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Yamaha Plans To Make India Export Hub



Yamaha plans to make the country an export hub for engines and bikes, including shipments to the US and Japan, besides bolstering its dealer and after-sales service network here. The company, which will be investing around Rs 240 crore in 2010-11 on developing more than two new India specific models, is aiming to have a total of 600 dealerships by 2010.

"India can be an export hub for our two legendary models - FZ16 and R15. Also we export bike engines in substantial amount to our other global operations," India Yamaha Motor CEO and Managing Director Yukimine Tsuji said. "Japan and the US has been asking for our bikes and are interested in importing from India," he added.

Last year Yamaha had exported about 40,000 bikes and 10,000 engines to various global operations of Yamaha, including Nepal, Sri Lanka, South Africa and Latin American countries. India is Yamaha's second biggest exporter after China.

Asked about this year's export target, he said with the current slowdown, the company was looking at about 30,000 bikes, but the number of engines would depend on the worldwide situation. The company was looking at much bigger volume by 2010, when the situation would improve.

On after-sales service in the domestic front, Tsuji said: "We are talking to the vendors for providing spare parts even for our older bikes, like RX 100 and RD 350, to win back the confidence of our customers."

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