

# Rationalizing pricing policy of motorcycles



By Anwar Iqbal

**T**he motorcycle industry in Pakistan is now-a-days taking a “sharp turn” and Government is also adopting progressive and farsighted vision for its growth and development.

This is resulting in overall benefits to industry and the consumers, as well as all the relevant persons who are working in this industry and contributing a lot to the economic progress of the country. This is due to positive approach of Government in which the Chinese motorcycle producers are striving hard to fully bring to focus the obvious anomalies in the policies and pricing structure of motorcycles.

The efforts of producers

of Pakistani / Chinese motorcycles have now borne fruit and a true picture has emerged in which the Japanese producers who are leaders in the market have now been forced to accept the realities and as a result, the price of Japanese brand



Dewan Yousuf Farooqui along with COO Anwar Iqbal visiting the motorcycle plant



motorcycles have been reduced upto 20%. This, in it self, is a great achievement — the end result of efforts of Chinese / Pakistani motorcycle producers. It also shows how these monopolistic producers are causing heavy damage to the development of our engineering industry in Pakistan.

It is obvious that they have been earning huge profits at the cost of customers and thus keeping the

Continued on page B