

Press Release : Q2 / FY11

Scaling new highs !!

A meeting of the Board of Directors of Bajaj Auto Limited was held today to consider and approve the results for Q2 / FY11

This quarter, too, witnessed new highs in sales volumes, turnover, exports and profits

1. Performance highlights

		Q2 FY11	Q2 FY10	Growth	FY10
Sales	Numbers	1,000,570	686,727	46%	2,852,580
Turnover	Rs. in crores	4426	2909	52%	12043
Profit from operations	Rs. in crores	867	603	44%	2456
Net Profit	Rs. in crores	682	403	69%	1704

1.1 Vehicle sales **crossed 1 million** units while **Net Profits** stood at **Rs. 682 crores** – a record high !

1.2 A richer product mix – more Pulsars & Discovers and record volumes enabled the company to improve its EBITDA margins from 20% in Q1 / FY11 to **20.7%** in **Q2 / FY11** - margins continue to be the best in the industry !

2. Motorcycle highlights

	Q2 FY11	Q2 FY10	Growth	FY10
Domestic	632,672	413,707	53%	1,781,768
Exports	250,822	185,934	35%	725,023
Total	883,494	599,641	47%	2,506,791
Market share	34%	29%		30%

2.1 The quarter witnessed the **highest** ever motorcycle sales

2.2 **Domestic** motorcycle sales grew by **53%** as against the industry growth of 21% - a reflection of the success of the company's **brand centric strategy**

2.3 **Pulsar**, recorded its highest sales, ~246,000 numbers. Today, every second sports motorcycle sold in the country is a **Pulsar**, reflecting its dominating position as India's No.1 sports machine !

2.4 **Discover** – the bike that offers “ *more features and excitement per litre* ”, sold ~392,000 numbers and is now the second largest motorcycle brand in the country.

- **Discover 100**, launched in July 2009, cumulative sales exceed **1 million** units
- **Discover H**, launched in mid May 2010, sold in excess of **110,000** units in the quarter

2.5 Bigger and sportier brands, Pulsar and Discover, contribute over **86%** of company’s domestic motorcycle sales

2.6 Overall, market share improved from 33% in Q1 / FY11 to **34%** in **Q2 / FY11**

2.7 Production constraints continued to limit sales

2.8 Plant II at Pantnagar commenced production from 8th October 2010, taking the annual motorcycle capacity to 15 lakh units at that plant

3. Commercial Vehicle highlights

	Q2 FY11	Q2 FY10	Growth	FY10
Domestic	60,566	47,314	28%	176,050
Exports	56,510	37,932	49%	164,887
Total	117,076	85,246	37%	340,937

3.1 The quarter witnessed the **highest** ever commercial vehicle sales

3.2 Commercial vehicle sales continued to grow across in-city and semi-urban markets. Sale in domestic market registered a **growth** of **28%**

4. Export highlights

	Q2 FY11	Q2 FY10	Growth	FY10
Motorcycles	250,822	185,934	35%	725,023
Commercial vehicles	56,510	37,932	49%	164,887
Total	307,332	224,334 *	37%	891,002 *
Rs. in crores	1153	799	44%	3,246

* includes scooters

4.1 Exports on course to exceed 1 million units for the year

5. Outlook

5.1 Company is on course to achieve its **target** of **4 million** vehicles for the year at an EBITDA margin of **20%**

Kevin D'sa
President (Finance)
 19th October 2010