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## India shuns<sup>\*</sup> scooters as cars take over

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The Bajaj scooter is an iconic Indian brand first launched in 1972.

Inspired by the Italian Vespa, these scooters captured the essence of a generation of Indians.

Entire families - husband, wife and two children - could be seen sitting on the Bajaj scooter, riding around small and big towns across the country.

They were so much in demand that there were waiting lists to buy one. Many sold at high premiums.

But as the country's economy grew rapidly, many people bypassed the scooter, instead buying fancy motorbikes or even cars.

So the parent company Bajaj has decided to phase out scooter production.

After March 2010, the company, which is one of the largest two-wheeler manufacturers in the world, will stop producing scooters and focus on selling motorbikes.

Bajaj Motors is aiming to capture a 35% share of the motorbike market in India where some 7 million units of motorcycles and scooters were sold last year. Their scooter was once the once ~~the~~ best-selling scooter in the world. These days, they manufacture just 1,000 a month.

But Bajaj has four-wheeler ambitions too. It is building a \$2,500 car with the help of Renault and Nissan Motors, which it hopes will rival the Tata Nano.

With growing affluence, many Indian middle class families are upgrading their scooters and aspire to buy cheap compact cars. Catering to their demand is not just Bajaj, but every other auto major in the world from General Motors to Toyota who have their versions of the small car ready for the new Indian consumer

\* to shun = to give up

1. Present the text
2. Go to <http://bajajmotors.com/> and make a presentation of Bajaj Motors