

Strong Volume Growth Across Segments Amid Near-Term Macro Pressures, with Long-Term Demand Intact

Over Apr'25-Mar'26, cumulative 2W domestic sales grew by 12% YoY to 1.8 Cr units, supported by strong performances from TVS (+21%), Eicher motor (+23%), and Hero (+8%), while exports showed improved traction across global markets. On a YTD basis, **3W domestic wholesales** rose 50% YoY to 3.3 Lc units, led by TVS (+63%), followed by M&M (+30%), while Bajaj is yet to report. The **domestic PV industry** posted a ~9% YoY growth to ~43.1 Lc units, driven by strong performance from Toyota Kirloskar (+24%), M&M (+20%), JSW MG Motor (+17%), Kia India (+14%), Tata Motors (+14%), and Maruti Suzuki (+4%), while Hyundai declined 2% YoY. **Domestic CV volumes** increased 11% YTD to 10.3 Lc units, reflecting strong performance supported by an early replacement cycle and positive freight demand. **Domestic tractor sales (Exhibit 2)** rose 23%, driven by M&M (+24%), VST (+28%), and Escorts (+15%). **The overall industry outlook remains optimistic, supported by a strong demand prospect, a reduction in the GST rate, and a stable income tax level, although partly offset by unfavourable macroeconomic conditions in FY27.**

2W/3W Wholesale Nos: In Mar'26, 2W OEM sales improved, led by TVS Motors (+25%) and Eicher Motors (+14% YoY), followed by Hero MotoCorp (+8% YoY), while export momentum remained strong, driven by 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 strong growth of 38% YoY and 4% MoM, with TVS Motor leading the surge at 46% YoY, followed by M&M at 39% YoY, and Bajaj Auto is yet to report.

PV Wholesale Nos: In Mar'26, domestic PV sales rose ~19% YoY and 3% MoM, with Tata Motors registering the highest growth at 29%, followed by M&M (+25%), Toyota Kirloskar (+24% YoY), JSW MG Motor (+19% YoY), Maruti Suzuki (+18% YoY), Kia India (+14% YoY), and Hyundai (+6%). Looking ahead to 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 12% YoY growth and 13% MoM increase in domestic volumes, with Maruti Suzuki and Tata Motors witnessing the highest growth of 34% and 18% YoY, respectively, while VECV, Ashok Leyland, and M&M posted growth of 14%, 5%, and 4% YoY, respectively. Overall, industry growth for CV players remained in the low double digits in FY26, supported by a pick-up in replacement demand and favourable macroeconomic conditions. We expect this momentum to continue into FY27, driven by GST rate cut and early replacement demand, though it may be partly offset by unfavourable macroeconomic conditions in the near term.

Strong Volumes in the Tractor Industry: Our proxy for the tractor segment saw volume growth of 17% YoY and 29% MoM, supported by sustained rural demand, a positive outlook for rabi harvesting, and above-normal reservoir levels. M&M reported a strong volume surge of 33% YoY, followed by Escorts Kubota (+7% YoY), while VST Tillers recorded a decline of 42% YoY. Looking ahead to FY27, we expect the positive momentum to continue, driven by GST reductions, enhanced reservoir levels, and strong rabi sowing.

In the long term, we prefer TVS Motors and Eicher Motors in 2W, 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.

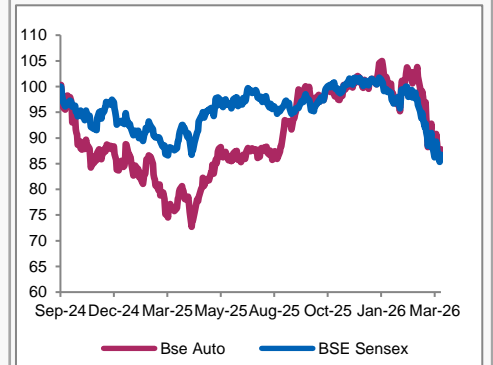
2W/3W Segment

- **TVS Motors'** total 2W sales in Mar'26 were up ~25% YoY but down 2% MoM; 3W sales grew 46% YoY but down 1% MoM. Exports rose 25% YoY but down 7% MoM.
- **Hero MotoCorp:** Total 2W sales in Mar'26 were up 9% YoY and 7% MoM.
- **RE** total sales were up 11% YoY and 11% MoM; Exports declined 8% YoY but were up 24% MoM.

Total Sales Summary (Mar'26)

Company	Mar'26	Mar'25	YoY (%)
Ashok Leyland	25,381	24,060	5%
Eicher Motors (RE)	1,12,334	1,01,021	11%
Eicher Motors (VECV)	13,113	11,852	11%
Escorts (Tractors)	12,119	11,374	7%
Hero MotoCorp	5,98,198	5,49,604	9%
M&M	1,45,004	1,18,828	22%
Hyundai	69,004	67,320	3%
Maruti Suzuki	2,25,251	1,92,984	17%
Tata Motors (PV)	67,750	52,128	30%
Tata Motors (CV)	47,976	41,122	17%
TVS Motors	5,19,358	4,14,687	25%

Relative Performance



Source: Ace Equity, Axis Securities Ltd.

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PV & CV Segment

- **Maruti Suzuki's** total sales in Mar'26 were up 17% YoY and 5% MoM; The total CV sales improved 34% YoY and 3% MoM.
- **M&M's** PV division grew 25% YoY but remained flat MoM. LCV sales were up 4% YoY and 1% MoM.
- **Tata Motors'** total domestic PV sales rose 29% YoY and 6% MoM; domestic CV sales were up 18% YoY and 12% MoM.
- **Ashok Leyland's** total sales were up 6% YoY and 15% MoM.
- **Eicher Motors' (VECV)** total CV sales rose 10% YoY and 33% MoM.

Tractor Segment

- **M&M's** total tractor sales were up 29% YoY and 32% MoM.
- **Escorts Kubota Limited** tractor sales increased 7% YoY and 17% MoM.
- **VST Tillers & Tractors sales** declined by 37% YoY but were up 11% MoM.

Exhibit 1: Auto Sales Monthly Update

Auto Sales Monthly Update (Summary)						
Company	Mar'26	YoY (%)	MoM (%)	FY YTD (Numbers)		
	Sales (Units)			FY26	FY25	YoY (%)
<u>Maruti Suzuki</u>						
Passenger Car	83,530	5.4%	9.0%	9,22,373	9,04,909	1.9%
Utility Vehicle	71,356	16.8%	-1.9%	7,60,987	7,20,186	5.7%
Vans	11,333	8.9%	-2.5%	1,39,769	1,35,672	3.0%
LCV	3,209	34.2%	2.5%	37,975	34,492	10.1%
Total Domestic Direct Sales	1,69,428	10.6%	3.2%	18,61,104	17,95,259	3.7%
Sales to Other OEMs	8,783	27.6%	-18.0%	1,13,235	1,06,422	6.4%
Total Domestic Sales	1,78,211	11.4%	1.9%	19,74,339	19,01,681	3.8%
Total Exports	47,040	42.7%	20.1%	4,47,774	3,32,585	34.6%
Total Sales	2,25,251	16.7%	5.3%	24,22,113	22,34,266	8.4%
<u>Tata Motors (Ex JLR)</u>						
Domestic PV Sales	66,971	29.1%	5.7%	6,34,646	5,54,384	14.5%
Domestic CV Sales	45,825	17.9%	12.1%	4,00,113	3,58,570	11.6%
Total Domestic Sales	1,12,796	24.3%	8.2%	10,34,759	9,12,954	13.3%
PV Exports	779	204.3%	-22.3%	10,200	2,678	280.9%
CV Exports	2,151	-3.9%	5.1%	28,216	18,333	53.9%
Total Sales	1,15,726	24.1%	7.9%	10,73,175	9,33,965	14.9%
<u>Mahindra & Mahindra</u>						
Passenger Vehicles	60,272	25.4%	0.4%	6,60,276	5,51,487	19.7%
Light Commercial Vehicles	24,928	4.1%	1.4%	2,94,221	2,69,047	9.4%
3 Wheelers	10,801	39.3%	17.5%	1,12,003	85,832	30.5%
Total Domestic Sales	96,001	20.4%	2.4%	10,66,500	9,06,366	17.7%
Total exports	3,968	-4.2%	17.3%	40,996	34,709	18.1%
Total Vehicle Sales	99,969	19.2%	2.9%	11,07,496	9,41,075	17.7%
Tractors Domestic	43,403	33.2%	35.0%	5,05,930	4,07,094	24.3%
Tractor Exports	1,632	-30.6%	-17.6%	20,473	17,547	16.7%
Total tractors	45,035	28.9%	31.9%	5,26,403	4,24,641	24.0%
<u>Escorts</u>						
Tractors Domestic	11,582	7.5%	19.1%	1,26,994	1,10,563	14.9%
Tractors Exports	537	-10.4%	-12.5%	6,676	4,991	33.8%
Total tractors	12,119	6.6%	17.2%	1,33,670	1,15,554	15.7%
ECEs	765	24.6%	30.1%	5,794	6,484	-10.6%
<u>Hyundai</u>						
Domestic	55,064	6.3%	5.1%	5,84,906	5,98,665	-2.3%
Exports	13,940	-10.1%	1.6%	1,90,125	1,63,386	16.4%
Total tractors	69,004	2.5%	4.3%	7,75,031	7,62,051	1.7%

Auto Sales Monthly Update (Summary)

Company	Mar'26	YoY (%)	MoM (%)	FY YTD (Numbers)		
	Sales (Units)			FY26	FY25	YoY (%)
<u>Ashok Leyland</u>						
Domestic MHCV	16,238	1.0%	22.4%	1,28,033	1,14,793	11.5%
Domestic LCV	7,505	16.8%	6.5%	74,322	65,049	14.3%
Total Domestic Sales	23,743	5.5%	16.9%	2,02,355	1,79,842	12.5%
Exports MHCV	1,280	33.9%	-14.2%	14,625	11,238	30.1%
Exports LCV	358	-39.7%	1.7%	3,457	4,017	-13.9%
Total Exports	1,638	5.7%	-11.1%	18,082	15,255	18.5%
Total Sales	25,381	5.5%	14.6%	2,20,437	1,95,097	13.0%

TVS Motors

Scooters	2,17,624	30.9%	-1.0%	23,54,603	19,03,508	23.7%
Motorcycles	2,32,788	18.3%	-3.5%	26,76,960	21,95,228	21.9%
Mopeds	47,722	28.7%	2.2%	6,38,385	5,10,237	25.1%
Total 2W Sales	4,98,134	24.5%	-1.9%	56,69,948	46,08,973	23.0%
Total 3W	21,224	45.7%	-1.0%	2,19,060	1,34,663	62.7%
Total Sales	5,19,358	25.2%	-1.9%	58,89,008	47,43,636	24.1%
Domestic Sales	3,77,915	25.5%	0.2%	43,10,245	35,48,148	21.5%
Exports Sales	1,41,443	24.7%	-7.1%	15,78,763	11,95,488	32.1%

Auto Sales Monthly Update (Summary)

Company	Mar'26	YoY (%)	MoM (%)	FY YTD (Numbers)		
	Sales (Units)			FY26	FY25	YoY (%)
<u>Hero MotoCorp</u>						
Scooter	65,815	53.2%	12.6%	6,26,285	4,22,692	48.2%
Motorcycles	5,32,383	5.1%	6.5%	58,42,549	54,76,495	6.7%
Total Sales 2W	5,98,198	8.8%	7.2%	64,68,834	58,99,187	9.7%
Domestic	5,52,505	8.3%	6.9%	60,66,048	56,11,758	8.1%
Exports	45,693	15.6%	10.8%	4,02,786	2,87,429	40.1%

<u>Eicher Motors</u>						
2W Domestic	1,00,406	14.0%	10.0%	11,07,343	9,01,871	22.8%
2W Exports	11,928	-8.0%	23.5%	1,31,316	1,07,142	22.6%
Total Sales 2W	1,12,334	11.2%	11.3%	12,38,659	10,09,013	22.8%
CV Domestic	12,706	13.6%	38.6%	94,748	82,543	14.8%
CV Exports	407	-38.8%	-32.3%	7,024	5,181	35.6%
Volvo CV	198	-18.2%	-10.0%	2,424	2,437	-0.5%
Total Sales CV	13,311	10.1%	33.3%	1,04,196	90,161	15.6%
<u>VST Tillers</u>						
Power Tillers	4185	-42.0%	5.6%	50,332	37,297	34.9%
Tractors	755	12.5%	60.0%	5,911	5,281	11.9%
TOTAL	4940	-37.4%	11.4%	56243	42578	32.1%

Source: Company Data, Axis Securities Research.

Exhibit 2: Auto Domestic Monthly Sales Summary

Tractor sales	Mar'25	Feb'26	Mar'26	YoY %	MoM %	YTD'25	YTD'26	YoY
M&M	32,582	32,153	43,403	33%	35%	4,07,094	5,05,930	24%
Escorts	10,775	9,725	11,582	7%	19%	1,10,563	1,26,994	15%
VST Tillers	7,221	3,963	4,185	-42%	6%	39,416	50,332	28%
Domestic Tractor Sales	50,578	45,841	59,170	17%	29%	5,57,073	6,83,256	23%
PV sales	Mar'25	Feb'26	Mar'26	YoY %	MoM %	YTD'25	YTD'26	YoY
Maruti Suzuki	1,50,743	1,74,840	1,78,211	18%	2%	18,92,408	19,74,339	4%
Hyundai	51,820	52,407	55,064	6%	5%	5,98,665	5,84,906	-2%
Tata Motors	51,872	63,331	66,971	29%	6%	5,54,384	6,34,646	14%
M&M	48,048	60,018	60,272	25%	0%	5,51,487	6,60,276	20%
Toyota Kirloskar	28,373	34,034	35,125	24%	3%	3,11,911	3,85,467	24%
Kia India	25,525	27,610	29,112	14%	5%	2,55,207	2,90,221	14%
JSW MG Motor	5,500	4,957	6,528	19%	32%	62,150	72,925	17%
Skoda Cars	7,422	7,578	7,928	7%	5%	44,862	76,818	71%
Total Domestic (Proxy)	3,69,303	4,24,775	4,39,211	19%	3%	42,71,074	46,79,598	10%
CV sales	Mar'25	Feb'26	Mar'26	YoY %	MoM %	YTD'25	YTD'26	YoY
Tata Motors	38,884	40,893	45,825	18%	12%	3,58,570	4,00,113	12%
M&M	23,951	24,585	24,928	4%	1%	2,69,047	2,94,221	9%
Ashok Leyland	22,510	20,314	23,743	5%	17%	1,79,842	2,02,355	13%
VECV	11,187	9,165	12,706	14%	39%	82,543	94,748	15%
Maruti Suzuki	2,391	3,130	3,209	34%	3%	34,492	37,975	10%
Total Domestic CV	98,923	98,087	1,10,411	12%	13%	9,24,494	10,29,412	11%
3W sales	Mar'25	Feb'26	Mar'26	YoY %	MoM %	YTD'25	YTD'26	YoY
TVS Motor	14,567	21,446	21,224	46%	-1%	1,34,663	2,19,060	21,224
M&M	7,752	9,190	10,801	39%	18%	85,832	1,12,003	10,801
Total Domestic 3W	22,319	30636	32025	43%	5%	220495	331063	50%
2W sales	Mar'25	Feb'26	Mar'26	YoY %	MoM %	YTD'25	YTD'26	YoY
Hero MotoCorp	5,10,086	5,16,968	5,52,505	8%	7%	56,11,758	60,66,048	8%
HMSI	4,01,411	5,13,190	5,12,303	28%	0%	53,26,652	57,52,019	8%
TVS Motors	2,97,622	3,65,471	3,72,383	25%	2%	35,19,225	42,43,524	21%
RE	88,050	91,248	1,00,406	14%	10%	9,01,871	11,07,343	23%
Suzuki Motorcycle	1,05,736	1,01,071	1,05,397	0%	4%	10,45,422	11,74,873	12%
Total 2W Domestic	14,02,905	15,87,948	16,42,994	17%	3%	1,64,04,928	1,83,43,807	12%

Source: Company Data, Axis Securities Research

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Ratings	Expected absolute returns over 12 – 18 months
BUY	More than 10%
HOLD	Between 10% and -10%
SELL	Less than -10%
NOT RATED	We have forward-looking estimates for the stock, but we refrain from assigning a valuation and recommendation.
UNDER REVIEW	We will revisit our recommendation, valuation and estimates on the stock following recent events.
NO STANCE	We do not have any forward-looking estimates, valuations or recommendations for the stock.

Note: Returns stated in the rating scale are our internal benchmark.