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Bajaj Confident Of Beating TVS



Bajaj Auto has stated that it will be ahead of its arch rival TVS Motor, despite the sales gap narrowing between the two. Bajaj Auto is the country's second largest two-wheeler maker by sales and will launch 7-8 new models or upgrades this year in the two-wheeler segment.

"If you see figures of the total year the distance is very large. But, it was only in a couple of months where the distance went down. If you see the whole year, we were far ahead of TVS and we expect to be far ahead this year also," Bajaj Auto Vice Chairman, Madhur Bajaj said. "This year we expect the position to become better. We are coming out with 7-8 new models or upgrades and expect to generate a lot of interest through these," Mr Bajaj added.

Recent data released by the Society of Indian Automobile Manufacturers (Siam), suggested that while TVS and Bajaj reported a fall in sales in 2008-2009, the fall was steeper in Bajaj's case, where sales dropped by nearly a quarter, as opposed to TVS, which lost sales by more than a percent. This contrast made TVS inch closer to Bajaj.

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