

Driven to the Edge

The Silent Mental Health Crisis in India's Auto Industry

Summary

India's auto industry is facing a hidden mental health crisis, with high rates of stress, anxiety, and depression among workers. Ito1help partners with leading firms to offer tailored support through counselling, suicide prevention, regional language campaigns and on-site programmes, creating healthier and more resilient workplaces.

Overview

The automobile industry, while central to global innovation and economic activity, also presents unique mental health challenges for its workforce. High-pressure environments, demanding production schedules, shift work, and ongoing industry disruptions such as automation, electrification, and economic uncertainty can contribute to stress, anxiety, and burnout among employees.

In both manufacturing plants and corporate offices, mental well-being is increasingly recognised as a critical aspect of workforce sustainability. This case study explores how companies in the automobile sector are addressing mental health, examining the effectiveness of wellness programmes, leadership engagement, and cultural shifts aimed at supporting psychological safety and long-term employee resilience.

Emotional Wear and Tear in India's High-Growth Auto Sector

The clang of metal, the whirr of machines, and the hum of production lines paint a picture of India's automobile industry as a well-oiled machine. Contributing over 7% to the country's GDP and employing nearly 3.7 crore people (SIAM, 2023), the sector is often seen as a symbol of modern mobility. But beneath gleaming factories and buzzing showrooms lies a troubling silence.

While the industry races ahead with EV goals and automation, its most vital engine, its people, is under severe strain. Assembly line workers, supervisors under relentless targets, and sales teams chasing quotas are quietly burning out. Anxiety, depression, and emotional fatigue are increasingly becoming the norm.

A 2023 study in the International Journal of Occupational Safety and Health revealed that among 227 auto sector workers in Chennai,



Contract workers, those aged 30–39, and employees working long shifts were most affected exposing a silent mental health crisis in a sector that’s otherwise charging full speed ahead.

“What we’re seeing isn’t just burnout, it’s an emotional shutdown. We needed a partner that understood our shop floor realities and regional nuances,”

says a senior HR leader at a top automotive firm.

A Human-Centred Approach to Mental Health

At Itohelp, we’ve partnered with leading names to offer mental health solutions that speak the language, both literally and culturally, of India’s diverse automotive workforce. Our interventions are rooted in listening, empathy, and customisation, whether through on-site support, regional language counselling, or stress and suicide prevention campaigns.



Our reach extends beyond the shop floor to families, through initiatives like the “Worried about your family’s future?” campaign. Delivered in 13+ Indian languages, Bengali, Kannada, Tamil, Hindi and more, these campaigns break stigma and build trust, encouraging both employees and families to seek help with confidence.

“For the first time, our workers opened up. The campaign didn’t feel corporate it felt personal”

shares another HR partner from a large manufacturing plant in the South.

Making Mental Health Visible and Actionable

We embed well-being into everyday workplace culture through curated programmes, including:

- ✔ Unlimited counselling with digital access
- ✔ Regional language and onsite support
- ✔ Customised stress and suicide prevention campaigns
- ✔ Mental health kiosks and “Mansik Swasth” awareness sessions
- ✔ Tailored engagement programmes for leadership, frontline staff, and support teams

These efforts have improved morale, reduced absenteeism, and built emotional resilience across a wide range of auto-sector clients.

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“ItoIhelp has become a key part of our people-first strategy. They don’t just offer a service they offer insight, action, and empathy,

says an HR Head from a top-tier OEM.

Driving Long-Term Impact

Backed by proven results and trusted by industry leaders, ItoIhelp’s approach is not one-size-fits-all. We co-create mental well-being strategies that are scalable, regionally relevant, and grounded in lived employee experiences.

As the automobile sector continues to shape the future of mobility, supporting the mental health of its people is essential.

Let’s explore how we can support your workforce with a customised solution. Connect with us today.

www.ItoIhelp.net