



Press Release

## DSK Hyosung marks territory in Jharkhand: Inaugurates first exclusive showroom in Ranchi

*New showroom strengthens DSK Hyosung's largest network presence in the country*

**Ranchi, 4<sup>th</sup> September 2014:** DSK Hyosung marked its entry into Jharkhand with the inauguration of their first exclusive showroom '*Ranchi Superbikes*' in its capital city.

The showroom was inaugurated by Mr. Shivapada Ray, COO DSK Hyosung. An exciting range of DSK Hyosung superbikes for the city was also unveiled at the event.

Speaking on the occasion, Mr. Shivapada Ray, COO, DSK Hyosung said: "This new showroom is in line with our organic growth strategy in tier II and tier III cities in Eastern India. We have found an able partner in Dealer Principal Mr. Shailesh Kumar Singh - **Ranchi Superbikes** and are confident that they will further our brand's commitment of offering the highest standards of quality products and services. The launch of this showroom takes our network footprint to a total of 38 in India; reiterating our network strength with the strongest, most well entrenched presence across the country in the super biking segment."

This expansive new 3S (sales, service and spares) showroom is located in the business hub of the city near Mahavir Mandir, Ratu Road. Apart from being equipped with the latest, most sophisticated equipment, Ranchi Superbikes has a team of dynamic and fully trained personnel to assist customers in making the purchase of their dream superbike a hassle free experience.

Elaborating on the potential of the city, Mr. Ray said: "Popularly known as the 'Manchester of the East', Ranchi is the seat of economic and business growth, industrialization and infrastructural development of Jharkhand. The city stands out with an extraordinary fusion of contemporary urban culture, rich mineral reserves, an

enthusiastic hard working population coupled with traditional social and cultural heritage. The overall growth of the city led by a retail boom and growth in energy, construction, metals, telecom, engineering and foundry among other sectors has translated into huge business and employment potential, thereby giving an impetus to greater aspirations and standards of living. "

"The city has already started showing an appetite for luxury and with its natural abundance that serve as weekend getaways like hills, ancient monuments, waterfalls among others, we are encouraged enough to introduce our superlative ride experience for the city's speed aficionados. We are confident that our offerings will revolutionize biking culture in this state in true DSK Hyosung style. "

The showroom will showcase the entire gamut of DSK Hyosung Super Bikes at attractive price points:

- Aquila 250 (250 cc luxury cruiser) - Rs. 2,80,000
- GT 250 R (250 cc sports bike)- Rs.2,96,000
- GT650R (650cc super sports bike) - Rs. 4,73,000
- Aquila PRO GV 650 (650 CC sports cruiser) - Rs.5,19,000
- ST 7 (700 cc classic cruiser bike) - Rs.5,92,000

*All these prices are ex-showroom Ranchi.*

DSK Hyosung has a strong presence across the country including cities like Delhi, Mumbai, Bangalore, Kolkata, Chennai and Pune; the brand also has a remarkable presence in cities like Raipur, Aizwal, Indore, Lucknow, Nagpur, Noida, Surat, Hubli, Patna and Dimapur.

DSK Motowheels also offers unique 24\*7 emergency services. Customers are offered 24\*7 on call breakdown service, onsite emergency repairs, battery jumpstart, fuel delivery, lost key support, transfer/towing of vehicle and taxi drop facility.

## **About DSK Hyosung**

Established in 2012, DSK Motowheels, a part of the DSK Group (Diversified business group with a turnover of over Rs. 5000 crores) forayed into the growing automobile sector by entering the niche segment of powerful and aspirational bikes in association with Hyosung, Korea. The company assembles and markets these superbikes under the brand name of DSK Hyosung.

Taking forward the company's rich legacy of dynamic entrepreneurship, Mr. Shirish Kulkarni, Chairman DSK Hyosung, spearheads the brand's operations in India with the primary objective of providing a world class super biking experience.

With a CKD plant in Maharashtra, the brand enjoys the status of having the strongest most well entrenched superbike network in India. Being a leading super biking brand of global repute, Hyosung is known for its high-end biking experience, extended product line, technology and quality. Hyosung dominates the super biking market in the US, South America, UK, Australia and many Asian countries including India.

To know more about DSK Hyosung's product portfolio please visit – [www.dskhyosung.com](http://www.dskhyosung.com)