

Bajaj Auto sells over 30,000 CNG bikes

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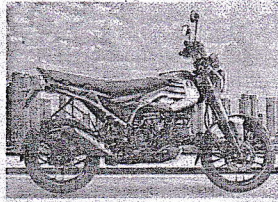
Bajaj Auto has sold over 30,000 units of India's first CNG bike, Bajaj Freedom, introduced in July.

According to Vahan data, 30,388 CNG two-wheelers were registered in the country. A total of 272 were registered in July, 4,111 in August, 4,938 in September, 11,056 in October and 10,011 in November.

Bajaj Freedom is available in three variants: Freedom 125 NG04 Disc LED, priced ₹1.1 lakh; Freedom 125 NG04 Drum LED at ₹1.05 lakh; and Freedom 125 NG04 Drum at ₹95,000, all ex-showroom Delhi prices.

The company plans to expand its CNG motorcycle range.

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"We have met Bajaj Freedom customers with our teams standing at CNG pumps. The waiting period is probably in minutes or seconds at the pumps. As things scale up, we are in constant discussion with companies. I don't think they

will shy away from putting up more dispensing stations and ensuring that CNG two-wheeler customers don't have to wait," said Rakesh Sharma, Executive Director, Bajaj Auto, during the company's earnings call.

FOCUS ON HINTERLAND

Bajaj Auto had initially opened bookings for the CNG bike in Gujarat and Maharashtra, and later expanded to other parts of India with a focus on the hinterland.

"The customers who have bought Freedom 125 are very wide. The largest cohort is from the 125cc segment itself but the largest itself is only 15 per cent, 20 per cent or 18 per cent. The source of business is even from 150cc, scooters, 100cc entry-level and 110cc. So, it's very wide which, in a way, is very interesting and encouraging for us because it tells us that the sources of business cut across the conventional segments," added Sharma.