COMPANIES

Maruti delivers a record 30,000 cars in a day as GST cut and Navratri lift demand

Carmakers saw a rush of buyers on the first day of lower GST rates, which coincided with the start of the festive season.

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Manufacturers add shifts as festive demand peaks

In 60 seconds

1. Maruti Suzuki delivered about 30,000 cars on 22 September, the most in a day in its history.
2. It also logged around 80,000 customer enquiries that day.
3. Lower GST rates on small cars took effect on the same day Navratri began.
4. Hyundai reported about 11,000 deliveries on day one.

India's carmakers reported their busiest day in years on Monday, as lower GST rates on vehicles took effect on the first day of Navratri, one of the country's biggest shopping seasons.

A record day for Maruti

Maruti Suzuki, India's largest carmaker, said it delivered about 30,000 cars on 22 September, the highest number in a single day in the company's history. It also received around 80,000 customer enquiries. Hyundai said it delivered about 11,000 cars on the same day.

Why demand jumped

Under the revamped GST structure, the tax on small cars was cut to 18% from 28% plus a cess, reducing prices by tens of thousands of rupees. Carmakers also announced extra price cuts of their own. Many buyers had held off purchases for several weeks after the government announced the changes, waiting for the lower prices to take effect.

> *Lower prices and festive buying created the strongest start to a festive season in years.*

Bookings pile up

Maruti said it had received about 75,000 bookings since 18 September, when it announced its additional price cuts, with daily bookings running about 50% higher than usual.

Factories respond

Carmakers and their suppliers are ramping up production to meet the demand, and dealers expect strong sales through Dussehra and Diwali. The surge is also good news for the wider economy, since the car industry supports a large network of parts makers, dealers and financiers.