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Bajaj Auto is exploring markets in Africa and Europe for its motorcycles, particularly the Boxer, CT100 and the [Pulsar](#). The company, which exported more than 6 lakh motorcycles, is seeing rising sales of the low cost Boxer and CT100. Bajaj is taking a step ahead in registering the Pulsar brand name in countries before it begins marketing the motorcycle.

"We have had instances in the past where companies had registered the Pulsar brand in their names when they realised we were coming. So, we are selling the bike under the Pulse brand in Iran and as the Rouser in the Philippines," Ashok Saxena, general manager of Bajaj Auto's international business said.

Bajaj Auto has recently launched new models of the Pulsar 150 and 180, and is ramping up production of Pulsar bikes to 50,000 units a month. **It will also launch the fastest model of Pulsar this month.**

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