

Timeline of Indian Automobile

The meaning of automobile can be an auto car, motor car or car. It all began with steam engine automobile , a little later cars powered by an internal combustion engine-running on fuel. Now electric and smart automobile came into existence. This document explain various automobile model and their time-line in India. To understand the evolution in Indian automobile industry.

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Introduction

The year 1898 saw the first car rolling out, on the streets of Mumbai. Then, for nearly 30 years thereafter, no attempt was made to manufacture or assemble a vehicle in India and then the automotive industry started with the import of cars for royal families, which perhaps started in the 1920s-30s. Since then the Indian auto industry has witnessed a lot of change. A land of premier politicians, ambassadors, scooters, tempos, trucks and autos, India had not seen much of choice in vehicles. For many years, India did not have any manufacturing capacity of its own. Now, India is one of the biggest automobile markets in the world, as it became the 2nd largest producer of 2-wheelers, the largest tractor manufacturer, the 5th largest commercial vehicle manufacturer in the world, and the 4th largest car market in Asia.

Four Wheelers



Ambassador
Mark II

THE BIG SIZE FAMILY CAR

With an accent on space, Hindustan Ambassador is the big size family car. Provides maximum comfort with deep-cushioned broad seats, relax-angle back rests, comfortable leg-stretch, enough room for six adults—plus an extra large luggage boot. What's more, 14 H.P. OHV engine gives all the power and speed you need. Extra mileage with low petrol consumption. Economical running and maintenance. Hindustan Ambassador Mark II is built strong and sturdy. Takes a lot of rough ride. Its better road-holding makes fast driving safe. Full view windows and large wide doors. All this with the added beauty of elegant design both inside and outside. Ambassador Mark II is a good buy for its price.



ASPI905-12-88

H M

HINDUSTAN MOTORS LIMITED, CALCUTTA

The advertisement features a central illustration of a family of four—a man in a suit, a woman in a saree, and two children—standing next to a silver Hindustan Ambassador Mark II sedan. The car is shown from a three-quarter front view. The text is arranged around the car, with the title 'Ambassador Mark II' at the top and the slogan 'THE BIG SIZE FAMILY CAR' below it. A small 'H M' logo is visible at the bottom left, and the company name 'HINDUSTAN MOTORS LIMITED, CALCUTTA' is at the bottom right. A reference code 'ASPI905-12-88' is located at the bottom left of the illustration area.

The revolution in the automobile industry started with the introduction of a people's car from maruti udyog, a state owned company. The result was maruti 800. It became popular because of its low price, high fuel efficiency, reliability and modern features compared to its competition at the time. Tata motors exported buses and trucks. The liberalization of 1991 opened up India for the global automotive giants like general motors, ford, toyota, honda, hyundai and others set up manufacturing plants. The economic growth resulted in high end automobile manufacturers to come to india like rolls royce, bentley and maybach.

Mahindra CJ3A



1949

In 1947, the parts for 75 jeeps came to India; assembly began in Mazgaon, Bombay. The idea was to build rugged, simple vehicles capable of tackling Indian roads.

Mahindra began producing Willys CJ3A jeeps in 1949. CJ3A was a 4-wheel drive off-roader that was introduced for the Indian audience.

Hindustan Ambassador



1954

The iconic ambassador Symbol of India's automotive history. The Story of ambassador Begins with landmaster which is Basically the Morris oxford ii.

This car made for people who preferred to enjoy journey while sitting in the back seat. With major changes in terms of its body with a new front end, new grille, new bonnet and most importantly, a new tail section with tail fins ambassador is born.

The ambassador was a spacious and multipurpose car. Mostly known as politician's preferred car, symbol of status, Most popular taxi etc.

Premier Padmini



1964

Premier padmini started off as the fiat 1100 delight in 1964 on Indian roads.

Aesthetically the car was simple and sleek. It had 3-box design with chrome lined round headlights placed at corners with bigger grill at center housing pal logo and blinkers placed beneath it. It had curved front and rear bumpers crafted in chrome which made it stand out of the crowd. Side profile was simple and carried a chrome line running across the length, chrome door handles and hub wheel cap also made up of chrome.

Padmini was manufactured with a bench style seating, with hand gears earlier before it upgraded itself to the floor gear, bucket seat models.

Standard Herald



1965

It was the most advanced family car of its time. The extravagance tastefulness which went to our shores during the 1960s was a class separated from its adversaries. This luxury 4-door saloon was the Indian version of Triumph Herald.

Watching the success of Herald globally, Indian automobile manufacturer, Standard decided to bring the car to India.

The car was available in 5 different exquisite colors: Sebring White, Powder Blue, Phantom Grey, Black and Conifer Green.

Force Metador



1969

On 14th December 1983, Maruti 800 was unveiled in India.

Metador vans were once a common sight on the Indian roads. Purposefully built, the matadors served as the vehicle for the people traveling in groups. With the evolution of the market, matadors disappeared from the public roads.

Elegant, versatile, economical

Rajah Kazwa



1976

Situated in Bangalore, Sipani had its starting points in Sunrise Automotive Industries Ltd (SAIL), which was set up in 1974 with assistance from British producer Reliant.

The principal result of Sunrise Automotive was an inquisitive looking three-wheeler called the Badal.

Sipani Dolphin



1982

The Indian car industry started to thrive in the last part of the 1980s. Numerous organizations acquainted their vehicles with Indian clients. Some made a very decent imprint though some made a very decent history. One such organization is Sipani, additionally attempted to make a spot on the lookout. One of the most successful cars from Sipani is the Dolphin.

Sipani's Badal failed to gain traction in the market and so the company had to bring something which would look more like a car. This is when the Sipani Dolphin was launched. It is the Indian version of the Reliant Kitten, the British four-wheeled hatchback.

Maruti 800



1983

On 14th December 1983, the birth of the iconic Maruti 800 that has remained one of the most successful cars India has ever seen.

Maruti 800, with its tiny engine and front-wheel-drive format, was economical, affordable, and (relatively) spacious.

Maruti 800 was launched at a price of rs. 48,000, A moderately hefty sum back in the day.

Hindustan Contessa



1984

In 1984, the Hindustan Contessa was introduced in our country. This, however, was not an affordable option for the brand, but rather a premium one. It was based on Vauxhall Victor FE/VX, which was already discontinued in 1978 in Europe.

The Hindustan Contessa is one of the most iconic cars to be manufactured in India. India's very own muscle car.

The original Contessa, introduced in 1984, was quite a large car, even by international standards. The car was extremely spacious and refined.

Maruti Omni



1984

This was the second vehicle to be launched by Maruti, one year after the 800, in 1984. Within its small proportions it is capable of seating 7-8 passengers and to power it around is the 800 cc petrol unit borrowed from the Maruti 800.

The Omni has been a great success in its initial years for it was a great vehicle as a family car and it is economical. Additionally it was thrifty to run. Today the Omni is mainly found in the taxi operator market. Not many private takers anymore and out of the many reasons not to buy an Omni is the safety. Overall, the Omni remains the cheapest people carrier in the market .

Maruti Gypsy

1985



There aren't many affordable off-roaders in India, and there certainly aren't many petrol-powered ones. Maruti gypsy was the sole exception in our market. It was inexpensive, light, and relatively easy to maintain.

The Indian army, the forest department, etc., All preferred the maruti gypsy as their choice of transportation, owing to car's go-anywhere ability and ease of maintenance.

Premier 118NE



1985

Italian beauty fiat 124 which is known in India as premier 118ne being launched in 1985.

118Ne is a successor of padmini for premier in India.

We will notice the change of taste with change in generation, curves were gone to make way for sharp and edgy design. The round lamps are replaced by the rectangular ones, same with the tail lamps. Suddenly chrome disappeared from the car and black finishing took its place. Dark black square grill, black front and rear bumpers are reflecting that only. This somehow gave it a more metropolitan and modern look.

Maruti 1000

1990

The esteem was first introduced in the first half of 1995. The sedan was exclusively made for the elite class

Maruti gained huge reputation with this car. Since then this car ruled the Indian automobile market for at least 10-11 years until late 2006.

The car was a lot spacious for its size, sitting 3 adults at the rear was not a problem. Besides, it had a lot of boot space.



TATA Sierra



1991

The first car from the company for private transport. It had to be unique and powerful. Talking about the body, it had a 3-door design. Tata sierra was a rear-wheel-drive SUV with 4wd as an option too.

The real usps of the SUV were electric power windows, air conditioning, adjustable steering wheel and tachometer, first-time-ever in any Indian car. It also had a full glass roof at the rear portion of the SUV which is a very unique feature.

TATA Sumo



1994

Tata motors was known as telco back in the days. Sumant moolgaokar was the CEO of tata engineering and locomotive company (telco).

Su-mant mo-olgaokar, initials of his name are what inspired the name of the suv. His vision and dedication are what has led to the r&d of tata motors scale heights. He was later awarded padma bhushan award, the third-highest civilian honour by government of india in 1990.

Tata sumo - the first uv to be designed in india

Force Trax



1998

In 1988, force motors introduced rough road vehicle trax.

Simple and durable construction, suited for the severe conditions found in the India at that time. Originally there were three models; the town and country, the trax challenger, and the pick-up.

The trax can hold up to 13 passengers in the lwb versions

TATA Safari



1998

Tata safari made its debut at the 1998 auto expo. Its humongous proportions and those manly looks made it an instant hit. Having a 4wd option, safari was widely recognized for its off-road capabilities. The massive amount of ground clearance further adding to the that go anywhere factor.

Safari's strong character was one of its kind back in the day and there wasn't any other car that could stand toe-to-toe with its stature. The road presence of the car was so strong that it made the traffic around it look petite and insignificant. It was the first time that the Indian market got familiar with the concept of climbing into the car as opposed to the conventional way of sitting in the car.

TATA Indica



1998

The design of Indica was well-proportioned and gorgeous. Nothing in India looked half as good. What shocked the industry was the fact that this stunning car came from the hands of a truck-maker with not much experience in car design. And the initial designs developed in-house proved just that. When the Telco design team presented Ratan Tata with the initial prototypes for a small car, he politely binned them. Tata knew if he wanted the car to have half a chance at success, it had to be designed by a world-class design house.

The Indica's USP was its brilliant interior space. Even though the car had small overall dimensions, the smart design allowed the interior to be as expansive as possible.

SAN Storm



1998

The company was established in the year 1996 what a bunch of people having a passion to build cars and deliver them to the customers. The company's first and the last car was the Storm which came in 1998 in the Indian market.

The San Storm is a roadster capable of carrying 2 people. It was designed by a French firm called 'Le Mans Group'. Even the engine was provided by the French Carmaker Renault. The car was launched in the late 90s and did make a good mark in the Indian Automotive market.

Rajah Kazwa



1998

Back in the 1990s, the Rajah Groups decided to make a kit sports car, but the idea remained in minds as there was no partner for the business. Then in 1994, an idea for building an MVP arose. And the idea took a shape of the car in 1998 which was known as Kajah Kazwa.

The wide windshield made it a great MPV to drive because of the increased visibility. Rajah Motors chose a base sheet steel platform on which the car was built. And the body panels were made of fiberglass.

The Kajah Kazwa was spacious and The comfortable seats, power windows, power steering, power mirrors, standard air-conditioning, rear blower, sunroof and alloy wheels, which are common today were a luxury at that time

TATA Indigo



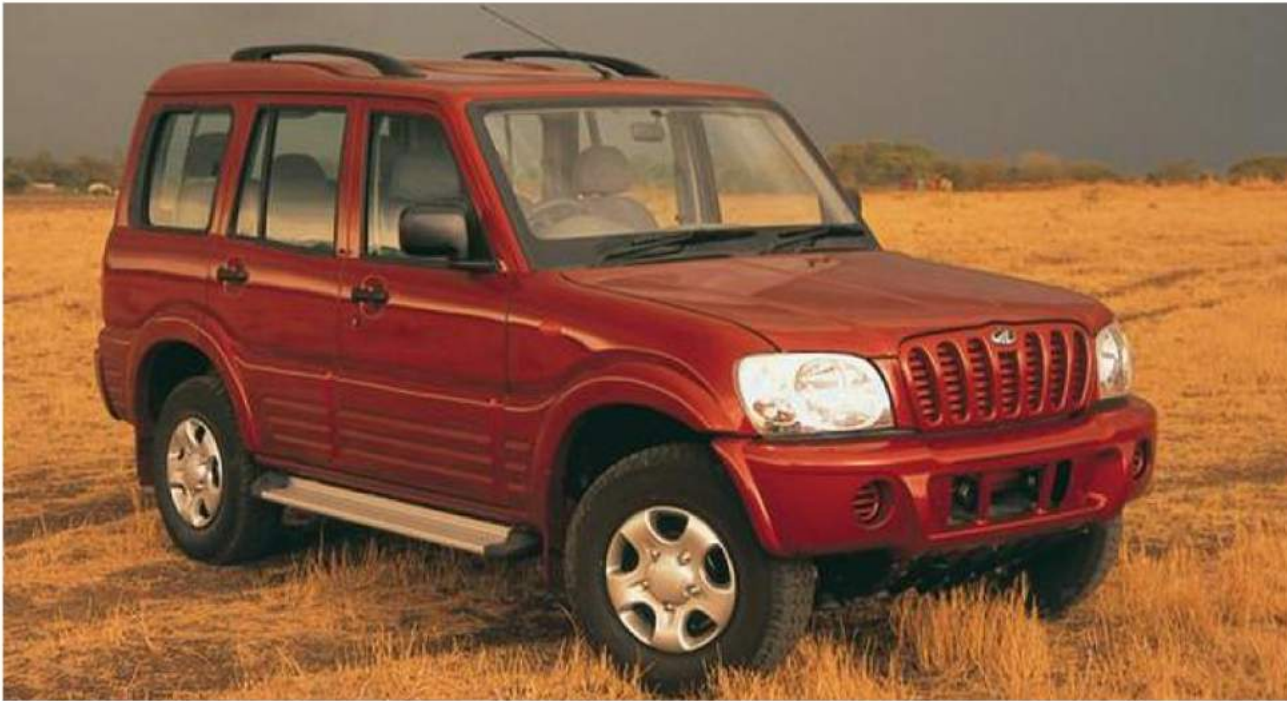
2002

The tata indica was a hit, there's no question about that. But not just any hit, a legendary one. Tata motors had revolutionized the car market.

In 2002, tata had finally come out with a sedan for the personal car market. In the first look, anyone would've gotten confused. It got its entire front end from the tata indica, the successful prodigy from tata

The car seemed proportionate and nothing like an indica was forced to carry a boot around. However, the designing elements weren't tweaked unnecessarily. It was a plain but good-looking 4 wheeler.

Mahindra Scorpio



2002

In 1996, the company decided to build their own SUV.

When the Scorpio launched in 2002 as India's first SUV for urban India, it signaled the arrival of the urban SUV.

Designed in India and the UK. Engineered in Germany and Austria. With American interiors. Seats made in Italy. Panels in Sweden. A body in Korea.

Chinkara Roadster



2003

India's own Caterham.

A company based in Mumbai under the name Chinkara Motors launched a small sports car under the name Roadster.

It was the fiber-glass body on the chassis. Moreover, the hot weather made the bodies clumsy and sloppy when kept in the heat for a long time. And if damaged, the whole panel had to be changed, which would cost another fortune.

ICML Motors Extreme

2006



ICML or International Car and Motors Ltd. is a subsidiary of the tractor manufacturing Sonalika Group. Headquartered in Delhi, ICML had two vehicles in its lineup before the BS6 emission norms kicked in. ICML offered a Chevrolet Tavera-rivalling MPV, the Rhino, powered by a 2.0-litre diesel engine. There's no word on when ICML will introduce the BS6 version of its erstwhile model.

The ICML brand was on sale in India. It's famous for its ICML Extreme, ICML Rhino Rx models.

TATA Nano

2008

Tata Nano launch was one of the biggest automotive launch that our country has witnessed. Journalists had flown in from different continents and the entire world was curious to know that how can a car be priced at one lakh rupees. Mr. Ratan Tata while launching the Nano at the 2008 Auto Expo in New Delhi said that we have given the country an affordable car and "major part of the country will be able to sit in it".

The idea of the world's cheapest car was conceived by Ratan Tata on a rainy day after he saw a family of four on a bike.

The main target group of customers for Tata Nano are the lower and middle income families in India, many of whom resisted purchasing four-wheelers mainly due to the price affordability and maintenance cost. Launching Tata Nano gave an opportunity for these groups to purchase a car within their means.



Hradyesh Morris Street



2011

India's First Street Rod has it all from an exclusive custom hand-crafted body design, especially created chassis to a custom fit powerful engine, performance suspensions, custom brakes, drive train to plush interiors. Royal touch with elite quality hand made leather interiors in red, a super finish silver curvaceous body gives Morris Street its retro look. Equipped with the finest features and audio video, Morris Street introduces the beginning of luxury experience to the next level.

Morris Street is built by Hi and Hradyesh especially to launch and promote the concept of exclusive handcrafted Super luxury cars, Hot Rods, Street Rods, Custom cars in India. Morris Street is currently on first of its kind "ALL INDIA ROADSHOW" in which Morris Street is driven on road to interact with automobile enthusiasts covering all the state capitals of India.

DC Design Avanti

2012



The DC Avanti is a coupe styled sports car produced by DC Design, an Indian design firm originally headed by Dilip Chhabria.

The car's frame is made of composite high steel and the body consists of carbon composite, to create a strong, yet lightweight vehicle.

Mahindra Electric e2o



2013

Mahindra & Mahindra (M&M), being known for making tough and muscular SUVs, is gradually expanding towards the Electric Vehicle (EV) segment. The company marked its entry in the segment by introducing the 2-door e2o in 2013.

India's only fully electric passenger car, the Mahindra e2o (earlier known as the NXR) is a green answer to city mobility. The four-seater, two-door hatchback uses Lithium ion batteries that offer a claimed range of 120km per charge and a top speed of 81kmph, which are adequate for most daily city runs. The e2o is ideal for short distance urban travellers looking for a compact, economical and pollution-free solution.

Mahindra XUV500



2014

The mahindra xuv500 is a compact sport utility vehicle produced by the Indian automobile manufacturer mahindra & mahindra. The xuv500 was designed and developed at mahindra's design and vehicle build center in nashik and chennai and is manufactured in mahindra's chakan & nashik plant, india.

This is the first four-wheeler to be styled totally within india. The bolero, was done in japan, the scorpio in the united kingdom and the xylo in italy

TAMO RaceMo

2017

Tata Motors unveiled its first-ever sports car during the Geneva Motor show in 2017. It was named the RaceMo. The two-seater sports car was an instant hit among car enthusiasts and turned everyone's heads. The excitement surrounding the car was so much that Tata motors decided to branch a new sub-brand called the TaMo for high-performance machines.

The RaceMo was a sub-4 meter car. As a result, in Indian soils it was eligible for a huge tax-benefit, something which compact-SUVs are famous for. Tata Motors promised to launch the road-legal two-seater race car at the price of Rs.25 lakh. The affordable price for its segment made it extremely attractive for performance enthusiasts who could only lay their hands upon big bulky sedans and SUVs.

It was low, sleek, stylish, angular and much more at the same time. It also had scissor doors which opened like Lamborghinis. The Tata RaceMo also had the privilege of being designed by Marcello Gandini, the mastermind designer behind many famous Lamborghinis and Ferraris.



VAZIRANI Shul

2018



The Vazirani Shul has a very distinct profile even by supercar standards. The front section of the car comprises of a sharp Y-shaped 3-strip LED headlight cluster. Below the headlamp lies a massive air intake mesh on either side with a smaller triangular cut-out in the middle. Moving to the side, the aggressive intake lines become even more aggressive and extend across the entire door area. Going by the appearance the car is going to be equipped with a rear-mounted gasoline engine which explains the presence of the intake vents at the end of the door. Another eye-catching element is the rather unique 5-spoke rim shrouded by the fat low-profile rubber specially designed by Michelin.

The Vazirani Shul's rear profile stands out the most on the entire car. It starts with the minimal rear window flanked by passive air vents on either side. Below the window lies the very uniquely placed exhaust outlet. There is also a "Gran Turismo" logo located above the exhaust notifying the contribution of Kazunori Yamauchi. Just behind the exhaust vent lie two fighter-jet inspired wings to direct the air away with minimal disturbance. A very complex network of diffusers, an integrated spoiler and winglets complete the Vazirani Shul's derriere with pronounced C-shaped LED tail lamps.

TATA Harrier



2019

In production guise, it's called the Harrier, and is based on Land Rover's D8 architecture that underpins the Land Rover Discovery Sport. It's a monocoque platform that's been named OMEGARC. The Harrier brings with a sound system that is sourced from JBL, a non-independent torsion beam setup for the rear suspension and the engine and transmission are from Fiat. Also, the Harrier is robust, comes loaded with features, scores well on space, comfort and good cabin quality, rides well over bad roads, and looks striking.

It features a floating roof design with bold chrome finishers and Harrier branding. The front gets Xenon HID projector headlamps, dual tone front bumper with satin silver chin guard, dual function LED DRLs with turn indicators and contemporary SUV design proportions. The vehicle gets an aggressive stance with flared wheel arches, protective side cladding and large five-spoke alloy wheels wrapped in 235/65 R17 wide tyres. The outer mirror with logo projection completes the style element.

Conclusion

This study has shown that Indian automobile industry started with import of luxury vehicles for royal families. During 1950s India started assembling foreign cars in our country. Later some Indian automobile manufacturer brought successful British family cars in Indian market. This vehicles further evolve with Indian conditions. The Indian car industry started to thrive in the 1980s.

The change in design with change in generation, curves were gone to make way for sharp and edgy design. The round lamps are replaced by the rectangular ones, same with the tail lamps. Suddenly chrome disappeared from the car and black finishing took its place. At the end of 1990s , we saw Indian car makers started designing cars indigenously. Also 1990s and 2000s was dominated by small hatchback maruti 800 which shows Indian need of affordable, practical and personal car. From 2010s to 2020s we have seen amazing design and innovations from Indian car-makers such as nano,avanti,shul,harrier,morris and e2o. Also Facelifts, Sharp lines, large grilles, dual tone colors ,floating roof, led drl etc. Become key element of design improvement in last decade. In recent years Indian automotive industry is rapidly growing with emerging electric car makers and automotive design studios are increasing.

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