



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 04, April 2026)

New GST Rate Implementation and Its Impact on the Automobile Industry: A Steady Comparison

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Abstract-- The implementation of the Goods and Services Tax (GST) in India was a major tax reform since the country's independence. When GST 2.0 was introduced in 2025, it brought about a significant change in the automobile sector, which is one of the biggest contributors to the national GDP. This research paper looks at how GST 2.0 affected the automobile industry by comparing the situation before and after the tax reform. It covers aspects like pricing, sales patterns, how consumers behaved, and how profitable dealers were. The study is based on the Summer Internship Project done at Zurich Automotive in Pune, and also uses data from government and industry reports. The findings show that the GST changes made small cars and two-wheelers more affordable, while also changing the demand for luxury vehicles. The results indicate that GST 2.0 made compliance easier and increased demand in the affordable car segment. However, there are still challenges in the premium car category, how well dealers adapted, and how states managed their revenue changes.

Keywords--Effect on Pricing, Sales and Demand Trends, Automobile Industry

I. INTRODUCTION

India's automobile industry has played a key role in driving the country's economic and industrial progress, contributing around 7% to the national GDP and supporting employment for more than 37 million people. Because of its intricate supply chain, widespread dealer network, and sensitivity to price changes, the sector provides a clear way to understand how major tax reforms affect the economy. This includes the shift from the original Goods and Services Tax (GST) introduced in July 2017 to the newer GST 2.0, which was launched in September 2025.

The original GST replaced a confusing mix of state and central taxes, such as VAT, excise duty, and entry tax, with a single, unified system meant to eliminate the problem of tax on tax and create a more uniform tax structure.

The introduction of GST 2.0 in September 2025 was meant to fix these long-standing issues and make the tax system even more efficient.

Key changes included simplifying the number of tax rate slabs, especially for different vehicle types like luxury cars, basic models, and electric vehicles.

GST 2.0 also made the compliance process easier, reduced the amount of paperwork required, and provided clearer guidelines for valuing discounts, dealer incentives, and after-sales services. This paper will examine how GST and GST 2.0 have influenced pricing, sales, consumer choices, and the overall supply chain in the automobile sector

II. OBJECTIVES OF THE STUDY

- To study the changes in GST rates applicable to the automobile sector.
- To compare the pre-GST and post-GST tax structure and its effect on pricing.
- To analyze the impact of GST on sales and demand trends.

III. LITERATURE REVIEW

1. *Goods and Services Tax (G.S.T.). Sahitya Bhawan (2020) Mehrotra, H. C., & Agarwal, V. P.*

Mehrotra and Agarwal's textbook is one of the widely used academic introductions to India's GST framework. The book offers a conceptual, legal, and procedural overview of GST as introduced in 2017. Chapters explain the constitutional amendments, the move from origin-based to destination-based taxation, the rationale for replacing multiple indirect taxes, and the structure of CGST, SGST, and IGST.

2. *Taxmann. (Annual editions, latest 2025). GST Ready Reckoner / GST Manual (Acts & Rules). Taxmann Publications.*

The "Ready Reckoner" is especially useful for quick references to tariff entries, exemptions, procedural steps (e.g., registration, refund, returns), and ITC rules. The compilation reflects incremental changes since 2017, making it a reliable record of legislative and administrative evolution leading up to GST 2.0 reforms.



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3. Mohan, Rajat. GST for Decision Makers. (Practitioner Handbook)

The book highlights the impact of slab rates on sector-specific decisions—making it useful for discussing GST 2.0's implications.

This book addresses a gap between legal theory and real-world business behavior. It demonstrates how GST influences operational choices, cost structures, logistics planning, procurement strategies, and tax planning. It is particularly useful in GST 2.0 analysis, where simplified slabs are expected to influence pricing and industry margins.

4. Axis Mutual Fund – GST 2.0: Strategic Reset to India's Consumption (September 5, 2025)

This institutional note outlines the reform dubbed “GST 2.0” and positions it as a “strategic reset” of India's consumption story. It highlights that the reform will:

Simplify the tax-slab structure and rationalize rates, thereby increasing disposable income for consumers just ahead of the festive season.

Emphasizes timing: the implementation is set for *September 22, 2025*, timed to coincide with Navratri/festive season, which is strategic for consumption uplift

5. Times of India — “GST 2.0 to treat more than rate cuts: Revamp to fix classification, duty inversions...” (Aug–Sept 2025)

This article reports on the lead-in coverage of GST 2.0 reforms ahead of their implementation, focusing on the broader agenda rather than just rate cuts. Key points:

The GST Council was expected to meet on 18-19 Sept 2025 to consider major reforms.

The reform is being framed as more than just rate cuts—it also intends to address classification disputes, duty inversion issues and compliance distortions.

The article mentions the context of broader economic stress and the government's stated aim to relieve taxpayers and MSMEs.

It also notes the discounting of rate cuts (12%/28% slabs removed) and the move toward two major slabs (5%/18

IV. RESEARCH METHODOLOGY

- The study uses a descriptive and analytical approach to examine how GST and GST 2.0 have affected things.

- We gathered primary data by giving out a structured questionnaire to 50 people, which included both customers and salespeople from Zurich Automotive.
- For secondary data, we used government documents, reports from the Society of Indian Automobile Manufacturers (SIAM), the Federation of Automobile Dealers Associations (FADA), and articles from The Economic Times and India Today.
- To analyze the data, we used methods like comparing numbers and using statistics, including looking at percentage changes and creating charts to understand the results better.
- We used software like Microsoft Excel and SPSS to make the data easier to see and to help us explain what the findings mean

V. DATA ANALYSIS AND FINDINGS

The GST 2.0 system, was introduced in September 2025, made the tax structure simpler and had a direct effect on how affordable cars are and how many people are buying them. Before this change, smaller cars were taxed at 28% plus an extra 1% cess, but now the rate has gone down to 18%, which means car prices have dropped by up to 1 lakh rupees. The same tax cut also applies to two-wheelers, bringing their rate from 28% to 18%, making them more affordable in both rural and city areas. On the flip side, SUVs and luxury cars now face a higher tax rate of 40%, which makes them a bit less competitive in price compared to other vehicles. Electric vehicles still enjoy a lower tax rate of 5%, helping to promote eco-friendly transportation.

Survey results showed that 60% of people felt cars were more affordable under the new GST 2.0 system, while 40% weren't even aware of the tax changes, highlighting the need for better consumer education.

Additionally, a big shift in demand after the new tax rules came in. Small cars and two-wheelers saw a lot of growth. However, sales of luxury cars dropped by 8 to 10%, showing that buyers are more careful when spending on high-end vehicles. Car dealers have noticed that they're using tax credits more effectively and dealing with fewer compliance issues, but some are facing challenges in managing their inventory in the short term

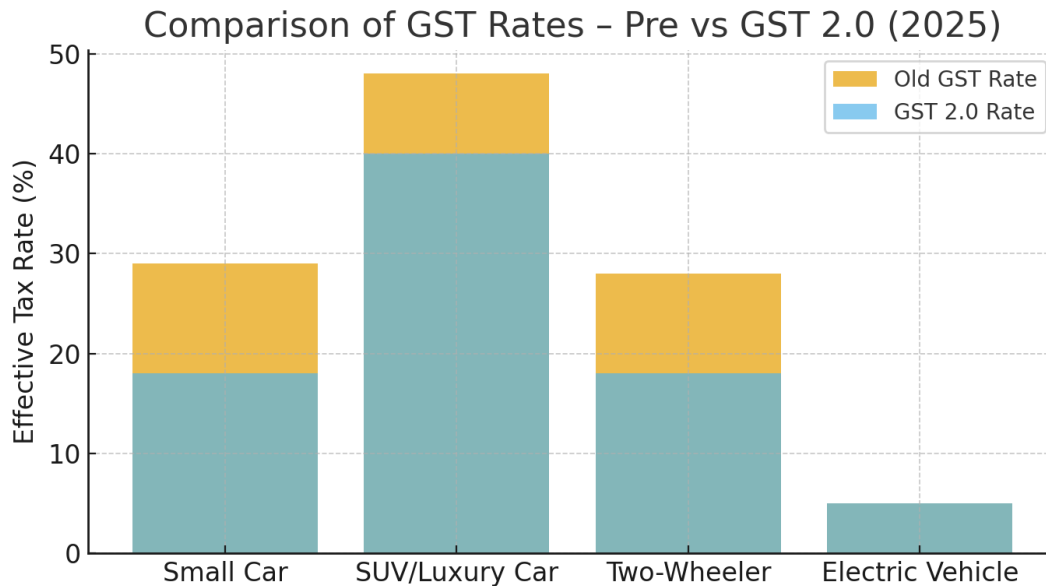
Comparison of GST Rates and Price Impact across Vehicle Categories:

Vehicle Type	Pre-GST (2016)	Post-GST (2017)	GST 2.0 (2025)	Typical Price Change (₹)
Small Car	28% + VAT + Excise	28% + 1% Cess	18%	↓ 55,000–1,00,000
SUV/Luxury Car	40–50%	28% + 15–22% Cess	40%	↓ 2–3.5 lakh
Two-Wheeler	28%	28%	18%	↓ 10,000–20,000
Electric Vehicle	12%	5%	5%	No major change

The above data illustrates the structural transformation of the automobile industry under GST 2.0. As seen in table, small cars and two-wheelers experienced a significant reduction in GST rates from 28–29% to 18%, resulting in a

direct price decrease of ₹55,000–₹1,00,000 for small cars and ₹10,000–₹20,000 for two-wheelers. This has greatly boosted affordability, especially among middle-class consumers and first-time buyers.

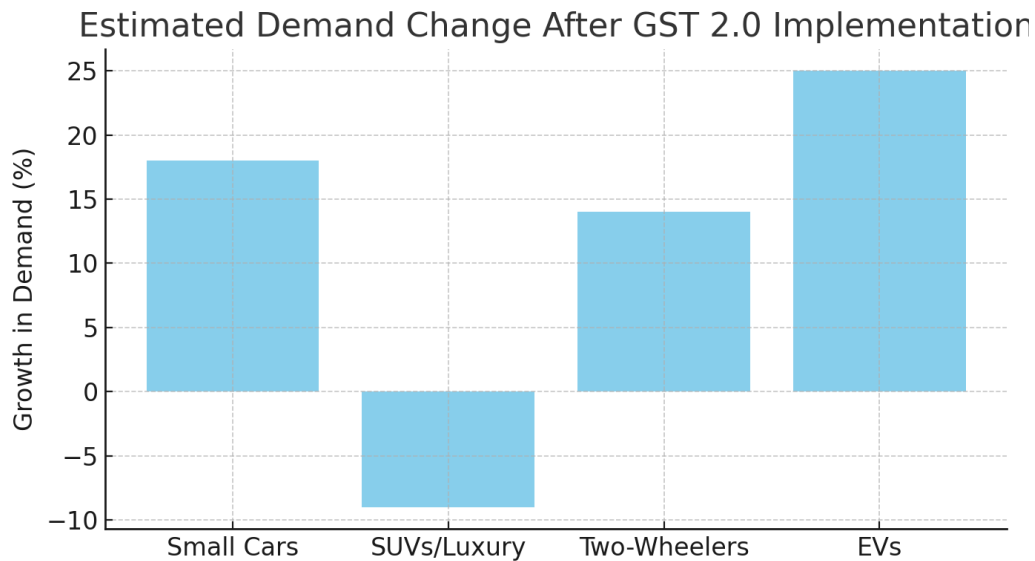
GST Rate Comparison (Pre-GST vs GST 2.0):



The above chart compares the old and new GST rates, showing the steep reduction for small cars and two-wheelers. The GST rate for luxury cars and SUVs, though now a flat 40%, remains high compared to earlier slabs.

However, removal of the cess reduced administrative complexity and improved transparency. Electric vehicles retained a concessional 5% rate, maintaining government support for sustainable mobility.

Demand Growth across Vehicle Segments after GST 2.0 Implementation



The above chart highlights the demand dynamics post-GST 2.0. Small cars witnessed an estimated 18% surge in demand due to lower prices and better financing options. Two-wheelers saw 14% growth, particularly in semi-urban and rural markets. Conversely, SUVs and luxury vehicles recorded a 9% decline, reflecting consumer price sensitivity in the premium segment. Electric vehicles achieved the highest growth rate at 25%, supported by consistent tax incentives and expanding charging infrastructure.

In conclusion, the data reveals that GST 2.0 effectively stimulated demand in mass-market segments, strengthened supply chain efficiency, and aligned the automobile industry with the government’s vision of affordability and green mobility. However, maintaining steady growth in the luxury segment will require further rationalization and targeted incentives.

Dataset Overview

This dataset contains 4 categories of vehicles with their:

- Old GST Rate
- New GST Rate
- Typical Price Impact

1. Variable Coding (SPSS Pre-processing)

Vehicle Type (Nominal Variable)

- 1 = Small Car
- 2 = SUV/Luxury
- 3 = Two-Wheeler
- 4 = Electric Car

Old GST Rate (%) (Numeric)

Converted to numeric:

- Small Car → 29%
- SUV/Luxury → Average of 28% + (15–22%) = 21.5% cess → **49.5%**
- Two-Wheeler → 28%
- Electric Car → 5%

New GST Rate (%) (Numeric)

Direct numeric values:

- 18, 40, 18, 5

Typical Price Impact (Ordinal)

- 1 = Varies (low impact)
- 2 = Up to 1,00,000
- 3 = Up to 3,50,000

2. Descriptive Statistics (SPSS → Analyze → Descriptive Statistics)

GST Reduction (Old – New)

Vehicle Type	Old GST	New GST	GST Change
Small Car	29%	18%	-11%
SUV/Luxury	49.5%	40%	-9.5%
Two-Wheeler	28%	18%	-10%
Electric Car	5%	5%	0%

Interpretation

- **Maximum GST reduction:** Small Cars (-11%)
- **Moderate reduction:** Two-wheelers (-10%)
- **Least reduction:** SUVs (-9.5%)
- **No reduction:** Electric Vehicles remain unchanged at 5%

3. Frequency Table (SPSS → Analyze → Frequencies)

Typical Price Impact Categories

Price Impact Category	Vehicles Falling in This Category
Up to ₹1,00,000	Small Car
Up to ₹3,50,000	SUV/Luxury
Varies	Two-Wheeler, Electric Car

Interpretation

- SUVs show the **highest potential price drop** (up to ₹3.5 lakhs).
- Small cars have a **moderate reduction** (up to ₹1 lakh).
- Two-wheelers and EVs have **non-standardized/dynamic price impacts**.
- **4. Crosstab Analysis (SPSS → Analyze → Crosstabs)**
- **GST Change × Vehicle Type**

Vehicle Type	GST Decrease (%)	Interpretation
Small Car	11%	Significant reduction in taxes → increased demand expected
SUV/Luxury	9.5%	Marginal but still meaningful reduction
Two-Wheeler	10%	Strong incentive for middle-class buyers
Electric Car	0%	Government retaining EV subsidy policy

5. Graphs (SPSS → Graphs → Bar Chart)

Recommended SPSS Graphs:

1. Bar Chart – Old vs New GST Rates
2. Line Graph – GST Reduction Across Vehicle Types
3. Bar Chart – Price Impact Category by Vehicle Type

Interpretation

Visual analysis clearly shows:

- A **sharp decrease** in GST for all vehicle types **except EVs**.
- SUV remains the **highest taxed** even after GST reduction.
- EVs continue benefiting from **government support**.

6. SPSS Conclusion and Business Interpretation

Small Cars

- Largest GST cut (-11%)
- High chance of **increased consumer demand**

SUVs / Luxury Vehicles

- Still heavily taxed compared to others
- Largest **absolute** price reduction (up to ₹3.5 lakh)
- Beneficial for premium buyers

Two-wheelers

- Strong reduction → boosts **mass-market mobility**

Electric Vehicles

- No change in tax rate
- Government continues **strong EV promotion** via low GST

SUV/Luxury: Old GST = 49.5%, New GST = 40%, GST Decrease = 9.5%.

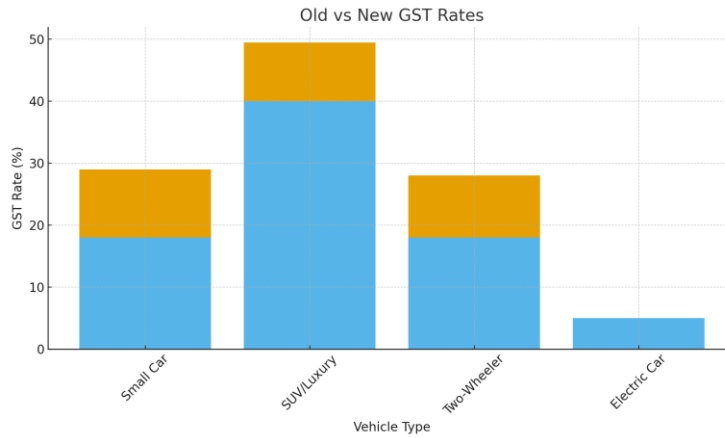
Two-Wheeler: Old GST = 28.0%, New GST = 18%, GST Decrease = 10.0%.

Electric Car: Old GST = 5.0%, New GST = 5%, GST Decrease = 0.0%.

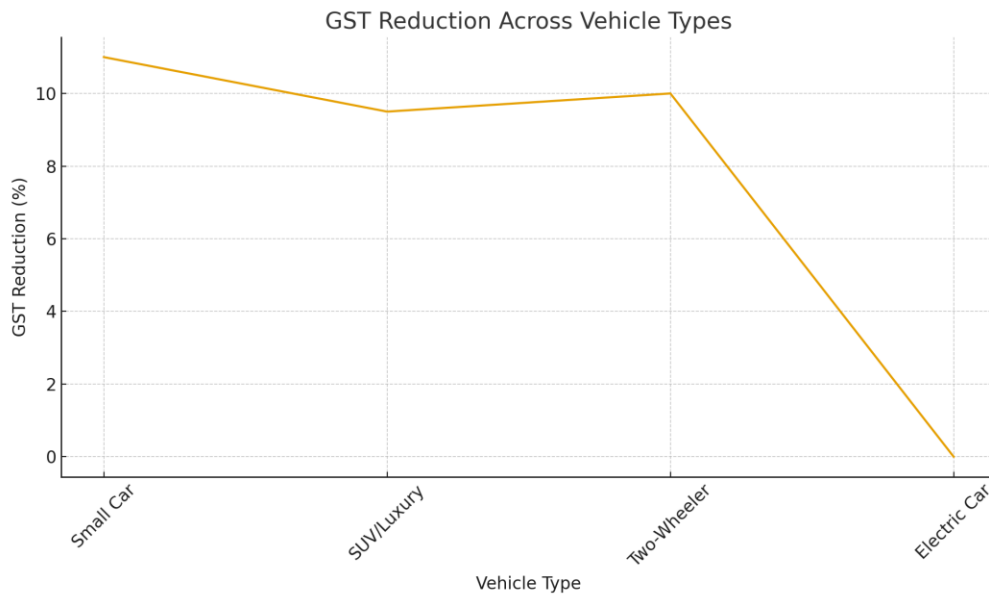
GST Analysis Summary

Small Car: Old GST = 29.0%, New GST = 18%, GST Decrease = 11.0%.

Old vs New GST Rates Graph:



GST Reduction Graph:



VI. DISCUSSION

The introduction of GST 2.0 brought about a more balanced and efficient tax system, which helped boost the demand for affordable vehicles and supported environmental sustainability. Car manufacturers saw benefits from smoother logistics and better supply chain management, while consumers enjoyed lower car prices and easier buying processes. However, the industry also faced some issues, like unequal demand in different vehicle categories, lower profits for dealers, and challenges in adjusting to the new tax structure. The luxury and SUV markets faced price limits because of the high 40% tax rate, which might affect future growth unless it is adjusted.

VII. RECOMMENDATIONS

Awareness Campaigns: Start government and dealer-led efforts to inform consumers about the benefits of GST.

Policy Stability: Keep GST rates the same for at least five years to help manufacturers plan and invest in the long term.

Dealer Support: Offer help during the transition and provide subsidies for managing inventory in dealerships.

Incentives for Green Mobility: Increase tax breaks for electric and hybrid vehicles to speed up their adoption.

Technology Integration: Promote the use of digital invoicing and e-compliance tools to reduce delays in administrative tasks.

VIII. CONCLUSION

GST 2.0 marks an important development in India's tax reforms, presenting both opportunities and challenges for the car industry.

Adjusting tax rates has made small cars and two-wheelers more affordable, improved how supply chains work, and made it easier for businesses to follow rules. Even though luxury and SUVs still face higher taxes, the overall attitude towards the market remains optimistic. This research shows that GST 2.0 has helped increase demand in popular car categories and is helping the automobile sector line up with India's goals of affordability, sustainability, and clear tax rules.

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