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Founded in 1900, the INR 742 Billion (74,220 Crores) Murugappa Group is one of India's leading business conglomerates. The Group has 29 businesses including ten listed Companies traded in NSE & BSE. Headquartered in Chennai, the major Companies of the Group include Carborundum Universal Ltd., CG Power and Industrial Solutions Ltd., Cholamandalam Financial Holdings Ltd., Cholamandalam Investment and Finance Company Ltd., Cholamandalam MS General Insurance Company Ltd., Coromandel International Ltd., Coromandel Engineering Company Ltd., E.I.D. Parry (India) Ltd., Parry Agro Industries Ltd., Shanthi Gears Ltd., Tube Investments of India Ltd. and Wendt (India) Ltd. The Group holds leadership position in several product lines including Abrasives, Technical Ceramics, Electro Minerals, Auto Components & Systems, Bicycles, Fertilisers, Sugar, Tea and Spirulina (Nutraceuticals).

The Group has forged strong alliances with leading international companies such as Groupe Chimique Tunisien, Foskor, Mitsui Sumitomo, Morgan Advanced Materials, Yanmar & Co. and Compagnie Des Phosphat De Gafsa (CPG). The Group has a wide geographical presence all over India and spanning 6 continents. Renowned brands like BSA, Hercules, Montra, Mach City, Ballmaster, Ajax, Parry's, Chola, Gromor, Shanthi Gears and Paramfos are from the Murugappa stable. The Group fosters an environment of professionalism and has a workforce of over 53,000 employees.



Established in 1949 by the Murugappa Group in partnership with Tube Investments (UK), TI Cycles has rapidly transformed from a bicycle manufacturing company to an industry giant in mobility and wellbeing solutions.

Currently, TI Cycles is the key player in the 'Specials' segment with a nationwide presence bolstered by a network of around 11,500 primary and secondary dealers. The company's plants in Chennai and Rajpura possess the capacity to manufacture five million bicycles a year.

TI Cycles' flagship brands include BSA, Hercules, Montra and Mach City. The brand is credited with many of India's firsts — the first MTB, the first geared bike, the first Shox bike, the first girls' bike, the first kids' bike, the first light Roadster, and the first carbon frame bike.

The past seven decades have witnessed TI Cycles evolve into a powerhouse that's constantly making headway to meet the consumer's needs, from innovative products to futuristic design to unique retail formats.

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BSA HERCULES



BSA and Hercules have been crowned Superbrands in recognition of their exceptional excellence in their respective fields.

The Superbrands title is a significant milestone that sets BSA and Hercules apart as leaders in their respective categories. It highlights the trust and confidence that customers and the industry have in our brands, and we are immensely proud to be recognized on such a distinguished platform.

Being awarded the Superbrands title showcases brands' strong reputation, innovation, and ability to consistently deliver products and services that meet the evolving needs of customers. This recognition further reinforces the brands' commitment to maintaining excellence across all aspects of the business.

Thank you for being an integral part of our success!



BSA

BSA is a brand that's close to the heart of many Indian families. With a legacy spanning over 153 years, it has evolved into a household name for bicycles.

BSA set a record when consumers across the country voted for it to be listed as a Superbrand in the cycles category 2011 & in 2023. The brand is proud to have many firsts to its credit in India - the first bicycle for kids and the first sports light Roadster.

At its heart, BSA is all about freedom, fun, excitement, and energy. No wonder it's among the most-loved brands in the country.



B574 Kids Range

In today's world, most parents tend to be disciplinarians. BSA aims to break the mould by encouraging parents and kids to team up together and have loads of fun.

Beyond conventional cookie-cutter roles, parents should be their child's partner-in-crime, constant companion, and above all, their best friend. This relationship is crucial for every kid's holistic development.

With BSA Kids' range of bicycles, parents can have fun outdoors with their children. Thanks to its unique designs, fun features, vibrant colours and innovative add-ons, this range is a massive hit among parents and young ones alike.



B5/4 KID\$ 12T/14T

AMBUSH







New





sporty sipper

Colours

Black & Smart Red

Black & Active Blue

Hot Pink

Colours

Victor Blue

Smart Red

Space Grey

FRAME HEIGHT: 9T | WHEEL SIZE: 14T



Frame: New durable frame with integrated carrier



Backrest: Backrest support for comfortable ride



Tyres: Thick 2.4T tyres for a better grip



Frame: New sporty frame



Handle: Sporty straight handlebar



Tyres: Thick 2.4T tyres for a better grip



Basket: Colourful basket with graphics



Trainer wheels: Sturdy trainer wheels for safe riding



Chain Cover: Full chain cover for Safety



Design: Rocket themed graphics



Trainer Wheels: Sturdy trainer wheels for safe riding



Chain Cover: Full chain cover for Safety







Refresh



Colours

Ruby Pink

Smart Red

Colours

Seafoam Green

Smart Red

Victor Blue

FRAME HEIGHT: 9T | WHEEL SIZE: 12T & 14T



Frame: Step-through frame with integrated carrier



Colored Components: Backrest, Basket, Grips & Brake cable



Tyres: Available with tyre & tube



Frame: Sporty frame with integrated carrier



Colored Components: Backrest, Basket, Mudguard, Grips & Brake cable



Tyres: Available with tyre & tube



New Components: Colorful spoke bead, Wheel card & Stylish themed Saddle



Trainer wheels: New & improved sturdy trainer wheels for safe riding

FRAME HEIGHT: 9T | WHEEL SIZE: 12T & 14T



Chain Cover: Full chain cover for Safety



New Components: Colorful spoke bead, Wheel card & Stylish themed Saddle



Trainer Wheels: New & improved sturdy trainer wheels for safe riding



Chain Cover: Full chain cover for Safety



BSA

PRESENTING THE ALL-NEW **RACING MACHINE FOR KIDS**

NEW COLORS | NEW GRAPHICS | LOADED SPECS

COMES WITH 2.4T TYRE

KNUCKLE GUARD FOR RACY LOOK





New Ferrari Red & Lead Grey

GO BIKING







Knuckle guard for racy look



Comes with 2.4T tyre

New Color | New Graphics | Loaded Specs

FRAME HEIGHT: 9T | WHEEL SIZE: 14T



Chain Cover: Full chain cover



Frame: Sporty frame with dual color design



Tyres: Thick 2.4T tyres for better grip



Saddle: Quick release for Saddle Adjustment



Trainer Wheels trainer wheels Trainer Wheels: Sturdy



Colors

Color coordinated components – Grips/Brake cable/Rims/Mudguard



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BSA EMETUEN

RULETHE NEIGHBOURHOODS.





















Comes with sporty sipper

Colours

- Black & Smart Red
- Black & Active Blue
- Hot Pink

FRAME HEIGHT: 12T & 13T | WHEEL SIZE: 16T & 20T



Frame: New durable frame with integrated carrier



Backrest: Backrest support for comfortable ride



Tyres: Thick 2.4T tyres for a better grip



Basket: Colourful basket with graphics



Trainer wheels: Sturdy trainer wheels for safe riding



Chain Cover: Full chain cover for Safety

BSA ROCKET

GUARANTEE

LIKEAROCKET





Space Grey



Victor Blue









Comes with sporty sipper

Colours

- Victor Blue







Frame: New sporty frame



Handle: Sporty straight handlebar



Tyres: Thick 2.4T tyres for a better grip



Design: Rocket themed graphics



Trainer Wheels: Sturdy trainer wheels for safe riding



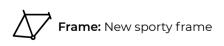
Chain Cover: Full chain cover for Safety







FRAME HEIGHT: 11T | WHEEL SIZE: 20T



Design: Rocket themed graphics



Handle: Sporty straight handlebar



Tyres: Thick 2.4T tyres for a better grip



Chain Cover: Full chain cover for Safety





Handle: Sporty straight handlebar

FRAME HEIGHT: 11T | WHEEL SIZE: 20T



Tyres: New stylish & premium 3T nylon tyre

Comes with sporty sipper



Design: Rocket themed graphics



Stand: Side stand



Brake: Power brakes

Trainer Wheels: Sturdy trainer wheels for safe riding



RIDE INTO A **WORLD OF FUN**



NEW SPECS





COLOURED COMPONENTS





SKD UNIT - 50 %



The new fun packed







Colours

Ruby Pink

Smart Red

FRAME HEIGHT: 11T & 13T | WHEEL SIZE: 16T & 20T



Frame: Durable frame with integrated carrier



Colored Components: Backrest, Basket, Grips & Brake cable



Handle: Raised and adjustable handlebar



New Components: Colorful spoke bead, Wheel card & Stylish themed Saddle



sturdy trainer wheels for safe



Chain Cover: New full chain cover



RIDE THE CHAMP BE A CHAMP



NEW SPECS



COLOURED COMPONENTS



SKD UNIT - 50 %











Colours

- Seafoam Green
- Smart Red
- Victor Blue

FRAME HEIGHT: 11T & 13T | WHEEL SIZE: 16T & 20T



Frame: Sporty frame with integrated carrier



Colored Components: Backrest, Basket, Mudguard, Grips & Brake cable



Tyres: Available with 2.4T tyre & tube



Basket: New big colourful basket



New Components: Colorful spoke bead, Wheel card & Stylish themed Saddle



Wheels: New & improved sturing trainer wheels for safe riding Wheels: New & improved sturdy



THE PERFECT CYCLE FOR **YOUNG EXPLORERS**



THE ALL NEW





Colours

Matte Black

Stark Red

Lapizz Blue

FRAME HEIGHT: 11T & 13T | WHEEL SIZE: 14T, 16T & 20T





Colored Components: Backrest, Mudguard, Grips & Brake



Tyres: Thick 2.4T tyres for a better grip



New Components: Colorful spoke bead, Wheel card & Stylish themed Saddle



∼ Wheels: New & improved sturdy trainer wheels for safe



Chain Cover: Full chain cover for Safety

RONNE.





Colours

Matte Black

Lapizz Blue

FRAME HEIGHT: 13T | WHEEL SIZE: 20T



New Components: Colorful spoke bead, Wheel card & Stylish themed Saddle



Colored Components: Mudguard, Grips & Brake cable



Tyres: Available with 2.4T tyre & tube







FRAME HEIGHT: 11T & 13T | WHEEL SIZE: 1416T & 20T





Design: Space themed graphics



Tyres: Thick 2.125T tyres for a better grips



Colours

Black

Backrest: New colourful backrest & basket



Trainer Wheels: Sturdy trainer wheels



Chain Cover: Unique "X" inspired full chain cover with graphics

Suspension

MISSILE

HECTOR



New

IBR - Internal

Brake Routing (2OT)



Comes with sporty sipper

Available in NON IC & IC Variants

FRAME HEIGHT: 12T & 13T | WHEEL SIZE: 16T & 20T



Handlebar: Straight Handle bar



Chain Cover: Unique 'X' inspired chain cover with graphics



Colours

Verzasca Blue

Stardust Black

Brakes: Power brakes

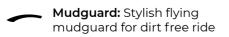


Tyres: Thick 2.4T tyres for better grip



Chain Cover: Full chain cover





FRAME HEIGHT: 13T | WHEEL SIZE: 20T



Tyres: Thick 2.4T tyres for better grip



Frame: Sporty double tube frame with quick release

Handlebar: Sporty broad handlebar



Trainer Wheels: Sturdy trainer wheels for safe riding

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HECTOR

HECTOR³¹









Brake Routing (2OT)

Colours

Stardust Black



FRAME HEIGHT: 13T | WHEEL SIZE: 20T



Trainer Wheels: Sturdy trainer wheels for safe riding



Brakes: Power brakes



Chain Cover: Full chain cover



Suspension: Superior front suspension



Tyres: Thick 2.4T tyres for better grip



Frame: Sporty double tube frame with quick release



Tyres: Thick 3T tyres for better grip

FRAME HEIGHT: 13T | WHEEL SIZE: 20T



Sipper: BSA sporty sipper





Handlebar: Sporty broad handlebar



Stand: Side stand

GO BIKING

Knuckle guard for racy look IBR - Internal **Brake Routing**

New Color | New Graphics | Loaded Specs | Side Stand (20T)

FRAME HEIGHT: 11T & 12T | WHEEL SIZE: 16T & 20T

better grip



Color coordinated

components – Grips/Brake cable/Rims/Mudguard

Refresh

Colors

New Ferrari

Zesty Orange & Twitter Blue

Verzasca Blue

& Lead Grey

Red & Lead

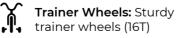
Grey



Saddle: Quick release for Saddle Adjustment

Tyres: Thick 2.4T tyres for





GO BIKING FX



New Color | New Graphics | Loaded Specs | Side Stand (20T)

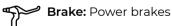
IBR - Internal **Brake Routing**

FRAME HEIGHT: 12T | WHEEL SIZE: 20T





Tyres: Thick 2.4T tyres for better grip







Color coordinated components – Grips/Brake cable/Rims/Mudguard



Saddle: Quick release for Saddle Adjustment



Suspension: Front Suspension

bestie

CYBOK



Refresh

Colours

Twitter Blue/ Sunflower Yellow

▼ Victor Blue/ Neon Orange

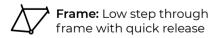




Now Comes with water Decal

Unique Front Visor

FRAME HEIGHT: 12T & 13T | WHEEL SIZE: 16T & 20T





Tyres: Thick 2.4T tyres for better grip







Tyres: Thick 2.4T tyres for better grip

FRAME HEIGHT: 16T | WHEEL SIZE: 20T



Seat: Soft saddle with quick release seat post



Chain Cover: Full chain cover for protection



Handlebar: Adjustable & raised handlebar



Trainer Wheels: Sturdy Trainer Wheels: Sturdy trainer wheels with graphics



Brakes: Power brakes with alloy levers



Handlebar: Unique adjustable double-position handlebar



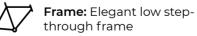
Handle: Soft rubber aero-grips



Cindrella



FRAME HEIGHT: 10T & 12T | WHEEL SIZE: 16T & 20T



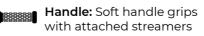
WATER DECAL



Colour: Under lacquer stickers



Seat: Soft saddle with quick release seat post





Chain Cover: Full chain cover with attractive graphics



Basket: Playful front basket with attached plastic flowers



BSALADYBIRD

History was made in 1994 when BSA launched Ladybird. It was the first Indian designer cycle for girls, and has evolved into the market leader in the category.

In a time and age where girls across the country are asked to abide by the society's rules and conventions, Ladybird is redefining girlhood by challenging Indian girls to break free from the norms and follow their heart.

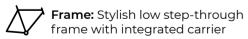
Ladybird is delighted to have completed 25 years of giving wings to the countless dreams of girls and reminding them to live life their own way rather than living up to others' expectations.



BSA LADYBIRD 26T



FRAME HEIGHT: 17T | WHEEL SIZE: 26T

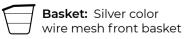


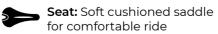


Brake Cables: Caliper brakes



Chain Cover: Colourful chain guard & dress guard with trendy design



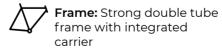




Tyres: Stable Thick tyre / Fast rolling thin tyre



FRAME HEIGHT: 17T | WHEEL SIZE: 26T





Seat: Soft cushioned saddle for comfortable ride



Brake Cables: Caliper brakes



Colours

Basket: Silver color wire mesh front basket



Tyres: Stable Thick tyre / Fast rolling thin tyre



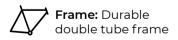
Chain Cover: Colorful Chain and dress guard with premium graphics



Available in MTB and SLR tyres

FRAME HEIGHT: 17T | WHEEL SIZE: 26T







Handlebar: CP finish handle bar



Brake Cables: Colored Brake Cable brake cable



Chain Cover: Colorful chain cover & extra large dress guard



FRAME HEIGHT: 17T | WHEEL SIZE: 26T







Seat: Soft cushioned saddle with Quick release



Brake Cables: Caliper with alloy brake lever Brake Cables: Caliper brakes



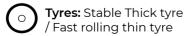
Basket: Stylish wire-mesh front basket



O Tyres: Stable thick tyres

front basket

Basket: Big wire-mesh





Colours Barbie Pink

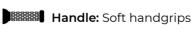
FRAME HEIGHT: 19T | WHEEL SIZE: 26T



Frame: Elegant double tube steel frame



Brakes: Power brakes with alloy brake lever







Tyres: Fast-rolling thin tyres



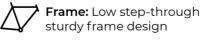
Basket: Stylish wiremesh front basket

Summer ASC 📾



FRAME HEIGHT: 18T | WHEEL SIZE: 26T







Wheel Cards : Colourful wheel cards



Brake Cables: Caliper brakes with alloy brake lever



Basket: Stylish wiremesh front basket



Seat: Soft cushioned saddle with Quick release



Chain Cover: Attractive dress guard and chain cover



BSA LADYBIRD 24T





FRAME HEIGHT: 17T | WHEEL SIZE: 24T



Frame: Stylish low step-through frame with integrated carrier



Brake Cables: Caliper brakes



Chain Cover: Colourful chain guard & dress guard with trendy design



Basket: Big size wire mesh front basket



Seat: Soft cushioned saddle for comfortable ride



Tyres: Stable Thick tyre / Fast rolling thin tyre



FRAME HEIGHT: 15T | WHEEL SIZE: 24T



Frame: Low step-through frame with cut colour



Seat: Soft cushioned saddle with Quick release



Brake Cables: Caliper with alloy brake lever Brake Cables: Caliper brakes



Basket: Stylish wire-mesh front basket



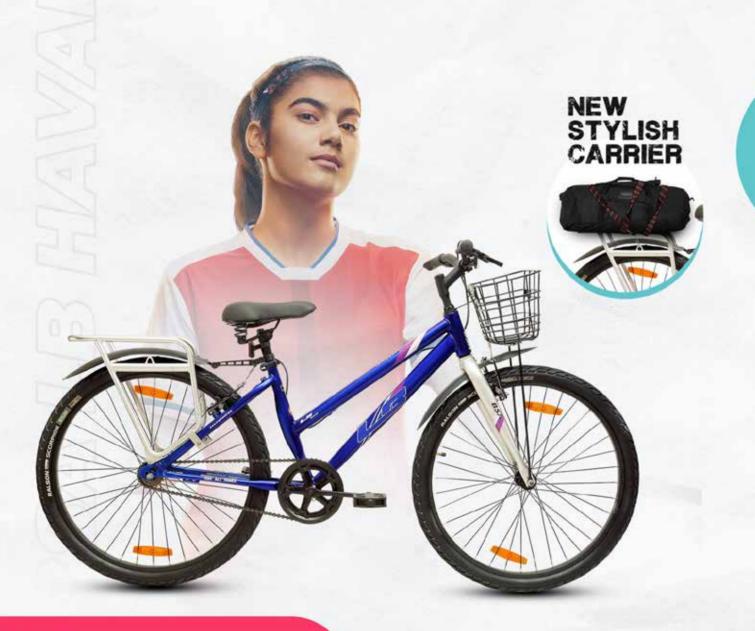
○ **Tyres:** Stable thick tyres



B54 **C**5

BSA is proud to launch its all-new sport range of LB bicycles, a stylish blend of elegance and comfort.

Powered by an ergonomic build and smart features, the bicycles are designed to be a part of every girl's adventure of discovering the most headstrong and undaunted version of herself.





Designed for the #GirlBoss.

Ist commuter sports model which comes with basket & carrier

HAVANA



FRAME HEIGHT: 15T | WHEEL SIZE: 26T



Frame: New sporty frame specially designed for girls



Handlebar: Sporty straight handlebar with ergo grips for stylish posture & comfortable ride



Basket: Stylish basket



Rim: Single wall alloy rim



Seat: Soft saddle with quick release



Carrier: Unique 1st in the segment integrated carrier





Reigning supreme as India's cycling sensation since 1951, Hercules has been an integral part of every Indian male teenager's childhood. Its diverse range of bicycles include Hercules Roadeo and Hercules MTB which have captivated the imagination of countless teenage boys across the country.

Brand Hercules stands for teamwork, friendship, and adventures. It encourages boys to team up with like-minded friends and set off on an adventure with them in the spirit of brotherhood.

So, what are you waiting for? Jump on your Hercules bike and get ready to #FindYourTribe



THE ALL NEW

STREETCAT PRO CEDIEC UNLEASH YOUR STREET STYLE.

AVAILABLE IN 24 & 26 WHEEL SIZE

AVAILABLE IN V BRAKE & RIGID FORK

AVAILABLE IN DISC BRAKE & SUSPENSION FORK



Re-engineered Frame Geometry with internal cabling



Water Decal Stickers



Colour Coordinated mudguard



Double Wall Alloy Rims



Semi Cartridge bottom bracket for smooth rolling



Hexagonal Brut stem



Sturdy Knuckle Guard



PU Saddle for comfort ride



Theme based grips



2.4 Tyre



Bushless Chain for noiseless ride







HERCULES REDEEM

Join the Redeem Revolution Where Boys Unite, Adventure Awaits!





Sporty Frame with IBR



Integrated carrier



Improved new broader stem and handlebar



2.4T cotton tyre



Theme based chain cover



Soft PU saddle



Colour coordinated grips



Water bottle



Colour coordinated plastic mudguard



24T, 26T, 27.5T, 29T wheels



Black power coated rims



V brake / Dual disc brake



Semi Cartridge bottom bracket for smooth rolling



Bushless Chain for noiseless ride



AVAILABLE IN 24, 26, 27.5 AND 29 WHEEL SIZE

AVAILABLE IN V BRAKE & RIGID FORK

AVAILABLE IN V BRAKE & SUSPENSION FORK

AVAILABLE IN DISC BRAKE & SUSPENSION FORK



Join the Redeem Revolution Where Boys Unite, Adventure Awaits!







HERCULES REDEEM 3T

Join the Redeem Revolution Where Boys Unite, Adventure Awaits!





Sporty Frame with IBR



Integrated carrier



Improved New MTB Handle bar and Improved new broader stem



3inch Nylon tyre



Soft PU saddle



Colour coordinated grips



Water bottle



Colour coordinated plastic mudguard



26T wheels



Black power coated rims



V brake / Dual disc brake

Variant Available:

- Both IC and Non IC
- V brake and rigid fork
- Dual disc and suspension fork

Colours Available:

- Space Grey
- Black
- Elite Blue



LAUNCHING THE 1ST OF ITS KIND



1st in Industry Metal Mudguard 2.4**T** TYRE



UNLEASHING THE ALL NEW HERCULES DECOY



SPORTY FRAME WITH BROADER HEAD TUBE



BLACK POWDER COATED RIMS



NEW SPORTY HANDLEBAR



COLOUR COORDINATED
CHAIN COVER



WHEEL SIZE 24T and 26T



BLACK POWDER
COATED SEAT POST





V BRAKE / CALIPER BRAKE



NEW BROADER PEDAL



2.4 COTTON TYRE WITH 2.4 TYRE TUBE



METAL/PLASTIC MUDGUARD



- AVAILABLE IN 24T AND 26T
- AVAILABLE IN CALIPER BRAKE AND V BRAKE
- STEEL MUDGUARD VARIANT IS AVAILABLE IN 26T CALIPER BRAKE VARIANT





HERCULES STREETRIDER SERIES

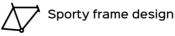
CONQUER EVERY CORNER

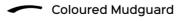


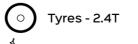


FRAME HEIGHT: 13T & 17T | WHEEL SIZE: 24T & 26T

Available in Sporty and Integrated Carrier options











BPC / Black Powder Coated rims



Brut stem & Handle bar



Chain Cover



Colours











FRAME HEIGHT: 13, 13&14 | WHEEL SIZE: 24, 26&27.5





4 Pin alloy stem



Dual Disc Brake



Front Suspension



Broader Tyres- 2.4T



Double wall Alloy Rims



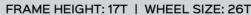
Colours Pacific Blue

Stardust Black

Forest Green

#FindYourTribe with Hercules.

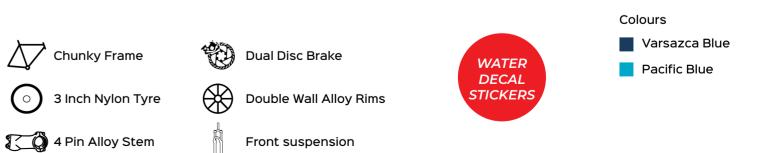








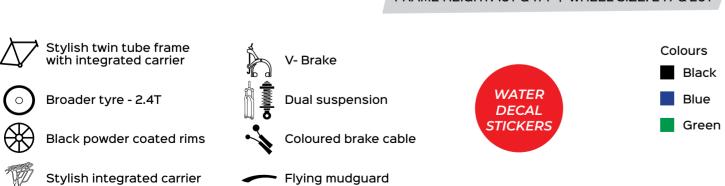
FRAME HEIGHT: 18T | WHEEL SIZE: 24T



#FindYourTribe with Hercules.



FRAME HEIGHT: 15T & 17T | WHEEL SIZE: 24T & 26T





FRAME HEIGHT: 17T | WHEEL SIZE: 27.5T & 29T

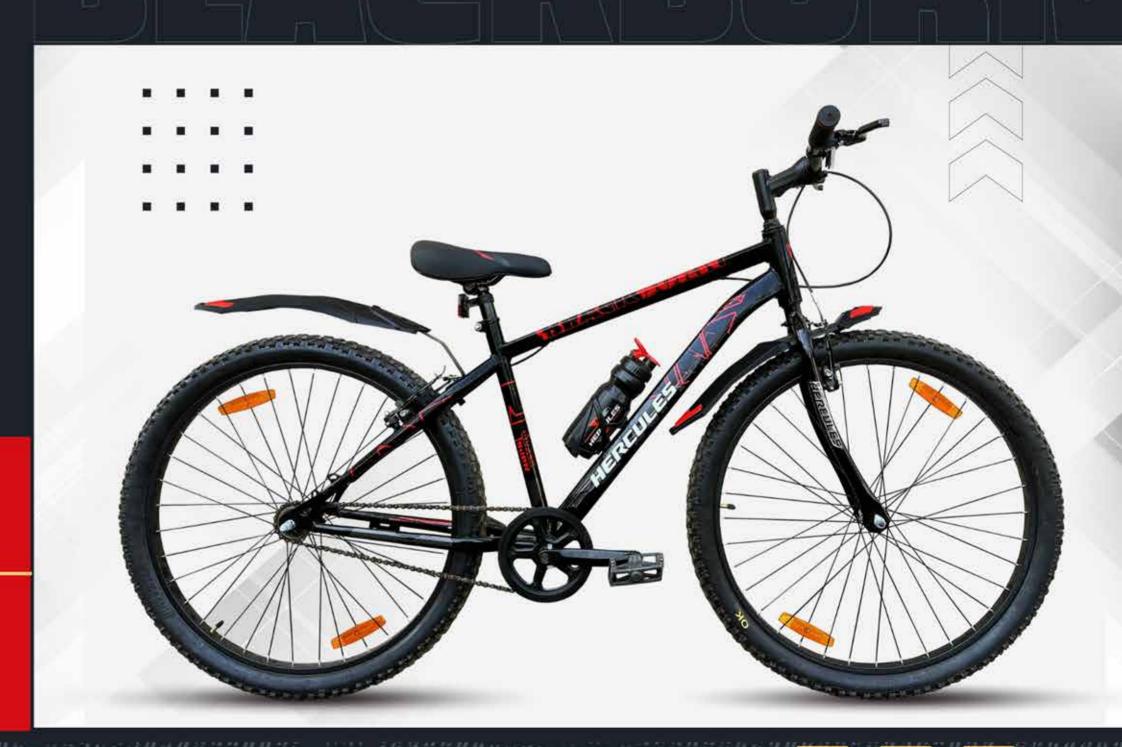




BLACKBURN: BUILT FOR SHADOWS

#FindYourTribe





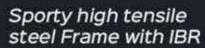


AVAILABLE COLOURS



FEATURES







Waterdecal stickers



Aesthetically improved Brut stem



Bushless chain



Aesthetically improved new handlebar



Semi Cartridge BB



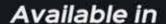
Comfort Pu saddle with branding



2.4T cotton tyre



Improved disc brake with Hercules branding



- >>> Both IC and Sports
- >>> V brake and rigid fork
- >>> Dual disc and suspension fork





TOP GEAR REDEEM

Back with a bang, bigger than ever





Colours Available:

Black and orange

■ Black and acid green



HERCULES ROADED

Considered to be India's most stylish range of mountain bikes, Roadeo is for those who dare to explore uncharted territories and take paths that are feared.

Be it an early morning ride or an adventure trail, Roadeo perfectly complements the bold and spirited attitude of today's teenagers. Its range of bikes sport stylish steel and alloy designer frames with full suspension and internationally acclaimed gears.



THIS RIDE COMES WITH



IBR (INTERNAL BRAKE CABLE ROUTING)



DUAL COLOUR IN FRAMES



WATERDECAL STICKERS



SHIMANO 21SP GEARS



FRAME

TIG WELDED

OTHER SPECIFICATIONS



DOUBLE DISC BRAKES



ALLOY RIMS



4 PIN ALLOY STEM



BROADER HANDLE BAR



FRONT SUSPENSION



2.4 NYLON TYRES



SKD PACKAGING

PRESENTING THE ALL NEW HERCULES ROADEO STR 1

LEAD THE STREET

THE AVAILABLE COLOUR VARIANTS

AROWANA SILVER & NEON RED



MAGIC BLUE & RED



FRESH BLUE & BLACK



CACTUS GREEN & BLACK





THIS RIDE COMES WITH



IBR (INTERNAL BRAKE CABLE ROUTING) IN FRAMES



DUAL COLOUR



STICKERS



SHIMANO 21SP GEARS



TIG WELDED FRAME

OTHER SPECIFICATIONS



DOUBLE DISC BRAKES



DOUBLE WALL ALLOY RIMS



4 PIN ALLOY STEM



BROADER HANDLE BAR



SUSPENSION



2.4 NYLON TYRES



SKD PACKAGING

PRESENTING THE ALL NEW HERCULES ROADED STR2 DAR TO DEFY



BLACK WITH GREY



BLACK AND SMART RED



BLACK WITH PEARLISED BLUE



MAGIC BLUE AND NEON RED



Roadeo Warcry

- The trendy mountain racer -





21SP shimano Gear (FD - TY500 & RD -TZ31)



TIG welded Frame



IBR (Internal Brake cable routing)



Waterdecal stickers



Alloy pedal



Alloy Brake lever



Double Disc Brake



Double Wall Alloy Rims



4 Pin Alloy stem



Broader Handlebar



Front Suspension



2.4T Nylon Tyres



SKD packaging

Available in 26T and 27.5T



Roadeo Warcry — The trendy mountain racer —



Available in 26T and 27.5T



FRAME HEIGHT: 17T | WHEEL SIZE: 27.5T & 29T

WATER

DECAL

STICKERS



21 Speed Microshift gear system



6061 Alloy frame providing superior ride quality



Front Suspension with threadless alloy stem



Double wall Alloy Rim



Dual Disc Brake



O Nylon Tyre – 2.25T

Colours

27.5T & 29T - Black



Black with Red



Front Suspension with threadless alloy stem

21 Sp shimano Gear

Sleek saddle for ergonomic comfort



Double wall Alloy Rim



Dual Disc Brake



ONylon Tyre – 2.4T



FRAME HEIGHT: 17T | WHEEL SIZE: 27.5T & 29T

WATER

DECAL

STICKERS



Led Grey/Yellow



#FindYourTribe with Hercules.





Designed keeping the urban youth in mind, Mach City's range of bikes is the perfect combo of style and performance. Available in a wide array of designs and colours, these bikes are ideal for short cycling trips through our bustling cities.

Why let crazy traffic or streets filled with potholes stop you, keep pedalling towards your hangouts and happiness. Hop on to your Mach City and kickstart your next cross city adventure.



MUNICH SINGLE & 21 SPEED



FRAME HEIGHT: M & L (M-18.5 & L-20) | WHEEL SIZE: 700c



Frame: TIG-welded frame with water decal stickers



Pedals: Alloy pedals



Tyres: 700c nylon tyres & M & L (M- 18.5 & L- 20)



Rim: Double wall alloy rims



Brake: V brake - Sypo



Stem: 4 pin alloy stem & threadless fork



IBIKE

AVAILABLE IN M & L (M- 18.5 & L- 20)



i BIKE



FRAME HEIGHT: M & L (M-18.5 & L-20) | WHEEL SIZE: 700c x 35 (&) 26 x 1.95



Frame: TIG-welded frame with water decal stickers



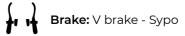
Pedals: Alloy pedals



Tyres: Available in 700c x 35 nylon tyres & Available in 26 x 1.95 nylon



Rim: Single wall alloy rims





Crank: Cotterless crank



MONTREAL





MONTREAL SINGLE & 21 SPEED



FRAME HEIGHT: M & L (M-18.5 & L-20) | WHEEL SIZE: 700c



Frame: TIG-welded frame with water decal stickers



Pedals: Alloy pedals



Tyres: 700c nylon tyres



Rim: Double wall alloy rims



Brake: Dual disc brakes



Stem: 4 Pin alloy Stem & threadless fork





JR. ROADSTERS RANGE

Expressing style, strength and reliability, our range of Junior Roadster bicycles empower riders to pursue their dreams. Stylish yet functional, practical yet dependable, our bicycles are partners in growth for teens in large parts of the nation. Be it long commutes or looking better than the rest, our bicycles never let the rider down.

GHATAK



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Oversized dura tuff steel welded frame
- Improved CP handle bar with finger-moulded grip
- High gloss CP rim with Improved profile
- Heavy-duty 4.6mm thicker brake long rod & improved BCL bolt with dome nut
- Full half chain cover

Colours

- 12 gauge spokes and nipples
- 48T x 7T CP chain wheel
- 112 link chain
- 20T free wheel
- 1.22mm thick seat pillar
- 4.8mm M/G stay

- Thicker brake clips
- Heavy-duty rubber pedal
- Comfortable PVC top saddle
- Available with full stand
- Available with cotton/Nylon tyres

- Dura-tuff steel brazed frame
 - High-end CP handlebar with fingermoulded grips
 - Heavy-duty mudguards
 - High-gloss CP rims with improved profile
 - Sturdy full-half chain cover

- CP carrier
- Rubber pedals with anti-rotation block
- Heavy-duty center stand

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Front and rear 40:40 spokes wheel set
- 13G spokes with steel nipples

- Comfortable PVC top saddle
- Available with full stand
- Available with cotton/Nylon

SINGHAM DX



Colours

Rich Burgundy

- 120 -

- 121 -

POPULAR DTS



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Dura-tuff steel brazed frame
- CP handlebar with finger-moulded grips
- Heavy-duty mudguards

Colours

- High-gloss CP rims with improved profile
- Sturdy full-half chain cover
- CP carrier
- Rubber pedals with ISO reflectors
- Front and rear 32:40 spokes wheel
- 13G spokes with steel nipples
- Comfortable PVC top saddle
- Available with full stand
- Available with cotton/Nylon tyres

CAPTAIN VIRAT



Colours

Ferrari Red

FRAME HEIGHT: 19T | WHEEL SIZE: 26T

- Sporty, stylish steel frame
- Sturdy plastic pedals with anti-rotation
- Premium nylon tyres
- Strong and stylish tubular carrier
- Stylish full-half gear case

- Comfortable PVC top saddle
- Comfortable finger-moulded grips with reflectors
- Wide and sporty crank
- 13G spokes with steel nipples

- 122 -

NEW RHING



Colours

- Black
- Victor Blue

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Oversized welded frame with integrated
- Sturdy rubber pedals with anti-rotation plate and reflectors
- Nylon tyres with 'Rhino' tread pattern
- Sturdy FHGC

- Comfortable PVC top saddle
- Finger-moulded grips
- Sporty side stand
- 13G spokes

CAPTAIN Ex 🕏



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Dura-tuff steel brazed frame
- Sturdy rubber pedals with anti-rotation plate and reflectors
- Available with cotton/Nylon tyres
- Chrome-plated channel carrier
- Sturdy FHGC

Colours

- Comfortable PVC top saddle
- Finger-moulded grips
- 13G spokes

- 124 -



Colours

Black

FRAME HEIGHT: 21T | WHEEL SIZE: 26T

- Broad and sturdy carrier
- Black nylon tyre
- PU soft saddle with attractive graphics
- Caliper brake with alloy levers
- Stylish Grips
- Sturdy chain cover

SPEEDSTER



Colours

Black

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Unique Frame Design
- Black Nylon tyres
- Caliper Brake with alloy levers

- Neon colour and graphics
- PU soft saddle with attractive graphics
- Sturdy Steel chain cover

- 126 -







Danika





Colours

- Pearl Pink
- Seafoam Green

FRAME HEIGHT: 17T | WHEEL SIZE: 26T

- Durable frame with integrated carrier
- Attractive chain cover and saree guard with graphics
- CP handlebar

- PVC top saddle
- Premium nylon tyres
- Side stand

AVAILABLE COLOURS PINK SEAFOAM GREEN



Attractive new split basket design Colours Pearl Pink Victor Blue Sea Foam Green (New)

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Stylish sturdy frame with integrated carrier
- CP handlebar with finger-moulded grips
- 14G spokes
- Colour coordinated front basket

- Attractive chain cover and saree guard
- PVC top saddle with thermorex foam
- Premium nylon tyres

Diana Classic



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Durable double tube frame with integrated carrier
- Dual Color frame
- CP handlebar

Colours

- Extra space CP wire mesh basket
- Colorful saree guard with graphics
- Color coordinated chain cover
- Premium Nylon tyres

- 130 -

- 131 -

Metallic Dark Pink

FRAME HEIGHT: 17T | WHEEL SIZE: 26T

• Double-tube sturdy frame with integrated carrier

Colours

- Colour-coordinated wire-mesh front basket
- Attractive chain cover and saree guard
- Premium nylon tyres (optional)
- Cushioned saddle with print
- Two unique graphic designs

- 132 -

Shona Metallic Dark Pink

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Sturdy frame with integrated carrier
- Colour-coordinated wire-mesh basket
- Finger-moulded grips

Colours

Deeper Blue

- Dual tone colours and graphics
- Colour-coordinated wire mesh basket

- Premium nylon tyres
- Rubber pedals with anti-rotation
- Robust chain cover

- 133 -

POPULAR DTS LADIES



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Dura-tuff steel brazed frame
- CP handlebar with finger-moulded grips
- Heavy-duty mudguards
- High-gloss CP rims with improved profile
- Sturdy full-half chain cover
- CP carrier
- Rubber pedals with ISO reflectors
- Front and rear 32:40 spokes wheel set
- 13G spokes with steel nipples
- Comfortable PVC top saddle
- Available with full stand
- Available with cotton/Nylon tyres

SINGHAM DX LADIES



Colours

Rich Burgundy

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Dura-tuff steel brazed frame
- High-end CP handlebar with fingermoulded grips
- Heavy-duty mudguards
- $\bullet\,$ High-gloss CP rims with improved profile
- Sturdy full-half chain cover

- CP carrier
- Rubber pedals with anti-rotation block
- Heavy-duty center stand
- Front and rear 40:40 spokes wheel set
- 13G spokes with steel nipples
- Comfortable PVC top saddle
- Available with full stand
- Available with cotton/Nylon tyres

- 134 -

- 135 -



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Dura-tuff steel brazed frame
- Sturdy rubber pedals with anti-rotation plate and reflectors
- Premium nylon/cotton tyres (Optional)
- Chrome-plated channel carrier
- Sturdy FHGC

- PVC top saddle
- Finger-moulded grips
- 14G spokes







SR. ROADSTERS RANGE

Rugged and reliable, our range of Roadsters are truly a cut above the rest. These bicycles are designed to carry heavy loads as well as travel long distances. When it comes to trust and performance, nothing beats the classic and hard-working Roadster.

GHATAK



FRAME HEIGHT: 22T | WHEEL SIZE: 28T

- Oversized dura-tuff steel welded frame with wielded fork
- Improved CP handle bar with finger-moulded grips
- High gloss CP rim with improved profile with 40:40 holes (Front & rear)
- Heavy-duty 4.6mm thicker brake long rod & improved BCL bolt with dome nut

- Sturdy QCC chain cover (Power type)
- 12 gauge spokes and nipples
- 48T x 7T CP chain wheel
- 112 link chain
- 20T free wheel

- 1.22mm thick seat pillar
- 4.8mm M/G stay
- Thicker brake clips
- Heavy-duty rubber pedal
- Comfy/B12 saddle (Optional)

POPULAR (1) DTS



FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T

- Dura-tuf steel brazed frame
- CP handlebar with finger-moulded grips
- Heavy-duty mudguards
- High-gloss CP rims with improved profile
- Sturdy quarter chain cover

- Cotton/premium nylon tyres (Optional)
- Comfy/B12 saddle (Optional)
- Rubber pedals with ISO reflectors (Front and rear)
- 32:40 spokes wheel set
- 13G spokes with steel nipples

- 140 -

- 141 -

SINGHAM DX



Colours

Black

Green

FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T

- Dura-tuff steel brazed frame
- 12 gauge spokes with brass nipples
- 48T x 7T CP chain wheel
- 112 link chain
- 20T free wheel
- Heavy duty 4.6mm thicker brake long rod & improved BCL bolt with dome nut
- High gloss CP rim with improved profile with 40:40 holes (Front & rear)
- Improved CP handle bar with finger moulded grips and reflectors
- 4.8mm powder coated Hair pin type M/G stay
- 1.22mm thick seat pillar

- Thicker brake clips
- Heavy duty rubber pedal
- Sturdy QCC chain cover (Power type)
- B-12/Comfortable saddle

NEW HERCULES



Comes without stand & carrier

FRAME HEIGHT: 22T | WHEEL SIZE: 28T

- Dura-tuf steel brazed frame and fork
- Rubber pedals with rotation arrestor
- Contour profile mudguards with reflectors

- 13 gauge spokes
- Premium nylon tyres

- 142 -

- 143 -

POPULAR SINGHAM HDT

FRAME HEIGHT: 22T | WHEEL SIZE: 28T

Oversized tubing

Colours

Green

- Heavy-duty pedals with reflectors
- 20 teeth free-wheel and 48 teeth chain wheel crank
- Front and rear wheel with 40 hole hubs

- 12 gauge spokes and brass nipples
- Wider comfortable saddle
- Premium nylon tyres
- Thicker tube for better air retention

POPULAR SINGHAME



Colours

Black

Green

FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T

- Durable double top tube frame
- Finger molded grips with reflectors
- 13 G spoked and Nipple
- 32/40 Hub

- Heavy duty rubber pedal with antirotation support
- Premium Nylon Tyres
- Available in B12/Comfy
- Available with QCC/FGC

- 144 -

SUPER **DELUXE**

Does not come with a stand

FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T

- 146 -

- Ergonomically designed brazed frame
- Centre-pull braking system
- CP spokes

Colours

Black

Green

- Thermorex/B-12/comfy saddle (optional)
- Handlebar with soft grips

- BSA mascot on front mudguard
- Rubber pedals with reflectors
- Premium nylon tyres
- Quarter/FGC chain cover (optional)

Colours Black Creen

FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T

- 147 -

- Ergonomically designed brazed frame
- Centre-pull braking system
- Thicker mudguards with reflectors
- Pedals with reflectors
- Premium nylon/cotton tyres (Optional)

- Smooth-rolling thin hubs
- 14G spokes
- B-12/comfy saddle (optional)
- Thicker 1.22mm seat pillar



Colours

Black

Green

FRAME HEIGHT: 22T | WHEEL SIZE: 28T

- Ergonomically designed brazed curved bar frame
- Centre-pull braking system
- Thicker four-piece M/G stays
- Pedals with reflectors

- Nylon tyres
- Thicker 1.22mm seat pillar
- FGC chain cover



FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T

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- Durable frame with Parallel bar
- 13G spokes
- 32/40 Hub
- Comfortable saddle

- Heavy duty pedal with anti-rotation support
- Quarter chain cover
- Premium Nylon tyres

- 148 -



Colours

Black

FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T

- Durable frame with Curved bar
- 13G spokes
- 32/40 Hub
- Comfortable saddle

- Heavy duty pedal with anti-rotation support
- Quarter chain cover
- Premium Nylon tyres

