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PROJECT
TITLE
EMPLOYEE
PROFESSIONAL
ABILITYS & HABIT
EQUAL



ORIGIN OF BIKE



Gottlieb Daimler-First gas engine motorcycle-1885

Origin of Bikes

- The first bike ever was inspired from a horse carriage and was called 'Indian' built by the Indian Motorcycle company in America.
- Birth of the motorcycle industry in India in 1955 for the Indian army.
- The first batch of 350cc Bullet - the super bike in India of all times, from the Royal Enfield Company of UK were received and assembled at Chennai.

Bikes And Its Needs

Ease



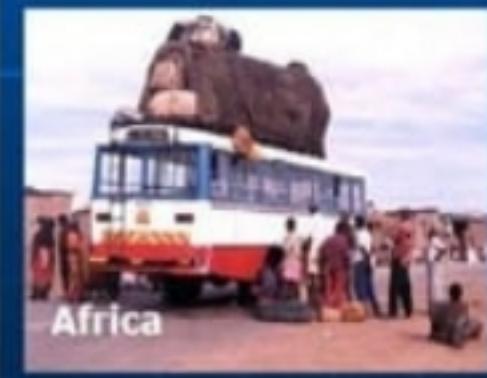
Argentina



China



Cambodia



Africa



Mexico

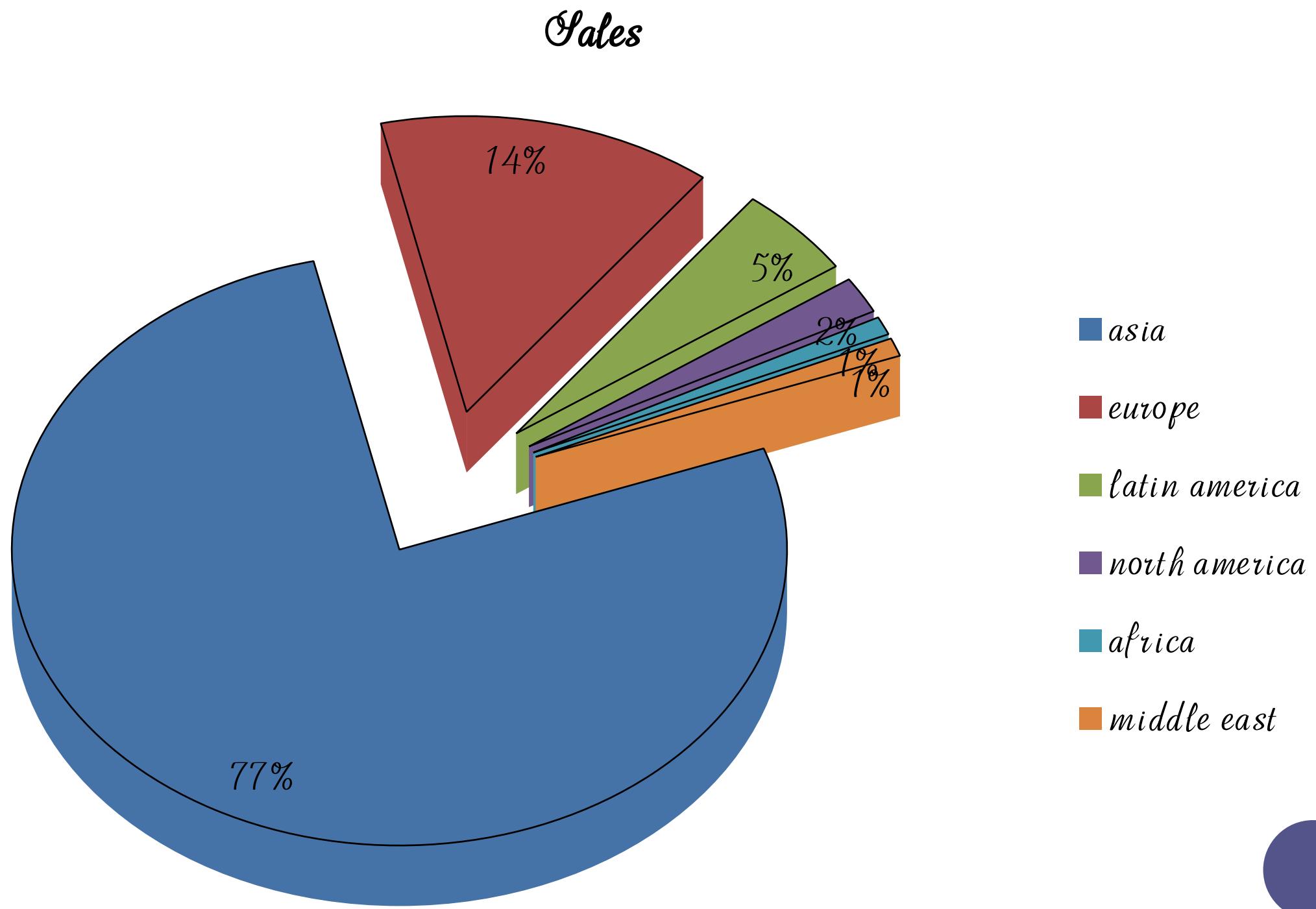


India

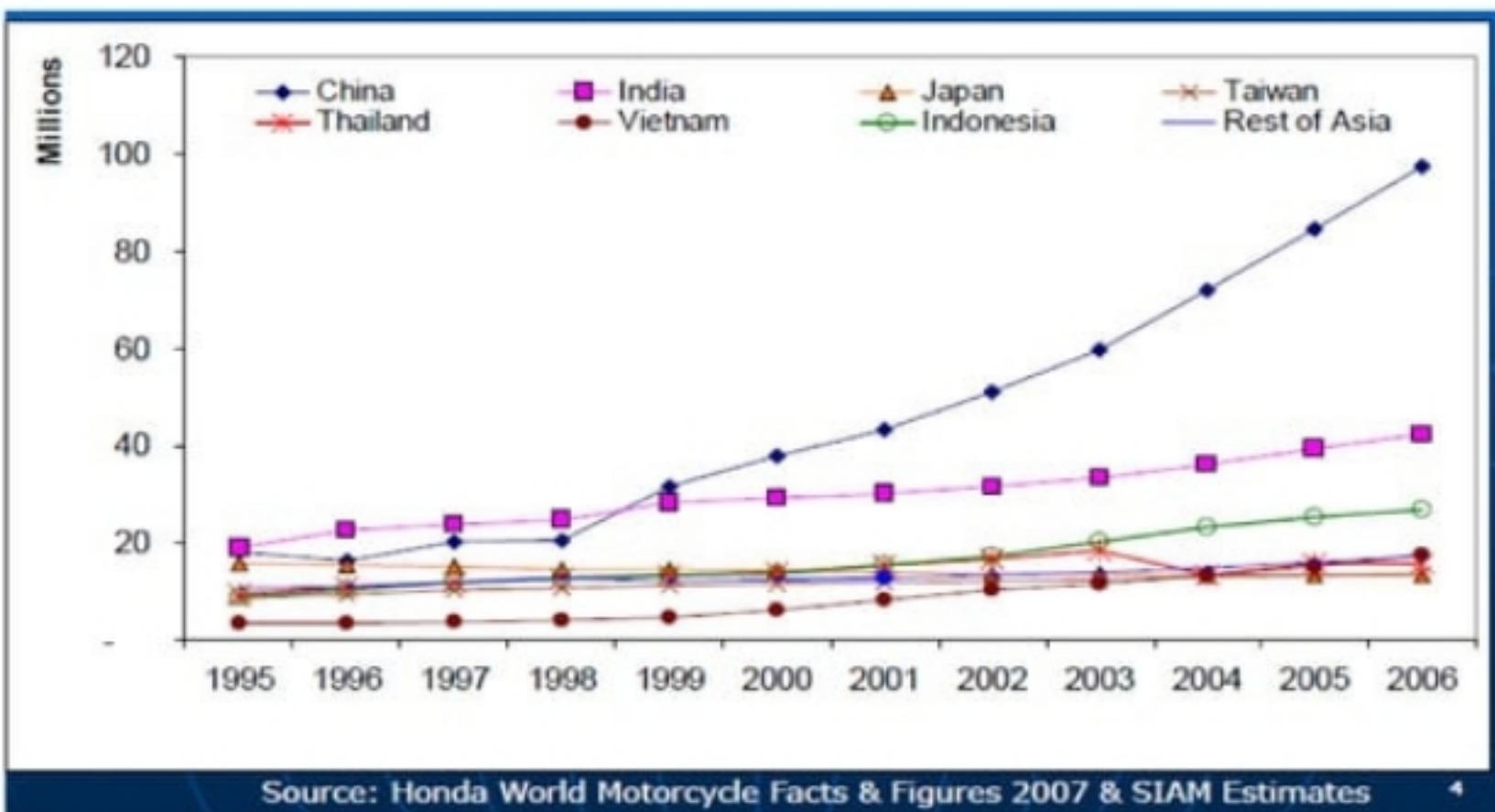
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Motorcycle distribution across globe



Distribution Across Asia



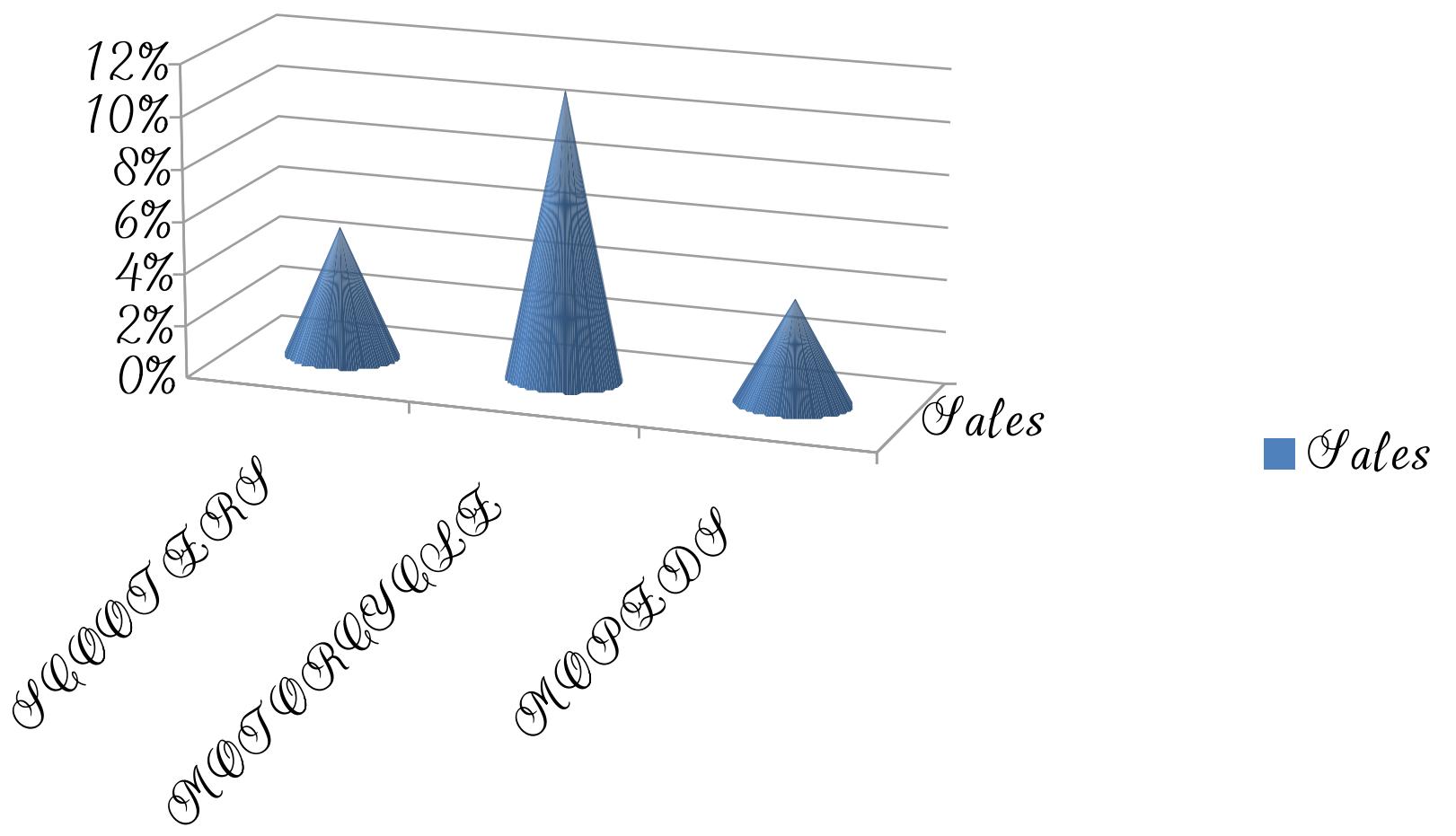
Production : Top 10 Countries

Key Players	Production (in millions)
China	20.54
India	8.38
Indonesia	4.46
Japan	1.77
Taiwan	1.41
Brazil	1.41
Thailand	1.33
Vietnam	0.79
Italy	0.70
Malaysia	0.43

Sales trends in india

SECOND LARGEST MARKET IN THE WORLD.

5 TIMES THE SIZE OF INDIAN PASSENGER CAR
MARKET.



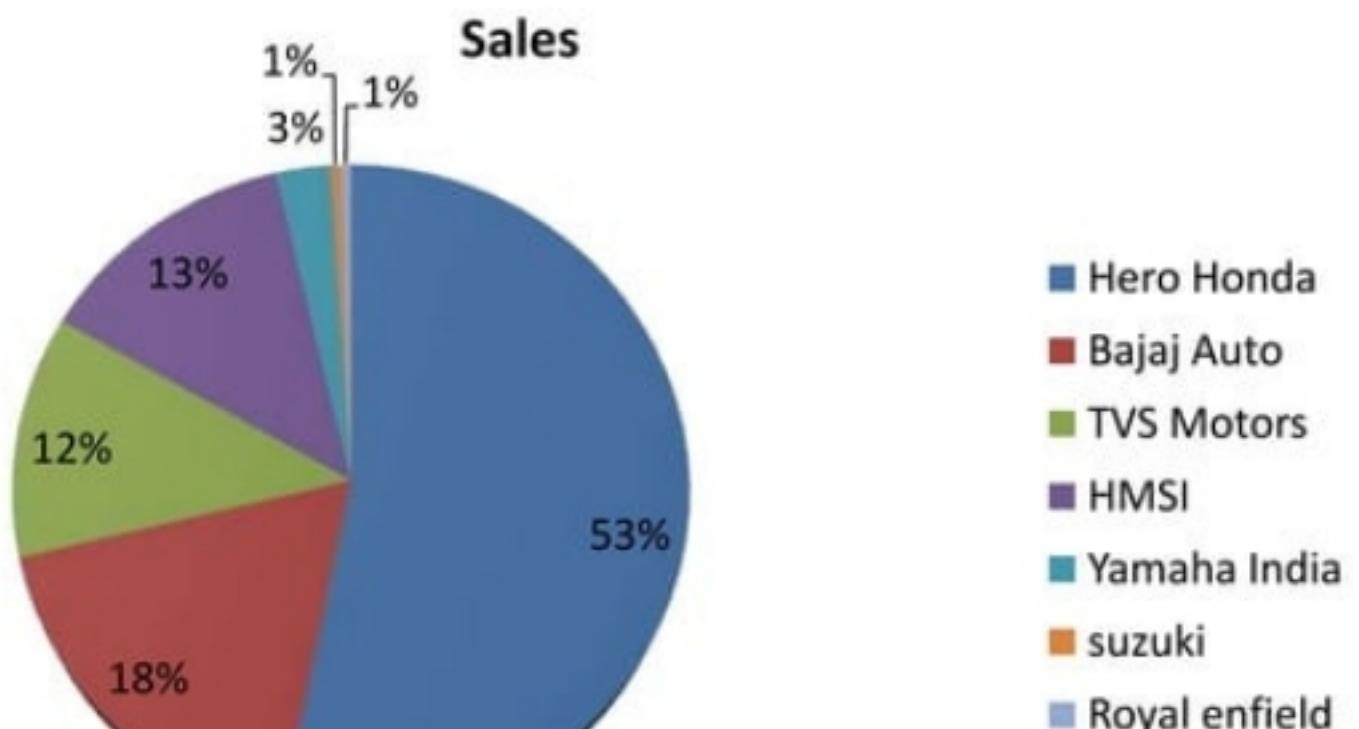
FACTORS INFLUENCING INDIAN MARKET

- Infrastructure development, especially in rural areas
- Increase in disposable income
- Innovation- development and introduction of new products, new technology, etc.
- Product characteristics like greater utility (in terms of road space, parking space, low cost of acquisition, etc.)
- Current low penetration rate (MC/1000 pop)

Major Players

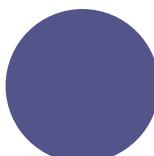


Market share



HERO HONDA FIRST TO INTRODUCE BIKES IN INDIA

- Huge Population(1billion in 1980's)
- 35% of the population were Improvised.
- Growth in per capita income in last decade.
- Growing infrastructure.
- “THE LICENCE RAJ” customers in India for Bajaj Chetak were made to wait for 10 years
- Ideal environment for two wheeled scooters



Hero Honda

- Basic Details
 - Head quarters in Dharuhera,Haryana
 - Revenue \$ 2.8 bln
 - Website: www.herohonda.com.
 - M.D. and CEO – Pawan Munjal
 - Chairperson Brijmohan Munjal



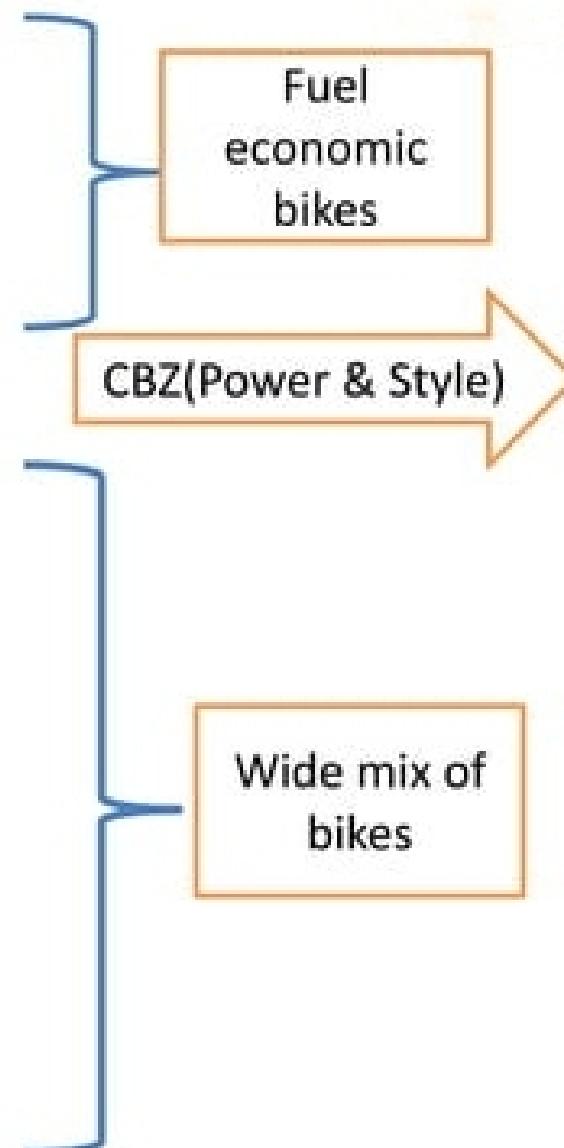
Milestone and Activities

- 1983 Joint Collaboration Agreement with Honda Motor Co. Ltd. Japan signed
- 1984 Hero Honda Motor Ltd. Incorporated
- 2000 Splendor declared 'World No. 1' - largest selling single two-wheeler model .
- HHML is known for its innovative & Aggressive Marketing. The advertising budget is of Rs.120 crores. All the mediums are used extensively, be it print or mass media like T.V & hoardings.
- HHML also promotes sports in the country. It is also the sponsor of the ICC world Cup 2003 and half of the Indian team represents Hero Honda.
- Also, advertising is done at a local level by dealers, in which HHML also contributes to help dealer promote the dealership in the local area.



Products time lines.

- 1985 – CD 100 rolled out
- 1989 – Sleek introduced
- 1991 - CD 100SS introduced
- 1994 – Splendor introduced
- 1997 – street introduced
- 1999 – CBZ introduced
- 2001 – Passion and joy introduced
- 2002 – Dawn and Ambition introduced
- 2003 – CD Dawn, Splendor+, Passion plus, Karizma
- 2004 – Ambition 135 and CBZ*
- 2005 – Super Splendor, CD Deluxe, Glamour, Achiver.
• First scooter model Pleasure introduced.
- 2007 - Hunk, CD Deluxe, Passion Plus, Splendor NXG
- 2008 - Passion Pro, CBZ Xtreme, Glamour Fi , Glamour
- 2009 - Karizma – ZMR
- 2010 - splendor pro, Hunk.



Bikes of Hero Honda

Sl.no	Brand name	Category	Price(INR)	Brand
1	Splendor	100 cc	39,000	Splendor
2	Splendor+	100 cc	42,350	
3	Super splendor	125 cc	48,600	
5	Splendor Nxg	100 cc	43,600	
6	Passion Pro	100 cc	46,500	Passion
7	Passion+	100 cc	42,000	
8	CBZ	160 cc	58,300	
9	CBZ Xtreme	160 cc	63,000	CBZ
10	Hunk	150 cc	61,800	
11	Karizma	225 cc	75,700	
12	Karizma ZMR	225 cc	95,000	Karizma



Splendor



TVS Group

- Base in Chennai and Madurai .
- The largest and the most visible company is TVS Motors, one of the top 3 two-wheeler manufacturers in India.
- TV Sundaram Iyengar and Sons is the holding company of the group; the founder was T. V. Sundaram Iyengar.
- Management of almost all the companies is by family members. Most of the group companies maintain a low profile and follow a conservative management style

Notable companies in the group are :-

TVS Motors

ZF Electronics TVS (India)

Sundaram Fasteners

TVS Infotech (TVSi).

Sundaram Finance

Wheels India

Axles India

Brake India

TVS Motors

- TVS Motor Company is the third largest two-wheeler manufacturer in India among the world's top ten.
- It employ over 40,000 people with an estimated 15 million customers.
- Its revenue is Rs. 1392.96 crore.
- It manufactures motorcycles, scooters, mopeds and auto rickshaws.
- It was started by in 1978 by as a JV between Sundaram Clayton, a group company, and Suzuki Motors, Japan.
- Launch of 7 products on the same day seen as a first in automotive history.
- The Company now has 604 exclusive dealers and over 2,500 authorised sub dealers and service centres.

Key People :-

- ❖ Venu Srinivasan, Chairman
- ❖ K N Radhakrishnan, President & CEO



Products TVS

Name	cc	Price(INR)
Star sport	100 cc	38,590
Centra	100 cc	41,187
Star city	100 cc	47,555
Jive	110 cc	50,800
Victor	125 cc	47,990
Flame	125 cc	57,200
Fiero	150 cc	48,000
ApacheRTR 180	180 cc	87,900



YAMAHA RX100



RX 100

- Launched in 1985
 - Was bread and butter model for M/s Escorts Ltd for 12 years 1985 to 1996.
- The RX100 was everything for every one
 - A racy, noisy smelly 2-stroke for the power hungry.
 - A reliable ride for the family man.
 - A style statement (back then) for the youth.

“A peppy little machine with great handling makes this bike an ideal commuter. The gear ratios and torque curve are so good that a well tuned bike can do as low as 10 km/h in 4th gear without engine knocking WITH a pillion rider.”
- Attracted young people because of its unique features.
- Its production was stopped in the year 1996 due to

YAMAHA YZF R15 (RACING INSTINCT [Go](#))

- Launched in 2008
- Sports bike
- Striking features
 - Delta Box Frame.
 - Linked Mono cross Suspension.
 - Liquid cool engine
 - Very powerful for 150 cc engine.
- Target customers
 - Again the young people is being targeted.
 - But since cost is on higher side high end customer segment is being targeted.



YAMAHA FZ (Lord of the streets)

[Go](#)

- Launched in 2008
 - Variants
 - FZ 16
 - FZ-S
 - Stylish sports bike with eye catching features.
 - Trendy aerodynamic windshield for a smoother ride.
 - Mono cross suspension adopted.
 - Stunning ,new meter control with carbon patterns.
 - Launched in competition against Hero Honda CBZ and Bajaj Pulsar 150.



Royal Enfield



Built like a gun goes like a bullet

- Royal Enfield motorcycles were made in England and sold in India from 1949.
- A suitable motorcycle for Army and Police for patrolling country's border.
- In 1955, the Redditch company partnered with Madras Motors in India to form 'Enfield India' to assemble.
- In 1994, Eicher Group bought into Enfield India.
- In late 1995, the Enfield India firm acquired the rights to the name Royal Enfield.

Eicher Group

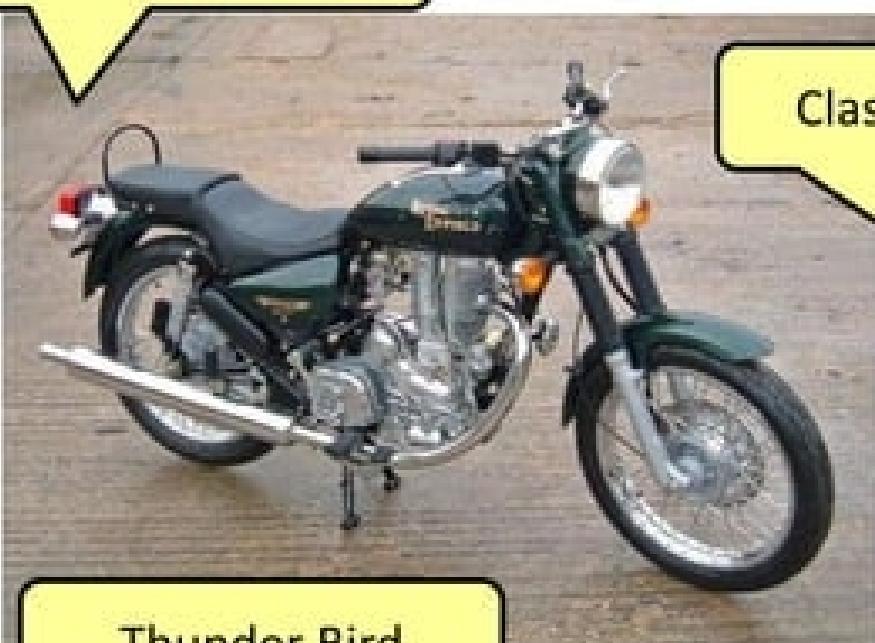
- The Eicher Group is one of India's leading automotive groups .
 - Tractors
 - Commercial Vehicles
 - Automotive Gears
 - Exports,
 - Garments
 - Management Consultancy
 - Motorcycles
- Eicher Motors Ltd.
 - Eicher motors-Commercial vehicles
 - Royal Enfeild –Motor cycles
 - Eicher Engineering- Gears
- Its headquarters is Pithampur, Madhya Pradesh, India.

Royal Enfield bikes

Sl.no	Brand name	Category	Price(INR)	Brand
1	Bullet	350 cc	68,090	Bullet
2	Bullet Electra	350 cc	82,500	
3	Thunder bird	350 cc	89,483	Thunder bird
4	Classic	350 cc	93,200	
5	Classic	500 cc	1,24,354	Classic
6	Classic Chrome	500 cc	1,23,743	

Royal Enfield Bikes

Bullet Electra



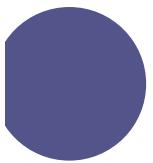
Classic Chrome



Thunder Bird

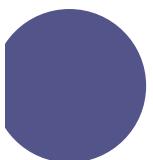


Bullet 350



SALIENT FEATURES OF ROYAL ENFIELD

- Bikes are promoted as lifestyle bikes not for ordinary.
- Connects to “Pleasure of biking” philosophy.
- Do not concentrate on volume game.
- The equation



Customer of Royal Enfield

- Bike lovers.
- Muscle men.
- Those who want to be different from others.
 - The company organizes annual events and rides such as the Himalayan Odyssey, The tour of the Rann of Kutch, The tour of NH 17 (Mumbai to Goa), the Tour of Rajasthan, the tour of the North East and the Southern Odyssey.



thank you