

Media Information
10 October 2025

Best-ever sales fuelled by unabated growth: BMW Group India posts best-ever sales of 11,978 units with 13% growth in Q1-Q3 2025.

Highest-ever Q3 car sales at 4,204 units (+21%).

Best-ever September, buoyed by new GST prices and festive demand.

Number one choice of luxury EV consumers in India: 2,509 EVs sold, registering remarkable rise of +246%.

Highly desirable Long Wheelbase models expand by +169%.

Versatile BMW Group Sports Activity Vehicles register +19% growth.

BMW 7 Series, BMW 3 Series and BMW X1 are most desirable models in their segment.

Gurugram. Revving up its fast-paced performance for 2025, BMW Group India posted highest-ever car sales in first nine months of the calendar year (January – September). The company sold 11,978 cars and 3,976 motorcycles. BMW sold 11,510 units and MINI 468 units.

The third quarter (July – September) was exceptional as BMW Group India achieved highest-ever Q3 sales, displaying growth of +21% year on year (y-o-y). The company also saw best-ever September sales, driven by positive effects of new GST pricing and intense festive season demand.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "BMW Group India has continuously succeeded in attaining high growth throughout 2025. The highest-ever sales in first nine months as well as in the third quarter reflect our unparalleled focus on customer centricity. The strong product offensive coupled with excellent aftersales services, personalised brand engagements and financial offers have spurred demand significantly. Our long-term strategy is aimed at successfully unlocking the potential of luxury car market and increasing market share while maintaining the core of JOY and Sheer Driving Pleasure we promise. The order bank remains healthy, and we are confident of closing the year with best-ever sales once again."

Media Information

Subject Best-ever sales propelled by unabated growth.

Page 2

Electric Vehicles (EV)

As the most preferred luxury EV brand in the country, BMW Group India once again sold the highest number of luxury EVs between January to September. 2,509 electric BMWs and MINIs were delivered, with an astounding growth of +246% y-o-y. The share of EVs in total sales further increased to 21%. iX1 was the highest-selling electric car, followed by the flagship i7 in second spot. Leading the charge, BMW Group India raced past 5,000 electric deliveries till date in the third quarter.

BMW Group India's attractive electric portfolio resonates strongly with the requirements of Indian clientele. The products are supplemented by an equally strong charging service ecosystem. This includes initiatives such as BMW Destination Charging, Smart E-Routing, and Charging Concierge. Added value comes from complimentary Wallbox chargers and around-the-clock access to a nationwide fast-charging dealer network in 51 cities, delivering seamless e-mobility with confidence. Moreover, BMW and MINI customers can access more than 6,000 charging points in partnership with leading service providers. The current EV lineup comprises six cars and two scooters: BMW i7, iX, i5, i4, iX1 Long Wheelbase, MINI Countryman E, BMW CE 04, and BMW CE 02. Across the range, performance and driving dynamics remain defining strengths, while advanced digitalisation and sustainability underpin each model.

Long Wheelbase Range

Between January to September, long wheelbase models saw a massive growth of +169% y-o-y at 5,720 units. These include the 7 Series, 5 Series, 3 Series and iX1. The long wheelbase models' share in sales further grew to 50% in this period. The 3 Series was the highest-selling BMW sedan with 16% share in sales. The 3 Series is also a class leader, offering segment-best features such as the most spacious second seat row, the most luxurious rear seat experience and the most powerful petrol engine in its segment. Similarly, the BMW 7 Series is the most desirable ultra-luxury limousine in its segment, thanks to innovative technology, performance and craftsmanship. Till date, BMW Group India has sold more than 15,000 long wheelbase cars in the country.

Sports Activity Vehicles (SAV)

BMW Group India SAVs recorded sales of 7,040 units with growth of +19% y-o-y. Highly preferred due to their versatility, space and dynamics, SAV segment now dominates 59% of total sales. X1 was the highest selling SAV for BMW (over 30% share in sales), and in the Indian premium compact SAV segment. Flagship X7 from Luxury Class was second highest sold SAV.

MINI

MINI delivered 468 units between January to September 2025. The best-selling model MINI Cooper S saw growth of over +90% y-o-y.

BMW Motorrad

BMW Motorrad delivered 3,976 motorcycles between January to September 2025. The BMW G 310 RR was most popular smart-cc bike. Among the imported bikes, the BMW 1300 GS / GSA were the best-selling models.

Media Information

Subject Best-ever sales propelled by unabated growth.

Page 3

Retail.NEXT: Immersive retail concept transforming customer experience

With launch of Retail.NEXT, BMW Group India aims to create a future-forward retail space that not only showcases its vehicles but also embodies the brand's commitment to luxury, innovation, and customer satisfaction. Retail.NEXT entails new design, new digital tools, new roles, and new processes. With a total investment of INR 365.6 crores, Retail.NEXT is being implemented across 56 facilities in 33 cities.

By end 2025, BMW Group India will expand its dealer network with addition of 11 new touchpoints in 9 cities.

BMW India Financial Services

Through its innovative 'BMW Smart Finance' solutions, BMW India Financial Services delivers a compelling value proposition and complete peace of mind to customers. The tailored financial products offer attractive benefits such as low monthly instalments, assured buy-back, flexible end-of-term options, and the freedom to upgrade to a new car with ease. By making ownership more accessible and hassle-free, BMW Financial Services plays a crucial role in enabling sales and driving customer loyalty for the group brands in India.

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