



RANGE CATALOGUE







BSA HERCULES HERCULES BSA

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Founded in 1900 and worth ₹742 billion, Murugappa Group is among India's leading business conglomerates. With its headquarters in Chennai, the group has 28 businesses comprising nine listed companies traded in NSE & BSE. The major companies of the group include Carborundum Universal 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., Parry Sugar Industries Ltd., Shanthi Gears Ltd., Tube Investments of India Ltd., and Wendt (India) Ltd.

Murugappa Group enjoys the status of being the market leader in diverse segments including Abrasives, Auto Components, Transmission Systems, Cycles, Sugar, Farm Inputs, Fertilisers, Plantations, Bio-products and Nutraceuticals. The group has cultivated successful partnerships with eminent international companies including Groupe Chimique Tunisien, Foskor, Mitsui Sumitomo, Morgan Advanced Materials, Sociedad Química y Minera de Chile (SQM), Yanmar & Co. and Compagnie Des Phosphates De Gafsa (CPG). In addition to a strong pan-Indian foothold, the group also has a commendable geographical presence across six continents.

Celebrated brands like BSA, Hercules, Ballmaster, Ajax, Parry's, Chola, Gromor, Shanthi Gears and Paramfos belong to the Murugappa family. The group has a workforce of over 32,000 employees, and has cemented its legacy in India and beyond. For more details, visit www.murugappa.com



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 market leader in the 'Specials' segment with a nationwide presence bolstered by a network of around 11,500 primary and secondary dealers, zonal offices and warehouses. 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.

- 4 -

- 5 -





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.

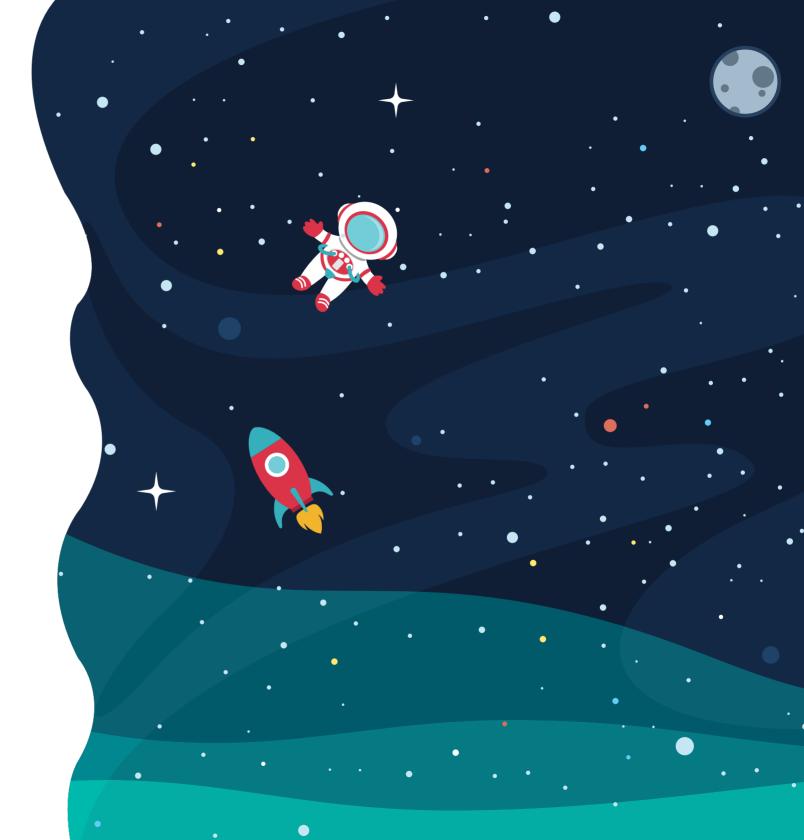
Thank you for being an integral part of our success!



BSA 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.





B557 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.



Refresh

Refresh



Ruby Pink

Smart Red

Victor Blue

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



Tyres: Available with tyre



Frame: Sporty frame with integrated carrier



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

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



Tyres: Available with tyre



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



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



Chain Cover: New Full chain cover for extra protection



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



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



Chain Cover: New Full chain cover for extra protection

Refresh

ROAMIER



Colours

Matte Black

Stark Red

Lapizz Blue

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



Frame: Sporty frame with stylish design



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



Colored Components:

Backrest, Mudguard, Grips &
Brake cable



Tyres: Available with tyre tubes



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



Chain Cover: New Full chain cover for extra protection



BSA

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

NEW COLORS | NEW GRAPHICS | LOADED SPECS

KNUCKLE GUARD FOR RACY LOOK

Refresh





Knuckle guard for racy look



Comes with a sporty sipper

New Color | New Graphics | Loaded Specs

FRAME HEIGHT: 9T | WHEEL SIZE: 14T





Tyres: Thick 2.4T tyres for a better grip



Chain Cover: Full chain cover



Colors

New Ferrari Red & Lead Grey

Zesty Orange & Twitter Blue

Verzasca Blue & Lead Grey Forest Green & Acid

Green

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



Saddle: Quick release for Saddle Adjustment



Trainer Wheels trainer wheels Trainer Wheels: Sturdy



Refresh

MOGB

Colours

Ruby Pink

Smart Red

Victor Blue



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





Colored Components: Backrest, Basket, Grips & Brake cable



Handle: Raised and adjustable handlebar



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



Wheels: New & improved sturdy trainer wheels for sa sturdy trainer wheels for safe



Chain Cover: New full chain cover



RIDE INTO A **WORLD OF FUN**



NEW SPECS







COLOURED COMPONENTS





SKD UNIT - 50 %



Launching the new fun packed









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 tubes



Basket: New big colourful basket



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



Wheels: New & improved sturdy trainer wheels for safe riding



RIDE THE CHAMP BE A CHAMP







COLOURED COMPONENTS



SKD UNIT - 50 %



PRESENTING THE EXCITING, NEW



Refresh

ROANTER

Colours

Matte Black

Stark Red

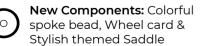
Lapizz Blue

Available in IC & NON-IC options

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









Colored Components: Backrest, Mudguard, Grips & Brake





Wheels: New & improved sturdy trainer wheels for sair sturdy trainer wheels for safe



Tyres: Available with 2.4T tyre tubes



Chain Cover: New full chain cover

BSA

THE PERFECT CYCLE FOR **YOUNG EXPLORERS**



AVAILABLE IN 16T/20T







SKD UNIT - 50 %



THE ALL NEW

New



Free stickers: Build your own galaxy with free themed stickers

Colours

Victor Blue

Ruby Pink/Active Blue

Colours

Sports Purple

Santorini Orange

Black

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



Frame: Trendy frame with integrated carrier



Backrest: New colourful backrest & basket



Design: Space themed graphics



Tyres: Thick 2.125T tyres for a better grips





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

Smart Red

Now comes with thicker tyres (2.125T)

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



Frame: Trendy frame with integrated carrier



Handlebar: Adjustable handlebar



Basket: Colourful basket with graphics



Seat: Soft and spacious saddle



Trainer Wheels: Sturdy colourful trainer wheels



Chain Cover: Full chain cover with attractive graphics

MISSILE Thick 2.4 tyres for better grip Colours Matte Black Matte Victor



FRAME HEIGHT: 13T | WHEEL SIZE: 20T



Handlebar: Straight Handle bar



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



Brake: Rod brakes

Frame: Trendy frame with integrated carrier



Seat: Soft and spacious

FRAME HEIGHT: 12T | WHEEL SIZE: 20T



Chain Cover: Stylish pistol chain cover

Trainer Wheels: Sturdy trainer wheels

Blue

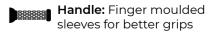
Mudguard: Stylish flying mudguard for dirt free ride



Tyres: Thick 2.4T tyres for better grip

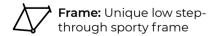


Mudguard: Metal mudguards



Refresh Colours Metallic Red/ Golden Yellow Comes with Matte Black/ sensor pedal Neon orange light Forrest Green/ Golden Yellow Arowana Silver/ Neon orange

FRAME HEIGHT: 9T & 10T | WHEEL SIZE: 16T & 20T







Tyres: Thick 2.4T tyres for better grip







Design: Premium
Matte finish with sporty graphics



Rims: Now Comes with colored rims

GO, LIGHT UP YOUR FUN CYCLE RIDES



COMES WITH MOTION SENSING BLINK PEDAL LIGHT

Refresh

GU BIKING



Comes with a sporty sipper

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

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

better grip







Saddle: Quick release for Saddle Adjustment

Tyres: Thick 2.4T tyres for a





Refresh



& Lead Grey

Forest Green & Acid Green







Comes with a sporty sipper

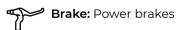
New Color | New Graphics | Loaded Specs | Side Stand (20T)

FRAME HEIGHT: 12T | WHEEL SIZE: 20T





Tyres: Thick 2.4T tyres for a better grip





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



Saddle: Quick release for Saddle Adjustment



Suspension: Front Suspension

CYBCE Colours **T**witter Blue/ Sunflower Unique Yellow Front Visor Trooper Grey/ Sunflower Yellow Victor Blue/ . Neon Orange

FRAME HEIGHT: 16T | WHEEL SIZE: 20T





Tyres: Thick 2.4T tyres for better grip



Seat: Soft saddle with quick release seat post



Brakes: Power brakes with alloy levers



Handlebar: Unique adjustable double-position handlebar



Handle: Soft rubber aero-grips

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



Frame: Cute low frame with attached tubular carrier



Handlebar: Adjustable handlebar



Seat: Soft and spacious saddle

Floral spoke

decorators



Colours

Flamingo Pink

Trainer Wheels: Sturdy colourful trainer wheels



Chain Cover: Full chain cover for extra protection



Basket: Woven-style plastic front basket with flowers

Plutter





Comes with **Buddy Back** (Only available in 20T)

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



Colours

Frame: Unique low stepthrough frame.



Design: Stylish design with colour coordinated components, Themed Color & graphics



Handle: Raised handlebar with rubber grips for comfortable riding posture



Trainer Wheels: Sturdy trainer wheels for safe riding



Chain Cover: Full chain cover for extra protection



 $\textbf{Seat:} \ \mathsf{Sporty} \ \mathsf{saddle} \ \mathsf{with} \ \mathsf{soft}$





Flutter **MULTIPLE MODES MULTIPLE JOY**



Compact & detachable sequin pouch to carry your essentials



Cindrella

WATER DECAL STICKERS

Colours

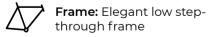
Fresh Purple

Silky Pink



Backrest

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

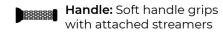




Colour: Under lacquer stickers



Seat: Soft saddle with quick release seat post





Chain Cover: Full chain cover with attractive graphics



Basket: Playful front basket with attached plastic flowers



EXTRA FUN, EXTRA FROLIC



Premium colour and graphics



Loaded with innovative features



Premium **Specifications**

This range features premium specifications like water decal stickers, cotterless crank, bb fittings and loaded with innovative features like knuckle guards, front shield with light, handlebar mount bag and much more





Now comes with water decal stickers

FRAME HEIGHT: 10T | WHEEL SIZE: 20T

Frame: Unique Sporty low step-through frame specially designed for girls



Seat: Super soft saddle with quick release



Tyres: Thick 2.4T tyres for better



Handlebar: Comes with a sporty handlebar mount bag



Mudguard: Stylish flying mudguard for dirt free ride

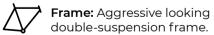


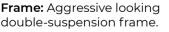
Design: Premium colour and graphics with stylish design

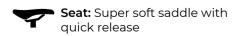




FRAME HEIGHT: 16T | WHEEL SIZE: 20T









Brakes: Power brakes for intuitive stopping

Handlebar: Straight handlebar for stylish riding



Tyres: Thick 2.4T tyres for better grip



Design: Premium colour and graphics with stylish design



WATER DECAL **STICKERS**







Available with V-Brake also Now comes with water decal stickers

FRAME HEIGHT: 10T | WHEEL SIZE: 20T



Frame: Sporty frame with stylish design



Mudguard: Stylish flying mudguard for dirt free ride



Tyres: Thick 2.4T tyres for better grip



Seat: Super soft saddle with quick release



Disc: Dual disc for excellent stopping power & better control



Suspension: Front suspension for a comfortable ride

light

posture



B5A LADYBIRD

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

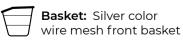


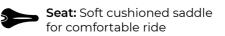


Brake Cables: Caliper brakes



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

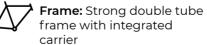






New Silver color basket Colours Doodle Pink Blueberry Blue Rich Burgundy Forrest Green Fuscia Pink

FRAME HEIGHT: 17T | WHEEL SIZE: 26T





Seat: Soft cushioned saddle for comfortable ride



Brake Cables: Caliper brakes



Basket: Silver color wire mesh front basket



Tyres: Stable Thick tyre / Fast rolling thin tyre



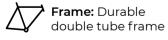
Chain Cover: Colorful Chain and dress guard with premium graphics





Available in MTB and SLR tyres

FRAME HEIGHT: 17T | WHEEL SIZE: 26T



Design: Themed graphics



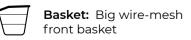
Handlebar: CP finish handle bar

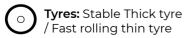


Brake Cables: Colored



Brake Cable brake cable



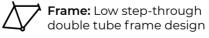




Chain Cover: Colorful chain cover & extra large dress guard



FRAME HEIGHT: 17T | WHEEL SIZE: 26T





Carrier: Stylish integrated carrier



Brake Cables: Caliper brakes



Basket: Stylish wire-mesh front basket



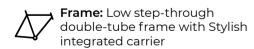
Seat: Soft cushioned saddle







FRAME HEIGHT: 17T | WHEEL SIZE: 26T





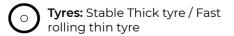














Chain Cover: Attractive dress guard and chain cover



Colours

Basket: Stylish wiremesh front basket



Seat: Soft cushioned saddle

FRAME HEIGHT: 17T | WHEEL SIZE: 26T

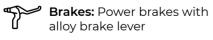


Colours Barbie Pink



FRAME HEIGHT: 19T | WHEEL SIZE: 26T







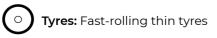




FRAME HEIGHT: 18T | WHEEL SIZE: 26T



Seat: Printed cushion saddle







Basket: Stylish wiremesh front basket



Seat: Soft cushioned saddle





BSA LADYBIRD 24T



IBIZA 247

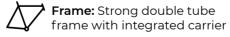


Color up your summer adventures



JUNIOR







Design: Themed graphics

FRAME HEIGHT: 17T | WHEEL SIZE: 24T



Chain Cover: Color coordinated chain & dress guard with premium graphics



Colours

Hot Pink

Basket: Silver finish basket



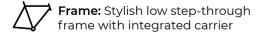
Seat: Soft cushioned saddle for comfortable ride



Handlebar: CP finish handlebar

Dana JUNIOR Colours Doodle Pink Sea Foam Green Sports Purple

FRAME HEIGHT: 17T | WHEEL SIZE: 26T





Brake Cables: Caliper brakes



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





Seat: Soft cushioned saddle for comfortable ride



Tyres: Stable Thick tyre / Fast rolling thin tyre

Unique and

Unique and stylish basket design. Compact yet spacious

Colours

Sports Purple

Pearl Pink

Black

FRAME HEIGHT: 15T | WHEEL SIZE: 24T



Frame: Low step-through double-tube frame with Stylish integrated carrier



() Tyres: Stable thick tyres



Brake Cables: Caliper brakes with alloy brake lever



Basket: Stylish wiremesh front basket



Seat: Soft cushioned saddle







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.



RIDE ALL ROADS



Unique sporty frame geometry - specially designed for girls



Premium graphics / dual frame colors



Thicker tyres



Quaterless crank



Alloy rim, nylon tyres with butyl tube



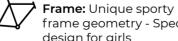
Quick Release

Refresh





FRAME HEIGHT: 15T | WHEEL SIZE: 26T

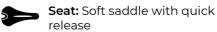


frame geometry - Specially design for girls





Tyres: Thick tyres for better grip





Refresh VALARIE



Colours

- Ballet Pink/ Glossy Black
- Ballet Pink/ Aster Purple
- Scarlet Red/ Matte Black

FRAME HEIGHT: 15T | WHEEL SIZE: 26T



Frame: Unique sporty frame geometry - Specially design for girls



Rim: Single wall alloy rime



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



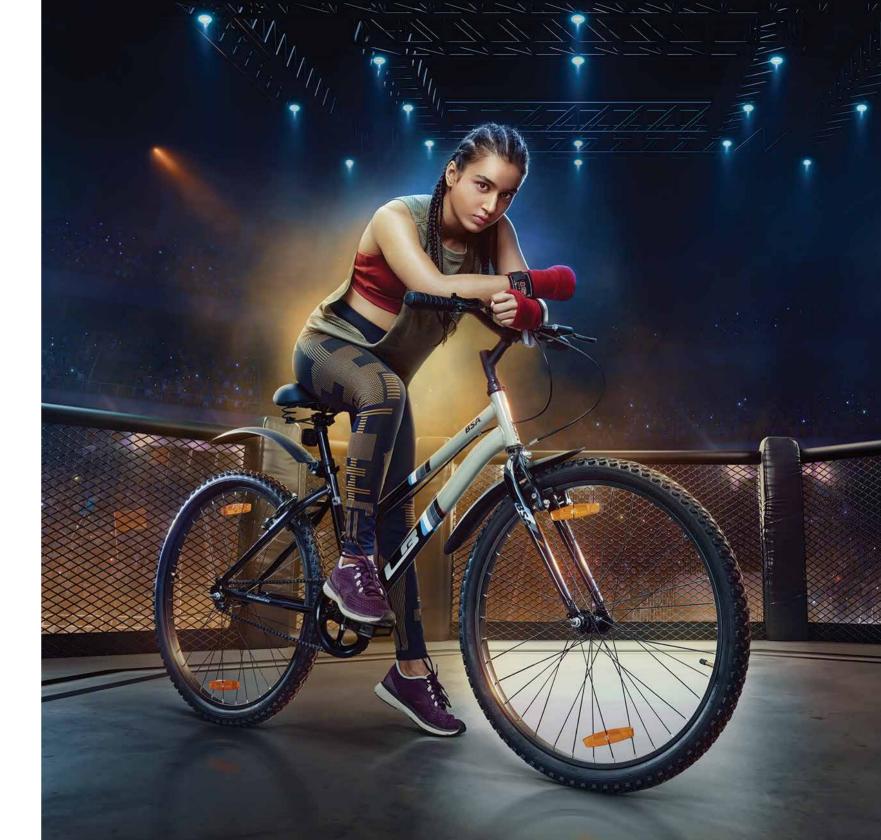
Tyres: Thick 2.3T tyres with butyl tube & auto valve



Seat: Soft saddle with quick



Mudguard: Stylish flying mudguard





CARRY IN STYLE WITH THE ALL NEW SLEEK FOLDING BASKET



FRAME HEIGHT: 15T | WHEEL SIZE: 26T



Frame: Unique sporty frame specially designed for girls



Rim: Single wall alloy rim



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



Tyres: Thick 2.3T tyres with butyl tube & auto valve



Seat: Soft saddle with quick



Design: Stylish color and graphics





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



UNLEASH THE POWER OF

HERCULES BAZOOKA 2.0

WITH MIND-BLOWING NEW COLOURS & GRAPHICS

HERCULES





Available in Sporty and Integrated Carrier option

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

Sporty frame design



Coloured Mudguard



Tyres - 2.4T



V-Brakes / Caliper Brake



BPC Rims

Colours

Black

Blue

#FindYourTribe with Hercules,





WARLORD AVAILABLE IN 3 COLOURS.



26T STARDUST BLACK





WARLORD



4 Pin alloy stem



Dual Disc Brake



Low Step Through Frame



Front Suspension



Broader Tyres- 2.4T



Double wall Alloy Rim

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

WATER DECAL STICKERS Colours

Pacific Blue

Stardust Black

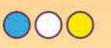
Forest Green

#FindYourTribe with Hercules.



TRAILFINE SERIES

THERUCCED RIDE COMES WITH:







DOUBLE WALL ALLOY RIMS



2.4 TYRE



UNIQUE SPORTY FRAME DESIGN



RIGID / SUSPENSION FORK

VIGHT UP YOUR RIDE

WITH NEW ELECTRIFYING COLOURS

OTHER SPECIFICATIONS:



WATER HOLDER & WATER BOTTLE



POWER V BRAKE / DUAL DISC BRAKE



FRAME-15T



WHEELSIZE-24T



BLAZE NEW TRAILS

WITH NEW ELECTRIFLYING COLOURS!



THE RUGGED RIDE COMES WITH:







DOUBLE WALL ALLOY RIMS

FRAME DESIGN

2.4 TRYE











RIGID / SUSPENSION FORK



WATER BOTTLE HOLDER

OTHER SPECIFICATIONS:

POWER V BRAKE / DUAL DISC BRAKE



WATER DECAL STICKERS



FRAME 17T





DOOM 2.0 ST WITH WIDER 3-INCH TYRES

RAW RUGGED AND READY FOR ADVENTURE.

DodMar

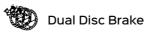


FRAME HEIGHT: 15T & 17T | WHEEL SIZE: 24T & 26T













Colours

Army Grey

Ivory White

#FindYourTribe with Hercules.

SPARX 2.0





Low step through frame



Stylish Integrated Carrier



Steel Mudguard



V-Brake



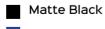
BPC Rims with ED Spokes



Tyre - 2.1T

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

Colours



Victor Blue

STREET RIDER 2X



Sporty frame design



Flying mudguard



Tyres - 2.1T



Stylish integrated carrier



Dual suspension



V-brakes

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

Colours

Smart Red

Black

#FindYourTribe with Hercules,





Aggressive sporty frame design



V- Brake with alloy levers



Tyres - 2.1T



Broader Head tube



BPC Rim with ED spokes



Stylish Integrated Carrier



Steel Mudguard

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







BRUT



Aggressive frame inspired from the stance of bull



Broader Headtube



Stem and handlebar sand-blasted



BPC Rim with ED Spokes



Stylish integrated carrier



Tyres - 2.1T

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

Colours

Matte Black

Smart Red

#FindYourTribe with Hercules.

STREETCAT SERIES



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

Colours

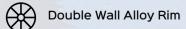
Black

Neon Red
Lapizz Blue

Tropper Grey

Neon Orange
Fresh Green







Quick release seat post



STREETCAT PRO

STREETCAT PRO IC

STREETCAT PRO HT

STREETCAT PRO HT DX2

STREETCAT PRO IC HT DX2

HERCULES

DYNAMITE



Stylish integra

Stylish twin tube frame with integrated carrier



Broader tyre - 2.4T



BPC rim with ED Spokes



Stylish integrated carrier



V- Brake



Dual suspension

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

WATER DECAL STICKERS Black
Blue
Green

Colours

KOMBAT *



Aggressive sporty frame design



V- Brake with alloy levers



Tyres - 2.1T



Broader Head tube



BPC Rim with ED spokes



Stylish Integrated Carrier

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

Colours

Matte Black

Victor Blue

#FindYourTribe with Hercules.

- 92 -

TRAILFIRE DBF



FRAME HEIGHT: 17T | WHEEL SIZE: 26T



Ergonomically designed sporty frame



V-Brake



Double wall Alloy Rim



Broader tyre- 2.4T



Flying Mudguard



Dual Braking force effective braking

Colours



TRAILFIRE TO





Ergonomically designed sporty frame



Front suspension



Double wall Alloy Rim



V-Brake



Broader tyre - 2.4T



Flying mudguard



Oval Chain Crank

FRAME HEIGHT: 17T | WHEEL SIZE: 26T







#FindYourTribe with Hercules.

ATOM 2.0 ××



FRAME HEIGHT: 17T | WHEEL SIZE: 26T

Colours

Matte Black

Smart Red



Stylish twin tube frame with integrated carrier



Dual Suspension



BPC Rim with ED Spokes



Tyres - 2.1T



V-brake

FLARE 2.0



Available in Sporty and Integrated Carrier option

FRAME HEIGHT: 18T | WHEEL SIZE: 26T



Lightweight sleek frame



Double wall alloy Rim / BPC Rims



Tyres - 2.4T



V- Brake with alloy levers



Quick release seat post

Colours

Black

Neon Orange

#FindYourTribe with Hercules.

PART PER HT VB



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

4 pin alloy stem

Sporty frame design

Double wall Alloy Rim



Broader Tyres - 2.4T

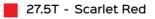


V-Brake

Flying Mudguard

Colours

27.5 T - Lapizz Blue



29T - Matte Black

29T - Neon Red

HT DXZ



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

4 pin alloy stem



Sporty frame design



Dual Disc Brake



Double wall Alloy Rim



Broader Tyres - 2.4T



Flying Mudguard



Colours

Scarlet Red

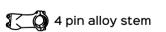


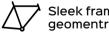
#FindYourTribe with Hercules.,

WATER

DECAL







Sleek frame with sporty geomentry



Dual Disc Brake



Double wall Alloy Rim



Flying Mudguard



Nylon Tyres - 2.4T

FRAME HEIGHT: 17T | WHEEL SIZE: 27.5T

STICKERS

WATER DECAL

Colours

Black

Arowana Silver



4 pin alloy stem



Cool graphic and colored frame



Front suspension



Dual Disc Brake



Nylon Tyres- 2.4T



Flying Mudguard

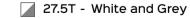


Quick release seat post

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

Colours









#FindYourTribe with Hercules.

WATER

DECAL





With internal Brake cable routing

FRAME HEIGHT: 18T | WHEEL SIZE: 27.5T & 29T

4 pin alloy stem

Sporty Alloy Frame Design

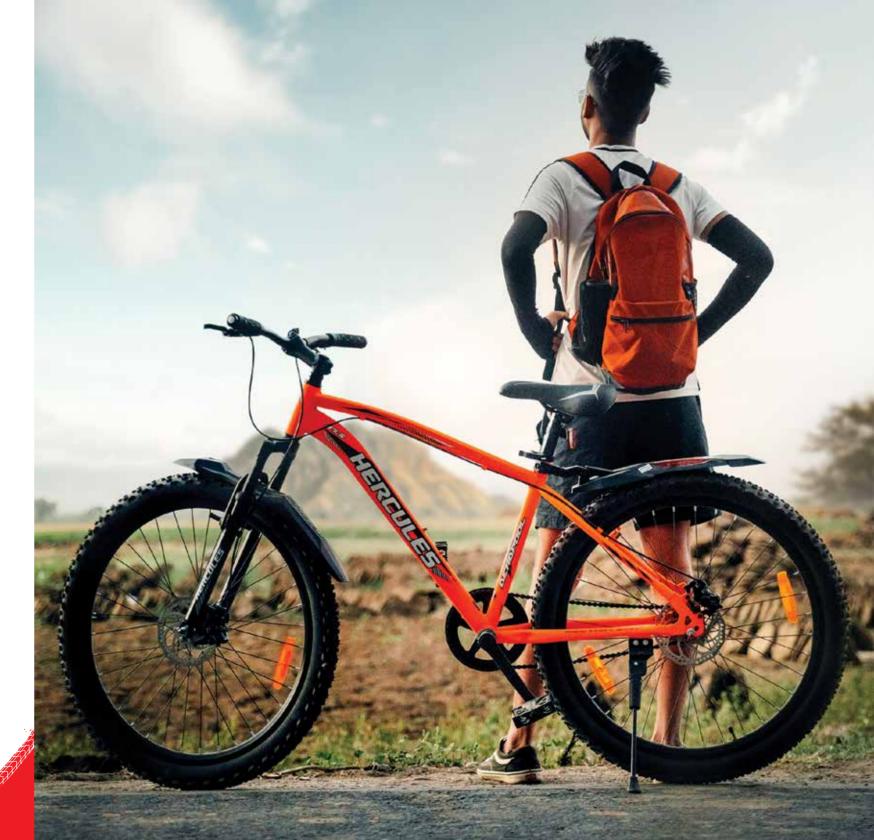
Double wall Alloy Rim

Dual Disc Brake

Front suspension

Colours

Matte Black



WATER DECAL

LUIL DISTURS



Available in Sporty and Integrated Carrier option

2.4 Tyre



V Brake / Caliper Brake / Dual Disc Brake



Black Powder Coated Rim



Coloured Brake Cable

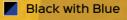


Coloured Rigid Fork / Suspension Fork

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

Colours

Black



Blue

Grey





WILDROCK

WILDROCK IC

WILDROCK HT

WILDROCK IC HT

WILDROCK HT DX2

WILDROCK IC HT DX2



HERCULES ROADEO

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.

ROADEO STRI





21 speed Shimano Gear



Sleek saddle for ergonomic comfort



Front Suspension



Double wall Alloy Rim



Dual Disc Brake

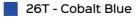


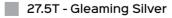
Nylon Tyre – 2.4T

FRAME HEIGHT: 17T | WHEEL SIZE: 26, 27.5T & 29T



Colours









21sp Shimano Gear



Sleek saddle for ergonomic comfort.



Front Suspension



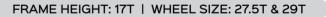
Double wall Alloy Rim



Dual Disc Brake



ONylon Tyre – 2.4T





27.5T - Pacific Blue



29T - Brown

#FindYourTribe with Hercules.

WATER

DECAL

ROADEO FUGITIVE





21 Sp shimano Gear



Sleek saddle for ergonomic comfort



Front Suspension with threadless alloy stem



Double wall Alloy Rim



Dual Disc Brake

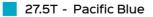


Nylon Tyre – 2.4T

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

Colours





29T - Black

29T - Stark Red

ROADEO NFS





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



Nylon Tyre – 2.25T

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

Colours

27.5T & 29T - Black

27.5T & 29T - Black with Red

#FindYourTribe with Hercules.

- 110 -

WATER

DECAL

STICKERS

- 111 -

WATER

DECAL

ROADEO WARCRY





21 Sp shimano Gear



Sleek saddle for ergonomic comfort



Front Suspension with threadless alloy stem



Double wall Alloy Rim



Dual Disc Brake



Nylon Tyre - 2.4T

FRAME HEIGHT: 17T | WHEEL SIZE: 24T, 26T & 27.5T

Colours

- Black

- Ghost Grey

26T - Black

27.5T - Stardust Black

27.5 T - White

ROADEO A75





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



() Nylon Tyre - 2.4T

FRAME HEIGHT: 16T | WHEEL SIZE: 26T

Colours

Black

Lapis Blue

#FindYourTribe with Hercules.

- 112 -

WATER

DECAL

STICKERS

- 113 -

WATER

DECAL

ROADEO HARDLINER





21 Speed Microshift gear system



Sleek saddle for ergonomic comfort



Front Suspension with threadless alloy stem



Double wall Alloy Rim



Dual Disc Brake

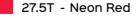


Nylon Tyre – 2.25T

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

Colours

27.5T - Black



29T - Black

Z9T - Black & White

ROADEO A30





21 Speed Microshift gear system



Low Step through Alloy frame for Comfortable riding.



Front Suspension with threadless alloy stem



Double wall Alloy Rim



Dual Disc Brake



Nylon Tyre - 2.4T

FRAME HEIGHT: 13.5T | WHEEL SIZE: 26T

Colours

Black

Grey

#FindYourTribe with Hercules.

WATER

DECAL

STICKERS

WATER

DECAL

HERCULES ROADEO

STR1 21SP



The new Hercules Roadeo STR1 21SP comes with



Sleek Frame with Water Decal Stickers



21 Speed Shimano Gear



Neon Color and Graphics



Disc Brakes for Effective Braking



STR2 21SP



The new Hercules Roadeo STR2 21SP comes with:



Sleek Frame with **Water Decal Stickers**



21 Speed Shimano Gear



Neon Color and Graphics



Disc Brakes for **Effective Braking**





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.



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

- 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

New

Colours

- 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 Rich Burgundy

- 122 -

- 123 -

POPULAR The DTS New Colours Rich Burgundy

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
- 13G spokes with steel nipples
- Comfortable PVC top saddle
- Available with full stand
- Available with cotton/Nylon tyres

CAPTAIN VIRAT



FRAME HEIGHT: 19T | WHEEL SIZE: 26T

- Sporty, stylish steel frame
- Sturdy plastic pedals with anti-rotation
- Premium nylon tyres

Colours

- 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

- 124 -



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Oversized welded frame with integrated carrier
- 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 T

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

Rich Burgundy

- Comfortable PVC top saddle
- Finger-moulded grips

- 127 -

• 13G spokes

- 126 -



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



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

PHOTON ASPIRE Colours Victor Blue Black

FRAME HEIGHT: 18T | WHEEL SIZE: 26T

- Stylish and integrated carrier
- Black nylon tyres
- PU soft saddle with attractive graphics
- Power Brakes for instant braking
- Stylish ergo grips and bar ends
- Motor chain cover

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

- 130 -

- 131 -

Diana Classic Colours ✓ Arowana Silver/ Rich Burgundy Arowana Silver/ Lavender Purple Lapizz Blue Doodle Pink

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

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

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



FRAME HEIGHT: 17T | WHEEL SIZE: 26T

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

- 133 -

- 132 -



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Sturdy frame with integrated carrier
- Colour-coordinated wire-mesh basket
- Finger-moulded grips
- Dual tone colours and graphics
- Colour-coordinated wire mesh basket

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

POPULAR DTS New Colours Rich Burgundy

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



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- 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
- 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

• 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

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Finger-moulded grips
- 14G spokes

CAPTAIN Ex PLADIES Colours Rich Burgundy

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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.



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 DTS New Colours Black Green

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

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SINGHAM DX New 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

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- 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

- 143 -

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

Colours

Black Green

- 13 gauge spokes
- Premium nylon tyres

POPULAR SINGHAM HDT Colours Green

FRAME HEIGHT: 22T | WHEEL SIZE: 28T

- Oversized tubing
- 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 SINGHAM



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

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SUPER **DELUXE** Colours Black Green

Does not come with a stand

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

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

SUPREME Colours Black Green

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

- 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

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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

- 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

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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





TI Cycles of India
(A unit of Tube Investments of India Ltd.)
Post Bag No. 5, MTH Road,
Ambattur, Chennai – 600053
Toll-free No.: 1800 102 2324