

DSK brings Italian superbike brand Benelli to India

BS REPORTER

Pune, 17 October

Italian superbikes brand Benelli has tied up with Pune based DSK Motowheels to market the brand in India. This is Benelli's first entry in Asian markets. Other than Benelli, DSK already has a tie-up with Korean super bike brand Hyosung.

DSK Benelli India brand today showcased five bikes which will make their way to the Indian market in the next couple of months. These include the Tornado Naked Tre, TNT 302, TNT 600i, TNT 899 and the TNR 1130 R. The bikes will be available in the market in next two months. However, both DSK and Benelli did not disclose the price range of these models.

"India is a biggest and the most important market for us. We are entering in Asia for the first time. We will gradually introduce a wide range of products, and continue to expand from single cylinder to four-cylinder products; from 125, 600, 1,130 to 1,600 cc



DSK Motowheels launches Italian superbikes brand Benelli in Pune on Friday. BS PHOTO

(bikes) to a complete Benelli product range. Our aim is to stay in India for a longer period of time," said Frank Zuang, board director, Benelli QJ SRL.

DSK Motowheels will be assembling and selling Benelli bikes across the country. DSK Benelli will set up exclusive dealerships in 20 cities over the coming 6-8 months. An Initial round of dealerships will come up in the Indian cities of Mumbai, Pune, Delhi, Hyderabad, Bangalore, Chandigarh, Chennai and Kolkata in next 3-4 months.

Speaking on the new venture, Shirish Kulkarni, chairman, DSK Benelli said, "We are confident that we will revolutionize the Indian superbike industry with our understand-

ing and experience in the Indian superbike market. Benelli will co-exist with Hyosang and there will be no cannibalization effect. Hyosang has already earned its market." DSK currently makes its bikes at a plant in Wai where it has invested approximately ₹100 crore, and has a current capacity of 6,000 units per annum on a two-shift basis. According to Kulkarni Hyosang has been growing at 25 per cent on y-o-y basis. "Each brand will be having separate dealership network, marketing and technical tie ups. There is a huge demand for super bikes in India. By 2020, this will go up to 16,000 to 18,000 units per year," he added.