

# PV sales touch record 4.37 million units as GST cut spurs late demand

AT THE SAME time, larger cars and most SUVs were moved to a flat 40% GST, replacing the earlier 28% plus cess structure. While the headline rate appeared higher, the rationalisation simplified pricing and, in several cases, reduced the effective tax burden.

Demand recovery was broad-based, though SUVs and compact utility vehicles continued to outperform. Automakers said improved price visibility and festive-season discounts helped convert deferred purchases, while early signs of sta-

bilisation emerged in the small car segment.

Maruti Suzuki maintained its leadership position, selling 1.76 million vehicles during the year and accounting for 40.4% of PV retail sales. The easing of GST on small cars supported volumes in its mass-market portfolio, which had been under pressure over the past few years.

Mahindra & Mahindra emerged as

the biggest gainer among major manufacturers, overtaking Hyundai Motor India to secure the second position. Mahindra sold 579,858 vehicles, translating into a 13.3% market share, driven by sustained demand for its SUV range. Hyundai slipped to the third place with sales of 553,166 units and a 12.7% share.

Tata Motors followed closely with retail sales of 546,475 units and

a 12.5% share, highlighting the narrowing gap among the top four players and intensifying competition, particularly in the SUV and electric vehicle segments.

Looking ahead, dealers remain cautiously optimistic. The Federation of Automobile Dealers Associations said 74% of dealers expect growth over the next three months, though the durability of demand will depend on income growth, financing conditions and the industry's ability to manage inventory as it enters 2026.

