'85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	56.725.008	69.680.022	76.056.005
'71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	88.346.259	78.172.888	72.587.528
'84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	48.414.563	54.792.401	57.059.879
'29	Organic chemicals	27.247.007	29.810.256	27.265.776
'39	Plastics and articles thereof	19.257.673	22.716.066	22.592.918
'72	Iron and steel	11.679.976	16.740.819	18.904.959
'15	Animal, vegetable or microbial fats and oils and their cleavage products; prepared edible fats; ...	17.458.998	21.639.099	16.560.769
'90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	11.319.863	11.340.606	12.630.551
'31	Fertilisers	9.116.775	17.259.772	10.422.217
<b>'TOTAL</b>		<b>570.402.004</b>	<b>732.565.993</b>	<b>667.179.960</b>



# HİNDİSTAN'IN DIŞ TİCARET PROFİLİ (İTHALAT)

İTHALATTA İLK 10 ÜLKE (1.000 Dolar)				
NO	İHRACATI ÜLKE	2021	2022	2023
1	China	87.535.136	102.249.180	101.338.799
2	Russian Federation	8.695.038	40.628.245	61.602.410
3	United Arab Emirates	43.070.345	53.851.377	44.815.112
4	United States of America	41.386.816	51.772.471	42.735.946
5	Saudi Arabia	27.689.346	46.188.427	33.934.311
6	Iraq	26.566.073	39.068.377	29.475.307
7	Indonesia	16.724.828	28.665.341	22.770.032
8	Korea, Republic of	17.076.153	20.723.337	21.409.244
9	Singapore	18.201.531	24.418.725	20.086.826
10	Switzerland	29.492.003	16.302.711	19.607.894
Turkey (2023'te 31. Sırada)				
World		570.402.004	732.565.993	667.179.960



# İKİLİ TİCARET (MAL TİCARETİ)

Yıl	İhracat \$ / Bin	İhracat Değ. %	İthalat \$ / Bin	İthalat Değ. %	Hacim \$ / Bin	Denge \$ / Bin
2010	606.081	47,4	3.409.938	79,2	4.016.018	-2.803.857
2011	756.082	24,7	6.498.651	90,6	7.254.733	-5.742.570
2012	791.720	4,7	5.843.638	-10,1	6.635.358	-5.051.918
2013	586.927	-25,9	6.367.791	9,0	6.954.718	-5.780.863
2014	586.589	-0,1	6.898.577	8,3	7.485.166	-6.311.988
2015	650.319	10,9	5.613.515	-18,6	6.263.834	-4.963.196
2016	651.703	0,2	5.757.246	2,6	6.408.949	-5.105.543
2017	758.560	16,4	6.216.638	8,0	6.975.199	-5.458.078
2018	1.121.539	48,0	7.535.658	21,2	8.657.197	-6.414.119
2019	1.166.477	4,0	6.635.217	-11,9	7.801.694	-5.468.739
2020	889.670	-23,7	4.830.121	-27,7	5.719.791	-3.940.452
2021	1.304.823	46,65	7.936.147	64,3	9.240.970	-6.631.324
2022	1.637.060	25,4	10.697.076	34,8	12.335.199	-9.060.141
2023	1.644.022	0,42	7.931.067	-25,8	9.575.089	-6.287.045



# İKİLİ TİCARET (MAL TİCARETİ)

## İHRACATIMIZDA İLK 15 ÜRÜN

GTIP Dörtlü Kodu	GTIP Dörtlü Adı	2022 (\$)	2023 (\$)	Ülke içinde Payı (%)	Değişim (%)
2515	MERMER, TRAVERTEN, EKOSİN VE BELİRGİN YOĞUNLUĞU >= 2.5 OLAN YONTULMAYA VEYA İNŞAATA ELVERİŞLİ KİREÇL	132.442.691	155.599.872	9,46	17,48
1512	AYÇİÇEĞİ TOHUMU, ASPIR VEYA PAMUK TOHUMU YAĞLARI VE BUNLARIN FRAKSİYONLARI (KİMYASAL OLARAK DEĞİŞTİR	210.208.572	144.685.794	8,80	-31,17
7204	DÖKME DEMİRİN, DEMİRİN VEYA ÇELİĞİN DÖKÜNTÜ VE HURDALARI VEYA BUNLARIN YENİDEN ERGİTİLMESİ İLE ELDE	58.952.912	96.048.774	5,84	62,92
0808	ELMA, ARMUT VE AYVA (TAZE)	67.167.476	82.048.680	4,99	22,16
2836	KARBONATLAR, PEROKSİKARBONATLAR (PERKARBONATLAR), AMONYUM KARBAMAT İÇEREN TİCARİ AMONYUM KARBONAT	35.549.487	76.871.459	4,68	116,24
2840	BORATLAR, PEROKSİBORATLAR (PERBORATLAR)	40.122.764	45.588.204	2,77	13,62
6815	BAŞKA YERDE BELİRTİLMEMİŞ TAŞLARDAN VEYA DİĞER MİNERALLERDEN EŞYA	27.434.457	38.538.751	2,34	40,48
0713	KURU BAKLAGİLLER (KABUKSUZ)	2.660.534	29.347.578	1,79	1.003,07
2803	KARBON [KARBON KARALARI (CARBON BLACKS) VE BAŞKA YERDE BELİRTİLMİYEN DİĞER KARBON]	20.420.884	27.192.663	1,65	33,16
2528	TABİİ BORATLAR VE BUNLARIN KONSANTRELERİ, TABİİ BORİK ASİT (H3BO3 <= %85)	21.669.360	26.987.280	1,64	24,54
8409	SADECE VEYA ESAS İTİBARIYLA 84.07 VEYA 84.08 POZİSYONLARINDAKİ MOTORLARIN AKSAM VE PARÇALARI	31.650.381	25.973.094	1,58	-17,94
4707	GERİ KAZANIM AMAÇLI KAĞIT VEYA KARTON DÖKÜNTÜ, KIRPINTI VE HURDALARI	35.848.937	24.957.158	1,52	-30,38
8708	87.01 İLA 87.05 POZİSYONLARINDA YER ALAN MOTORLU KARA TAŞITLARININ AKSAM VE PARÇALARI	25.872.984	22.776.200	1,39	-11,97
1806	ÇİKOLATA VE KAKAO İÇEREN DİĞER GIDA MÜSTAHZARLARI	10.689.394	19.718.087	1,20	84,46
1507	SOYA YAĞI VE FRAKSİYONLARI (KİMYASAL OLARAK DEĞİŞTİRİLMEMİŞ)	38.233.800	19.019.280	1,16	-50,26
	LİSTE TOPLAMI	758.924.633	835.352.874	50,81	
	ÜLKE TOPLAMI	1.637.060.938	1.644.022.165	100,00	



# İKİLİ TİCARET (MAL TİCARETİ)

## İTHALATIMIZDA İLK 15 ÜRÜN

GTIP Dörtlü Kodu	GTIP Dörtlü Adı	2022 (\$)	2023 (\$)	Ülke içinde Payı (%)	Değişim (%)
2710	PETROL YAĞLARI VE BİTÜMENLİ MİNERALLERDEN ELDE EDİLEN YAĞLAR VE PETROL VEYA BİTÜMENLİ YAĞ ORANI >=%	3.201.740.758	896.165.062	11,30	-72,01
8708	87.01 İLA 87.05 POZİSYONLARINDA YER ALAN MOTORLU KARA TAŞITLARININ AKSAM VE PARÇALARI	355.818.677	440.955.265	5,56	23,93
8517	TELEFON CİHAZLARI, SES, GÖRÜNTÜ VEYA DİĞER BİLGİLERİ ALMAYA/VERMEYE MAHSUS DİĞER CİHAZLAR 84.43, 85.	55.895.376	363.872.684	4,59	550,99
7601	İŞLENMEMİŞ ALUMİNYUM	682.192.674	333.622.875	4,21	-51,10
5402	SENTETİK FİLAAMENTLERDEN İPLİKLER (DİKİŞ İPLİĞİ HARİÇ); PERAKENDE SATILACAK HALE GETİRİLMEMİŞ	397.880.197	280.879.063	3,54	-29,41
7113	MÜCEVHERCİ EŞYASI VE AKSAMI (KIYMETLİ METALLERDEN VEYA KIYMETLİ METALLERLE KAPLAMA METALLERDEN)	232.839.514	225.212.152	2,84	-3,28
3204	SENTETİK ORGANİK BOYAYICI MADDELER VE MÜSTAHZARLARI, FLUORESANLI AYDINLATMA MADDELERİ VEYA LÜMİNOFOR	265.636.851	188.744.150	2,38	-28,95
7202	FERRO - ALYAJLAR	233.204.593	168.371.579	2,12	-27,80
5205	PAMUK İPLİĞİ (DİKİŞ İPLİĞİ HARİÇ); PAMUK ORANI >= %85, PERAKENDE SATILACAK HALE GETİRİLMEMİŞ	184.045.708	153.479.189	1,94	-16,61
8407	KIVILCIM İLE ATEŞLEMELİ İÇTEN YANMALI DOĞRUSAL VEYA DÖNER PİSTONLU MOTORLAR (PATLAMALI MOTOR)	130.814.740	151.871.961	1,91	16,10
2933	SADECE AZOTLU HETEROSİKLİK BİLEŞİKLER	130.284.714	135.900.544	1,71	4,31
8445	DOKUMAYA ELVERİŞLİ ELYAF HAZIRLAYAN, EĞİREN, KATLAYAN, BÜKEN, İPLİKLER ÜRETen, İPLİKLERİ BOBİNLEYEN,	138.086.639	131.573.326	1,66	-4,72
7102	ELMASLAR (İŞLENMİŞ OLSUN OLMASIN, FAKAT MIHLANMAMIŞ VEYA TAKILMAMIŞ)	155.904.715	131.217.919	1,65	-15,83
8703	BİNEK OTOMOBİLLERİ VE İNSAN TAŞIMAK ÜZERE İMAL EDİLMİŞ DİĞER MOTORLU TAŞITLAR (STEYŞİN VAGONLAR VE Y	70.842.000	124.674.001	1,57	75,99
7222	PASLANMAZ ÇELİKTEN ÇUBUK VE PROFİLLER	137.071.736	124.409.565	1,57	-9,24
	LİSTE TOPLAMI	6.372.258.892	3.850.949.335	48,56	
	ÜLKE TOPLAMI	10.697.076.768	7.931.067.491	100,00	





# İKİLİ TİCARET (MAL TİCARETİ)

İhracat 2023  
1,644 milyar Dolar

Mermer

Ayçiçek  
tohumu  
yağı

Çelikten  
Hurda

Taze Elma

Disodyum  
Karbonat

İhracat 2024 (1-7)  
Ocak Temmuz  
824 milyon Dolar

Mermer

Taze Elma

Disodyum  
Karbonat

Disodyum  
Tetraborat

Karbon  
Elyaf

İthalat 2023  
7,931 milyar Dolar

Petrol  
Yağları

Akıllı  
Telefon

Alüminyum

Mücevher

İplik

İthalat 2024 (1-7)  
Ocak Temmuz  
4 milyar Dolar

Petrol  
Yağları

Akıllı  
Telefon

Otomobil

Elmas

İplik



# PAZARA GİRİŞTE BAŞLICA AVANTAJLAR

- Yüksek ve Büyüyen Nüfus
- Asya Pazarına Giriş İmkânı
- Değişen Tüketici Tercihleri
- Ülkedeki Kalkınma Yatırımları ve Dönüşüm Süreci



# PAZARA GİRİŞTE BAŞLICA KISITLAR

- Yüksek Navlun Maliyeti/Süreleri
- Pazarın Farklı Yapısı ve Az Tanınması
- Ülkemiz Ürünlerinin Bilinirliği
- Fiyat Rekabetinin Yüksek Olması
- Yüksek Rekabet Ortam
- Yüksek Vergi Oranları



# POTANSİYEL SEKTÖRLER

- Mobilya
- Gıda
- Beyaz Eşya
- Ev Dekorasyon
- Üretime Yönelik Teknoloji Yatırımları
- Hazır Giyim (Kadın ve Çocuk Giyim)



# ÖNEMLİ VERİ KAYNAKLARI

Güncel Dış Ticaret  
Düzenlemeleri

<https://www.dgft.gov.in/CP/>

Vergi/Gümrük Uygulamaları

<https://www.cbic.gov.in/>

İhracat/İthalatta Vergi  
Oranları ve Uygulamaları

<https://www.indiantradeportal.in/>

<https://icegate.gov.in/Webapp/>

Dış Ticaret İstatistikleri

<https://www.commerce.gov.in/trade-statistics/latest-trade-figures/>

Hint Firma Sorgulama  
Uygulaması

<https://www.mca.gov.in/mcafoportal/viewCompanyMasterData.do>

Başlıca Ekonomi/Ticaret Haber  
Kaynakları

<https://economictimes.indiatimes.com/>

<https://www.thehindu.com/>

<https://www.livemint.com/>



## TEŞEKKÜRLER

**YELİZ GÜRLEK**  
**YENİ DELHİ TİCARET MÜŞAVİRİ**

<https://musaviredanisin.ticaret.gov.tr/>

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[haydarabad@ticaret.gov.tr](mailto:haydarabad@ticaret.gov.tr)



**India**

# "A Potential Business Destination"

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Exploring current trends, challenges, and opportunities in India's automotive sector

**Presented by - Mr. Pradeep Sreedharan**



# Today's Session Agenda

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Three major objectives  
we're focusing on

**01** Why Foreign Companies should do  
Business in India

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**02** Overview of India's Automotive  
Business Landscape

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**03** Ease of Doing Business in India



# Executive Summary

An overview of India's Automotive Market Landscape



## Market Segmentation

The automotive market is divided into four segments, with two-wheelers dominating at 75%.



## Projected Industry Growth

The Indian automotive sector is expected to reach a valuation of US\$ 300 billion by 2026.



## Electric Vehicle Manufacturing

India leads in manufacturing electric two-wheelers and three-wheelers, showcasing innovative growth.

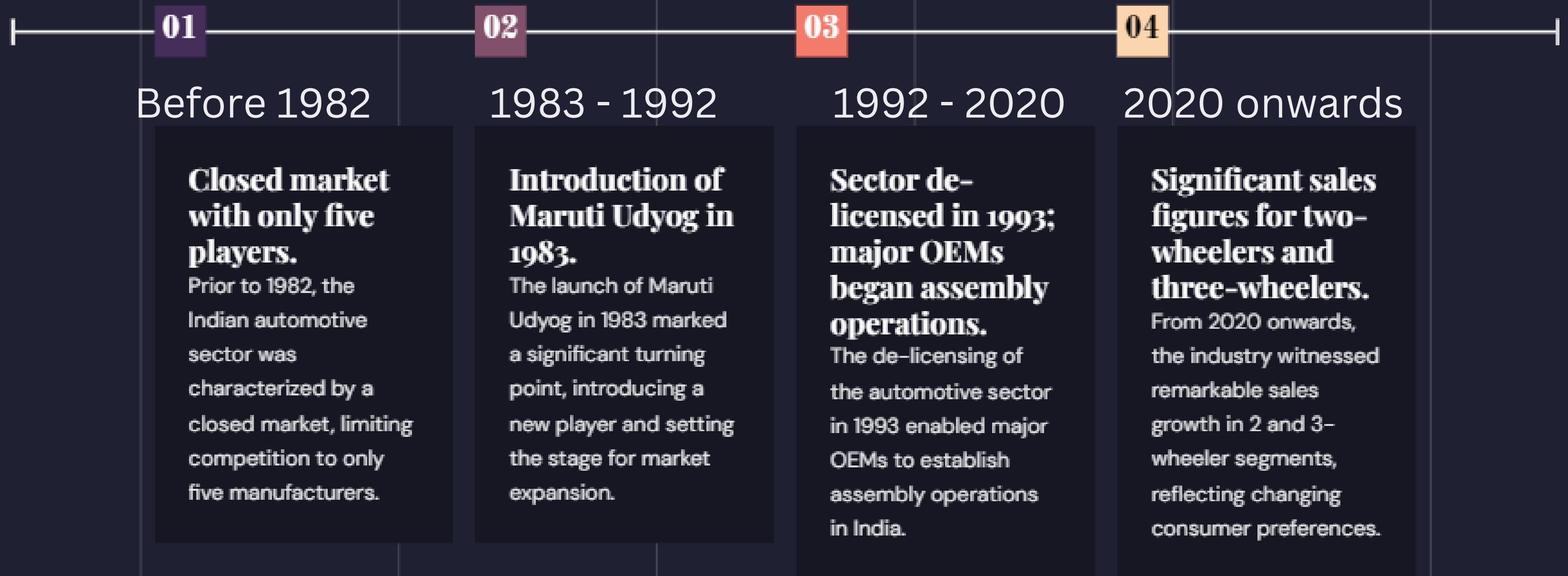


## Low Car Penetration

With only 24 cars per 1,000 people, India has a significant growth opportunity compared to the global average of 314.

# Evolution of the Indian Automotive Sector

A timeline illustrating key milestones in India's automotive industry.



12.5

units

**Steady production growth.**

In 2024, India's automobile production is projected to reach 12.5 million units, reflecting a consistent growth trajectory across all vehicle categories, including passenger cars, commercial vehicles, and two-wheelers. This increase highlights the sector's resilience and capacity for innovation.

\$42

**Record domestic sales.**

Domestic sales in the passenger and two-wheeler segments are expected to hit \$42 billion, marking an unprecedented demand surge. This trend underscores the growing consumer preference for personal mobility and the impact of favorable economic conditions.

15%

increase

**Export growth trend.**

Year-over-year data indicates a 15% increase in automobile exports from India, driven by enhanced manufacturing capabilities and international demand. This growth not only boosts India's trade balance but also positions it as a key player in the global automotive market.

Automotive Trends

## Market Overview

Exploring the Trends in India's  
Automotive Sector for 2024



# Recent Trends in Indian Automobile Industry

Exploring Key Developments Shaping India's Automotive Market in 2024



## Luxury Vehicle Sales Surge

In 2023, luxury vehicle sales reached 42,731 units, showcasing a robust market. Mercedes-Benz led with 1,149 units sold in June 2024, indicating strong consumer interest in premium offerings.

01



## Adapting to Local Preferences

Automakers are increasingly customizing designs to meet the unique needs of Indian consumers, enhancing competitiveness against local manufacturers.

02



## Innovative Financing Solutions

Major automotive players are introducing new financing options, making vehicle purchases more accessible for a broader audience, thus boosting sales.

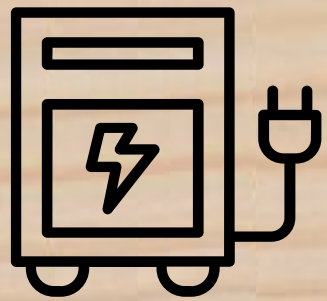
03



## Automotive SWOT Analysis

# Strategies Adopted in Indian Automotive Industry

Analyzing strengths, weaknesses, opportunities, and threats in 2024.



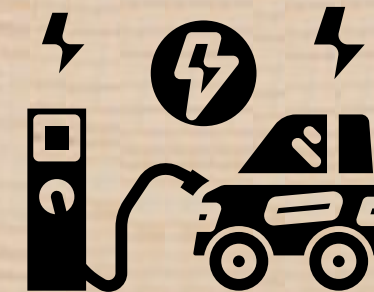
### Significant Investment, Innovative Models, Growing EV Market

The commitment of US\$ 10 billion for capacity addition, introduction of models like Tata Curvv, and an EV market projected at Rs. 50,000 crore shows industry strength.



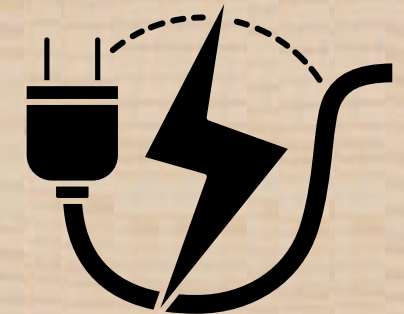
### High Competition, Infrastructure Challenges, Regulatory Hurdles

Intense competition and evolving regulations create challenges, along with inadequate infrastructure impacting growth.



### Rising Demand for EVs, Government Incentives, Technological Advancements

The increasing demand for electric vehicles and favorable government policies create significant opportunities for growth and innovation.



### Supply Chain Disruptions, Global Economic Instability, Changing Consumer Preferences

Global economic uncertainties and shifts in consumer preferences pose serious threats to the automotive sector's stability.



# Government Policies and Initiatives

Key Initiatives Driving India's Automotive Growth in 2024



01

## NATRIP Establishment

Setting up of R&D centres at a total cost of US\$ 388.5 million to enable the industry to be on par with global standards.

02

## Automotive Mission Plan 2016-26

AMP 2026 targets a four-fold growth in the automobile sector which include manufacturers of automobile products.

03

## FAME Scheme

Focused on allocating funds for EV incentives and building charging infrastructure.

04

## Clean Tech Scheme

US\$ 3.5 billion in incentives over a five-year period until 2026 under a revamped scheme to encourage clean technology vehicles.

05

## Production-linked Incentive Scheme

Extended until March 31, 2028, encouraging significant investments in manufacturing.

06

## Flex-fuel Engines

The government is planning to make it mandatory for car manufacturers to produce flex-fuel engines



# Government Policies and Initiatives

Key Initiatives Driving India's Automotive Growth in 2024



07

## Ethanol Blending

In July 2022, the Government amended the National Policy on Biofuels – 2018. The target of 20% blending of ethanol in petrol and 5% blending of biodiesel in diesel by 2030 was brought forward to 2025-26.

08

## Battery Waste Management Rules, 2022

Ministry of Environment, Forest and Climate Change, Government of India published the Battery Waste Management Rules, 2022 on August 24th, 2022 for environmentally sound management of waste batteries, including EV batteries.

09

## Electric Mobility Promotion Scheme

Ministry of Heavy Industries, Government of India with the approval of Department of Expenditure has launched Electric Mobility Promotion Scheme 2024 to further accelerate the adoption of EVs in the country.



Automotive Innovations

# Future Trends and Innovations

Exploring Key Developments in India's Automotive Sector for 2024

01

## Connected Vehicles

The automotive landscape is seeing a surge in connectivity features, enhancing user experience and vehicle integration.

02

## Sustainability

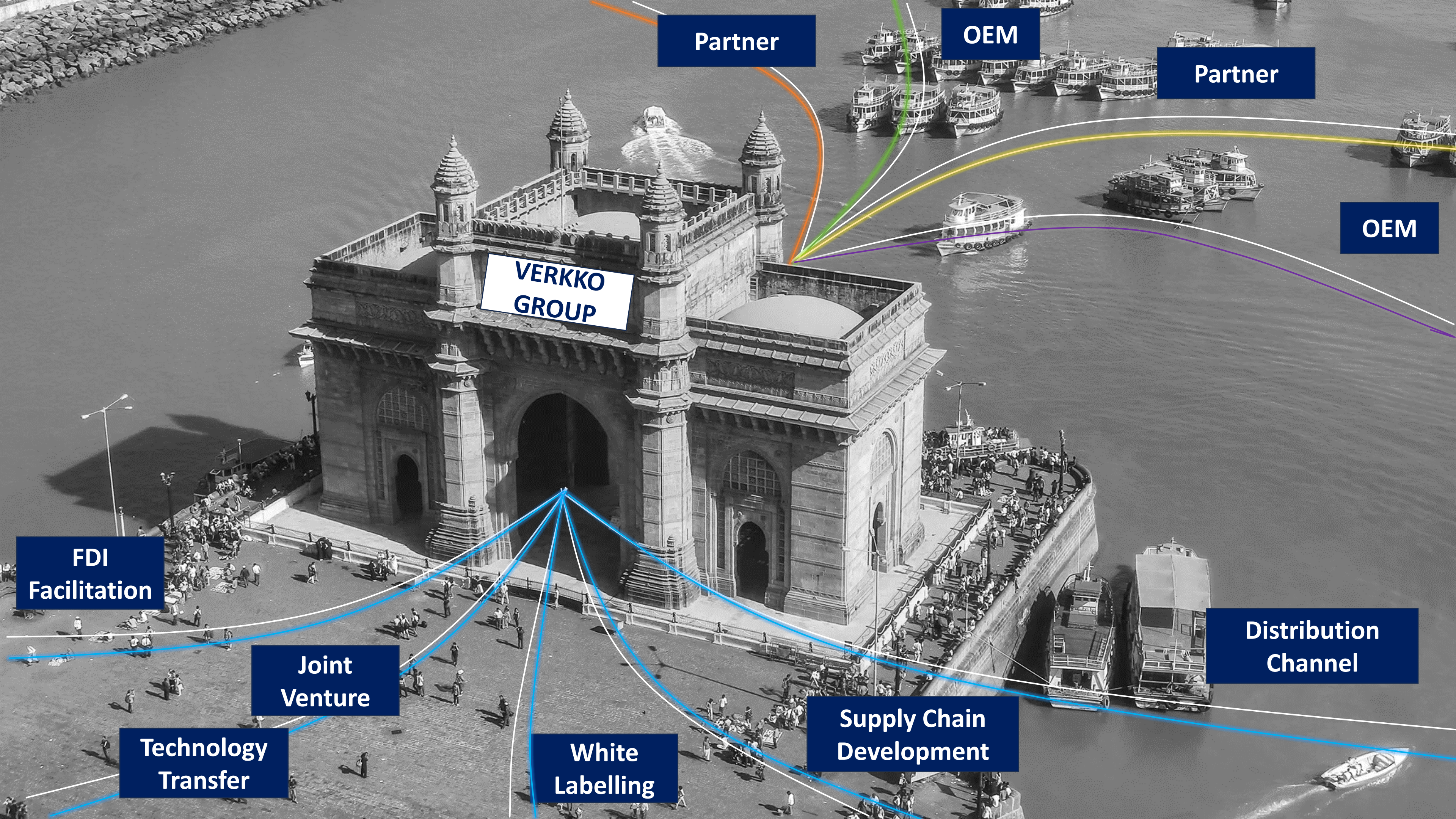
Manufacturers are increasingly adopting eco-friendly production methods, minimizing carbon footprints and promoting greener alternatives.

03

## Autonomous Vehicles

Intense research and development efforts are paving the way for advanced autonomous capabilities, promising safer and more efficient transportation.





Partner

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FDI  
Facilitation

Joint  
Venture

Technology  
Transfer

White  
Labelling

Supply Chain  
Development

Distribution  
Channel





# Verkko Group

Advisory. Consultation. Execution

*“Transforming Visions into Ventures”*





# The story of the "Tulip"

- The **tulip**, originally cultivated in **the Ottoman Empire** (modern-day Turkey), was introduced to India during the **16<sup>th</sup> century**.
- One of the most notable examples is the Shalimar Bagh in Srinagar.

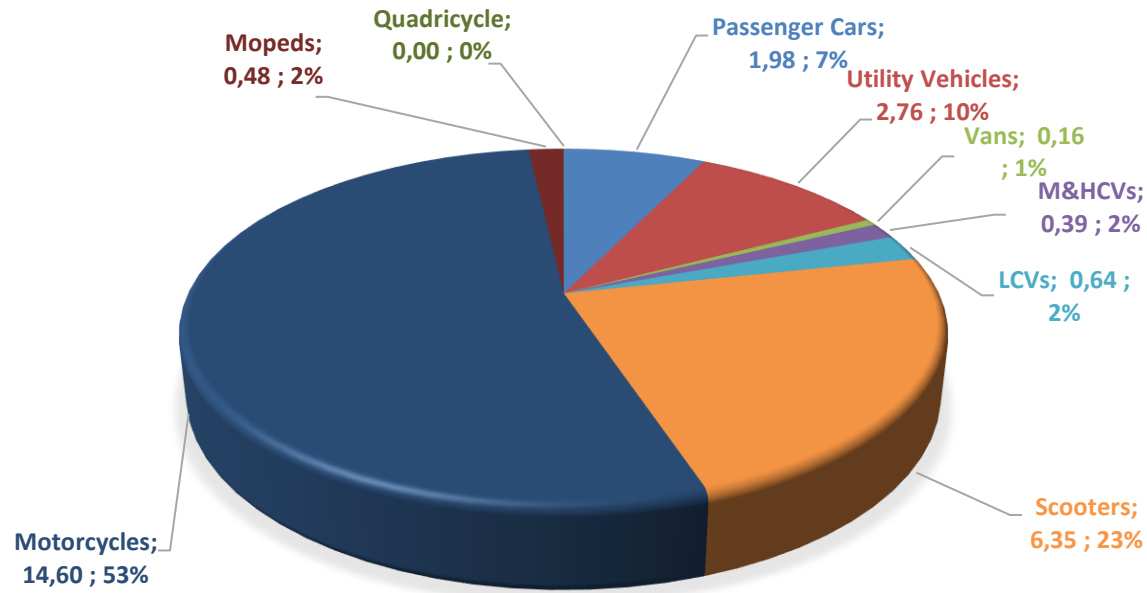




# Market Overview



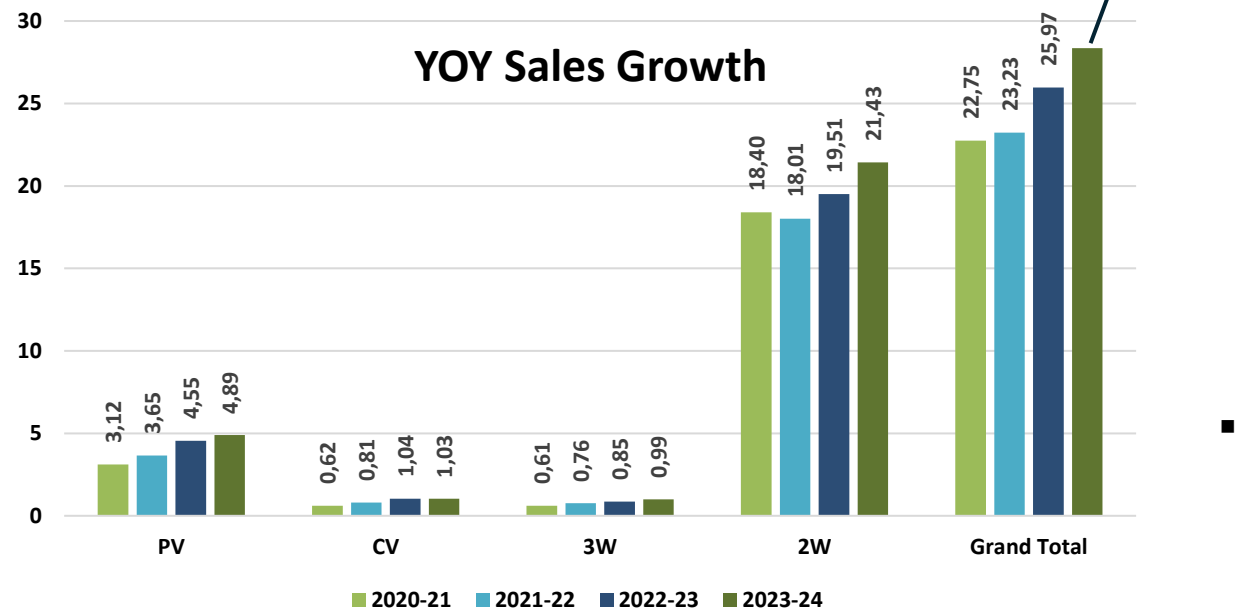
In Millions



Market Split 2023-24

In Millions

YOY Sales Growth



## Industry Size and Growth

- The Indian **automotive aftermarket** industry was valued at approximately **USD 10 billion** in **2023** and is expected to grow to **USD 14 billion** by **2028**, reflecting a substantial growth rate (source ACMA EY report) .
- The India automotive **aftermarket** is **witnessing steady growth** as vehicle owners & automotive repair shops demand replacement parts, accessories & services for vehicles.
- This **market's outlook** is driven by **factors** such as:
  - The **increasing vehicle penetration** in the country (5%).
  - The **growth of the automotive** maintenance and repair industry
  - The **adoption of aftermarket products and services** for vehicle customization and enhancement.
  - Additionally, the rising demand for **high-quality and cost-effective** aftermarket components
  - Increasing popularity of **e-commerce platforms for aftermarket** purchases are further contributing to market growth.
- The **aftermarket industry** plays a **crucial role** in providing consumers with a wide range of options for vehicle maintenance and personalization & it is expected to continue its growth trajectory in the coming years.



# Why India?

## India's Position in the Global Market:

- India ranks as the **third-largest automotive market in the world**, following China and the United States. This position is bolstered by its sizable population and robust economic growth.
- **India is the world's largest manufacturer of 2W, with over 21 Mn produced annually.**
- **India is the world largest manufacturer of tractors.**
- **World's third largest heavy truck manufacturer and car manufacturer**
- It is expected to grow at CAGR ~**8.8% till 2030.**
- India serves as a **major hub for automotive manufacturing** and sourcing.

## Strategic Advantages:

- **Key advantages** of entering the Indian market, includes a **vast consumer base.**
- **Emerging EV segment and supportive government policies.**
- **Ample opportunities** like **collaborating with local Indian firms** to leverage their market insights and distribution networks.
- India's **per capita Net National Income (NNI)** increased by 46.61% from **USD 871 in 2014-15 to USD 1277 in 2023-24.**
- India to become **the youngest nation by 2025** with an average age of 25 years
- Expected to reach **72 vehicles per 1000 people by 2025.**





# Market Dynamics & Trends

# Market Dynamics & Trends



## Rise of Electric Vehicles (EVs)

- India's **EV adoption** has been robust & is supported by government incentives, such as the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles (**FAME**) policy, which provides subsidies for electric vehicle buyers.
- The development of **charging infrastructure** is expanding rapidly.
- The shift to EVs alters demand for certain components, such as reduced need for engine parts but **increased demand for batteries and electronics**.

## Digital Transformation in Aftermarket Services

- The rise of **digital platforms and e-commerce** is revolutionizing how consumers purchase automotive parts and services. Ex: GoMechanic and OLX Autos.
- Adoption of **advanced technologies such as AI and IoT for automated, data-driven diagnostics & predictive maintenance alert systems** is increasing service efficiency.
- Businesses are leveraging **digital tools for customer relationship management**, offering loyalty programs and personalized marketing through apps and online portals.

## Growing Demand

- **Rising income levels and urbanization** are leading to a surge in vehicle ownership. **In 2022-23**, India saw a **27% increase in passenger vehicle sales**.
- **Significant investment in road infrastructure project**, enhances connectivity and accessibility, stimulating vehicle usage and subsequent aftermarket demand.



# **Regulatory Environment**





## Import Tariffs and Duties

- India imposes a range of **import duties on automotive components**, generally between **10-30%** depending on the category.
- These **tariffs are designed to encourage local manufacturing** but can affect cost competitiveness for international players.
- Consider **local assembly or sourcing** to reduce costs.

## Local Manufacturing Incentives

- **"Make in India"** Initiative is launched to promote domestic manufacturing.
  - Provides several **incentives such as tax benefits, subsidies** and faster regulatory approvals.
  - **Production Linked Incentives (PLI)** scheme focuses on reducing cost and enhancing competitiveness for local and **international players willing to set up manufacturing** bases in India.

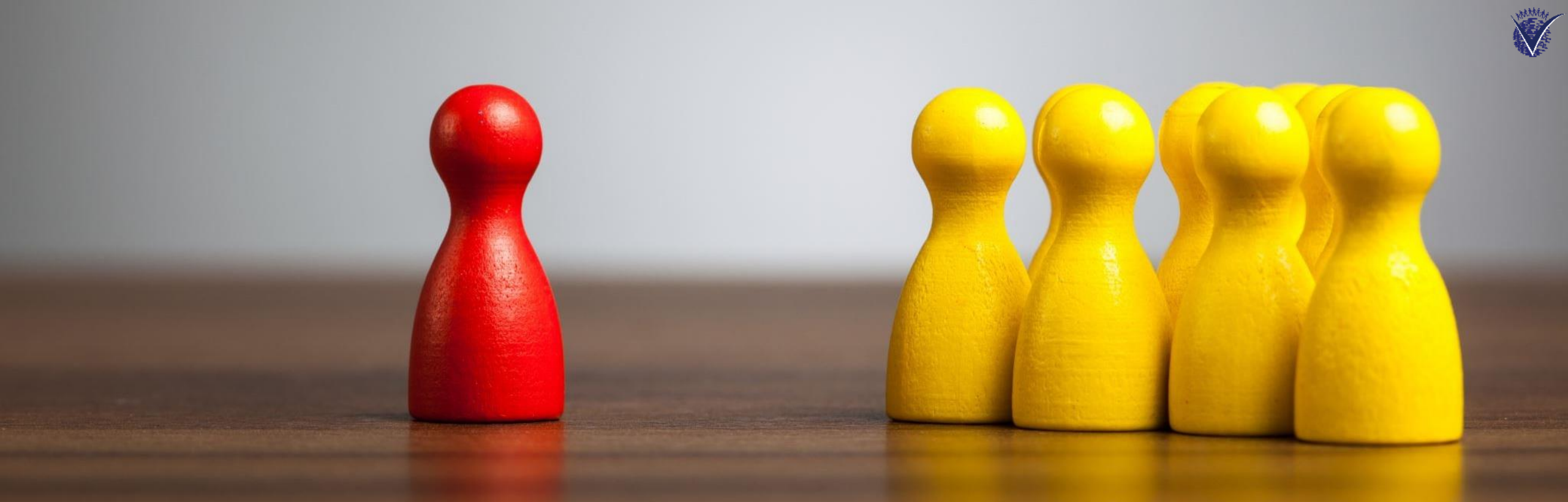
## Quality and Emission Standards

- The Automotive Research Association of India (ARAI) and the Bureau of Indian Standards (BIS) ensure that both locally manufactured and imported automotive components meet specific quality standards.
- **Emission Norms: Introduced in 2020**, these norms bring Indian automotive regulations on **par with European standards**.

## Recent Government Policies for Growth

- **Vehicle Scrappage Policy:** Introduced to promote the phasing out of unfit vehicles, **boosting demand** for aftermarket components for older vehicles.
- **EV Promotion:** Incentives under the Faster Adoption and Manufacturing of Hybrid & Electric Vehicles (FAME) India scheme. **Encourages investment in EV parts and components.**





# **Consumer Behavior**



### Cost Sensitivity:

- Indian consumers are generally price-conscious.
- Affordability often surpasses brand loyalty unless the brand strongly communicates value and ensures reliability at competitive prices.
- While cost is important, there's a significant emphasis on value, which combines quality and durability with price.

### Brand Trust and Perception:

- Brand plays a critical role in consumer decisions. Brands are often perceived as reliable and offering good aftersales support.
- Leveraging well-known global or local brands can ease market entry, but it's beneficial to build brand trust through local endorsements and reviews.

### Popular Aftersales Services:

- Regular vehicle maintenance and repairs are essential due to varying road conditions and the increasing average age of vehicles on the road.
- High demand for routine services like oil changes, brake checks, tire replacements and other such consumable products.
- **Customization and Accessories:**
  - Consumers increasingly invest in customization, such as **infotainment systems**, **seat covers** and **aesthetic upgrades** to personalize their vehicles.

### Digital Adoption and E-commerce:

- The shift towards digital platforms for purchasing parts and scheduling services is on the rise, driven by increased internet penetration and smartphone usage.
- Many consumers prefer to book services online or use apps for convenience, making digital presence crucial for aftermarket businesses.







# Entry Strategies In India







## Market Research

- **Conduct thorough market research** to understand the competitive landscape, pricing strategies and consumer behavior.

## Joint Ventures or Local Partnerships

- **JVs and partnerships with Indian firms** can provide Turkish businesses with:
  - Local market knowledge
  - Established distribution channels
  - Compliance with regulatory requirements.

## Setting Up Distribution Networks

- India's diverse market **necessitates region-specific distribution strategies**. Tailor networks to cater to geographical variations in consumer preferences and demand.
- Investing in a **robust logistics network to ensure efficient supply chain**, crucial for meeting the high expectations of customers regarding availability and delivery times.

## Manufacturing and Assembly Operations

- Establishing **local manufacturing** or assembly units can significantly **reduce import costs**, making products more competitively priced.
- Leverage government incentives under the "**Make in India**" initiative for setting up manufacturing facilities, which can offer **tax breaks and subsidies**.

## Product and Service Localization

- **Adapt products and services to meet local needs**, ensuring that offerings are culturally and economically relevant.
- **Invest in local R&D to innovate products** that align with the **preferences of Indian consumers**, such as fuel-efficient or budget-friendly options.

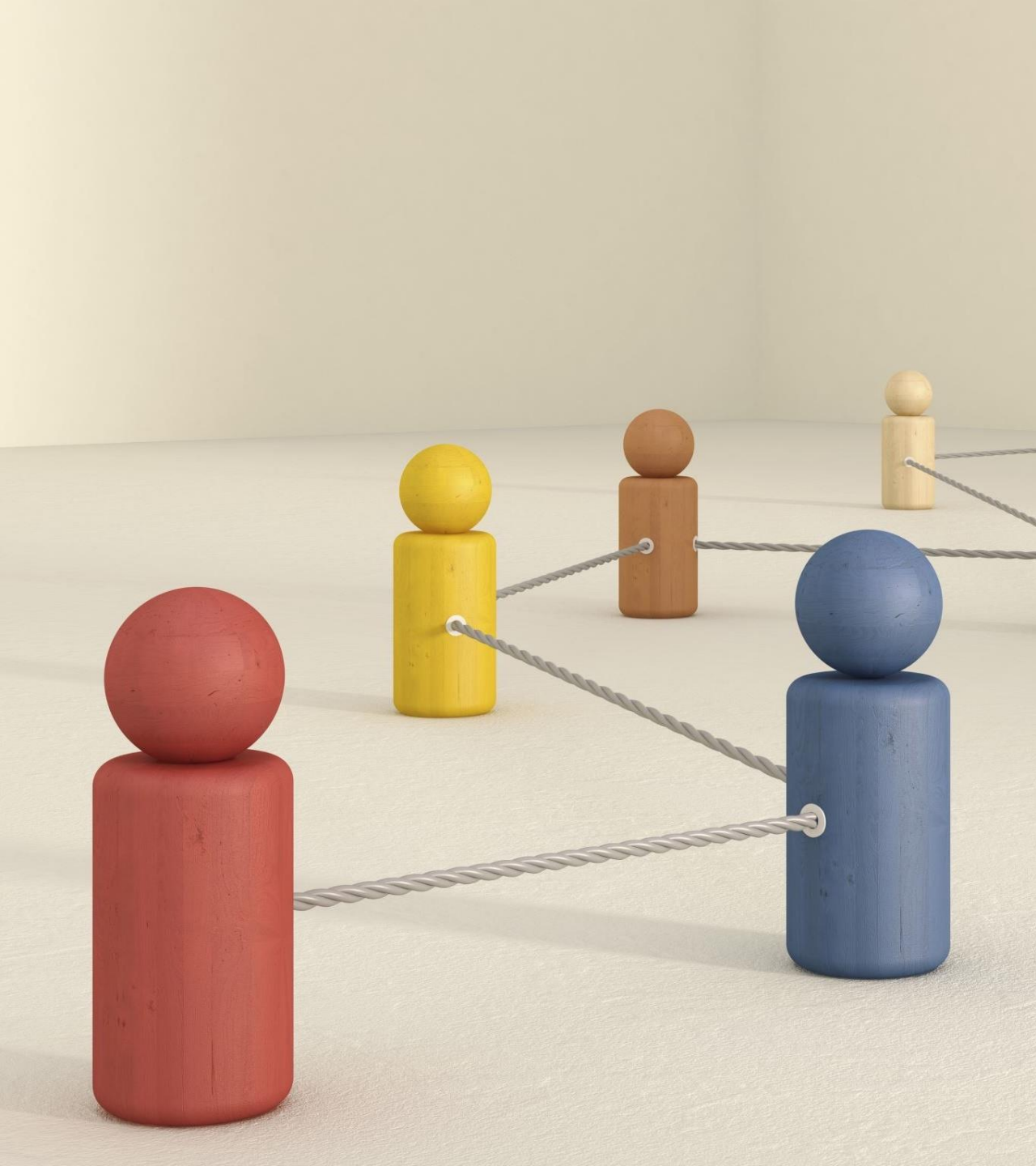
## Leveraging Digital Platforms

- Utilize **online platforms to reach a broader audience**, facilitate easy access to products, and provide customer service.
- Deploy targeted **digital marketing** campaigns to **build brand awareness** and establish a strong online presence in a tech-savvy market.
- **Implement feedback loops** with customers and partners to continuously adapt products and services to evolving market demands.



# Challenges and Solutions





## Challenges

### Strong Competition from Local Players

- Indian market is characterized by **numerous established local players** who have deep understanding of the local business environment and consumer preferences.
- **Many consumers exhibit strong loyalty** to local brands, which can be challenging for new entrants.
- **Local competitors often engage in aggressive pricing strategies** to capture market share.

### Supply Chain Complexities

- **Certain remote regions still face logistical challenges** like poor connectivity and transport delays.
- Establishing a **reliable supplier network can be difficult**, given the vast and diverse geographical landscape.
- **Diverse regulatory environments across states** may pose additional hurdles.

### Pricing Pressures

- **Indian consumers are highly price-sensitive**, often requiring companies to offer competitive pricing without compromising on quality.
- These can impact costs and pricing strategies significantly.



# Solutions

## Supply Chain Optimization

Use **data and analytics** to **forecast demand** accurately & optimize inventory levels.

Implement efficient **logistics and warehousing solutions**.

**Consider blockchain** for **transparency** and to streamline processes like tracking and authentication.

## Innovative Marketing Strategies

Develop a **strong brand presence** that resonates with **local culture and values**.

**Utilize social media** and digital platforms to reach broader audiences.

Clearly **communicate the value proposition** that differentiates your products / services from those of local competitors.

## Strategic Partnerships

**Form alliances with local companies** ex: JV, to leverage their market knowledge and distribution networks.

**Partner with Indian e-commerce platforms** to expand reach and streamline sales channels.

## Adaptation and Localization

**Adapt products to meet local preferences** and requirements, whether it's modifications for climate conditions or compliance with local standards.

Offer **personalized aftersales services** such as tailored maintenance plans and custom solutions.

## Focused Training and Development

**Invest in workforce training** to ensure high-quality service delivery and customer interaction.

**Educate your teams about Indian business culture** and consumer behavior to improve engagement and build trust.







# **How to Achieve?**

# Meet Our Leadership

Driving Vision & Excellence



**Pradeep Sreedharan**  
Chairman to the Board



**Jürgen Hase**  
Managing Director



**Fadzri Sentosa**  
Director & Head – SEA  
Business



**Amb. Sri Kumar Menon  
(Retd.)**  
Principal Partner –  
Bilateral Relations



**Nidhi Shree**  
Partner & CBO



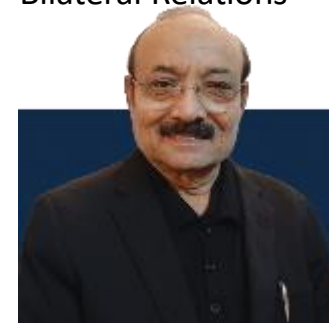
**Amb. Radha Venkatraman  
(Retd.)**  
Principal Partner – FDI



**Shyam Sunder**  
Director UAE



**Lalit Trivedi**  
Principal Partner  
Railways



**Umesh Jhamb**  
Principal Partner –  
Automotive (OE & After  
Market)



**Sitangshu Goswami**  
Principal Partner –  
Automotive and Engineering



# Meet Our Leadership

Driving Vision & Excellence



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Principal Partner  
Mining



**Robin Dmello**  
Sr. Consultant Digital  
services



**Biswajit Poddar**  
Sr. Consultant Finance



**Nishant Bhushan**  
Sr. Consultant & Head  
Business Development



**Peace Awebwa** Head –  
Africa Operation



**Elena Kirilenko**  
Sr. Consultant & Head  
of Operations



**Faizan Hayek**  
Consultant International  
Operations



**Pratibha Varun**  
Consultant  
Legal Affairs & EXIM



**Rohan Chengappa**  
Consultant  
Strategy & FDI



**Shilpy Gupta** Consultant  
Research & Analysis





# Key Differentiators - ACE

## **ADVISORY:**

- Our team of industry veterans brings over 500 years of combined experience.
- More than 50 consultants have successfully delivered over 1,200 business advisory services.
- We leverage industry leading best practices, thought leadership, and institutional expertise.

## **CONSULTING:**

- Engaged globally in Foreign Direct Investment (FDI) across a network spanning 14+ countries.
- Strong connections with trade facilitating bodies and over 18 investment promotion agencies.
- Served distinguished client of 30+ prestigious companies, including CK Birla Group, Stron, Indian Railways, Janatics & Kamco.

## **EXECUTION:**

- Achieved effective execution in over 75 projects, with 50+ projects currently ongoing within the last five years.
- Expertise in joint ventures, M&A, tech transfer, distribution network building, company incorporation, and financial services.
- Utilize an integrated approach for swift execution and seamless post execution support.





# THANK YOU

*“Transforming Visions into Ventures”*

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# Exploring Growth Opportunities in the Indian Automotive Aftermarket

Analyzing the vast potential of the Indian automotive aftermarket with strategic insights.





## MARKET INSIGHTS

# Market Overview: The Indian Automotive Industry

Exploring Growth Opportunities in the Indian Automotive Aftermarket



### Industry Valuation

Currently valued at around USD 10 billion, expected to reach USD 15 billion soon.

### Global Growth

It is expected to grow to USD 15 billion in the next 3-4 years.

### Vehicle Population Dynamics

India has a diverse vehicle population of 400 million, including various types.

### Passenger Cars Segment

The market includes 30 million passenger cars, highlighting consumer demand.

### Commercial Vehicles

The industry comprises heavy and light commercial vehicles, vital for logistics.

### Emerging Global Position

India is set to become the 3rd largest automotive producer globally, after China and the US.

## GROWTH SEGMENTS

# Vehicle Segments Driving Growth

Analyzing Key Segments in the Indian Automotive Aftermarket



### Commercial Vehicles

This segment includes Heavy and Light Commercial Vehicles, essential for logistics.



### Passenger Vehicles

Comprising cars and SUVs, this segment shows high consumer demand and growth potential.



### Two-wheelers

A rapidly growing segment, reflecting the shift towards efficient urban mobility solutions.



### Tractors and OTR Vehicles

These vehicles are crucial for agriculture and construction, driving rural market growth.





## MARKET SEGMENTATION

# Aftermarket Parts & Components Segmentation

Understanding Key Segments in the Indian Automotive Aftermarket



Engine  
Components



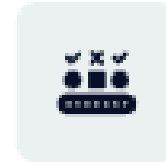
Suspension  
Systems



Brake parts



Transmission /  
Gear



Differential /  
Clutch



Cooling system



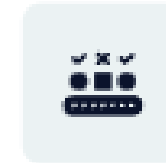
Electrical Steering  
system



Battery / Tyre



Hydraulics



Consumables:  
Lubricant



AFTERMARKET CATEGORIES

# Types of Aftermarket Parts+

Understanding the categories enhances market strategies and offerings.

Type of Part	Description
Genuine Parts	OES & Tier 1 & 2 parts that are made by the original manufacturer.
Certified Parts	Independently branded quality parts that meet OE specifications.
Counterfeit Parts	Duplicate brands found in the market that mimic originals.
Others	Niche and specialized parts catering to specific needs.



## DISTRIBUTION INSIGHTS

# Distribution Network Insights

Understanding the Crucial Role of Distribution in Market Penetration

### B to B Distribution

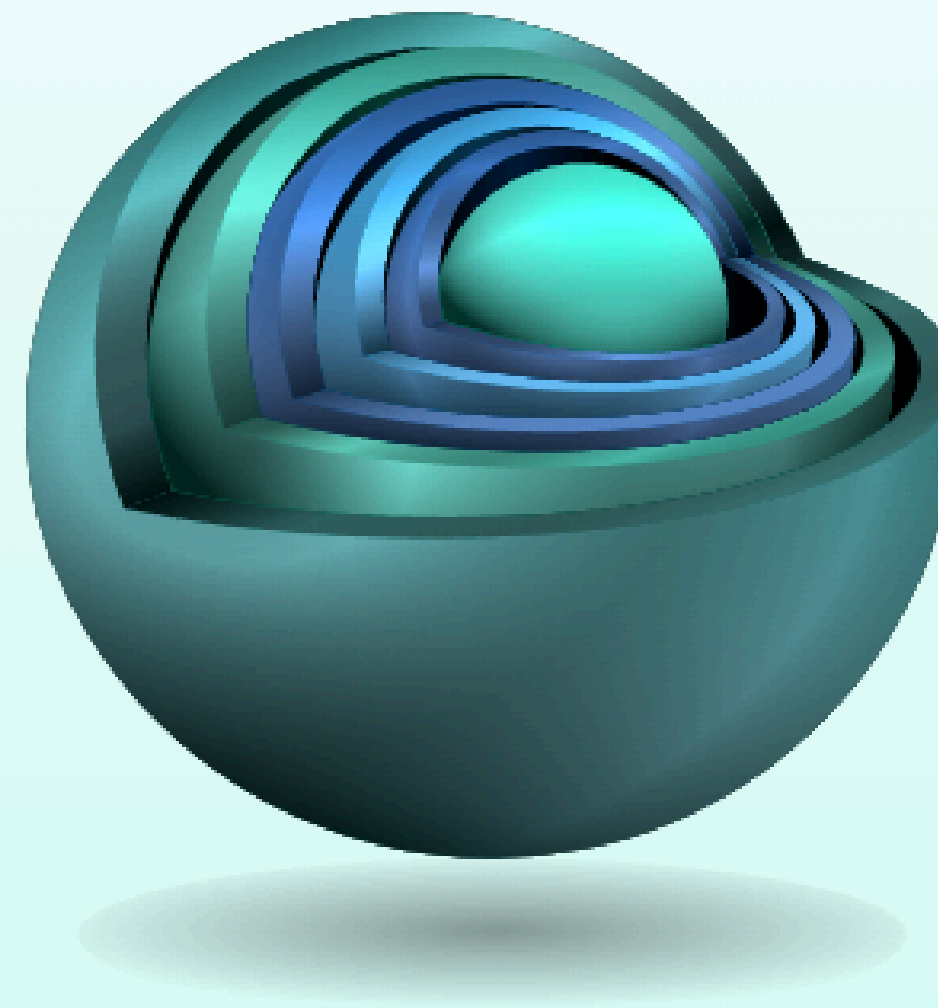
Involves companies selling to distributors who then supply retailers, maximizing reach.

### Large Distributors

Around 500 major distributors operate, forming the backbone of the supply chain.

### Retailers

There are about 10,000 retailers providing direct access to consumers in the market.



### B to C Distribution

Direct sales to consumers, allowing brands to establish direct relationships.

### Wholesalers

Approximately 2000 wholesalers facilitate bulk sales, bridging manufacturers and retailers.

### Workshops

With 50,000 workshops, they play a key role in service and maintenance of vehicles.



# Business Linkages in the Aftermarket

Understanding Key Factors for Success in the Indian Automotive Aftermarket

## Distributor Seller, Dealer-Consumer Relationships

Strong relationships between distributors and sellers boost customer trust, enhancing sales.

## Workshops as Influencers

Workshops can significantly influence consumer choices, driving brand loyalty through education.

## End Consumers: Vehicle Owners

Engaging directly with vehicle owners can lead to increased repeat business and customer loyalty.

## Market Success through Linkages

Effective linkages are vital for market penetration and long-term growth in the automotive sector.







GROWTH OPPORTUNITIES

# Emerging Opportunities in the Aftermarket

Key Growth Factors Driving Investment in the Indian Automotive Aftermarket

01



## High Demand for Quality Parts

The market shows robust demand for reliable automotive parts across various vehicle segments, ensuring a steady revenue stream.

02



## Organized Distribution Channels

The presence of structured distribution networks facilitates better access to consumers, improving supply chain efficiency.

03



## Collaboration and Technology Transfer

Opportunities exist for partnerships that enable sharing of advanced technologies, enhancing production capabilities.

04



## Contract Manufacturing Partnerships

Engaging in contract manufacturing can lower production costs and expand market reach, benefiting all stakeholders.

05



## Diverse Vehicle Segments

A variety of vehicle types in the market creates unique demands for parts, allowing businesses to target niche audiences effectively.



# Conclusion

After Market is a great opportunity for exponential business growth through alliances for export to and import from India on short term and long term basis.





## **Auto Components Industry in India - A Perspective**

Vinnie Mehta

DG ACMA

September 25, 2024

# About ACMA

- Established in 1959
- Apex body of Auto Component Industry in India
- Over 900+ members from the Organized sector; Over 70% SMEs
- Represents 85% of the Industry by turnover
- Represented on all Strategic bodies - Government & Industry
- Offices across all Regions in the Country

ACMA – Excellence in Service Delivery



# Advantage India

- Largest democracy in the world
- One of the fastest growing economy (~ 7%)
- 5<sup>th</sup> Largest in GDP USD 5.0 Tn by 2025
- Youngest nation: average age 30 years



- 2<sup>nd</sup> Largest Road network  
4.40 mln. Km
- 4<sup>th</sup> Largest Railway network
- 2<sup>nd</sup> Largest internet users –  
751 mln.
- Skilled workforce & high literacy rate (95% by 2025)

- Low Vehicle Penetration: Head Room for Growth  
PV: 30/1,000; 2W: 180/1,000; Bus: 1/1,000

# Snapshot of Indian Automotive Industry

## 3<sup>rd</sup> Largest Automotive industry globally

Contribution to Industrial GDP:  
35 %

Contribution to GDP:  
~6.5 %

Contribution to  
Manufacturing GDP:  
40%



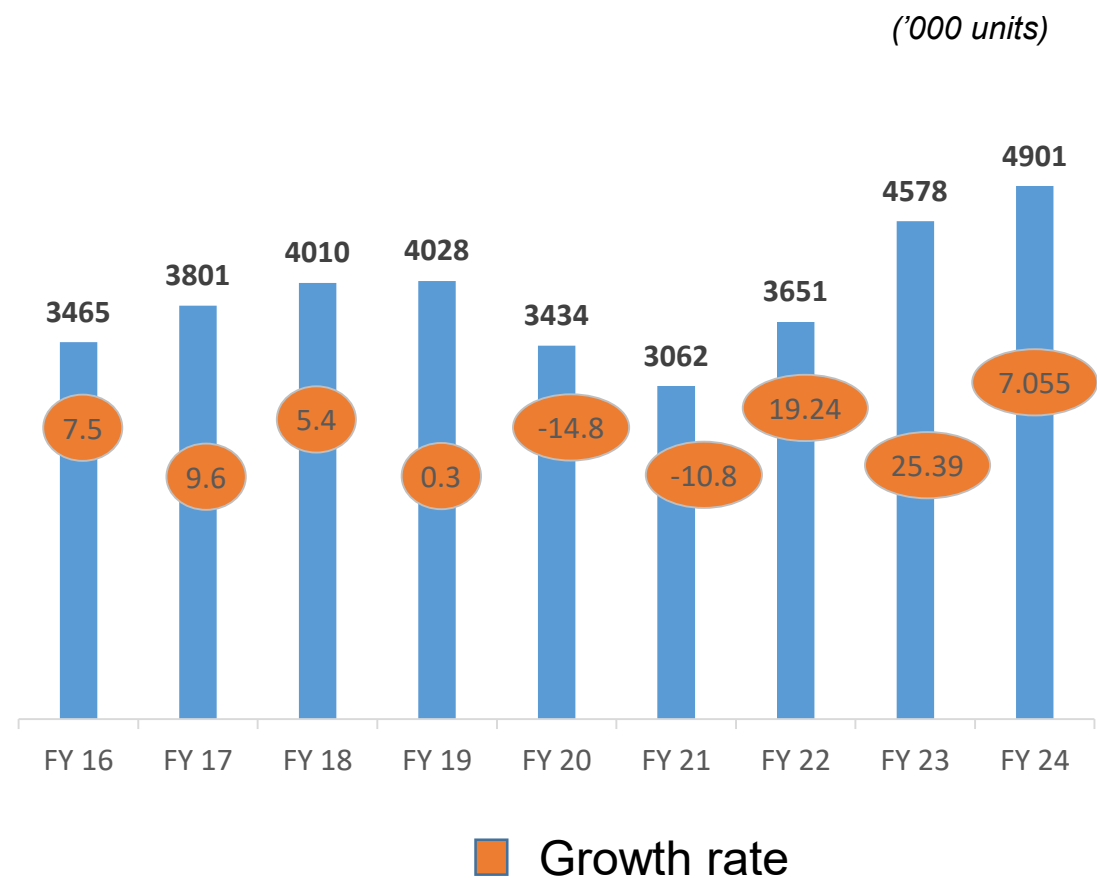
Employment:  
Direct : 4.2 million  
Indirect : 25.8 million

Exports:  
17 % of total export

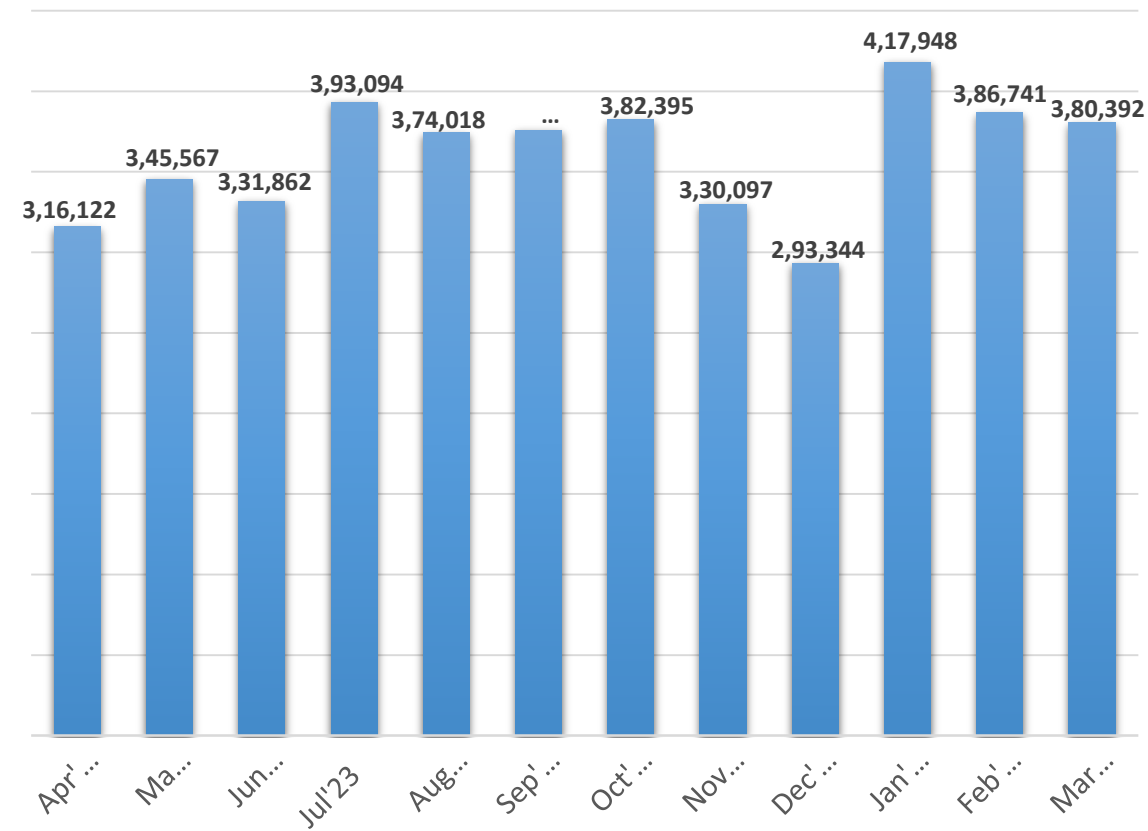
GST Contribution:  
14 % of total GST Collection

# Passenger Vehicles Production

Annual PV Production: 2015-2023



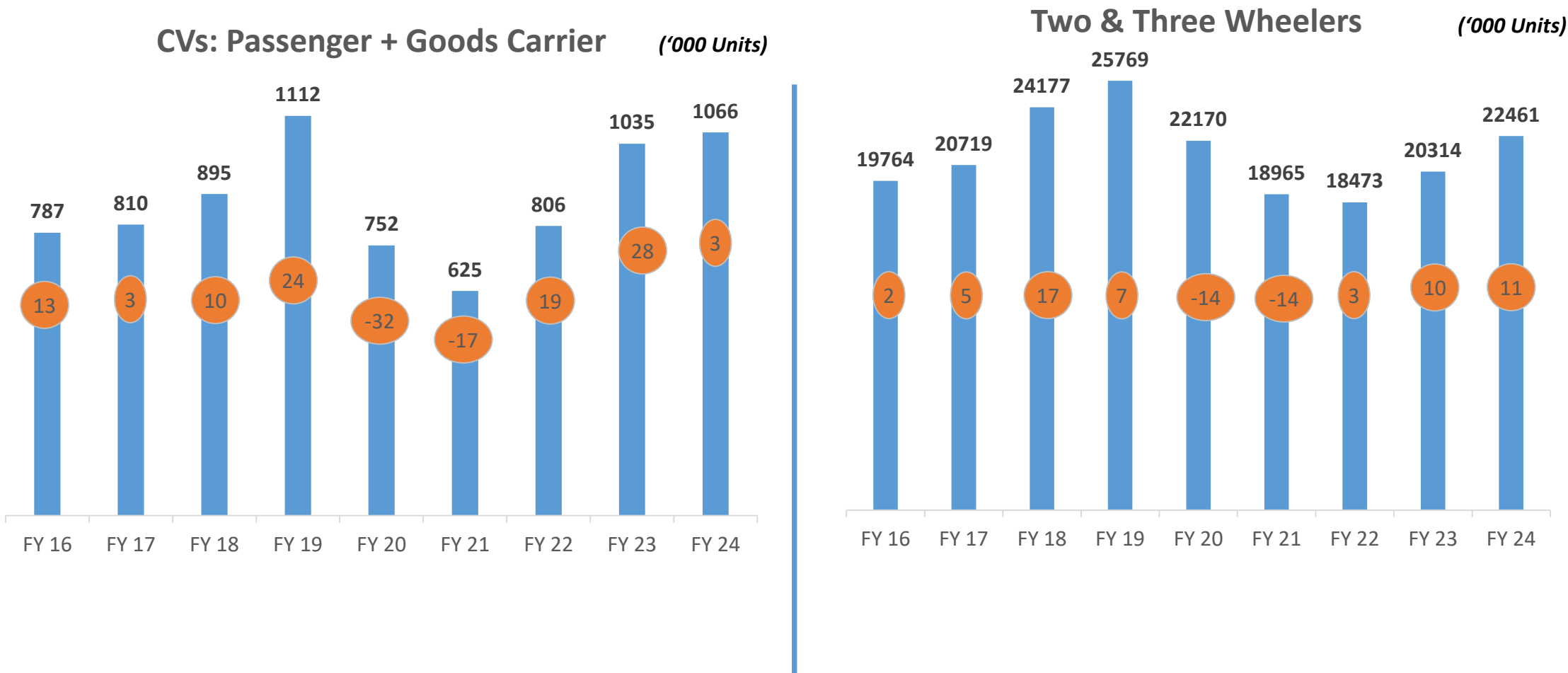
Monthly PV Production: Apr 23 – March 24  
(units)



Source: SIAM

# Other Vehicles Production

Growth rate



Source: SIAM

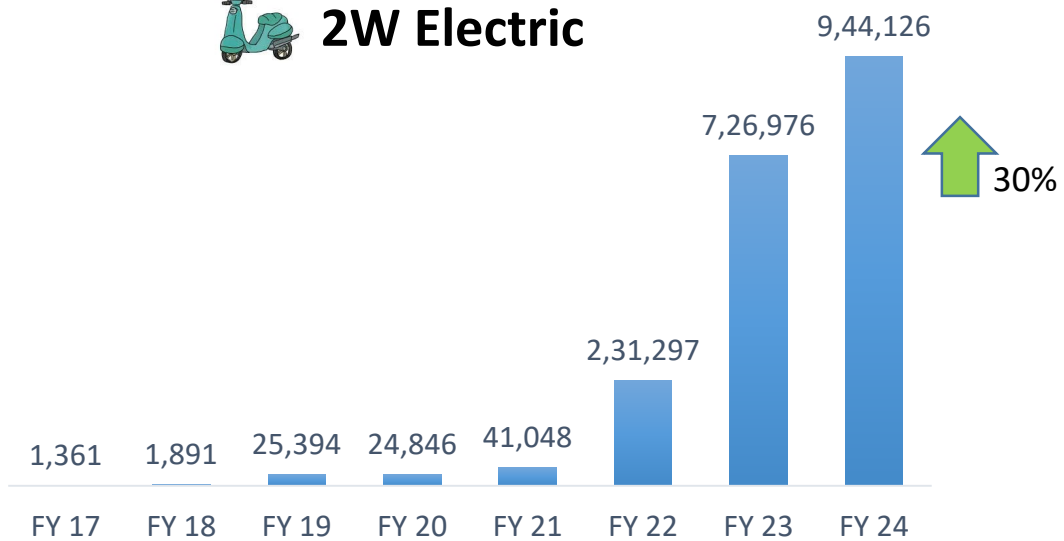
Figures for financial year – April to March



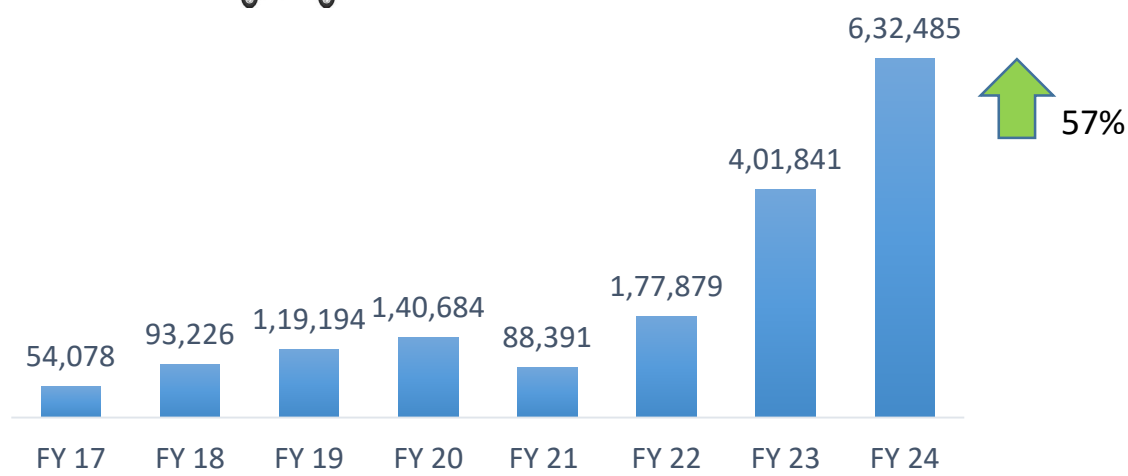
# Indian EV Industry



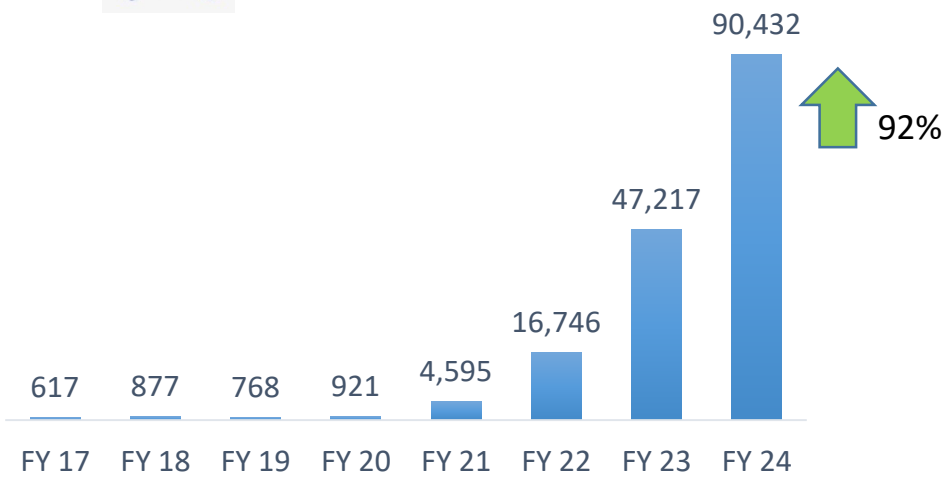
## 2W Electric



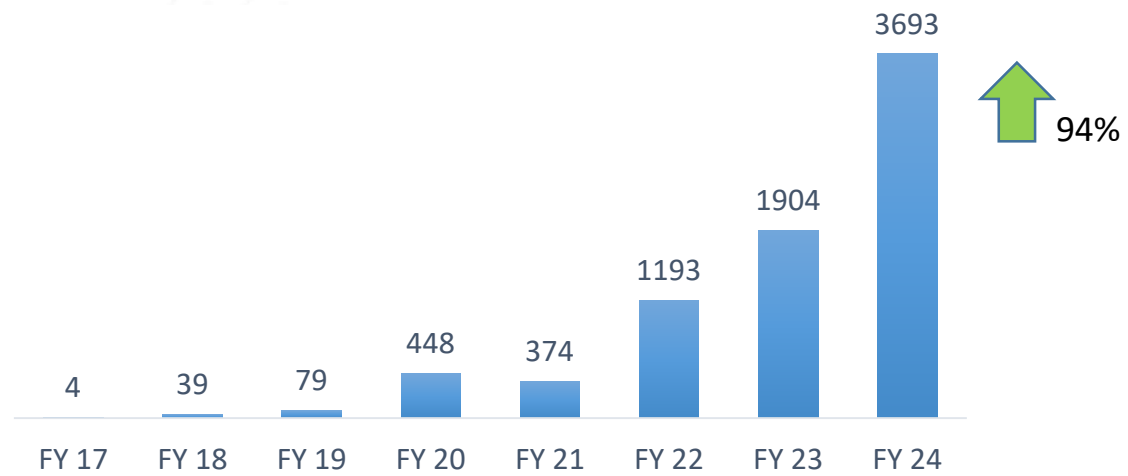
## 3W Electric



## 4W Electric



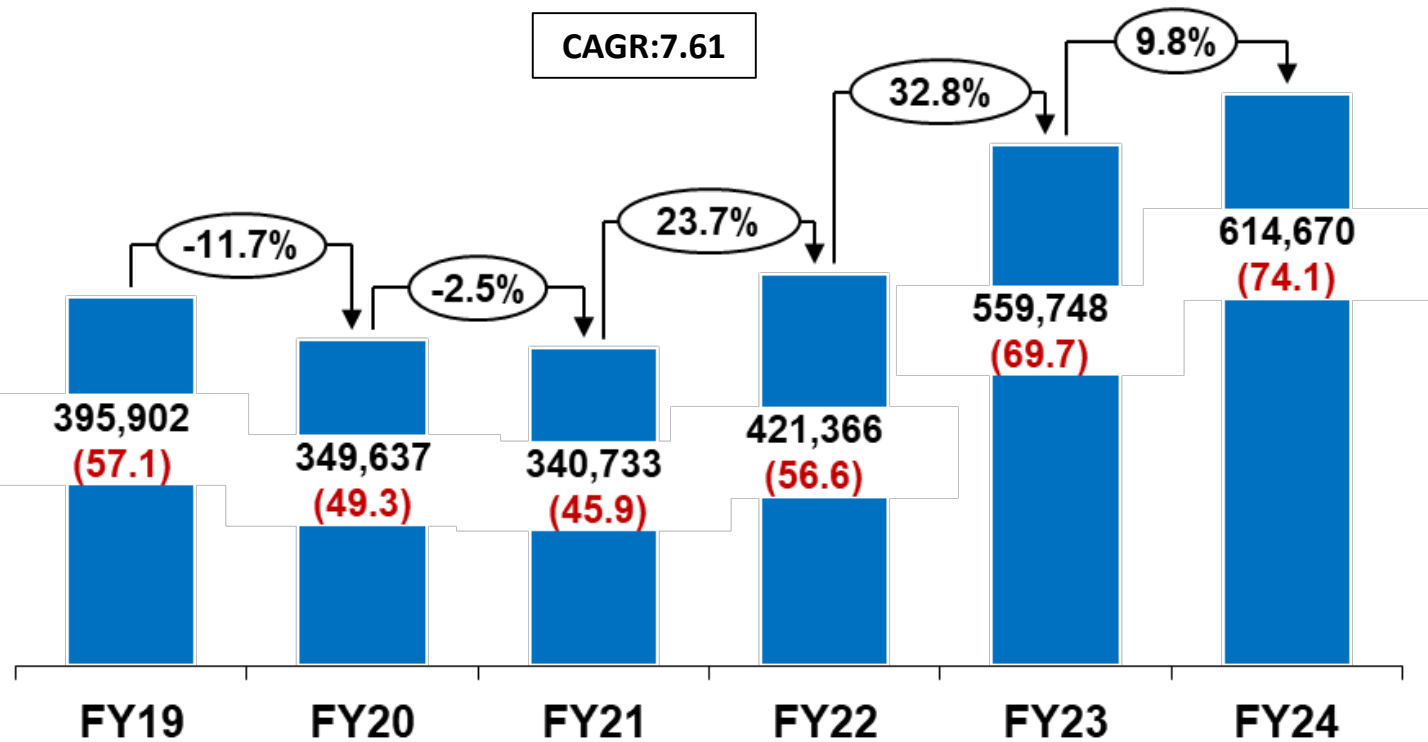
## BUS Electric



# FY 2024: Auto Components Industry Performance

## Size of industry | INR Cr (USD Bn)

Growth % taken against INR Values



The auto-components industry grew 10% y-o-y due to production growth and increase in value-addition per vehicle

## FY24 – Auto components industry performance

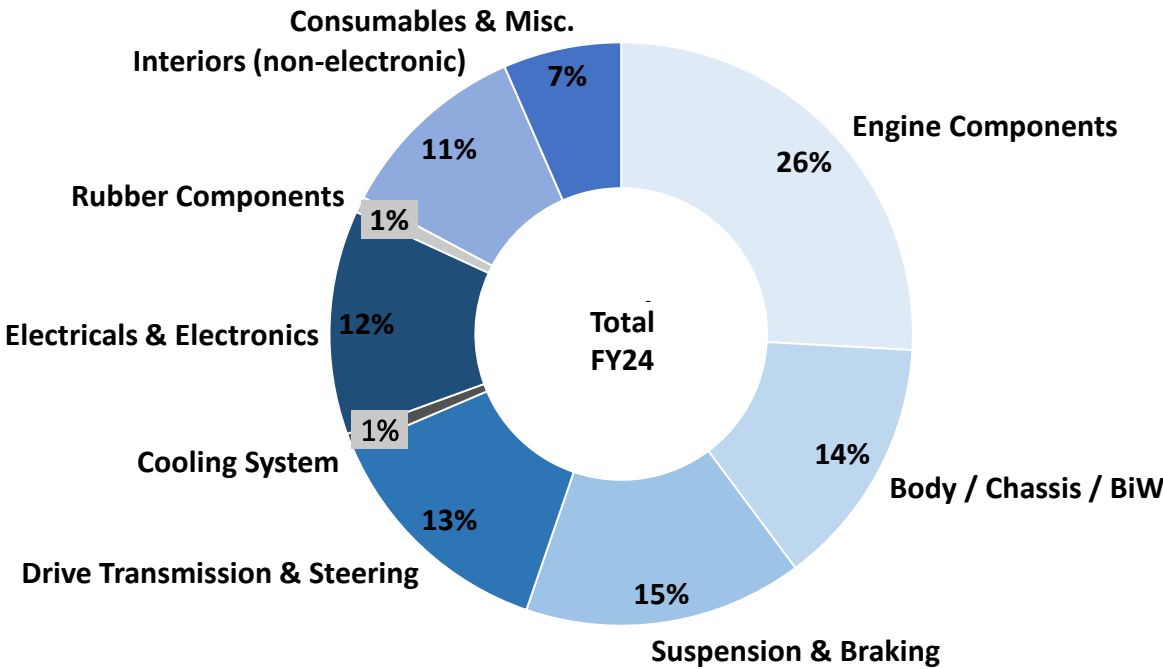
- Auto-components industry grew 10% in FY24, driven by 9% higher vehicle production and sales.
- Positive trade balance: Exports exceeded imports by \$300 million (vs. \$ -200 million in FY23).
- Two-wheeler production up 10%, with 350cc-500cc and >500cc segments growing 33% and 55%.
- Passenger vehicle production increased 7%, with Utility Vehicles (UVs) now at 56% of total production (up from 49%).
- Electric vehicles: contributing 6.0% to components sales value.

*\*EVs include only Li-ion battery operated vehicles. Cost of Li-ion battery excluded from component consumption calculations*

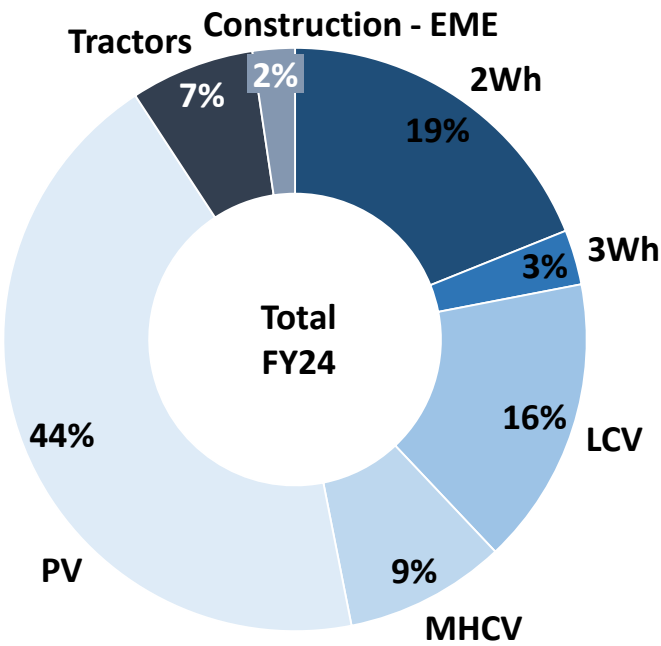
# FY 2024: Sales by Category & Revenue from OEMs

## Component Sales By Category:

*Includes Sales to OEMs, Aftermarket, and Balance of Trade*



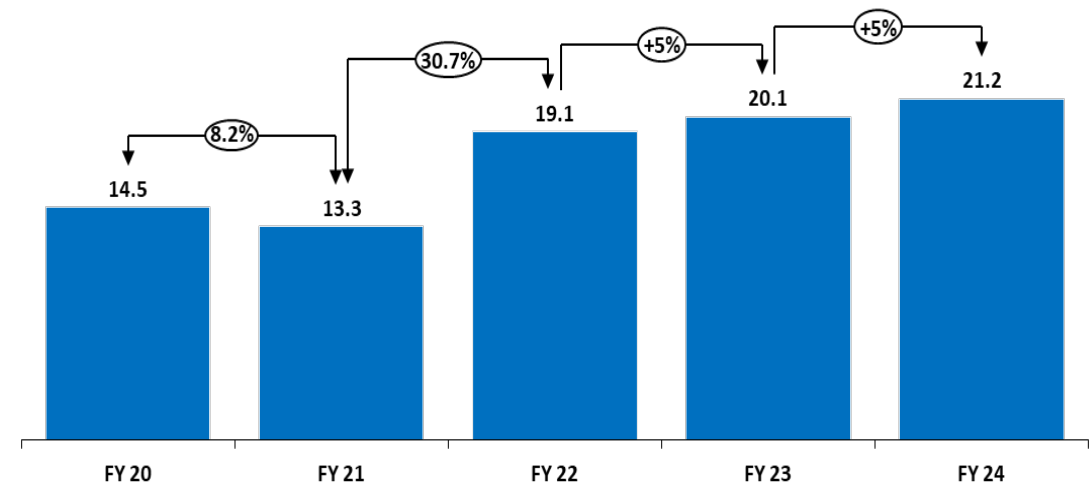
## Component Supply By OEM Segment:



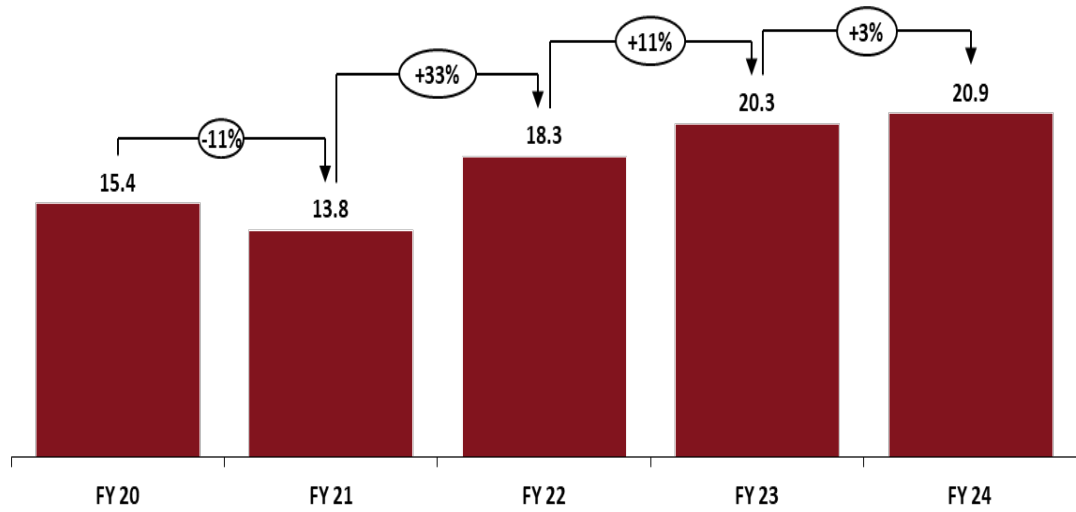
# FY 2024: Exports & Imports - Balance of Trade

India had a **trade surplus of 300 Mn USD** for auto components- strong demand for exports

Exports (\$ Bn)



Imports (\$ Bn)

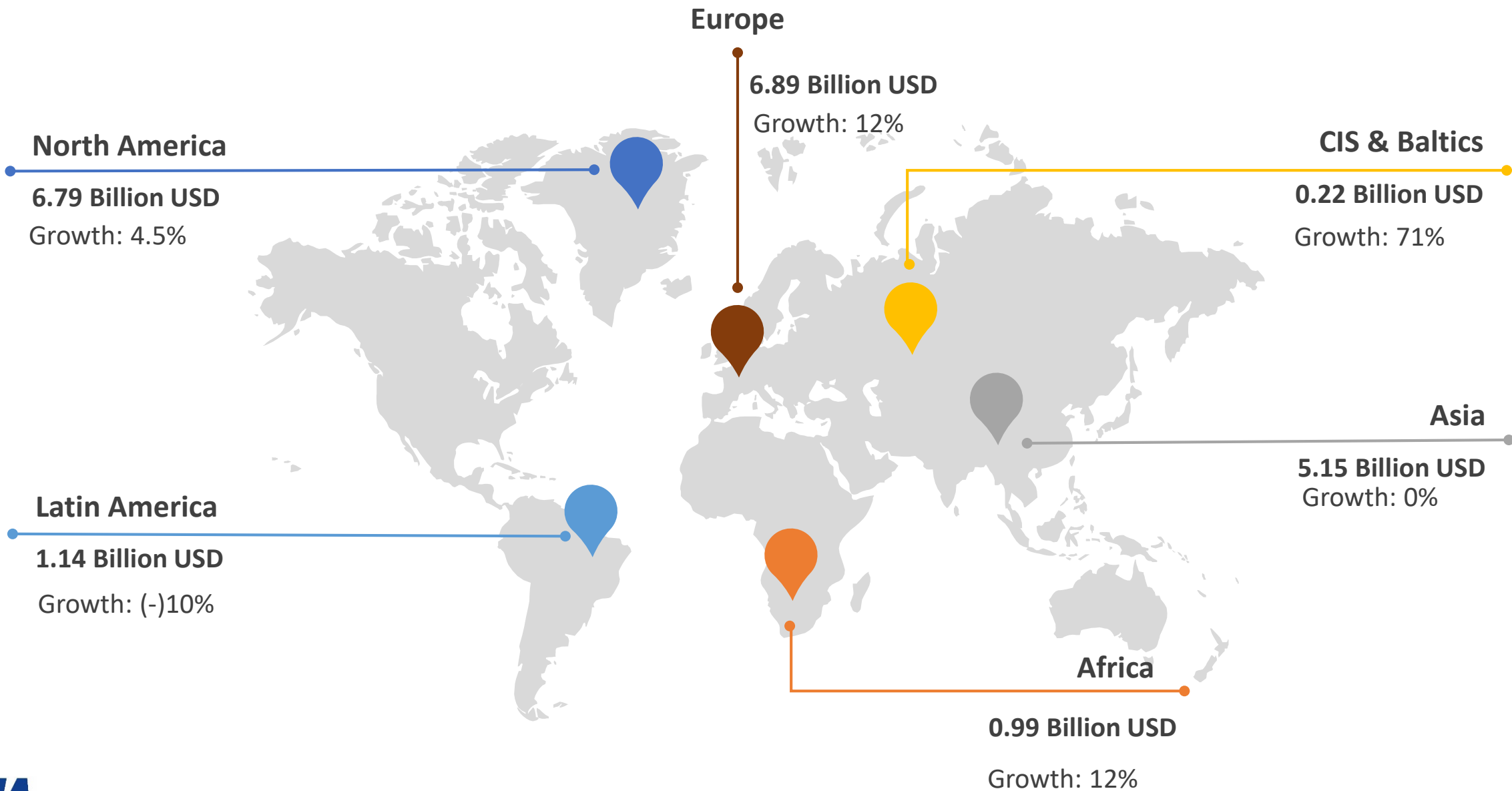


## FY24 EXIM Performance

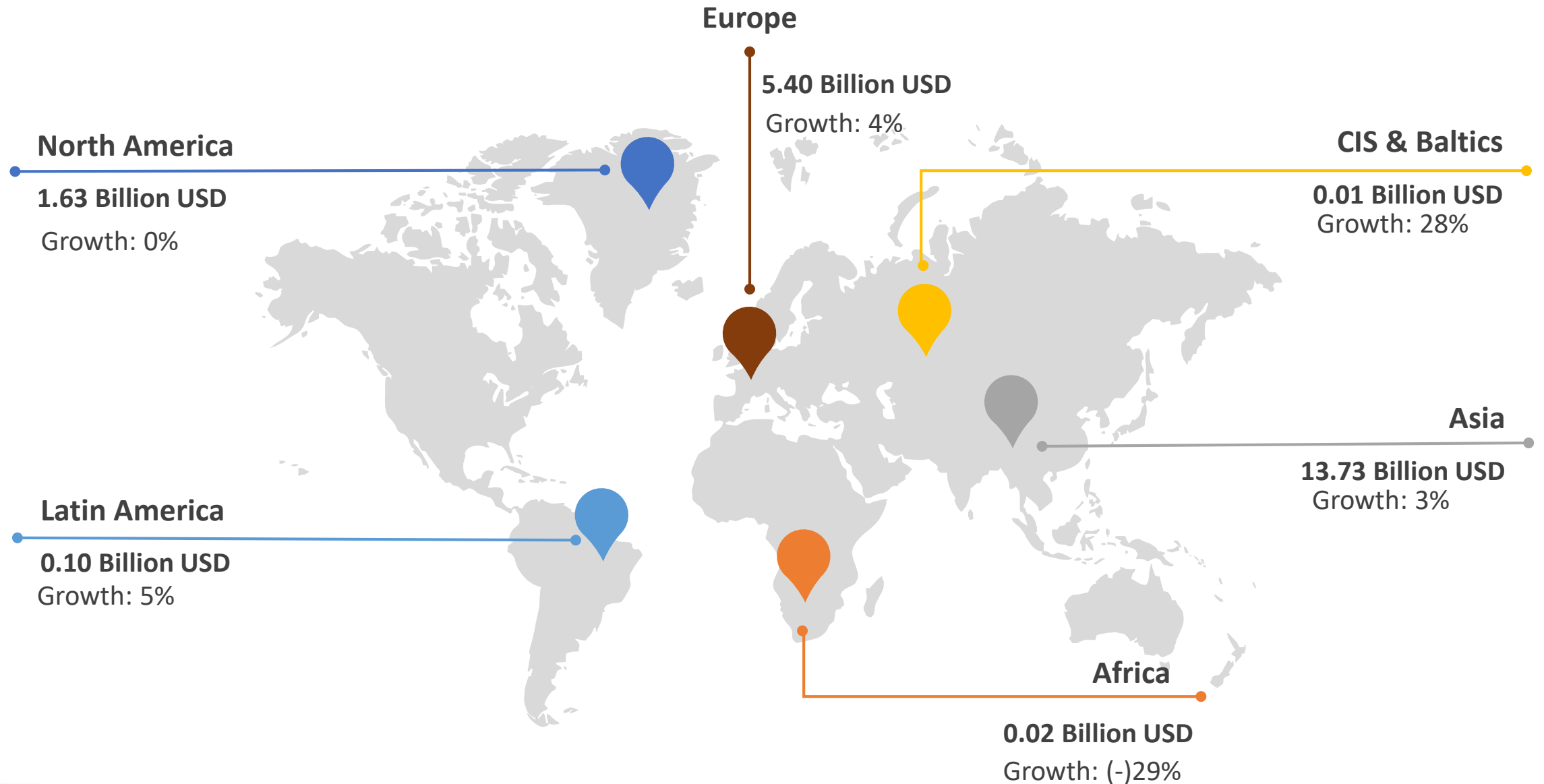
- Exports grew by ~5% and imports surged by 3% (vs. FY23)
- The trade surplus was \$300 million
- **Exports:** ‘Engine components’ and ‘Drive Transmission & Steering’, remain the dominant segment, accounting for more than half of exports.
- **Imports:** ‘Body/Chassis’ & ‘Steering’, alongside ‘Engine’, remain the 2 dominant segments, accounting for 41% of imports



# FY 2024: Region wise Exports



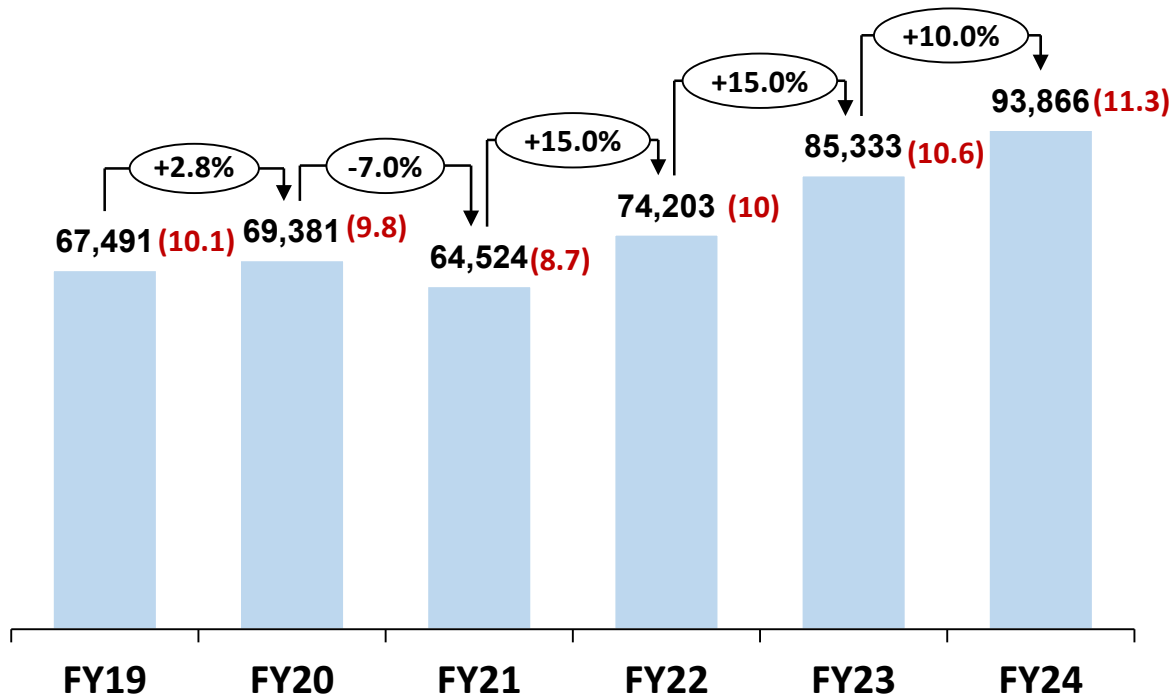
# FY 2024: Region wise Imports



# FY 2024: Indian Auto Component Aftermarket

Aftermarket grew by 10% due to increase in vehicle parc and increasing formalization of the repair and maintenance market

## Aftermarket | INR Cr (USD Bn)



## FY24 Aftermarket

- Automotive aftermarket expansion driven by increased vehicle usage for personal and commercial purposes.
- Growth fueled by rural markets' demand for entry-level segments and a shift towards larger vehicles.



# Policy & Regulatory Environment

## Policies

- Focus: Carbon Neutrality & Localization
- PLI – Auto & ACC Battery
- Electric Mobility Promotion Scheme
- PM E-Drive, PM-eBus Sewa-Payment Security Mechanism Scheme
- e National Green Hydrogen Mission
- Automotive Mission Plan (AMP)-III initiated

## Regulations

- Focus: Safety, Emissions & Environment; UNECE Norms
- BS-VI; CAFÉ-II; Work on BS-VII & Café-III, IV initiated
- Scrappage Policy, Bharat NCAP (Voluntary)
- Recall Norms
- Standards WIP: WLTP based Test, Advanced Emergency Braking System, Automated Lane Keep System, Event Data Recorder, Cyber Security Mgmt., Software Update Mgmt. System, Off-set Frontal & Lateral Collision with auto door lock feature...
  - Extended Producer Responsibility (EPR) for ELVs
  - HFC Phase-down
- Several QCOs: Safety Glass, Wheel Rims, Nuts & Bolts, Al & Al Alloys, Cu, Ni, Cast Iron..

# Headwinds and Tailwinds

## Tailwinds

- High estimated GDP growth for FY 2025
- Domestic Vehicle demand continues to hold
- Emphasis on infrastructure development
- Stable international demand/Exports
- Govt Focus: Carbon Neutrality
- Industry Focus: ESG & Sustainability
- New entrants in mobility space

## Headwinds

- Geo-political challenges
- Increasing Freight Costs
- High GST rates on auto components

# India-Turkey Aftermarket Co-operation Opportunities

- **Aftermarket Supply Chain Optimization** - Leverage Turkey's proximity to Europe and India's production scale for faster, more cost-effective distribution.
- **Collaborative Development of Aftermarket Components** - Jointly develop high-demand aftermarket components (e.g., brake systems, electrical parts) tailored to the needs of both Indian and Turkish markets.
- **Shared Distribution Networks and Market Access** - Leverage Turkish networks for Indian aftermarket exports into Europe, and Indian networks for Turkish exports into South Asia, creating joint distribution hubs for faster market access.
- **Digital Platforms for Aftermarket Sales**- Collaborate on e-commerce platforms and digital solutions to capitalize on the rising demand for online aftermarket parts, ensuring ease of sourcing and efficient delivery.

# iAutoConnect 2024: An opportunity to work on Aftermarket Potential



[11 – 12 November 2024, IICC , Dwarka, New Delhi, India](#)

[www.iautoconnect-acma.in](http://www.iautoconnect-acma.in)

- Opportunity to meet 140 high quality Indian auto component manufacturers & exporters (pre-fixed B2B meetings) showcasing their growing technological capabilities including EV components.
- Over 1000 International buyers from across the globe have benefitted from this platform over the last 8 years.
- Hosted buyers offered partial airfare reimbursement and stay at a 5 star hotel for the event dates.
- Supported by the Ministry of Commerce, Government of India, the event focuses on enhancing component exports globally.

SCAN TO REGISTER



***Leverage the strengths of Indian Auto component Industry***



We extend a cordial Invitation:



*Beyond Boundaries: Co-creating Future  
Automotive Value Chain*



**THANK YOU**





Linking **M**anufacturers & **C**onsumers **E**fficiently

# LMC Enterprises Private Limited

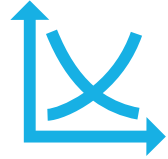
*Company Profile*



# Why you need a partner in India



Local on the  
Ground  
Presence



Unique Market  
Requires  
Special Skill Set



Ready Network  
& Team



Inventory and  
Supply Chain  
management



Brand Building  
& Promotions



Product and  
Fitment Training



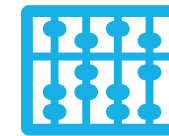
Warranty  
Handling



Product Market Fit  
& Testing



Customer  
Feedback



Offer as part of a  
Basket



# INTRODUCTION

LMC Enterprises is backed by 85 years of experience in the Automotive Business which brings with it strong relationships and a wealth of market knowledge. The leadership team is highly qualified, experienced and passionate.

- **Bhushan Jain**

The Managing Director of the company is a doyen of the automobile trade. He has five decades of experience in the trade and his knowledge of various markets as well as management of financial affairs is respected by our principals, customers & competitors alike.

- **Sanjay Jain**

An alumnus of IIT Delhi and IIM Calcutta, he has been in the business for over three decades. His dynamic systems and process planning keeps the company abreast of the needs for the rapidly changing market environment. His prowess in financial planning and company compliances ensures smooth running of the show.

- **Ashish Jain**

An alumnus of Delhi College of Engineering and IIM Ahmedabad, he has been in the business for almost thirty years. He is directly responsible for marketing, control & coordination of the business. His knowledge of the marketplace is unparalleled and his hands on approach towards the customers is something the entire team looks upto.

- **Atishay Jain**

A graduate from Purdue University, USA, he has a global experience in working for automotive giants such as Delphi (India), Getrag (Germany) and Cummins (USA). He is now responsible for new initiatives including digitization and e-commerce. He is also responsible for the direct imports and luxury car parts vertical of the company.



# What We Have

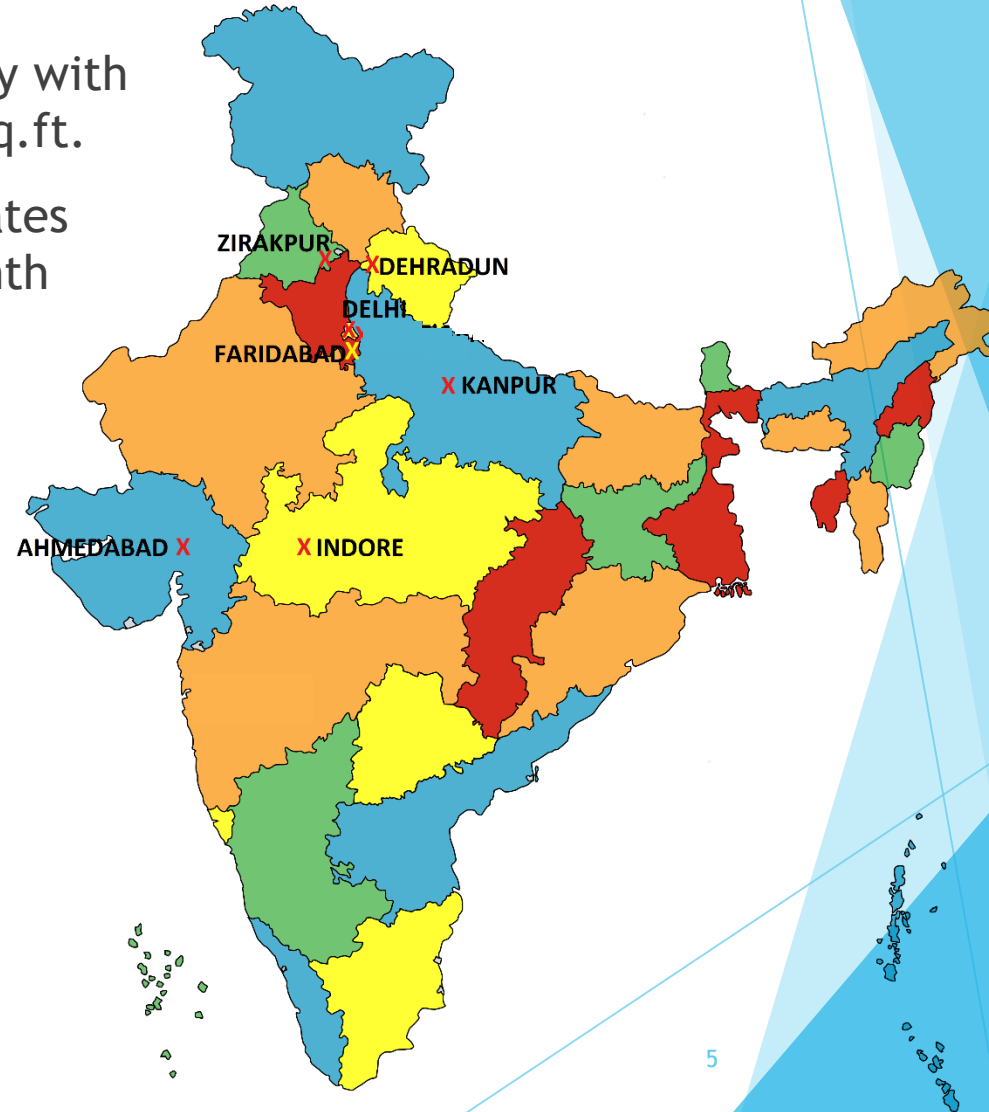
- ▶ 8 Decades of Experience in the Automotive Aftermarket in India
- ▶ Proven Track Record of Ethical and Fair Dealing
- ▶ Professionally Qualified and Competent Promotors
- ▶ Existing Relationships with Top Tier Indian and International Component Manufacturers
- ▶ Extensive Distribution Network with a Qualified On-Ground Sales Team
- ▶ Private Label - **QCP**
- ▶ E-Commerce Channel - **GenuineParts.in**





# Network

- ▶ We have 7 distribution centers across the country with a cumulative warehousing space of over 25000 sq.ft.
- ▶ We have a sales team of 40+ stationed across states which visit more than 4000 customers every month
- ▶ We have a footprint in all major segments of the market
  - ▶ Commercial Vehicles
  - ▶ Passenger Cars
  - ▶ Tractors
  - ▶ Two-Wheelers
  - ▶ Off Highway Equipment
- ▶ We represent major OES and IAM Brands across engine, powertrain and chassis components



# Brands Represented





# E-COMMERCE: GENUINEPARTS.IN

Genuineparts.in was started as one of the first auto parts e-store in 2012. The digitization revolution was still beginning and access to digital media and information was not easy. With the vast experience of the promoters and invaluable help of industry leaders, we managed to put together a database for the parts that we sold as part of our brick-and-mortar business.

Fast forward to 2024, GenuineParts.in is one of the first spare parts e-store exclusively for luxury vehicles. The last decade in India has seen a tremendous surge in the luxury car population and we want their owners to have a reliable source to turn to when they need trustworthy parts for their cars. With 1,000+ SKUs currently listed online and more than 94% in-stock status, GP offers parts for a VW Polo to A Rolls Royce Phantom!


[Home](#)
[About Us](#)
[Corporate](#)
[Contact Us](#)

8130 400 100

support@genuineparts.in



Select Your Vehicle: [Audi](#) [BMW](#) [Jaguar](#) [Land Rover](#) [Mercedes Benz](#) [Porsche](#) [Volvo](#) [Others](#)

## The Best Spare Parts For **LUXURY CARS**



We are the authorized channel partners for the brands and products that we offer. These brands are the OEM suppliers to the best vehicle manufacturers so you can be assured that you are getting the best product from the right source.



# CUSTOMER FEEDBACK ON *TEAMBHP*\*



**R2D2**

Distinguished - BHPian



Join Date: Oct 2008

Re: Would you buy Spares & Parts online?

I had a very positive experience with genuineparts dot com where I purchased my car's front & rear brake rotors. The spares were shipped via FedEx..instead of the normal Level 3/4 couriers..which tells me a lot about their dedication to customer satisfaction and least possible turn around time. And yeah, the parts are by genuine OEM suppliers alright. No rip offs.

Rahul and Atishay, the gents I interacted with, are very helpful, polite and cooperative. Such a rarity and a welcome change from the normal transactional relationships we car owners have with spare parts stores!

You can reach them Genuine Parts or at their mobile # listed on the site.

👍(5) Thanks

**nerd1200**

BHPian



Join Date: May 2014  
Location: "Ex"Garden City  
Posts: 409  
Thanked: 2,403 Times

[View My Garage](#)

Re: Would you buy Spares & Parts online?

Quote:

Originally Posted by **R2D2** ➡

*I had a very positive experience with genuineparts dot com*

*You can reach them Genuine Parts or at their mobile # listed on the site.*

I have had similar experience dealing with them. I got a MANN Fuel filter and Bonnet release cable for my Laura (both were unavailable elsewhere). I was a bit apprehensive about ordering critical parts online and got in touch with Atishay through the site contact. I must say it was a pleasant experience. He guided me with the correct parts after crosschecking my VIN and even promised a replacement in case the product did not fit. That did instill confidence.

Also as R2D2 mentioned, they send the items through Fedex and it reaches Bangalore within 2-3 days.

PS - I'm not related to the aforementioned business in anyway (apart from being a customer 🙏)

**1Archer84**

BHPian



Join Date: Jun 2012  
Location: Columbus/HYD  
Posts: 359  
Thanked: 321 Times

Re: Would you buy Spares & Parts online?

My Fabia's Compressor went bust last year. I have been away from India for 2yrs now and the car is used by my brother occasionally. The OE Compressor was quoted to be about 90k INR, as the car was from 2008 and the initial lots were imported, so based on the part no. that's what was quoted. Considering the age of the car and the usage at the moment, did not want to spend so much for a part. However, after a lot of online research and thinking, ordered it from <https://www.genuineparts.in/> after having a chat with Mr.Atishay. The part was available from 2 suppliers, Delphi and Denso. The Delphi costed 19300 and Denso at 20300. Denso compressors come as OEM fitment, so thought it's better to get this over the Delphi unit. Upon asking for any discounts, Mr. Atishay confirmed that there were none. However, he gave me a coupon code that I could use if purchasing on the same day. The coupon code was for 1000 and I could get the Denso at the price of Delphi. He suggested that the shipping would take about 5-7 working days and they would dispatch the same day if ordered before 12 noon.

Upon inquiring, I was told that the part can be sent back if it does not fit with the car and there's only warranty in case of manufacturing defect.

I made the order in the evening and the part was dispatched the next day through FedEx. The part was delivered in 4 working days.

My brother got the part fixed yesterday and finally the car's cooling system is working after an year's break.

Happy with the service and response, I would definitely buy again and also recommend this web portal if anyone's on the lookout for spares. I would suggest to have a chat with the Customer Service before placing the order to make sure the part you are looking for is the same.

👍(5) Thanks

\*TeamBHP is India's leading forum where automotive enthusiasts share unbiased and authentic product reviews, user experiences as well as complains





Top: Presence at Brembo @ Automechanika Dubai  
Bottom: Brembo Training & Dinner Delhi 2023



Top: Fitment Training - Brembo Xpert Program  
Bottom: Brembo Training Chandigarh 2022







Exhibitor @ Automechanika Delhi 2024

**Marketing Activities**

Co-Branded Hoarding @Kashmere Gate



LMCE Senior Team Recognition

**Team Motivation**

LMCE Team-Building & Reward Trips



Channel Loyalty Programs

**In the Market**

Market Van Campaigns







Market Promotions



Channel Loyalty



Rewards & Recognition

# Thank You



Mechanic & Workshop Loyalty



Marketing & Advertisements



Employee Welfare and Motivation