

## Automobile Assemblers

### Dec-24: Auto Sales up by 49%/y/y; Passenger Car Sales up by 60%/y/y

- For the month of Dec-24, total automobile sales increased by +1%/m to 135.1k units, while on yearly basis overall sales augmented by +49%/y/y.
- In our opinion, the increase in automobile sales can be attributed to an improvement in the consumer purchasing power and the introduction of new variants by several automobile companies coupled with the decline in interest rates. Moreover, the upsurge in tractor sales also contributed to the y/y incline in automobile sales.
- Looking ahead, auto sales are anticipated to stay strong due to decreasing interest rates driven by falling inflation, which may boost demand.

We review recent automobile assembler's sales data published by Pakistan Automobile Manufacturers and Assemblers (PAMA) for the month of Dec-24.

#### Monthly automobile sales inclined by 49%/y/y

For the month of Dec-24, total automobile sales increased by +1%/m to 135.1k units, while on yearly basis overall sales augmented by +49%/y/y.

Exhibit: Segment-wise Sales Data for Dec-24								
in Units	Dec/24	Nov/24	m/m	Dec/23	y/y	6M/25	6M/24	y/y
Passenger Cars	7,864	7,909	-1%	4,916	60%	46,399	30,663	51%
Trucks	126	294	-57%	74	70%	1,494	792	89%
Buses	67	34	97%	31	116%	304	172	77%
Jeeps/SUV/Pickup	1,915	2,191	-13%	900	113%	14,176	8,793	61%
Tractors	7,030	3,428	105%	2,605	170%	17,397	23,411	-26%
2-Wheeler	116,856	117,340	0%	80,675	45%	680,262	532,799	28%
3-Wheeler	1,235	3,144	-61%	1,687	-27%	16,192	9,022	79%
<b>Grand Total</b>	<b>135,093</b>	<b>134,340</b>	<b>1%</b>	<b>90,888</b>	<b>49%</b>	<b>776,224</b>	<b>605,652</b>	<b>28%</b>

Source: PAMA, IGI Research

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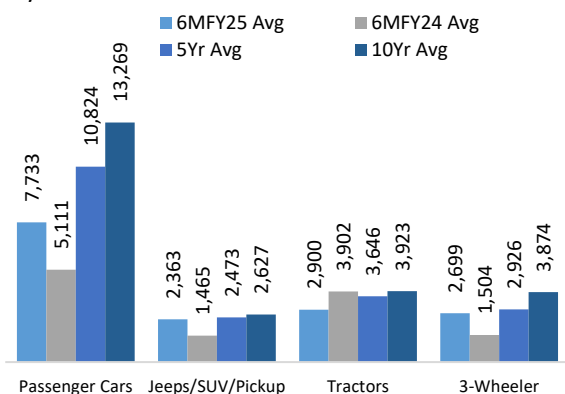
Segment-wise, passenger cars sales increased by 60%/y/y while remaining almost flat by on a m/m basis at 7.9k units. Jeeps/pickups segment surged by +2.1xy/y (down by 13%/m) to 1.9k units. Under commercial vehicles, sales of trucks & buses also increased by +84%/y/y while down by 41%/m to 0.19k units. However, tractor sales witnessed a significant increase of +2.7xy/y (+2.0xm/m) which can be attributed to the

distribution of tractors under the Punjab Government's Green Tractor Scheme.

In our opinion, the increase in automobile sales can be attributed to an improvement in the consumer purchasing power and the introduction of new variants by several automobile companies coupled with the decline in interest rates. Moreover, the upsurge in tractor sales also contributed to the y/y incline in automobile sales.

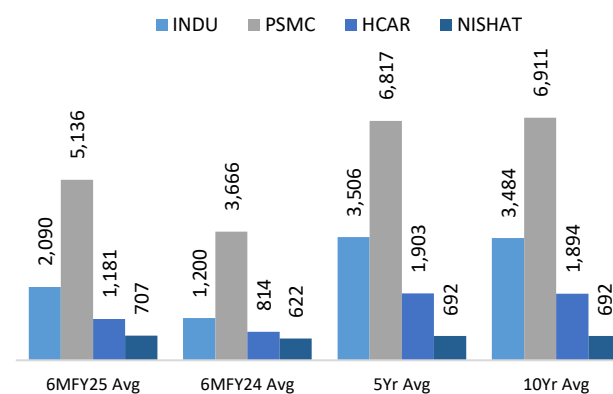
#### Exhibit: Historic Average Monthly Sales (units)

Automobile sector sales especially passenger cars stand below their historic average monthly sales however, the numbers have improved compared to last year.



#### Exhibit: Company-wise historic average monthly sales

Automobile companies have witnessed a slowdown in volumes from its long term average.



Source: PAMA, IGI Research

- **INDU:** Sales volume escalated by +2.4xy/y to 1.6k units (down by 37% m/m). Under the passenger car segment Corolla & Yaris surged by +2.1xy/y to 1.2k units while combined units sold under the variant Fortuner & Hilux inclined by +3.8xy/y (+34% m/m) to 499 units.
- **PSMC:** Volumes increased by +61% y/y to 6.0k units (+12% m/m). Alto sales (up by +49% m/m), Wagon R (up by +9% m/m), Cultus (up by 80% m/m), Swift (down by 27% m/m), and Bolan sales down by 43% m/m. However, Ravi sales, decreased to 461 units as compared to 478 units sold in the last month. PSMC's new passenger car variant, Every, witnessed a hefty decline of 82% m/m to only 113 units sold.
- **HCAR:** Sales of Civic & City for the month of Dec-24 declined by -4% m/m to 970 units bringing total sales of HCAR to 1.1k units, while remaining flat on a m/m basis. BRV sales grew by +37% m/m leading to 140 units sold.

### Outlook:

Looking ahead, auto sales are anticipated to stay strong due to decreasing interest rates driven by falling inflation, which may boost demand.

Exhibit: Company-wise Sales Data for Dec-24								
in Units	Dec-24	Nov-24	m/m	Dec-23	y/y	6M/25	6M/24	y/y
Corolla & Yaris	1,156	1,822	-37%	554	109%	9,633	5,279	82%
Fortuner & Hilux	499	372	34%	130	284%	2,908	1,919	52%
<b>INDU</b>	<b>1,655</b>	<b>2,194</b>	<b>-25%</b>	<b>684</b>	<b>142%</b>	<b>12,541</b>	<b>7,198</b>	<b>74%</b>
Civic & City	970	1,010	-4%	787	23%	6,404	3,938	63%
BRV & HRV	140	102	37%	114	23%	680	947	-28%
<b>HCAR</b>	<b>1,110</b>	<b>1,112</b>	<b>0%</b>	<b>901</b>	<b>23%</b>	<b>7,084</b>	<b>4,885</b>	<b>45%</b>
Swift	668	917	-27%	378	77%	3,584	2,230	61%
Cultus	322	179	80%	297	8%	1,130	1,908	-41%
Wagon R	220	202	9%	409	-46%	1,159	1,829	-37%
Bolan	117	206	-43%	326	-64%	3,013	1,179	156%
Alto	4,115	2,756	49%	2,099	96%	19,594	13,405	46%
Every	113	636	-82%	0	nm	1,011	0	nm
Ravi	461	478	-4%	226	104%	2,337	1,446	62%
<b>PSMC</b>	<b>6,016</b>	<b>5,374</b>	<b>12%</b>	<b>3,735</b>	<b>61%</b>	<b>31,828</b>	<b>21,997</b>	<b>45%</b>
Elantra	145	150	-3%	39	272%	603	465	30%
Sonata	38	31	23%	27	41%	267	429	-38%
Tucson	319	161	98%	101	216%	1,241	1,659	-25%
Porter	220	269	-18%	137	61%	1,523	827	84%
Santa Fe	196	113	73%	52	277%	608	350	74%
<b>Nishat</b>	<b>918</b>	<b>724</b>	<b>27%</b>	<b>356</b>	<b>158%</b>	<b>4,242</b>	<b>3,730</b>	<b>14%</b>
<b>AGTL</b>	<b>2,344</b>	<b>2,012</b>	<b>17%</b>	<b>506</b>	<b>363%</b>	<b>7,290</b>	<b>8,312</b>	<b>-12%</b>
<b>MTL</b>	<b>4,686</b>	<b>1,416</b>	<b>231%</b>	<b>2,099</b>	<b>123%</b>	<b>10,107</b>	<b>15,099</b>	<b>-33%</b>
<b>ATLH</b>	<b>100,911</b>	<b>100,588</b>	<b>0%</b>	<b>72,096</b>	<b>40%</b>	<b>587,669</b>	<b>470,399</b>	<b>25%</b>
<b>PSMC (2w)</b>	<b>1,870</b>	<b>1,912</b>	<b>-2%</b>	<b>1,363</b>	<b>37%</b>	<b>11,562</b>	<b>7,386</b>	<b>57%</b>

Source: PAMA, IGI Research

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