

# TaMo vrooms to No 2 position in hatchbacks on battery, CNG models

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After a gap of 10 years, Tata Motors has secured the number two position in the hatchback segment, driven by alternative fuel vehicles. The company has achieved this feat amid a declining trend in hatchback share in the overall industry (passenger vehicle) volumes.

While Maruti remains the strong leader in the hatchback segment with a market share of 70 per cent in Q1 of this fiscal, TaMo dislodged Hyundai from the second position.

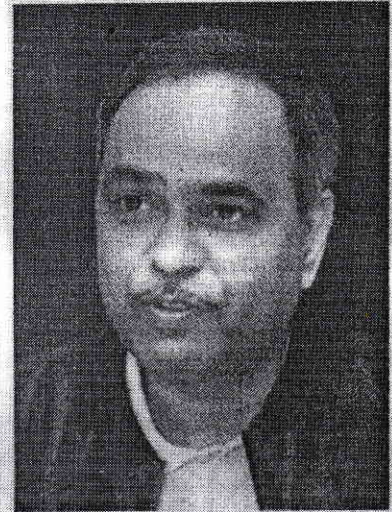
## ALTERNATIVE ROUTE

"After more than a decade, we attained the Number 2 position in the hatchback segment, supported by our multi-powertrain strategy," said Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles Ltd and Tata Passenger Electric Mobility Ltd, during the company's Q1FY24 earnings call.

During Q1 of FY24, Tata Motors' overall hatchback volumes stood at 42,036 units - an increase of 43 per cent over the previous year. Of the

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Managing Director, Tata Motors  
Passenger Vehicles Ltd



total volumes, sales of electric and CNG models accounted for 45 per cent at 19,084 units, up 105 per cent over Q1FY23 volumes. The company's market share in the hatchback segment stood at 13.2 per cent in the June quarter.

Chandra said the Tiago.ev and Altroz iCNG helped increase volumes and market share in the hatchback segment. The company launched Altroz iCNG during the first quarter of this fiscal and it has received a strong response, while the Tiago.ev has also spurred its volumes, thanks to the company's association with Indian Premier League and associated marketing

events. Hatchbacks used to make up about half of the passenger vehicle volumes in the country about five years ago. However, the share of hatchbacks has been coming down in recent years. Its share has fallen from 47 per cent of the PV market in 2017-18 to about 34 per cent in FY23 and further to 32 per cent (about 3.2 lakh units) in Q1 of this fiscal.

There has been a surge in sales of CNG models after the price reduction of CNG prices a few months ago.

"As far as growth in hatchbacks is concerned, Tiago and Altroz will be our key focus as electric and CNG models are doing well," said Chandra.