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FOR IMMEDIATE RELEASE

FADA Releases October'25 and 42 Days Festive Period Vehicle Retail Data

Auto-Retail October 2025: Record Highs Driven by GST 2.0 and Rural Resurgence

October'25 Retail Performance

- **Overall Retail:** +40.5% YoY (All-time high)
- **2W:** +51.76% (31.5L unite, record) | **PV:** +11.35% (5.57 L units, record) | **3W:** +5.4%
- **CV:** +17.7% | **Trac:** +14.2% | **CE:** –30.5%
- **PV Inventory:** 53–55 days
- **Bharat driving Auto Retail growth:**
    - 3x growth in PV compared to urban
    - 2x growth in 2W compared to urban

Highlights

- 21 days of muted September demand gave way to a *hurdle-race-style rebound* as **GST 2.0 reforms, Dussehra and Diwali** converged.
- GST rate cuts, especially for entry level 2W and small cars, spurred affordability and first-time buying.
- Rural India became the growth engine, aided by strong monsoon, higher farm incomes & infrastructure spending.
- Dealers reported record enquiries and improved conversions; PV inventory corrected 5–7 days

42-Day Festive Period (Dussehra–Diwali)

- **Overall Retail:** +21% YoY | All-time festive high
- **2W:** +22% | **PV:** +23% | **CV:** +15% | **Trac:** +14% | **3W:** +9% | **CE:** –24%
- Twin festivals coinciding with GST 2.0 rollout created a "*Viksit Bharat moment*" — a perfect alignment of **policy reform, festive sentiment, and rural revival.**

Outlook – Near & Mid Term

- *GST 2.0* continues to anchor affordability under the **"Simpler Tax, Stronger Growth"** vision.
- Marriage season, harvest cashflows, and new launches to sustain momentum through year-end.
- Dealer sentiment: **64% expect growth** in Nov vs 8% de-growth.
- For Nov–Jan, **70% expect expansion**, 26% flat, 5% decline — reflecting **measured optimism** as India's auto retail enters 2026 on a firm, confident footing.

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7th November'25, New Delhi, BHARAT: The Federation of Automobile Dealers Associations (FADA) today released Vehicle Retail Data for October'25 and 42- Days Festive Period.

October'25 Auto Retail

Reflecting on October 2025 Auto Retail performance, **FADA President Mr. C S Vigneshwar said:** "October'25 will be remembered as a landmark month for India's auto retail, where reforms, festivities, and rural resurgence came together to deliver record-breaking results. Overall retail sales grew by a robust 40.5% YoY, as both passenger vehicles and two-wheelers achieved lifetime highs, signalling renewed consumer confidence and strong economic undercurrents.

After an almost quiet September for first 21 days due to the GST 2.0 transition, October witnessed a swift rebound — almost like a hurdle race where pent-up demand passed the baton to festive sentiment and tax-cut excitement, propelling sales to historic levels.

Segment-wise, 2W surged 52% YoY, supported by rural demand, GST reductions, and the festive rush. Dealers reported stronger footfalls and better sentiment leading to extremely high conversion. PV grew 11% YoY, decisively breaching the five-lakh mark to close at 5.57 lakh units, the highest ever in India's retail history. Importantly, inventory levels eased by 5–7 days to 53–55 days, reflecting healthier supply alignment. CV expanded 18%, aided by freight movement and infrastructure activity, while 3W and Trac grew 5% and 14% respectively. The only laggard was CE, which dipped 30% YoY.

The introduction of GST 2.0 proved transformational — lowering small-car GST rates made vehicle ownership more attainable, especially for the cost-sensitive first time buyer. This affordability boost, timed perfectly with the festive season, turned sentiment into action.

The standout story of the month was the rise of Bharat. Rural India became the true growth engine — with favourable monsoons, higher farm incomes, and government infrastructure push driving purchasing power. Rural PV sales grew over three times faster than urban, while rural 2W growth nearly doubled urban rates, marking a structural shift in the demand map of India's auto sector.

October 2025, thus, stands as a defining chapter — a month when good policy, strong sentiment, and grassroots prosperity combined to create history for Indian auto retail."

42-Days Festive'25 Auto Retail

Reflecting on 42-Days Festive Period Auto Retail performance, FADA President Mr. C S Vigneshwar said: "The 42-day festive period of 2025 stands as a defining milestone for India's auto retail, delivering the highest-ever sales and growth across categories. Overall vehicle retails surged 21% YoY, affirming the success of the Government's transformative GST 2.0 reforms — a reform that truly embodies the spirit of Simpler Tax, Stronger Growth.

This festive season was unique — Dussehra and Diwali falling in the same month coincided perfectly with the rollout of the new GST framework. Together, they ignited demand across Bharat's heartlands. Dealers nationwide reported record enquiries, higher conversions, and a palpable sense of optimism as customers advanced their buying decisions to benefit from reduced GST rates and attractive festive schemes.

2W rose 22% YoY, powered by improved rural sentiment, better liquidity, and the affordability impact of GST rationalisation. Dealers described it as the best festive season in recent memory, with strong traction in commuter bikes and scooters, alongside rising EV interest.

PV grew 23% YoY, marking an all-time festive high. The GST 2.0 vision of empowering affordability and boosting middle-class consumption found real reflection on dealership floors. Compact and sub-4-metre cars saw strong resurgence as reduced tax rates expanded the buying base. Dealers also noted that retail momentum exceeded supply in several models.

CV recorded 15% YoY growth, driven by rising freight activity, rural logistics, and infrastructure push — sectors that have directly benefitted from the Government's Viksit Bharat development agenda.

Trac grew 14%. 3W registered 9% growth. CE, however, contracted 24%, owing to project delays and financing constraints.

This season's success has reaffirmed that the GST 2.0 reform is not just a tax simplification, but a catalyst for consumer-led growth and national prosperity. It has lowered ownership costs, energised Bharat's economy, and rekindled aspiration in every segment of society.

In essence, the 42-day festive period symbolised the strength of Reform, Resilience, and Rural Revival — three pillars shaping the future of India's mobility. With record retail numbers and inclusive growth, October–November 2025 will be remembered as the time when progressive policy met the festive spirit to deliver a truly Viksit Bharat moment for India's Auto Retail Sector."

Near-Term Outlook

The near-term outlook is supported by a confluence of encouraging macro and policy factors. The GST 2.0 reforms hailed as a cornerstone of the Government's "Simpler Tax, Stronger Growth" and "Viksit Bharat by 2047" vision — continue to drive affordability, especially in the mass and entry-level segments. Strong rural cash flows post-harvest, marriage season demand, and improved stock availability across categories are expected to sustain retail momentum. Upcoming new model launches, healthier financing conditions, and stable fuel prices further reinforce a supportive ecosystem for continued growth.

Insights from our Dealer survey indicates that the industry expects the momentum from the festive surge to extend into November, though with a natural moderation after an all-time-high October. 2W Dealers foresee steady demand backed by rural liquidity, wedding-related purchases, and spillover from festive bookings, aided by GST benefits and improved sentiment. PV Dealers report a strong pipeline of undelivered festive bookings, better stock availability, and continued traction from the GST price

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correction, though some expect a pause as customers await year-end offers and new model launches. CV Dealers point to a solid order pipeline and steady freight movement, supported by infrastructure activity and the ongoing impact of GST 2.0 on logistics efficiency.

Overall, Dealer confidence remains upbeat yet measured — with 64% expecting growth, 27% anticipating a flat trend, and only 8% foreseeing a decline. The industry outlook for November can therefore be characterised as "cautious optimism" — a phase where the sector consolidates the extraordinary gains of the festive season while preparing for a stable close to the calendar year. With policy reforms, demand visibility, and rural resilience aligning, the auto retail sector enters the year-end with confidence and constructive momentum.

Next 3 Months Outlook

The outlook for India's auto retail over the next three months remains decisively positive, backed by the continued impact of GST 2.0, steady rural income, and seasonal demand from weddings and harvests. Festive spillover bookings, better stock availability, and new model launches are expected to sustain retail momentum, supported by year-end offers and new-year registrations. As per FADA's Dealer survey, 70% expect growth to continue. With affordability gains from "One Nation, One Tax" reforms and improving sentiment across Bharat, the industry enters 2026 with measured optimism and steady confidence.

Key Findings from our Online Members Survey

- **Liquidity**
  - Good 73.78%
  - Neutral 22.38%
  - Bad 03.85%

- **Sentiment**
  - Good 75.17%
  - Neutral 22.03%
  - Bad 02.80%

- **Expectation from November'25**
  - Growth 64.34%
  - Flat 27.27%
  - De-growth 08.39%

- **Expectation in next 3 months**
  - Growth 69.58%
  - Flat 25.87%
  - De-growth 04.55%

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Charts showing Vehicle Retail Data for various period

All India Vehicle Retail Data for FY'26 YTD (Apr'25 to Oct'25)

CATEGORY	YTD FY'26	YTD FY'25	Growth %
2W	1,19,94,390	1,06,49,288	12.63%
3W	7,47,742	7,18,122	4.12%
CV	5,68,607	5,40,617	5.18%
CE	38,757	43,087	-10.05%
PV	25,19,348	23,82,138	5.76%
TRAC	5,22,577	4,70,068	11.17%
Total	**1,63,91,421**	**1,48,03,320**	**10.73%**

All India Vehicle Retail Data for Oct'25

CATEGORY	Oct'25	Sep'25	Oct'24	MoM%	YoY%
2W	31,49,846	12,87,735	20,75,578	144.60%	51.76%
3W	1,29,517	98,866	1,22,848	31.00%	5.43%
E-RICKSHAW(P)	*37,117*	*34,083*	*43,975*	8.90%	-15.60%
E-RICKSHAW WITH CART (G)	*6,979*	*6,031*	*5,891*	15.72%	18.47%
THREE-WHEELER (GOODS)	*15,239*	*9,569*	*12,719*	59.25%	19.81%
THREE-WHEELER (PASSENGER)	*69,937*	*49,045*	*60,171*	42.60%	16.23%
THREE-WHEELER (PERSONAL)	*245*	*138*	*92*	77.54%	166.30%
PV	5,57,373	2,99,369	5,00,578	86.18%	11.35%
TRAC	73,577	64,785	64,416	13.57%	14.22%
CE	5,769	4,458	8,299	29.41%	-30.49%
CV	1,07,841	72,124	91,635	49.52%	17.69%
LCV	*72,948*	*44,392*	*56,182*	64.33%	29.84%
MCV	*7,177*	*6,257*	*5,992*	14.70%	19.78%
HCV	*27,685*	*21,410*	*29,376*	29.31%	-5.76%
Others	*31*	*65*	*85*	-52.31%	-63.53%
Total	**40,23,923**	**18,27,337**	**28,63,354**	**120.21%**	**40.53%**

Source: FADA Research

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All India Retail - 42 Days Festive Period

CATEGORY	Festive'25	Festive'24	YoY %
2W	40,52,503	33,27,198	21.80%
3W	1,74,189	1,59,959	8.90%
CV	1,39,586	1,21,350	15.03%
CE	7,891	10,387	-24.03%
PV	7,66,918	6,21,539	23.39%
TRAC	97,314	85,199	14.22%
Total	**52,38,401**	**43,25,632**	**21.10%**

Source: FADA Research

Chart showing Fuel Wise Vehicle Retail Market Share for Oct'25

Two-Wheeler	Oct'25	Sep'25	Oct'24
PETROL/ETHANOL	95.31%	91.71%	92.71%
EV	4.56%	8.09%	6.76%
CNG/LPG	0.12%	0.19%	0.53%
Total	**100%**	**100%**	**100%**

Construction Equipment	Oct'25	Sep'25	Oct'24
Diesel	100%	99.98%	99.88%
CNG/LPG	0.0%	0.02%	0.12%
PETROL/ETHANOL	0.1%	0.00%	0.00%
Total	**100%**	**100%**	**100%**

Three-Wheeler	Oct'25	Sep'25	Oct'24
EV	54.51%	61.73%	54.68%
CNG/LPG	30.18%	27.32%	32.45%
DIESEL	15.05%	10.51%	12.32%
PETROL/ETHANOL	0.26%	0.43%	0.54%
Total	**100%**	**100%**	**100%**

Commercial Vehicle	Oct'25	Sep'25	Oct'24
Diesel	81.67%	81.83%	82.38%
CNG/LPG	12.48%	11.81%	12.23%
PETROL/ETHANOL	4.18%	4.11%	4.43%
EV	1.64%	2.18%	0.94%
HYBRID	0.03%	0.06%	0.03%
Total	**100%**	**100%**	**100%**

Passenger Vehicle	Oct'25	Sep'25	Oct'24
PETROL/ETHANOL	51.29%	48.19%	50.17%
Diesel	16.81%	17.42%	18.18%
CNG/LPG	22.12%	21.95%	20.88%
HYBRID	6.54%	7.31%	8.48%
EV	3.24%	5.12%	2.29%
Total	**100%**	**100%**	**100%**

Tractor	Oct'25	Sep'25	Oct'24
Diesel	99.82%	99.93%	99.98%
PETROL/ETHANOL	0.00%	0.00%	0.01%
EV	0.18%	0.07%	0.00%
Total	**100%**	**100%**	**100%**

Source: FADA Research

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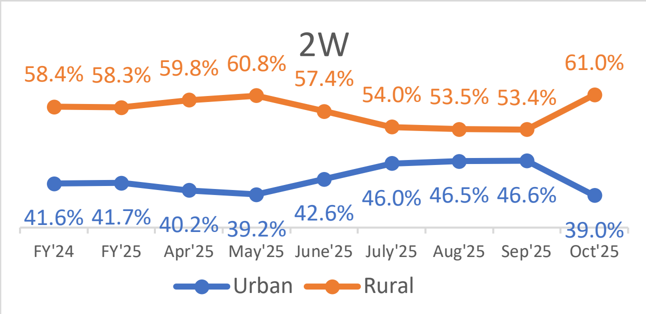
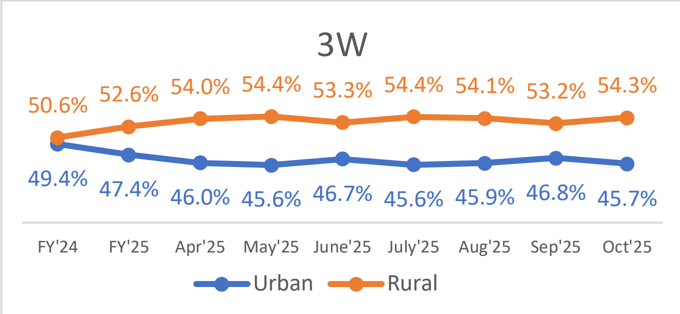
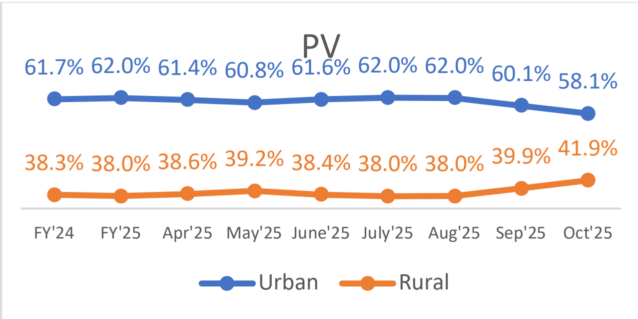
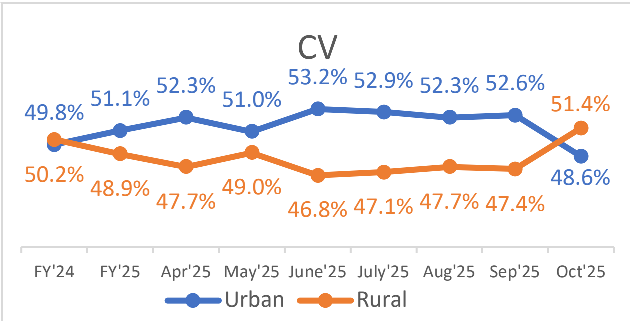
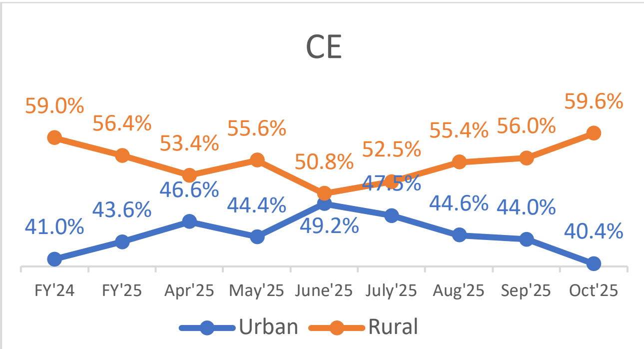
All India Vehicle Retail Strength Index for Oct'25 on basis of Urban & Rural RTOs.

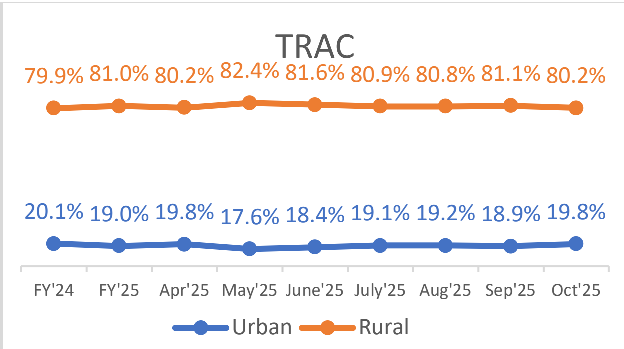


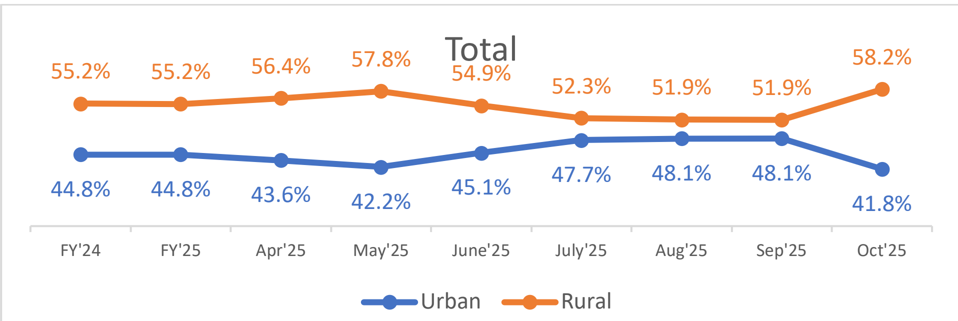












Source: FADA Research

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All India Vehicle Retail Strength YoY and MOM comparison for Oct'25.

Category	MoM%	YoY%	Category	MoM%	YoY%
2W			**CV**		
Urban	104.68%	33.91%	Urban	38.36%	10.77%
Rural	179.45%	65.90%	Rural	61.90%	25.09%
Total	144.60%	51.76%	**Total**	49.52%	17.69%
3W			**CE**		
Urban	28.00%	1.35%	Urban	18.76%	-31.07%
Rural	33.65%	9.13%	Rural	37.78%	-30.09%
Total	31.00%	5.43%	**Total**	29.41%	-30.49%
PV			**TRAC**		
Urban	80.13%	6.42%	Urban	19.27%	13.58%
Rural	95.30%	19.01%	Rural	12.24%	14.38%
Total	86.18%	11.35%	**Total**	13.57%	14.22%
Total					
Urban	91.37%	25.09%			
Rural	146.90%	54.19%			
Total	120.21%	40.53%			

Source: FADA Research

Disclaimer:

1- The above numbers do not have figures from TS.
2- Vehicle Retail Data has been collated as on 04.11.25 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,400 out of 1,458 RTOs.
3- 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)
4- 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
5- 42 days festive period ranges from 1st day of Navratri to 15 days post Dhanteras due to time lag for vehicle registration
   a. Festive'25 - 22nd Sep'25 - 02nd Nov'25
   b. Festive'24 - 3rd Oct'24 - 13th Nov'24

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

Oct'25 category-wise OEM market share can be found in Annexure 1, Page No. 10

Media Kit

FADA Logo	Mr. C S Vigneshwar, President – FADA
	

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.

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Annexure 1

OEM wise Market Share Data for Oct'25 (YoY comparison)

Two-Wheeler OEM	Oct'25	Market Share (%) Oct'25	Oct'24	Market Share (%) Oct'24
HERO MOTOCORP LTD	9,94,787	31.58%	5,77,678	27.83%
HONDA MOTORCYCLE AND SCOOTER INDIA (P) LTD	8,21,976	26.10%	5,56,209	26.80%
TVS MOTOR COMPANY LTD	5,58,075	17.72%	3,53,619	17.04%
BAJAJ AUTO LTD	3,23,713	10.28%	2,31,048	11.13%
ROYAL-ENFIELD (UNIT OF EICHER LTD)	1,44,615	4.59%	98,163	4.73%
SUZUKI MOTORCYCLE INDIA PVT LTD	1,35,715	4.31%	1,07,107	5.16%
INDIA YAMAHA MOTOR PVT LTD	92,359	2.93%	68,461	3.30%
ATHER ENERGY LTD	28,101	0.89%	16,248	0.78%
OLA ELECTRIC TECHNOLOGIES PVT LTD	16,036	0.51%	41,843	2.02%
GREAVES ELECTRIC MOBILITY PVT LTD	7,629	0.24%	3,990	0.19%
CLASSIC LEGENDS PVT LTD	6,922	0.22%	4,329	0.21%
PIAGGIO VEHICLES PVT LTD	3,666	0.12%	3,296	0.16%
Others Including EV	16,252	0.52%	13,587	0.65%
Total	**31,49,846**	**100%**	**20,75,578**	**100%**

Source: FADA Research

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2. Vehicle Retail Data has been collated as on 04.11.25 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,400 out of 1,458 RTOs.
3. Others include OEMs accounting less than 0.1% Market Share.

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Three-Wheeler OEM	Oct'25	Market Share (%) Oct'25	Oct'24	Market Share (%) Oct'24
BAJAJ AUTO LTD	50,986	39.37%	47,983	39.06%
MAHINDRA & MAHINDRA LIMITED	12,780	9.87%	8,288	6.75%
MAHINDRA LAST MILE MOBILITY LTD	*12,775*	*9.86%*	*8,250*	*6.72%*
MAHINDRA & MAHINDRA LIMITED	*5*	*0.00%*	*38*	*0.03%*
PIAGGIO VEHICLES PVT LTD	9,779	7.55%	9,043	7.36%
TVS MOTOR COMPANY LTD	5,560	4.29%	2,451	2.00%
ATUL AUTO LTD	3,581	2.76%	3,212	2.61%
YC ELECTRIC VEHICLE	3,500	2.70%	4,600	3.74%
SAERA ELECTRIC AUTO PVT LTD	2,264	1.75%	2,484	2.02%
DILLI ELECTRIC AUTO PVT LTD	1,886	1.46%	2,388	1.94%
Others including EV	39,181	30.25%	42,399	34.51%
Total	**1,29,517**	**100%**	**1,22,848**	**100%**

Source: FADA Research

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3- Others include OEMs accounting less than 1% Market Share.

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Commercial Vehicle OEM	Oct'25	Market Share (%) Oct'25	Oct'24	Market Share (%) Oct'24
MAHINDRA & MAHINDRA LIMITED	37,188	34.48%	27,732	30.26%
MAHINDRA & MAHINDRA LIMITED	*34,485*	*31.98%*	*25,665*	*28.01%*
MAHINDRA LAST MILE MOBILITY LTD	*2,703*	*2.51%*	*2,067*	*2.26%*
TATA MOTORS LTD	34,838	32.30%	30,638	33.43%
ASHOK LEYLAND LTD	16,557	15.35%	15,904	17.36%
ASHOK LEYLAND LTD	*16,405*	*15.21%*	*15,838*	*17.28%*
SWITCH MOBILITY AUTOMOTIVE LTD	*152*	*0.14%*	*66*	*0.07%*
VE COMMERCIAL VEHICLES LTD	7,598	7.05%	7,158	7.81%
VE COMMERCIAL VEHICLES LTD	*7,545*	*7.00%*	*7,072*	*7.72%*
VE COMMERCIAL VEHICLES LTD (VOLVO BUSES DIVISION)	*53*	*0.05%*	*86*	*0.09%*
MARUTI SUZUKI INDIA LTD	6,058	5.62%	5,253	5.73%
DAIMLER INDIA COMMERCIAL VEHICLES PVT. LTD	1,871	1.73%	1,903	2.08%
FORCE MOTORS LIMITED	1,823	1.69%	1,400	1.53%
SML ISUZU LTD	932	0.86%	1,000	1.09%
Others	976	0.91%	647	0.71%
Total	**1,07,841**	**100.00%**	**91,635**	**100.00%**

Source: FADA Research

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3- Others include OEMs accounting less than 1% Market Share.

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Construction Equipment OEM	Oct'25	Market Share (%) Oct'25	Oct'24	Market Share (%) Oct'24
JCB INDIA LIMITED	3,728	64.62%	5,054	60.90%
ACTION CONSTRUCTION EQUIPMENT LTD.	453	7.85%	708	8.53%
ESCORTS KUBOTA LIMITED (CONSTRUCTION EQUIPMENT)	314	5.44%	447	5.39%
AJAX ENGINEERING LTD	275	4.77%	371	4.47%
CATERPILLAR INDIA PRIVATE LIMITED	106	1.84%	194	2.34%
TATA HITACHI CONSTRUCTION MACHINERY COMP. PVT LTD	129	2.24%	168	2.02%
ALL TERRAIN CRANE	94	1.63%	67	0.81%
BULL MACHINES PVT LTD	94	1.63%	144	1.74%
CASE NEW HOLLAND CONSTRUCTION EQUIPMENT(I) PVT LTD	93	1.61%	173	2.08%
Others	483	8.37%	973	11.72%
Total	**5,769**	**100.00%**	**8,299**	**100.00%**

Source: FADA Research

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PV OEM	Oct'25	Market Share (%) Oct'25	Oct'24	Market Share (%) Oct'24
MARUTI SUZUKI INDIA LTD	2,39,567	42.98%	2,03,347	40.62%
TATA MOTORS LTD	75,352	13.52%	66,903	13.37%
MAHINDRA & MAHINDRA LIMITED	67,918	12.19%	62,342	12.45%
HYUNDAI MOTOR INDIA LTD	65,442	11.74%	70,230	14.03%
TOYOTA KIRLOSKAR MOTOR PVT LTD	34,868	6.26%	30,569	6.11%
KIA INDIA PRIVATE LIMITED	32,961	5.91%	29,808	5.95%
SKODA AUTO VOLKSWAGEN GROUP	12,202	2.19%	9,022	1.80%
SKODA AUTO VOLKSWAGEN INDIA PVT LTD	*12,149*	2.18%	*8,991*	1.80%
VOLKSWAGEN AG/INDIA PVT. LTD.	*34*	0.01%	*-*	0.00%
AUDI AG	*19*	0.00%	*25*	0.00%
SKODA AUTO INDIA/AS PVT LTD	*-*	0.00%	*6*	0.00%
HONDA CARS INDIA LTD	7,232	1.30%	7,393	1.48%
JSW MG MOTOR INDIA PVT LTD	5,819	1.04%	5,905	1.18%
RENAULT INDIA PVT LTD	5,056	0.91%	4,481	0.90%
NISSAN MOTOR INDIA PVT LTD	2,562	0.46%	2,711	0.54%
MERCEDES -BENZ GROUP	1,854	0.33%	1,929	0.39%
MERCEDES-BENZ INDIA PVT LTD	*1,728*	0.31%	*1,754*	0.35%
MERCEDES -BENZ AG	*106*	0.02%	*157*	0.03%
DAIMLER AG	*17*	0.00%	*18*	0.00%
MERCEDES BENZ	*3*	0.00%	*-*	0.00%
BMW INDIA PVT LTD	1,483	0.27%	1,636	0.33%
FORCE MOTORS LIMITED	1,391	0.25%	736	0.15%
STELLANTIS GROUP	1,306	0.23%	1,298	0.26%
STELLANTIS AUTOMOBILES INDIA PVT LTD	*938*	0.17%	*802*	0.16%
STELLANTIS INDIA PVT LTD	*368*	0.07%	*496*	0.10%
BYD INDIA PRIVATE LIMITED	570	0.10%	399	0.08%
JAGUAR LAND ROVER INDIA LIMITED	449	0.08%	545	0.11%
Others	1,341	0.24%	1,324	0.26%
Total	**5,57,373**	**100.0%**	**5,00,578**	**100.0%**

Source: FADA Research

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Tractor OEM	Oct'25	Market Share (%) Oct'25	Oct'24	Market Share (%) Oct'24
MAHINDRA & MAHINDRA LIMITED (TRACTOR)	16,934	23.02%	14,789	22.96%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	13,367	18.17%	11,235	17.44%
TAFE LIMITED	9,615	13.07%	8,770	13.61%
INTERNATIONAL TRACTORS LIMITED	8,878	12.07%	7,985	12.40%
ESCORTS KUBOTA LIMITED (AGRI MACHINERY GROUP)	7,898	10.73%	6,048	9.39%
JOHN DEERE INDIA PVT LTD (TRACTOR DEVISION)	6,128	8.33%	5,838	9.06%
EICHER TRACTORS	4,548	6.18%	3,697	5.74%
CNH INDUSTRIAL (INDIA) PVT LTD	3,004	4.08%	2,598	4.03%
Others	3,205	4.36%	3,456	5.37%
Total	**73,577**	**100%**	**64,416**	**100%**

Source: FADA Research

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