

# Jawa maker packs ₹1K cr for path to higher output

DEV CHATTERJEE & ANJALI SINGH

Mumbai, 13 September

Classic Legends, the makers of Jawa, Yezdi and BSA brand of retro motorcycles, will invest ₹1,000 crore in three years to boost production, and launch an electric bike conceptualised from a new British product development centre.

The investment will be used for marketing, distribution setup for international markets, and new product development, said top company officials.

**Mahindra group Chairman Anand Mahindra said the bikes belonged to the 'classic retro' segment, which had a growing customer base**



The Mahindra group holds 60 per cent in Classic Legends, and the rest is held by realtor Boman Irani and Phi Capital Founder and Managing Partner Anupam Thareja.

In an interaction on Wednesday, Mahindra & Mahindra (M&M) Chairman Anand Mahindra said the bikes belonged to the 'classic retro' segment and catered to a growing customer base. Drawing a parallel with M&M's Thar four-wheeler, Mahindra said the bikes are strategically positioned as a 'retro classic'. Thar is selling 5,000 units each month.

The 68-year-old Mahindra said that building these bikes wasn't "only about production but also passion".

*More on business-  
standard.com*