



# A Comparative Study of Promotional Strategy of Two-Wheeler in India

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## Abstract

The word "Strategy" is essential for all business organisations in the highly competitive world of today. Organizations are now beginning to understand how important customer-centric and aggressive marketing promotional strategies are to becoming successful leaders. Despite the fact that globalisation has made opportunities available to everyone, the market is still crowded with some unknown risks and lots of competition. Due to the competition, promotional strategies must strive to be distinguishable, different, and advantageous. It is vital to examine the effects of promotional strategies on consumers' decision-making processes in order to understand consumer purchasing behaviour or responses to promotional strategies of 2-wheeler companies. In order to better understand the needs, wants, and desires of the consumers, it investigates the variables and characteristics of individual consumers, such as demographic and behavioural variables. Over the past ten years, India's two-wheeler market has grown progressively. Any organisation needs to be aware of the underlying motives and factors that influence consumer choices when making purchases of goods and services. This study aims to identify the various variables that affect consumers' purchasing decisions for the two-wheeler segments in New Delhi, India. The primary data used in this study was gathered from a questionnaire survey of 2-wheeler users in the city of New Delhi. This study discusses demand trends for two-wheelers as well as consumer motivations. This consumer study was carried out to examine consumer preferences in the Indian market. This study aims to identify the characteristics that have the greatest influence on two-wheeler vehicle purchases. It aims to evaluate customer satisfaction in order to assess the performance of chosen two-wheeler companies. Finally, it makes some important recommendations for the growth of the two-wheeler industry.

**Key words:** Promotional Strategies, Branding, Packaging, Labelling, Pricing, Survival, Profit, Product Quality

## Introduction

One of India's most thriving and expanding industries is the auto industry. The manufacturing gross domestic product of the nation is 22% of what is produced in this sector (GDP). One of the industries that directly and indirectly creates the most jobs is the auto industry. According to estimates, every job created in the automotive industry generates between three and five indirect ancillary jobs. For many international automakers, India's domestic market and growth potential have been very alluring. After China and Japan, India is currently the third-largest exporter of two-wheelers worldwide. A Standard Chartered Bank report claims that India is presently the world's third largest exporter of two-wheelers after China and Japan.

Due to increased affordability, rising incomes, and untapped markets, it is anticipated that the coming years will witness steady but cautious growth. The Indian automobile industry is expected to experience significant growth with support from the government and global trends like the drop in natural rubber prices. Since Bajaj Auto began bringing "Vespa" scooters into India and selling them there in 1948, the two-wheeled vehicle market in that country has advanced significantly. Since then, customers' preferences have significantly shifted in favour of high-tech, fuel-efficient motorcycles and gearless scooters.

In India, there are many changes happening in the two-wheeler industry. Even today, motorcycles make up a sizeable portion of the two-wheeler market. Due to the congested traffic, poor public transportation in many areas of the country, fuel efficiency, spacious features, and gearless scooter market's rapid growth. The Indian two-wheeler market has undergone significant change. declining sales figures have hurt market leaders from the previous decade, while Japanese companies have started building strong base across India.

In the two-wheeler industry, there are currently eight major players, and additional players are making a bid for attention in this expansive and competitive market. Hero MotoCorp Limited, Bajaj Auto Limited, Honda Motorcycles & Scooters India (HMSI) Pvt. Ltd., and TVS Motors are a few of the companies that together account for a sizeable portion of the two-wheeler market. Other businesses like Yamaha Motors, Suzuki Motorcycle India, Mahindra Two-Wheelers, and Royal Enfield are behind them.

An Indian two-wheeler manufacturer is called Bajaj Auto Limited. The "Hamara Bajaj" slogan used for the scooter segment quickly gained popularity among Indians in general and middle class families in particular. The company successfully transitioned from being a scooter manufacturer to a motorcycle manufacturer over the past ten years. After the successful introduction of new motorcycle models like the Pulsar 150, Pulsar 200, Pulsar 220cc DTS-i, Pulsar 150 DTS-i, Pulsar 135cc, Discover 100cc, 125cc, 150cc, Pulsar 200 NS, KTM-DUKE 200cc, 350cc, etc., it has experienced significant growth over the past ten years.

The two-wheeler industry in India's marketing environment, growth, performance, and business should be examined in light of the aforementioned facts. Large company Bajaj Auto Limited has experienced significant changes in the marketplace and business. A business that once had a significant market presence is currently dealing with fierce competition and losing market share in its sector. Thus, the researcher tries to analyse Bajaj Auto Limited's and other newly emerging two-wheeler companies' marketing and promotional strategies.

Customers have become more sophisticated and conscious of the quality and value satisfaction they are seeking from the products and services in this consumer-dominated society. They are more aware of their legal rights.

Today, the customer is king. Therefore, the development of strategic marketing skills is crucial if an organisation wants to survive in this consumer-dominated and globalised era due to the challenges of global competition, rapidly changing technology, changing customer needs, and shifting demographic and cultural environments.

In simple terms, marketing can be thought of as the link connecting the two major economic sectors of producers and consumers. As is common knowledge, producers create their products with the intention of profitably selling them on the market, while consumers buy those products and services to satisfy their needs and desires. However, there is a divide between these two social groups. The marketing contributes to bridging the divide between the two. Marketing is essentially anticipating and listening to market demands, then meeting those demands profitably.

In this age of globalisation, promotional strategies, a new field of knowledge, are becoming more well-known and respected. Since it is a specialised area of the social sciences, it is dynamic. It encompasses a wide range of activities, including product development and planning, innovation and modification of products, branding and packaging, product obsolescence, pricing, distribution channels, physical distribution, as well as the areas of advertising, personal selling, publicity, sales promotion, etc. Product promotion strategies cover not just tangible goods but also services, concepts, locations, and organisational structures. Promotional strategies are crucial for the nation, society, and consumers as well as for the manufacturer. It helps businesses plan and make decisions, distribute goods and services, generate revenue, gather crucial information, and make the best use of their available resources. It contributes to raising the social standard of living, by offering a wide range and variety of goods and services, as well as pertinent market data. These tactics assist consumers in more effectively satiating their needs and wants (Mamoun, 2012).

### **Marketing Mix:**

Professor Neil Borden of the Harvard Business School identified several corporate performance actions that affected consumers' decisions to buy goods or services in the early 1960s. Borden proposed in an article for the Harvard Business Review that actions represented a marketing mix. Borden's work was advanced by Professor E.J. McCarthy, "a contemporaneous colleague at the Harvard Business School, who proposed that the marketing mix could be summarised into four elements, namely Product, Place, Price, and Promotion." (Singh and Kumar, 2011)

Philip Kotler explains it "as a set of marketing tools that a firm uses to pursue its marketing objectives in the target market" (Milind, 2011). McCarthy, explained market mix also known as the "four Ps" formula, which stands for "Product, Place, Price, and Promotion." The process of combining the 4Ps with the efficient use of organisational resources for customer satisfaction is thus the composition of the marketing mix. As the market and environment change, so does the marketing mix, making it a dynamic concept.



**Figure: Composition of Marketing Mix**

### **Components of Marketing Mix:**

McCarthy proposed the four components of the marketing mix, also referred to as the "4 Ps of marketing": the product, place, price, and promotion. These components have been mentioned below.

#### **Product:**

The centrepiece of all marketing efforts is the product. Without it, the marketing mix would be incomplete, and without it, there would be no business. Anything can be a product, including a physical item, an idea, a service, or a company. We can see the advantages and services that go along with the tangible product in addition to it. When it comes to the product-related portion of marketing, a marketer must make choices regarding the product's features, appearance, quality, packaging, brand, warranty, and various services and support options.

Planning and developing the ideal product, branding, grading, standardisation, packaging, labelling, new product development, product dropping, etc. are all included in managing the product. As a result, a business must consider a number of factors when developing a product, including the needs and wants of the target market, their purchasing habits, their age, income, and cultural preferences, the competitive environment, business customs, legal considerations, technological advancement, etc.

#### **Price:**

One of the most crucial elements of the marketing mix is price. In contrast to the three Ps—Product, Place, and Promotion—which incur costs for the business, the only factor that brings in money is the price. One of the most difficult aspects of a company's marketing strategy to address is pricing. Pricing includes setting pricing objectives, pricing policies, incentives, etc. in addition to determining the price. According to this, the company must decide the basis for setting the price, i.e., whether it will be determined based on the product's costs, demand, competitive environment, or any other basis, when determining prices. Numerous factors, including the state of the economy, the life cycle stage of the product, customer behaviour, and other components of the marketing mix, are taken into account when making pricing decisions.

**Place/Channel of Distribution:**

The elements that give the product a sense of place are referred to as place. How is the product transported to customers, where is it manufactured, and where is it stored under the place element of the marketing mix? The location of each of these things should guarantee that the product arrives at its destination undamaged and on time. Moving the product from producer to consumer, either directly or through intermediaries, is what it is all about. Decisions about the channel of distribution, including the type of channel, the number and type of intermediaries like wholesalers and retailers, the intensity of distribution, and physical distribution methods like transport and warehouses, among others, are significant decisions that are made in consideration of various factors like the buyer's geographic location, strength of the potential customers, nature of the product, competitive condition in the market, etc.

**Promotion:**

Promotion, as a part of the marketing mix, is a powerful tool that aids in influencing potential customers to select their goods and services. Without being able to clearly communicate the benefits of such a product and service to the target market, a successful product or service is meaningless. Any activity intended to increase consumer awareness of a product or persuade them to buy it is referred to as promotion. Making customers aware of the product and then persuading them to purchase it is the fundamental goal of promotion. The promotion consists of publicity, personal selling, sales promotion, and advertising. These promotional tools are employed in consideration of a number of variables, including the nature of the product, the target market, the company's available resources, its strengths and weaknesses, and the availability of promotional tools.

These promotional tools are employed in consideration of a number of variables, including the nature of the product, the characteristics of the target market, the resources available to the company, its strengths and weaknesses, the accessibility of promotional tools, the associated costs, etc. Promotional decisions include those made when creating promotional objectives and policies, choosing promotional tools, choosing a promotional budget, and determining how effectively promotional programmes are working, among other things.

Pawan Chabra (2011) Today, every second bike sold in the premium segment is a Pulsar, demonstrating Bajaj's dominance in the Indian market. This was made possible by the company's ongoing efforts to keep the motorbike looking modern. As of FY 2010–2011, Bajaj holds over 50% of the market in the premium segment, with Honda Motorcycle & Scooter India coming in as a distant second with a mere 19% market share. He claimed that Bajaj's scooter business was doomed when it formally ceased production of its iconic Chetak in December 2002. In order to advance its goal of building a respectable motorcycle brand, the company made significant investments in R&D and marketing. The company made significant investments in R&D and product development, but faced difficulties with sales and distribution because their dealers had little experience selling motorcycles. As a result, the entire dealership network was given motorcycle sales training.

Peter Kotler (2012) Harley Davidson dealers, from the CEO to the sales team, keep in touch with clients personally via social media and in-person interactions. Knowing each customer personally and conducting ongoing research to stay on top of their evolving needs and experiences aid Harley-Davidson in better defining their target market.

According to Mohanty and Bagodi (2008) the two-wheeled vehicle industry is experiencing a period of increased customer satisfaction, and the traditional strategies used by service organisations to draw customers are frequently insufficient. According to Abhijeet Singh and Brijesh Kumar (2011) Hero Honda Motors Ltd. is implementing a programme called Good life Passport to Relationship Reward with the aim of fostering novel customer interactions. This programme provides participants with a magnetic card that stores all of their information and functions as a loyalty benefit card when used to access any service at a showroom or workshop.

According to Milind (2011)<sup>12</sup>, GM-Marketing at Bajaj Auto, the company is currently working to shift the industry from a commuter to a biker mindset. The company's current focus is on keeping the mother brand and the subbrands distinct. The main goal of creating individual brands is to create differentiation, which will make it easier for Bajaj Auto to build relationships with its customers.

According to Fitzsimmons (2017), the profitability of automakers depends on utilising value-added services. For instance, automakers have found that financing and after-sales service can generate sizable profits. Oyama (2012) states that Honda Motor wants to dominate the Indian market and that by 2020, Indian operations should account for 30% of Honda's worldwide sales. Honda's market penetration in rural areas fell to less than a third of Hero Moto Corp. due to production issues HMSI had in the past with most of its models having the longest waiting times nationwide.

Kathirvel and Chandrasekaran (2009) conducted surveys on consumer behaviour to carefully examine the customer's wants. The study also aids in understanding various marketing factors like product features and price. This study will contribute to our understanding of how consumers are influenced to favour a particular brand and the issues they encounter when using those brands.

According to Upadhyay (2013), the industry has experienced phenomenal growth over the past two fiscal years. A market trend favouring rural areas over urban areas is expanding more quickly. According to a survey, the market for two-wheelers will continue to expand in the years to come. In rural areas, two-wheeler demand is anticipated to grow even more. By building more and better infrastructure, such as good roads, and by utilising cutting-edge technology, one can gain an advantage over rivals across the nation.

The automobile industry in India is booming, according to J.P. Sharma and Anjali Bhatnagar (2006), especially since restrictions on foreign collaborations were lifted. With a revenue of about Rs 120 billion, the auto component industry has elevated itself to the status of a significant economic sector. The automotive industry is also the biggest consumer of raw materials like high-value rubber and plastics, as well as steel, aluminium, and zinc alloys. This study looked at these multiplier effects on the manufacturing and service sectors and examined why the automobile sector is seen as India's main driver of growth. In a nutshell, the

pressure to pay taxes and duties has always been a problem for the road transportation sector, despite the fact that it is regarded as the economic foundation of the nation.

Duggani & Rao (2014) examined how Honda Bikes managed its relationships with various customers when it launched new products, which helped Honda become the market leader in many different market segments. It was assumed by Honda that the majority of high-income group customers preferred the supply of Honda Bikes. Honda Bikes are known to about 70% of consumers. The majority of customers agree that Honda products are of the highest quality and are reasonably priced; 50% of customers think the price of Honda bikes is reasonable. However, 10% of the customers want the quality to be improved.

The auto industry in general and two-wheeler industry in particular is currently dealing with urgent and new challenges. The industry is under pressure from factors such as globalisation, individualization, digitalization, and escalating competition. The automotive industry's voluntary environmental commitments and rising safety standards have also contributed to the upcoming changes. Success no longer depends on size. Only businesses that discover novel ways to add value will be successful in the future. According to this viewpoint, a strategic methodology is required in order for them to change for the competition.

Numerous factors that affect the global automotive industry are making it more complex and affecting the financial options available to automakers. The majority of these variables interact and are highly interdependent on one another. Some of these factors, though, are market-driven, and as a result, the automakers are powerless to directly affect them. These elements consist of:

- *Globalization, regionalization, and market convergence:* National markets are becoming more and more globalised as a result of the effects of liberalisation. This increases the opportunity for businesses to enter new markets while also raising the risk of new competitors or more intense competition in established markets.
- *Increasingly diverse consumer aggregate behaviour patterns:* Consumers are no longer satisfied with standardised goods that meet their specific needs. Companies must therefore reduce their target groups if they want to draw customers to the products they are selling.

However, consumers typically do not reward businesses for their more customised products due to the increased global competition, which places a stronger emphasis on price rather than brand loyalty. These factors have led to more stringent requirements for automobile manufacturers in their line of work.

- *Accelerated product portfolio modification and diversification:* These businesses must reduce product lifecycles in order to respond quickly with innovative products to changing consumer expectations and individual needs.
- *Increasing demands for innovation and adaptability in manufacturing and development:* Development teams are already overworked due to the complexity of digital technology as well as the shortened product lifecycles. Another factor is the rise in parallel development initiatives as businesses create more and more niche models for particular target audiences. Certainly,

new development methods like virtual reality are needed for this. For instance, using this method allowed BMW to complete the Z4 model's development in just 30 months.

### **Objectives of the Study:**

The present study has the following objectives:

- Analysing the promotional objectives and target market strategies of the two-wheeler companies.
- Examining different dimensions of product decisions.
- Examining pricing methods, policies and practices adopted by the companies.
- Examining the promotional decisions of the companies.

### **Research Methodology**

#### **Research Design**

The study used the following methodological approach to help achieve the stated objectives. It primarily focuses on analysing the sales promotion tactics of major two-wheeler players and how they affect consumers' shopping experiences. Additionally covered are the methodology, sample unit, sample frame, sample size calculation, statistical tools and techniques, questionnaire design, and analysis method used in this study.

The research framework begins with a review of the relevant literature, which includes articles and reports from various secondary sources. A structured interview schedule was created in relation to customer preferences, opinions, and perceptions of major two-wheeler players' sales promotion strategies. After receiving positive results and putting the changes into practise, the final interview schedule was created, the primary survey was carried out and then the data was coded.

#### **Research Approach**

There are two different types of research methodologies: inductive methodology and deductive methodology. A deductive approach aims to test an existing theory and arrives at a specific observation from general observations, whereas an inductive approach develops a theory and makes broad generalisations from detailed observations. As a result, the researcher used a deductive method in this study.

#### **Sample**

The study focuses on those participants who have either purchased any two-wheeler during last two years and those who are planning to purchase the same. Total 216 participants (participants who had purchased any new two-wheeler during last two years) were studied from New Delhi area. The age of the participants ranged from 20 to 40 years. The participants were selected through convenient sampling technique.

## Statistical Analysis

In order to analyse the data percentage analysis and chi-square analysis was used. Chi-square test is used when we wish to explore relationship between two categorical variables. Each of the two variables can have two or more than two levels.

## Results

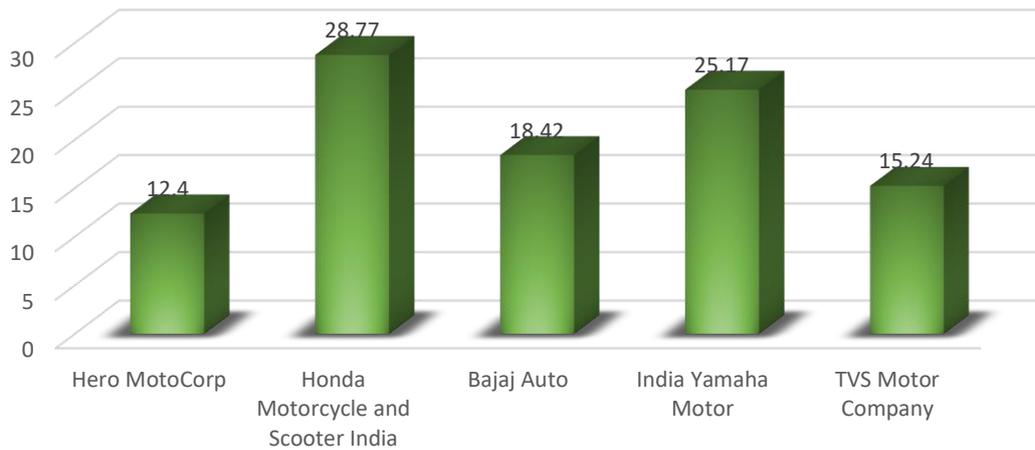
The data obtained through survey was analysed using percentage analysis and chi-square technique. The obtained results have been mentioned below.

**Table 1:** Showing percentage of responses in favour of major two-wheeler company and chi-square.

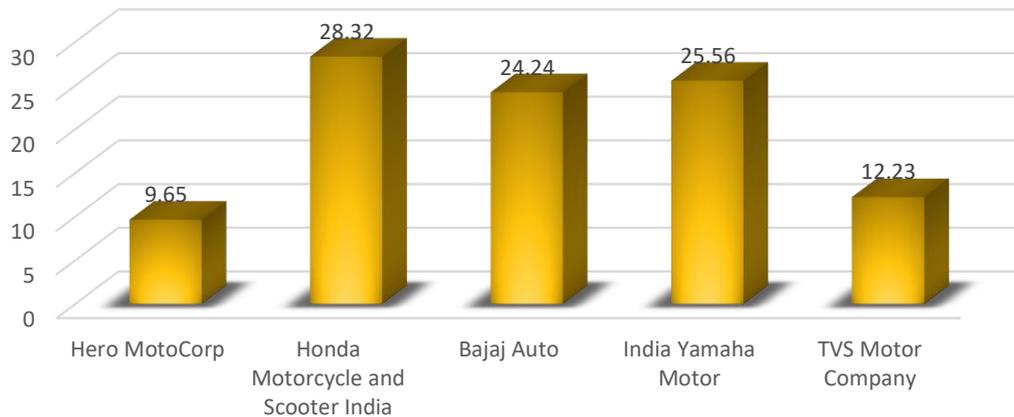
Item	Hero MotoCorp	Honda Motorcycle and Scooter India	Bajaj Auto	India Yamaha Motor	TVS Motor Company	Chi-square
Offer Best Price	12.4	28.77	18.42	25.17	15.24	9.328*
Offer Best Discount	9.65	28.32	24.24	25.56	12.23	14.28**
Offer Innovative Models	45.6	22.9	18.54	7.43	5.34	51.94**
Advertisements are Eye Catching	13.24	16.86	34.15	20.43	15.32	13.89**
Sales Offers are Tempting	22.45	19.12	17.18	22.04	19.21	0.976
Positive Word-of-mouth Enhances my Chances of Purchase	15.46	18.25	23.42	17.32	25.55	3.668
Company Provides Great Offers During Mega Sales	20.12	10.11	25.23	29.3	15.24	11.72*
Customer Review Helps in Better Purchase	35.54	20.18	25.12	15.12	4.04	27.31**
Company has Good Reputation	25.2	22.76	28.15	11.35	12.54	11.58*
Company Provides Enough Service Stations	25.42	18.32	22.54	13.23	20.29	4.228
Customer Dealing is Conducive	18.23	17.43	25.23	21.88	17.23	2.415
Company is Known for its Quality of Products	35.24	15.8	23.34	17.32	8.3	20.26**
Company Provides Easy EMI Options to Pay	18.34	19.25	20.32	25.86	16.23	2.599
Company Offers Value for Money (Benefits Exceeding Price)	26.63	25.62	15.54	12.23	19.98	7.79
Company Offers Wide Range of Product Choices (Different Models)	28.54	29.23	13.68	16.12	12.43	13.52**
Like Company's Special Offers	18.17	21.12	18.12	25.27	17.32	2.155

\*Significant at 0.05 level, \*\*Significant at 0.01 level

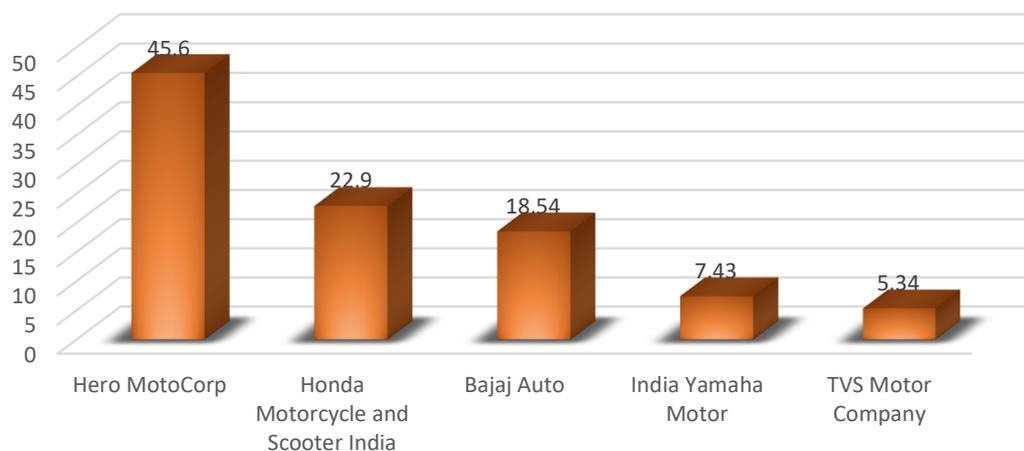
### Offer best price



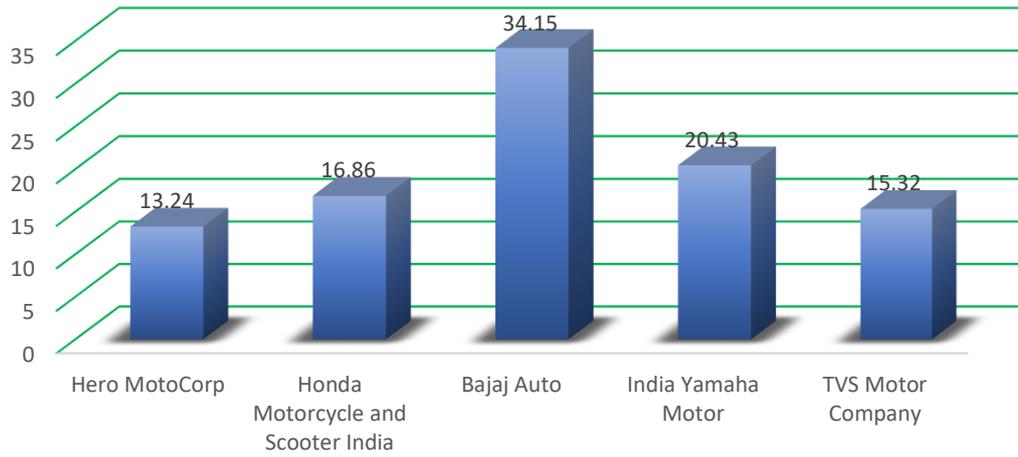
### Offer Best Discount



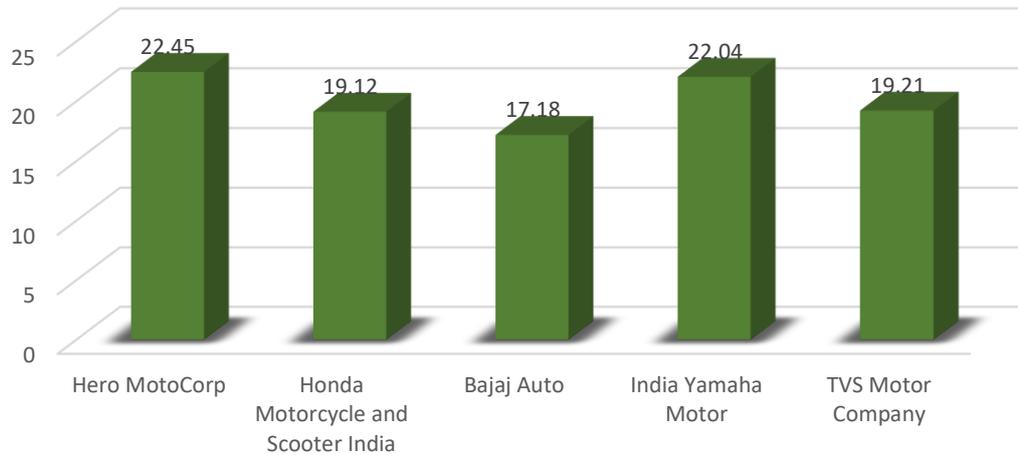
### Offer Innovative Models



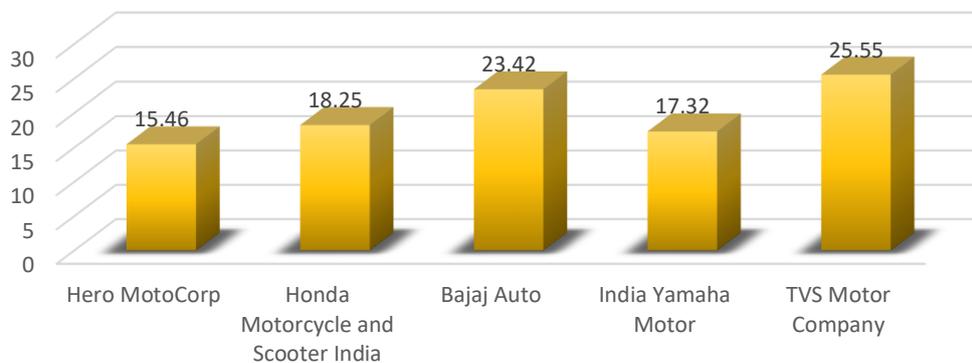
### Advertisements are Eye Catching



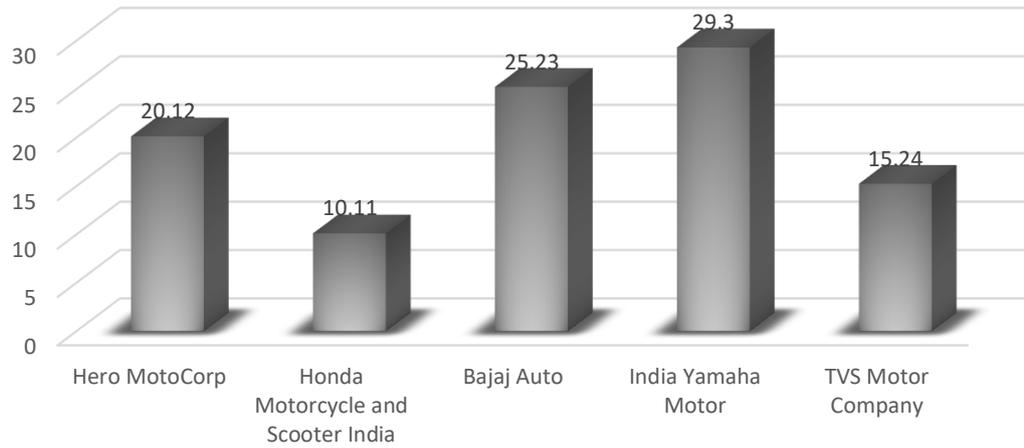
### Sales Offers are Tempting



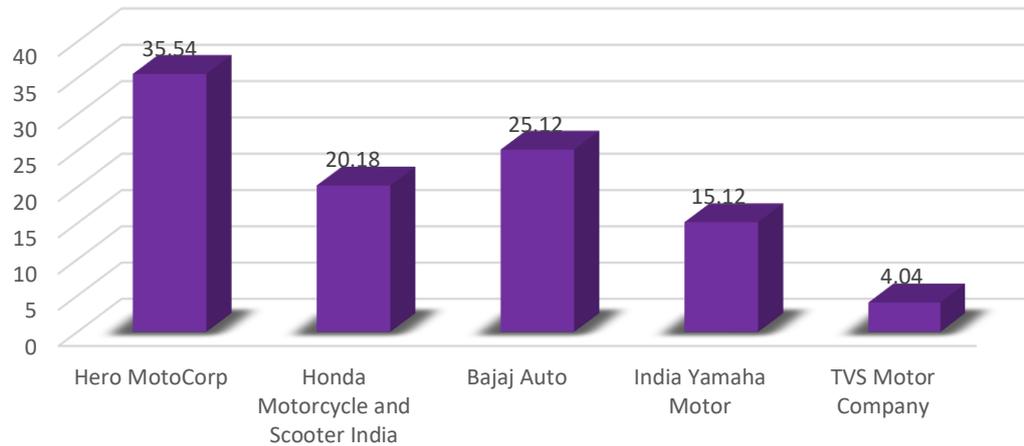
### Positive Word-of-Mouth Enhances My Chances of Purchase



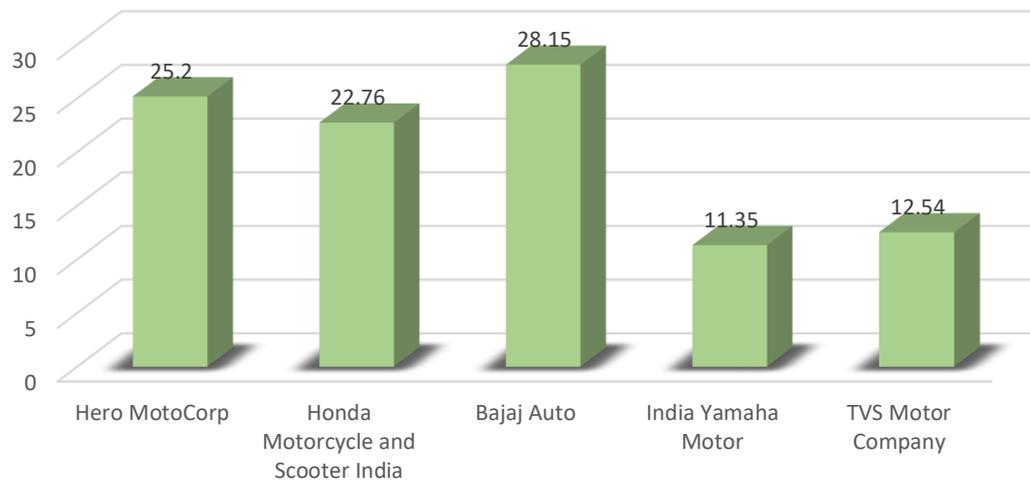
### Company Provides Great Offers During Mega Sales



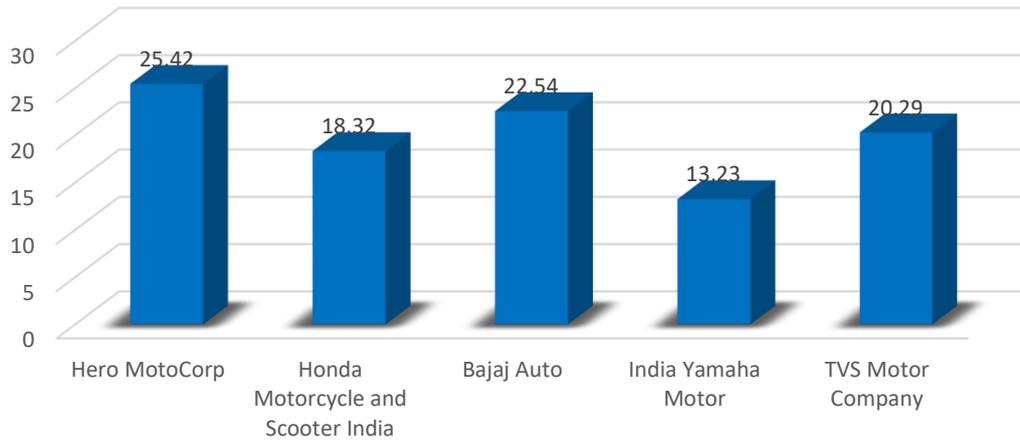
### Customer Review Helps in Better Purchase



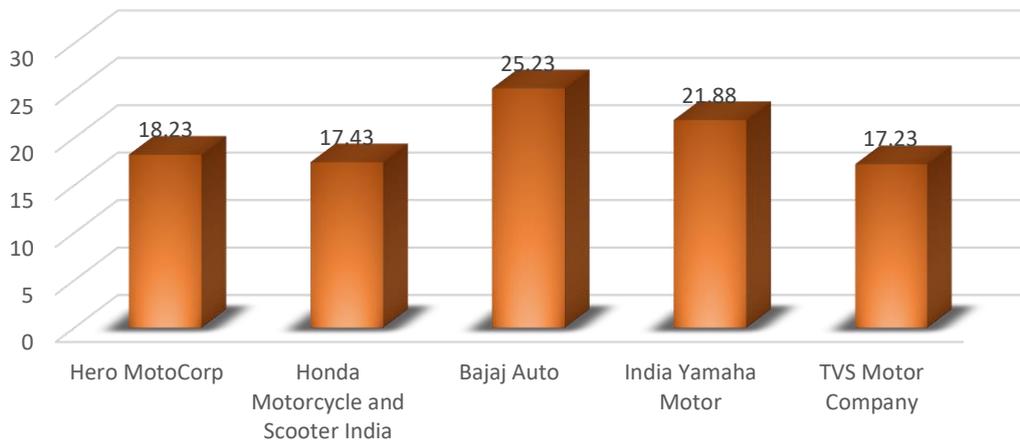
### Company has Good Reputation



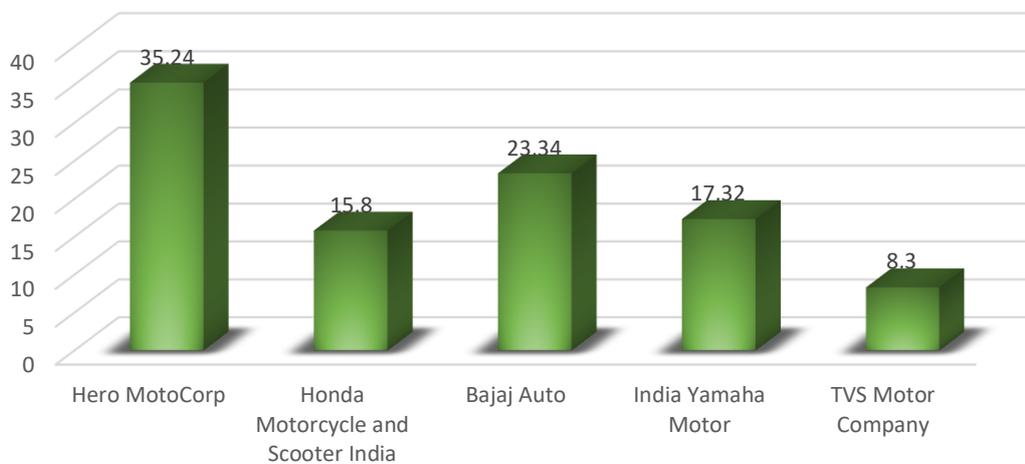
### Company Provides Enough Service Stations



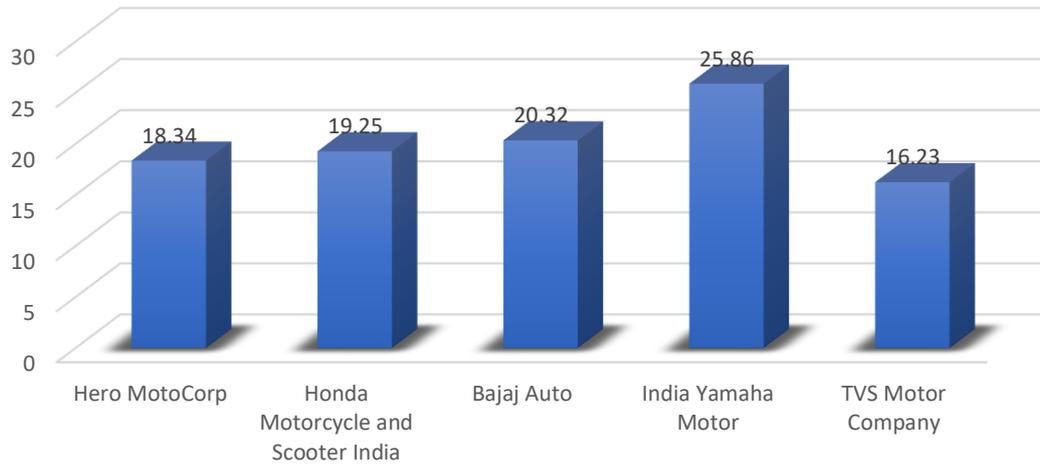
### Customer Dealing is Conducive



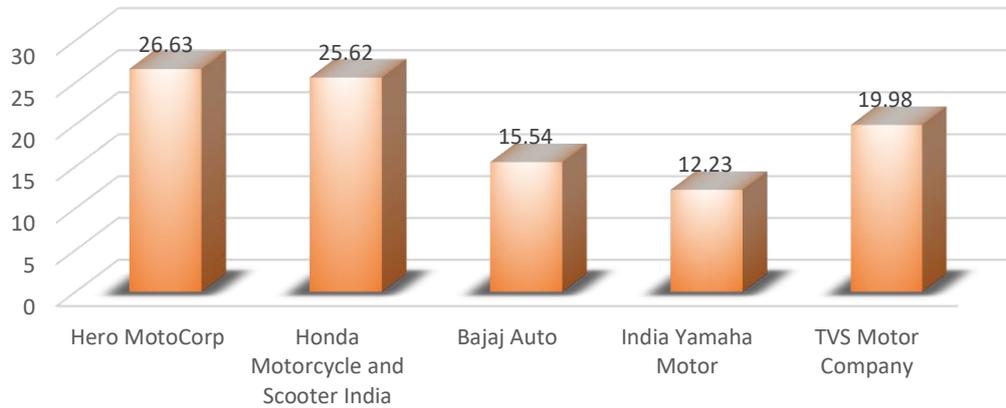
### Company is Known for its Quality of Products



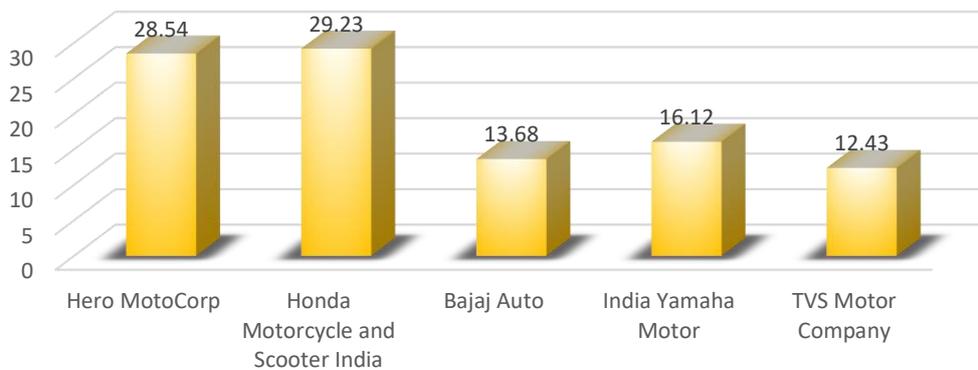
### Company Provides Easy EMI Options to Pay



### Company Offers Value for Money (Benefits Exceeding Price)



### Company Offers Wide Range of Product Choices (Different Models)





## Discussion

As per the obtained findings of the present research investigation major two-wheeler players in Indian market use various promotional strategies to promote their respective product. However, different customers have their own choices, preferences, opinions and perception towards those promotional strategies. The present study focused on 16 parameters for comparing 5 major two-wheeler companies. Out of these 16 parameters, significant differences were found on 9 parameters. Which are discussed below.

The first question was asked related to which of these five two-wheeler companies according to you offer the best prize for their product. The findings showed that most responses were found in favour of **Honda Motorcycle and Scooter India** (28.77 %). The chi-square = 9.328,  $p < 0.05$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion.

The next question was asked related to which of these five two-wheeler companies according to you offer the best discount offer for their product. The findings showed that most responses were found in favour of **Honda Motorcycle and Scooter India** (28.32 %). The chi-square = 14.28,  $p < 0.01$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion.

The third question was asked related to which of these five two-wheeler companies according to you offer the best innovative models for their customers. The findings showed that most responses were found in favour of **Hero MotoCorp** (45.60%) which was way ahead of others. The chi-square = 51.94,  $p < 0.01$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion.

The fourth question was asked related to which of these five two-wheeler companies according to you offer the best advertisements which are eye catching for their customers. The findings showed that most responses were found in favour of **Bajaj Auto** (34.15%) which was way ahead of others. The chi-square = 13.89,  $p < 0.01$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion. The add with key words 'Hamara Bajaj' was famous among the generations.

The responses related to which of these five two-wheeler companies according to you provides the best offers during Mega Sales for their customers. The findings showed that most responses were found in favour of **Bajaj Auto** (25.23%). The chi-square = 11.72,  $p < 0.05$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion.

The next question was asked related to which of these five two-wheeler companies according to you the customer review helps in better purchase for their customers. The findings showed that most responses were found in favour of **Hero MotoCorp** (35.54%) which was way ahead of others. The chi-square = 27.31,  $p < 0.01$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion.

The responses related to which of these five two-wheeler companies according to you has good reputation for their customers. The findings showed that most responses were found in favour of **Bajaj Auto** (28.15%). The chi-square = 11.58,  $p < 0.05$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion.

The next question was asked related to which of these five two-wheeler companies according to you is known for its quality of products. The findings showed that most responses were found in favour of **Hero MotoCorp** (35.24%) which was way ahead of others. The chi-square = 20.26,  $p < 0.01$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion.

The question was also asked related to which of these five two-wheeler companies according to you offers wide range of product choices (different models) for their customers. The findings showed that most responses were found in favour of **Honda Motorcycle and Scooter India** (29.23%), closely followed by **Hero MotoCorp** (28.54%). However, both these firms were way ahead of rest of the firms on this criterion. The chi-square = 13.52,  $p < 0.01$  revealed that there was significant difference between the percentage of responses received for different two-wheeler companies on this criterion.

Whereas, with respect to responses received for Sales offers are tempting, Positive word-of-mouth enhances my chances of purchase, Company provides enough service stations, Customer dealing is conducive, Company provides easy EMI options to pay, Company offers value for money (benefits exceeding price), Like company's special offers; there was no significant difference between the received responses for different two-wheeler forms.

India is one of the few countries on earth where every second person owns a two-wheeled vehicle. The two-wheeler industry expanded by almost 13%, and since then, that number has been rising. Customers are now aware of the value of buying appropriate vehicles.

Based on the quantity of two-wheelers it produces annually, Hero MotoCorp is the world's largest two-wheeler manufacturer. The business is renowned for its innovative practises, particularly since it gained notoriety for producing the world's most fuel-efficient two-wheeler, the Splendor iSmart, which gets 102 kilometres per litre. Hero Cycles of India and Honda Motors of Japan merged to form the company, which began operations as Hero Honda in 1984. After the two companies' 2010 separation, Hero Cycles and Honda

Motors became rivals. Hero MotoCorp produces a number of well-known two-wheelers, including the Splendor, Glamour, CBZ, Achiever, Karizma, Hunk, Passion, and CB series two-wheelers. The company is renowned for designing the scooters Pleasure and Maestro.

Every person immediately thinks of the brand Activa when considering the purchase of a two-wheeler. Honda Motorcycle and Scooter India (HMSI), which sells more than two lac units of the Activa alone each month, is India's second-largest two-wheeler manufacturer. Together with Kinetic Engineering Limited, Honda dominated the Indian two-wheeler market in the 1980s. Before Mahindra Motors acquired Kinetic, both businesses collaborated between 1984 and 1998. The most popular two-wheeler in India is the Honda Active, which has been produced there since 2000. Before beginning to sell its own motorcycles like the Shine, Unicorn, CBR 150R and 250R, Dream Yuga, CB Trigger, etc. in 2010, HMSI was also a partner with Honda MotoCorp. Currently, the company's Shine and Unicorn brands rank among the best-selling bikes in the nation. Despite the company's sales growth being relatively slow, it appears that it is growing steadily with each passing year.

One of the few prosperous automakers in India, Bajaj sells three- and four-wheel vehicles in addition to two-wheelers. The business was founded in Rajasthan in the 1930s, and it has since expanded to become one of India's largest two-wheeler manufacturers. Between the 1960s and 1990s, Bajaj enjoyed a reasonably prosperous period during which time the majority of the vehicles that dominate Indian streets were produced by the business. Scooters like the Vespa 150, Priya, and Bajaj Chetak were among the best-selling items for the business. Only in the 1990s, with the widespread production of motorcycles, did Bajaj relinquish its position as the market leader.

Despite the fact that people prefer motorcycles to scooters, Bajaj managed to stay in the market by producing its own line of bikes. The Avenger, Pulsar, Platina, and Discover are currently among the company's most well-known and best-selling two-wheelers in India. To increase its market share in the 100cc segment, the company is currently preparing to release variations of the Platina and CT100. The company also produces other well-known motorcycles, including the KTM Duke and the Kawasaki Ninja.

A section of the India-based Yamaha Motor Company in Japan Yamaha Motor controls 4% of the motorcycle market in the country and about 7.5% of the scooter market. India Yamaha Motor sells about 15,000 scooters each month. The R15, SZ-X, FZ16, Fazer, SS 125, Crux, YBR 110, and YBR 125 are just a few of the well-known two-wheelers produced by the company. YZF R1M and R1 are just two examples of the racing superbikes that India Yamaha Motor is known for selling. The YZF-R1M is priced at about Rs. 29 lacs, whereas the R1 is about Rs. 22 lacs.

When it first started doing business in 1877, TVS Motor Company focused on industries like finance, insurance, and automobiles. However, TVS started narrowing its focus to just automobiles in 1955. When the company worked with Suzuki Motors to release two-wheelers like the Suzuki Samurai, Suzuki Shogun, and Suzuki Fiero in the 1980s, it attracted attention from all over the world. Over the past 20 years, TVS's Scooty brand has been one of the top performers in the scooter market. The most popular brand of scooter among working women and college girls continues to be Scooty. The company also makes the Jupiter and Wego

scooters, both of which are selling extremely well in the Indian market. Other brands that appear to be catching up include Mahindra, Harley Davidson, Suzuki, Triumph Motorcycles, Piaggio, and Royal Enfield, in addition to the country's two-wheeler manufacturers mentioned above.

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