

BAJAJ SELLS 94,000 DISCOVERS

September 09

Particulars	September 2009	September 2008	Change %
MOTORCYCLES	249,133	217,365	15
TOTAL 2 WHEELERS	249,795	218,494	14
3 WHEELERS	31,121	26,887	16
TOTAL 2&3 WHEELERS	280,916	245,381	14
Exports out of the above	80,681	68,572	18

1. Bajaj sold 94,000 Discovers, including 71,000 of the newly launched Discover DTS-Si.
2. The month also witnessed the sale of 56,000 Pulsars. Thus, 60% of Bajaj motorcycles sold in this month belong to the more profitable category of the "bigger and sportier" Pulsar and Discover brands.
3. Adding greater excitement to this strong sales momentum is the Kawasaki Ninja 250R, to be launched on Wednesday 7th October 2009.
4. The strong momentum in Commercial Vehicle sales is expected to be maintained with the launch of the category creating RE 600 Goods Carrier on Wednesday 23rd September.
5. Exports for the month at 81,000 units were the highest ever in the history of Bajaj.

YTD

Particulars	April ~ September 2009	April ~ September 2008	Change %
MOTORCYCLES	1,082,368	1,120,108	(3)
TOTAL 2 WHEELERS	1,085,901	1,127,073	(4)
3 WHEELERS	148,488	133,062	12
TOTAL 2&3 WHEELERS	1,234,389	1,260,135	(2)
<u>Exports out of the above</u>	402,629	405,647	(1)

Rajiv Bajaj
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