

BSA H

HERCULES

MACH CITY

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Founded in 1900, the INR 778 Billion (77,880 Crores) Murugappa Group is one of India's leading business conglomerates. The Group has diverse 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 83,500 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. 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.

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BSA, Hercules and Montra have been crowned Superbrands in recognition of their exceptional excellence in their respective fields. The Superbrands title is a significant milestone that sets these brands 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 is a brand that's close to the heart of many Indian families. With a legacy spanning over 154 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 in 2011, 2023 & 2025. 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.

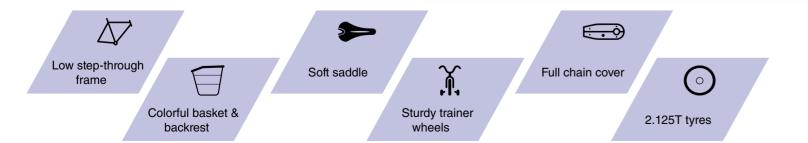


BSAKIDS 12T/14T





FRAME HEIGHT: 9T | WHEEL SIZE: 12T Packing: 2 UNIT SKD 75%



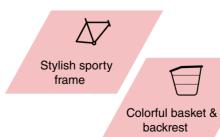




Colours

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

Packing: 2 UNIT SKD 75%











Full chain cover



2.125T tyres

AMBUSH





sporty sipper



ROCKET



Comes with sporty sipper

Colours

FRAME HEIGHT: 9T | WHEEL SIZE: 14T Packing: 2 UNIT CKD



Stylish frame



Raised handlebar



Full chain cover



 \odot

Colours

FRAME HEIGHT: 9T | WHEEL SIZE: 14T Packing: 2 UNIT CKD



Stylish sporty frame



Sporty handlebar

Soft saddle



Sturdy trainer wheels



Full chain cover









Comes with sporty sipper



IBR (Internal Brake Routing)



Durable trainer

wheels



Comes with sporty sipper



IBR (Internal Brake Routing)



Durable trainer wheels

Colours



FRAME HEIGHT: 9T | WHEEL SIZE: 14T Packing: 2 UNIT SKD 75%



New stylish frame design

> IBR (Internal Brake Routing)



Raised handlebar



New Premium trainer wheels



Full chain cover



2.4T tyres



New

FRAME HEIGHT: 9T | WHEEL SIZE: 14 Packing: 2 UNIT SKD 75%



New stylish frame design



Sporty handlebar



IBR (Internal Brake Routing)



New premium trainer wheels



Full chain cover











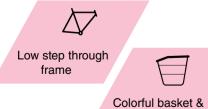
Comes with colourful frills



Quick release for easy saddle adjustment

Colours

FRAME HEIGHT: 9T | WHEEL SIZE: 12T & 14T Packing: 2 UNIT SKD 75%



backrest





Cushioned saddle



Full chain cover



Themed trainer wheels





BS/A KIDS16T/20T

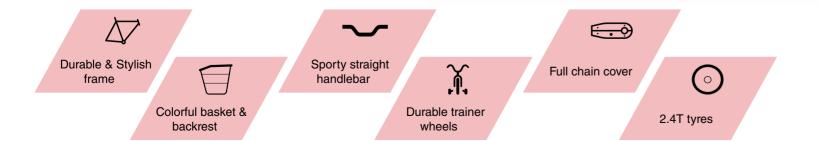


Colours



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

Packing: 2 UNIT CKD





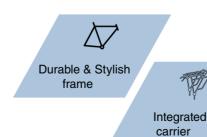


New frame design & Max sticker coverage

IBR (Internal brake routing)

Colours

FRAME HEIGHT: 12T & 13T | WHEEL SIZE: 16T & 20T Packing: 2 UNIT CKD







Side stand





Full chain cover

AMBUSH





Comes with sporty sipper

Colours

FRAME HEIGHT: 12T & 13T | WHEEL SIZE: 16T & 20T Packing: 2 UNIT CKD



Stylish frame



Colorful components



Raised handlebar



Durable trainer wheels



Full chain cover









Comes with sporty sipper



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

Packing: 2 UNIT CKD



Colours

Stylish sporty frame

Soft saddle



Sporty handlebar



Durable trainer wheels



Full chain cover



2.4T tyres





Comes with sporty sipper



Colours

FRAME HEIGHT: 13T | WHEEL SIZE: 20T Packing: 2 UNIT CKD



Stylish sporty frame



carrier

Sporty handlebar



Full chain cover



ROCKET 3T



sporty sipper



Comes with



Comes with 3T tyre (Nylon)





FRAME HEIGHT: 13T | WHEEL SIZE: 20T Packing: 2 UNIT CKD





Power brakes



Sporty handlebar



Integrated carrier



Side stand

3T tyres

0









Comes with sporty sipper



IBR (Internal Brake Routing)



Durable trainer wheels

Colours



FRAME HEIGHT: 11T & 13T | WHEEL SIZE: 16T & 20T Packing: 2 UNIT SKD 50%



New stylish frame design



IBR (Internal Brake Routing)



Raised handlebar



New Premium trainer wheels



Full chain cover









Comes with sporty sipper



IBR (Internal Brake Routing)



Durable trainer wheels





Comes with sporty sipper



IBR (Internal Brake Routing)



Durable trainer wheels





Packing: 2 UNIT SKD 50%





Colours





New stylish frame design



IBR (Internal Brake Routing)



Sporty handlebar



New premium trainer wheels



Full chain cover



2.4T tyres



New stylish frame design



IBR (Internal Brake Routing)



Integrated carrier





Full chain cover



2.4T tyres

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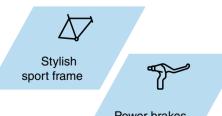








FRAME HEIGHT: 12T | WHEEL SIZE: 20T Packing: 2 UNIT SKD 50%



Power brakes



Broad handlebar

Quick release

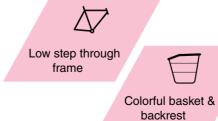


2.4T tyres

0

Colours

FRAME HEIGHT: 12T & 13T | WHEEL SIZE: 16T & 20T Packing: 2 UNIT SKD 50%





Cushioned PU saddle





Full chain cover

 \odot







Comes with a sipper



Comes with durable metal basket



FRAME HEIGHT: 12T & 13T | WHEEL SIZE: 16T & 20T Packing: 2 UNIT SKD 50%



New durable frame



IBR (Internal Brake Routing)



Broad handlebar



saddle





2.4T tyres







Translucent chain cover



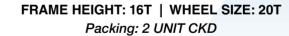
Translucent mudguards



Translucent Grips

Colours







Aggressive double suspension frame



IBR (Internal Brake Routing)



Translucent components



Extra cushion saddle



Power brake



2.4T tyres





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 more than 30 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.

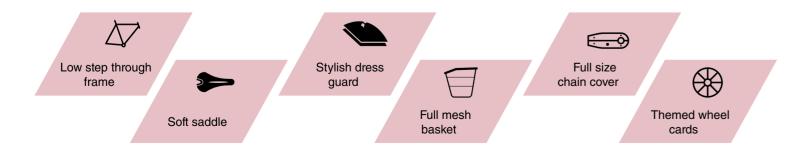


BSA LADYBIRD 26T



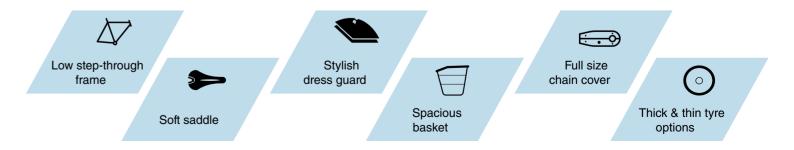


Colours





New graphics | New premium colors | No peel off stickers on chain cover & dress guard FRAME HEIGHT: 17T | WHEEL SIZE: 26T



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FRAME HEIGHT: 17T | WHEEL SIZE: 26T



Ergo grips for comfort

Quick release for saddle adjustment



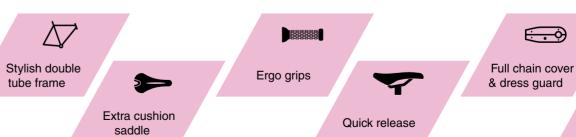
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Thick & thin tyre

options

Full size

chain cover



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Spacious

basket

stylish dress guard

 \triangle

Soft saddle

Durable double

tube frame

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Summer ASC 🗭





Now comes with water decal sticker



Revolutionary patented ANTI-SLIP CHAIN (ASC): No more chain slippage





Refresh

New graphics | New premium colors | Upgraded components FRAME HEIGHT: 18T | WHEEL SIZE: 26T





Durable low-step through frame

₩ Stylish wheel cards



Ergo grips



Extra cushion saddle



Anti-slip chain chaincover



Quick release







1st in the industry "Storage box"



Water decal sticker

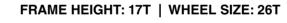


New dress & chain cover design



Colours







New stylish frame



Extra cushion saddle



Water deal stickers

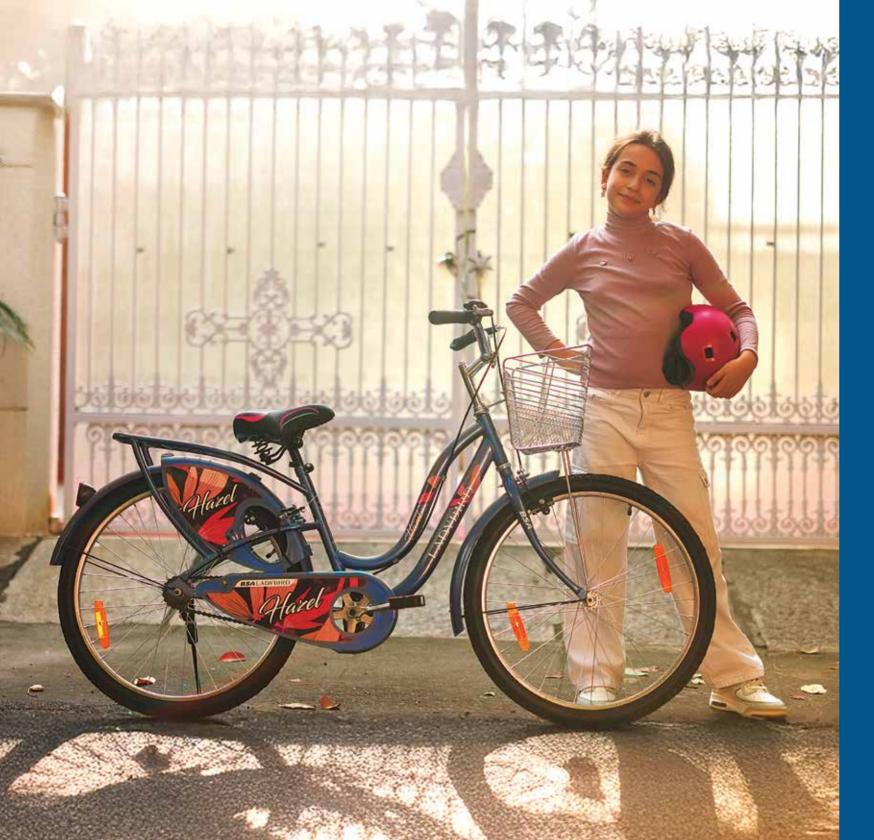


Quick release

New chain cover



New dress guard



BSA LADYBIRD 24T





handlebar





Bigger Basket



Full chain cover





Ergo grip for riding comfort



Quick release for saddle adjustment

Colours

Refresh

New graphics | New premium colors | No peel off stickers on chain cover & dress guard

FRAME HEIGHT: 16T | WHEEL SIZE: 24T



New graphics | New premium colors | Upgraded components FRAME HEIGHT: 15T | WHEEL SIZE: 24T











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chain cover



Thick & thin tyre options



Stylish double tube frame



Extra cushion

saddle





Quick release

Full chain cover & dress guard



Thick tyres



Soft saddle



Spacious basket



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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 Roadeo 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 likeminded 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



#FindYourTribe #FindYourTribe

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Dual tone Colour Finish with **Rubber Based** Sticker



IC Model comes with an Attractive **Chain Cover**



Colours



WHEEL SIZE: 24T/26T | FRAME HEIGHT: 13T/13.5T

V Brake with Carrier | V Brake without Carrier DD Brake with Carrier | DD Brake without Carrier

MTB Low Step Through Frame with IBR

BMX Planished Fork / BPC Suspension Fork

Bushless Chain for Noiseless Riding



Stem

Comfort Saddle with Quick Release Brut Threaded

2.4T MTB Tyres

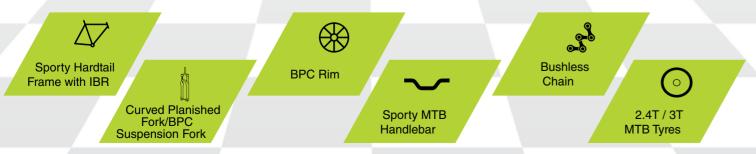
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#FindYourTribe











WHEEL SIZE: 24T/26T/27.5T | FRAME HEIGHT: 15T/17T



#FindYourTribe

BLACKBURN

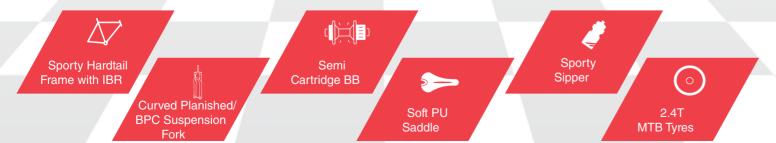


Colours

WHEEL SIZE: 27.5T | FRAME HEIGHT: 17.5T

Available in Both IC & Non IC | V-Brake with Rigid Fork

Dual Disc with Suspension Fork



New







Threadless 4 Pin Alloy Stem

Colours

WHEEL SIZE: 24T/26T/27.5T/29T | FRAME HEIGHT: 15.5T/17.5T

Available in Both IC & Non IC | V Brake with Rigid Fork

Dual Disc with Suspension Fork





Sporty Hartail Frame with IBR





Comfort Saddle with Quick Release



Sporty MTB

Handlebar





2.4T MTB Tyres

#FindYourTribe

#FindYourTribe

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GRIFFIN



Featuring **Hypershift Paint Technology** with Waterdecal Graphics



Threadless Suspension Fork with CP finish

Colours

WHEEL SIZE: 26T/27.5T/29T | FRAME HEIGHT: 17.5T



Sporty Hardtail Frame with IBR

COP COP **Dual Disc Brake** with Alloy Levers



Cotterless Crank



Saddle With Quick

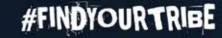


Threadless 4 Pin Alloy Stem



2.4T MTB Tyres

#FindYourTribe



FEATURING HYPERSHIFT PAINT TECHNOLOGY

The Griffin comes alive with advanced Hypershift paint - delivering stunning, multi-tone transitions as light and angles change.

Unlike conventional finishes, Hypershift offers a dynamic, fluid visual effect with bold, vibrant shades - adding a new dimension of style that makes every ride an attention-grabbing experience.



 \bigcirc

2.4T MTB Tyres

Broader MTB

Threaded Quill

Stem



Graphics

Stylish

Integrated

Carrier complimenting the Frame Design

Sleek & Sporty

Translucent Chaincover

#FindYourTribe

Dual Suspension

Unisex Frame

Power Brake with

Alloy Lever

#FindYourTribe

Soft PU

Saddle

BPC Rim



#FindYourTribe



HERCULES ROADED

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.



AGGRESS



Market First – MTB with Rhino Drop Down Handlebar with Tape Grip



Premium Finish with Waterdecal Graphics



Cotterless Crank with Alloy Pedal



Mechanical
Lock-In/Lock-Out
Suspension with
CP Finish



Trendy Dual Colour Finish with Waterdecal Stickers



Market First
- Stickered
Handlebar with
Transparent
Grips

Colours

WHEEL SIZE: 27.5T/29T | FRAME HEIGHT: 19T















Comfort PU Saddle with Quick Release



2.4T Hartex Nylon Tyres

#FindYourTribe

#FindYourTribe

Colours

WHEEL SIZE: 27.5T/29T | FRAME HEIGHT: 17.5T



MAYHEM 21Sp



CP Finish
Threadless
Suspension Fork





Premium Multi Cut Colour Finish with Waterdecal Graphics

Colours



WHEEL SIZE: 26T/27.5T/29T | FRAME HEIGHT: 17.5T











#FindYourTribe





21Sp

Mechanical Lock-In/Lock-Out Suspension with CP Finish



Mechanical Lock-In/Lock-Out Suspension with **CP Finish**



XMR Sporty OS 700mm MTB Handlebar with Soft **Comfort Grip**



Premium Multi Cut finish with Waterdecal Graphics





Market First - Stickered Handlebar with Transparent Grips



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



Colours

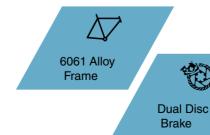
Dual Disc







2.4T Hartex Nylon Tyres





Sleek PU Comfort

Saddle



 \odot 2.4T Hartex Nylon Tyres

#FindYourTribe



Brake

Gear

with Quick Release

Comfort PU Saddle

#FindYourTribe

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WHEEL SIZE: 27.5T/29T | FRAME HEIGHT: 19T

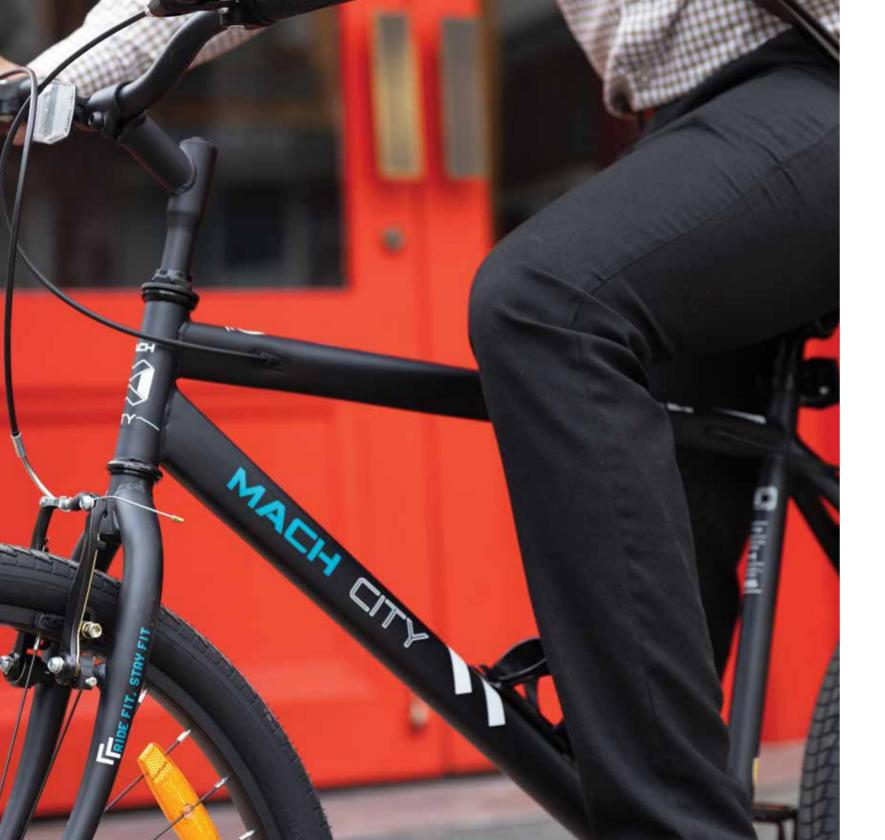
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Designed keeping the urban youth in mind, Mach City's range of bikes is the perfect combo of style and performance. Available in a wide array of designs and colours, these bikes are ideal for short cycling trips through our bustling cities.

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.





FRAME HEIGHT: 17.5T-M | WHEEL SIZE: 26T RIGID FORK MODEL



IBR

Rigid Fork



Steel Handlebar with 4 Pin Alloy Stem



Alloy Pedals

QR



Bearing Hubs -Front Hub with



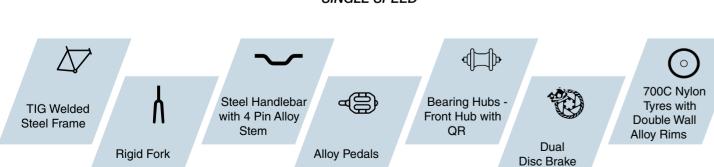
V Brake



26T x 1.95T Nylon Tyres with Single Wall Alloy Rims

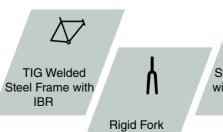


FRAME HEIGHT: 18.5-M & 20T-L | WHEEL SIZE: 700C SINGLE SPEED





FRAME HEIGHT: 18.5-M & 20T-L | WHEEL SIZE: 700C **MULTI SPEED**



Colours





Set

Bearing Hubs -Front Hub with



700C Nylon Tyres with Double Wall Alloy Rims

0

Shimano Gear

Dual Disc Brake





FRAME HEIGHT: 18.5-M & 20T-L | WHEEL SIZE: 700C SINGLE SPEED















Bearing Hubs -Front Hub with QR



Dual Disc Brake



700C Nylon Tyres with Double Wall Alloy Rims



FRAME HEIGHT: 18.5-M | WHEEL SIZE: 700C MULTI SPEED



TIG Welded Steel Frame with IBR

Colours



Fork

Steel Handlebar with 4 Pin Alloy Stem



21 Speed Shimano Gear Set



Bearing Hubs -Front Hub with



Dual Disc Brake



700C Nylon Tyres with Double Wall Alloy Rims





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.





POPULAR DLX

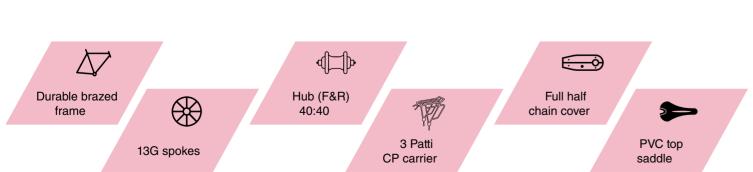
Colours



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

Tyre: Nylon & Cotton | Stand: Full stand & without stand

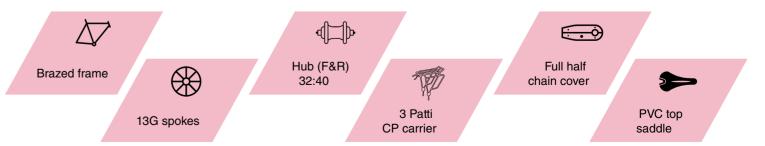
Colours





FRAME HEIGHT: 20T | WHEEL SIZE: 26T

Tyre: Nylon & Cotton | Stand: Full stand & without stand



CAPTAIN VIRAT



Colours

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

Tyre: Nylon | Stand: Side stand



Stylish frame design



13G spokes



Sporty crank



Stylish tubular carrier



Stylish full half chain cover



PVC top saddle





Colours



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

Tyre: Nylon | Stand: Side stand



Oversized steel frame



13G spokes



Themed graphics



Integrated carrier



Full half chain cover

PVC top

saddle

CAPTAIN Ex 🛊



Colours

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

Tyre: Nylon | Stand: Full stand & without stand



Durable brazed frame

13G spokes

₩



Hub (F&R) 40:40



3 Patti CP carrier



Full half chain cover



PVC top saddle





Colours

FRAME HEIGHT: 21T | WHEEL SIZE: 26T

Tyre: Nylon | Stand: Side stand



Classic frame design



PVC Ergo grip

Caliper brake



Tubular carrier



Pistol chain cover



Soft saddle

SPEEDSTER



Colours

FRAME HEIGHT: 20T | WHEEL SIZE: 26T
Tyre: Nylon | Stand: Side stand



Stylish frame design



Stylish graphics



Alloy brake lever



Integrated carrier



Pistol chain cover



Soft saddle

Danika



Colours



FRAME HEIGHT: 17T | WHEEL SIZE: 26T

Tyre: Nylon | Stand: Side stand

No peel off sticker on chain cover and dress guard



Stylish low step though frame



Spacious basket



CP finish handlebar



Integrated carrier



Full chain cover & dress guard



saddle











FRAME HEIGHT: 20T | WHEEL SIZE: 26T
Tyre: Nylon | Stand: Side stand



Thick low step through frame



Stylish Split basket



Stylish dress guard



Integrated carrier



Metal chain cover



PVC top saddle



Colours



FRAME HEIGHT: 20T | WHEEL SIZE: 26T

Tyre: Nylon & Cotton | Stand: Full stand & Side stand



Low step through brazed frame



basket

Stylish & classic graphics design



Large size saree guard



Metal chain cover



PVC top saddle

Shona











Colours

FRAME HEIGHT: 20T | WHEEL SIZE: 26T Tyre: Nylon | Stand: Side stand



Stylish low step through frame

Spacious basket



Stylish mesh dress guard



Integrated carrier

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Metal chain cover



PVC top saddle

Colours

FRAME HEIGHT: 20T | WHEEL SIZE: 26T

Tyre: Nylon & Cotton | Stand: Full stand & without stand



Durable brazed frame



13G spokes



Hub (F&R) 40:40



3 Patti CP carrier



Full half chain cover

> PVC top saddle

- 95 -







FRAME HEIGHT: 20T | WHEEL SIZE: 26T Tyre: Nylon & Cotton | Stand: Full stand & without stand



Brazed frame



13G spokes



Hub (F&R) 32:40



3 Patti CP

carrier



Full half chain cover



PVC top saddle







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.



VAJRA



Colours



FRAME HEIGHT: 22T | WHEEL SIZE: 28T Saddle: B12 PVC top & Comfy Dx | Tyre: Cotton





13G spokes



Hub (F&R) 32:40





Quarter chain cover



Finger molded grips

GHATAK





5 Year

5 Year Warranty



Colours



FRAME HEIGHT: 22T | WHEEL SIZE: 28T
Saddle: B12 PVC top & Comfy Dx | Tyre: Cotton



Durable welded frame



12G spokes

Hub (F&R) 40:40



brake set



Quarter chain cover

Finger molded grips









COMMANDER

Colours



FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T Saddle: B12 PVC top & Comfy Dx | Tyre: Nylon



Brazed frame



13G spokes



Hub (F&R) 32:40





Quarter chain cover





Colours



FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T Saddle: B12 PVC top & Comfy Dx | Tyre: Nylon



Durable Brazed frame



12G spokes



Hub (F&R) 40:40





Quarter chain cover

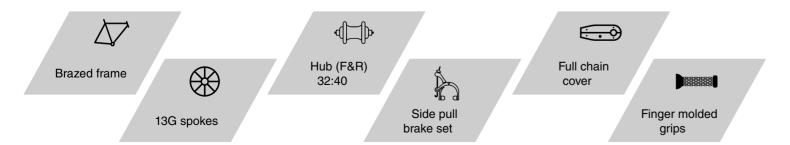
Finger molded grips

NEW HERCULES



FRAME HEIGHT: 22T | WHEEL SIZE: 28T Saddle: B222 PVC top | Tyre: Nylon

Colours

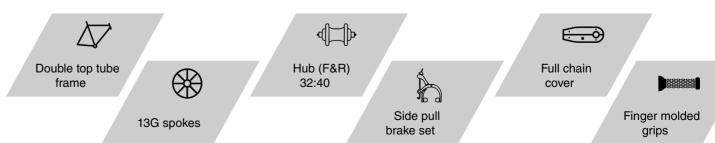


POPULAR SINGHAM



Colours

FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T Saddle: Comfy Dx | Tyre: Nylon



SUPER **DELUXE**



Colours

FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T Saddle: Comfy Dx, B12 PVC top, B222 PVC top | Tyre: Nylon





12G spokes



Hub (F&R) 40:40





Centre pull brake set



FGC & QCC options



Soft grips

SUPREME







FRAME HEIGHT: 22T & 24T | WHEEL SIZE: 28T
Saddle: Comfy Dx, B12 PVC top, B222 PVC top | Tyre: Nylon



Ergo brazed frame



14G spokes



Hub (F&R) 32:40



Centre pull brake set



FGC & QCC options

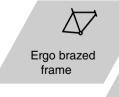
Soft grips







FRAME HEIGHT: 22T | WHEEL SIZE: 28T Saddle: Comfy Dx | Tyre: Nylon







14G spokes



Hub (F&R) 32:40





FGC chain cover



Soft grips





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