

April 2, 2026

Strong end to a GST rate cut fuelled growth year...

India's automotive OEMs posted healthy volume prints for March 2026. It was primarily driven by positive demand traction amidst tailwinds from GST 2.0 rate cut, which lowered vehicle prices and boosted consumer sentiment. OEM wholesale sales volume for March 2026 came in healthy with PV & Tractors segments outperforming peers. CV space reported healthy volume prints for the month of March'26 with continued recovery visible across M&HCV (trucks) & LCV segments. TMPV set the bar high, outperforming in the PV space while M&M continued with its dominance in the Tractor segment. TVS motors continued to perform well in 2W domain. Tata Motors CV outperformed in CV segment. **FY26 ends on a high note with healthy growth across all vehicle categories making a new high in terms of total vehicles dispatched in a fiscal year (up ~10% YoY).**

In the **2-W pack**, TVS motors continued with its healthy growth and outperformed its peers growing ~24.5% at 4.98 lakh units (with 23% YoY growth in exports). While Eicher Motors (Royal Enfield) reported healthy growth of 11.2% YoY at ~1.1 lakh units.

In **PV** space, demand was healthy tracking positive momentum post GST 2.0 reform. Maruti Suzuki reported volume growth of ~17% YoY at 2.2 lakh units while M&M saw a healthy growth of 25% at ~60k units. Tata Motors PV EV volumes stood at 9,494 units (up ~77% YoY) amidst an overall volume growth of 29% YoY at ~67k units & outperformed this space. Volume for Hyundai was at ~69k units (up 2.5% YoY).

In **CV** segment, Tata motors CV reported healthy volumes of ~48k units, up ~17% YoY. Ashok Leyland volumes were up by 5.5% YoY at ~25k units (came in lower than expectations). While volumes at VECV arm of Eicher Motors were up by ~10% YoY at 13.3k units. With GST rationalisation & pick up in government capex, CV volumes have been a positive surprise clocking all time high volumes amidst double-digit YoY growth in FY26.

In **tractor** space, M&M reported volumes of ~45k units, up by ~29% YoY while Escorts Kubota reported steady 6.6% growth at ~12k units.

Exhibit 1: Snapshot of OEM performance – March 2026

	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
2-W								
TVS Motors	498,134	400,120	24.5	507,862	(1.9)	5,669,948	4,608,973	23.0
Eicher	112,334	101,021	11.2	100,905	11.3	1,238,659	1,009,900	22.7
PV								
Maruti Suzuki	222,042	190,593	16.5	210,865	5.3	2,384,138	2,199,774	8.4
Tata Motors	66,971	51,872	29.1	63,331	5.7	641,587	556,263	15.3
M&M	60,272	48,048	25.4	60,018	0.4	660,276	551,487	19.7
Hyundai	69,004	67,320	2.5	66,134	4.3	775,031	762,052	1.7
CV								
Ashok Leyland	25,381	24,060	5.5	22,157	14.6	220,437	195,097	13.0
M&HCV	17,518	17,038	2.8	14,755	18.7	142,658	126,031	13.2
LCV	7,863	7,022	12.0	7,402	6.2	77,779	69,066	12.6
Tata Motors	47,976	41,122	16.7	42,940	11.7	428,329	376,903	13.6
M&HCV	22,597	18,944	19.3	19,107	18.3	175,357	157,316	11.5
LCV	25,379	22,178	14.4	23,833	6.5	252,972	219,587	15.2
M&M	26,738	23,951	11.6	26,100	2.4	304,429	269,142	13.1
M&HCV	1,810	1,463	23.7	1,515	19.5	14,832	13,087	13.3
LCV	24,928	22,488	10.9	24,585	1.4	289,597	256,055	13.1
Maruti (LCV)	3,209	2,391	34.2	3,130	2.5	38,575	34,492	11.8
VECV	13,311	12,094	10.1	9,986	33.3	103,495	90,161	14.8
3-W								
TVS Motors	21,224	14,567	45.7	21,446	(1.0)	219,060	134,663	62.7
M&M	10,801	7,752	39.3	9,190	17.5	112,003	85,832	30.5
Tractors								
M&M	45,035	34,934	28.9	34,133	31.9	526,403	424,641	24.0
Escorts	12,119	11,374	6.6	10,339	17.2	133,670	115,554	15.7

Source: Company, ICICI Direct Research

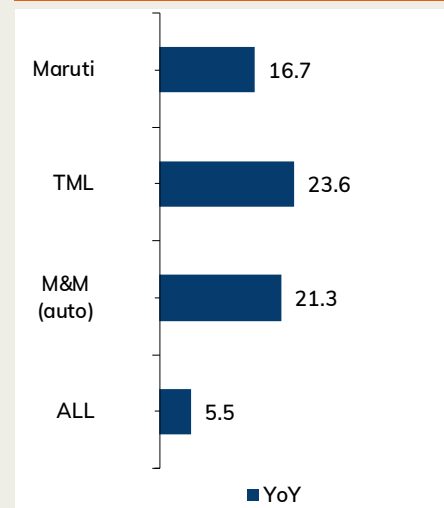
Sector Views

Selectively Positive

Volume performance- April 2026

- Wholesale volume prints for the month of March 2026 came in healthy. PV & Tractor space outperformed while steady growth trend was witnessed in 2W & CV space.
- Key outperformers within key segments were TVS Motors in the 2W space while Tata Motors PV outperformed in the PV segment while M&M led the growth charge in the tractor domain. Tata Motors CV outperformed in the CV space.
- Vahan registrations (retails) for March 2026 totalled ~26.9 lakh units, up ~25% on YoY basis (~21.5 lakh units in Mar'25).
- For FY26, aided by GST 2.0 reforms, positive growth (double digit) was visible across vehicle segments with tractors seen outperforming peers.

OEM Volume Performance- Mar 2026



Source: Company, ICICI Direct Research

Research Analysts

Shashank Kanodia, CFA
shashank.kanodia@icicisecurities.com

Bhavish Doshi
Bhavish.doshi@icicisecurities.com

Key Volume tables – OEM specific

Exhibit 2: Maruti Suzuki (MSIL)

Segment	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
Vans	11,333	10,409	8.9	11,620	(2.5)	1,39,769	1,35,672	3.0
Mini & Compact	83,530	78,561	6.3	76,624	9.0	9,20,393	8,96,507	2.7
Ciaz	-	676	(100.0)	-	#DIV/0!	1,980	8,402	(76.4)
Total Passengers	94,863	89,646	5.8	88,244	7.5	10,62,142	10,40,581	2.1
UV	71,356	61,097	16.8	72,756	(1.9)	7,60,987	7,20,186	5.7
Total Domestic	1,66,219	1,50,743	10.3	1,61,000	3.2	18,23,129	17,60,767	3.5
Sales to other OEM	8,783	6,882	27.6	10,710	(18.0)	1,13,235	1,06,422	6.4
LCV	3,209	2,391	34.2	3,130	2.5	38,575	34,492	11.8
Exports	47,040	32,968	42.7	39,155	20.1	4,47,774	3,32,585	34.6
Total Sales	2,25,251	1,92,984	16.7	2,13,995	5.3	24,22,713	22,34,266	8.4

Source: Company, ICICI Direct Research

Exhibit 3: Mahindra & Mahindra

Segment	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
Uvs	60,272	48,048	25.4	60,018	0.4	6,60,276	5,51,487	19.7
Cars and Vans	-	-	NA	-	NA	-	-	NA
4-Wheeler pickups	24,928	22,488	10.9	24,585	1.4	2,89,597	2,56,055	13.1
M & HCV	1,810	1,463	23.7	1,515	19.5	14,832	13,087	13.3
Total 4-W	87,010	71,999	20.8	86,118	1.0	9,64,699	8,20,602	17.6
3-W	10,801	7,752	39.3	9,190	17.5	1,12,003	85,832	30.5
Total domestic Auto	97,811	79,751	22.6	95,308	2.6	10,76,702	9,06,434	18.8
Exports	3,968	4,143	(4.2)	3,384	17.3	40,990	34,654	18.3
Total Auto Sales	1,01,779	83,894	21.3	98,692	3.1	11,17,698	9,41,130	18.8
Tractors - Domestic	43,403	32,582	33.2	32,153	35.0	5,05,930	4,07,094	24.3
- Exports	1,632	2,352	(30.6)	1,980	(17.6)	20,473	17,547	16.7
Total Tractors	45,035	34,934	28.9	34,133	31.9	5,26,403	4,24,641	24.0

Source: Company, ICICI Direct Research

Exhibit 4: Tata Motors Limited

Segment	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
Total CV	47,976	41,122	16.7	42,940	11.7	428,329	376,903	13.6
- M&HCV (Domestic)	14,614	12,856	13.7	13,559	7.8	120,056	106,462	12.8
- I&LCV (Domestic)	8,337	7,181	16.1	7,577	10.0	74,360	62,512	19.0
- LCV (Domestic)	14,891	12,759	16.7	14,209	4.8	150,396	138,742	8.4
- Pass Carriers (Domestic)	7,983	6,088	31.1	5,548	43.9	55,301	50,854	8.7
Total PV	66,971	51,872	29.1	63,331	5.7	641,587	556,263	15.3
- PVEV	9,494	5,353	77.4	8,385	13.2	92,120	64,276	43.3
Total sales	114,947	92,994	23.6	106,271	8.2	1,069,916	933,166	14.7
Total domestic	112,017	90,500	23.8	103,222	8.5	1,031,500	912,155	13.1
Total exports	2,930	2,494	17.5	3,049	(3.9)	38,416	21,011	82.8

Source: Company, ICICI Direct Research

Exhibit 5: Hyundai Motor India Limited

Segment	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
Domestic	55,064	51,820	6.3	52,407	5.1	5,84,906	5,98,666	(2.3)
Total Sales	69,004	67,320	2.5	66,134	4.3	7,75,031	7,62,052	1.7
Exports	13,940	15,500	(10.1)	13,727	1.6	1,90,125	1,63,386	16.4

Source: Company, ICICI Direct Research

Exhibit 6: Ashok Leyland

Segment	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
M&HCV Passenger	3,048	4,019	(24.2)	2,848	7.0	32,681	29,169	12.0
M&HCV Goods	14,470	13,019	11.1	11,907	21.5	1,09,977	96,862	13.5
M&HCV Total	17,518	17,038	2.8	14,755	18.7	1,42,658	1,26,031	13.2
LCV	7,863	7,022	12.0	7,402	6.2	77,779	69,066	12.6
Total Sales	25,381	24,060	5.5	22,157	14.6	2,20,437	1,95,097	13.0
Exports	1,638	1,550	5.7	1,843	(11.1)	18,082	15,255	18.5

Source: Company, ICICI Direct Research

For FY26, Maruti Suzuki reported steady volumes with a growth of 8% YoY at 24.2 lakh units. Exports witnessed double digit volume growth of ~35% YoY at 4.47 lakh units. Volume growth for UV segment stood at ~6% YoY at 7.6 lakh units (share of sales at 31% vs. 32% in FY'25). For March 26', Total sales were up by ~17% YoY at 2.25 lakh units.

For FY26, M&M automotive segment reported a healthy growth of ~19% YoY at 11.2 lakh units. SUV segment volumes for the year came in healthy at ~6.6 lakh units, up ~20% YoY. M&HCV witnessed a growth of 13% YoY with total sales of 14,832 units. Tractors sales also reported a healthy growth of 24% YoY at ~5.26 lakh units. For the month of March 2026, auto volumes were up by 21% YoY at 1.02 lakh units & Tractor volumes were up by 29% YoY at 45,035 units.

For FY26, Tata Motors, total sales volume saw a growth of ~15% YoY at 10.7 lakh units, with total CV sales growing by 14% YoY to 4.3 lakh units. PV sales were healthy at 6.4 lakh units (up 15% YoY). PV EV segment witnessed a growth of 43% YoY at ~92k units. For March'26, total sales were up by ~24% YoY. PV sales were up by 29% YoY at ~67k units while CV volumes were up by 16.7% YoY at ~48k units.

For FY26, Hyundai reported tepid volume prints with total volumes at 7.75 lakh up by 2% YoY. These were supported by 16% YoY growth in exports. For the month March'26, total sales volume was up by 2.5% YoY at ~69k units.

Ashok Leyland reported a healthy growth of 13% YoY at 2.2 lakh units for FY26. M&HCV witness a healthy growth of 13% YoY at 1.4 lakh units supported by growth of ~14% YoY in M&HCV trucks segment. Export volumes witness a healthy growth of 18.5% YoY at 18,082 units. For March 26', company saw a steady growth of 5.5% YoY in total sales at 25,381 units

Exhibit 7: Eicher Motors (Royal Enfield)

Segment	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
Upto 350 cc	97,933	87,312	12.2	89,844	9.0	10,87,051	8,68,667	25.1
> 350 cc	14,401	13,709	5.0	11,061	30.2	1,51,608	1,41,233	7.3
Total Sales	1,12,334	1,01,021	11.2	1,00,905	11.3	12,38,659	10,09,900	22.7
Domestic	1,00,406	88,050	14.0	91,248	10.0	11,07,343	9,02,757	22.7
Exports	11,928	12,971	(8.0)	9,657	23.5	1,31,316	1,07,143	22.6

Source: Company, ICICI Direct Research

Exhibit 8: TVS Motors

Segment	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
Motorcycles	2,32,788	1,96,734	18.3	2,41,282	(3.5)	27,12,853	21,95,228	23.6
Scooters	2,17,624	1,66,297	30.9	2,19,895	(1.0)	24,12,873	19,03,508	26.8
- EV	38,877	26,935	44.3	38,386	1.3	3,71,387	2,78,976	33.1
Mopeds	47,722	37,089	28.7	46,685	2.2	5,44,222	5,10,237	6.7
Total 2-W Sales	4,98,134	4,00,120	24.5	5,07,862	(1.9)	56,69,948	46,08,973	23.0
3-Wheelers	21,224	14,567	45.7	21,446	(1.0)	2,19,060	1,34,663	62.7
Total Sales	5,19,358	4,14,687	25.2	5,29,308	(1.9)	58,89,008	47,43,636	24.1
Exports	1,41,443	1,13,464	24.7	1,58,268	(10.6)	15,84,763	11,95,488	32.6

Source: Company, ICICI Direct Research

Exhibit 9: Escorts Kubota

Segment	Mar-26	Mar-25	%chg	Feb-26	%chg	FY26	FY25	%chg
Tractors - domestic	11,582	10,775	7.5	9,725	19.1	1,26,994	1,10,563	14.9
Tractors - exports	537	599	(10.4)	614	(12.5)	6,676	4,991	33.8
Total tractors	12,119	11,374	6.6	10,339	17.2	1,33,670	1,15,554	15.7
Construction equip.	765	614	24.6	588	30.1	5,794	6,484	(10.6)

Source: Company, ICICI Direct Research

For FY26, Eicher Motor's RE reported healthy volume prints with total volumes up ~23% YoY at ~12.4 lakh units. Within this, up to 350cc segment reported ~25% YoY growth at 10.9 lakh units. For the month of March'26, total volumes were up by 11% YoY at 1.1 lakh units with >350 cc segment reporting a growth of 5% YoY.

For FY26, TVS Motors reported healthy volume growth of 24% YoY, with 2-W sales up by ~23% YoY at ~56.7 lakh units. 3-W sales were up ~63% YoY at ~2.2 lakhs units. Its EV segment saw a healthy growth of ~33% YoY at 3.7 lakh units. While, Export volumes were up by ~33% YoY at 15.8 lakh units. For the month of March'26, TVS reported total volume growth of 25% YoY at ~5.2 lakh units supported by growth in exports (25% YoY) and EVs (44% YoY)

Escorts Kubota reported steady sales growth for the year FY26, with tractor sales up by ~16% YoY at ~1.33 lakh units. Construction Equipment de-grew by 10.6% YoY at 5,794 units. For the month of March 2026, tractor volumes were up by ~7% YoY at 12,119 units.

RATING RATIONALE

ICICI Direct endeavours to provide objective opinions and recommendations. ICICI Direct assigns ratings to its stocks according -to their notional target price vs. current market price and then categorizes them as Buy, Hold, Reduce and Sell. The performance horizon is two years unless specified and the notional target price is defined as the analysts' valuation for a stock

Buy: >15%

Hold: -5% to 15%;

Reduce: -15% to -5%;

Sell: <-15%

Pankaj Pandey

Head – Research

pankaj.pandey@icicisecurities.com

ICICI Direct Research Desk,
ICICI Securities Limited,
Third Floor, Brillanto House,
Road No 13, MIDC,
Andheri (East)
Mumbai – 400 093
research@icicidirect.com

ANALYST CERTIFICATION

I/We, Shashank Kanodia, CFA, MBA (Capital Markets), Bhavish Doshi, MBA, Research Analysts, authors and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report. It is also confirmed that above mentioned Analysts of this report have not received any compensation from the companies mentioned in the report in the preceding twelve months and do not serve as an officer, director or employee of the companies mentioned in the report.

Terms & conditions and other disclosures:

ICICI Securities Limited (ICICI Securities) is a full-service, integrated investment banking and is, inter alia, engaged in the business of stock brokering and distribution of financial products. ICICI Securities is Sebi registered stock broker, merchant banker, investment adviser, portfolio manager and Research Analyst. ICICI Securities is registered with Insurance Regulatory Development Authority of India Limited (IRDAI) as a composite corporate agent and with PFRDA as a Point of Presence. ICICI Securities Limited Research Analyst SEBI Registration Number – INH000000990. ICICI Securities Limited SEBI Registration is INZ000183631 for stock broker. Registered Office Address: ICICI Venture House, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025. CIN: L67120MH1995PLC086241, Tel: (91 22) 6807 7100. ICICI Securities is a subsidiary of ICICI Bank which is India's largest private sector bank and has its various subsidiaries engaged in businesses of housing finance, asset management, life insurance, general insurance, venture capital fund management, etc. ("associates"), the details in respect of which are available on www.icicibank.com.

Investments in securities market are subject to market risks. Read all the related documents carefully before investing.

Registration granted by Sebi and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors. None of the research recommendations promise or guarantee any assured, minimum or risk-free return to the investors.

Name of the Compliance officer (Research Analyst): Mr. Atul Agarwal
Contact number: 022-40701000 E-mail Address: complianceofficer@icicisecurities.com

For any queries or grievances: Mr. Jeetu Jawrani Email address: headservicequality@icicidirect.com Contact Number: 18601231122

ICICI Securities is one of the leading merchant bankers/ underwriters of securities and participate in virtually all securities trading markets in India. We and our associates might have investment banking and other business relationship with a significant percentage of companies covered by our Investment Research Department. ICICI Securities and its analysts, persons reporting to analysts and their relatives are generally prohibited from maintaining a financial interest in the securities or derivatives of any companies that the analysts cover.

Recommendation in reports based on technical and derivative analysis centre on studying charts of a stock's price movement, outstanding positions, trading volume etc as opposed to focusing on a company's fundamentals and, as such, may not match with the recommendation in fundamental reports. Investors may visit icicidirect.com to view the Fundamental and Technical Research Reports.

Our proprietary trading and investment businesses may make investment decisions that are inconsistent with the recommendations expressed herein.

ICICI Securities Limited has two independent equity research groups: Institutional Research and Retail Research. This report has been prepared by the Retail Research. The views and opinions expressed in this document may or may not match or may be contrary with the views, estimates, rating, and target price of the Institutional Research.

The information and opinions in this report have been prepared by ICICI Securities and are subject to change without any notice. The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ICICI Securities. While we would endeavour to update the information herein on a reasonable basis, ICICI Securities is under no obligation to update or keep the information current. Also, there may be regulatory, compliance or other reasons that may prevent ICICI Securities from doing so. Non-rated securities indicate that rating on a particular security has been suspended temporarily and such suspension is in compliance with applicable regulations and/or ICICI Securities policies, in circumstances where ICICI Securities might be acting in an advisory capacity to this company, or in certain other circumstances.

This report is based on information obtained from public sources and sources believed to be reliable, but no independent verification has been made nor is its accuracy or completeness guaranteed. This report and information herein is solely for informational purpose and shall not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. ICICI Securities will not treat recipients as customers by virtue of their receiving this report. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. The recipient should independently evaluate the investment risks. The value and return on investment may vary because of changes in interest rates, foreign exchange rates or any other reason. ICICI Securities accepts no liabilities whatsoever for any loss or damage of any kind arising out of the use of this report. Past performance is not necessarily a guide to future performance. Investors are advised to see Risk Disclosure Document to understand the risks associated before investing in the securities markets. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice.

ICICI Securities or its associates might have managed or co-managed public offering of securities for the subject company or might have been mandated by the subject company for any other assignment in the past twelve months.

ICICI Securities or its associates might have received any compensation from the companies mentioned in the report during the period preceding twelve months from the date of this report for services in respect of managing or co-managing public offerings, corporate finance, investment banking or merchant banking, brokerage services or other advisory service in a merger or specific transaction.

ICICI Securities or its associates might have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the companies mentioned in the report in the past twelve months.

ICICI Securities encourages independence in research report preparation and strives to minimize conflict in preparation of research report. ICICI Securities or its associates or its analysts did not receive any compensation or other benefits from the companies mentioned in the report or third party in connection with preparation of the research report. Accordingly, neither ICICI Securities nor Research Analysts and their relatives have any material conflict of interest at the time of publication of this report.

Compensation of our Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions.

ICICI Securities or its subsidiaries collectively or Research Analysts or their relatives do not own 1% or more of the equity securities of the Company mentioned in the report as of the last day of the month preceding the publication of the research report.

Since associates of ICICI Securities and ICICI Securities as a entity are engaged in various financial service businesses, they might have financial interests or actual/ beneficial ownership of one percent or more or other material conflict of interest various companies including the subject company/companies mentioned in this report.

ICICI Securities may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report.

Neither the Research Analysts nor ICICI Securities have been engaged in market making activity for the companies mentioned in the report.

We submit that no material disciplinary action has been taken on ICICI Securities by any Regulatory Authority impacting Equity Research Analysis activities.

This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject ICICI Securities and affiliates to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction.

ICICI Securities Limited has not used any Artificial Intelligence tools for preparation of this Research Report