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EXECUTIVE SUMMARY

Throughout the world, all the people travel from one place to another either daily or with some timely intervals. Out of those travelers, there exists millions and millions of people who prefer or can afford motorbikes for traveling. Thereby, I took the opportunity to understand what goes behind the success of the *Two Wheeler* sector. Customer care and satisfaction are the basic tools which have been used to lure in customers. The various two wheeler companies have been providing numerous services for the customers and satisfy them whenever and wherever necessary. The project undertaken was to understand the steps taken by BAJAJ AUTO PRIVATE LTD. to satisfy their customers.

The customers were interviewed on the basis of questionnaire to know whether they were satisfied or dissatisfied by the usage and services of **Bajaj Pulsar**. The data collected was analyzed and findings have been derived accordingly.

However there are certain limitations such as;

(i) The survey was conducted only in Bangalore.

(ii) The answer given by some of respondents could be biased.

The study has provided guidelines in capturing knowledge about *Bajaj Pulsar* and their impact on the customers. It is expected that this project will help BAJAJ AUTO PVT. LTD. to know their strength and weakness and will also provides helpful guidelines in making useful changes.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

The project on customer satisfaction towards Bajaj Pulsar is a systematic design, analysis and collection of data and reparsing of data and findings in accordance to the respondents taken into consideration.

In India, since the early 1940s when the auto industry rolled out first passenger car, its significance in the economy has progressively increased. However, from its early days until the mid-1980s for two-wheelers and LCVs and until the early 1900s for passenger cars, the focus of development of the automotive industry has been on import substitution. The two-wheeler market in India is the biggest contributor to the automobile industry with a size of Rs.100,000 million. The two-wheeler market in India comprises of 3 types of vehicles, namely motorcycles, scooters, and mopeds. Some of the major players in the Indian motorcycles market are Bajaj Pulsar, Hero Honda CBZ, TVS Apache, Yamaha YzF R15 and Honda Unicorn. Bajaj stands as the leader in the economy segment. **Bajaj Group** is amongst the top 10 business houses in India. Its footprint stretches over a wide range of industries. The group's flagship company, **Bajaj Auto** , is ranked as the world's fourth largest two- and three-wheeler manufacturer and the Bajaj brand is well-known in over a dozen countries in Europe, Latin America, the US and Asia. Bajaj Auto Ltd. is the largest exporter of two and three wheelers. Bajaj is the leader at the entry and premium segments in with 35% and 56% market share, respectively The brand, **Pulsar** is continually dominating the Indian motorcycle market in the premium segment. Pulsar launched in 2001 is the market leader in the 150 cc + performance bike segment. More than that, this brand changed the fortune of Bajaj Auto Ltd. Bajaj targeted the 18-24 with Pulsar but later found that the brand appealed to a much older audience. This helped Bajaj to change its target audience to 21-35 years. Main advantages of pulsar among another model are style, performance, milege, speed etc

Defining Customer Value and Satisfaction

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.Over 35 years ago, Peter Drucker insightfully observed that a company's first task is "to create customers". But today's customers face a vast array of product and brand choices, prices, and suppliers. This is the question: How do customers make their choices?We believe that customers estimate which offer will deliver the most value. Customers are value-maximizers, within the bounds of search costs and limited knowledge, mobility, and income. They form an exception of value and act on it. Then they learn whether the offer lived up to the value expectation and this affects their satisfaction and their repurchase probability.

What is Customer Satisfaction?

Satisfaction is the level of a person's felt state resulting from comparing a product's perceived *performance* (or outcome) in relation to the person's *expectations*. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

What is Customer Value?

Customer delivered value is the difference between *total customer value and total customer cost*. And *total customer value* is the bundle of benefits customers expect from a given product or service.

Any activity of a business enterprise must be directed towards *delighting the customer* in the interest of the broader goals such as profit maximization, reputation building and so on.It has become imperative these days to place the Customer at the centre of any organization. This enables an organization o enjoy the following benefits:

- To differentiate itself from the competition
- To improve its image in the eyes of the Customer.
- To minimize price sensitivity.
- To improve profitability.
- To increase customer retention and satisfaction.
- To enhance the reputation of a company.
- To improve staff morale.
- To increase employee satisfaction and retention.
- To increase productivity.
- To reduce costs.

INDUSTRY PROFILE

INDIAN AUTOMOBILE INDUSTRY: AN INTRODUCTION

With five thousand years of history behind it, a five decade young nation and the largest democracy in the world, India today has the second largest volume of human resource in the world. It has no more than 2.5 per cent of global land but is the home of one sixth of the world's population of more than 1.1 billion. India possesses one of the richest reserves of biodiversity, minerals and metals, soils and water, flora and fauna in this part of the globe and has climatic conditions suitable for round the year economic activity in any part of the nation. More than five decades of sustained and planned developmental INITIATIVE IN India has fielded substantive results on social and economic fronts. Assisted by a comprehensive performs programmed since early 1990s, GDP growth in the post perform period has improved from an average of about 5.7 per cent in the 1980s to an average of 6.1 per cent in the last decade, making India one of the fastest growing developing countries. Indeed, in the current year, India is amongst five fastest growing economies of the world. In terms of purchasing power parity (PPP), India is world's fourth largest economy. The incidence of poverty has continued to decline and population growth has also decelerated below 2 per cent for the first time in four decades.However, like the rest of the world, last two years of general economic slowdown has adversely affected India also. However, the strong fundamentals of the Indian economy have not permitted pace of growth to decelerate much. That is why India continues to be one of the five fastest growing economies in the world.

INDIAN AUTOMOBILE INDUSTRY: BACKGROUND INFORMATION

In India, as in many other countries, the auto industry is one of the largest industries. It is one of the key sectors of the economy. The industry comprises of automobile and the auto component sectors and encompasses commercial vehicles, multi utility vehicles, passenger cars, two wheelers, three wheelers, tractors and related auto components. The industry has shown great advances since deli censing and opening up of the sector to Foreign Direct Investment (FDI) in 1993. It has deep forward and backward linkages with the rest of the economy, and hence, has a strong multiplier effect. This results in the auto industry being the driver of economic growth and India is keen to use it as a lever of accelerated growth in the country.

In India, since the early 1940s when the auto industry rolled out first passenger car, its significance in the economy has progressively increased. However, from its early days until the mid-1980s for two-wheelers and LCVs and until the early 1990s for passenger cars, the focus of development of the automotive industry has been on import substitution. The current low penetration levels in India in all three segments of the industry, namely commercial vehicles, passenger cars and two wheelers and under-exploitation of the potential of this industry to foster the growth of the economy have resulted in the auto industry contributing a relatively low (nearly 5 per cent) share of industrial output in India compared to the 8-10 percent range in other developing countries and around 15 per cent in mature economies.

During last decade, conscious efforts have been made to find-tune state policy-perspective in a manner that this industry realizes its full potential in the economy. With this, the industry has shown great advances since abolition of licensing in 1991 and automatic approval permitted up to 51 per cent foreign investment in priority sectors that included the automotive industry, except passenger car manufacture. Motor car manufacture was freed from licensing in April 1993. Public policy dispensation requiring new joint venture car manufactures to commit certain levels of phased indigenization, minimum investments in manufacturing facilities, neutralization of foreign exchange on imports with the exports of cars and components, etc. was withdrawn in September 2001 as a major initiative to bring policy framework in step with WTO requirements. The quantitative restrictions on imports were removed with effect from 1st April 2001.Thus Industrial licensing and foreign investment regime in the country has been progressively liberalized. The freeing of the industry from restrictive environment has on the one hand helped it to restructure, absorb new technologies, align itself to the global developments and realize its potential; on the other hand, this has significantly increased industry's contribution to overall industrial growth in the country.There are at present 13 manufacturers of passenger cars and multi utility vehicles, 7 manufacturers of commercial vehicles, 11 of 2 or 3-wheelers and 10 of tractors besides 4 manufacturers of engines. The industry has an investment of a sum ex ceding US$ 10 billion.During 1999-2000 the turnover of the automotive industry as a whole was US$ 12.5 Billion approximately. The industry employees 5,00,000 people directly and more than 10 million people indirectly and is now inhabited by global majors in keen competition. The arrival of most international automotive giants in India has set the stage for an exponential growth in the component industry's levels of technology, quality and competitiveness. At the same time, the arrival of new and contemporary models has stimulated demand for vehicles in the market. The auto industry has achieved a cumulative annual growth rate (CAGR) of 22 per cent 1992-1997 (or approx. 13 to 14 per cent in real terms) outstripping industries production growth by about 30 per cent. This has led to an increase in its contribution to industrial output from 4.3 per cent in 1992-1993 to 5.4 per cent by 1996-1997.The component industry in the same period has grown by a CAGR of 28 per cent. With this the contribution of automobile industry to the GDP has risen from 2.7 per cent of GDP in 1992 -1993 to 4.5 per cent by 1996-1997. However, with a worldwide economic slowdown, auto industry's growth pattern has shown a downward trend in last two years.

Main Export Destinations

Cars: Egypt, Kenya, Nigeria, Somalia, Tanzania, Afghanistan, Nepal, Turkey, Hungary, Greece, Italy, Netherlands, Spain, Austria, Malta.

Two-wheelers: African countries. Bangladesh, Srilanka, Turkey, United Arab Emirates, Paraguay. United Kingdom, Germany, Argentina, Mexico, Australia, Hong Kong, China.

The auto component industry in India now equipped with significant advancement in its technological capabilities, due to its alignment with major vehicle manufacturers in the country and abroad, has a high export potential. During the late 1990s, the export of auto components has grown by a CAGR of about 20 per cent, currently; the share of exports out of the total production of auto component is 10 per cent.

AUTOMOBILE INDUSTRY: FUTURE PROJECTIONS

With the domestic auto industry now moving in step with the WTO covenants, the stage is set for it to make rapid strides domestically and internationally to attain its rightful place in the world trade. A global recession for last two years notwithstanding, the industry has shown appreciable resilience and adjusted to the challenges of the environment.

This growth estimate implies certain assumptions relating to segment-wise growth rates based on a study conducted by the National Council of Applied Economic Research (NCAER)

Projected growth of exports

As mentioned earlier, the Indian economy is now increasingly in step with the world environment of free trade and liberal movement of goods and services cutting across inter country barriers. In such environment, Indian exports in sectors such as automobile and auto components are expected to grow faster than many other sectors. This is also due to India's competitiveness and qualityconsciousness now finding increasing acceptability across the world. Keeping these in view, India's export turnover is expected to more in the following manner in next few years.

Recent trends in Indian Automobile sector

Globalization is pushing auto majors to consolidate, to upgrade technology, enlarge product stage, access new markets and cut costs. They have resorted to common platforms, modular assemblies and systems integration of component suppliers and e-commerce. The component industry is undergoing vertical integration resulting into emergence of 'systems and assembly suppliers' rather than individual component suppliers. Thus, while most component suppliers are integrating into tier 2 and tier 3 suppliers, larger manufacturers and multinational corporations are being transformed into tier 1 company. Environmental and safety concerns are leading to higher safety and emission norms in the country. India has ready charted out a road map for reaching EURO-II norms across the country by the year 2005. Most vehicle manufactures are already producing EURO-II compliant vehicles in the country to meet special requirements of capital city of New Delhi where the Supreme Court verdict has already necessitated this. To meet the concomitant testing and certification activities relating to higher safety and emission norms, testing infrastructure in [1] the country is being overhauled. A substantive state funding is being planned in upgrading the testing infrastructure with participation of industry. Environmental pollution and the need to conserver existing supply of fossil fuels have led to search for alternative fuels. In addition to supporting Greenfield research in this area, an ambitious phased programmed to upgrade carbon fuel quality commensurate with higher emission norms is also being undertaken. Foreign direct investment norms have already been considerably relaxed. Unhindered import of automobiles, including new and second hand vehicles, has also been permitted. Most non-tariff barriers have also been relaxed or removed. The Government has moderated and lowered taxes and duties on automobiles, including customs duty. Value Added Tax (VAT) is also proposed to be introduced across the country from I April 2001. The Government has also allowed private sector participation in the insurance sector. Norms guiding external commercial borrowings (ECBs) have been liberalized and lending rates within the country have also been reduced further strengthening the environment of investment. An ambitious programme to upgrade the quadrilateral of highways in the country, the Government is laying a eight-lane expressway linking all metropolitan and several important capital towns across the country paving the way for movement of heavier haulage vehicles.

TWO WHEELER INDUSTRY IN INDIA

In 1955, the Indian government needed sturdy and reliable motorcycles for its Army and police to patrol the rugged border highways. The first batch of 350cc Bullet from the Royal Enfield Company of UK were received and assembled at Chennai.The four stroke engine of the motorcycles is fuel efficient and is the main reason for the growth of motorcycle segment In India. The motorcycle market share is about 81.5% of the total two wheeler market in India. Three-fourths of the total exports in the two wheeler automobile industry are made in the motorcycle segment. Exports are made mainly to South East Asian and SAARC nations.In terms of volume, 4,613,436 units of two-wheelers were sold in the country in 9MFY2005 with 256,765 units exported. The total two-wheeler sales of the Indian industry accounted for around 77.5% of the total vehicles sold in the period mentioned.After facing its worst recession during the early 1990s, the industry bounced back with a 25% increase in volume sales in FY1995. However, the momentum could not be sustained and sales growth dipped to 20% in FY1996 and further down to 12% in FY1997. The economic slowdown in FY1998 took a heavy toll of two-wheeler sales, with the year-on-year sales (volume) growth rate declining to 3% that year. However, sales picked up thereafter mainly on the strength of an increase in the disposable income of middle-income salaried people (following the implementation of the Fifth Pay Commission's recommendations), higher access to relatively inexpensive financing, and increasing availability of fuel efficient two-wheeler models. Nevertheless, this phenomenon proved short-lived and the two-wheeler sales declined marginally in FY2001. This was followed by a revival in sales growth for the industry in FY2002. Although, the overall two-wheeler sales increased in FY2002, the scooter and moped segments faced de-growth. FY2003 also witnessed a healthy growth in overall two-wheeler sales led by higher growth in motorcycles even as the sales of scooters and mopeds continued to decline. Healthy growth in two-wheeler sales during FY2004 was led by growth in motorcycles even as the scooters segment posted healthy growth while the mopeds continued to decline. Figure 1 presents the variations across various product sub-segments of the two-wheeler industry between FY1995andFY2008.

SegmentalMarketShare

The Indian two-wheeler industry has undergone a significant change over the past 10 years with the preference changing from scooters and mopeds to motorcycles. The scooters segment was the largest till FY1998, accounting for around 42% of the two-wheeler sales (motorcycles and mopeds accounted for 37% and 21 % of the market respectively, that year). However, the motorcycles segment that had witnessed high growth (since FY1994) became larger than the scooter segment in terms of market share for the first time in FY1999. Between FY1996 and 9MFY2005, the motorcycles segment more than doubled its share of the two-wheeler industry to 79% even as the market shares of scooters and mopeds stood lower at 16% and 5%, respectively. While scooter sales declined sharply by 28% in FY2001, motorcycle sales reported a healthy growth of 20%, indicating a clear shift in consumer preference. This shift, which continues, has been prompted by two major factors: change in the country's demographic profile,andtechnologicaladvancements.

Manufacturers

As the following graph indicates, the Indian two-wheeler industry is highly concentrated, with three players-Hero Honda Motors Ltd (HHML), Bajaj Auto Ltd (Bajaj Auto) and TVS Motor Company Ltd (TVS) - accounting for over 80% of the industry sales as in 9MFY2008. The other key players in the two-wheeler industry are Kinetic Motor Company Ltd (KMCL), Kinetic Engineering Ltd (KEL), LML Ltd (LML), Yamaha Motors India Ltd (Yamaha), Majestic Auto Ltd (Majestic Auto), Royal Enfield Ltd (REL) and Honda Motorcycle & Scooter India (P) Ltd (HMSI).

Although the three players have dominated the market for a relative long period of time, their individual market shares have undergone a major change. Bajaj Auto was the undisputed market leader till FY2000, accounting for 32% of the two-wheeler industry volumes in the country that year. Bajaj Auto dominance arose from its complete hold over the scooter market. However, as the demand started shifting towards motorcycles, the company witnessed a gradual erosion of its market share. HHML, which had concentrated on the motorcycle segment, was the main beneficiary, and almost doubled its market share from 20% in FY2000 to 40% in 9MFY2005 to emerge as the market leader. TVS, on the other hand, witnessed an overall decline in market share from 22% in FY2000 to 18% in 9MFY2005. The share of TVS in industry sales fluctuated on a year on year basis till FY2008 as it changed its product mix but has declined since then.

MOTORCYCLES IN INDIA BY DIFFERENT MANUFACTURES

Table 1.1

BAJAJ AUTO	HERO HONDA	KINETIC MOTOR
› Kawasaki Ninja	› Hero Honda Achiever	› Kinetic Aquila
› Bajaj XCD 135 DTS-Si	› Hero Honda CD Dawn	› Kinetic Comet
› Bajaj Discover DTSi	› Hero Honda CD Deluxe	› Kinetic Stryker
› Bajaj Platina	› Hero Honda Glamour	
› Bajaj Pulsar DTSi	› Hero Honda Karizma	
› Bajaj Pulsar 200CC	› Hero Honda Passion	

	Plus	
› Bajaj Avenger	› Hero Honda Splendor	
	› Hero Honda Splendor NXG	-
	› Hero Honda CBZ X-Treme	-
	› Hero Honda Hunk	

LML INDIA	**ROYAL ENFIELD**	**TVS MOTOR**
› LML Adreno FX	› Bullet 350	› Suzuki Hayabusa 1300
› LML Beamer	› Thunderbird Twinspark	› Suzuki Intruder M1800R
› LML Energy FX	› Bullet Electra	› Suzuki GS 150R
› LML Freedom	› Bullet Machismo	› TVS Apache RTR FI
› LML Graptor	› Bullet Machismo 500	› TVS Flame

		› TVS Star City
		› TVS Taurus Fiero F3*

HMSIL	SUZUKI MOTOR	YAMAHA MOTOR
› Honda Shine	› Suzuki Access 125	› Yamaha FZS
› Honda Unicorn • Grand Prix Edition	› Suzuki Heat	› Yamaha FZ 150cc
› Honda Stunner CBF	› Suzuki Zeus	› Yamaha Gladiator
-	› Suzuki Hayabusa 1300	› Yamaha Libero G5
-	› Suzuki Intruder M1800R	› Yamaha Gladiator Type JA
-	› Suzuki GS 150R	› Yamaha Alba 106
		›

		Yamaha YZF R1
		› Yamaha MT 01
		› Yamaha YZF-R15
		› Yamaha Crux

CHAPTER 2

RESEARCH DESIGN

Research Design

“Research designed is the arrangement of condition for collection & analysis of data in a manner that aims to combine Relevance to the research work with economy in procedure”.It is the same statement or specification of procedures for collecting & analyzing the information required for the solution of same specific problems. It provides a scientific framework for conducting some research investigation. The research study is descriptive in nature. Descriptive study includes getting information through structured questionnaire and personal interview.

DATA COLLECTION

The information relevant for the study was drawn from secondary data, which alone is not sufficient. Primary data is collected through survey method to conduct the study successfully.

Source of data collection

1. ***Primary data***
   The primary data is collected using a structured questionnaire. A questionnaire was designed for this purpose.The information relevant for the study was drawn from secondary data which alone was not sufficient

2. ***Secondary data***

The other information is obtained from secondary sources like newspapers,internal reports,magazines,websiteandother published sources.

PLAN OF ANALYSIS

Statistical tools such as drawing of percentages and averages, construction of chart and graphs for analysis from the raw data is used. The Raw data is tabulated with the help of table. From the tables concept, analysis and inferences are drawn which .in this were used for interpretation. Based on this charts is prepared for better pictorial understanding of the study. From the set of inferences and interpretation, conclusion is drawn which is followed by suggestions, keeping the objectives in mind throughout the study.

SAMPLING DESIGN

Sampling Method:

Simple random sampling, a non-probability sampling method- convenience sampling is used to select respondents to conduct the study.

Sample size

The size of the sample is 100. Only 100 respondents were interviewed with the help of questionnaire keeping in mind the time and cost constraints

Sampling Description:

The respondents include students, business men and service men.

LIMITATIONS

The study has certain limitations under which it was carried out. These limitations are as follows:

1. This research is only confined to Bangalore city.
2. This research does not cover the whole market of Karnataka
3. Sample size is confined to 100 respondents keeping in view time and cost constraints.
4. The information executed by the respondents may bias because some respondents may not be genuine in providing information. However all possible has been made to collect the information as authentically as possible.
5. The bias of the respondents may pose as a limitation of the study.
6. The respondents were not open for the providence of any suggestion for Improvement.

SCOPE OF THE STUDY

The area of scope is limited to the segment selected within BANGALORE. Further, the scope is narrowed down only to the study of the identified segments.

The result drawn from this study is expected to benefit the dealers and the company and provide useful guidelines. The study will also help the company to compare there services with other companies. We can tell that customers are the king in service industry. If customers are not satisfied with that particular service there are more chances to discontinue. This study throws a light on those services which are to be improved. Also it helps to find out customer's expectation. We can't find out the customer's expectation just by thinking or taking an individual. We can find out customer's expectation with an effective survey.

This study helps us to analyze the *customer satisfaction Towards BAJAJ PULSAR*.

OBJECTIVES OF STUDY

The objective of the study is classified into Primary objectives and Secondary objectives as they are as follows.

Primary Objective

1. The primary objective of this study is to find out customer satisfaction for Bajaj pulsar
2. To know about the reason for purchasing Bajaj Pulsar.
3. To know about the features that attracted the customers.
4. To know about customer satisfaction level.
5. To know about the experience after purchase relating various

parameters
(service, bike performance, mileage etc.).

6. To analyze the nearest competitors.

Secondary Objective

- To find out various attributes or factor that affect the buying Behaviour.
- To evaluate the alternative preferences of the customer.
- To study the importance of various attributes as perceived by the respondents

STATEMENT OF THE PROBLEM

- Customer satisfaction plays a crucial role in enabling an organization to change and develop with its customers. Keeping the existing customer contended is generally much easier takes less time and involves less expense. The reason for this is that it takes less time to find new prospective customer.

- The reason for this is that it takes less time to find new prospective customer. In this context the study is conducted with special reference to customer satisfaction.

- Non-probability sampling method- convenience sampling is used to select respondents to conduct the study. The sample size of the study will be 100. The respondents include students, business men and service men.

CHAPTER SCHEME

Chapter 1: Introduction to the study of research

Chapter2: Design of the study, Statement of problem, objectives

Chapter3: Research Design

Chapter4: Data analysis and interpretation

Chapter5: Findings, suggestions and conclusions

Chapter6: References and Bibliography

Chapter7: Annexure

CHAPTER 3

COMPANY PROFILE

COMPANY PROFILE

INTRODUCTION OF THE COMPANY

Established in 1945, **Bajaj Auto Ltd.** was incorporated as a trading company. Till 1959, they imported scooters and three-wheelers from Italy and sold them in India. The company got a production license in the year 1959 and fastened a technical collaboration with Italian PIAGGIO in 1960. **Bajaj Auto Ltd.** is one among India's top ten companies in terms of market capitalization and among the top five in terms of annual turnover.The company started producing scooters in the year 1961 and followed three-wheelers production in 1962. Its collaboration with Piaggio expired in 1971 and since then, their scooters and three-wheelers are being sold with the brand name “BAJAJ”. Maharashtra Scooters Ltd., a Company with 24% equity participation by the Company and 27% participation from Maharashtra State Government's Western Maharashtra Development Corp. was formed in the year 1975 under the "Horizontal transfer of technology" policy.The first production unit is located at Satara, Maharashtra. The unit continues to collect scooters from CKDs supplied by the Company. These scooters are marketed through the Company's distribution network and under the Company's brand name.In 1984, the second production plant was set up at Aurangabad, Maharashtra. This plant started scooter production in 1986, three-wheeler production in 1987 and scooterettes and motorcycle facilities were commissioned in 1990 & 1991 respectively.

Today, the company has become a market leader with annual production in excess of 1.35 million units which was about 4000 units in 1961. These days, Bajaj Auto Ltd. has started offering products in all segments (mopeds & scooterettes, scooters, motorcycles, three wheelers). The Group came into existence by Jamanalal Bajaj, founder of the Bajaj Group, during the turmoil and the heady euphoria of India's freedom struggle. The integrity, dedication, resourcefulness and determination to succeed which are characteristic of the company today, are often traced back to its birth during those long days of relentless devotion to a common cause.Kamalnayan, the eldest son OF Jamanalal Bajaj, succeeded his father in 1942, at the age of twenty-seven. Putting the Nation before business, he devoted himself to the latter only after India achieved independence in 1947. But when he did so, he put his heart and soul into it. Within a short while, he not only consolidated the Group, but also diversified into various manufacturing activities, elevating the Group to the status it enjoys till this day.Rahul Bajaj today heads the Group. He has been the Chief Executive Officer of Bajaj since 1968 and is recognized as one of the most outstanding business leaders in India. As dynamic and ambitious as his illustrious predecessors, he has been recognized for his achievements at various national and international firms.Bajaj is currently India's largest two and three-wheeler manufacturer and one of the biggest in the world. Bajaj has long left behind its annual turnover of Rs. 72 million (1968), to currently register an impressive figure of Rs. 42.16 billion (US $936 million)

HISTORY OF THE COMPANY

1945

- The company was incorporated on the 29th November in the name of "Bachraj Trading Corporation Ltd."

1960

- On 21st June, the name was changed to Bajaj Auto Pvt. Ltd. On 24th August the name again changed to Bajaj .Auto Ltd.
- The company's main object is to manufacture and marketing of 'Bajaj' scooters, motor cycles and three-wheelers and spare parts thereof.

1971

- On 31st March the technical collaboration with M/s. Piaggio & Co. expired and the brand name of the vehicles manufactured by the company was changed from Vespa to Bajaj from April.

1975

- Under the agreement with Western Maharashtra Development Corporation Ltd., a joint sector company was incorporated under the name Maharashtra Scooters Ltd. On 11th June. Its plant has started manufacture of Scooter in the brand name "PRIYA". A three-wheeler with rear engine was developed and marketed in this period.

1976

- On 2nd February, the company entered into a technical collaboration with P.T. Tunas Bekasi Motor Co. of Jakarata for providing technical know-how for the manufacture of two wheelers and three wheelers in Indonesia. It also entered into an agreement with Pajifa Industrial Co. of Taiwan for manufacture of scooters in Taiwan.

1979

- Company entered into a technical know how agreement with Menoka Motors Ltd. Of Chittagong for setting up an assembly plant for scooters and three wheelers in Bangladesh.

- During the year company's erstwhile collaborators Piaggio & Co. s.p.a, Italy, filing a suit along with Vespa of America Corporation U.S.A. for damages for alleged breach of contract, trade mark laws, etc. amounting to

  Rs. Of $50 million (equivalent to Rs. 44.15 crores)
- A suit was also filed against the distributors of the company, Zweirad Raoth Gmbh in West Germany by Vespa GmbH, a subsidiary of Piaggio, praying for prohibiting the distributors from selling Bajaj Scooters in West Germany.

1981

- The Bajaj M80 was entirely developed by the company and introduced in the market. The licensed capacity of 2 wheelers was increased from 80,000 to 1,60,000 vehicles per year and that of 3 wheelers from 15,000 to20,000 numbers per annum and scooter CKD packs from 30,000 to 32,000numbers per annum.
- To licensed capacity was increased to 3,00,000 scooters during the year. The company entered into two agreements for technical knows how. One with Kawasaki Heavy Industries for the manufacture of motorcycles upto100CC engines. Another with Vigel Spa of Italy for the manufacture of special purpose machine tools for Company's own use. During the year the company issued 15% NCDs worth Rs. 23.40 Crores as rights for augmenting long term resources for working capital requirements.The same is to be redeemed on 31st December 1998

1984

- A suitable electronic ignition system for scooters was developed and introduced on the "Bajaj Club".
- The company received a Letter of Intent for manufacturing 50,000 three-wheelers at a location in Uttar Pradesh.

1987

- The company signed two agreements for technical assistance, one for electronic components like magneto and electronic ignition system and another for restyling of rear engine three wheeler bodies.

1988

- The Kawasaki-Bajaj 'RTZ' model was launched in February.
- The licensed capacity was increased to 10,00,000 numbers of two wheelers and three wheelers per annum, through a letter of intent. There

was a 7 month strike by the workmen at the Waluj plant.

1989

- During this period company undertook a project of metal replacement by polymeric materials in association with Department of Science & Technology and National Chemical Laboratory.
- During this year, it Australia for development of fuel injection system for 150CC scooters to reduce fuel consumption and emissions.

1990

- The company developed on its own an 80CC motorcycle under the brand name "Bajaj M-80"

- The production of 'Bajaj Sunny' the new 50CC scooter commenced in March.
- During the year, commercial production of special purpose machine tools for the company's requirements commenced at Waluj.
- During the year a settlement was arrived at between the company's distributors in West Germany, Zweirad Raoth GmbH and Vespa GmbH, which was objecting, to the distributors selling the scooters in West Germany. They finally agreed to Scooters being sold with littering "Made in India".
- The letter of intent for expansion of the licensed capacity at Waluj from 3,00000 to 10,00,000 two and three wheelers per annum was converted into an industrial license.

1991

- During this period production of a 4-stroke motorcycle in collaboration with Kawasaki heavy Industries Ltd, Japan was started at Waluj.

1992

- Baja-Sunny and Kawasaki 4S, were launched at some more centers. Also an economy version of KB-100 RTZ, called, "COLT", a 2 stroke lOOcc motorcycle was introduced in the market.

1993

- Bajaj Stride, will be launched with certain improvements based on initial feed back. During the year 'Chetak Classic' a powerful and fuel-efficient 4S Champion a highly fuel efficient 4-stroke motorcycle and M-80 Motorcycle with additional utility features were introduced.

1994

- Bajaj Auto is planning to produce two new models in the motorcycle and
  scooter segment each. Baja Trotter, an 80cc, three-gear motorcycle would
  soon be in the market entered into a technical collaboration with Orbital Bnginc Co., at an estimated price of Rs. 20,000.
- Three wheelers from 12,72,000 to 20,00,000 units per year by 1998.
- The Golden Jubilee year of the Company, production in two-wheeler alone surpassed the target and led to a scale of operations only second to
  Japan in the world.
- The company entered into an agreement with a Japanese, R&D firm for

- design of a 74cc 4-stroke variomalic vehicle.
- Some specific technical assignments and/or joint development projects were also undertaken with AVL, Austria, CSIR< New Delhi and Indian Institute of Petroleum; Dehra Dun.

1995

- During this period Sunny-Zip a 60cc upgraded version of 'Bajaj Sunny' was launched.

1996

- Company was planning to set up a third manufacturing plant near Pune to house manufacturing facilities for production of new generation two-wheelers with a production capacity of 10 lakh vehicles per annum.
- The Company had a busy product development agenda in addition to the present range include - Cygnet Scooterette, upgraded classic and 4 stroke scooters, up-graded M80, up-grades and variants of its Kawasaki Motorcycle, on all new 4 stroke Kawasaki motorcycle and Diesel and 4 stroke petrol engine three wheelers.
- On January a 74cc new look step-through motorcycle was introduced in Pune under the name 'Rave'. During year Company also launched Bajaj classic and Bajaj Super Excel.
- The company developed and implemented new 150cc 3-port 2 stroke engines on all scooters and three wheelers.
- The Bureau Verities Quality Internationals (BVQ1) has awarded ISO 9001 certificate to the Akurdi Plant. The Motorcycles and Moped division in Waluj has already received the certificate in 1994.

- Bajaj Auto Ltd. Developed a new four-stroke-motorcycle in collaboration with Kawasaki heavy industries (KHI) Japan.

1997

- The classic SL scooter with anti-dive braking and electric start option was launched gradually at various centers since September.
- The company has introduced during the year under review, "Boxer", a 4-stroke motorcycle, targeted at semi-urban and rural markets.

1998

- Two-wheeler giant Bajaj Auto Ltd. is set to revamp its entire supply chain, which would involve trimming down the number of vendors and a possible relook at the existing dealer chain.
- Bajaj Auto Ltd., the two and three wheeler major, has for the first time, entered into a marketing tie-up for scooters with the Italian company, Cagiva.
- Bajaj Auto Ltd. will be launching Classic SL scooters in Karnataka.
- Japan's Kawasaki Heavy Industries (KHI), the technical collaborator of India's largest two wheeler manufacturer Bajaj Auto Ltd., is likely to source its latest four stroke motorcycle Kawasaki Caliber from bajaj's Waluj plant in Aurangabad for Kawasaki's export requirements.
- The management of Bajaj Auto signed a wage agreement with the Bjaratiya Kamagar Sen, the union representing majority of its workforce, on 21st July.

- The company has introduced during the year under review, "Boxer", a 4-stroke motorcycle, targeted at semi-urban and rural markets.
- The company has entered into an Agreement with National Securities Depository Ltd. (NSDL), for enabling investors to hold and trade in Company's shares in electronic form.
- Bajaj Auto launched its latest 4-stroke, the Caliber motorcycle at its Waluj plant, in Aurangabad, early last month. Named Kawasaki Caliber, it is the
largest-engine Indo-Japanese 4-stroke in India
- The first 4-stroke geared scooter in the world, "Legend" was developed in 36 months from the concept of production.
- "Caliber"' a 11 Ice 4-stroke motorcycle took the market by storm and "Spirit" designed in-house, a two-wheeler with an innovative two speed automatic transmission was introduced in October.

- The company apart from the introduction of two new 4-stroke vehicles has developed catalytic converters for its entire range of 2 stroke and three wheelers. Styling upgrades for Chctak, Super and Classic scoters was introduced in the market.

1999

- Bajaj Auto Limitied (BAL) is working on a long-term marketing strategy to respondents-enter the export market.
- Bajaj Auto Ltd. came out with a new scooter model Bravo.
- The company received All India Trophy award for highest exporter in 1997-98 New/Difficult Market-Non-SSI from Engineering Export Promotion Council.
- Export Excellence Trophy from Maratha Chamber of Commerce,

Industries and **Agriculture** jointly with Joint Director General of Foreign Trade, Pune.

- The company has received National Productivity Award for Automobile Industry instituted by National Productivity Council consistently for six years from 1991-92.

2000

- Bajaj Auto Litd. Launched "India's first three speed, automatic four stroke Scooter" 'Saffire'.
- Two-wheeler major Bajaj Auto Ltd. will be investing Rs. 170 crore on promoting new models of scooters and motorcycles, including upgrades, launched between January 2000 and June 2001.
- Due to slow down in demand for scooters, the Company's plant at Akurdi has started a 5-day week from June 30 and it resumed a six-day week from September 29 at Akurdi Plant in Maharashtra.
- Bajaj Auto has entered into a tie-up with Kasanki of Brazil to set-up a two-wheeler assembly line in Brazil that will produce and sell its motorcycles for the entire South American market.

2001

- Bajaj Auto has acquired 12 lakh equity shares of Mukand Engineers (MEL) from group company Mukand Ltd., at a price of Rs. 46.50, involving a total outgo of Rs. 5 crore.
- Bajaj Auto launched 'Kawasaki Bajaj Eliminator', the country's first cruiser motorcycle.
- Bajaj auto launched **'Bajaj Pulsar'**
- Bajaj Auto Ltd. and Allianz AG have submitted a joint application to the

Insurance Regulatory and Development Authority for joint venture in life insurance.

- Bajaj Auto Ltd. has launched Saffire, the 92cc and 4-stroke engine two-wheeler, in Guwahati.
- Bajaj Auto Ltd. has launched its Bajaj M-80 Major 4S with a four-stroke engine.
- Bajaj Auto Ltd. will launch six new two-wheeler models, including three new motorcycles, by September-end in a bid to boost sales in the current fiscal.
- Bajaj Auto has hit a major road block with the Bombay High Court asking the company to reinstate 1, 197 temporary workers who were earlier retrenched from its Waluj factory in Aurangabad.
- Allianz Bajaj Life Insurance Company, a joint venture of Pune-based scooter major Bajaj Auto and Germany's Allianz Insurance, has launched three products, with the most competitive premia among all players.
- The Insurance ventures of Allianz, one of the world's leading financial services groups and Bajaj Auto, India's leading two and three-wheeler manufacturer, announced the launch of their life and general insurance operations in Pune on October 28.

2002

- Bajaj Auto introduced BYKE a youthful bike for the first time buyers ,launched in December.
- Company achieved highest sales of41.26 billion .
- Company achieved highest operating profit. EBI, Tax, Depreciation, amortization (EBITA) OF 6.21 billion.

- Bajaj auto exports 44.311 vehicles to SriLanka, Bangladesh.
- Sales and Distribution and supporting finance function on July.
- Manufacturing, procurement, engineering change management and supporting finance functions in Chakan plant on December.

2003

- Bajaj Auto introduced Caliber 115(Hooodibaba).
- Bajaj Auto launched new 125cc world bike jointly designed with Kawasaki.
- Company achieved highest ever sales of 47.44 Billion.
- Company achieved highest ever operating profit, EBI, Tax, Depreciation .Amortization (EBITDA) OF 8.17 Billion.
- Bajaj Auto exports 94,241 vehicles to SriLanka , Bangladesh.
- Bajaj Auto spend Rupees 100 million as capital expenditure on R&D.
- Manufacturing, Procurement, Engineering change management and complete finance in Akrudi and Walat plant on April 1.
- Bajaj Auto introduced new model of Caliber and Pulsar platform.

2005

- **B**ajaj auto launched CT100
- The company has received National Productivity Award for Automobile Industry instituted by National Productivity Council consistently for six years from 2004-2005

2006

- Bajaj introduced all new Pulsar DTSi

- Bajaj launches discover 125
- Bajaj launched avenger DTSi
- Bajaj Auto exports 95,247 vehicles to SriLanka , Bangladesh.

2008

- Bajaj launched XCD 125 in entry level segment
- Bajaj introduced all new pulsar DTSi
- Allianz Bajaj Life Insurance Company, a joint venture of Pune-based scooter major Bajaj Auto and Germany's Allianz Insurance, has launched three products, with the most competitive premia among all players.

2009

Bajaj Auto will continue to introduce a string of exciting new product in the coming years.

GROUP OF COMPANIES

Bajaj Auto is the flagship of the Bajaj Group of companies. The group comprises of 27 companies and was founded in the year 1926. The companies in the group are :

- Mukand Engineers Ltd.
- Mukand Ltd.
- Mukand Global Finance Ltd.
- Ukand McNally Wellman Ltd.
- Bajaj Electricals Ltd.

- Bajaj Hindustan Ltd.
- Bachhraj Factories Ltd.
- Maharashtra Scooter Ltd.
- Deccan Ayurvedashram Pharmacy Ltd.
- Bajaj Auto Finance Ltd.
- Bajaj Auto Holdings Ltd.
- Hercules Hoists Ltd.
- Jamillionallal Sons Ltd.
- Kaycee Industries Ltd.
- Bachhraj & Company Ltd.
- Bajaj Sevashram Ltd.
- Jeevan Ltd.
- Hind Lamps Ltd.
- The Hindustan housing Co. Ltd.
- Bajaj Ventures Ltd.
- Baroda Industries Pvt. Ltd.
- Bajaj International Pvt. Ltd.
- Stainless India Ltd.
- Hind Musafir Agency Pvt.Ltd.
- Bombay Forgings Ltd.
- Mukand International Ltd.

COMPANY OBJECTIVE ATSALES

India's second largest two-wheeler company Bajaj Auto is looking at selling one million motorcycles annually close to a decade after entering the motorcycles arena through a technical tie-up with Japanese automobile major Kawasaki.The company, which sold seven lakh bikes (including step-troughs) during 2001-02 and over 4.2 lakh bikes during the first half of the current fiscal, is hopeful of achieving the target through a slew of new products.Rajiv Bajaj, President, Bajaj Auto, said the company will now focus on the executive segment, the largest segment for motorcycles in terms of sales. So far, our strategy has been to enter niche segments and grow the market, which we have done with the Boxer and the Pulsar. Now, we want to focus on the executive segment, which is the largest and the largest growing segment of all," Bajaj said.Bajaj Auto offers the Caliber Croma and the Aspire in this segment, but they have met with iimitcde success.Bajaj Auto, buoyed by the huge success of its self-devloped bike Pulsar, is now planning to launch a new bike code-named the K-60, from the same platform in the executive segment.Bajaj said the K-60 will offer the performance of the Pulsar and the fuel efficiency of the Boxer, and help the company achieve one million bikes in annual sales.The company's Chakan plant, where the K-60 will be manufactured, currently has a capacity of 7.2 lakh vehicles annually, and efforts are on to increase it to one million units annually.Other bikes set to be launched by Bajaj Auto include a 90 cc vehicle Byk, which is expected to come with an on-road price of below Rs. 30,000 and a 125 cc bike from the Kawasaki stable, in addition to street commuter bikes also from Kawasaki.

MAIN COMPETITORS OF BAJAJ AUTO LTD

Hero Honda Motors Ltd (HHML), TVS Motor Company Ltd (TVS) ,Yamaha

Motors India Ltd (Yamaha),and Honda Motorcycle & Scooter India (P) Ltd (HMSI).

PRODUCT PROFILE
BAJAJ AUTO LAUNCHES PULSAR

November 23, 2001 : Bajaj Auto launched its latest offering in the premium bike segment 'Pulsar' - the street sports bike in Mumbai today. It is the most powerful sub-150cc bike on the Indian roads. Mr. Rajiv Bajaj, President, bajaj Auto Ltd. handed over the key to the first customer in the city.

Available in two engine capacities : a powerful 180cc engine that generates 15 HPs of raw pulsating power and a 150cc engine, which offers higher fuel efficiency, the vehicle will be launched across the country over the next 3 months. With its street-sport styling and stunning looks, 'Pulsar' is sure to catch on the young mindset of biking universe. Developed by the product engineering division of Bajaj Auto Ltd. in association with the renowned Japanese design house Tokyo R&D, 'Pulsar' will be the first bike to be marketed under Bajaj brand. Announcing the launch of the 'Pulsar' at a press conference, Mr. Rajiv Bajaj said, "Pulsar is the culmination of our efforts to offer world class technology adapted for the Indian conditions that offers maximum value to our discerning customers. With 'Pulsar' in our portfolio, we today offer the widest range of motorcycles at various price and performance points."With the Indian two-wheeler industry focused on the motorcycle segment, bajaj Auto now becomes the only Indian company with offerings in each user segment. Starting with the entry level Boxer series, the company's range includes 'Caliber', 'Caliber Croma' and 'Aspire; in the executive bike segment, Pulsar in the premium bike segment, and the only cruiser bike of India the 'Eliminator'."With a CAGR of 43% we have made a clear dent in the motorcycle market by outperforming the industry in the last three years. We will continue our quest for a higher market share in motorcycles market." added Mr.Rajiv Bajaj.An estimated Rs. 100 crores has been invested in developing 'Pulsar' and the project took 36 months from conceptualization to commercial production of the vehicle. Pulsar is being manufactured at baja Auto's state-of-the-art facilities at Chakan near Pune where all the stylish ungeared scooters such as Bajaj Spirit and Bajaj Saffire are manufactured.With three variants of 'Pulsar', Indian users can now indulge in performance biking at competitive pricing. The top 180cc model with disc brake and electric start is priced at Rs. 53,8967- the 150cc model with disc brake and electric start at Rs. 48,9237- and the 150cc model with disc brake are available at Rs. 44,8847- ex-showroom Pune.'Pulsar' is all set to attract the performance seekers who today accounts for 5% of the total bike volume. But with a clever combination of three variants, Baja Pulsar has potential to sell 2,00,000 units in the next 24 months.Targeted at the young segment, the Bajaj Pulsar has been designed and styled as a mean masculine robust machine with dazzling looks and technically advanced mechanism that offers great performance. The symmetries between the muscular fuel tank, side panels and the rear panels give a very distinctive feel to Pulsar.In 2006 bajaj Auto Ltd. has launched Pulsar DTSi in its attempt to remain 'Distinctly Ahead'. The all new Pulsar DTSi is packed with the path breaking next generation technology of digital biking. Its various digital systems like capacitor discharge ignition (CDI) system, Digital console and Digital Twin Spark ignition (DTSi) provides efficient fuel combustion and better performance under all conditions. The latest DTSi engine of Bajaj Pulsar DTSi, with twin spark plugs and 8 bit microprocessor chip, generates the pulsating 18 ps of power to excite the bikers and its advanced ExhausTEC technology ensures the great performance at lower rpm. The muscular aerodynamic shape of Pulsar DTSi and its 1350 mm of wheel base with 17" large alloy wheels give this bajaj bike a robust presence on the road. For the first time in India, Pulsar DTSi is equipped with an Oil cooler, tube less tyres and new digital console that makes the Pulsar most sporty and stylish two wheelers on Indian roads.Launched in four variants of 220cc, 200cc, 150cc and 180 cc, Pulsar DTSi has a price tag of Rs.70-75,000 (approx.) and up for sale through out the dealerships of Bajaj Auto India.

Sporty Looks

The aesthetically designed fuel tank with an 18 litre capacity allows long distance cruising without the need for respondents-fuelling. It is also fitted with aircraft type fuel tank cap, the first of its kind in India. The stylish opto-prism headlamp with laser sharp focus and stunning clear lens blinkers offers perfect visibility even under adverse conditions. The attractive twin pod console incorporates the speedometer, tachometer, trip meter, fuel gauge, side stand indicator and the telltale lights. The silencer complements the sporty styling. And the strong cast aluminum rear grab rail ensures a consistent head-to-toe sporty look to the bike.

Supreme Performance - Technology at its best

The Pulsar's compact styling with sporty riding position makes it the most, willing through a series of bends. The 15 bhp engine accelerates effortlessly from low revs to top speed. It has a CV carburetor, which ensures a consistent combustion and smooth acceleration. Positive crank case ventilation ensures that the Pulsar is not only a technologically advanced bike but an environment friendly one as well. The disc brakes for instant braking are available as a standard fitment.

Riding Comfort.

The engine of the Pulsar is rubber-mounted- a welcome first in Indian motorcycles - for better NVH characteristics. It comes with a Ceriani front fork suspension and 5-step adjustable rear shock absorbers to provide a completely jerk-free ride. The end weights on the handle bar and the steering dampeners help in reducing vibrations on the hands, while the hollow footrest rubbers reduce vibrations to the feet. With the electric starter one can take off in a flash.

Safety

The side stand indicator-warning lamp on the Speedo-console helps prevent an accidental topple-over. The one-touch headlight flasher helps in easy signaling for oncoming vehicles in the day or the night. The rider footrests of the Pulsar have a 'feeler' bolt at the end to enable the rider to know if he is banking too much.The Pulsar offers the silent confidence and reliability that comes from years of experience and Bajaj Auto deep understands of the Indian rider and Indian roads.

Bajaj Auto Ltd.'s products

Table 3.1

TWO WHEELERS
>> MOTORCYCLE
Bajaj Avenger
Bajaj CT 100
Bajaj Discover DTSi

Bajaj Kawasaki Caliber
Bajaj Kawasaki Boxer
Bajaj KB 125
Bajaj 4S Champion
Bajaj Platina
Bajaj Pulsar DTSi • Pulsar 180 DTS-i UG • Pulsar 150 DTS-i UG • Pulsar 200 Cc • Pulsar 220 DTS-Fi
Bajaj Wind 125
Bajaj XCD
>> SCOOTERS
Bajaj Bravo
Bajaj Chetak
Bajaj Classic SL
Bajaj Legend
>> SCOOTERETTES/ MOPEDS
Bajaj Blade DTSi
Bajaj Cagiva CRX
Bajaj Fusion
Bajaj Kristal DTSi

Bajaj M 80 Electronic
Bajaj Rave
Bajaj Saffire
Bajaj Spirit
Bajaj Sunny
Bajaj Sunny Spice
Bajaj Wave DTSi

CHAPTER 4

DATA ANALYSIS
AND
INTERPRETATION

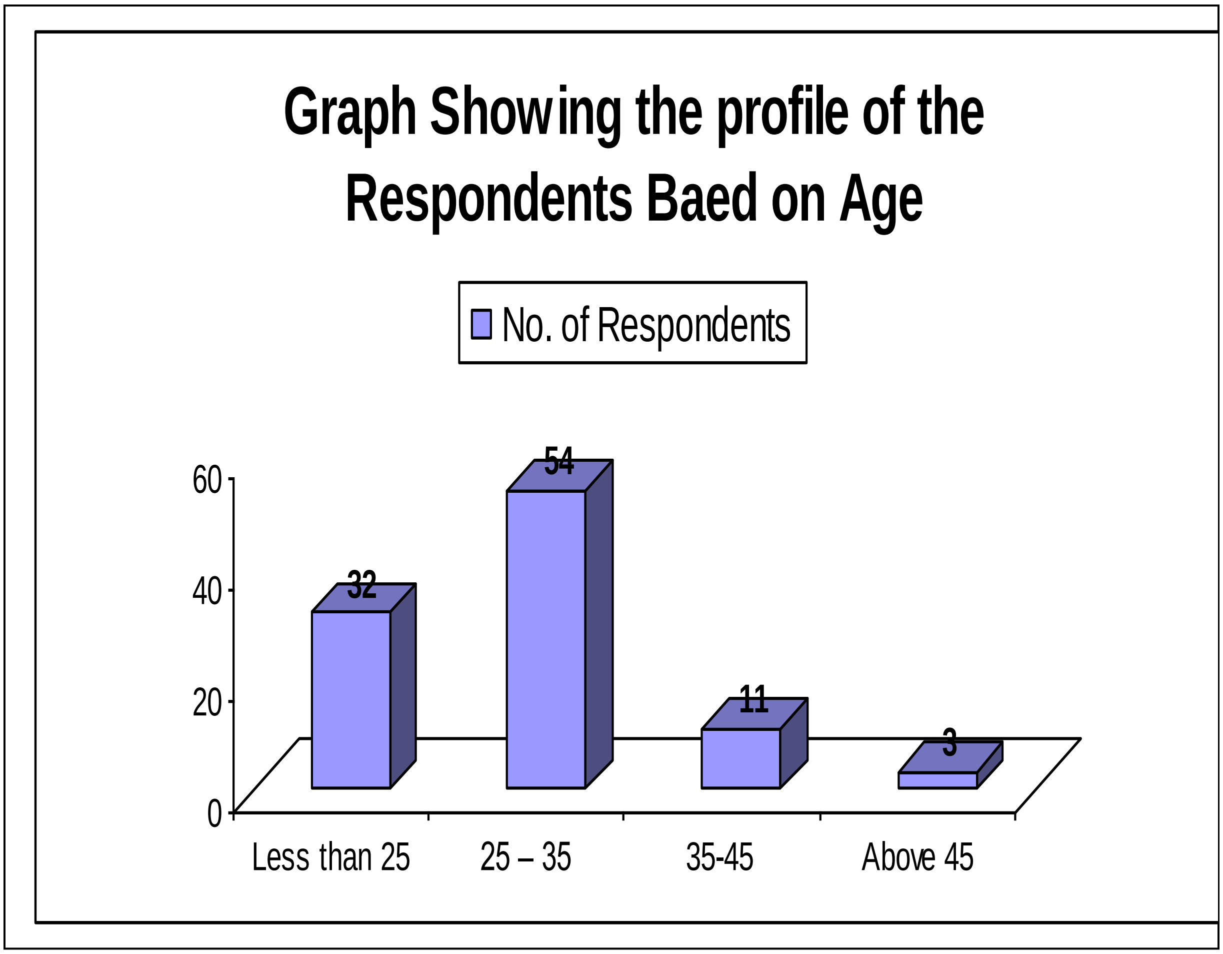
DATA ANALYSIS & INTERPRETATION

Table 4. 1
TABLE SHOWING THE PROFILE OF THE RESPONDENTS BASED ON AGE

AGE GROUP	No. of Respondents	Percentage
Less than 25	32	32
25 – 35	54	54
35-45	11	11

Above 45	3	3
Total	100	100

Graph 4.1



ANALYSIS

From the above table it is clear that 32% of the respondents fall under the age group below 25 years. 54% of the respondents are between 25 years to 35 years. 11% of the respondents are between 35 years to 45 years and 3% of respondents are above 45 years and above.

INFERENCE

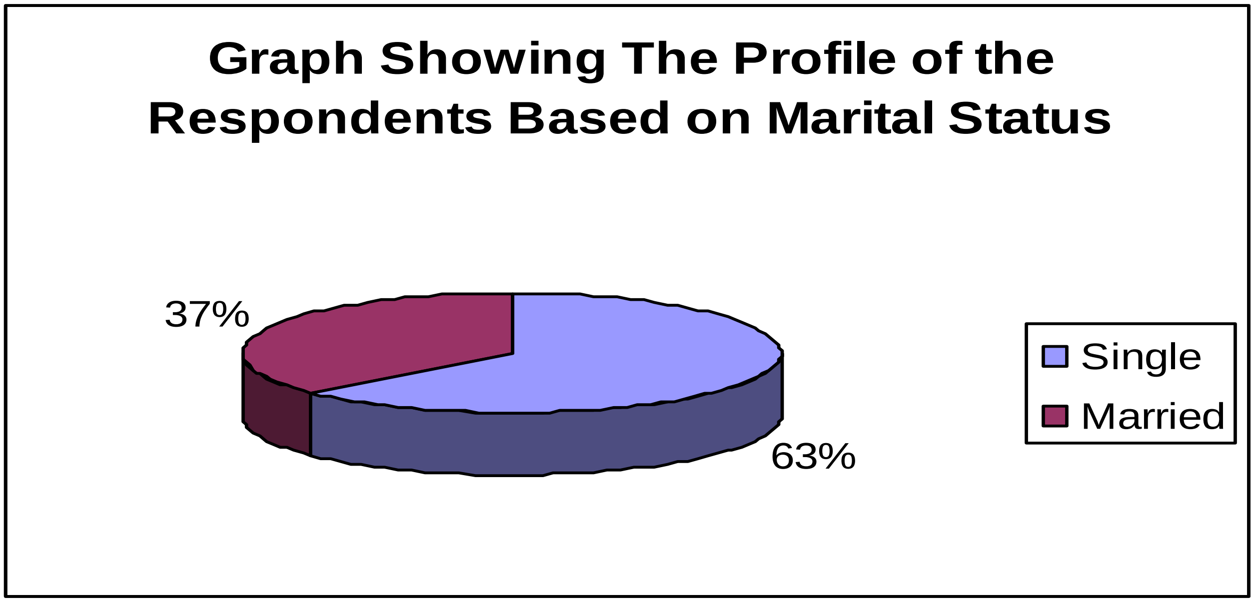
It is revealed that majority of the respondents are between 25 to 35 years. From this we can conclude that the younger generation and the middle aged persons are more interested in Bajaj Pulsar.

Table 4. 2

TABLE SHOWING THE PROFILE OF THE RESPONDENTS BASED ON MARITAL STATUS

Marital status	No. of Respondents	Percentage
Single	63	64
Married	37	37
Total	100	100

Graph 4.2



ANALYSIS

From the above table it is clear that 63% of the respondents are single and 37% of the respondents are married.

INFERENCE

It is revealed from the analysis that 63% of the respondents are single. Majority of the unmarried respondents own Bajaj Pulsar.

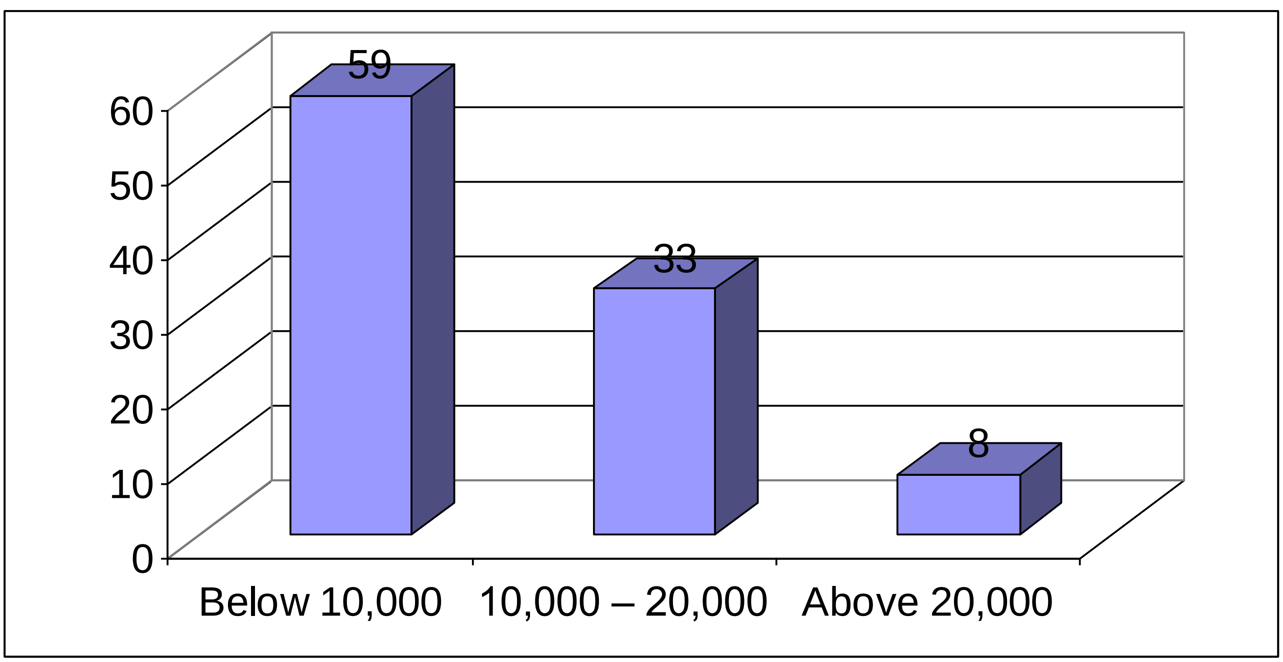
Table 4. 3

Table showing the income group of the respondents

Income Group	No. Of Respondents	Percentage(%)
Below 10,000	59	59
10,000 – 20,000	33	33
Above 20,000	8	8
Total	100	100

Graph 4.3

Graph showing the income group of the respondents



ANALYSIS

It can be understood from the table that 59% of the respondents are below 10,000 income per month, 33% of the respondents are between 10,000 to 20,000 and 8% of the respondents are above 20,000 income per month.

INFERENCE

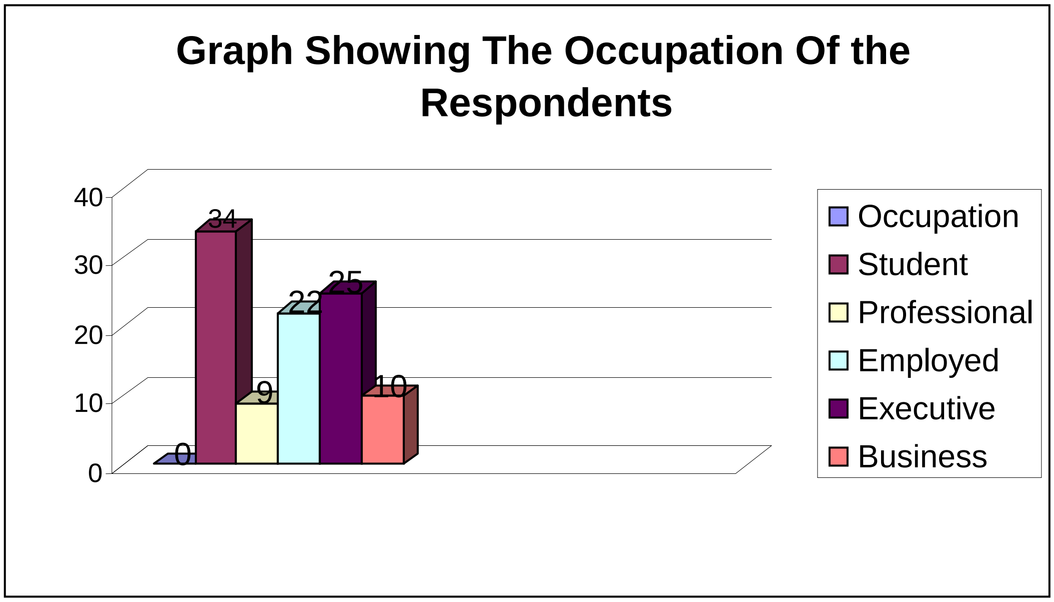
It can be inferred that majority of the respondents are below 10,000 income per month.

Table 4. 4

TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS

Occupation	No. of Respondents	Percentage(%)
Student	34	34
Professional	9	9
Employed	22	22
Executive	25	25
Business	10	10
Total	100	100

Graph 4.4



ANALYSIS

From the above table it is clear that 34% of the respondents are students, 9% of the respondents are professional, 22% of the respondents are employed in services, 25% of the respondents are executive and 10% of respondents own their business.

INFERENCE

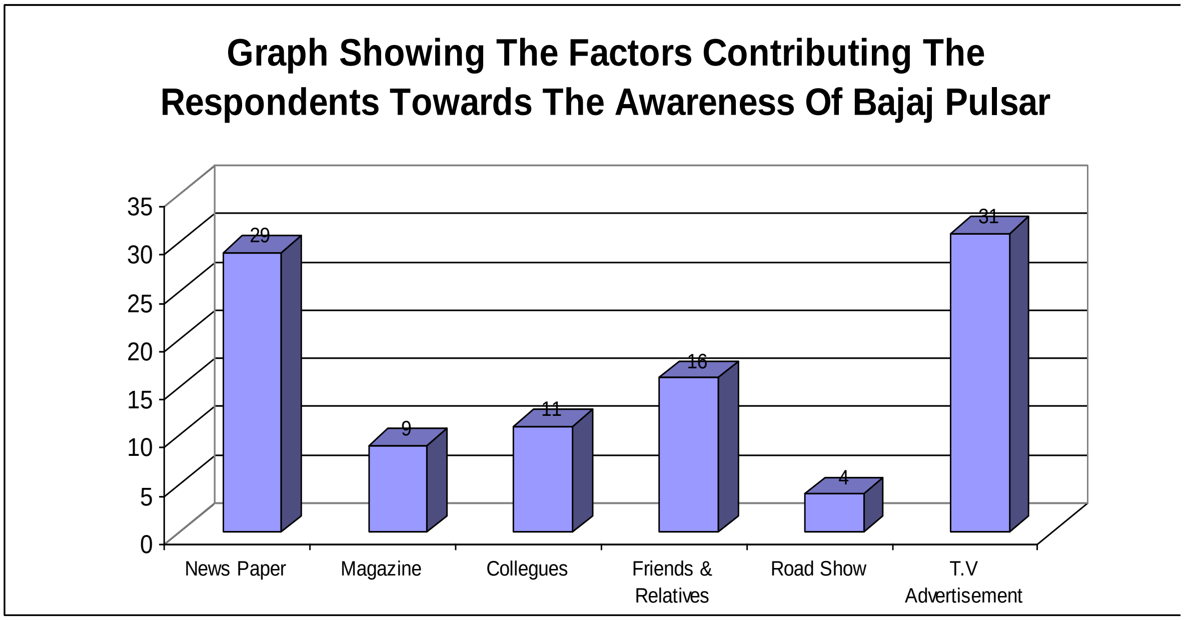
It can be inferred that majority of the respondents are executives and students.

Table 4.5

TABLE SHOWING THE FACTORS CONTRIBUTING THE RESPONDENTS TOWARDS THE AWARENESS OF BAJAJ PULSAR

Media	No. of Respondents	Percentage
News Paper	29	29
Magazine	9	9
Colleagues	11	11
Friends & Relatives	16	16
Road Show	4	4
T.V Advertisement	31	31
Total	100	100

Graph – 4.5



ANALYSIS

From the above table it is clear that 29 % of the respondents know about the bajaj Pulsar through news paper. 9% of respondents through magazine. 11% are through colleagues, 16% from friends and relatives, 4% from road show, 31% are the opinion that they knew bajaj pulsar from T.V Advertisements.

INFERENCE

It can be inferred that majority of the respondents knew bajaj pulsar through news paper and T.V advertisements.

Table 4.6

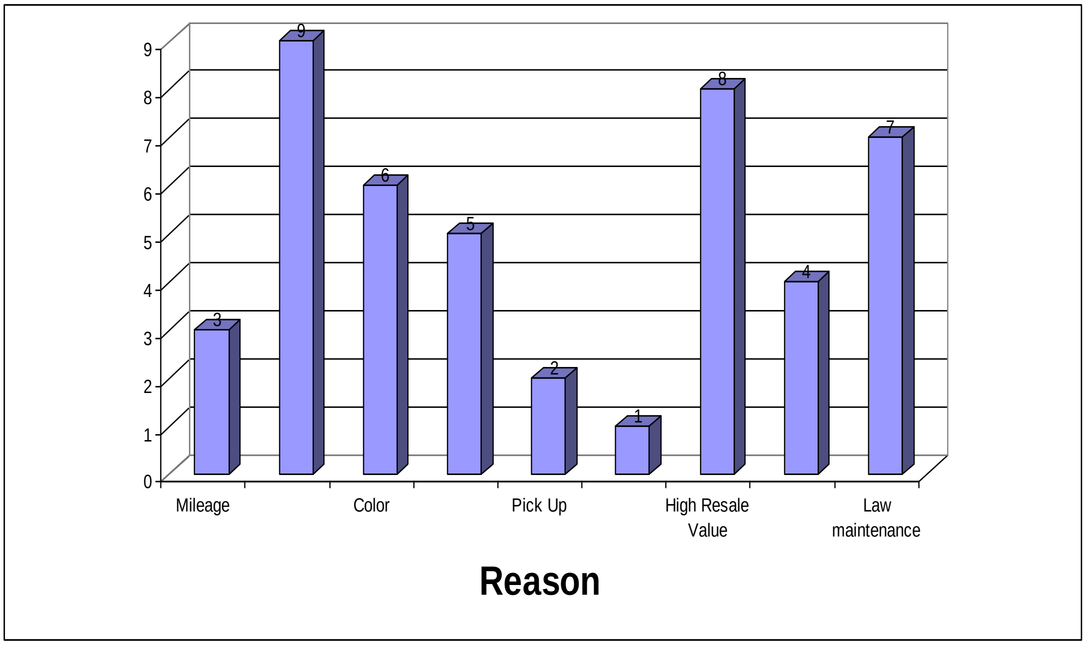
TABLE SHOWING THE IMPORTANT REASONS TO

PURCHASE BAJAJ PULSAR BASED ON RANKS.

Important Reason	Average Rank	Rank
Mileage	1.68	3
Price	3.22	9
Color	2.63	6
Style	2.10	5
Pick Up	1.60	2
Company Reputation	1.33	1
High Resale Value	2.80	8
Top Speed	1.98	4
Law maintenance	2.74	7

Graph 4.6

GRAPH SHOWING THE IMPORTANT REASONS TO PURCHASE BAJAJ PULSAR BASED ON RANKS



ANALYSIS

From the above table it is clear that Rank 1 is preferred for company reputation, second rank is preferred for pick up, third ranks is preferred for mileage, fourth rank is preferred for top speed, fifth ranks is for style, sixth rank is for color, seventh rank is for low maintenance cost, eighth rank is for resale value, ninth rank is for price.

INFERENCE

It can be inferred that majority of the respondents choose bajaj Pulsar for its pick up, company reputation mileage and its speed.

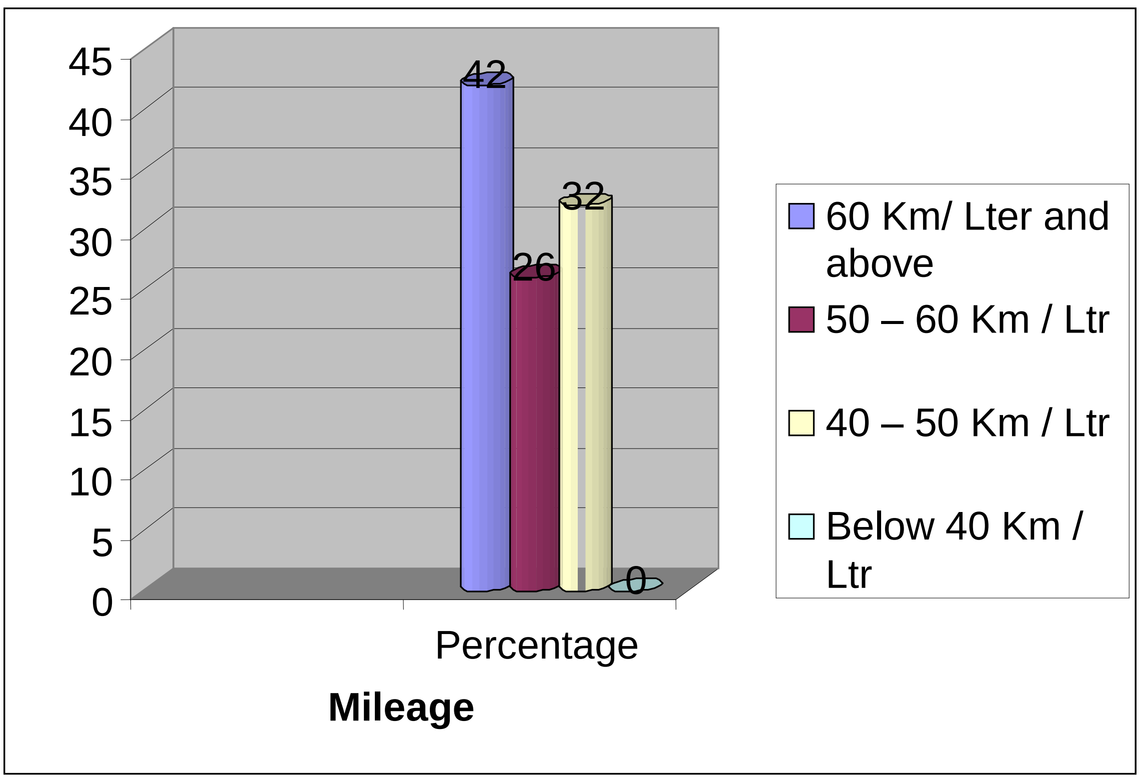
Table –4.7

TABLE SHOWING THE MILEAGE OF BAJAJ PULSAR AFTER PURCHASE OF BIKE.

Mileage	No. of Respondents	Percentage
60 Km/ Lter and above	42	42
50 – 60 Km / Ltr	26	26
40 – 50 Km / Ltr	32	32
Below 40 Km / Ltr	0	0
Total	100	100

GRAPH-4.7

THE MILEAGE OF BAJAJ PULSAR AFTER PURCHASE OF BIKE.



ANALYSIS

From the above table it is clear that 42% of the respondents get 60 and above mileage, 26% get mileage between 50 and 60 and 32% of the respondents get mileage between 40 and 50 km per liter, none of the respondents get mileage below 40Km / Ltr.

INFERENCE

It can be inferred that majority of the respondents who own 150CC pulsar get mileage above 60Km/Ltr and the respondents who own 180CC get mileage between 40 – 50 Km/Ltr after purchase.

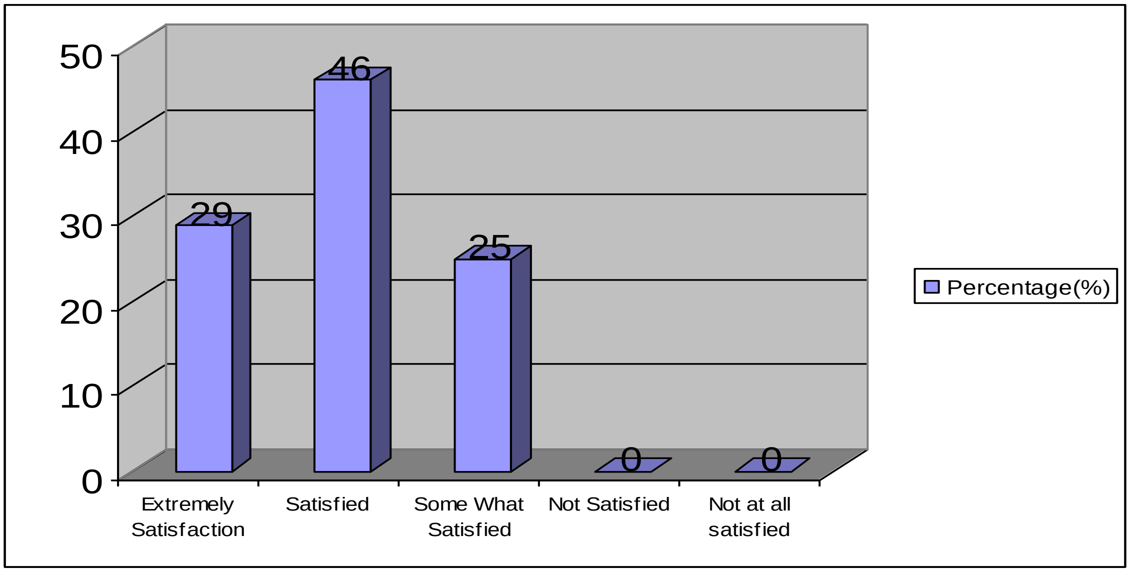
Table 4.8

TABLE SHOWING THE SATISFACTION LEVEL OF THE RESPONDENTS IN TERMS OF MILEAGE

Satisfaction Level	No.of Respondents	Percentage(%)
Extremely Satisfaction	29	29
Satisfied	46	46
Some What Satisfied	25	25
Not Satisfied	0	0
Not at all satisfied	0	0
Total	100	100

Graph 4.8

THE SATISFACTION LEVEL OF THE RESPONDENTS IN TERMS OF MILEAGE



ANALYSIS

From the above table it is revealed that 29% of the respondents are extremely satisfied in terms o mileage of Bajaj Pulsar, 46% of the respondents are just satisfied 25% of the respondents are some what satisfied.

INFERENCE

It can be inferred that majority of the respondents are satisfied with the mileage of the bike.

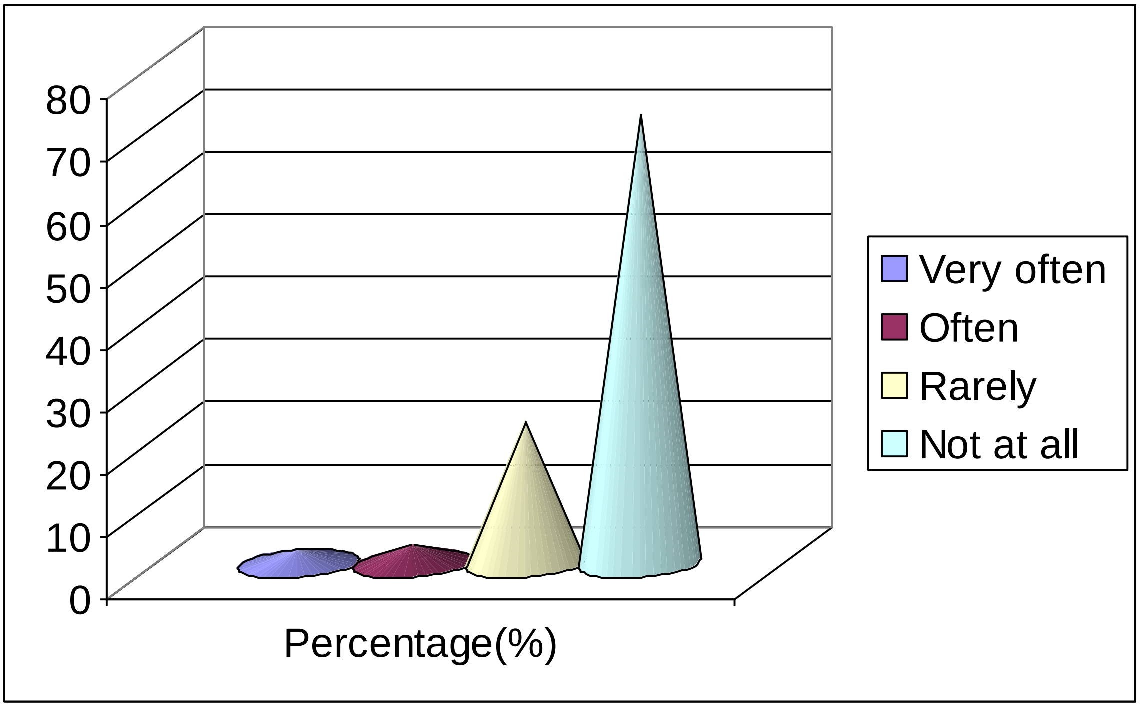
Table – 4.9

TABLE SHOWING THE BREAKDOWN OF BAJAJ PULSAR SINCE THE PURCHASE OF VEHICLE

Frequency of Break Down	No. of Responents	Percentage(%)
Very often	2	2
Often	3	3
Rarely	23	23
Not at all	72	72
Total	100	100

Graph – 4.9

THE BREAKDOWN OF BAJAJ PULSAR SINCE THE PURCHASE OF VEHICLE



ANALYSIS

From the above table it is clear that 2% of the respondents have f requet breakdown of bike since the purchase o vehicle, 3% have responded that there is break down often. 23% feel that rarely there is a break down. 72% feel that there is no break down at all.

INFERENCE

It can be inferred that majority of the respondents have responded that there is no break down in vehicle since the purchase of Bajaj Pulsar.

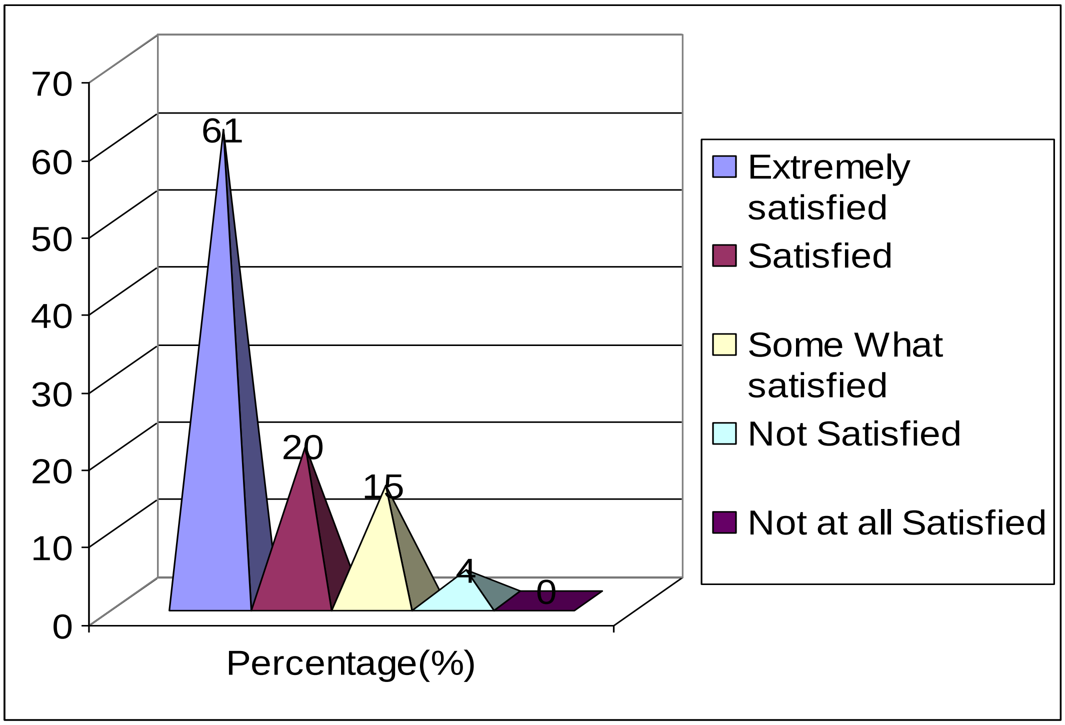
Table – 4.10

TABLE SHOWING THE SATISFACTION OF THE RESPONDENTS WITH RESPECT TO BIKE POWER AND PICK UP

Satisfaction level	**No. of Respondents**	**Percentage(%)**
Extremely satisfied	61	61
Satisfied	20	20
Some What satisfied	15	15
Not Satisfied	4	4
Not at all Satisfied	0	0
Total	100	100

Graph 4.10

GRAPH SHOWING THE SATISFACTION OF THE RESPONDENTS WITH RESPECT TO BIKE POWER AND PICK UP



ANALYSIS

It is clear from the table that 61% of the respondents are extremely satisfied, 20% of the respondents are satisfied, 15% of the respondents are some what satisfied and 4% of the respondents are not satisfied.

INFERENCE

It can be inferred that majority of the respondents are extremely satisfied with bike power and pick up.

Table – 4.11

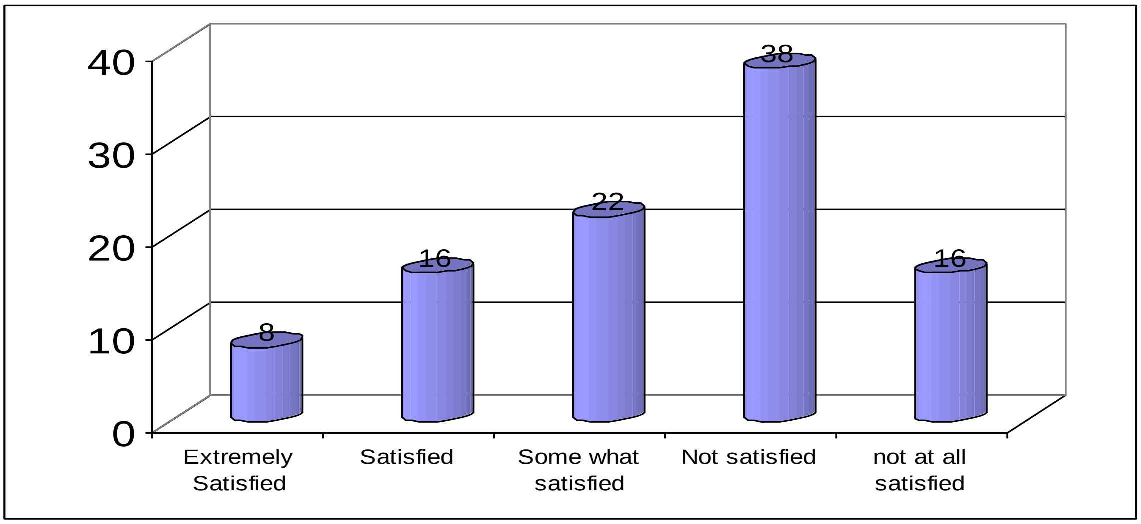
TABLE SHOWING THE SATISFACTION LEVEL OF THE RESPONDENTS WITH RESPECT TO RIDING COMPFORT AND SAFETY

Satisfaction Level	No. of Respondents	Percentage(%)
Extremely Satisfied	8	8

Satisfied	16	16
Some what satisfied	22	22
Not satisfied	38	38
Not at all satisfied	16	16
Total	100	100

Graph 4.11

GRAPH SHOWING THE SATISFACTION LEVEL OF THE RESPONDENTS WITH RESPECT TO RIDING COMFORT AND SAFETY



ANALYSIS

It is clear from the table that 8% of the respondents are extremely satisfied with the comfort and safety. 16% of the respondents are satisfied, 22% are some what satisfied, 38% are not satisfied and 16% of the respondents are not a tall satisfied.

INFERENCE

It can be inferred that majority of the respondents are not satisfied with the riding comfort and safety. Majority of the respondents feel that the fuel tank o the bike is oversized, majority of the respondents feel that the seat is thin and not comfortable. Majority of the respondents feel that seat should be more soft. Majority of the respondents fear of applying disk break as it lead to accident.

Table –4.12

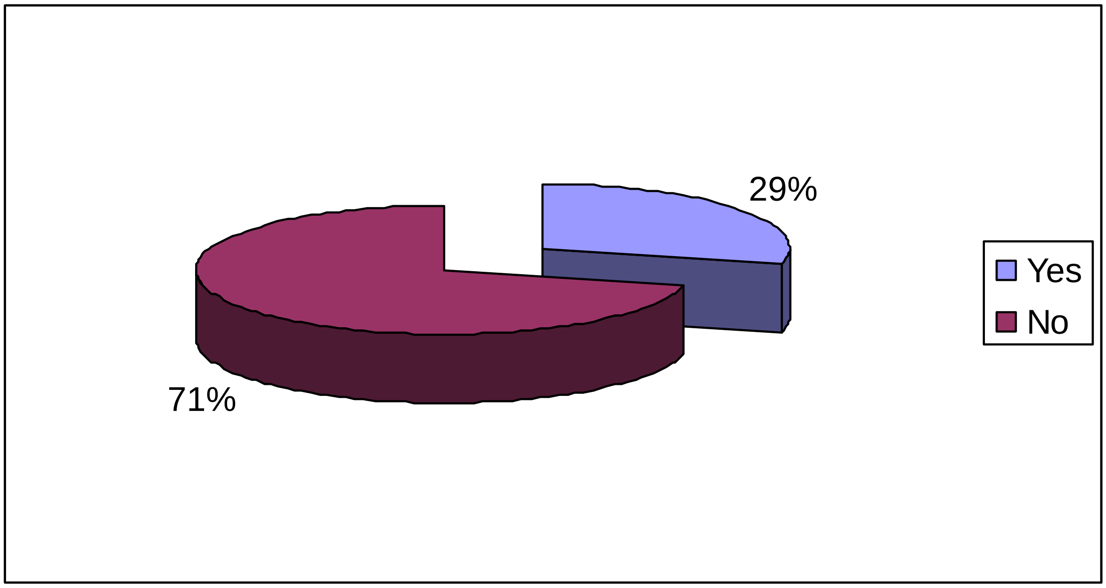
TABLE SHOWING THE OPINION OF THE RESPONDENTS

REGARDING THE PROMPTNESS OF RESPONSE FROM DEALERS.

Response	No. of Respondents	Percentage(%)
Yes	29	29
No	71	71
Total	100	100

Graph 4.12

GRAPH SHOWING THE OPINION OF THE RESPONDENTS REGARDING THE PROMPTNESS OF RESPONSE FROM DEALERS.



ANALYSIS

From the above table it is revealed that 29% of the respondents are of the opinion that they get response from dealer, 71% of the respondents are of the opinion that they do not get response from dealers.

INFERENCE

It can be inferred that majority of the respondents have responded that they do not get responses from dealers, majority feel that the customer queries are not solved. Majority feel that the staff in the dealers showrooms are inexperienced.

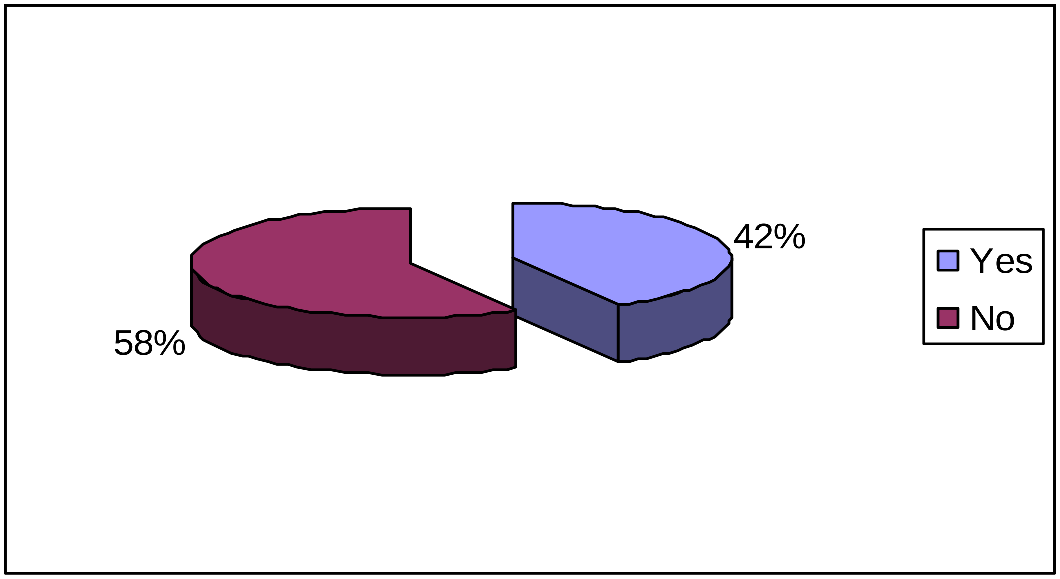
Table 4.13

TABLE SHOWING THE SATISFACTION OF THE RESPONDENTS WITH RESPECT TO AFTER SALES SERVICE

Response	No. of Respondents	Percentage(%)
Yes	42	42
No	58	58
Total	100	100

Graph 4.13

GRAPH SHOWING THE SATISFACTION OF THE RESPONDENTS WITH RESPECT TO AFTER SALES SERVICE



ANALYSIS

From the above table it is clear that 42% of the respondents feel that they get good at after sales service from the dealers. 58% of the respondents feel that they do not get good after sales service from the dealers.

INFERENCE

It can be inferred that majority of the respondents feel that they do not get good after sales from dealers. Majority are of the opinion that their vehicles do not get delivered in proper time. After the general service majority of the respondents get problems with the bike. Moe over majority feel that the company should establish its own service centre.

Table 4.14

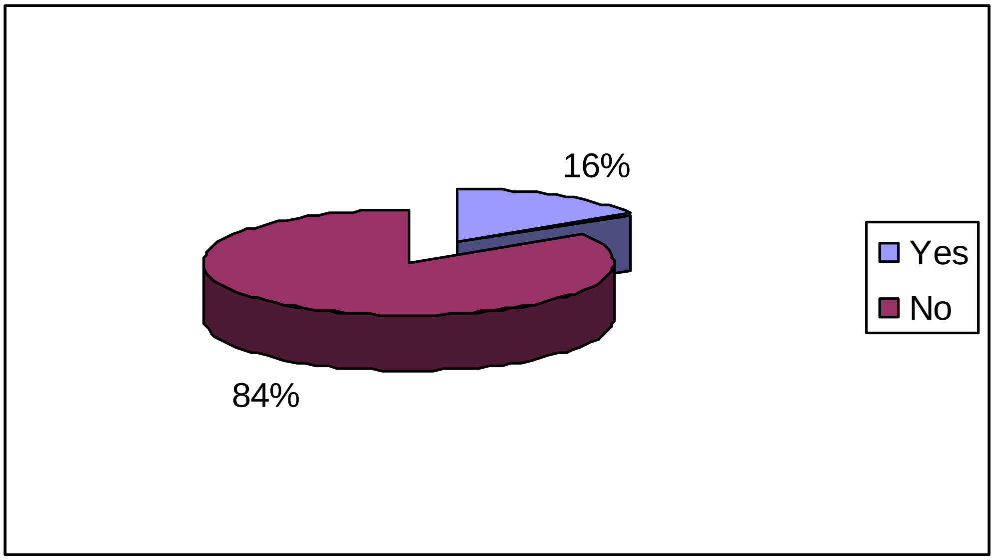
TABLE SHOWING THE RESPONSE OF THE RESPONDENTS WITH RESPECT TO AVAILABILITY OF SPARE PARTS.

Response	No. of Respondents	Percentage(%)

Yes	16	16
No	84	84
Total	100	100

Graph 4.14

GRAPH SHOWING THE RESPONSE OF THE RESPONDENTS WITH RESPECT TO AVAILABILITY OF SPARE PARTS.



ANALYSIS

It is revealed from the above table that 16% of the respondents have responded that they get spare parts easily and 84% of the respondents have responded that they do not get spare parts easily in the area.

INFERENCE

It can be inferred that majority of the respondents do not get spare parts easily in the area. Majority feel that they have to travel feel that there is a very low bajaj dealer network I the area. Majority feel that they have to travel few kilometers to get some spare parts. Some feel that the supply of spare parts are limited and the respondents have to wait for days to get the spare parts.

Table 4.15

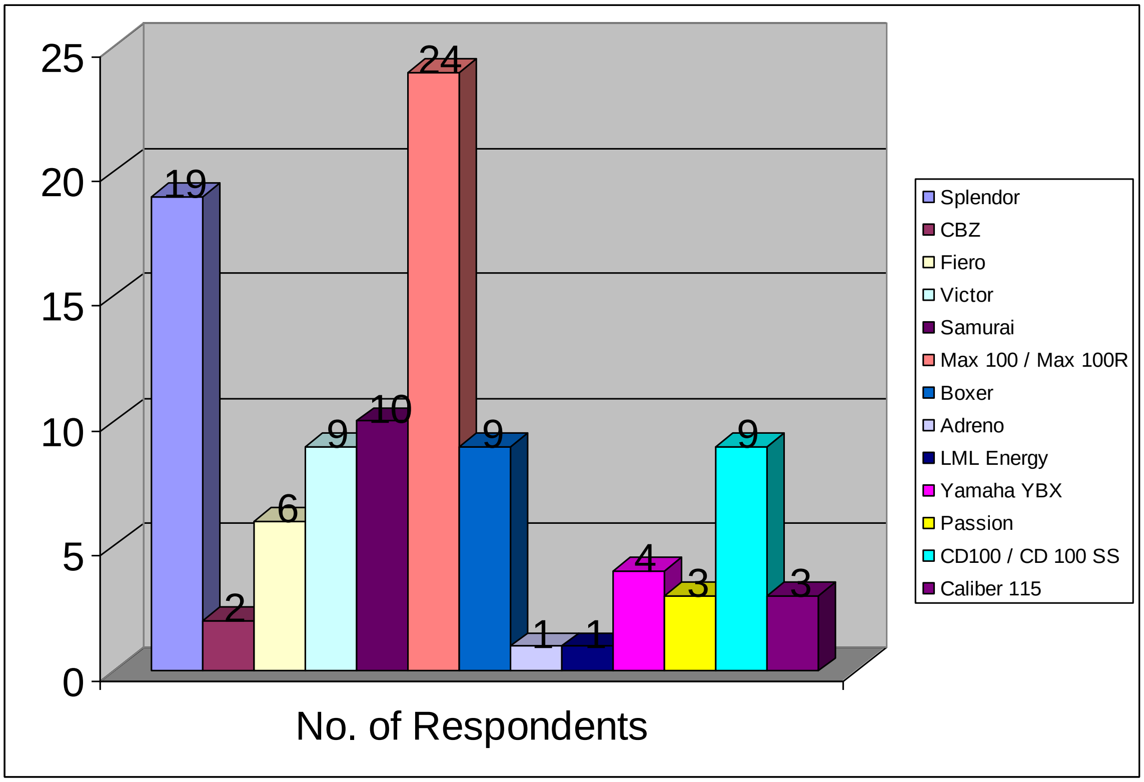
TABLE SHOWING THE PREFERENCE OF TWO WHEELERS OTHER THAN BAJAJ PULSAR

Two wheelers	No. of Respondents	Percentage %

Splendor	19	19
CBZ	2	2
Fiero	6	6
Victor	9	9
Samurai	10	10
Max 100 / Max 100R	24	24
Boxer	9	9
Adreno	1	1
LML Energy	1	1
Yamaha YBX	4	4
Passion	3	3
CD100 / CD 100 SS	9	9
Caliber 115	3	3
Total	100	100

Graph 4.15

GRAPH SHOWING THE PREFERENCE OF TWO WHEELERS OTHER THAN BAJAJ PULSAR



ANALYSIS

From the above table it is clear that 19% prefer splendor, 2% of the respondent prefer CBZ, 6% of the respondents prefer Fiero, 9% of the respondents prefer TVC Victor and CD 100/CD 100 SS, 10% of the respondents prefer samurai, 24% of the respondents prefer Max 100/Max 100 R, 9% prefer boxer, 1% prefer Aldreno and LML energy, 4% prefer Yamaha YBX, 3% prefer Passion and caliber 115.

INFERENCE

It can be inferred that majority of the respondents i.e. 24% prefer max 100 / Max 100R. Majority feel that the price of the vehicle is low. Majority of the respondents are o the opinion that the TVS has a very good dealer network in the area. Moreover the parts are easily available and cheaper than hero Honda. 19% of the respondents prefer Hero Honda Splendor as they like style of vehicles and mileage of the vehicle. A few prefer boxer although the dealer network is low because of the price of the vehicle is low. A very few prefer TVS victor.

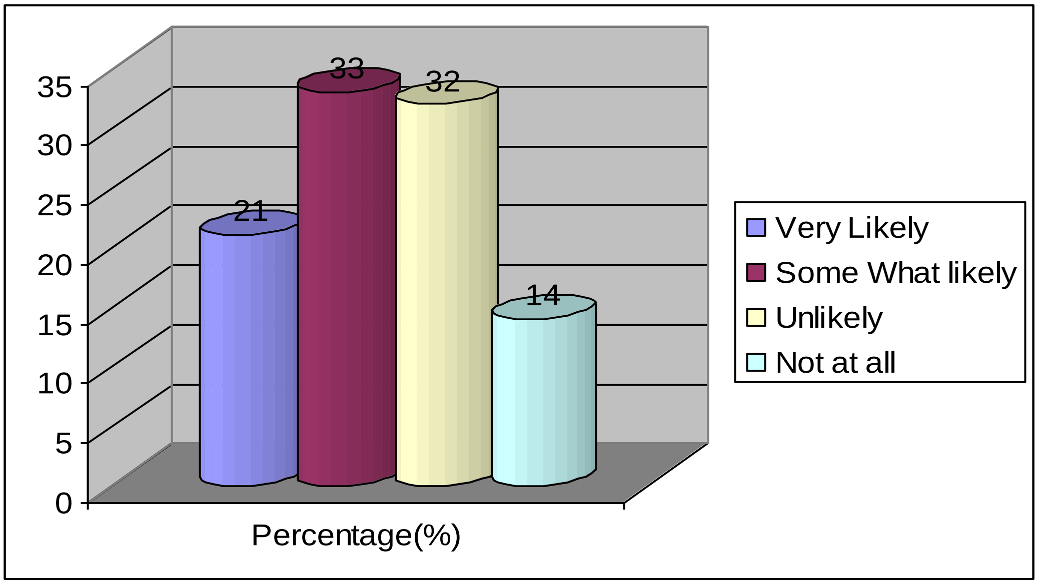
Table 4.16

TABLE SHOWING THE LIKELY RECOMMENDATION OF THE RESPONDENTS TO A FRIEND OR RELATIVE TO PURCHASE BAJAJ PULSAR

Response	No. of Respondents	Percentage(%)
Very Likely	21	21
Some What likely	33	33
Unlikely	32	32
Not at all	14	14
Total	100	100

Graph 4.16

GRAPH SHOWING THE LIKELY RECOMMENDATION OF THE RESPONDENTS TO A FRIEND OR RELATIVE TO PURCHASE BAJAJ PULSAR



ANALYSIS

From the above table it is clear that 21% of the respondents have responded that they are very likely to recommend a friend. 33% have responded that they some what likely to recommend, 32% have responded that they are unlikely to recommend, 14% have responded that are not willing to recommend a friend or relative.

INFERENCE

It is revealed that majority, i.e. 33% of the respondents are some what likely to recommend a friend or relative to purchase Bajaj Pulsar. In fact 32% o the respondents have responded they are unlikely to recommend a friend or a relative.

CHAPTER 5

FINDINGS SUGGESTIONS AND CONCLUSIONS

FINDINGS

- Majority of the respondents are between the age group of 25-35 years. From this we can conclude that the younger generation and middle age people are more users of Baja Pulsar.

- Majority of the respondents are availing finance facilities.
- Majority of the respondents are below 10,000 income per month.
- Majority of the respondents are students and executives
- Majority of the respondents knew about Bajaj Pulsar through newspaper and TV advertisements.
- Majority of the respondents choose Bajaj Pulsar for its pick up, company reputation, mileage and its speed.
- Majority of the respondents are satisfied with the mileage of the bike.
- Majority of the respondents have responded that there is no breakdown in vehicle, since the purchase of vehicle.
- Majority of the respondents are extremely satisfied with bike power and pick up.
- Majority of the respondents are not satisfied with riding comfort and safety.
- Majority of the respondents feels that the fuel tank of the bike is over sized. Majority of the respondents feel that the seat is thin and not comfortable. Majority of the respondents feel that the seat should be made soft.
- Majority of the respondents have responded that they do not get response from dealers.

- Major feel that the staff in dealer, show room are inexperienced.

- Majority of the respondents feel that they do not get good after sales service from the dealers. Majority are of the opinion that the vehicles do not get delivered proper time. After the general service majority of respondents get problem with bike. Major feel that the company should establish its own service centre and customer care centre in that area.

- Majority of the respondents do not get spare parts easily in their area.

- 24% of the respondents prefer Max 100 / Max 100R. Majority feel that the price of the vehicle is less. Majority of the respondents are of the opinion that the TVS have a very good dealer network in the area. Moreover the parts are easily available and cheaper. 19% of the respondents prefer Hero Honda Splendor as majority of respondents like style of vehicle and mileage.
- 33% of the respondents are somewhat like to recommend friend and relative to purchase Bajaj Pulsar. 32% of the respondents have responded they are unlikely to recommend a friend or relative.

SUGGESTIONS

It is suggested that the company should establish relationship with the customer after sale of the bike like sending greeting on birthday of customers, latest offers discount coupons, gift on points which help the customer to get the value of money spent on spare parts and service as the company should give movie passes and passes to major events to be provided by the company, which attracts non customers to purchase the vehicle and the customer may recommend others to purchase vehicle.

- It is suggested to introduce soft seats to Bajaj Pulsar which helps in comfort riding.

- It is suggested to increase the customer query response by dealers as it is found that dealers are not solving the queries of the customers.

- A proper training should be given by the company to the staffs of the dealers.

-

Finally the company should focus more in younger generation as it can increase sales and market share in Karnataka. It is suggested to decrease the price, introducing Varity of colors.

CONCLUSION

The project undertaken is titled by Customer Satisfaction towards BAJAJ PULSAR. The sample size was 100 & the study respondents were randomly selected from Bangalore. Most of the respondents are between the age group of 25-35. To find out the opinion of respondents structured questionnaire was directly distributed among the respondents to collect information. The collected information was analyses and interpreted

The study was undertaken mainly university requirement even though this helped to the researcher to understand the in-depth knowledge of various aspects of marketing.

The study was even helped the BAJAJ dealer to understand whether the customers are satisfied or not. If not what are the main reasons for the dissatisfaction of customer towards the dealer and what are the ways of improving the satisfaction level of customer towards dealer.

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www.jdpower.com

MAGAZINES

1. Auto car
2. Motoring
3. Overdrive
4. Auto world

COMPANY BROCHURES AND ANNUAL REPORTS

ANNEXURE

QUESTIONNAIRE

1. Name :

2. Specify Your Age Group:

Less than 25 ☐

25 – 35 ☐

35 – 45 ☐

Above 45 ☐

3. Marital Status: Single ☐ Married ☐

4. Your Income group;

Below 10,000 ☐

Between 10,000 – 20,000 ☐

Above 20,000 ☐

5. Your Occupation;

Student : ☐

Professional : ☐

Employed : ☐

Executive : ☐

Business ☐

6. How did you come to know about Bajaj Pulsar?

News paper : ☐

Magazines : ☐

Colleagues : ☐

Friends & Relatives : ☐

Road Show : ☐

T.V. Ads : ☐

7. Rank four most important reasons that made you to purchase Bajaj Pulsar:

Mileage : ☐ Reputation : ☐ ☐

Price : ☐

Colors : ☐

Style : ☐

Pick Up : ☐

High Resale value :

Top Speed : ☐

Low maintenance costs: ☐

8. What is the Mileage your Bike Gives?

60 Km / Ltr and above ☐

50 -60 Km / Ltr ☐

40 – 50 Km / Ltr ☐

below 40 Km / Ltr ☐

9. Are you satisfied with bike's mileage?

Extremely satisfied : ☐

Satisfied : ☐

Some what satisfied : ☐

Not Satisfied : ☐

Not at all satisfied : ☐

10. How often you had break down of your Bajaj Pulsar after you purchased it?

Very Often : ☐

Often : ☐

Rarely : ☐

Not at all : ☐

11. Are you satisfied with bike's power & Pick up?

Extremely satisfied : ☐

Satisfied : ☐
Some what satisfied : ☐
Not Satisfied : ☐
Not at all satisfied : ☐

12. Do you have the riding comfort & safety?

Extremely satisfied : ☐
Satisfied : ☐
Some what satisfied : ☐
Not Satisfied : ☐
Not at all satisfied : ☐

13. Do you promptly get response from your dealer?

Yes : ☐ No : ☐

14. Are you satisfied with after sales service from dealer?

Yes : ☐ No : ☐

15. Are the spare parts available at the service centre where you deal with?

Yes : ☐ No : ☐

16. How likely are you willing to recommend your friends or relative to Purchase Bajaj Pulsar?

Very likely ☐ somewhat likely ☐

Unlikely ☐ Not at all ☐

17. Any suggestions for improvement? ____

____