

DSK brings Italian superbike brand Benelli to India

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MUMBAI: DSK Motowheels, which currently sells the Korean Hyosung motorcycles in India, has inked a deal with Chinese-owned Italian superbike maker Benelli to launch its range of bikes.

The Pune-based DSK plans to launch five bikes from the Benelli stable towards the end of December, its chairman Shirish

Kulkarni said. The motorcycles will be in the 300cc-1130cc range, he said.

“We will go to the market once we have

a network in place. We have plans to open eight dealerships in Pune, Mumbai, Delhi, Bangalore, Hyderabad, Chennai, Kolkata and

Chandigarh by the third week of December. Our target is to launch the bikes by December-end if all things fall in place,” Kulkarni said.

Over the next 6-8 months, the company plans to have presence across 20 cities.

The dealerships will be separate from the ones that sell Hyosung motorcycles.

Kulkarni refused to divulge pricing details, but said that the bikes would be “competitively priced”

Benelli motorcycles will be brought to India as completely-knocked down kits and assembled at DSK’s plant at Wai near Pune. The plant has a capacity to roll out 6,000 units per year in two shifts.

Around 30,000 Benelli motorcycles are sold globally in around 30 countries.

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■ Benelli TNT 1130