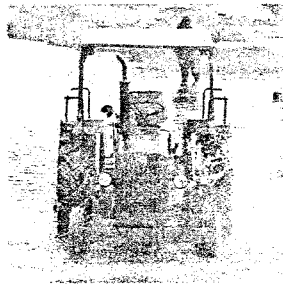


Tractor sales plunge 40% m-o-m in July

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Tractor sales declined by nearly 40 per cent in July to 72,797 units as against 1,21,613 in June. However, the July 2025 number was up by nearly 8 per cent when compared with 67,952 reported in July of 2024, according to Tractor and Mechanisation Association data.

Tractor sales follow a cyclical pattern, peaking in June, post harvest in May, as farmers prepare for the next sowing cycle. After a slow July, sales rose from August onwards, with the festival season typically witnessing the highest sales, said an official.

MONTHLY DATA

Major companies have reported month-on-month decline in tractor sales in July. Mahindra & Mahindra's total tractor sales (domestic + exports) during July 2025 were at 28,708 units, a 5 per cent increase over 27,209 units for the same period last year but a 46 per cent decline when compared with 53,392 units reported in June 2025.

Similarly, Escorts Kubota Ltd Agri Machinery Busi-

ness in July 2025 sold 7,154, including exports, a 3 per cent increase over 6,963 in July 2024 but a 40 per cent drop when compared with 11,498 in June 2025. It was a similar trend for other companies too, said sources. The drop in July volumes, as per TMA data, is more about inventory and timing, than demand, said Poonam Upadhyay, Director, Crisil Ratings. After heavy June stocking, OEMs eased July dispatches to keep dealer inventory and receivables in check, something that happens almost every year, she added.

"For the top players, July wholesales were up by about 9 per cent year-on-year, underscoring healthy demand. In July, wholesale normalised, while retail held up by improved monsoon spread, kharif sowing, and steady rural sentiments," she said.