Mahindra Auto clocks 63,510 SUVs and 104,309 total vehicle sales in January 2026

Auto

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Mumbai, February 01, 2026: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India's leading automotive companies, today announced that its overall auto sales for the month of January 2026 stood at **104,309** vehicles, a growth of **24%** including exports.

In the Utility Vehicles segment, Mahindra sold **63,510** vehicles in the domestic market, a growth of **25%**, and overall **104,309** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **27,656,** a growth of **22%**.

According to **Nalinikanth Gollagunta, CEO, Automotive Division, M&M Ltd.**, *"Building on the strong momentum of last year's performance, we began the year on a strong note in January by achieving SUV sales of 63,510 units, a growth of 25% and LCV< 3.5T sales of 27,656 units, a growth of 22%. The total vehicle sales stand at 104,309 units, a 24% year-on-year growth.*

On 14th January, we opened bookings for XUV7XO and XEV 9S clocking 93,689 bookings for a booking value of Rs. 20,500 Crore - a record-breaking milestone in just 4 hours."

Passenger Vehicles Sales Summary (Domestic) – January 2026						
Category	January			YTD January		
	F26	F25	% Change	F26	F25	% Change
Utility Vehicles*	63510	50659	25%	539986	453019	19%
Cars + Vans			0			0
Passenger Vehicles	**63510**	**50659**	**25%**	**539986**	**453019**	**19%**

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – January 2026						
Category	January			YTD January		
	F26	F25	% Change	F26	F25	% Change
LCV < 2T**	4009	3541	13%	31425	32175	-2%

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – January 2026						
Category	January			YTD January		
	F26	F25	% Change	F26	F25	% Change
LCV 2T - 3.5T***	23647	19209	23%	208659	178947	17%
3 Wheelers (including electric 3Ws)**	9566	7452	28%	92012	71685	28%

Exports – January 2026						
Category	January			YTD January		
	F26	F25	% Change	F26	F25	% Change
Total Exports**	3577	3404	5%	33638	27452	23%

Note- Total vehicle sales of 104,309 units include SUVs, LCVs (<3.5T), 3-wheelers, and export volumes

*** 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 3,24,000 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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