

CUMULATIVE PULSAR SALES EXCEED 4 MILLION MOTORCYCLES IN FEBRUARY 2011

Feb-11

Particulars	Feb-11	Feb-10	Growth %	Highlights
MOTORCYCLES	286,657	234,623	22	1. The 'bigger & sportier' Pulsar & Discover brands constituted 67% of total motorcycle sales.
COMMERCIAL VEHICLES	40,217	33,968	18	1. 3-wheeler sales exceeded expectations as capacity constraints were partially overcome ahead of the targetted schedule of April '11.
TOTAL	326,874	268,678	22	1. Sales in February '11 are the highest for any February. 2. February '10 sales include 87 scooters.
Exports out of the above	102,433	77,642	32	1. Exports continued to exceed targets.

YTD

Particulars	Apr-Feb 2011	Apr-Feb 2010	Growth %	Highlights
MOTORCYCLES	3,112,651	2,261,921	38	1. A new Discover will join the Discover 100 & 150 in April '11 to further the growth of the Discover brand in domestic & export markets in FY12.
COMMERCIAL VEHICLES	403,535	311,592	30	-
TOTAL	3,516,213	2,578,303	36	1. Total sales exceeded 3.5 million vehicles for a given financial year for the first time. 2. April-February'10 sales include 4790 scooters.
Exports out of the above	1,133,834	825,868	37	1. FY '11 exports in 11 months represent a record high exceeding the year's target of 1 million vehicles.