

India Motorcycle Day Time Running Lights Market By Vehicle Capacity (Below 150 CC, 150- 250CC, 250-500cc, 500–800cc, Above 800cc), By Type (LED DRLs, Halogen DRLs), By Technology (Adaptive DRLs, Static DRLs), By Region, Competition, Opportunities and Forecast, 2021-2031F

<https://marketpublishers.com/r/I97E6DFEB544EN.html>

Date: August 2025

Pages: 87

Price: US\$ 3,500.00 (Single User License)

ID: I97E6DFEB544EN

Abstracts

Market Overview:

India Motorcycle Day Time Running Lights Market was valued at USD 387.74 Million in 2025 and is expected to reach USD 526.17 Million by 2031 with a CAGR of 5.22% during the forecast period. The India motorcycle daytime running lights (DRL) market is witnessing significant traction due to increasing consumer preference for enhanced safety and visibility on roads. DRLs, once a premium feature, are rapidly becoming a standard offering across motorcycle segments, supported by rising awareness about accident prevention and vehicle identification during daylight. Expanding GDP and rising disposable income are further boosting the demand, as more consumers opt for feature-rich motorcycles that combine safety, technology, and style. This economic uplift is encouraging upgrades from basic to mid-level or premium motorcycles, where DRLs are either integrated or viewed as essential enhancements. For instance, India's GDP expanded by 6.7% year-on-year in the first quarter of fiscal 2025 (Q2 CY2024), supported by early signs of rural consumption recovery despite mixed overall private consumption trends.

Market Drivers

Rising Motorcycle Demand Driving DRL Adoption

The surge in motorcycle sales across urban and semi-urban regions is significantly accelerating the adoption of Daytime Running Lights (DRLs) in the two-wheeler segment. As more individuals turn to motorcycles for personal mobility, manufacturers are equipping even entry-level models with DRLs to meet evolving expectations for style and safety. This growing volume of two-wheelers on the road has led to increased emphasis on visibility features that enhance rider presence in mixed traffic. DRLs, once seen as premium additions, are now becoming common across segments as they offer both functional and aesthetic value. For instance, India's two-wheeler industry continues to showcase robust momentum, building on a record-breaking 2024 where sales soared to an all-time global high of 20.5 million units, reflecting a 16.6% annual growth. This exceptional performance positioned India as the world's largest two-wheeler market by volume.

Key Market Challenges

Price Sensitivity in Entry-Level Motorcycle Segments

One of the critical challenges in the widespread adoption of Daytime Running Lights in the motorcycle market lies in the price sensitivity of the entry-level segment. A significant portion of motorcycle sales comes from budget-conscious buyers who prioritize core performance and fuel efficiency over advanced safety or aesthetic features. For this customer base, any increase in vehicle cost, even marginal, can influence purchasing decisions. DRLs, though increasingly considered essential, still represent an added expense for both OEMs and buyers. Manufacturers operating in this space often work within tight cost margins and may deprioritize optional safety components like DRLs in order to meet price targets. Incorporating LED DRLs entails investment in higher-grade electronics and changes in electrical systems, which may not be economically viable for all mass-market models. In such price-sensitive segments, even suppliers face difficulties in offering cost-effective DRL solutions that don't compromise on quality.

Key Market Trends

Customizable DRL Designs for Visual Differentiation

The evolution of DRL technology is being shaped by the increasing consumer demand for customization and styling in motorcycles. DRLs are no longer just functional components for daytime visibility but are being treated as design features that enhance

the visual appeal of the bike. Riders, particularly younger buyers, seek personalized vehicles that reflect their preferences, and lighting plays a key role in achieving that aesthetic. Manufacturers are developing DRLs in unique shapes, patterns, and placements such as boomerang outlines, eye-shaped LEDs, or integrated strips within fairings to offer distinctive styling. This customization is also being extended in the aftermarket, where lighting kits with programmable brightness levels and dynamic effects are gaining popularity. The ability to differentiate a model through signature DRLs is becoming a marketing strategy for OEMs. This trend is pushing suppliers to innovate with materials, optics, and thermal management systems that allow for both performance and design flexibility.

Key Market Players

Hero MotoCorp Ltd.

Honda Motorcycle & Scooter India Pvt. Ltd.

India Yamaha Motor Pvt. Ltd.

Eicher Motors Ltd.

Bajaj Auto Ltd.

TVS Motor Company Limited

Suzuki Motorcycle India Private Limited ('SMIPL')

Piaggio Vehicles Pvt. Ltd.

Hero Electric Vehicles Pvt. Ltd.

Okinawa Autotech Internationall Private Limited

Report Scope:

In this report, the India Motorcycle Day Time Running Lights Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Motorcycle Day Time Running Lights Market By Vehicle Capacity (Below 150 CC, 150- 250CC, 250-500cc, 500-...

India Motorcycle Day Time Running Lights Market, By Vehicle Capacity:

Below 150 CC

150- 250CC

250-500cc

500–800cc

Above 800cc

India Motorcycle Day Time Running Lights Market, By Type:

LED DRLs

Halogen DRLs

India Motorcycle Day Time Running Lights Market, By Technology:

Adaptive DRLs

Static DRLs

India Motorcycle Day Time Running Lights Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Motorcycle Day Time Running Lights Market.

Available Customizations:

India Motorcycle Day Time Running Lights Market report with the given market data, TechSci Research offers customizations according to the company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Regions
- 3.4. Overview of Market Drivers, Challenges, and Trends

4. INDIA MOTORCYCLE DAY TIME RUNNING LIGHTS MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Vehicle Capacity (Below 150 CC, 150- 250CC, 250-500cc, 500–800cc, Above 800cc)
 - 4.2.2. By Type (LED DRLs, Halogen DRLs)
 - 4.2.3. By Technology (Adaptive DRLs, Static DRLs)
 - 4.2.4. By Region

4.2.5. By Company (2025)

4.3. Market Map

5. INDIA LED DAY TIME RUNNING LIGHTS MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Vehicle Capacity

5.2.2. By Technology

6. INDIA HALOGEN DAY TIME RUNNING LIGHTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Vehicle Capacity

6.2.2. By Technology

7. MARKET DYNAMICS

7.1. Drivers

7.2. Challenges

8. KEY MARKET DISRUPTIONS

8.1. Conflicts

8.2. Pandemic

8.3. Trade Barriers

9. MARKET TRENDS & DEVELOPMENTS

10. PORTER'S FIVE FORCES ANALYSIS

11. POLICY & REGULATORY LANDSCAPE

12. INDIA ECONOMIC PROFILE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Hero MotoCorp Ltd.

13.1.1.1. Business Overview

13.1.1.2. Company Snapshot

13.1.1.3. Products & Services

13.1.1.4. Financials (As Per Availability)

13.1.1.5. Key Market Focus & Geographical Presence

13.1.1.6. Recent Developments

13.1.1.7. Key Management Personnel

13.1.2. Honda Motorcycle & Scooter India Pvt. Ltd.

13.1.3. India Yamaha Motor Pvt. Ltd.

13.1.4. Eicher Motors Ltd.

13.1.5. Bajaj Auto Ltd.

13.1.6. TVS Motor Company Limited

13.1.7. Suzuki Motorcycle India Private Limited ('SMIPL')

13.1.8. Piaggio Vehicles Pvt. Ltd.

13.1.9. Hero Electric Vehicles Pvt. Ltd.

13.1.10. Okinawa Autotech Internationall Private Limited

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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