

**BAJAJ***Distinctly Ahead*

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2 AUG 2011

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 sales for the month of July 2011.

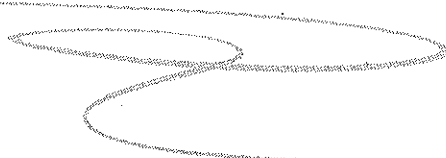
Kindly acknowledge receipt.

Thanking you,

Yours faithfully,
For Bajaj Auto Limited,

J SRIDHAR
COMPANY SECRETARY &
COMPLIANCE OFFICER

Encl: as above



BAJAJ RECORDS ITS HIGHEST JULY SALES

Jul-11

Particulars	Jul-11	July-10	Growth %	Highlights
MOTORCYCLES	318,095	279,781	14	* Highest motorcycle sales for any July. * The bigger & sportier Pulsar & Discover brands contributed 64% of motorcycle sales.
COMMERCIAL VEHICLES	45,617	38,634	18	* Highest 3-wheeler sales.
TOTAL	363,712	318,415	14	* Highest sales for any July.
Exports out of the above	143,996	106,794	35	* Highest exports for any July.

YTD

Particulars	Apr-July 2011	Apr-July 2010	Growth %	Highlights
MOTORCYCLES	1,281,146	1,108,172	16	-
COMMERCIAL VEHICLES	175,381	138,552	27	-
TOTAL	1,456,527	1,246,751	17	* Strong double digit growth continues for motorcycles, 3-wheelers, & exports.
Exports out of the above	571,360	430,693	33	-

Rajiv Bajaj
MD, Bajaj Auto Ltd., Pune
2 August 2011