

**BAJAJ***Distinctly Ahead*

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3 October 2012

National Stock Exchange of India Ltd  
Exchange Plaza, 5th Floor  
Plot No.C-1, G Block  
Bandra-Kurla Complex  
Bandra (East)  
MUMBAI 400 051

Dear Sir/s :

Please find attached herewith a copy of the Press release being issued by the company  
in respect of our Motor-cycle Bajaj Discover.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,  
For bajaj auto limited,

J SRIDHAR  
COMPANY SECRETARY &  
COMPLIANCE OFFICER

Encl: as above



## **Bajaj Discover becomes the World's largest selling Motorcycle**

- Overtakes Hero Splendor in the month of September

Mumbai 3<sup>rd</sup> October 2012: Bajaj Discover has now become the world's largest selling motorcycle brand, overtaking Hero Splendor in the month of September 2012. Discover sold a record 122,968 bikes in the month of September to become the world leader.

According to K Srinivas, Motorcycle Business, Bajaj Auto, "This is a major milestone in our journey towards excellence in motorcycle business. Our strategy of specializing in motorcycles, developing differentiated products and thereby creating a sharp brand position has clearly succeeded. We firmly believe that brands work only when they have a sharp position. Discover has successfully been positioned as "CHALTA NAHI DAUDTA BIKE" thereby appealing to the commuters who would like to evolve to more sporty bikes. Discover has successfully broken the compromise that the average commuter was forced to make by offering styling and performance of a sports bike, yet with comfort and economy of a commuter bike."

He further added, "Discover has been a technology and marketing success story for Bajaj. The recently launched Discover 125 ST generated an overwhelming response and has sold 35,000 bikes in September – within 3 months of launch. We plan to expand on our lead in the coming months by focusing on the sharp brand values of Discover."