

# Dhanteras engine fires up auto mkt: 100,000+ cars delivered in 24 hours

GST 2.0, small-car revival accelerate biggest single-day PV sales in history

SHINE JACOB

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The festival spirit is revving up India's passenger vehicle (PV) market as the Diwali season roars in with Dhanteras. Automakers not only witnessed record-breaking sales but also achieved a milestone in single-day deliveries, zooming past 100,000 units within just 24 hours.

According to industry sources, this translates into sales worth ₹8,500–10,000 crore in a single day, based on an average vehicle price of ₹8.5–10 lakh. All major players — including Maruti Suzuki India (MSIL), Tata Motors Passenger Vehicles, and Hyundai Motor India (HML) — reported record sales this Dhanteras, driven by Goods and Services Tax (GST) 2.0 relief and renewed consumer enthusiasm.

“The industry has crossed over 100,000 units in a single day for the first time. This was not just the best-ever Dhanteras, but also the strongest Navaratri, and we're heading towards the best Diwali season yet,” said Sai Giridhar, vice-president, Federation of Automobile Dealers Associations.

Giridhar added that the surge was driven primarily by renewed demand in



## At full throttle

₹8,500-10,000 cr | 51,000 units Sales by Maruti Suzuki India

Value of passenger car sales on Dhanteras

14,000 units Dhanteras sales by Hyundai this year

25,000 units Expected Diwali season sales for TaMo

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■ Luxury carmakers rev up festive cheer with reduced prices

the small car segment. The previous record for single-day sales stood at 75,000–80,000 units, according to industry estimates.

The country's largest carmaker,

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■ Shoppers light up retail streets this Diwali

MSIL, recorded its highest-ever Dhanteras deliveries, crossing the 50,000 mark for the first time — up 20–25 per cent from about 42,000 units in 2024, the previous record. Turn to Page 6 ▶

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The auspicious period began at 12.18 pm on Saturday and extended until 1.51 pm on Sunday. "On Saturday, we may touch 41,000 deliveries. We expect another 10,000 customers to take delivery on Sunday, taking the total to around 51,000 units," said Partho Banerjee, senior executive officer (marketing and sales), MSIL.

Showrooms across the country stayed open late into the night. In the past month alone — after the GST relief — the company logged 450,000 bookings and retail sales of 325,000 units. "Last year, we had 42,000 deliveries; this year, we expect to cross 50,000.

Customers are back after the GST 2.0 magic," Banerjee said.

Tata Motors expects over a 66 per cent rise in Dhanteras and Diwali-period deliveries — from 15,000 units last year to around 25,000 this year. GST rates on cars up to 4 metres in length and with engines up to 1,200cc were reduced from 28 per cent to 18 per cent, with the cess removed.

Hyundai Motor India expects deliveries to reach around 14,000 units — roughly 20 per cent higher than last year.

MSIL added that sales have been climbing steadily since Navaratri.