

Monthly Sales Analysis – January 2017

January 2017 sales numbers have been released by SIAM and the team at EMMAAA has analysed the numbers in detail.

Demonetisation's impact is waning and only some two-wheeler segments continue to suffer profoundly.

However, that does not mean that the impact is completely absorbed by other segments. Sales growth in Commercial Vehicles segments is still quite low as compared to before demonetisation.

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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