

Mercedes-Benz India posts record H1 sales at 8,528 units with 5 new cars

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Mercedes-Benz India on Tuesday reported its best-ever first half calendar year retail sales at 8,528 units, a year-on-year growth of 12.6 per cent compared with 7,573 units in January-June 2022, on the back of strong customer preference, driven by an attractive product portfolio and a seamless omnichannel customer experience.

“For us, the focus on top-end vehicles continues with five new cars in H1; and in the top-end vehicles, growth was at 54 per cent, which shows that our strategy is working. We have also increased the availability in many car lines,”



STAR CAST. Long-wheel base E-Class is Mercedes-Benz India's highest selling model; GLE tops among SUVs REUTERS

Santosh Iyer, MD and CEO, told *businessline*. Iyer said these numbers were achieved even without the launch of the GLC, which is one of the largest selling models in the Mercedes portfolio and will enter the Indian market soon.

On the overall luxury vehicles sales this year, Iyer said the industry would cross the pre-Covid level of 40,000 units. “...total vehicle growth

is also expected to be 10-12 per cent,” he said.

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Audi India has also recently announced a y-o-y growth of 97 per cent in its sales to 3,474 units in H1 compared with 1,765 units in the same period last year. However, sales of BMW Group India declined 6 per cent y-o-y to 5,091 units (5,423).