

## TI Cycles launches Montra City Unplugged. E-Bike's for Short Distance Commute.

Montra e-Bikes will provide a range of up to 30 km in a single charge and up to 25 km/h maximum speed

**Chennai, 13<sup>th</sup> August, 2021:** Montra, the high end performance Bike brand of TI Cycles of India, has launched their first electric bike specially designed to make the short distance commute comfortable and convenient. The E-bike will be offered at the price of **Rs.27,279** making it an affordable and effective solution for daily travel. With this introduction, Montra aims to resolve the inconvenience of waiting for public transport or hassle of looking for parking at short distances by providing a comfortable and convenient ride to one's destination.

Montra E-bike is built on a light weight alloy frame which is easy to maneuver. With a dual mode, it allows the user to toggle between manual and electric mode as per their convenience. The provision of electric braking system ensures effective and smooth braking as it cuts off the motor power upon application of brakes.

The pandemic has instilled a fear of traveling by the public transport and many took to using their own vehicles even for short distances. However, given the traffic and parking situations, this wasn't the most feasible option. Montra took this insight and specially crafted its own E-Bike to cater to the audience traveling short distances. On an average, e-bikes will run at the rate of avg.7 paisa per km while reducing individual carbon footprint significantly and saving hours of waiting time (public transport, refuelling, traffic) for the end consumer.

Commenting on the Montra E-bikes launch, **Mr. Vellayan Subbiah, MD, Tube Investments of India** said, *"The Short distance commute segment is dependent on choice and availability of public transport for most of us. With the launch of Montra E-bike, we want to give our customers the independence from the waiting period as they ride to their destination. With electric being the future of mobility, e-bikes shall become the most after sought mobility solution among the urban commuters. A recent research suggests that, India's e-cycles market is projected to grow to USD 2.08 billion by 2026 at a CAGR of 12.69 per cent, which is significantly huge and an untapped potential. As a brand, Montra has always been a customer centric brand - from being the first ones to use a carbon frame in the cycles in India to making the electric cycles light weight today for rapid, smooth, and easier transportation. With our new Montra E-bike product offering, we are sure to expand our family of customers, who are looking for quality and short distance every day commute."*

With the country moving towards sustainable mobility, TI cycles promotes the use of Bikes to cut down on the carbon emission. With electric cycles, the user can travel longer distance without exerting oneself as compared to manual cycles, reducing their carbon footprint. By providing a cost effective solution, Montra E-Bike encourages the youth to be a part of the future.

The Montra E-Bikes will be available across our dealer network in India.

*\*Notes to the editor\*:*

Link to the research: <https://www.globenewswire.com/news-release/2021/04/06/2204781/0/en/Global-e-bike-market-size-to-reach-USD-48-46-billion-by-2028.html>

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### **About TI Cycles:**

Established in 1949 by the Murugappa Group in collaboration with Tube Investments (UK), TI Cycles has transitioned from just dealing with Bike manufacture and design to becoming an expert in mobility and well-being solutions.

Known best for its flagship Bike brands – BSA, Hercules and Montra, TI Cycles has practically created and perfected every new cycle category in the country. TI Cycles has plants at Ambattur/ Chennai and Rajpura, through which it serves its nationwide 2500 plus dealer-network. The energy of the company can be felt nationwide, thanks to its primary dealers and 10,000 plus secondary dealers.

### **About Murugappa Group:**

Founded in 1900, the INR 381 Billion (38,105 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.

Market leaders in served segments including Abrasives, Auto Components, Transmission systems, Cycles, Sugar, Farm Inputs, Fertilisers, Plantations, Bio-products and Nutraceuticals, the Group has forged strong alliances with leading international companies such as Groupe Chimique Tunisien, Foskor, Mitsui Sumitomo, Morgan Advanced Materials, Sociedad Química y Minera de Chile (SQM), 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 51,000 employees.

For more details, visit [www.murugappa.com](http://www.murugappa.com)