



RANGE
CATALOGUE



BSA **HERCULES** **MACH CITY**

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Founded in 1900, the INR 742 Billion (74,220 Crores) Murugappa Group is one of India's leading business conglomerates. The Group has 29 businesses including ten listed Companies traded in NSE & BSE. Headquartered in Chennai, the major Companies of the Group include Carborundum Universal Ltd., CG Power and Industrial Solutions Ltd., Cholamandalam Financial Holdings 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., Shanthi Gears Ltd., Tube Investments of India Ltd. and Wendt (India) Ltd. The Group holds leadership position in several product lines including Abrasives, Technical Ceramics, Electro Minerals, Auto Components & Systems, Bicycles, Fertilisers, Sugar, Tea and Spirulina (Nutraceuticals).

The Group has forged strong alliances with leading international companies such as Groupe Chimique Tunisien, Foskor, Mitsui Sumitomo, Morgan Advanced Materials, Yanmar & Co. and Compagnie Des Phosphat De Gafsa (CPG). The Group has a wide geographical presence all over India and spanning 6 continents. Renowned brands like BSA, Hercules, Montra, Mach City, Ballmaster, Ajax, Parry's, Chola, Gromor, Shanthi Gears and Paramfos are from the Murugappa stable. The Group fosters an environment of professionalism and has a workforce of over 53,000 employees.



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 well-being solutions.

Currently, TI Cycles is the key player 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.

BSA



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

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.



BSA

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.



BSA
KIDS 12T/14T

AMBUSH

New




Comes with sporty sipper

Colours


-  Black & Smart Red
-  Black & Active Blue
-  Hot Pink


FRAME HEIGHT: 9T | WHEEL SIZE: 14T

 **Frame:** New durable frame with integrated carrier

 **Backrest:** Backrest support for comfortable ride

 **Tyres:** Thick 2.4T tyres for a better grip

 **Basket:** Colourful basket with graphics

 **Trainer wheels:** Sturdy trainer wheels for safe riding

 **Chain Cover:** Full chain cover for extra protection

ROCKET

New



Comes with sporty sipper


Colours

-  Victor Blue
-  Smart Red
-  Space Grey


FRAME HEIGHT: 9T | WHEEL SIZE: 14T

 **Frame:** New sporty frame

 **Handle:** Sporty straight handlebar

 **Tyres:** Thick 2.4T tyres for a better grip

 **Design:** Rocket themed graphics

 **Trainer Wheels:** Sturdy trainer wheels for safe riding

 **Chain Cover:** Full chain cover for extra protection

KINDER

Refresh




Colours

- Ruby Pink
- Smart Red


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

 **Frame:** Step-through frame with integrated carrier

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

 **Tyres:** Available with tyre & tube

 **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

CHAMP

Refresh




Colours

- Seafoam Green
- Smart Red
- Victor Blue


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

 **Frame:** Sporty frame with integrated carrier

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

 **Tyres:** Available with tyre & tube

 **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



BSA

PRESENTING THE ALL-NEW RACING MACHINE FOR KIDS

NEW COLORS | NEW GRAPHICS | LOADED SPECS

GO-BIKING 14T



COMES WITH
2.4T TYRE



KNUCKLE GUARD
FOR RACY LOOK

GO BIKING



Colors

-  New Ferrari Red & Lead Grey
-  Verzasca Blue & Lead Grey



Knuckle guard
for racy look



Comes with
2.4T tyre

New Color | New Graphics | Loaded Specs

FRAME HEIGHT: 9T | WHEEL SIZE: 14T



Frame: Sporty frame with dual color design



Tyres: Thick 2.4T tyres for better grip



Chain Cover: Full chain cover



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



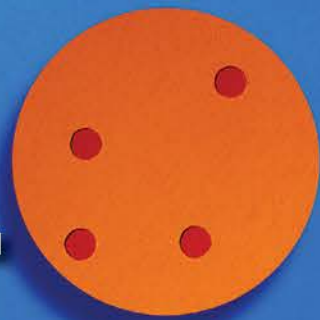
Saddle: Quick release for Saddle Adjustment



Trainer Wheels: Sturdy trainer wheels



BSA
KIDS 16T/20T



BSA AMBUSH

**RULE THE
NEIGHBOURHOODS.**



Available in
14T, 16T & 20T

BLACK AND
ACTIVE
BLUE



HOT PINK AND
ACTIVE
BLUE
*(exclusive color
for girls)*



BLACK AND
RED



BSA
GUARANTEE

New

Colours

- Black & Smart Red
- Black & Active Blue
- Hot Pink


AMBUSH




Comes with
sporty sipper


FRAME HEIGHT: 12T & 13T | WHEEL SIZE: 16T & 20T

 **Frame:** New durable frame with integrated carrier

 **Backrest:** Backrest support for comfortable ride

 **Tyres:** Thick 2.4T tyres for a better grip

 **Basket:** Colourful basket with graphics

 **Trainer wheels:** Sturdy trainer wheels for safe riding

 **Chain Cover:** Full chain cover for extra protection

BSA ROCKET

ZOOM
LIKE A ROCKET



Available in
14T, 16T & 20T

IC & Non IC in 20T

Smart Red



Space Grey



Victor Blue



ROCKET

New

Colours

- Victor Blue
- Smart Red
- Space Grey



Comes with
sporty sipper


FRAME HEIGHT: 10T & 11T | WHEEL SIZE: 16T & 20T

 **Frame:** New sporty frame

 **Handle:** Sporty straight handlebar

 **Tyres:** Thick 2.4T tyres for a better grip

 **Design:** Rocket themed graphics

 **Trainer Wheels:** Sturdy trainer wheels for safe riding

 **Chain Cover:** Full chain cover for extra protection

BSA
GUARANTEE

ROCKET^{1C}

New



Comes with sporty sipper

Colours

- Victor Blue
- Smart Red

FRAME HEIGHT: 11T | WHEEL SIZE: 20T

 **Frame:** New sporty frame

 **Handle:** Sporty straight handlebar

 **Tyres:** Thick 2.4T tyres for a better grip

 **Design:** Rocket themed graphics

 **Trainer Wheels:** Sturdy trainer wheels for safe riding

 **Chain Cover:** Full chain cover for extra protection

ROCKET^{3T}

New




Comes with 3T tyre

Colours

- Space Grey

FRAME HEIGHT: 11T | WHEEL SIZE: 20T

 **Frame:** New sporty frame

 **Handle:** Sporty straight handlebar

 **Tyres:** New stylish & premium 3T nylon tyre

 **Design:** Rocket themed graphics

 **Side stand**

 **Brake:** Power brakes

BSA

RIDE INTO A WORLD OF FUN



WHEEL SIZE: 12T/14T/16T/20T

NEW SPECS



COLOURED COMPONENTS



SKD UNIT - 50 %





The new fun packed **KINDER**

KINDER

Refresh



Colours

-  Ruby Pink
-  Smart Red

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



Frame: Durable frame with integrated carrier



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 safe riding



Chain Cover: New full chain cover

BSA

RIDE THE CHAMP BE A CHAMP



WHEEL SIZE: 12T/14T/16T/20T

NEW SPECS



COLOURED COMPONENTS



SKD UNIT - 50 %



THE EXCITING, NEW

CHAMP

CHAMP

Refresh


Colours


- 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 & tube

 **Basket:** New big colourful basket

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

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

BSA

THE PERFECT CYCLE FOR YOUNG EXPLORERS



WHEEL SIZE: 12T/14T/16T/20T

NEW SPECS



COLOURED COMPONENTS



SKD UNIT - 50 %



THE ALL NEW

ROAMER IC & FX

New

Colours


- Matte Black
- Stark Red
- Lapizz Blue

ROAMER¹³



Comes with sporty sipper


FRAME HEIGHT: 11T & 13T | WHEEL SIZE: 14T, 16T & 20T


 **Frame:** Stylish frame with integrated carrier

 **Colored Components:** Back-rest, Mudguard, Grips & Brake cable

 **Tyres:** Thick 2.4T tyres for a better grip

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

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

 **Chain Cover:** Full chain cover for extra protection

ROAMER^{EX}

New



Superior front suspension

Colours

- Matte Black
- Lapizz Blue

FRAME HEIGHT: 13T | WHEEL SIZE: 20T

Frame: Stylish sports frame

Colored Components: Mudguard, Grips & Brake cable

Tyres: Available with 2.4T tyre & tube

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

Suspension: Front Suspension

Chain Cover: New full chain cover

SPACE DIVER



Free stickers: Build your own galaxy with free themed stickers

Colours

- Sports Purple
- Black

FRAME HEIGHT: 11T & 13T | WHEEL SIZE: 1416T & 20T

Frame: Trendy frame with integrated carrier

Design: Space themed graphics

Tyres: Thick 2.125T tyres for a better grips

Backrest: New colourful backrest & basket

Trainer Wheels: Sturdy trainer wheels

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

MISSILE



Thick 2.4 tyres for better grip

Colours

- Matte Black
- Matte Victor Blue

FRAME HEIGHT: 13T | WHEEL SIZE: 20T



Frame: Trendy Sporty Frame with Integrated Carrier



Handlebar: Straight Handle bar



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



Trainer Wheels: Sturdy trainer wheels



Mudguard: Stylish flying mudguard for dirt free ride



Tyres: Thick 2.4T tyres for better grip

CYBOL



Unique Front Visor

Colours

- Twitter Blue/Sunflower Yellow
- Victor Blue/Neon Orange

FRAME HEIGHT: 16T | WHEEL SIZE: 20T



Frame: Sporty double-suspension frame with removable carrier



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

GO BIKING

Refresh

Colors

-  New Ferrari Red & Lead Grey
-  Zesty Orange & Twitter Blue
-  Verzasca Blue & Lead Grey



Knuckle guard for racy look



Comes with sporty sipper

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

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



Frame: Sporty frame with dual color design



Tyres: Thick 2.4T tyres for better grip



Brake: Power brakes



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



Saddle: Quick release for Saddle Adjustment



Trainer Wheels: Sturdy trainer wheels (16T)

GO BIKING ^{FX}

Refresh

Colours

-  New Ferrari Red & Lead Grey
-  Verzasca Blue & Lead Grey



Knuckle guard for racy look



Comes with sporty sipper

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

FRAME HEIGHT: 12T | WHEEL SIZE: 20T



Frame: Sporty frame with dual color design



Tyres: Thick 2.4T tyres for better grip



Brake: Power brakes



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



Saddle: Quick release for Saddle Adjustment



Suspension: Front Suspension



Cinderella

WATER
DECAL
STICKERS

Colours

- Fresh Purple
- Silky Pink



16T comes with Backrest



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



Frame: Elegant low step-through frame



Colour: Under lacquer stickers



Seat: Soft saddle with quick release seat post



Handle: Soft handle grips with attached streamers



Chain Cover: Full chain cover with attractive graphics



Basket: Playful front basket with attached plastic flowers



BSA 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

Diwa




Silver color basket


Colours


- Doodle Pink
- Celestial Blue
- Sports Purple
- Sea Foam Green


FRAME HEIGHT: 17T | WHEEL SIZE: 26T


 **Frame:** Stylish low step-through frame with integrated carrier

 **Brake Cables:** Caliper brakes

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

 **Basket:** Silver color wire mesh front basket

 **Seat:** Soft cushioned saddle for comfortable ride

 **Tyres:** Stable Thick tyre / Fast rolling thin tyre

Cindy





Silver color basket

Colours

- Doodle Pink
- Blueberry Blue
- Rich Burgundy
- Forrest Green
- Fuscia Pink


FRAME HEIGHT: 17T | WHEEL SIZE: 26T

 **Frame:** Strong double tube frame with integrated carrier

 **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

Rhea



Colours

- Pearl Pink
- Coral Peach
- Blackberry Purple

Available in MTB and SLR tyres

FRAME HEIGHT: 17T | WHEEL SIZE: 26T



Frame: Durable double tube frame



Design: Themed graphics



Handlebar: CP finish handle bar



Brake Cables: Colored brake cable



Basket: Big wire-mesh front basket



Tyres: Stable Thick tyre / Fast rolling thin tyre



Chain Cover: Colorful chain cover & extra large dress guard

Hazel



Unique and stylish basket design. Compact yet spacious

Colours

- Macron Pink
- Pearl Pink
- Doodle Pink
- Frozen Blue
- Sports Purple
- Black

FRAME HEIGHT: 17T | WHEEL SIZE: 26T



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



Seat: Soft cushioned saddle



Brake Cables: Caliper brakes with alloy brake lever



Basket: Stylish wire-mesh front basket



Tyres: Stable Thick tyre / Fast rolling thin tyre



Chain Cover: Attractive dress guard and chain cover

Splash





Colours

Barbie Pink


FRAME HEIGHT: 19T | WHEEL SIZE: 26T


 **Frame:** Elegant double tube steel frame

 **Brakes:** Power brakes with alloy brake lever

 **Handle:** Soft handgrips

 **Seat:** Printed cushion saddle

 **Tyres:** Fast-rolling thin tyres

 **Basket:** Stylish wire-mesh front basket

Summer ASC




Colours


Pearl Pink

Victor Blue


FRAME HEIGHT: 18T | WHEEL SIZE: 26T

 **Frame:** Low step-through sturdy frame design

 **Carrier:** Stylish integrated carrier

 **Brake Cables:** Caliper brakes with alloy brake lever

 **Basket:** Stylish wire-mesh front basket

 **Seat:** Soft cushioned saddle

 **Chain Cover:** Attractive dress guard and chain cover



BSA
LADYBIRD
24T

Diana

JUNIOR




Colours

- Doodle Pink
- Sea Foam Green
- Sports Purple


FRAME HEIGHT: 17T | WHEEL SIZE: 24T


 **Frame:** Stylish low step-through frame with integrated carrier

 **Brake Cables:** Caliper brakes

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

 **Basket:** Big size wire mesh front basket

 **Seat:** Soft cushioned saddle for comfortable ride

 **Tyres:** Stable Thick tyre / Fast rolling thin tyre

Hazel


JUNIOR




Colours

- Sports Purple
- Pearl Pink
- Sports Purple / Ivory White
- Doodle Pink / Ivory White


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 wire-mesh front basket

 **Seat:** Soft cushioned saddle

 **Chain Cover:** Attractive dress guard and chain cover



Unique and stylish basket design. Compact yet spacious



BSA LB

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.



**NEW
STYLISH
CARRIER**

**THE
BSA *LB*
HAVANA**

**Designed
for the
#GirlBoss.**

**1st commuter
sports model
which comes with
basket & carrier**

New

HAVANA



Colours

- Magic Blue
- Lapizz Blue

FRAME HEIGHT: 15T | WHEEL SIZE: 26T



Frame: New sporty frame specially designed for girls



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



Basket: Stylish basket



Rim: Single wall alloy rim



Seat: Soft saddle with quick release



Carrier: Unique 1st in the segment integrated carrier



HERCULES

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 Rodeo 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



THE ALL NEW

STREETCAT PRO SERIES

UNLEASH YOUR STREET STYLE.



AVAILABLE IN 24 & 26 WHEEL SIZE

AVAILABLE IN V BRAKE & RIGID FORK

AVAILABLE IN V BRAKE & SUSPENSION FORK

AVAILABLE IN DISC BRAKE & SUSPENSION FORK



Re-engineered Frame Geometry with internal cabling



Water Decal Stickers



Colour Coordinated mudguard



Double Wall Alloy Rims



Semi Cartridge bottom bracket for smooth rolling



Hexagonal Brut stem



Sturdy Knuckle Guard



PU Saddle for comfort ride



Theme based grips



2.4 Tyre



Bushless Chain for noiseless ride



SEAFOAM GREEN



RED



GREY



CACTUS GREEN



HERCULES REDEEM

Join the Redeem Revolution
Where Boys Unite, Adventure Awaits!



Sporty Frame with IBR



Integrated carrier



Improved new broader stem and handlebar



2.4T cotton tyre



Theme based chain cover



Soft PU saddle



Colour coordinated grips



Water bottle



Colour coordinated plastic mudguard



26T wheels



Black power coated rims



V brake



AVAILABLE IN 24 & 26 WHEEL SIZE

AVAILABLE IN V BRAKE & RIGID FORK

AVAILABLE IN V BRAKE & SUSPENSION FORK

AVAILABLE IN DISC BRAKE & SUSPENSION FORK

HERCULES REDEEM

Join the Redeem Revolution
Where Boys Unite, Adventure Awaits!

Black



Elite Blue



Smart Red



Space Grey



UNLEASHING THE ALL NEW HERCULES DECOY



NEW SPORTY HANDLEBAR



CALIPER BRAKE



2.4 COTTON TYRE WITH 2.4 TYRE TUBE



BLACK POWDER COATED SEAT POST



SPORTY FRAME WITH BROADER HEAD TUBE



BLACK POWDER COATED RIMS



WHEEL SIZE-24T



NEW DESIGN PEDALS



PLASTIC MUDGUARD



Decoy Blue



Decoy Black



Decoy Grey



Decoy Red



UNLEASH THE POWER OF

HERCULES BAZOOKA 2.0

WITH MIND-BLOWING NEW COLOURS & GRAPHICS



Bazooka



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

Available in Sporty and Integrated Carrier option



Sporty frame design



Coloured Mudguard



Tyres - 2.4T



V-Brakes



BPC / Black Powder Coated rims



Brut stem & Handle bar



Chain Cover

Colours

■ Black

■ Blue

#FindYourTribe with Hercules.



HERCULES

**WARLORD
AVAILABLE IN
3 COLOURS.**

26T STARDUST BLACK



24T PACIFIC BLUE



27.5T FOREST GREEN



Warlord



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



Low Step Through Frame



Front Suspension



4 Pin alloy stem



Broader Tyres- 2.4T



Dual Disc Brake




Double wall Alloy Rims



Colours

 Pacific Blue

 Stardust Black

 Forest Green

#FindYourTribe with Hercules.

TRAILFIRE



FRAME HEIGHT: 17T | WHEEL SIZE: 26T



Unique sporty frame design



Rigid / Suspension fork



2.4 Trye



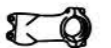
Double wall alloy rims



V brake / Dual disc brake



Flying mudguard



Brut stem



WATER
DECAL
STICKERS

Colours

■ Star Dust Black

■ Nardo Grey

#FindYourTribe with Hercules.

Doom 3T



FRAME HEIGHT: 18T | WHEEL SIZE: 24T



Chunky Frame



3 Inch Nylon Tyre



4 Pin Alloy Stem



Dual Disc Brake



Double Wall Alloy Rims



Front suspension



WATER
DECAL
STICKERS

Colours

■ Army Grey









■ Ivory White

#FindYourTribe with Hercules.

Dynamite ZX



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

-  Stylish twin tube frame with integrated carrier
-  Broader tyre - 2.4T
-  Black powder coated rims
-  Stylish integrated carrier
-  V- Brake
-  Dual suspension
-  Coloured brake cable
-  Flying mudguard










- Colours
-  Black
 -  Blue
 -  Green

Dirtrider HT DX2



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

-  Sporty frame design
-  4 pin alloy stem
-  Dual Disc Brake
-  Double wall Alloy Rim
-  Broader Tyres - 2.4T
-  Flying Mudguard
-  Front suspension




- Colours
-  Scarlet Red
 -  Black
 -  Grey Colour

#FindYourTribe with Hercules.

FX300




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


 4 pin alloy stem

 Cool graphic and colored frame

 Front suspension

 Dual Disc Brake

 Nylon Tyres- 2.4T

 Flying Mudguard

 Quick release seat post



Colours

-  27.5T - Red and Black
-  27.5T - White and Grey
-  29T - Blue
-  29T - Red and White





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.

PRESENTING THE ALL NEW **HERCULES ROADEO STR 1**

LEAD THE STREET



HERCULES ROADEO

THIS RIDE COMES WITH



IBR (INTERNAL
BRAKE CABLE ROUTING)



DUAL COLOUR
IN FRAMES



WATERDECAL
STICKERS



SHIMANO
21SP GEARS



TIG WELDED
FRAME

OTHER SPECIFICATIONS



DOUBLE
DISC BRAKES



DOUBLE WALL
ALLOY RIMS



4 PIN ALLOY
STEM



BROADER
HANDLE BAR



FRONT
SUSPENSION



2.4 NYLON
TYRES



SKD
PACKAGING

PRESENTING THE
ALL NEW **HERCULES ROADDEO STR 1**

**LEAD THE
STREET**

THE AVAILABLE
COLOUR VARIANTS

AROWANA SILVER & NEON RED



MAGIC BLUE & RED



FRESH BLUE & BLACK



CACTUS GREEN & BLACK

PRESENTING THE ALL NEW

HERCULES ROADEO

STR2

DARE TO
DEFY



HERCULES
ROADEO

THIS RIDE COMES WITH



IBR (INTERNAL
BRAKE CABLE ROUTING)



DUAL COLOUR
IN FRAMES



WATERDECAL
STICKERS



SHIMANO
21SP GEARS



TIG WELDED
FRAME

OTHER SPECIFICATIONS



DOUBLE
DISC BRAKES



DOUBLE WALL
ALLOY RIMS



4 PIN ALLOY
STEM



BROADER
HANDLE BAR



FRONT
SUSPENSION



2.4 NYLON
TYRES



SKD
PACKAGING

PRESENTING THE ALL NEW
HERCULES ROADEO STR2
**DARE TO
DEFY**



BLACK WITH GREY



BLACK AND SMART RED



BLACK WITH PEARLISED BLUE



MAGIC BLUE AND NEON RED

HERCULES
ROADEO

Roadero Warcry

— The trendy mountain racer —

 **Dual colors**



Available in 26T and 27.5T



21SP shimano Gear
(FD - TY500 & RD -TZ31)



TIG welded Frame



IBR (Internal Brake cable routing)



Waterdecal stickers



Alloy pedal



Alloy Brake lever



Double Disc Brake



Double Wall Alloy Rims



4 Pin Alloy stem



Broader Handlebar



Front Suspension



2.4T Nylon Tyres



SKD packaging

HERCULES
ROADEO

Roadeo Warcry

— The trendy mountain racer —

Blue

Red

Light Blue

Fluorescent Yellow



Roaddeo NFS



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



21 Speed Microshift gear system



6061 Alloy frame providing superior ride quality



Double wall Alloy Rim



Dual Disc Brake



Front Suspension with threadless alloy stem



Nylon Tyre - 2.25T



Colours

- 27.5T & 29T - Black
- 27.5T & 29T - Black with Red

#FindYourTribe with Hercules.

Roaddeo Fugitive



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



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



Colours

- 27.5T - Antiq Blue
- 27.5T - Pacific Blue
- 29T - Black
- 29T - Stark Red



MACH CITY

Designed keeping the urban youth in mind, Mach City's range of bikes is the perfect combo of style and performance. Available in a wide array of designs and colours, these bikes are ideal for short cycling trips through our bustling cities.

Why let crazy traffic or streets filled with potholes stop you, keep pedalling towards your hangouts and happiness. Hop on to your Mach City and kickstart your next cross city adventure.



MUNICH



AVAILABLE IN SS & 21 SP



MUNICH SINGLE & 21 SPEED

New



Colours

- Red
- Grey

FRAME HEIGHT: T | WHEEL SIZE: T



Frame: TIG-welded frame with water decal stickers



Pedals: Alloy pedals



Tyres: 700c nylon tyres & M & L (M- 18.5 & L- 20)



Rim: Double wall alloy rims



Brake: V brake - Sypo



Stem: 4 pin alloy stem & threadless fork

AVAILABLE IN M & L (M- 18.5 & L- 20)



New

Colours

-  Blue
-  Orange
-  Black
-  Grey



FRAME HEIGHT: T | WHEEL SIZE: T



Frame: TIG-welded frame with water decal stickers



Pedals: Alloy pedals



Tyres: Available in 700c x 35 nylon tyres & Available in 26 x 1.95 nylon tyres



Rim: Single wall alloy rims



Brake: V brake - Sympo



Crank: Cotterless crank



MONTREAL



AVAILABLE IN M & L (M- 18.5 & L- 20)



MONTREAL SINGLE & 21 SPEED

New



Colours

- Fossil Green
- Montreal Blue

FRAME HEIGHT: T | WHEEL SIZE: T



Frame: TIG-welded frame with water decal stickers



Pedals: Alloy pedals



Tyres: 700c nylon tyres



Rim: Double wall alloy rims



Brake: Alloy brake levers



Stem: 4 Pin alloy Stem & threadless fork



BSA



HERCULES

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.

GHATAK



5 Year
Warranty

Colours

Rich Burgundy

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

SINGHAM DX



Colours

Rich Burgundy


FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Dura-tuff steel brazed frame
- High-end 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 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

POPULAR DTS



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

CAPTAIN VIRAT



Colours

 Ferrari Red

FRAME HEIGHT: 19T | WHEEL SIZE: 26T

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

NEW RHINO



Colours

- Black
- Victor Blue

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



Colours

- Rich Burgundy

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
- Comfortable PVC top saddle
- Finger-moulded grips
- 13G spokes

PHOTON EX



Colours
■ Black

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

SPEEDSTER



Colours
■ Black

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

BSA

**DREAM,
PEDAL,
ACHIEVE:**

BSA DANIKA



**YOUR WHEELS
OF FREEDOM**

AVAILABLE COLOURS ● PINK ● SEAFOAM GREEN

Danika

New



Colours

- Pearl Pink
- Seafoam Green

FRAME HEIGHT: 17T | WHEEL SIZE: 26T

- Durable frame with integrated carrier
- Attractive chain cover and saree guard with graphics
- CP handlebar
- PVC top saddle
- Premium nylon tyres
- Side stand

Diya



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

Diana Classic



Colours

- 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

Julia



Colours

- Metallic Dark Pink

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

Shona



Colours

- Metallic Dark Pink
- Deeper Blue


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 LADIES



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

SINGHAM **DX** LADIES



Colours

 Rich Burgundy


FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- Dura-tuff steel brazed frame
- High-end 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 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

CAPTAIN ^{EX} LADIES



Colours

 Rich Burgundy

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

- 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
- Finger-moulded grips
- 14G spokes





BSA



HERCULES

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.

GHATAK



5 Year Warranty

- Colours**
- Black
 - Green

FRAME HEIGHT: 22T | WHEEL SIZE: 28T

- Oversized dura-tuff steel welded frame with welded 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



- 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

SINGHAM DX



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
- Thicker brake clips
- Heavy duty rubber pedal
- Sturdy QCC chain cover (Power type)
- B-12/Comfortable saddle

NEW HERCULES



Colours

- Black
- Green

Comes without stand & carrier

FRAME HEIGHT: 22T | WHEEL SIZE: 28T

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



Colours
 Black
 Green

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 anti-rotation support
- Premium Nylon Tyres
- Available in B12/Comfy
- Available with QCC/FGC

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

SUPREME LADIES



Colours

- Black
- Green

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

COMMANDER P/B LADIES



Colours

- Green

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

COMMANDER C/B LADIES



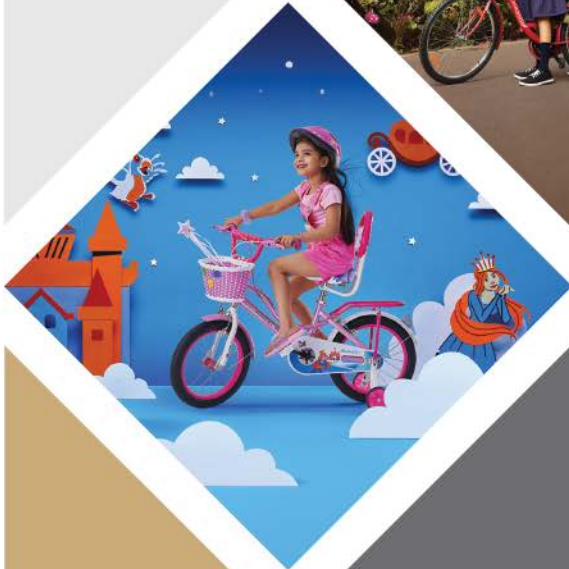
Colours

■ Black

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





INDIA

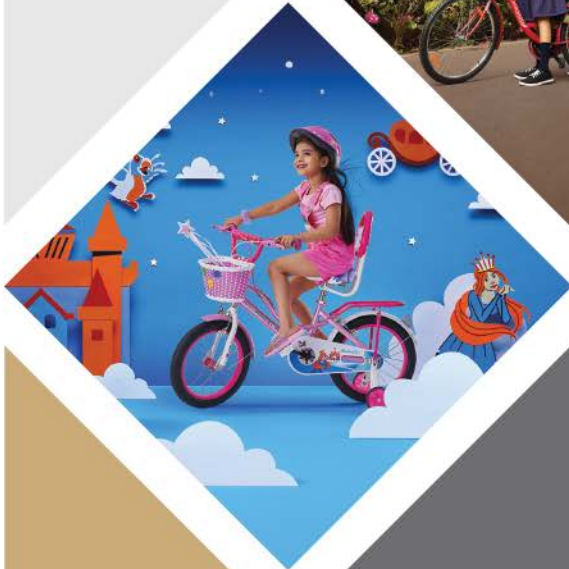
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