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Royal Enfield, TVS, Hero saw a surge amid festival buzz; Bajaj, Honda witnessed a decline

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Domestic two-wheeler (2W) sales in August largely moved upwards, with TVS Motor Company, Royal Enfield, Suzuki Motorcycle and Hero MotoCorp reporting growth. However, Bajaj Auto and Honda Motorcycle & Scooter India lagged, posting declines in sales. Together, these companies constitute over 90 per cent of the overall 2W sales.

Industry experts believe festive demand, favourable monsoon, and the recently announced goods and services tax (GST) reforms will further boost sales in coming months. "The upcoming GST cut will add complexity in the short term but is expected to

Road to recovery

Two-wheeler sales in August

Manufacturer	Units sold	Y-o-Y change (%)
Hero MotoCorp	519,139	5.50
HMSI	481,021	-2.20
TVS Motor Company	368,862	28
Bajaj Auto	184,109	-12
Royal Enfield	102,876	57
Suzuki Motorcycle	91,629	5

Source: Companies

provide a long-term boost to festive season sales," noted Anurag Singh, advisor at Primus Partners.

Royal Enfield posted the sharpest growth, with domestic sales rising 57 per cent to 102,876 units compared to 65,623 units last year, supported

by strong demand for its Classic and Hunter 350 models.

Royal Enfield's Chief Executive Officer (CEO) B Govindarajan said, "Our performance in August reflects a positive momentum as we step into the festive season, which traditionally drives strong demand

in the domestic market."

TVS Motor registered a 28 per cent rise in domestic sales, with volumes increasing to 368,862 units from 289,073 units in August 2024. Motorcycle sales grew 30 per cent to 221,870 units while scooter sales surged 36 per cent to 222,296 units. Electric vehicle (EV) sales stood at 25,138 units, marginally higher than 24,779 units a year earlier, though the company noted continued challenges around magnet availability.

Hero MotoCorp saw 5 per cent growth, with sales reaching 519,139 units from 492,263 units last year. The company recorded 344,000 Vahan registrations, reflecting steady demand across both urban and rural markets despite the

ongoing monsoon season.

Suzuki Motorcycle reported a 5 per cent increase in domestic sales to 91,629 units, up from 87,480 units in August 2024.

Suzuki Motorcycle India's Vice President-Sales and Marketing Deepak Mutreja said: "The growth in August sales gives us momentum going into the festive season, and we look forward to delighting more customers with our products and services."

In contrast, Bajaj Auto's sales fell 12 per cent to 184,109 units from 208,621 units in August 2024. Honda Motorcycle & Scooter India also reported a 2 per cent dip in domestic sales to 481,021 units, compared with 491,678 units in the same month last year.