

Led by launches, 2-wheeler makers report double-digit growth in March

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Two-wheeler manufacturers Hero MotoCorp, Honda Motorcycle & Scooter India (HMSI) and TVS Motor Company reported double-digit growth in March domestic wholesales (dispatches to dealers) on new launches and premium models.

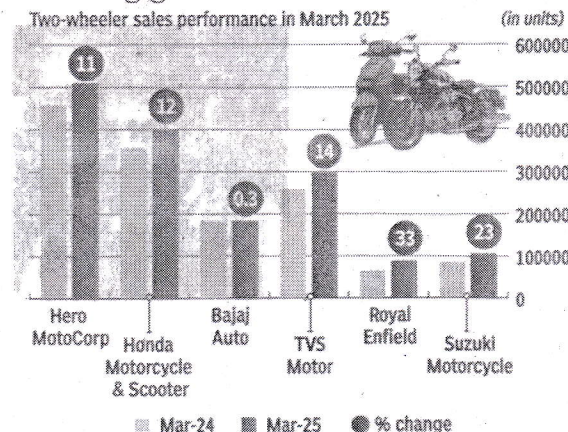
However, Bajaj Auto reported marginal growth in its domestic sales in March on a year-on-year (y-o-y) basis to 1,83,659 units in March compared with 1,83,004 units in the same month last year.

HERO SALES

Market leader Hero MotoCorp reported a y-o-y growth of 11 per cent in its domestic wholesales to 5,10,086 units in March (4,59,257 units).

The company said its customer outreach programmes such as 'Shubh Muhurat Aaya, Hero Saath Laya' during festive months, followed by launches of Harley-Davidson 2024 line-up, Mavrick

Shifting gears



440 Thunderwheels, Hero Xtreme 160R 2V 2024 Edition, Xpulse 200 4V Dakar Edition and Xtreme 250R & Xpulse 210, launched at Bharat Mobility, helped the sales momentum during the month.

Exports during the month also grew 27 per cent y-o-y to 39,518 units (31,158 units). This was the company's highest-ever monthly dispatches in global business, it said.

In terms of the full financial year (FY25), Hero MotoCorp's domestic wholesales grew 3.52 per cent to 56,11,758 units (54,20,532 units). It exported 2,87,429 units of motorcycles and scooters during the year, registering a y-o-y growth of 43 per cent (2,00,923 units).

HMSI SALES UP

Similarly, HMSI registered a growth of 12 per cent to 4,01,411 domestic whole-

sales in March (3,58,151 units), led by new Activa, Activa 125, Dio, Shine 100, Livo, Shine 125, SP125, Unicorn, SP160, Hornet 2.0 and NX200 with advanced features. For FY25, the company recorded a y-o-y growth of 19 per cent to 58,31,104 units. This includes domestic sales of 53,26,092 units and 5,05,012 units of exports, the company said.

The company also added that its first electric scooters Activa e: and QC1 are also seeing good response.

OTHER COMPANIES

TVS Motor reported a y-o-y growth of 14 per cent to 2,97,622 units in March (2,60,532 units). During FY25, the company registered a growth of 12 per cent in its two-wheeler sales to 43.30 lakh units (38.51 lakh units).

'Bullet' maker Royal Enfield reported a growth of 33 per cent to 88,050 units in March (66,044 units).

Japanese subsidiary Suzuki Motorcycle registered a y-o-y growth of 23 per cent to 1,05,736 units (86,164 units).