

Automotive Sector

TRANSREV RSA



Transrev RSA (better known as Bajaj South Africa) is a wholly owned subsidiary of the Dada Motors group based out of Punjab, India. Dada Motors, established in 1962, is one of the largest auto dealership groups in India with a revenue of more than ₹2000 crores having automobile retail, maintainance, insurance & servicing operations. The group runs multiple dealerships for Bajaj motorcycles, Kia cars, Tata cars & commercial, Mahindra cars and commercial, Jaguar, Land Rover, Tata Hitachi, Tata trucks, Triumph motorcycles, KTM motorcycles and Bajaj tricycles. Dada Motors owns subsidiaries via Dada Sons in Singapore, South Africa and Madagascar.

Bajaj South Africa (Transrev) was established in 2015 and began commercial operations in 2016. The first product that was strategised to be established was the tricycle as a last mile transport option specially in townships. After that during Covid, the food delivery segment started growing very fast, the 2nd products introduced were the motorcycle range between 125 and 150 cc. The latest offering into the market is the Bajaj Qute with Bolt, which has taken over the last mile ehailing category.

The key focus of the company is to grow the business in South Africa to achieve the highest market share in the motorcycle space and significant penetration countrywide with the small four-wheeler (Bajaj Qute). Over and above this, the company wishes to expand into other businesses in Africa and grow export of products from India to Africa.

The company has an order book worth, R100 million rands for the coming year 2024 to 2025. The number of local South Africans employed by the company is 25.

Mr. Sahil Datta, Director and Head of Operations, is at the helm of ensuring operational excellence at Bajaj South Africa. His innovative approach and commitment to quality have led to remarkable advancements in the company's processes and overall performance.

TRANSREV RSA PTY LTD

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PRODUCTS & SERVICES:

- VEHICLES
 - Boxer BM150
 - Qute
 - RE4S
- SPARE PARTS