

DSK Motowheels ties up with Benelli to launch 5 superbikes

Special Correspondent

MUMBAI: DSK Motowheels, on Thursday, launched five superbikes in tie-up with Italian bike maker Benelli.

Pricing

The five superbikes from 300 cc to 1131 cc are priced from Rs.2.83 lakh to Rs.11.81 lakh (ex-showroom Delhi), and will be available in showrooms from Friday.

DSK Motowheels, an established player in selling superbikes assembled at its plant in Maharashtra, has set up nine DSK Benelli dealer/showrooms across the country.

At a press conference here, DSK Motorwheels Chairman Shirish Kulkarni said the number of dealers would reach 20 by the end of the year.

"The country's superbike industry has grown in leaps and bounds, giving us immense scope to tap this lucrative and increasing market," Mr. Kulkarni said, adding, "the market for superbikes in India is around 10,000 units annually now and, could cross 100,000 in the next 5-6 years given higher aspirational values and increasing competition."

DSK Motowheels already has a tie up with Hyosung of Korea since 2012 for Hyosung's Superbikes, and the



Prices in Mumbai will be 4-5 per cent higher due to various taxes, says Shirish Kulkarni (left), Chairman, DSK Motowheels. Also seen George Wang, Board Director, Benelli. - PHOTO: VIVEK BENDRE

range is from the Aquila 250 cc priced at Rs.2.9 lakh to the ST7 (700 cc Classic Cruiser Bike) priced at Rs.6.12 lakh. On the likely cannibalization between the two brands, Mr. Kulkarni said, "Hyosung has no problem with our arrangement with Benelli. Hyosung is mainly Cruiser-style bikes, and we expect not more than 10-15 per cent of Hyosung customers going to Benelli but not the vice versa happening."

The company is considering Benelli's 250 cc bike for India. "We will start road tests soon, and will try to introduce it in the second-half of the calendar."

The company's unit at Wai near Pune in Maharashtra assembles the imported CKD (completely knocked down) units, and DSK will consider moving to another location with subsequent increase in volumes and higher localisation.