



AUTO WHOLESALERS UPDATE AUGUST 2025

INSTITUTIONAL RESEARCH

Festive-led stocking drives growth; Inventory concern looms

The broader picture for August 2025 was better than expected, with overall YoY/MoM growth reported at 19.5%/17.8%. The growth was broad-based, with expansion seen across segments. PV majors posted mixed trends, while 2Ws, particularly TVS and Eicher, led the momentum. Tractor volumes surged on the back of rural recovery, while CVs remained steady. The improvement in wholesale dispatches was primarily driven by increased dealer stocking ahead of the festive season, supported in part by a lower base in the previous year. While wholesale dispatches indicated strong momentum, retail trends painted a softer picture, with VAHAN data showing a 3% MoM decline in August retail sales to 1.9 million units. The weakness was primarily attributed to GST-related uncertainties, deferment of purchases, and slower demand for high-ticket ICE vehicles (priced above Rs. 15 lakh). This also led to weaker retail traction for OEMs such as Maruti and Hyundai. Dealer inventory levels remained elevated at 55-65 days, above the historical comfort zone, suggesting that a portion of the wholesale strength reflected channel stocking rather than end-demand.

The near-term outlook remains cautious, with further purchase deferments likely in September and October 2025 due to the recent GST reforms, raising the risk of an inventory overhang given the elevated stocking. However, the medium to long-term outlook remains optimistic, with demand expected to pick up from H2FY26 onwards, supported by a combination of policy measures, rural recovery, and new product launches. We expect 2Ws and entry-level PVs to be the key beneficiaries of this dynamic shift, aided by potential rate cuts, improved liquidity, and GST rationalisation.

Passenger Vehicles

The PV segment reported a steady mid-single-digit decline (-7.9% YoY) in domestic sales in August 2025, while exports presented a sharp contrast with strong double-digit growth (43.1% YoY). The month, which is typically favourable for PV OEMs given festive-led buoyancy, saw softer domestic volumes due to demand-side uncertainty following the government's GST rationalisation measures, leading to deferred purchases. MSIL posted muted overall performance, with domestic weakness partly cushioned by robust export growth and a modest uptick in compact cars. The Mini segment continued to underperform, while an early-teen decline in UVs further weighed on volumes. The bigger drop in SUV sales, from -6.3% in July 2025 to -13.8% in August 2025, underscored intensifying competition in its UV portfolio. Tata Motors' domestic sales continued to face pressure from muted demand in the ICE portfolio, particularly in the mass-market segment. However, improved traction in EVs along with a healthy export performance helped cushion the overall impact, partly offsetting the weakness on the domestic front. M&M, in contrast, reported considerable volume decline (-7.2% YoY), marking a reversal from its strong run in prior months, as the company consciously curtailed wholesale dispatches to align dealer inventory ahead of GST rationalisation. HML reported total sales of 60,501 units in August 2025, comprising 44,001 units in the domestic market and 16,500 units in exports.

In the near term, domestic PV sales are likely to remain cautious and somewhat volatile, as the recent GST rationalisation has introduced uncertainty, prompting deferment of purchases - particularly in the mid- to premium ICE segments. Elevated dealer inventory levels also suggest that wholesale growth could moderate in the coming months as OEMs focus on channel alignment.

Two Wheelers

In August 2025, the two-wheeler segment remained the primary growth engine for the auto industry, delivering strong double-digit gains in both domestic and export markets. Domestic volumes rose 11.5% YoY and surged 25.1% MoM, aided by festive-led channel stocking, improving rural sentiment, and the successful ramp-up of new model launches. Hero MotoCorp posted a modest 5.5% YoY rise but delivered a sharp 25.9% sequential jump, primarily driven by better scooter traction following the introduction of models like the Destini 125 and Xoom 125. Exports for Hero surged 72.1% YoY, adding further cushion to overall volumes. A disparity between total dispatches (553,727 units) and VAHAN registrations (344,000 units) suggests elevated channel inventory levels, which is largely on account of inventory buildup ahead of the festive season. TVS continued to outperform its peers, with 27.6% YoY growth in domestic sales and over 35% expansion in exports, with a higher mix of scooters being the key highlight for the month. Royal Enfield registered a 54.8% YoY jump, achieving its highest-ever monthly volumes on the back of growing demand for its refreshed portfolio. Bajaj Auto, however, reported an 11.7% YoY drop in domestic volumes, though this was partly offset by a 24.7% jump in exports.

Commercial Vehicles

Commercial vehicles continued to extend their gains from the previous month, with a healthy uptick (6.2% YoY / 4.0 MoM) being observed in both domestic and export markets. M&M primarily fueled the growth, as strong traction in LCVs continued to benefit the company. Tata Motors (+6.3%) and VECV (+4.5%) also posted steady gains, while Ashok Leyland (+2.1%) registered modest improvement. On a MoM basis, the trend remained largely positive with M&M (+6.1%) and Tata Motors (+4.0%) supporting momentum, while VECV (-0.2%) stayed flat, reflecting some channel adjustment.

Auto Wholesales Update (August 2025)

Tractors

The tractor industry reported a robust performance in August 2025, with domestic volumes rising 32.6% YoY, led by Escorts Kubota (+51.8%) and M&M (+27.7%). The growth momentum was underpinned by favourable rural conditions such as timely and widespread monsoon rains, strong reservoir levels, and an early onset of the festive season. On a MoM basis, domestic volumes remained steady (+1.5%), reflecting healthy channel stocking. Exports too maintained strength, registering 36.6% YoY growth and 9.9% MoM rise, driven by broad-based traction across both M&M and Escorts Kubota. With kharif sowing exceeding last year's acreage and expectations of GST rate reduction on farm equipment, industry sentiment remains upbeat, pointing towards sustained demand in the coming months.

Overall Wholesales						
Company Name	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Maruti Suzuki	1,80,683	1,81,782	-0.6%	1,80,526	0.1%	Mini and UV continue to weigh on volumes
Tata Motors	73,178	71,693	2.1%	69,131	5.9%	
Mahindra and Mahindra	1,13,229	98,672	14.8%	1,20,156	-5.8%	Volume decline led by proactive inventory adjustment
Eicher Motors*	1,25,128	99,836	25.3%	81,635	53.3%	Reported highest monthly volumes
Bajaj Auto	4,17,616	3,97,804	5.0%	3,66,000	14.1%	
TVS Motors	6,70,041	4,73,171	41.6%	5,33,546	25.6%	Crosses 500k mark for the first time
Hero MotoCorp	5,53,727	5,12,360	8.1%	4,49,755	23.1%	New scooter releases drives growth
Ashok Leyland	15,239	14,463	5.4%	15,064	1.2%	
Escorts Kubota	8,456	5,614	50.6%	7,154	18.2%	
Hyundai	60,501	-	-	60,073	0.7%	

Source : BSE, Company Websites

*Excludes VECV sales

Auto Wholesales Update (August 2025)

Domestic Wholesales

PVs

Company	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Maruti Suzuki	1,31,278	1,43,075	-8.2%	1,37,776	-4.7%	
Tata Motors	41,001	44,142	-7.1%	39,521	3.7%	
Mahindra & Mahindra	39,999	43,277	-7.6%	49,871	-19.8%	

2Ws

Company	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Bajaj Auto	1,84,109	2,08,621	-11.7%	1,39,279	32.2%	
TVS	3,68,862	2,89,073	27.6%	3,08,720	19.5%	
Hero Motocorp	5,19,139	4,92,263	5.5%	4,12,397	25.9%	
Eicher Motors	1,14,002	73,629	54.8%	88,045	29.5%	

CVs

Company	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Mahindra & Mahindra	32,954	30,418	8.3%	31,046	6.1%	
Ashok Leyland	13,622	13,347	2.1%	13,501	0.9%	Plans to invest Rs. 5k crore in India;s battery eco-system
VECV	6,574	6,288	4.5%	6,585	-0.2%	
Tata Motors	27,481	25,864	6.3%	26,432	4.0%	Launches 9 seater Winger Plus

Tractors

Company	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Mahindra & Mahindra	26,201	20,518	27.7%	26,990	-2.9%	
Escorts Kubota	7,902	5,205	51.8%	6,624	19.3%	Launches MU4201 tractor in India's 41-44 HP Space

Export Wholesales

PVs

Company	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Maruti Suzuki	36,538	26,003	40.5%	31,745	15.1%	Begins export of e-Vitaara to Europe
Tata Motors	2,314	344	572.7%	654	253.8%	
Mahindra & Mahindra	847	1,393	-39.2%	964	-12.1%	

2Ws

Company	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Bajaj Auto	1,57,778	1,26,557	24.7%	1,56,968	0.5%	
TVS	1,35,367	99,976	35.4%	1,42,629	-5.1%	
Hero MotoCorp	34,588	20,097	72.1%	37,358	-7.4%	
Eicher Motors	11,126	8,006	39.0%	11,791	-5.6%	

CVs

Company	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Mahindra & Mahindra	2,701	1,667	62.0%	1,810	49.2%	
Ashok Leyland	1,617	1,116	44.9%	1,563	3.5%	Plans new plant in ME; Target 50k units in export
VECV	593	255	132.5%	530	11.9%	
Tata Motors	2,382	1,343	77.4%	2,524	-5.6%	

Tractors

Company	Aug-25	Aug-24	YoY	Jul-25	MoM	Comments
Mahindra & Mahindra	1,916	1,399	37.0%	1,718	11.5%	
Escorts Kubota	554	409	35.5%	530	4.5%	

Source : BSE, Company Websites

Auto Wholesales Update (August 2025)

Segment-wise Sales

Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
Maruti Suzuki	1,80,683	1,81,782	-0.6%	1,80,526	0.1%	8,89,070	8,78,691	1.2%
Mini	6,853	10,648	-35.6%	6,822	0.5%	33,197	51,424	-35.4%
Compact	59,597	58,051	2.7%	65,667	-9.2%	3,02,534	3,05,941	-1.1%
Utility	54,043	62,684	-13.8%	52,773	2.4%	2,68,684	2,82,116	-4.8%
PV Domestic	1,31,278	1,43,075	-8.2%	1,37,776	-4.7%	6,62,626	6,99,652	-5.3%
Overall Domestic	1,44,145	1,55,779	-7.5%	1,48,781	-3.1%	7,23,815	7,58,143	-4.5%
Exports	36,538	26,003	40.5%	31,745	15.1%	1,65,255	1,20,548	37.1%
Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
Tata Motors	73,178	71,693	2.1%	69,131	5.9%	3,56,771	3,73,277	-4.4%
Overall Domestic	68,482	70,006	-2.2%	65,953	3.8%	3,40,375	3,65,731	-6.9%
HCV	7,451	7,116	4.7%	6,735	10.6%	36,637	38,922	-5.9%
ILMCV	5,711	4,965	15.0%	5,068	12.7%	25,919	23,721	9.3%
Bus	3,577	3,410	4.9%	4,749	-24.7%	22,243	21,713	2.4%
SCV & Pickup	10,742	10,373	3.6%	9,880	8.7%	49,735	54,987	-9.6%
CV Domestic	27,481	25,864	6.3%	26,432	4.0%	1,34,534	1,39,343	-3.5%
CV Exports	2,382	1,343	77.4%	2,524	-5.6%	10,798	6,280	71.9%
PV Domestic	41,001	44,142	-7.1%	39,521	3.7%	2,05,841	2,26,388	-9.1%
EV (Dom + Exp)	8,540	5,935	43.9%	7,124	19.9%	33,311	28,449	17.1%
Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
Mahindra & Mahindra	1,13,229	98,672	14.8%	1,20,156	-5.8%	6,23,465	5,30,361	17.6%
Cars/PVs	39,999	43,277	-7.6%	49,871	-19.8%	2,32,065	2,10,802	10.1%
LCV< 2T	2,925	2,957	-1.1%	2,763	5.9%	13,658	15,669	-12.8%
LCV 2T-3.5T	19,502	14,661	33.0%	17,701	10.2%	92,635	78,699	17.7%
LCV> 3.5T +MHCV	-	3,474	-100.0%	1,107	-100.0%	3,517	10,342	-66.0%
3W	10,527	9,326	12.9%	9,475	11.1%	41,613	36,303	14.6%
Domestic CV	32,954	30,418	8.3%	31,046	6.1%	1,51,423	1,41,013	7.4%
Exports PV	847	1,393	-39.2%	964	-12.1%	7,635	5,007	52.5%
Exports CV	2,701	1,667	62.0%	1,810	49.2%	9,128	8,238	10.8%
Tractors (Domestic)	26,201	20,518	27.7%	26,990	-2.9%	1,81,601	1,57,966	15.0%
Tractors (Exports)	1,916	1,399	37.0%	1,718	11.5%	8,722	7,335	18.9%
Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
Eicher Motors	1,21,169	80,172	51.1%	95,160	27.3%	5,69,476	4,06,953	39.9%
Royal Enfield	1,14,002	73,629	54.8%	88,045	29.5%	4,93,532	3,74,165	31.9%
VECV	7,167	6,543	9.5%	7,115	0.7%	35,944	32,788	9.6%
LMD	3,585	3,241	10.6%	3,409	5.2%	16,322	14,656	11.4%
HD	1,734	1,611	7.6%	1,692	2.5%	8,048	7,911	1.7%
Buses	1,012	1,176	-13.9%	1,309	-22.7%	8,029	7,584	5.9%
Domestic	6,331	6,028	5.0%	6,410	-1.2%	32,399	30,151	7.5%
Exports	593	255	132.5%	530	11.9%	2,622	1,702	54.1%
Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
Escort Kubota	8,831	5,969	47.9%	7,512	17.6%	38,944	33,404	16.6%
Exports	554	409	35.5%	530	4.5%	2,841	1,779	59.7%
Construction Equipment	375	355	5.6%	358	4.7%	1,805	2,092	-13.7%

Auto Wholesales Update (August 2025)

Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
Hero Motocorp	5,53,727	5,12,360	8.1%	4,49,755	23.1%	24,74,524	25,59,876	-3.3%
Motorcycles	5,01,523	4,78,215	4.9%	4,00,615	25.2%	22,76,957	23,97,386	-5.0%
Scooters	52,204	34,145	52.9%	49,140	6.2%	1,97,567	1,62,490	21.6%
Domestic	5,19,139	4,92,263	5.5%	4,12,397	25.9%	23,40,935	24,68,688	-5.2%
Exports	34,588	20,097	72.1%	37,358	-7.4%	1,33,589	91,188	46.5%
Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
Ashok Leyland	15,239	14,463	5.4%	15,064	1.2%	74,716	72,819	2.6%
M&HCV Trucks	6,426	6,385	0.6%	6,518	-1.4%	32,787	33,372	-1.8%
Buses	1,565	1,405	11.4%	1,627	-3.8%	8,856	8,422	5.2%
LCV	5,631	5,557	1.3%	5,356	5.1%	26,828	26,459	1.4%
Domestic	13,622	13,347	2.1%	13,501	0.9%	68,471	68,253	0.3%
Exports	1,617	1,116	44.9%	1,563	3.5%	6,245	4,566	36.8%
Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
Bajaj Auto	4,17,616	3,97,804	5.0%	3,66,000	14.1%	19,46,469	18,97,664	2.6%
Two Wheelers	3,41,887	3,35,178	2.0%	1,96,247	74.2%	16,32,565	16,21,273	0.7%
Three Wheelers	75,729	62,626	20.9%	69,753	8.6%	3,13,904	2,76,391	13.6%
Exports	1,85,218	1,43,977	28.6%	1,82,857	1.3%	8,46,865	6,99,389	21.1%
Company Sales	Aug-25	Aug-24	YoY (%)	Jul-25	MoM (%)	YTD FY26	YTD FY25	YoY (%)
TVS	5,09,536	4,04,335	26.0%	4,56,350	11.7%	22,96,244	18,95,845	21.1%
Motorcycles	2,21,870	1,70,486	30.1%	2,01,494	10.1%	10,64,546	8,55,410	24.4%
Scooters	2,22,296	1,63,629	35.9%	1,98,265	12.1%	9,43,373	7,45,675	26.5%
Domestic 2W	3,68,862	2,89,073	27.6%	3,08,720	19.5%	16,51,670	14,06,469	17.4%
Exports	1,35,367	99,976	35.4%	1,42,629	-5.1%	6,23,196	4,53,500	37.4%

Source : BSE, Company Websites

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Corporate Office:

4th floor,
Rustom Bldg,
29, Veer Nariman Road, Fort,
Mumbai-400001
Phone- +91 22 6159 6138
Fax-+91 22 6159 6160
Website- www.bpwealth.com

Registered Office:

24/26, 1st Floor, Cama Building,
Dalal street, Fort,
Mumbai-400001

BP Wealth Management Pvt. Ltd.
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BP Equities Pvt. Ltd.
CIN No: U67120MH1997PTC107392