

With rising demand for SUVs, waiting periods for top-selling models to go up

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Changing consumer demands in the Indian automobile market have led to long waiting periods for top-selling sport utility vehicles (SUVs), and their variants.

Customers have had to wait several months to get their coveted vehicles. Recognising this, some Original Equipment Manufacturers (OEMs) are expanding capacity to reduce the waiting time.

GREAT APPEAL

There has been an increased demand for SUVs, premium cars and sub-compact SUVs, with customers preferring larger vehicles now.



For instance, the 5-door Thar Roxx launched in August last year by Mahindra & Mahindra has a waiting period of up to 9 months. The company is planning to ramp up capacity for the model at its plant over the next six to eight months to meet the high demand.

The top variant of its popular XUV700 has a waiting

period of up to 3 months.

Launched in 2022, the Toyota Hycross still has a waiting period of 6 to 8 months while the Toyota Fortuner, has a waiting period of 3 to 6 months while other models have a waiting period of up to 3 months.

A refreshed version with a hybrid powertrain is expected later this year or next year.

WILLING TO WAIT

"The waiting period is different across models for Toyota in the country. Ideally for an SUV, it is up to 4 months," said a Toyota India dealer.

Tata Motors' vehicles have a relatively lower waiting period of up to six weeks while Hyundai has a waiting period of between four to six weeks for its top models. Car

enthusiasts, however, are willing to wait for a longer period for their favourite models.

"I have to wait another 3 months to get the top variant of Thar Roxx. I placed my order in October but I am willing to wait as it is special for me," said Rohan Singh, a Mumbai resident.

MADE IN INDIA CARS

Though luxury carmakers have reduced waiting period for vehicles manufactured in India, the completely built-up units continue to have a longer wait time of up to 12 months.

Mercedes-Benz India has a waiting period of up to 3 months. Their Maybach, S class and G Wagon customers have to wait up to a year for them.