

Pickups Help M&M Beat TaMo in Small CV Race

Co corners over 50% market share in H1, FY16, compared with Tata Motors' 36.5%

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Mumbai: India's largest utility vehicle maker Mahindra & Mahindra (M&M) has sped past Tata Motors to become the largest small commercial vehicle seller in the country, led by its pickup trucks, cornering a market share of more than 50% in the first six months of FY16, more than Tata Motors' 36.5%.

Mahindra made inroads largely with the introduction of its new model Jeeto, and the traction it got in the pickup trucks space, while Tata Motors slipped because of withdrawal of financiers from the mini truck segment with rising defaults. The small commercial vehicle (SCV) segment declined 30% in three years to 3.08 lakh units due to sluggish economy.

"We are becoming a formidable player — Jeeto is still in its initial phase and with the launch of Supro, we should surely increase our share in the segment," said Pravin Shah, chief executive and president for the automotive sector at M&M.

Eighteen months back, Tata Motors was the segment leader with 48% share. But the largest automobile company by revenues

Acing with Jeeto

Mini-Truck	Tata Motors	Mahindra
FY-14	4762.00	42.33
FY-15	4251.00	46.99
FY-16*	3655.00	51.90
Upto 2 tonnes		
FY-14	78.31	17.50
FY-15	83.64	11.60
FY-16*	72.40	23.36
2-3.5 tonnes		
FY-14	21.08	63.81
FY-15	11.98	73.25
FY-16*	13.29	70.43

(*April to September 2015)



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faced challenge from Daimler and a resurgent Ashok Leyland in the bigger truck space, while Mahindra gave it a run for its money in smaller trucks.

Tata Motors Ace leads the sub-2 tonne market, commanding over 83% share, while Mahindra's Bole-ro and Genio pickup trucks rule the space between 2-tonne and 3.5 tonne category, with the maker of Scorpio enjoying close to 70% segment share. Post the launch of Jeeto, Mahindra's share has doubled to 23% in the sub-2-tonne segment, with the company hoping to garner incremental volumes with its new Supro.

Tata Motors has also raised its game by introducing the Super Ace Mint and Ace-Mega to strengthen its position. The company is also coming out with dedicated

small commercial vehicle outlets for a more focused approach, and is also targeting the rural belt with its new initiative, Neev.

The company is also getting ready to challenge Mahindra in the pickup space by launching new-gen products, a stronghold of the Mahindras. It will launch a new pickup truck that will take on the Bole-ro. A Xenon is also in the works.

When contacted, Tata Motors spokesperson said the new offerings helped the company increase its market share by 5% in the first month (September) of its launch.

"We recognise the aggressive competition in the 2-3.5 tonne segment, and are readying ourselves with the launch of new products and upgrades of existing ones, including" said the spokesperson.