

Mercedes-Benz Model-Wise Analysis 2023

A-Class

The A-Class is Mercedes' entry-level hatchback model. Powered by an Inline-4 petrol engine producing 163 HP and 250 Nm torque, it offers a fuel-efficient option at 16 km/l. Priced at ₹43,48,050, it comes with 6 airbags and compact dimensions of 4419mm length. Sales performance showed moderate numbers with 49 units sold in 2023, with peak sales in September-October (8-9 units). Sales pattern indicates inconsistent demand with monthly sales ranging between 2-9 units.

C-Class

The C-Class sedan features an Inline-4 petrol engine delivering 255 HP and 370 Nm torque. Priced at ₹57,41,850, it offers 14 km/l fuel efficiency. Annual sales reached 59 units, with strongest performance in October (10 units). Sales maintained relatively stable monthly numbers between 2-10 units, suggesting consistent market presence.

E-Class

The E-Class is a premium sedan with an Inline-6 petrol engine producing 362 HP and 500 Nm torque. Priced at ₹79,28,500, it achieved 73 units sales in 2023. Peak sales occurred in December (12 units) and March (10 units). The model shows good market acceptance with relatively stable monthly sales between 4-12 units.

GLA

The GLA SUV represents Mercedes' compact SUV offering with an Inline-4 petrol engine (221 HP/350 Nm). Priced at ₹50,75,250, it achieved impressive sales of 154 units in 2023. Strong performance in March (22 units) and June (18 units) indicates high market demand. Consistently strong monthly sales between 11-22 units make it one of the better-performing models.

GLB

The GLB SUV, priced at ₹68,28,500, shares similar engine specifications with the GLA. However, it showed limited market presence with only 2 units sold in January 2023, suggesting either a new launch or discontinued model.

GLC

The GLC SUV emerges as the best-selling model with 204 units in 2023. Powered by an Inline-4 petrol engine (255 HP/370 Nm) and priced at ₹74,63,900, it showed strong consistent sales. Peak performance in March (38 units) and sustained monthly sales between 11-26 units indicate strong market acceptance.

GLE

The GLE SUV, featuring an Inline-6 engine (362 HP/500 Nm), achieved substantial sales of 130 units. Priced at ₹98,82,851, it showed strong performance in February (19 units) and March (16 units). Consistent monthly sales between 8-19 units suggest stable demand in the luxury SUV segment.

GLS

The GLS, Mercedes' premium SUV with V8 engine (483 HP/700 Nm), achieved 85 units sales in 2023. Priced at ₹1,33,57,250, it maintained steady monthly sales between 5-11 units, with peak performance in March (11 units).

S-Class

The flagship S-Class sedan, priced at ₹1,73,66,949, recorded 14 units sales in 2023. With its Inline-6 engine (429 HP/520 Nm), it showed sporadic sales pattern with 1-3 units monthly, typical for ultra-luxury segment.

Electric Models Performance

- EQA SUV: 9 units sold, priced at ₹66,66,000, offering 400 km range
- EQB SUV: 6 units sold, priced at ₹71,60,900, offering 419 km range
- EQE SUV: 10 units sold, featuring 590 km range
- EQS: 9 units sold, offering impressive 620 km range
- EQS MM: Limited sales of 2 units, featuring high-performance specs (649 HP/950 Nm)

Performance Models

- AMG variants showed limited but premium market presence:
- AMG G63: 4 units sold, featuring V8 engine with 577 HP
- AMG GLC43: 4 units sold
- CLE AMG: 7 units sold
- Other AMG models showed single-digit sales figures

Key Insights

1. Volume Leaders:
 - GLC: 204 units
 - GLA: 154 units
 - GLE: 130 units
2. Segment Performance:
 - SUVs dominate sales volume
 - Electric models showing gradual market acceptance
 - Premium sedans maintain steady but lower volumes
3. Price-Performance Correlation:
 - Mid-range SUVs (₹50-75 lakhs) show highest volumes
 - Ultra-luxury models (>₹1.5 crore) show expected lower volumes
 - Electric models demonstrate growing market interest
4. Seasonal Trends:
 - March showed highest overall sales (121 units)
 - September (91 units) and August (85 units) were strong months

- April showed lowest sales (35 units)