



**K.S.K.W ARTS, SCIENCE & COMMERCE COLLEGE,
CIDCO, NASHIK-422008**

**“A STUDY OF CUSTOMER SERVICE
MANAGEMENT WITH SPECIAL REFERENCE TO
RUSHABH MOTORS PVT. LTD. NASHIK”**

PROJECT GUIDE

DR. SMITA N. PAKDHANE

SUBMITTED BY

ROHIT SUNIL CHAUDHARI

ACADAMIC YEAR

2020-2021



**MARATHA VIDYA PRASARAK SAMAJ'S
KARMAVEER SHANTARAMBAPU KONDAJI WAVARE
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*** NAAC REACCREDITED "A" GRADE with CGPA 3.20 (Third Cycle)***

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Best College Award by Savitribai Phule Pune University

Date:

CERTIFICATE

This is to certify that the work completed in this Project entitled "**A STUDY OF CUSTOMER SERVICE MANAGEMENT WITH SPECIAL REFERENCE TO RUSHABH MOTORS PVT. LTD. NASHIK**" submitted for Post-Graduation Degree of Master in Commerce (M.Com) specialisation in Business Administration by **Mr. Rohit Sunil Chaudhari** was carried out under my supervision and guidance. Material obtained from other sources has been duly acknowledged for the Academic Year 2020-2021.

Place: - Nashik

(Dr. Smita N. Pakdhane)

Date: -

Project Guide

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External Examiner

Internal Examiner

Date – 13/06/2021

TO WHOME SO EVER IT MAY CONCERN

*This is to Certify That **Mr.Rohit Sunil Chaudhari** Student of M.Com - II from the Karmavir Shantaram Bapu Kondaji Wavare, Arts, Science & Commerce, College Cidco, Nashik - 422 008. has conducted his project work on "Study of Customer Service Management With Special Reference To Rushabh Motors Pvt Ltd." as a part of his educational curriculum.*

During the above period he was found to be very sincere in his work and his performance was found to be appreciable.



Authorised Signatory,

Rushabh Motors Pvt. Ltd

STUDENT'S DECLARATION

I ROHIT SUNIL CHAUDHARI, hereby declare that the report for Comprehensive Project entitled “**A STUDY OF CUSTOMER SERVICE MANAGEMENT WITH SPECIAL REFERENCE TO RUSHABH MOTORS PVT. LTD. NASHIK**” is a result of my own work and my indebtedness to other work publications, references, if any, have been duly acknowledged.

Place :

ROHIT CHAUDHARI

Date :

ACKNOWLEDGEMENT

Firstly, I would like to thank the almighty GOD, who bestowed upon us this opportunity for working on this project and generated the capacity to successfully complete the project.

I am extremely indebted to my mentor Dr. Smita N. Pakdhane for her valuable suggestions and guidance, which ensured an in-depth learning and understanding of the concepts. Her inputs from past experiences and practical interpretation of the problem helped us a lot in comprehending the requirements of the project. This ensured great learning for us. She was always helpful enough & was always able to take out some time off her busy schedule to guide us in this project. Lastly, I say I am lucky enough that I trained under her!

I would also like to extend our thanks to all the respondents who spared their valuable time and helped us in filling up the questionnaire by providing the needed information. Lastly, I would like to thank all of those who have helped to furnish this research successfully.

Rohit Sunil Chaudhari
K.S.K.W College,
Nashik.

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CHAPTER.1

INTRODUCTION & RESEARCH METHODOLOGY

INTRODUCTION

The two-wheeler industry has been growing steadily over the years all over the world. India is not an exception for that. Today India is the second largest two wheelers produced country in the world. It stands next only to Japan and China in terms of number of two wheelers production and sold. In 1970 geared scooters dominated the two wheelers market, so much their sales waiting for six month for the delivery of scooter now after 50 years. The scooter is no where and the whole market captured by Motor cycles and Mopeds.

"Rushabh Motors Pvt. Ltd, “ Nashik, is main dealer of Honda Motors in Nashik districts incorporated in, 2003 to supports Honda Motors, to sale their latest car models and technologies to the customers.

The Rushabh sale the products of Honda Motors and provide after sale Service to the customers of Nashik district and responsible for the distribution in Nashik district with moto of “Your search for the best ends here!”

“Rushabh HONDA’s” first show room with 3S facilities was set up at NASHIK in the year 2003. “ Rushabh HONDA” also operates at Nagpur through its modern branch network. The green-field project is spread across large area. The huge workshop has a capacity of 36 bays with ultra modern facilities such as Paint Shop, Crash Repair Equipment and Accident Repair Shop etc.

Their vision serves as the framework for road map and guides every aspect of their business by describing what they need to accomplish in order to continue achieving sustainable, quality growth. At “Rushabh Honda” the role is not limited to a mere selling of vehicles but to emerge as an important point of connect between the company and the customers for the vehicles.

In achieves their mission, the core values that guide out organization will be total commitment to their customer, respect for all employees and customers. Business integrity and team work Maintain environmental balance. “WE CARE” is an evolution of “Rushabh Hondas” Service Oriented functioning

1.1 SELECTION OF TOPIC

The two-wheeler industry has been expanding rapidly. Gone are the days when processing a two-wheeler was seen as a luxury. Now a day it is viewed as a mere necessity. Prior, sale of two wheelers was mainly confined to urban areas but lately in rural areas the bicycles are being replaced by power driven two wheelers such as scooters and motorcycles. Not only this, the industry has also customers ranging from all demographic segments. It has been common that even school going children are driving two wheelers. The women customers are also increasing due to increase in women literacy.

Project is a specific task & goal directed activity for M.Com students Hence Project work is compulsory for M.com.

1.2 REASON OF SELECTION OF TOPIC

Rushabh motors Pvt Ltd. Is main dealership of Honda in Nashik & Honda is a major player in two wheeler in market. In India almost every second motor cycle sold is from Honda. It has many award to it's credit. To know the information of Rushabh Honda & their customer services to customers is the main reason to select this topic.

Having your own vehicle provide more comfort and pleasure of travelling. Presently two wheeler are considered the trend for the youth. Small and middle class people prefer bike.

Consumption, repair cost, service cost, toll free and parking fee all are offerdable. Also their is easy finance available for purchase bike. Considering all this reason, that's why I select this topic for research.

1.3 OBJECTIVE OF STUDY

- To collect the detail information of Rushabh Motors Pvt. Ltd., Nashik.
- To know the Service provide to customer by Rushabh Motors Pvt. Ltd., Nashik.
- To analyze after sales services of bikes provided by Rushabh Motors Pvt. Ltd., Nashik.
- To find out the solution or remedies on customer dissatisfaction.

1.4 HYPOTHESIS

The Services provided by Rushabh Motors Pvt. Ltd., are the supportive for the customers.

1.5 SCOPE OF STUDY

The study is purely limited with the customer Services and customer Service Management of Rushabh Motors Pvt. Ltd., Nashik, for Honda Motors bike.

It is as per the University requirement project conduct for the M.Com students.

1.6 RESEARCH METHODOLOGY

The project method apply and I have apply survey method because I am working on project related to the customer satisfaction.

➤ **PRIMARY DATA:**

Primary data means information obtained from original sources for research by researcher. Consumers, dealers, salesman, and original sales records etc. are useful for the original data collection.

Following methods are used by the researcher to collect the primary data for this project:

1) **QUESTIONNAIRES:**

A questionnaire is a set of questions with blank space for recording answers. For gathering this data, a visit to "Rushabh Motors Pvt. Ltd. and Rushabh Motors all staff with the helped in the answers about questionnaire.

2) **INTERVIEW:**

The researcher has collected information with the help of personal interview from Mr. Rajesh Dani. There is greater degree of certainty and accuracy because the investigators can eliminate misunderstanding or doubts of the responded until he is satisfied with his answer.

3) OBSERVATION:

The observation method of data has been collected to the observation method and collecting primary data is the most commonly used in research studies relating to behavioural sciences, it is also known as a direct personally form the sources concerned observation is a careful and systematic watching of facts as they occur in nature with regard to the cause and effect mutual relations.

➤ SECONDARY DATA

Secondary data means, the data have been compiled by some agencies other than the user. This is the second hand data (Readymade data)

1) BOOK'S:

Text book reference is very useful of source if information. Through book person can get reliable and details information. This is the source which available very easily in market and in very large amount. The Researcher has taken information through the various Honda Related Books for completing project work.

2) INTERNET:

Internet reference is very useful of source of information. Through internet we can collect sufficient information and it is easy to use. It can be available easily. In modern age of the internet is increasing and it is useful.

Researcher has been collected various information about Rushabh Motors Pvt. Ltd. regarding customer services.

Researcher has used both method Primary & Secondary data method and collection the internet.

1.7 RESEARCH DESIGN

- 1st week preparation of two chapters on project.
- Questionnaire on project.
- Feeling Questionnaire on project.
- Analyze Questionnaire on project.
- Preparation of research on project.

1.8 STATISTICAL TOOLS USE

Research Methodology is plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance.

Collected data is analyze with the help of Statistical Tools. Like Chart, Table, Graph etc., along with mean, mode, median and co-relation, co-essential etc.

1.9 LIMITATIONS OF STUDY

- Research was limited to only Rushabh Motors Pvt. Ltd., Nashik customer service management industry.
- Research was restricted to Nashik city only.
- Some data of company is confidential, so it was not study.
- Sometimes it was difficult to get the necessary information as filling the questionnaire required time.

CHAPTER NO:2

PROFILE OF THE ORGANISATION

2.1 PROFILE

RUSHABH MOTORS PVT LTD.

Rushabh Motors Pvt. Ltd. : Authorized dealer of Honda motorcycles, Nashik.

Started: July 2003.

Promoter: Mr.Sumati Prasad Bafna (MD)

Turnover (PA): 250 lakhs

Total area: 12000 sq foot.

Address: Plot No.14, Mumbai Naka, Mumbai Agra Road, Nashik-1

ORGANISATION DEPARTMENTS :

- Sales Department
- Service & repair Department
- Delivery Department
- RTO work Department
- Spare part Department
- Account & Billing Department

SALES DEPARTMENT:

In this department all the matters regarding sales& purchases are handled. Here sales executive meet the customer & brief them with the all the details required information. Here sales executive gives quotations, brief description about the required bike model.

SERVICE DEPARTMENT:

In this department all the matters regarding service & repair are taken care. This department is well structured work supervisor address the problem & gives the customer delivery time then he passes the work slip to head mechanic. Then head mechanics distributes the work with the mechanics teams. And problem salving process is carried out.

DELIVERY DEPARTMENT:

In this section delivery of new bikes are given to the customers. Here order is received by delivery section incharge were he cross checks the document produced by the customer then he gives the keys of the bike to the customer. Here customer can have test ride of bikes & can select the bike.

RTO WORK DEPARTTMENT:

In this department all the matters regarding issuing of temporary registration, temporary insurance, temporary passing of new bikes are handled. All the necessary paper work required for temporary passing is handled in this department

SPARE PART DEPARTMENT:

In this department spare part required by mechanics are stored. And issued on requirement of the mechanics when necessary. In this department large stock of Hero Honda spare part are stored to avoid customer inconvenience.

ACCOUNTING & BILLING DEPARTMENT:

In this department the matters regarding all accounts are registered i.e. all day-today transactions & final report is produced at the end of the financial year to the management.

Showroom



Picture No:2.1

2.2 PROMOTERS

MR. SUMATI PRASAD BAFNA, Founder of Bafna Group of Co. and Managing Director, for Rushabh Honda – Nasik, is one of the pioneers of successful business establishments, not only in the Nasik District but also in the rest of Maharashtra.

Bafana Group of Co. entered the business scenario, with Honda Siel Cars (I) Ltd. In July 2003; The Company hasn't looked back since and many awards and accolades were added on, as the company blazed its way to success.

Rushabh Honda is proved of its manpower and recognizes. The pivotal role of human resources in its success. In 2003, the company had about 24 employees and today the company's strength is close to 75 committed employees. A team of professionally qualified enthusiastic and adept managers, is the absolute powerhouse of this organization. Customer oriented study and straight forward strides have enabled Rushabh Honda to expand and establish itself as one of the largest and fastest growing Automobile Dealership in Nasik, in less than 4 years of operation.

At Rushabh Honda, we always put our customers first. Anticipating and meeting their needs, with pioneering customer service initiatives and ensure that we be there for our customers through our service center network, all over Nasik District.

A dealership for Honda two-wheelers, Rushabh Motors Private Limited near Mumbai Naka, Nashik is located at Mumbai Agra Road which is very close to the national highway. Popularly referred as Rushabh Honda, this motorcycle showroom was started in the year 2006. Honda two-wheelers' presence in India goes way back in 1999, when the 100% subsidiary unit of the Japanese Honda Motor Company Limited was started. Over the years with rising trust and solid reputation, this brand has secured the coveted spot of being the largest two-wheeler manufacturer in the world and the second largest in India. After capturing the market share in major metropolitan Indian cities, it is slowly expanding its customer base through dealership networks in two-wheeler friendly cities and towns. This particular dealer also has its presence in Nagpur city through its branch located at Amravati Road, Kachimet.

At Rushabh Motors Private Limited in Nashik, most of the sought after varieties of two-wheelers are displayed at the showroom. Motorcycle and scooter variants like Hornet 2.0 Respol edition, Xblade, Livo bs-vi, Unicorn 160, Shine bs-vi, Shine sp 125, The new hornet 2.0, CD 110 delux, Activa 6g, Activa 125 bs-vi, Activa 6g 20th year anniversary edition, Dio respol honda edition, Grazia 125, Dio bs-vi are known to be available here.

Various standees, hoardings and brochures displayed around this centre give the prospective buyer a lot of choice as well as information about the products on offer. Customers can ask the sales executives at this showroom any queries regarding a particular variant of bike, colour scheme, financing, and more. Besides direct modes of payment in the form of cash and cheque, a number of financing schemes

are available for buyers. Third-party financing makes it possible for buyers to own their dream vehicle at reasonable market rates of interest and at varying tenures. Keeping this in mind, the dealer has collaborated with a few banks and third-party financiers. One can also purchase insurance for their two-wheeler through two-wheeler insurance companies. Though it's a vehicle showroom, Rushabh Motors Private Limited near Mumbai Naka, also provides services like repair and servicing of Honda vehicles and the sale of accessories like helmets. This centre can be visited from 9.30 am to 7 pm on all the day of the week except Sundays. Undoubtedly it is one of the best motorcycle dealers in Mumbai Naka, Nashik.

2.3 PRODUCTS

HORNET 2.0 RESPOL EDITION



Picture No:2.2

There are people who love the idea of speed. Then, there are people who are born to race. They have racing blood running in their veins. They like to talk to the wind. The Hornet 2.0 Repsol Honda Edition allows the rider to leave everyone behind on the track and on the streets, as he races ahead. This mean machine bears the colours of a champion racer. It makes heads turn as you race against the wind.

XBLADE



Picture No:2.3

Beyond the usual. Beyond the Gimmicks and Stunts. Beyond the Games, Is a look that dares the regular. That challenges the status QUO. That defies the ordinary. A look that the rest look up to.

LIVO BS-VI



Picture No:2.4

Presenting, the new Stylish and fully BS6 compliant Honda Livo. It's time to not settle for the regular, but Live Life Livo Style! Oozing with oomph and innovation this 110cc eSP Technology enabled motorcycle delivers high performance with low emissions and gets you the very best in riding experience.

UNICORN 160



Picture No:2.5

Honda takes forward its philosophy to the next level with the Unicorn that prides itself on the perfect blend of quality, comfort and class. It is by far the most sophisticated motorcycle in its category in looks and in robustness. It is yet another creation of the renowned Honda technology.

SHINE BS-VI



Picture No:2.6

Honda presents the all new Shine with amazing **eSP Technology** and eco-friendly **BS-VI Engine** that keeps emission in check. Its **ACG Starter** removes gear meshing noise and helps start the engine without a jolt. And its **5-Speed Transmission** ensures that your ride is always amazingly smooth.

SHINE SP 125



Picture No:2.7

Experience thrilling performance and advanced technology come together in the SP 125. It comes with Honda's globally acclaimed Enhanced Smart Power (eSP) technology with an eco-friendly, BS-VI engine in a dynamic personality that makes for an equally smart and stylish ride. So, get ready to make a serious, attitude-packed style statement with a bike that's strictly for the advanced

THE NEW HORNET2.0



Picture No:2.8

There are many people who just like to go with the flow. They drift with the wind. And then, there are some people who like just the opposite. They like to explore the upside-down, they want to test the rules of Physics for themselves. They like to race ahead and challenge the wind.

The all-new Honda Hornet 2.0 is all about letting people live their dream. The fierce machine keeps you ahead of others. It is a manifestation of style, safety and power. It turns heads and converts the road into a steady blur in seconds. It's pure exhilaration at a flick of your wrist.

Go ahead, fly against the wind.

CD110 DELUX



Picture No:2.9

Presenting the all-new CD 110 Dream Deluxe powered by the impressive 110cc engine with eSP Technology. It only means higher power and torque output without compromising on its superb mileage.

ACTIVA 6G



Picture No:2.10

For about two decades, Activa has been changing the game in Indian scootering. With the latest technological innovation, Activa 6G changes the world of scootering all over again. It is equipped with the new eSP technology along with incredible new features like the revolutionary silent start, telescopic suspension, double lid external fuel fill, Front90/90-12 Tubeless Tyre and 10%[^] more mileage. In short, with the all new Activa 6G and its **BS-VI** engine, Honda scores a magnificent, game changing 6!

ACTIVA 125 BS-VI



Picture No:2.11

Presenting the new activa 125 BS-VI with Hondas globally acclaimed Enhanced smart power(eSP) technology and many first in segment features. The eSP Technology combines high power and high fuel efficiency with a quiet start, and a smooth eco-friendly engine.

ACTIVA 6g 20th YEAR ANNIVERSARY EDITION



Picture No:2.12

Year after year, generation after generation, India's love for Activa has grown manifolds. Honda is celebrating the 20 years of this precious relationship with a special offering for all its customers, the all new Activa 6G Anniversary Edition.

DIO RESPOL HONDA EDITION



Picture No:2.13

A new and sportier look, aggressive design and fuelled by the spirit of a true racer, the DIO Repsol Honda Edition promises to unleash your sporty side. It's time to 'Keep DIOing it' the Repsol Honda way.

GRAZIA 125



Picture No:2.14

With a stunningly bold design and incredibly intelligent features, it's time for you to experience the best of both worlds. The all-new Honda Grazia 125 is a looker with brains and is styled for those who like to always stay ahead in life.

DIO BS-VI



Picture No:2.15

With a sportier look and aggressive design, it's time to express your attitude in the streets. DIO your sporty side, DIO some thrills and then, **'Keep DIOing it'**.

STORY STUNNING GENIUS



Picture No:2.16

Hit the road with the sporty avatar of the stunning genius- the all- new Grazia 125 sports Edition. With its sporty graphics and stunning, intelligent features, enjoy the rush you always wanted in your ride.

FUNCTIONAL PRACTICES

Embracing paradox is one of the secrets of Honda's global success.in other words, combining engineering , design and manufacturing functions in each of is large local facilities.

2.4 MARKETING



Picture No:2.17

Honda Motor Corp Ltd. India Limited has recently introduced its first ever MPV model, **Mobile** for the Indian automobile market. It has introduced the vehicle in three trim levels with both petrol and diesel engine options. At the same time, it also rolled out the RS variant that is available with a diesel engine option only. However, it has stated that the deliveries of this sportier version will begin from the coming month.

Now, it has also introduced V Option and RS Option variants in its series with a few additional features. These aspects include Audio Video Navigation system featuring 15.7cm touch screen display, rear parking camera and woody interior panels. The petrol variants are powered by a 1.5-litre, i-VTEC engine, which is capable of producing 118bhp in combination with peak torque of 145Nm. On the other hand, the diesel version is equipped with a fuel efficient 1.5-litre, i-DTEC motor that belts out a peak power of 98.6bhp.

2.5 CUSTOMER SERVICES

A various services provide RUSHABH MOTORS PVT LTD to its customer the details are following:

SALES SERVICE PROCESS:

1)When a customer walks into our showroom, the receptionist will greet him/her & lead to a sale executive.

2)On introduction of the sale executive will take the customer, to the selection room & show the various models displayed & explain in detail the salient feature of each model. Answer all the queries, if any of the customers. The customer should be offered a test drive of the bike of her/his choice & if he/she express the desire to test drive a test drive should be arranged taking all necessary care.

3)After this, the sales executive will take the customer to the work shop & show him/her the various infrastructure service facilities in the workshop beside the quality of the service we render. Also explain that, because of the quality service reporting are the highest in the entire South Gujarat' and we surpassed our competitor in all respects; and we are the number one dealers in Ankleshwar...

4) Bring customer back to the sales counter and offer him/her a cup of tea and take down the name and address in the enquiry register. Now, the sales process begins; and during the process price of various models, Insurance T.R, P.R, PMS, passport etc. should be explained to the customer in detail. Also enquire in to as to whether he/she intends to buy by cash or would go in the finance assistance. In the latter case, offer the service of financial institution representative stationed in our showroom. During the process interact with customer and give him/her an impression that you are caring from him/her.

5) All out efforts should be made to sell the product by persuading the customer without offering free accessories; and should offered free accessories may be offered free of cost. Normally, every customer take free accessories offer for granted and asks for compliment /cash discount etc. In that eventuality the A.S.M should be consulted and as the last resort not loose the sale the A.S.M duly consulting with G.M may take suitable decision and strike down the deal. The delivery of compliments and payment of cash discount should be made in the. Chamber of G.M and through him. This will avoid a situation where every buyer putting forth a similar demand.

6) When sale of motorcycle (M.C) is over, the customer should be taken to the cashier for payment of cash/down payment D.D/Cheque etc. as the case is; and all assistance should be rendered to him/her to complete this formality.

7) Once this formality is over, the customer should be taken to the selection room and he/she be given a free hand in selecting the motorcycle of his/her choice. After selection of motorcycle, Chassis and engine number of the motorcycle should be noted down, besides informing the POI in charge to.

8) Get the motorcycle ready in all respects study fitting the accessories as agreed to at the time of sale.

9) The customer is brought to the passport executive for brief again on the passport and its advantages by the passport executive. During this process effort should be made to convince the customer to go in for passport and formalities be completed, should the customer get convinced.

10) Now, the customer should be taken to the documentation assistant, to complete the formality of T.R. P.R., Insurance cover note, Invoice, Sale letter and gate pass issuance etc. A copy of Invoice is given to the customer, if he/she demands (in norm all course the customer gets these document on the next working day).With gate pass the customers be brought the passport executive for issuance of service book and warranty card.

FINANCE SERVICES

Rushabh Motors provides finance facility to its customer which are a follows....like

- HDFC BANK LTD.
- IDFC BANK LTD.
- KOTAK MAHINDRA PRIME LTD.
- SHRIRAM CITY UNION FINANCE LTD.
- BERAR FINANCE LTD.
- L &T FINANCE LTD.

HONDA SHIELD SERVICES

➤ Extended Warranty



Picture No:2.18

Protect your vehicle with unique Honda Shield Extended Warranty and enjoy up to half a decade of vehicle warranty

Coverage

Comprehensive parts coverage. It covers related Labour charges too.

- Extended warranty For Scooters

Table No:2.1

	Additional Months	Additional Kms
3 Year + 1 Year	12 Months	12000 Km
3 Year + 2 Year	24 Months	24000 Km
3 Year + 3 Year	36 Months	36000 Km

- Extended warranty For Motorcycles

Table No:2.2

	Additional Months	Additional Kms
3 Year + 1 Year	12 Months	16000 Km
3 Year + 2 Year	24 Months	28000 Km
3 Year + 3 Year	36 Months	40000 Km

➤ Annual Maintenance Contract



Picture No:2.19

Annual Maintenance Contract is the part of Honda Shield Program to provide maintenance benefits to our customers.

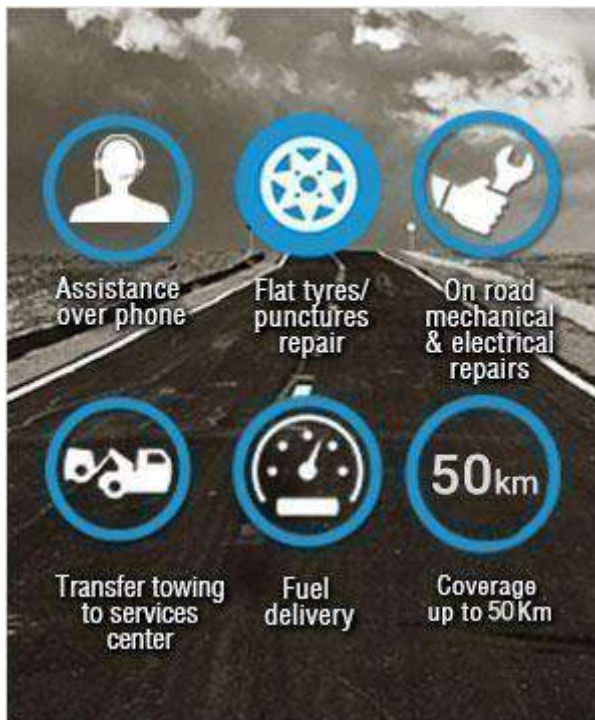
Coverage

Free maintenance service for 1 year.

Purchase Duration

Customer can opt for the Annual Maintenance contract after the completion of free services.

➤ Road Side Assistance



Picture No:2.20

Your Pride... Our Assistance

Roadside Assistance Program is part of the Honda Shield Program. It is there to help you in case of a flat tire, dead battery or engine breakdown. We'll also provide you with fuel if your Honda runs out of it (additional charges for the same). Please contact your nearest Honda Dealership for availability of Roadside Assistance Program in your city and enrolment information.

We are available 24X7 to assist you. Our roadside assistance representative will be there for you to provide fast, reliable service.

➤ Engine Health Assurance:



Picture No:2.21

Engine Health Assurance is the part of Honda Shield Program to provide assurance of the work done in the engine.

Coverage

Major Engine parts are covered in this program

Period

The term of the engine health assurance is 1 year after the engine overhauling from the authorized network.

Purchase duration

Customers can opt for the engine health assurance after the end of the warranty period i.e 5 years (in case of extended warranty).

➤ Honda Genuine Engine Oil



Picture No:2.22

Honda 4 Stroke Engine Oils are premium quality engine oils Tested by Honda R&D. They conform to international specifications of JASO (Japanese Automobile Standard Organization) MA & MB. Honda 4 Stroke Engine Oils have been developed keeping in mind the difficult driving conditions prevalent on Indian roads. To meet the complete lubrication needs of your Honda Scooters & Motorcycles we strongly recommend that you use Honda 4 Stroke Engine Oils only. Test evaluation of Honda 4 Stroke Engine Oil indicates the clear benefits of this oil over conventional 4T Oils.

..

- Honda 4 Stroke Engine Oil provides the following benefits compared to other:

➤ Lubrication

A lubricant that overpowers the frictional resistance to reduce wear & tear and gives your engine a longer life.

➤ Sealing

An oil to seal the clearances within your engine and gives you maximum power of your engine.

➤ Cooling

Oil that cools and soothes your engine under extreme conditions of heat.

➤ Cleaning

Oil that not only lubricates but also cleans, to give your engine sludge free life.

➤ Anti Rust

An unseen but vital role played to prevent your engine's metallic parts from corrosion.

➤ Fuel Economy

Oil that resists oxidation & prevents itself from thickening , thus reduced friction and better fuel economy.

- Honda 4 – Stroke Motorcycle Engine Oil SAE 10W30 MA:



Picture No: 2.23

Honda 4 – Stroke Motorcycle engine oil is a superior quality genuine engine oil recommended for all 4 – Stroke Honda motorcycle engines. It conforms to the international specifications of JASO MA SAE 10W/30. This oil has been specially developed keeping in mind modern riding conditions, and to ensure optimum performance for Honda Engines. This oil is environment friendly and reduced CO2 emissions results in lesser air pollution. Japanese technology and special formulation provides optimum engine protection ensuring longer engine life.

- THORTTLE Fully Synthetic SAE 10w30 Engine Oil



Picture No:2.24

THORTTLE is a SAE 10W30 grade 100% Synthetic Engine Oil. It is exclusive. It developed for high performance, new generation Honda two-wheels. It conforms to the technical specification of API SL and JASO MA.

High Performance THROTTLE provides the following benefits:

Excellent engine performance: The superior chemical additives in THROTTLE help in reducing engine deposits to ensure longer engine life.

Superior corrosion resistance: The product has 100% synthetic bas oil with superior oxidation stability. This results in an enhanced capacity to prevent corrosion thereby significantly increasing engine life.

Reduced engine wear: Being a fully synthetic oil, it provides excellent lubrication to all engine parts and hence reduces wear and tear caused by friction.

Greater fuel economy: This high performance 10W30 engine oil provides great fuel economy and also improves the overall performance of motorcycle.

- Honda Genuine 4-Stroke Engine Oil SAE 5W30 MA:



Picture No:2.25

Honda 4 Stroke 5W30 MA is a Superior Quality Genuine Engine Oil, Specially developed and recommended for BSVI 4 Stroke Engines. It conforms to the international specifications of SAE 5W30 JASO MA. This has been developed keeping in mind the modern riding conditions and to ensure optimum performance of Honda BSVI Engine.

- High temperature range at high load to ensure durability.
- Helps prevent deposits and sludge build-up to enable longer engine life.
- Excellent overall lubrication and wear protection performance for many driving styles.
- Quick cold weather starting for fast protection; Helps to extend engine life.
- Low viscosity at low temperature = low friction at practical temperature range and aim for improvement of fuel economy.

- Honda Genuine 4-Stroke Scooter Engine Oil SAE 10W30 MB:



Picture No:2.26

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Honda 4 Stroke AT Scooter Engine Oil is a Superior Quality Genuine Engine Oil recommend for all 4-stroke Honda AT engines.

It conforms to the international specifications of SAE 10W30 JASO MB. This has been developed keeping in mind the modern riding conditions and to ensure optimum performance of the engine.

Enriched with special additives, it improves the hydrodynamic lubrication, controlling friction and minimising wear and abrasion.

Better lubricity – Reduces wear and keeps engine young. High detergency – Better cleaning, prolongs engine life. Increases fuel economy.

SPARE AND ACCESSORIES SERVICE :

For Motorcycles,

1.FRONT PIPE



Picture No:2.27

- High quality power coating for a rust prevention.
- Unique design to absorb impacts.

2.SEAT COVER- PREMIUM



Picture No:2.28

- Protect Seat from dust.
- Double Stitching to ensure better life.

3.GRIP COVER



Picture No:2.29

- Premium look with better grip.
- Exclusively designed for BS-VI motorcycles.

4.BIKE BODY COVER



Picture No:2.30

- Provide superior water resistance.
- Keep the bike dust free.

For Scooters,

1.STAND SET, SIDE



Picture No:2.31

- Power coated for long life.
- Passes through welding penetration test.
- Useful for riders making frequent stops.

2. STAND SET, SIDE (WITH INHIBITOR)



Picture No:2.32

- Powder coated for long life.
- Passes through welding penetration test.
- Useful for riders making frequent stops.

3.GAURD KIT-BLACK



Picture No:2.33

- Sleek and Stylish look.
- Rust resistant material.
- Protect body from minor scratches and dents.

4. GAURD KIT-SS



Picture No:2.34

- Sleek and Stylish look.
- Rust resistant material.
- Protect body from minor scratches and dents.

5.SEAT COVER – PREMIUM



Picture No:2.35

- Superior Fit and Finish.
- Double Stitching to ensure better life.
- Foam embedded for increased comfort.

6. MAT FLOOR:



Picture No:2.36

- Designer floor mat with model name embossing.
- Locking mechanism.
- Fully washable.

7.SET, SARI SIDE:



Picture No:2.37

- Metallic paint finish for step.
- High quality material used for longer life.
- Integrated with frame body.

8.BODY COVER



Picture No:2.38

- Superior water resistance.
- Protect vehicle body from UV rays.
- Exclusive design.

9. GRIP COVER “TYPE-1”



Picture No:2.39

- Premium look with better grip.
- Exclusive design with Honda logo.
- Superior fit and finish.

10. GRIP COVER “TYPE-2”



Picture No:2.40

- Premium look with better grip.
- Exclusive design with Honda logo.
- Superior fit and finish.

HELMET:

1.Helmet Full Face

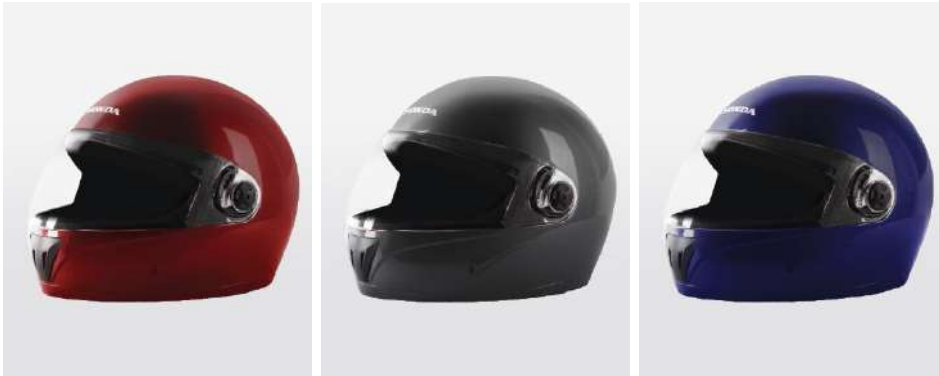
➤ Non- Painted (Economic Helmet):



Picture No:2.41

- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Quick release chin strap.
- Interiors made with AIR-MESH fabric to keep Cool.
- Helmet with Anti-Theft D-Ring.
- Available in size - M (570mm), L (580mm), XL (600mm).

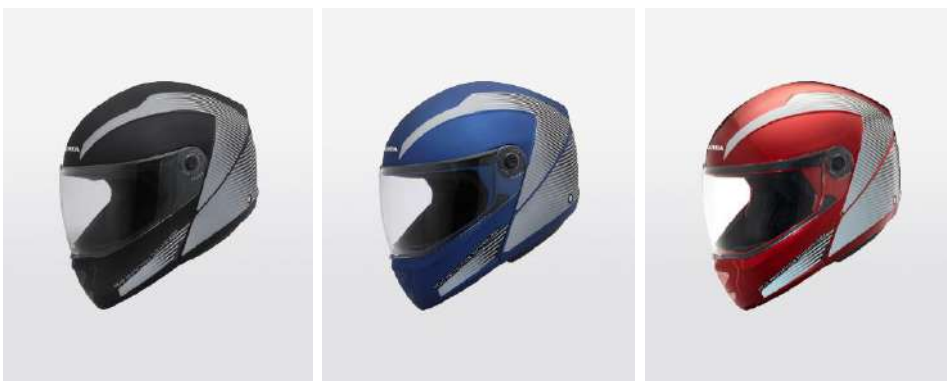
➤ Painted (Regular Helmets):



Picture No:2.42

- Wide range of color options for riders to choose from.
- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring.
- Available in size - M (570mm), L (580mm), XL (600mm).

➤ Painted Helmets With Graphics:



Picture No:2.43

- Wide range of color options for riders to choose.
- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring.

➤ Painted Helmets With Movable Chick Guard:



Picture No:2.44

- Color options with movable chick guard.
- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring.

➤ Painted Helmets:



Picture No:2.45

- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring.

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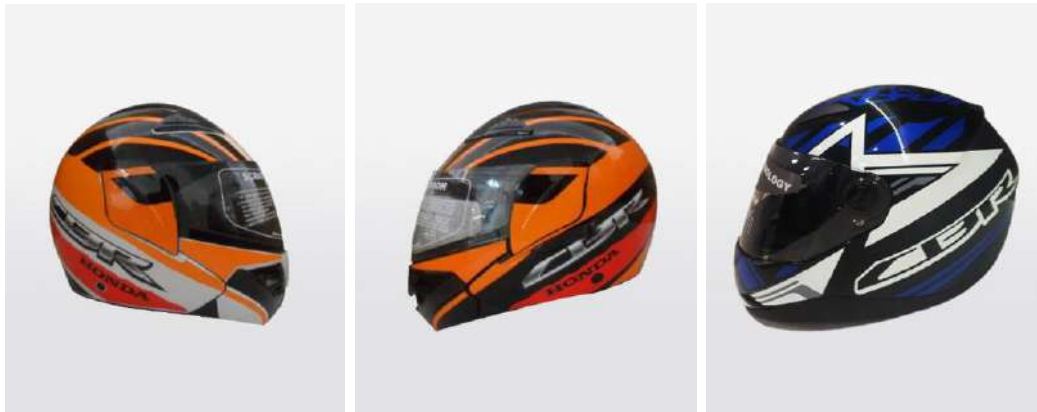
➤ Painted Helmets – Premium with Graphics



Picture No:2.46

- Color Options with Graphics.
- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring.

➤ Painted Helmets – CBR Helmet:



Picture No:2.47

- Especially designed for motorcycle riders.
- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring.

HELMET HALF FACE:

➤ Non- Painted (Economic Helmet):



Picture No:2.48

- Outer shell made with high grade thermoplastics.
- Shell Material > Hi-Impact ABS.
- Polycarbonate Anti-Scratch Coated Visor.
- Quick release chin strap.
- Interiors made with AIR-MESH fabric to keep Cool.
- Helmet with Anti-Theft D-Ring.
- Available in Different Sizes.

➤ Painted (Female Helmet):



Picture No:2.49

- Especially designed with Catchy colour & graphics suitable for Female Riders.
- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Quick release chin strap.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring.

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➤ Painted (Peak Type Helmets):



Picture No:2.50

- Elegant Peak Type design for premium looks.
- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Quick release chin strap.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring).
- Available in size -L (580mm), XL (600mm).

➤ Painted (Designer with Graphics):



Picture No:2.51

- Attractive graphics with multi-colour designs.
- Outer shell made with high grade thermoplastics.
- Polycarbonate Anti-Scratch Coated Visor.
- Quick release chin strap.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring).

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➤ Child Helmets:



Picture No: 2.52

- Promoting road safety amongst children & parents.
- Eye-catching attractive design especially for children.
- Polycarbonate Anti-Scratch Coated Visor.
- Quick release chin strap.
- Interiors made with AIR-MESH fabric to keep Cool.
- Shell Material > Hi-Impact ABS.
- Helmet with Anti-Theft D-Ring.

2.6 SUPPLY CHAIN

Supply Chain of Honda Company:

Supply chain management function of Honda is working at its best by integrating all the departments and properly dividing all the tasks among them.

Role of different employees along with their supervising authorities have been defined that helps in making better flow of work and increased productivity.

Enhanced connectivity among all the departments and workforce is supporting Honda to handle such a global basis and competing with competitors in an effective manner. The overall supply chain management of Honda works through the following process:

2.7 CUSTOMER RELATIONSHIP SYSTEM

Honda Motorcycle & Scooter India will strive to be a Company which the society wants to exist.

HMSI shall direct its resources to the extent reasonable in order to improve the quality of life of the people by focusing on Environment, Education, Sports, Rural Development & other Humanitarian & Social causes to enhance the joys in their lives.

HMSI will respect Human dignity and all applicable laws.

HMSI will positively impact & influence society for its sustainable development.

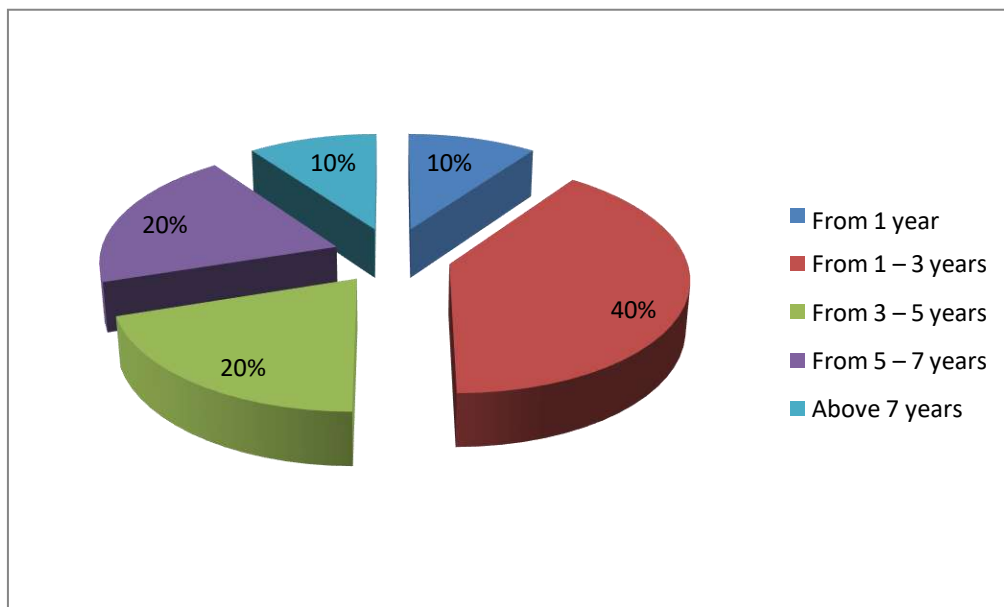
CHAPTER NO:3

DATA COLLECTION ANALYSIS AND INTERPRETATION

Q.1 How long has you been associated with HONDA Motors...?

Table No:3.1

1.	From 1 year	10%
2.	From 1 – 3 years	40%
3.	From 3 – 5 years	20%
4.	From 5 – 7 years	20%
5.	Above 7 years	10%



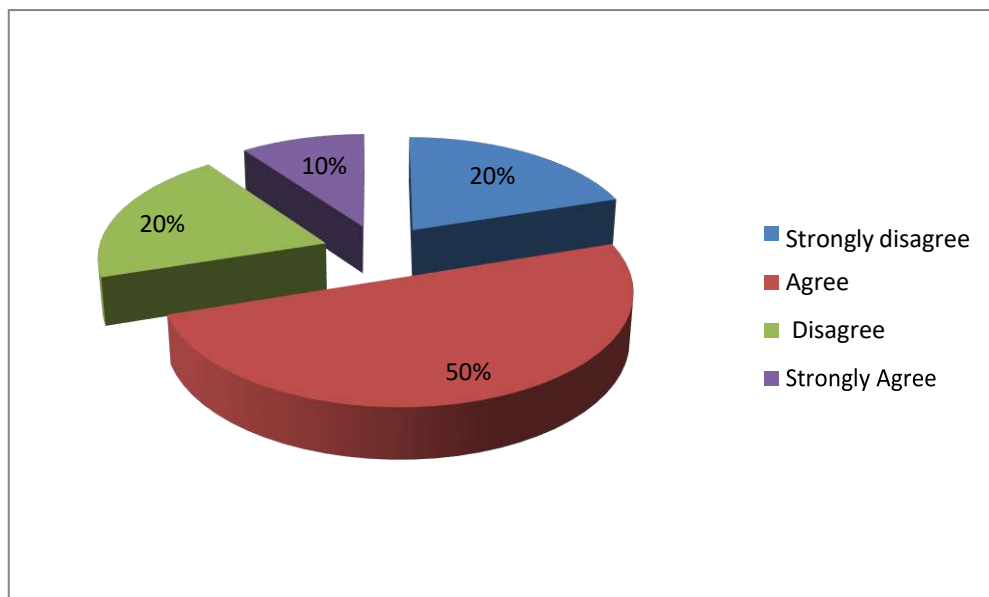
Graph No:3.1

10% are people associate of 1 year, 40% people are associated with 1-3 year, 20% people are associated with 3-5 year, 20% people are associated with 5-7 year and 10% people are associated with above 7 years.

Q. 2 how would you rate HONDA motors on the following parameter...?

Table No:3.2

1	Agree	50%
2	Strongly Agree	20%
3	Disagree	20%
4	Strongly disagree	10%



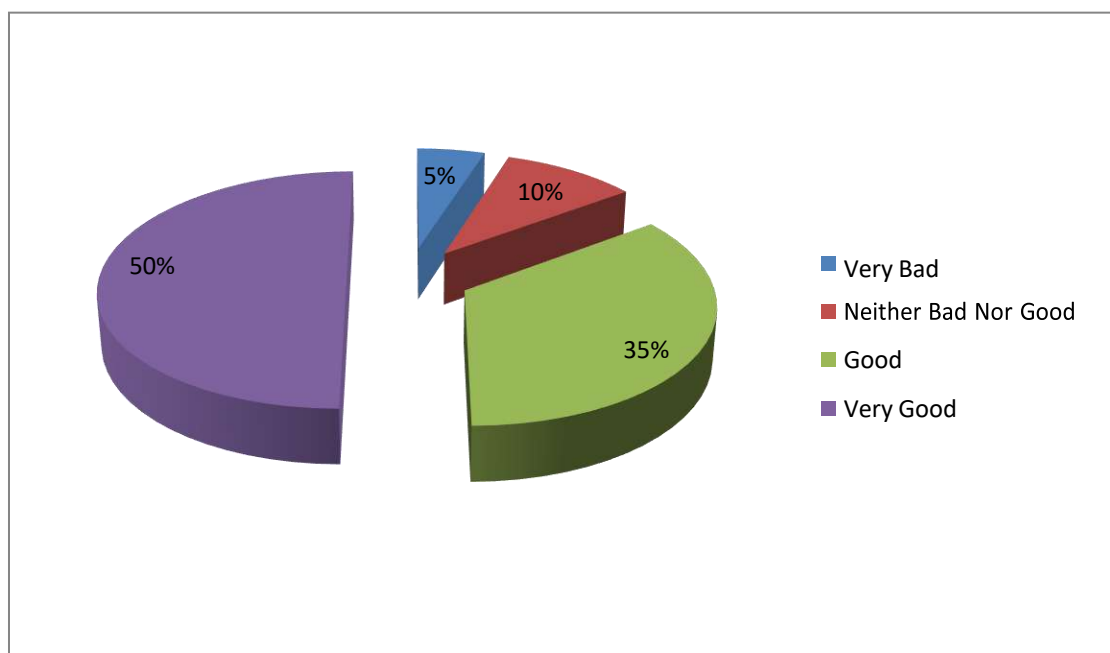
Graph No:3.2

10% people are Strongly agree with parameter, 50% people are agree with parameter, 20% people are disagree with parameter, 20% people are strongly disagree with the parameters.

Q.3 What is your overall opinion about HONDA Motors?

Table No:3.3

1.	Very Bad	0.5%
2.	Neither Bad Nor Good	10%
3.	Good	35%
4.	Very Good	50%



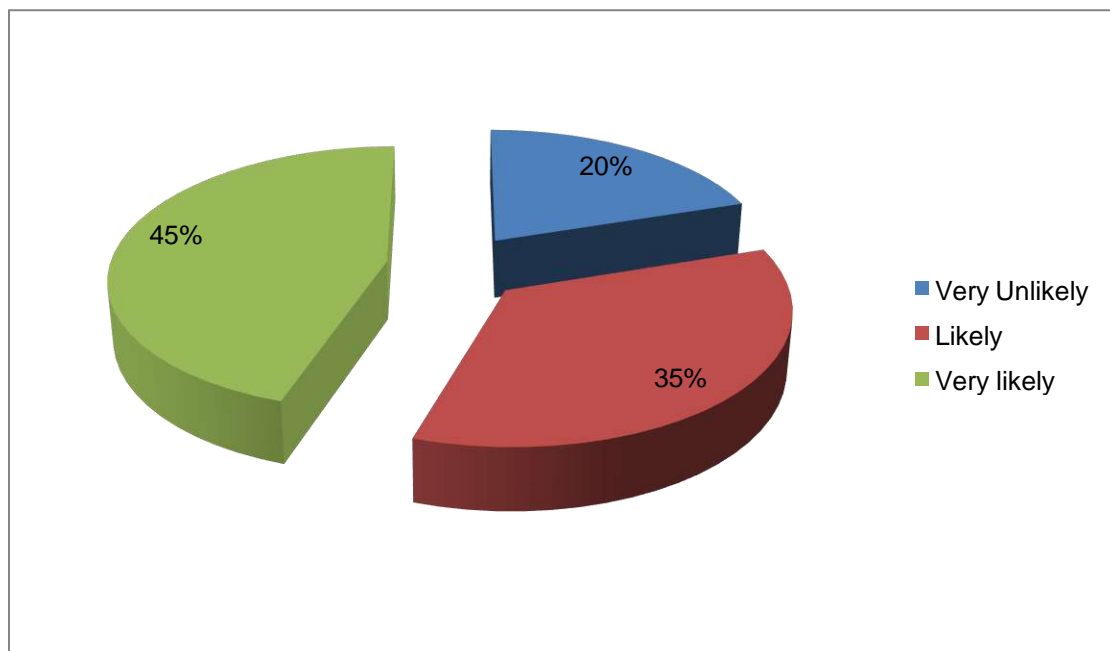
Graph No:3.3

05% people are said that very bad, 10% people are said that neither bad nor good, 35% people are said that good and 50% people are said that Very good.

Q.4 How likely would you recommend HONDA Motors?

Table No:3.4

1.	Very Unlikely	20%
2.	Likely	35%
3.	Very Likely	45%



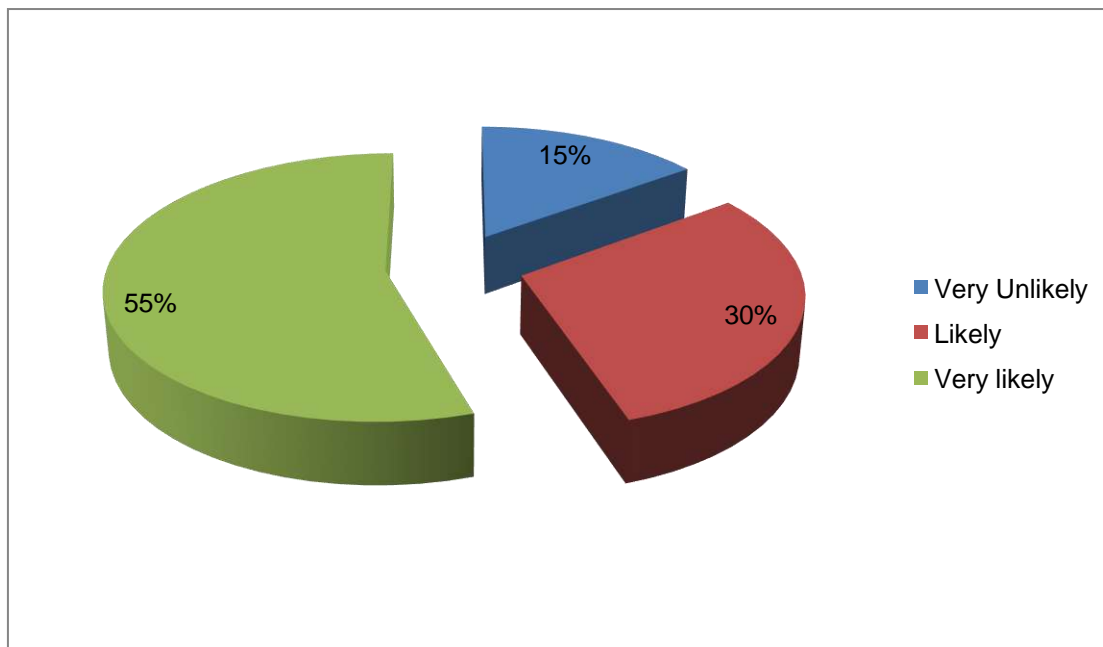
Graph No:3.4

20% people are very unlikely, 35% people are likely and 45% people are very likely.

Q.5 Do you like the promotions and ad campaigns of HONDA Motors?

Table No:3.5

1.	Very Unlikely	15%
2.	Very Likely	30%
3.	Likely	55%



Graph No:3.5

15% people are very unlikely, 30% people are likely and 55% people are very likely.

CHAPTER 4

FINDING, CONCLUSION AND SUGGESTIONS

4.1 FINDING

In this study, I have tried to see whether customer are satisfied with the Customer service which provided Rushabh Motors Pvt. Ltd.

- From this survey we can see that 19% respondents says fair 67% respondents says. good, 12% excellent, and 2% poor about the Customer service provided by Rushabh Motors Pvt Ltd.
- Even we come to know that 48% respondents says that the response given by the sales. Executive is good and 35% respondents say it's fair and 11% respondents says it is fair and 5% respondents says the response is poor.
- From this survey we also come to know that 44% respondents say that the overall performance of Honda two wheelers is good,44% respondents says fair and 11% says it is excellent and 1% say it is poor.
- According to the survey we came to know that 95% respondents says that it will provide timely delivery of vehicle and 5 % respondent says no.
- From this survey we came to know that 28% respondents have give n preference to mileage 24% respondent maintenance and 11% respondent to price, 13% respondent to brand name 13% respondent to all factor and 6 % respondent to local dealer good will.
- From this survey it reviles that 90% respondents say that Rushabh motor pvt. Ltd. provided as spare parts and 10% respondents say that it does not provide.
- 60% respondent say that the service charges charged by Rushabh motor pvt. Ltd. are moderate,33% respondents say that it is low and 7% respondent say it is expensive.
- The survey reviles that 69% respondents say that they are satisfied with mileage of Hero Honda 20% respondents are neither satisfied nor dissatisfied.5% respondents to extremely satisfied and 5% respondents to dissatisfied and the remaining 1% respondent to extremely dissatisfied with the mileage of Honda.

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- From this survey we can see that 68% respondents are satisfied, 20% respondents are neither satisfied nor dissatisfied and 6% respondents are extremely satisfied and 5% respondents are dissatisfied, remaining 1% respondent to extremely dissatisfied with the Honda vehicles purchased at Rushabh Motor pvt. ltd.
 - The survey shows that 4% respondents say yes they would like to suggest for improvement in the present service offered by the Rushabh motors pvt. Ltd. and 96% respondents are happy by the services offered by them don't need any improvements.
 - 48% respondents think that the response given by the mechanic is good, 36 % respondents think that it is fair and 10% respondents think it is excellent and remaining 6% Respondents to poor.
 - From this survey maximum number of people using a splendor and passion motorcycle of Hero Honda and remaining respondents are using other motorcycle.
 - 96% of respondent given preference does not need of addition in service remaining respondent to given preference that add some services.

4.2 CONCLUSION

From the survey it is cleared that most of the customers says that customer services which provided by Rushabh Motors Pvt Ltd is at satisfactory level i.e., they are neither satisfied nor dissatisfied with the service provided.

To overcome this problem the company should be taken right manner for the improvement of their services i.e., the company's sales executive should keep in touch with the customers after delivery of the vehicles and informing the customer regarding the service due. So this helps to increase the customer satisfaction level.

Effective service and attaining to complaints of customers will immediately satisfy them; this satisfaction will act as psychological motivation, indirectly will reflect and increase the sales of Rushabh Motors Pvt Ltd.

On an average more than 73% people feel that the prices are affordable whereas 12% do not agree, 74% believe that attractive discounts are offered whereas 26% are not satisfied with the discounts offered. 20% said that the test drives are not offered and 15% said that post sales follow ups are not done regularly whereas 85% said that they were done regularly but people feel that it is the people's car as it is satisfactory on all other parameters: knowledgeable sales persons, employees spent enough time before and during sales, display of merchandise is attractive, availability of product, variety of merchandise, vehicle in good condition, prices are affordable, attractive discounts are offered, décor of the waiting area is pleasing, responds to complaints quickly.

Honda Motors service station is excellent, careful with personal information and is value for money. The overall opinion about HONDA Motors is very good. 86% people agreed that the sales persons are knowledgeable and 14% strongly disagreed that the sales persons are knowledgeable. 64% people agreed that the sales persons spent enough time with them before the sales and 36% strongly agreed with this. 62% agreed that sales persons spent enough time with them during the sales, while 34% strongly agreed that the sales persons spent enough time with them during sales and only 4% disagreed with this. 60% agreed that the sales persons spent enough time with them after sales, 26% strongly agreed with this and 14% disagreed that the sales persons spent enough time with them after sales. 94% agreed that the display of merchandise was attractive and 6% strongly agreed that the display of merchandise was attractive.

4.3 SUGGESTIONS

- Nearly half of the respondents feel that the response of the sales executive while asking information is low. So it suggests that the behavior is also a part of the service so the staff member should behave well and maintain good relationship with the customers to improve their service quality.
- More respondents are fair and good to overall performance. This shows that customers. are neither satisfied nor dissatisfied with overall performance. So it suggests that to increase performance to satisfy the customers.
- Maximum numbers of respondents believe that the cost of service at Rushabh Motor Pvt Ltd, is moderate and nearly half of them don't want to give their bikes for paid service because they did not find any difference between local garages and in their service station. So is suggesting them to give offer with regards to cost of service.
- More number of respondents feels that the response of the mechanic regarding complaints is fair. So it suggests improving them service quality.
- More number of respondent are believe that spare parts are not available at Rushabh Motors Pvt Ltd, so its suggest to them have to maintain inventory.

QUESTIONNAIRE

Being an esteem customer of Rushabh Motors Pvt. Ltd. you are requested to take out a few minutes and fill the following **QUESTIONNAIRE**:

PERSONAL INFORMATION

1. Name:

2. Address:

_____ Pin Code _____

3. Gender:

Male

Female

4. Age:

Below 18

18-25

26-35

36-50

51 and Above

QUESTIONNAIRE:

1. Which Honda vehicle do you presently own?

2. What is your opinion about paid services provided by Rushabh Motors Pvt Ltd?

1 ☐ Excellent

2 ☐ Good

3 ☐ Fair

4 ☐ Poor

5 ☐ Very Poor

3. Does Rushabh Motors Pvt Ltd provide timely delivery of vehicle as per schedule?

1 ☐ Yes

2 ☐ No

4. How does you rate the overall performance of Honda two wheeler.

1 ☐ Excellent

2 ☐ Good

3 ☐ Fair

4 ☐ Poor

5. Mention any problems with the post sale services provide by Rushabh Motors Pvt Ltd?

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6. How does the sales executive respond while asking information about vehicle?

1[] Excellent

2[] Good

3[] Fair

4[] Poor

5[] Very Poor

7. What factor do you consider while buying Honda two wheeler?

1[] Price

2[] Mileage

3[] Maintenance

4[] Brand Name

5[] Availability

6[] Local Dealers Goodwill

7[] All

8. Do you think all spares parts are Available in the Rushabh Motor Pvt Ltd?

1[] Yes

2[] No

9. What do you think about the cost of the service at Rushabh Motor Pvt Ltd?

1[] Expensive

2[] Moderate

3[] Low

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10. Are you satisfied with the mileage of the Honda Two Wheelers?

1[] Extremely Satisfied

2[] Satisfied

3[] neither satisfied nor Dissatisfied.

4[] Dissatisfied

5[] Extremely Dissatisfied

11. Are you satisfied with the price of the Honda Two Wheelers?

1[] Extremely Satisfied

2[] Satisfied

3[] Neither satisfied nor Dissatisfied

4[] Dissatisfied

5[] Extremely Dissatisfied

12. What addition services do you demand?

13. Do you suggest any improvements in present services offered by Rushabh Motor Pvt Ltd

1[] Yes

2[] No

If Yes specify your suggestion_____

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14. How does the mechanic respond to your complaints?

1[] Excellent

2[] Good

3[] Fair

4[] Poor

5[] Very Poor

Date :

Sign of Customer

Sign of Employee

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