

## Automobile sales incline 129%YoY in July'15

- Pakistan Automotive Manufacturers Association (PAMA) released the industry sale numbers for the month July'15 and according to the numbers, the automotive industry witnessed a remarkable growth of 129%YoY. The total unit sales have surged by 129%YoY but declined 10%MoM.
- Indus motor is highest growth achiever with sales growth of 285%YoY reasoned uptake in sales of Corolla. On the other hand Indus hasn't performed so well in July'15 as compared to June'15 as sales declined 22%MoM because of the recent floods.
- As far as the total number of units are concerned PSMC achieved highest sales with 9.4K units during July'15. PSMC has achieved a peripheral growth of 120%YoY while sales declined by a marginal 3%MoM.
- Total unit sales growth for HCAR was less than its competitors and posted a growth of 45%YoY in July'15. The monthly performance like other players in the industry saw a decline of 12%MoM.
- We Expect Auto sector to grow in future reasoned by increased investment due to 1) low interest rates 2) Auto Policy II in its final stages.

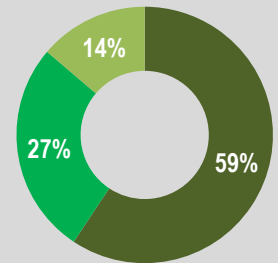
### Unit Sales Comparison

Units	July'15	July'14	YoY	MoM
PSMC	9,482	4,317	120%	-3%
INDU	4,259	1,106	285%	-22%
HCAR	2,181	1,505	44.90%	-12%
Others	3	20	-85%	n/m
<b>Total</b>	<b>15,925</b>	<b>6,948</b>	<b>129%</b>	<b>-10%</b>

Source: PAMA, Darson Research

### Market Share July'15

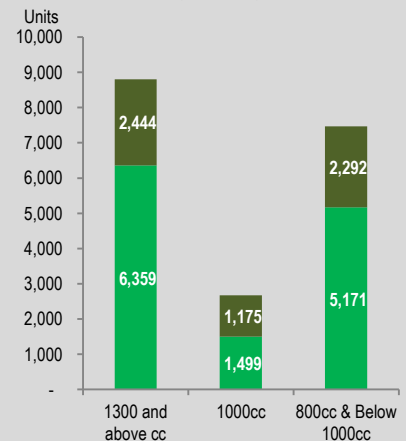
■ PSMC ■ INDU ■ HCAR



Source: PAMA, Darson Research

### Category Wise Sales

■ July'15 ■ July'14



Source: PAMA, Darson Research

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808, 8th Floor  
Business & Finance Centre  
I.I. Chundrigar Road, Karachi  
Tel : 92 21 32468919, 32469675  
Fax : 92 21 2471088

**111 900 400**