

# Automobile retail sales up 20% y-o-y in September

**ON FAST TRACK.** Sector will ride high on festival cheer in the coming days: FADA

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Automobile retail sales showcased robust double-digit year-on-year (y-o-y) growth of 20 per cent in September, and except for tractors, which witnessed a 10 per cent decline, all other categories experienced growth.

Two wheelers (2W) saw a 22 per cent increase, three wheelers (3W) 49 per cent, passenger vehicles (PV) 19 per cent, and commercial vehicles (CV) 5 per cent.

According to monthly retail sales data shared by the Federation of Automobile Dealers' Associations (FADA), PV sales grew 19 per cent y-o-y at 3,32,248 units during the month, compared to 2,79,137 units in the corresponding month last year.

Two-wheeler sales also grew 21.68 per cent y-o-y at 13,12,101 units in September, against 10,78,286 units in the same month last year. Three-wheeler

## Vehicle retail data

Category	September'23	September'22	YoY %
Two wheeler	13,12,101	10,78,286	21.68
Three wheeler	1,02,426	68,937	48.58
Passenger vehicle	3,32,248	2,79,137	19.03
Tractor	54,492	60,321	-9.66
Commercial vehicle	80,804	77,054	4.87
<b>Total</b>	<b>18,82,071</b>	<b>15,63,735</b>	<b>20.36</b>

(Source: FADA Research)

sales grew 48.58 per cent y-o-y at 1,02,426 units last month, compared to 68,937 units in September 2022, said the FADA report.

The commercial vehicles segment grew 5 per cent y-o-y at 80,804 units during the month, against 77,054 units in the corresponding month last year.

Tractor sales, however, declined by around 10 per cent y-o-y at 54,492 units in September, compared to 60,321 units in September 2022.

"September's auto retail celebrated a 20 per cent y-o-y leap, continuing momentum from the previous month, while

marking a 3.5 per cent month-on-month (m-o-m) increase, seamlessly transitioning into the festival period's sweet spot set to unfold over the next 42 days," said Manish Raj Singhanian, President, FADA.

### PASSENGER VEHICLES

The PV category experienced a stimulating resurgence as the market enjoyed improved vehicle availability and influx of new and refreshed models from manufacturers, he said, adding that this uplift was supported by enhanced supplies and increasing variety in the product portfolio. "The market showed con-

sistent demand for luxury cars and SUVs, signifying robust consumer appetite for premium segments. The segment also witnessed the benefit of good pending bookings and the launch of promising products, laying the groundwork for potential growth in the upcoming festival season," he said.

### FESTIVAL SALES

On the near-term outlook, Singhanian said as the festival season unfolds, a wave of anticipation and enthusiasm is expected to sweep across the automobile sector.

"In the 2W segment, although the initial half of the month might be quiet due to the Shraddh period, the upcoming festivals, including Durga Puja and Navratri, are predicted to brighten the sales atmosphere, with enhanced customer sentiment and competitive pricing playing pivotal roles. The introduction of new models will add to the optimism," he said.