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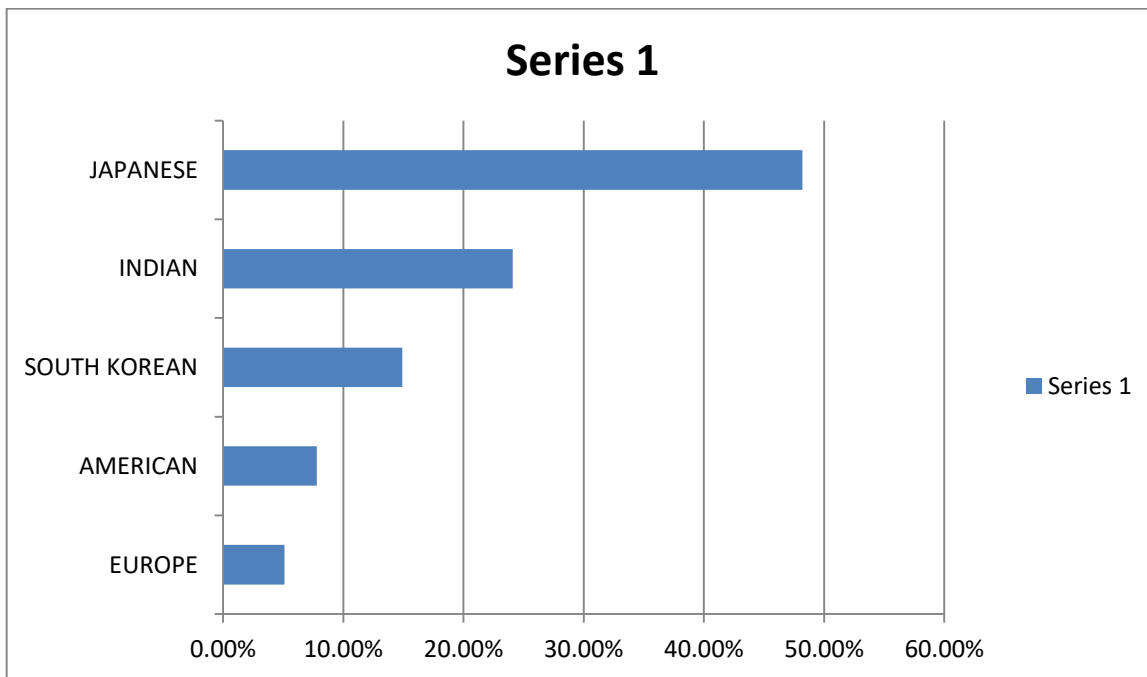


A Comparative Study on Competition and Sales of Mahindra and Tata

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ABSTRACT: Indian OEMs reported a 14.45% request share in FY19. It dropped to 11.8% in FY20 and rose to 14% in FY21. In the lately ended FY22, Mahindra & Mahindra, a division of Tata Motors, saw an increase in request share to over 19.5%. It is much below the 24% of FY12, however. Together, the two Indian OEMs have overhauled the global titans like Toyota, Honda, Volkswagen, and other. The global brands dominate the Indian bus request. While numerous transnational brands lost ground, the two Indian enterprises Mahindra & Mahindra and Tata Motors inclusively increased their request share by around 5% from the pre-COVID era. Indian OEMs reported a 14.45% request share in FY19. It dropped to 11.8% in FY20 and rose to 14% in FY21. The request share increased in the just finished FY22 to about 19.5%. It is much below the 24% of FY12, however.



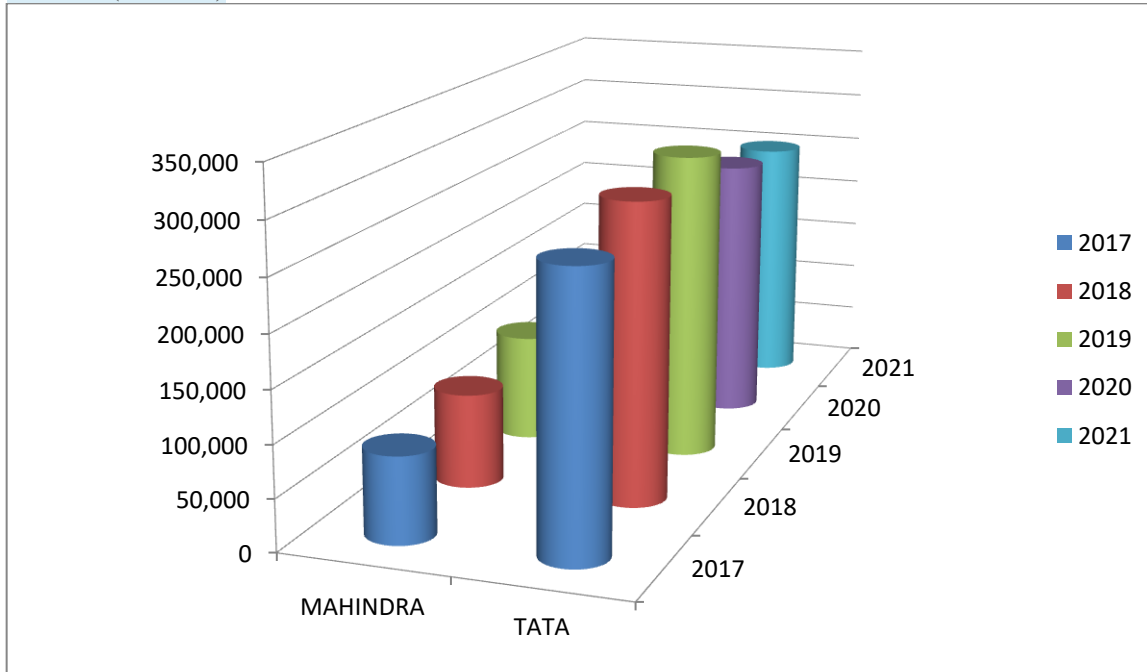
MARKET SHARE IN INDIAN CAR MARKET FY12

Both businesses' profit has dropped over the once many times. The main causes of the fall in deals for both enterprises include force chain dislocation, a global deficit of semiconductors, and a lack of demand, among others.

In FY21, Tata Motors Ltd reported earnings of Rs 249,795 Cr, while M&M reported earnings of Rs 74,278 Cr.



Revenue (Rs in Cr)



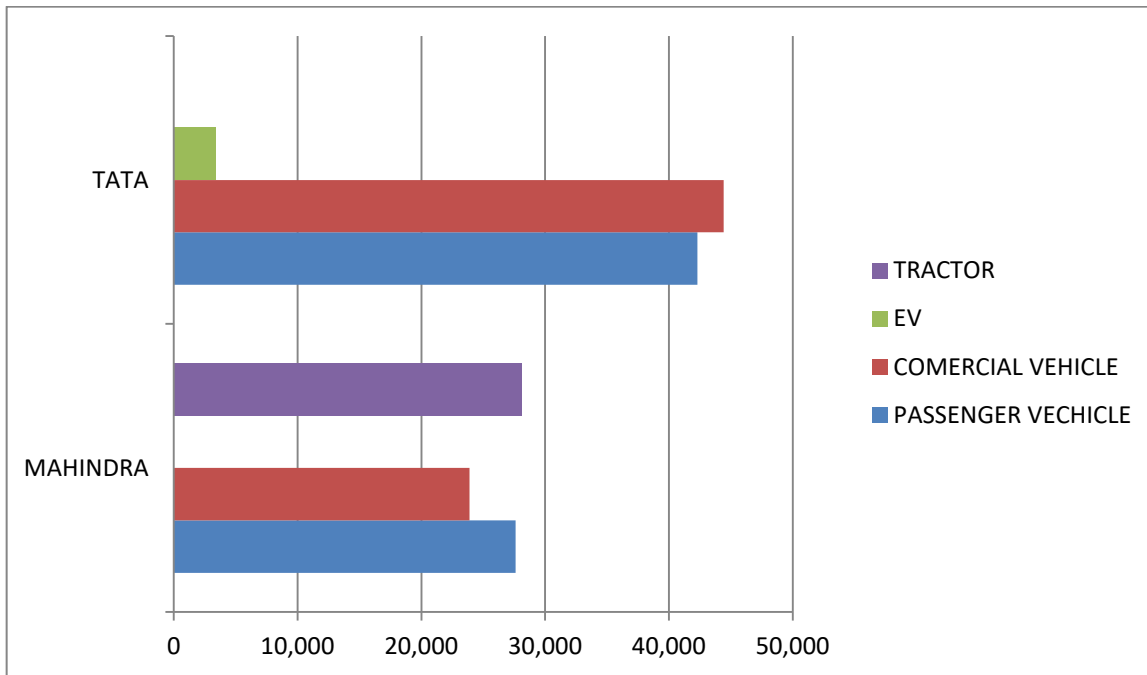
Tata and Mahindra are both major players in the marketable vehicle request. Harmonious growth has allowed them to precipitously break into the passenger car request. Tata Motors improved their request share from 8.27% in FY21 to 12.14 percent in FY22. This is Tata's loftiest share since FY09. In the times before to COVID FY19, it was only 6.85%. Tata Motors, the top-selling automaker in India, is confident on the EV request in addition to its ICE deals. Tata Motors sold 48,289 passenger cars in January 2023, an increase of 18% from the same month the time before. While domestic PV deals (including deals of electric vehicles) increased by 18% to 47,987 units, exports increased by 83% to 302 units.

In January 2023, Tata Motors vended 32,780 marketable vehicles overall, down from 35,268 in January 2022. Overall deals increased by 6.3% to 81,069 motorcars from 76,210 units in January 2022. In Feb 2023, the total deals figure of Tata cars was **42865 units**. This included deals of Nexon (13914), Punch (11169), Tiago (7457), Altroz (3955), Tigor (3064), Harrier (2054) and Safari (1252).

TATA Motor's profit for the past year was Rs (cr) 2,81,617.50, and its profit growth over the former five years has been an normal of 0.72%. M&M's profit for the past year was Rs (cr) 93,375.04, and its revenue growth over the previous five years has been an average of 1.69%. (average)

In the financial year that ended in March 2022, Mahindra & Mahindra raised their request share from 5.80% in FY21 to 7.40%. The brand unveiled the new Thar in 2020, followed by the XUV700 in 2021. It plans to release 13 SUVs by 2027. Mahindra vended 33,040 passenger motorcars in January 2023, over 65% from the same month the previous year. The car giant increased deals by 8% last month, dealing 125 cars, vans, and electric vehicles. 32,915 units of mileage vehicles (SUVs and MPVs) were vended, a 66% increase.

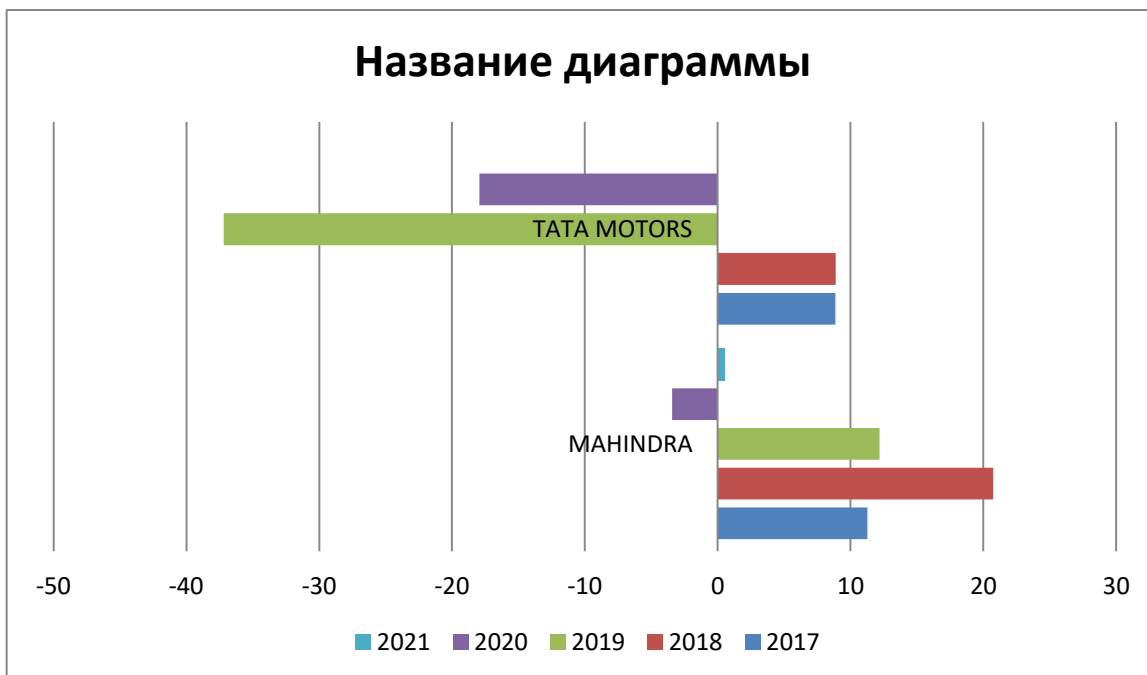
The total number of vehicles exported by Mahindra in January 2023 was 3,009 units, up 5% from the 2,865 vehicles exported in the same month in 2022. In February, Mahindra's overall sales increased by 8% to 58,801 units. In February 2022, the pot transferred 54,455 units to its dealers overall.



3,70,372 units were vended, shattering Tata Motors' former deals record and representing a 67% increase from FY21. From 40,403 units in March 2021 to 54,643 units in March 2022, M&M's overall deals increased by 35%.

M&M vs Tata Motors – Earnings of Investor

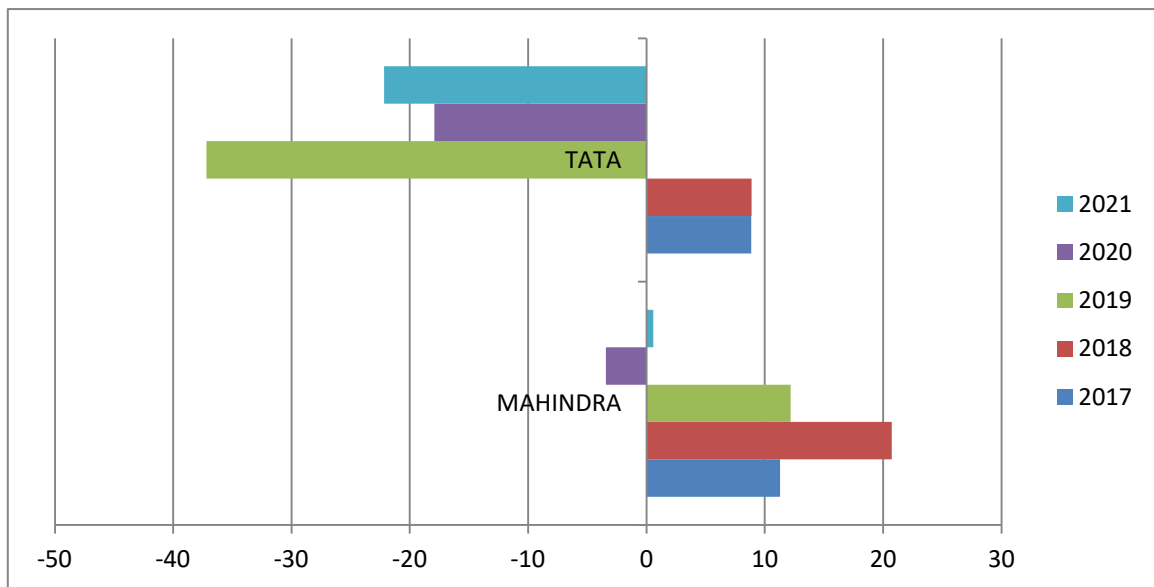
ROE:Return on Equity is the quantum of profit a company is making from equity that is available, just like it would from capital. Generally, a safe ROE is between 15 and 20%. The current ROE for M&M is 6.05, while the current ROE for TATA Motors is -2.69. Generally, a ROI of around 7 or further is applicable for investing in equities.





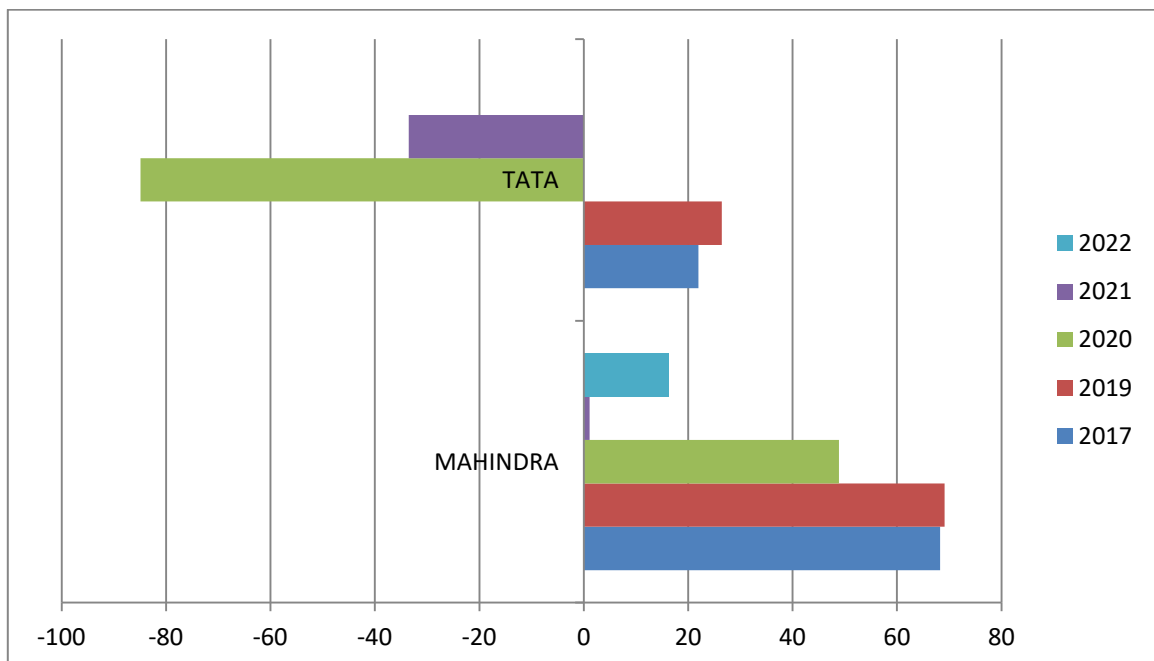
ROE

ROCE: ROCE is the main index of how well a business uses all of its capital to produce more gains. TATA Motor's ROCE is 1.26 compared to M&M's 12.67, which is much lower than M&M's generally advanced ROCE. ROCE indicates that the business is doing well.



ROCE

EARNING PER SHARE(EPS) is a measure of a company's profitability that is calculated by dividing net income by the total number of outstanding shares of the company. Total no. of outstanding shares refers to the total number of shares issued and laboriously held by stockholders, including both outside investors and commercial interposers. Now, TATA Motor's EPS is negative at -29.88 due to its loss in net income, but M&M's EPS is positive at 59.20. A greater EPS is always regarded as being positive.





Tata Motors has negative 5-year returns of -8.16%, positive 1-year returns of 34.85%, and maximum returns of 873.51% since the company went public in January 2000.

M&M's maximum returns from the listing date in the year 2000 January 19 to this day are 1575.31%. Its 5-year returns are positive at 46.74%, and its 1-year returns are also positive at 30.24%.

With its 2010 purchase of the majority of the stock in domestic EV manufacturer Reva, Mahindra was one of the forerunners among Indian automakers when it came to EVs.

It has a subsidiary called Mahindra Electric Mobility Limited that is focused on creating and designing small electric vehicles. It introduced the electric version of their Verito car in 2016; however, the company has since stopped making it.

In India, Tata Motors dominates the market for electric vehicles.

The Tata group has joined forces with all of the businesses they own to form the Tata Uni'EV'erse.

The quantity of EVs sold by the business in the previous year also demonstrates this.

The firm sells well-known EVs such the Tata Nexon EV, Tata Tigor EV, and Tata Altroz EV.

FUTURE

M&M announced huge capital expenditure plans over 2022-2024. M&M plans to incur an expense of Rs 153 bn on auto, farm equipment, and electric vehicles (EV) (EV). Out of this, Rs 32 bn is already spent in fiscal 2022. The remaining funds will be used throughout the following two years. Before to the pandemic, M&M was investing between 30 and 40 billion rupees in CAPEX annually. However, M&M had to stop its CAPEX because the pandemic had reached its peak. But, it seems it is moving back to its regular levels of CAPEX now that the pandemic is finished. M&M intends to improvise its core strength through CAPEX. To accomplish its objectives, it is attempting to work on maintaining a strong brand value, enhancing the supply chain, concentrating on the development of EVs, and cost optimization. M&M intends to gain the pole position in SUVs – the position they had three years ago. These strategies instill confidence in the market. Consequently investors anticipate the company would make significant returns for them. As a result, the share price is increasing.

Shailesh Chandra, MD of Tata Motors Passenger Vehicles, told ET that supported by strong demand for a new range of products, combined with innovative action taken on the supply side, sales have emerged stronger every month. “All our products are leaders in their respective areas, generating a portfolio that is rich in selections, ranging from clever trim choices to powerful powertrain alternatives, making us the only OEM responding to customer needs across petrol, diesel, CNG, and EVs,” Chandra said. Tata Motors experienced volume growth of 50–60% from January to May, whereas Hyundai Motor India experienced a 10-15% dip, in part because of issues with chip supply. In this STUDY, we looked at two of the biggest companies dominating the automobile industry in India. This gives us a comprehensive overview of the business of both companies.

However, their future prospects depend on the road taken by each of them. That’s all for this post on Mahindra Motors Vs Tata Motors.

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