

Two-wheeler makers offer up to ₹50,000 in discounts

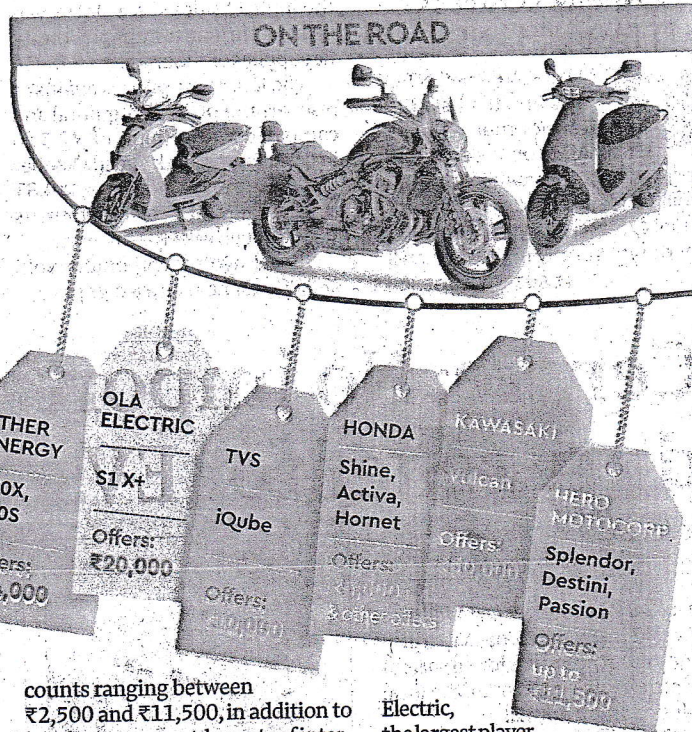
SWARAJ BAGGONKAR
Mumbai, December 13

Fearing a slump in demand post the festive season, two-wheeler makers have doled out year-end discounts ranging from 2,500 to more than ₹50,000 to entice buyers.

The offers by motorcycle and scooter makers are at least at a two-year best, said market watchers, as companies are desperate to liquidate stock and seek to enter January with minimal inventory.

According to the Federation of Automobile Dealers Associations (FADA), the apex dealer lobby body, the two-wheeler industry is sitting on a 32-37 days inventory, which is the second-highest level in 12 months. "The high inventory levels are despite the fact that the industry clocked a retail growth of 21% in November. The month also saw good levels of discounts but December is much better in comparison," said one of the country's largest two-wheeler dealers.

Strong legacy players like Hero MotoCorp, TVS Motor, Honda Motorcycle and Scooter India and Bajaj Auto are offering direct dis-



counts ranging between ₹2,500 and ₹11,500, in addition to low down payment, low rate of interest, discount on accessories and exchange bonuses.

Electric two-wheeler players are offering even bigger discounts. Ola

Electric, the largest player in the segment, has slashed the price of its S1X+ by ₹20,000 to ₹89,999.

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ATHER ENERGY IS offering deals of up to ₹24,000. TVS's iQube all-electric scooter is offered with benefits of up to ₹10,000.

Other niche brands such as Kawasaki, Mahindra & Mahindra-controlled Jawa and Yezdi also have offers to woo buyers. Kawasaki, for instance, is offering a maximum discount of more than ₹50,000 on the Vulcan S and ₹30,000 on the Ninja 650.

Jawa and Yezdi are carrying extended warranties for 4 years or 50,000 km and an exchange bonus of up to ₹10,000.