



Society of Indian Automobile Manufacturers

*Building the Nation, Responsibly*

# Indian Two-Wheeler Industry

**International Transport Forum  
Workshop on Motorcyclists Safety: Riding in a Safe System**

10<sup>th</sup> June 2021

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Society of Indian Automobile Manufacturers (SIAM)

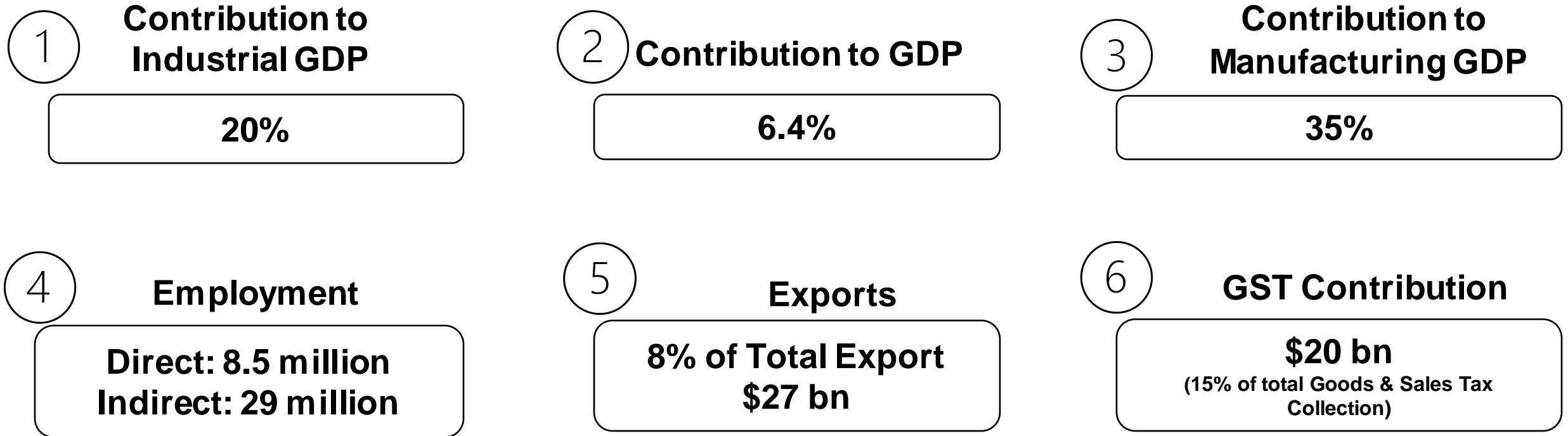
- Regional facts and figures (countries, economic indicators, population, ...)
- Motorcycle use (predominant use and type of motorcycles, PTW fleet size and trend, data on commercial operations)
- Motorcycle safety situation (accident/fatality trend and patterns, insights from research)
- Areas of attention, among others:
  - Inclusion in mobility policy, commercial operations
  - Training and licensing, and other user aspects
  - Road infrastructure situation and challenges
  - Technology, vehicle aspects and local/regional vehicle requirements

# SIAM Members



Segment	Number of Players
Passenger Vehicles	20
Commercial Vehicles	11
Three-wheelers	6
Two-wheelers	12
Engine Manufacturers	3

## 5<sup>th</sup> Largest Automotive Industry Globally



Source : SIAM Estimates of FY19

\* Auto Industry's GDP - Ratio of Auto Industry Turnover (Internal SIAM calculation) vis-à-vis Government of India's GDP numbers – RBI Handbook / CMIE

• Employment, Exports and GST Contribution – SIAM Internal Estimates



**1<sup>st</sup> TWO-WHEELER manufacturer**



**7%**

**Contribution of 2W to manufacturing GDP**

**2%**

**Contribution of 2W to GST revenues**

**5th Largest CAR manufacturer**

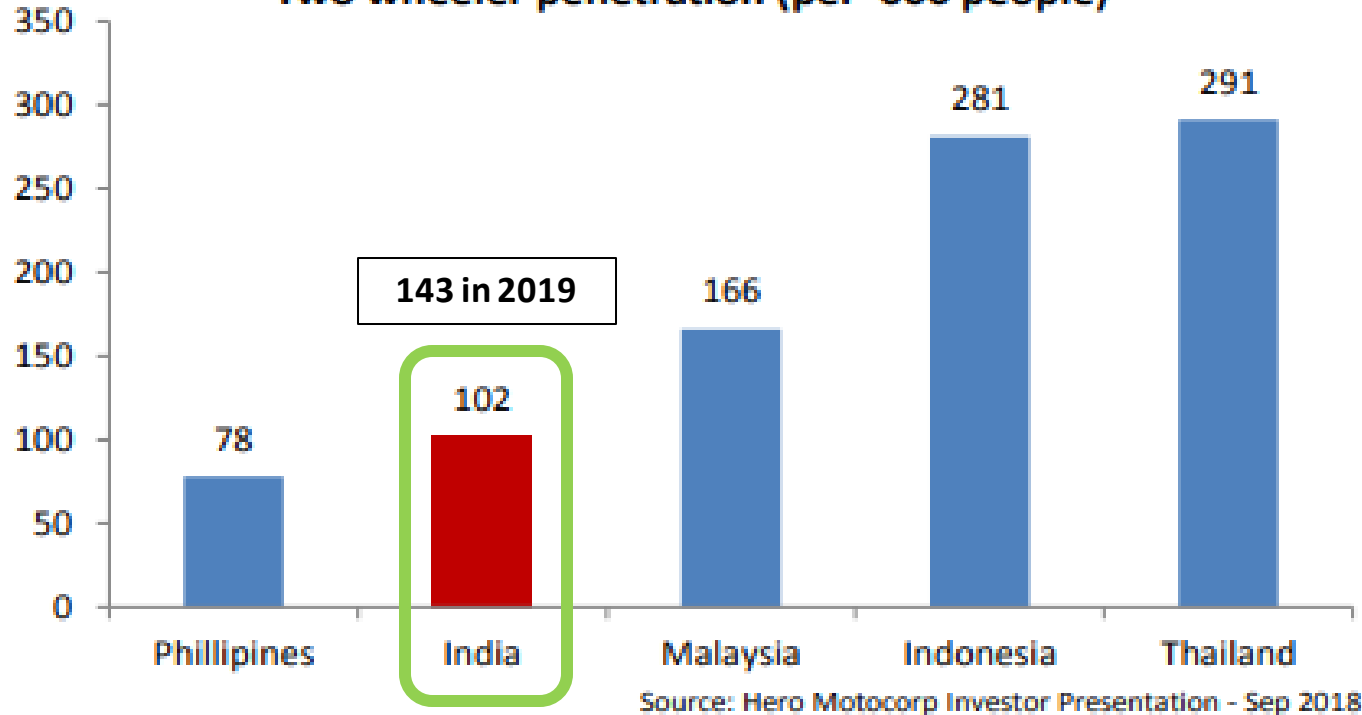


**5th Largest COMMERCIAL VEHICLE manufacturer**



# 2W Penetration - Comparison

Two wheeler penetration (per '000 people)



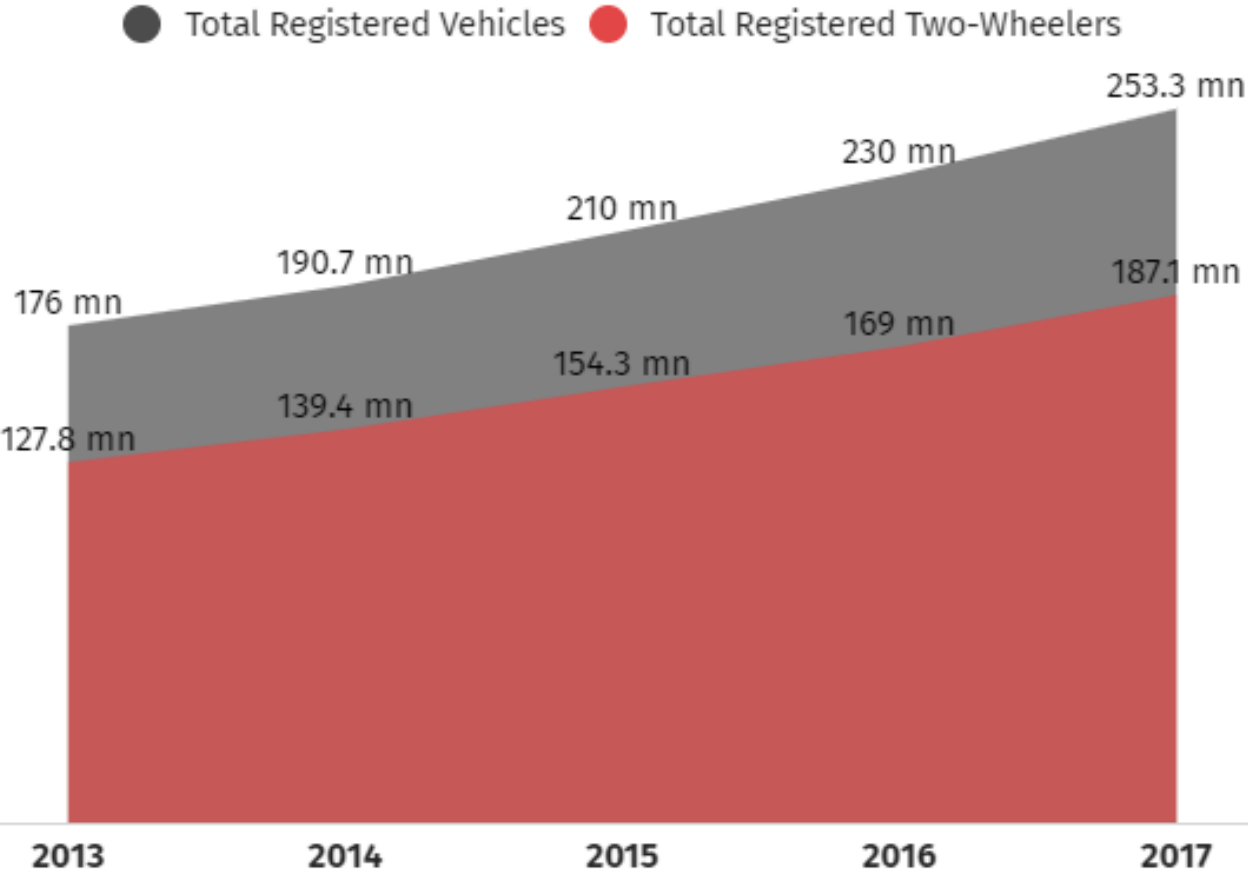
## Unique Presence:

- Significant manufacturing and sales footprint despite a low per capita income of USD 1500
- Favourable demographic distribution; 70% population below 35 years – a huge pool of potential vehicle buyers

## Recent Market Trends:

- Rising per capita income
- Huge demand for Small PV / compact SUV, 2W ~ push towards personal mobility
- Increased 2W in Class B and Class C towns
- PM *Sadak Yojna* (Road Plan)

***Growing urbanization, rising participation of women workforce and improvement in road connectivity amongst others are key catalyst to drive improvement in penetration levels for two wheelers in India.***



Source: [Economic Survey of India 2019-20](#) and [Ministry of Road Transport and Highway Annual report 2019](#)  
Note - Per capita incomes are for financial years while vehicle registration data are for calendar years.

## Domestic Sales FY21 Market Share



81%

**190M+**

2Ws in India



15%

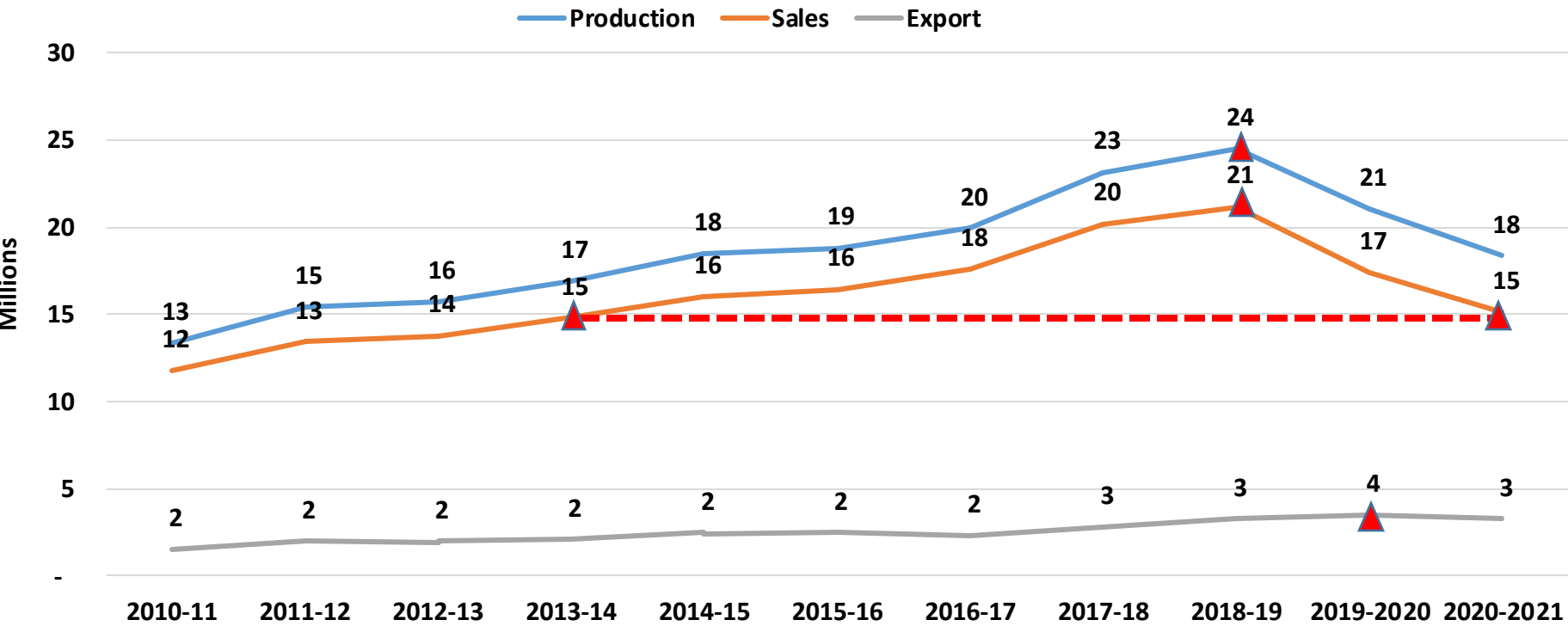


3%



1%

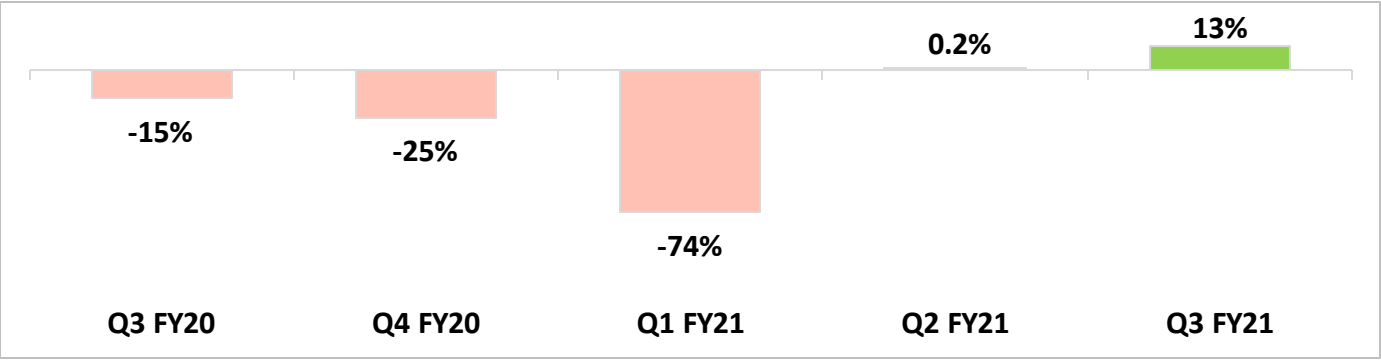
# Last Decade Trends



Exported to over 145 countries

50% Value

1	Nigeria
2	Colombia
3	Nepal
4	Bangladesh PR
5	Philippines
6	Sri Lanka DSR
7	Kenya
8	Mexico
9	Uganda
10	Guatemala



Exports mainly to African, Asian and Latin American countries, ~37.5%, 22.9% and 21.4%, respectively.

Source : SIAM Statistical Report & Analysis



# 2W : India's Primary Mode of Transport – Option 2

33%

Owners use 2W for daily work commute

60%

Households in rural areas possess a 2W

3-5L

Annual income of households driving most 2W sales

70%

2W sales are outside million+ cities

33%

2W AT rider share

- Important “drivers” for consumer choice
  - High fuel efficiency
  - Ease of handling, better balance and larger wheels
  - Adequate performance levels

2 Tr+  
Pass kms

6:1

2W:4W ratio  
In India



# Mobility Challenges in India

- Broadly there are 4 Concerns, which are posing Mobility Challenge in India

## Traffic Concerns



Congestion



Traffic Mix



Pedestrian Safety

## Regulatory Concerns



Mindset towards traffic rules



Driving Indiscipline



Overspeeding

## Infrastructural/ Other Concerns



Pollution



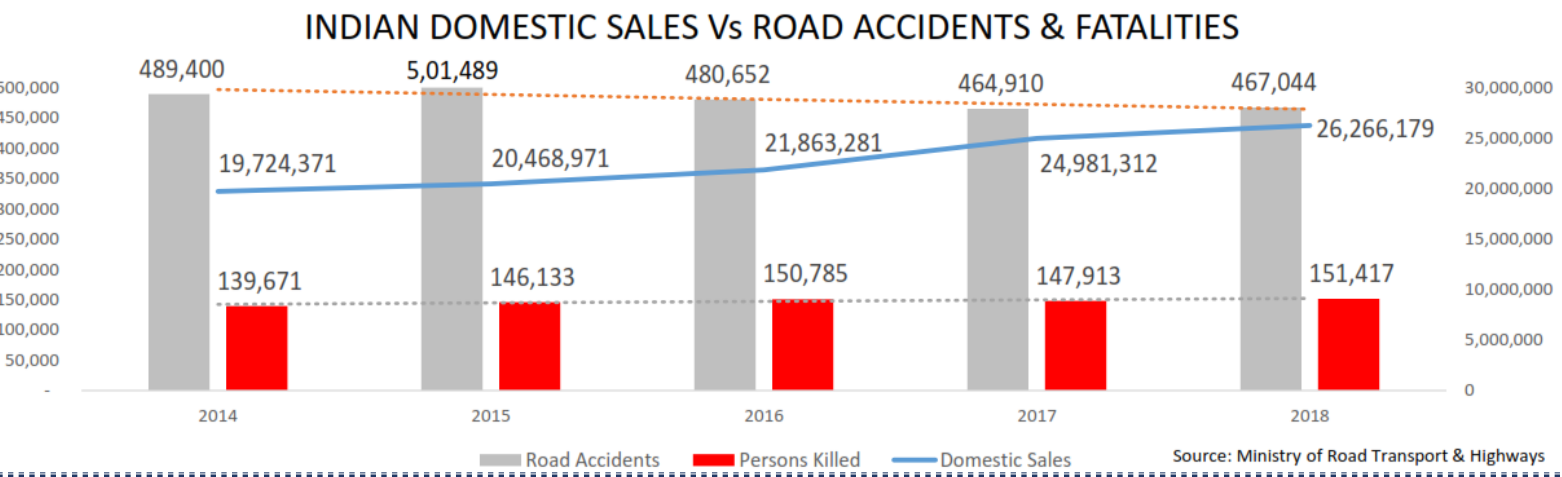
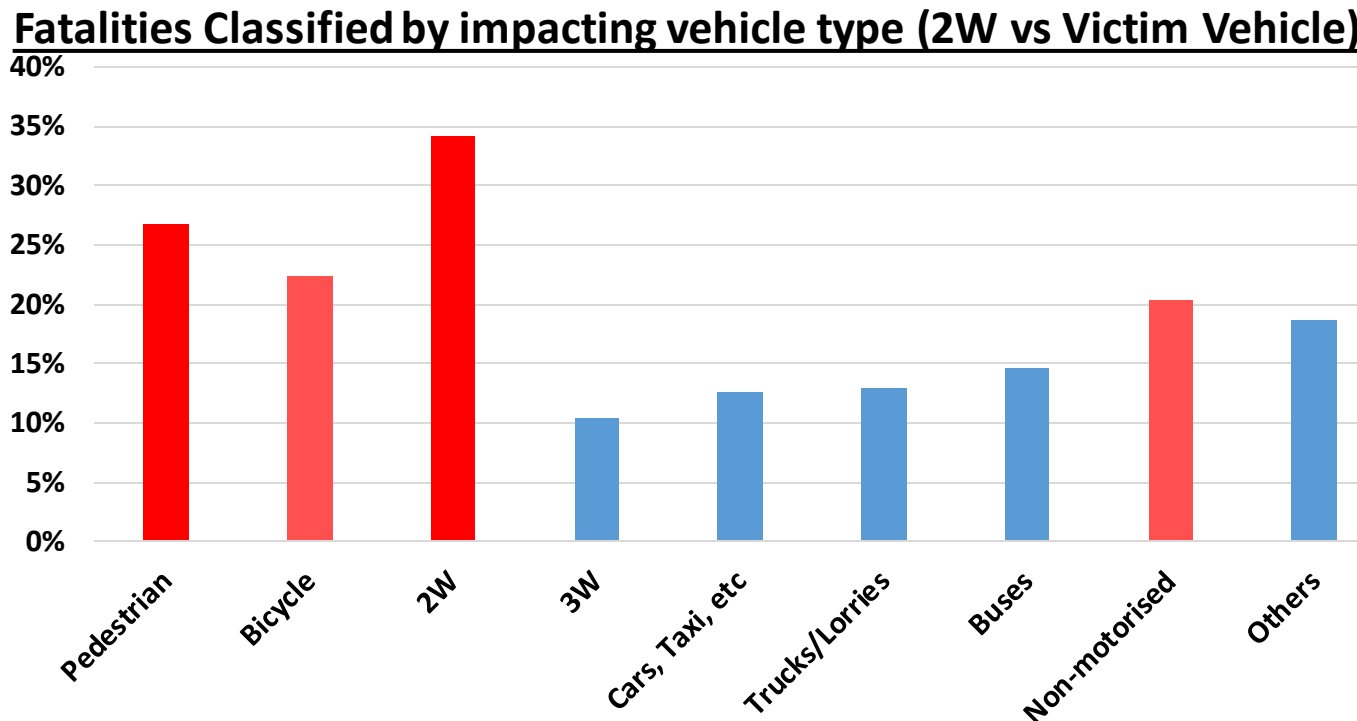
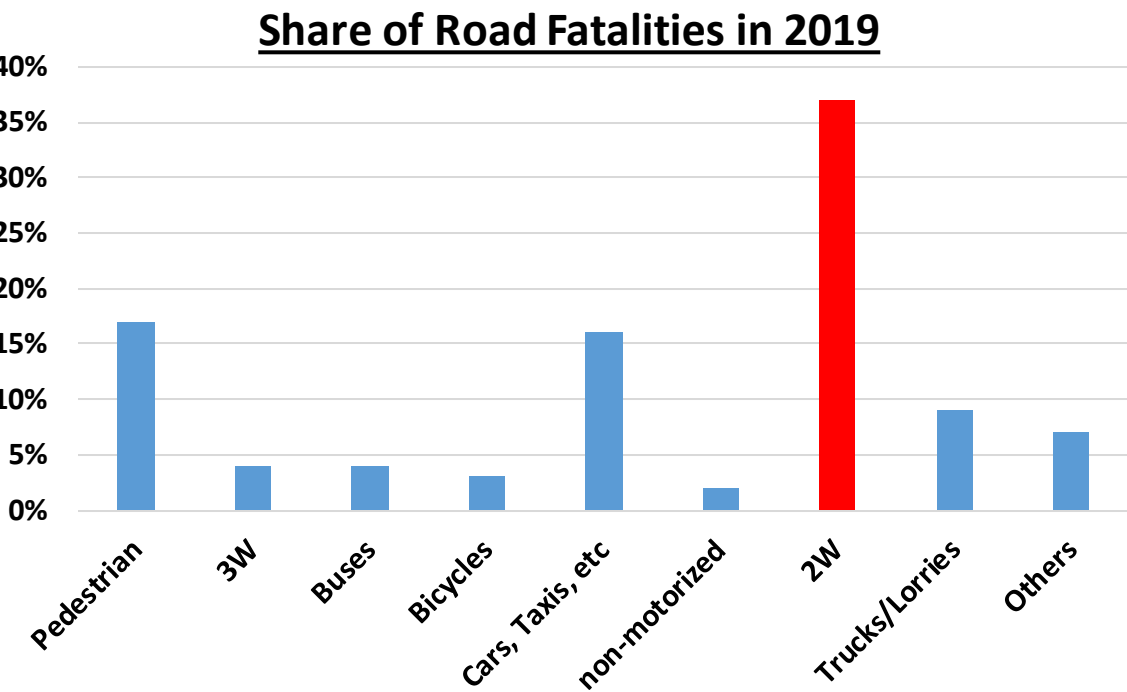
Potholes



Dimly lit roads

**Road Accident are the #1 Cause of death among those aged 15-29 years. As per World Bank Report of 2019, socio-economic cost of road crashes at 3.14% GDP**

# Road Accidents & Fatalities



- 43% ▲ in sales from '13 to '19
- Reduction trend in no. of accidents
- Fatalities remained constant despite increase in vehicle volumes & road length

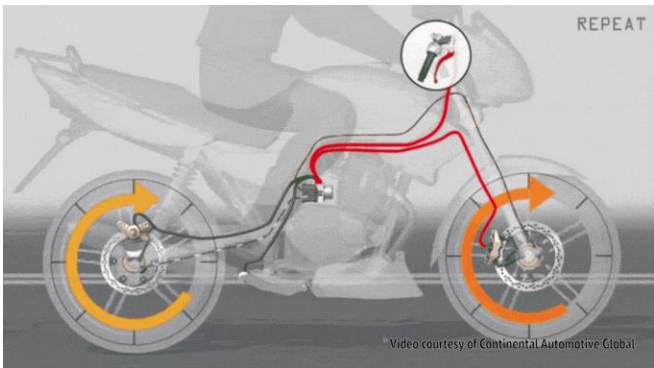


# National Road Safety Policy

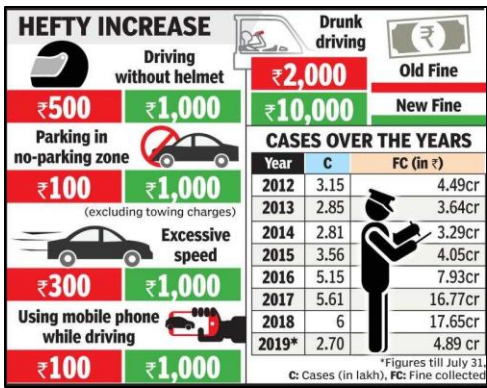
## Improved Infrastructure



## Upgradation of vehicle technology



## Stricter Fines & Penalties



Education

Enforcement

Engineering (Roads)

Engineering  
(Vehicles)

Emergency care

Enactment

## Driver Education & Training Programs



## Intelligent Camera



## Helmet Supply with 2W Sale

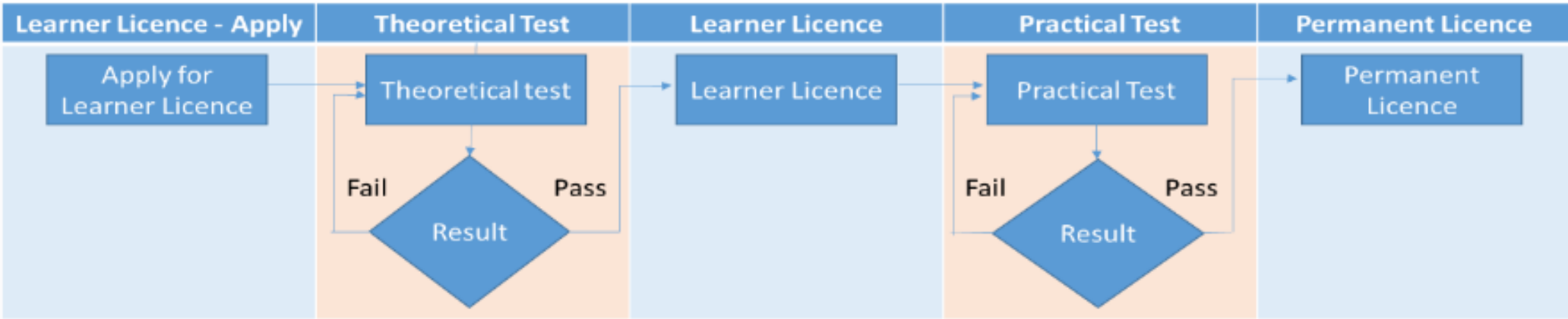


- With high volumes of 2W in the country, 2W regulations are constantly evolved and revised from time to time.
- Unique design system for greater safety
  - Protective device
  - First Aid Kit
  - Gradeability
  - Spray suppression system
  - Wheel Rims
  - Brake hose
- Currently, a lot of focus is being given to alternate fuel vehicles, such as ethanol – E20/E100.
- Stricter penalties & fines for traffic violations through Motor Vehicle Act amendment Act
- Sale of helmets with 2W mandated as a rule to ensure investment by customer into road safety.
- PM *Sadak Yojna* (Road Planning) to connect villages for increased penetration of 2W in the rural infrastructure.
- Draft Rules for Automated Testing Stations have been notified by Transport Ministry for implementation.
- Draft Rules for Registered Vehicle Scrapping Facility have been notified by Transport Ministry

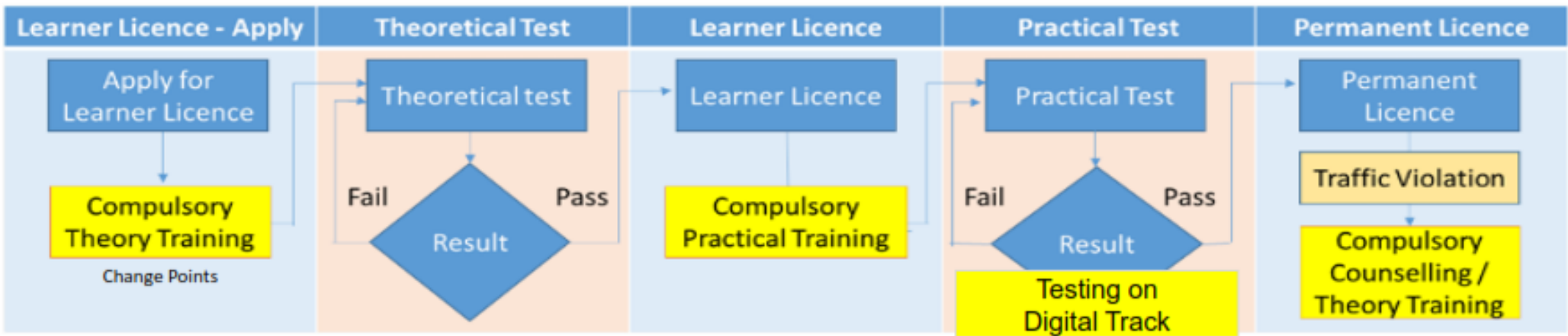
# Proposed Training & Testing System

**Objective :** To Provide the Safety Driving Training to all category of vehicles (Theory + Practical )

## Current Licence System

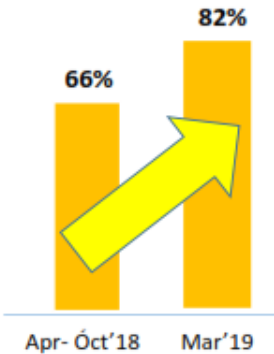


## Proposed Licence System



**2Hrs**  
Road Safety  
Awareness Program  
before learning  
License application.

**Learner Licence Applicants  
Passing %**





# 2W Safety Progression

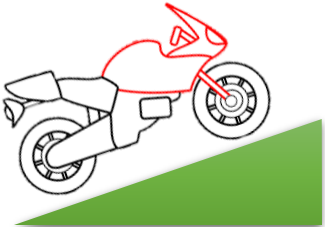
Auto Bulbs



Speedo meter



Grade ability



Brakes



Mirrors



Horns



Lamp



Saree Guard



Brake Hose



Pillion handhold



Wheel Rim



Tyre



Hydraulic Brake Fluid



Fuel Tank



AHO



ABS/CBS



Spray Suppression



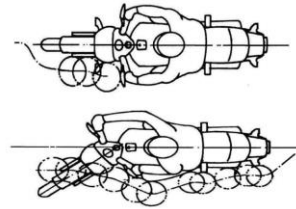
Footrest



Stands



Ext. Projection



Light weight Box



First Aid Kit



India Unique

1989 – 2000

2001 – 2010

2010 – Present

# Outreach

- Helmet Usage at dealerships & workshop : **20,000,000** people
- Awareness Programs for Students : **1.1 mn** students
- Road Safety Awareness Program in WB : **43,235** people engagement
- Enhancing Rider Skills : **14,326** Riders
- Training with special focus on female driver : **13,265** participants
- Training on Riding Simulator : **3,268** participants
- Road Safety Workshops & Conferences : **117**

- **No. of Traffic Parks – 18**
- **Cumulative No. of trainees in Traffic Park – 2.4 million+**



**SAFE**  
(a SIAM initiative)  
Society of Automotive Fitness

Society for Automotive  
Fitness & Environment



<http://www.mela.tv/events/siam/roadsafetyedu-2021>





# Moving together, moving ahead.

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