
Rays of recovery - Bajaj Auto sales in September up by 14pct

Monday, 05 Oct, 2009

Bajaj Auto's newly launched 100cc motorcycle Discover DTS-Si has turned around the sales curve of the company with the Pune based two wheeler firm logging its highest monthly sales in over 22 months.

The company, which is also India's second biggest two wheeler maker stated that sales of both motorcycle and automatic scooters rose by 14% to 249,795 units in September up from 217,365 units recorded during the same month last year. Bajaj Auto had last crossed the 250,000-unit mark in October 2007.

The figure for September includes export numbers, too as the company does not provide separate numbers for domestic and export segments.

Bajaj Auto decided to make a renewed splash in the 100cc segment with the launch of the Discover DTS-Si, after sales from its executive and premium segment came under intense competition due to a rise in demand for the models of Hero Honda, Yamaha and TVS Motors.

Mr Milind Bade GM of Bajaj Auto said that "We had decent bookings even during the inauspicious 'Shradh' period, with customers ready to take delivery of the vehicle after a few days. The industry will hold onto its buoyancy even in the second half of this year, especially because the base of last year was very low."

According to him, there is a waiting period of two weeks and above on Bajaj bikes and three to four weeks on the 180 and 220 Pulsars, mainly in metros like Mumbai. He further added that "The momentum of growth will be maintained in the coming months as the well."

(Sourced from Business Standards)

For more news visit at www.steelguru.com