

# 'PV sales may cross 1mn mark in festival season'

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Domestic passenger vehicle sales are expected to cross 1 million mark in the festive period this year with demand remaining robust, especially for utility vehicles.

The 68-day festive period this year falls between August 17 and November 14. Few days in between are not considered auspicious for buying.

In an interaction, Maruti Suzuki India Senior Executive Officer (Marketing and Sales) Shashank Srivastava said that usually the festive season sales account for around 22-26 per cent of the overall sales during a year.

"With the overall passenger vehicle sales expected to be in the range of 4 million units this fiscal, the festive season is expected to witness sales of around 1 million units," he said.