BMW
GROUP
India

Media Information
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Unprecedented Performance: BMW Group India clocks highest-ever H1 sales with +17% growth.

Strong demand leads to 9,075 deliveries between January - June.

Number 1 EV luxury brand: 2,359 EVs sold, +78% Growth, high EV adoption with 26% share in sales.

Preferred luxury: Long Wheelbase sales rose +24%, contribute 52% share in sales.

Luxury SAV dominance: +35% growth, 65% contribution to volumes.

New product launches and updates add thrill to product offerings. 14 more launches planned in 2026.

Gurugram. BMW Group India continues its strong performance with consistent double-digit growth quarter after quarter. Between January to June this year, BMW Group India sold 9,075 cars with exceptional growth of +17% year-on-year (y-o-y). In second quarter of the calendar year (April – June), the company delivered 4,507 cars with +17% growth y-o-y.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, ""BMW Group India has delivered its highest-ever sales performance in the first half of 2026. We have delivered 9,075 cars, but beyond this impressive number, what we are really focused on is to continue our steady double-digit growth in an otherwise challenging environment. The +17% growth is a clear reflection of the deep trust our customers place in our brands. Our decisive hold on electric mobility has solidified BMW Group India as the number one choice in luxury EV segment. With a phenomenal +78% growth, every fourth car we sell today is an EV. Furthermore, our customer-centric product strategy continues to pay off, driven by a substantial surge in demand for our executive long wheelbase models and dynamic sports activity vehicles. Building on the thrill of our new launches, we have planned 14 more exciting products across all three brands before year end. We will drive this performance to the next level with a luxury experience that is unparalleled in the segment and matches evolving customer desires. With the commitment of our dedicated team and dealer partners, we are confident of driving the momentum and rewriting success stories for the rest of the year."

Electric Vehicles (EV)
BMW Group India is the **number one luxury electric vehicle (EV) brand in India** and that sustainable lead continued in H1 with 2,359 EVs delivered to customers. The EV demand has risen exceptionally, growing by +78% y-o-y. With 69% market share in luxury EVs, BMW Group India continues to play an important role in encouraging adoption of e-mobility in the luxury segment. The **EV penetration** to total sales stood at **26%** in H1, making every fourth car BMW Group India sells an EV.

Long Wheelbase Range
BMW Long Wheelbase, offered both on sedans as well as SUVs, offers a perfect blend of performance, space and comfort. BMW Group India offers the largest range of Long Wheelbase models in the luxury segment, selling 4,428 long wheelbase cars in H1 and recording **+24% growth y-o-y with 52% share in sales**. This reflects a clear preference among consumers who want to experience both Sheer Driving Pleasure and comfort in an uncompromising vehicle.

Sports Activity Vehicles (SAV)
Suited for all kinds of journeys, BMW and MINI SAVs recorded **+35% growth y-o-y at 5,926 units**. Due to their commanding presence, dynamic performance and luxury quotient, they enjoy a growing **share in sales at 65%.**

MINI
MINI has been performing exceptionally well in 2026 with an exciting product offensive, brand connect and retail network expansion plan. In H1, MINI sold **504 cars, clocking +70% growth y-o-y**. The MINI Countryman C launched in mid-June, is seeing great demand. MINI Countryman remained the most popular MINI, followed by the Convertible and the Hatch. Special editions such as MINI Cooper S Victory Edition and MINI Convertible JCW Pack were sold out, highlighting strong customer enthusiasm for exclusive offerings that bring together individuality, performance and MINI's high-character appeal.

BMW Motorrad
BMW Motorrad delivered **2,327 motorcycles** in H1 2026. Among the high-powered above 500-cc imported bikes, the popular models included the BMW S 1000 RR, BMW 900 GS / GSA and BMW 1300 GS / GSA. Deliveries for the first lot of new BMW F 450 GS commenced at end-June and was sold out, while the bookings for next lot will open later.

Power-Packed Product Offensive
In H1 2026, BMW Group India launched 11 new products including the BMW X3 30d, BMW M440i, BMW X6 M60i, MINI Countryman C, BMW F 450 GS and BMW M 1000 R. The new launches added thrill and vigor to market demand and this robust offensive will continue with 14 more launches by end of 2026.

Emotions and Experience: The BMW World
BMW Group India is bringing customers and fans closer to the brand through a growing calendar of experiential platforms. Signature engagements such as BMW M Drift Academy, Womens' Power Drive, BMW Golf Cup, MINI Go-Kart Days and BMW GS Experience have seen strong

participation, underlining the appeal of immersive brand experiences. Beyond mobility, BMW's partnerships with India Art Fair and Kochi-Muziris Biennale continue to celebrate art and creativity, while BMW Excellence Club adds a distinctive layer of exclusivity through bespoke experiences in travel, lifestyle and sport.

Retail.NEXT: Redefining the Luxury 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. Today, the total number of touchpoints across the three brands is 100 in 40 cities. In 2026, the company will add 19 outlets in 18 cities.

BMW India Financial Services
In H1 2026, 1 out of every 4 BMWs that was financed was through 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. The tailored financial products offer attractive benefits such as up to 40% lower monthly instalments, assured buy-back of up to 73% of the ex-showroom price, 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 India Financial Services plays a crucial role in enabling sales and driving customer loyalty for the group brands.

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