

CO SIGNS DEALS TO IMPORT PARTS FROM OEMs S&S, MUSTANG & KELLERMANN

Avantura to Launch Chopper Bikes

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Mumbai: The chopper, or the modified bike, started as a trend in California in the 1950s. In India, while small bike garages have started modifying motorcycles to meet the demand for fancy machines, it is for the first time that an Indian company has decided to launch bespoke choppers.

Avantura Choppers, co-founded by bike enthusiasts Gaurav A Aggarwal and Vijay Singh, has signed deals with global original equipment manufacturers (OEMs) S&S, Mustang & Kellermann, to import components for the models it intends to launch next month.

With 2,000-CC engines, these bikes will come at a price point of above ₹20 lakh each. At present, only Indian, Harley-Davidson and Triumphs have costlier options.

On A Road Trip

AVANTURA to launch 2 models at ₹20 lakh+

- 2,000-CC S&S Engine
- Mustang hand-crafted seats
- Promo 6-Speed Transmission by Rivera,
- Suspensions by Progressive, USA
- Brake Calipers by Berlinger, France
- Turn Signals by Kellermann, Germany



Other ₹20 lakh plus bikes in India – Indian (10 models), Harley-Davidson (4 models) and Triumph (1 model)

While the market in India is still in its nascent stage, various researches suggest that sale of bikes with more than 1600-CC engines is going up by 60% year-on-year. By 2022, about 20,000 high power bikes are expected to be on Indian roads, of

which Avantura is eyeing a 5-8% market share.

"I am a chopper lover, and I have been researching about these bikes since the last seven years. Two years ago, I decided to launch Avantura to make these bikes in India,

which are made for Indian roads," said Aggarwal, who heads the venture as its chief executive. He claimed that his company would be the first organised player, with relevant certifications.

"There are 29 tests to clear before we can launch. This included 16 component tests and 13 motorcycle tests. We have carried noise and emission tests and other important tests and await certifications," said Vijay Singh, chief revenue officer, Avantura.

The concept of chopper is very popular among serious bikers in the West. The bikers upgrade their vehicles with new and more powerful engines and modified steering angles and lengthened forks for a stretched-out appearance. Harley-Davidson and Triumphs are most popular motorcycles used for modification.

In India, choppers generally use Royal Enfield for modifications.

Paytm Mall Warns Sellers against Using Services of Unicommerce

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New Delhi: Ecommerce firm Paytm Mall has told its sellers not to use services of Snapdeal-owned ecommerce management firm Unicommerce eSolutions and warned that any breach in this could result in either termination of contract or legal action for infringement of its legal rights.

The Noida-based firm has alleged unauthorised usage of Paytm's trade name by Unicommerce and that the latter wrongly told sellers that it has an integration with Paytm.

"Paytm Ecommerce is not in any type of agreement of integration of our Paytm Seller Panel nor has authorised any third party/entity, including the Unicommerce eSolutions, which is now Snapdeal,

THE ALLEGATIONS

Noida-based co has alleged unauthorised usage of Paytm's trade name by Snapdeal-owned firm & the latter wrongly told sellers it has an integration with Paytm

al, to facilitate any inventory or order management for Paytm sellers," the firm said in an email to sellers on its platform.

It warned of "severe action, including termination of the contract and other legal action for infringement of our legal rights to claim damages, etc., and criminal action

as per law" in case vendors were found in breach of confidentiality or terms of 'marketplace agreement'.

Unicommerce provides technology that links digital marketplaces and merchants and is widely used by sellers across online marketplaces such as Amazon, Flipkart and Snapdeal.

A Paytm Mall spokesperson said in response to a petition previously filed by One97 Communications, Unicommerce had categorically stated before the court "that they have stopped using trade mark/logo of Paytm on their website and that they will not use it in future as well". "However, in a recent announcement on their website, Unicommerce has not only used trade name 'Paytm' but has also spread misleading message to sellers that it has an integration with Paytm," he said.



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The Reserve Bank of India in its recent projections has shown a positive trend in the subsequent quarters with the growth rate pegged at 6.4% in Q2, 7.1% in Q3 in and 7.7% in Q4, respectively. The growth is likely to be augmenting over the medium to long-term by improving the business environment, enhancing transparency and increasing formalisation of the economy. With such factors, it can be implied that India is truly rising.

ON THE FAST TRACK

The union government's focus on structural reforms is expected to change India's future

According to the World Bank's Global Economic Prospects, improving competitiveness has helped India become the world's fourth fastest growing economy in 2017. Clearly laid down policies in key areas like infrastructure, sanitation, rural and urban housing, digitisation, foreign investments, banking and finance, taxation, education, defence, etc. are now showing good results. Fast track decision-making supported by efficient public spending is proving to be the key for India's

rapid rising on global circuits. India has achieved 87 reforms in 21 sectors, so far.

In infrastructure sector, India is planning to complete work worth Rs 25 lakh crore in five years. Further, 80,000 kms of rural roads have been laid and the target of 40 kms of road construction per day is being planned to boost road infrastructure. Electricity output rose to a 16-month high of 10.3% in August. On the revenues front, the direct tax revenue collections as on date in FY 2017-18 rose to Rs. 3.7 lakh crore with a



ILLUSTRATION: SACHIN VARADKAR

growth of 15.7 per cent with a significant increase in the number of taxpayers. While the impact of Swachh Bharat Abhiyan is visible, rural sani-

tation has achieved dramatic results. In rural India, the number of households without toilets has come down to 32.5 per cent (from 69 per cent) and in urban areas, the number is 14.5 per cent (down from 18 per cent).

Further, the central government's ambitious plan of building homes for all by 2022 is set to stir economic revolution worth \$ 1.3 trillion, creating 60 million new houses and over 2 million jobs annually. Ajay Nair, COO of a Mumbai-based urban reality company informs that

the central government's vision to provide housing for all will bring unprivileged populace under housing cover in urban and rural India.

"The government has already approved 1.88 million urban houses and the pace is increasing. With formalisation of the real estate sector and the RERA coming in, the organised developers will help urban realty sector usher into a new era where efficient homes will be provided at reasonable prices to home buyers," says Nair.

India's start-up revolution is at its peak witnessing a spark of entrepreneurship, especially among Indian youths. With this, new innovations, improved products and services and employment scalability are becoming a norm for a new India. Interestingly, many start-ups are socially uplifting people improving their living standards ensuring developments from bottom of the pyramid. According to the Meenakshi Gupta Jain, CEO of a leading company, unless the bottom of the economic pyramid is taken along, it will pull down anyone attempting to rise. "Today there is lot of focus on

meeting aspirations of the bottom of the pyramid. The time is also ripe for social entrepreneurs, as an ecosystem is developing to support them with accelerators and funds willing to invest in them," she explains.

Interestingly, the growth and scalability in the sectors like BFSI, Retail, Healthcare, Logistics and Education, etc. is giving rise to the prospects of many supportive industries. For instance, technology-driven surveillance industry is rapidly growing due to increase in IP infrastructure and demand for remote access. Thus, India's video surveillance market is set to grow at a CAGR of over 13 per cent from 2016 to 2022. Sunil Udupa, managing director of another leading company explains that India rising has witnessed mature markets moving forward and technology enabling growth sectors such as BSFI, Retail, Warehouse, Logistics and other service sectors like hospital, educational institutes. India's competitiveness is supported and reinforced by steady progress with economic reforms.

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