

Auto-Roundup | February 2025

A mixed bag

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Sector Performance

In the truncated month of February, the auto industry posted a mixed bag on a yoy basis. SUV, tractors and exports posted strong performance yoy as well. Most of the companies posted robust sequential performances despite lower number of days in Feb. Rural sales were buoyant, bolstered by positive cash flow momentum from the Kharif harvest & favorable reservoir levels, which led to good sowing for the Rabi season, further driving tractor sales. Premium 2W sales grew well in the month. In PVs, M&M posted healthy growth both yoy and mom, while MSIL and TaMo posted good sequential growth. CV sales continued to reel under pressure. Special mention has to be there for Exports which have seen a strong expansion and are highlight of each segment.

Company wise performance

MSIL posted just 1% growth in total sales at 199K. Domestically, the sales grew flattish, while Sale to other OEMs grew by 111% yoy to 10,878 units. Mini portfolio of MSIL fell by 31% yoy, while compact sales have grown by 1.8% yoy and reported a fall of 11.3% mom. UV growth moderated at 6.2% yoy as competition intensified. CV segment of MSIL reported de-growth of 13.3% yoy and 33.7% mom respectively. Whereas Hyundai has seen de-growth in its domestic sales, which pulled down overall sales numbers. Its domestic sales de-grew by 12%, while exports fell by 5% mom.

Mahindra & Mahindra (M&M) reported superb numbers across the segments. Its PV segment grew by 18.9% yoy, CV by 4.4% yoy, and 3W sales grew by 3.8% yoy, tallying domestic sales to 83,702 units. M&M has demonstrated substantial growth in its overseas markets, with exports almost doubling. M&M's domestic Farm Equipment Sector (FES) sales witnessed a robust growth of 18.7%, while exports went up by 6.2% yoy.

On other hand TaMo reported overall fall in growth. Its PV de-grew by 9.4% yoy whereas CV declined by 8.3% yoy on the back of weak SCV and pick up segment growth of 20.5% yoy. Company however reported growth in exports by 34.4% yoy.

Consolidated

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY24	% yoy
Hero Motocorp	3,88,068	4,42,873	-12.4%	4,68,410	-17.2%	53,49,583	51,31,040	4.3%
Bajaj Auto	3,52,071	3,81,040	-7.6%	3,46,662	1.6%	42,81,143	39,85,029	7.4%
TVS	4,03,976	3,97,623	1.6%	3,68,424	9.6%	38,47,582	34,58,412	11.3%
Ola	25,000	24,341	2.7%	33,846	-26.1%	N/A	N/A	N/A
Maruti	1,99,400	2,12,251	-6.1%	1,97,471	1.0%	20,41,282	19,48,127	4.8%
Hyundai	58,727	65,603	-10.5%	N/A	N/A	N/A	N/A	N/A
M&M	1,09,229	1,12,989	-3.3%	94,595	15.5%	12,46,937	11,08,888	12.4%
Auto	83,702	85,432	-2.0%	72,923	14.8%	8,57,230	7,56,526	13.3%
Tractors	25,527	27,557	-7.4%	21,672	17.8%	3,89,707	3,52,362	10.6%
Tata Motors	79,344	80,544	-1.5%	86,406	-8.2%	8,40,422	8,77,651	-4.2%
CV	30,797	30,083	2.4%	33,567	-8.3%	3,19,686	3,37,348	-5.2%
PV	46,435	48,316	-3.9%	51,267	-9.4%	5,02,219	5,21,995	-3.8%
Exports	2,112	2,145	-1.5%	1,572	34.4%	18,517	18,308	1.1%
Ashok Leyland	17,903	17,213	4.0%	17,632	1.5%	1,71,037	1,71,817	-0.5%
Eicher Motor	98,762	99,621	-5.2%	83,359	28.4%	9,86,946	9,11,499	10.1%
VECV	8,092	8,489	-4.7%	7,424	9.0%	78,067	74,318	5.0%
2W	90,670	91,132	-0.5%	75,935	19.4%	9,08,879	8,37,181	8.6%
Escorts Kubota	8,881	7,213	23.1%	8,379	6.0%	1,10,050	1,10,915	-0.8%
VST Tillers & Tractors	3,260	3,416	-4.6%	4,170	-21.8%	34,692	37,133	-6.6%

Escorts Kubota export volumes grew by 41.4% yoy, while domestic volumes have grown by 5.9% yoy. Overall sales have increased by 6% yoy, while growing at 23% mom. VST Tillers continued their underperformance as total sales fell by 21.8% yoy on 21.8% yoy fall in power tillers segment and 22.4% yoy in tractors.

Eicher Motors has shown a 9% yoy rise on the VECV side of the business, as domestic sales grew by 6.2% yoy and exports grew by 74.7% yoy. On the 2W (Royal Enfield) vertical, sales grew by 19.4% yoy. This was on the back of 23% yoy sales growth in exports. Domestic sales were up 19% yoy. Sales of Ashok Leyland grew by 1.5% yoy, as MHCV sales dropped by 0.4% unlike TaMo, who's MHCV sales grew by 8.3% yoy.

Bajaj Auto reported just 1.6% yoy growth in total sales, primarily driven by a whopping growth of 20.7% in exports. 3W segment grew 1.3% yoy as exports were down by 1.5% yoy. Domestic sales however declined yoy by 11.3% while falling at 14.5% for 2W and a slight growth of 2.5% in 3W. TVS reported growth of 9.6% yoy in total sales, driven by substantial growth in scooter sales at 24.4% , while motorcycles increased by 4.9% yoy. Exports zoomed by 26.4% overall. Hero MotoCorp sales were down by 17.2% yoy and 12.4% up mom. Ola reported 3% mom growth , while a 26% yoy drop in its sales in the concerned month.

Our View

February posted below than expected and a mixed bag kind of a performance in the Auto sales. Going forward, improved credit availability, supported by the RBI’s reduction of the CRR, is likely to enhance financing in the auto sector. Furthermore, Govt’s thrust on Consumption by providing relief to the middle class should also boost the low end segments of 2Ws and PVs. Rapid recovery in the rural markets is one of the major drivers of the sectoral growth. Exports recovery, mainly in Africa and LatAm is auguring well for the sector.

Improvement in the CV segment is anticipated in FY26, driven by increased government spending. We have a favourable outlook on **Ashok Leyland** within the CV space, supported by its diversified revenue streams spanning LCVs, defence, medium and MHCVs, exports, and spare parts.

A series of launches in ICE and EV models continues to drive demand in the 2W segment, albeit we saw a weak February for the 2W sector. We maintain a positive outlook on **Bajaj Auto** due to its diversified fuel portfolio, encompassing EVs, ethanol, and petrol. Bajaj Auto is well-positioned to sustain its leading market share in EVs, supported by a robust dealer network. Additionally, its strong ICE margins provide a buffer to absorb potential losses from the EV segment. Exports have started posting solid numbers now, which is vital for its growth.

In the PV segment, we remain positive on **Tata Motors** and **M&M**, expecting both companies to sustain momentum with continued new launches. M&M has also successfully introduced EV models with minimal cannibalization of its existing product line-up. Additionally, Hyundai is anticipated to benefit from positive sentiment in rural markets. The tractor segment is likely to experience an up-cycle, driven by favourable reservoir levels, strong crop prices, and improved rural sentiment, further bolstering M&M’s sales performance.

Bajaj Auto Limited

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY24	% yoy
Motorcycles								
Domestic	1,46,138	1,71,299	-14.7%	1,70,527	-14.3%	21,24,590	20,67,581	2.8%
Exports	1,53,280	1,57,114	-2.4%	1,24,157	23.5%	15,41,987	13,46,457	14.5%
Total	2,99,418	3,28,413	-8.8%	2,94,684	1.6%	36,66,577	34,14,038	7.4%
3W								
Domestic	37,277	37,060	0.6%	36,367	2.5%	4,41,621	4,26,749	3.5%
Exports	15,376	15,567	-1.2%	15,611	-1.5%	1,72,945	1,44,242	19.9%
Total	52,653	52,627	0.0%	51,978	1.3%	6,14,566	5,70,991	7.6%
Domestic	1,83,415	2,08,359	-12.0%	2,06,894	-11.3%	25,66,211	24,94,330	2.9%
Exports	1,68,656	1,72,681	-2.3%	1,39,768	20.7%	17,14,932	14,90,699	15.0%
Total	3,52,071	3,81,040	-7.6%	3,46,662	1.6%	42,81,143	39,85,029	7.4%

Hero Motocorp Limited

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY24	% yoy
Total sales	3,88,068	4,42,873	-12.4%	4,68,410	-17.2%	53,49,583	51,31,040	4.3%

Ola Electric Mobility Limited

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY24	% yoy
Sales	25,000	24,341	3%	33,846	-26%	-	-	-

TVS Motor Company Limited

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY 24	% yoy
Motorcycles	1,92,960	1,74,388	10.6%	1,84,023	4.9%	19,62,749	18,18,732	7.9%
Scooters	1,64,415	1,71,111	-3.9%	1,32,152	24.4%	17,00,581	14,20,525	19.7%
Mopeds	34,514	42,172	-18.2%	41,635	-17.1%	4,65,717	4,61,121	1.0%
Total 2W	3,91,889	3,87,671	1.1%	3,57,810	9.5%	41,29,047	37,00,378	11.6%
3W	12,087	9,952	21.5%	10,614	13.9%	1,22,511	1,36,024	-9.9%
Total sales	4,03,976	3,97,623	1.6%	3,68,424	9.6%	38,47,582	34,58,412	11.3%
Exports out of the above	1,24,993	1,01,055	23.7%	98,856	26.4%	10,73,179	9,21,091	16.5%
2W exports	1,15,817	93,811	23.5%	90,308	28.2%	9,75,857	8,03,860	21.4%

Maruti Suzuki India Limited

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY 24	% yoy
Mini(Alto, S-Presso)	10,226	14,247	-28.2%	14,782	-30.8%	1,14,115	1,30,265	-12.4%
Compact(New WagonR, Swift,Celerio, Baleno, Dzire, Ignis)	72,942	82,241	-11.3%	71,627	1.8%	7,03,831	7,58,171	-7.2%
Mid size (Ciaz)	1,097	768	42.8%	481	128.1%	7,726	9,747	-20.7%
Total passenger cars	84,265	97,256	-13.4%	86,890	-3.0%	8,25,672	8,98,183	-8.1%
Utility Vehicles(Brezza, Ertiga, Fronx, Jimny, XL6, OEM Models)	65,033	65,093	-0.1%	61,234	6.2%	6,59,089	5,83,860	12.9%
Vans(Eco)	11,493	11,250	2.2%	12,147	-5.4%	1,25,263	1,25,120	0.1%
LCV (Super Carry)	2,710	4,089	-33.7%	3,126	-13.3%	32,101	30,151	6.5%
Total domestic sales	1,63,501	1,77,688	-8.0%	1,63,397	0.1%	16,42,125	16,37,314	0.3%
Sales to other OEM :A:Compact	10,878	7,463	45.8%	5,147	111.3%	99,540	53,638	85.6%
Exports	25,021	27,100	-7.7%	28,927	-13.5%	2,99,617	2,57,175	16.5%
Total sales	1,99,400	2,12,251	-6.1%	1,97,471	1.0%	20,41,282	19,48,127	4.8%

Hyundai Motor India Limited

	Feb-25	Jan-25	% mom	Jan-24	% yoy	YTD CY25*	YTD CY24*	% yoy
Domestic	47,727	54,003	-12%	-	-	-	-	-
Exports	11,000	11,600	-5%	-	-	-	-	-
Total	58727	65603	-10.5%	-	-	-	-	-

Mahindra & Mahindra Limited

Auto segment	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY 24	% yoy
Utility Vehicles	50420	50,659	-0.5%	42401	18.9%	5,03,439	4,19,233	20.1%
Cars+Vans	0	-	-	0	-	9	13	-30.8%
Total PV	50,420	50,659	-0.5%	42,401	18.9%	5,03,448	4,19,246	20.1%
LCV(<3.5 T)	3,290	3,541	-7.1%	4,146	-20.6%	35,465	40,081	-11.5%
LCV (>3.5T)+ MHCV	20536	20,376	0.8%	18679	9.9%	2,09,671	2,01,799	3.9%
Total CV	23,826	23,917	-0.4%	22,825	4.4%	2,45,136	2,41,880	1.3%
3W	6395	7,452	-14.2%	6158	3.8%	78,080	72,310	8.0%
Total domestic sales	80,641	82,028	-1.7%	71,384	13.0%	8,26,664	7,33,436	12.7%
Total Exports	3061	3,404	-10.1%	1539	98.9%	30,566	23,090	32.4%
Total sales	83,702	85,432	-2.0%	72,923	14.8%	8,57,230	7,56,526	13.3%
FES	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY 24	% yoy
Domestic	23,880	26,305	-9.2%	20,121	18.7%	3,74,512	3,40,250	10.1%
Exports	1,647	1,252	31.5%	1,551	6.2%	15,195	12,112	25.5%
Total FES	25,527	27,557	-7.4%	21,672	17.8%	3,89,707	3,52,362	10.6%

Tata Motors Limited

	Feb-25	Jan-25	% mom	Feb-25	% yoy	YTD FY25	YTD FY24	% yoy
M&HCV	9,892	8,990	10.0%	10,091	-2.0%	93,606	1,03,791	-9.8%
I & LCV	5,652	5,298	6.7%	5,083	11.2%	55,331	52,041	6.3%
Passenger Carriers	4,355	4,582	-5.0%	4,692	-7.2%	44,766	37,635	18.9%
SCV cargo and pick up	10,898	11,213	-2.8%	13,701	-20.5%	1,25,983	1,43,881	-12.4%
Total CV	30,797	30,083	2.4%	33,567	-8.3%	3,19,686	3,37,348	-5.2%
Total PV	46,435	48,316	-3.9%	51,267	-9.4%	5,02,219	5,21,995	-3.8%
Exports	2,112	2,145	-1.5%	1,572	34.4%	18,517	18,308	1.1%
Total sales	79,344	80,544	-1.5%	86,406	-8.2%	8,40,422	8,77,651	-4.2%

Ashok Leyland Limited

	Feb-25	Jan-25	% mom	Feb-25	% yoy	YTD FY25	YTD FY24	% yoy
MHCV	11486	11384	0.9%	11537	-0.4%	108993	109321	-0.3%
LCV	6417	5829	10.1%	6095	5.3%	62044	62496	-0.7%
Total	17,903	17,213	4.0%	17,632	1.5%	1,71,037	1,71,817	-0.5%

Eicher Motors Limited

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY24	% yoy
Total Eicher Trucks & Buses	7,909	8,322	-5.0%	7,246	9.1%	75,872	72,102	5.2%
LMD Trucks (3.5-18.5T)	3,500	3,787	-7.6%	3,274	6.9%	35,511	35,527	0.0%
HD (.18-5T)	1,679	2,007	-16.3%	1,861	-9.8%	18,958	18,566	2.1%
LMD Bus	1,951	1,714	13.8%	1,649	18.3%	14,974	12,996	15.2%
HD Bus	227	364	-37.6%	146	55.5%	1,913	1,753	9.1%
Total Domestic	7,357	7,872	-6.5%	6,930	6.2%	71,356	68,842	3.7%
LMD	298	290	2.8%	183	62.8%	2,845	1,881	51.2%
HD	14	44	-68.2%	30	-53.3%	387	316	22.5%
Bus	240	116	106.9%	103	133.0%	1,284	1,063	20.8%
Total Exports	552	450	22.7%	316	74.7%	4,516	3,260	38.5%
Total Volvo Trucks & Buses	183	167	9.6%	178	2.8%	2,195	2,216	-0.9%
Total VECV	8,092	8,489	-4.7%	7,424	9.0%	78,067	74,318	5.0%
Motorcycles	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY24	% yoy
Domestic	80,799	81,052	-0.3%	67,922	19.0%	8,14,707	7,68,751	-0.9%
Exports	9,871	10,080	-2.1%	8,013	23.2%	94,172	68,430	-0.9%
Total	90,670	91,132	-0.5%	75,935	19.4%	9,08,879	8,37,181	5.0%

Escorts Kubota Limited

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY24	% yoy
Agri								
Domestic	7,698	6,058	27.1%	7,269	5.9%	99,788	99,422	0.4%
Exports	622	611	1.8%	440	41.4%	4,392	5,086	-13.6%
Construction Equipment	561	544	3.1%	670	-16.3%	5,870	6,407	-8.4%
Total	8,881	7,213	23.1%	8,379	6.0%	1,10,050	1,10,915	-0.8%

VST Tillers & Tractors

	Feb-25	Jan-25	% mom	Feb-24	% yoy	YTD FY25	YTD FY24	% yoy
Power Tillers	2,952	3,105	-5%	3,773	-21.8%	30,076	32,507	-7.5%
Tractors	308	311	-1%	397	-22.4%	4,616	4,626	-0.2%
Total	3,260	3,416	-5%	4,170	-21.8%	34,692	37,133	-6.6%

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