

Amazon India Records 6X Growth in Two-Wheeler Sales Ahead of Dhanteras



Chennai, 31 Oct 2026: Amazon India has recorded a sixfold increase in two-wheeler sales compared to its average-day pace since the beginning of Amazon Great Indian Festival 2026. Customers from non-metro cities account for over 60% of sales, with Surat, Kota, Visakhapatnam, Bhubaneswar, Prayagraj and other cities driving demand.

Brands including Hero MotoCorp, Bajaj Auto, Chetak, Ampere, Triumph and KTM are among the popular choices.

Electric two-wheelers have grown eightfold, while everyday commuters have registered 13.5x growth. Premium motorcycles have recorded 2.5x growth.

Customers can explore over 200 two-wheeler models online. Motorcycles start at Rs. 44,207, scooters at Rs. 54,159 and electric vehicles at Rs. 44,750. Premium motorcycles start at Rs. 1,04,890.

Financing options include monthly instalments starting at Rs. 2,350 for up to 24 months, with zero processing fees and paperwork. Eligible loan purchases also offer 5% cashback of up to Rs. 12,000.

Customers can avail a 10% instant discount with HDFC Bank Credit Cards and EASYEMI, along with additional bank, coupon and Amazon Pay UPI offers.

Amazon's Auto motive Store has recorded 2.2x growth, offering over one lakh products from 200 brands. AI-powered shopping tools, including Rufus, Lens AI and Part Finder, further help customers discover products and identify compatible vehicle accessories.