

October 2-wheeler sales at 2-year high

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Mumbai

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According to vehicle retail data by the Federation of Automobile Dealers Associations (FADA), two-wheeler sales in October stood at 15,71,165 units, the highest monthly sale since March 2020 when 18,47,314 units were sold primarily due to the transition of vehicles from BS4 to BS6.

“There was single-digit growth over the last two months. In October, a 51



per cent growth was reported in every segment. The demand was not just in the premium segment but also in the entry-level two-wheelers with good schemes offered by OEMs at 10 per cent of vehicle value,” said Manish Raj Singhania, President of FADA.

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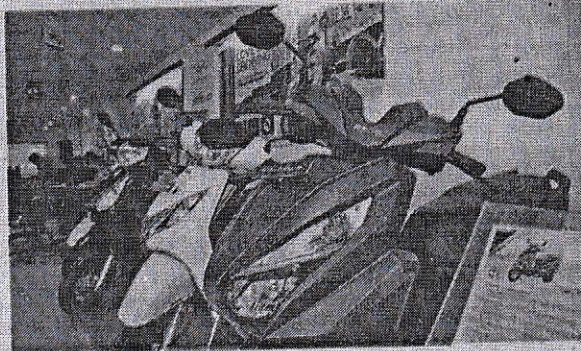
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WHAT WORKED

With sales coming back to pre-Covid levels, an uptick in demand for two-wheelers



LOOKING UP. The industry is anticipating the demand to increase in the coming months

from the rural areas was also witnessed during the month.

"A combination of positive factors, including pent-up demand, a mega festival month, increased EV sales, and up-beat tier-3, -4 demand due to robust monsoon in many States seems to be responsible for driving sales. Many rural markets saw double-digit y-o-y growth over the last festival season," said Atul Jairaj, Partner, Deloitte India.

The industry is anticipating the demand for two-wheelers to increase in the coming months.

"With the rural economy picking up due to crop har-

vest, the wedding season and State elections, we are hoping the growth trend will continue," said Singhania.

An uptick in demand is also being anticipated with new launches. "The slightly higher retail numbers (15.7 lakh) over wholesale/dealer dispatches (14.9 lakh) in October augurs well for increased dispatches over the next few months. However, given the anticipation for new launches combined with continued macro-economic uncertainties around inflation, the industry needs to continue being cautiously optimistic," Jairaj added.