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Bajaj Not Making 100cc



Two wheeler major Bajaj Auto has said that the company has no plans for introducing any new sub brands of its low cost bikes.

"There would be no sub-brands and no low-cost bikes or 100 CC bikes," Bajaj Auto Managing Director Rajiv Bajaj said when asked about recent media reports regarding the company's plans to re focus on lower displacement bikes.

Media reports had said that the company is reversing its earlier decision of going upscale and focusing on the so-called executive and premium segments. The company has been trying to move customers away from the high volume but low margin entry level 100 CC motorcycles. Bajaj Auto had announced earlier that it would be focusing on higher displacements with products like the XCD and the Discover. The company currently sells its bike Platina in the entry level segment.

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