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Honda Targets 2.5 Lac Sales, To Launch 100cc Activa



Honda Motorcycle & Scooter India (HMSI) targeting sales of at least 250,000 units during January-March which would exceed the targeted one-million mark for the current fiscal.

The company hopes to close the year 60,000 additional units than it's targeted one million mark, the company officials disclosed. They maintained that the company was well on course to meeting the goal of 1.2 million units during 2009-10. HMSI's ancillary suppliers were more upbeat reiterating that the company would wrap up with somewhere close to 1.4 million units by the end of next fiscal.

It's wholly-owned Indian subsidiary, Hero Honda would be launching the motorcycle 100cc Activa , towards the end of March, a product segment where reigns supreme with the Splendor and Passion, the officials disclosed. The company though expecting cannibalization would be working hard to ensure that the same would not happen with higher degrees of exclusivity in its models, the officials disclosed.

You can also find this article published on [Honda Targets 2.5 Lac Sales, To Launch 100cc Activa](#), and on the tag pages [Honda](#).