

NOTE

Dear Channel Partner,

It gives us great pleasure to launch a newsletter, especially for you. As the channel partners' network of Tata Stryder bicycles grow, we will be sharing the best of news about our activities and events through a regular newsletter. Our inaugural issue of the TEZ bulletin features news articles and event photographs contributed by our parivar of bicycle distributors and dealers.

We at Team Stryder are happy to share with you our vision and confidence in the future of the bicycle business and assure you an exciting time ahead with new product improvements and consumer promotions. As we move forward, we are bound to face many challenges in building a network and ensuring a significant presence in the markets which we are present in, reminding us of an old saying 'A gem cannot be polished without friction, nor a man perfected without trials.'

All our Channel Partners are welcome to share their personal stories, events and activities at marketing.stryder@tatainternational.com. We will do our best to include articles on your efforts as an inspiration to all of us. We will also be featuring the life stories of the many cyclists, bicycle mechanics and technicians who have kept the wheels of our industry moving.

Swaminathan

Swaminathan Gopal
Head - Sales & Marketing, Tata International Limited

FEATURED PARTNER

Abban Cycle Agency



Abban Cycle Agency located at Siwan, Bihar is the first customer of Tata Stryder, and was instrumental in increasing the brand recognition of the Jumbo model. Abban Cycle is owned by three brothers, Md. Arif, Md. Khalid and Md. Ali.

Abban Cycle actively participates every year in spreading awareness of Tata Stryder bicycles in School Scheme distribution.

QUOTE OF THE MONTH

"Life is like riding a bicycle. To keep your balance you must keep moving."

Albert Einstein

PROMOTIONAL ACTIVITIES

Football Tournament



Tata Stryder participates in the Tata Community Football Tournament at Jamshedpur, in June, 2014.

Dhak Competition



A 'dhaki' competition and a quiz was organised on Durga Puja at 25 different locations in West Bengal. Three best performers were presented with gifts.

Durga Puja Branding



During the Durga Puja, 8 branded gates and 30 banners were installed at dealer outlets by our distributor M/s Nandan Saha in Habra, Barasat and Chandpara.

B9G1 Scheme



A special offer for the festive season was launched for the channel partners - 'Buy 9 bicycles and get 1 bicycle free', from the Alloy series, and an assured gift was given with every bicycle purchased by the consumers.

Channel partners can reach our Customer Care Desk from Monday to Friday, between 11 am to 5 pm, at 0161-6456915, or e-mail us at nisha.p@tatainternational.com