

## **From Delhi to Komic: DSK Benelli TNT 300 rides to the highest motorable village in Asia**

**Pune, September 02, 2015:** DSK Motowheels, one of India's most well-established and strongest players in the superbike industry and the legendary Italian superbiking brand, Benelli are proud to announce that Indian rider Anirban Banerjee chose the DSK Benelli TNT 300 to complete his ambitious ride to Komic, the highest motorable village in Asia. Anirban began his 10-day and 1,600 km long journey from Delhi on 16<sup>th</sup> August 2015. The journey comprised of beautiful scenic locations covering Karnal, Ambala Shimla, Kaza, Manali and Kullu. Built to last, the TNT 300 is held together by a strong steel trellis frame, and an in-line two-cylinder engine that performed stupendously throughout the journey to the Himalayas, showcasing the epitome of Italian flamboyance and tenacity.

**Mr. Shirish Kulkarni, Chairman, DSK Motowheels said,** "I would like to congratulate Anirban for accomplishing this feat with flair and passion. We are all pleased that he chose the DSK Benelli TNT 300 to complete his Himalayan adventure. The path that he chose to ride on, called for a bike that can deliver flawless performance and sports the most unmatched build quality. The DSK Benelli TNT 300 is all this and more."

**Speaking on his ride, Anirban said,** "I had one of the most thrilling experiences of my life in the past 10 days where I rode from Delhi to the beautiful village in Spiti. The goal behind this ride was to explore the uncharted territories of our beautiful country. Of course, this odyssey would have been impossible without my faithful companion, the DSK Benelli TNT 300. It held up its reputation for being one of the most reliable and refined superbikes in the world."

DSK Motowheels is assembling and selling Benelli bikes across India and supporting them with an immaculate backup of service and spares.

Komic is the highest inhabited village in Asia, situated at 5150 meters from sea level, in the Spiti Valley. The village has only 12 houses and a population of 150 people including the monks. The village remains cut from civilization for 5-6 months in a year due to snow and no roads.

## **About DSK Motowheels:**

Established in 2012, DSK Motowheels, a part of the DSK Group (Diversified business group with a turnover of over Rs. 5000 crores) forayed into the growing automobile sector by entering the niche segment of powerful and aspirational bikes.

Taking forward the company's rich legacy of dynamic entrepreneurship, Mr. Shirish Kulkarni, Chairman DSK Motowheels, spearheads the brand's operations in India with the primary objective of providing a world class super biking experience.

With a CKD plant in Maharashtra, the brand enjoys the status of having the strongest & most well entrenched superbike network in India. DSK Motowheels is known for its high-end biking experience, extended product line, technology and quality. DSK Motowheels also prides itself in providing the best customer centric service and after sales support in Indian Superbike Market.

## **About Benelli:**

### FROM HISTORY TO THE LEGEND

As often happens, the history of great industries is born in garages. In our case this is the Benelli Garage", Where, in 1911, the 6 Benelli brothers Giuseppe, Giovanni, Francesco, Filippo, Domenico and Antonio, known as "Tonino", repaired and manufactured motorcycle parts. In 1921 the 'Velomotore' was created: a single cylinder two stroke 75cc bike adapted to a bicycle frame and the following year it was the turn of the 98cc 'Motoleggera', immediately appreciated by the public of that time. The first real Benelli motorcycle, a 175cc model, ridden by Tonino, proved immediately to be a winner in the world of competition. Here began a long list of glorious moments, with more than 1000 victories in the Italian and



European Championships and two World Titles won in 1950 and 1969. Many legendary riders have ridden Benelli motorcycles. Besides Tonino, the owner of the company, the Italian riders Ambrosini, Grassetti, Campanelli, Provini, Pasohni, Villa and the internationals Saarinen, Hailwood and Carruthers.

At the end of the 60's the last motorcycle of the family owned company was born; the Tornado 650 which developed 50 hp at 7000 rpm, and easily surpassed 170 km/h. Later the first ownership change took place, but motorcycle production continued in Pesaro with the ground breaking in line 6 cylinder 750 and 900cc Sei's which were manufactured up

until the early 1980's. In 2001 the production of the first all new in-line triple powered range began, with the fully faired supersport Tornado 899cc Limited Edition. The addition of the Tornado Naked Tre or TNT for short, and subsequently the Tre-K in both 899 and 1131 cc variants meant that Benelli was truly back in the market of large capacity sports motorcycles. Today Benelli is part of the Qianjiang (QJ) Group, a corporation which produces more than 1.2 million two wheelers per annum. QJ, wishing to respect the tradition of passion which has always guided the history of the Italian brand, will continue manufacturing bikes in Pesaro, the traditional home of Benelli Motorcycles.

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Press Contact

**Shashank Sethi - 9958196997**