

4M

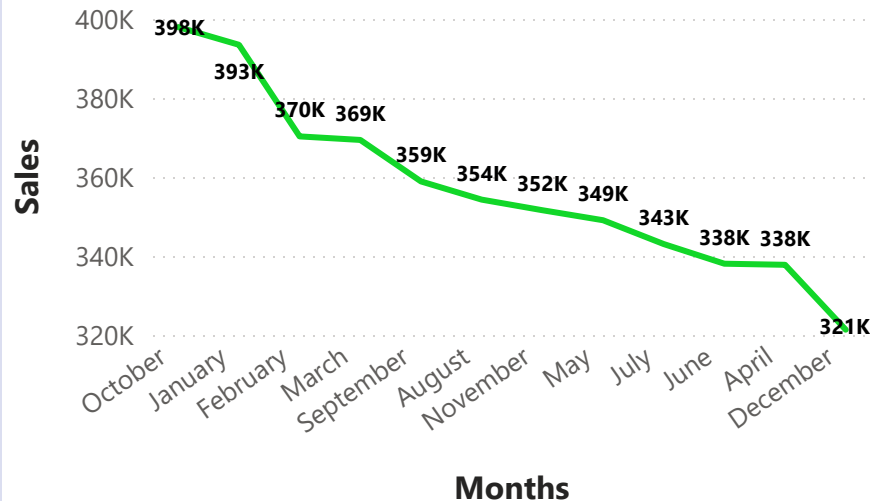
Total Sales 2024

33K

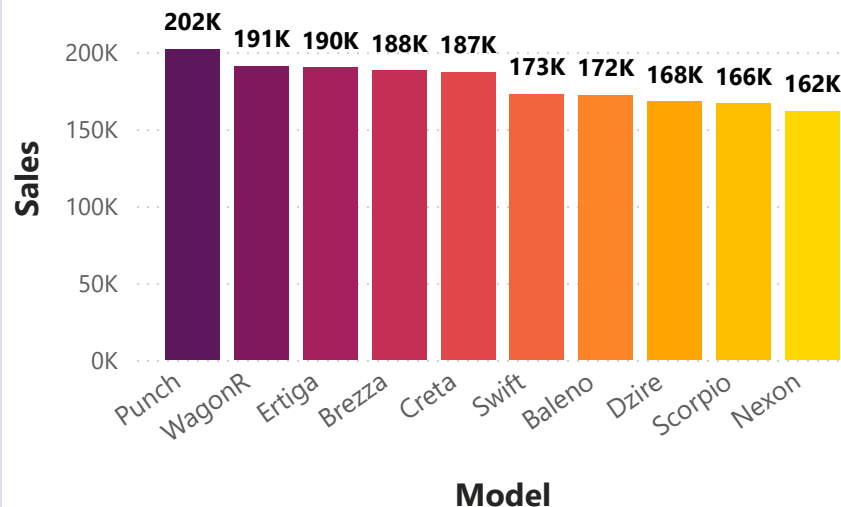
Max of YoY %

# Overall Sales Summary & Trends

## Monthly Sales Trend



## Top 10 Models Sales



October

Best Selling Month

398K

Count of Best Selling Month

December

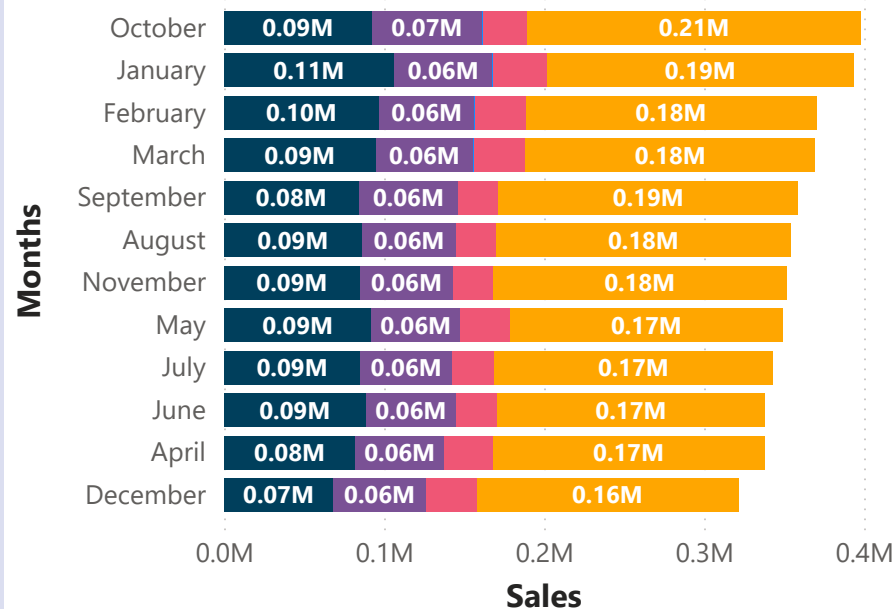
Worst Selling Month

321K

Count of Worst Selling Mo...

## Body\_Type-wise Sales Distribution

Body Type ● Hatchback ● MUV ● Others ● Sedan ● SUV



## Sales Performance by Brand

Brand	Sales (2024)	YoY %
Citroen	7448	-1500
Honda	69872	-276
Hyundai	606133	-1488
Jeep	4206	-852
Kia	245000	409404
Mahindra	528460	2436
Maruti	1753525	8484
MG	61214	-96
Nissan	29009	-24
Renault	41729	1860
Skoda	35157	-216
Tata	561102	-1634
Toyota	300159	732
Volkswagen	42053	-372
Total	4285067	416458

202K

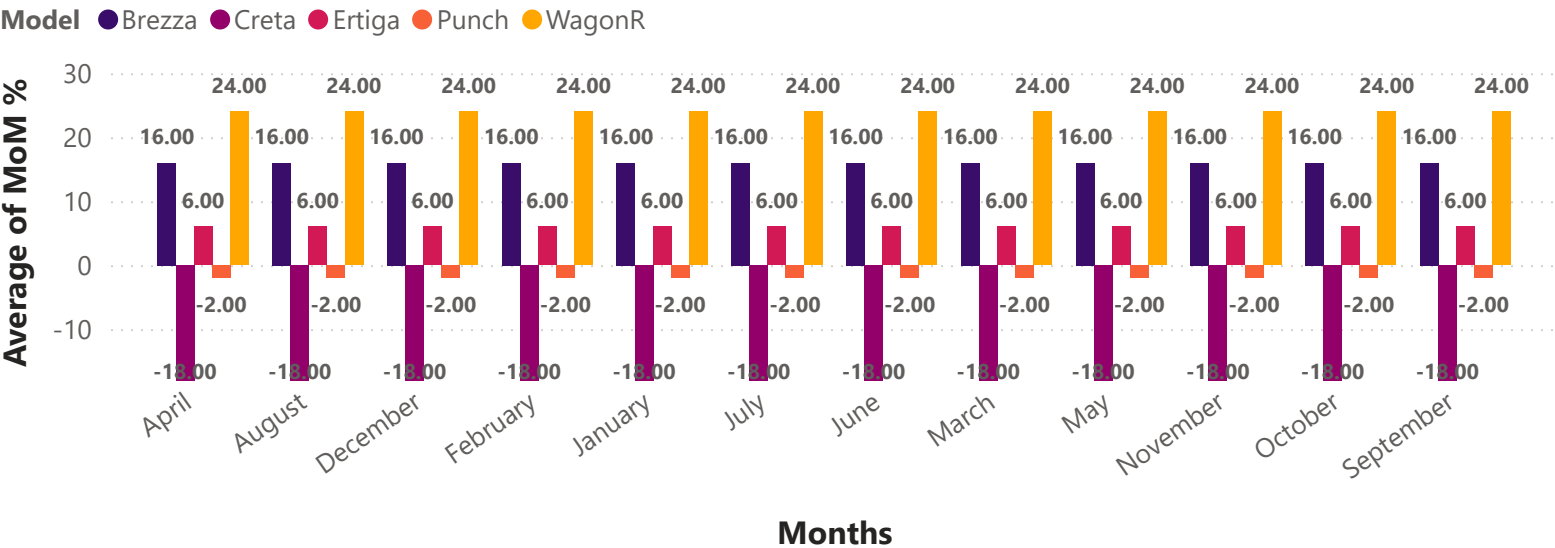
Max of Total

0

Min of Total

Brand-Wise & Model-Wise Performance

MoM % Change for Top 5 Models



Maruti

Brand with Highest Sales

Jeep

Brand with Lowest Sales

Top-10 Selling Models

Top Model	Sales
Baleno	172094
Brezza	188160
Creta	186919
Dzire	167988
Ertiga	190091
Nexon	161611
Punch	202031
Scorpio	166364
Swift	172808
WagonR	190855

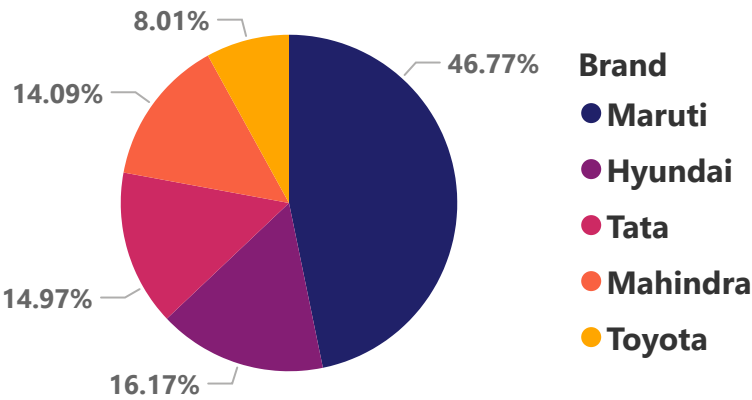
Total 1798921

Bottom-10 Selling Models

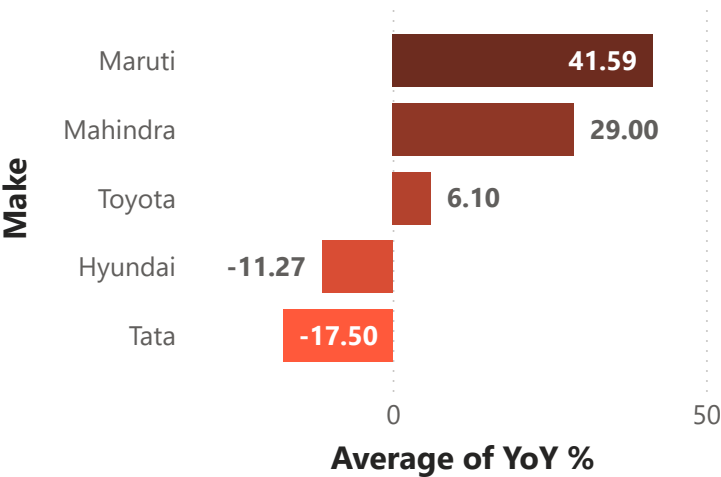
Bottom Model	Sales
C5 Aircross	9
Carnival	599
EV6	292
Ioniq 5	528
Kona	259
Land Cruiser	0
Marazzo	273
Superb	66
Wrangler	0
X-Trail	22

Total 2048

Market Share of Top 5 Brands

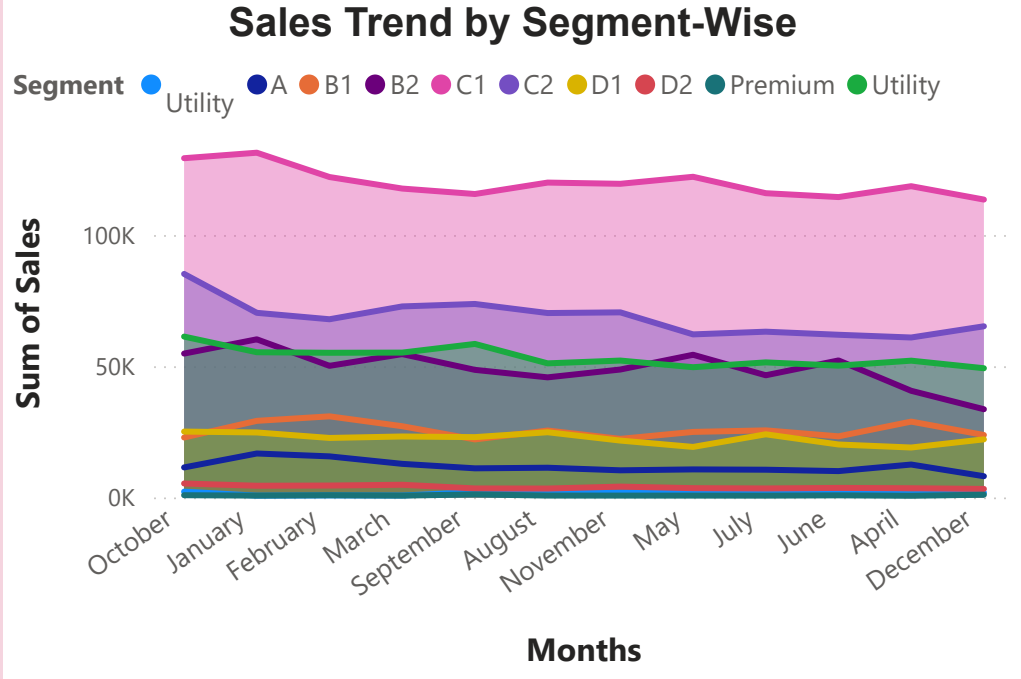
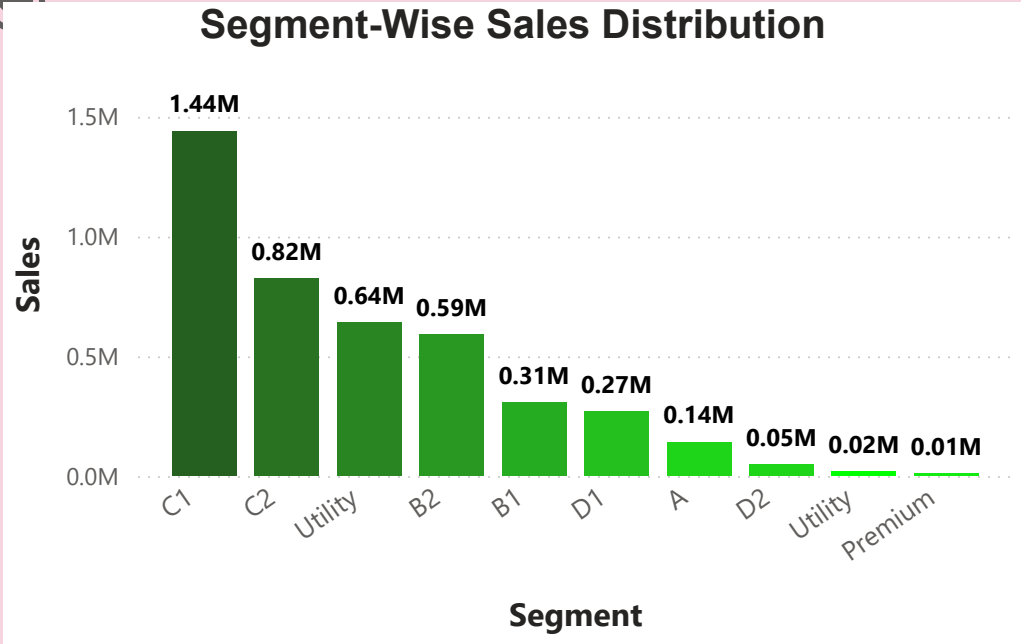


Top 5 Brands Sales Growth





# Customer Preferences & Market Segmentation - Visual Plan

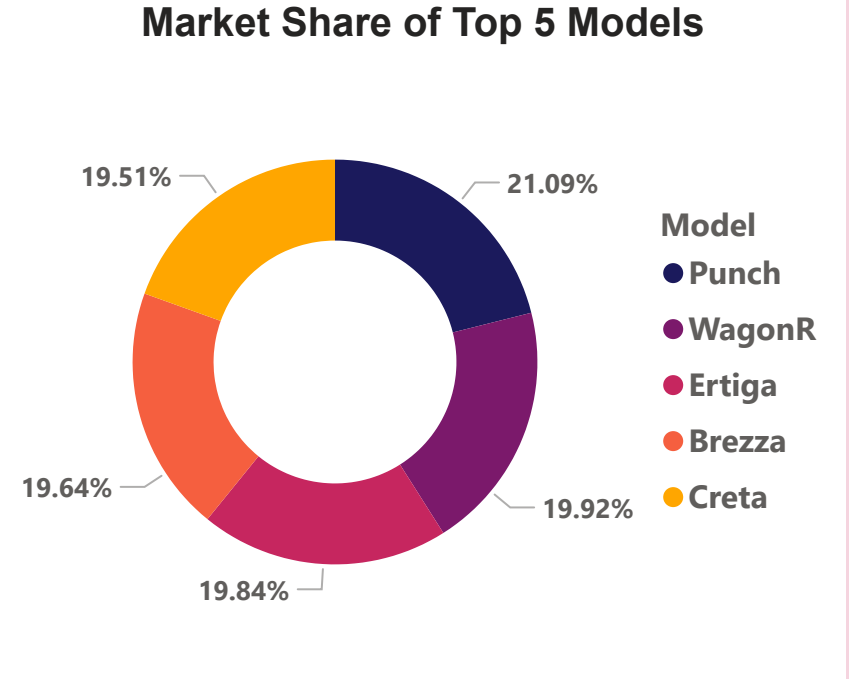


**Sonet**  
Highest YoY Growth Model

**S-Presso**  
Lowest YoY Growth Model

**C1**  
Best Selling Segment

**Premium**  
Worst Selling Segment



**SUV**  
Top Body Type

**Others**  
Worst Body Type