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Bajaj Sell 10000 XCD 135



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Bajaj Auto Ltd. launched one of its first products of 2009, the XCD 135 DTS-Si, in January end and the deliveries began in February 2009. The bike has been welcomed by consumers and within the first fifteen days, Bajaj Auto sold more than 10,000 units of the new XCD 135 DTS-Si.

Bajaj Auto's facility located at Pantnagar which was commissioned in 2007, will now start the manufacturing of the new XCD 135 DTS-Si to meet the increasing demand for the new bike. Bajaj Auto was languishing at the back of the mid-level or 125cc segment and none of its earlier launches managed to shake Hero Honda top standing in the respective segment. With the sales of the new bike growing by the day, Bajaj Auto might have a winner on their hands with the new XCD.

The company is trying its best to promote the bike and wants to ride the wave of freshness until it lasts. The new TV commercial of the XCD 135 DTS-Si is already on air. With aggressive marketing and nation-wide availability of the bike, Bajaj Auto is aiming to sell close to 20,000 bikes by the end of February.

The XCD 135, fittingly bridges the gap between the popular 125cc segment and the steadily developing 150cc segment, providing buyers the best of both worlds.

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