

Indian Hero MotoCorp introduces two sturdy motorcycles in market

By Beatrice Philemon

COMPETITION in the country's crowded motorcycle market will intensify as Indian manufacturer, Hero MotoCorp Limited debuts two products through a local agent, Afri East Africa Limited.

Speaking in Dar es Salaam yesterday during the launch of Dawn 125 and 150 types of motorcycles, Hero MotoCorp's Head of Global Business, Rajat Bhargava said the two types of motorcycles are good for Tanzania because they are sturdy and durable.

"Today we are witnessing a very important milestone as we launch two

new exciting motorcycles that will be available at Hero dealerships across the country at better prices," said Bhargava who pointed out that his company has now found a reliable exclusive agent in Afri(EA) Ltd who will also supply spare parts.

He said the two sturdy motorcycles will also get reliable servicing locally because the agent also has qualified technicians to deal with any problem facing clients. "We at Hero MotoCorp and our partner, Afri (EA) Limited are committed to provide best support in terms of trainings and other support services to customers," he noted while revealing that they target to train 100

local technicians to provide support services to clients.

Customers who purchase the two motorcycles from Afri (EA) Limited will also get spare parts worth 100,000/- soon after paying for the products.

Highlighting on features of the new products, Hero MotoCorp's Regional Head for Africa and Middle East, Dhiraj Tripathe said that the Dawn 150 is the first motorcycle from an Indian manufacturer in the segment with five gears which provides more power and strength with low fuel consumption.

Tripathe further noted that the Dawn 125 has better fuel efficiency, low maintenance costs and lockable storage

space to keep documents and other items safely. "This type of motorcycle is also very convenient to the Tanzanian market as it is light and tough in rough terrain," noted Tripathe.

Meanwhile Dubai based company- Trinity Ventures' Managing Director, Anil Sahgal backed Tripathe's arguments saying quality of the two products is guaranteed. "We are very confident with what we offer and urge Bodaboda riders to try out our new brands," Sahgal said.

The New Delhi based manufacturer has already sold over 85 million motorcycles and scooters in cumulative sales since its inception decades ago.