

Monthly Sales Analysis – December 2016

December 2016 sales numbers have been released by SIAM and the team at EMMAAA has analysed the numbers in detail.

Like November, December 2016 was also hit by demonetisation. It's impact was just much more profound. Some vehicle segments like two-wheelers were mauled beyond recognition as demonetisation hurt OEMs, dealers and reduced footfalls significantly across showrooms.

However, EMMAAA's analysts are of the opinion that the impact of demonetisation would be short-term and should soon be offset by the significant lowering of lending rates due to increased liquidity with banks.

The monthly sales analysis is available as a PDF presentation. If you are a subscriber to the IAR mailer then you should be receiving the download link in your mailbox within the next few minutes. In case you are not, watch out for the pop up box on this website, inviting you to join our mailing list. It's useful and it's free.

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