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Bajaj To Bring In More Powerful Pulsars

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The country's second largest 2 wheeler maker, Bajaj Auto Ltd has announced that it will be bringing in more powerful versions of their Pulsar brand and also of the acquired Austrian bike manufacturer, KTM to give stiff competition to the likes of Honda, Suzuki and Yamaha. The Pulsar and KTM bikes expected in the road ahead will be in the 200 to 700cc segment and will definitely increase Bajaj Auto's strong foothold in the Indian motorcycling market.

"We share the same development process with KTM, so you can expect there will be 'a much bigger Pulsar' next year, because we think the market is at an inflection point (at the premium end) and we are in a good position to take advantage with these two brands," Rajiv Bajaj, MD, Bajaj Auto, said.

Bajaj Auto Ltd is trying to market its Pulsar range of motorcycles as a cost effective solution for the people who love to have performance yet at an affordable price. The KTM on the other hand is marketed as a more premium segment of motorcycling. Bajaj Auto recently launched the KTM Duke 200 and the latest generation Pulsar, the Pulsar 200 NS in the Indian market. At the launch of the Pulsar 200 NS, Mr. Rajiv Bajaj clearly mentioned that the company will be launching the 350cc version of the Pulsar in 2013. Also, a similar quote was made during the launch of the Duke 200. The Duke 200 was launched by the company at a price of Rs. 1.16 lakhs while the pricing of the Pulsar is yet to be announced. With more and more displacement bikes coming into the motorcycle market in the near future, the Indian motorcycle scenario looks really exciting! Personally speaking, I can't wait to see these models get launched in the market.

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