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## TI Cycles introduces super premium bikes



**PREMIUM RANGE:** Richard Stroem (left), Director International Sales, Bianchi, Italy, Ramkumar (centre), Managing Director, TI Cycles of India, and Edward Vlutters, International Sales Manager, Cannondale Bicycle Corporation of the U.S.

— PHOTO: SPECIAL ARRANGEMENT

Special Correspondent

**BANGALORE:** Bicycle manufacturer, TI Cycles, part of the Murugappa Group, launched its "super premium" range of bikes in Bangalore on Wednesday.

The bikes, priced between Rs. 17,500 and Rs. 2 lakh, will be sold through the exclusive Track and Trail store in the city (Bangalore).

The second outlet will be opened in Delhi on Thursday. The company is partnering two international bike manufacturers, Bianchi of Italy, and Cannondale Bicycle Corporation of the U.S., in bring-

### Partners Bianchi of Italy and Cannondale of the U.S.

ing these products to India.

L. Ramkumar, Managing Director, TI Cycles, said the range would meet the needs of those who cycle for adventure in rough terrain as well as those who cycle for recreation or fitness.

The company plans to open Track and Trail stores in Pune, Chennai, Chandigarh, Mumbai and Coimbatore.