

FADA Retail Tractor Sales Surge 11% in July 2025

The Indian tractor market witnessed a significant surge in sales during July 2025, with total sales reaching

Tractor OEM Performance Table

OEM Name	Current Period Sales	Previous Year Sales	YoY Sales Growth (%)	Current Year Market Share (%)
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MAHINDRA & MAHINDRA LIMITED (TRACTOR)	20,610	18,436	12%	23.23% 23.06% 0.17%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	16,725	16,267	3%	18.85% 20.34% -1.2%
INTERNATIONAL TRACTORS LIMITED	12,536	11,147	13%	14.13% 13.94% 0.19%
TAFE LIMITED	9,649	7,871	23%	10.88% 9.84% 1.04%
ESCORTS KUBOTA LIMITED (AGRI MACHINERY GROUP)	9,196	8,273	11%	10.36% 10.35% 0.12%
JOHN DEERE INDIA PVT LTD (TRACTOR DEVISION)	7,027	6,237	13%	7.92% 7.80% 0.12%
EICHER TRACTORS	6,166	5,417	14%	6.95% 6.77% 0.18%
CNH INDUSTRIAL (INDIA) PVT LTD	3,872	3,016	28%	4.36% 3.77% 0.59%
KUBOTA AGRICULTURAL MACHINERY INDIA PVT.LTD.	569	1,462	-61%	0.64% 1.83% -1.19%
Others	2,372	1,835	29%	2.67% 2.29% 0.38%
Total	88,722	79,961	11%	100% 100% 0%

Mahindra & Mahindra Limited (Tractor) led the market with 20,610 units sold in July 2025, a 12% increase.

In summary, the total tractor sales for July 2025 stood at 88,722 units, marking an 11% increase over the previous year.

Looking ahead, the tractor industry is poised for continued growth, driven by factors such as festive demand.