



**PRESS RELEASE**

*For Immediate Release*

**Pulsar NS400Z, the most daring motorcycle gets the most daring outdoor spectacle**

Mumbai, Date: **Bajaj Auto Ltd**, one of the most valuable automobile companies, is renowned for its innovation and dedication to performance excellence. Its flagship brand, Pulsar, has recently launched the largest Pulsar ever – the NS400Z – marking an evolution in the brand’s identity to ‘Definitely Daring.’ To enhance its impact and reach, Bajaj Auto has partnered with MOMS for one of the most impactful executions in its marketing mix: a 15,000 sq. ft. building wrap in Delhi – the largest hoarding ever within city limits. With this execution, Bajaj Auto also becomes the only two-wheeler company to achieve such a monumental feat!

As the tagline of the Pulsar NS400z suggests, "Dare the Ride, Feel the Beast," a key highlight of the campaign is the 15,000+ sq ft canvas wrap covering one of South Delhi's largest and most prominent buildings. This wrap is not just an advertisement but a bold statement of Bajaj's commitment to pushing boundaries and showcasing the power of the Pulsar NS400z. The wrap featured dynamic graphics that emphasize the Pulsar NS400z’s powerful performance and sleek design. Central to the design is a striking image of the Pulsar NS400z in full throttle, capturing its essence of power and precision. This ensured that the wrap not only grabs attention but also effectively communicates the bike's core attributes.





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