Ashok Leyland targets 25% mkt share in LCV segment

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Pune, February 19

ASHOK LEYLAND (ALL) is targeting a 25% market share in the light commercial vehicles (LCV) segment, up from 20% currently on the back of a new suite of products and more dealerships.

The company intends to introduce new passenger LCVs and expand its offerings in the goods segment, an area where it currently lacks presence. Next fiscal, it plans to enter the bio-fuel segment (CNG plus petrol) as vehicles in this space are in demand in states like Gujarat and Maharashtra.

Viplav Shah, Head, LCV Business at Ashok Leyland, noted that driven by GST rate cuts, the LCV industry is expected to end FY26 with sales of 640,000 units, reflecting a 9-10% rise over FY25. Growth was flat during the April-September 2025 period, but following the GST reductions, it surged 20.3% between October 2025 and January 2026.

ALL expects to finish the year with sales of around 70,000 LCV units. According to Shah, Ashok Leyland saw an 8.2% increase in sales before the GST cuts and a substantial 29.9% growth afterwards. The industry's 10-year compound annual growth rate (CAGR) has been between 6-8%, with the passenger LCV segment projected to reach approximately 50,000 units.

LCVs comprise about 50-55% of the truck market in India, with Tata Motors, Mahindra and Ashok Leyland as the leading players. Shah mentioned that there is a growing demand for LCVs and expects the market to continue to grow at 7-8% in the long term. There has also been an increase in the market share of organised players and fleet operators over the past 10-15 years, rising from 5% to 40%.

FOCUS AREA

- In the light commercial vehicles (LCV) segment, Ashok Leyland's current market share is **20%**
- It expects to finish the year with sales of around **70,000** LCV unit