FIREFOX

"You can't buy happiness, but you can buy a bicycle and that's pretty close."

DISCOVER FIREFOX

FIREFOX WAY

https://www.firefoxbikes.com/

OBJECTIVES

- TO CREATE FAVOURABLE MARKET CONDITIONS AND BUILD QUALITY & RELIABILITY OF FIREFOX BIKES.

- CHANGE THE MIND-SET OF CUSTOMERS TOWARDS FIREFOX BIKES, ALSO STRONG RECALL FOR BRAND ACROSS MEDIA SEGMENT

BRIEF OVERVIEW

In early 2005 the cycling scene in India changed dramatically when Firefox introduced an imported range of approx 30 bike models into the Indian market. Covering the full spectrum of mountain, all-terrain, road, BMX & kids bikes & made as per the much higher international quality standards & specifications, this range changed the biking experience in India. For the first time bikers could experience the thrill & joy of using quality equipment. The first company owned Firefox Bike Station was opened in Delhi in April 2005. Designed, keeping in mind customer oriented bike & accessories displays & backed by trained sales & technical staff, the Bike Station proved an instant success & provided the template for future expansion. In the 2006 when Impact PR started working with Firefox there were only 3 outlets.

Next following year with the 10% to 15% offers on children's day, Kids day out and many more engaging activities Firefox reached 22 outlets with its first Successful campaign "Wheels are important not Fuel" done by Impact PR and found that people are liking the concepts eco friendly transport. Present count of 6 company owned outlets & 200 carefully chosen Franchisee outlets all over India are testament to the success of Firefox's distribution strategy. The present range of almost 75 bike models provides the Bike Stations with the ability to offer bikes to all ages & category of buyers. In June 2006 with the help and guidance of agency Firefox teamed up with the finest cycling company in the world, Trek Bicycle Corp., USA, for exclusive distribution of Trek in India. In 2010 this tie-up was further strengthened with the introduction of the iconic Gary Fisher Collection.

BRIEF OVERVIEW

Simultaeously in 2010, Firefox introduced Finish Line (specialists in cycling lubricants) & Slime (specialists in puncture resistant products) to the Indian market. This was followed in 2012 with the introduction of Tern folding bikes. During this same year, Firefox tied up with Shimano (The Industry Leader in bicycle components to distribute their extensive range of components in India.) The company philosophy of constantly improving the Indian biking experience by introducing new bikes, biking accessories & biking related technical products, backed by an aggressive sales & technical team, has kept it ahead of all competition & enabled it to proceed with its strategy of measured growth thereby ensuring customer satisfaction. With global warming being an acknowledged present day reality & health a constant factor in urban India, agency identified that introducing the youth to the joy & benefits of cycling is a national imperative. The company has therefore, worked extensively with the youth, supported National School Cycling Championships, and sponsored various School Quiz contests and Interschool Sports competitions. Impact PR has put constant efforts to promote the biking culture across India by Firefox supporting all possible bicycle events like the Road and Track Nationals, MTB events, BMX competitions and cross country rides. Firefox also organized Firestorm MTB Challenge which got wide appreciation from the biking community. Firefox has plans to have a similar event every year. The CSR event associated with one of NGO of shabana azmi has created a huge brand recall with free bikes to Bollywood stars.

BRIEF OVERVIEW

After the successful event Impact PR associated Firefox with MTV Roadies and association created a favorable market conditions and craze in youngsters as MTV Roadies has tremendous youngster followers.

The outlet launch on theme of famous cartoon characters from Warner Brothers channel has made Firefox a children's favorite brand.

Now while Firefox Bikes is brought by Hero in 2016 it is one of the renowned brands in India Impact PR worked almost for 10 years with Firefox Bikes and delivered the commitments.

STRATEGIES USED TO MEET OBJECTIVES

- Press conference: Delhi, Bangalore, Chennai, Hyderabad, Pune
- Launch Columns, Corporate stories
- Reviews with bike experts from media and famous bike riders.
- Biking Festivals< Rallies
- Associations: Swiss military Schools, Insurance companies, Ngos, Mtv Roadies,
- CSR Activities: Bike rides to promote greener and healthier life, Women Participation.
- Outlet Launch: 200
- Participation: First company to participate in Auto expo
- Campaigns: Wheels are important not fuel, Burn fat not fuel

TOP SOURCES

2400+ print coverages and over 200 TV coverages received over the period of 11 years.

Wires
PTI
UNI
ANI
Reuters
IANS

Mainlines
The Times of India
Hindustan Times
DNA
Midday
The Indian Express
Afternoon D&C
The Asian Age
The Hindu
Deccan Herald
Hindu Business Line
The Economic Times

Financials
Mint
The Financial Express
Business Standard
Financial Chronicle

TOP SOURCES

Business Magazines
Business Today
Business India
Business World
Forbes
Fortune India

Vernacular
Dainik Bhaskar
Business Bhaskar
Business Standard - Hindi
Navbharat Times
Dainik Jagaran
Hindustan
Gujarat Samachar

Electronic Media
CNBC Awaaz
ETV for States
CNBC TV18
ET Now
Bloomberg TV India

RESULTS

PHASE 1

- Introduced Firefox bikes segment A newspapers
- Experiential rides given to biking experts in media
- Biking reviews done in all leading channels in India
- Strong brand recall

PHASE 2

- Adventurous events called Firestorm which saw high participation from all the bike
- lovers in India which got highlighted in all the leading newspapers and channels
- Favourable opinion towards quality and reliability of Firefox bikes
- Changed customer mind-set
- Favourable market conditions

COVERAGE SNAPSHOT

THE HINDU

THE HINDU • SUNDAY, JANUARY 8, 2012 | 2 | DELHI

India's costliest bike launched at Auto Expo

Sandeep Joshi

NEW DELHI: Auto enthusiasts are thronging Pragati Maidan here to witness how India's car and motorcycle industry's future is shaping up without realising that they could get a glimpse of India's costliest bicycle worth Rs.4.25-lakh.

Just launched

Though the 'Trek Elite 9.9 SSL' bike was launched just this past Friday by Firefox, two of them have already been sold. "This carbon frame bike weighs only 10 kg, besides being equipped with hydraulic shocks and high performance brakes. It also has 30 speed variations and a smooth shifting mechanism," says Firefox Bikes Managing Director Shiv Inder Singh.

"Elite 9.9 SSL is a boon for the hi-end bikers who appreciate precision and quality. This bike is used for professional biking and racing, a sport now becoming popular in India," he adds.

Asked why he decided to take part in the Auto Expo, Mr. Singh said Firefox Bikes are in tandem with the show's eco-friendly theme.

To attract young customers towards its products, Firefox has also launched a new range of bikes co-branded with popular youth entertainment channel MTV, priced between Rs.9,000 and Rs.15,000. "This new initiative and corroboration will certainly expand our market share as MTV enjoys huge brand loyalty amongst the youth. These new bikes have specially been designed keeping in mind the generation next," Mr. Singh added. The bikes might also feature in MTV's popular series *Roadies* that would go on the air soon.

See also Business Page

The country's most expensive bike, 'Trek Elite 9.9 SSL', costs Rs. 4.25 lakh. – PHOTO: S. SUBRAMANIUM

delhi THE AGE

WEDNESDAY 11 | JANUARY 2012

Cycle trekking picks up speed

These special bikes cost as much as mid-size family cars, but trek enthusiasts in the city feel it's more than worth it!

SARBANI SEN

THE ASIAN AGE

Digital consultant Shubho Sengupta, 32, is an avid bike trekker. A member of Pedal Yatri, a Gurgaon-based team of serious cyclists, Sengupta has been on cycle trekking expeditions to places like Ladakh and Manali. What has now caught his fancy is the most talked about mountain bike at the 11th Auto Expo in the city.

Trek Elite 9.9 SSL from Firefox priced at a whopping ₹4.25 lakhs.

Many can't believe that a two-engine bike can cost so much. But professional bikers who keep a close track of events worldwide are welcoming such high-end bikes in India, despite their steep price tags. "When you trek at high altitude, moderate weight bikes are most comfortable," shares Sengupta. Fully carbon-framed and weighing only 10 kg, Trek Elite has hydraulic shocks, high performance brakes and 30 speed variations.

Harvesh Taneja, 31, a young athlete who goes for long treks, feels that Indians are now taking bike trekking seriously. "Many youngsters can now dream of becoming trek professionals.

Moreover, Indian roads have improved so much that bike rides are safe and comfortable," says Taneja.

Also launched at the Auto Expo was Madvor, 3.1 tagged at ₹1.50 lakhs. Adds Ajit Gandhi, deputy general manager, Firefox Bikes Pvt Ltd, "Our target groups are upper middle-class children above 12 years, young parents, professionals and all avid bikers."

Recently a Cannondale Jekyll was sold for ₹3.5 lakhs. And international premium brands like Cannondale and Bianchi are making their way into India. "We do have various Bianchi and Cannondale bikes in the road and mountain bike segments which are worth a few lakhs of rupees," says Rajesh Mann, general manager, marketing, TI Cycles & BSA Motors (TIBO-TIC).

These bikes are not meant just for adventure seekers, says Mann. "Any urban centre is a good market for performance bikes, which in our definition are road bikes (for racing professionals), mountain bikes and hybrid bikes (for city riding)," he says. "But the more expensive road bikes and mountain bikes are for cycling professionals and semi-professionals or people who have a passion for cycling. People may not get the best affinities by riding it on regular Delhi roads. For regular Delhi roads, we would recommend hybrid bikes which are meant for city commuting," he says.

If cost is not a factor and fun and adventure is all you care for, it's time for some pretty fancy pedal-pushing. Happy cycling.

> Road bikes and mountain bikes are for professionals and enthusiasts, and hybrid bikes are for city commuting
>
> SHUBHO SENGUPTA, DIGITAL CONSULTANT

https://www.firefoxbikes.com/

COVERAGE SNAPSHOT

दिल्ली
जागरण सिटी
नई दिल्ली, 10 जनवरी 2012
दैनिक जागरण

सवा चार लाख की साइकिल, खरीदेंगे!

ऑटो एक्सपो के दौरान चार लाख पचीस हजार की साइकिल का प्रदर्शन किया गया।

वाह क्या बात है, ट्रक में थियेटर का मजा

नई दिल्ली, जागरण संवाददाता : ऑटो एक्सपो में सवा चार लाख की साइकिल और 20 लाख की मोटरसाइकिल लोगों को खासा आकर्षित कर रही है। हॉल नंबर 18 में फायरफॉक्स के स्टॉल पर सवा चार लाख की साइकिल है। कंपनी के उप महाप्रबंधक राजीव गोयल बताते हैं कि रेसिंग साइकिलों की श्रेणी में सिमांतो एक्सटीआरा भारत में बिकने वाली यह सबसे महंगी साइकिल है। इसमें 20 गियर हैं। इसकी पूरी बॉडी कार्बन फाइबर की है। इसमें साइड्रॉलिक डिस्क ब्रेक और सस्पेंसर है। यह साइकिल 60 से 70 किलोमीटर प्रति घंटे तक की रफ्तार से चल सकती है। इसके शौकीन काफी मजबूत हैं जो ऊबड़-खाबड़ जगहों और पहाड़ी इलाकों में बड़े आराम से चलते हैं। चार साढ़े तीन हजार से रेसिंग साइकिलों की रेंज शुरू हो जाती है।

हॉल नंबर 18 में एक से बढ़कर कई बाइक भी मौजूद हैं। जहां वेस्पा तीन पहियों वाला स्कूटर लेकर आई है, वहीं रॉयल एनफील्ड के नए वर्जन भी खूब पसंद किए जा रहे हैं। लेकिन हार्ले डेविडसन के स्टॉल पर युवाओं की जबरदस्त भीड़ जुट रही है। हार्ले की बाइक 35 लाख रुपये तक की आती है। लेकिन यहां फैट ब्वाय के नाम से 19.70 लाख की बाइक है। इस बाइक का लुक और डिजाइन लोगों को इतना भा रहा है कि यहां आने वाले युवा बाइक के साथ अपना फोटो खिंचवाना नहीं भूल रहे हैं। जापानी कार की खूबसूरती लोगों को खूब भा रही है। सबा कावेंट की यह कार सबसे तेज दौड़ने वाली कारों में शुमार है। यह 4.4 सेकेंड में जीरो से किलोमीटर की रफ्तार पकड़ लेती है। इसका इंजन 5000 सीसी का है।

DECCAN HERALD Tuesday, January 10, 2012
www.deccanherald.com

Metrolife

YOUR BOND WITH DELHI

ADVENTURE BIKING

Firefox bikes unleashed

Home-grown, India's leading leisure biking company Firefox Bikes in collaboration with MTV India launched its co-branded Firefox MTV Adventure Bikes at the 11th Auto Expo 2012 in New Delhi.

To make an impact on the youth of the country, Firefox co-branded four bike models which were unveiled by Shiv Inder Singh, Managing Director, Firefox Bikes Pvt. Ltd. along with VJs Ranvijay and Bani J. The Firefox bike models that were launched include 24" Thor, 26" Smoke, Dirt and Hades.

Ranvijay, an avid cycle enthusiast himself, says, "Adventure biking is a thrilling experience and I regularly use the bike for pleasure and it also helps me keep fit."

VJ and Roadie Bani J said, "Biking is something I love and I regularly go to my gym riding my bicycle. It has now become a passion and I love the thrills of mountain biking".

On the occasion, Shiv Inder said, "Over the years, people have appreciated the new bikes launched by the company. This new initiative and collaboration will certainly expand our market share as MTV enjoys huge brand loyalty amongst the youth. These new bikes have been designed especially keeping in mind the generation next."

Commenting on the licensing tie-up, Sandeep Dahiya, Senior Vice President, consumer products, Viacom18, said, "Adventure biking is surely becoming a regular feature now, both as a healthy commute as well as a lifestyle statement. We're delighted to partner with Firefox, to launch MTV range of adventure bikes in India- a range that is as flamboyant in design as it is unique in functionality. He further added, "The launch of MTV adventure bikes also marks the beginning of extending MTV licensed products in unconventional categories and 2012 is going to see more and more of this".

Rubbing shoulders with the high and mighty automobile giants at this year's Auto Expo, Firefox Bikes are also showcasing a new product line that includes bike lubricants, puncture kits and much more from Finish Line of US, SRAM of Taiwan and Slime of US as an exclusive distributor of these products in India.

Priced between Rs 9000 to 15000, for the world-class advancements it brings to mid-segment, Firefox MTV Bikes are especially designed for youngsters who prefer mountain bikes instead of cycles to go to their colleges. "We are looking at transformation," stressed Shiv Inder Singh.

"With these bikes Firefox Bikes is focusing on the mid-segment of city bikers," informed Deputy General Manager, Firefox Bikes, Ajit Gandhi. He further informed, "Firefox MTV Bikes will be available from March 2012 across India".

"In the near future, Firefox is all geared up to create and unveil MTV branded accessories," informed Shiv Inder Singh.

Firefox certainly has changed consumer's perception by providing world class biking experience to them. Earlier people were hesitant riding a bike but the trend seems to have changed for the better, as now riding bikes to offices and gyms have become a regular feature for people in even the upper strata of society.

Within a short span of time, Firefox Bikes has certainly made a huge impact on the biking industry. It has over 80 exclusive bike stations strategically located across Indian cities and one even in Bhutan. Firefox has also introduced the world's number one bikes in India - Trek Bikes (USA) as exclusive distributors.

DHNS

STUNT MANIA Bani J and Ranvijay Singh with newly-launched bikes.

https://www.firefoxbikes.com/

COVERAGE SNAPSHOT

NEW DELHI 11 MARCH 2012 SUNDAY PAGES 16

THE SUNDAY STANDARD

MAGAZINE

12

THE SUNDAY STANDARD ■ MAGAZINE

Smell of Burnt Rubber

Leisure biking company, Firefox has recently introduced its newest range of cycles in the Indian market, hoping to elevate riders of the most sought-after transport system in the country. **Ammar Alvi** *tells us more*

After consistently displaying its products at the biennial Auto Expo in Delhi, and being the only bicycle manufacturer to participate, Firefox Bikes has decided to provide its Indian consumers a complete range of biking solutions under one roof. The leisure biking company has recently tied up with several international brands to widen its range of biking solutions. Firefox Bikes will be the exclusive distributor in India of these cycles.

Besides that, the company recently unveiled its latest range of high-end bikes seeking to get more people to enjoy the experience of cycling as sport.

Trek Elite 9.9 SSL
Trek Elite 9.9 SSL is a beautiful all-round bike priced at a not-so-cheap ₹4.25 lakh. It is a full carbon-frame bike weighing only 10 kg. With hydraulic shocks, high performance brakes and 20 speed variations, it is all set to scorch the Indian roads. Elite 9.9 has a smooth shift mechanism.

According to Shiv Inder Singh, Managing Director, Firefox Bikes Pvt Ltd, "Elite 9.9 SSL is a boon for hi-end bikers who appreciate precision and quality."

Trek Madone 3.1
Trek Madone 3.1 is an all-out competition bike, priced at ₹1.10 lakh. A thoroughbred in all aspects of biking, this masterpiece is a professional cyclist's dream. These bikes are aimed at Indian professional cyclists who have, in the past, lacked in performance due to unavailability of world-class bikes at their disposal.

Mountain Bike-Fuel EX 5.5
The Mountain Bike-Fuel EX 5.5 is a full-suspension luxury mountain bike, priced at ₹91,000, and designed to withstand off-road challenges, surmount obstacles such as logs and rocks with its Bontrager tyres, that is used by the world's top bikers. Fuel EX is what the majority of full suspension mountain bikers are looking for today. The key to this bike is its versatility. Fork travel of 120 mm and key technology features such as the R1 tuned suspension, keeps it active over a variety of terrain, which makes it perfect for various applications—from the local park loop to the epic high country vacation.

www.samaylive.com

राष्ट्रीय सहारा

राष्ट्रीयता • कर्तव्य • समर्पण

राष्ट्रीय सहारा | 15

नई दिल्ली। बुधवार • 15 अगस्त • 2012

लोगों को भा रही साइकिल की सवारी

स्वास्थ्य के प्रति सजगता और महंगे पेट्रोल से बढ़ रहा क्रेज

नई दिल्ली (एजेंसी)। स्वास्थ्य के प्रति सजगता, पेट्रोल की कीमतें आसमान पर पहुंचने और बाजार में एक से बढ़कर एक स्टाइलिश साइकिलों की मौजूदगी ने लोगों का रुझान एक बार फिर साइकिल की सवारी की तरफ बढ़ने लगा है। साइकिल से लगाव रखने वाले लोगों का कहना है कि ईंधन के दामों में बढ़ोतरी और पर्यावरणीय प्रदूषण को लेकर बढ़ती चिंता की वजह से साइकिल की मांग अब धीरे-धीरे बढ़ने लगी है। यह सवारी गरीबों के लिए आवागमन का साधन पहले ही रहे हैं अब अमीरों में भी इसकी लोकप्रियता बढ़ने लगी है। वे स्वास्थ्य के प्रति सजगता को लेकर साइकिल का इस्तेमाल करने लगे हैं।

ऐसा नहीं है कि लोग केवल स्वास्थ्य लाभ के लिए साइकिल की ओर आकर्षित हो रहे हैं, बल्कि बढ़ती मा. ांग और इसके पर्यावरण अनुकूल होने की वजह से भी लोगों को साइकिल की सवारी भा रही है। इसके अलावा एक से बढ़कर एक स्टाइलिश साइकिलें बाजार में आ जाने से अब फैशन एवं लाइफस्टाइल से भी साइकिलों को जोड़ा होने लगा है।

दिल्ली साइकिलिंग क्लब के संस्थापक नीरज सिन्हा ने कहा, 'हम साइकिल और इसे चलाने वाले लोगों को प्राथमिकता देने के लिए सरकारी अधिकारियों, नगरपालिका के अधिकारियों, मंत्रियों और दूसरे संबंधित लोगों से बातचीत कर रहे हैं। हम इसे नीति और योजना में स्थान दिलाने की कोशिश कर रहे हैं।' उन्होंने कहा कि लोग अब साइकिल की खूबियों को समझने लगे हैं। लोग 'स्टाइलिश और लग्जरी साइकिलों की ओर आकर्षित हो रहे हैं।' कारपोरेट जगत के लोग भी साइकिल को लेकर कुछ इसी तरह की सोच रखते हैं। साइकिल कंपनी फायरफाक्स बाइक्स के प्रबंध निदेशक शिवइंदर सिंह ने कहा, 'आज की पूरी पीढ़ी चमक-दमकपसंद और खतरों की खिलाड़ी है। उन्हें विश्वसनीय साइकिल जो उनके शौक को पूरा कर सके।'

COVERAGE SNAPSHOT

THE HINDU

Business Line

THE HINDU • BUSINESS LINE
WEDNESDAY, JULY 18, 2012

5

Firebox Bikes, MTV launch co-branded bikes

VJ Nikhil Chinappa (left), MTV Roadies season 9 winner, Vikas, VJ Bani and VJ, Ranvijay at the launch of Firefox MTV bikes.— Kamal Narang

Our Bureau

New Delhi, July 17

Youth channel MTV has tied up with Firebox Bikes to launch co-branded adventure bikes. The Firefox MTV bikes, which includes models such as 24-Thor, 26-Smoke, Dirt and Blade, will be priced between Rs 10,000 and Rs 16,000, Mr Sandeep Dahiya, Senior vice-president, consumer products, Viacom 18, said.

"The launch of MTV adventure bikes marks the beginning of outstanding MTV licensed products in unconventional categories and 2012 is going to see more and more of that." MTV consumer products extends into more than 16 categories that includes eyewear, bags, stationery & paper, debit cards, mobile phones, bedline and helmets amongst others.

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DECCAN HERALD

DECCANHERALD 15

vents from the
turn to Sport. P16

Thursday, July 19, 2012

Business

Pedal perfect

Bicycle maker Firefox Bikes has launched a series of new bikes priced between Rs 10,280 and Rs 16,430. The company, which has 90 Firefox branded outlets, by the end of the fiscal, will add 25 more showrooms. Firefox Bikes also plans to introduce a folding bicycle by the year-end to expand its market. It will import the bicycle – Tern – from Taiwan and launch it in November this year. It has tied up with US-based Saris for introducing bicycle racks for mounting on a car's top.

■ BANGALORE ■ CHENNAI ■ HYDERABAD ■ MUMBAI ■ NEW DELHI

LIVE RICH

FINANCIAL Chronicle

06 | FINANCIAL Chronicle
NEW DELHI, FRIDAY, FEBRUARY 5, 2016

DELHI AUTO EXPO

Firefox-Swiss Military tie up

AS more and more young people discover the joys of cycling, premium bicycle maker Firefox Bikes has decided to capitalise on the trend and tied up with Swiss Military to bring in edgy, contemporary models to India.

The company, which had brought six of its cycles to the expo, plans to bring four new models this year with prices ranging from Rs 12,000 to Rs 20,000. It expects to sell around 10,000 products in the first year of its launch.

"As environmental and health hazards grow due to rising vehicular pollution, many commuters are opting for bicycles to get to their workplace and also for leisure. We want to cash in on this trend with our international quality and pocket-friendly pricing," Shiv Inder Singh, CEO, Firefox Bikes, told *FC*.

Though cycling is one of the oldest forms of commuting, the segment was losing sheen as the youth wanted something beyond what was on offer in the market. "With our range of cycles, we have ensured that our customers get multiple options, be it city commuting, mountain riding or an amalgamation of both," Singh added.

The company is currently present across 57 cities spanning 23 states in India and plans to expand its footprint as demand surges.

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https://www.firefoxbikes.com/

COVERAGE SNAPSHOT

■ BANGALORE ■ CHENNAI ■ HYDERABAD ■ MUMBAI ■ NEW DELHI

LIVE RICH

FINANCIAL Chronicle

IN ASSOCIATION WITH THE International Herald Tribune

my BRANDS

FINANCIAL Chronicle | 07
NEW DELHI, WEDNESDAY, JULY 18, 2012

Firefox eyes 25% jump in bicycle sales

PRESS TRUST OF INDIA
New Delhi

PREMIUM bicycle maker Firefox Bikes said on Tuesday it expects sales to increase by 25 per cent to 50,000 units in 2012-13. The company that sold 40,000 units in the last financial year, said in terms of value it is aiming a turnover of Rs 50 crore in FY13, up from Rs 38 crore in FY12.

"There is a huge potential in the Indian premium and leisure biking segment. We are expecting to increase our sales to 50,000 units in this financial year," Firefox Bikes MD Shiv Inder Singh told reporters here.

The company, which launched a series of new bikes on Tuesday, that are priced between Rs 10,280 and Rs 16,430, is targeting to expand its reach across the country to tap the potential in the premium segment.

In terms of turnover, he said, "This financial year our target is Rs 50 crore. Last year, we had a turnover of Rs 38 crore".

Commenting on the company's sales network, he said: "At present, we have 90 Firefox branded outlets. By the end of this financial year, we will add 25 more showrooms."

Singh further said Firefox Bikes would introduce a folding bicycle by the end of this year as it looks to expand its presence in the high-end segment.

DECCAN HERALD

Monday, February 10, 2014

Business

DECCAN HERALD 15

Firefox to 70,000 bike units in 2014

With India's growing appetite for greener mode of transportation, Firefox Bikes on Sunday said it hopes to clock 40 per cent rise in 2014 sales to 70,000 bikes. "The company sold over 50,000 bikes last year. As Indians are taking to the greener transport, we aim at selling 70,000 bikes by 2014," Managing Director, Firefox Bikes, Shiv Inder Singh said in a statement.

With 150 exclusive retail outlets, Firefox Bikes claims to be the largest organised company in the biking segment in India. It has a wide range of bikes for men, women and kids. The company, which launched two premium bikes priced over Rs 1.62 lakhs at the Auto Expo, also showcased biking accessories and cycling gear that include helmets, shoes and gloves.

COVERAGE SNAPSHOT

WWW.ECONOMICTIMES.COM

THE ECONOMIC TIMES

4 Business of Brands

THE ECONOMIC TIMES | NEW DELHI | WEDNESDAY | 18 JULY 2012

New Foldable Cycles, Car-top Racks from Firefox

NEW DELHI Premium bicycle maker Firefox Bikes plans to introduce a folding bicycle brand and specialised car carriers in the country to expand its presence in the high-end segment. "There is a huge potential in the Indian premium and leisure biking segment," Firefox Bikes India managing director Shiv Inder Singh told reporters here. The company, which sells premium Firefox bikes and higher-end Trek in the country, will debut its range of folding cycles under the 'Tern' brand. The bikes will be imported from Taiwan. The company will also launch 'Saris' range of specialised car carriers to help its customers transport bikes on their vehicle rooftops. Firefox on Tuesday launched a series of new bikes priced between ₹10,280 and ₹16,430.

SUNDAY TIMES

13

The Eco Extremist Cometh

They skip their daily bath to save water, use trains because they can't bear the guilt of air travel, and avoid gum wrapped in foil. On Earth Day, Sunday Times looks at the lives and loves of India's new breed of climate people

Extremism? I'd call these wonderful personal initiatives. We all have our passions. Let's celebrate them

Mitu Sahai

Pooshi & Ishaan

Chetan & Monika (Mumbai)

COVERAGE SNAPSHOT

hindustan times

hindustantimes.com

hindustantimes | metro | 09

HINDUSTAN TIMES, NEW DELHI
WEDNESDAY, SEPTEMBER 19, 2012

Bal Bharti Noida lifts annual quiz trophy

12TH YEAR Six schools make it to the final of the inter-school quiz

Winners of the annual Hindustan Times-FACE inter-school quiz on Tuesday with Ind Firefox tangent bikes.

THE ECONOMIC TIMES

Nilekani Will Quit UIDAI by Mar-end

Finetuning has Limits, Time to Create: Nadella

ON Saturday

12 Saturday Feature

The Economic Times, New Delhi, Saturday, 22 February 2014

The Ultimate Spin

Pravin Patil, who distributes cycles for Giant, is among the handful names associated with the growing premium bicycle segment in the country. A childhood wish for a geared bike powered his drive, he tells ET's Anirban Chowdhury

THE MASS market or utility cycles have shown a slight decline in sales number but the premium segment is growing, perhaps because of increasing health awareness

https://www.firefoxbikes.com/

COVERAGE SNAPSHOT

TUESDAY, NOVEMBER 06, 2012

hindustantimes

htbusiness

24 | busisness | hindustantimes

HINDUSTAN TIMES, NEW DELHI
TUESDAY, NOVEMBER 06, 2012

High-end biking: Firefox brings Fisher range

HT Correspondent

NEW DELHI: Firefox Bikes, the Indian dealer for Trek Bikes of the US, and global mountain biking icon Gary Fisher came together on Monday to launch Trek's Gary Fisher 29er line of mountain bikes in India.

Targeting the young rider, the two models of the SuperFly range that were launched are priced at ₹1.45 lakh and ₹2.35 lakh for the aluminium alloy and carbon fibre versions respectively.

Firefox Bikes MD Shiv Inder Singh expressed confidence that the Indian bicycling scene has passed a significant milestone, and demand is on the rise.

"The company expects to increase the annual sales from last year's 40,000 units to 50,000 units this year, and hit 100,000 units by 2015," Singh said.

Singh was commenting on the 250-strong turnout at an event on Sunday to bike with Fisher in the national capital region. "Four years ago you would not have found such response," he said. "It just shows how fast the popularity of mountain bikes and cycling itself has spread."

Ajit Gandhi, deputy general manager, Firefox, disclosed that about 15% of Firefox's sales comprised of the premium Trek Bikes, whose range starts at ₹30,000. Firefox has been the dealer for Trek Bikes in India since 2006.

It would seem that these Indian riders are serious about their biking.

Fisher shows off the 29er SuperFly Comp, priced at ₹2.35 lakh, in New Delhi on Monday. Also in the picture is Shiv Inder Singh, managing director of Firefox Bikes. PHOTO: VIPIN KUMAR/HT

https://www.firefoxbikes.com/

COVERAGE SNAPSHOT

hindustantimes
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HINDUSTAN TIMES, NEW DELHI
MONDAY, MARCH 21, 2016

Over 200 pedal on dirt track to promote cycling for fitness

HT Correspondent
htreports@hindustantimes.com

GURGAON: Hundreds of cycling enthusiasts participated in the Green Wheels Bike Festival held in Sector 58 on Sunday.

The fest was organised to motivate NCR residents to adopt cycling for a healthy living and to do their bit to save the environment.

The event was organised by the Municipal Corporation of Gurgaon (MCG) and the Haryana Police in collaboration with corporate houses.

Around 250 cyclists participated in the event that started at 7 in the morning. Cycling, mountain biking and dirt track were some of the activities that attracted the participants. Several music bands were also roped in that performed live at the venue.

One of the most interesting events was the firestorm mountain biking. The multi-lap format competition tested the biking skills, mettle and physical strength of the bikers with trails of uneven road elevations and narrow dirt paths. For experts, the race sprawled over a distance of 52km while for the pro category it was 40km.

"I participated in the pro category of the firestorm mountain bike event. At several turns I thought I will fall [illegible] finished the entire trail unhurt," said Neha, a city resident.

A special duathlon was also organised for children in the age group of 10-16 years.

"It is a fun event. It wasn't too hot and this made cycling even more fun. More such events should be organised to promote cycling," said Anurag

The event was organised by the MCG. PRAVEEN KUMAR/HT PHOTO

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NBT Gurgaon
सोमवार, 24 फरवरी 2014
4 NBT
www.gurgaon.nbt.in

टेढ़ी-मेढ़ी सड़कों पर दौड़ीं बाइक्स

फायरफॉक्स ने लॉन्च किया माउंटेन रेस का थर्ड एडिशन

रेस गोल्फ कोर्स रोड से शुरू हुई, इसमें बाइकर्स को अल्टिमेट बाइकर का टैग मिला

COVERAGE SNAPSHOT

THE HINDU

NEW DELHI	
17 AUGUST 2016	18

Firefox aims to sell one lakh bicycles

N. ANAND

CHENNAI: Firefox Bikes, a premium segment bicycle-maker, is eyeing an annual growth rate of 20-25 per cent for the next two years to garner a market share of 30 per cent, said a senior official.

"Last year, Firefox sold 70,000 premium bicycles in India and the targets for the current and next fiscal are set at 85,000 and one lakh bicycles. Initially, we had 70 per cent market share in the premium bicycle segment. With the entry of small players, our share has been coming down.

"But, we are maintaining the sales volume. Our aim is to sustain annual growth of 20-25 per cent for next two years," Ajit Gandhi, Firefox Bikes, Marketing Head told *The Hindu*.

Market size

Asserting that the market size of bikes in India was 15 million units, he said premium bicycles accounted for five per cent.

Of this, Firefox has a 40 per cent share, he said.

THE HINDU

METROPLUS

METROPLUS 3 THE HINDU • MONDAY, MARCH 3, 2014

Pedalling away to health

EVENT The third Firefox Mountain Biking Race witnessed a keen competition with active participation of the local populace

In the days to come cycling is the way to go. We often hear complaints about traffic snarls and road rage incidents and not to forget the pollution levels are touching in particularly during traffic jams. The solution it seems lies in cycling.

The two-wheel contraption is not only winning over new converts but also, bringing out their competitive spirit. It was proved in no uncertain manner at the 3rd edition of the Firefox Mountain Biking Race, Firestorm held at Gurgaon recently. Covering a distance of 29 and 35 kilometres for the male and female categories, respectively, the race attracted more than 150 participants, mostly Indians, thus proving that they are taking to cycling all over again.

Interestingly, while there were foreign competitors in the men's section, there were none in female section. Here Anita Groser of Gurgaon attracted attention, even though she came second to Monica, a student of Guru Nanak Dev University, Amritsar. Anita, mother of two children and a housewife had won the same race last year but was satisfied coming second this time. Says Anita, "I think Monica is much fitter than me. Though I had some cramped muscles and felt like vomiting I completed the race and feel that there is no harm in losing to a better competitor."

However, it does not mean that Anita has thrown in the towel. She will prepare for future races by cycling, swimming and running to build her endurance and stamina. She is grooming her two sons, aged five and seven, to be professional cyclists. "I swim and run apart from cycling to keep myself fit. I wake up at 4 every morning and ready the kids for school and after dropping them to school I go out for practice. My kids are passionate about sports and I encourage them in every possible way. In fact the whole family goes out for cycling on weekends," said Anita. She uses a Scott Scale bike with 29 inch wheels which according to her helps in climbing up and coming down the rocky terrain and added, "I am happy to see that the Indian middle class is showing a lot of interest in the sport."

In the men's section Barrett Paul of England winning in Delhi won the race followed by K. Kiran Kumar Raju from Bangalore while Douglas Smith, another foreigner, took the third spot. The winner got a cash prize of Rs.50,000, the runner-up got Rs.30,000 and the second runner-up took away Rs.20,000. In the women's section Monica won a prize money of Rs.30,000 and Anita Groser took home Rs.20,000.

At the conclusion of the event, Shiv Inder Singh, Managing Director, Firefox Bikes expressed happiness at the active participation of the locals and revealed that they were happy with the current number of participants in an increase could make the event unmanageable. "We want happy people, not people with broken bones".

S.M.AAMIR

CYCLING TO GLORY (from left) Monica and Anita Groser

https://www.firefoxbikes.com/

COVERAGE SNAPSHOT

hindustantimes | gurgaon | IV

HINDUSTAN TIMES, NEW DELHI
THURSDAY, MARCH 17, 2016

Bike fest to promote cycling among children

GURGAON: Residents will spend this Sunday cycling in the Aravallis to promote the green mode of transport.

The Green Wheels Bike Festival in Sector 58 will bring together all age groups to participate in a 42-km bicycle trek along the Aravallis, for which organisers will provide Firefox mountain bikes. The categories will also include a 3-km junior dualthon and 6-km and 10-km cycle treks for children between 10 and 16 years. The event will begin at 7am.

Rock Castle Entertainment Pvt Ltd is organising the event with the Municipal Corporation of Gurgaon, Haryana Police, Firefox and M3M.

"The objective of the festival is to sensitize children of NCR to make cycling a part of their lifestyle for better health. The event also aims to promote biking as a preferred mode of transport and an important tool to combat pollution for a greener tomorrow," Alok Kumar, a member of Rock Castle Entertainment, said.

Entry is free for participants who bring their bicycles. Otherwise, the price slabs are ₹500 for a small bicycle, ₹550 for gearless, and ₹650 for a bicycle with gears. The festival also has a parent-relay competition of 3km, where children ride their bicycles for half the distance and their parents the other half.

A food court, performance by a rock band and Zorbing — one rolls down a hill in an orb — and stand-up comedy are other features. **KARTIK KUMAR**

COVERAGE SNAPSHOT

Front Page & Page 21

With deep pockets & love for fitness, Mamils put pedal to metal

SUNDAY TIMES OF INDIA, MUMBAI JANUARY 26, 2014 — TIMES NATION — 21

For Mamils, biking is the new golf

Amardeep Banerjee | TNN

A growing section in India is turning to bicycles to pursue its passion for fitness and travel. Meet the Indian Mamils aka the Middle-Aged Men in Lycra. Aged between 35 and 45 — a few are pushing 50 — these men are part of an affluent demographic that likes to splurge on fancy bicycles rather than cars and motorbikes. Kitted out in cycling tees, sunglasses, gloves and helmets, they ride bikes that cost anything between Rs 25,000 and Rs 50 lakh. The bikes are fitted with spiffy instruments like GPS and cycle computers to digital speedometer that measures a range of things from speed and distance to altitude and heart rate.

The term Mamil was coined in 2010 when a UK-based market research firm, Mintel, noted the existence of a group of well-off cyclists in a report on the bicycle industry. As the document explained, "Thirty or forty years ago people would ride a bike for economic reasons, but our research suggests that nowadays a bicycle is more a lifestyle addition, a way of demonstrating how affluent you are."

Such is the hike in sales that the market for imported bikes has grown by over the last 10 years, bringing in brand names like Trek, Specialized, Giant, Kona, Schwinn and Hercules. Bif on the all-terrain mid-end were sold in models from mid-range to like Hero, Atlas, Hercules and Avon.

The Indian bicycle industry, which sells 15.5 million units annually, throws up some interesting statistics. While common bicycles are selling less, the mid-premium and premium segments are growing. According to industry sources, black bicycles accounted for 65% of the total sales in 2005, but this number slipped to 55% in 2011 and has gone to 45% further to 45% this year. But sales in the mid-premium segment rose from 34.5% in 2010 to 14% in 2011, and are expected to touch 35% this year. In the premium segment, sales rose from 5% in 2010-11 to 10% in 2011 and are expected to touch 15% this year.

This trend has lured many Indian bicycle manufacturers into the premium and mid-premium segments. Hero and TI Cycles have launched their own premium brands, Urban Trends and Montra, respectively. Other Indian manufacturers have tied up with foreign firms to import and distribute their bikes — Atlas with Merida, TI Cycles with Cannondale, Montra with GT and Schwinn, and Firefox with Trek.

Though there is no specific demographic data, industry insiders say that a large chunk of the premium bike market is dominated by Mamils. "Based on empirical evidence, I'd say Mamils comprise 65-70% of the premium bike market," says Pravin Patil, MD and CEO, Sprint Sports (P) Ltd, a manufacturer of premium bikes and the South Asia region importer and distributor for bicycles made by the Taiwan-based company, Giant.

The reason for the trend is not hard to trace: this is a demographic segment with high disposable income and growing fitness concerns. "As a kid, everyone is a cyclist, but as they mature, most gradually give up cycling and switch to other modes of transport like cars and motorbikes. Fitness concerns too are not quite new in the 20s. But they become important during one's 30s and 40s, which is when a lot of people return to cycling," says Shiv Inder Singh, MD, Firefox Bikes.

For Mamils, cycling is an integral part of their lives. "If find myself stiffen up if I don't ride for long," says Anand Sinha, 44, who works in a senior programme officer with the Bill and Melinda Gates Foundation. He points out that the biking fraternity shows a certain mindset. "They are all outdoor-oriented, crazy for fitness, the environment, and like discovering new places."

That makes it a great recreational sport, like golf. "Biking is the new golf," says Tirath Singh, a chef on the management board of the Delhi-based health food retail chain, Whole Foods. His involvement with Whole Foods was the result of interactions with other bikers in his group who had set up the chain. There is another similarity between avid golfers and cyclists, says Singh. "Just as there are golf widows, the same cycling widows exist," he quips.

For the full report, log on to www.timesofindia.com

The term Mamil was coined in 2010 when a UK-based market research firm, Mintel, noted the existence of a group of well-off cyclists in a report on the bicycle industry

THE HINDU METROPLUS

THE HINDU • MONDAY, MARCH 17, 2014

METROPLUS 3

Ride like a Superman...

LAUNCH *Firefox ties up with Warner Brothers to launch a new range of bikes for kids*

COVERAGE SNAPSHOT

THE TIMES OF INDIA

TIMES GURGAON

THE TIMES OF INDIA, NEW DELHI / GURGAON | MONDAY, FEBRUARY 24, 2014

British Citizen Matt Barrett Wins The 35km Mountain Biking Race

150 bikers explore Aravalis beyond roads

TIMES NEWS NETWORK

Setting out for a mountain biking challenge on a wintry Sunday morning is harder than it looks. Apart from being in the adventure-sport mode physically and mentally, the rider needs to pay a lot of attention to his only true companion – the bicycle – moments before the race.

Take, for instance, Manik Verma, an engineering lecturer from Dehradun, who was in Gurgaon on Sunday for the third edition of Firestorm, a mountain biking race held this year along the Mangar trail.

His bicycle, with all its 21 gears, seemed as race-ready as any other. But there was still more to be done right at the venue. "I had to apply slime on the tire tubes to make them puncture-proof this very morning. This is to avoid ending up with a flat tyre right on the trail," said Verma, who was competing in the 'enthusiast category.'

ON ANY SUNDAY: Winners of the event organized by Firefox Bikes

The organizers said around 150 participants turned up for the event, which has been conducted annually in different parts of the country. "The race was appreciated very much by the riders. They were very happy with the weather and the trail we had chosen. We had a lot of requests to hold such races more frequently," said Ajit Gandhi, deputy general manager, Firefox Bikes, the company that organized the event.

Flagged off early in the morning, the bike races were held for two categories of riders – enthusiasts and experts. And this was what made Firestorm 2014 a unique challenge, where amateurs were as welcome as pros. "For past eight months I have been cycling to work from home, but this is the first time I am participating in a long-distance ride," said Mac Lobo, a Gurgaon-based financial analyst.

The other category was for 'expert' riders who were given a winding trail of over 35km, with cash prizes of up to Rs 50,000 on offer. The final winner in this category was Matt Barrett, a British citizen who has participated in several such events in the past.

COVERAGE SNAPSHOT

the pioneer
NEW DELHI | MONDAY | FEBRUARY 10, 2014
vivacity 13

Pedal on an upswing

India's most expensive bicycle worth ₹10.89 lakh was launched at the expo. With a rapidly evolving economy, rising standards of living and exposure to latest technology, the demand for premium bikes is at an all-time high. By KARAN BHARDWAJ

Can a bicycle compete with superbike or a luxury car? Yes it can. The amount which you would have to pay to buy one Giant Trinity Advanced SL bike can fetch you at least two Harley-Davidson latest Street 750 superbikes...or twice of its amount can get you a lavish sedan A3 by Audi. India's most expensive bike worth ₹10.89 lakh was unveiled by Giant at the expo. But the question remains: At the time when luxury automakers are dwindling their prices to leverage a plunging market, is India ready for premium bikes? "Yes it is. The market of premium bicycles, although accounts for a little over two per cent of the total bicycles sold in India annually, is growing over four times the industry average. We plan to appoint over 100 key trade partners primarily in A, B & C category towns to fulfill the long awaited demand for an international quality bicycling experience. We already have 58 trade partners helping us reach across 30 cities in India currently," says Pravin V Patil, MD & CEO, Starkenn Sports Pvt Ltd, which supplies Giant bikes in India.

Industry watchers vouch for Patil's sentiments and are hopeful of a "premium future". The growth is estimated at 35 per cent annually. However, there is surprisingly a decrease of 25-30 per cent in demand of massy, cheap bikes. "The average spending power of Indian has shot up. They are willing to pay more on lifestyle products. Overall market of lifestyle product is upswing. The biking manufacturers are focussing on premium products," says Dron Sharma, manager, marketing, Starkenn. Besides existing manufacturers, international brands like Giant, Trek, Cannondale and Bianchi have foreyed into Indian territory. "It's open and a virtual market. It has got immense potential," says Sharma, adding, "When luxury brands like BMW, Audi forayed into Indian market, nobody knew they would record thumping success. Their dominance proved a huge untapped premium market in India. People are travelling and cycling is perceived as a hip and cool activity. They are alternate means of transport in many foreign countries. So there is a great awareness about the quality worldwide."

BESIDES EXISTING MANUFACTURERS, INTERNATIONAL BRANDS LIKE GIANT, TREK, CANNONDALE AND BIANCHI HAVE FORAYED INTO INDIAN TERRITORY

The biking manufacturers are also sneaking into tier-II cities. There is a great demand in Surat, Coimbatore, Pune, Haldwani and other cities. "There is a tremendous demand for premium bikes in India. Even though price and duty structure are some constrains, cyclists are willing to go an extra mile by increasing their budgets to gain the luxurious experience," says Ajit Gandhi, Deputy General Manager, Firefox Bikes Pvt Ltd. Firefox unveiled its premium range of bikes during the last expo, which was touted as the catalyst in the market. "We sell Trek's top of the line carbon bikes with the latest IsoSpeed technology in road bike segment, and also a wide range of 29er bikes which is well appreciated around the world. We were expecting an annual growth of 50 per cent but it was 40 per cent over all, which was decent," Gandhi informs. Going by the expo, the latest in trend is 27.5 inch bikes. The three major advantages of these bikes are better rollover, light weight and better control.

Being an eco-friendly mode of transport, steps are been taken to revive the bicycling culture in the country. Currently, the market size of premium bicycles in India is estimated at 2.5 lakh units per annum. "Cycling addresses the issues of health, congestion on roads and pollution hazards. Consciousness about these three elements is rising which is directly responsible for the growing cycling business," says Patil.

photos Pankaj Kumar

https://www.firefoxbikes.com/