

Publication : Deccan Herald  
Date : Thursday March 26, 2009  
Edition : Bangalore  
Page : 15

## TI opens new outlet for super premium cycles

**BANGLORE:** After the Rs 1 lakh Nano car, now be prepared for a Rs 2 lakh bicycle.

Chennai-based Murugappa Group's Tube Investments India (TI India), on Wednesday, announced the launch of *Track & Trail* - their flagship super premium retail outlet in the City. It will, among other bicycles, display and sell bicycles from two leading international bicycle makers - Bianchi and Canondale, with price tag between Rs 17,500 to Rs 2,00,000.

TI has introduced different ranges of bikes - in the mountain bike, road bikes and the hybrid bikes categories.

Briefing reporters, Murugappa Group (TI Cycles) Managing Director Ramkumar said "this is not only a move to tap the market potential available in India, but also to initiate the spirit of cycling among the consumers."

The bikes include Canondale's CO2 range mountain bikes - F7, F8, and F9 (between Rs 17,000 to Rs 25,000),

Canondale's CO2 SL range bicycles - F5 (Rs 40, 000) and F4 (Rs 50, 000), Canondale's performance bicycle - Rush 7 (Rs 80, 000) and Scalpel 4 (1, 65,000), Canondale's hybrid bicycles - Adventure 5 (between Rs 20,000 to Rs 25,000), Bianchi's hybrid bicycle - Aeron Sport, Camaleonte 2 and Spillo Quarzo (between Rs 30,000 to Rs 35,000), Bianchi's Road category bikes - C2C Nirone 7 Alu Sora (Rs 51,000) and C2C Nirone 7 Alu Carbon (Rs 76, 000), Bianchi's D2 Crono Triathlon Aluminum (Rs 1,50,000) and Bianchi's Cyclocross Carbon (Rs 2,00,00).

Along with selling the first of its kind bikes, the outlet will be a one-stop-shop that will not only sell bicycles, but also sell riding and bike accessories, apparels, bike components, merchandise and everything else that a biker might need.

With their lowest range of bike costing Rs 17,500 and Ramkumar said their target is the niche customer.

**DH News Service**



Bianchi Director International Sales Richard Stroemastide the company cycle at the launch of TI Cycles Track and Trial store in Bangalore on Wednesday. DH PHOTO