

# About

## ***ABOUT***

IndiaAutoReport (IAR) is an initiative to provide unbiased, data driven analysis on the Indian automotive industry.

The Indian automotive industry has seen a quantum leap in both volumes as-well-as participation in the last decade. With the maturing of the market, responsible analysis of trends is the requirement of the day. This is important for the industry participants, as-well-as observers.

IAR focuses on data driven analysis of the industry, both at the OEM and supplier level. The analyst team in our Gurgaon based offices pours through industry data to identify hidden trends. They further interact with dealers to measure consumer sentiment and suppliers to gauge the industry's plans. The overall effort is used to deliver focused, interesting and insightful analysis.

The good news is that most of IAR's output would be for free consumption and sharing.

IAR is powered by Emerging Markets Automotive Advisors (EMMAAA), an automotive consulting firm specialising in emerging markets. Leveraging EMMAAA's expertise in volume forecasting, IAR aims at delivering high quality analysis to its readers.