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Hero Honda & Bajaj Sales Crash



Bike market leader Hero Honda sold 215,931 units of two-wheelers in December, down 10% from the 240,532 units sold in the year-ago period. That's significantly lower than its November tally of 289,426 units. The company ended the calendar year with a 9% growth. It sold 36,08,220 two-wheelers in January–December 2008 as compared to 33,09,051 units in calendar 2007.

Arch rival Bajaj Auto sold 119,215 two-wheelers in December, down 33% as compared to 177,249 units sold last year. It's bike tally is also down 33% at 118,510 units. In November, Bajaj reported a 37% drop in its motorcycle sales at 131,681 units. Bajaj's total two-wheeler sales also witnessed a 37% drop, at 132,421 units, as compared to 211,600 units in the year-ago period.

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