

# Auto sales up 20% in Sep but tractors slump

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In a notable upswing, Indian automobile retail sales for September registered a 20 per cent increase compared to the same period last year, reaching 1.89 million units. The sales surged due to a positive market sentiment driven by favourable monsoon, data released by the Federation of Automobile Dealers' Associations (Fada) shows.

Except for tractors, which witnessed a 10 per cent decline in sales, all other automotive categories experienced significant growth. Two-wheelers posted a robust 22 per cent increase, three-wheelers soared by 49 per cent, passenger vehicles saw a steady 19 per cent rise, and commercial vehicles also reported a 5 per cent growth. Three-wheeler sales reached an all-time high in September, with 102,426 units sold, a jump from the 68,937 units sold in the same month last year. This surpassed the previous record set in August 2023, which stood at 99,907 units.

However, an area of con-

cern for dealers is the soaring inventory levels, which reached an all-time high of 60-65 days.

The industry is, meanwhile, optimistic about the upcoming festive season, including Durga Puja and Navratri. "September's auto retail celebrated a 20 per cent year-on-year leap, continuing the momentum from the previous month while marking a 3.5 per cent month-on-month increase, seamlessly transitioning into the festive period's sweet spot set to unfold over the next 42 days," said Manish Raj Singhania, president, Fada.

During the period under review, the two-wheeler segment witnessed rose from 1.08 million units last year to 1.31 million units this year. Singhania explained, "With the introduction of new models and attractive promotional offers, demand increased, especially in rural areas, fostering improved market sentiments. This uptick in demand was accompanied by heightened customer walk-ins and an overall positive market response."



## SHIFTING GEAR

Automobile retail sales

Category	Sep '22	Sep '23	% change
Three-wheelers	68,937	102,426	48.58 ▲
Two-wheelers	1,078,286	1,312,101	21.68 ▲
Passenger vehicles	279,137	332,248	19.03 ▲
Commercial vehicles	77,054	80,804	4.87 ▲
Tractors	60,321	54,492	-9.66 ▼
Total	1,563,735	1,882,071	20.36 ▲

Source: Fada