Mahindra Auto clocks 100298 in total vehicle sales, a growth of 16% in September 2025; Record Navratri SUV retails* with a growth of over 60%

Auto

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Mumbai, October 01, 2025: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India's leading automotive companies, today announced that its overall auto sales for the month of September 2025 stood at **100,298** vehicles, a growth of 16% including exports.

In the Utility Vehicles segment, Mahindra sold **56,233** vehicles in the domestic market, a growth of **10%** and overall, **58,714** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **26,728**, a growth of **18%**. The Billing numbers of SUVs for September were subdued due to availability of trailers in the last 10 days of the month.

According to **Nalinikanth Gollagunta, CEO, Automotive Division, M&M Ltd.**, *"In September, we achieved SUV sales of 56,233 units, a growth of 10%, and total vehicle sales of 100,298 units, a 16% growth compared to the same month last year.*

Thanks to the impetus from GST 2.0 and the preceding weeks' pent-up demand, we have seen robust growth in dealer reported customer retails during the first nine days of Navratri, with over 60% growth in the SUV segment and over 70% growth in the CV segment compared to the first nine days of Navratri last year. The surge in festive demand has placed significant constraints on availability of trailers. We are working to improve dispatches to our dealer network within the constraints."*

Passenger Vehicles Sales Summary (Domestic) – September 2025						
Category	**September**			**YTD September**		
	F26	**F25**	**% Change**	**F26**	**F25**	**% Change**
Utility Vehicles**	56233	51062	10%	297570	260210	14%
Cars + Vans						
Passenger Vehicles	**56233**	**51062**	**10%**	**297570**	**260210**	**14%**

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – September 2025		
Category	**September**	**YTD September**

F26	F25	% Change	F26	F25	% Change
LCV < 2T***	3386	3444	-2%	16882	19192	-12%
LCV 2 T - 3.5 T****	23342	19252	21%	114176	101643	12%
3 Wheelers (including electric 3Ws)***	13017	10044	30%	53578	40614	32%

Exports – September 2025						
Category	September			YTD September		
	F26	F25	% Change	F26	F25	% Change
Total Exports***	4320	3020	43%	20303	14680	38%

Note- Total vehicle sales of 100,298 units include SUVs, LCVs (<3.5T), 3-wheelers, and export volumes

*** Dealer reported customer retail estimates for first nine days of Navratri compared to first nine days of Navratri last year**

**** Above UV Sales includes sales made by subsidiary company Mahindra Electric Automobile Limited**

***** Above Sales Includes sales made by subsidiary company Mahindra Last Mile Mobility Limited**

******Above Sales includes Bolero Maxx PUP HD 1.9 & HD 2.0**

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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