

# Monthly Sales Analysis – November 2016

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

November 2016 was hit by demonetisation as the surprising move by government caught everyone by surprise.

The demonetisation move impacted sales in November across segments and we fear that the next 3-4 months may continue to be rattled by the move.

Over the long-term, demonetisation may result in a slowing down of the economy for a few quarters and will have an adverse impact on vehicle sales.

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.

Kindly do not email us – once you subscribe to the IAR mailer, you would be emailed links to download all the past sales analysis.