

FADA Retail Sales Report July 2025: Industry records 88,722 Units with 10.87% Growth

The tractor industry witnessed a notable performance in July 2025, with total sales reaching 88,722 units, marking a significant milestone in the sector's growth.

Tractor OEM Performance Table

OEM Name	July 2025 Sales	July 2024 Sales	YoY Sales Growth (%)	July 2025 Market Share (%)	July 2024 Market Share (%)	Market Share Change (%)
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MAHINDRA & MAHINDRA LIMITED (TRACTOR)	20,610	18,436	11.81%	23.23%	23.06%	0.17%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	16,725	16,267	2.81%	18.85%	20.34%	-1.49%
INTERNATIONAL TRACTORS LIMITED	12,536	11,147	12.51%	14.13%	13.94%	0.19%
TAFE LIMITED	9,649	7,871	22.53%	10.88%	9.84%	1.04%
ESCORTS KUBOTA LIMITED (AGRI MACHINERY GROUP)	9,196	8,273	11.13%	10.36%	10.35%	0.01%
JOHN DEERE INDIA PVT LTD (TRACTOR DEVISION)	7,027	6,237	12.68%	7.92%	7.80%	0.12%
EICHER TRACTORS	6,166	5,417	13.73%	6.95%	6.77%	0.18%
CNH INDUSTRIAL (INDIA) PVT LTD	3,872	3,016	28.42%	4.36%	3.77%	0.59%
KUBOTA AGRICULTURAL MACHINERY INDIA PVT.LTD.	569	1,462	-61.08%	0.64%	1.83%	-1.19%
Others	2,372	1,835	29.32%	2.67%	2.29%	0.38%
Total	88,722	79,961	10.87%	100%	100%	0%

The performance of each OEM varies, with MAHINDRA & MAHINDRA LIMITED (TRACTOR) leading the market share, followed by MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION).

In summary, the total tractor sales for July 2025 stood at 88,722 units, with a YoY growth of 10.87%, indicating a robust performance for the industry.

Looking ahead, the prospects for the tractor industry remain positive, driven by expectations of continued growth and innovation in the sector.