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Yamaha Strengthens Presence in Tamil Nadu with New Blue Square Dealership in Madurai



MADURAI – 15 Nov, 2026: India Yamaha Motor (IYM) announces the opening of its new Blue Square dealership, M/s Sri Laksha Motors, in Madurai, further strengthening Yamaha's retail and service network across Tamil Nadu. This expansion reflects Yamaha's ongoing commitment to reaching closer to customers and enhancing its presence in one of South India's most important two-wheeler markets.

Strategically located in KK Nagar, the new Blue Square dealership has been designed to provide customers with a seamless and comprehensive Yamaha ownership experience. The facility features an 18,000 sq. ft. sales area showcasing Yamaha's premium range of motorcycles and scooters. Equipped with 8 service bays and a monthly service capacity of 1,200 vehicles, the dealership is well positioned to deliver efficient after-sales support and high-quality customer service. The expanded facility will enable Yamaha to cater to the growing needs of customers in Madurai and surrounding regions while ensuring a superior brand experience at every touchpoint.

Tamil Nadu continues to be a key market for Yamaha, driven by a strong riding culture and increasing demand for premium two-wheelers. The opening of M/s Sri Laksha Motors marks another significant step in Yamaha's network expansion strategy, reinforcing the company's commitment to making its products, services, and brand experiences more accessible to customers across the state.

The Blue Square dealership represents Yamaha's premium retail concept, offering customers an immersive environment to explore the brand's latest motorcycles and scooters. In addition to vehicle sales, customers can access a wide range of genuine Yamaha accessories, apparel, and spare parts, further enhancing their ownership experience. Designed to embody Yamaha's global racing heritage and premium brand values, the Blue Square network continues to serve as a platform for deeper engagement with customers and riding enthusiasts.

Through this expansion, Yamaha aims to strengthen its relationship with customers in the region while delivering exceptional service, convenience, and world-class customer experiences.