

## Festive season goes on for Bajaj. Demand upsurge continues for Platina and the XCD (Exceed) 125 DTS-Si Platina festive offer extended till December 2007

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Bajaj Auto's newly launched XCD has proved to be a huge hit with the customers with 100,000 bikes to be on road within three months of launch. To meet this sustained demand the company is rapidly ramping up the production for XCD to 75,000 numbers per month. The attractive price-off on the Platina has also met with a stunning response resulting in a waiting of 15 days or more at several dealerships even post the festive season.

According to Amit Nandi, GM Marketing Bajaj Auto, "The XCD's compelling package of outstanding fuel efficiency, 125cc performance and fresh-new styling has received very high degree of consumer acceptance across the country. Our ability to sell is only constrained by our inability to produce more. On the basis of the market response and sales growth, 'XCD' is proving to be a 'knock-out-performer.'"

Added, Amit Nandi, "There has been a tremendous response from our customers on the Platina festive offer. The bike offers unbeatable value at an ex-showroom price of Rs30,000. We have extended this offer till the year end so as not to disappoint our committed customers."

### **For further information, please contact:**

Rajat Chandihok /Lalit Pandey

9810175728/ 9818806924

Sampark PR

011-41731526/7/8

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### **For more information, Please contact:**

**Lalit Pandey**

Consultant - Sampark Public Relations

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