

Broad-Based Growth Across 2W, 3W, PV, CV & Tractor Segments

Over Apr'25–Feb'26, cumulative 2W domestic sales grew by 10% YoY to 1.8 Cr units, supported by strong performances from TVS (+20%), RE (+24%), and Hero (+8%). In contrast, 2W exports reflected improved traction across global markets. On a YTD basis, **3W domestic wholesales** rose 21% YoY to 7.7 Lc units, led by TVS (+65%), followed by M&M (+30%) and Bajaj (+7%). The **domestic PV industry** posted a ~8% YoY growth to ~43.8 Lc units, driven by strong performance from Toyota Kirloskar (+24%), M&M (+19%), JSW MG Motor (+17%), Kia India (+14%), Tata Motors (+13%), and Maruti Suzuki (+3%). However, Hyundai declined 3% YoY. **Domestic CV volumes** increased 11% YTD to 9.2 Lc units, indicating a strong performance, supported by early replacement cycle and positive freight demand. **Domestic tractor (Exhibit 2)** sales rose 23%, driven by strong growth from M&M (+24%), VST (+43%), and Escorts (+16%). **The overall industry outlook remains optimistic, with a strong demand outlook, a reduction in the GST rate, and a stable income tax rate as key factors driving demand in FY26.**

2W/3W Wholesale Nos: In Feb'26, 2W OEM sales improved, led by Hero (+44%) and TVS (+30% YoY), followed by Bajaj Auto (+27%) and Eicher Motors (+11% YoY). Exports momentum remained strong, driven by Bajaj, Hero and TVS. Going ahead, potential upside triggers for domestic demand include (i) government-led consumption measures (Income Tax relief/ GST reduction), (ii) a rural demand uptick, and (iii) new model launches. The three-wheeler (3W) segment posted a strong growth of 38% YoY and 4% MoM. Among key players, TVS Motor led the surge with a 77% YoY increase, followed by M&M at 44% YoY and Bajaj Auto at 25% YoY.

PV Wholesale Nos: In Feb'26, domestic PV sales rose ~11% YoY but declined 6% MoM. Tata Motors registered the highest growth of 35%, followed by Honda (+28%), JSW MG Motor (+24% YoY), Toyota Kirloskar (+20% YoY), M&M (+19% YoY), Kia India (+10% YoY), and Hyundai (+10%). On the other hand, Maruti Suzuki's wholesale remained flat YoY. Looking ahead in Q4FY26/FY27, we remain cautiously positive and expect industry volumes to grow in high single digits, supported by a reduction in GST rate and improving affordability for consumers.

CV Wholesale Nos: Our proxy for CV domestic dispatches witnessed a 22% YoY growth, but a decline of 1% MoM in domestic volumes. Tata Motors and Ashok Leyland witnessed the highest growth of 33% and 28% YoY, respectively. VECV, Maruti Suzuki and M&M posted the surge of 25%, 15% and 3% YoY, respectively. We expect high-single-digit to low double-digit industry growth in FY26 for CV players, driven by pick up in replacement demand and favourable macroeconomic conditions.

Growing Volumes in the Tractor Industry: Our proxy for the tractor segment saw volume growth of 32% YoY, but it declined 13% MoM, supported by healthy rural sentiments, favourable monsoons and high reservoir levels. M&M volume surged by 35% YoY, followed by VST Tillers (+34% YoY) and Escorts Kubota (+22% YoY). Looking ahead into FY26, we expect the positive momentum to continue, driven by GST reductions, enhanced reservoir levels, strong rabi sowing, and improved kharif harvest.

In the long term, we prefer TVS Motors and Bajaj Auto in 2Ws (Eicher seems fully valued at CMP); M&M (non-coverage) as a play in the PV/LCV/tractor segment, followed by Maruti in PVs. We also like Ashok Leyland in the CV space, followed by a close watch on Eicher (VECV) for any market share gains.

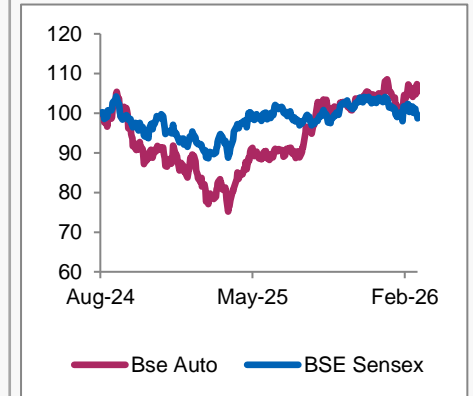
2W/3W Segment

- **TVS Motors'** total 2W sales in Feb'26 were up ~30% YoY and 3% MoM; 3W sales grew 77% YoY and 22% MoM. Exports rose 2% YoY and 25% MoM.
- **Bajaj Auto's** total 2W domestic sales in Feb'26 were up 27% YoY but down 13% MoM; 2W/exports up 26% YoY and 1% MoM.
- **Hero MotoCorp:** Total 2W sales in Feb'26 were up 44% YoY but remained flat MoM.
- **RE** total sales were up 11% YoY but down 3% MoM; Exports declined 2% YoY and 8% MoM.

Total Sales Summary (Feb'26)

Company	Feb'26	Feb'25	YoY (%)
Ashok Leyland	22,157	17,903	24%
Bajaj Auto (2W+3W)	4,48,259	3,52,071	27%
Eicher Motors (RE)	1,00,905	90,670	11%
Eicher Motors (VECV)	9,766	7,909	23%
Escorts (Tractors)	10,339	8,590	20%
Hero MotoCorp	5,58,216	3,88,068	44%
M&M	1,31,310	1,09,189	20%
Hyundai	66,134	58,727	13%
Maruti Suzuki	2,13,995	1,99,400	7%
Tata Motors (PV)	64,333	47,187	36%
Tata Motors (CV)	42,940	32,533	32%
TVS Motors	5,29,308	4,03,976	31%

Relative Performance



Source: Ace Equity, Axis Securities Ltd.

Sanchit Karekar

Research Analyst

Email: sanchit.karekar@axissecurities.in

PV & CV Segment

- **Maruti Suzuki's** total direct domestic sales in Feb'26 remained flat YoY but declined 6% MoM; The total CV sales improved 15% YoY but fell 1% MoM.
- **M&M's** PV division grew 19% YoY but fell 6% MoM. LCV sales were up 3% YoY but down by 11% MoM.
- **Tata Motors'** total PV sales rose 35% YoY but were down 11% MoM; CV sales were up 33% YoY and 5% MoM.
- **Ashok Leyland's** total sales were up 24% YoY and 1% MoM.
- **Eicher Motors' (VECV)** total CV sales rose 24% YoY but were down 6% MoM.

Tractor Segment

- **M&M's** total tractor sales were up 34% YoY but down 16% MoM.
- **Escorts Kubota Limited** tractor sales increased 20% YoY and 6% MoM
- **VST Tillers & Tractors** sales surged 36% YoY but down 16% MoM.

Exhibit 1: Auto Sales Monthly Update

Auto Sales Monthly Update (Summary)						
Company	Feb'26	FY YTD (Numbers)				
	Sales (Units)	YoY (%)	MoM (%)	FY26	FY25	YoY (%)
<u>Maruti Suzuki</u>						
Passenger Car	76,624	-9.1%	-11.9%	8,38,843	8,25,672	1.6%
Utility Vehicle	72,756	11.9%	-3.8%	6,89,631	6,59,089	4.6%
Vans	11,620	1.1%	-2.5%	1,28,436	1,25,263	2.5%
LCV	3,130	15.5%	-1.3%	34,766	32,101	8.3%
Total Domestic Direct Sales	1,64,130	0.4%	-7.6%	16,91,676	16,42,125	3.0%
Sales to Other OEMs	10,710	-1.5%	40.1%	1,04,452	99,540	4.9%
Total Domestic Sales	1,74,840	0.3%	-5.7%	17,96,128	17,41,665	3.1%
Total Exports	39,155	56.5%	-23.3%	4,00,734	2,99,617	33.7%
Total Sales	2,13,995	7.3%	-9.5%	21,96,862	20,41,282	7.6%
<u>Tata Motors (Ex JLR)</u>						
Domestic PV Sales	63,331	35.3%	-10.9%	5,67,675	5,02,512	13.0%
Domestic CV Sales	40,893	32.8%	5.3%	3,54,288	3,19,686	10.8%
Total Domestic Sales	1,04,224	34.3%	-5.2%	9,21,963	8,22,198	12.1%
PV Exports	1,002	166.5%	18.7%	9,421	2,422	289.0%
CV Exports	2,047	17.9%	-24.3%	26,065	16,095	61.9%
Total Sales	3,049	-96.1%	-97.3%	9,57,449	8,40,715	13.9%
<u>Mahindra & Mahindra</u>						
Passenger Vehicles	60,018	19.0%	-5.5%	6,00,004	5,03,439	19.2%
Light Commercial Vehicles	24,585	3.4%	-11.1%	2,69,293	2,45,096	9.9%
3 Wheelers	9,190	43.7%	-3.9%	1,01,202	78,080	29.6%
Total Domestic Sales	93,793	16.4%	-6.9%	9,70,499	8,26,615	17.4%
Total exports	3,384	10.6%	-5.4%	37,028	30,566	21.1%
Total Vehicle Sales	97,177	16.2%	-6.8%	10,07,527	8,57,181	17.5%
Tractors Domestic	32,153	34.6%	-16.5%	4,62,527	3,74,512	23.5%
Tractor Exports	1,980	20.2%	-8.3%	18,841	15,195	24.0%
Total tractors	34,133	33.7%	-16.0%	4,81,368	3,89,707	23.5%
<u>Escorts</u>						
Tractors Domestic	9,725	22.1%	6.4%	1,15,412	99,788	15.7%
Tractors Exports	614	-1.3%	-7.3%	6,139	4,392	39.8%
Total tractors	10,339	20.4%	5.5%	1,21,551	1,04,180	16.7%
ECEs	588	4.8%	12.2%	5,029	5,870	-14.3%
<u>Hyundai</u>						
Domestic	52,407	9.8%	-11.3%	5,29,842	5,46,845	-3.1%
Exports	13,727	24.8%	-2.2%	1,76,185	1,47,886	19.1%
Total tractors	66,134	12.6%	-9.6%	7,06,027	6,94,731	1.6%

Auto Sales Monthly Update (Summary)

Company	Feb'26	FY YTD (Numbers)				
	Sales (Units)	YoY (%)	MoM (%)	FY26	FY25	YoY (%)
<u>Ashok Leyland</u>						
Domestic MHCV	13,264	31.2%	3.4%	1,11,795	98,711	13.3%
Domestic LCV	7,050	22.2%	-2.7%	66,817	58,621	14.0%
Total Domestic Sales	20,314	27.9%	1.2%	1,78,612	1,57,332	13.5%
Exports MHCV	1,491	8.4%	7.5%	13,345	10,282	29.8%
Exports LCV	352	-45.7%	-22.5%	3,099	3,423	-9.5%
Total Exports	1,843	-8.9%	0.1%	16,444	13,705	20.0%
Total Sales	22,157	23.8%	1.1%	1,95,056	1,71,037	14.0%
<u>TVS Motors</u>						
Scoters	2,19,895	33.7%	-1.4%	21,36,979	17,37,211	23.0%
Motorcycles	2,41,282	25.0%	10.1%	24,44,172	19,98,494	22.3%
Mopeds	46,685	35.3%	-10.4%	5,90,663	4,73,148	24.8%
Total 2W Sales	5,07,862	29.6%	2.8%	51,71,814	42,08,853	22.9%
Total 3W	21,446	77.4%	22.1%	1,97,836	1,20,096	64.7%
Total Sales	5,29,308	31.0%	3.4%	53,69,650	43,28,949	24.0%
Domestic Sales	3,77,040	35.1%	-3.2%	39,32,330	32,46,925	21.1%
Exports Sales	1,52,268	21.8%	24.5%	14,37,320	10,82,024	32.8%
<u>Bajaj Auto</u>						
2W Domestic	1,86,164	27.4%	-13.3%	21,28,019	21,24,590	0.2%
2W Exports	1,93,757	26.4%	1.1%	18,08,358	15,41,987	17.3%
Total 2W Sales	3,79,921	26.9%	-6.5%	39,36,377	36,66,577	7.4%
CV Domestic	46,417	24.5%	-1.8%	4,73,175	4,41,621	7.1%
CV Exports	21,921	42.6%	-8.2%	2,62,738	1,72,945	51.9%
Total CV Sales	68,338	29.8%	-3.9%	7,35,913	6,14,566	19.7%
Total Sales	4,48,259	27.3%	-6.1%	46,72,290	42,81,143	9.1%

Auto Sales Monthly Update (Summary)

Company	Feb'26	YoY (%)	MoM (%)	FY YTD (Numbers)		
	Sales (Units)			FY26	FY25	YoY (%)
<u>Hero MotoCorp</u>						
Scooter	58,460	63.5%	-5.7%	5,60,470	3,79,729	47.6%
Motorcycles	4,99,756	41.9%	0.8%	53,10,166	49,69,854	6.8%
Total Sales 2W	5,58,216	43.8%	0.1%	58,70,636	53,49,583	9.7%
Domestic	5,16,968	44.7%	-0.6%	55,13,543	51,01,672	8.1%
Exports	41,248	34.0%	9.5%	3,57,093	2,47,911	44.0%
<u>Eicher Motors</u>						
2W Domestic	91,248	12.9%	-2.7%	10,06,937	8,13,821	23.7%
2W Exports	9,657	-2.2%	-8.4%	1,19,388	94,171	26.8%
Total Sales 2W	1,00,905	11.3%	-3.3%	11,26,325	9,07,992	24.0%
CV Domestic	9,165	24.6%	-5.8%	82,042	71,356	15.0%
CV Exports	601	8.9%	-14.3%	6,617	4,516	46.5%
Volvo CV	220	20.2%	28.7%	2,226	2,195	1.4%
Total Sales CV	9,986	23.4%	-5.8%	90,885	78,067	16.4%
<u>VST Tillers</u>						
Power Tillers	3963	34.2%	-17.6%	46,147	30,076	53.4%
Tractors	472	53.2%	5.6%	5,156	4,610	11.8%
TOTAL	4435	36.0%	-15.6%	51303	34686	47.9%

Source: Company Data, Axis Securities Research.

Exhibit 2: Auto Domestic Monthly Sales Summary

Tractor sales	Feb'25	Jan'26	Feb'26	YoY %	MoM %	YTD'25	YTD'26	YoY
M&M	23,880	38,484	32,153	35%	-16%	3,74,512	4,62,527	24%
Escorts	7,968	9,137	9,725	22%	6%	99,788	1,15,412	16%
VST Tillers	2,952	4,810	3,963	34%	-18%	32,195	46,147	43%
Domestic Tractor Sales	34,800	52,431	45,841	32%	-13%	5,06,495	6,24,086	23%
PV sales	Feb'25	Jan'26	Feb'26	YoY %	MoM %	YTD'25	YTD'26	YoY
Maruti Suzuki	1,74,379	1,85,343	1,74,840	0%	-6%	17,41,665	17,96,128	3%
Hyundai	47,727	59,107	52,407	10%	-11%	5,46,845	5,29,842	-3%
Tata Motors	46,811	71,066	63,331	35%	-11%	5,02,512	5,67,675	13%
M&M	50,420	63,510	60,018	19%	-5%	5,03,439	6,00,004	19%
Toyota Kirloskar	28,414	33,880	34,034	20%	0%	2,83,538	3,50,342	24%
Kia India	25,026	27,603	27,610	10%	0%	2,29,682	2,61,109	14%
JSW MG Motor	4,002	4,843	4,957	24%	2%	56,650	66,397	17%
Honda Cars	5,616	6,941	7,212	28%	4%	58,697	58,673	0%
Total Domestic (Proxy)	3,82,395	4,52,293	4,24,409	11%	-6%	39,23,028	42,30,170	8%
CV sales	Feb'25	Jan'26	Feb'26	YoY %	MoM %	YTD'25	YTD'26	YoY
Tata Motors	30,797	38,844	40,893	33%	5%	3,19,686	3,54,288	11%
M&M	23,786	27,656	24,585	3%	-11%	2,45,096	2,69,293	10%
Ashok Leyland	15,879	20,079	20,314	28%	1%	1,57,332	1,78,612	14%
VECV	7,357	9,729	9,165	25%	-6%	71,356	82,042	15%
Maruti Suzuki	2,710	3,171	3,130	15%	-1%	32,101	34,766	8%
Total Domestic CV	80,529	99,479	98,087	22%	-1%	8,25,571	9,19,001	11%
3W sales	Feb'25	Jan'26	Feb'26	YoY %	MoM %	YTD'25	YTD'26	YoY
Bajaj Auto	37,277	47,248	46,417	25%	-2%	4,41,621	4,73,175	7%
TVS Motor	12,087	17,571	21,446	77%	22%	1,20,096	1,97,836	65%
M&M	6,395	9,566	9,190	44%	-4%	78,080	1,01,202	30%
Total Domestic 3W	55,759	74,385	77,053	38%	4%	6,39,797	7,72,213	21%
2W sales	Feb'25	Jan'26	Feb'26	YoY %	MoM %	YTD'25	YTD'26	YoY
Hero MotoCorp	3,57,296	5,20,208	5,16,968	45%	-1%	51,01,672	55,13,543	8%
HMSI	3,83,918	5,19,579	5,13,190	34%	-1%	49,25,241	52,39,716	6%
TVS Motors	2,76,072	3,83,262	3,65,471	32%	-5%	32,21,603	38,71,141	20%
Bajaj Auto	1,46,138	2,14,727	1,86,164	27%	-13%	21,24,590	21,28,019	0%
RE	80,799	93,781	91,248	13%	-3%	8,13,821	10,06,937	24%
Total 2W Domestic	12,44,223	17,31,557	16,73,041	34%	-3%	1,61,86,927	1,77,59,356	10%

Source: Company Data, Axis Securities Research

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Compliance Officer Details: Name – Mr Rajiv Kejriwal, Tel No. – 022-68555574, Email id – compliance.officer@axisdirect.in;

Registered Office Address – Axis Securities Limited, Unit No.002, Building- A, Agastya Corporate Park, Piramal Realty, Kamani Junction, Kurla (W), Mumbai – 400070.

Administrative office address: Axis Securities Limited, Aurum Q Parc, Q2 Building, Unit No. 1001, 10th Floor, Level – 6, Plot No. 4/1 TTC, Thane – Belapur Road, Ghansoli, Navi Mumbai, Pin Code – 400710.

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HOLD	Between 10% and -10%
SELL	Less than -10%
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