

## Presentation on Two wheeler market in India



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# Presentation Hierarchy

## INTRODUCTION

- Industry Overview
- Industry Players

## TWO WHEELERS MARKET

- Key players
- trends in market share
- Marketing mix
- four P's of Marketing
- Channels of Promotion
- BAJAJ and compititors

# Introduction

## An Industry Overview

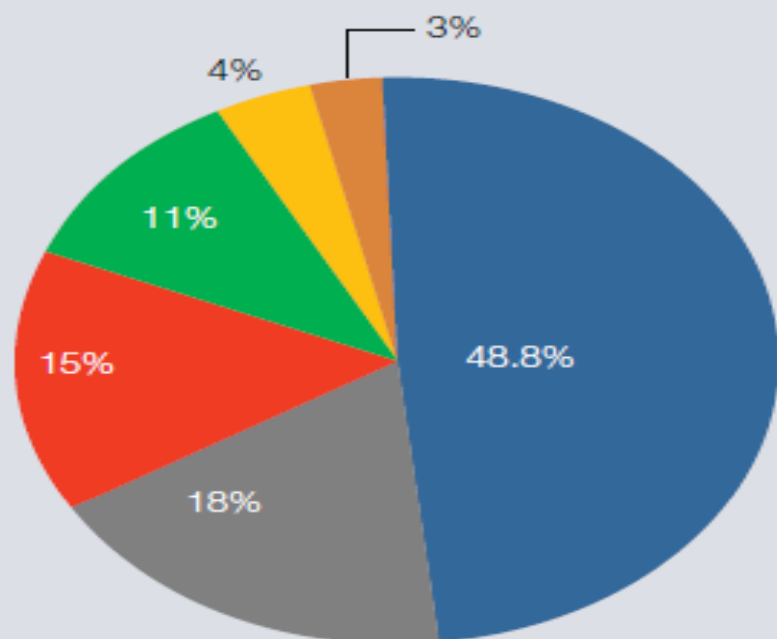
- India is the 2nd largest two wheeler market in the world
- It stands next only to China and Japan in terms of the number of two-wheelers produced and the sales of two-wheelers respectively
- In 2013 , the Indian two-wheeler market accounted for 14.38 million units
- CAGR (Compound Annual Growth Rate )(last three decade's) is 10.03%
- Average two-wheelers per 1000 people in India are 31
- The urban market for two-wheelers is largely penetrated with nearly 57 of every 100 youths that earn an income to support the ownership of a two-wheeler
- More than 15 industry players in existence



# Industry Players

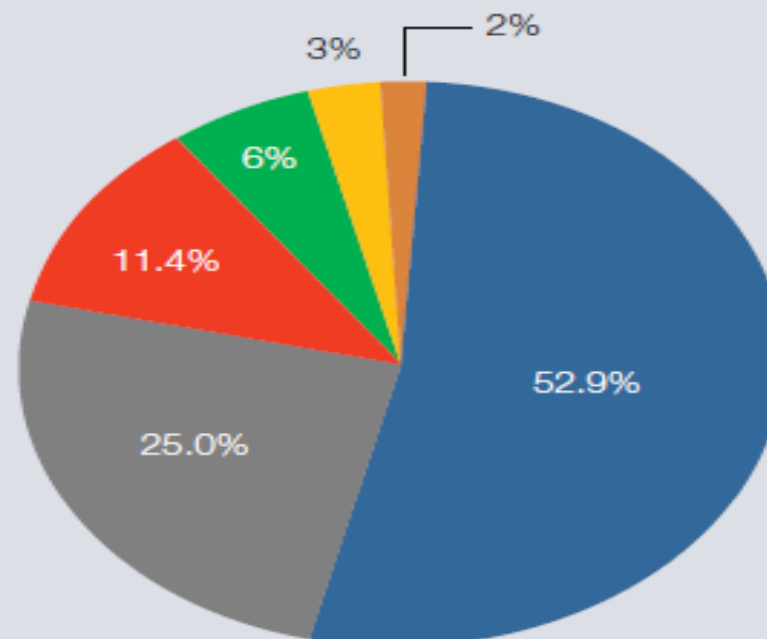


## TRENDS IN MARKET SHARE



### In scooters

■ Honda    ■ Hero MotoCorp    ■ TVS  
■ Suzuki    ■ Mahindra    ■ Others



### In motorcycles

■ Hero MotoCorp    ■ Bajaj Auto    ■ Honda  
■ TVS    ■ Yamaha    ■ Others

PIE DIAGRAM FOR DOMESTIC MARKET SHARE OF 2W IN 2011-12 (SOURCE : SIAM)

## Marketing mix

Bajaj pulsar DTS-I  
Product of Bajaj  
Auto.



Bajaj Pulsar 150 DTS-i



# 4 P's of Marketing

- **Product** : *Pulsar 150cc DTS-i* ( Digital Twin [Spark Ignition](#)). *It is traditional bike with sporty look.*
- **Price** : price of different versions of pulsar are [135cc - 61600] [150cc - 63100] [180cc - 81230] [220cc - 91560].
- **Place** : Bajaj showroom all over the country and many Bajaj bike Dealers
- **Promotion** : on launch of the product, Quiz , and organizing some kind of sporty event.

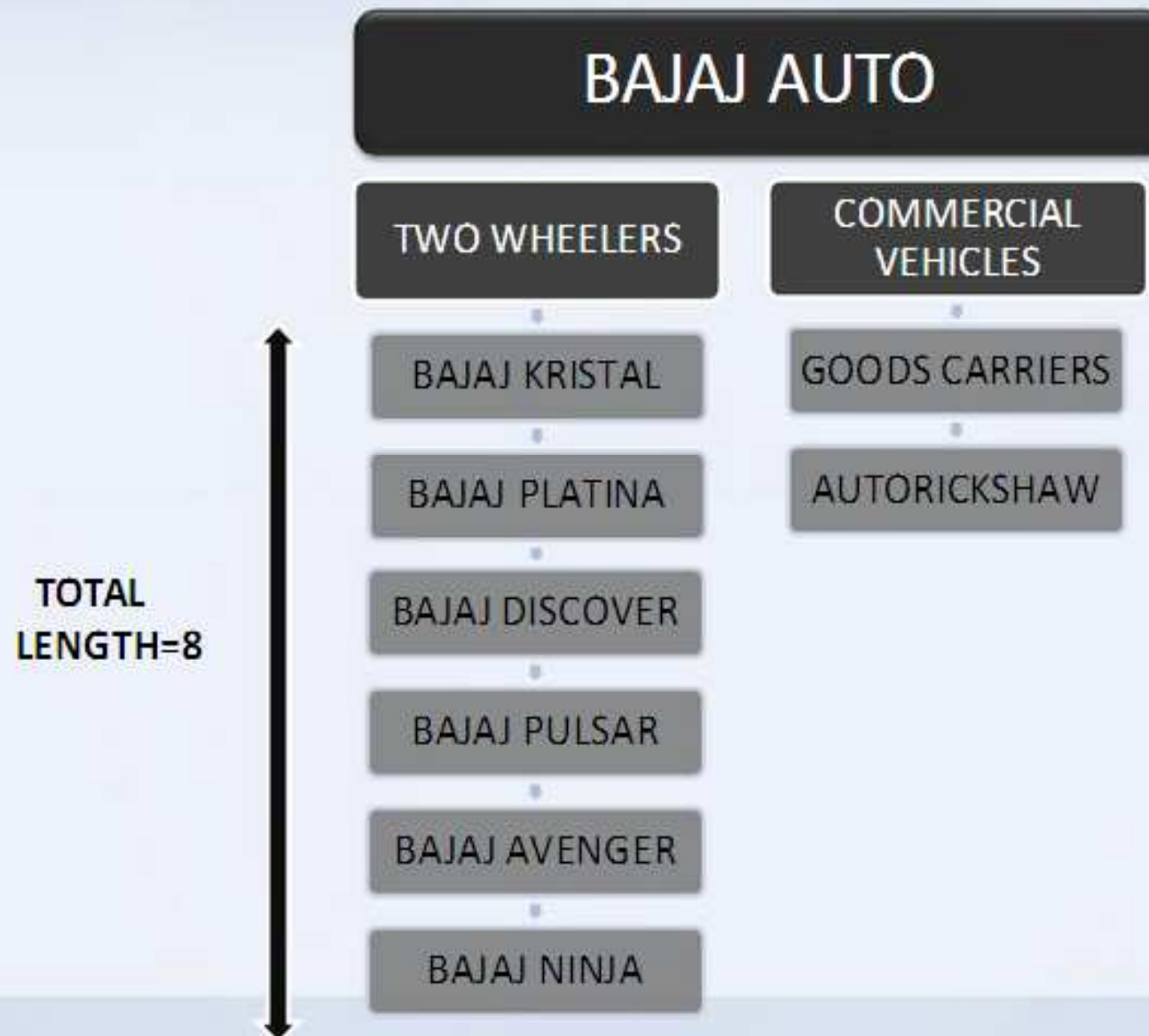
# Channels of PROMOTION

- Radio
- TV – {M<sub>TV</sub>}
- Print – In Newspapers ,
- Hoardings and magazines
  - Websites , broad p
- promotion
- Merchandise
- Hosting events like  
( Pulsar Stunt Mania)





## LENGTH OF PRODUCT LINE



## PRODUCT DEPTH

PRODUCT LINE: TWO WHEELERS (TOTAL DEPTH=13)



BAJAJ KRISTAL



BAJAJ PLATINA:  
PLATINA 125 CC  
PLATINA 100 CC

DEPTH=2



BAJAJ DISCOVER:  
DISCOVER 150  
DISCOVER 125  
DISCOVER 100

DEPTH=3



CONTINUE...



BAJAJ AVENGER  
Avenger 220 DTS-I



BAJAJ PULSAR  
PULSAR 135 LS =Rs 61600  
PULSAR 220 DTS-I =Rs 84300  
PULSAR 180 DTS-I =Rs 74300  
PULSAR 150 DTS-I =Rs63100

DEPTH=4



BAJAJ NINJA  
NINJA 250-R  
NINJA 650-R

DEPTH=2





## LINE STRECHING

### 1)UP MARKET STRETCH

The Avenger : 220CC  
Rs.72,500



NINJA : 650CC  
Rs.3,00,000



## LINE FILLING

### DISCOVER ( Launched in April 2011)

Discover 125cc Drum brake version – Rs.44,000

Discover 125cc Disc brake version - Rs.47,000

Discover 150cc – Rs.48,000



### XCD

125CC (Rs.44000)

135cc DTS-Si (Rs.45000)





### 3) TWO WAY STRETCHING:

PULSAR 135CC (Rs.61600)



PULSAR 150CC (Rs.63100)



PULSAR 220CC (Rs.84300)



## LINE PRUNNING



BAJAJ CHETAK SCOOTER



BAJAJ SUNNY



BAJAJ SUPER SCOOTER



# COMPITITORS



**VS**



**VS**



- While Here Honda is world's leading bike maker, Bajaj is leading Indian bike marketer.
- Honda has been there for long in the bike market and is known for service as well as reliability and Bajaj has been an innovator.
- It was Bajaj who introduced Bajaj Pulsar 150cc DTS-I (Digital Twin spark ignition) powered engine with tagline of definitely male.

<u><b>BASIS</b></u>	<u><b>PULSER</b></u>	<u><b>HUNK</b></u>	<u><b>CBZ</b></u>
<b>Fuel Efficiency</b>	<b>45-50 km/Pl.</b>	<b>50-55 km/Pl.</b>	<b>54-59 km/Pl.</b>
<b>Dashboard</b>	<b>DIGITAL</b>	<b>MANNUAL</b>	<b>MANNUAL</b>
<b>Quality &amp; Handling:</b>	<b>NOISE</b>	<b>NOISE as get old</b>	<b>EASY MAINTENANCE</b>
<b>Pricing</b>	<b>63100</b>	<b>67833</b>	<b>65300</b>
<b>Technology:</b>	<b>DTS-i</b>	<b>SINGLE SPARK</b>	<b>SINGLE SPARK</b>

(Digital Twin spark ignition)



Thank You

**QUERIES.....If any???**

