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Maruti Swift Crosses 1 Lakh Bookings



We all know that the new Maruti Suzuki Swift is currently the most wanted car in the country. Right from its launch which happened on August 17 till date, the Swift has received over 1.08 lakh bookings and the demand seems never ending. On the part of the dealers side the waiting for the diesel is expected to be six months and the waiting for petrol is anywhere between three to five months but it goes without saying that the waiting periods are extended beyond measure in the actual sense.

With many frustrated buyers who have been waiting for their Swift like one waits for a shooting star, Maruti Suzuki is very confident that the workers strike which has affected the production and slowed down the deliveries will not affect their sales during the festive season. Currently the Manesar plant produces around 700 units daily, the company is aiming to produce around 17,000 – 18,000 units a month which are around 5,000 – 6,000 units more than the production per month for the previous generation Swift. What we wonder is there is hardly any new Swift seen on the roads so where is all the demand-supply equation fitting in?



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