

FOR IMMEDIATE RELEASE

FADA Releases Sep'26 Vehicle Retail Data

Auto Retail September 2026: Best-Ever September and Best-Ever First Half — but Read the 31.82% with Discipline, for the Real Festive Test Lies in October

Sep'26 Retail Performance

- Overall Retail: 25,36,920 units | +31.82% YoY | +4.69% MoM — Best-ever September; best-ever H1 (Apr–Sep) at 1,55,12,319 units, +20.77%
- 2W: 17,90,188 | +33.08% — PV: 4,27,213 | +32.10% — CV: 1,03,557 | +37.62%
- 3W: 1,32,570 | +22.25% — Tractors: 76,906 | +13.75% — Wheeled CE: 6,486 | +38.00%

What Defined September

- The **+31.82% YoY** is the most base-distorted print of the year — a mirror of last September's pre-GST deferral; the clean signals are the records, +4.69% MoM and a ~17% run-rate ex-September
- Best-ever September across five of six categories; **CV crossed 1 lakh in a September for the first time; 2W now 15.3% above its 2018 peak**
- Fuel mix at parity: **after August's crossover, petrol (41.27%) nudged marginally back ahead of alternative fuels (41%)** — an inflection, not a decisive flip; EV share at a fresh high, CNG eased
- Total EV retails at an all-time monthly high (~3.34 lakh); overall EV penetration ~13%; 2W EV at 11.58%
- Rural led Urban YoY, but the sequential festive pickup was Urban-led; Tractors the lone soft spot (–12.58% MoM) on a late festive calendar and patchy monsoon

Inventory Signal

- **PV inventory rose by a further 5 days over August-end to ~43–45 days** — well above FADA's recommended 21-day benchmark, with 60% of PV dealers holding more stock due to upcoming festivals

Near-Term Outlook – October'26

- 75.57% of dealers expect growth, 19.46% flat and 4.98% de-growth — up from 67.09% for September
- Festive pick-up deferred from September converts from mid-month (Navratri 11–20 Oct, Dussehra); October is the first clean like-for-like YoY after the GST 2.0 anniversary; need to watch the high base
- Overall sentiment: **Cautiously Optimistic**

Next 3 Months Outlook – October-November-December'26

- **78.28% of dealers expect growth**; 49.5% have revised their FY'27 outlook upward after a record H1
- A demanding base (last year's first full post-GST quarter); the real test is festive conversion, not YoY optics; affordability — protecting the GST gain against price hikes — is the key swing factor

06th October'26, New Delhi, BHARAT: The Federation of Automobile Dealers Associations (FADA) today released Vehicle Retail Data for Sep'26.

Sep'26 Retail Snapshot

Category	Sep'26 Units	YoY %	MoM %	Remark
Two-Wheelers	17,90,188	+33.08%	+4.41%	Best-ever September; 15% above 2018 peak
Passenger Vehicles	4,27,213	+32.10%	+6.17%	Best-ever September
Commercial Vehicles	1,03,557	+37.62%	+14.09%	First-ever September above 1 lakh
Three-Wheelers	1,32,570	+22.25%	+8.41%	Best-ever September; ~65% electric
Tractors	76,906	+13.75%	–12.58%	Soft — late festive + patchy monsoon
Wheeled CE	6,486	+38.00%	+25.55%	Sharp festive-led rebound
Total	25,36,920	+31.82%	+4.69%	Best-ever September; YoY base-distorted

Source: FADA Research

Sep'26 Auto Retail

Reflecting on September 2026 Auto Retail performance, **FADA President Mr. Sai Giridhar said:** “September’26 was the **best-ever September in Indian Auto Retail**, with the industry registering 25,36,920 units, **up 31.82% YoY and 4.69% MoM**. I would, however, urge that this headline be read with discipline: the 31.82% is **the most base-distorted print of the year** — a mirror of last September, when buyers deferred purchases in the week before GST 2.0 took effect on 22 September 2025. The cleaner signals are three. It was the best-ever September across five of our six categories and, with it, the best-ever first half of any financial year at 1,55,12,319 units (+20.77%); retail rose 4.69% over August; and even setting the distorted September aside, FY’27’s first five months grew about 17%, which is the truer underlying run-rate.

Category-wise, Two-Wheelers grew 33.08%, Passenger Vehicles 32.10%, Commercial Vehicles 37.62%, Three-Wheelers 22.25% and Tractors 13.75%, while Wheeled Construction Equipment rose 38.00%. **The real year-on-year test now lies in October**, which laps last year’s GST-fuelled festive surge.

Two-Wheeler retails stood at 17,90,188 units, up 33.08% YoY and 4.41% MoM — **the best-ever September**, now 15.3% above the pre-Covid September peak of 2018. Growth was even across geographies on a yearly basis (Rural +33.11%, Urban +33.06%), but the sequential festive pickup was Urban-led (+5.29% MoM against Rural’s +3.62%) as the metros re-engaged ahead of the season. Dealers cited festive buying in the first half of the month, steady rural and semi-urban demand, a pull towards premium motorcycles and accelerating EV adoption — **2W EV share touched 11.58%** — tempered by Shraadh-related deferment in the closing week and supply shortfalls in fast-moving models.

Commercial Vehicle retails **crossed the one-lakh mark in a September for the first time**, at 1,03,557 units, up 37.62% YoY and 14.09% MoM — the best-ever September. Rural (+40.44% YoY) once again outpaced Urban (+35.15%), and HCVs led with 46.22% YoY growth and a sharp 21.28% MoM gain. Dealers attributed the strength to continuing GST 2.0 and replacement demand, infrastructure and mining activity with bulk fleet purchases for steel and cement movement, higher rural incomes, buying ahead of the October price increase and the usual half-year-close spike.

Passenger Vehicle retails were the best-ever September at 4,27,213 units, up 32.10% YoY and 6.17% MoM, with Urban and Rural growing almost in lockstep (+32.11% and +32.09% YoY). The fuel mix offered the month’s most watched signal: after alternative fuels overtook petrol for the first time in August, September saw the two settle into a near dead-heat, with **petrol nudging marginally back ahead at 41.27% against alternative fuels’ 41.00%** (CNG 23.11%, Hybrid 9.44%, EV 8.45%). The August crossover was therefore an inflection, not a decisive flip — petrol and alternative fuels are now effectively at parity, trading the lead month to month, even as EV share rose to a fresh high and CNG eased. On the channel side, **PV inventory rose by a further 5 days** over August-end to around 43–45 days — well above FADA’s recommended 21-day benchmark, with 60% of PV dealers reporting higher stock due to upcoming festivals.

Three-Wheelers at 1,32,570 units (+22.25% YoY) recorded their best-ever September with EV penetration at 64.90%; Tractors at 76,906 units grew 13.75% YoY but fell 12.58% MoM, the one soft spot, on a monsoon that failed in parts and a festive calendar that this year sits later. Wheeled Construction Equipment rose 38% to 6,486 units. Total EV retails across categories reached **an all-time monthly high of about 3.34 lakh units**, taking overall EV penetration to roughly 13%.

One year on from GST 2.0, **affordability remains the single engine of this cycle** — and dealers now flag further **price increases eroding that very affordability** as their foremost risk for the quarter ahead. Protecting the GST gain is, to our mind, the key to converting the festive season into durable growth.”

Near-Term Outlook (October'26)

Looking ahead to October'26, dealer optimism firms: **75.57% of dealers expect growth**, 19.46% a flat market and 4.98% de-growth — a step up from the 67.09% who expected growth heading into September. Dealers expect October to deliver the festive pick-up that September deferred: with Navratri (11–20 October) and Dussehra, demand held back during Pitru Paksha should convert into a concentrated burst of deliveries from mid-month, even if the first ten days stay quiet. Booking pipelines are already building for 63% of dealers. Importantly, with the GST 2.0 anniversary now behind us, October will be the first month to offer a clean, like-for-like year-on-year comparison.

Two-Wheelers should see stronger booking-to-retail conversion on auspicious days, supported by rural cashflows, easier finance and rising EV interest; Passenger Vehicles expect pending bookings to convert through Navratri and Dussehra, aided by fresh launches and festive schemes; and Commercial Vehicles should stay firm on freight, infrastructure and a healthy enquiry pipeline. The watch-outs are a high October base from last year's GST surge, OEM supply of fast-moving models, the October price increases, and sentiment in rainfall-deficient pockets.

Overall, the outlook for October'26 appears **Cautiously Optimistic** — with festive conversion on auspicious days the key swing factor.

Next 3 Months Outlook (October-November-December'26)

For the October-November-December'26 period, **78.28% of dealers expect growth**, 17.65% a flat market and 4.07% de-growth. The festive heart of the year sits in this window — Navratri and Dussehra in October, Dhanteras and Diwali in early November, followed by the wedding season and year-end buying. Conviction has strengthened after the first half: **49.5% of dealers have revised their FY'27 outlook upward**, against just 16% downward.

FADA would, however, read the quarter for what it is. October–December 2025 was the first full quarter after GST 2.0 and absorbed considerable pent-up demand — a demanding base — so the quarter's real signal will be **festive conversion in the showroom, not year-on-year optics**. The decisive variable is affordability: a substantial part of the GST 2.0 benefit still sits with the consumer, but successive input-cost-led price increases are narrowing that cushion, and dealers rightly flag this as their top risk. Alongside this, OEM dispatch discipline matters, with PV inventory already at 43–45 days. The structural anchors remain supportive — rural consumption, infrastructure-led goods movement, a strong launch calendar and steadily deepening electrification — each a thread of the broader India Growth Story.

Overall, the next three months appear **Cautiously Optimistic** — strong festive expectations tempered by a demanding base, with festive conversion, affordability and inventory discipline the key monitorables.

Key Findings from our Online Members Survey

- **Liquidity**
 - Good 48.42%
 - Neutral 41.18%
 - Bad 10.41%
- **Sentiment**
 - Good 58.37%
 - Neutral 36.20%
 - Bad 05.43%



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- **Expectation from October'26**
 - Growth 75.57%
 - Flat 19.46%
 - De-growth 04.98%
- **Expectation in next 3 months (Oct-Nov-Dec'26)**
 - Growth 78.28%
 - Flat 17.65%
 - De-growth 04.07%

Charts showing Vehicle Retail Data for various period

All India Vehicle Retail Data for FY'27 YTD (Apr'26 to Sep'26)

CATEGORY	YTD FY'27	YTD FY'26	Growth %
2W	1,10,43,407	91,69,815	20.43%
3W	7,48,009	6,50,566	14.98%
CV	5,85,217	4,81,723	21.48%
Wheeled - CE	34,637	34,106	1.56%
PV	25,44,187	20,43,813	24.48%
TRAC	5,56,862	4,64,778	19.81%
Total	1,55,12,319	1,28,44,801	20.77%

Source: FADA Research

All India Vehicle Retail Data for Sep'26

CATEGORY	Sep'26	Aug'26	Sep'25	MoM%	YoY%
2W	17,90,188	17,14,610	13,45,153	4.41%	33.08%
3W	1,32,570	1,22,281	1,08,444	8.41%	22.25%
E-RICKSHAW(P)	29,522	28,816	34,071	2.45%	-13.35%
E-RICKSHAW WITH CART (G)	6,409	6,029	6,032	6.30%	6.25%
THREE-WHEELER (GOODS)	16,456	14,614	10,066	12.60%	63.48%
THREE-WHEELER (PASSENGER)	80,023	72,657	58,138	10.14%	37.64%
THREE-WHEELER (PERSONAL)	160	165	137	-3.03%	16.79%
PV	4,27,213	4,02,398	3,23,391	6.17%	32.10%
TRAC	76,906	87,977	67,612	-12.58%	13.75%
Wheeled - CE	6,486	5,166	4,700	25.55%	38.00%
CV	1,03,557	90,769	75,246	14.09%	37.62%
LCV	62,398	55,972	46,519	11.48%	34.13%
MCV	8,789	8,092	6,561	8.61%	33.96%
HCV	32,310	26,640	22,097	21.28%	46.22%
Others	60	65	69	-7.69%	-13.04%
Total	25,36,920	24,23,201	19,24,546	4.69%	31.82%

Source: FADA Research



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Chart showing Fuel Wise Vehicle Retail Market Share for Sep'26

All India Fuel Wise Vehicle Retail Data for Sep'26

Two-Wheeler	Sep'26	Aug'26	Sep'25
PETROL/ETHANOL	88.35%	89.23%	91.64%
EV	11.58%	10.68%	8.17%
CNG/LPG	0.07%	0.08%	0.19%
Total	100%	100%	100%

Three-Wheeler	Sep'26	Aug'26	Sep'25
EV	64.90%	65.30%	56.65%
CNG/LPG	21.91%	21.50%	32.43%
DIESEL	12.92%	12.89%	10.53%
PETROL/ETHANOL	0.26%	0.31%	0.39%
Total	100%	100%	100%

Commercial Vehicle	Sep'26	Aug'26	Sep'25
Diesel	80.76%	78.77%	82.19%
CNG/LPG	12.07%	12.87%	11.45%
PETROL/ETHANOL	3.11%	3.15%	4.14%
EV	4.04%	5.18%	2.16%
HYBRID	0.02%	0.04%	0.07%
Total	100%	100%	100%

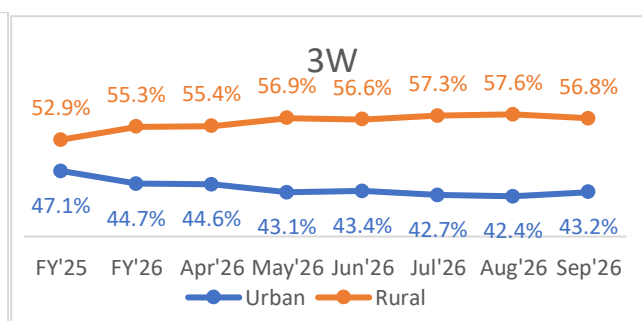
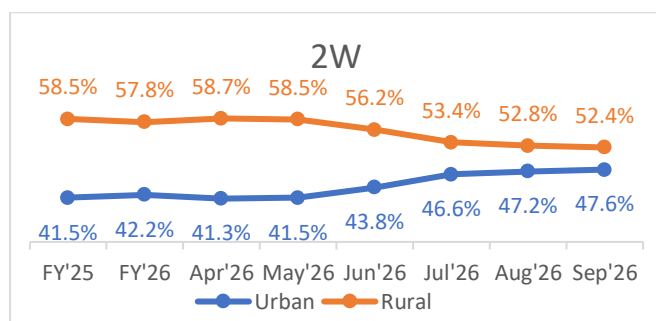
Wheeled - Construction Equipment OEM	Sep'26	Aug'26	Sep'25
Diesel	100%	99.96%	99.96%
CNG/LPG	0.1%	0.00%	0.02%
PETROL/ETHANOL	0.0%	0.04%	0.02%
EV	0.0%	0.00%	0.00%
HYBRID	0.00%	0.00%	0.00%
Total	100%	100%	100%

Passenger Vehicle	Sep'26	Aug'26	Sep'25
PETROL/ETHANOL	41.27%	40.85%	47.18%
Diesel	17.74%	17.21%	17.76%
CNG/LPG	23.11%	25.28%	22.02%
HYBRID	9.44%	9.04%	7.30%
EV	8.45%	7.63%	5.74%
Total	100%	100%	100%

Tractor	Sep'26	Aug'26	Sep'25
Diesel	99.95%	99.99%	99.93%
PETROL/ETHANOL	0.00%	0.00%	0.00%
EV	0.05%	0.01%	0.06%
Total	100%	100%	100%

Source: FADA Research

All India Vehicle Retail Strength Index for Sep'26 on basis of Urban & Rural RTOs.





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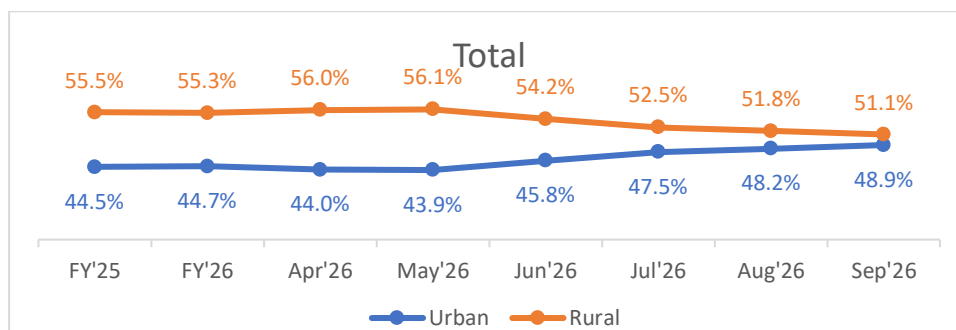
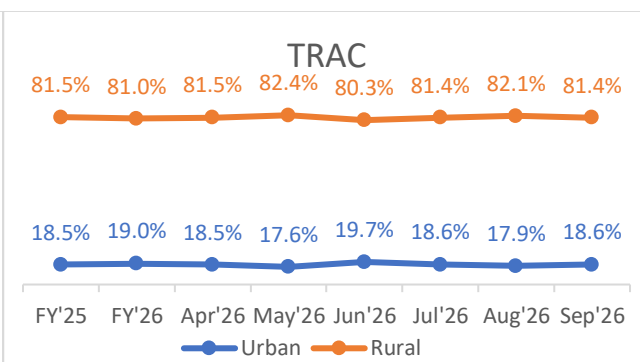
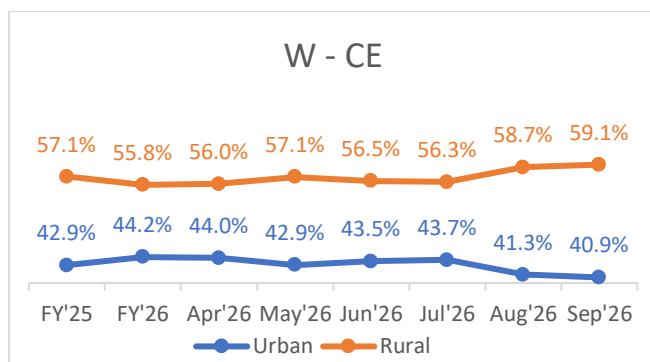
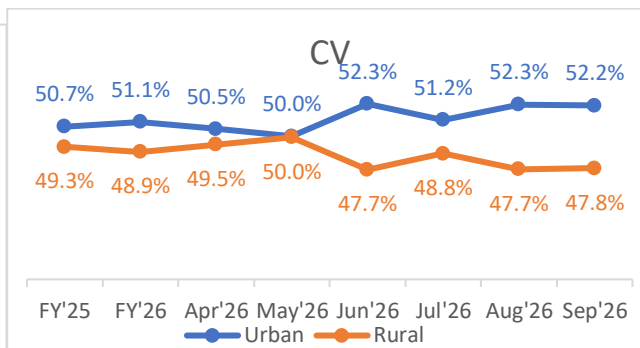
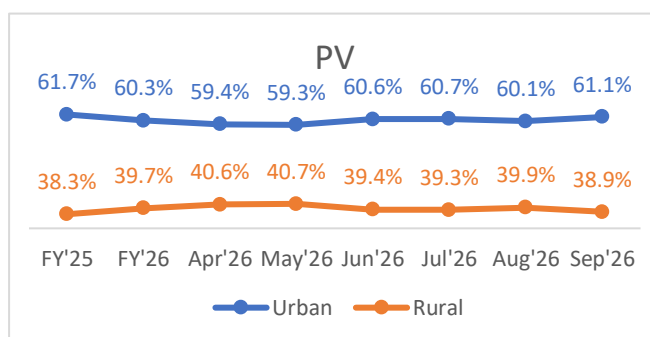
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Source: FADA Research

All India Vehicle Retail Strength YoY and MOM comparison for Sep'26.

Category	MoM%	YoY%	Category	MoM%	YoY%
2W			CV		
Urban	5.29%	33.06%	Urban	13.94%	35.15%
Rural	3.62%	33.11%	Rural	14.25%	40.44%
Total	4.41%	33.08%	Total	14.09%	37.62%
3W			W - CE		
Urban	10.39%	4.71%	Urban	24.26%	27.86%
Rural	6.96%	40.09%	Rural	26.46%	46.02%
Total	8.41%	22.25%	Total	25.55%	38.00%
PV			TRAC		
Urban	7.96%	32.11%	Urban	-9.44%	6.44%
Rural	3.47%	32.09%	Rural	-13.27%	15.56%



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Total	6.17%	32.10%	Total	-12.58%	13.75%
Total					
Urban	6.26%	30.93%			
Rural	3.24%	32.69%			
Total	4.69%	31.82%			

Source: FADA Research

Disclaimer:

- 1- Vehicle Retail Data has been collated as on 03.10.26 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,468 out of 1,469 RTOs.
- 2- Commercial Vehicle is subdivided in the following manner
 - a. LCV – Light Commercial Vehicle (incl. Passenger & Goods Vehicle)
 - b. MCV – Medium Commercial Vehicle (incl. Passenger & Goods Vehicle)
 - c. HCV – Heavy Commercial Vehicle (incl. Passenger & Goods Vehicle)
- 3- 3-Wheeler is sub-divided in the following manner
 - a. E-Rickshaw – Passenger
 - b. E-Rickshaw – Goods
 - c. 3-Wheeler – Goods
 - d. 3-Wheeler – Passenger
 - e. 3-Wheeler – Personal
- 4- For the month of Sep'26, Vehicle Registration Data for 3W, CV and Trac categories are not available for Telangana (TS)

----- End of Press Release -----

Sep'26 category-wise OEM market share can be found in Annexure 2, Page No. 09

Media Kit

FADA Logo	Mr. Sai Giridhar, President – FADA
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About FADA India

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.

Annexure 1

OEM wise Market Share Data for Sep'26 (YoY comparison)

Two-Wheeler OEM	Sep'26	Market Share (%) Sep'26	Sep'25	Market Share (%) Sep'25
HONDA MOTORCYCLE AND SCOOTER INDIA (P) LTD	4,68,789	26.19%	3,39,537	25.24%
HERO MOTOCORP LTD	4,34,280	24.26%	3,30,500	24.57%
TVS MOTOR COMPANY LTD	3,64,640	20.37%	2,56,042	19.03%
BAJAJ AUTO LTD	1,66,112	9.28%	1,44,214	10.72%
ROYAL-ENFIELD (UNIT OF EICHER LTD)	1,02,226	5.71%	83,494	6.21%
SUZUKI MOTORCYCLE INDIA PVT LTD	1,01,926	5.69%	82,443	6.13%
INDIA YAMAHA MOTOR PVT LTD	64,292	3.59%	49,614	3.69%
ATHER ENERGY LTD	30,533	1.71%	19,620	1.46%
OLA ELECTRIC TECHNOLOGIES PVT LTD	13,451	0.75%	13,862	1.03%
GREAVES ELECTRIC MOBILITY LTD	9,316	0.52%	4,352	0.32%
RIVER MOBILITY PVT LTD	5,556	0.31%	1,895	0.14%
BGAUSS AUTO PRIVATE LIMITED	5,023	0.28%	2,524	0.19%
CLASSIC LEGENDS PVT LTD	4,573	0.26%	3,192	0.24%
PIAGGIO VEHICLES PVT LTD	3,778	0.21%	2,751	0.20%
BOUNCE ELECTRIC 1 PVT LTD	3,069	0.17%	895	0.07%
E-SPRINTO GREEN ENERGY PVT LTD	1,997	0.11%	957	0.07%
Others Including EV	10,627	0.59%	9,261	0.69%
Total	17,90,188	100%	13,45,153	100%

Source: FADA Research

Disclaimer:

1. Vehicle Retail Data has been collated as on 03.10.26 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,468 out of 1,469 RTOs.
2. Others include OEMs accounting less than 0.1% Market Share.



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Three-Wheeler OEM	Sep'26	Market Share (%) Sep'26	Sep'25	Market Share (%) Sep'25
BAJAJ AUTO LTD	46,680	35.21%	43,448	40.06%
MAHINDRA & MAHINDRA LIMITED	15,242	11.50%	8,910	8.22%
MAHINDRA LAST MILE MOBILITY LTD	15,221	11.48%	8,887	8.20%
MAHINDRA & MAHINDRA LIMITED	21	0.02%	23	0.02%
PIAGGIO VEHICLES PVT LTD	9,185	6.93%	6,181	5.70%
TVS MOTOR COMPANY LTD	7,740	5.84%	4,768	4.40%
ATUL AUTO LTD	2,982	2.25%	2,368	2.18%
YC ELECTRIC VEHICLE	2,355	1.78%	3,208	2.96%
SAERA ELECTRIC AUTO PVT LTD	1,804	1.36%	1,625	1.50%
DILLI ELECTRIC AUTO PVT LTD	1,711	1.29%	1,535	1.42%
MINI METRO EV L.L.P	1,437	1.08%	970	0.89%
J. S. AUTO (P) LTD	1,397	1.05%	866	0.80%
Others including EV	42,037	31.71%	34,565	31.87%
Total	1,32,570	100%	1,08,444	100%

Source: FADA Research

Disclaimer:

- 1- For the month of Sep'26 numbers for 3W category are not available for Telangana (TS).
- 2- Vehicle Retail Data has been collated as on 03.10.26 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,468 out of 1,469 RTOs.
- 3- Others include OEMs accounting less than 1% Market Share.



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Commercial Vehicle OEM	Sep'26	Market Share (%) Sep'26	Sep'25	Market Share (%) Sep'25
TATA MOTORS LTD	35,931	34.70%	24,449	32.49%
MAHINDRA & MAHINDRA LIMITED	27,677	26.73%	21,994	29.23%
MAHINDRA & MAHINDRA LIMITED	25,669	24.79%	20,506	27.25%
MAHINDRA LAST MILE MOBILITY LTD	2,008	1.94%	1,488	1.98%
ASHOK LEYLAND LTD	19,223	18.56%	14,100	18.74%
ASHOK LEYLAND LTD	18,962	18.31%	13,940	18.53%
SWITCH MOBILITY AUTOMOTIVE LTD	261	0.25%	160	0.21%
VE COMMERCIAL VEHICLES LTD	8,309	8.02%	6,610	8.78%
VE COMMERCIAL VEHICLES LTD	8,238	7.96%	6,556	8.71%
VE COMMERCIAL VEHICLES LTD (VOLVO BUSES DIVISION)	71	0.07%	54	0.07%
MARUTI SUZUKI INDIA LTD	4,352	4.20%	3,373	4.48%
FORCE MOTORS LIMITED	2,301	2.22%	1,679	2.23%
DAIMLER INDIA COMMERCIAL VEHICLES PVT. LTD	2,077	2.01%	1,278	1.70%
SML MAHINDRA LTD	1,286	1.24%	924	1.23%
Others	2,401	2.32%	839	1.12%
Total	1,03,557	100.00%	75,246	100.00%

Source: FADA Research

Disclaimer:

- 1- For the month of Sep'26 numbers for CV category are not available for Telangana (TS).
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- 3- Others include OEMs accounting less than 1% Market Share.



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FEDERATION OF AUTOMOBILE DEALERS ASSOCIATIONS

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CIN U74140DL2004NPL130324

Wheeled - Construction Equipment OEM	Sep'26	Market Share (%) Sep'26	Sep'25	Market Share (%) Sep'25
JCB INDIA LIMITED	3,460	53.35%	2,673	56.87%
ACTION CONSTRUCTION EQUIPMENT LTD.	612	9.44%	460	9.79%
ESCORTS KUBOTA LIMITED (CONSTRUCTION EQUIPMENT)	431	6.65%	318	6.77%
AJAX ENGINEERING LTD	341	5.26%	241	5.13%
BULL MACHINES PVT LTD	231	3.56%	96	2.04%
TATA HITACHI CONSTRUCTION MACHINERY COMP. PVT LTD	143	2.20%	93	1.98%
CASE NEW HOLLAND CONSTRUCTION EQUIPMENT(I) PVT LTD	139	2.14%	89	1.89%
CATERPILLAR INDIA PRIVATE LIMITED	137	2.11%	87	1.85%
M/S SCHWING STETTER (INDIA) PRIVATE LIMITED	109	1.68%	38	0.81%
ALL TERRAIN CRANE	101	1.56%	126	2.68%
DOOSAN BOBCAT INDIA PVT LTD	83	1.28%	38	0.81%
INDO FARM EQUIPMENT LIMITED	74	1.14%	31	0.66%
Others	625	9.64%	410	8.72%
Total	6,486	100.00%	4,700	100.00%

Source: FADA Research

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PV OEM	Sep'26	Market Share (%) Sep'26	Sep'25	Market Share (%) Sep'25
MARUTI SUZUKI INDIA LTD	1,69,132	39.59%	1,30,049	40.21%
MAHINDRA & MAHINDRA LIMITED	57,343	13.42%	41,275	12.76%
TATA MOTORS LTD	57,254	13.40%	44,499	13.76%
HYUNDAI MOTOR INDIA LTD	50,201	11.75%	38,187	11.81%
TOYOTA KIRLOSKAR MOTOR PVT LTD	28,050	6.57%	23,075	7.14%
KIA INDIA PRIVATE LIMITED	26,663	6.24%	18,274	5.65%
SKODA AUTO VOLKSWAGEN GROUP	8,479	1.98%	7,470	2.31%
SKODA AUTO VOLKSWAGEN INDIA PVT LTD	8,448	1.98%	7,393	2.29%
VOLKSWAGEN AG/INDIA PVT. LTD.	16	0.00%	41	0.01%
AUDI AG	11	0.00%	30	0.01%
SKODA AUTO INDIA/AS PVT LTD	4	0.00%	6	0.00%
JSW MG MOTOR INDIA PVT LTD	6,475	1.52%	5,698	1.76%
HONDA CARS INDIA LTD	5,283	1.24%	3,707	1.15%
RENAULT INDIA PVT LTD	3,410	0.80%	2,562	0.79%
NISSAN MOTOR INDIA PVT LTD	2,967	0.69%	1,379	0.43%
VINFAST AUTO INDIA PVT LTD	2,964	0.69%	6	0.00%
BMW INDIA PVT LTD	1,970	0.46%	1,357	0.42%
MERCEDES -BENZ GROUP	1,768	0.41%	1,396	0.43%
MERCEDES-BENZ INDIA PVT LTD	1,543	0.36%	1,282	0.40%
MERCEDES -BENZ AG	224	0.05%	113	0.03%
DAIMLER AG	-	0.00%	-	0.00%
MERCEDES BENZ	1	0.00%	1	0.00%
FORCE MOTORS LIMITED	1,332	0.31%	511	0.16%
STELLANTIS GROUP	1,076	0.25%	641	0.20%
STELLANTIS AUTOMOBILES INDIA PVT LTD	804	0.19%	406	0.13%
STELLANTIS INDIA PVT LTD	272	0.06%	235	0.07%
BYD INDIA PRIVATE LIMITED	836	0.20%	732	0.23%
JAGUAR LAND ROVER INDIA LIMITED	581	0.14%	551	0.17%
Others	1,429	0.33%	2,022	0.63%
Total	4,27,213	100.0%	3,23,391	100.0%

Source: FADA Research

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Tractor OEM	Sep'26	Market Share (%) Sep'26	Sep'25	Market Share (%) Sep'25
MAHINDRA & MAHINDRA LIMITED (TRACTOR)	18,223	23.70%	15,524	22.96%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	13,975	18.17%	11,564	17.10%
INTERNATIONAL TRACTORS LIMITED	10,159	13.21%	7,995	11.82%
TAFE LIMITED	8,605	11.19%	7,944	11.75%
ESCORTS KUBOTA LIMITED (AGRI MACHINERY GROUP)	7,772	10.11%	6,692	9.90%
JOHN DEERE INDIA PVT LTD (TRACTOR DEVISION)	6,007	7.81%	4,771	7.06%
EICHER TRACTORS	4,410	5.73%	3,995	5.91%
CNH INDUSTRIAL (INDIA) PVT LTD	3,456	4.49%	3,203	4.74%
Others	4,299	5.59%	5,924	8.76%
Total	76,906	100%	67,612	100%

Source: FADA Research

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