

BAJAJ TO INCREASE MOTORCYCLE PRODUCTION BY 25%

July 09

Particulars	July 2009	July 2008	Change %
MOTORCYCLES	168,163	168,836	-
TOTAL 2 WHEELERS	168,731	169,971	(1)
3 WHEELERS	24,104	23,733	2
TOTAL 2&3 WHEELERS	192,835	193,704	-
Exports out of the above	68,585	67,253	2

1. The newly launched Discover DTS-Si has been extremely well received; almost 10,000 units were sold since launch on 17th July 2009 and the plan for August 2009 is to double that.
2. This, combined with the successful launches of the XCD DTS-Si and the new Pulsar 150/180/220 DTS-i has enabled Bajaj to match YoY sales for the first time after the downturn last year.
3. Bajaj plans to thus step up its domestic motorcycle production by about 25% in August 2009 in response to the strong demand for all these brands.
4. Bajaj expects high double digit motorcycle sales growth here onwards.
5. Commercial Vehicle sales and Exports are now on plan.

YTD

Particulars	April ~ July 2009	April ~ July 2008	Change %
MOTORCYCLES	650,890	727,469	(11)
TOTAL 2 WHEELERS	653,151	731,948	(11)
3 WHEELERS	87,346	81,851	7
TOTAL 2&3 WHEELERS	740,497	813,799	(9)
<u>Exports out of the above</u>	246,880	265,970	(7)

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