



Press Release

## DSK Hyosung inaugurates its 38<sup>th</sup> exclusive superbikes showroom in India; enters Vishakhapatnam

*~ DSK Hyosung registers remarkable sales growth of over 145 % in September, 2014*

**Vishakhapatnam, October 9<sup>th</sup> 2014:** Buoyed by the strong sales performance and growing brand following, DSK Hyosung today further strengthened its network presence with inauguration of its first exclusive superbike showroom - 'Sai Amrutha Innovations' on the Jewel of the East Coast - Vishakhapatnam, Andhra Pradesh. The showroom was inaugurated by Mr. Shivapada Ray, COO, DSK Hyosung.

The new showroom - Sai Amrutha Innovations is located at Sankaramatham Main Road, Madhuranagar, Visakhapatnam and will serve the customers with utmost commitment with complete focus with 3S (sales, service and spares) facility. The showroom will ascertain a complete superbiking experience with charismatic display areas and a vibrant team of well trained personnel guaranteeing world class service and functioning to the brand's patrons.

Speaking on the occasion, Mr. Shivapada Ray, COO, DSK Hyosung said: "We have been extensively focusing on expanding our presence across the country and have grown tremendously in terms of sales performance and number of brand followers. In view of the constantly augmenting demand from Vishakhapatnam and the opportunity that this largest city and a commercial hub of Andhra Pradesh offers, we were certain to venture in the city. We are elated to have Sai Amrutha Innovations as our partner and are assured that under the guidance of Mr. Jagadeesh Jami, it will further assist us to reiterate our brand's commitment of offering the highest standard of quality and customer service."

Sharing his thoughts on the potential of the city, Mr. Ray further added: "Visakhapatnam is the largest city in the Indian state of Andhra Pradesh and the third largest city on the east coast of India. Visakhapatnam is the largest city and a commercial hub of Andhra Pradesh. It has been identified for development with the funding and assistance of the U.S. as smart cities. The city is known for heavy industries, steel plant, largest seaport of India and oldest shipyard. All these factors have acted as an catalyst to build the potential market in

Vishakhapatnam and make us venture in to the city.”

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

- Aquila 250 (250cc Luxury Cruiser) - Rs. 2,79,000
- GT 250 R (250cc Sports bike)- Rs.2,95,000
- GT650R (650cc Super Sports) - Rs.4,71,000
- Aquila PRO GV 650 (650cc Sports Cruiser) - Rs.5,17,000
- ST 7 (700cc Classic Cruiser Bike) - Rs.5,89,000

*All these prices are ex-showroom Visakhapatnam.*

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, Patna, Hubli 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)

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