
Rays of recovery - Motorcycle sales bounce back after a two year

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It is reported that domestic motorcycle sales have witnessed a strong bounce back after two torrid years, with rural India contributing to about 60% to 65% of the total sales in H1 FY'10.

Credit Analysis & Research Ltd in its report said that domestic motorcycle sales registered a strong 14.9% growth in the first half of this fiscal at 3.52 million units over the corresponding period in the last fiscal.

According to the report, around 60% to 65% of the total domestic sales in H1 FY'10 came from rural areas. Sales had witnessed a sharp drop of 11.9% in FY'08 and registered only a modest growth of 1.2% in FY'09.

The report said that motorcycles with engine capacity from 75 cc to 124 cc, the largest segment accounting for nearly 7,273 per cent share registered a 16% growth in sales while the 125 to 249 cc category accounting for nearly 27% of sales registered a comparatively lower growth rate of 11.8%.

Motorcycles on and above 250 cc engine capacity witnessed a very high growth rate of 30.5% with 25,512 units in this category sold in H1 FY'10 as compared to 19,548 motorcycles in H1 FY'09.

(Sourced from Business Line)

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