



Honda Motorcycle & Scooter India Achieves 10 Million Sales in the East Region

Kolkata, 08th April 2026: Honda Motorcycle and Scooter India (HMSI), a leading two-wheeler manufacturer in the country, has achieved a milestone of **10 million cumulative sales** in the east region, marking a significant chapter in its growth journey across key markets including **West Bengal, Bihar, Odisha, Jharkhand and the north-eastern states**.

The milestone reflects a strong and steady expansion across both metro cities and emerging semi-urban markets, where two-wheelers continue to play a vital role in everyday mobility. Over the years, the East region has evolved into an important growth driver for HMSI, supported by deep market reach and customer preferences.

West Bengal and Bihar have been key contributors to this growth, supported by strong demand across major cities such as Kolkata, Patna, Ranchi, Bhubaneswar and Guwahati. These markets continue to shape regional mobility trends, driven by a mix of daily commuting needs and rising aspirations among new buyers.

HMSI's product portfolio has played a central role in this growth. Among scooters, **Activa** and **Dio** have seen strong adoption, while in the motorcycle segment, **SP125** and **Shine 125** have contributed significantly to overall sales volume in the region. **The company's presence in the East region is supported by an extensive network of over 1200 sales and service touchpoints**, ensuring accessibility, timely service and a seamless ownership experience. This wide reach has enabled HMSI to stay closely connected with customers across diverse geographies.

Commenting on the milestone, **Mr. Mutsuo Usui, Director - Sales & Marketing, Honda Motorcycle & Scooter India, said**, *"The 10 million sales milestone in the East region reflects how deeply our products are integrated into the everyday mobility needs of customers across diverse markets. The accelerated growth in recent years highlights the increasing confidence in our portfolio and the strength of our network across metros as well as emerging towns. As we move ahead, our focus will remain on expanding accessibility, strengthening customer experience and driving the next phase of growth across the region."*

Growth in the region continues to be shaped by a combination of strong brand trust, consistent product quality and dependable resale value. These factors, along with a well-established service network, have made Honda a preferred choice for both first-time buyers and repeat customers. The 10 million milestone in the region reflects not just scale, but a sustained connection with the customers built over time. As HMSI continues to expand its footprint, the focus remains on delivering reliable mobility solutions that align with evolving customer expectations across markets.

With a robust dealer network across India, HMSI has ensured seamless sales and service access for Activa customers, helping it grow across age groups and geographies. Apart from the Activa in 110cc & 125cc avatars, the company's **scooter line-up** includes Dio in 110cc, 125cc and 125 X-edition and in the **motorcycle category**, there are **ten exciting models** across 100-110cc (Shine 100, Shine 100 DX & Livo), 125cc (Shine 125, SP125 and CB125 Hornet), 160cc (Unicorn & SP160) and 180-200cc (Hornet 2.0 & NX200) segments. HMSI also ventured into the EV segment with the ACTIVA e: and QC1 electric scooters.

HMSI's premium motorcycle retail format is led by the **BigWing Topline** for entire premium motorcycle range (200cc - 1800cc) in top metros and **BigWing** - exclusively for mid-size motorcycle segment (200cc - 500cc). Its diverse range of motorcycles includes the all-new CB350, H'ness CB350, CB350RS, CB300F, CB350C, NX500, XL750 Transalp, Hornet 750 and Gold Wing Tour. Moreover, the Hornet 2.0 and NX200 are now retailed via BigWing showrooms as well.



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