

STUDY ON YAMAHA BIKE SHOWROOM
And
ANALYSIS OF ITS SALES{2021-2022-2023}

Made By:-

Jatin Manwani
{RA2111003011548}
Kalyan kottem
{RA2111003011548}

CONTENTS



01

Origins of the Yamaha Brand



02

Performance highlights



03

No of Showrooms



04

Types of Yamaha Bikes



05

Sales Analysis



06

Conclusion

Origins of the Yamaha Brand

- The Yamaha brand trademark, YAMAHA, comes from the name of our founder, Torakusu Yamaha, who pioneered the production of Western musical instruments in Japan. Born to a family of a Kishu Tokugawa (today's Wakayama Prefecture) clansman, Torakusu was captivated by Western science and technology from early on. Fascinated by the watches that were gaining popularity in Osaka at the time, he took up watchmaking, studying business along the way. Over time, Torakusu began repairing medical equipment and was invited to visit a hospital in Hamamatsu, Shizuoka Prefecture.
- On one occasion, Hamamatsu Jinjo Elementary School asked him if he would try to repair a reed organ. He agreed and was able to repair it successfully, marking the first step toward the birth of the Yamaha brand. Recognizing its business potential, while repairing the organ, Torakusu created a blueprint for the inside of the organ, later creating his own prototype organ. To deliver it to the then Music Institute (today's Tokyo University of Arts), it is said that Torakusu slung his creation over his shoulder on a carrying pole and crossed the mountains of Hakone. This story was later immortalized as a bas-relief.
- The organ, however, was criticized harshly for its poor tuning. Undaunted, and starting from zero, Torakusu began studying music theory and tuning. After seemingly endless struggles, he was finally able to complete the organ. It's easy to see how he came up with the concept of the tuning fork mark, inspired by the difficult experience of studying tuning while holding a tuning fork in his hand.

About Yamaha Brand

- Yamaha Corporation is a Japanese multinational conglomerate known for a wide range of products, including musical instruments, audio equipment, motorcycles, power sports vehicles, and various other products. The company was founded on October 12, 1887, by Torakusu Yamaha as Nippon Gakki Co., Ltd. Initially, Yamaha began as a piano and reed organ manufacturer.
- Over the years, Yamaha expanded its product offerings and became one of the world's leading manufacturers of musical instruments, particularly renowned for their pianos, keyboards, acoustic and electric guitars, drums, and orchestral instruments. They are also well-known for their audio equipment such as amplifiers, speakers, and home theater systems.
- In addition to musical instruments and audio equipment, Yamaha has a significant presence in the world of motorsports. The company produces a wide array of motorcycles, ranging from sport bikes to cruisers, off-road bikes, and scooters. Their power sports division also includes products like all-terrain vehicles (ATVs), side-by-side vehicles, and watercraft like jet skis.
- Yamaha has a strong reputation for innovation and quality in their products. They often incorporate cutting-edge technology into their musical instruments and other products, constantly striving to improve and enhance the performance and features offered to their customers.
- In the realm of music education and support, Yamaha has established music schools and educational programs to promote musical learning and appreciation. They also sponsor various musical events and competitions, contributing to the development of musicians and artists worldwide.

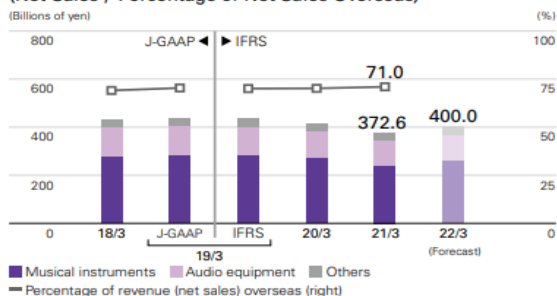
About Yamaha Showrooms

- Yamaha showrooms are retail outlets owned or authorized by Yamaha Corporation, where customers can explore, purchase, and sometimes service Yamaha products..Here's a breakdown of what you might find at Yamaha showrooms:
- **Musical Instruments:** Yamaha showrooms typically showcase a wide range of musical instruments such as pianos, keyboards, guitars (acoustic and electric), drums, brass and woodwind instruments, string instruments, synthesizers, and audio equipment. Customers can try out the instruments, get demonstrations, and receive advice from knowledgeable staff.
- **Audio Equipment:** This category includes amplifiers, speakers, audio mixers, sound systems, headphones, home theater systems, and other audio-related products. Customers can explore the options available and receive assistance in choosing the right audio equipment for their needs.
- **Motorcycles and Power Sports Vehicles:** Yamaha is well-known for its motorcycles, scooters, off-road bikes, ATVs, side-by-side vehicles, and watercraft. Yamaha showrooms specializing in this area will have a range of these vehicles for customers to view, test, and purchase. They often provide information about specifications, financing options, and after-sales services.
- **Accessories and Merchandise:** Yamaha showrooms may also offer accessories and merchandise related to their products. This can include musical instrument accessories, motorcycle gear, branded apparel, helmets, and other related items.
- **Service and Support:** Some Yamaha showrooms provide after-sales services and support, including maintenance and repairs for Yamaha products. They may have service centers or coordinate with authorized service centers for customer convenience.

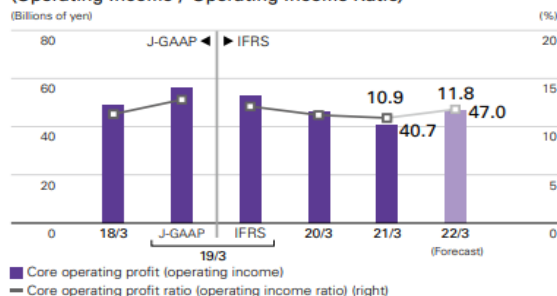
Performance highlights

Financial highlight

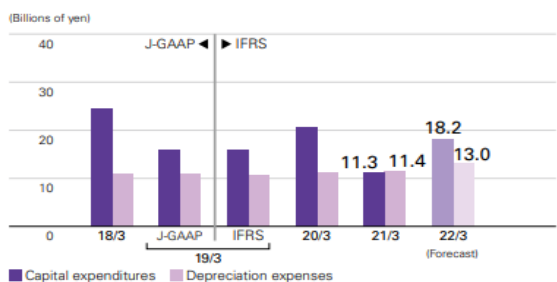
Revenue / Percentage of Revenue Overseas (Net Sales / Percentage of Net Sales Overseas)



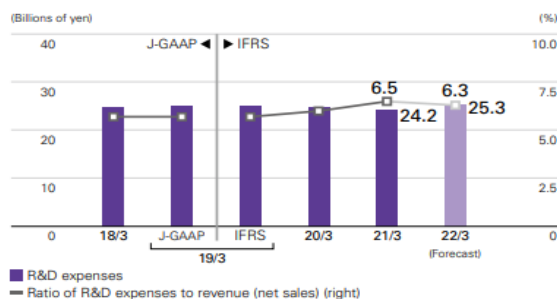
Core Operating Profit / Core Operating Profit Ratio (Operating Income / Operating Income Ratio)



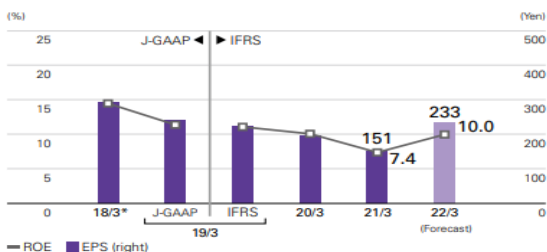
Capital Expenditures / Depreciation Expenses



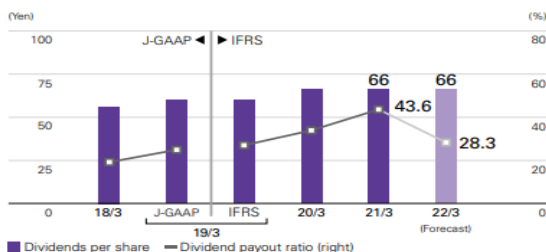
R&D Expenses / Ratio of R&D Expenses to Revenue (Net Sales)



ROE / EPS



Dividends per Share / Dividend Payout Ratio

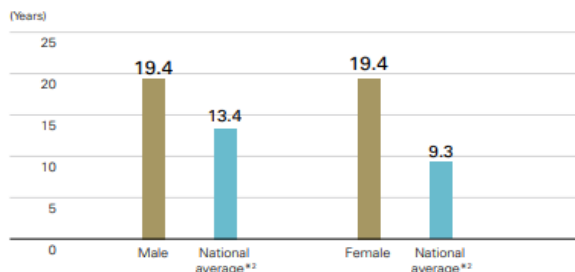


* Including gain on sales of a portion of shares in Yamaha Motor Co., Ltd.

Performance highlights

Non-Financial highlight

Average Term of Service*¹ (As of March 31, 2021)

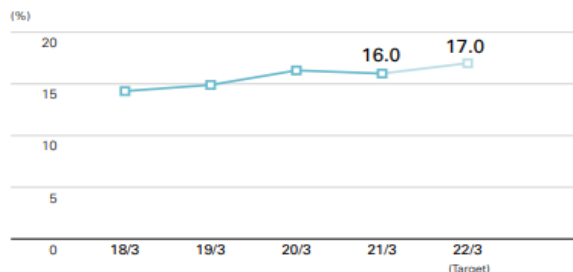


As part of our efforts to promote diversity, we are working to establish a workplace environment where employees can realize a work-life balance and where female employees can play a more active role. Not only is there no discrepancy between the average term of service of our male and female employees, our average term of service is higher than the national average.

*¹ Figures are for Yamaha Corporation on a non-consolidated basis.

*² According to the results of the Basic Survey on Wage Structure published by the Ministry of Health, Labour and Welfare of Japan.

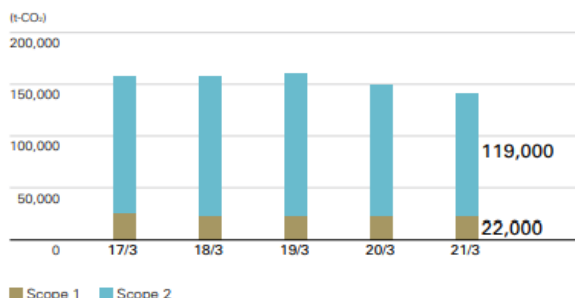
Ratio of Female Managers*



We have adopted the target of raising the Groupwide ratio of female managers to more than 17% by March 31, 2022. To this end, we are implementing a wide range of initiatives including enhancing our educational and training programs.

* Group companies (Worldwide total)

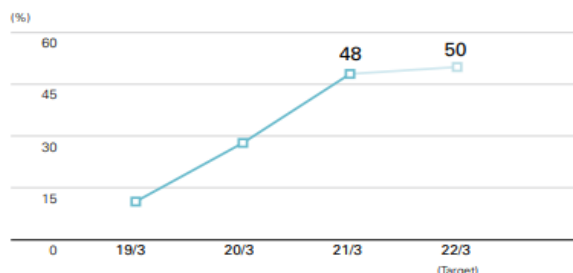
Greenhouse Gas Emissions (Scope 1 + Scope 2)



We are working to reduce greenhouse gas emissions through various energy-saving initiatives, fuel conversion, and adoption of renewable energy. At the same time, we manage emissions in accordance with the Greenhouse Gas Protocol.*

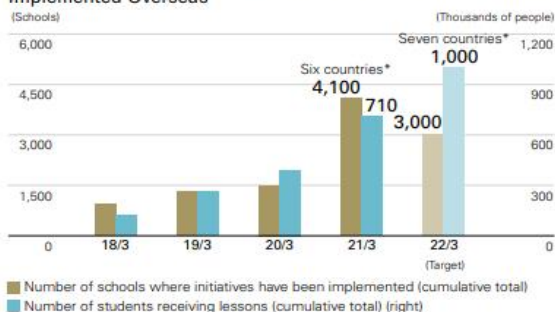
* A standard for calculating and reporting greenhouse gas emissions

Certified Timber Use



Yamaha is proactively increasing its use of certified timber, which is produced from forests deemed sustainable in terms of the environment as well as community development and other social and economic factors.

Number of Music Education Initiatives (School Project Program) Implemented Overseas



Since 2015, we have been pursuing initiatives to provide opportunities for children in emerging countries, who may not have access to musical instruments, to experience playing an instrument within their school education.

* Number of countries in which Yamaha offers the program

Brand Ranking

Interbrand's Best Japan Brands 2021*

Ranked 30th



Our brand ranking in Japan, which was determined using the combined brand value of Yamaha Corporation and Yamaha Motor Co., Ltd., was 30th in 2021 (compared with 32nd in 2020), remaining in the top 100 for the seventh consecutive year and representing an 8% year-on-year increase in brand value.

* A brand ranking system by Interbrand Japan, Inc. that evaluates Japanese brands

TOTAL NUMBER OF SHOWROOMS ALL OVER INDIA

- Yamaha showrooms aim to provide a customer-friendly environment where potential buyers can get hands-on experience with the products, ask questions, and make informed decisions. The staff at Yamaha showrooms are often well-trained and knowledgeable about the products they sell, assisting customers in choosing the best-suited products based on their requirements and preferences.

TOTAL NUMBER OF SHOWROOMS ALL
OVER INDIA

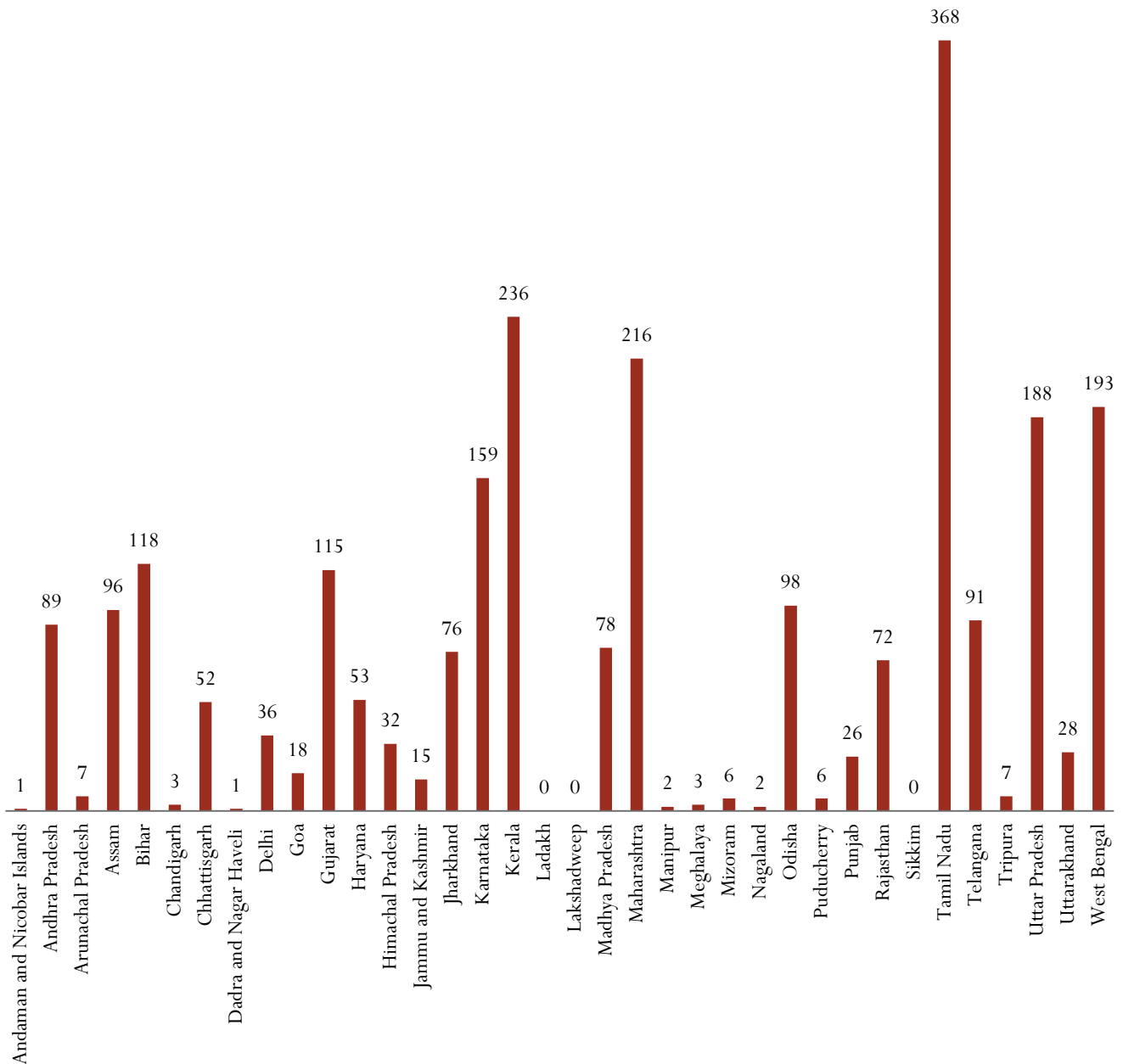
2476

Showrooms Per State

This is the data showing No of Yamaha showrooms Present per state
Where we can visit and make use of all the service available

SHOWROOM

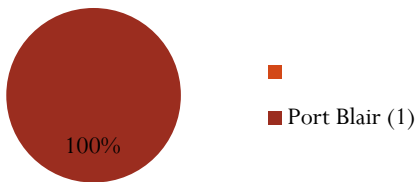
■ SHOWROOM



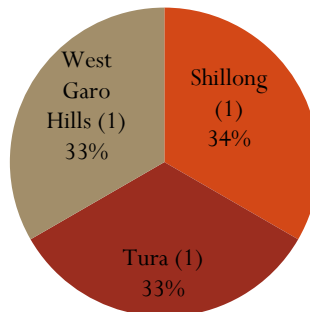
Showroom per City

- As we know Yamaha is a well known brand so it has many showrooms all over city
- So here is the data representing the data of showrooms per city

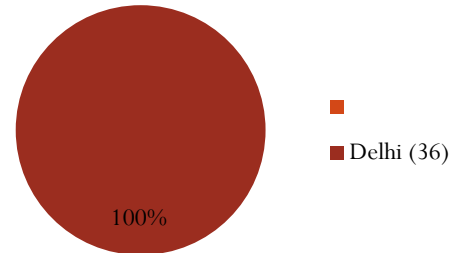
Andman Nicobar



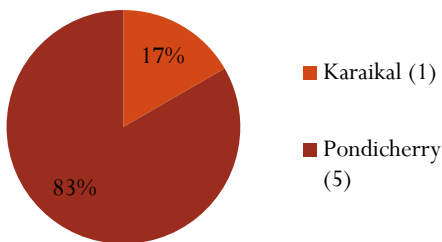
Meghalaya



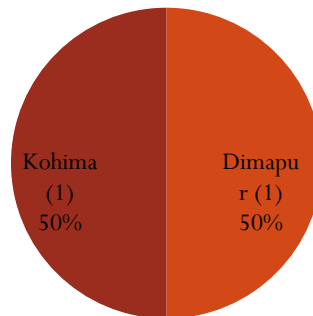
Delhi



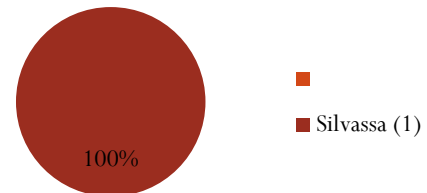
Pondicherry



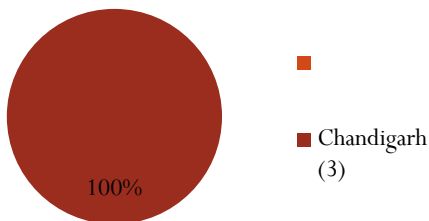
Nagaland



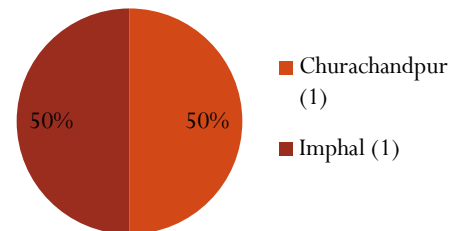
Dadra and Nagar Haveli



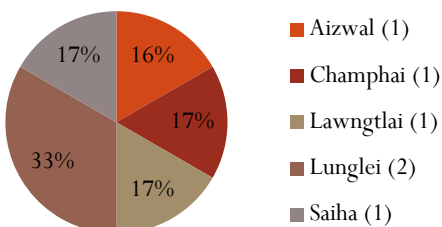
Chandigarh



Manipur

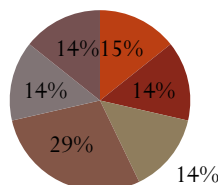


Mizoram

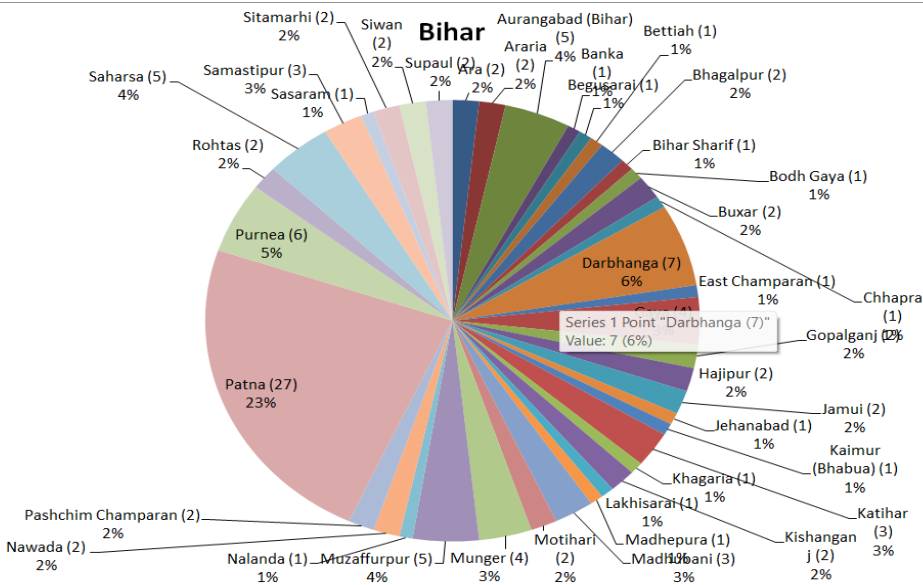
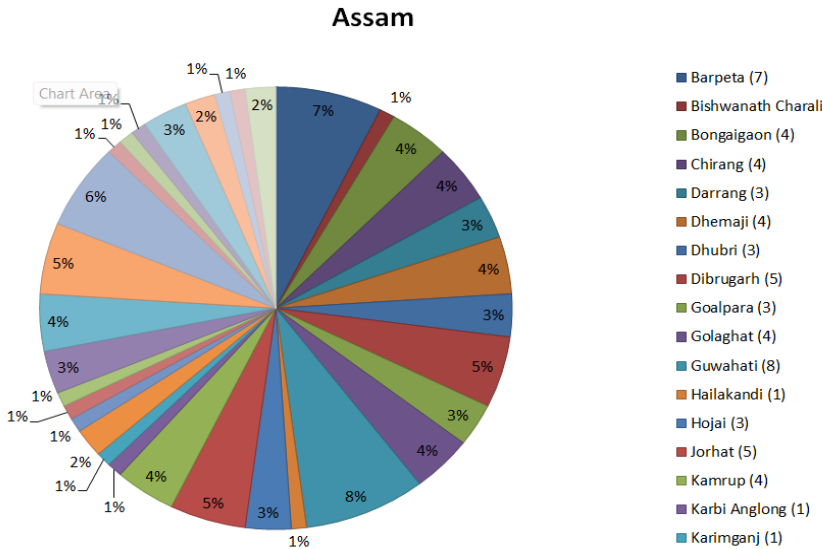
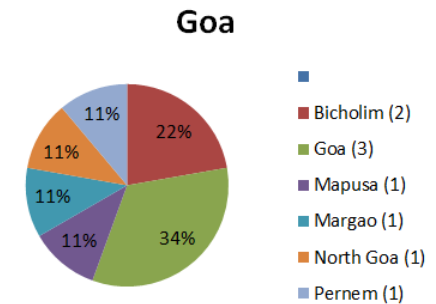
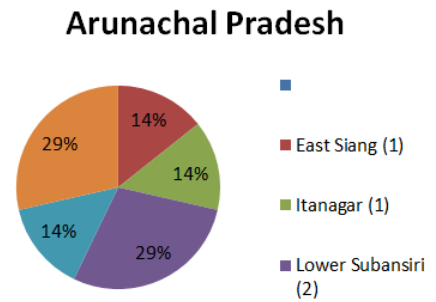
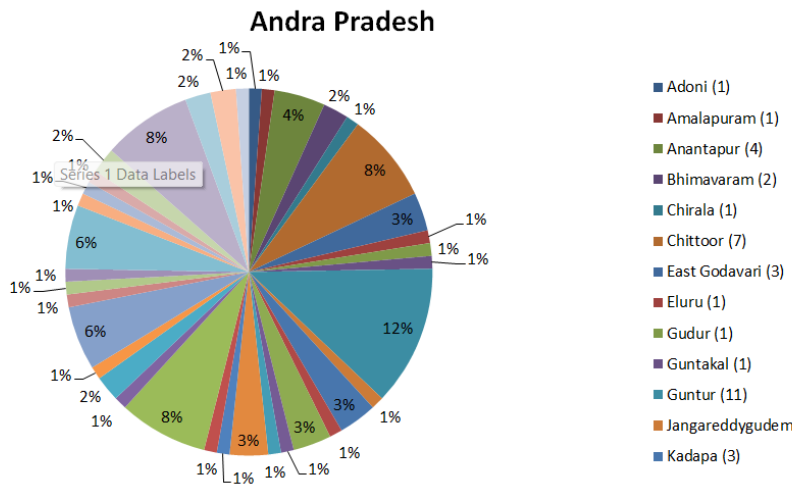


Tripura

- Agartala (1)
- Dharmanagar (1)
- Khowai (1)
- Sepahijala (2)
- South Tripura (1)
- Unakoti (1)

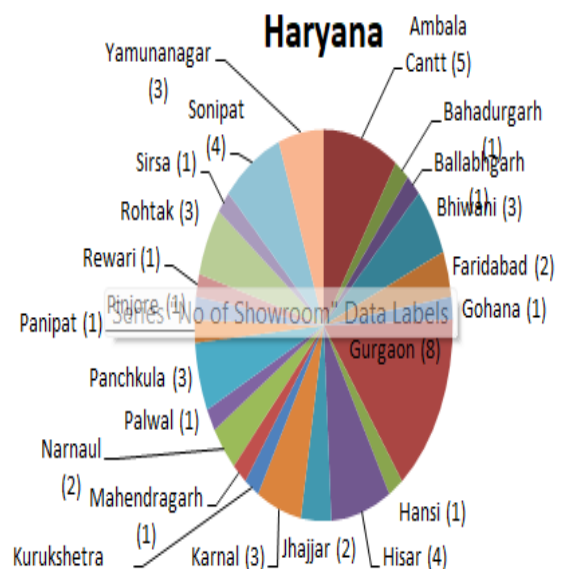
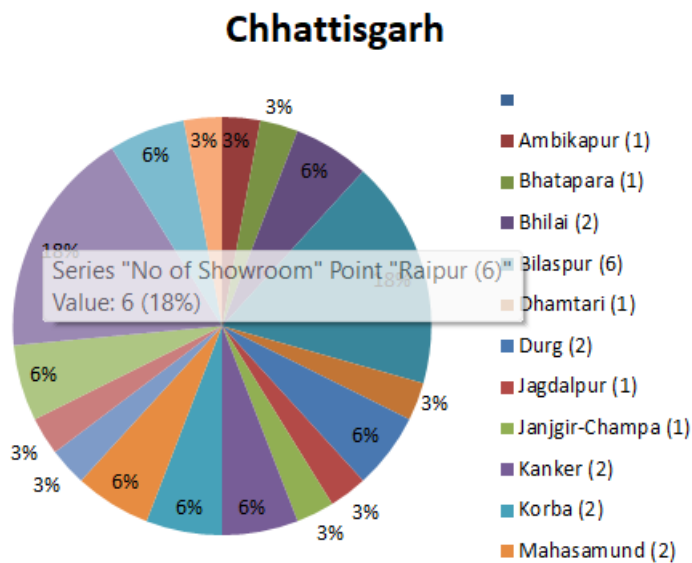
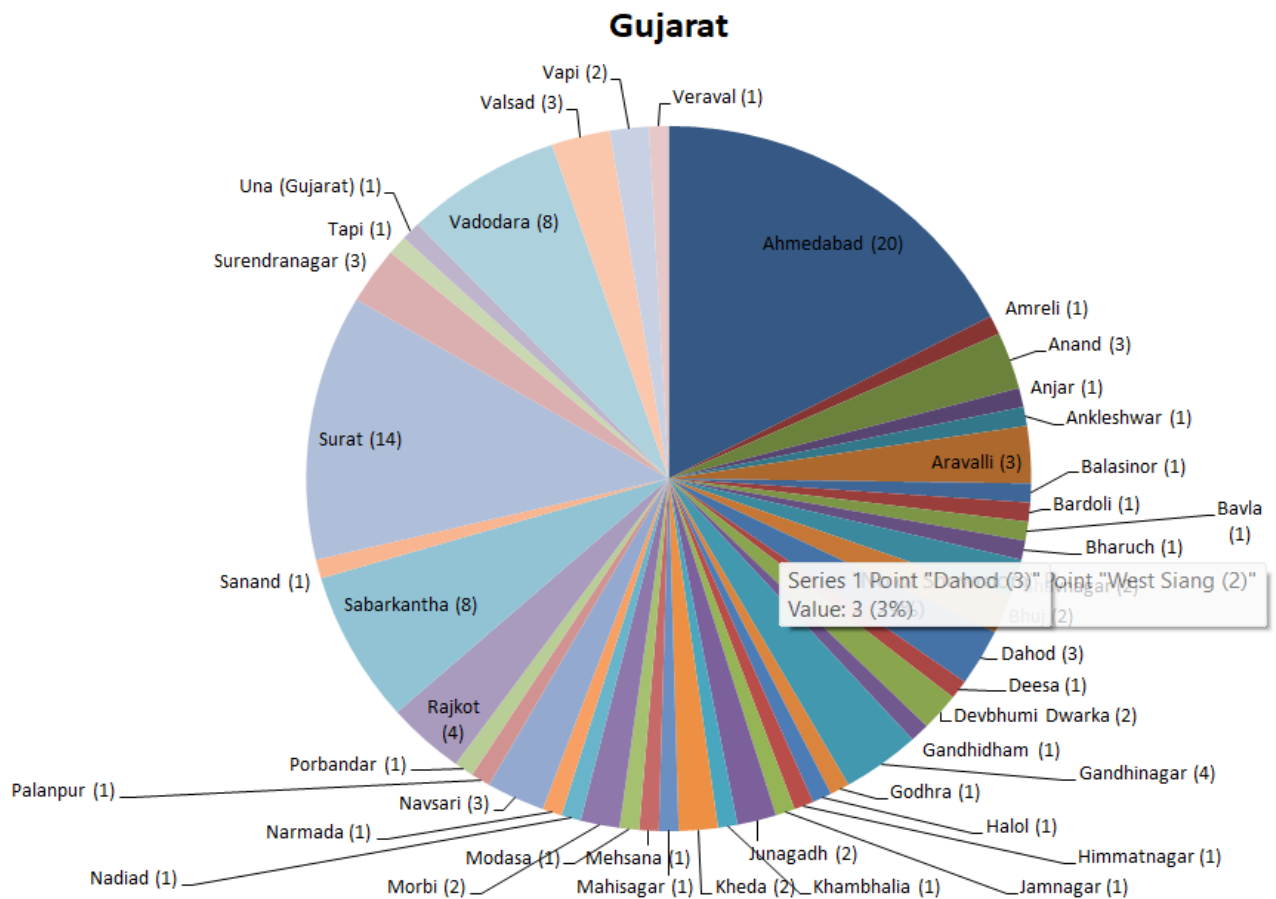


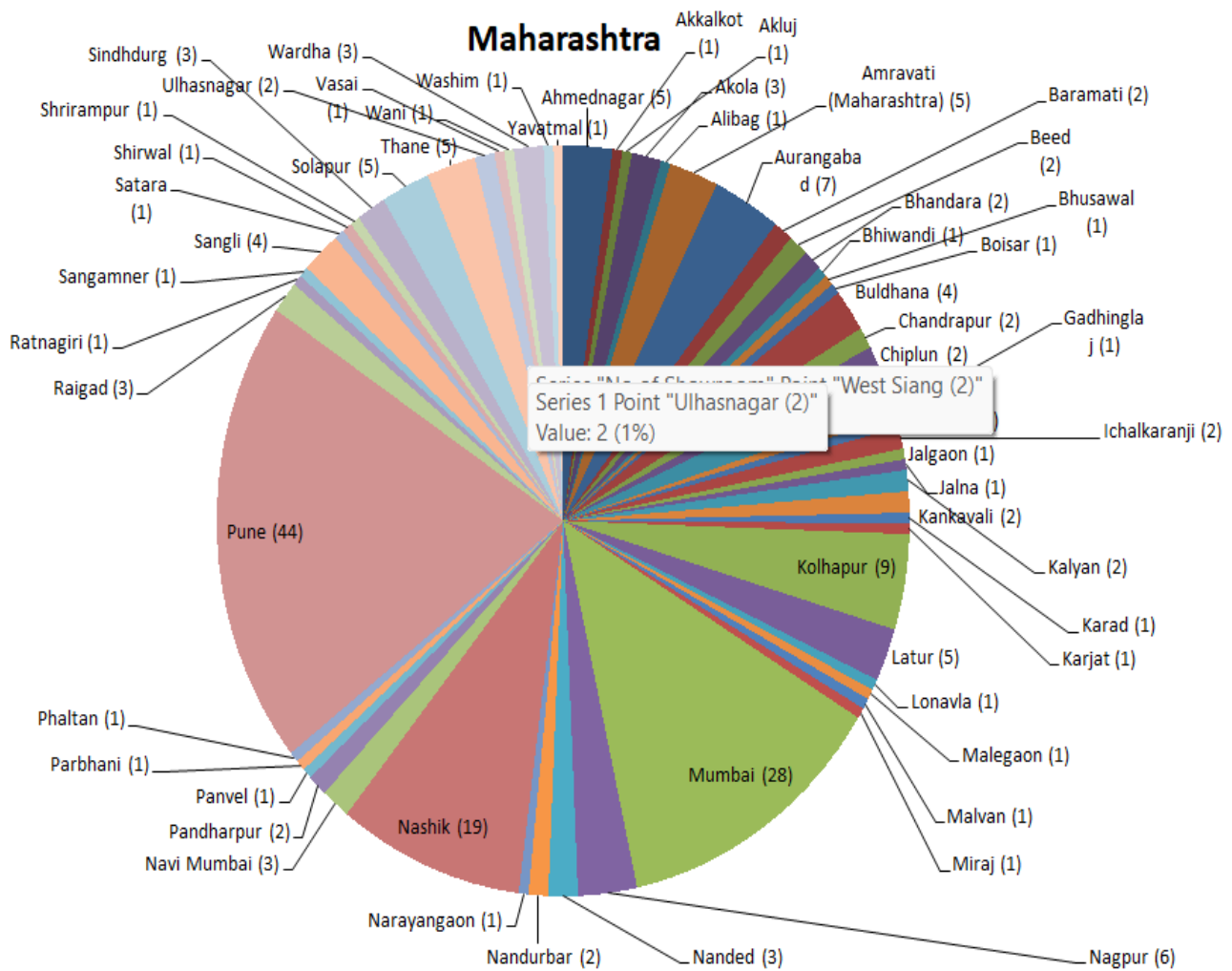
- Some of the city has less number of showroom and some have a great number of showrooms



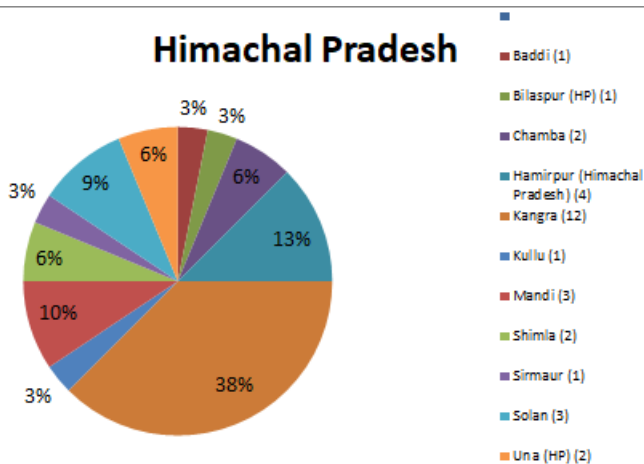
The city with the more
number of showrooms
provide more sales to
the company

- There are also some states that gives a major boost to the company by setting up more and more showrooms in their city

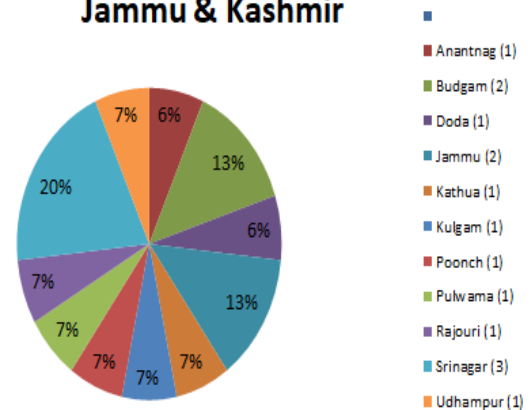




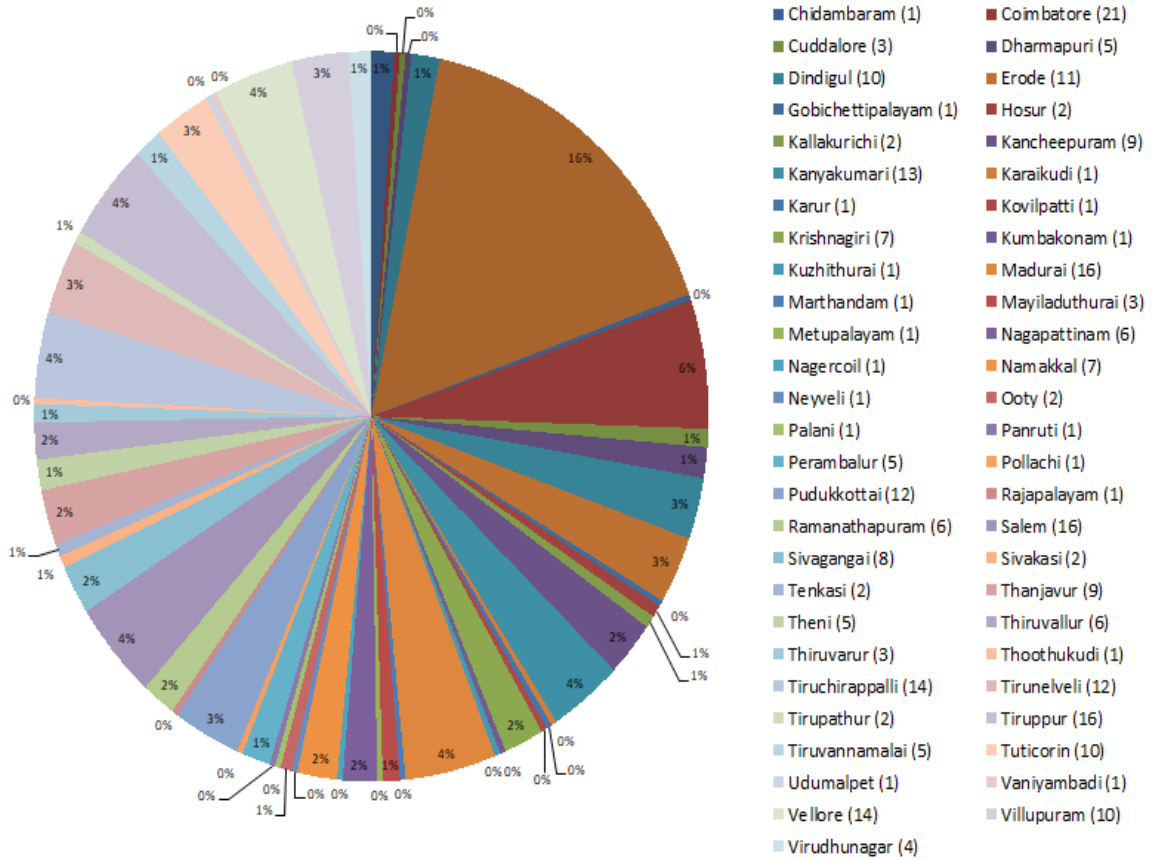
Himachal Pradesh



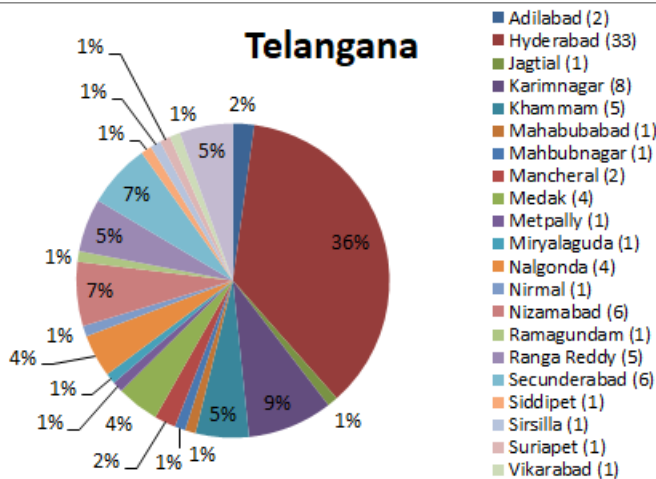
Jammu & Kashmir



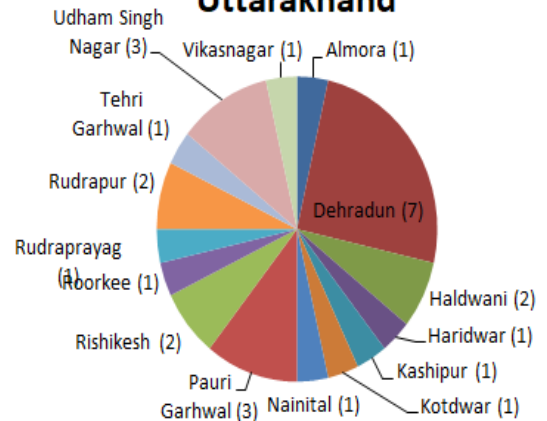
Tamil Nadu

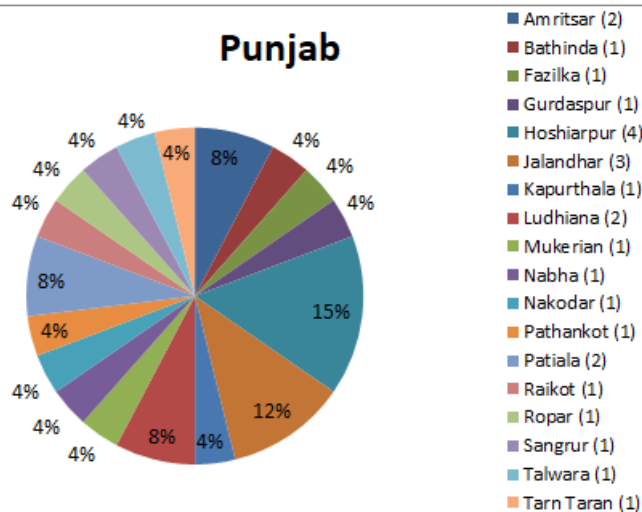
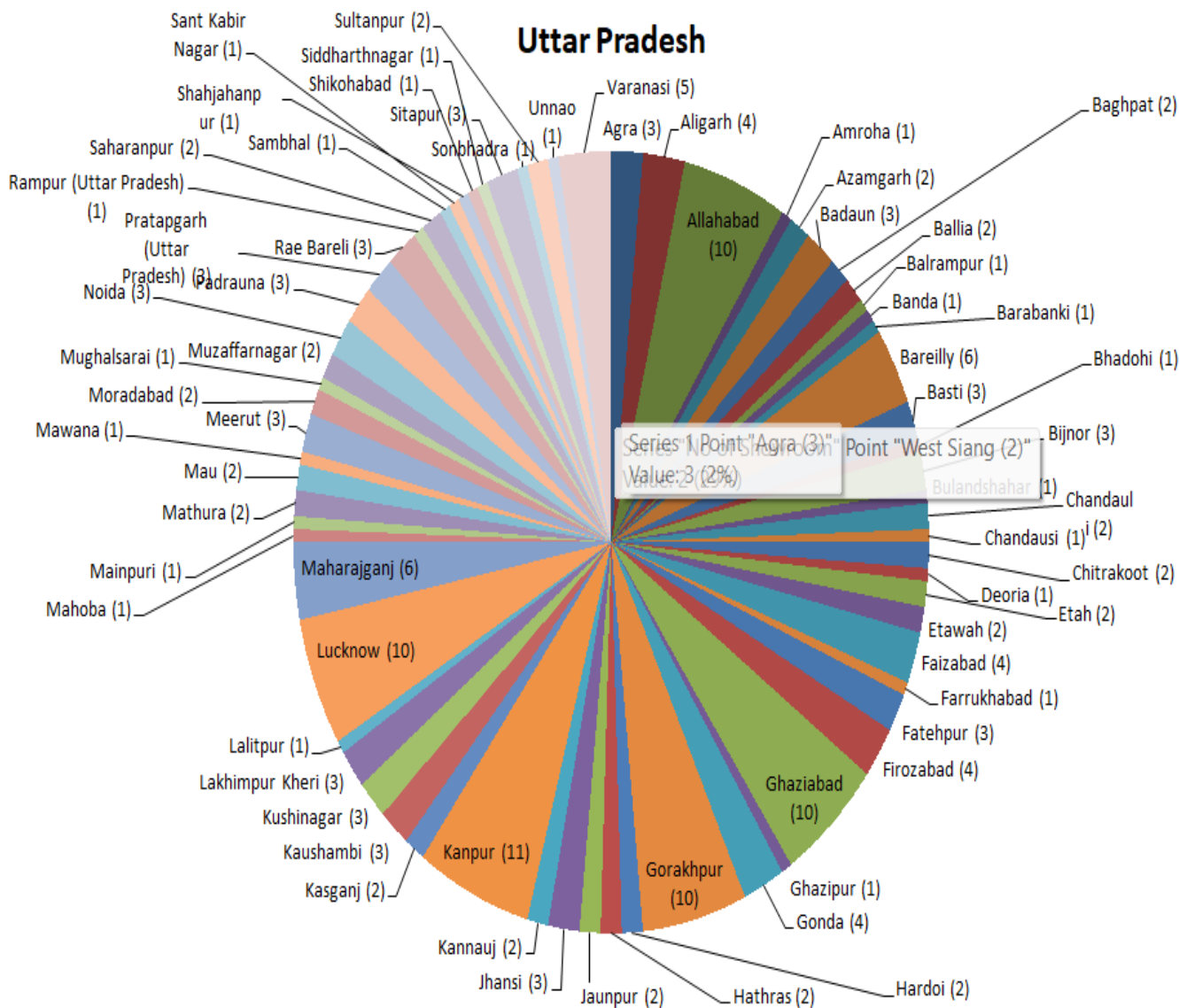


Telangana



Uttarakhand





Seventh in the OEM rankings is India Yamaha Motor with 165,077 units with sales split 65% between motorcycles (107,603 units, up 7%) and 35% scooters (57,474 units, up 43%). Like Suzuki, Yamaha has also seen a slight uptick in market share to 3.98%, up from 3.78% a year

Types of Yamaha Bikes

- Yamaha, a prominent motorcycle manufacturer, produces a diverse range of motorcycles tailored to various riding styles and preferences. I'll provide an overview of the major types of Yamaha bikes, keeping in mind that newer models may have been introduced after my last update.



- Yamaha is known for producing motorcycles with varying levels of performance to suit different riding styles, preferences, and skill levels.

Sport Bikes / Supersport Bikes:

- **YZF-R1**: A high-performance, flagship sportbike known for its cutting-edge technology and exceptional speed.
- **YZF-R6**: A middleweight sportbike known for its agility and track-focused performance.
- **YZF-R3**: A lightweight sportbike suitable for entry-level riders and those seeking a sporty riding experience.



Naked / Standard Bikes:

- **MT Series (Master of Torque):** The MT series includes various models like MT-09, MT-07, MT-03, and MT-125, known for their aggressive styling, versatile performance, and upright riding position.
- **XSR Series:** Retro-styled bikes with modern features, offering a blend of vintage aesthetics and contemporary performance.



- **Adventure / Dual-Sport Bikes:**

- **Tenere Series:** Adventure bikes designed for both on-road and off-road capabilities, including models like XT1200Z Super Tenere and Ténéré 700.

- **Cruisers / Touring Bikes:**

- **VMAX:** A powerful cruiser bike with a distinctive design and robust performance.
- **Bolt:** A cruiser bike with a minimalist design, providing a classic riding experience.

- **Motocross / Off-Road Bikes:**

- **YZ Series:** A range of motocross bikes designed for off-road racing and dirt biking, including models like YZ450F and YZ250F.



Journey of Yamaha in sales

The journey of Yamaha in sales is a testament to their strategic business approach and innovative product offerings. Here's an overview of Yamaha's sales journey, focusing on their motorcycle division:

- **Early Years and Expansion (1950s-1960s):**
 - Yamaha's entry into motorcycle manufacturing began with the YA-1 in the early 1950s, gaining traction both domestically and internationally.
 - The 1960s saw Yamaha rapidly expanding its motorcycle lineup, introducing several models and establishing itself as a formidable player in the motorcycle market.
- **International Growth (1970s-1980s):**
 - Yamaha made significant strides in international markets during the 1970s and 1980s, expanding their reach beyond Japan.
 - The introduction of iconic models like the Yamaha XS650, RD350, and RD400 bolstered sales and popularity globally.
- **Diversification and Innovation (1990s-2000s):**
 - Yamaha continued diversifying its motorcycle offerings, targeting various segments including sport bikes, cruisers, and off-road bikes.
 - Innovations like the YZF-R1 in the late 1990s, a high-performance sportbike, garnered widespread attention and contributed to increased sales.
- **Market Leadership (2000s-Present):**
 - Yamaha established itself as a market leader in various categories, including sport bikes, motocross bikes, and off-road motorcycles.
 - The Yamaha YZF-R6 and YZF-R1 continued to be bestsellers in the sportbike segment, showcasing Yamaha's commitment to high-performance motorcycles.
 - Yamaha's entry into the adventure bike segment with the Ténéré series, especially the Ténéré 700, received significant acclaim, further boosting sales and market share.
- **Global Expansion and Localized Strategies:**
 - Yamaha implemented localized sales and marketing strategies, adapting to regional preferences and regulations, thus strengthening their foothold in emerging markets.
 - Efforts to expand into markets like India, Southeast Asia, and Latin America proved successful, leveraging the growing demand for motorcycles in these regions.
- **Sustainable and Eco-Friendly Initiatives:**
 - Yamaha embraced sustainability by incorporating eco-friendly features in their motorcycles and focusing on electric and hybrid technology, aligning with the global shift towards sustainability and environmental consciousness.

Throughout their sales journey, Yamaha has demonstrated a commitment to innovation, diversification, and understanding consumer needs. Their ability to adapt to changing market dynamics and maintain a strong brand image has contributed to their continued success in the motorcycle industry.

Yamaha sales strategy

- **Diversified Product Portfolio:** Yamaha strategically diversifies its product portfolio to cater to a wide range of customer preferences. By offering motorcycles, musical instruments, audio devices, and more, they tap into diverse markets, capturing a broad spectrum of consumers.
- **Market Segmentation and Targeting:** Yamaha identifies specific market segments based on factors such as demographics, geographic locations, and psychographics. Through targeted marketing and product customization, they tailor offerings to meet the unique needs and preferences of each segment.
- **Innovative Product Development:** Yamaha places a strong emphasis on innovation, continuously introducing new products with cutting-edge features and technologies. By staying at the forefront of technological advancements, they attract consumers seeking modern, high-performance, and stylish options.
- **Global Presence and Localization:** With a global presence, Yamaha understands the importance of adapting to local cultures, regulations, and preferences. They localize marketing strategies and product designs to resonate with consumers in different regions, establishing a strong brand presence worldwide.
- **Effective Marketing and Branding:** Yamaha employs comprehensive marketing campaigns to enhance brand visibility and engagement. Their marketing initiatives utilize a mix of traditional advertising, digital platforms, sponsorships, and collaborations with artists and athletes to create a compelling brand image and connect with their target audience.

Yamaha sales strategy

- **Dealer Network and Customer Service:** Yamaha maintains a robust dealer network to ensure widespread availability of their products. They invest in training programs for dealers to provide superior customer service, enhancing the overall buying experience and fostering customer loyalty.
- **Strategic Partnerships and Alliances:** Collaborations and partnerships with other businesses and organizations contribute to Yamaha's sales strategy. Such alliances open up new distribution channels, expand their customer base, and sometimes lead to co-branded products that appeal to a broader audience.
- **After-Sales Support and Maintenance Services:** Yamaha places great importance on after-sales service, offering maintenance and repair services to ensure customer satisfaction and product longevity. This strategy enhances customer loyalty and encourages repeat purchases.
- **Customer Feedback and Data Analysis:** Yamaha actively gathers and analyzes customer feedback, market trends, and sales data. This information is invaluable in refining their product offerings, understanding consumer behavior, and making data-driven decisions for future product development and marketing strategies.

Incorporating these strategic elements, Yamaha positions itself as a customer-centric, innovative, and globally competitive company, driving sustained sales growth across its diverse product lines.

Sales Analysis

In the context of their motorcycle sales, the analysis typically covers the following points:

- **Product Segmentation and Demand:** Yamaha offers a wide range of motorcycles, catering to different market segments. Analyzing sales by segment, such as sport bikes, naked bikes, scooters, and adventure bikes, helps identify which product lines are most in demand and contribute significantly to overall sales.
- **Geographical Analysis:** Yamaha's sales are distributed across various regions globally. Analyzing sales by geographical locations provides insights into which regions are experiencing growth, saturation, or decline in demand. Understanding regional preferences and market dynamics helps tailor marketing and distribution strategies accordingly.
- **Market Share and Competition:** Examining Yamaha's market share in comparison to competitors is crucial. Understanding how Yamaha's market share is evolving over time provides insights into their competitive position and potential strategies needed to maintain or enhance market share.
- **Consumer Trends and Preferences:** Studying consumer preferences, including factors like performance expectations, design aesthetics, fuel efficiency, and technological features, helps align Yamaha's product development with market demands. Identifying emerging trends enables proactive adjustments in product offerings to meet changing consumer preferences.
- **Sales Volume and Revenue Growth:** Analyzing sales volume and revenue growth over specific periods allows for a comprehensive assessment of Yamaha's business performance. Identifying growth patterns, seasonal variations, and year-over-year comparisons helps in forecasting future sales and revenue potential.
- **Marketing and Promotion Effectiveness:** Evaluating the effectiveness of marketing and promotional campaigns, including digital marketing, sponsorships, and advertising, is critical. Understanding how these initiatives impact sales and brand perception aids in refining marketing strategies for optimal results.
- **Customer Feedback and Satisfaction:** Monitoring customer feedback, reviews, and satisfaction levels can provide valuable insights into the quality of products and services offered. Satisfied customers are likely to become brand advocates, influencing future sales and brand reputation positively.
- **Supply Chain and Inventory Analysis:** Assessing the efficiency of Yamaha's supply chain, inventory management, and production capabilities is essential. An efficient supply chain ensures timely product availability, preventing stockouts or overstocking issues that can impact sales.

Data For The sales Analysis

2022-2023

no	yamaha domestic	23-Feb	22-Feb	diff	growth%YOY	23-FEB %share
	1FZ	17262	13395	3867	28.87	43.82
	2R15	7697	6405	1292	20.17	19
	3MT15	6132	0	3132	_	15
	4RAY ZR	1790	8355	-3565	-42.67	12
	5FASCINO	3396	6416	-3020	-47.07	8
	6FZ25	120	246	-126	-51.22	0.3
_	TOTAL	39397	34817	4580	13.15	100

no	yamaha exports	23-Feb	22-Feb	diff	growth%YOY	23-FEB %share
	1FZ	7110	10140	-3030	-29.88	45
	2SALUTO	2832	604	2228	368.87	18
	3SALUTO RX	1686	108	1587	1461.11	10
	4MT15	1380	80	1300	1625	8
	5RAY ZR	1212	1849	-637	-34.45	7.72
	6FZ25	552	2694	-2142	-79.51	3.52
	7SZ	524	668	-144	-21.56	3.34
	8R15	398	664	-266	-40.06	2.54
	9FASCINO	0	0	0	_	0
	10YD125	0	2700	-2700	-100	0
	11CRUX	0	2654	-2354	-100	0
	TOTAL	15694	221610	-6467	-29.18	100

Data For The sales Analysis

20222-2023

no	yamaha domestic	23-Feb	22-Feb	diff	growth% YOY	23-FEB %share
1	FZ	17262	13395	3867	28.87	43.82
2	R15	7697	6405	1292	20.17	19
3	MT15	6132	0	3132	_	15
4	RAY ZR	1790	8355	-3565	-42.67	12
5	FASCINO	3396	6416	-3020	-47.07	8
6	FZ25	120	246	-126	-51.22	0.3
_	TOTAL	39397	34817	4580	13.15	100

no	yamaha exports	23-Feb	22-Feb	diff	growth% YOY	23-FEB %share
1	FZ	7110	10140	-3030	-29.88	45
2	SALUTO	2832	604	2228	368.87	18
3	SALUTO RX	1686	108	1587	1461.11	10
4	MT15	1380	80	1300	1625	8
5	RAY ZR	1212	1849	-637	-34.45	7.72
6	FZ25	552	2694	-2142	-79.51	3.52
7	SZ	524	668	-144	-21.56	3.34
8	R15	398	664	-266	-40.06	2.54
9	FASCINO	0	0	0	_	0
10	YD125	0	2700	-2700	-100	0
11	CRUX	0	2654	-2354	-100	0
	TOTAL	15694	221610	-6467	-29.18	100

Data For The sales Analysis

20222-2023

no	yamaha domestic	23-Mar	22-Mar	diff	growth% YOY	23-MAR %share
1	FZ	19092	23016	-3924	-17.05	43.83
2	R15	7581	5768	1813	31.43	17.4
3	MT15	6201	0	6201	—	14.24
4	RAY ZR	5661	4072	1589	39.02	13
5	FASCINO	5026	6341	1315	-20.74	1154
6	FZ25	0	500	-500	-100	0
—	TOTAL	43561	39697	3864	9.73	100

no	yamaha exports	23-Mar	22-Mar	diff	growth% YOY	23-MAR %share
1	FZ	3746	13670	-9924	-72.6	27.62
2	SALUTO	3400	900	2500	277.78	25.07
3	SALUTO RX	1812	72	1740	2416	13.36
4	MT15	1664	4288	-2624	-61.19	12.27
5	RAY ZR	1240	80	1160	1450	9.14
6	FZ25	952	2310	-1178	-55.3	7.02
7	SZ	512	2040	-1528	-74.9	3.77
8	R15	237	717	-480	-66.95	1.75
9	FASCINO	0	0	0	—	0
10	YD125	0	2550	-2550	-100	0
11	CRUX	0	4172	-4172	-100	0
12	ALPHA	0	112	-112	-100	0
	TOTAL	13563	30731	-17168	-55.87	100

Data For The sales Analysis

2022-2023

no	yamaha domestic	23-Apr	22-Apr	diff	growth% YOY	23-APR %share
1	FZ	20931	16508	4423	26.79	39.54
2	R15	11294	7948	3346	42.1	21.33
3	RAY ZR	9945	5778	4167	72.12	18.79
4	FASCINO	6300	3896	2404	61.7	11.9
5	MT15	1169	9228	-4579	-51.57	8.44
6	FZ25	0	610	-610	-100	0
—	TOTAL	52939	42968	9971	23.21	100

no	yamaha exports	23-Apr	22-Apr	diff	growth% YOY	23-APR %share
1	FZ	4636	140922	-9456	-67.1	27
2	SALUTO RX	3364	0	3364	—	20
3	SALUTO	3306	850	2456	288.94	19
4	RAY ZR	1687	3064	-1386	-45.23	10
5	MT15	1348	600	748	124.67	8
6	FZ25	10442	1118	-76	-6.8	6
7	R15	626	849	-223	-26.27	3
8	SZ	620	1424	-804	-56.46	3
9	FASCINO	30	30	0	0	0.18
10	YD125	0	1800	-1800	-100	0
11	CRUX	0	3324	-3324	-100	0
12	ALPHA	0	112	-112	-100	0
	TOTAL	16650	27263	-10613	38.93	100

Data For The sales Analysis

20222-2023

no	yamaha domestic	23-May	22-May	diff	growth% YOY	23-MAY %share
1	FZ	16919	15068	1851	12.28	31.48
2	R15	11280	7120	4160	58.43	20.99
3	MT15	9749	8845	949	10.73	18.22
4	RAY ZR	8422	5584	2838	50.82	15.67
5	FASCINO	7156	7584	-428	-5.64	13.31
6	FZ25	0	706	-706	-100	0
—	TOTAL	53751	44907	8844	19.69	100

no	yamaha exports	23-May	22-May	diff	growth% YOY	23-MAY %share
1	FZ	6612	9042	-2430	-26.87	36.35
2	SALUTO	3510	852	2658	311.97	19.29
3	SALUTO RX	3156	0	3156	—	17.35
4	RAY ZR	3040	2720	320	11.76	16.71
5	MT15	960	540	420	77.78	5.28
6	SZ	496	1544	-1108	-71.76	2.4
7	R15	388	1378	-990	-71.84	2.13
8	FASCINO	90	0	90	—	0.49
9	FZ25	0	2370	-2370	-100	0
10	YD125	0	2850	-2850	-100	0
11	CRUX	0	2166	-2166	-100	0
12	ALPHA	0	112	-112	-100	0
	TOTAL	18192	23574	-5382	-22.83	100

Data For The sales Analysis

20222-2023

no	yamaha domestic	23-Jun	22-Jun	diff	growth%YOY	23-JUN %share
1	FZ	16316	19305	-2989	-15.48	27.68
2	RAY ZR	13441	8091	5350	66.12	22.95
3	R15	10111	8330	1781	21.38	17.26
4	FASCINO	9572	79115	1657	20.93	16.34
5	MT15	9127	7785	1342	17.24	15.58
6	FZ25	0	673	-673	-100	0
—	TOTAL	58567	52099	6468	12.41	100

no	yamaha exports	23-Jun	22-Jun	diff	growth%YOY	23-JUN %share
1	FZ	4568	9954	-5368	-54.11	35
2	RAY ZR	2438	3322	-884	-26.61	19
3	SALUTO	2400	1342	1058	78.84	18
4	SALUTO RX	2152	316	1836	581.01	16
5	FZ25	508	1556	-1048	-67.35	3
6	MT15	330	322	8	2.48	2
7	SZ	216	1008	-792	-78.57	1
8	R15	176	868	-692	-79.72	1
9	FASCINO	30	0	30	—	0.23
10	YD125	0	4500	-4500	-100	0
11	CRUX	0	2772	-2772	-100	0
12	ALPHA	0	168	-168	-100	0
	TOTAL	12818	26128	-13310	-50.94	100

Data For The sales Analysis

20222-2023

no	yamaha domestic	23-Jul	22-Jul	diff	growth% YOY	23-JUL %share
1	FZ	16651	18988	-2337	-12.31	26.91
2	RAYZR	15828	8043	7785	96.79	25.58
3	FASCINO	11710	9373	2337	24.93	18.92
4	R15	10705	9359	1346	14.38	17.3
5	MT15	5805	8308	-2575	30.73	9.38
6	AEROX	1185	0	1185	_	1.91
7	FZ25	0	523	-523	-100	0
	TOTAL	61884	54666	7218	13.2	100

no	yamaha exports	23-Jul	22-Jul	diff	growth% YOY	23-JUL %share
1	FZ	5640	10992	-5352	-48.69	41
2	SALUTO RX	2660	0	2660	_	19
3	RAYZR	2322	3252	-930	-28.6	16
4	SALUTO RX	1480	520	888	170.77	10
5	MT15	620	242	378	156.2	4
6	FZ25	484	1934	-1450	-74.97	3
7	SZ	312	1000	-688	-68.8	2
8	R15	204	1148	-944	-82.23	1
9	FASCINO	90	104	-14	-13.46	0.66
10	YD125	0	3750	-3750	-100	0
11	CRUX	0	4792	-4792	-100	0
	TOTAL	13740	27734	-13994	-50.46	100

Data For The sales Analysis

2021-2022

no	Yamaha Domestic	Jan - 22	Jan - 21	Diff	Growth % YoY	% Share Jan 22
	1FZ	15,734	21,496	-5,762	-26.8	43.53
	2RayZR	7,030	10,504	-3,474	-33.07	19.45
	3Fascino	6,221	8,416	-2,195	-26.08	17.21
	4R15	6,146	8,408	-2,262	-26.9	17
	5FZ25	998	159	839	527.67	2.76
	6MT15	17	6,168	-6,151	-99.72	0.05
	Total	36,146	55,151	-19,005	-34.46	100

no	Yamaha Exports	Jan - 22	Jan - 21	Diff	Growth % YOY	% Share Jan 22
	1FZ	10,370	5,676	4,694	82.7	51.96
	2RayZR	2,568	1,074	1,494	139.11	12.87
	3Crux	1,728	1,332	396	29.73	8.66
	4YD125	1,350	0	1,350	-	6.76
	5FZ25	1,174	1,288	-114	-8.85	5.88
	6SZ	1,120	1,220	-100	-8.2	5.61
	7R15	718	390	328	84.1	3.6
	8Saluto	600	2,650	-2,050	-77.36	3.01
	9Alpha	168	0	168	-	0.84
	10MT15	160	160	0	0	0.8
	11Fascino	0	120	-120	-100	0
	12Saluto RX	0	1,512	-1,512	-100	0
	Total	19,956	15,422	4,534	29.4	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	22-Feb	21-FebDiff	Growth % YoY	% Share Feb 22	
	1FZ	13395	17798	-4403	-24.74	38.47
	2RayZR	8355	13812	-5457	-39.51	24
	3Fascino	6416	10228	-3812	-37.27	18.43
	4R15	6405	7474	-1069	-14.3	18.4
	5FZ25	246	0	246-		0.71
	6MT15	0	6176	-6176	-100	0
	Total	34817	55488	-20671	-37.25	100

No	Yamaha Domestic	22-Feb	21-FebDiff	Growth % MoM	% Share Jan 22	
	1FZ	13395	15734	-2339	-14.87	43.53
	2RayZR	8355	7030	1325	18.85	19.45
	3Fascino	6416	6221	195	3.13	17.21
	4R15	6405	6146	259	4.21	17
	5FZ25	246	998	-752	-75.35	2.76
	6MT15	0	17	-17	-100	0.05
	Total	34817	36146	-1329	-3.68	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	Mar - 22	Mar-21Diff	Growth % YoY	% Share Mar 22	
	1FZ	23,016	16,563	6,453	38.96	57.98
	2RayZR	6,341	8,272	-1,931	-23.34	15.97
	3R15	5,768	6,988	-1,220	-17.46	14.53
	4Fascino	4,072	7,724	-3,652	-47.28	10.26
	5FZ25	500	222	278	125.23	1.26
	6MT15	0	6,472	-6,472	-100	0
-	Total	39,697	46,241	-6,544	-14.15	100

No	Yamaha Domestic	Mar - 22	Feb-22Diff	Growth % MOM	% Share Feb 22	
	1FZ	23,016	13,395	9,621	71.83	38.47
	2RayZR	6,341	8,355	-2,014	-24.11	24
	3R15	5,768	6,405	-637	-9.95	18.4
	4Fascino	4,072	6,416	-2,344	-36.53	18.43
	5FZ25	500	246	254	103.25	0.71
	6MT15	0	0	0-		0
-	Total	39,697	34,817	4,880	14.02	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	Apr - 22 us	Apr - 21	Diff	Growth % YoY	% Share Apr 22
1	FZ	16,508	12,298	4,210	34.23	37.55
2	MT15	9,228	5,692	3,536	62.12	20.99
3	R15	7,948	6,022	1,926	31.98	18.08
4	RayZR	5,778	7,512	-1,734	-23.08	13.14
5	Fascino	3,896	5,612	-1,716	-30.58	8.86
6	FZ25	610	182	428	235.16	1.39
	Total	43,968	37,318	6,650	17.82	100

No	Yamaha Domestic	Apr - 22	Mar - 22	Diff	Growth % MoM	% Share Mar 22
1	FZ	16,508	23,016	-6,508	-28.28	57.98
2	MT15	9,228	0	9,228		0
3	R15	7,948	5,768	2,180	37.79	14.53
4	RayZR	5,778	6,341	-563	-8.88	15.97
5	Fascino	3,896	4,072	-176	-4.32	10.26
6	FZ25	610	500	110	22	1.26
	Total	43,968	39,697	4,271	10.76	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	May - 22	May - 21	Diff	Growth YoY	May 22 % Share
	1FZ	15,068	3,008	12,060	400.93	33.55
	2RayZR	8,845	1,060	7,785	734.43	19.7
	3MT15	7,584	1,344	6,240	464.29	16.89
	4R15	7,120	2,132	4,988	233.96	15.85
	5Fascino	5,584	824	4,760	577.67	12.43
	6FZ25	706	140	566	404.29	1.57
-	Total	44,907	8,508	36,399	427.82	100

No	Yamaha Exports DUSHLAKE	May - 22	May - 21	Diff	Growth % YoY	% Share May 22
	1FZ	9,042	5,474	3,568	65.18	38.36
	2YD125	2,850	0	2,850		12.09
	3RayZR	2,720	2,509	211	8.41	11.54
	4FZ25	2,370	896	1,474	164.51	10.05
	5Crux	2,166	5,946	-3,780	-63.57	9.19
	6SZ	1,544	1,104	440	39.86	6.55
	7R15	1,378	518	860	166.02	5.85
	8Saluto	852	92	760	826.09	3.61
	9MT15	540	400	140	35	2.29
	10Alphal	112	224	-112	-50	0.48
	11Fascino	0	7	-7	-100	0
	12Saluto RX	0	342	-342	-100	0
	Total	23,574	17,512	6,062	34.62	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	Jun - 22	Jun - 21	Diff	Growth % YOY	% Share Jun 22
	DUSHLA					
1	FZ	19,305	11,084	8,221	74.17	37.05
2	R15	8,330	5,020	3,310	65.94	15.99
3	RayZR	8,091	2,229	5,862	262.99	15.53
4	Fascino	7,915	2,065	5,850	283.29	15.19
5	MT15	7,785	3,628	4,157	114.58	14.94
6	FZ25	673	562	111	19.75	1.29
-	Total	52,099	24,588	27,511	111.89	100

No	Yamaha Exports	Jun - 22	Jun - 21	Diff	Growth YOY	%% Share Jun 22
1	FZ	9,954	11,780	-1,826	-15.5	38.1
2	YD125	4,500	1,350	3,150	233.33	17.22
3	RayZR	3,322	3,348	-26	-0.78	12.71
4	Crux	2,772	1,690	1,082	64.02	10.61
5	FZ25	1,556	2,442	-886	-36.28	5.96
6	Saluto	1,342	Jul - 8	422	45.87	5.14
7	SZ	1,008	1,568	-560	-35.71	3.86
8	R15	868	1,541	-673	-43.67	3.32
9	MT15	322	160	162	101.25	1.23
10	Saluto RX	316	2,916	-2,600	-89.16	1.21
11	Alpha	168	0	168-		0.64
12	Fascino	0	82	-82	-100	0
	Total	26,128	27,797	-1,669	-6	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	Jul - 22	Jul - 21	Diff	Growth % YOY	Jul - 22
	1 FZ	18,988	18,066	922	5.1	34.73
	2 R15	9,359	7,280	2,079	28.56	17.12
	3 RayZR	8,043	7,053	990	14.04	14.71
	4 Fascino	9,373	9,525	-152	-1.6	17.15
	5 MT15	8,380	5,316	3,064	57.64	15.33
	6 FZ25	523	831	-308	-37.06	0.96
-	Total	54,666	48,071	6,595	13.72	100

No	Yamaha Exports	Jul - 22	Jul - 21	Diff	Growth % YOY	Jul - 22
	1 FZ	10,992	12,455	-1,463	-11.75	39.63
	2 YD125	3,750	1,950	1,800	92.31	13.52
	3 RayZR	3,252	3,277	-25	-0.76	11.73
	4 Crux	4,792	1,904	2,888	151.68	17.28
	5 FZ25	1,934	2,471	-537	-21.73	6.97
	6 Saluto	520	680	-160	-23.53	1.87
	7 SZ	1,000	2,338	-1,338	-57.23	3.61
	8 R15	1,148	962	186	19.33	4.14
	9 MT15	242	3	239	7966.67	0.87
	10 Saluto RX	0	36	-36	-100	0
	11 Alpha	0	224	-224	-100	0
	12 Fascino	104	0	104	-	0.37
-	Total	27,734	26,300	1,434	5.45	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	Aug - 22	Aug - 21	Diff	Growth YoY	Share Aug 22
1	FZ	19,469	7,608	11,861	155.9	33.19
2	RayZR	10,124	16,064	-5,940	-36.98	17.26
3	R15	9,794	9,590	204	2.13	16.7
4	MT15	9,477	1,752	7,725	440.92	16.16
5	Fascino	9,150	18,037	-8,887	-49.27	15.6
6	FZ25	645	991	-346	-34.91	1.1
-	Total	58,659	54,042	4,617	8.54	100

No	Yamaha Exports	Aug - 22	Aug - 21	Diff	Growth YoY	Share Aug 22
1	FZ	13,326	9,108	4,218	46.31	43.42
2	RayZR	4,349	5,162	-813	-15.75	14.17
3	YD125	3,900	0	3,900.		12.71
4	Crux	2,140	3,786	-1,646	-43.48	6.97
5	FZ25	1,856	958	898	93.74	6.05
6	R15	1,822	864	958	110.88	5.94
7	SZ	1,816	2,196	-380	-17.3	5.92
8	Saluto	884	568	316	55.63	2.88
9	Fascino	390	9	381	4233.33	1.27
10	Saluto RX	126	74	52	70.27	0.41
11	MT15	80	240	-160	-66.67	0.26
12	Alpha	0	0	0-		0
-	Total	30,689	22,965	7,724	33.63	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	Sep - 22	Sep - 21	Diff	Growth % YOY	% Share Sep 22
	1 FZ	20,453	4,550	15,903	349.52	35.92
	2 Fascino	10,348	14,244	-3,896	-27.35	18.17
	3 R15	9,550	11,792	-2,242	-19.01	16.77
	4 RayZR	8,143	16,121	-7,978	-49.49	14.3
	5 MT15	8,102	2,514	5,588	222.28	14.23
	6 FZ25	343	1,562	-1,219	-78.04	0.6
-	Total	56,939	50,783	6,156	12.12	100

No	Yamaha Exports	Sep - 22	Sep - 21	Diff	Growth % YOY	% Share Sep 22
	1 FZ	10,013	6,570	3,443	52.4	39.76
	2 Crux	3,408	1,804	1,604	88.91	13.53
	3 RayZR	3,349	2,772	577	20.82	13.3
	4 YD125	3,300	1,500	1,800	120	13.10
	5 SZ	1,912	1,368	544	39.77	7.59
	6 FZ25	1,296	2,226	-930	-41.78	5.15
	7 R15	1,074	528	546	103.41	4.26
	8 Saluto	600	996	-396	-39.76	2.38
	9 MT15	232	1	231	23100	0.92
	10 Fascino	1	0	1	-	0
	11 Saluto RX	0	324	-324	-100	0
	12 Alpha	0	168	-168	-100	0
	Total	25,185	18,257	6,928	37.95	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	45221	45220Diff	Growth % YoY	% Share Oct 22	
	1FZ	20440	13404	7036	52.49	33.13
	2RayZR	11683	13601	-1918	-14.1	18.94
	3R15	10541	10246	295	2.88	17.09
	4Fascino	10501	13487	-2986	-22.14	17.02
	5MT15	8037	6016	2021	33.59	13.03
	6FZ25	489	819	-330	-40.29	0.79
-	Total	61691	57573	4118	7.15	100

No	Yamaha Exports	Oct-22 DUPMI (not	45220Diff	Growth % YoY	% Share Oct 22	
	1FZ	10735	10603	132	1.24	48.89
	2YD125	3750	1800	1950	108.33	17.08
	3RayZR	1759	3766	-2007	-53.29	8.01
	4Crux	1640	2326	-686	-29.49	7.47
	5SZ	1344	1136	208	18.31	6.12
	6FZ25	1044	2068	-1024	-49.52	4.75
	7R15	924	640	284	44.38	4.21
	8Saluto	600	1062	-462	-43.5	2.73
	9MT15	160	160	0	0	0.73
	10Alpha	0	472	-472	-100	0
	11Saluto RX	0	192	-192	-100	0
	12Fascino	0	0	0-		0
-	Total	21956	24225	-2269	-9.37	100

Data For The sales Analysis

2021-2022

No	Yamaha Domestic	Nov - 22	Nov - 21	Diff	Growth YoY	%% Share Nov 22
1	RayZR	10,795	12,344	-1,549	-12.55	25.22
2	Fascino	9,801	8,208	1,593	19.41	22.9
3	FZ	7,988	7,624	364	4.77	18.66
4	R15	7,427	8,392	-965	-11.5	17.35
5	MT15	6,335	2,727	3,608	132.31	14.8
6	FZ25	456	14	442	3157.14	1.07
-	Total	42,802	39,309	3,493	8.89	100

No	Yamaha Exports	Nov - 22	Nov - 21	Diff	Growth % YOY	% Share Nov 22
1	FZ	12,242	9,246	2,996	32.4	52.5
2	YD125	3,000	600	2,400	400	12.87
3	RayZR	2,486	3,709	-1,223	-32.97	10.66
4	Saluto RX	1,998	0	1,998		8.57
5	R15	1,036	692	344	49.71	4.44
6	FZ25	900	220	680	309.09	3.86
7	SZ	764	1,336	-572	-42.81	3.28
8	Saluto	686	500	186	37.2	2.94
9	MT15	204	81	123	151.85	0.87
10	Crux	0	2,628	-2,628	-100	0
11	Alpha	0	168	-168	-100	0
12	Fascino	0	1	-1	-100	0
	Total	23,316	19,181	4,135	21.56	100

Data For The sales Analysis

2021-2022

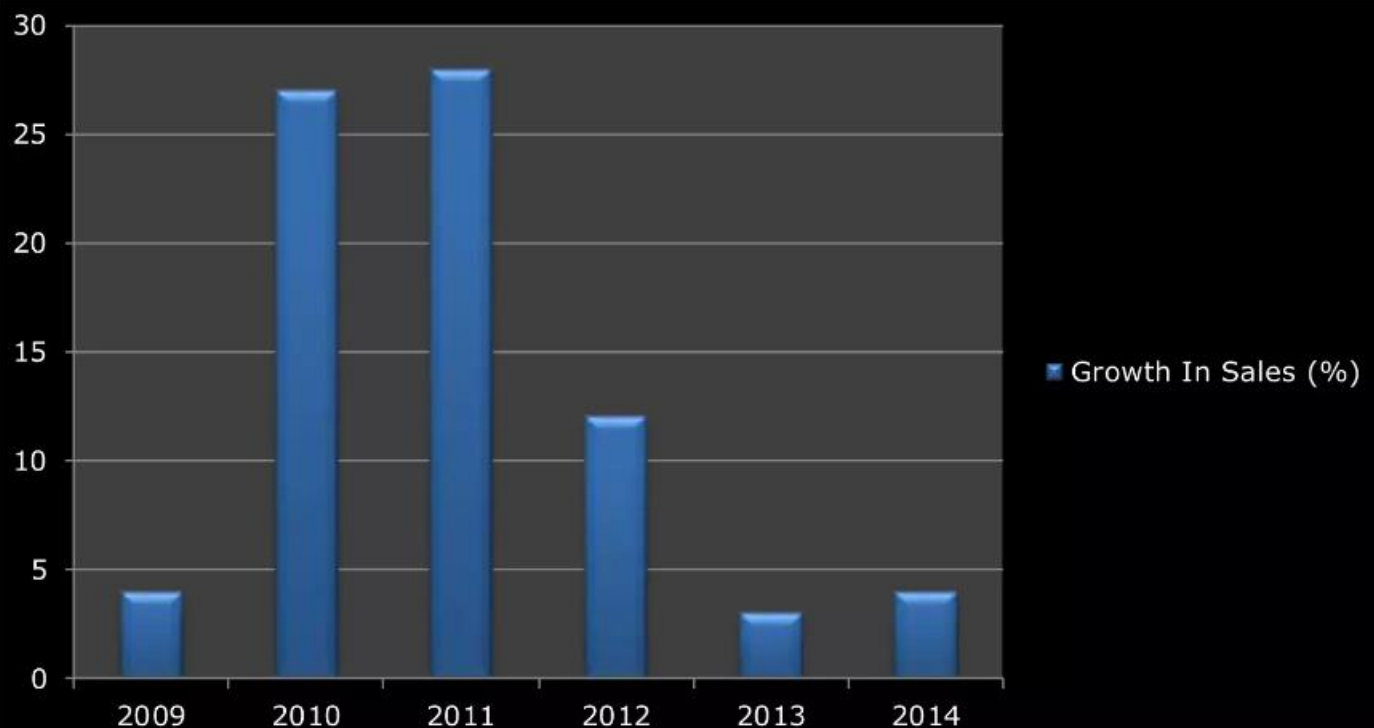
No	Yamaha Domestic	Dec - 22	Dec - 21	Diff	Growth YOY	Dec 22 % Share
1	RayZR	9,713	5,781	3,932	68.02	32.21
2	R15	6,827	8,952	-2,125	-23.74	22.64
3	FZ	6,103	19,790	-13,687	-69.16	20.24
4	Fascino	4,266	8,455	-4,189	-49.54	14.15
5	MT15	3,247	1,756	1,491	84.91	10.77
6	FZ25	1	2	-1	-50	0
-	Total	30,157	44,736	-14,579	-32.59	100

No	Yamaha Exports	Dec - 22	Dec - 21	Diff	Growth YOY	% Share Dec 22
1	FZ	11,302	10,297	1,005	9.76	50.75
2	Saluto RX	4,738	0	4,738	-	21.28
3	Saluto	2,140	632	1,508	238.61	9.61
4	R15	987	535	452	84.49	4.43
5	FZ25	840	1,518	-678	-44.66	3.77
6	RayZR	678	2,558	-1,880	-73.49	3.04
7	SZ	636	1,320	-684	-51.82	2.86
8	YD125	600	0	600	-	2.69
9	MT15	240	280	-40	-14.29	1.08
10	Fascino	108	0	108	-	0.48
11	Crux	0	2,830	-2,830	-100	0
-	Total	22,269	19,970	2,299	11.51	100

Total Production of automobiles in India (million units).

Year	Passenger vehicles	Commercial Vehicles	Three Wheeler	Two Wheeler
FY 2005	1.2	0.4	0.4	6.5
FY 2006	1.3	0.4	0.4	7.6
FY 2007	1.3	0.5	0.6	8.6
FY 2008	1.6	1.4	1.5	8
FY 2009	1.8	0.4	0.5	8.4
FY 2010	2.4	0.4	0.5	10.5
FY 2011	3.0	0.8	0.8	13.4
FY 2012	3.1	0.8	0.8	15.5
FY 2013	3.2	0.8	0.8	15.9

- Production of automobile increased a CAGR of 11.8% over FY 2005 to 2013.
- Passenger vehicle was the fastest growing segment, representing CAGR of 12.9%.
- Among all the sectors Two-wheeler sector was largest production of unit.



Most sold bike of Yamaha {Globally}



In fact, the MT-07 has been the best-selling 'Hyper Naked' each successive year since its initial release – a fact that is proudly proclaimed by the company itself. Having sold more than 160,000 units, and counting, there remains little doubt that the MT-07 is indeed a popular bike with the masses



Most sold bike of Yamaha {Domestic}



Yamaha FZ was the most sold bike both in domestic markets. Yamaha FZ topped domestic sales charts with 16,919 units sold in May 2023, up 12.28 percent from 15,068 units sold in May 2022. It commanded a 31.48 percent share in the company lineup



Conclusion

In conclusion, the study on Yamaha bike showrooms and the analysis of its sales for the period of 2021-2022 and 2022-2023 provide valuable insights into Yamaha's marketing strategies, sales performance, and consumer engagement. The research encompassed an in-depth examination of Yamaha's bike showrooms, sales trends, and the factors influencing their market presence. Yamaha's success in the motorcycle industry stems from a combination of strategic market segmentation, innovative product development, customer-centric practices, and an unwavering commitment to delivering high-quality, performance-oriented bikes. The positive sales trends observed during the study period affirm Yamaha's position as a dominant player in the global motorcycle market, poised for sustained growth and success in the coming years.