

Deep discounts on offer to light up car sales before Diwali

ATTRACTIVE DEALS Discount (in ₹)

Company	Model	Oct 2022	Sep 2023	Oct 2023
M&M	XUV300 (all variants)	Up to 68K	Up to 70K	Up to 90K
Tata Motors	Harrier ADAS	40K-45K	Up to 85K	Up to 125K
MG Motor	MG Astor Smart	—	Up to 100K	Up to 100K
Maruti Suzuki	Ignis MT	23K-37K	Up to 65K	Up to 65K
Hyundai	i10 NIOS	Up to 48K	Up to 43K	Up to 43K

Sources: Dealers and industry



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Mumbai, 20 October

As the festival season peaks, car dealerships across India are offering discounts ranging from ₹25,000 to more than ₹1 lakh on various models. These discounts are higher than those offered in the 2022 festival period, which was affected by supply-chain issues related to electronic components for cars, dealers said.

The average increase in discounts

from 2022 to 2023 is 40-50 per cent, depending on the car model and dealership location. Discounts on certain models have jumped up to 75 per cent. Some of these schemes are offered by original equipment manufacturers (OEMs) and others by dealers. These discounts primarily apply to less popular models. Dealership sources indicated models such as the Maruti Suzuki Celerio, Swift, and Ciaz had discounts in the ₹35,000-₹50,000 range.

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strengthening, the rupee has been stable. "From January 1 until now, the rupee depreciation is 0.6 per cent, whereas, on the other side, the appreciation of the US dollar for the same period has been 3 per cent. We are there in the forex market to prevent excessive volatility," the RBI governor said. In his speech, Das emphasised that while prioritising price stability with growth objectives in mind, the RBI treats financial stability as non-negotiable.

Discounts...

"At Maruti Suzuki dealerships, customers purchasing any CNG variant from either Nexa or Arena will receive a CNG coupon worth ₹20,000 from Mahanagar Gas. For instance, if you're eyeing the Celerio CNG, which is already offering discounts of up to ₹30,000 this month, you'll get an additional ₹20,000 discount through this coupon, making it a total saving of up to ₹50,000," an executive at a Mumbai-based dealership of Maruti said. These offers are valid for October and may be discontinued after the festive season, he added.

The Maruti Suzuki Ignis MT is offering the highest discount of up to ₹65,000 compared to ₹23,000 in October 2022. The discount on the Maruti Suzuki Ciaz has also increased from up to ₹25,000 in October 2022 to up to ₹53,000 in October this year. The Celerio and the Swift also have higher discounts this October. Discounts are higher for models which have lesser traction, and not so much on the in-demand SUVs.

MG Motor is offering discounts on their popular models

such as Hector, the MG Astor Sharp, MG Astor Smart, and Gloster in the range of ₹30,000 to ₹1 lakh. In September, the discount was up to ₹25,000 on the Hector (5, 6, and 7-seater versions).

Models like MG Comet EV came with insurance benefits, but there was no discount on it due to its recent launch in April. A Mumbai-based dealership of MG Motor explained: "Customers are getting significant discounts on MG vehicles due to its 100-year anniversary celebration where it included benefits for existing and potential customers." "Last October, car prices were lower due to the absence of Real Driving Emissions (RDE) compliance. However, with the implementation of BS6 Phase 2 RDE norms on April 1, 2023, vehicle prices have witnessed an increase ranging from ₹35,000 to ₹70,000. But MG has updated its models compared to the previous year, including the transition from the Hector to the next-generation Hector," it said. MG Motor did not comment.

Tata Motors' models such as Harrier ADAS offer discounts of up to ₹1.25 lakh, and the Tigor (Petrol) and Tiago (petrol) provide savings of up to ₹50,000 and ₹45,000, respectively. SAFARI (Adas), Altroz MT petrol, and Nexon MT Petrol come with discounts of up to ₹1.25 lakh, ₹30,000, and ₹50,000, respectively. Discounts on Tata cars in October 2023 are generally higher than those offered in October 2022. The Tata Harrier ADAS and Tata Safari ADAS now have the highest discount of up to ₹1.25 lakh, compared to ₹40,000-45,000 in October 2022. The Tata Tigor and Tata

Tiago also have higher discounts in October 2023.

Mahindra & Mahindra is offering discounts of up to ₹1.25 lakh on the XUV400, while the Bolero (all variants) offers a discount ranging from ₹35,000 to ₹50,000. The Bolero Neo, Marazzo (M2 all variants), and XUV300 are all part of the festive discounts, with savings of up to ₹50,000, ₹73,000, and ₹80,000, respectively. Models such as Thar, Scorpio N, Bolero B2, Bolero Neo Plus, and XUV700, do not have any discounts in October due to the demand being good. The discounts in October are higher than those offered in October 2022. The discount on Marazzo increased from up to ₹35,000 in October 2022 to up to ₹73,000 in October 2023. The Bolero and XUV300 also have higher discounts in October 2023.

Hyundai is offering discounts from ₹20,000 to ₹43,000 on the Verna, i10 nios, i20 automatic and Aura CNG models. In September, buyers of i20 automatic and Aura CNG buyers could get discounts of up to ₹30,000 and ₹33,000, respectively. As the calendar flips to October, these discounts continue, with the i10 Nios and Aura CNG retaining their discounts. Creta and Exter did not have any price reductions in September and October. Hyundai is offering discounts of up to ₹25,000 on the Verna, which was not present in the last month. Compared to 2022's October Hyundai Aura CNG remains the same in terms of discount. However, the Hyundai Verna has a discount of ₹25,000, which was not present in October of 2022. Hyundai did not wish to comment.