

BAJAJ SELLS 48,000 DISCOVERS IN LAUNCH MONTH

August 09

Particulars	August 2009	August 2008	Change %
MOTORCYCLES	182,441	175,274	4
TOTAL 2 WHEELERS	183,051	176,631	4
3 WHEELERS	30,021	24,324	23
TOTAL 2&3 WHEELERS	213,072	200,955	6
Exports out of the above	75,164	71,105	6

1. The new Bajaj Discover received an overwhelming response enabling a sale of 48,000 units, possibly setting a new record for sales of a motorcycle in its first full month of launch.
2. Customer feedback corroborates Bajaj's hypothesis that the Discover's design and performance are perceived to be 'bigger & sportier' than current 100cc bikes, thereby clearly differentiating it and creating a category of its own.
3. Total Discover brand sales (including those of the larger Discover 135) were 65,000 units, and Bajaj is planning to increase this to approximately 80,000 units each for September and October.
4. Simultaneously, with sales of the new Pulsars continuing to hold firm, Bajaj plans to sell almost 500,000 motorcycles over these 2 months.
5. Commercial Vehicle sales and exports are on plan; exports for the month at 75,164 units were the highest ever.

YTD

Particulars	April ~ August 2009	April ~ August 2008	Change %
MOTORCYCLES	833,235	902,743	(8)
TOTAL 2 WHEELERS	836,106	908,579	(8)
3 WHEELERS	117,367	106,175	11
TOTAL 2&3 WHEELERS	953,473	1,014,754	(6)
<u>Exports out of the above</u>	321,948	337,075	(4)