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Tata Motors has received an overwhelming response to its Nano, selling over 51,000 booking forms in the last three days. Tata Motors sold 51,000 booking forms from its 218 dealerships since it started selling on April 4. The forms were sold only at Tata Motors dealerships and not at other outlets such as that of Croma, Westside and Titan World.

According to people close to the development, Tata Motors is expected to earn around Rs 30 crore from the sale of around 10 lakh forms at Rs 300 per form, through 218 dealers. Tata Motors is doing its best to ensure that there is no black market for the car, post-allotment. The terms and conditions listed on the booking form say the company will allot "only one Tata Nano car per person, to be selected in accordance with the procedure set out."

The form also mentions that applicants may not get their chosen model or colour, due to production constraints. It adds, "In case Tata Motors is not able to match the preference, Tata Motors will offer the other available variant. The differential amount will be adjusted at the time of delivery."

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