

Automobiles

Tractor sales in India likely to see 4-7% growth in FY26, as per ICRA...

Tractor industry up 9.2% in Q1; outlook remains positive

Mahindra & Mahindra (MM) continues to outperform across key segments

- The Indian tractor industry recorded a **9.2% YoY volume growth** in Q1FY26, delivering **286k units**. **Growth was led by strong demand in the 41-50HP segment, which posted a 13.5% YoY increase, contributing ~65% to industry volumes**. The **sub-30HP segment** outperformed with a **21.3% YoY growth in Q1**.
- West and North India's contribution to the tractor industry has increased over the years, and together, they now account for 75% of the industry in FY25.
- **MM** continues to outperform the industry, posting **10.5% YoY growth in Q1**. Its market share improved 50bp YoY to 45% in Q1.
- TAFE and John Deere (JD) are other peers that have outperformed the industry with 12%/14% growth, respectively, in Q1.
- The 9.2% growth in Q1 indicates a **stronger-than-expected start to FY26**, supported by a favorable Rabi harvest realization and pre-season inventory stocking ahead of Kharif. However, the monsoon performance and rural liquidity will remain key variables to watch in the coming quarters. Our preferred pick in tractors is MM.

Segmental trends: Shifting preference toward higher HP

- The Indian tractor industry recorded a **9.2% YoY volume growth** in Q1FY26, delivering **286k units**. **Growth was led by strong demand in the 41-50HP segment, which posted a 13.5% YoY increase and contributed ~65% to industry volumes in Q1 (up from 62.6% YoY)**.
- The **sub-30HP segment** also saw robust growth of **21.3% YoY**, likely driven by demand from marginal landholders and increased preference for compact tractors in horticulture.
- In contrast, the **31-40HP segment** underperformed, marking a **4.2% YoY decline** in Q1, reflecting a shift in preference toward higher horsepower tractors.
- **MM** continues to outperform the industry, **posting 10.5% YoY growth in Q1**. Its market share improved 50bp YoY to 45% for Q1.
- TAFE is another player that outperformed the industry in Q1, posting 12% YoY growth. It is the second-largest player in the segment with a market share of 17.6%, marking ~50bp YoY increase.
- ITL is the third-largest player in the industry and has held a fairly stable market share of around 13% over the years. In Q1, ITL underperformed the industry with just 4% growth.
- Among the top four players, Escorts Kubota was the only player to post a 2% YoY decline in volumes in Q1. As a result, it lost about 110bp market share to 10%.
- JD posted a 14% growth in Q1 and enjoys a fairly stable market share of 8.4%. It is a market leader in the >51HP segment in India.
- The 9.2% growth in Q1 indicates a **stronger-than-expected start to FY26**, supported by a favorable Rabi harvest realization and pre-season inventory stocking ahead of Kharif. Sustained momentum in higher HP categories suggests continued mechanization trends and demand for heavier-duty operations. However, monsoon performance and rural liquidity will remain key variables to watch in the coming quarters.

Segmental trends: Shifting consumer preference towards higher HP tractors <30HP segment (0.7% CAGR over FY19-25):

- The segment's contribution to total industry volume hovered between 8.3% and 10.6% from FY19 to Q1FY26. After peaking at over 100,000 units in FY23, sales volumes moderated to 78,438 units in FY25.
- **MM** has continued to consolidate its leadership position in this segment over the years, with its market share rising from 44% in FY19 to a commanding 54.2% in Q1FY26.
- **TAFE** remains the second-largest player in this segment. However, its market share has declined over the years and currently stands at 14.2% (17% in FY19).
- **Escorts Kubota** holds the third position with a share of 12.3%, but has lost some share after peaking at 15.5% in this segment in FY23.
- A notable trend is the significant decline in share of **VST** in this segment, whose market share eroded from nearly 10% in FY19 to just over 3% by Q1FY26.

31-40HP segment (-3% CAGR over FY19-25):

- This category saw the most significant erosion in its market position. Its share in the industry steadily declined from 35.6% in FY19 to 25% in FY25, and further to 23.9% in Q1FY26.
- Even in this segment, **MM** has successfully expanded its leadership, growing its market share from 38.6% in FY19 to 45.9% in Q1FY26.
- **ITL** is another outperformer in this segment. Its market share rose from 12.5% in FY19 to 17.4% in FY25, gradually closing in with the second-largest player, **TAFE**.
- **TAFE** has maintained its position as the second-largest player in this segment with a share of 20.9% in Q1.
- **Escorts Kubota** lost significant ground in this segment, with its share falling from 16.5% in FY19 to 8.7% in Q1FY26.

41-50HP segment (8.4% CAGR over FY19-25):

- This is the largest, fastest-growing, and most critical segment, now accounting for the majority of tractor sales in India. Its contribution to the market has surged from 47.3% in FY19 to an overwhelming 65.2% in Q1FY26. This segment is the primary driver of overall industry volumes, having posted an 8.4% volume CAGR over FY19-25.
- While **MM** remains a strong player even in this segment, its market share gains here have been modest compared to other segments. Its share has improved to 43.8% as of Q1FY26 from 42.9% in FY19.
- **TAFE** is the consistent number two player, although its market share has slightly decreased over time, standing at 17.3% in Q1.
- **ITL** and **Escorts Kubota** have long been locked in a close contest for the third position, with **ITL** losing by a slim margin in each of the past six years. However, **ITL** is now the third largest player in this segment, holding a 12.1% share, ahead of **Escorts Kubota**, which saw its share fall 200bp from FY25 levels to 10.5% in Q1FY26.
- **JD** has maintained a stable share in this segment over the years in the range of 9-10%.

>51HP segment (-15.5% CAGR over FY19-25):

- This high-power segment, which caters to large-scale farming and commercial applications, has seen a significant decline in industry share—falling to 1.6% of total industry sales as of Q1FY26 from 7.5% in FY19.
- This is the only segment where MM has faced significant competition from JD over the years.
- While MM took the leadership position from JD in this segment in FY23, JD regained the top spot in Q1FY26 with a 40.2% share (up from 39.3% in FY25), ahead of MM, which stood at 39.3% (down from 40.8% in FY25).
- **ITL** and **Escorts Kubota**, once major players with shares of 20.6% and 9.4% in FY19, saw their market shares drop to 6.1% and 1.6% in Q1FY26.

Regional trends: Notable transformation in the geographic landscape

Over the years, West and North India's contribution to the tractor industry has increased, and together, they now account for 75% of the industry in FY25. West India has emerged as the largest contributor to the country's tractor sales, with contribution rising to 37.9% in FY25 (further to 38.6% in Q1, from 28.9% in FY19). North India's contribution has largely remained stable over the years at the 34% mark. South India's contribution to tractor sales has declined to 14.9% in FY25 (further down to 13.7% for Q1, from 19% in FY19), while East India's contribution dipped to 10.3% in FY25 (from 17.5% in FY19, but up to 13.8% in Q1).

West India:

- West India's contribution to the total market has steadily increased from 28.9% in FY19 to become the largest region with a 37.9% share in FY25 and further to 38.6% in Q1FY26.
- **MM**, while already the market leader, has seen steady gains in this segment over the years, with regional market share rising from 39.1% in FY19 to a formidable 46% in Q1FY26.
- **TAFE** holds the second position with a fairly stable market share, which stood at 16.5% in Q1FY26.
- **ITL** has shown steady upward momentum, emerging as the third-largest player in the industry after displacing Escorts Kubota. Its market share improved to 12.4% in Q1FY26 (from 10.9% in FY19), while Escorts Kubota's share declined to 10.6% (from 13.3% in FY19).
- **JD** maintains a consistent but smaller presence with a market share of around 8-9%.

North India:

- As a traditional tractor stronghold, North India remains a vast and critically important market for all players, characterized by established competition. Its contribution has remained relatively stable, fluctuating between 34% to 38% over the years.
- **MM** leads the region, steadily increasing its share from 35.3% in FY19 to nearly 39% by FY25. However, its market share remains below the pan-India average in this region.

- Despite being a South-based player, TAFE has maintained a strong and steady hold in this region. It remains the second-largest player in this region, holding a 23.2% share in Q1FY26.
- **ITL (Sonalika)** and **Escorts Kubota** once again remain locked in a close battle for the third spot, with both players holding shares in the 13-14% range. In Q1, ITL pipped Escorts Kubota for the third spot with a 13.1% share, slightly ahead of Escorts' 12.7%.

South India:

- South India is the only region with a significant and continuous decline in the national tractor market share. Its industry share has declined from 19.0% in FY19 to just 13.7% in Q1FY26.
- Similar to other regions, MM is a dominant player in this region, holding a 46.6% share in Q1FY26.
- Both ITL and JD have improved their regional shares, with ITL rising to 11.7% in Q1 (from 7.9% in FY19) and JD to 19.7% (from 15.9% in FY19).
- **TAFE**, traditionally strong in the South, has lost substantial ground, with its share falling from 16.8% in FY19 to around 13% in Q1.

East India:

- From a high of 17.5% in FY19, East India's contribution to domestic tractor sales declined to a low of 9.8% in FY23. However, it has gradually recovered, reaching 13.8% in Q1FY26.
- MM has maintained a strong presence in this region and has further strengthened it over the years. Its share rose to an all-time high of 56.3% in Q1FY26 from 46.8% in FY19.
- ITL is the second-largest player in this region, with a 14.7% share in Q1, which has largely remained stable over the years.
- The third-largest player in this region, TAFE, saw a slight decline in its market share to 11.8% in Q1 from 13.2% in FY19.
- **Escorts Kubota** witnessed a significant market share erosion in the region, falling from 13.2% in FY19 to an all-time low of 7.2% in Q1.

Exhibit 1: Tractor volumes grew 9% YoY in 1QFY26

Tractor Volumes	Q1FY26	YoY (%)	FY25	YoY (%)
<30HP	26,597	21.29	78,438	-9.4
31-40HP	68,465	-4.17	2,35,356	-2.2
41-50HP	1,86,432	13.55	6,04,527	14.8
>51HP	4,522	5.09	21,492	-1.7
Total	2,86,016	9.2	9,39,713	7.3

Source: SIAM, MOFSL

Exhibit 2: 41-50HP contributes 65% share to the industry

Mix (%)	Q1FY26	YOY (bps)	FY25	YoY (bps)
<30HP	9.3	92	8.3	-154
31-40HP	23.9	-334	25.0	-244
41-50HP	65.2	248	64.3	419
>51HP	1.6	-6	2.3	-21

Source: SIAM, MOFSL

Exhibit 3: Escorts and ITL underperformed the industry in Q1

Tractor Volumes	Q1FY26	YoY (%)	FY25	YoY (%)
MM	1,29,199	10.5	4,07,094	11.7
TAFE	50,475	12.1	1,59,880	1.5
Escorts Kubota	28,848	-1.9	1,10,563	1.6
ITL	36,767	4.2	1,23,764	7.3
John Deere	23,923	13.9	1,03,681	14.9
Others	16,804	16.7	34,731	-3.1
Total	2,86,016	9.2	9,39,713	7.3

Source: SIAM, MOFSL

Exhibit 4: MM's share crossed 45% in Q1

Market Share (%)	Q1FY26	YoY (bps)	FY25	YoY (bps)
MM	45.2	52	43.3	170
TAFE	17.6	46	17.0	-97
Escorts Kubota	10.1	-114	11.8	-66
ITL	12.9	-59	13.2	0
John Deere	8.4	34	11.0	73

Source: SIAM, MOFSL

Exhibit 5: <30HP volumes grew 21% YoY in Q1FY26

<30HP Tractors	Q1FY26	YoY (%)	FY25	YoY (%)
MM	14,403	26.1	41,127	-3.9
TAFE	3,786	20.1	10,859	-18.7
Escorts Kubota	3,272	8.0	10,875	-3.9
VST	854	6.6	3,251	-3.0
ITL	2,6232	27.7	7,434	-10.1
Others	1,659	13.0	4,892	-34.9
Total	26,597	21.3	78,438	-9.4

Source: SIAM, MOFSL

Exhibit 6: MM gained 170bp share in the <30HP segment in Q1

Market Share (%)	Q1FY26	YoY (bps)	FY25	YoY (bps)
MM	54.2	172	52.4	302
TAFE	14.2	39	13.8	-158
Escorts Kubota	12.3	-156	13.9	80
VST	3.2	-93	4.1	27
ITL	9.9	38	9.5	-7
Others	6.2	0	6.2	-245

Source: SIAM, MOFSL

Exhibit 7: 31-40HP segment down 4% YoY in Q1

31-40HP	Q1FY26	YoY (%)	FY25	YoY (%)
MM	31,408	-2.7	1,03,078	0.9
TAFE	14,318	-5.3	48,315	-5.8
Escorts Kubota	5,965	-10.9	23,665	-12.4
ITL	11,280	-5.8	41,039	4.2
John Deere	3,316	-9.1	12,310	-12.8
Others	2,178	25.7	6,849	3.3
Total	68,465	-4.2	2,35,256	-2.2

Source: SIAM, MOFSL

Exhibit 8: Only MM outperformed the 31-40HP segment in Q1

Market Share (%)	1QFY26	YoY (bps)	FY25	YoY (bps)
MM	45.9	70	43.8	136
TAFE	20.9	-20	20.5	-78
Escorts Kubota	8.7	-70	10.1	-117
ITL	16.5	-30	17.4	108
John Deere	4.8	-30	5.2	-63
Others	3.2	80	2.9	16

Source: SIAM, MOFSL

Exhibit 9: 41-50HP tractor volumes rose ~14% in 1QFY26

41-50HP	1QFY26	YoY (%)	FY25	YoY (%)
MM	81,613	14.5	2,54,131	20.9
TAFE	32,265	20.9	1,00,340	8.7
Escorts Kubota	19,540	0.2	75,465	8.2
ITL	22,586	10.2	73,769	10.4
John Deere	18,506	17.8	58,213	19.1
Others	11,922	13.3	42,609	10.2
Total	1,86,432	13.6	6,04,527	14.8

Source: SIAM, MOFSL

Exhibit 10: Escorts/ITL underperformed the 41-50HP segment

Market Share (%)	1QFY26	YoY (bps)	FY25	YoY (bps)
MM	43.8	40	42.0	211
TAFE	17.3	110	16.6	-93
Escorts Kubota	10.5	-140	12.5	-76
ITL	12.1	-40	12.2	-48
John Deere	9.9	40	9.6	35
Others	6.4	0	7.0	-29

Source: SIAM, MOFSL

Exhibit 11: >51HP tractors remain a niche segment

>51HP	1QFY26	YoY (%)	FY25	YoY (%)
MM	1,775	-9.3	8,758	-6.0
TAFE	106	51.4	366	-31.5
Escorts Kubota	71	-60.1	558	-17.1
ITL	278	-11.8	1,522	64.4
John Deere	1,819	22.1	8,448	10.4
New Holland India	323	32.3	1,482	-4.5
Others	150	200	358	-70.3
Total	4,522	5.1	21,492	-1.7

Source: SIAM, MOFSL

Exhibit 12: JD regained leadership in the >51HP segment in Q1

Market Share (%)	1QFY26	YoY (bps)	FY25	YoY (bps)
MM	39.3	-620	40.8	-187
TAFE	2.3	70	1.7	-74
Escorts Kubota	1.6	-260	2.6	-48
ITL	6.1	-120	7.1	284
John Deere	40.2	560	39.3	430
New Holland India	7.1	150	6.9	-21
Others	3.3	220	1.7	-384

Source: SIAM, MOFSL

Exhibit 13: North India saw a minor decline in Q1

Tractor Volumes	1QFY26	YoY (%)	FY25	YoY (%)
West	1,10,262	10.0	3,56,568	15.6
South	39,292	21.9	1,39,841	2.6
North	97,128	-1.5	3,46,717	2.2
East	39,334	27.6	96,547	5.2
Total	2,86,016	9.2	9,39,713	7.3

Source: SIAM, MOFSL

Exhibit 14: North & West contribute ~73% of the market in Q1

Market Share (%)	1QFY26	YoY (bps)	FY25	YoY (bps)
West	38.6	28	37.9	272
South	13.7	143	14.9	-69
North	34	-368	36.9	-183
East	13.8	199	10.3	-21

Source: SIAM, MOFSL

Exhibit 15: JD significantly outperformed peers in North

Tractor Volumes	1QFY26	YoY (%)	FY25	YoY (%)
MM	38,046	-5.2	1,34,661	3.7
TAFE	22,534	0.5	76,330	-0.8
ITL	12,719	-1.5	47,215	1.7
Escorts Kubota	12,340	-2.5	47,757	3.0
John Deere	4,529	10.7	16,373	1.2
Others	6,960	9.5	24,381	4.6
Total	97,128	-1.5	3,46,717	2.2

Source: SIAM, MOFSL

Exhibit 16: MM lost share in North in Q1

Market Share (%)	1QFY26	YoY (bps)	FY25	YoY (bps)
MM	39.2	-155	38.8	54
TAFE	23.2	46	22.0	-67
ITL	13.1	0	13.6	-8
Escorts Kubota	12.7	-13	13.8	10
John Deere	4.7	51	4.7	-5
Others	7.2	72	7.0	16

Source: SIAM, MOFSL

Exhibit 17: South grew 22% in Q1 after a weak FY25

Tractor Volumes	1QFY26	YoY (%)	FY25	YoY (%)
MM	18,300	21.4	63,744	9.2
TAFE	5,050	27.5	18,491	-7.3
ITL	4,601	19.8	16,205	6.2
Escorts Kubota	1,996	-2.9	9,249	-17.8
John Deere	7,745	24.0	26,263	8.3
Others	1,600	51.8	5,889	-18.5
Total	39,292	21.9	1,39,841	2.6

Source: SIAM, MOFSL

Exhibit 18: TAFE outperformed in South in Q1

Market Share (%)	1QFY26	YoY (bps)	FY25	YoY (bps)
MM	46.6	-20	45.6	276
TAFE	12.9	57	13.2	-141
ITL	11.7	-21	11.6	39
Escorts Kubota	5.1	-130	6.6	-164
John Deere	19.7	34	18.8	99
Others	4.1	80	4.2	-109

Source: SIAM, MOFSL

Exhibit 19: West India grew 10% in Q1

Tractor Volumes	1QFY26	YoY (%)	FY25	YoY (%)
MM	50,692	11.5	1,58,788	22.2
TAFE	18,240	22.4	52,783	8.0
ITL	13,682	5.7	45,177	15.5
Escorts Kubota	11,693	-2.0	43,758	8.1
John Deere	8,686	2.6	30,277	21.0
Others	7,269	11.8	25,785	3.1
Total	1,10,262	10.0	3,56,568	15.6

Source: SIAM, MOFSL

Exhibit 20: TAFE and MM outperformed in West India in Q1

Market Share (%)	1QFY26	YoY (bps)	FY25	YoY (bps)
MM	46.0	61	44.5	240
TAFE	16.5	167	14.8	-104
ITL	12.4	-51	12.7	-1
Escorts Kubota	10.6	-130	12.3	-85
John Deere	7.9	-57	8.5	38
Others	6.6	11	7.2	-88

Source: SIAM, MOFSL

Exhibit 21: East India posted 28% growth post weak FY25

Tractor Volumes	1QFY26	YoY (%)	FY25	YoY (%)
MM	22,161	36.5	49,901	7.8
TAFE	4,651	24.7	12,276	4.4
ITL	5,765	12.2	15,167	4.3
Escorts Kubota	2,819	3.0	9,799	-8.2
John Deere	2,963	34.3	6,860	15.3
Others	975	31.8	2,544	-1.9
Total	39,344	27.6	96,547	5.2

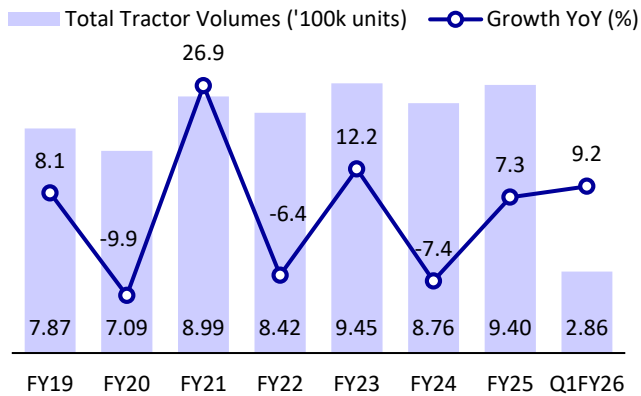
Source: SIAM, MOFSL

Exhibit 22: MM outperformed peers in South India

Market Share (%)	1QFY26	YoY (bps)	FY25	YoY (bps)
MM	56.3	364	51.7	126
TAFE	11.8	-28	12.7	-9
ITL	14.7	-201	15.7	-13
Escorts Kubota	7.2	-180	10.1	-147
John Deere	7.5	37	7.1	62
Others	2.5	8	2.6	-19

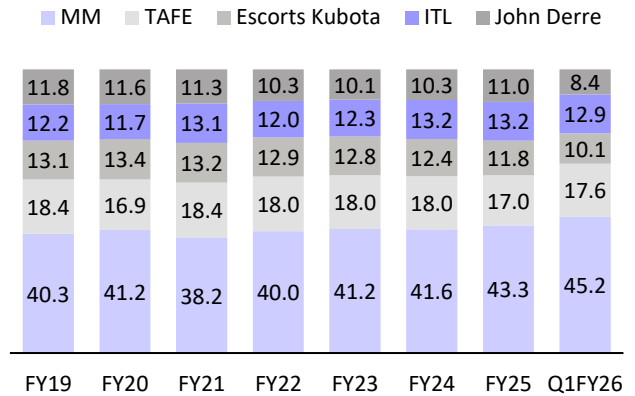
Source: SIAM, MOFSL

Exhibit 23: Tractor volumes and trend



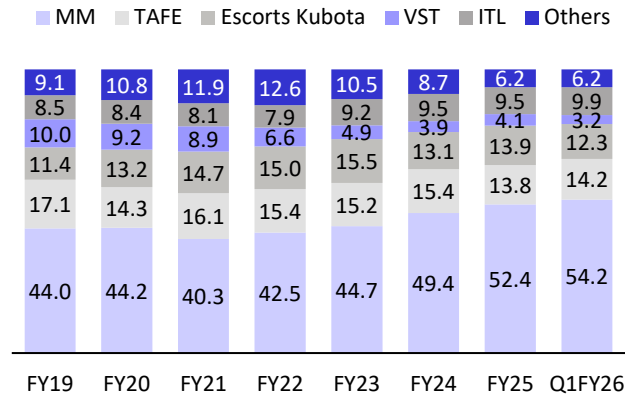
Source: MOFSL, Company

Exhibit 24: Top players' market share trend in tractors



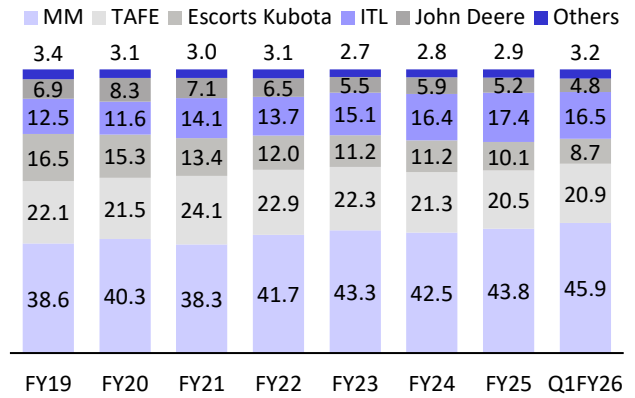
Source: MOFSL, Company

Exhibit 25: MM gradually gained share in <30HP tractors



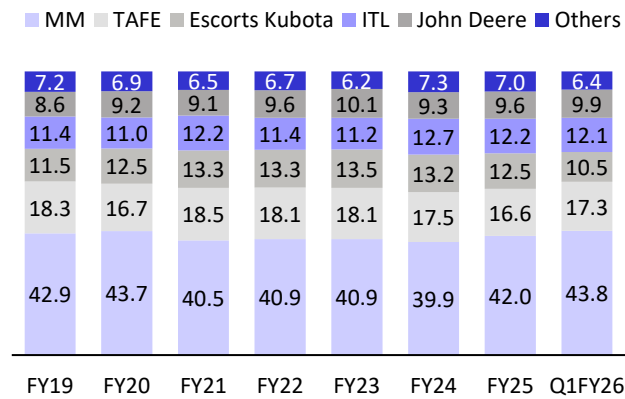
Source: MOFSL, Company

Exhibit 26: MM and ITL gained share in 31-40HP segment



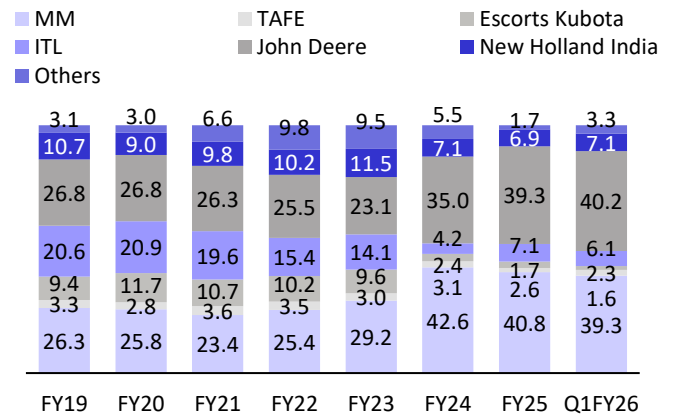
Source: MOFSL, Company

Exhibit 27: MM maintained its share in 41-50HP segment



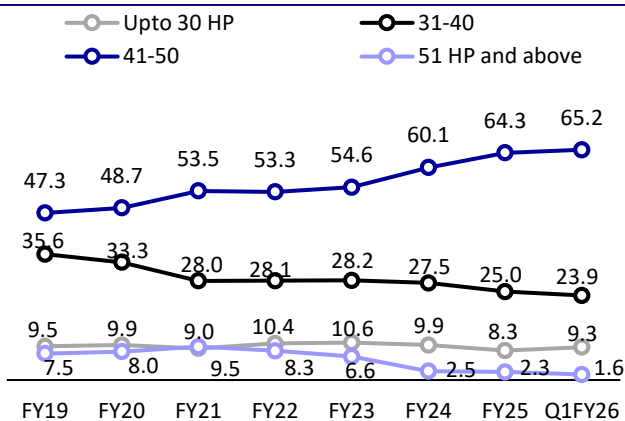
Source: MOFSL, Company

Exhibit 28: JD now the market leader in >51HP segment



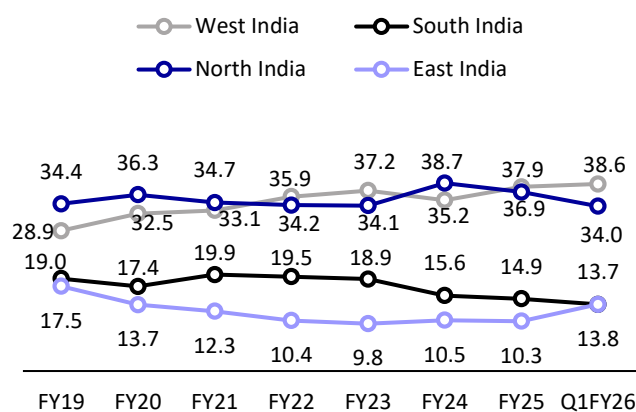
Source: MOFSL, Company

Exhibit 29: 41-50HP segment now at 65% of tractors



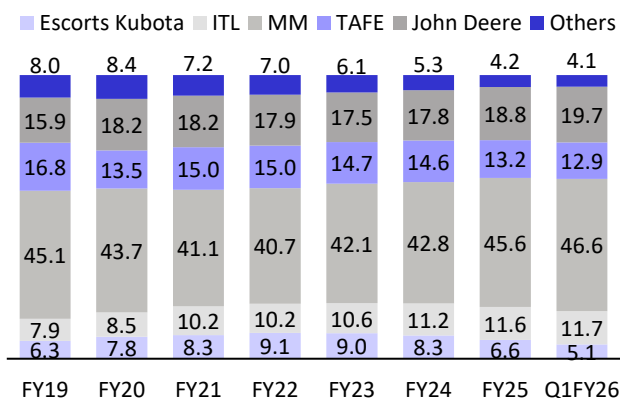
Source: MOFSL, Company

Exhibit 30: North and West contribute to 73% of volumes



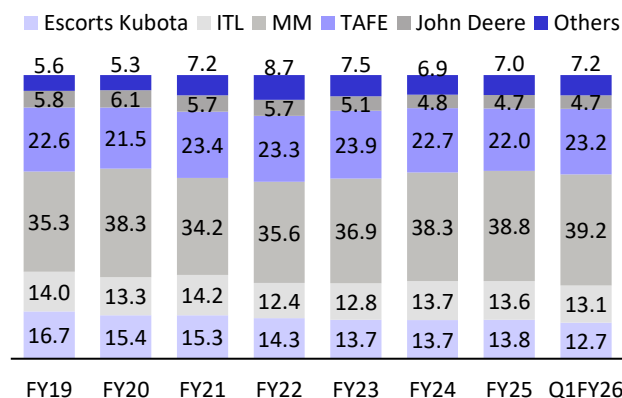
Source: MOFSL, Company

Exhibit 31: MM gained share in South India



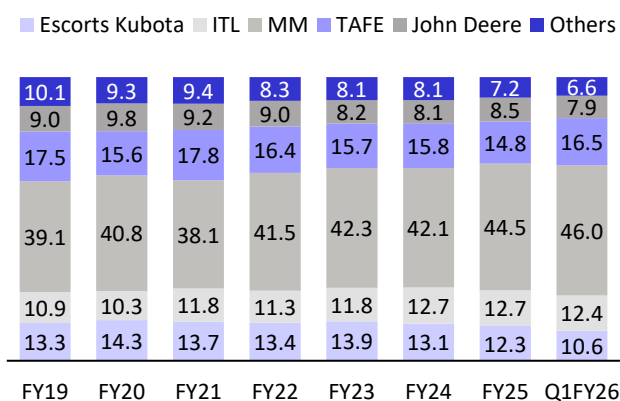
Source: MOFSL, Company

Exhibit 32: TAFE and MM showed steady growth in North



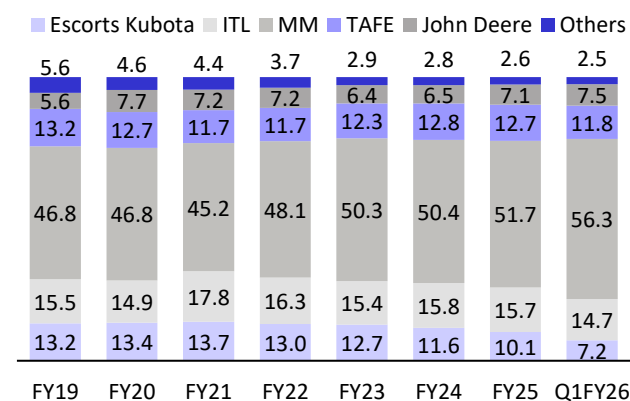
Source: MOFSL, Company

Exhibit 33: MM gained significant share in West India



Source: MOFSL, Company

Exhibit 34: MM strengthened foothold in East



Source: MOFSL, Company

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Explanation of Investment Rating	
Investment Rating	Expected return (over 12-month)
BUY	>=15%
SELL	< - 10%
NEUTRAL	< - 10 % to 15%
UNDER REVIEW	Rating may undergo a change
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation

*In case the recommendation given by the Research Analyst is inconsistent with the investment rating legend for a continuous period of 30 days, the Research Analyst shall be within following 30 days take appropriate measures to make the recommendation consistent with the investment rating legend.

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