

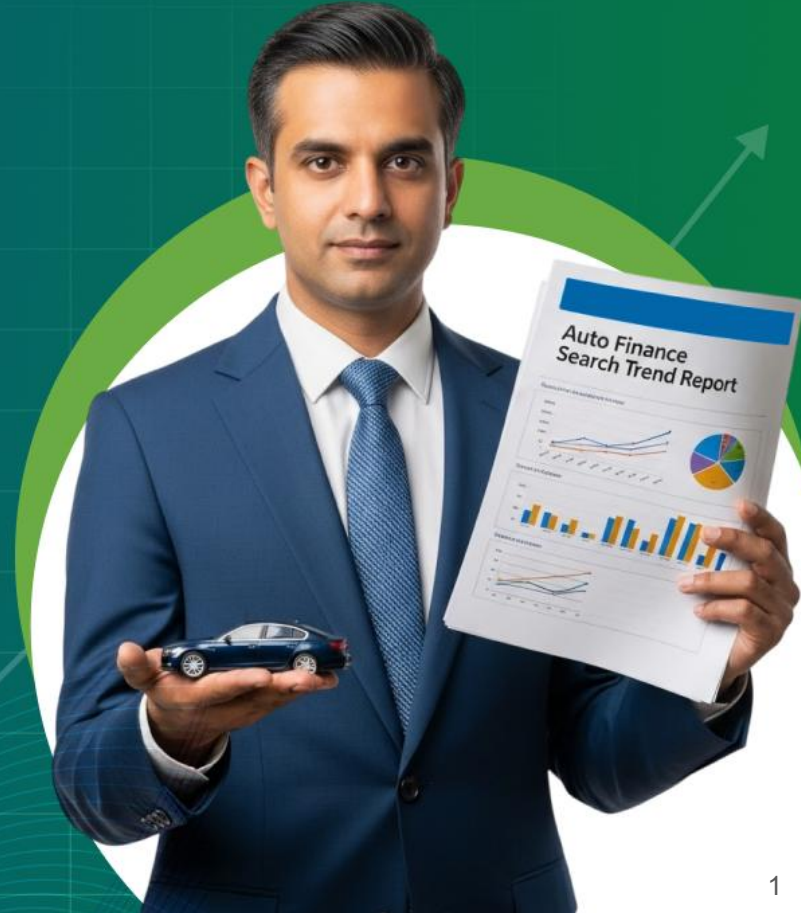
Auto Finance

Search Trends Report

FY'25 India



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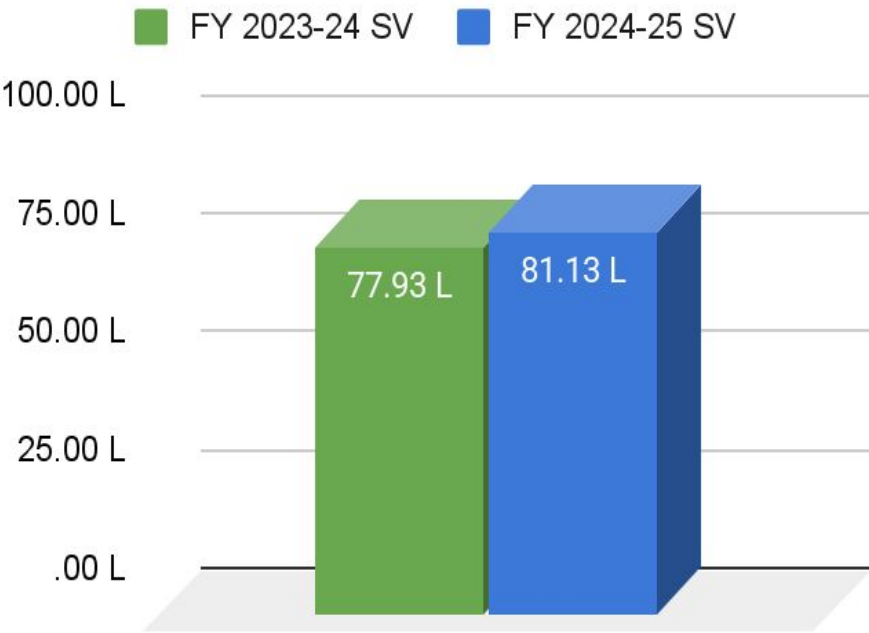


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Executive Summary

- In India, most Auto Finance journeys for people **begin with a Google search**.
- People run queries on **Auto Finance providers**, compare & contemplate plans, and make investment decisions; which is why a clear understanding of **search behavior** is necessary for a **strong path to better digital marketing**.
- Our *Auto Finance Search Trends Report* **examines how customer behavior is evolving** and how your brand can leverage these trends to create a stronger digital presence.
- We investigate over **11,000 keywords** to evaluate the **brand and non-brand keywords, type & volumes of queries, opportunities for growth**, and so much more.
- We also include a list of **top-performing Auto Finance brands** who dominate Google Search.

Auto Finance **Search Trends**



Category	FY 2023-24 SV	FY 2024-25 SV	% Growth
Motor Finance	77.93 L	81.13 L	4.10%

Search Volume by Query Type











Type of Query	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Brand	35.67 L	33.03 L	-7.40%	40.72%
Non-Brand	42.26 L	48.10 L	13.80%	59.28%
Total	77.93 L	81.13 L	4.10%	100.00%

Top 10 Auto Finance Brands by Search Volume



Brand Name	Search Volume FY'24	Search Volume FY'25	Growth %	Market Share
HDFC Bank	15.32 L	13.84 L	-9.69%	41.89%
SBI	6.68 L	5.76 L	-13.72%	17.44%
ICICI Bank	3.01 L	2.94 L	-2.30%	8.90%
PNB	1.10 L	1.30 L	17.58%	3.92%
Kotak Mahindra Bank	1.27 L	1.11 L	-12.73%	3.36%
Axis Bank	.27 L	.37 L	37.27%	1.11%
IndusInd Bank	.39 L	.33 L	-13.73%	1.01%
IDFC FIRST Bank	.24 L	.25 L	4.82%	0.76%
Bank Of Baroda	.27 L	.21 L	-23.78%	0.63%
Canara Bank	.14 L	.14 L	-0.21%	0.43%
Others(56)	6.98 L	6.79 L	-2.77%	20.56%
Total	35.67 L	33.03 L	-7.40%	100.00%

Top 10 NBFCs by Search Volume

	Brand Name	Search Volume FY'24	Search Volume FY'25	Growth %	Market Share
	Bajaj Finserv	102.9K	71.7K	-30.31%	36.91%
	Shriram Finance	38.4K	44.4K	15.40%	22.83%
	Mahindra Finance	32.2K	30.4K	-5.80%	15.63%
	Maruti Suzuki Smart Finance	13.1K	11.8K	-9.70%	6.09%
	Muthoot Finance	9.9K	9.9K	0.30%	5.10%
	Tata Capital	7.9K	7.7K	-2.41%	3.96%
	Droom Credit	0.5K	6.6K	1275.00%	3.40%
	L&T Finance	4.5K	4.4K	-3.55%	2.24%
	Cholamandalam Finance	2.7K	2.1K	-22.01%	1.08%
	Hero Fincorp	1.4K	1.5K	-8.11%	0.76%
	Others(14)	4.3K	3.9K	-8.41%	2.02%
	Total	217.7K	194.2K	-10.79%	100.00%

Search Volume by Vehicle Type

Type of Vehicle	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Four Wheeler	58.99 L	63.10 L	6.97%	77.78%
Two Wheeler	12.50 L	11.59 L	-7.30%	14.29%
Unknown	6.44 L	6.44 L	-0.01%	7.93%
Grand Total	77.93 L	81.13 L	4.10%	100.00%

‘Unknown’ keywords sample-

- *shriram auto finance*
- *canara bank vehicle loan*

Search Volume **by Vehicle Category**

Type of Vehicle	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
New Vehicle	73.08 L	76.37 L	4.50%	94.14%
Used Vehicle	4.85 L	4.76 L	-1.86%	5.86%
Total	77.93 L	81.13 L	4.10%	100.00%






Top 10 **Non-Brand Keywords**

Keywords	Search Volume FY'24	Search Volume FY'25	% Growth
car finance emi calculator	2.01 L	3.01 L	49.75%
car loan interest rate	1.10 L	1.35 L	22.73%
calculating auto loan	.74 L	.91 L	22.30%
bike finance interest rate	.22 L	.22 L	0.00%
car loan for second hand car	.18 L	.18 L	0.00%
used vehicle financing	.18 L	.18 L	0.00%
bike loan	.15 L	.15 L	0.00%
two wheeler loan interest rate	.12 L	.12 L	0.00%
lowest interest rate auto loan	.08 L	.10 L	22.22%
auto loan	.04 L	.04 L	0.00%

Top 05 Query Types

Bucket Name	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Interest Rate	22.59 L	23.71 L	4.94%	29.22%
EMI of Vehicle Loan	14.41 L	17.98 L	24.75%	22.17%
Down Payment	.93 L	.79 L	-15.34%	0.97%
Auto Loan Online	.75 L	.61 L	-18.65%	0.75%
Repayment	.07 L	.06 L	-1.68%	0.08%
Others(8)	39.19 L	37.98 L	-3.07%	46.82%
Total	77.93 L	81.13 L	4.10%	100.00%

Top 5 Motor Brands

	Brand Name	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
	Maruti Suzuki	63.56 K	56.45 K	-11.19%	22.11%
	Tata Motors	44.97 K	40.40 K	-10.16%	15.82%
	Mahindra Automobiles	40.41 K	36.05 K	-10.79%	14.12%
	Bajaj Automobiles	22.81 K	22.96 K	0.66%	8.99%
	Toyota	17.51 K	18.34 K	4.74%	7.18%
	Others(18)	103.42 K	81.17 K	-21.51%	31.79%
	Total	292.68 K	255.37 K	-12.75%	100.00%

City-Wise Search Volumes

Cities	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Top 6 Cities	20.39 L	21.23 L	4.12%	26.17%
Next 10 Cities	6.87 L	7.35 L	6.99%	9.06%
Rest of India	50.67 L	52.55 L	3.70%	64.77%
Total	77.93 L	81.13 L	4.10%	100.00%

Top 6 Cities

Cities	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Delhi	4.46 L	4.69 L	5.16%	23.56%
Bengaluru	4.50 L	4.63 L	2.89%	23.25%
Mumbai	2.57 L	2.87 L	11.67%	14.41%
Pune	2.43 L	2.62 L	7.82%	13.16%
Hyderabad	2.98 L	2.59 L	-13.09%	13.01%
Chennai	2.33 L	2.51 L	7.73%	12.61%
Total	19.27 L	19.91 L	3.32%	100.00%

Next 10 Cities

Cities	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Jaipur	112.0K	132.0K	17.86%	17.96%
Lucknow	108.0K	118.0K	9.26%	16.05%
Indore	92.0K	100.0K	8.70%	13.61%
Surat	62.0K	68.0K	9.68%	9.25%
Coimbatore	66.0K	60.0K	-9.09%	8.16%
Ludhiana	55.0K	59.0K	7.27%	8.03%
Vadodara	50.0K	59.0K	18.00%	8.03%
Nagpur	66.0K	54.0K	-18.18%	7.35%
Bhopal	40.0K	49.0K	22.50%	6.67%
Visakhapatnam	36.0K	36.0K	0.00%	4.90%
Total	687.0K	735.0K	6.99%	100.00%

"Near-Me" Searches

Bucket	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Brand	5.8K	11.5K	100.70%	25.02%
Non Brand	31.9K	34.6K	8.33%	74.98%
Total	37.7K	46.1K	22.43%	100.00%

The contribution from non-brand keywords when the term "near me" is included is higher in FY'25.

Brand keywords include:

- *bajaj auto finance near me*
- *tata motors finance bangalore*

While Non-Brand keywords include:

- *auto finance near me*
- *bike finance near me*

Search Volumes for “Auto Finance App”

app	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Brand	2.1K	2.1K	-1.90%	35.27%
Non Brand	3.6K	3.8K	4.42%	64.73%
Total	5.7K	5.8K	2.10%	100.00%

The contribution from non-brand keywords when the term “app” is included is slightly higher in FY'25.

Brand keywords include:

- *hdfc car loan app*
- *l&t finance app emi bike*

While Non-Brand keywords include:

- *two wheeler loan apps*
- *vehicle loan app*

Top 5 Brands **with Highest Share of Voice (SOV) on Google**

	Top Brands	% Growth
	HDFC Bank	67.07%
	ICICI Bank	58.10%
	Bank Bazaar	49.69%
	Axis Bank	32.51%
	SBI	27.65%

Top 5 Brands **with Highest SOV in 'Four wheeler'**

	Top Brands	% Growth
	HDFC Bank	94.48%
	ICICI Bank	84.29%
	Axis Bank	66.88%
	SBI	46.42%
	Bank Bazaar	37.52%

Top 5 Brands **with Highest SOV in 'Two Wheeler'**

	Top Brands	% Growth
	ICICI Bank	80.15%
	HDFC Bank	69.39%
	IDFC First Bank	51.90%
	SBI	38.00%
	Axis Bank	35.28%

Top 5 Brands **with Highest SOV in 'Interest Rate'**

	Top Brands	% Growth
	HDFC Bank	94.24%
	Bank Bazaar	94.00%
	SBI	91.28%
	ICICI Bank	74.44%
	Axis Bank	43.58%

Key Insights

- The overall Search Volume of 'Auto Finance' related keywords has **grown by 4.10%**
- **Non-brand** queries grew by **13.8%** year on year with **59.28% share**
- Top **banks** like **HDFC, SBI, and ICICI** saw a **decline in search volume**, while **smaller players** like **Axis Bank (+37.27%)** and **PNB (+17.58%)** gained traction—signalling growing interest in emerging lenders for auto finance.
- While overall **NBFC search volume** declined by **-10.79%**, players like **Shriram Finance (+15.4%)** and **Droom Credit (+1275%)** gained share, suggesting rising curiosity around alternative and digital-first lenders in auto finance.
- Searches for **four-wheeler** finance **grew by 6.97%** and now account for nearly **78% of total demand**, while **two-wheeler queries declined**—indicating a clear consumer tilt towards car ownership and financing.

Data-Collection Process

- The research was conducted for FY'24 & FY'25 using Google's Keyword Planner
- The data reflects Pan-India search volumes only, except where city-level data is shown
- Search volumes on Google Web Search for app-related keywords and not Playstore have been taken into account
- Search volumes for vernacular languages – where available – only reflect data for the Hindi language

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