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JSW MG Motor in 4W Mass, Royal Enfield in 2-Wheeler, Ashok Leyland in Commercial Vehicles, Atul Auto in 3-Wheeler and Volvo Cars in 4W Luxury capture pole positions in DSS 2025

Dealer viability and Marketing related issues continue to remain as 'concern areas' for Auto Dealers across all segments of the industry

New Delhi, Thursday, 15th September 2025: Federation of Automobile Dealers Associations (FADA), the apex national body of Automobile Retail in India today announced the outcome of Dealer Satisfaction Study 2025 results at a glittering award ceremony at the 7th Auto Retail Conclave held on 10th September. The annual study is undertaken in association with PremonAsia, a consumer-insight led consulting & advisory firm based out of Singapore.

Commenting on the release of the study, **FADA President, Mr C S Vigneshwar** said, **"The Dealer Satisfaction Study (DSS) provides a true mirror to the evolving dealer–OEM relationship. This year, the study captured feedback from over 1,800 dealer principals, covering nearly 5,000 outlets across the country, and for the first time, it was conducted in nine regional languages to ensure wider and deeper participation. I sincerely thank the dealer community for their time and commitment in sharing their views.**

The message from the ground is clear. While our industry continues to win on product quality and reliability, structural issues like buyback policies, training costs, and dealership viability cannot be overlooked. Dealers are strongly voicing the need for fairer margins, greater policy flexibility, and more meaningful engagement in OEM decision-making at national, regional, and zonal levels. Post the Government's GST relief, addressing these challenges assumes even greater urgency, as we collectively gear up for what promises to be a busy festive season ahead."

PremonAsia Director and COO, **Mr Rahul Sharma** said, **"While product remains the strongest driver of dealer satisfaction, after-sales and viability factors continue to dominate dealer mind space. Our analysis shows that close to two-thirds of dealer sentiment is shaped by these areas. Addressing concerns such as inventory costs, buyback policies and training arrangements can make a meaningful difference to dealer confidence and long-term partnerships. OEMs must work closely with dealers to build policies that balance brand standards with dealer autonomy."**

In the **fifth edition** of DSS, **JSW MG** once again emerged as the top performer in the **4W Mass Market** with an industry-leading score of 868 points – maintaining its leadership position. In the **2W segment**, **Royal Enfield** led with 852 index points, closely followed by Hero MotoCorp, both registering substantial

improvement over last year. In the **Commercial Vehicle (CV) segment**, **Ashok Leyland** retained its leadership position with 786 points, while Tata Motors CV also recorded healthy gains over last year.

This year also marked the return of the **3W segment after three years**, with **Atul Auto** topping the category with a strong DSS score of 924. In **4W Luxury**, **Volvo Cars** topped the list with 884 points.

Notable movements in 2025 include:

- Royal Enfield and Hero MotoCorp registering gains of over 140+ points each, the largest YoY improvements across the industry.
- Renault India improved significantly (+90 points) within the 4W mass segment, moving closer to mid-table ranking.
- In commercial vehicle, Tata Motors CVD is the only OEM to improve over last year.

With an Industry Average Dealer Satisfaction score of 781, there has been a 13-point improvement over last year. 'Product' continues to score the highest across all categories, reflecting that dealers are largely satisfied with the quality, reliability, and range offered by OEMs. 'After-Sales Service' related areas assume the highest importance among all factors, followed by 'Business Viability & Policy'. However, despite improvements, 'Business and Viability' remains a key concern, with dealers highlighting challenges around buyback/write-off of unsold inventory, training cost-sharing arrangements, margins on vehicles and spare parts, and ensuring long-term viability.



While 2-wheeler dealers are more satisfied compared to last year, dealer satisfaction in the 4-wheeler Mass Market and CV segments has declined.

In **2-Wheeler Segment**, dealers appreciate the strong product range and the reliability it offers, along with frequent product updates that help them stay competitive in the market. They also value the effectiveness of training provided to customer-facing teams and the fairness observed in the acceptance and rejection of warranty claims. However, challenges remain, particularly regarding the buyback or write-off policy for unsold inventory, the sharing of training costs, and policies affecting multi-brand outlets. Dealers also expressed concerns over margins on vehicle sales and the limited openness of OEMs to incorporate dealer feedback into decision-making.

In **4-Wheeler Mass Segment**, dealers continue to commend the reliability and dependability of the products, as well as the breadth of choices available to their customers. Training programs for sales

teams are seen as effective, while extended warranty policies and fair handling of warranty claims add to their confidence in the OEMs. Despite these strengths, challenges remain. Dealers often face difficulties with the buyback or write-off of unsold inventory and the cost-sharing arrangements for training. Additionally, managing inventory carrying norms and understanding the total cost structure of running a dealership are seen as critical areas that need more clarity and support to ensure long-term profitability and sustainability.

In **Commercial Vehicle Segment**, dealers value the reliability and dependability of the products, the wide range of vehicles available, and the frequency of product updates. They also appreciate the fairness in allocations of supplies and the OEMs' ability to meet vehicle orders in terms of quantity and specifications, which helps them serve customers effectively. However, dealers continue to face challenges around training cost-sharing arrangements and concerns about ensuring long-term viability. Margins on vehicle sales and VORs, as well as overall dealership profitability, remain key areas where dealers seek more support and clarity from OEMs.

Segment wise ranking table can be found in Annexure 1, page number 4.

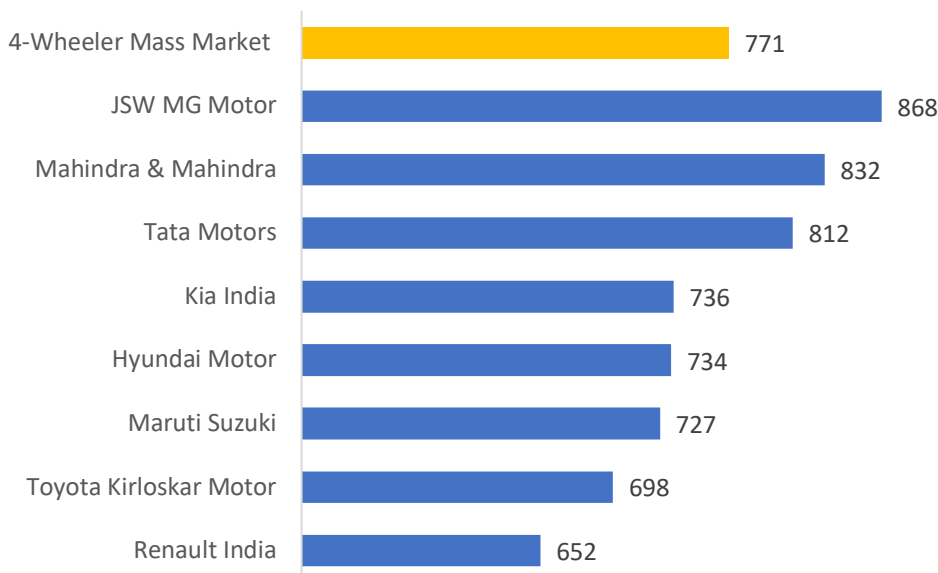
Annexure 1

2- Wheeler Market Segment



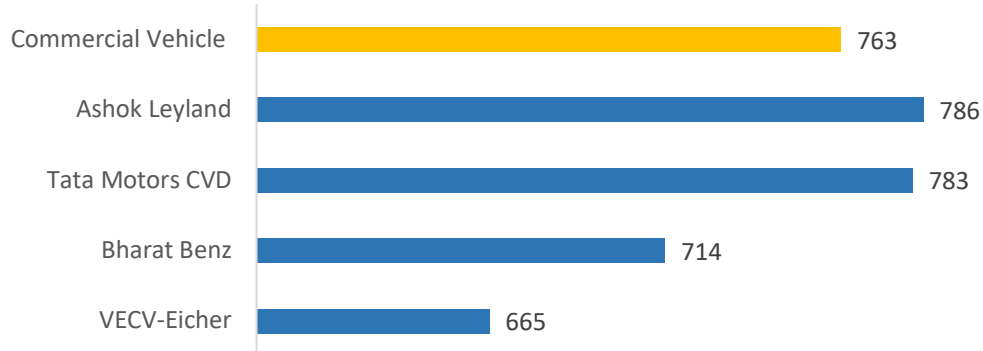
Source: FADA Dealer Satisfaction Study 2025 in association with PremonAsia

4-Wheeler Mass Market Segment Rankings



Source: FADA Dealer Satisfaction Study 2025 in association with PremonAsia

Commercial Vehicles Segment



Source: FADA Dealer Satisfaction Study 2025 in association with PremonAsia

About the Study

The study was conducted using a self-administered web-based questionnaire, wherein, the link for the survey were sent to FADA Members and Non-member Dealers across all OEMs. The questionnaire was created in consultation with Dealers / FADA Members who gave their input for each segment of the Automotive Industry. The dealers were then invited to access the survey and fill in their responses. The study link was open between July and August and more than 1800 Dealer principals responded, representing ~5000 outlets in the country. The data was cleaned, and 1634 valid responses were analyzed after checking for validity and completeness. The study was well represented from all regions of the country, ensuring a fairly well spread geographic coverage.

Regression techniques were used to ascertain the importance of attributes and factors. Using a combination of derived importance and satisfaction ratings provided by the participating dealers, the data was indexed to 1000 points - Higher the Index, greater the Satisfaction.

Note:

1. Rankings are based on an index score derived statistically using the ratings provided by responding Dealers
2. There are a few more OEMs covered in the study who haven't been shown in the above chart due to insufficient sample
3. 4-Wheeler Luxury & 3-Wheeler industry segment were not analysed this year owing to insufficient sample.

About FADA

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2 & 3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 Automobile Dealerships having over 30,000 dealership outlets including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~5 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.

About PremonAsia

PremonAsia is a consumer-insight led consulting & advisory firm with offices in Singapore and India. Started as a boutique firm in 2008, PremonAsia has grown rapidly to offer a suite of business solutions to our clients in key industry sectors across geographies. We continue to build our structure & business practices around industry sector needs. The various sectors that we serve include Automotive & Related Sub-Segments, Rural, and Hospitality & Retail.