

SDiscounts on 2Ws remain flat despite robust sales growth

Year-end offers ranging between ₹3,000 and ₹10,000

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Year-end discounts in two wheelers are ranging between ₹3,000 and ₹10,000, relatively at similar levels compared to last year, riding on inventory liquidation during the festival season.

Manish Raj Singhania, president of Federation of Automobile Dealers Associations of India (FADA), said, "Currently, with comfortable inventory levels, the promotional schemes are relatively reduced. Last year, the industry faced significant challenges, and two-wheeler dealers were grappling with sluggish sales. Consequently, the discounts were not at pre-Covid levels. There were robust schemes before the pandemic, but the post-Covid scenario never allowed the industry to reach a point where manufacturers or dealers could offer substantial discounts. Additionally, the industry's transition from on-board diagnostic-I (OBD-I) to OBD-II norms for two-wheelers in April faced supply challenges, with original equipment manufacturers (OEMs) struggling to meet the market demand."

The recent festival season saw robust growth in two-wheeler sales, reaching 2,893,107 units, marking a 20.71 per cent increase compared to the previous year.

As the festival season concludes, leading two-wheeler manufacturers including Bajaj, Hero, Honda, Yamaha, and TVS Motor are rolling out enticing discounts ranging from ₹3,000 to ₹10,000 across popular models.

Bajaj, having sold 274,181 units in November, offers discounts on models such as the Pulsar P150 and Pulsar 150.

Dealers in Mumbai are offering up to ₹5,000 off on all models.

Additionally, Bajaj provides discounts of ₹8,500 and ₹7,000 on Pulsar 125 and Ns 125, respectively.

"Our discount, coupled with the company's discount, will be very helpful for our customers," an executive at a Mumbai-based dealership of Bajaj said.

Hero, which sold 802,234 units in November, has partnered with Flipkart to offer cash discounts and no-interest offers. Discounts on scooter models range from ₹5,000 to ₹7,000.

Hero is also extending a spectrum of discounts on Flipkart, including up to ₹3,000 on 125 CC models like Glamour and Super Splendor, ₹2,500 on HF Deluxe, and ₹2,500 on



EYE ON THE PRIZE

Two wheeler year-end discounts by brands

BAJAJ: Up to ₹10,000 and ₹3,000 discounts on Pulsar P150 and Pulsar 150

HERO: Up to ₹3,000 discount on 125 CC models, ₹2,500 on HF Deluxe, and ₹2,500 on scooters like Zoom, Pleasure, and Destiny on Flipkart

YAMAHA: Discounts of ₹5,000 and ₹3,000 on FZ-X and FZ-S V3

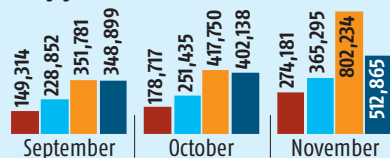
TVS MOTOR: Up to ₹4,000 discount on Apache RTR for customers with existing old model bikes

HONDA: Up to ₹12,800 instant bonus on the purchase of any new Honda Bigwing model

RETAIL NUMBERS FOR 2 WHEELERS

Two-wheeler OEMs

■ Bajaj ■ TVS ■ Hero ■ Honda



Source: FADA

scooters like Zoom, Pleasure, and Destiny. Customers using bank cards for purchases can avail an additional discount of up to ₹5,000.

Yamaha provides discounts on models such as FZ-X and FZ-S V3, at ₹5,000 and ₹3,000, respectively.

TVS Motor, which sold 365,295 units in November, offers a discount of up to ₹4,000 on the Apache RTR for customers owning an existing old model bike of any brand.