

AI READINESS INDEX

INDIA

2026

AUTOMOTIVE

Commercial Vehicles: Trucks & Buses

GEO / AEO READINESS REPORT

SUBCATEGORY REPORT

How visible is your brand
in AI answers today,
and how ready is it
for tomorrow?

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AI VISIBILITY. MEASURABLE GROWTH.

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India's Largest AI Brand Intelligence Study

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India's Largest AI Brand Intelligence Study

The AI Readiness Index — India 2026 analyses how leading AI engines represent, recommend and cite brands across India's consumer and business landscape.

1.75M+ AI Answers Analysed	16 Industries	104 Subcategories
5 AI Engines	7 Days Repeated Observation	

Prompts spanning discovery, comparison, evaluation and purchase intent were run repeatedly over a seven-day observation period. The resulting AI answers were analysed to benchmark visibility, recommendation quality, consistency, authority and citation behaviour across industries and brands.

This report is part of the larger AI Readiness Index — India 2026 study

Field	Value
Industry	Automotive
Subcategory	Commercial Vehicles: Trucks & Buses
Brands analysed	28
AI engines	5 (ChatGPT, Gemini, Google AI Mode, Copilot, Perplexity)

Research by GoVISIBLE | AI Visibility Intelligence

This isn't just a Commercial Vehicles: Trucks & Buses report. It's one benchmark within a much larger national study.

About the Commercial Vehicles: Trucks & Buses AI Visibility & GEO Readiness Report

The Commercial Vehicles: Trucks & Buses AI Visibility & GEO Readiness Report benchmarks how truck and bus brands in India are discovered, mentioned, compared and recommended across leading AI search and answer engines. The report analyses responses to category-specific, use-case and intent-driven queries to measure AI visibility, share of voice, recommendation quality, consistency, citation authority and owned-source influence. It shows how commercial vehicle brands perform when fleet buyers, operators and businesses use AI platforms to research, compare and make purchase decisions.

What Does This Report Measure?

This report reflects AI responses to use-case and intent-driven prompts specific to Commercial Vehicles: Trucks & Buses (for example, "most reliable heavy truck for long-haul freight" or "best bus brand for city transit fleets"), not generic brand-awareness or "top brands" rankings. A brand's AI Readiness standing here can legitimately differ from how it would rank on a broad prompt like "top commercial vehicle brands in India." That is a difference in prompt universe, not an error — this report reflects a brand's visibility and recommendation strength within real category use cases, not its overall market popularity.

Who Is This Report For?

This report is built for marketing leaders, managers, specialists, agencies and business decision-makers who want to understand how their category, brand and competitors appear, rank and get recommended across AI search and answer platforms. Whether you work in brand, SEO, GEO, content, digital, performance, growth, product marketing, PR or fleet/B2B sales, the report provides practical insights into AI visibility, competitive positioning and opportunities to improve brand presence in AI-driven discovery.

Glossary quick-reference (full definitions in the Methodology Appendix):

Term	In one line
Mention %	How often a brand appears at all across tracked AI conversations (reach).
Share of Voice %	A brand's mentions as a share of all brand mentions (competitive share).
GEO Quality %	How favorably and forcefully AI talks about a brand once it appears.
Engine Favorability %	The same favorability formula applied at the AI-engine level, not the brand level.
Consistency %	How reliably a brand or engine shows up the same way run after run.

How to read the quadrant charts: each chart splits brands into four zones using the median of the specific pool plotted. Section 3 and Section 8 use different brand pools and different cutoffs, so a brand's underlying SOV/Quality numbers stay consistent across both charts, but its quadrant placement may not.

1. GEO Readiness Snapshot

Commercial Vehicles: Trucks & Buses sits at a 67.5% GEO Readiness Score, the composite that blends visibility, quality, consistency, citation readiness and owned-source strength. Tata Motors dominates both reach and authority in this category, but the gap between showing up most and being recommended best is unusually wide here.

67.5% GEO Readiness Score Composite readiness metric	Tata Motors Visibility Leader 20.3% Share of Voice	Freightliner GEO Quality Leader 79.2% GEO Quality	Tata Motors AI Authority Leader 83.6% AI Authority
Copilot Most Influential Engine 24.9% mention share	Copilot Least Volatile Engine 88.8% consistency	80.7% Visibility Concentration Gini-based concentration	5.5% Owned Source Influence Estimated own-domain citation share

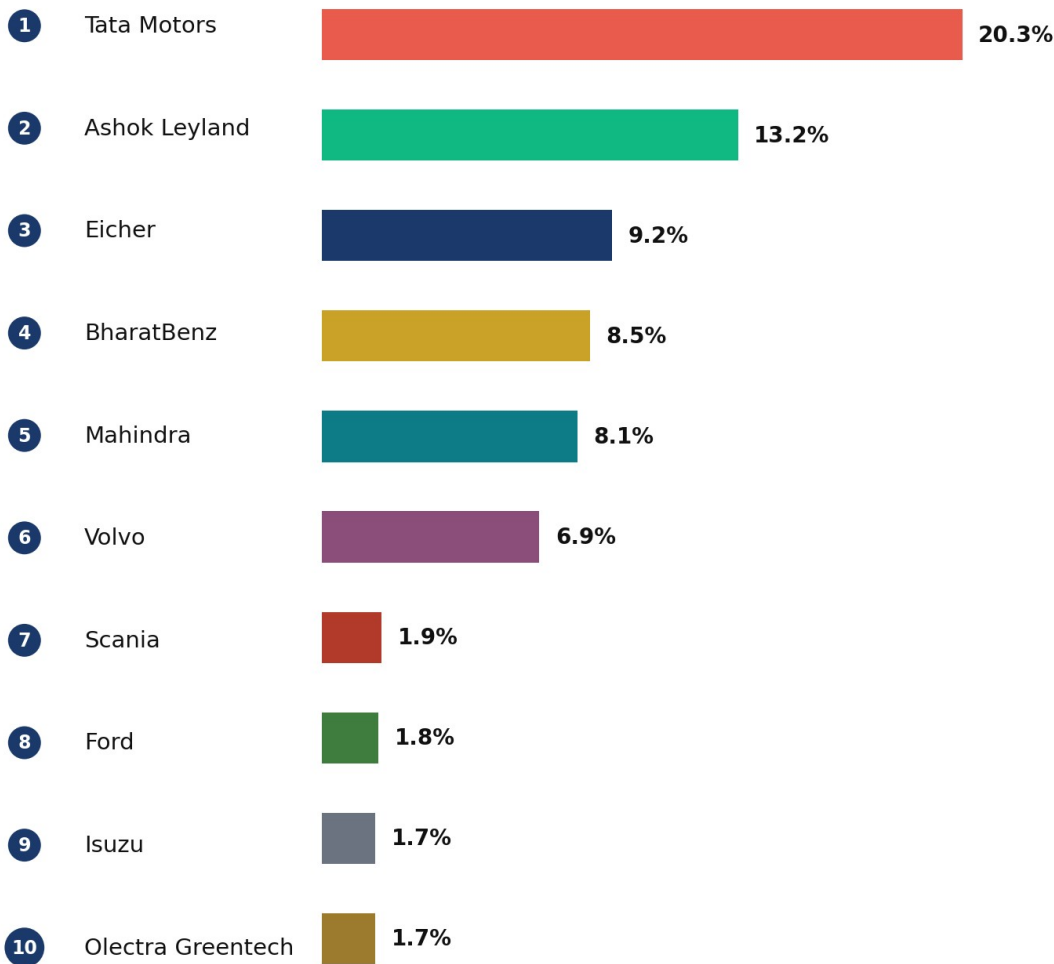
Copilot is unusual here: it's both the engine talking about this category most and the most dependable one — a rare double-lead that no other subcategory reviewed so far has shown. But Tata Motors' own GEO Quality sits 30.6 percentage points behind category leader Freightliner, the widest reach-versus-trust gap seen in this study to date.

Formula GEO Readiness Score = 30% Visibility + 25% Quality + 20% Consistency + 15% Citation Readiness + 10% Owned Source Influence.

2. Top Brand Winners & GEO Quality Leaders

Tata Motors leads share of voice by a wide margin at 20.3%, more than 1.5x its nearest competitor Ashok Leyland (13.2%). But Tata Motors' own GEO Quality is just 48.6%, far behind category leader Freightliner at 79.2% — a 30.6-percentage-point gap, the widest seen across any subcategory reviewed in this study so far.

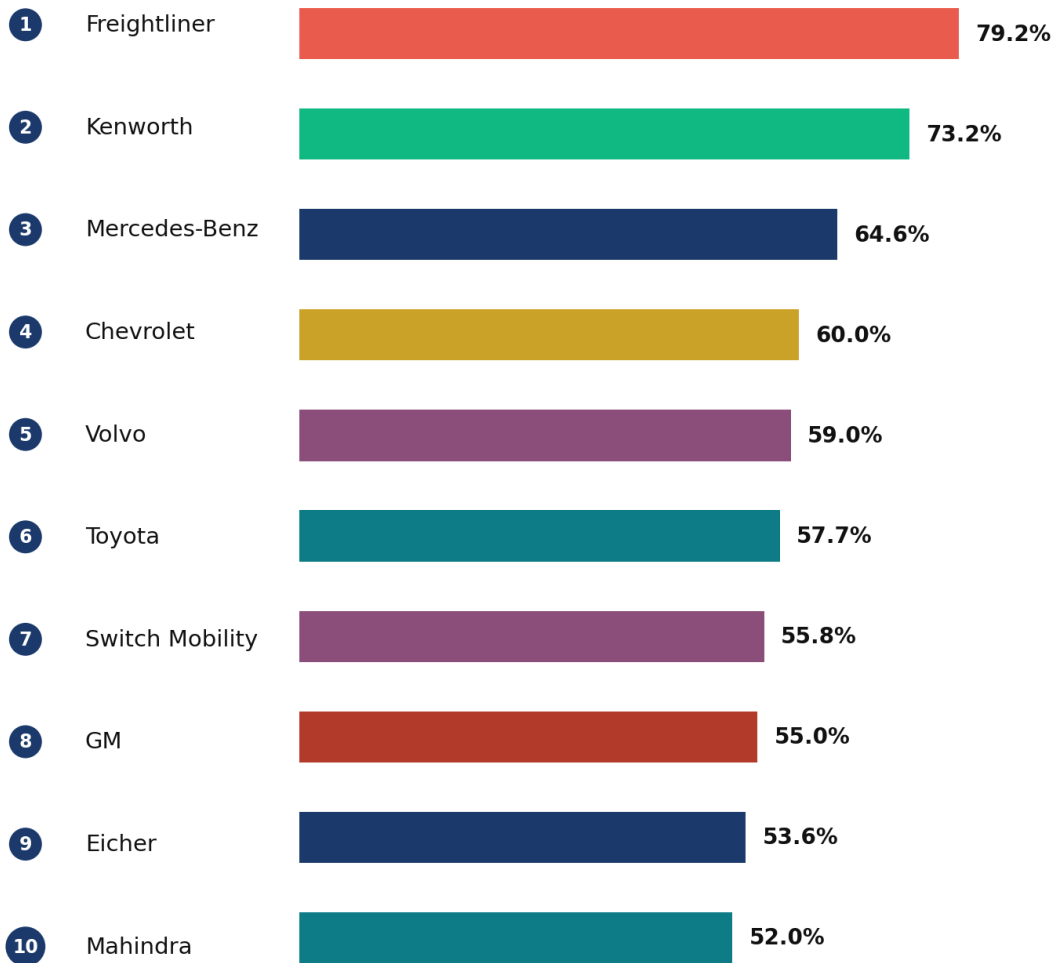
Top Brands by Share of Voice



Share of Voice % — brand mentions as a share of all tracked Commercial Vehicles: Trucks & Buses brand mentions.

Share of Voice % — the standard competitive-reach ranking, matching the Visibility Leader figure in Section 1.

Top GEO Quality Leaders



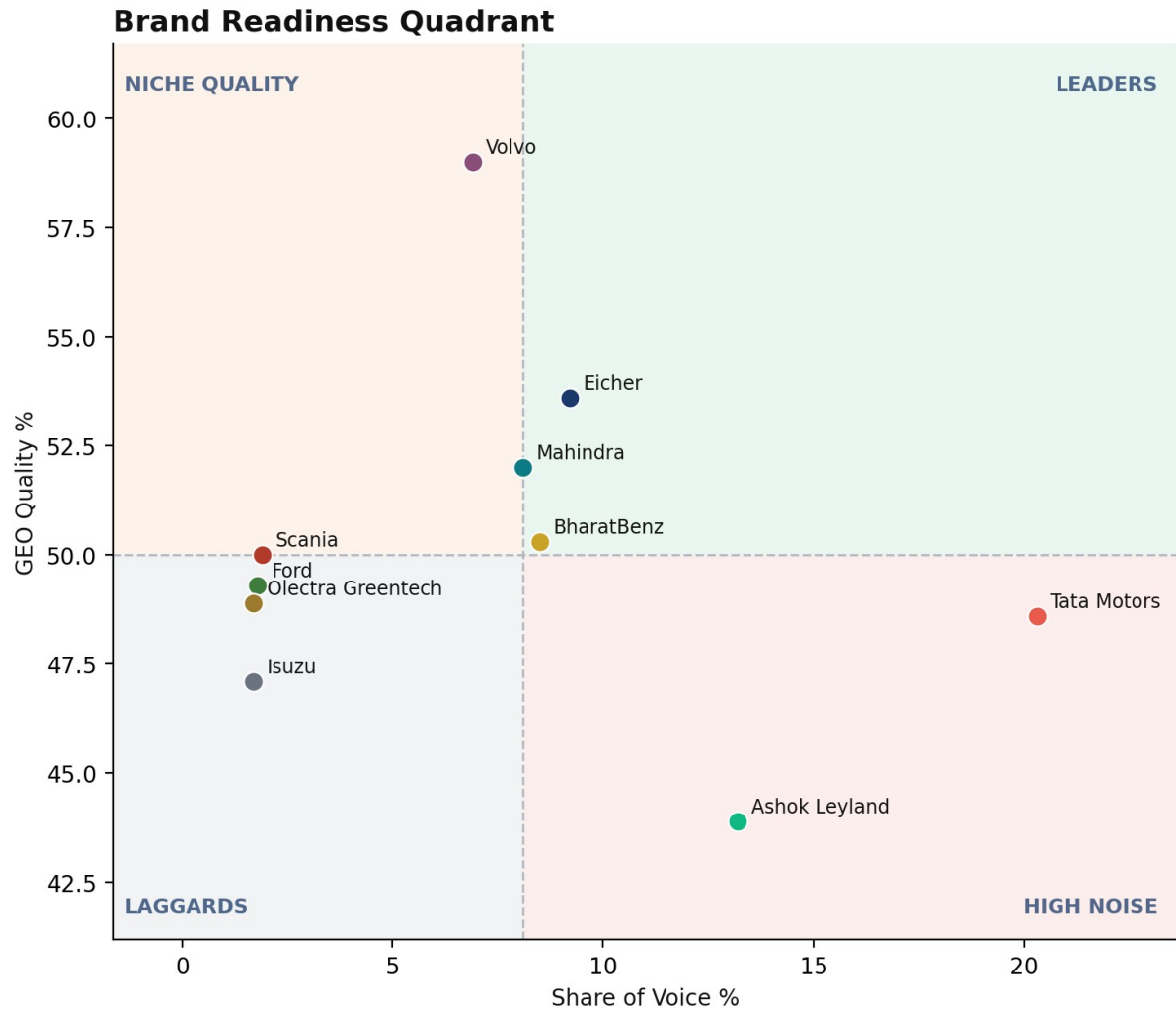
GEO Quality % among brands meeting the minimum mention threshold.

GEO Quality % among brands clearing the minimum mention threshold for reliability.

Volvo is the closest brand to combining both: sixth on share of voice at 6.9% but with the best GEO Quality of any top-10-reach brand at 59.0%. None of the mass-market truck and bus leaders crack the quality top 10 — that list is dominated by North American and premium names (Freightliner, Kenworth, Mercedes-Benz, Chevrolet) most Indian fleet buyers would consider niche or import-only.

3. Brand Readiness Quadrant

Only three of the ten most-visible brands, Eicher, BharatBenz and Mahindra, sit in the Leaders zone that combines above-median reach with above-median trust. Tata Motors and Ashok Leyland, despite leading visibility by a wide margin, both fall into High Noise: the brands AI mentions most, but not the ones it endorses most warmly.



Median cutoffs on Share of Voice % and GEO Quality % among the top-10 reach brands.

Share of Voice % (x) vs GEO Quality % (y), median cutoffs among the top-10 reach brands. Shaded backgrounds mark each zone.

Tata Motors' GEO Quality sits 30.6 percentage points behind the category leader, Freightliner (48.6% vs. 79.2%), by far the widest distance-to-leadership gap among high-reach brands seen in this study to date.

Below the plotted top 10, the source dataset's full quadrant membership (covering the broader tracked brand set) breaks down as follows:

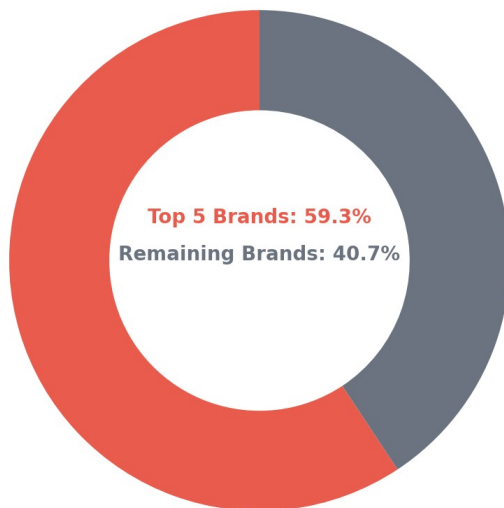
Zone	Brands
Leaders	Eicher, BharatBenz, Mahindra, Volvo, Scania, Switch Mobility, Freightliner, Toyota
Niche Quality	Mercedes-Benz, Kenworth, Chevrolet, Euler Motors, GM, Peterbilt
High Noise	Tata Motors, Ashok Leyland, Ford, Isuzu, Olectra Greentech, Caterpillar

Zone	Brands
Laggards	JBM Auto, SML Isuzu, Komatsu, EKA Mobility, Maruti Suzuki, Ram Trucks, BYD, MAN Truck & Bus
Formula X-axis = Share of Voice %. Y-axis = GEO Quality %. Cutoff lines use the median of each axis among the plotted pool.	

4. Market Concentration

The top 5 Commercial Vehicles: Trucks & Buses brands control 59.3% of total AI visibility, leaving just 40.7% spread across the rest of the tracked set. That is a meaningfully more consolidated picture than Cars (47.2% top-5 concentration) or Oil Refining & Fuel Retail (35.0%) — AI has formed a much more settled view of who the major players are in this category.

Market Concentration



Combined Share of Voice of the top 5 brands vs. every other tracked brand.

Share of total visibility held by the top 5 brands vs. every other tracked brand.

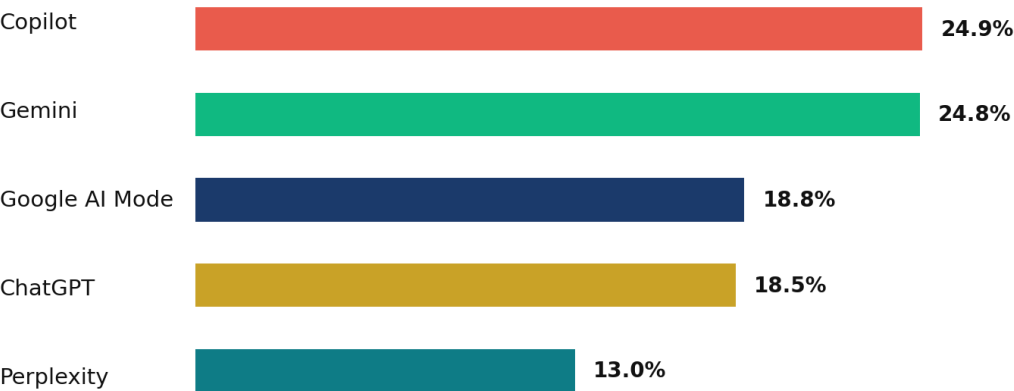
Formula

Market Concentration % = sum of Share of Voice % for the top 5 brands.

5. Engine Performance Benchmark

Copilot and Gemini are essentially tied for the most-surfaced engine in this category (24.9% and 24.8% mention share respectively), but Gemini is markedly more generous in tone: 44.4% positive against Copilot's 33.8%, the lowest positive-tone share of any engine tracked here.

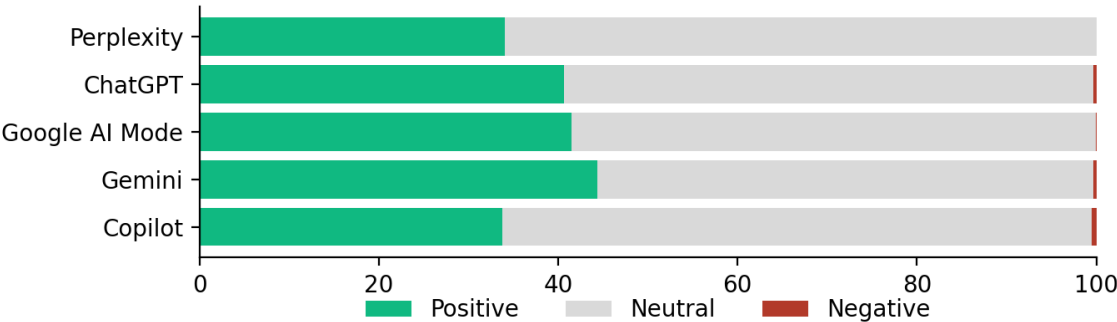
Engine Mention Share



Share of recommended-brand mentions by AI engine.

Engine Mention Share — share of recommended-brand mentions attributable to each engine.

Sentiment Distribution by Engine



Share % of tone per engine across positive, neutral, negative.

Sentiment Distribution by Engine — positive, neutral and negative tone share.

Copilot's profile is unusual: it drives the most volume and is the most consistent engine (Section 6), but it is not the warmest, its 52.0% GEO Quality (favorability) trails Gemini's 55.0%. A brand optimizing purely for Copilot presence is optimizing for reach and reliability, not necessarily for the most favorable tone.

Formula

Engine Favorability % = (Engine Positive % + Engine Strong %) / 2.

6. How Stable Is Your AI Visibility?

Which engine's answers repeat most reliably, which engine currently favors which brand, and which brands are durable AI presences versus one-off mentions — in one section, in that order.

Part A: Engine Reliability & Alignment

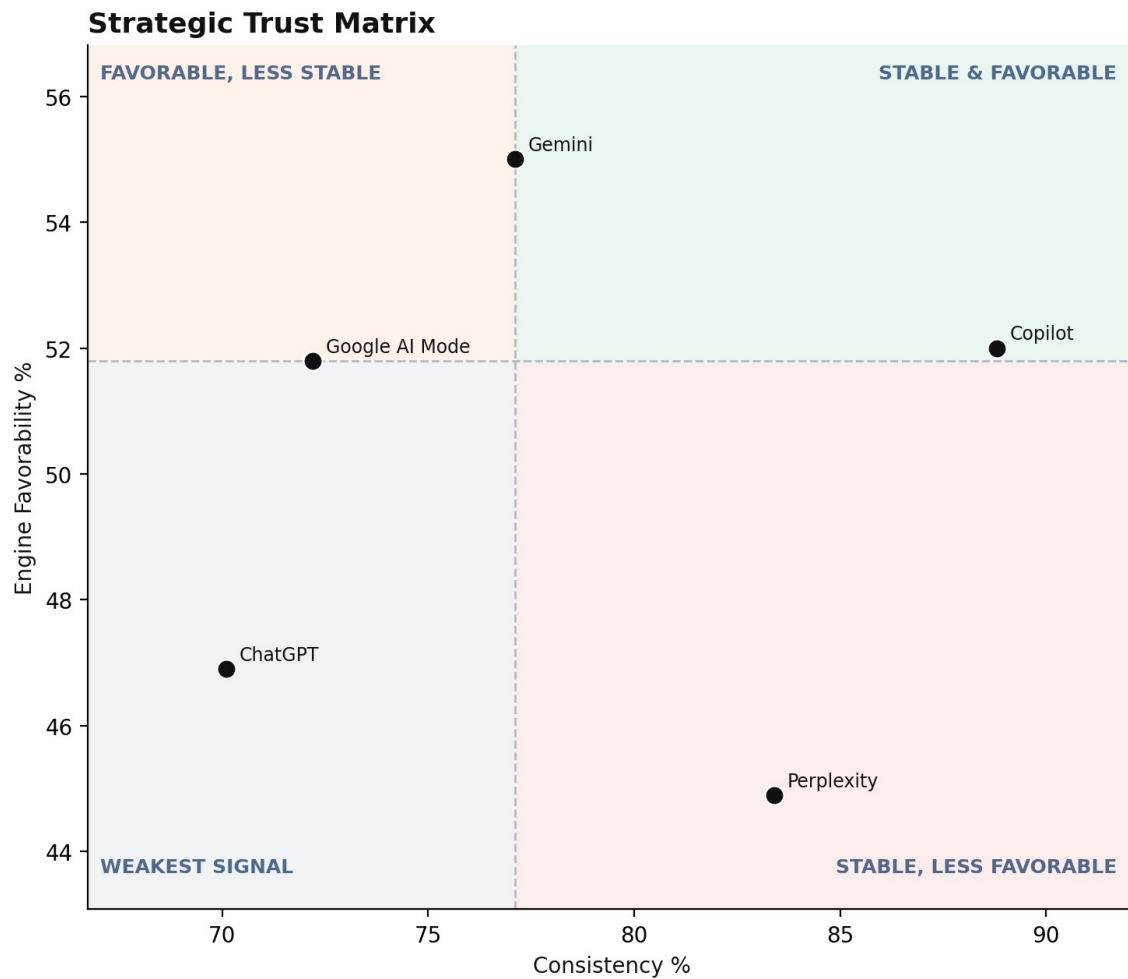
Copilot provides both the most volume and the most stable visibility signal in this category at 88.8% consistency, well ahead of ChatGPT's 70.1%. A win in Copilot's answers today is a stronger guarantee of the same result next run than a win on any other engine tracked here.

Engine Reliability Index



Engine Consistency % across the five tracked engines.

Engine Reliability Index — Engine Consistency % across the five tracked engines.



Consistency % vs. Engine Favorability %. Copilot leads on consistency but not favorability; Gemini leads favorability.

Tata Motors is the top pick across every one of the five engines, but Ashok Leyland's second-place standing is nearly as durable, it holds second on four of the five engines, with only Perplexity elevating Volvo into third instead of a marque brand.

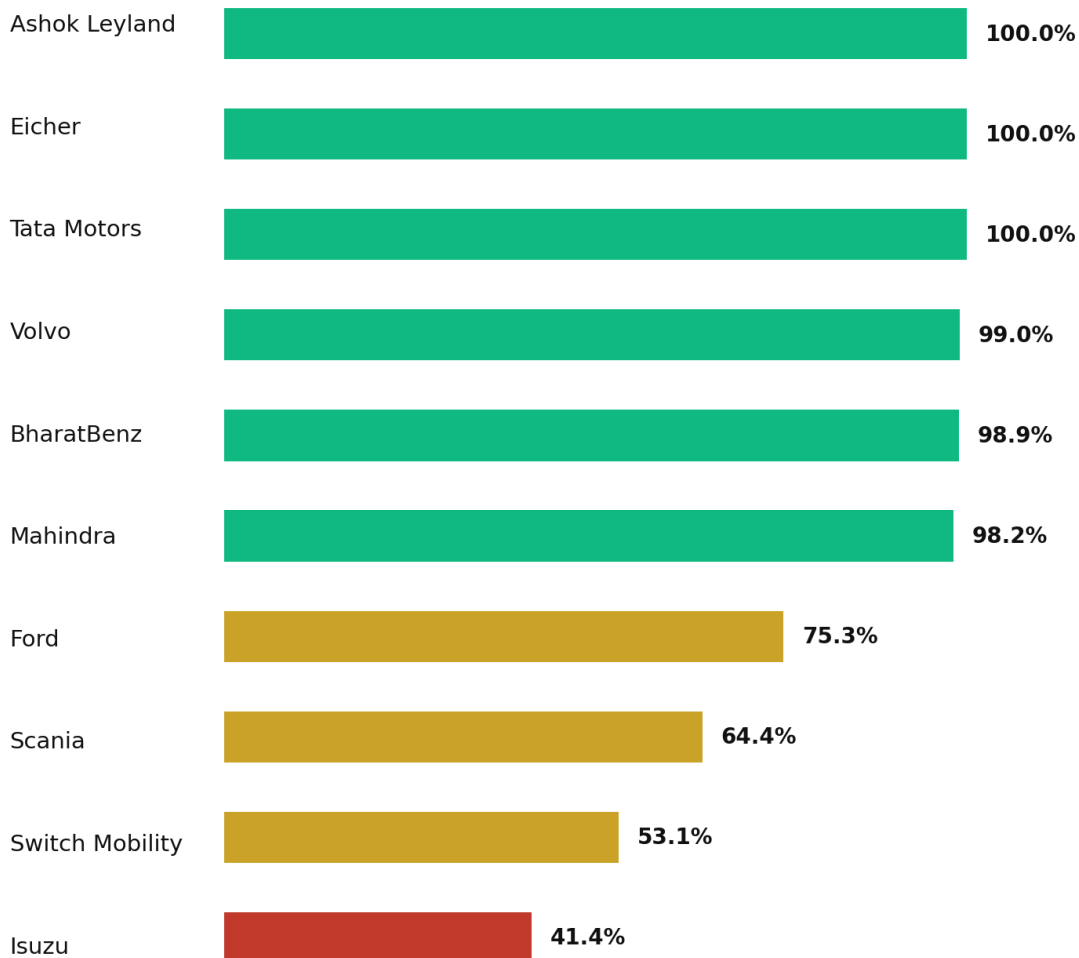
Engine	Rank	Brand	Engine Share %	Favorability %
ChatGPT	1st	Tata Motors	21.5%	44.2%
ChatGPT	2nd	Ashok Leyland	14.5%	32.7%
ChatGPT	3rd	BharatBenz	12.0%	39.0%
Copilot	1st	Tata Motors	22.2%	51.8%
Copilot	2nd	Ashok Leyland	16.1%	47.9%
Copilot	3rd	Mahindra	10.4%	54.2%
Gemini	1st	Tata Motors	17.6%	56.4%
Gemini	2nd	Ashok Leyland	11.0%	52.2%
Gemini	3rd	Eicher	9.2%	68.6%
Google AI Mode	1st	Tata Motors	23.9%	48.4%

Engine	Rank	Brand	Engine Share %	Favorability %
Google AI Mode	2nd	Ashok Leyland	13.3%	48.1%
Google AI Mode	3rd	Eicher	12.7%	51.0%
Perplexity	1st	Tata Motors	15.0%	31.2%
Perplexity	2nd	Ashok Leyland	9.6%	28.4%
Perplexity	3rd	Volvo	9.6%	60.8%
Formula Engine Consistency % = 40% Avg Retention + 25% Avg Jaccard + 20% Core Brand Rate + 15% Rank Stability.				

Part B: Brand Consistency Readiness

Ashok Leyland, Eicher and Tata Motors don't just appear once. Each shows up in 100% of tracked runs with perfect rank stability, the most dependable presences in AI answers for Commercial Vehicles: Trucks & Buses. Isuzu is the clear outlier: it appears in only 50% of runs with 0% consecutive retention, a 41.4% Brand Consistency score classified Volatile, the only brand in this category to fall into that tier.

Brand Consistency Readiness



Brand Consistency % — green: Stable Leader, gold: Consistent/Moderate, red: Volatile.

Brand Consistency % by status. Green marks Stable Leaders, gold marks Consistent/Moderate brands, red marks the single Volatile brand, Isuzu.

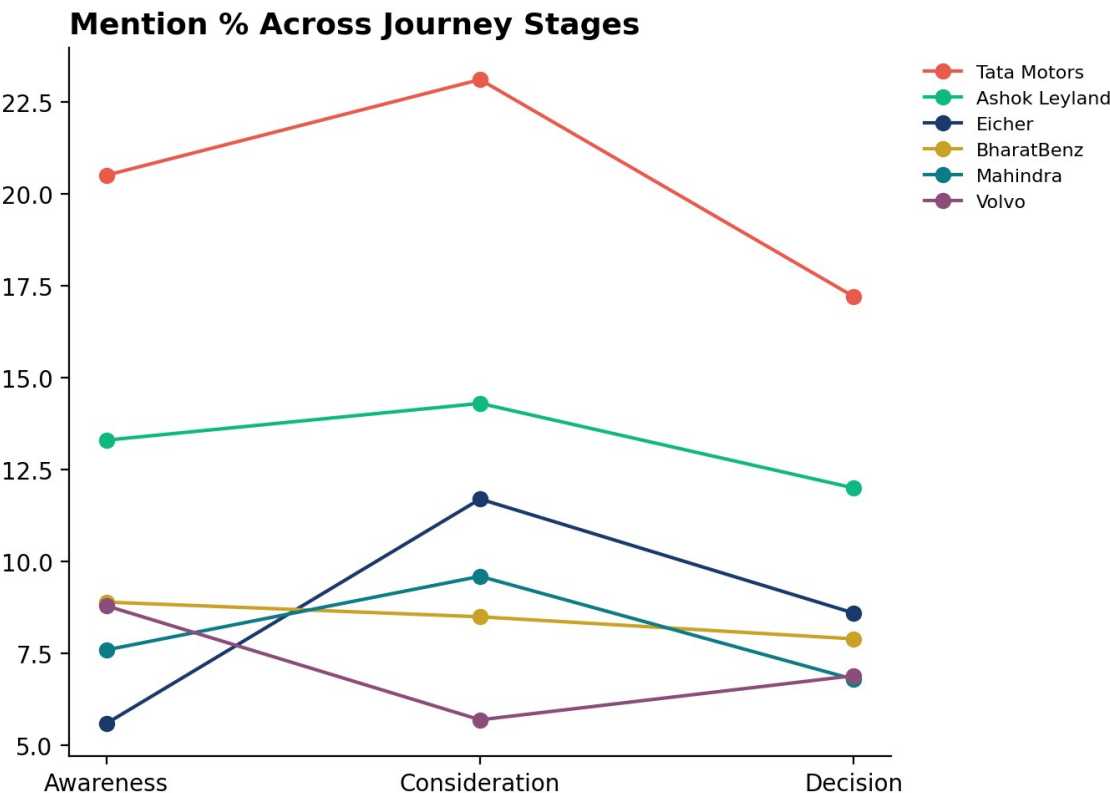
Isuzu's visibility should be read as directional rather than dependable until its run-to-run appearance improves; a brand appearing once is not the same as a brand AI repeatedly recommends. Scania and Switch Mobility sit in a middle Moderate tier, worth watching rather than either trusting or dismissing.

Formula

Brand Consistency % = 45% Run Appearance + 35% Consecutive Retention + 20% Rank Stability.

7. Persona, Intent & Journey Visibility

Tata Motors owns all three journey-stage winner slots by mention volume, Awareness, Consideration and Decision alike, an unusually clean sweep compared to other subcategories reviewed, where the Awareness stage typically goes to a different brand.



Illustrative reach trend by journey stage (source line chart; see Journey Winners table for quality figures).

Illustrative reach trend across journey stages, from the source funnel chart. The Journey Winners table below reflects the mention-volume-based winner at each stage; quality figures shown are not the ranking metric.

Mention volume, not the quality percentage shown, is what determines the winner at each journey stage in the source methodology. Tata Motors' own quality score climbs sharply through the funnel, from 24.3% at Awareness to 71.1% at Decision, suggesting AI's tone toward the brand strengthens the closer a buyer gets to a purchase decision.

Journey	Brand	Quality %
Awareness	Tata Motors	24.3%
Consideration	Tata Motors	45.0%
Decision	Tata Motors	71.1%
Intent	Brand	Quality %
Informational	Tata Motors	29.4%
Commercial	Tata Motors	59.9%

Volvo is the one brand that breaks Tata Motors' dominance outright: it wins both the Booking & Service Platforms and Route & Travel Experience persona clusters by a wide mention-share margin, suggesting AI treats

Volvo as the default answer for service and long-haul travel-experience questions specifically, even though Tata Motors leads every other cluster.

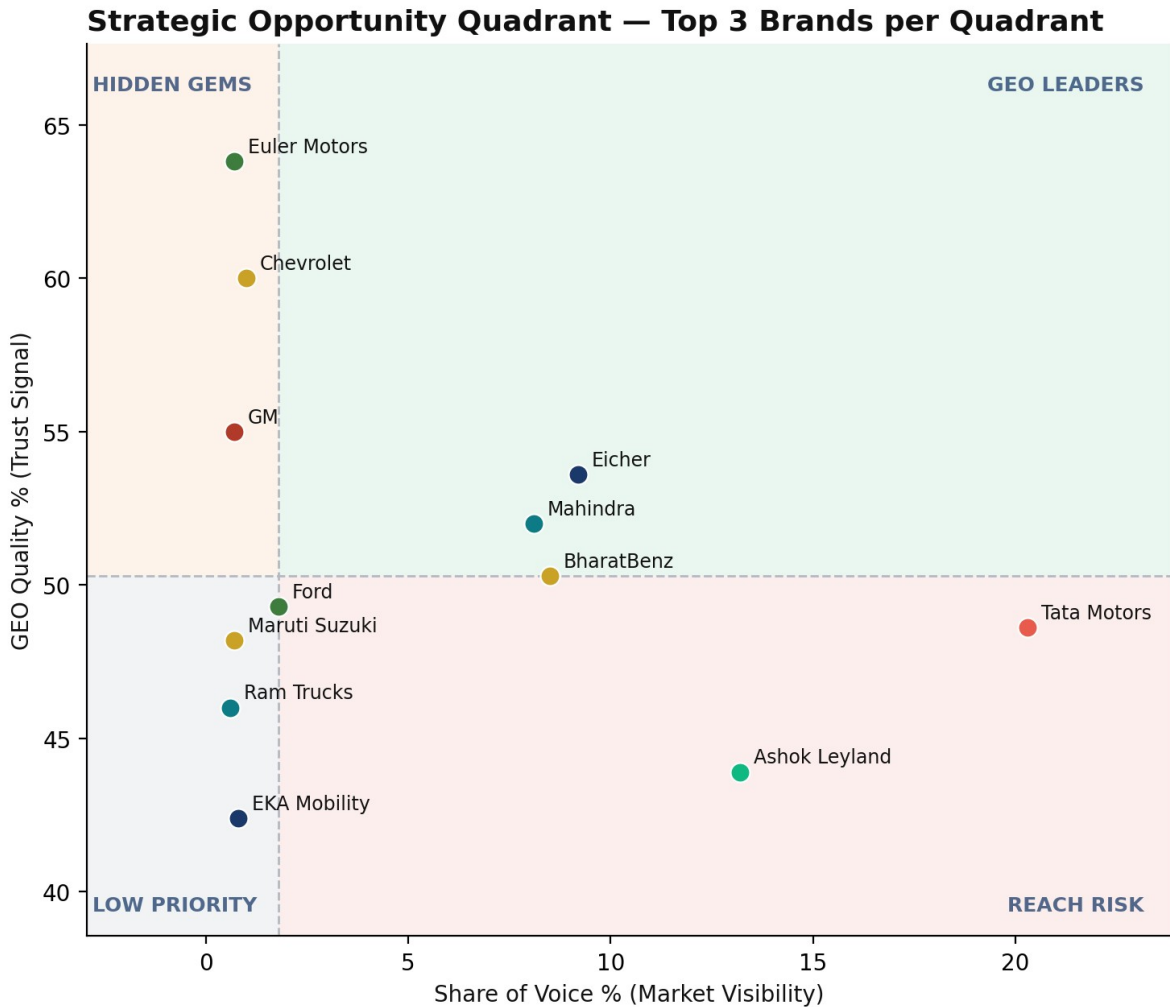
Cluster	Brand	Mention Share %	Quality %
Booking & Service Platforms	Volvo	63.6%	21.4%
Route & Travel Experience	Volvo	51.5%	63.2%
Price & Ownership Costs	Tata Motors	24.5%	39.1%
Electric & Future Trends	Tata Motors	21.7%	43.9%
Commercial Use & Business	Tata Motors	20.8%	59.0%
Vehicle Types & Specifications	Tata Motors	17.9%	57.8%

Formula

Segment Winner = highest mention-volume brand within each persona, journey or intent segment. Quality % = (Positive % + Strong %) / 2.

8. Strategic Opportunity Quadrant

Euler Motors already earns AI's trust at 63.8% GEO Quality without spending on reach, the strongest Hidden Gem in the dataset. For a challenger brand, that is a visibility problem, not a credibility one, the fastest lever is reach, not rebuilding trust from scratch.



This view uses a broader brand pool than the Brand Readiness Quadrant; cutoffs differ.

This view uses a broader brand pool than the Brand Readiness Quadrant in Section 3, so quadrant cutoffs differ. A brand's SOV/Quality values are consistent across both charts, but its quadrant placement may not be.

Zone	Brand	SOV %	Quality %
Hidden Gems	Euler Motors	0.7%	63.8%
Hidden Gems	Chevrolet	1.0%	60.0%
Hidden Gems	GM	0.7%	55.0%
GEO Leaders	Eicher	9.2%	53.6%
GEO Leaders	Mahindra	8.1%	52.0%
GEO Leaders	BharatBenz	8.5%	50.3%
Reach Risk	Tata Motors	20.3%	48.6%

Zone	Brand	SOV %	Quality %
Reach Risk	Ashok Leyland	13.2%	43.9%
Reach Risk	Ford	1.8%	49.3%
Low Priority	EKA Mobility	0.8%	42.4%

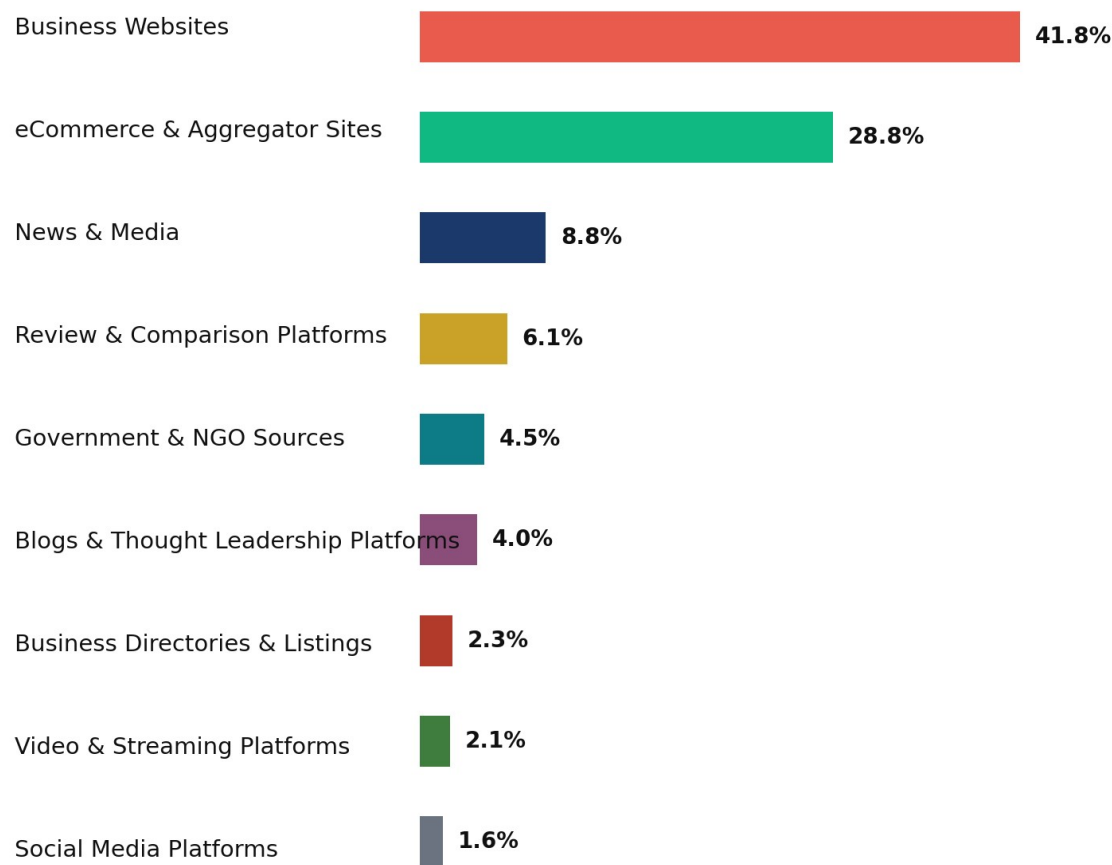
Formula

Opportunity Quadrant = top-brand-pool rank split. High visibility = upper half by SOV rank; high quality = upper half by GEO Quality rank. GEO Leaders = high + high; Reach Risk = high visibility, low quality; Hidden Gems = low visibility, high quality; Low Priority = low + low.

9. Who Does AI Trust?

Your brand's own website is only one part of your AI reputation, the information ecosystem around your brand matters just as much. Business websites supply 41.8% of what AI cites when discussing Commercial Vehicles: Trucks & Buses, well ahead of eCommerce and aggregator sites at 28.8%. Together those two categories alone account for over 70% of everything AI cites in this category.

Citation Source Authority



Share % of all citations by source category.

Category share of all citations. *trucksbuses.com*, *cmv360.com* and *tatamotors.com* lead within Business Websites; *redbus.in*, *cardekho.com* and *91trucks.com* lead eCommerce & Aggregator Sites.

News and media contributes a comparatively modest 8.8%, well behind business websites and aggregator sites, an even more concentrated citation ecosystem than either Cars or Oil Refining & Fuel Retail. Social media platforms barely register at 1.6%, the least-leaned-on source type in this category.

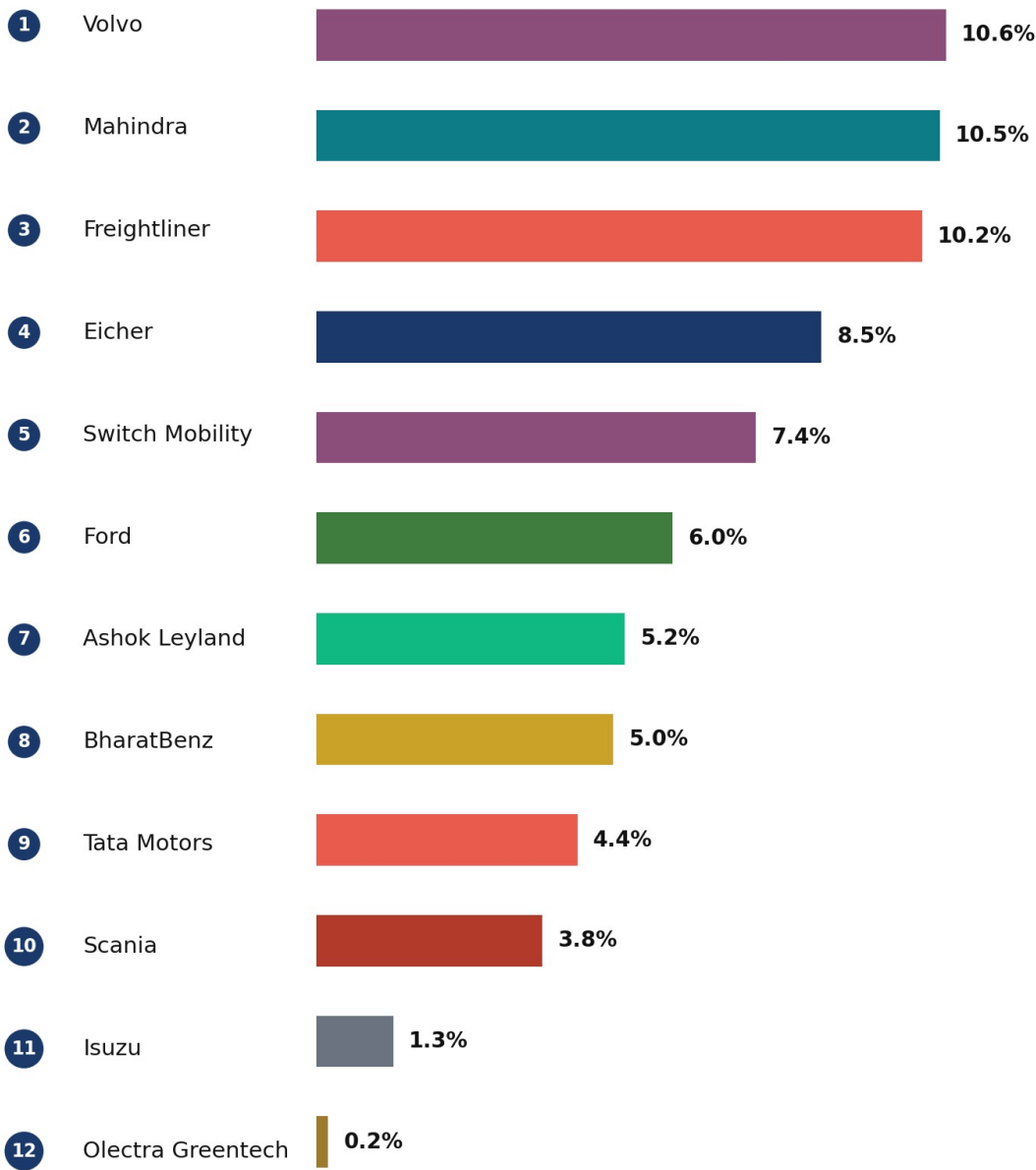
Formula

Citation Source Authority = source category citations / total citations x 100.

10. Owned Source Influence & Citation Depth

AI discovery in Commercial Vehicles: Trucks & Buses is 94.5% dependent on third-party sources, brands investing in their own site's AI-citability have real headroom. Volvo leads brand-owned influence at 10.6%, still a small slice of its total citation footprint, but the highest of any brand tracked here.

Owned Source Influence by Brand



Share of each brand's citations coming from its own domain.

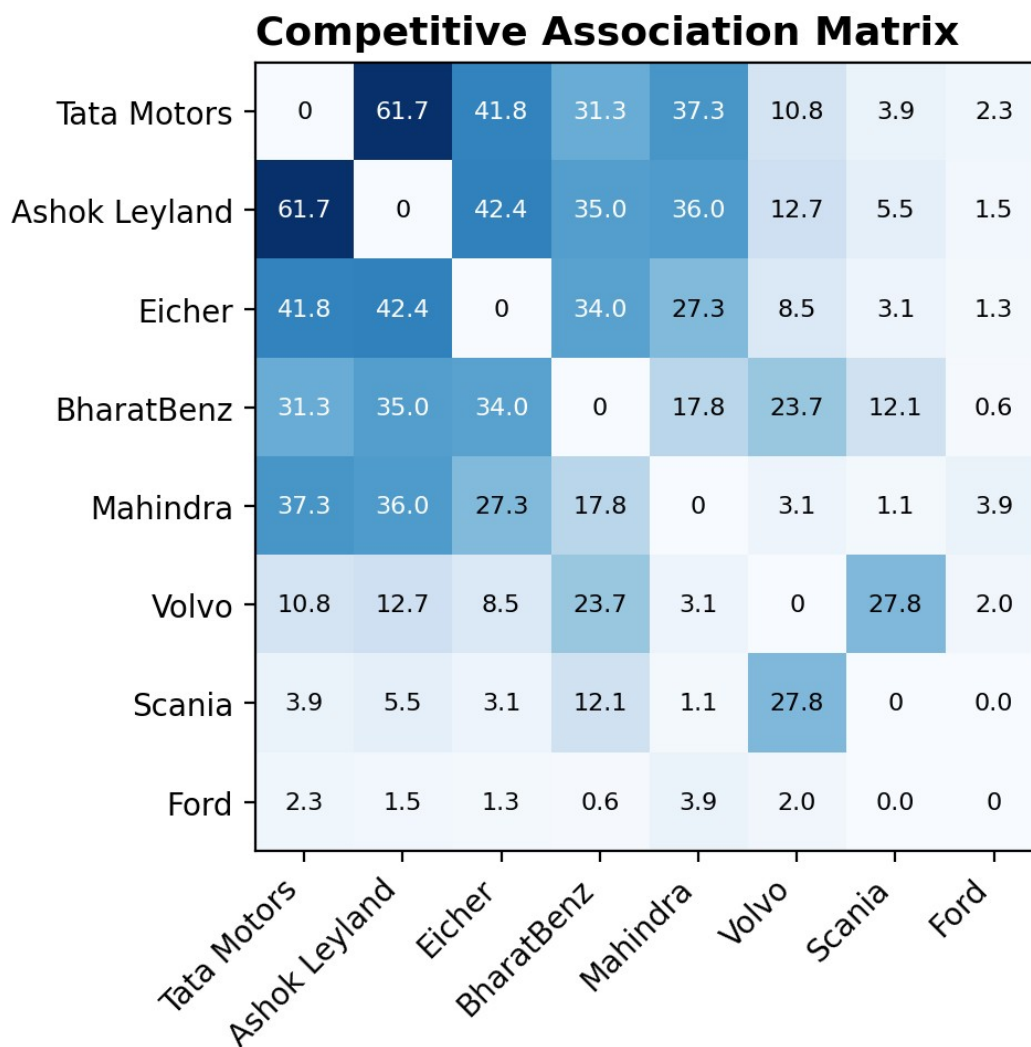
Owned Source Influence % by brand. Olectra Greentech shows the thinnest owned-domain citation signal among tracked brands at 0.2%.

5.5% Avg Owned Influence Own-domain citation signal	94.5% Third-Party Dependency External-source reliance
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ChatGPT pulls the deepest citation load per prompt at 16.5 citations on average, nearly four times Copilot's 4.2, while Perplexity leans hardest on third-party sources at 98.6% dependency, the highest of any engine tracked.

Formula
Owned Source Influence % = brand own-domain citations / brand total citations x 100. Brand-domain matching is estimated from citation domain/URL and brand token.

11. Competitive Association and Executive Takeaways



Co-mention Association % between brand pairs (diagonal not applicable).

Co-mention Association % between brand pairs. Tata Motors and Ashok Leyland are AI's most frequent comparison pair at 61.7%.

Tata Motors and Ashok Leyland are treated as each other's closest substitute by AI at a 61.7% co-mention rate, the strongest pairing of any subcategory reviewed in this study so far. Volvo and Scania form a distinct second cluster (27.8% co-mention), suggesting AI is segmenting this category into a mass-market Indian-brand comparison set and a separate premium/international one, much like the luxury cluster seen in Beauty & Personal Care.

AI has a clear leader in this category, but not a clear favorite.

The top 5 brands command 59.3% of visibility, a meaningfully consolidated picture, while the strongest AI endorsement in the category, Freightliner's 79.2% GEO Quality, goes to a brand most Indian fleet buyers would consider a niche or import name.

Reach and trust are two separate contests in this category, and the gap is the widest seen in this study so far.

Tata Motors leads visibility at 20.3% Share of Voice and 83.6% AI Authority, but its 48.6% GEO Quality trails the category leader, Freightliner, by 30.6 percentage points.

A challenger brand doesn't need to out-shout Tata Motors to compete on AI Authority. It needs to close the quality gap while it builds reach.

→ Is your GEO strategy chasing mention volume, or the quality of the recommendation once you're mentioned?

This category is more consolidated than most, real headroom is narrower here than in Cars or Fuel Refining & Retail.

The top 5 brands hold 59.3% of Share of Voice, and Gini-based visibility concentration sits at 80.7%, both meaningfully higher than Cars (47.2%, 90.4%) or Oil Refining & Fuel Retail (35.0%, 68.5%).

A challenger brand entering this category should expect a steeper visibility climb than in more fragmented categories, AI has already formed a fairly settled view of the major players.

→ Given how consolidated this category already is, is your GEO investment realistic about the reach it will take to move the needle?

Engine choice changes who wins second place, not who wins first.

Tata Motors leads every one of the five tracked engines outright, but Ashok Leyland's second-place hold is nearly as consistent, losing its spot only on Perplexity, where Volvo takes third instead.

Unlike categories where engine choice reshuffles the whole leaderboard, here the AI-engine variance shows up mainly in who contests second and third place, not who's on top.

→ Are you tracking AI visibility across all five engines, or assuming the category leader's position is safe everywhere?

AI trust in this category is still borrowed, not owned, more so than in Cars.

Owned Source Influence averages just 5.5% across tracked brands, meaning 94.5% of what AI cites about Commercial Vehicles: Trucks & Buses brands comes from third-party sources, led overwhelmingly by business websites and aggregator sites (over 70% combined).

Brands with weak owned-site AI-citability are leaving their AI reputation almost entirely in the hands of third parties, and the citation ecosystem here is even more concentrated in a few source types than in other categories reviewed.

→ If trucksbuses.com, cmv360.com or redbus.in changed how they wrote about your brand tomorrow, would your AI visibility move with them?

The biggest opportunity sits outside the marque truck and bus brands altogether.

Euler Motors, an electric-vehicle-focused brand, earns 63.8% GEO Quality on just 0.7% Share of Voice, the sharpest visibility-versus-trust gap of any tracked brand, alongside Chevrolet (60.0%) and GM (55.0%).

Where AI already trusts a brand's quality, the fastest lever to move AI Authority is visibility spend, not credibility-building from zero, and that opportunity isn't limited to the traditional fleet-truck manufacturers.

→ Which of your brand's already-strong quality scores is being held back purely by reach?

What This Means

Brand Posture	Strategic Label	Question to Ask
High reach, high quality	Leaders	How do we defend this position as competitors close the gap?
Low reach, high quality	Niche Quality	Where is the fastest, cheapest visibility lift available?
High reach, low quality	High Noise	What in our AI-facing content is undercutting the recommendation once we're mentioned?
Low reach, low quality	Laggards	Is GEO investment here worth it before addressing quality fundamentals first?

12. Frequently Asked Questions

Which Commercial Vehicles: Trucks & Buses brand has the highest AI visibility in India?

Tata Motors leads AI visibility in India's Commercial Vehicles: Trucks & Buses category at 20.3% Share of Voice and 27.7% Mention %, according to GoVisible's AI Readiness Index India 2026.

Which Commercial Vehicles: Trucks & Buses brand does AI recommend most positively?

Freightliner leads GEO Quality among brands meeting the minimum mention threshold, at 79.2%, meaning AI talks about Freightliner more favorably and forcefully than any other tracked brand when it does appear.

Which AI engine surfaces Commercial Vehicles: Trucks & Buses brands most often?

Copilot is the most frequently surfaced engine in this category at 24.9% mention share, narrowly ahead of Gemini at 24.8%.

How consolidated is AI visibility in the Commercial Vehicles: Trucks & Buses category in India?

Fairly consolidated. The top 5 brands control 59.3% of total Share of Voice, a more concentrated picture than categories like Cars (47.2%) or Fuel Refining & Retail (35.0%).

What sources do AI engines cite most when discussing Commercial Vehicles: Trucks & Buses brands?

Business websites (41.8% of citations) and eCommerce and aggregator sites such as redbus.in, cardekho.com and 91trucks.com (28.8%) together account for over 70% of all citations in the category.

Which Commercial Vehicles: Trucks & Buses brands are most consistently recommended by AI over time?

Ashok Leyland, Eicher and Tata Motors all show 100% Brand Consistency, appearing in every tracked run with perfect rank stability. Isuzu is the clear outlier at 41.4% consistency, the only brand classified Volatile.

Which AI engine provides the most stable Commercial Vehicles: Trucks & Buses recommendations?

Copilot currently provides the most stable visibility signal in this dataset at 88.8% Engine Consistency, ahead of Perplexity at 83.4%.

Which Commercial Vehicles: Trucks & Buses brand offers the best AI visibility opportunity for challenger brands?

Euler Motors stands out as a Hidden Gem: 63.8% GEO Quality on just 0.7% Share of Voice, suggesting AI already trusts the brand and visibility investment is the more direct lever than rebuilding credibility.

13. Methodology Appendix

GoVisible's AI Readiness Index India 2026 measures observed AI answer behavior across ChatGPT, Gemini, Google AI Mode, Copilot and Perplexity, in response to use-case and intent-driven prompts specific to each subcategory.

Metric	Method
Mention %	Unique brand appearances across prompt-engine-run units / total prompt-engine-run units x 100.
Share of Voice %	Brand mentions / total brand mentions x 100.
GEO Quality %	(Positive % + Strong %) / 2.
Engine Favorability %	Same formula as GEO Quality %, applied at the engine level. Measures tone/favorability, not engine accuracy or reliability.
GEO Quality Leader	Highest GEO Quality % among brands meeting the minimum mention threshold.
AI Authority %	Weighted composite of normalized visibility, GEO Quality, engine presence and appearance strength. The closest composite measure of observed AI representation strength in this dataset.
Brand Consistency %	45% Run Appearance + 35% Consecutive Retention + 20% Rank Stability.
Engine Consistency %	40% Avg Retention + 25% Avg Jaccard + 20% Core Brand Rate + 15% Rank Stability.
Citation Share %	Citations from source category / total citations x 100.
Owned Source Influence %	Brand own-domain citations / brand total citations x 100 (estimated via domain/brand-token matching).
Co-mention Association %	Answers where Brand A and Brand B appear together / answers where either appears x 100.
Opportunity Segments	Median split using Share of Voice % and GEO Quality % within the relevant brand pool.
Market Concentration %	Sum of Share of Voice % for the top 5 brands.

About GoVISIBLE

GoVISIBLE is an AI Visibility Intelligence company focused on understanding how AI engines discover, evaluate and recommend brands. We study how brands appear across AI-generated answers, what sources influence those answers, and which signals shape AI recommendations. Our platform helps brands translate these emerging patterns into measurable visibility and optimization strategies.

The AI Readiness Index — India 2026 is part of GoVISIBLE's ongoing research into the changing dynamics of AI-led discovery and brand visibility. [GoVISIBLE — Optimizing Brands for the AI Search Era.](#)

Thank you for reading.

AI is rewriting how consumers discover and choose Commercial Vehicles: Trucks & Buses brands. Staying visible in that conversation, and staying well-recommended once you're there, is now a measurable discipline, not a guess.

Take the next step to strengthen your brand's visibility in AI answers.

Free AI Visibility Audit Discover how visible your brand is in AI answers today. ✓ Share of Voice across top AI engines ✓ GEO Quality & brand sentiment ✓ Citation sources & opportunities ✓ Actionable recommendations Get Your Free Audit →	Hire a GEO Expert Work with our experts to build an AI visibility strategy that wins. ✓ Custom GEO strategy & roadmap ✓ Content & entity optimisation ✓ Authority building & digital PR ✓ Ongoing monitoring & optimisation Talk to an Expert →
Request a Demo See the GoVisible platform in action with a personalised walkthrough. ✓ Live platform walkthrough ✓ Category & competitor insights ✓ How we track AI visibility ✓ Q&A with our product team Book a Demo →	Agency Partner Program Bring GoVisible's AI visibility offering to your own client roster. ✓ White-label & co-branded reporting ✓ Partner pricing & margins ✓ Dedicated partner support ✓ Joint go-to-market opportunities Explore the Program →

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