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New Car Prices in India 2012 by [Mike Nielsen](#)

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Car price hike is no more a new thing in India. Its quite common now. There are plenty of excuses like hike in raw material price, labor costs, union budget and many other excuses are made all the time. Common man is always under pressure when it comes to the car price. Every time, when new car price raises little drama can be witnessed in the market but then after some time everything settles down. But later you'll find that nobody is that much bothered. In India car is more like an investment. The new Bharat stage emission norms came into effect in April this year and once again car prices went up in India. This time the reason was that the revamped engines would be priced higher.

When asked by companies, they'll reply that everything is getting costlier. Other nations are having one car in every house even in some cases more then one. But in India people struggle to have one in their car porch. According to the auto makers the rising costs of raw materials that have shot through the roof.

But yes, not every car makers are monster, auto makers like Ford, Toyota and Maruti Suzuki try their best negotiating with vendors to keep the price minimum. The raw materials like steel and rubber are need for car production have really gone high and it is important to understand that even these companies are in a tight situation.

There are already series of price hikes earlier during this year. The newly implemented BS IV emission norms in 13 major cities India and BS III norms in the remaining cities had triggered the hikes. With time quality of cars has also increased and these upgraded facilities demands more investment. Many models like the iconic Maruti 800 had to move out of the 13 cities in India where the BS IV norms were implemented.

Its really lucky that hike has not affected badly on car sales. These days competition is getting tougher and the only way the auto companies can capture the Indian market would be bringing low cost models on to the Indian roads. Almost every company has increased price of their cars. The situation is getting more tight and tough.

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